



APPENDIX

A



PUBLIC ENGAGEMENT



PUBLIC ENGAGEMENT

The planning team conducted a series of public engagement events. In addition to the the description of the events in the main document, this appendix contains the following supplemental material:

Event	Date(s)	Description	Page Number
Introductory Engagement			
Staff & Elected Official Interviews	December 2-3, 2020	The Planning Team conducted stakeholder interviews to gauge preliminary needs and opportunities by questioning those who represent the public interest: Elected Officials and City Staff. They provided insights on the history of previous processes and what they have heard from the public.	223
Property Owner Interviews	December 15 & 17, 2020	The Planning Team gave property owners the opportunity to be interviewed regarding the Town Center. Property owners provided insights on why they chose to purchase property in Johns Creek and discussed the potential to participate in the future development of Technology Park.	224
Business Owner Interviews	January 11-12, 2021	The Planning Team gave business owners the opportunity to be interviewed regarding the Town Center. Business owners provided insights on why they chose to do business in Johns Creek and discussed the potential to participate in the future development of Technology Park.	225

Event	Date(s)	Description	Page Number
Project Website	Live for the duration of the planning process	The planning team established a website at www.JCTownCenter.com to publish project information, post educational videos, and ways to participate. The website also hosted virtual engagement activities.	226
Educational Video #1	January 12, 2021	The first educational video introduced the public to the Johns Creek Town Center Plan process, describing the project scope and timeline of events to take place.	227
Educational Video #2	February 2, 2021	The second educational video described a few opportunities that exist within the Technology Park fabric to encourage viewers to brainstorm other opportunities for the project.	228
Educational Video #3	February 18, 2021	Video #3 focused on market findings and opportunities for various uses. It also informed community members on how this information would be utilized in the planning process.	229
Technical Advisory Committee (TAC) Meetings			
Downtown Tours	November 4, 2020; January-February 2021	The Technical Advisory Committee toured the Cities of Peachtree Corners, Duluth, Suwanee, Alpharetta, and Milton to explore various elements of successful local town centers.	230-233
Technical Advisory Committee Meeting #1	November 19, 2020	<p>The first TAC Meeting was held in person at City Hall. The TAC was informed of their duties as committee members and introduced to the project scope. Members participated in live polling to answer questions regarding urban scale, housing, transportation, open space, and land use. MXD Strategists also gave an overview of the Market Analysis process. The TAC also participated in the following activities:</p> <ul style="list-style-type: none"> • The TAC broke into 3 groups to conduct a Strengths, Weaknesses, Opportunities, and Threats (SWOT) exercise • A post card activity in which committee members wrote down one word to describe Johns Creek • A ranking activity in which committee members ranked their priorities for future focus sessions 	234-239
Technical Advisory Committee Meeting #2	February 24, 2021	In the second TAC Meeting, conducted virtually, MXD Development Strategists gave the committee a preliminary overview of market findings. The planning team facilitated breakout sessions to discuss ideas about Parks & Open Space, Placemaking & Urban Design, and Land Use & Economic Development in preparation for the Design Charrette. TAC members were also briefed on their roll as panelists in the virtual Design Charrette.	240-248
Technical Advisory Committee Meeting #3	March 1 - 3, 2021 (Design Charrette Daily Pin-Up Meetings)	The third TAC meeting was divided into 3 sessions during the Design Charrette. At the end of each day, the planning team conducted a virtual pin-up to present content created and input received from the workshop sessions.	249-262
Technical Advisory Committee Meeting #4	May 26, 2021	The fourth TAC Meeting was held in person at City Hall. Following the Design Charrette, the planning team presented refined conceptual designs for the overall study area as well as focus areas throughout Technology Park. Committee members also reviewed the development program, development phasing, and potential catalyst sites. This meeting concluded with group discussion about plan elements.	263-282

Event	Date(s)	Description	Page Number
Technical Advisory Committee Meeting #5	July 13, 2021	The final TAC Meeting was held in person at City Hall. The planning team and committee discussed Action Plan Prioritization by reviewing the alignment of the Action Plan Items with the Design Principles. MXD Development Strategist also gave an overview on development scale as an educational opportunity on density.	283-287
Online Engagement & Public Events			
Interactive Map Activity	December 10, 2020 - February 12, 2021.	The Interactive Map Activity was a virtual engagement opportunity for community members to provide geographically-specific input on gateway opportunities, gathering and open space opportunities, bicycle and pedestrian opportunities, placemaking opportunities, safety concerns, and other comments. In addition to leaving multiple comments, participants were able to browse through other community member comments and 'like' or 'dislike' them based on their sentiment. This activity was hosted on the project website at www.JCTownCenter.com. This activity received 160 comments and over 1,000 'likes' and 'dislikes.' Project team members used the information received to prepare content and other discussions for the Virtual Design Charrette.	288-308
Community Kick-Off	January 28, 2021	The first public meeting was held virtually over video conference. The planning team presented an overview of the Town Center Plan process and schedule with the general public. MXD Development Strategist also presented potential market opportunities and various uses that may be applicable to the study area.	309-319
Design Charrette	March 1 - 4, 2021	The planning team hosted a Virtual Design Workshop over the course of 4 days. The design workshop consisted of a series of public work sessions in which various aspects of the plan such as transportation and mobility, trails and open space, urban design and placemaking were discussed. Workshop participants had the opportunity to provide their input in real time while our planners and designers were hard at work creating content for review and discussion. The outcome of the workshop resulted in sketches and diagrams representative of previous engagement activities and conversations held throughout the workshop.	320-331
Final Community Open House	June 18, 2021	The City of Johns Creek hosted a community event behind City Hall, which is located in the heart of Technology Park. The Community Development staff and planning team set up a tent with boards explaining plan elements with graphics. Citizens were also shown a 3D flyover of the conceptual park design created to display how an activated and developed Town Center could function.	332-333
Public Review of the Draft Document	August 10 - 16, 2021	The draft Johns Creek Town Center Plan was posted on Konveio to receive public comments. There were a total of 6,115 page views and 2,173 total users during this review period.	334-335

Johns Creek Town Center Plan Staff & Elected Official Interviews

The Planning Team conducted stakeholder interviews to gauge preliminary needs and opportunities by questioning those who represent the public interest: Elected Officials and City Staff. This group was interviewed from December 2-3, 2020. They provided insights on the history of previous processes and what they have heard from the public. The following stakeholders participated in interviews:

1. Mike Bodker (Mayor)
2. Lenny Zaprowski (City Council Post 1)
3. John Bradberry (City Council Post 3)
4. Chris Coughlin (City Council Post 4)
5. Stephanie Endres (City Council Post 5)
6. Erin Elwood (City Council Post 6)
7. Ed Densmore (City Manager)
8. Kimberly Greer (Assistant City Manager)
9. Chris Haggard (Public Works Director)
10. Chip Floyd (Johns Creek Planning Commissioner)
11. Chris Jackson (Johns Creek Recreation & Parks Advisory Committee)
12. Lynda Smith (Johns Creek Convention and Visitors Bureau)
13. Robin Buckley (Johns Creek Chamber)
14. Ron Cioffi (Johns Creek Arts & Culture Board)

Staff and Elected Officials were asked the following questions:

1. What is your Role in the Community?
2. What do you like best about Johns Creek? What do you think could be improved?
3. Where do you currently go to shop, eat, and spend time in Johns Creek?
4. What impact do you think a new town center would have on the community? (i.e. perception, economic development, culture, etc.)
5. Is there any history in this study area that the planning and design team should be aware of?
6. What do you hear from your constituents, what issues are they most concerned about? (Council Member question only).
7. Are there any elements of the existing study area that you would like to see preserved? Are there any existing assets, key businesses, or developments you would like to see integrated into the new town center?
8. What are elements of a town center that you would like to see in Johns Creek?
 - a. Specific Types of Residential Development?
 - b. Specific Types of Commercial/Mixed Use Development?
 - c. Discuss Height & Scale
9. What benefits or challenges do you think these new types of development would bring to the study area?
10. Are there certain activities or public spaces that are missing in Johns Creek that could be a good fit for the Town Center?
11. Are there model downtowns/town centers in Georgia you particularly like? What do you like about them?
12. What barriers exist to implementing a true town center in Johns Creek?

Johns Creek Town Center Plan Property Owner Interviews

The Planning Team gave property owners the opportunity to be interviewed regarding the Town Center on December 15 and December 17, 2020. Property owners provided insights on why they chose to purchase property in Johns Creek and discussed the potential to participate in the future development of Technology Park. The following Property Owners participated in interviews:

1. Scott Bryant - 6455, 6465, 6470, 11695 Johns Creek Parkway, 12000 Finley Road
2. Ben Song - City of Johns Creek Property
3. Dave Grazioli, Ryan Fitzgerald and Jeremy Hull - State Farm Property
4. Aman Kakkar – Medical Office
5. Dr. Andrew Jimerson – Medical Office
6. Reese Waite – TPA - 11450 Technology Circle
7. Kerri Baso and Steph Brass - Lifetime Fitness
8. Angie McCart – Financial Services
9. Marilyn Margolis (CEO) and Andria Smith – Emory Healthcare
10. Doug Higgins – United Community Bank
11. Mike Pfeiffer – Hotel Property
12. Robert Ray – Hotel Property
13. Rafiq Hashmani – 11350 Lakefield Drive
14. Scott Beach – 11315 Johns Creek Parkway

Property Owners were asked the following questions:

13. Where do you currently go to shop, eat, and spend time in Johns Creek? (if interviewee lives in Johns Creek)
14. What impact do you think a new town center would have on the community? (i.e. perception, economic development, culture, etc.?)
15. What are elements of a town center that you would like to see in Johns Creek?
 - a. Specific Types of Residential Development?
 - b. Specific Types of Commercial/Mixed Use Development?
 - c. Certain activities or public spaces?
 - d. Discuss Height & Scale
16. Are there model downtowns/town centers in Georgia you particularly like? What do you like about them?
17. What benefits or challenges do you think redevelopment would bring to your property?

Participants' responses aided in the kick-off of the Town Center planning process by providing first-hand experience as commercial property owners.

Johns Creek Town Center Plan Business Owner Interviews

The Planning Team gave business owners the opportunity to be interviewed regarding the Town Center on January 11-12, 2021. Business owners provided insights on why they chose to do business in Johns Creek and discussed the potential to participate in the future development of Technology Park. The following Business Owners participated in interviews:

1. Charlie Brown
2. Tim Jennette
3. Joel Osterloh
4. Stan Brovont
5. Paige Chambers
6. Marilyn Margolis
7. Abbe Poline

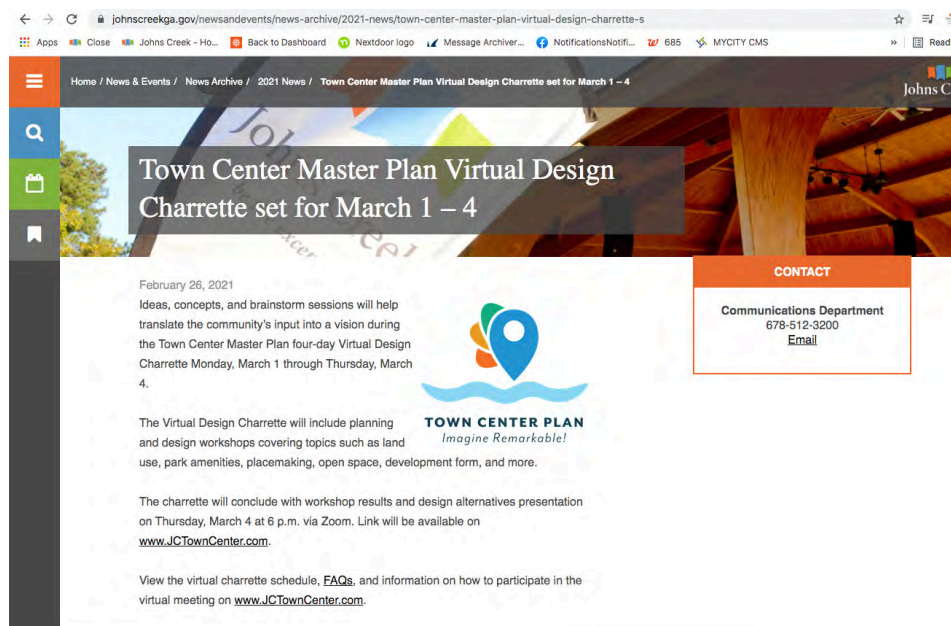
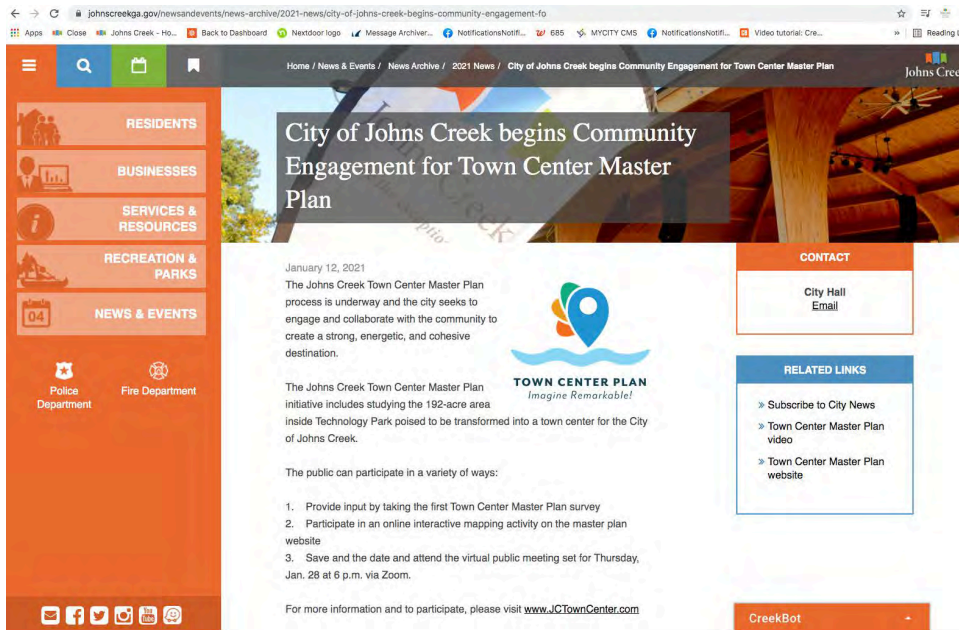
Business Owners were asked the following questions:

1. Where do you currently go to shop, eat, and spend time in Johns Creek? (if interviewee lives in Johns Creek)
2. What impact do you think a new town center would have on the community? (i.e. perception, economic development, culture, etc.)
3. What are elements of a town center that you would like to see in Johns Creek?
 - a. Specific Types of Residential Development?
 - b. Specific Types of Commercial/Mixed Use Development?
 - c. Certain activities or public spaces?
 - d. Discuss Height & Scale
4. Are there model downtowns/town centers in Georgia you particularly like? What do you like about them?
5. Tell us about your business and how long have you owned it?
6. What are your long-term plans for your business and do those change now that there is a Town Center Master Plan underway?
7. What benefits or challenges do you think infill or redevelopment would bring to your business?
8. More than 75% of the land area in the Tech Park is used for surface parking and landscaping. How does this align with the parking demands for you or your business?
9. Many suburban office parks are looking at integrating new uses, event programming, and walkable streets as part of urban regeneration strategies. In your view, what potential land uses beyond employment do you think should be considered?
10. What excites you about Johns Creek as a community? What local initiatives could be leveraged to benefit infill or redevelopment of Tech Park?
11. In our team's work for the Town Center Plan, what most excites you about the process? What are the biggest challenges we should consider?

The Project Website

The planning team established a website at www.JCTownCenter.com to publish project information, post educational videos, and ways to participate. The website also hosted virtual engagement activities.

Website Communications

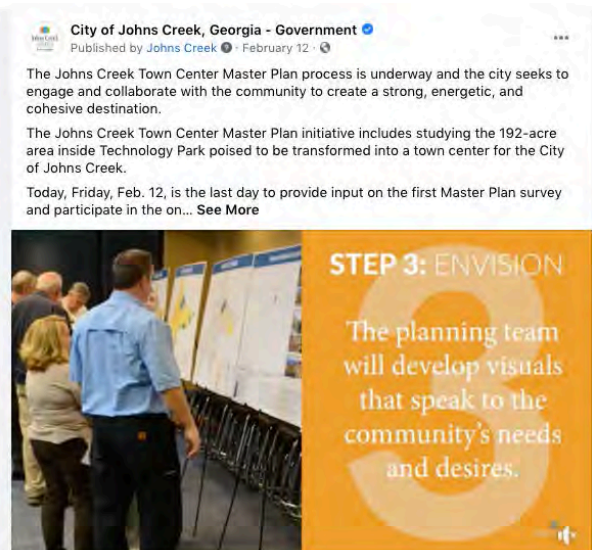
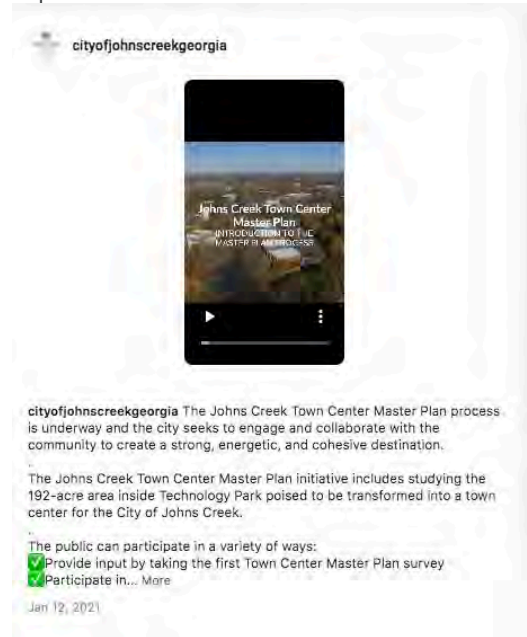


Educational Video #1 What is the Town Center Master Plan?



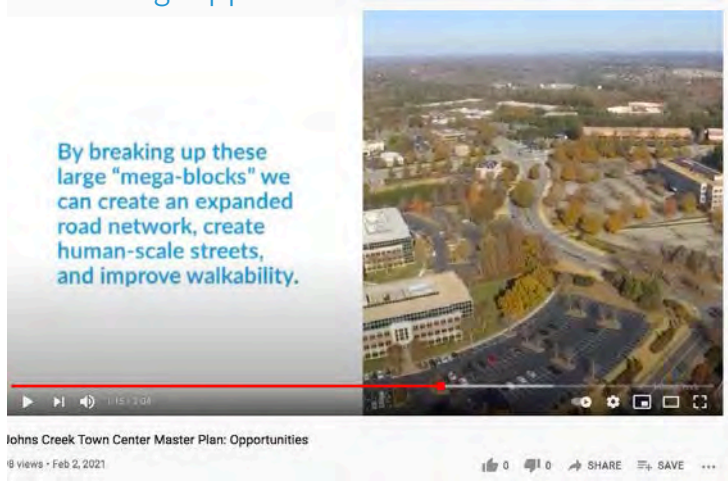
Johns Creek Town Center Master Plan process is underway
653 views • Jan 12, 2021

The first educational video introduced the public to the Johns Creek Town Center Plan process, describing the project scope and timeline of events to take place.

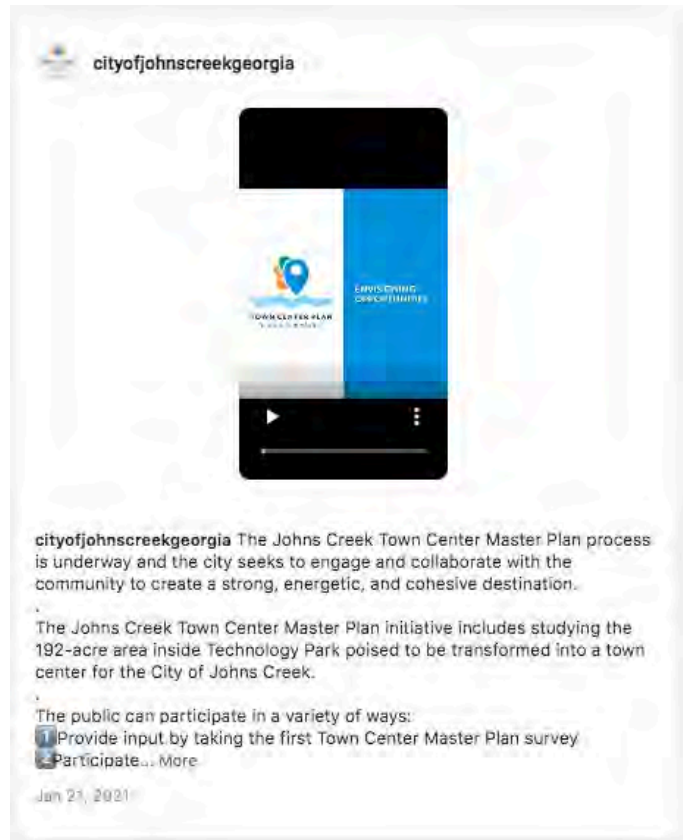


Educational Videos

Educational Video #2 Envisioning Opportunities



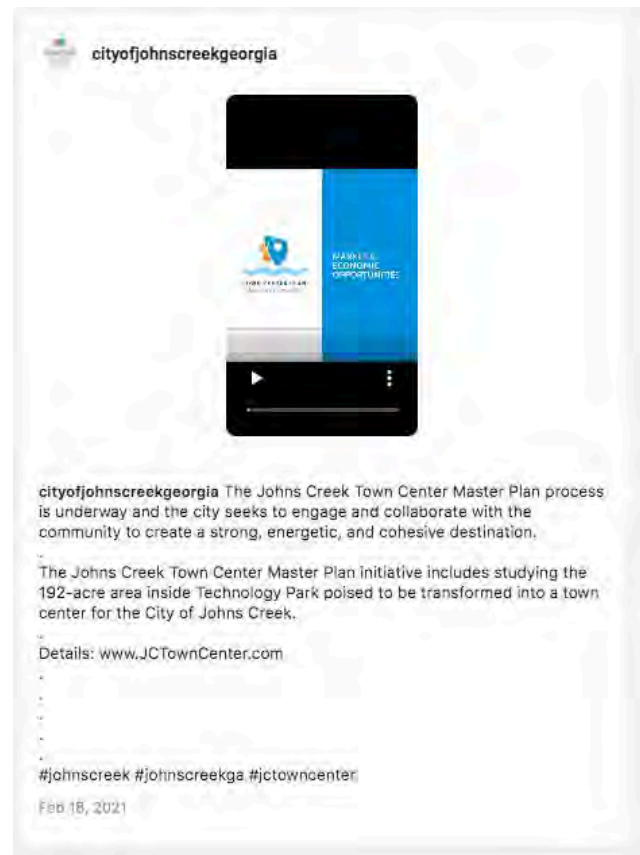
The second educational video described a few opportunities that exist within the Technology Park fabric to encourage viewers to brainstorm other opportunities for the project.



Educational Video #3 Market & Economic Opportunities



Video #3 focused on market findings and opportunities for various uses. It also informed community members on how this information would be utilized in the planning process.

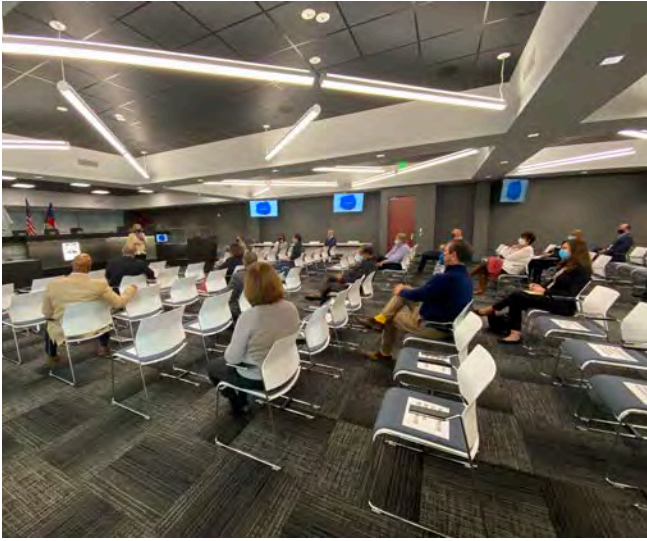


Downtown Tours

Downtown Tours

The Technical Advisory Committee toured the Cities of Peachtree Corners, Duluth, Suwanee, Alpharetta, and Milton to explore various elements of successful local town centers

Peachtree Corners November 4, 2020



Duluth and Suwanee January 23, 2021





**WALKING TOUR
CITY OF DULUTH AND CITY OF SUWANEE
Saturday, January 23, 2021**

SCHEDULE

- A. Meet at Duluth City Hall at 10AM – 3167 Main Street, Duluth, GA 30096**
Parking is available on the both the front and rear of City Hall
- B. Commence walking tour led by JC staff – refer to map**
- C. Proceed to City of Suwanee at 10:45AM**
- D. Meet at Suwanee City Hall at 11:10AM – 330 Town Center Avenue, Suwanee, GA 30024**
Parking may be available at the rear of City Hall, if not, please find parking and proceed to the front of City Hall
- E. Commence walking tour led by JC staff – refer to map**
- F. End at noon**

Downtown Tours

Alpharetta and Milton February 6, 2021





**WALKING TOUR
CITY OF ALPHARETTA AND CITY OF MILTON
Saturday, February 6, 2021**

SCHEDULE

- A. Meet at Milton City Hall at 10AM – *2006 Heritage Walk, Milton, GA 30004*
Parking is available at the rear of City Hall**
- B. Commence walking tour led by JC staff – refer to map**
- C. Proceed to City of Alpharetta at 10:45AM**
- D. Meet at Alpharetta City Hall at 11:10AM – *2 Park Plaza, Alpharetta, GA 30009*
Parking is available at the public parking deck across from the Alpharetta Branch Library.
Please meet in front of City Hall.**
- E. Commence walking tour led by JC staff – refer to map**
- F. End at noon**

TAC Meeting #1



TAC Meeting #1

6:00 Welcome

Presentation

Post Card Activity

6:30 Group Discussions

7:00 Debrief

The first TAC Meeting was held in person at City Hall. The TAC was informed of their duties as committee members and introduced to the project scope. Members participated in live polling to answer questions regarding urban scale, housing, transportation, open space, and land use. MXD Strategists also gave an overview of the Market Analysis process. The TAC also participated in the following activities:

- The TAC broke into 3 groups to conduct a Strengths, Weaknesses, Opportunities, and Threats (SWOT) exercise
- A post card activity in which committee members wrote down one word to describe Johns Creek
- A ranking activity in which committee members ranked their priorities for future focus sessions

Rules of Engagement

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- Vet **ideas and recommendations**
- Ask and answer **tough questions**
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- Maintain a level of **confidentiality and professionalism** as many items shared today are not prepared for public consumption

Johns Creek Town Center Master Plan
Thursday, November 19, 2020

Who We Are



Johns Creek Town Center Master Plan
Thursday, November 19, 2020



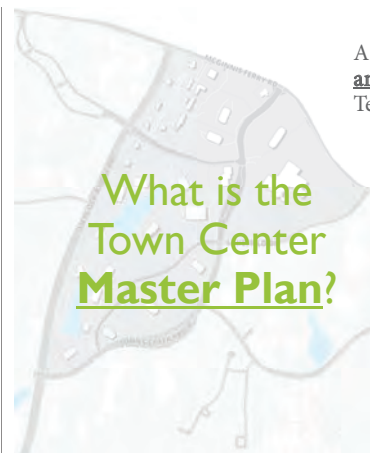
Study Area

In order to strategically leverage City Hall and the linear park -

■ The 2018 Comprehensive Plan identifies the center of Technology Park as the Town Center location

In consideration of **long-term potential and growth** of the Town Center area, the City Council approved expansion of the Town Center study boundary to include:

- The State Farm properties and,
- The properties bounded by E. Johns Crossing, Medlock Bridge Road, McGinnis Ferry Road, and Johns Creek Parkway



A strategic blueprint that guides the **growth and redevelopment** of 192-acres of the Technology Park into a vibrant Town Center

Assessment & Alignment of -

- Land Use
- Placemaking Initiatives
- Transportation Infrastructure
- Economic & Market Considerations

What is **YOUR** role on the Technical Advisory Committee (TAC)?

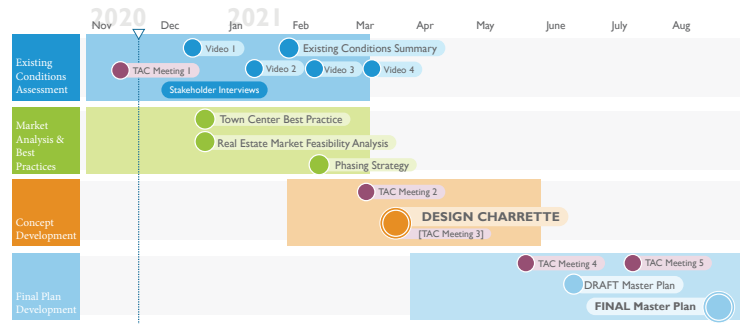
Sounding Board

The responsibility of the TAC is to serve as a sounding board and **provide feedback** on materials the planning team provides.

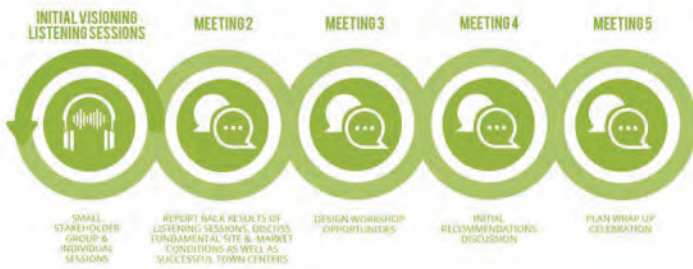
Advocates

The TAC will **serve as advocates** for implementation of the Town Center throughout the project and upon conclusion of the master plan.

Project Schedule

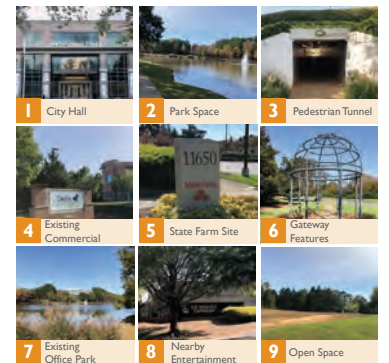


Process - Pond



Johns Creek Town Center Master Plan
Thursday, November 19, 2020

Current Conditions



Linear Park



Johns Creek Town Center Master Plan
Thursday, November 19, 2020

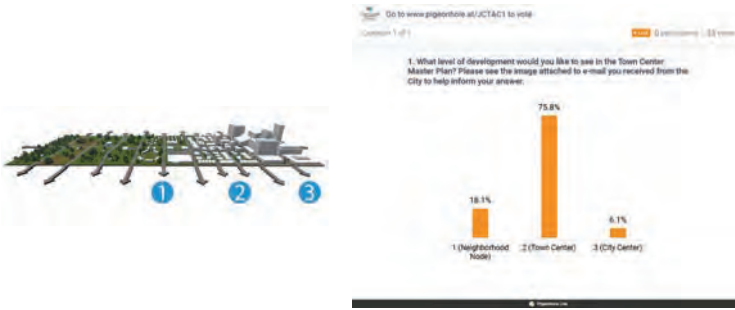
Survey Results

Level of Development



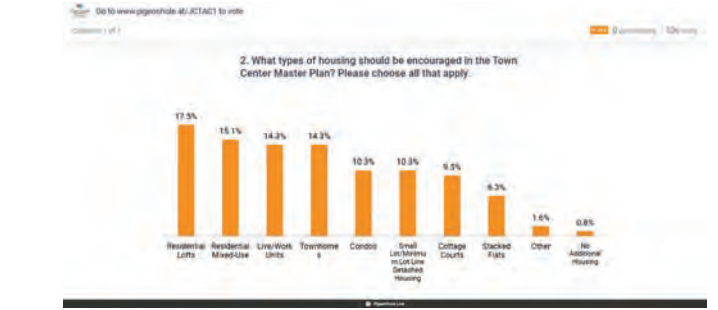
Johns Creek Town Center Master Plan
Thursday, November 19, 2020

Survey Results



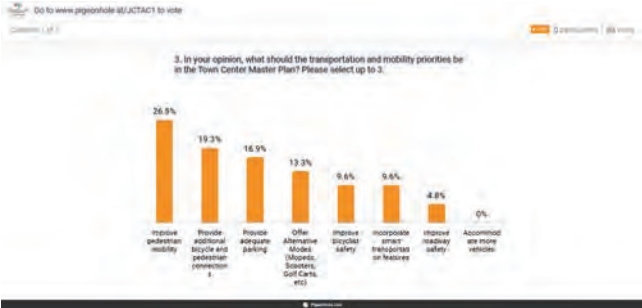
Johns Creek Town Center Master Plan
Thursday, November 19, 2020

Survey Results



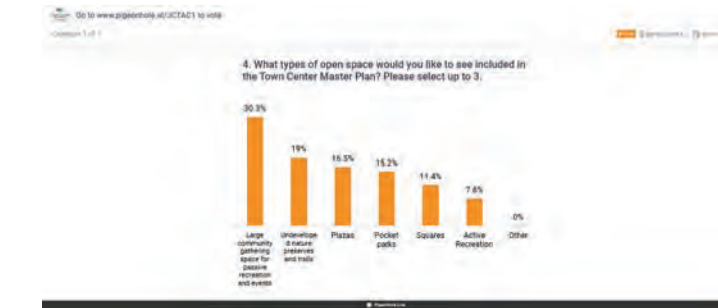
Johns Creek Town Center Master Plan
Thursday, November 19, 2020

Survey Results



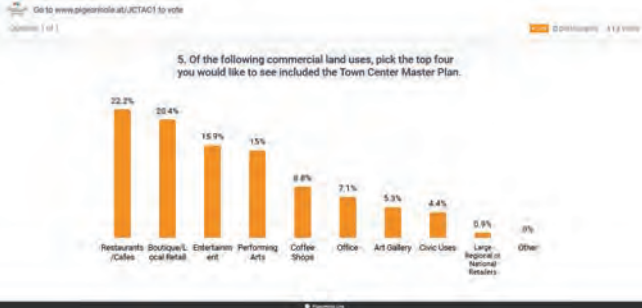
Johns Creek Town Center Master Plan
Thursday, November 19, 2020

Survey Results



Johns Creek Town Center Master Plan
Thursday, November 19, 2020

Survey Results

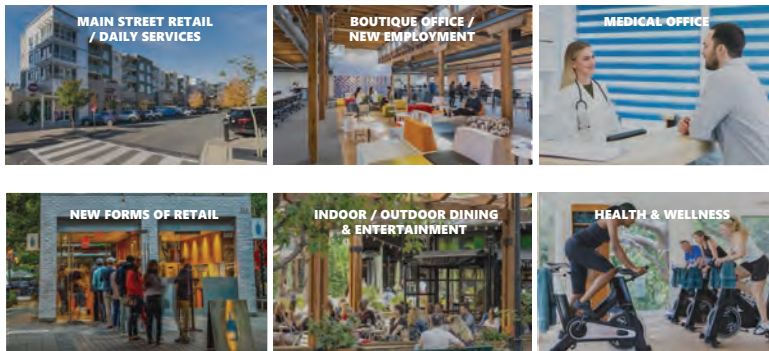


Johns Creek Town Center Master Plan
Thursday, November 19, 2020

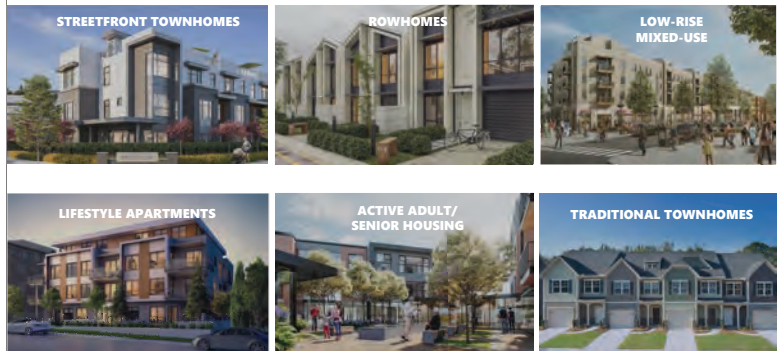
MXD Process – Market Analysis



Land Uses Under Exploration



Variety of Housing Choices for Residents



Current Market Realities – NE Atlanta

- Strong **multi-family** demand due to high desirability in the submarket and limited new supply. Projects lease quickly and get high rents.
- Increasing **office** vacancy in the past several years – expected to be exacerbated by CV-19. New tenants want mixed-use + amenities.
- High incomes + household growth combines for strong **retail** market, but CV-19 and e-commerce have major impacts.
- Projects such as Avalon and Alpharetta City Center attracting attention – demonstrate that mixed-use live/work/play is viable in suburbs.

Johns Creek Town Center Master Plan
Thursday, November 19, 2020

Post Card Activity

On your post cards, write down one word you want to describe the Johns Creek Town Center.



Johns Creek Town Center Master Plan
Thursday, November 19, 2020

Breakout Groups

A SWOT Discussion

B Asset Mapping Activity

Please wait to be assigned a group number, and safely proceed to your assigned meeting space

GROUP 1	GROUP 2	GROUP 3
Council Chambers Matt Wilder	Conference Room Ocee Cherie Akers	Conference Room Community Development Lauren Blaszyk

Johns Creek Town Center Master Plan
Thursday, November 19, 2020

Debrief

Rank the topics of interest in order of your priority on index cards. Turn in your index cards on your way out!

Johns Creek Town Center
MASTER PLAN

Rank these topics of interest (1-4) in order of how important you think they are to the Town Center.

Name _____

Parks & Open Space
 Transportation & Mobility
 Land Use & Economic Development
 Urban Design & Placemaking

Johns Creek Town Center Master Plan
Thursday, November 19, 2020

TAC Meeting #1

Next Steps

- **Project Website** –Early December
- **Stakeholder Interviews** – Starting December 16th
- **Educational Videos** – 1 per Month through February
- **Next Meeting: Early March** (Date TBA) – Recap, Discussion on Market Conditions, Principles & Vision

Johns Creek Town Center Master Plan
Thursday, November 19, 2020



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TAC Meeting #2



In the second TAC Meeting, conducted virtually, MXD Development Strategists gave the committee a preliminary overview of market findings. The planning team facilitated breakout sessions to discuss ideas about Parks & Open Space, Placemaking & Urban Design, and Land Use & Economic Development in preparation for the Design Charrette. TAC members were also briefed on their roll as panelists in the virtual Design Charrette.

TEAM INTRODUCTIONS

Ben Song
Community Development Director

Andrew Kohr, PLA, ASLA
Project Manager

Lauren Blaszyk, AICP
Senior Planner

Jonathan Corona
Planner

Aubrey Sabba, PLA, ASLA
Lead Designer

Andrew Fain, M. PL
Market Analysis Lead

What is YOUR role on the Technical Advisory Committee (TAC)?

Sounding Board

The responsibility of the TAC is to serve as a sounding board and **provide feedback** on materials the planning team provides.

Advocates

The TAC will **serve as advocates** for implementation of the Town Center throughout the project and upon conclusion of the master plan.

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Map Activity

- 160 Responses with over 1,000 'likes' and 'dislikes'
- This feedback will inform the upcoming Virtual Design Charrette

- Bike/Ped Connection
- Mobility
- Gateway
- Gathering/Open Space
- Placemaking
- Safety Concern
- Natural/Cultural

TOWN CENTER PLAN
Imagine Remarkable!

Map Activity Concentration of Public Input

- Placemaking Opportunities
- Gathering/Open Space Opportunities
- Natural/Cultural Opportunities
- Gateway Opportunities
- General Mobility Opportunities
- Bike/Ped Connections
- Safety Concerns

Popular Comments

A walkable downtown area with restaurants etc. would be amazing. Work with developers to reshape this area... see Peachtree Corners, Alpharetta, Roswell. This area is too congested and car dependent.

Arts Center for all types of art. Visual, literature, graphic, performing, music, sculpture, architecture and decorative arts would have a home in Johns Creek. There would be room to develop a performing theatre...

Create a multi-use pathway connecting the ponds, and have cool things along the way to stop at!

TOWN CENTER PLAN
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MARKET ANALYSIS

Suburban Office Redevelopment Case Studies

- Three precedents were profiled to get an understanding of the site context, planned development mix, phasing, and development/funding partnerships.
- Key takeaways can be considered and applied to the TC Plan to facilitate the transformation of the site into a multi-use destination.

- Ballantyne Reimagined, Charlotte, NC
535 Acres
- Hub RTP, Raleigh, NC
100 Acres
- Park Place, Irvine, CA
105 Acres

TOWN CENTER PLAN
Imagine Remarkable!

Ballantyne Reimagined – Charlotte, NC

Phase One (5-6 Year Timeline)

- 1,030 units of multi-family residential.
- 300,000 SF of retail.
- 200 hotel rooms.
- 4,000 seat outdoor amphitheatre.
- 8-acre "Stream Park" providing active and passive recreation space.

Phase Two (6-12 Year Timeline)

- 1,050 units of multi-family residential.
- 300 townhomes.
- 400,000 SF of office space.
- Provides flexibility for development to occur west of US-521.

Future Phases

- Contingent on light rail or BRT reaching Ballantyne.

- Sprawling Corporate Office Park
- Golf-oriented
- Low Density
- Surface Parking

- Mixed Use Town Center
- Walkability
- Diversity of Housing
- Outdoor Lifestyle
- Public/Civic Spaces

Ballantyne Reimagined – Charlotte, NC



Hub RTP – Raleigh, North Carolina

Now Leasing - The Frontier

- Started with reuse of the former IBM plant into an innovation workspace for start-ups.
- Other buildings provide wet lab and office space for tech, biotech and life science start-up companies.

Phase One – Hub RTP

- 150,000 SF of retail developed by Willard Retail (\$70M)
- 800 MF residential units developed by MAA (\$100M).
- Retail and residential delivery by 2022.
- 1.1M SF of office developed by KDC (\$450M)
- 400 Hotel Keys
- 80,000 SF Convergence Center
- 13.5 acres of Park Space

Phase Two

- Additional 3M SF of Mixed-Use development



Hub RTP – Raleigh, North Carolina



Park Place – Irvine, California

Residential

- 232 condo and townhouse units.
- 989 apartment units.
- 520 luxury apartment units.

Park Place Center

- 175,000 SF of shopping, dining, specialty services.

Office Space

- 2.5M SF of office for large corporate tenants, mid-size tech & creative companies.

Hotel

- 175 room hotel by Marriot.



Key Takeaways & Implications

- Inclusion of **multi-family residential** to establish a permanent population base and to support a work-life environment that is attractive to a talented workforce.
- Dedicated **greenspace, pathways, and public plazas** that serve as connective tissue throughout the entire development.
- Large corporate buildings with significant vacancies can be **retrofitted and reused** to support start-ups, incubators and high-tech companies.



TOWN CENTER PLAN
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Key Takeaways & Implications

- **Diversity of employment typologies** that support end users of all scales - from corporate tenants to mid-size technology companies, R&D/lab space, and start-ups.
- Customized **site-specific zoning** and regulatory framework that is flexible and permits a wide mix of uses.
- A **strong amenity package** inclusive of Food & Beverage, entertainment and retail space will create a destination to attract diverse demographics, innovative companies as well as visitors from other areas.



TOWN CENTER PLAN
Imagine Remarkable!

Competitive Town Center Analysis



- Examine the history, composition, development mix, size, and positioning of each competitor.
- Understand what has been successful in Metro Atlanta context.
- Differentiate the positioning of JCTC from other Town Centers and Downtowns.
- Historic town centers such as Duluth, Norcross and Roswell were also investigated



Key Takeaways & Implications

Multiple Development Partners Required

Diverse Housing Mix with Focus on Rental

Connectivity is Key

Unique Positioning to Differentiate - stand out from an increasingly crowded North Atlanta town center market

Green Space and Public Space Brings Community Together

Live Work Play

Attracting the Right Anchors



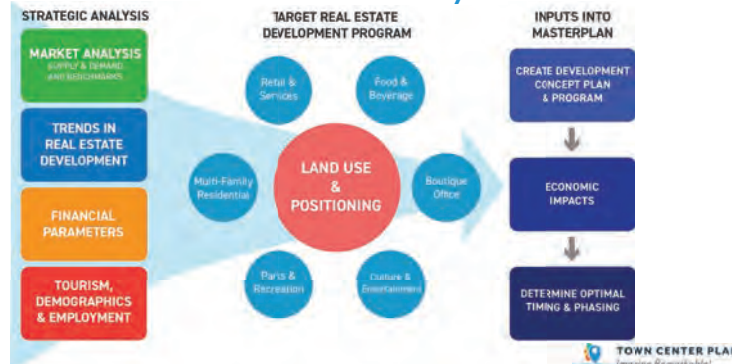
Johns Creek Economic Analysis



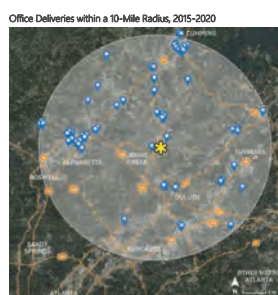
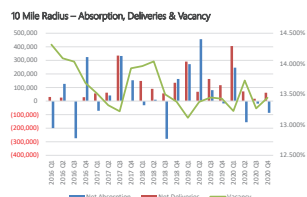
- North Atlanta has a strong and growing regional economy.
- Diversification is essential.
- Johns Creek is missing out on fast growing sectors but can leverage its strengths.



MXD Process – Market Analysis



Office



- Metro Atlanta has been resilient, and business community is optimistic for long-term growth.
- Johns Creek has seen little new development or major office leases, losing ground to Alpharetta, Norcross, Forsyth County, etc.
- Connectivity is key for employers, areas that have transit accessibility challenges have underperformed.



Office

2.8 million SF Office Space in Johns Creek
23,600 SF Average Annual Absorption (2010-2020)
13.8% Office Vacancy Rate (not including State Farm)

- Office inventory has only increased by 30,000 SF over the past decade in Johns Creek.
- Medical office at Emory has seen recent expansions.
- Vacant State Farm property offers 475,000 SF of space over two buildings.
- Difficult to attract major anchor tenant with current office climate.
- Lower rents than nearby markets.



Office

Johns Creek Town Center DEVELOPMENT POTENTIAL*

- Low Growth Scenario 283,000 SF
- Moderate Growth Scenario 377,000 SF
- High Growth Scenario 471,000 SF

*Projected 2042 demand.



Retail

- Retail market continues to transform due to changes in spending habits.
- Retail vacancies continue to climb in enclosed mall and big box centers.
- CV-19 recovery will be assisted by retail demand in northern suburbs, driven by strong growth of both household population and income.
- New retail supply targeting higher-income households in exurban markets such as Suwanee/Buford and Cumming/Forsyth.

995,000 SF
Retail Under Construction in Metro Atlanta

60%
Considered Community or Neighborhood Retail of all Existing Inventory

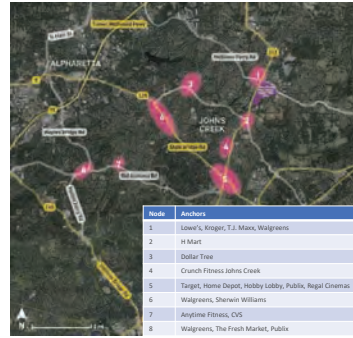
6.5%
Metro Vacancy Rate (Q4 2020)



Retail

- 4.3 million SF of retail in Johns Creek.
- Approximately 50/SF per capita, in line with U.S. average means that Johns Creek is not overbuilt with retail.
- Above-average market rents and relatively low vacancy rate compared to Metro.
 - A population with higher-than-average incomes and spending power;
 - No struggling enclosed malls;
 - A retail inventory that has not been overbuilt in the past several decades;
 - Retail focus* on everyday needs such as grocery, pharmacy, house & home, restaurants, etc. that have been more resilient retail categories.

Johns Creek Strip, Neighborhood and Community Center Retail Nodes



Retail

- Approximately 300,000 SF of retail space under construction and another 394,000 SF proposed for delivery.
- Largest retail delivery is the retail component of the upcoming Market District Crabapple mixed-use development in Alpharetta, providing 40,500 SF of retail in three buildings.
- Limited retail development due to oversaturation in surrounding markets.

Proposed & Under Construction Retail Projects in 10-mile Radius



Retail

Johns Creek Town Center DEVELOPMENT POTENTIAL*

- Low Growth Scenario 168,000 SF
- Moderate Growth Scenario 224,000 SF
- High Growth Scenario 280,000 SF

*Projected 2042 demand.



Multi-Family

- 2.9 million new residents in Metro Atlanta by 2050.
- Increasingly tight housing market in certain communities.
- High-amenity easily accessible neighborhoods within the Perimeter such as Buckhead, Midtown and Eastside have been top performers.
- Boom of "downtown in the suburbs" projects exhibiting mixed-use, amenity-rich communities. Expected to keep increasing in popularity.
- Supply not keeping up with demand, despite impact of CV-19.



Multi-Family

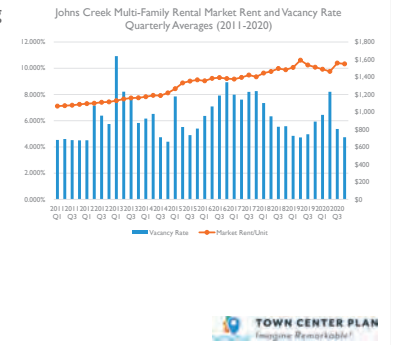
- Most new deliveries in North Fulton have been higher-end product.
- Primarily concentrated within mixed-use town centers or in historic town centers.
- Asking rents are approaching levels comparable to Midtown or Buckhead with rates as high as \$2/PSF
- For-sale prices averaging \$200/PSF in class-A developments.
- Demand and prices driven by affluent population and “downtown in the suburbs” amenities.



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Multi-Family

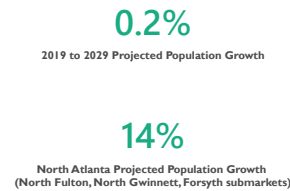
- Delivery of new multi-family rental housing has been slow over the past decade in Johns Creek.
- Most recent developments have been age-restricted apartments (55+) that total 356 units over three properties.
- \$1.25/PSF is the highest rental rate over the past decade.
- Johns Creek lacks a true critical mass of urban development and as such limits demand for growth of new multi-family.



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Multi-Family

- Johns Creek population is expected to rise 0.2% from 2019 to 2029, assuming housing stays at its status quo.
- Larger trend of people in the 55+ demographic moving elsewhere for family or retirement aspirations.
- Limited supply of housing stock for young professionals and downsizers.
- To capture a portion of North Atlanta growth expected within the next decade, Johns Creek will need to introduce new housing typologies.



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Multi-Family

Johns Creek Town Center DEVELOPMENT POTENTIAL*

- Low Growth Scenario 533 units
- Moderate Growth Scenario 712 units
- High Growth Scenario 890 units

*Projected 2042 demand. For-sale and rental product.

Hotel

- Current average hotel occupancy in Metro is 39%.
- Expected that Metro will reach pre-pandemic metrics by 2023.
- 17 new hotel deliveries in past 3 years in 10-mile radius.
- Most hotels built near transportation connectivity – highway + transit.
- Several new town-center projects within the area have incorporated hotels into their development mix.
- Hotels were added at a later stage of development following a critical mass



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Hotel

- Four hotels within the immediate study area.
- Aging inventory of select-service hotels.
- Lack of highway connectivity, new employment anchors, cultural & entertainment anchors, and low population growth have all been limiting factors for local hotel demand.
- High-income locale and relative density of employment.
- No 4-star, 4.5-star or luxury 5-star hotel product in the market.
- Critical mass of activity would be required for demand to increase for this asset class.



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Hotel

Johns Creek Town Center Lower-Priced Hotel DEVELOPMENT POTENTIAL*

- Low Growth Scenario 70 units
- Moderate Growth Scenario 140 units
- High Growth Scenario 210 units

*Projected 2040 demand.

Johns Creek Town Center Upper-Priced Hotel DEVELOPMENT POTENTIAL*

- Low Growth Scenario 70 units
- Moderate Growth Scenario 140 units
- High Growth Scenario 210 units

*Projected 2040 demand.

Opportunity for a Higher-end Hotel
Demand modeling demonstrates the opportunity for an upscale 4-star hotel. This would differentiate itself from existing hotels already located in Johns Creek and the immediate area. A 4-star hotel would not directly compete with the existing hotels, but rather provide a unique market offering.

Hotels Located on Transportation Corridors
Hotel development at the North Atlanta corridor has primarily followed major roadways, such as I-75, or along I-85. Hotel development within the TCF will require the necessary attention to make it attractive, despite the disadvantages of not being on a major transportation corridor.

What does this mean for the Johns Creek Town Center Plan?

Create a Critical Mass of Uses to Enable a Hotel's Success
An upscale 4-star hotel matches the local demographics of Johns Creek, but will require an urban town center that has a diversity of other uses to generate demand and attract a hotel developer/operator. Proposed projects such as the Legacy Center could be catalysts for a hotel to be constructed in an adjacent location. Other uses such as increased residential density, dining, retail, recreation, entertainment and culture, and new employment would all be beneficial in making a top hotel viable in the TCF area.

The Covid-19 Recovery is Uncertain
Hospitality has been strongly impacted by the Covid-19 pandemic, nearly bringing the industry to a halt. The industry's recovery is conditional, being more reliant on what travel can return to pre-pandemic levels. A hotel in the TCF should be considered a long-term opportunity, in secondary phases of development.

Summary

Johns Creek Town Center – Market-Supported Development Program – 20-Year Demand

Land Use	Johns Creek Town Center Development Program		
	LOW	MODERATE	HIGH
Multi-family (Rental + For-Sale)	533 UNITS	712 UNITS	890 UNITS
Office	283,000 SF	377,000 SF	471,000 SF
Retail	168,000 SF	224,000 SF	280,000 SF
Hotel Mid-Priced (4-Star)	70 Rooms	140 Rooms	210 Rooms
Hotel Lower Priced (3-Star + 3.5-Star)	70 Rooms	140 Rooms	210 Rooms



1. Neighborhoods with a Mix of Housing Options and Amenities
2. Food & Beverage, Entertainment and Daily Services as key anchors for a destination
3. New employment opportunities based around professional services and healthcare
4. Upscale hotel to differentiate the market
5. Phased development that is implementable and adaptable to change

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What surprises or excites you about the Market Analysis?

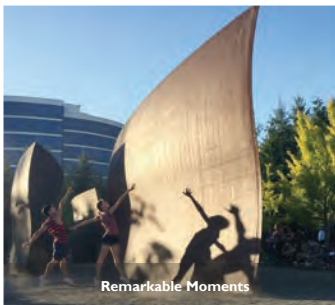
GROUP DISCUSSIONS

PARKS & OPEN SPACE

The Town Center as Creative Arts Immersion



Formal Performance/Community Spaces



Remarkable Moments



Open Space Framework Supports Community Diversity



Engagement with Water



Playground/Play Elements



Outdoor Health and Wellness Spaces



Outdoor Private/Public Wellness Spaces



Outdoor Demonstration Kitchen/ Paired with Fine Dining Restaurant



The Town Center Triumvirate



Intellect: Innovation Center



Arts: Performing Arts Center



Wellness: Wellness Center



Activated Frontages > Waterfront Access > Remarkable Living



Activated Frontages



Waterfront Centered Development



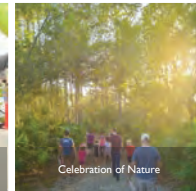
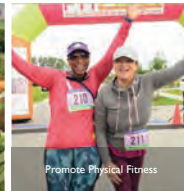
Walkable Streetscapes



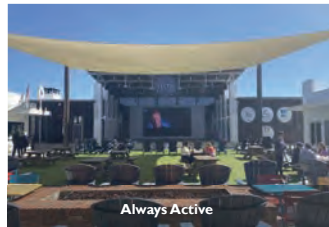
Remarkably Sustainable: Become a Biophilic City



Town Center as Health & Wellness Hub



Public-Private Integration



Suburban Retrofit





Virtual Design Charrette Schedule

	Monday (31) Day 1	Tuesday (32) Day 2	Wednesday (33) Day 3	Thursday (34) Day 4
8:30 AM	Design Principles/Vision	Development Form	Open Space Plan	Preferred Development Scenarios
	Break	Break	Break	Break
10:30 AM	"Neighborhood" Discussion (Land Use)	Placemaking/ Gateways	Refine materials	Economic Development
	Lunch	Lunch	Lunch	Lunch
1:30 PM	Park Amenities/Zones	Refine materials	Neigh. Form	
	Design Studio	Design Studio	Design Studio	Refine materials
3:30 PM	Break	Break	Break	
5:00 PM	Mobility	Mobility Refinement	Placemaking/ Gateways	
6:00 PM	Break	Break	Break	Break
	TAC Pin-up Session (Technical Roundtable) FOCUS ON OPTIONS	TAC Pin-up Session (Technical Roundtable) FOCUS ON OPTIONS	TAC Pin-up Session (Technical Roundtable) FOCUS ON OPTIONS	Public Presentation
	Closed Design Studio	Closed Design Studio	Closed Design Studio/ Take-down	Closed Design Studio/ Take-down

Legend: TAC Involvement (Blue), Internal Production (Orange)

The third TAC meeting was divided into 3 sessions during the Design Charrette. At the end of each day, the planning team conducted a virtual pin-up to present content created and input received from the workshop sessions.

TEAM INTRODUCTIONS

Ben Song
Community Development Director

Andrew Kohr, PLA, ASLA
Project Manager

Lauren Blaszyk, AICP
Senior Planner

Aubrey Sabba, PLA, ASLA
Lead Designer

Jonathan Corona
Planner

Roger Bledsoe
Designer

Andrew Faym, M. PL
Market Analysis Lead

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AGENDA

- Design Principles + Vision
- Potential Land Use
- Park Amenities + Zones
- Mobility + Streetscapes

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Proposed Design Principles

I

Town Center's **identity** focuses on a clear connection between arts, culture, wellness, sustainability, and innovation.

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Proposed Design Principles

1

Arts Culture Wellness Sustainability Innovation

Residential Land Uses

Commercial Land Uses

Open Space

Visual Linkages

Green Infrastructure / Stormwater Management

Forward Thinking Technologies

Water Features

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Proposed Design Principles

2

Proposed redevelopment will consider a phased approach over a **20-year horizon** which considers the size of the study area.

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Proposed Design Principles

3

Mobility and connectivity opportunities create safe connections for multiple users within the Town Center and to nearby amenities, neighborhoods, and job centers.

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Proposed Design Principles

3

Mobility Connectivity Multiple Users Destinations

Sidewalks

Greenways

Micro Transit

Streetscapes

Pedestrians

Bicyclists

Safety

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Proposed Design Principles

4

Water features within the Town Center should be used as a distinguishing element to make this a distinctive place.

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Proposed Design Principles

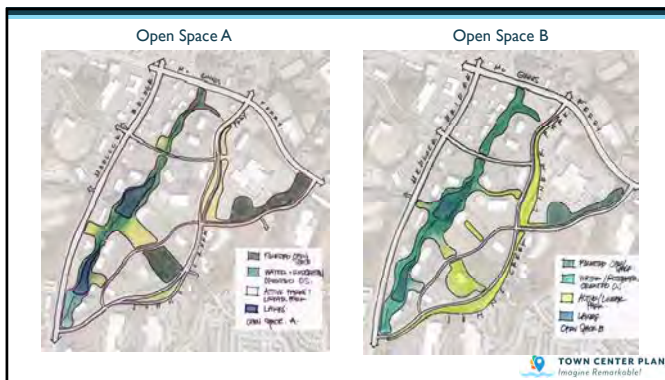
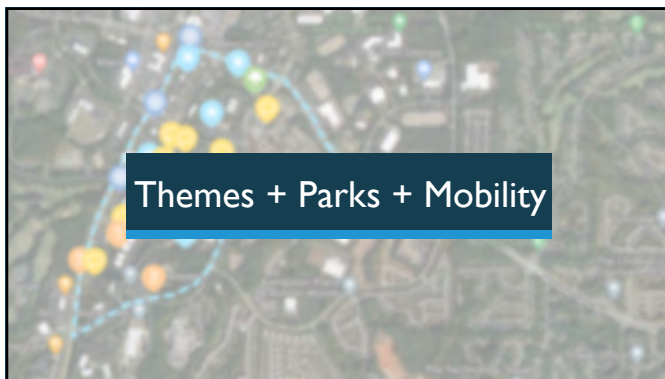
5

Johns Creek town center needs to serve as both a **gateway** into the community and an **accessible destination** for residents and visitors.

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Proposed Vision

Johns Creek Town Center is an **iconic destination** that represents the City's diversity, culture, and values. As both a gateway and a connector the Town Center incorporates a series of experiences that appeal to a variety of audiences and age groups. This *inclusive* and *remarkable* place is defined by a series of neighborhoods connected via natural resources and greenways that is synonymous with wellness and sustainable living.



Mobility Major Moves



- Complete the grid where possible to enhance walkability
- Create a vehicular and pedestrian hierarchy
- Create east-west major mobility moves
- Link open space with trails



City Hall – Grid Sample



Theme + Parks + Mobility

- Mixed-use in all themes
- Open space spine along creek and lakes
- Johns Creek Parkway = Johns Creek Linear Park
- Civic Core anchors the center, creates a civic commons open space
- Arts and Cultural complements civic opposite the lake, lakeside artwalk
- Health and Wellness adjacent to Emory

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Town Center Main Street

Shared Streets Used on Minor Roads

This could be Johns Creek Parkway and other major roads

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Town Center Main Street

Pavers are distinctive, shoppers can browse, places to linger

The lushness and greenery is ideal

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Commercial Shared Streets

Emphasizes community

The architectural variety create interest

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Neighborhood Block

Lots of green and feels very residential

Emphasizes clear entrance and exits. We need a greater variety of pavement

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Neighborhood Block



Parking on street may be challenging



Great look and feel of local street but no parking should exist on street this size

Retrofits



This could be very appealing on certain parcels esp. near the stream and ponds (a second vantage point)



This type of retrofit could be linked to office and/or light industrial redevelopment that highlights innovation



Virtual Design Charrette Schedule

	Monday (11) Day 1	Tuesday (12) Day 2	Wednesday (13) Day 3	Thursday (14) Day 4
8:30 AM	Design Principles/Vision	Development Form	Open Space Plan	Preferred Development Scenarios
9:00 AM	Scoping Design Studio	Design Studio	Design Studio	Design Studio
9:30 AM	Break	Break	Break	Break
10:30 AM	"Neighborhood" Discussion (Land Use)	Placemaking/Gateway	Refine materials	Economic Development
11:00 AM	Lunch	Lunch	Lunch	Lunch
1:30 PM	Park Amenities/Zones	Refine materials	Neigh. Form	
2:00 PM	Design Studio	Design Studio	Design Studio	Refine materials
2:30 PM	Break	Break	Break	
3:30 PM	Mobility	Mobility Refinement	Placemaking/Gateway	
4:00 PM	Break	Break	Break	Break
6:00 PM	TAC Pin up Session (BIG IDEAS/GLIDING PRIN.)	TAC Pin up Session (Technical Table-top FOCUS) ON D PRINS	TAC Pin up Session (Technical Table-top FOCUS) ON D OPTIONS	Public Presentation
	Closed Design Studio	Closed Design Studio	Closed Design Studio/ Take-down	Closed Design Studio/ Take-down

Legend: TAC Involvement (Blue), Internal Production (Orange)

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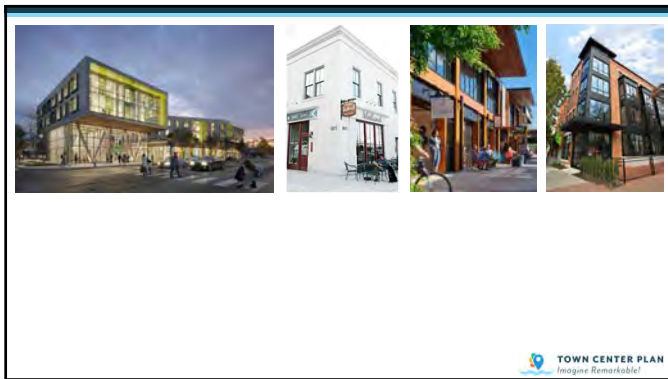
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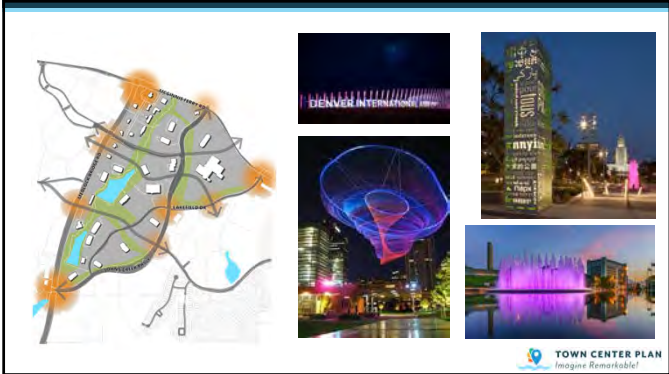
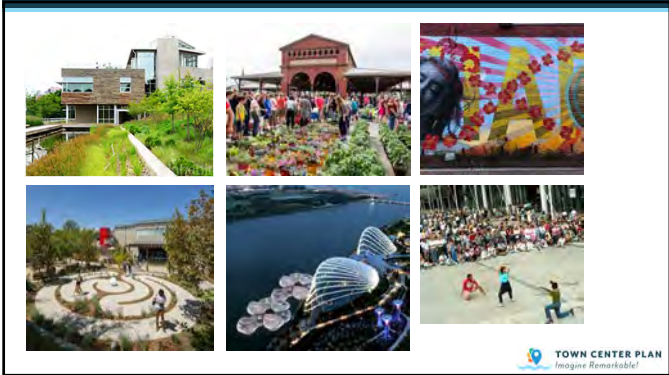
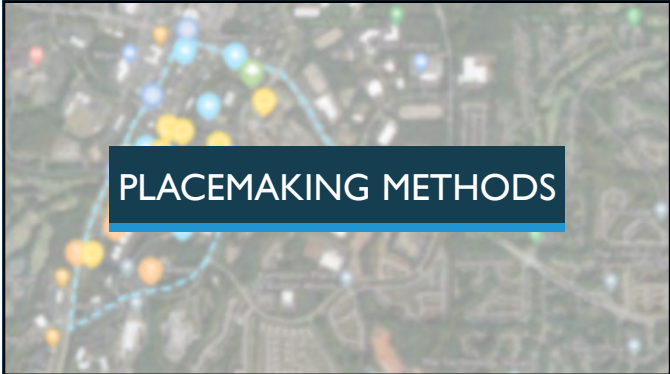
Jonathan Corona
Planner

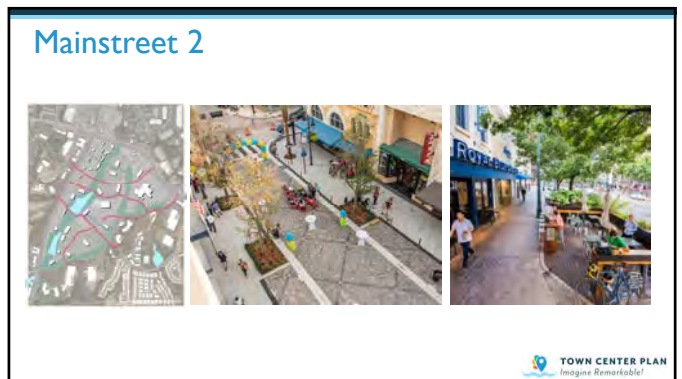
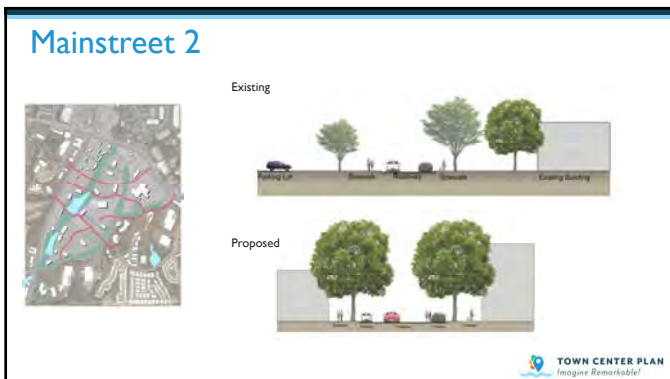
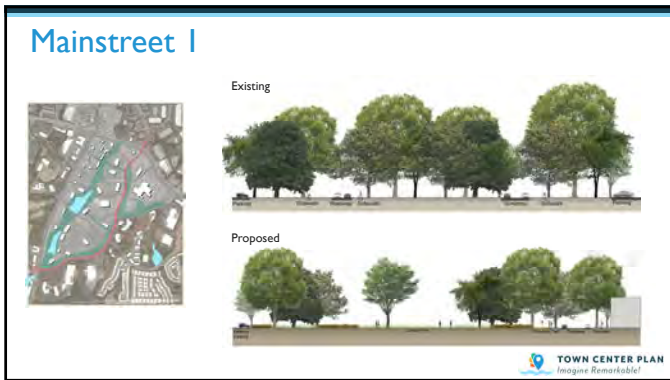
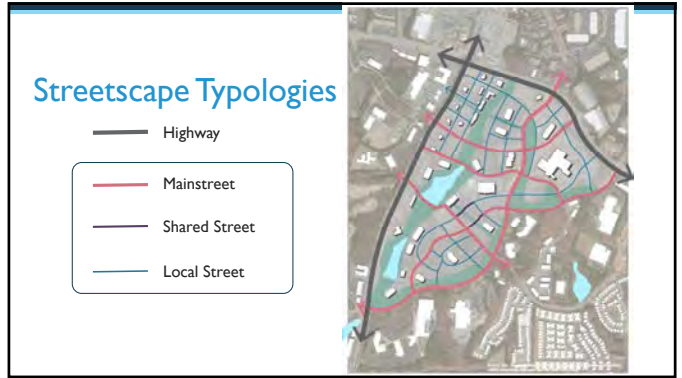
Roger Bledsoe
Designer

Andrew Fayn, M. PL
Market Analysis Lead


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Shared Street



Existing






Proposed




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Shared Street






TOWN CENTER PLAN
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Local Street






Proposed



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Local Street

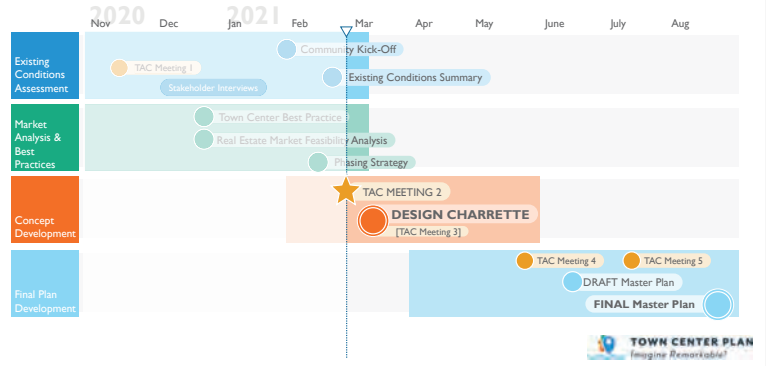




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TAC Meeting #3



Next Steps



Virtual Design Charrette

	Monday (3/1) Day 1	Tuesday (3/2) Day 2	Wednesday (3/3) Day 3	Thursday (3/4) Day 4
8:30 AM	Design Principles/Goals	Development Form	Open Space Plan	Preferred Development Scenario
10:30 AM	Setup/ Design Studio	Design Studio	Design Studio	Design Studio
	Break	Break	Break	Break
	"Neighborhoods" Discussion (Laid Live)	Planning/ Gateways	Refine materials	Econ Dev
	Lunch	Lunch	Lunch	Lunch
1:30 PM	Park Amenities/Zones	Refine materials	Neigh. Form	Refine materials
3:30 PM	Design Studio	Design Studio	Design Studio	Design Studio
	Break	Break	Break	Break
	Mobility	Mobility Refinement	Planning/ Gateways	Refine materials
5:00 PM	Break	Break	Break	Break
6:00 PM	TAC Pin up Session (BIG IDEAS/CLIPPING PRIN)	TAC Pin up Session (Technical Team/Staff) FOCUS ON OPTIONS	TAC Pin up Session (Technical Team/Staff) FOCUS ON OPTIONS	Public Presentation
	Closed Design Studio	Closed Design Studio	Closed Design Studio/ Take-down	Closed Design Studio/ Take-down

- Webinars are open to the public
- TAC Members will receive a **PANELIST LINK**.
- Do not use the public link if you intend on participating in the discussion.



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Day 3 Pin-Up
 Wednesday, March 3, 2021
 6:00 PM

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Virtual Design Charrette Schedule

	Monday (3/1) Day 1	Tuesday (3/2) Day 2	Wednesday (3/3) Day 3	Thursday (3/4) Day 4
8:30 AM	Design Principles/Vision	Development Form	Open Space Plan	Preferred Development Scenarios
9:00 AM	Design Studio	Design Studio	Design Studio	Design Studio
9:30 AM	Break	Break	Break	Break
10:30 AM	"Neighborhood" Discussion (Land Use)	Placemaking/Gateway	Refine materials	Economic Development
11:00 AM	Lunch	Lunch	Lunch	Lunch
1:30 PM	Park Amenities/Zones	Refine materials	Neighborhood Form 1	
2:00 PM	Design Studio	Design Studio	Design Studio	Refine materials
2:30 PM	Break	Break	Break	
3:30 PM	Mobility	Mobility Refinement	Neighborhood Form 2	
4:00 PM	Break	Break	Break	Break
6:00 PM	TAC Pin-up Session BIG IDEAS/SLIDING PRIN.	TAC Pin-up Session (Technical Rainfall) FOCUS ON OPTIONS	TAC Pin-up Session (Technical Rainfall) FOCUS ON OPTIONS	Public Presentation
	Closed Design Studio	Closed Design Studio	Closed Design Studio/ Take-down	Closed Design Studio/ Take-down

Legend: TAC Involvement (Blue), Internal/Production (Orange)

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Market Analysis Lead

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OPEN SPACE

Open Space Zones

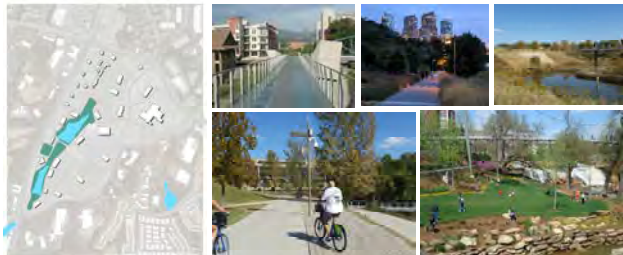
- Water/Restoration
- Community Commons
- Linear Park
- Conservation Open Space

Open Space Zones

Water/Restoration
Community Commons
Linear Park
Conservation Open Space

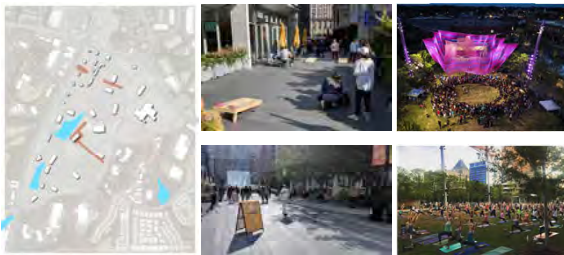
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Water/Restoration - Amenities



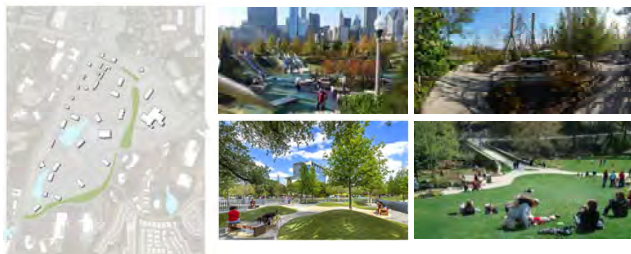
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Community Commons- Amenities



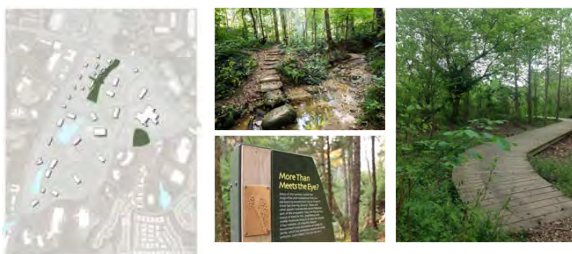
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Linear Park- Amenities



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Conservation Areas - Features



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Open Space Transect



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Civic Core – Alt. 1 | Placemaking

Iconic Art

Play

Entertainment

Roundabout

Civic Core – Alt. 1 | Placemaking

Farmers Market/Parking Lot

Shop Fronts

Community Center

Residential Communities

Civic Core – Alt. 2 | Placemaking

Iconic

Culinary Meets Waterfront

Creekside | Placemaking

Greenway Connections

Flex Open Space

Scenic Pathways

Medlock-McGinnis | Placemaking

Wellness Center

Nature Walk

Immersive Art

Greenway

State Farm Site | Placemaking

Flex Office Space

Outdoor Co-Working Space

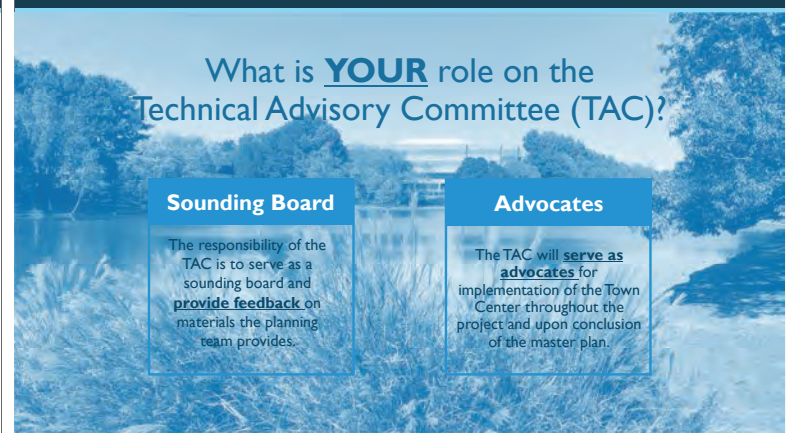
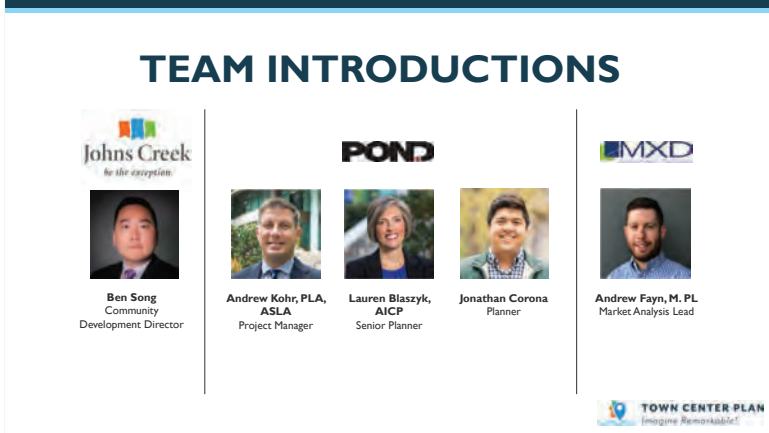
Sustainable Infrastructure


Food Truck Accommodation

Sustainable Retrofit



The fourth TAC Meeting was held in person at City Hall. Following the Design Charrette, the planning team presented refined conceptual designs for the overall study area as well as focus areas throughout Technology Park. Committee members also reviewed the development program, development phasing, and potential catalyst sites. This meeting concluded with group discussion about plan elements.





A strategic blueprint that guides the **growth and redevelopment** of 192-acres of the Technology Park into a vibrant Town Center

Assessment & Alignment of –

- Land Use
- Placemaking Initiatives
- Transportation Infrastructure
- Economic & Market Considerations

TOWN CENTER PLAN
Imagine Remarkable!

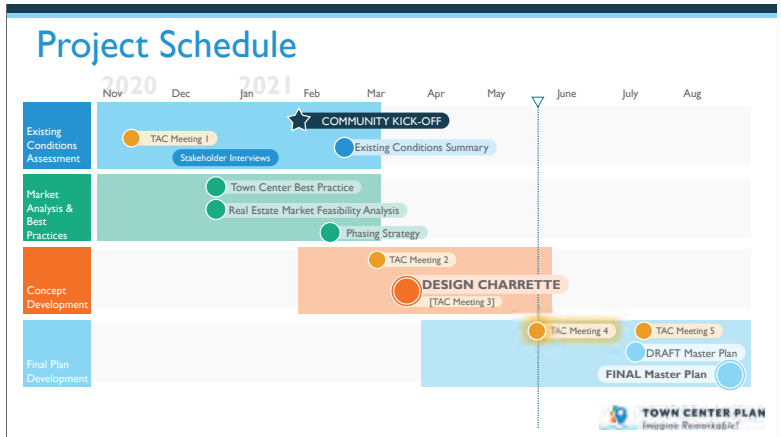
The Master Plan Is...

- ✓ A **framework** document to help the City proactively plan for future development.
- ✓ An **opportunity to engage** the public and help create something that will truly represent Johns Creek.
- ✓ A method to **identify catalyst projects** and to begin thinking how to distinguish the Town Center from other communities regionally.
- ✓ A **20-year vision** for the Town Center. (What we present isn't happening overnight!)

The Master Plan Is Not...

- ✗ A detailed site design effort.
- ✗ A zoning or other regulatory document (it will, however, recommend new policies and programs).
- ✗ A singular vision for the Town Center. It must remain flexible to account for changing market conditions, new technologies, and changing demographics.

Project Schedule



Timeline from Nov 2020 to Aug 2021:

- Existing Conditions Assessment:** TAC Meeting 1 (Nov), Stakeholder Interviews (Dec), COMMUNITY KICK-OFF (Jan), Existing Conditions Summary (Feb).
- Market Analysis & Best Practices:** Town Center Best Practice (Jan), Real Estate Market Feasibility Analysis (Feb), Phasing Strategy (Mar).
- Concept Development:** TAC Meeting 2 (Mar), DESIGN CHARRETTE [TAC Meeting 3] (Apr).
- Final Plan Development:** TAC Meeting 4 (May), TAC Meeting 5 (June), DRAFT Master Plan (July), FINAL Master Plan (Aug).

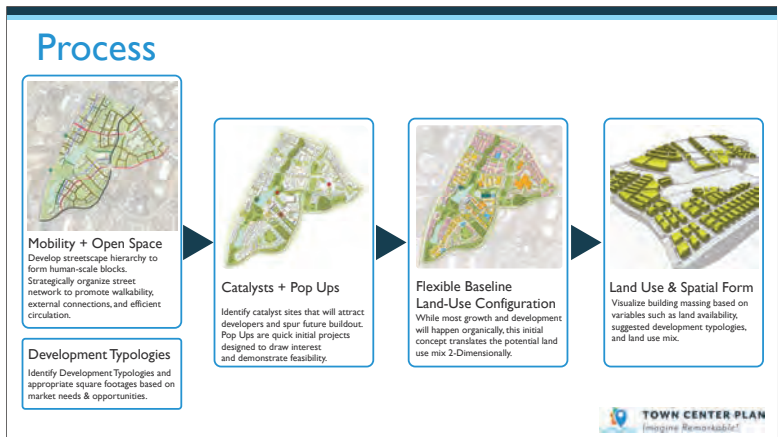
TOWN CENTER PLAN
Imagine Remarkable!



Design Overview

TOWN CENTER PLAN
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Process



- Mobility + Open Space**
Develop streetscape hierarchy to form human-scale blocks. Strategically organize street network to promote walkability, external connections, and efficient circulation.
- Catalysts + Pop Ups**
Identify catalyst sites that will attract developers and spur future buildout. Pop Ups are quick initial projects designed to draw interest and demonstrate feasibility.
- Flexible Baseline Land-Use Configuration**
While most growth and development will happen organically, this initial concept translates the potential land use mix 2-Dimensionally.
- Land Use & Spatial Form**
Visualize building massing based on variables such as land availability, suggested development typologies, and land use mix.

TOWN CENTER PLAN
Imagine Remarkable!

Major Themes



Neighborhoods

- Business Anchor + Gateway (Business Core)
- Civic Exchange (Civic Core)
- Innovation Hub (Mixed Use/Flex Core)
- Creekside Residential (Residential/Flex Commercial Core)



Regional Connections

- | | |
|-----------------------------|--|
| TRAIL OPTION 1 | |
| TRAIL OPTION 2 | |
| RECOMMENDED ROUTE | |
| EXISTING TRAIL | |
| MULTI-USE TRAIL | |
| THE EDGE TRAIL | |
| LINEAR PARK TRAIL | |
| JOHNS CREEK GREENWAY | |
| EXISTING PEDESTRIAN TUNNEL | |
| PROPOSED PEDESTRIAN TUNNEL | |
| PRIMARY PEDESTRIAN ACCESS | |
| SECONDARY PEDESTRIAN ACCESS | |



Streetscape Typologies

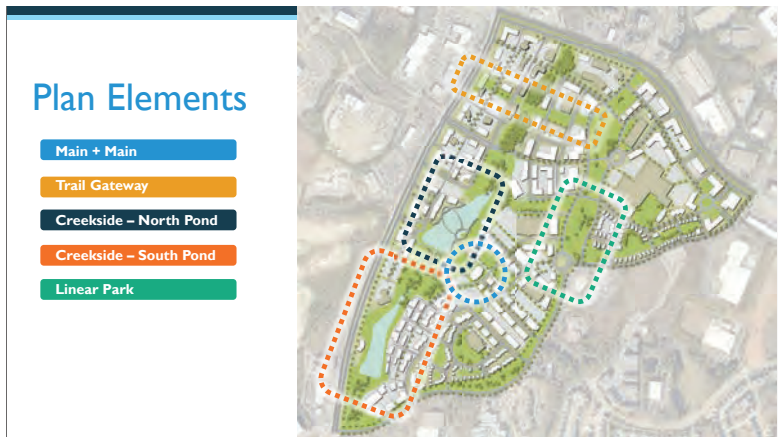
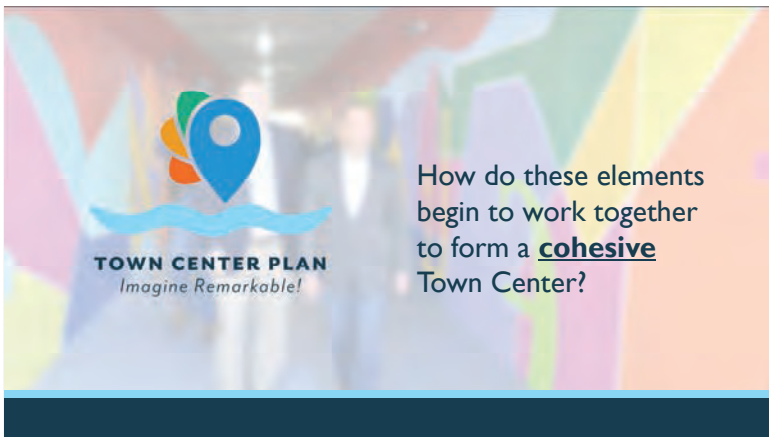
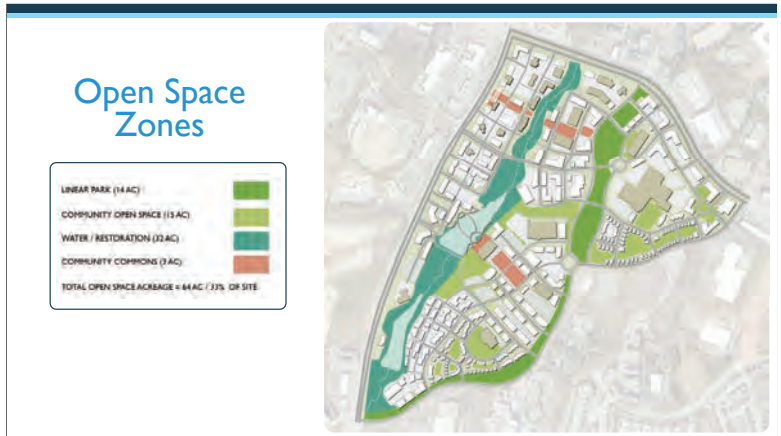
- | | |
|----------------------------|--|
| EXISTING ROAD | |
| LINEAR PARKWAY | |
| MAIN STREET | |
| LOCAL ROAD | |
| SHARED STREET | |
| GREEN ALLEY | |
| TRAFFIC CIRCLE | |
| EXISTING PEDESTRIAN TUNNEL | |
| PROPOSED PEDESTRIAN TUNNEL | |



Pedestrian Typologies

- | | |
|-----------------------------|--|
| LINEAR PARK TRAIL | |
| MULTI-USE TRAIL | |
| THE EDGE TRAIL | |
| JOHNS CREEK GREENWAY | |
| NATURE TRAIL | |
| BOARDWALK | |
| SIDEWALK | |
| EXISTING PEDESTRIAN TUNNEL | |
| PROPOSED PEDESTRIAN TUNNEL | |
| PRIMARY PEDESTRIAN ACCESS | |
| SECONDARY PEDESTRIAN ACCESS | |





Main + Main

Thematic Elements:

- This represents the heart of City Center
- Direct association with civic space
- Key linkages to other aspects of the site
- Represents all themes (art, cultures, etc)
- An established main street with dramatic axis towards pond
- Key bookend: Civic Center (long-term) and pop-up retail, food & beverage, and activated open space (short-term)
- Sidewalk cafes
- Creates an environment for shared streets and a walkable community
- Plenty of rear surface parking

Trail Gateway

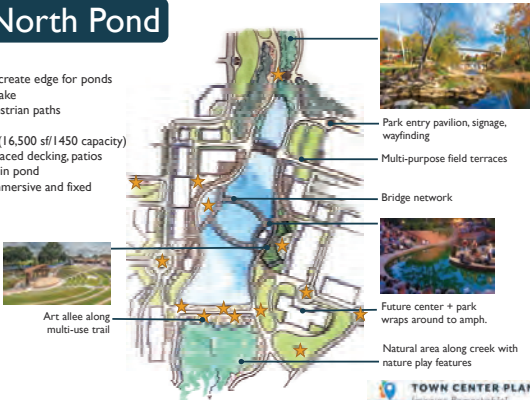
Potential Scenario – Trail Gateway Corridor:

- Immersive gateway art
- Buildings focused on linear space - patios
- Series of spaces: flexible plazas, open lawn
- Shade and sun open spaces
- Pedestrian bridge feature
- Play area
- Paths mimic 'creek braiding'
- Central natural area/stream with nature play
- ★ Integrated art opps – immersive and fixed

Creekside – North Pond

Potential Scenario:

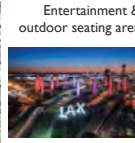
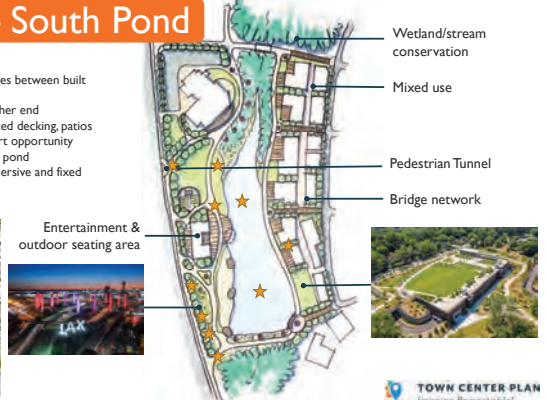
- Paths mimic 'creek braiding' and create edge for ponds
- Softer edge at north portion of lake
- Separation of multi-use and pedestrian paths
- Iconic bridge network
- Amphitheater and floating stage (16,500 sfl / 1450 capacity)
- Buildings on pond edge have terraced decking, patios
- Strategically placed fountains/art in pond
- ★ Integrated art opportunities – immersive and fixed



Creekside – South Pond

Potential Scenario:

- Paths serve as transition and linkages between built environment and water
- Natural edges are conserved at either end
- Buildings on pond edge have terraced decking, patios
- Southern end serve as a gateway art opportunity
- Strategically placed fountains/art in pond
- Integrated art opportunities – immersive and fixed



Johns Creek Linear Park

Gateway and North Linear Park Scenario:

- Traffic circle and gateway feature
- Utilizing one side of Johns Creek Park for vehicular traffic, opposite side for expanded Linear Park Trail
- Festival space along Linear Park Trail (tents/food trucks/stages) and in active lawns
- ★ Integrated art opportunities – immersive and fixed



Development Program
 TOWN CENTER PLAN
 Imagine Remarkable!

Development Concept

DISCLAIMER: Please note that this concept is not to be interpreted literally as the plan reflects a community driven-vision of **HOW** these locations could be redeveloped in order to provide guidance to private property owners who may consider redevelopment and **WHAT** the City's capital investments may entail.



Multifamily Residential Typologies

Summary Multifamily Development Typologies

Development Type	Units	Units Per Acre	Stories	Footprint	General Development Characteristics
Zero Lot-Line Single Family Residential	10+	10-16	2-3	1,200-2,000 SF/unit	Zero lot line single family residential (SFR) are detached homes aligned on the edge of the property boundary. Limited side yards and setbacks allow these homes to fit into an urban pedestrian-friendly environment with up to 16 residential units per acre. An appealing alternative to townhomes or condos as they offer greater privacy and no shared walls.
Townhouse or Row Home	20-100	12-24	2-4	1000-1500 SF/unit	Townhouses give an urban feel to a family-oriented environment. Slim and tall facades are complimented by small yards and common spaces. Townhouses attract newer families, young professionals and downsizers due to typically lower costs and higher convenience to amenities.
Stacked Flats	20-100	25-30	4	5,000-10,000 SF per block	A cross between a condo and townhouse. Each unit has its own front door and is typically a two-story design. Stacked flats rarely have garage or private yard space. Residents use street parking or shared parking lot for the development. These appeal to young professionals and families looking to enter an ownership position.
Standalone Apartments / Condos	100-200 (per building)	30-40	3-5	20,000-40,000 SF per building	Apartment buildings can range in look and feel and generally offer diverse living options to residences. Apartments usually have shared amenities like gyms, pools, and outdoor spaces. They have underground or surface parking. The feel on the site can change SF per building depending on the architecture and materials, for example traditional brick vs. stone with dark/light accents. Attractive for young professionals and empty nesters, luxury for the latter.
Mixed-use Condos / Apartments	100-200 (per building)	30-75	3-5	30,000-80,000 SF (per building)	Mixed-use Condos offer communities both diverse living options and commercial amenity and vibrancy. Great for creating destination streets or just adding subtle retail in neighborhoods like FB&B, grocery and services. Typically located more central in Town Center development compared to other forms of housing. More expensive to build and are typically constructed once land values appreciate.

Retail Typologies

Summary Retail Development Typologies

Development Type	Acreage	Stories	Size (SF)	Footprint (SF)	General Development Characteristics
Neighborhood/Community Center Retail	5-20	1-2	50,000-250,000	25,000-250,000	A retail center that serves the local trade area. The most standard form of suburban and quasi-urban retail. A neighborhood center is typically smaller than a community retail center. Tenants include neighborhood grocery, pharmacy, general merchandise, food & beverage, daily services, commercial retailers, etc. Properties should be configured in a pedestrian-style format. A second floor of small office or medical space can be integrated into the development.
Mixed-use Retail	1-3	3-6	100,000-300,000	20,000-80,000	Retail at ground-floor integrated with multi-family housing or office above. Mixed-use retail offers communities a 24/7 environment with shopping, F&B, grocery, and services. Architecture and outdoor amenities play a big role in creating an attractive streetscape and destination. Has potential to attract credit tenants. Mixed use is more expensive to build and thus typically has higher lease rates.
Destination Restaurant	<1	1-2	4,000-8,000	4,000-8,000	Destination Restaurants attract customers from the community and beyond. They can be regional chains or unique F&B attractions with renown chefs and local cuisine options. They add special character to a place and enable nearby businesses to flourish.
Small-scale Freestanding Retail	<0.5	1	500 - 5,000 SF	500-5,000	These are small character developments that offer special F&B or services. This includes a wine bar, small restaurant, or artisan craft shop. They take little room and can be a special addition to a larger development that adds sense of place.
Pad Retail	<1	1	1,000-10,000	1,000-10,000	Pad retail are free-standing units that are usually occupied by restaurants, cafe's and services. These may be chain fast food restaurants or they can also be unique shops and cafes. Units in mixed-use developments have room for patios and outdoor spaces.

Office Typologies

Summary Office Development Typologies

Development Type	Acreage	Stories	Size (SF)	Footprint (SF)	General Development Characteristics
Low-Rise Multi-Tenant Office	1-2	2-5	30,000-70,000	10,000-15,000	Office buildings that have multiple tenants located within the same structure. The most common office typology, it caters to a variety of end-user tenants who require different sized spaces. They may be pre-leased by the developer to ensure viability.
Medical Office	2-5	1-4	20,000-100,000	10,000-25,000	Medical office buildings are similar in size and scale to a multi-tenant office building; however, the office facilities are designed specifically for health care and wellness practices. Layouts and accessibility are important to improve the patient experience. They may include research & development facilities, wet lab/ dry lab space, and other specialty spaces. A well located and designed medical office building can garner higher lease rates than industry average.
Mixed-use Office	1-3	4-6	100,000-300,000	20,000-80,000	Mixed-use offices generally have retail on the ground floor and is in an urban setting. Food & beverage and entertainment creates a more vibrant environment that extends past office hours. Retail on the ground floor serves the office tenants and the surrounding community. This typology may be more expensive to build which can lead to higher office and retail lease rates.
Live/Work Office	<1	2-3	10,000-40,000	5,000-20,000	Live/work units offer living and workspace in the same building, usually with offices or retail at the ground floor and residential above. Live/work units are typically in clusters of 4 to 12 units depending on building size and configuration. Creates a vibrant environment.
Flex Office	1-2	1-3	10,000-100,000	5,000-50,000	Flex offices have a mix of office/retail, or office/light industrial or a combination of all 3. They are usually light industrial spaces with small scale production or assembly along with storefront, or tech production with offices. They can be catalyst developments depending on the tenants and site. This typology has increasingly become more popular as tenants require hybrid work spaces.

Development Phasing

Development Phasing



Phase I

A

Focus on mixed-use and commercial development around City Hall as the foundation of the Town Center and make capital improvements, and open space upgrades to prepare existing infrastructure for growth.

B

Phase IB focuses on the vacant State Farm site – creating meaningful mixed-use development, office, and retail with complimentary open space connecting the site to the Civic Core.

Phase II

Phase II extends the Civic Core and adds residential options. It will focus on waterfront commercial and residential to the south, building upon the momentum of the Civic Core and State Farm development.

Phase III

Phase III will include hotel accommodations and additional retail. Development in this quadrant will occur last, as occupied commercial buildings currently operate in this area.



Catalyst Sites

What are catalyst sites?

- Catalyst sites are public, private or P3 projects that will stimulate / trigger complementary development on surrounding sites.
- Identified as initiatives that **could occur in the first five years.**
- Emerge from market analysis, stakeholder consultation, and the planning process.



CATALYST POTENTIAL LOCATIONS

- 1** Catalyst Site 1
Creekside Wellness Center & Health Village
- 2** Catalyst Site 2
Town Center Market Hall
- 3** Catalyst Site 3
Mixed Age Community
- 4** Catalyst Site 4
Innovation Flex Office Blocks



What are Pop Up Quick Hits?

- Public, private or P3 projects that focus on shifting the perception of the area through placemaking.
- Initiatives that could occur in the first several years of implementation.
- Relatively low-cost compared to catalyst projects.
- Emerge from market analysis, stakeholder consultation, and the planning process.



POP UP QUICK HITS

- Orange dot:** Pop Up Quick Hits I:
Amphitheater/Performing Arts Space
- Green dot:** Pop Up Quick Hits II:
Arts + Culture Trail
- Purple dot:** Pop Up Quick Hits III:
Container Campus



- | GROUP 1 |
|----------------------------------|
| COUNCIL CHAMBERS |
| ▪ Council Member Lenny Zaprowski |
| ▪ Brian Johnson |
| ▪ Larry Dibiase |
| ▪ Melanie Brandt |
| ▪ Raghava Tadavarthi |
| ▪ Xin Xue |
| ▪ Lauren Higdon |
| ▪ Bob Frame |
| ▪ J.Wayne Baughman |
| ▪ Karen Nolz |
| ▪ Bob Gray |
| ▪ Carol Bartolo |
| ▪ R. David Ware |

- | GROUP 2 |
|---------------------------------|
| OCEE |
| ▪ Council Member Chris Coughlin |
| ▪ Bill Schmidt |
| ▪ Keith Olander |
| ▪ Amy Little |
| ▪ Brian Downey |
| ▪ Chris Cupit |
| ▪ Gigi Vatter |
| ▪ Dennis Carman |
| ▪ Mark Valliere |
| ▪ Troy Landry |
| ▪ Cleve Gaddis |
| ▪ Ashley Connor |

- | GROUP 3 |
|-------------------------------|
| COMMUNITY DEVELOPMENT |
| ▪ Council Member Brian Weaver |
| ▪ John Buckett |
| ▪ Chimei Mu |
| ▪ Chris Jackson |
| ▪ Dilip Tunki |
| ▪ Don Rowe |
| ▪ Kamini Anand |
| ▪ Alex Stone |
| ▪ Irene Sanders |
| ▪ Chris Taylor |
| ▪ Amy Wells |
| ▪ Ashish Gandhi |
| ▪ Kevin Tate |





Creekside Programming Opportunities



Gateway Park

- ▲ Potential trail tunnel
- Opportunity to locate iconic art
- Trailhead with parking



Natural Areas

- Nature play features
- Art bridges + nature-based art
- Interpretive signage
- Boardwalks
- Single track paths
- Art tree houses and structures
- Native restoration
- Reconstructed wetlands



Creekside Programming Opportunities



North + South Ponds

- ▲ Potential trail tunnel
- Buildings and site features form edges of ponds
- Mix of hardscape and soft pond edge
- Public plazas and terracing
- Market and outdoor space
- Formal art opportunities
- Separation of multi-use and pedestrian paths (and dismount zones)
- Outdoor kitchen/ food/ restaurant/ beer + beverage garden spaces



Johns Creek Linear Park Programming Opportunities



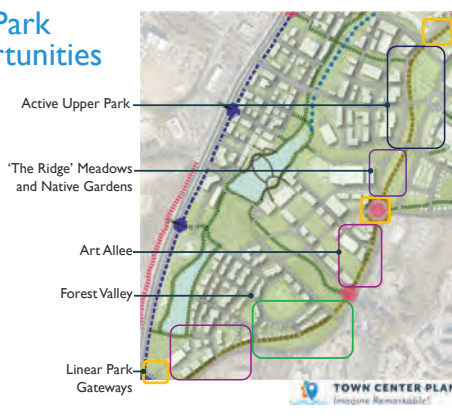
Linear Park Gateways

- Opportunity to locate iconic art
- Signage unique to the linear park



Active Upper Park

- All Ages, Inclusive Playground
- Pavilion for picnics, family gatherings, work, classrooms
- Accommodates festivals, opportunity for multiple stages/gathering areas



Johns Creek Linear Park Programming Opportunities



'The Ridge' Meadows

- Meadow walking paths
- Native plant gardens
- Pavilion and flexible active lawn space



Art Allee

- Planted allee of large native trees
- Center median with curated art



Forest Valley

- Contemplative forest path
- Native understory arboretum + interpretation



APPENDIX – STREET TYPOLOGIES

The Edge

Proposed



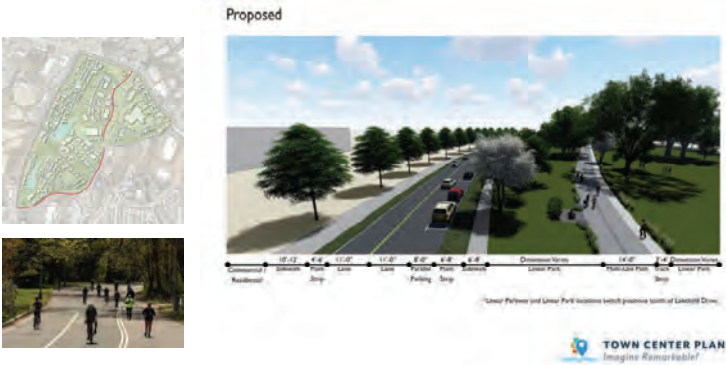
Main Street



Local Street



Linear Parkway



Shared Street



Green Streets/Alleys



Multifamily Residential Typologies

Zero Lot Line Single Family Residential

- **Number of Units:** 10+
- **Number of Stories:** 2-3
- **Typical Acreage:** 0.05 to 0.1 ac per unit
- **Typical Footprint:** 1,200-2,000 SF per unit

Zero lot line single family residential (SFR) are detached homes aligned on the edge of the property boundary. Limited side yards and setbacks allow these homes to fit into an urban pedestrian-friendly environment with up to 16 residential units per acre. An appealing alternative to townhomes or condos as they offer greater privacy and no shared walls.



Multifamily Residential Typologies

Townhouse or Row Home

- **Number of Units:** 20-100
- **Number of Stories:** 2-4 (Garage can sometimes take one story)
- **Typical Acreage:** 0.5-1.5
- **Typical Footprint:** 1,000-1,500 SF/Unit (4-5 units per row typically)

Townhouses give an urban feel to a family-oriented environment. Slim and tall facades are complimented by small yards and common spaces. Townhouses attract newer families, young professionals and downsizers due to typically lower costs and higher convenience to amenities.



Multifamily Residential Typologies

Stacked Flats

- **Number of Units:** 20-100
- **Number of Stories:** 4
- **Typical Acreage:** 0.5-1.5 acres (generally encompassing the whole site)
- **Typical Footprint:** 5,000-10,000 SF (per block)

A cross between a condo and townhouse. Each unit has its own front door and is typically a two-story design. Stacked flats rarely have garage or private yard space. Residents use street parking or shared parking lot for the development. These appeal to young professionals and families looking to enter an ownership position.



Multifamily Residential Typologies

Standalone Apartments / Condos

- **Number of Units:** 100-300 (per building)
- **Number of Stories:** 3-5
- **Typical Acreage:** 2-3 ac (per building)
- **Typical Footprint:** 50,000-150,000 SF (per building)

Apartment buildings can range in look and feel and generally offer diverse living options to residences. Apartments usually have shared amenities like gyms, pools, and outdoor spaces. They have underground or surface parking. The feel on the site can change depending on the architecture and materials, for example traditional brick vs. stone with dark/light accents. Attractive for young professionals and empty nesters, luxury for the latter.



Multifamily Residential Typologies

Mixed-Use Condos/Apartments

- **Number of Units:** 100-300 (per building)
- **Number of Stories:** 3-5 (1 retail/office, 2-5 housing units)
- **Typical Acreage:** 2-4 ac (per building)
- **Typical Footprint:** 50,000-150,000 SF (per building)

Mixed-use Condos offer communities both diverse living options and commercial amenity and vibrancy. Great for creating destination streets or just adding subtle retail in neighborhoods like F&B, grocery and services. Typically located more central in Town Center development compared to other forms of housing. More expensive to build and are typically constructed once land values appreciate.



Office Typologies

Low-Rise Multi-Tenant Office

- **Number of Stories:** 2-5
- **Typical Acreage:** 1-2 acres
- **Typical Size:** 30,000-70,000 SF
- **Typical Footprint:** 10,000-15,000 SF

Office buildings that have multiple tenants located within the same structure. The most common office typology, it caters to a variety of end-user tenants who require different sized spaces. They may be pre-leased by the developer to ensure viability.



Office Typologies

Medical Office

- **Number of Stories:** 1-4
- **Typical Acreage:** 2-5 acres
- **Typical Size:** 20,000-100,000 SF
- **Typical Footprint:** 10,000-25,000 SF

Medical office buildings are similar in size and scale to a multi-tenant office building; however, the office facilities are designed specifically for health care and wellness practices. Layouts and accessibility are important to improve the patient experience. They may include research & development facilities, wet lab/dry lab space, and other specialty spaces. A well located and designed medical office building can garner higher lease rates than industry average.



Office Typologies

Mixed-Use Office

- **Number of Stories:** 3-6
- **Typical Acreage:** 1-3 acres
- **Typical Size:** 100,000-300,000 SF (all components)
- **Typical Footprint:** 20,000-80,000 SF

Mixed-use office generally have retail on the ground floor and is in an urban setting. Food & beverage and entertainment creates a more vibrant environment that extends past office hours. Retail on the ground floor serves the office tenants and the surrounding community. This typology may be more expensive to build which can lead to higher office and retail lease rates.



Office Typologies

Live/Work Office

- **Number of Stories:** 2-3
- **Typical Acreage:** <1 acres
- **Typical Size:** 10,000-40,000 SF
- **Typical Footprint:** 5,000-20,000 SF

Live/work units offer living and workspace in the same building, usually with offices or retail at the ground floor and residential above. Live/work units are typically in clusters of 4 to 12 units depending on building size and configuration. Creates a vibrant environment.



Office Typologies

Flex Office

- **Number of Stories:** 1-3
- **Typical Acreage:** 1-2 acres
- **Typical Size:** 10,000-100,000 SF
- **Typical Footprint:** 5,000-50,000 SF

Flex office have a mix of office/retail, or office/light industrial or a combination of all 3. They are usually light industrial spaces with small scale production or assembly along with store frontage, or tech production with offices. They can be catalyst developments depending on the tenants and size. This typology has increasingly become more popular as tenants require hybrid work spaces.



Retail Typologies

Neighborhood & Community Center Retail

- **Number of Stories:** 1-2
- **Typical Acreage:** 5-20 acres
- **Typical Size:** 50,000 – 250,000 SF
- **Typical Footprint:** 25,000- 250,000 SF

A retail center that serves the local trade area. The most standard form of suburban and quasi-urban retail. A neighborhood center is typically smaller than a community retail center. Tenants include neighborhood grocery, pharmacy, general merchandise, food & beverage, daily services, commercial retailers, etc. Properties should be configured in a pedestrian-style format. A second floor of small office or medical space can be integrated into the development.



Retail Typologies

Mixed-Use Retail

- **Number of Stories:** 3-6
- **Typical Acreage:** 1-3 acres
- **Typical Size:** 100,000-300,000 SF (all components)
- **Typical Footprint:** 20,000-80,000 SF

Retail at ground-floor integrated with multi-family housing or office above. Mixed-use retail offers communities a 24/7 environment with shopping, F&B, grocery, and services. Architecture and outdoor amenities play a big role in creating an attractive streetscape and destination. Has potential to attract credit tenants. Mixed use is more expensive to build and thus typically has higher lease rates.



Retail Typologies

Destination Restaurant

- Number of Stories: 1-2
- Typical Acreage: <1 acre
- Typical Size: 4,000 – 8,000 SF
- Typical Footprint: 4,000 – 8,000 SF

Destination Restaurants attract customers from the community and beyond. They can be regional chains or unique F&B attractions with renown chefs and local cuisine options. They add special character to a place, and enable nearby businesses to flourish.



Retail Typologies

Small-Scale Freestanding Retail

- Number of Stories: 1
- Typical Acreage: <0.5 acres
- Typical Size: 500 – 5,000 SF
- Typical Footprint: 500 – 5,000 SF

These are small character developments that offer special F&B or services. This includes a wine bar, small restaurant, or artisan craft shop. They take little room and can be a special addition to a larger development that adds sense of place and activity.

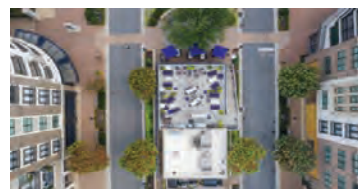


Retail Typologies

Pad Retail

- Number of Stories: 1
- Typical Acreage: <1 acre
- Typical Size: 1,000-10,000 SF
- Typical Footprint: 1,000-10,000 SF

Pad retail are free-standing units that are usually occupied by restaurants, cafe's and services. These may be chain fast food restaurants or they can also be unique shops and cafes. Units in mixed-use developments have room for patios and outdoor spaces.



Suburban Office Adaptive Re-use

Methodology

- Large-scale suburban office, single-structured if possible
- Within North America
- Within the last decade
- A successful redevelopment or adaptive re-use
- A combination of uses

Case Studies Produced

1. Catalyst 137 in Kitchener, Ontario, Canada
2. 1004 Middlegate in Mississauga, Ontario, Canada
3. The District in Burlington, Massachusetts, USA
4. CityPlace in Woodbury, Minnesota, USA
5. Crosstown Concourse in Memphis, Tennessee, USA



Catalyst 137

Description

Catalyst 137 is a thriving tech, industrial and service hub in the Kitchener-Waterloo region of Ontario. The office used to be a tire factory but was since converted in 2018 to be an exciting catalyst for tech innovation, culture and commerce.

Location: Kitchener, Ontario, Canada
 Size: 475,000 SF, 30,000 to 50,000 SF offices
 Cost: \$15-20/SF
 Private Project



Catalyst 137

About & History

- More than 2,000 Tenants and a range of catalyst tenants
- Service-type tenants handpicked as incubators for tech startups
- Includes a Co-working space branded separately as the "Catalyst Commons" that offers mentorship, month-to-month leasing and networking opportunities
- Other on-site amenities include a gym, cafe, destination restaurant, brewery and marketplace
- Used to be a tire factory up until 2008 and was repurposed in 2016



Catalyst 137

How They Did It

- Miovision was seeking an office space that had great amenities for staff, included both office and manufacturing space (flex), and had loading docks for trucks. The 475,000 square foot building was considered a "unicorn" property.
- Embarked on a real estate revitalization project in partnership Voisin Capital, a real estate investment firm with a local portfolio in redeveloping high-tech space. Also partnered with a Toronto real estate firm Osmington Inc.
- Strategic Partnership with Catalyst Commons (co-working space at Catalyst137) and the local Accelerator Centre, a top start-up incubator in the region.
- Designed Catalyst137 to be an Internet-of-Things Innovation Centre, in which the entire facility serves as a sandbox for innovation and can be showcased for technical ingenuity.
- A unique project by Miovision since they serve as an anchor tenant.
- Created amenities like loading docks and the manufacturing space shared.
- Miovision handles the technology ecosystem of the building and Voisin Capital manages the real estate side.



Catalyst 137

Key Takeaways

- Original 475,000 SF space not appealing to new tenants
- Leveraged tech and innovation through handpicked incubator tenants and on-site amenities
- Vibrant, day-night with mix of tenants and amenities
- Versatility in tenant spaces, including a co-working hub to invigorate innovation further
- Community networking and event space to make it a true destination for companies



1004 Middlegate

Description

1004 Middlegate is a repurposed class A office in the suburbs of Mississauga, Ontario. It was purpose built for AstraZeneca and then adapted for multiple tenants by Crown Realty in the past decade. It is now an appealing office for medium-sized tenants.

Location: Mississauga, Ontario, Canada
Size: 262,000 SF
Cost: \$18.50/SF

Private Project



1004 Middlegate

About & History

- Built in 1992 for AstraZeneca
- Unique multi-tenant office and flex space
- Retained AstraZeneca on a 100,000 SF long-term lease
- Added a collaborative workspace with WiFi in the old atrium
- Demolished 2 buildings to create parking
- Repositioned and repurposed with hope of securing a long-term lease



1004 Middlegate

How They Did It

- Crown Realty Partners invested in the property through its "Value-Added Fund", a fund used to invest in value-added office properties.
- As part of their "Sale-Leaseback" strategy - Acquired office campus and leased back a portion to the previous owner; retrofitted industrial building to create flex office; severed the site and divested of various components to maximize value on sale.
- Paid for the interior decorations of the added flex space to convey their vision.
- Handled leasing internally.
- Grew awareness of the property by organizing food truck rallies, property tours and other events.
- Demolished non-office buildings after realizing the optimal tenant mix and sold remaining land to an investor that wanted to develop a multi-tenant flex industrial building.
- Crown considered numerous redevelopment scenarios prior to beginning the project.
- Re-zoning was 4 year process.



1004 Middlegate

Key Takeaways

- No wasted space - Crown converted unused office space to parking. Also sold buildings and land they did not see long-term profit to other entities.
- Retained strong aspects of the building like the atrium
- Minimal & effective renovations and collaborative spaces
- Adaptability was the key for success
- Worked with end-users instead of following a strict plan, using lots of engagement



The District

Description

The District is a large-scale multi-building redevelopment of a suburban office park in Burlington, Massachusetts. The redevelopment focused on creating a vibrant environment with community spirit that was attractive to tech companies and visitors.

Location: Burlington, Massachusetts, USA
 Size: 1M SF rentable area, 1.3M SF office park
 Cost: Class B – \$42/SF/Year

Private Project



The District

About & History

- Was a dated office park that was half empty
- Updated 10 office buildings, improved common areas and outdoor spaces
- Added a hotel, restaurants and retail
- Focused on interior + exterior renovations and a detailed marketing plan
- Used a catalyst building to attract an anchor tenant
- Created a 7,000 SF marketing center to invigorate the leasing process



The District

How They Did It

- Office park was purchased in 2013 by National Development.
- Rebranded as The District to give it an urban feel and sophisticated sense of place.
- Built a 7,000 SF marketing centre which showcased how the offices would look, feel and be used to attract tenants and generate awareness.
- Wanted to create a walkable and diverse environment to attract tech companies,
- First phase was two destination restaurants, a 30,000 SF retail area, and Marriott Hotel.
- Established a shuttle service to the subway station in Cambridge.
- City worked with developer to upgrade infrastructure and improve the public realm.
- Retained Cushman and Wakefield as the leasing agent, who found that tenants needed space fast and were willing to pay extra for move-in-ready convenience
- ND funded a tenant engagement program that focused on creating better common areas with fitness, fun and philanthropy as themes.



The District

Key Takeaways

- Acknowledged a large office demand near Cambridge, particularly for high-skilled workers and tech
- Big on community building and collaboration
- Vibrant, day-night atmosphere with mix of tenants, uses and amenities
- Avoided large-scale reconstruction by adapting old facades and interiors
- Focused construction efforts on catalyst sites and gateways
- Work, Play, Stay and Grow positioning



CityPlace

Description

CityPlace in Woodbury, Minnesota is a new mixed-use redevelopment with Office, Residential, Hotel and Retail all on one large property. This is an example of a successful major office redevelopment project.

Location: Woodbury, Minnesota, USA
 Size: 396,000 SF
 Residential: 250 MF units
 Office: 54,000 SF
 Retail/F&B: 180,000 SF
 Hotel: 162,000 SF

Private Development
 Total development cost: \$64.3 million



CityPlace

About & History

- A mixed-use redevelopment project that took one large office building and created a diverse community
- Had great retail opportunity but the City requested office space to be built
- Owner wanted to repurpose the existing 450,000 SF State Farm building but was not financially feasible - decided to redevelop
- Used to be a single 450,000 SF State Farm building

Before & After:



CityPlace

How They Did It

- Partnership between Elion Partners and Kraus-Anderson.
- Purchase and Sale agreement with State Farm contingent on receiving entitlements for a well-thought-out mixed-use project.
- Plans to boost demand for on-site office through market ready retail and hospitality space.
- The City of Woodbury had a unique zoning category called a "Gateway District" which allowed them to collaborate with the development team on the design of the project. Other benefits include:
- Allowed non-retail land uses including banks and hotels to account as office space to satisfy the mixed-use FAR requirements.
- City gave flexibility to delay on-site locations for allocated uses until final site plan approval.
- City used regulatory powers to expand tax base and promote job growth without giving direct subsidies to private sector real estate developers
- Significant investment in architecture to make the site more appealing.
- Development of CityPlace occurred around the StateFarm building and so they created market-ready demand for the redevelopment of more than 400,000 SF of new office space



CityPlace

Key Takeaways

- Sought shared goals with the City by identifying the right-mix and right-size through market analysis
- Used this approach to get city officials buy-in
- Created market-ready retail and hospitality to attract strong office tenants
- Researched the market extensively to evaluate the next best step, including repurposing or demolishing the State Farm building



Crosstown Concourse

Description

Crosstown Concourse is a grassroots redevelopment of an old industrial building in Memphis, Tennessee. It is a truly innovative and unique development that is a catalyst and new identity for the local community.

Location: Memphis, Tennessee, USA
 Size: 1.2M SF, 14 stories
 Residential: 265 MF units
 Office: 630,000 SF
 Retail/F&B: 65,000 SF
 A hotel, high school, and church

PPP development
 Total development cost: \$210 million



Crosstown Concourse

About & History

- Original use was a Sears factory
- A transformative "Vertical Urban Village" that expanded local culture, arts, education, and healthcare
- Also attracts businesses and visitors
- Developed by a non-profit grassroots organization with the help and interest of public and private funders
- Maintains original architecture with minor interior demolition
- Achieved pre-development commitments from 40 tenants



Crosstown Concourse

How They Did It

- Crosstown Arts is a nonprofit that was formed by Richardson and Wilson to save the Sears building after an environmental study of the site showed no structural flaws or issues.
- Used arts and culture as a catalyst, and later health care and education.
- Most difficult part was 32 different sources of financing.
- Goldman Sachs Urban Investment Group provided \$36.5 Million in federal Historic Tax Credit (HTC) equity.
- Suntrust Community Capital invested \$18 million in New Market Tax Credits (NMTCs).
- \$56 million in NMTC allocation provided by numerous Community Development Entities (CDEs).
- Federal tax credits were crucial for funding.



Crosstown Concourse

Key Takeaways

- A true community-forward redevelopment that attracted funding from a variety of sources
- Created a community hub that has a diverse range of tenants, uses and services
- Variety of uses on site means all-day activity
- Tenant and community engagement is performed long-term with the in-house Crosstown Arts organization



Adaptive Reuse Summary

Best Practices

- Targeted programming and tenant structure
- Strong market analysis and community engagement
- Use attractors that differentiate the local market
- Target catalytic/iconic changes and appropriate renovations
- Create a diverse, day and night atmosphere for competitive positioning

Opportunities	Challenges
<ul style="list-style-type: none"> • Potential for a repurposing like 1004 Middlegate, Catalyst 137 or Crosstown Commons – lowest cost and short timeline • Complete redevelopment like CityPlace, higher cost and longer-term timeline, depending on community support and incentives • Catalyst for change that compliments the new Town Center 	<ul style="list-style-type: none"> • Expensive and sometimes lengthy process • Difficult to convince landowners or investors without demand • "Right Mix" & "Right Use" is key for this to be a catalyst



APPENDIX: CATALYST SITES

Catalytic Site 1: Creekside Wellness Center & Health Village

Vision

A hub for health and wellness that is centered around an iconic Wellness Center. Emory Johns Creek Hospital is currently expanding with Physicians Plaza and has plans for a new ambulatory/surgery center behind the hospital on 16-acres of vacant land, however the hospital will continue to require more space after expansion.

A Health Village in the Johns Creek Town Center can absorb demand from private tenants seeking high quality medical office space. It can also be a location for Emory Johns Creek Hospital to "decant" certain uses as the hospital campus builds out and requires more room in the future.

The Health Village will be anchored by the Creekside Wellness Center. This Center will bring together three important components: (1) healthy living, (2) screenings, and (3) preventative wellness. This building will be the realization of an innovative model of care that is expanding across the United States where hospitals and the community partner to create distinct places that keep residents healthy and out of the hospital. It will follow the path of Emory transforming health systems by shifting resources to the community and demonstrating an effective community alternative to institutional care.



Catalytic Site 1: Creekside Wellness Center & Health Village

Key Attributes

- 20,000 SF to 40,000 SF Wellness Center
- Medical office
- Decanted medical space from Emory Johns Creek Hospital
- Incubator office for start-ups and research & development
- Food & Beverage
- Outdoor recreational space
- Play areas for kids
- Community-oriented spaces



Catalytic Site 1: Creekside Wellness Center & Health Village

Strategies

- A progressive approach to development will be required through public-private-partnerships.
- Collaboration between City of Johns Creek, Emory Hospital and private sector developers.
- Designate land for Wellness Center in Town Center.
- Create community-oriented spaces and public recreational uses connected to Wellness Center.
- Re-use existing office buildings for medical and health uses.
- Infill new small-scale medical office.



Catalytic Site 2: Town Center Market Hall

Vision

The Town Center Market Hall will be an iconic destination that celebrates the culinary and ethnic diversity of Johns Creek. It will combine multiple aspects of the food system including fresh produce, ethnic goods, prepared foods to go, commissary kitchens, food education, and outdoor food gardens among other anchor functions.

The Market Hall will be well positioned to differentiate itself from successful food halls in Metro Atlanta (that primarily focus on prepared foods) by providing a strong mix of tenants that will draw locals and visitors daily. It will provide an entrepreneurial space for residents to try new concepts and expand their culinary-based businesses.

The Market Hall can become an example of innovation at a local level, being able to host an array of events such as pop-up dinners, wine tastings, and urban farming tours with local schools.

To gain viability, reduce initial financial investment and generate a constant following the Market Hall can begin as a temporary pop-up space in the Town Center. This catalyst will also begin to change the perception of how Johns Creek is viewed in a North Atlanta context.



Catalytic Site 2: Town Center Market Hall

Key Attributes

- 10,000 SF to 30,000 SF Market Hall including fresh and prepared foods.
- Outdoor central dining plaza.
- Culinary incubator and commissary kitchens.
- Food education.
- Craft Brewpub / Distillery / Wine bar.
- Local artisan shops.
- Urban farms.



Catalytic Site 2: Town Center Market Hall

Strategies

- Collaboration between City of Johns Creek and private sector developers.
- Discussions with local universities on food sustainability partnerships and research.
- Review potential retrofit of existing buildings in Town Center for Market Hall.
- Introduce urban farms on publicly-owned land in partnership with operations by local experts.



Catalytic Site 3: Mixed-Age Community

Vision

There is demonstrated demand for multi-family residential in Johns Creek that is positioned towards local downsizers, young professionals, and young families. A mixed-age intergenerational community will provide the housing typologies that meet the needs of various households and fill a missing gap in the city.

Rather than have segregated seniors and assisted living facilities, the community will offer an environment that navigates the shifting demographics of the region and create an urban area that encourages engagement and activity between age groups. While multi-purpose communities are often marketed towards younger age demographics, aging-in-place in walkable communities that have a strong amenity mix are becoming more desirable for older generations.

Higher end residential can be marketed towards 55+ plus downsizers who live in Johns Creek but are looking for less upkeep and a "lock and leave" residential product.



Catalytic Site 3: Mixed-Age Community

Key Attributes

- For Sale 55+ or intergenerational residential
- Upscale condos and apartments
- Stacked flats
- Townhomes
- Neighborhood services
- Pharmacy
- Coffee Shop
- Play areas for kids
- Community-oriented space



Catalytic Site 3: Mixed-Age Community

Strategies

- Private-sector led development.
- Infill medium density residential on existing site.
- Strong architecture for first project to set precedence for future development.
- Promote activation of streetscape, create bikeable and walkable environment to the Town Center core.



Catalytic Site 4:
Innovation Flex Office Blocks

Vision

The Innovation Flex Office Blocks is envisioned as a unique node that focuses on smaller-scale employment entrepreneurship in a hybrid office/flex environment. Many businesses established in the North Atlanta area in recent years are looking for hybrid spaces that offer a mix of office, R&D, warehouse, and production uses; however most flex spaces are in industrial parks and do not provide the amenity package or urban form businesses desire.

The Town Center can provide a new form of employment use that differentiates itself from the campus-style offices currently present in the Tech Park. Targeted businesses will be a diverse mix, from established Atlanta-based companies to local start-ups. This could include food incubators, delivery services, catering companies, coffee roasters, professional studios, biotech companies, and more.

The Innovation Flex Office Blocks will assist in diversifying the types of businesses in Johns Creek and bring forth new and exciting types of employment that are community-focused.



Catalytic Site 4:
Innovation Flex Office Blocks

Key Attributes

- Flex Office – 5,000 SF to 50,000 SF pods that allow for multiple configurations based on tenant needs.
- Industry-focused incubator
- Medical labs
- Co-working space
- Live/Work Office
- Coffee Shop
- Restaurants
- Craft Brewery / Distillery



Catalytic Site 4:
Innovation Flex Office Blocks

Strategies

- Infill flex office uses on existing sites.
- Retrofit and reuse existing buildings if financially viable.
- Create marketing and branding around new forms of employment uses in Johns Creek.
- Introduce multiple uses in the Flex Office Blocks – promote R&D, education, incubator, co-working space.
- Improve streetscape; create a bikeable/walkable employment area that links to surroundings.
- Have zoning allow for a variety of uses such as employment, production, retail, food & beverage that stimulates and fosters innovation.



State Farm Property

- Focus on parking area properties first, this will generate activity and value to the vacant building.
- Several specific sites that have least effect on the building.
- Can the landowner build on the property today with State Farm on the lease? Or does property owner need permission from State Farm? Or do they have to wait for the lease to end?



APPENDIX: POP UP QUICK HITS

Pop-up Quick Hit 1:
Amphitheatre / Performing Arts Space

- Outdoor amphitheater and covered performing arts space
- Acts as a central gathering space for the Town Center and the local community.
- Provides an informal space for the performing arts in Johns Creek
- Can be used for a variety of uses such as symphony orchestra, plays, choirs, festivals, musical performances, wedding ceremonies and graduations, etc.
- This space can also be utilized as a venue for arts and cultural activities – from Christmas concerts to celebrating Chinese New Year.



Pop-up Quick Hit 2: Arts & Culture Trail

- Celebrate the arts community and cultural diversity of Johns Creek by integrating public art throughout the Town Center in a curated fashion.
- Introduce new and exciting local artists through a variety of installations, from painters, sculptors, and photographers.
- This trail will promote the growth of local artists, create a sense of pride, add unique character, and establish meaningful partnerships with various organizations.
- Installations can be temporary or permanent.
- Murals on existing buildings can begin to change the look and feel of the Town Center.
- An annual culture trail festival can bring forth live artists and musicians.



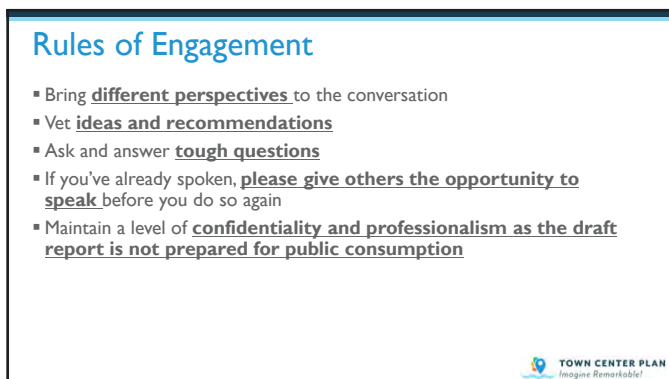
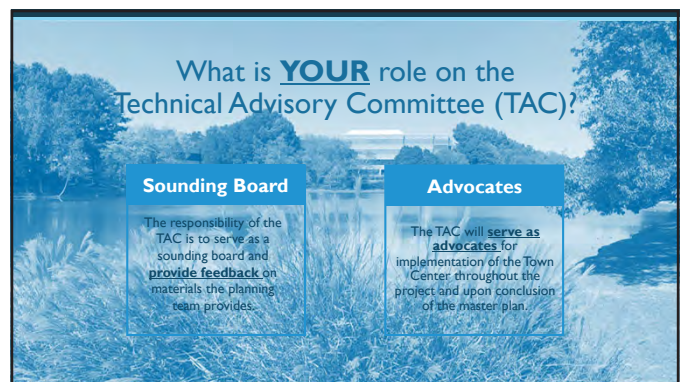
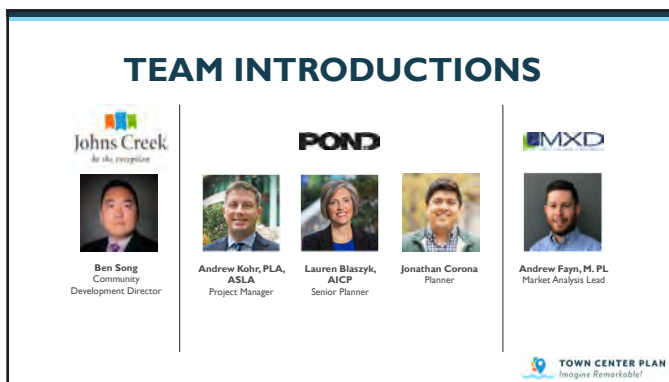
Pop-up Quick Hit 3: Container Campus

- Outdoor market built from shipping containers that establishes an address for the Town Center.
- An affordable temporary or permanent building material – limited infrastructure requirements.
- Can be a precursor to the Town Center Market Hall.
- Unique shopping and dining experience not found in the area will differentiate and transcend the market.
- Community-scaled project.
- Potential uses include central beer garden, food & beverage, bike repair, art spaces, and artisan shops.

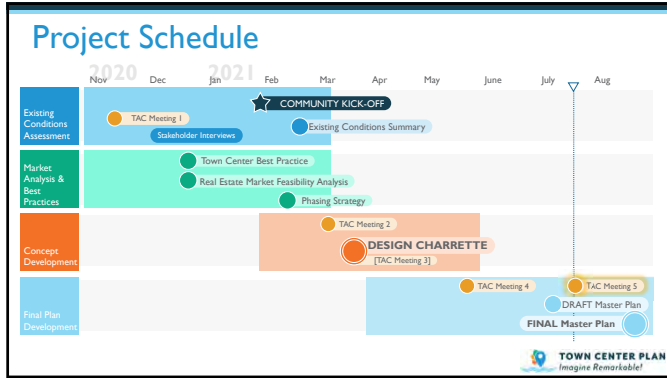




The final TAC Meeting was held in person at City Hall. The planning team and committee discussed Action Plan Prioritization by reviewing the alignment of the Action Plan Items with the Design Principles. MXD Development Strategist also gave an overview on development scale as an educational opportunity on density.



TAC Meeting #5



Design Principles

Design Principles				
Design Principle 1	Design Principle 2	Design Principle 3	Design Principle 4	Design Principle 5
Town Center's identity focuses on a clear connection between arts, culture, wellness, sustainability, and innovation.	Proposed redevelopment will consider a phased approach over a 20-year horizon which considers the size of the study area.	Mobility and connectivity opportunities create safe connections for multiple users within the Town Center and to nearby amenities, neighborhoods, and job centers.	Water features within the Town Center should be used as a distinguishing element to make this a distinctive place.	Johns Creek Town Center needs to serve as both a gateway into the community and an accessible destination for residents and visitors.

- Action Items are divided into Policies, Programs, and Projects
- Do the Action Items align with these Design Principles?
- What long term action items do we prioritize?

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Policy Action Items

Policy Action Items	Time Frame	Design Principles				
		Design Principle 1	Design Principle 2	Design Principle 3	Design Principle 4	Design Principle 5
Update the Comprehensive Plan to reflect Town Center updated Town Center vision	<1 Year	■	■	■	■	■
Update City Zoning Ordinance to guide Town Center development	<1 Year	■	■	■	■	■
Prepare Financial Analysis	<1 Year	■	■	■	■	■
Develop a Stormwater Management Plan	<1 Year	■	■	■	■	■

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Program Action Items

Program Action Items	Time Frame	Design Principles				
		Design Principle 1	Design Principle 2	Design Principle 3	Design Principle 4	Design Principle 5
Implement Downtown Development Authority	<1 Year	■	■	■	■	■
Initiate Marketing Campaign	<1 Year	■	■	■	■	■
Establish Community of Champions	<1 Year	■	■	■	■	■
Implementation & Engagement Team	<1 Year	■	■	■	■	■
Meetings with Developers and Business Owners	<1 Year	■	■	■	■	■
Begin Mural Program	<1 Year	■	■	■	■	■
Offer Diversity of Events	<1 Year	■	■	■	■	■

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Project Action Items

Project Action Items	Time Frame	Design Principles				
		Design Principle 1	Design Principle 2	Design Principle 3	Design Principle 4	Design Principle 5
Pop-up Quick Hit 1 - Amphitheater & Performing Arts Space	3 Years	■	■	■	■	■
Pop-up Quick Hit 2 - Arts & Culture Trail	3 Years	■	■	■	■	■
Pop-up Quick Hit 3 - Containier Campus	3 Years	■	■	■	■	■
Catalyst Site 1 - Creekside Wellness Center and Village	3 Years	■	■	■	■	■
Catalyst Site 2 - Town Center Market Hall	5 Years	■	■	■	■	■
Catalyst Site 3 - Mixed Age Community	3 Years	■	■	■	■	■
Catalyst Site 4 - Innovation Flex Office Blocks	18 months	■	■	■	■	■
North Pond Redevelopment	18 months	■	■	■	■	■
South Pond & Gateway Redevelopment	5 Years	■	■	■	■	■

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Project Action Items (Cont'd)

■ Action item that aligns with principle
■ Action item with significant linkage between principle and action item

Project Action Items	Time Frame	Design Principles				
		Design Principle 1 Notes	Design Principle 2 Notes	Design Principle 3 Notes	Design Principle 4 Notes	Design Principle 5 Notes
Johns Creek Parkway Lane Reduction and Streetscape	3 Years	■	■	■		■
Johns Creek Parkway Linear Park	5 Years	■	■	■		■
Lakefield Drive Streetscape	5 Years	■	■	■		■
Johns Crossing Streetscape	5 Years	■	■	■		■
Modlock Bridge Road Turned 1	5 years	■	■	■		■
Rogers Bridge Road and Bell Road Trail Connection	5 years	■	■	■		■
Sharnel Street and Parking Lot Reconfiguration	5 Years	■	■	■		■
Johns Creek Parkway at Lakefield Drive Roundabout	3 Years	■	■	■		■
Business Core Trail Gateway	7 Years	■	■	■		■

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Prioritization Discussion

Long Term Buildout

Long Term Action Items

■ Action item that aligns with principle
■ Action item with significant linkage between principle and action item

Long Term Action Items (10+ Years)	Design Principles				
	Design Principle 1 Notes	Design Principle 2 Notes	Design Principle 3 Notes	Design Principle 4 Notes	Design Principle 5 Notes
Performing Arts Center	■			■	■
Additional Roadway & Trail Infrastructure		■	■		■
Gateway Feature at SR-141 & McGinnis Ferry Rd	■	■	■		■
Modlock Bridge Road Tunnel 2	■	■	■		■

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Comments or Questions?

Development Scale

Higher Density, not High Density

- Goal is to increase the housing mix in the Town Center but still **respect the built form of Johns Creek.**
- Density can be displayed in different ways.
- Housing densities are typically displayed as units per acre.
 - Example:
 - Site Area – 10 acres
 - Units – 200 units
 - Density – 200/10 = 20 units per acre

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How to Accommodate Density Thoughtfully

- Blend into the natural environment through thoughtful architecture & design
- Careful to edges and buffers
- Incorporate public and green space
- Segment buildings (smaller buildings)
- Establish design standards
- Parking – surface or structure



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Example 1

5701 Spalding Dr – Peachtree Corners



14 acres
127 Units
Surface parked
14 units per acre

1055 Summit Overlook Way – Forsyth County



12.3 acres
172 Units
Surface parked
14 units per acre

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Example 2

10105 Westside Pky - Alpharetta



9.9 acres
111 Units
Surface parked
11 units per acre

220 N Arcadia Ave - Decatur



2.1 acres
101 Units
Surface + Structure parked
48 units per acre

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Example 3

306 Ardmore Cir NW - Atlanta



4.8 acres
165 Units
Surface parked
34 units per acre

299 N Highland Avenue - Atlanta



3.3 acres
199 Units
Structure parked
60 units per acre

TOWN CENTER PLAN
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Example 4

3465 Duluth Hwy - Duluth



8 acres
370 Units
Surface + Structure parked
46 units per acre – mixed-use

6500 Halcyon Way – Forsyth County



7.3 acres
300 Units
Structure parked
41 units per acre – mixed-use

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Example 5

141 Holcomb Bridge Rd - Norcross



2.4 acres
193 Units
Structure parked
80 units per acre

2001 Commerce St - Alpharetta



1.8 acres
168 Units
Structure parked
93 units per acre – mixed-use

TOWN CENTER PLAN
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NEXT STEPS

- Public Review via Konveio – August (TBD)
- Planning Commission Meeting – September 7th
- City Council Hearing – September 27th

Questions and comments? Email: JCTownCenter@johnscreekga.gov



THANK YOU!

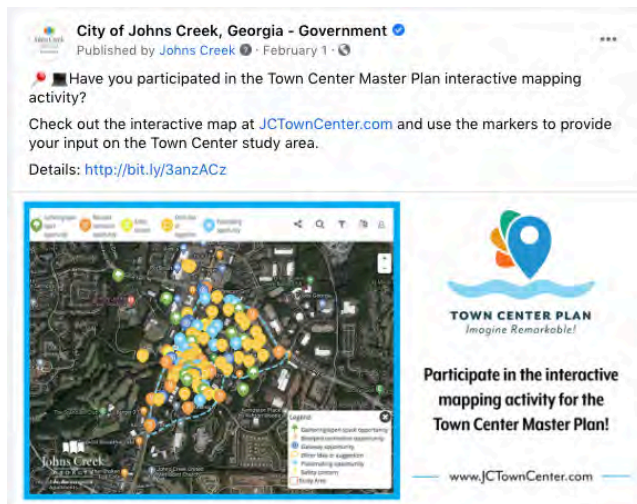
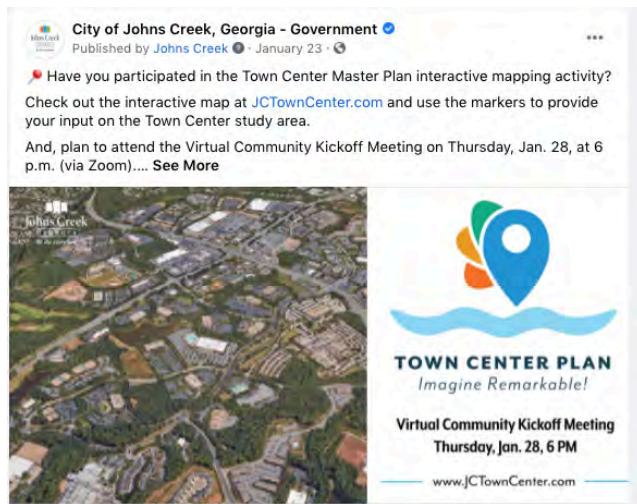
Interactive Map Activity

INTERACTIVE MAP ACIVITY

December 10, 2020 - February 12, 2021

The Interative Map Activity was a virtual engagement opportunity for community members to provide geographically-specific input on gateway opportunities, gathering and open space opportunities, bicycle and pedestrian opportunities, placemaking opportunities, safety concerns, and other comments. In addition to leaving multiple comments, participants were able to browse through other community member comments and 'like' or 'dislike' them based on their sentiment. This activity was hosted on the project website at www.JCTownCenter.com from December 10, 2020 through February 12, 2021. This activity received 160 comments and over 1,000 'likes' and 'dislikes.' Project team members used the information received to prepare content and other discussions for the Virtual Design Charrette.

Activity Communications



CityofJohnsCreek @JohnsCreekGAgov · Feb 1

Have you participated in the Town Center Master Plan interactive mapping activity? Check out the interactive map at JCTownCenter.com and use the markers to provide your input on the Town Center study area. #JohnsCreek

City of Johns Creek, Georgia - Government
Published by **Johns Creek** · February 10

Provide your input on the Johns Creek Town Center Master Plan initiative! Participate in the online mapping exercise and provide your feedback by taking the online survey on www.JCTownCenter.com. And, save the date for the Virtual Design Charrette March 1 – 4. Details and more info: <https://bit.ly/3anzACz>

CityofJohnsCreek @JohnsCreekGAgov · Feb 10

Provide your input on the #JCTownCenter Master Plan initiative! Participate in the online mapping exercise and provide your feedback by taking the online survey on JCTownCenter.com. #JohnsCreek

CityofJohnsCreek @JohnsCreekGAgov · Feb 10

Provide your input on the #JCTownCenter Master Plan initiative! Participate in the online mapping exercise and provide your feedback by taking the online survey on JCTownCenter.com. #JohnsCreek

City of Johns Creek
Senior Communications Manager Jennifer Chapman · 10 Feb

Provide input on the Johns Creek Town Center Master Plan initiative. Provide your input on the Johns Creek Town Center Master Plan initiative! Participate in the online mapping activity and provide your feedback by taking the online survey on www.JCTownCenter.com. The mapping activity and survey are open. See more...

Social Pinpoint | Johns Creek Town Center Master Plan
planningatpond.com

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Johns Creek Town Center Plan - Map Activity Responses

Report - 2021-02-15

Comment Type	Comment	Likes	Dislikes	Lat.	Long.
Bike/ped connection opportunity	Create a multi-use pathway connecting the ponds, and have cool things along the way to stop at!	33	0	34.06	-84.17
Bike/ped connection opportunity	It would be great to connect the motion road pocket park through to Kimball bridge where Alpharetta's trail picks up under the power lines. As Alpharetta continues to connect, many John's Creek communities would have access to walk or bike to work up and down north point parkway (and avoid busy roads) and have access to many more miles of exercise trails that John's Creek doesn't have to maintain.	12	0	34.046	-84.22
Bike/ped connection opportunity	Needs more access points to the pretty pond. Right now there is no paved path to the pond unless you walk/drive to medlock br rd.	3	0	34.06	-84.17
Bike/ped connection opportunity	Ample walking trails around lakes/ponds. Everyone loves those.	12	0	34.058	-84.17
Bike/ped connection opportunity	Bike/Pedestrian path that leads to Cauley Creek Park through the Bell Road Connector when it is complete. Something similar to Big Creek Parkway or Alpha Loop to connect the city.	27	0	34.056	-84.17
Bike/ped connection opportunity	Could a wide walking and bike pathway be created between the many subdivisions (next to the "inside" of the subdivisions), from Bell Road to Technology Circle; perhaps along Cauley Creek, which is already a natural geographical feature not used for residential development? This would allow walkers and cyclists access to the proposed Johns Creek City Center without using the ever so noisy busy McGinnis Ferry. As well, this walkway could join the Cauley Creek Park.	6	6	34.05	-84.15
Bike/ped connection opportunity	We need a real bike / walking path that is separated from roads by a curb and grass border that connects the local neighborhoods to the center, and also encircles the center like the beltline.	14	0	34.062	-84.16

Interactive Map Activity

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Bike/ped connection opportunity	Implement weekend bike/pedestrian exclusive lanes throughout the whole area, creating a compelling ambiance for families to move and integrate, leaving their cars in defined parking stations.	19	1	34.065	-84.16
Bike/ped connection opportunity	I would love connection to the Alpharetta Greenway for biking and walking	6	0	34.061	-84.18
Bike/ped connection opportunity	A pedestrian bridge or tunnel at Findley Road to safely crossover 141. This would allow a ton of residents access without adding traffic. Also, additional lighting on Findley road to allow residents to safely walk to the center at night.	4	1	34.062	-84.17
Bike/ped connection opportunity	Opportunity for tunnel crossing for connection from restaurants to study area	20	0	34.057	-84.17
Bike/ped connection opportunity	How will the Town Center connect to existing residential developments nearby with walking / bike paths?	5	0	34.055	-84.17
Bike/ped connection opportunity	Opportunity to connect these two ponds for biking/walking.	5	0	34.06	-84.17
Bike/ped connection opportunity	Add sidewalks to entire frontage of Medlock.	4	0	34.061	-84.17
Bike/ped connection opportunity	A walking path to connect Lakefield Drive to the pond between City Hall and LifeTime parking lots. This can be done as a nice green arc (see picture)	4	0	34.061	-84.17
Bike/ped connection opportunity	Add the sidewalk on the southern part of Technology circle. Currently, many people (including kids and parents with strollers) are crossing the road because their path ends.	4	0	34.057	-84.17
Bike/ped connection opportunity	A tunnel to the other side of McGinnes Ferry to allow walking to Sprouts/Kohls shopping plaza and or Kroger. It is currently very hard for pedestrians to cross this road.	2	2	34.067	-84.17
Bike/ped connection opportunity	Add a perimeter trail that connections to adjacent properties - neighborhoods, commercial, etc. to increase use of alternate transportation modes (bike/ped). The bit of trail on the westside of 141 is a good example, but is rather short and insufficient.	0	0	34.056	-84.17
Gateway opportunity	Gateway into City from adjacent jurisdiction and would be a great place for significant signage for the Town Center	11	2	34.067	-84.17

Interactive Map Activity

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Gateway opportunity	Any real Main Street has to have mixed use buildings for dining, bars, retail, living and greenspace. without a real main street like Roswell or Alpharetta, we will never compete from a home value or desirability as a place to live	15	1	34.061	-84.17
Gateway opportunity	Traffic pattern needs improvement for this intersection, especially there will be a City event space near the lake.	1	0	34.061	-84.17
Gateway opportunity	This feels like the most natural entrance into the town center. The other 141 entrance makes you wind around a little bit to get there. Plus existing crosswalks/tunnel, etc. Maximize what's there potential	2	0	34.064	-84.17
Gateway opportunity	With the widening of McGinnis Ferry being planned, it seems that a bike path/lanes should be included to allow bike access from the many residential neighborhoods toward Sergeant Road, Jones Bridge, Seven Oaks, Brookwood.	2	0	34.064	-84.17
Gateway opportunity	McGinnis & Medlock currently feels like the closest thing JC has to a "downtown". Incorporating the area at or near this intersection into the development, or making it the focal point, seems to create an organic flow with the existing area.	2	0	34.067	-84.17
Gateway opportunity	Believe this location provides the best opportunity for a Gateway as it is a boundary for neighboring county	0	0	34.068	-84.17
Gateway opportunity	Entrance from Medlock Bridge Road should have some kind of a landmark feature.	4	0	34.064	-84.17
Gateway opportunity	A big opportunity to place a Gateway at the County and the City boundary.	1	0	34.067	-84.17
Gateway opportunity	Another great location for Gateway opportunity.	1	0	34.055	-84.17
Gateway opportunity	Trolley/ Streetcar for tours and transportation within the area.	2	3	34.057	-84.17
Gateway opportunity	Perfect place for cultural arts center.	7	0	34.06	-84.17
Gathering/open space opportunity	How can the existing tree covered forest space within the footprint be preserved and uniquely incorporated into the plan for public use? Serenbe in South Fulton does an excellent job of balancing density development with natural spaces. https://serenbe.com/about#about-serenbe	0	0	34.058	-84.17
Gathering/open space opportunity	Many photo worthy locations, quirky, unique, so people take pics and post	2	0	34.059	-84.17

Interactive Map Activity

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Gathering/open space opportunity	Good park opportunity with proximity for the brewing company. Maybe Some food truck pull up areas or something like that. Maximize on what is already there.	8	4	34.06	-84.16
Gathering/open space opportunity	Opportunity for open field space for City Events.	30	1	34.06	-84.17
Gathering/open space opportunity	Just kills me to see so much pavement used up for business parking. Seems like a lost cause when there's so little land available to develop, Unless JC can come up with some way to recapture land and build greenspaces or other gathering spaces	7	0	34.063	-84.16
Gathering/open space opportunity	Dog Park?	3	3	34.065	-84.16
Gathering/open space opportunity	This space is can be easily transformed into a fantastic park with public toilet facilities. Can be inspired by the Candler Park. Need a good bike stand for people to park their bikes as well.	8	0	34.06	-84.17
Gathering/open space opportunity	There is a huge, nice plot of land located around this region. Younger people throughout Johns Creek know this area very well, they often want to sneak their way in to play or walk in this area (it's very beautiful). Sadly, it is not a developed area, though I believe strongly that it should be. I feel like if the community sets up this area as a walking trail or park, it will bring in more visitors to admire Johns Creek if it was opened to the public. It would be a very popular spot.	33	0	34.069	-84.18
Gathering/open space opportunity	The existing pond is a nice asset. Creating a connection between the city hall, the pond and the open green space, and adding paths leading to new restaurants and retail around it could create a great focal point. Keeping as many of the existing trees and natural areas as possible would enhance aesthetics and reduce environmental impacts.	4	0	34.06	-84.17
Gathering/open space opportunity	As much green space as possible needs to be kept. Redevelop the existing structures and parking lots, and keep the green. Johns Creek is rapidly mowing down green areas for development.	14	0	34.063	-84.17
Gathering/open space opportunity	Would love a park and a library nearby for my kids. I think downtown Alpharetta has done a great job incorporating their city hall with community buildings and preserving wall ability.	8	0	34.059	-84.17

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Comment Type	Comment	Likes	Dislikes	Lat.	Long.
Gathering/open space opportunity	I think it would be great to have a family activity in the center-- Miniature golf is a family activity enjoyed by everyone--put a mini golf course so families can go as a family and shop then the take the kids for fun and lunch/dinner--Bocci Ball courts would be good too as it can be a family activity but mini golf is universally fun	2	0	34.061	-84.17
Gathering/open space opportunity	Ampitheatre, weekend morning farmer's market	6	1	34.063	-84.17
Gathering/open space opportunity	Please turn this green space into an open park with walking trails and trees/shrubs.	2	0	34.06	-84.17
Gathering/open space opportunity	Anything that would tie this area and its residents to JC. Anything connected for those of us on the edge of Alpharetta. We feel extremely disconnected since we are way too far from the "town center" . Totally not engaged in the process due to location. I hate that my tax dollars are going to something so frivolous!	2	0	34.058	-84.23
Gathering/open space opportunity	How can the existing forest space be preserved and incorporated into the master plan? Serenbe in South Fulton does an excellent job balancing density with public nature space: https://serenbe.com/about#about-serenbe	0	0	34.058	-84.17
Gathering/open space opportunity	Would like to see more green spaces in and around Life time fitness area. Johns Creek Arts and Cultural center would be a gathering spot for various cultural programs	2	0	34.066	-84.17
Gathering/open space opportunity	Have a Johns Creek Arts Festival similar to Roswell, Suwanee, Duluth. Create a monthly gathering event.	1	0	34.058	-84.16
Gathering/open space opportunity	Create a JC garden where residents or groups can grow their own vegetables, similar to what is at Newtown Park.	1	1	34.058	-84.16
Gathering/open space opportunity	Open playground for children similar to Peachtree corners town center across from the forum. Stays green without the typical look of a regular playground. With chairs, tables, fireplace outdoors like it is there. They have also added an outdoor exercise area in a wooded spot in the back with wooded equipment to do pull-ups, rope, army style workout. Very cool. Would love to have that in JC!	2	0	34.061	-84.18

Interactive Map Activity

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Gathering/open space opportunity	A lot of outdoor seating, games (bocci, cornhole, chess, connect 4, etc) encouraging gathering and community	4	1	34.059	-84.17
Gathering/open space opportunity	Avalon has the look and feel of what a Town center should be. Follow that blueprint but make smart small changes that make it our own Johns Creek space. The water attraction already does that so it should be a focal point.	0	0	34.062	-84.18
Other idea or suggestion	Johns Creek is in desperate need of spectacular restaurants and chic shops. Make the existing pond an ice skating rink in the winter. There is not a destination area for JC. make parking very accessible. Make the area dog friendly. Pull in some high end shops.	4	0	34.061	-84.17
Other idea or suggestion	There seems to be little retail space inside the town center area that one typically associates with town centers. Perhaps you can find a way to provide that.	8	0	34.063	-84.17
Other idea or suggestion	Downtown Duluth and and Downtown Alpharetta have done a great job with open spaces and retail/restaurants. I would love to see something similar in Johns Creek. Food truck events, farmers markets, 4th of July fireworks, memorial day picnics, concerts etc.	8	0	34.06	-84.17
Other idea or suggestion	stream restoration/educational area opportunity	9	0	34.063	-84.17
Other idea or suggestion	Improve water quality and offer water-people interaction opportunities.	0	1	34.059	-84.17
Other idea or suggestion	Outdoor amphitheater for live music and movies on the green	14	1	34.059	-84.17
Other idea or suggestion	Another thing that can make towns centers very viable is the local connection with public transport. Some towns actually have a jitney that goes around and connects with public transport. Idea for a post covid world.	6	3	34.059	-84.17
Other idea or suggestion	Waterfront - people-water interaction opportunities.	6	0	34.061	-84.17
Other idea or suggestion	Something that JC doesn't have is a lot of really great restaurants. As a long time resident, it's a drive to get to some cool/hip places to eat. only a handful of 'non-chilis' type of places.	9	0	34.064	-84.16
Other idea or suggestion	Waterfront - people-water interaction opportunities.	2	0	34.057	-84.17

Interactive Map Activity

Comment Type	Comment	Likes	Dislikes	Lat.	Long.
Other idea or suggestion	Outdoor life path with multiple gym stops/stations.	0	4	34.062	-84.17
Other idea or suggestion	Art display along the path.	10	0	34.061	-84.17
Other idea or suggestion	Ponds need restoration with more water flow. Otherwise the pond has too much muddy look. Not very pleasant.	10	0	34.061	-84.17
Other idea or suggestion	Stream restoration and life path.	2	0	34.059	-84.17
Other idea or suggestion	What is the plan for the existing businesses?	3	0	34.061	-84.17
Other idea or suggestion	Is there opportunity here to create a smaller version of the Beltline and Ponce City Market? Mixed used space connected to walkable and bike-able trails. An amphitheater would be great too for events.	8	0	34.062	-84.17
Other idea or suggestion	There is no nature center or playground for kids in Johns Creek, this space is ideal for one.	1	4	34.061	-84.16
Other idea or suggestion	There is no nature center or playground for kids in Johns Creek, this space is ideal for one.	2	4	34.058	-84.17
Other idea or suggestion	Idea for the State Farm Building: an Arts Center for all types of art. Visual, literature, graphic, performing, music, sculpture, architecture and decorative arts would have a home in Johns Creek. There would be room to develop a performing theatre. The property is very large and has plenty of parking already in place.	17	0	34.063	-84.16
Other idea or suggestion	There is no playground for kids in JC, this space is ideal for a small playground.	1	6	34.059	-84.17
Other idea or suggestion	I love the idea of something similar to ponce city market/beltline. Food/drink/music gathering spots should be local and character oriented, not big box like Avalon. Downtown historic Duluth is a good model	29	1	34.058	-84.17
Other idea or suggestion	Ideal place for a performing arts center or an arena that would provide a destination for the citizens to visit the town center.	4	0	34.062	-84.16
Other idea or suggestion	Making the future linear park and lake accessible to general public for recreation and events/ festivals; providing walking trails, bridges and restaurants near the lake would create synergy in otherwise a very passive lake with just a walking trail around it.	6	0	34.061	-84.17

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Other idea or suggestion	I would have an exposition area where every week an exposition/mini-fair of merchants goods can be exhibited for sale--like a mini Johns Creek Art festival. So one weekend pottery is on exhibition, the next week, small gifts, next weekend Restaurants, the next weekend girl scouts, or karate dojos etc	3	1	34.076	-84.17
Other idea or suggestion	Leave the pond and fountain. It is attractive and pleasant to walk around. Supports lots of wildlife that we like to watch/fish to catch. one of the very peaceful areas in this end of Johns Creek.	6	0	34.061	-84.17
Other idea or suggestion	If I am right that State Farm is leaving, create arts center here and convert parking lots to needed open general green space for concerts, gatherings, movies on green, etc. surrounded by restaurants, (like Ptree Corners. NO MORE STRIP MALLS. Put in a parking deck instead of parking lots that take up too much space . And please stop taking down all the trees in the city. Want to be able to walk and bike around /to/from the area.	7	0	34.063	-84.16
Other idea or suggestion	Since many currently walk their dogs around the pond, a dog park would be an asset in this area. As others have mentioned, a main street area with shops, bars and restaurants is welcomed.	7	7	34.06	-84.17
Other idea or suggestion	Ideal area for Upscale bowling like a Painted Pin which features bowling, bocce, ping pong and for Family Entertainment like a Main Event.	1	5	34.062	-84.16
Other idea or suggestion	Ideal area for restaurants on the river similar to Bricktown in OKC with seating outside on the water.	4	1	34.061	-84.17
Other idea or suggestion	Establish a regularly occurring public event that showcases downtown merchants, music, and food to include food trucks. Create a permanent public farmers market.	14	0	34.065	-84.17
Other idea or suggestion	A small Kayak club might be a good one to add to get the beginners/kids trained....	3	1	34.06	-84.17
Other idea or suggestion	Would love to have the town center face medlock bridge road, with a big fountain and green/community center just like Suwanee.	1	0	34.058	-84.17
Other idea or suggestion	Hope that JC focuses their resources and attention on Cauley Creek Park before taking on another massive project. Our kids need places to play sports.	0	5	34.031	-84.14

Interactive Map Activity

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Other idea or suggestion	Would love a trolley car system similar to Roswell's for weekend activities. People would park at City Hall and jump on free trolley car to make stops at specific spots, thus helping with parking concerns.	2	1	34.06	-84.17
Other idea or suggestion	hoping we have many canopy roof(with fans) for outdoor seating like peachtreeConer TC so we can sit outside in summer	4	0	34.06	-84.17
Other idea or suggestion	I love the Art Tunnel and would love to see more outdoor art placed throughout the area (sculptures, creative bike racks, etc). I think it would help to mark both entrances to the tunnel better too - I had to hunt for it in the Walgreen's parking lot .	2	0	34.065	-84.17
Other idea or suggestion	i hope it will be built with accessibility in mind for the older folks, folks with special needs who might need wheelchair pathways/parking, restrooms etc so everyone of all ages can enjoy together!	1	0	34.07	-84.17
Other idea or suggestion	As more people work remotely and in isolation, it's important to add features and businesses that facilitate social interaction (cafes, esports, bocce, frisbee space, pet-friendly areas, music). Anything that brings people together, talking, relaxing and having fun. Lots of (shaded/covered) outdoor seating. Limit car traffic as much as possible. And NO chain stores or restaurants—keep the \$ in the community.	5	0	34.061	-84.17
Other idea or suggestion	This is such an awesome idea. However, with regards to parking, based on available \$\$\$funds, would it be possible to minimize land use for car parking horizontally, and build a garage with several decks vertically? (Again, not sure how much it will cost, but you don't want to waste precious space for a sea of parked cars...	6	0	34.064	-84.2
Other idea or suggestion	I'd love to see a multipurpose community center that could be used for classes, lectures, music, theater, parties, fund raisers, meetings that bring community members of all ages together.	2	0	34.065	-84.17
Other idea or suggestion	It would be fun to have community concerts with local bands, local symphony, an intimate place for the community...I like what they have in suwanee and duluth --open and intimate.	4	0	34.063	-84.17
Other idea or suggestion	Large Electronic Billboard	0	11	34.065	-84.17

Interactive Map Activity

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Other idea or suggestion	Reading through the suggestions, I see a collection asking for retail/restaurants, another for greenspace/play areas, another for performing arts. I suggest creating "neighborhoods" for each such, so the experiences are distinct, yet close to each other.	3	1	34.061	-84.16
Other idea or suggestion	Local, homegrown businesses; unique to JC; boutiques, restaurants (not chains), art, gift	1	0	34.059	-84.17
Other idea or suggestion	Boutique hotel, smaller, full of unique character l, similar To the planned Lawrence Hotel in Lawrenceville	1	0	34.061	-84.17
Other idea or suggestion	Coffee shop w small meeting room to accommodate baby showers, bridal showers, networking meetings, etc	3	0	34.061	-84.17
Other idea or suggestion	Incorporate green/sustainable landscape/hardscape design into the Town Center features to reduce water and electric power usage. Try to design and engineer to net-zero and be a model.	2	0	34.064	-84.17
Other idea or suggestion	Several free charging stations for electric cars at the City Hall parking lot	1	1	34.06	-84.17
Other idea or suggestion	This entire development should consider sustainability and resiliency. The developments related to solar at City of Norcross is amazing. 3 stream waste bins everywhere, Recycling education, Composting, Butterfly gardens, Bike parking, Bike lanes, Rainwater harvesting, Bio retention ponds, Native species for planting, Solar panels All these become great brand ambassadors for the city. School education trips to this place and community engagement opportunities create a hub of sorts	4	0	34.061	-84.17

Interactive Map Activity

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Other idea or suggestion	There are many several empty offices in TP area, would be great if city could buy them and use for many good ideas people are asking here instead of destroying greens and build new buildings and parking spaces. Well, I know its not really avoidable for creating a downtown, but, at least, we could preserve as much green areas as possible.	4	1	34.061	-84.16
Other idea or suggestion	This location seems ideal for the future Legacy Center, which is sorely needed in our community as multi-use, cultural arts center. Being located adjacent to the city hall, additional parking could be accessed easily. The Legacy Center could and should be the hub of the new city center having space for classes for all ages, meeting space for businesses and organizations, private and public cultural events, as well as local and professional performances.	3	0	34.06	-84.17
Other idea or suggestion	Build a convention center with a arts center, giving the city a profitable facility that would also make the city a destination.	1	3	34.06	-84.17
Other idea or suggestion	A "FUN BUS" depot to pick up and drop off Johns Creek REsidents (with tags) at specified locations within Johns Creek so that ALL Johns Creek residents can 'enjoy the ride' of the new town center without jamming streets and parking. This can be run on Electric Vehicle Mini-Bus or Van at strategic times of the weekday and weekends. This will allow the Youths of the city to enjoy the Town Center as much as the adults so that they don't have to drive to get there.	5	1	34.067	-84.17
Other idea or suggestion	Please consider connectivity when planning new streets and avenues in the district. The winding pathways in the existing footprint are beautiful, but my ask is for thoughtful and consistent planning and building of real city blocks within this environment wherever possible.	7	0	34.069	-84.17
Other idea or suggestion	Would be good to have more restaurants near Six Bridges Brewing. Also important to be able to walk from Six Bridges to Linear Park.	2	0	34.06	-84.16

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Other idea or suggestion	Ensure that the Town Center is accessible via biking trails from as many neighborhoods as possible - including under pass such as the one going across Medlock Bridge from Starbucks to Panera currently. So that we can avoid having bikers on the major intersection.	2	0	34.067	-84.19
Other idea or suggestion	Pool/Aquatics center needed for local schools and swim teams as well as for public lessons and leisure. The Gwinnett Aquatics Center, Cumming Aquatics Center, Wesleyan pool would be good examples.	2	0	34.059	-84.17
Other idea or suggestion	This is a competitive endeavor against nearby cities, what will make this one unique and desirable? Roswell is quaint but incoherent and split by a major road with poor parking. Alpharetta is coherent but somewhat sterile, and schizophrenic with Avalon nearby. Duluth is small and still a bit ugly with Buford Hwy nearby. Suwannee is improving and one to watch. JC should consider a model to base the approach on - perhaps a small European city and incorporate the strengths of these.	3	0	34.065	-84.17
Other idea or suggestion	Please put a Ponce City Market with “original restaurants,” no chain restaurants. This area is in desperate need of good original restaurants and shops. All of our tax dollars are going to Roswell, Alpharetta Avalon.	7	1	34.06	-84.17
Other idea or suggestion	How can traditional massive parking lots be eliminated while still providing the same amount of parking spaces to businesses, residents and visitors?	1	0	34.065	-84.16
Other idea or suggestion	Reiterating the concern over the massive underutilized space with the vast seas of asphalt. Give the placement of some of these office buildings - setback or centered, it will be tough to repurpose unless one or more can be obtained for redevelopment. These properties can be reformulated into blocks or districts to serve a targeted purpose, ie something interesting - fitness, art, gathering space, retail/dining etc.	0	0	34.064	-84.17

Interactive Map Activity

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Other idea or suggestion	What would make someone come to Johns Creek Town Center instead of Suwanee or Duluth or Peachtree Corners? I really like the Linear Park design but we desperately need a Town Center and not just a park to establish a true sense of place. Highlight the water features, it plays to our name, Johns Creek and give people a reason to linger and stay - coffee shop, ice cream shop, book store, gift shop, etc. Perhaps some entice some nearby local shops to consider moving to this location instead.	2	0	34.06	-84.17
Other idea or suggestion	The city has done little to nothing to create an identity by advocating for a new zip code named Johns Creek, GA instead of continuing with the confusing Duluth address. Yes, it's very, very difficult to convince the USPS of the need, yes they may reject you multiple times, but it's absolutely crucial for creating an identity. Peachtree Corners was successful in the renaming of the 30092 zip code from Norcross to Peachtree Corners.	1	0	34.058	-84.17
Other idea or suggestion	This is much too big of an area to ever feel like a downtown or town center. There should be several blocks of an urban feel with zero setback buildings and public streets in a small grid. Instead, you're trying to turn a large suburban office park into a walkable destination. Not going to work. It will just be a suburban office park with attractions attached by walking trails of a greater distance than most people will walk.	0	1	34.062	-84.17
Other idea or suggestion	More street lights	0	0	34.061	-84.16
Other idea or suggestion	GET A COSTCO IN HERE BRO. tired of driving all the way to windward for it. I BEG YOU	0	1	34.064	-84.17
Other idea or suggestion	The pond behind city hall has such potential and is unsightly as it is. Lots of money spent dredging a while back to what purpose. I hope this is kept in plan and improved. My favorite spot in this part of JC	4	0	34.058	-84.18

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Other idea or suggestion	We should have something like downtown Disney Springs - with a waterway in the middle surrounded by shops, restaurants, theatres, bakeries, cafes, there can also be boating in the waterway or water taxis taking people from one side to another. This will then become more versatile than Avalon.	1	0	34.056	-84.17
Other idea or suggestion	Cover play set with modern design, water play-scape like splash pads. Tall viewing tower, large field for play and outdoor movies. Large swings on the outsides of fields. Look up Blue Ash Park in Cincinnati, OH. Amazing park. Local shops and restaurants of various varieties.	0	0	34.023	-84.19
Other idea or suggestion	PART 3 of 4 This venue would be called "The _____ Center". If WFG, Coca Cola or Mercedes is interested in calling it The WFG Center, The Coca Cola Center or The Mercedes Center. Why not? The naming rights dollars will always help. More importantly when people are asked where they are going, they will say, to the "Center". If Avalon can become a brand, why not the "The _____ Center".	1	0	34.063	-84.16
Other idea or suggestion	PART 5 of 5 Here is a link to a multi-use outdoor concept from the sport of cricket in New Zealand that can be used as a model for outdoor Concerts, Festivals, Sports, etc. https://www.youtube.com/watch?v=VPgC8zOHFyO	1	0	34.063	-84.16
Other idea or suggestion	A maker space would be a great addition to the town center.	1	0	34.06	-84.17
Other idea or suggestion	From Spring to Fall Johns Creek citizens leave every Friday and Saturday evening to Peachtree Corners, Smyrna, Duluth, Norcross and Alpharetta. I'm open to almost anything that gives us a Town Center that has restaurants, shopping, green space for families, the ability to have concerts and an open container law within Town Center. Until that happens all the money that is in Johns Creek will continue to leave every weekend instead of being spent within our city.	1	0	34.063	-84.17

Interactive Map Activity

Comment Type	Comment	Likes	Dislikes	Lat.	Long.
Other idea or suggestion	<p>PART 2 of 4</p> <p>The open outdoor space would be used for “Under the Stars” Symphony Concerts, Movie Nights, Johns Creek International Festival, Johns Creek Arts Festival, Cricket Matches, Soccer Finals, etc.</p> <p>Furthermore, the outdoor spaces can be surrounded by Johns Creek Gardens with water fountains. The indoor spaces will be home to our Performing Arts Center and Community Athletic Center. The idea may seem ambitious, but that’s what it takes to “be the exception”.</p>	1	0	34.063	-84.16
Other idea or suggestion	<p>PART 1 OF 4</p> <p>To “be the exception” requires us to be ambitious and creative. The vacant State Farm property in Johns Creek offers a tremendous opportunity to “be the exception”. We have already confirmed that we have a need for Performing Arts Center in Johns Creek. Why not build a venue that gives us not only the indoor spaces for arts and community engagement, but is also coupled with outdoor green spaces to complement our indoor programmatic activities.</p>	1	0	34.062	-84.16
Other idea or suggestion	<p>Seems it will become difficult to keep the city fiscally healthy and appealing to those who want well-paying job opportunities near where they live unless more businesses (mid-size employers) move into Johns Creek. Understand that Tech Park format is not current, but keep space available for office buildings and even light manufacturing to attract companies interested in locating in the area.</p>	1	1	34.061	-84.16
Other idea or suggestion	<p>Affordable space is needed for the creative class within Johns Creek - think art studios, maker spaces, business incubators and more! This could mesh nicely with the green space and create an inviting, creative space for the community.</p>	2	0	34.061	-84.17
Other idea or suggestion	<p>Maybe something different from other Town Centers such as an open air rollerskating area complete with skate rentals, lessons, morning fitness classes and/or after school activity for kids who don't play other sports. It would be great for a family activity, drive business to surrounding eateries and well as another activity that promotes Johns Creek as a fitness friendly city.</p>	0	0	34.059	-84.17

Interactive Map Activity

Comment Type	Comment	Likes	Dislikes	Lat.	Long.
Placemaking opportunity	What happened to the master plan that was developed for this area? The City paid for it, why wasn't it implemented? It was a great plan with trails and large green space area. That is what Johns Creek desperately needs!	1	0	34.062	-84.17
Placemaking opportunity	Waterfront dining would be a nice experience. Are these businesses upto selling their land? IS the city willing to buy?	16	1	34.062	-84.17
Placemaking opportunity	A walkable downtown area with restaurants etc would be amazing. Work with developers to reshape this area... see peachtee corners, alpharetta, roswell. This area is too congested and car dependant.	26	0	34.066	-84.17
Placemaking opportunity	Is this vacant land? Can you designate undeveloped land in this view else all I see is buildings, parking lots and treecover. If this is vacant, I'd expand the restaurant/speciality retail experience from the vacant greenspace to this area. Again parking at neighboring businesses should avoid the need for more parking	1	4	34.058	-84.17
Placemaking opportunity	For any real "town feel" we will need restaurants, bars and specialty/small retail like Avalon for example. The greenspace here might be the only such area from what I can tell. Parking at the city hall next door may avoid the need for yet more pavement for parking	16	2	34.06	-84.17
Placemaking opportunity	Skateboard park or other place designed around the needs of teens in our community. Parks in our community tend to address the needs of younger kids, but we need a safe gathering place for our teens.	8	3	34.066	-84.17
Placemaking opportunity	Landmark opportunity cross the lake, facing the City Hall.	0	0	34.061	-84.17
Placemaking opportunity	I'd focus on making a main-street type of setup here. Buildings / shops / restaurants etc on either side.	13	0	34.064	-84.17
Placemaking opportunity	Need a place for the walkable main street with higher density multi-use development.	9	1	34.06	-84.17
Placemaking opportunity	The approved rezoning site plan and elevations if developed would be great for creating a mix of retail and restaurant uses.	2	0	34.066	-84.16

Interactive Map Activity

Comment Type	Comment	Likes	Dislikes	Lat.	Long.
Placemaking opportunity	If you look at Suwanee, Lawrenceville, Buford, Duluth, Norcross and Marietta town squares, one of the consistent problems is parking, especially during events. Even the towns that have parking garages (Marietta and Duluth) still utilize off-site parking for events that is difficult to take advantage of for parents with small children, attendees with physical disabilities and the elderly.	7	1	34.062	-84.16
Placemaking opportunity	Incorporate an architectural element/component that draws the community all through out the day and year. The picture attached is a blank canvass so the community can project colors, themes, and make this an evening feature for the community, a potential for an attraction that is something unique to Johns Creek. The size of it will of course have to be scaled in relation to the size of the current lake/retention pond. Here's the link: https://macbethstudio.com/blog-home/lakenona-beacon	2	0	34.061	-84.17
Placemaking opportunity	Public art trail / tour along current walking paths.	1	0	34.06	-84.17
Placemaking opportunity	Unique street lighting for entire Town Center to unify and define area.	3	0	34.064	-84.17
Placemaking opportunity	The Town Center needs color! The current color scheme reads corporate and cold... not bright, inviting, and family friendly.	5	0	34.063	-84.17
Placemaking opportunity	3 stream waste bins for trash, recycling and composting	3	0	34.06	-84.17
Placemaking opportunity	Trees for all seasons - winter, spring, fall, and summer. Willow trees near lake. Spruces, birches for Winter. Cherry blossoms, dogwoods for spring. Maples, Ginkos for fall. etc, etc.	6	0	34.063	-84.17
Placemaking opportunity	To continue the tradition of welcoming and nurturing "families", I see a need for a Space for Middle School aged residents and a Space for High School aged residents as they often get left out in the public space planning exercises. This is an age where they need to socialize with their peers away from parents/guardians but in a safe setting. A separate space for Middle school vs. High school but offering Indoors & Outdoors for activities and lounging.	3	0	34.062	-84.17

Interactive Map Activity

Comment Type	Comment	Likes	Dislikes	Lat.	Long.
Placemaking opportunity	Bridge! A picturesque bridge using natural elements (no plastics!) to evoke the theme of Go Green Johns Creek ! for crossing between 4 end points of the lake!!! To take selfies, etc. Wires/meshes around the bridge to prevent any solid waste throwing from the bridge. CCTV on the bridges for safety. Could be the "highlight" of the center. Esthetics, romanticism, naturalism.	3	0	34.061	-84.17
Placemaking opportunity	Something similar to downtown Norcross, Duluth, Alpharetta Roswell. Do not be afraid of mixed use-add residential apts to upper levels of retail and sidewalks and bike trails to support walkability	6	0	34.061	-84.17
Placemaking opportunity	NO need for another ampitheatre when there is one at Newtown Park for the community. There's Verizon ampitheatre for the larger scale. And, ampitheatre sits idle and much under-utilized during colder 5 months between November and March anyway. Instead, a scaled-down version of Sandy Springs Performing Arts Center for performing arts and maybe a scaled-down version of an 'interactive museum' for children could be a big draw. Situated in a walkable distance from dining would be awesome.	4	2	34.057	-84.17
Placemaking opportunity	Already an issue of this location being too far on the northern edge of Johns Creek, so create the hub of the town center as far south as possible. Use a cluster of the City Hall, an adjacent new cultural arts center, and lake to mark a clear and strong "center" of the development, even if not the geographic center of JC. Highlight and build on water features. They are what will make JC center unique and differentiate it from other nearby town centers.	1	0	34.061	-84.17
Placemaking opportunity	A visitor center is really needed where residents and visitors can learn about the entire city - interesting sites around town, upcoming events (sports, cultural, etc), classes and programs, parks, recreation teams, dining options, etc. Perhaps combine with a history archives and exhibit space to tell the stories of the people, events, and land before we all arrived.	0	0	34.06	-84.17

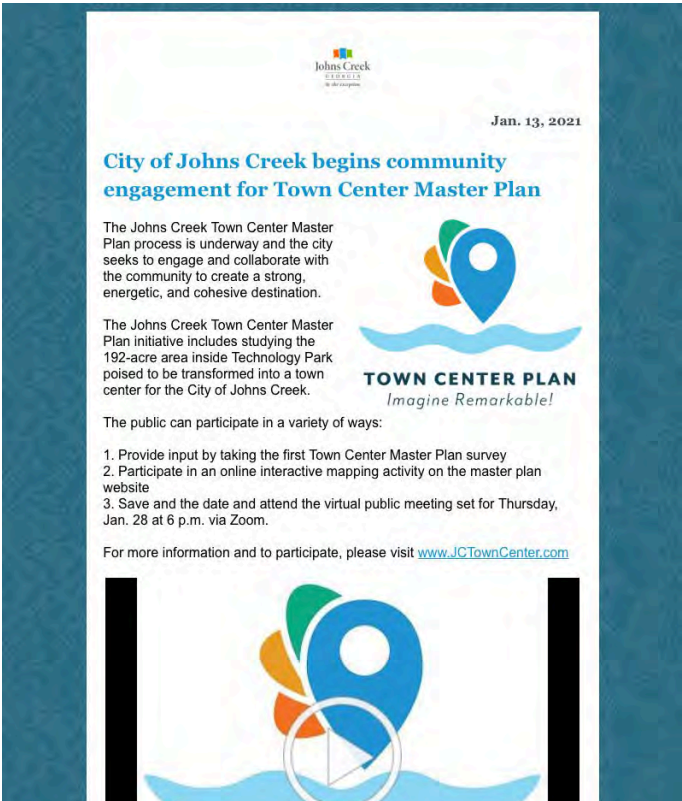
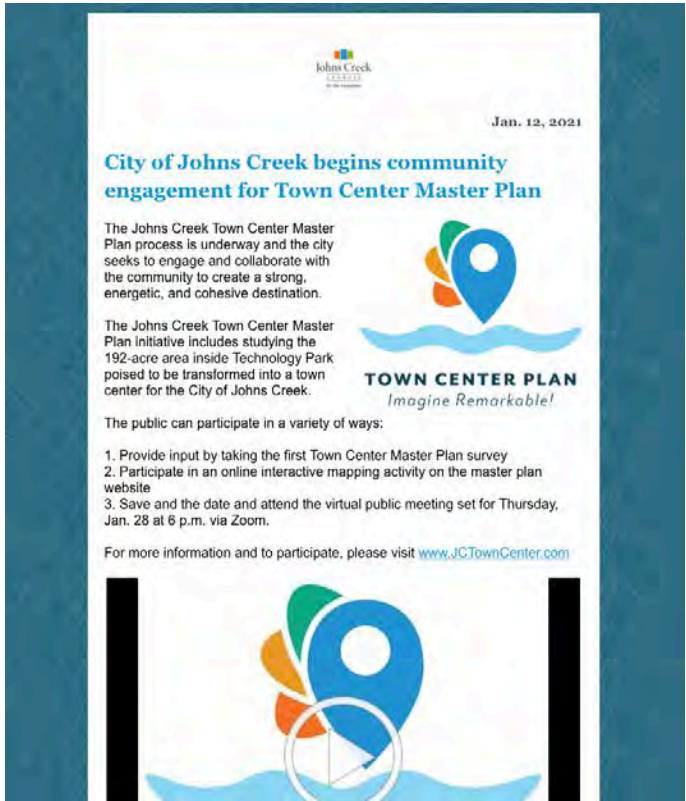
Interactive Map Activity

Comment Type	Comment	Likes	Dislikes	Lat.	Long.
Safety concern	Hoping greatly that the sidewalk placed on Rogers Bridge Road during the development of Adair Manor will be continued to Bell Road. Walking on Rogers Bridge Road to the Rogers Bridge pathway continued on the southern side of Bell Road is incredibly hazardous! Many families have attempted this walk and are very nearly hit by vehicles (often speeding), in their attempt to reach Rogers Bridge Pathway!	7	0	34.045	-84.14
Safety concern	Need more street lights on bell road!! Very very dark at night and lots of deer.	4	0	34.042	-84.17
Safety concern	Provide for safe connections from new and existing parking to new features throughout the new town center development.	1	0	34.064	-84.17
Safety concern	Need a light at the corner of Findley Road and 141. It is dangerous and people are driving through the parking lot of the old town hall.	1	0	34.061	-84.17
Safety concern	With through-road, multi-lane connections around the City Center apply traffic calming measures to ensure traffic maintains safe speeds.	0	0	34.062	-84.16
Safety concern	This intersection is dangerous now. Alcon employees use the left turn lane towards Technology Circle to u-turn on Johns Creek Parkway. I live here and see accidents and near accidents all the time. Please alter the traffic pattern and light. Confusing to many.	5	0	34.058	-84.17

Community Kick-Off Meeting
January 28, 2021

The first public meeting was held virtually over video conference. The planning team presented an overview of the Town Center Plan process and schedule with the general public. MXD Development Strategist also presented potential market opportunities and various uses that may be applicable to the study area.

Event Communications



Community Kick-Off Meeting

City of Johns Creek, Georgia - Government
Published by Johns Creek · January 26 ·

Join us this Thursday, Jan. 28 at 6 p.m. for the Virtual Community Kickoff Meeting for the Johns Creek Town Center Master Plan.

The Johns Creek Town Center Master Plan initiative includes studying the 192-acre area inside Technology Park poised to be transformed into a town center for the City of Johns Creek.

The public can participate in a variety of ways... [See More](#)



TOWN CENTER PLAN
Imagine Remarkable!

www.JCTownCenter.com

City of Johns Creek
Senior Communications Manager Jennifer Chapman · 12 Jan



TOWN CENTER PLAN

City of Johns Creek begins community engagement for Town Center Master Plan. The Johns Creek Town Center Master Plan process is underway and the city seeks to engage and collaborate with the community to create a strong, energetic, and cohesive destination. The Johns Creek Town Center Master Plan See more...

Johns Creek - City of Johns Creek begins Community Enga...
johnscreekga.gov


Posted to **Subscribers of City of Johns Creek**

Like 1 Comment Share 2 · 1,456 Impressions

Karen C. · St. Ives
I hope that the idea of a Town Center comes to pass. We do need a place that could lend itself to some small businesses, areas for enjoying nature and (hopefully) welcoming, ... See more
12 Jan Like Reply Share

Add a comment...

cityofjohnscreekgeorgia



Virtual Community Kickoff Meeting
Thursday, Jan. 28, 6PM

www.JCTownCenter.com

cityofjohnscreekgeorgia The Johns Creek Town Center Master Plan process is underway and the city seeks to engage and collaborate with the community to create a strong, energetic, and cohesive destination.

The Johns Creek Town Center Master Plan initiative includes studying the 192-acre area inside Technology Park poised to be transformed into a town center for the City of Johns Creek.

The public can participate in a variety of ways:

- ✓ Provide input by taking the first Town Center Master Plan survey
- ✓ Participate... [More](#)

Jan 17, 2021

City of Johns Creek
Senior Communications Manager Jennifer Chapman · 27 Jan



TOWN CENTER PLAN

Tomorrow: Johns Creek Town Center Master Plan virtual community kickoff meeting set for Thursday, Jan. 28. Join us this Thursday, Jan. 28 at 6 p.m. for the Virtual Community Kickoff Meeting for the Johns Creek Town Center Master Plan. The Johns Creek Town Center Master Plan initiative includes See more...

Johns Creek - City of Johns Creek begins Community Enga...
johnscreekga.gov

Posted to **Subscribers of City of Johns Creek**

CityofJohnsCreek @JohnsCreekGAgov · Jan 17

#JohnsCreek Town Center Master Plan process is underway! Provide input, participate in an online mapping activity, and save the date for the virtual public meeting - Thurs, 1/28, 6PM bit.ly/3bxemo7

www.JCTownCenter.com

1 3

CityofJohnsCreek @JohnsCreekGAgov · Jan 21

#JohnsCreek Town Center Master Plan process is underway! Provide input, participate in an online mapping activity, and save the date for the virtual public meeting - Thurs, 1/28, 6PM bit.ly/3bxemo7

As we begin to plan for the Town Center, it's important to identify opportunities & challenges.

1:59 111 views

1 2

CityofJohnsCreek @JohnsCreekGAgov · Jan 26

#JohnsCreek Town Center Master Plan process is underway! Provide input, participate in an online mapping activity and attend virtual public meeting Thurs, 1/28, 6PM bit.ly/3bxemo7

www.JCTownCenter.com

1 5

CityofJohnsCreek @JohnsCreekGAgov · Jan 28

#JohnsCreek Town Center Master Plan process is underway! Provide input, participate in an online mapping activity and attend virtual public meeting Thurs, 1/28, 6PM bit.ly/3bxemo7

The Town Center Master Plan is a strategic blueprint

1:13 68 views

1 5

Community Kick-Off Meeting


The screenshot shows a web browser displaying a news article on the City of Johns Creek website. The browser's address bar shows the URL: johnscreekga.gov/newsandevents/news-archive/2021-news/city-of-johns-creek-begins-community-engagement-fo. The page features a navigation menu on the left with categories: RESIDENTS, BUSINESSES, SERVICES & RESOURCES, RECREATION & PARKS, and NEWS & EVENTS. Below these are links for the Police Department and Fire Department. The main content area has a large header image of a building interior with the title "City of Johns Creek begins Community Engagement for Town Center Master Plan". The article text, dated January 12, 2021, describes the town center master plan process and lists ways for the public to participate. A "TOWN CENTER PLAN Imagine Remarkable!" logo is also present. On the right side, there are sections for "CONTACT" (City Hall Email) and "RELATED LINKS" (Subscribe to City News, Town Center Master Plan video, Town Center Master Plan website). At the bottom right, there is a "CreekBot" chatbot button. Social media icons for email, Facebook, Twitter, Instagram, YouTube, and WhatsApp are located at the bottom left of the page.

Home / News & Events / News Archive / 2021 News / City of Johns Creek begins Community Engagement for Town Center Master Plan

City of Johns Creek begins Community Engagement for Town Center Master Plan

January 12, 2021

The Johns Creek Town Center Master Plan process is underway and the city seeks to engage and collaborate with the community to create a strong, energetic, and cohesive destination.



TOWN CENTER PLAN
Imagine Remarkable!

The Johns Creek Town Center Master Plan initiative includes studying the 192-acre area inside Technology Park poised to be transformed into a town center for the City of Johns Creek.

The public can participate in a variety of ways:

1. Provide input by taking the first Town Center Master Plan survey
2. Participate in an online interactive mapping activity on the master plan website
3. Save the date and attend the virtual public meeting set for Thursday, Jan. 28 at 6 p.m. via Zoom.

For more information and to participate, please visit www.JCTownCenter.com

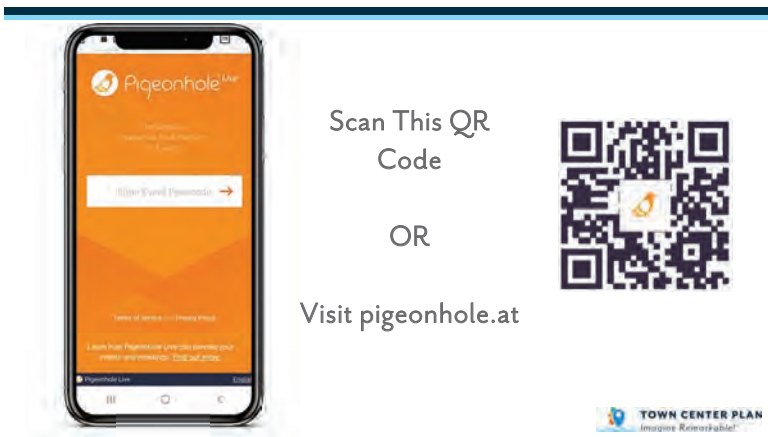
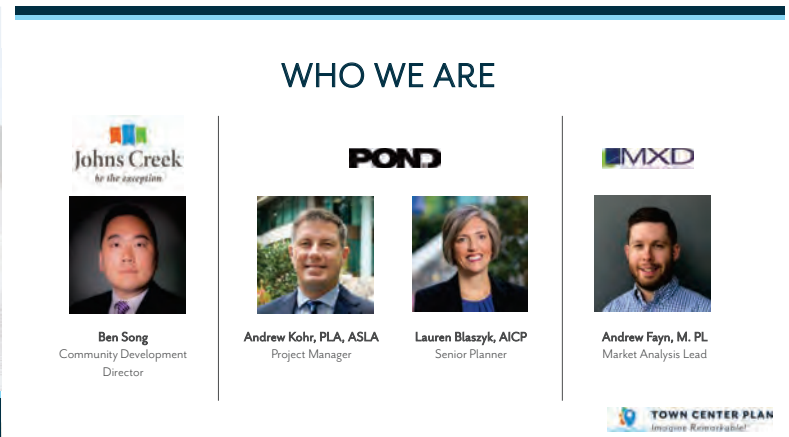
CONTACT

City Hall
[Email](#)

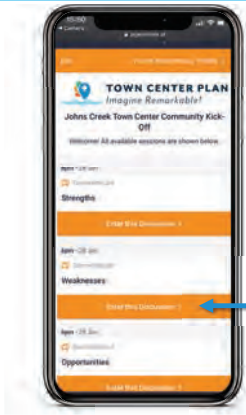
RELATED LINKS

- » [Subscribe to City News](#)
- » [Town Center Master Plan video](#)
- » [Town Center Master Plan website](#)

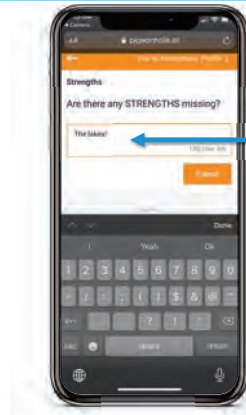
CreekBot



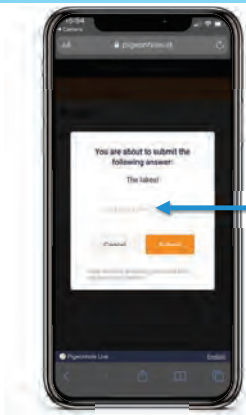
Community Kick-Off Meeting



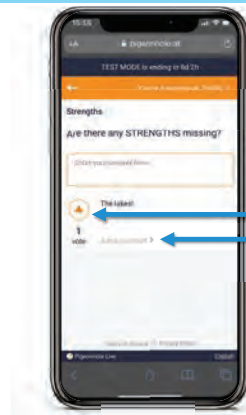
Click "Enter this Discussion" or "Enter this Q&A" as you follow along.



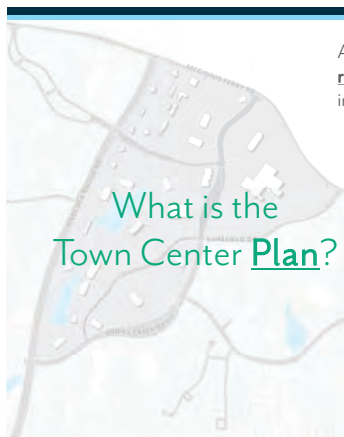
First, type your response/question here
Then, click submit/ask



Enter your name or remain anonymous, And click "Submit" or "Ask" when you're ready







You can help rank / emphasize votes by clicking here
And add comments to a question asked here



A strategic blueprint that guides the **growth and redevelopment** of 192-acres of the Technology Park into a vibrant Town Center

Assessment & Alignment of –

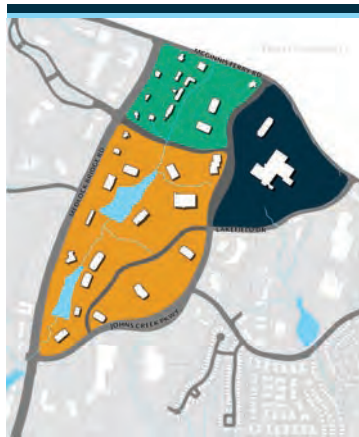
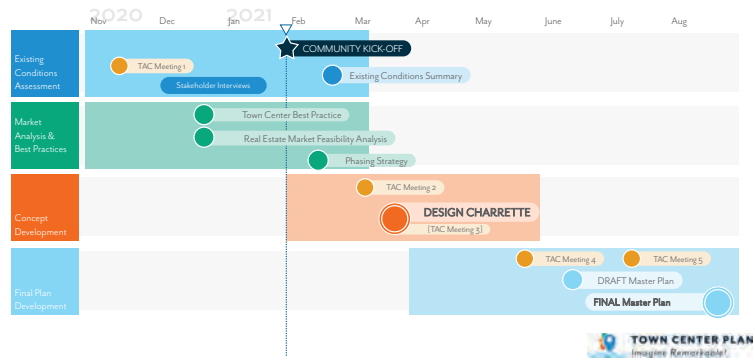
-  Land Use
-  Placemaking Initiatives
-  Transportation Infrastructure
-  Economic & Market Considerations



The Planning Process



Project Schedule



Study Area

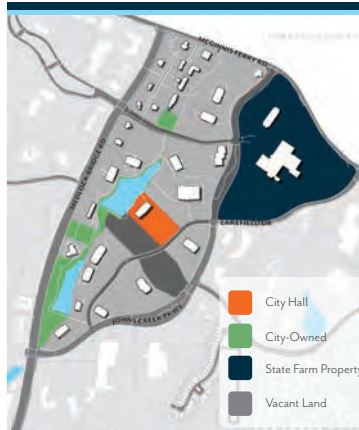
- In order to strategically leverage City Hall and the linear park -
 - The 2018 Comprehensive Plan identifies the center of Technology Park as the Town Center location
- In consideration of **long-term potential and growth** of the Town Center area, the City Council approved expansion of the Town Center study boundary to include:
 - The State Farm properties
 - The properties bounded by E. Johns Crossing, Medlock Bridge Road, McGinnis Ferry Road, and Johns Creek Parkway



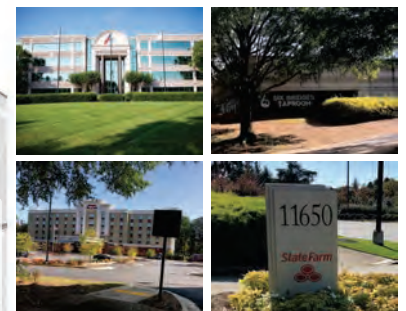
Study Area – Size & Scale Comparison



Technology Park/Johns Creek	Downtown Duluth	Avalon	Suwanee Town Center
Johns Creek, Georgia	Duluth, Georgia	Alpharetta, Georgia	Suwanee, Georgia
192 acres	45 acres	86 acres	63 acres
Industrial Park	Historic Downtown	Private Mixed-Use Development	New Town Center



Land use



Community Kick-Off Meeting

Transportation

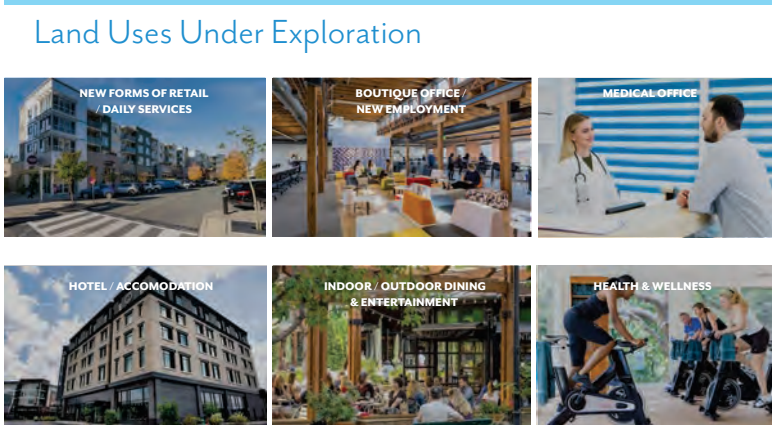
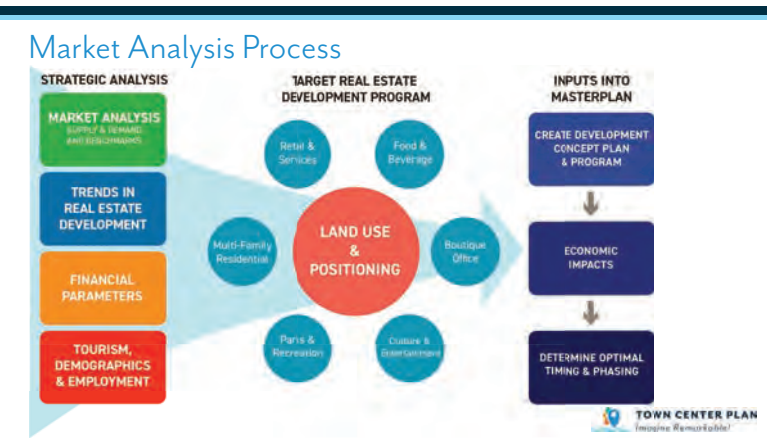
— Principal Arterial
— Collector
— Local
— Trails/Sidewalks

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Open Space

■ Open Space
■ Pond/Stream
— Trails/Sidewalks

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Current Market Realities – NE Atlanta

- Strong **multi-family** demand due to high desirability in the submarket and limited new supply. Projects lease quickly and get high sales/rents.
- Increasing **office** vacancy in the past several years – expected to be exacerbated by CV-19. New tenants want mixed-use + amenities.
- High incomes + household growth combines for strong **retail** market, but CV-19 and e-commerce have major impacts.
- Projects such as Avalon and Alpharetta City Center attracting attention – demonstrate that mixed-use live/work/play is viable in suburbs.



What are potential re-development opportunities?

- **Unique Food & Beverage** – New to Johns Creeks concepts including destination restaurants, and culinary anchors such as bakeries, craft breweries, food halls, etc.



What are potential re-development opportunities?

- **Mixed-use multi tenant office** – targeted to small yet innovative employers who want modern space in an amenity-rich environment.
- **Medical office space** – with a mix of private practitioners and health & wellness providers for the community.



What are potential re-development opportunities?

- **Full-Service Hotel** – to provide modern hotel rooms for local visitors, business travelers, weddings, and support new anchors of the Town Center.



What are potential re-development opportunities?

- **Modern multi-family development** – Variety of upscale housing options that could attract young professionals, new families, and locals looking to downsize from a single-family home.



What are potential re-development opportunities?

- **Places for People, Recreation, Culture & Events** – Transform the Tech Park into a center of community life that includes art, culture, events, recreation, and health & wellness.





SWOT Analysis – Key Takeaways

Strengths

- Water feature with Tech Park
- Diversity of the community
- Affluent community/high incomes
- Proximity to Emory-Johns Creek
- Safe community
- Good infrastructure
- Excellent schools

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Post your answers: www.pigeonhole.at/JCTC

Are there any STRENGTHS missing?

25 votes Specialty restaurants	19 votes Park, a park, the only one!	16 votes Open outdoor space for markets, festivals and sporting events
16 votes Walking park	13 votes Retail stores, game, recreation buildings	12 votes Walkable (as much as possible)
12 votes Parks and outdoor space	8 votes High end retail shops	5 votes Town center location - close and easy to reach
5 votes Sustainability options	4 votes Town center Walking and biking paths for city	3 votes Security measures

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SWOT Analysis – Key Takeaways

Weaknesses

- Lack of identity/character
- Traffic
- No direct access to interstate
- National retail vs. local businesses
- Tech Park not centrally located
- Not a walkable environment
- No public transportation

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Post your answers: www.pigeonhole.at/JCTC

Are there any WEAKNESSES missing?

20 votes Missing a transportation component and connectivity of transportation throughout area (Dedicated bike lanes, car-pooling lanes, etc.)	14 votes There are some buildings meant for users, taking away green space	12 votes Opportunity to turn back on open space a strength (City, State, University, Sports)
18 votes Lack of local ownership	10 votes Walk more missing at multiple places	6 votes Whether the opportunity to build more needs for walking, bike and light transit
7 votes Lack of redevelopment (DSD needed)	6 votes Any Check or title facility considered in the plan?	5 votes Already developed. To use existing around center, regulations or structure adjustment?
4 votes Lanes are not always well maintained	4 votes Parking availability, car accessibility	4 votes Access to the city

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SWOT Analysis – Key Takeaways

Opportunities

- Create an identity/"there" for the City
- Availability of land/space
- Performing arts/culture/entertainment
- Trails/connection to surrounding community
- Increase development intensity
- Integrate SMART technology

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TEST MODE

Ends in: **1d 2h 53m 2s**

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SWOT Analysis – Key Takeaways

Threats

- Nearby existing city centers/developments
- Uncertain future of retail market/over-commercialization
- Traffic congestion
- Private landowners within Tech Park
- "Cookie cutter" development
- Ability to make greenspace visible

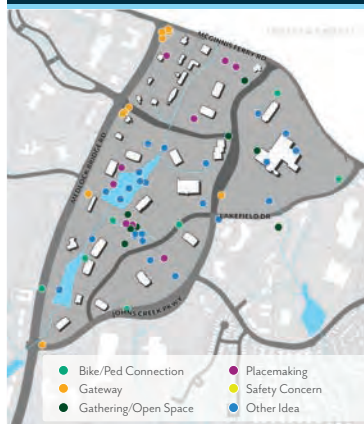
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Post your answers: www.pigeonhole.at/JCTC

TEST MODE

Ends in: **1d 2h 53m 3s**

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Map Activity

- Your chance to provide input on geographically-specific opportunities
- 65** Responses so far
- Open Until **February 12th**
- Feedback will inform the upcoming Design Charrettes

Final Questions?

TOWN CENTER PLAN Ask your questions: www.pigeonhole.us/JCTC

<p>0 VOTES</p> <p>Anonymous</p> <p>Which elements/development will be preferred by private developers? Will it be good to start with those to get the momentum going?</p>	<p>0 VOTES</p> <p>Anonymous</p> <p>location is not central to Johns Creek -closer to South Forsyth than Jcreek residents on the west side adjacent to Alpharetta/Roswell. Biggest benefactor (without paying any Jcreek taxes) is Forsyth</p>	<p>0 VOTES</p> <p>Anonymous</p> <p>Will the city consider discussion with the Tech College system or Regents to repurpose State farm into a Tech College with medical focus or into a branch of GA State or Ga Tech?</p>
<p>0 VOTES</p> <p>ill</p> <p>How will your plan be different with "District"?</p>		



Next Steps

Map Activity: Spread the word!

Open Until 2/12

www.JCTownCenter.com

Upcoming Design Charette

Series of planning & design live workshops intended to form a **vision** for the Johns Creek Town Center

March 1st – 4th

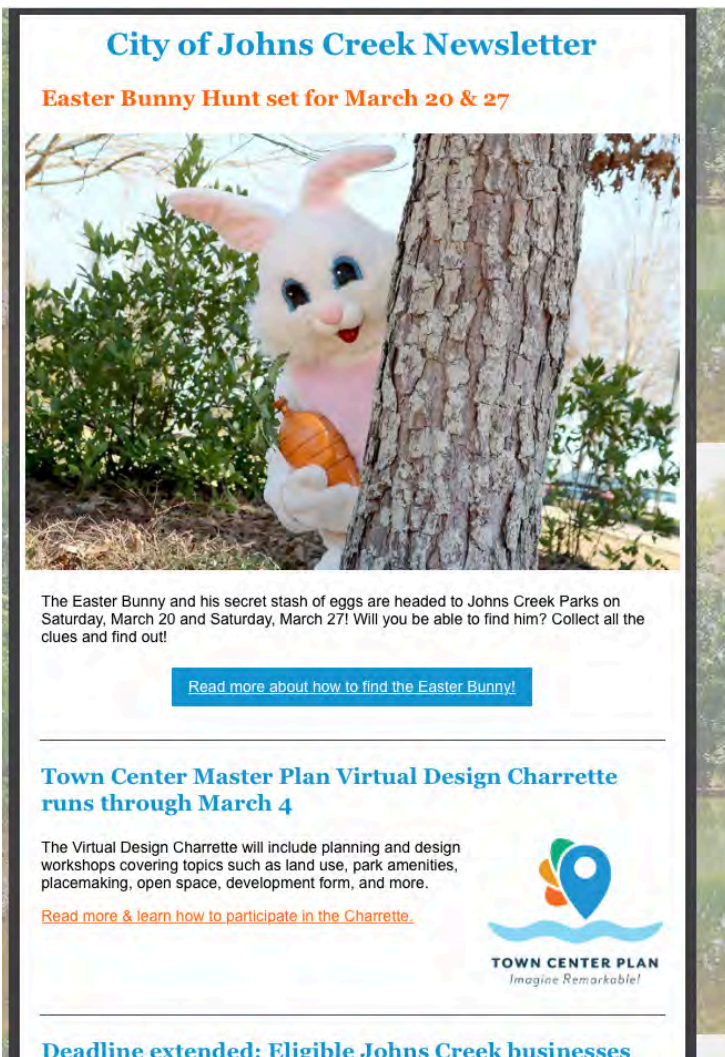
More Information TBA



Design Charrette


Design Charrette March 1 - 4, 2021

The planning team hosted a Virtual Design Workshop over the course of 4 days. The design workshop consisted of a series of public work sessions in which various aspects of the plan such as transportation and mobility, trails and open space, urban design and placemaking were discussed. Workshop participants had the opportunity to provide their input in real time while our planners and designers were hard at work creating content for review and discussion. The outcome of the workshop resulted in sketches and diagrams representative of previous engagement activities and conversations held throughout the workshop.



City of Johns Creek Newsletter

Easter Bunny Hunt set for March 20 & 27




The Easter Bunny and his secret stash of eggs are headed to Johns Creek Parks on Saturday, March 20 and Saturday, March 27! Will you be able to find him? Collect all the clues and find out!

[Read more about how to find the Easter Bunny!](#)

Town Center Master Plan Virtual Design Charrette runs through March 4

The Virtual Design Charrette will include planning and design workshops covering topics such as land use, park amenities, placemaking, open space, development form, and more.

[Read more & learn how to participate in the Charrette.](#)



TOWN CENTER PLAN
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Deadline extended: Eligible Johns Creek businesses



City of Johns Creek, Georgia - Government
Published by Johns Creek · February 26 ·

Ideas, concepts, and brainstorm sessions will help translate the community's input into a vision during the Town Center Master Plan four-day Virtual Design Charrette Monday, March 1 through Thursday, March 4.

The Virtual Design Charrette will include planning and design workshops covering topics such as land use, park amenities, placemaking, open space, development form, and more.

Details: <http://bit.ly/2ZT1qSh>



TOWN CENTER PLAN

City of Johns Creek, Georgia - Government
Published by Johns Creek · February 28 ·

Be a part of the Town Center Master Plan process this week!

A four-day virtual Design Charrette will be held Monday, March 1 through Thursday, March 4 on www.JCTownCenter.com. The charrette will include planning and design workshops covering topics such as land use, park amenities, placemaking, open space, development form, and more.

Here's how to participate in the charrette: <https://bit.ly/2P7LHN2>... [See More](#)



TOWN CENTER PLAN
Imagine Remarkable!

VIRTUAL DESIGN CHARRETTE
MARCH 1 - 4

www.JCTownCenter.com

PLANNINGATPOND.COM
Johns Creek Town Center Master Plan
Home page for Johns Creek Town Center Master Plan

[Learn More](#)

Design Charrette

City of Johns Creek
Senior Communications Manager Jennifer Chapman • 2 Mar

Town Center Master Plan Virtual Design Charrette continues this week. The Town Center Master Plan Virtual Design Charrette is underway this week. The Tuesday, March 2 schedule includes: • Development Form (8:30 a.m. – 10 a.m.) • Placemaking & Gateways (10:30 a.m. to noon) • Mobility (3:30 p.m. to 5 p.m.) See more...

johnscreekgga.gov

Posted to **Subscribers of City of Johns Creek**

CityofJohnsCreek @JohnsCreekGAgov · Feb 28

Be a part of the Town Center Master Plan process this week! A four-day virtual Design Charrette will be held Mon-Thurs, 3/1-3/4 on JCTownCenter.com.
How to participate: bit.ly/2P7LHN2



TOWN CENTER PLAN
Imagine Remarkable!

VIRTUAL DESIGN CHARRETTE
MARCH 1 - 4

www.JCTownCenter.com

CityofJohnsCreek @JohnsCreekGAgov · Mar 2

Day 2 of the Town Center Master Plan Virtual Design Charrette on starts at 8:30 a.m. on JCTownCenter.com.
How to participate in the charrette: bit.ly/2P7LHN2



TOWN CENTER PLAN
Imagine Remarkable!

Virtual Design Charrette
March 1 - 4

www.JCTownCenter.com

CityofJohnsCreek @JohnsCreekGAgov · Mar 4

Final day of the Town Center Master Plan Virtual Design Charrette on starts at 8:30AM on JCTownCenter.com. Public Presentation starts at 6PM. How to participate in the charrette: bit.ly/2P7LHN2 All info available on JCTownCenter.com.



TOWN CENTER PLAN
Imagine Remarkable!

VIRTUAL DESIGN CHARRETTE
MARCH 1 - 4

www.JCTownCenter.com

CityofJohnsCreek @JohnsCreekGAgov · Feb 26

Ideas, concepts, & brainstorm sessions will help translate the community's input into a vision during the Town Center Master Plan 4-day Virtual Design Charrette Mon, 3/1-Thurs, 3/4. bit.ly/2ZT1qSh #JohnsCreek



TOWN CENTER PLAN
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CityofJohnsCreek @JohnsCreekGAgov · Mar 1

Starting today: Check out the schedule for the Town Center Master Plan Virtual Design Charrette on JCTownCenter.com.
How to participate in the charrette: bit.ly/2P7LHN2



TOWN CENTER PLAN
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VIRTUAL DESIGN CHARRETTE
MARCH 1 - 4

www.JCTownCenter.com

CityofJohnsCreek @JohnsCreekGAgov · Mar 3

Day 3 of the Town Center Master Plan Virtual Design Charrette on starts at 8:30 a.m. on JCTownCenter.com.
How to participate in the charrette: bit.ly/2P7LHN2



TOWN CENTER PLAN
Imagine Remarkable!

Virtual Design Charrette
March 1 - March 4

www.JCTownCenter.com

City of Johns Creek, Georgia - Government
Published by **Johns Creek** · March 3

Today is Day 3 of the Town Center Master Plan Virtual Design Charrette!
The Wednesday, March 3 schedule includes:
• Open Space Plan (8:30 a.m. – 10 a.m.)... See More



TOWN CENTER PLAN
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Virtual Design Charrette
March 1 - March 4

www.JCTownCenter.com


johnscreekgov.gov/newsandevents/news-archive/2021-news/town-center-master-plan-virtual-design-charrette-s

Home / News & Events / News Archive / 2021 News / Town Center Master Plan Virtual Design Charrette set for March 1 - 4

Town Center Master Plan Virtual Design Charrette set for March 1 - 4

February 26, 2021

Ideas, concepts, and brainstorm sessions will help translate the community's input into a vision during the Town Center Master Plan four-day Virtual Design Charrette Monday, March 1 through Thursday, March 4.



TOWN CENTER PLAN
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The Virtual Design Charrette will include planning and design workshops covering topics such as land use, park amenities, placemaking, open space, development form, and more.

The charrette will conclude with workshop results and design alternatives presentation on Thursday, March 4 at 6 p.m. via Zoom. Link will be available on www.JCTownCenter.com.

View the virtual charrette schedule, [FAQs](#), and information on how to participate in the virtual meeting on www.JCTownCenter.com.

CONTACT

Communications Department
678-512-3200
[Email](#)

Design Charrette

TOWN CENTER PLAN
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Charrette Presentation
Thursday, March 4, 2021
6:00 PM

TEAM INTRODUCTIONS

Ben Song
Community Development Director

Andrew Kohr, PLA, ASLA
Project Manager

Lauren Blaszyk, AICP
Senior Planner

Aubrey Sabba, PLA, ASLA
Lead Designer

Jonathan Corona
Planner

Roger Bledsoe
Designer

Andrew Fayn, M. PL
Market Analysis Lead

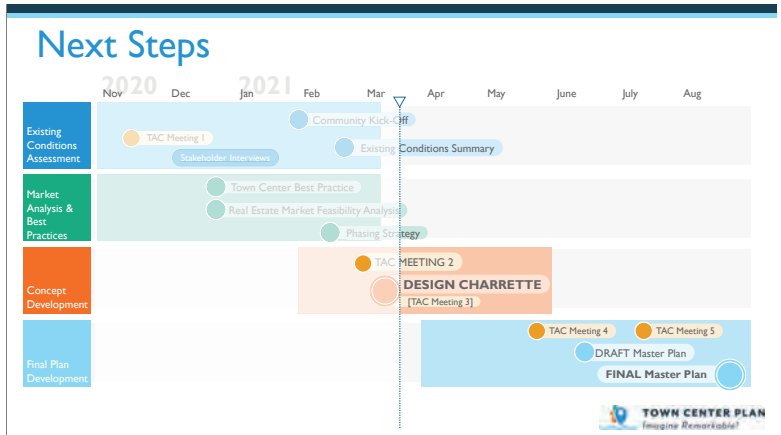
TOWN CENTER PLAN
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Virtual Design Charrette Schedule

	Monday (3/1) Day 1	Tuesday (3/2) Day 2	Wednesday (3/3) Day 3	Thursday (3/4) Day 4
8:30 AM	Setup/ Design Studio	Design Studio	Design Studio	Design Studio
9:00 AM	Design Principles/Vision	Development Form	Open Space Plan	Preferred Development Scenarios
9:30 AM	Break	Break	Break	Break
10:30 AM	"Neighborhoods" Discussion (Land Use)	Placemaking/ Gateways	Refine materials	Economic Development
11:00 AM	Lunch	Lunch	Lunch	Lunch
1:30 PM	Park Amenities/Zones	Refine materials	Neigh. Form	Refine materials
2:00 PM	Break	Break	Break	Break
3:30 PM	Design Studio	Design Studio	Design Studio	Design Studio
4:00 PM	Mobility	Mobility Refinement	Neigh. Form	Neigh. Form
5:00 PM	Break	Break	Break	Break
6:00 PM	TAC Pin up Session BIG IDEAS/GUIDING PRIN.	TAC Pin up Session (Technical Team/Staff) FOCUS ON OPTIONS	TAC Pin up Session (Technical Team/Staff) FOCUS ON OPTIONS	Public Presentation
	Closed Design Studio	Closed Design Studio	Closed Design Studio/ Take-down	Closed Design Studio/ Take-down

Legend: ■ TAC Involvement ■ Internal/Production

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AGENDA

- OVERVIEW
- DESIGN PRINCIPLES & VISION
- STUDY AREA OVERVIEW
- MAJOR THEMES
- Q&A
- NEXT STEPS

OVERVIEW

Q&A with Pigeonhole Live



Go to
www.pigeonhole.at

Enter passcode
JCTC5



The Master Plan Is...

- ✓ A **framework** document to help the City proactively plan for future development.
- ✓ An **opportunity to engage** the public and help create something that will truly represent Johns Creek.
- ✓ A method to **identify catalyst projects** and to begin thinking how to distinguish the Town Center from other communities regionally.
- ✓ A **20-year vision** for the Town Center. (What we present isn't happening overnight!)

The Master Plan Is Not...

- ✗ A detailed site design effort.
- ✗ A zoning or other regulatory document (it will, however, recommend new policies and programs).
- ✗ A singular vision for the Town Center. It must remain flexible to account for changing market conditions, new technologies, and changing demographics.

What this week is all about...

- Getting excited about the future.
- Testing ideas in real time.
- Thinking outside the box.
- Being **loose and not rigid** so the best ideas are explored.
- Strategizing on **BIG** themes.

What this week is all about.....



DESIGN PRINCIPLES & VISION

Proposed Vision

Johns Creek Town Center is an **iconic destination** that represents the City's diversity, culture, and values. As both a gateway and a connector, the Town Center incorporates a series of experiences that appeal to a variety of audiences and age groups. This *inclusive* and *remarkable* place is defined by a series of neighborhoods connected via natural resources and greenways that is synonymous with wellness and sustainable living.



Proposed Design Principles

1

Town Center's **identity** focuses on a clear connection between arts, culture, wellness, sustainability, and innovation.



Proposed Design Principles

2

Proposed redevelopment will consider a phased approach over a **20-year horizon** which considers the size of the study area.



Proposed Design Principles

3

Mobility and connectivity opportunities create safe connections for multiple users within the Town Center and to nearby amenities, neighborhoods, and job centers.



Proposed Design Principles

4

Water features within the Town Center should be used as a distinguishing element to make this a distinctive place.



Proposed Design Principles

5

Johns Creek Town Center needs to serve as both a **gateway** into the community and an **accessible destination** for residents and visitors.





Potential Gateways

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Placemaking Themes

Arts	Cultures	Wellness	Sustainability	Innovation

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Open Space Zones

- Water/Restoration
- Community Commons
- Linear Park
- Conservation Open Space

Open Space Zones

Water/Restoration	Community Commons	Linear Park	Conservation Open Space

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Open Space Transect

TOWN CENTER PLAN
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The Street Grid – Break the Blocks

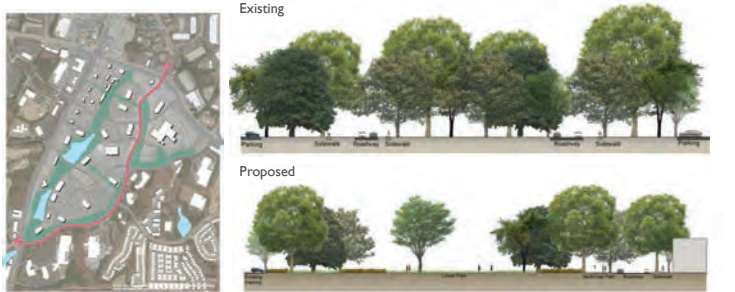


Streetscape Typologies

- Highway
- Main Street
- Shared Street
- Local Street

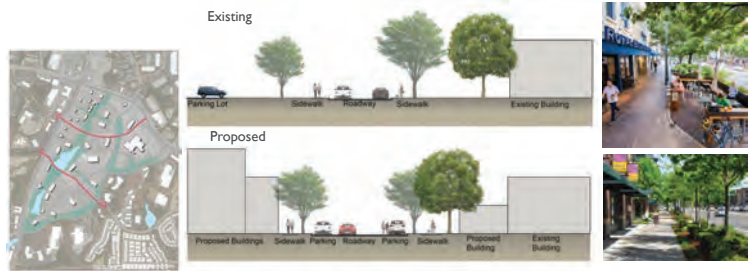


Main Street 1



TOWN CENTER PLAN
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Main Street 2



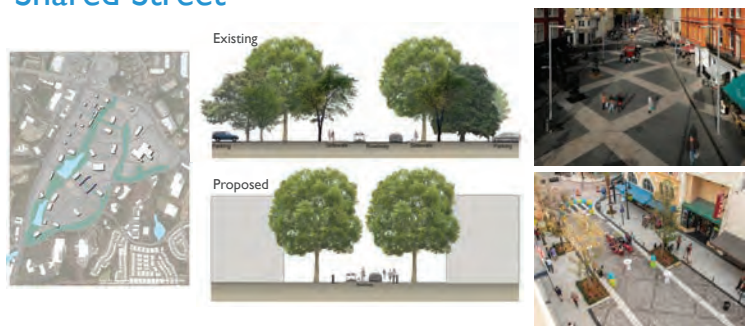
TOWN CENTER PLAN
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Local Street

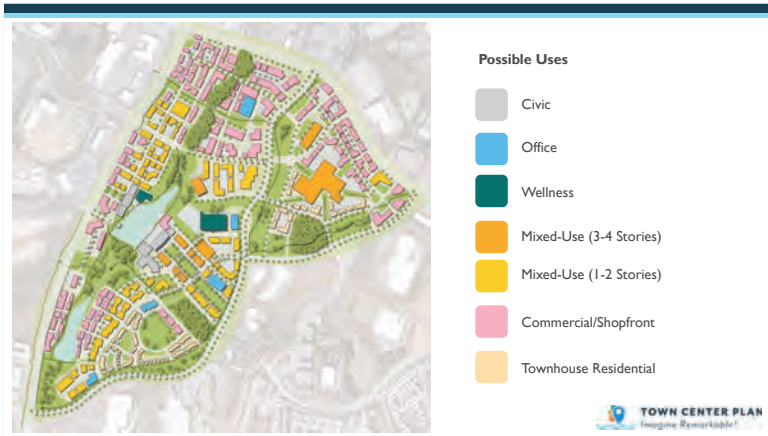


TOWN CENTER PLAN
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Shared Street



TOWN CENTER PLAN
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Design Charrette

Civic Core – Alt. 2 | Placemaking

This design board for the Civic Core – Alt. 2 features a central site plan with various colored building footprints and green spaces. Three images are linked to the plan: 'Iconic' shows a modern building at night; 'Culinary Meets Waterfront' shows an outdoor dining area; and 'Nature Walk' shows a paved path through greenery.

Creekside | Placemaking

This design board for the Creekside area features a central site plan along a waterway. Three images are linked to the plan: 'Greenway Connections' shows a paved path with a railing; 'Scenic Pathways' shows a view of a city skyline across a body of water; and 'Flex Open Space' shows an aerial view of a park area with people.

Medlock-McGinnis | Placemaking

This design board for the Medlock-McGinnis area features a central site plan. Four images are linked to the plan: 'Wellness Center' shows a modern building with a pool; 'Nature Walk' shows a paved path through trees; 'Greenway' shows a paved path with a railing; and 'Immersive Art' shows an outdoor art installation.

State Farm Site | Placemaking

This design board for the State Farm Site features a central site plan. Four images are linked to the plan: 'Flex Office Space' shows an interior office space; 'Sustainable Infrastructure' shows a paved area with a green wall; 'Outdoor Co-Working Space' shows an outdoor seating area; and 'Sustainable Retrofit' shows a modern building facade.



Questions?

A feedback slide with an orange background. A white speech bubble contains the text: 'Great job by Staff and the Town Center team on pulling this together!'. Below the bubble, it says 'Anonymous' and '3 VOTES'. At the bottom, there is a link to ask questions: 'www.pigeonhole.at/JCTC5' and the 'TOWN CENTER PLAN Imagine Remarkable!' logo.



NEXT STEPS

Next Steps

The planning team will be further **refining and testing ideas** over the next couple of months. **Prior to Memorial Day, we will host another public meeting to present our findings.**

Visit www.jctowntowncenter.com for updates.

Questions and comments? Email: JCTownCenter@johnscreekgva.gov

Final Community Open House

Final Community Open House

June 18, 2021

The City of Johns Creek hosted a community event behind City Hall, which is located in the heart of Technology Park. The Community Development staff and planning team set up a tent with boards explaining plan elements with graphics. Citizens were also shown a 3D flyover of the conceptual park design created to display how an activated and developed Town Center could function.





Public Review of the Draft Plan

Public Review of the Draft Plan August 10 - 16, 2021

The draft Johns Creek Town Center Plan was posted on Konveio to receive public comments. There were a total of 6,115 page vies and 2,173 total users during this review period.

City of Johns Creek, Georgia - Government
Published by Johns Creek · August 10 at 2:53 PM

The draft Johns Creek Town Center Plan is ready for you to view!

The Town Center Plan is a planning document looking at redevelopment of the area over a 20-year horizon. The plan generates the planning, development, and creation of a vibrant Town Center with quality housing options, dining, retail, offices, and public spaces, with the goal of placemaking and establishing an identity, while also expanding the economic base for years to come.

Take a peek at the draft plan, ... [See More](#)



The graphic features a light blue and white map background with a stylized location pin icon in the center. Below the icon, the text reads "TOWN CENTER PLAN" in bold, followed by the tagline "Imagine Remarkable!" in a smaller font.

City of Johns Creek, Georgia - Government
Published by Johns Creek · August 12 at 2:00 PM

Provide your input on the draft Johns Creek Town Center Plan!

The Town Center Plan is a planning document looking at redevelopment of the area over a 20-year horizon. The plan generates the planning, development, and creation of a vibrant Town Center with quality housing options, dining, retail, offices, and public spaces, with the goal of placemaking and establishing an identity, while also expanding the economic base for years to come.

Take a peek at the draft plan, which... [See More](#)



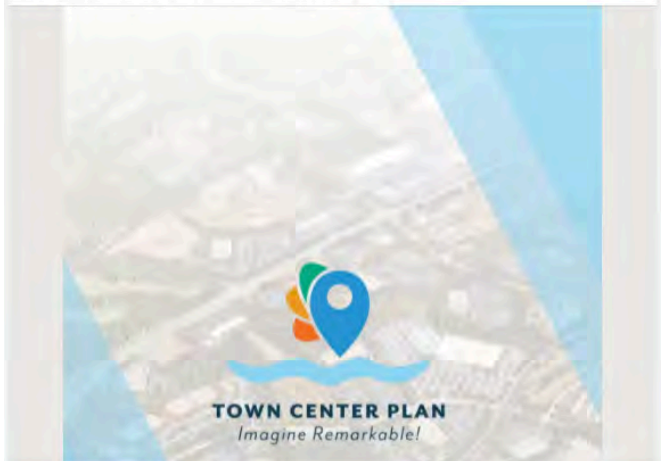
A photograph showing a serene landscape with a pond in the foreground, tall grasses, and a modern building in the background under a clear blue sky.

City of Johns Creek, Georgia - Government
Published by Johns Creek · August 14 at 4:30 PM

Provide your input on the draft Johns Creek Town Center Plan!

The Town Center Plan is a planning document looking at redevelopment of the area over a 20-year horizon. The plan generates the planning, development, and creation of a vibrant Town Center with quality housing options, dining, retail, offices, and public spaces, with the goal of placemaking and establishing an identity, while also expanding the economic base for years to come.

Take a peek at the draft plan, which... [See More](#)



The graphic features a light blue and white map background with a stylized location pin icon in the center. Below the icon, the text reads "TOWN CENTER PLAN" in bold, followed by the tagline "Imagine Remarkable!" in a smaller font.

City of Johns Creek, Georgia - Government
Published by Johns Creek · August 16 at 8:00 AM

Reminder: The deadline to provide your input on the draft Johns Creek Town Center Plan is today (Aug. 16) at 5 p.m.

The Town Center Plan is a planning document looking at redevelopment of the area over a 20-year horizon. The plan generates the planning, development, and creation of a vibrant Town Center with quality housing options, dining, retail, offices, and public spaces, with the goal of placemaking and establishing an identity, while also expanding the economic base fo... [See More](#)



The graphic features a light blue and white map background with a stylized location pin icon in the center. Below the icon, the text reads "TOWN CENTER PLAN" in bold, followed by the tagline "Imagine Remarkable!" in a smaller font.

City of Johns Creek
Senior Communications Manager Jennifer Chapman • 10 Aug

Provide feedback on draft Johns Creek Town Center Plan. The draft Johns Creek Town Center Plan is ready for you to view! The Town Center Plan is a planning document looking at redevelopment of the area over a 20-year horizon. The plan generates the planning, development, and creation of a
See more...

Town Center Plan: Provide your input today!
towncenter.konveio.com

Posted to **Subscribers of City of Johns Creek**

Like Comment Share 1,553 Impressions

City of Johns Creek
Senior Communications Manager Jennifer Chapman • 3 days ago

Reminder: Provide input on Town Center Plan until 5 p.m. Aug. 16. The draft Johns Creek Town Center Plan is ready for you to view! The Town Center Plan is a planning document looking at redevelopment of the area over a 20-year horizon. The plan generates the planning, development, and creation of a
See more...

Town Center Plan: Provide your input today!
towncenter.konveio.com

Posted to **Subscribers of City of Johns Creek**

Like Comment Share 1 - 2,141 Impressions

CityofJohnsCreek @JohnsCreekGAgov • Aug 10

The draft #JCTownCenter Plan is ready for you to view & provide feedback: bit.ly/2X6rriQ



Like Comment Retweet Share 1,553 Impressions

JohnsCreek @JohnsCreekGAgov • Aug 12

The draft #JCTownCenter Plan is ready for you to view & provide feedback: bit.ly/2X6rriQ



Like Comment Retweet Share 1,553 Impressions

CityofJohnsCreek @JohnsCreekGAgov • Aug 14

The draft #JCTownCenter Plan is ready for you to view & provide feedback: bit.ly/2X6rriQ



Like Comment Retweet Share 1,553 Impressions

CityofJohnsCreek @JohnsCreekGAgov • Aug 16

Deadline is today at 5 p.m. to provide input on the draft #JCTownCenter Plan! bit.ly/2X6rriQ



Like Comment Retweet Share 1,553 Impressions



APPENDIX

B

**SUBURBAN OFFICE
REDEVELOPMENT
CASE STUDIES**

SUBURBAN OFFICE REDEVELOPMENT CASE STUDIES

INTRODUCTION

Three precedents of town center redevelopment and infill projects in the United States were profiled to garner an understanding of the site context, planned development mix, phasing, and development/funding partnerships. The case studies also identify zoning and regulatory initiatives that assisted to catalyze the transition from traditional office parks to mixed-use destinations.

The case study profiles identify key takeaways that can be considered and applied to the Johns Creek Town Center Plan to facilitate the transformation of the site into a multi-use destination for employees, residents and visitors.

The case studies profiled were:

- **Ballantyne Reimagined – Charlotte, North Carolina**
- **Hub RTP – Raleigh, North Carolina**
- **Park Place – Irvine, California**



Ballantyne Reimagined



Hub RTP



Park Place

BALLANTYNE REIMAGINED – CHARLOTTE, NORTH CAROLINA

Development Overview

Ballantyne Reimagined plans to transform the 455-acre Ballantyne Corporate Park (BCP) from an automobile-oriented suburban office park into a walkable and amenity-rich mixed-use destination.

The site was acquired by Northwood Investors in 2017 for \$1.2 billion with the goal of refreshing the business park to remain competitive in the Charlotte market.

Originally built with a public golf course as a key employee amenity feature, shifting preferences and increased land values have provided opportunities to explore higher and better uses for the golf course land including residential, retail, hotel as well as extensive park and entertainment space.

Phase I of the project will occur on the east side of BCP and plans to infill 25 acres of golf course land to become a mixed-use Town Center that will anchor the development.

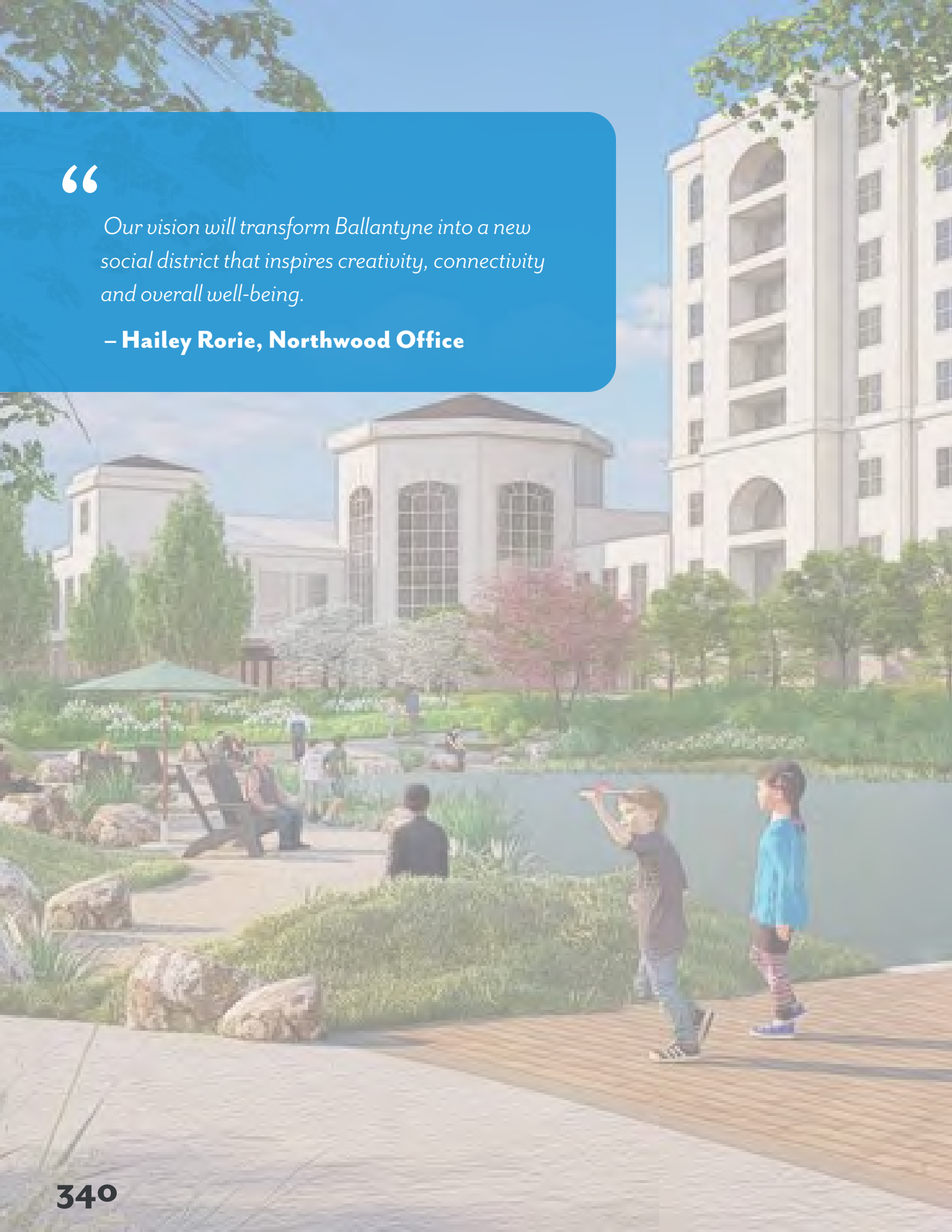
Key components of the project include multi-generational living to attract a diverse population as well as a connected system of pedestrian walkways and biking trails to promote health and wellness.

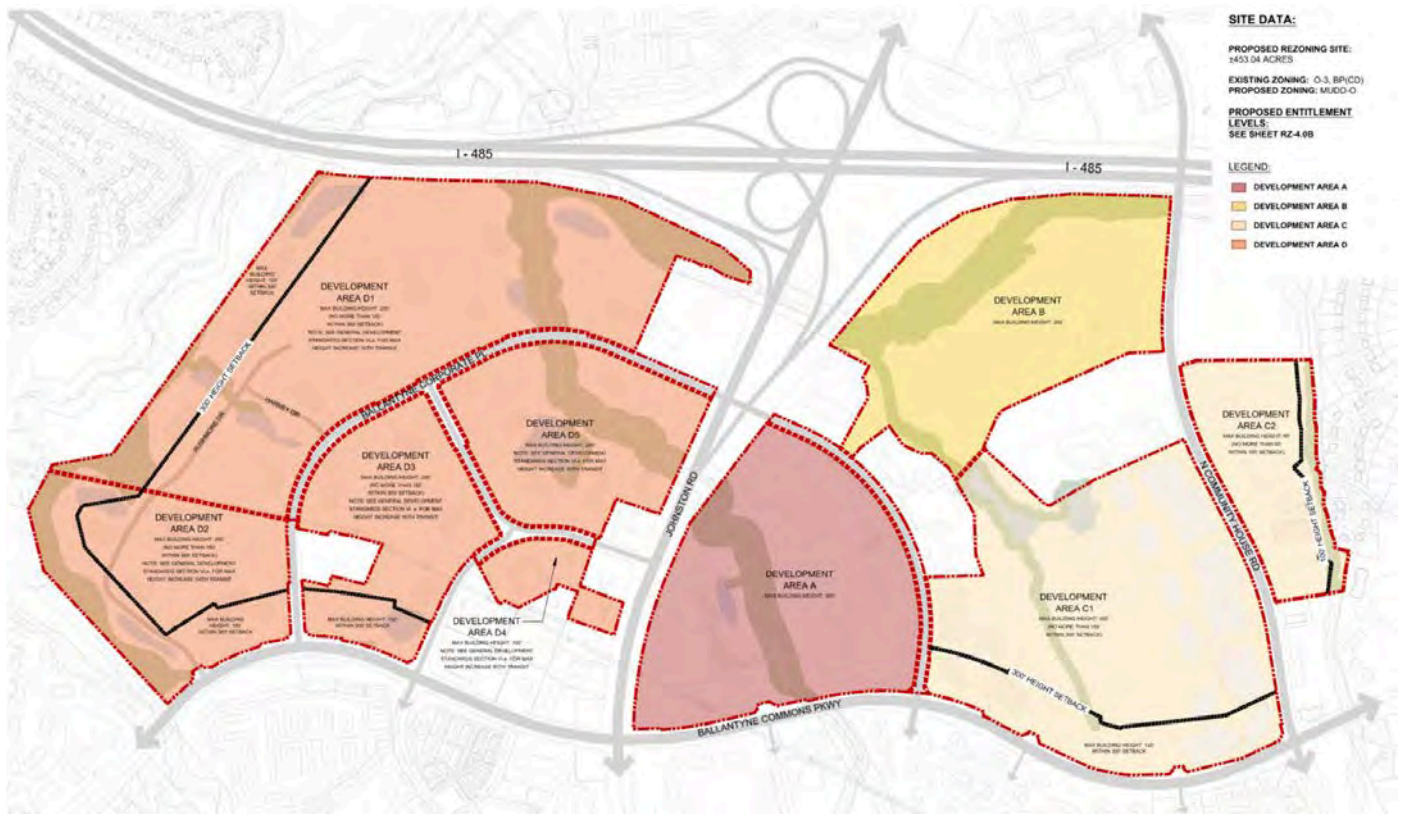


“

Our vision will transform Ballantyne into a new social district that inspires creativity, connectivity and overall well-being.

– Hailey Rorie, Northwood Office





Zoning and Regulations

- Approved rezoning of 455 acres to allow for residential, retail, hotel and entertainment uses to infill the area.
- Zoning updated from office/commercial and open space to MUDD (Mixed Use Development District).

Funding Structure

- \$1.5B Investment from Northwood.
- \$42.5M from the City of Charlotte for infrastructure.
 - \$25M from City and County in property tax breaks.
 - \$17.5M through City bond financing.





Development Mix and Phasing

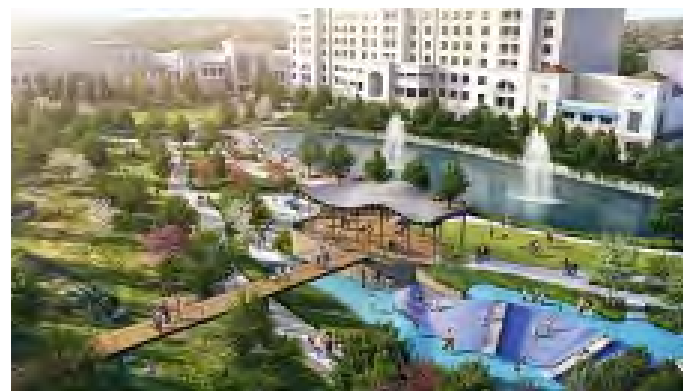
Phase One (5-6 Year Timeline)

- 1,030 units of multi-family residential.
- 300,000 SF of retail.
- 200 hotel rooms.
- 4,000 seat outdoor amphitheatre.
- 8-acre “Stream Park” providing active and passive recreation space.



Phase Two (6-12 Year Timeline)

- 1,050 units of multi-family residential.
- 300 townhomes.
- 400,000 SF of office space.
- Provides flexibility for development to occur west of US-521.



Future Phases

- Contingent on light rail or BRT reaching Ballantyne.

HUB RTP – RALEIGH, NORTH CAROLINA

Development Overview

Hub RTP is the planned revitalization of 100 acres of land within Research Triangle Park, the country’s largest corporate park, to create an amenity-rich, live-work environment that is currently absent from the area.

Research Triangle Park’s suburban development pattern was reinforced by antiquated agreements that restricted development to 30% of the land, and prohibited retail and residential. As a result, the park struggled to attract large end users and lost many of its small-scale innovative tenants to amenity-rich urban centers. This sparked the need for a refresh of the corporate park.

The site was purchased by Research Triangle Foundation (RTF) in 2014 for \$17 million to become the first mixed-use growth area in the park.

RTF has taken small, incremental steps toward revitalization. The first initiative involved repurposing the former IBM building in 2015 into co-working space that offers affordable rates and flexible spaces for start-ups. In 2019, RTF broke ground on Boxyard RTP, a \$7 million project that will retrofit shipping containers into a cool food and beverage hub.

Following the approval of the park’s zoning amendments, RTF is breaking ground on the \$1 billion mixed-use project known as Hub RTP. The RTF will partner with Willard Retail, KDC and MAA to deliver a new mix of uses including retail, residential and hotel.



“

We want there to be more small and mid-sized companies. We don't want all of our eggs to be in one big corporation's baskets... We want to be diverse.

**– Michael Pittman,
Research Triangle Foundation**

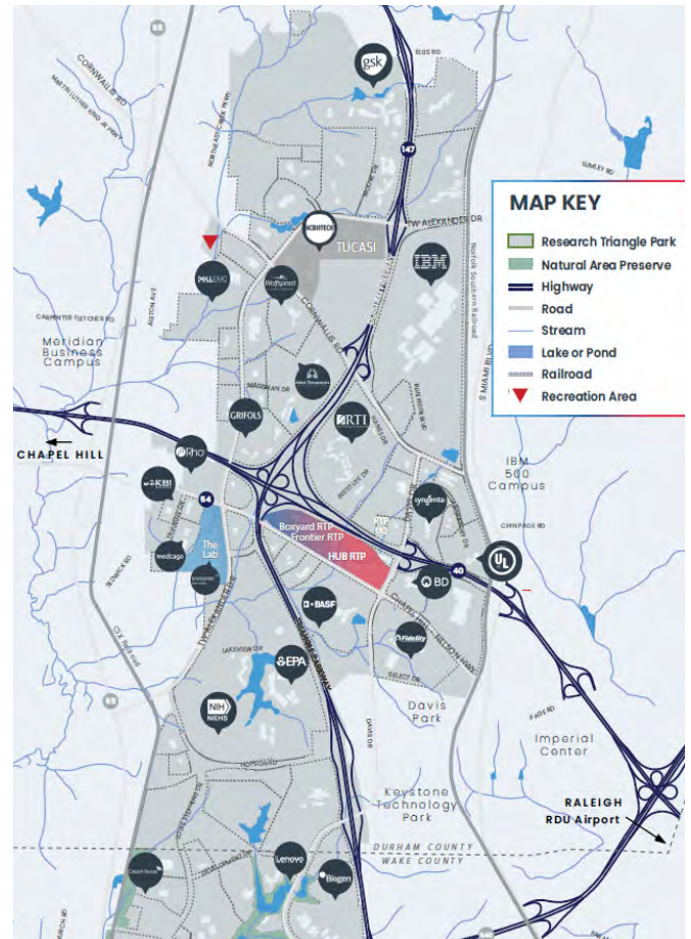


Zoning and Regulations

- Creation of a new zoning district called “Science Research Park-Center” to promote a more progressive mix of uses and intensities.
- Hub RTP is the only site in RTP zoned mixed-use.

Funding Structure

- \$105M investment from the Research Triangle Foundation (RTF).
- \$20M Investment from Durham County.
- \$10M RTP Special Tax District.





Development Mix and Phasing

Now Leasing - The Frontier

- Started with reuse of the former IBM plant into an innovation workspace for start-ups.
- Other buildings provide wet lab and office space for tech, biotech and life science start-up companies.

Phase One - Hub RTP

- 150,000 SF of retail developed by Willard Retail (\$70M)
- 800 multi-family residential units developed by MAA (\$100M).
- Retail and residential delivery by 2022.
- 1.1M SF of office developed by KDC (\$450M)
- 400 Hotel Keys
- 80,000 SF Convergence Center
- 13.5 acres of Park Space



Phase Two

- Additional 3M SF of Mixed-Use development

PARK PLACE – IRVINE, CALIFORNIA

Development Overview

LBA Realty acquired ownership of the 105-acre Park Place complex from Maguire Properties in 2009 which comprised 1.7 million square feet of aging office space. The office complex formerly housed Fluor Corp as an anchor tenant; however, the company left in 1999 leaving 600,000 square feet of vacant space.

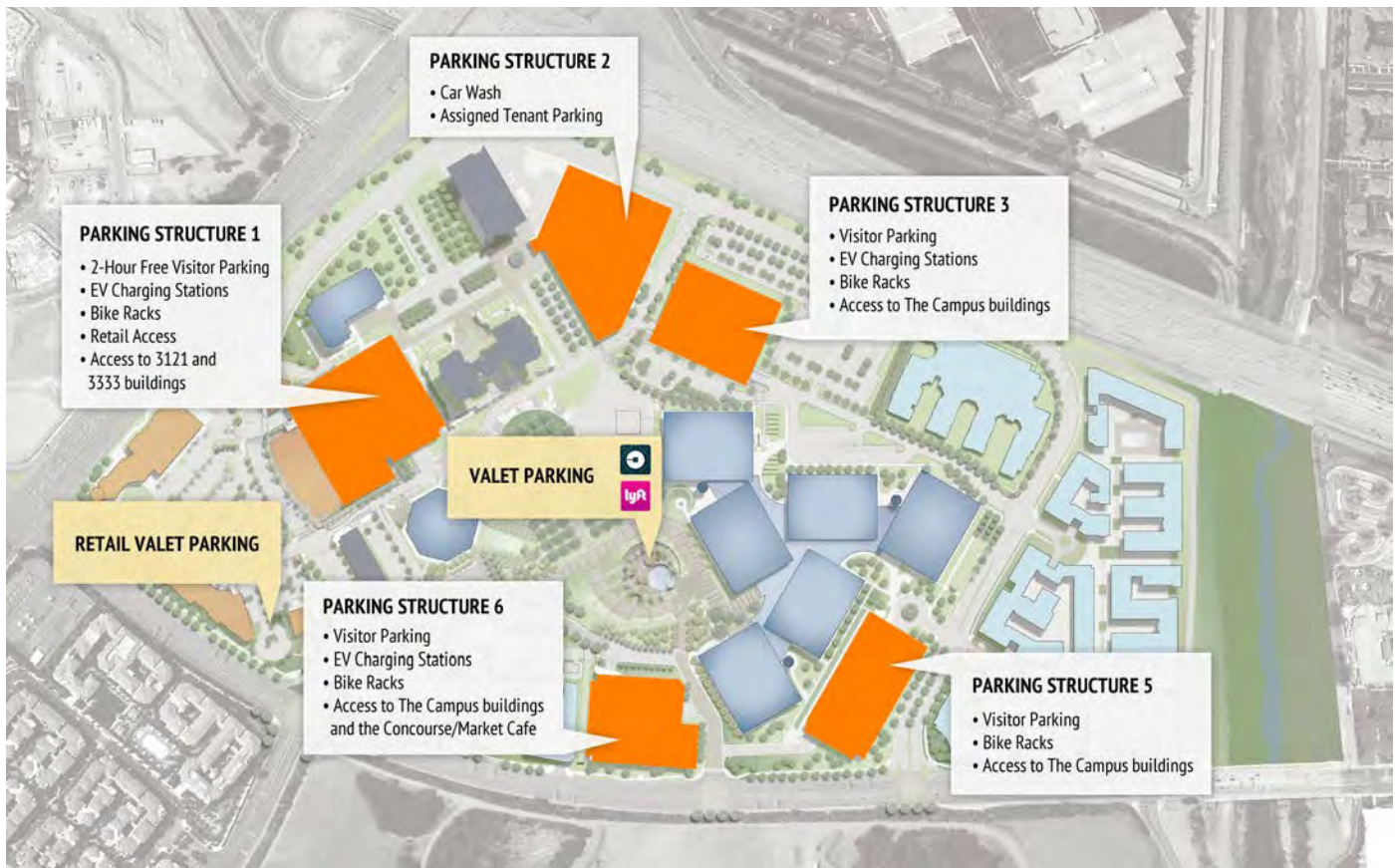
LBA Realty worked with LPA Architects to renovate and refresh the office buildings in the park to attract new and innovative end-users. The company also invested \$40 million to update the retail portion of the development. The retail center incorporates a 400-seat food court, conference rooms, and health and wellness facilities.

The office park suffered from poor parking configuration and circulation. The parking lot layout was redesigned to improve flow and safety, with part of the original parking lot reclaimed for dedicated pedestrian plaza space for events and leisure. The parking lot redesign helped to attract new retail tenants, such as the 45,000-square-foot LA Fitness flagship location.

In 2016, multi-family residential and hotel components were added to the development. LBA Realty partnered with Woodbine Development Corporation on the six-story hotel development and Sares Regis Group on a low-rise multi-family residential project and Bosa Development on the residential condo tower project.

LBA also plans to add 300,000 square feet of additional modern office space to support a diversity of tenants.



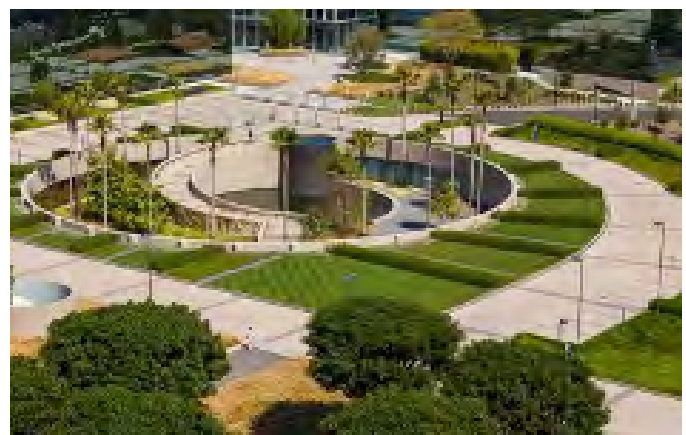


Zoning and Regulations

- Creation of a Complex Residential Mixed-Use Overlay Zone to facilitate the evolution of the entire Irvine Business Park from commercial uses to a mixed-use business and residential community.

Parking Strategy

- Structured parking throughout the development offers access to various corporate buildings and retail.
- Other amenities include valet service, car wash services, EV charging stations





Development Mix

Residential

- 232 condo and townhouse units.
- 989 apartment units.
- 520 luxury apartment units.

Park Place Center

- 175,000 SF of shopping, dining, specialty services.

Office Space

- 2.5M SF of office for large corporate tenants, mid-size tech & creative companies.

Hotel

- 175-room hotel by Marriott.



WHAT DOES THIS MEAN FOR THE JOHNS CREEK TOWN CENTER MASTER PLAN?

- The inclusion of multi-family residential is a significant component of mixed-use infill projects to establish a permanent population base and to support a work-life environment that is attractive to a talented workforce.
- All projects incorporate dedicated greenspace, pathways, and public plazas that serve as a connective tissue throughout the entire development.
- Large corporate buildings with significant vacancies can be retrofitted and reused to support start-ups, incubators and high tech companies.
- Redevelopment and infill efforts should focus initially on underutilized assets such as a golf course or vacant buildings that formerly housed large anchor tenants.
- Provide a diversity of employment typologies that support end users of all scales - from large corporate tenants to mid-size technology companies, R&D/lab space, and start-ups.
- The presence of a singular land owner or master developer helps to overcome the land development challenges and streamline the process.
- Multiple funding sources are required to support infrastructure improvements associated with the transition from suburban office development pattern to mixed-use.
- Create a customized site specific zoning and regulatory framework that is flexible and permits a wide mix of uses. Pre-entitlement accelerates redevelopment of sites.
- The creation of a strong amenity package inclusive of food and beverage, entertainment and retail space will create a destination to attract diverse demographics, innovative companies as well as visitors from other areas.





APPENDIX

C



COMPETITIVE REGIONAL TOWN CENTER PROJECTS

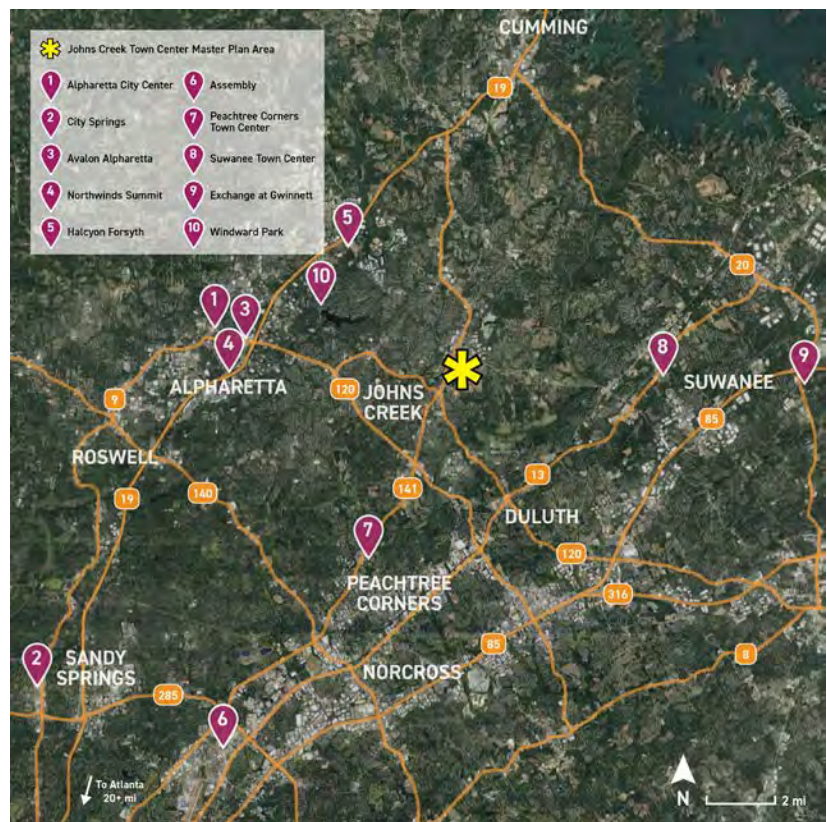
COMPETITIVE REGIONAL TOWN CENTER PROJECTS

INTRODUCTION

MXD reviewed competitive Town Centers and Downtowns of adjacent and nearby jurisdictions to Johns Creek. These case studies examine the history, composition, development mix, size, and positioning of each competitor.

Similar to the Suburban Office Redevelopment Case Studies, these profiles identify key takeaways that can be considered and applied to the Johns Creek Town Center Plan. It is integral to understand what has been successful in the Metro Atlanta context, but to also differentiate the positioning of Johns Creek from other Town Centers and Downtowns.

The map to the right demonstrates that the Johns Creek Town Center Plan Area spatially falls in the middle of the aggregated competition. It also displays that most Town Centers are located along major transportation corridors.





- **Developers:** South City Real Estate Partners and Morris and Fellows
- **Major Anchors:** City Hall, Alpharetta Branch Library, Publix
- **Year Built:** 2018
- **Project Cost:** \$80 million

ALPHARETTA CITY CENTER (ALPHARETTA, GA)

Alpharetta City Center is a 26-acre mixed-use development centered around a new city hall. It includes a public library, 7.5 acres of park space, 168 multi-family residential units, over 87,000 SF of retail and 42 single-family homes. 10 of the 26 acres have green cover to assist runoff.

In 2015, the City of Alpharetta passed the Downtown Master Plan, which outlined a “Downtown District” recommending multi-story residential buildings, a mix of local and unique retail, office, and pedestrian activity with a unique design character.

The \$80m project developed by South City Real Estate Partners was approved in May 2015 with phase one deliveries beginning in 2018.

87,000 SF

Retail

36,000 SF

Office

210 units

Residential



Positioning:
City-hall-anchored town center with a significant focus on public space

The project has been well regarded for the impact it has made on the community. The project won the 2019 Excellence in Town Center Development and People’s Choice for the Public Realm from ULI Atlanta.

Following the delivery of the Alpharetta City Center in 2019, there has been a spike in developer interest surrounding the 26-acre site. Upcoming projects proposed and under-construction include the 119-

room Hampton Alpharetta hotel (Hilton), the retail component of the Maxwell mixed-use development, as well as nearly 300,000 SF of proposed office space.

In 2019, CBRE Global Investors purchased private parcels of the property from South City Partners and Morris and Fellows, represented by JLL, for an undisclosed price.



- **Developers:** North American Properties, Sarofim Realty Advisors and other smaller developers.
- **Major Anchors:** Whole Foods, Crate and Barrel, the Container Store
- **Year Built:** Ph1 2014, Ph2 2017
- **Project Cost:** \$1 billion

AVALON ALPHARETTA (ALPHARETTA, GA)

Avalon is one of the first mixed-use town center projects in North Fulton County. Phase One opened in 2014 and consisted of 390,500 SF of retail space including a Regal Cinemas anchor, 105,400 SF of Class-A office space, 101 single-family units and 250 multi-family units. Phase Two opened in 2017, adding 276 additional multi-family units, a 330-room hotel with 65,000 SF of flex event space, an additional 88,400 SF of retail, and two office buildings with 555,000 SF of class-A office space.

Avalon has had a large impact on the local submarket and suburban North Atlanta, kicking off a suburban renaissance in North Fulton County with similar developments. The project has also led to creating 4,500 jobs and generating \$17 million in tax revenues within five years of opening.

479,000 SF

Retail

655,000 SF

Office

627 units

Residential



Positioning:
Large-scale lifestyle center with diverse mix of land-uses and typologies

The site had originally been conceived as a town center by Thomas Enterprises approximately a decade earlier, however this concept was cancelled due to the 2008 GFC. NAP acquired the site in 2011, demolished the existing parking deck and began site work in January 2013. Phase one opened in October 2014 and phase two opened in 2017.

The master developer for the project is North American Properties (NAP), in a joint venture with Sarofirm Realty Advisors as a development investment partner. While NAP was responsible as the master developer for retail, multi-family and office, they also collaborated with residential developer Monte Hewett Homes, office developers

Hines and Cousins Properties (phase 2), and hotel developer Stormont Hospitality Group (phase 2).

NAP provided \$10.3 million in equity for phase one, and \$91.4 million in equity from JV partner Sarofirm Realty Advisors (\$101.7 million equity in total). NAP and Sarofirm secured \$131 million in debt financing for phase one with a total project cost between \$250 and 350 million. Phase 2 was funded both from debt financing as well as the refinancing of phase one, for a total proceed of \$126 million. In addition, the \$112 million hotel and conference center was a joint venture between NAP, Stormont Hospitality Group, Long Wharf Real Estate and the City of Alpharetta.



- **Developers:** Selig Enterprises, City of Sandy Springs, Carter and Associated
- **Major Anchors:** City Hall, Byers Theatre, Sandy Springs Performance Arts Center
- **Year Built:** 2018
- **Project Cost:** \$300 million

CITY SPRINGS (SANDY SPRINGS, GA)

Developed as a partnership between the City of Sandy Springs, Selig Enterprises and Carter and Associated, the \$300-million mixed-use project first opened in May 2018.

The 14-acre town center contains a new five-story city hall, the 1,100-seat Byers Theatre, a 5,000 SF multi-functional space with up to 250 seats, a four-acre city park, 275 multi-family units, 19 townhomes and 28,000 SF of ground-floor retail.

A primary goal of the city following incorporation in 2005 was to create a distinct city center. The city began to make infrastructure improvements between 2005 to 2012 prior to approving a master plan in December 2012. The project was branded “City Springs” in 2015 and was developed as a public-private venture, with contribution of \$230m in bonds and tax revenue.

28,000 SF

Retail

N/A

Office

294 units

Residential



Positioning:

City Hall and cultural-anchored town center focused on creating spaces for community life.

An innovative part of City Springs is how the City and developers worked in partnership to reduce the amount of surface parking stalls. 750 of the 1,125 parking stalls are in an underground public parking deck that is located under the city green. Parking is free for the first two hours, with additional charges beyond the two hours which provides additional revenue to the City.

The 2012 City Center Master Plan outlines a larger mixed-use city center, emphasizing residential density surrounding the currently completed developments. As of 2020, the 14-acre project remains the only completed portion of this mixed-use plan.



- **Developers:** Pope and Land with Monte Hewett Homes
- **Major Anchors:** FiberLight, TBD
- **Year Built:** 2020/2021
- **Project Cost:** N/A

NORTHWINDS SUMMIT (ALPHARETTA, GA)

Approved as a mixed-use infill project, the 24.3-acre office-anchored mixed-use community is currently under construction by developer Pope and Land. It is being built in collaboration with multi-family developer Pollack Shores, townhouse developer Monte Hewett Homes and an un-named hotel operator.

Phase one will consist of 30,000 SF of office geared toward high-tech tenants (already delivered in 2020 and 50% leased to Alpharetta-based tech company, FiberLight), a 140-room boutique hotel, an additional 150,000 SF office building, and a 50,000 SF “creative/loft building.”

The project will contain 1.2 million SF of office within five buildings ranging from 30,000 to 450,000 SF, 140 multi-family units, a 140-room boutique hotel, 32 stacked townhouses and 20,000 SF of ground-floor retail.

20,000 SF

Retail

1,200,000 SF

Office

140 + 32 units

Multi-Family + Townhomes



Positioning:
Office-centric TOD mixed-use project

There is strong transportation connectivity through multi-modality. The project is a future transit-oriented development with adjacency to a planned MARTA station. It will also be connected to the future Alpha Loop, Alpharetta's Beltline equivalent connecting the project to the other Alpharetta

mixed-use developments such as Downtown Alpharetta and Avalon.

Most of the parking is planned to be in several parking decks interspersed throughout the 24-acre property.



- **Developers:** Roca Partners and the Georgetown Company, along with multiple smaller developers
- **Major Anchors:** N/A
- **Year Built:** Ph 1 2019, Ph 2 2021
- **Project Cost:** \$370 million

HALCYON FORSYTH (FORSYTH COUNTY)

A 135-acre mixed-use town center in South Forsyth County located at the interchange of Hwy 19 and McFarland Parkway. At full build-out, Halcyon will contain 300 market-rate multi-family units, 160 55+ independent living units, 87 single-family homes, 155 townhomes as well as 256,000 SF of retail and 250,000 SF of office space.

Phase one opened in 2019 with a 160,000 SF retail village, 300 units of luxury multi-family apartments, 160 units of 55+ independent living units as well as 29 single-family homes and 32-townhomes by developer Monte Hewett Homes.

The additional 101 townhomes in phase two are under construction by Edwards Andrew and began delivery in late 2020. Further residential deliveries are expected in 2021 including the 42 additional single-family homesites.

256,000 SF

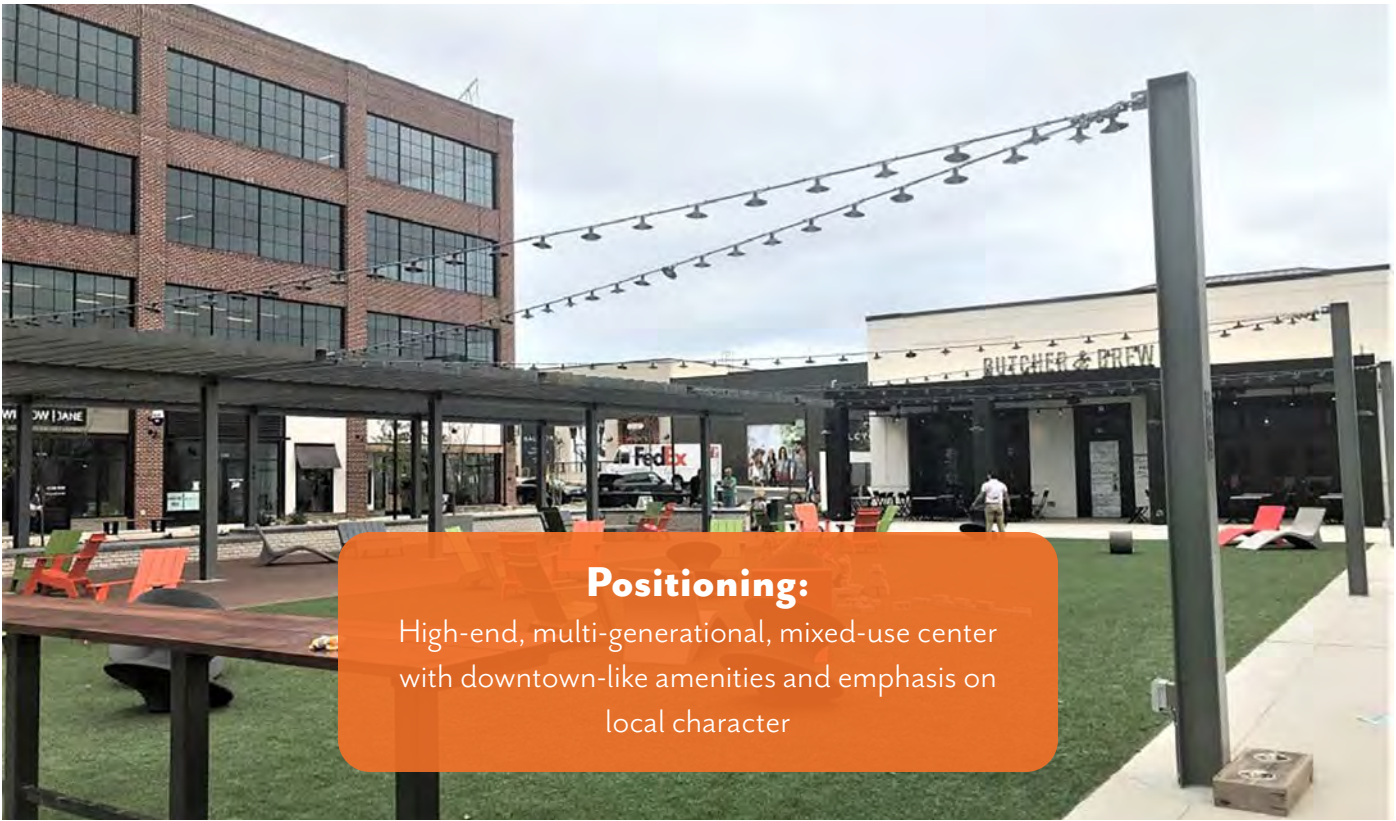
Retail

250,000 SF

Office

664 units

Residential



Positioning:
High-end, multi-generational, mixed-use center with downtown-like amenities and emphasis on local character

Phases two and three of the development will consist of 96,000 SF of retail with grocery, fitness, bank and pad sites, as well as a 120-room Homewood Suites by Hilton hotel.

The retail component focuses on local and unique tenants alongside anchors such as the Cherry Street Brewpub, Mercedes Benz Experience Center, Market Hall food hall, and CMX CineBistro.

Amenities include access to 9.6 miles of wooded trails on the Big Creek Greenway, a four-acre green space as well as a multi-use plaza. The project is also a Comcast gigabit-powered community.

The \$370-million project is being master developed by RocaPartners and the Georgetown Company along with partnerships with residential developers Monte Hewitt Homes, Empire Communities, and Greystar.



- **Developers:** Integral Group
- **Major Anchors:** Alamo Drafthouse Cinema, Food Hall, Serta Simmons corporate office, Third Rail Film studios
- **Year Built:** 2021
- **Project Cost:** N/A

ASSEMBLY YARDS (DORAVILLE, GA)

A 165-acre mixed-use project is currently under construction on the site of a former GM assembly plant. The project is slated to open in 2021 and will contain 125,000 SF of retail, food and beverage and entertainment, 850,000 SF of office including 300,000 SF of build-to-suit space, 650 multi-family units, 100 townhomes, a hotel and outdoor venues.

Assembly Yards is marketed as a “progressive, adaptive reuse community; a one-of-a-kind hub for art, technology, creativity, living, recreation, and commerce.”

Developer Integral Group purchased the site in 2014, which at the time had been in consideration for other uses including the new Atlanta Falcons stadium. The City of Doraville and DeKalb county commissions voted to spend \$200m in tax allocation district funds; however, the local school board did not provide approval for tax funds to be put towards the project.

125,000 SF

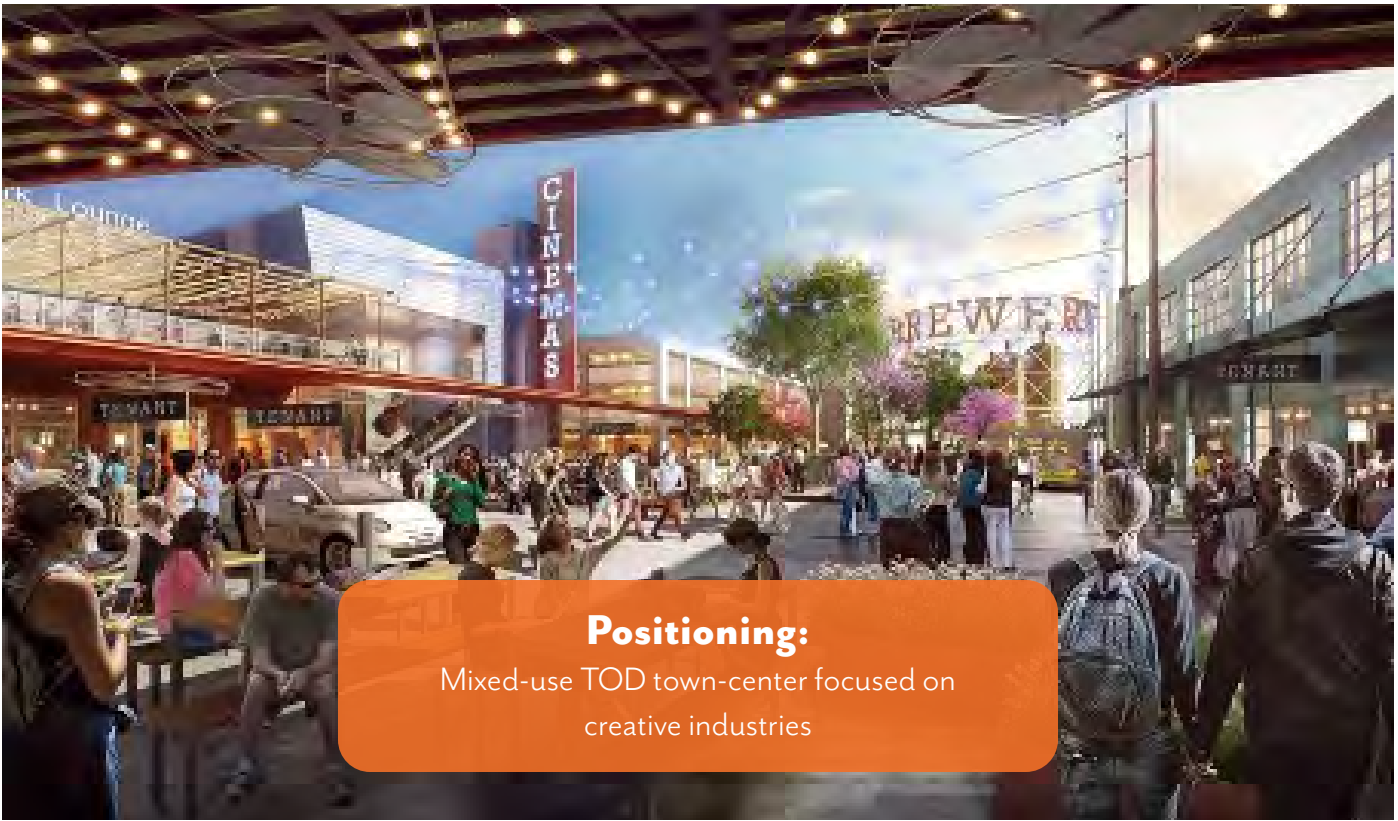
Retail

850,000 SF

Office

750 units

Residential



Positioning:
Mixed-use TOD town-center focused on creative industries

Paces Properties, StreetLights Residential and Ashton Woods Homes partnered as retail, multifamily and single-family partners, respectively, contributing a combined \$175 million to the project. The multi-family residential component by StreetLights is expected to cost \$82 million alone.

The development is positioned to be transportation-focused, along Highway I-285 and adjacent to the Doraville MARTA Station. The project will also be the first development in the Southeast to use an autonomous shuttle, produced by NAVYA, to assist with connectivity within the site.

Third Rail Studios opened in 2016 as the first anchor of the development, and is a purpose-built studio that includes stages, support space and production offices. The 250,000 SF Serta Simmons Bedding headquarters opened in 2019 which consolidated multiple offices spread out across Metro Atlanta. Assembly Yards is expected to contribute up to 15,000 local jobs through a variety of sectors.

The retail component will be anchored by Alamo Drafthouse Cinema, alongside a 16,000 SF food hall. There will be green space, including a “commons” area, “assembly line” bike path and dog park, with portions of Assembly Yards already approved with an “open-container” alcohol policy.



- **Developers:** BCDC and Fuqua Development
- **Mix:** 69,500 SF retail, residential
- **Retail Anchors:** CineBistro
- **Year Built:** 2019
- **Project Cost:** \$80 million

PEACHTREE CORNERS TOWN CENTER (PEACHTREE CORNERS, GA)

21-acre community town center featuring 69,500 SF of retail, a theatre, 75 townhomes, pedestrian trail system and 2-acre Town Green park.

Originally slated for a 270-unit multifamily development, the city bought the site in 2013 as one of the last large undeveloped parcels in Peachtree Corners and joined Fuqua Development in a joint-venture development.

2-acre Town Green designed by TSW landscape architects includes an open-air pavilion, amphitheater, a Veteran's Memorial, playable art, interactive water feature and walking paths. The goal of the Town Green is to make Peachtree Corners Town Center the "heart of the city."

The retail component is focused on food & beverage with 51,000 SF currently leased for various culinary concepts such as full-service dining, grab-and-go, cafes, etc.

69,500 SF

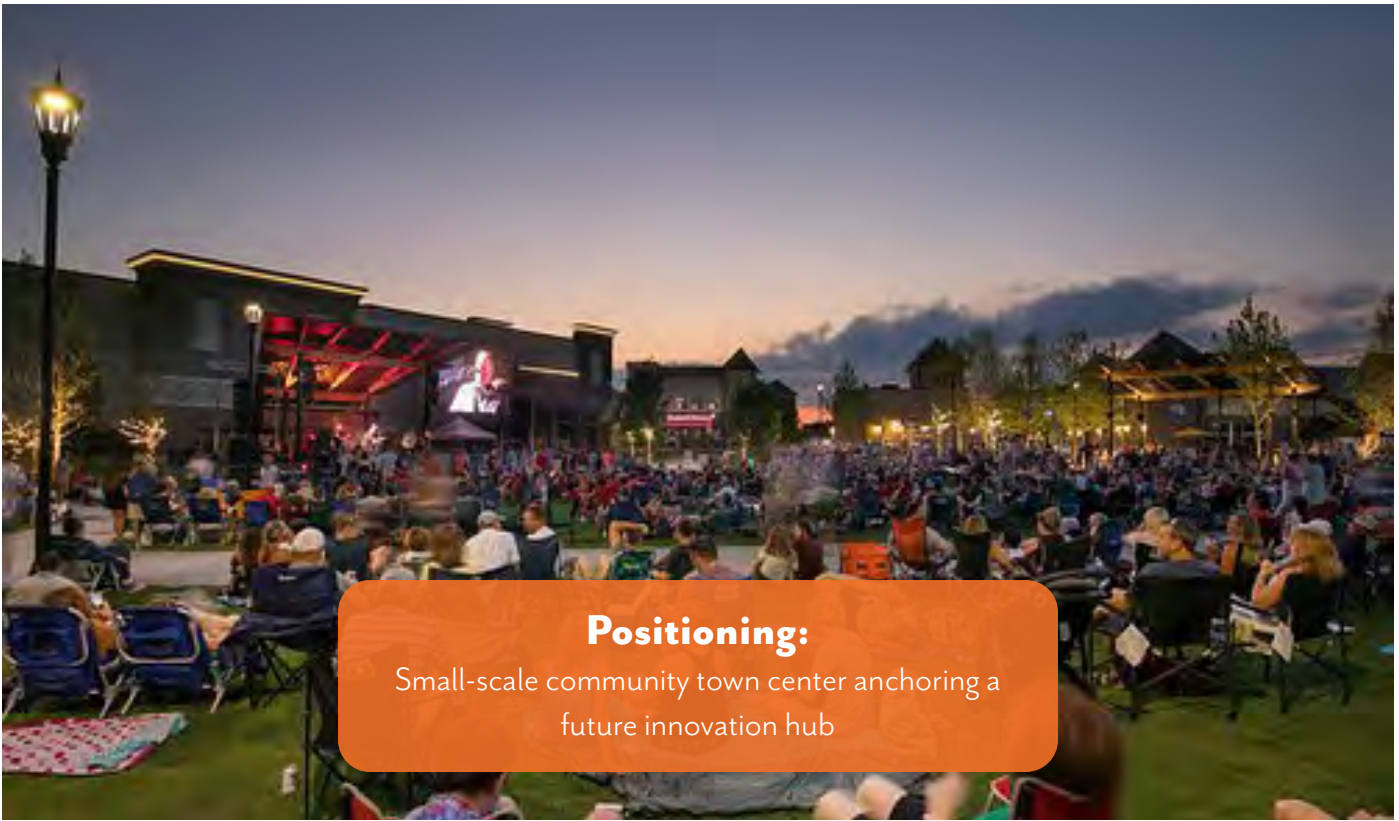
Retail

N/A

Office

75 units

Townhomes



Positioning:

Small-scale community town center anchoring a future innovation hub

The City purchased the 21-acre site in 2013 based upon results of the 2013 Comprehensive Plan process. Following a request for proposals (RFP) process for developers, the City announced the town center's first phase in 2015. The City also passed the Livable Center Initiative (LCI) in 2015 which outlined the first steps for Peachtree Corners Town Center as an asset to build upon for a dynamic city center.

Building upon the 2015 LCI Plan, the accepted 2017 Innovation Hub Master Plan outlined the opportunities available to the City of Peachtree Corners for the larger framework of a town center. For the areas adjacent to the existing Peachtree Corners Town Center, the master plan outlines an innovation district containing catalyst projects supporting a sustainable live-work-play concept.



- **Developers:** City of Suwanee, Terwilliger Properties, Bowen Family Homes
- **Major Anchors:** Suwanee City Hall, Suwanee Arts Center
- **Year Built:** 2003-Present
- **Project Cost:** N/A

SUWANEE TOWN CENTER (SUWANEE, GA)

First proposed in the 2000 Comprehensive Plan and further visioned in the 2001 Open Space and Recreation Needs Assessment and 2002 Old Town Master Plan, the P3 live-work-play development was built in several phases beginning in 2003.

The first phase of the development was the 10-acre Town Center Park, which includes public art, Big Splash Interactive Fountain, as well as a 1,000-seat terraced amphitheater performance area which has events that attract as many as 40,000 people per weekend to the park.

The mixed-use component, Madison Park, was developed in three phases. Phase one, delivered in 2006, contained a three-story building with retail/office space, phase two completed in 2008 had an additional 25,500 SF of retail space, and phase three had an additional 6,000 SF of retail and 6,000 SF office space.

100,000+ SF

Retail

89,160 SF

Office

753 units

Residential



Positioning:
New-urbanist mixed-use community with a focus on public life and events

The residential component is lower density than other competitive town centers, with 147 townhomes and 85 single-family homes built on 43 acres between 2004 to 2006 at the Shadowbrook at Suwanee Town Center Development.

The 24,000 SF Suwanee City Hall was finished in 2009 and is the anchoring function at the southern edge of the Town Center Park.

The adjoining Solis Town Center project broke ground in 2017 with a 240-unit mixed-use apartment building which includes 12,000 SF of

retail space. There is an additional 71 townhomes that are currently under construction with deliveries expected in 2021.

There are plans that were approved in 2018 for an additional 9 acres of development in Solis Phase II, containing a second 242-unit, 4-story mixed use building with parking.

Suwanee Town Center demonstrates the ability for city-funded projects to enable catalytic private sector development over time.



- **Developers:** Fuqua Development, The Worthing Co., BCDC, Aysa Hospitality
- **Major Anchors:** TopGolf, Andretti Indoor Karting and Games, Exchange Food Hall, Rooms-to-Go, Sprouts Farmers Market, Hilton
- **Year Built:** 2021-2022
- **Project Cost:** \$350 million

EXCHANGE AT GWINNETT (BUFORD, GA)

A 100-acre mixed-use community at the intersection of Hwy 20 and Interstate 85 focused on creating a live-work-play atmosphere, with large-scale retailers and entertainment options such as TopGolf and Andretti Indoor Karting and Games.

At full build-out, the project is expected to contain over 465,000 SF of retail space, more than 1,000 units of housing including 180 age-restricted units and 250,000 SF of office space. The development will also contain a future Hilton Homewood Suites that will have 107 units over five stories.

The strategic location of the site at Interstate 85 and Buford Drive provided the opportunity to draw major regional entertainment anchors to the mix. Although the site is a significant distance from Atlanta, its regional draws such as TopGolf will bring visitors from a wide trade area.

465,000 SF

Retail

250,000 SF

Office

1,000 units

Residential



Positioning:
Large-scale live-work-play mixed-use community
with an emphasis on regional entertainment

The property was originally purchased for \$18 million by Fuqua Development from the Orkin Family (Orkin Pest Control) brokered by Ackerman and Co, which also brokered the acquisition of an adjoining parcel sold to Rooms-to-Go.

The development is fully funded with private investment. Trez Forman Capital provided a \$26.7 million loan to Fuqua Development to assist in the purchasing of 67.5 acres for the development. The partners sold 33 acres to TopGolf, Rooms-to-Go and the Worthing Company. An additional 13 acres was later sold to Andretti Indoor Karting and Games as well as Hilton.



- **Developers:** KDC, Worthington Hyde Partners, Transwestern, Lennar
- **Major Anchors:** Hilton Alpharetta
- **Year Built:** 2018
- **Project Cost:** N/A

WINDWARD PARK (ALPHARETTA, GA)

Windward Park is a 48-acre live-work-play mixed use community with large office and residential components. Major components are 500,000 SF of office space in two build-to-suit sites, a 249-room hotel, 24 live/work townhomes, and a 31,400 SF retail village.

Additional residential uses include the 186-townhome development “Caravelle at Windward Park” by Lennar Homes, as well as a proposed 200-unit condominium building. Caravelle at Windward Park began delivering in 2018 and is still currently delivering units. Townhouse sizes range from 2,000 to 2,500+ SF/unit and with prices from the low-to-mid \$400,000s.

The Hilton Alpharetta hotel is expected to open in early 2021, with 249 rooms as well as 6,590 SF of flex space for events up to 350 people.

31,400 SF

Retail

500,000 SF

Office

410 units

Residential



Positioning:

Development leveraging its position in a major employment zone to add more office supply and substantial amount of residential units to create a live-work zone

The development has potential for future transit-oriented development as it is adjacent to MARTA's Windward Park and Ride, which is planned for a future MARTA station if the Red Line is extended.

The development is also at the highly trafficked intersection of Georgia Highway 400 and Windward Parkway, which has become a magnet for offices for several Fortune 500 companies such as Philips,

UPS, Ryder, AT&T as well as HP. Most of the office space was constructed in the 1980s and 1990s in a suburban office park format which is similar to Johns Creek Technology Park.

The development of Windward Park is expected to catalyze future development in the suburban office parks over time as the sites become desirable for increased density.

	Location	Acres	Developer	Retail	Office	Residential Mix	Greenspace and Amenities	Phasing and Opening	Highway Access	MARTA Access
Alpharetta City Center	Alpharetta	26-acres	South City Partners and Morris and Fellows	87,000 SF including 37k SF ground-floor retail and 55k freestanding F+B	1 building with 36k SF	168 MF units and 42 SF homes	5 acres of park space, library, city hall	2018	Proximity	No
City Springs	Sandy Springs	14-acres	Selig Enterprises with City of Sandy Springs and Carter and Associated	28,000 SF ground-floor retail	N/A	275 MF + 19 townhomes	4-acre park, 1,100-seat Byers Theatre, 5,000 SF multi-functional space, city hall	2018	Proximity	No
Avalon Alpharetta	Alpharetta	86-acres	North American Properties and Sarofim Realty Advisors with Hines, Cousins Properties, Monte Hewett Homes and Stormont Hospitality Group	479,000 SF retail space	655,400 SF in 3 buildings	526 MF + 77 townhome units + 24 SF	330-room hotel + 47k flex space, Regal Cinemas anchor	PH1 2014, PH2 2017	Adjacent	No
Halcyon Forsyth	Forsyth County	135-acres	RocaPartners and Georgetown Company with Monte Hewett Homes, Empire Communities and Greystar.	256,000 SF	250,000 SF	300 market-rate apartments, 160 55+ units, 71 SF homes and 133 townhomes	2 hotels, trailhead and 4-acre greenspace	PH1 2019, PH2 2021	Adjacent	No
Northwinds Summit	Alpharetta	24.3 acres	Pope and Land with Pollack Shores and Monte Hewett Homes	20,000 SF	1.2 million SF in 5 buildings	140 MF units + 32 stacked townhomes	Alpharetta Alpha Loop, 140-room boutique hotel	2020, 2021	Adjacent	Future
Assembly	Doraville	165-acres	Integral Group with Paces Properties, and Ashton Woods Homes	125,000 SF	850,000 SF	650 MF units + 100 townhome units	Third Rail Studios film studio, hotel, green space, first regional autonomous vehicle connection	PH1 2021	Adjacent	Yes
Peachtree Corners Town Center	Peachtree Corners	21-acres	BCDC and Fuqua Development	69,500 SF	N/A	75 townhome units	2-acre Peachtree Green	2019	No	No
Suwanee Town Center	Suwanee	79-acres	City of Suwanee, Terwilliger Properties, Bowen Family Homes,	100,000+ SF	89,160 SF	218 townhomes, 85 single-family homes, 450 MF units	10-acre park, library, city hall, open-container laws	2003 Ph1, 2006 Ph2, 2008 Ph3, 2009 Ph4, 2004-2006 townhomes, 2017-2021 Solis	Proximity	No
Exchange at Gwinnett	Buford	100-acres	Fuqua Development, The Worthing Co., BCDC, Aysa Hospitality	465,000 SF	250,000 SF	1,000 MF units including 180-age-controlled units	Greenspace, TopGolf, Andretti Go-Kart Track,	2021 PH1, 2022 PH2	Adjacent	No
Windward Park	Alpharetta	48-acres	KDC, Worthington Hyde Partners, Transwestern, Lennar Homes	31,400 SF	500,000 SF	186 townhomes, 24 live/work units, 200 condominium units	Park and nature preserve	2021 Ph1	Adjacent	No

WHAT DOES THIS MEAN FOR THE JOHNS CREEK TOWN CENTER MASTER PLAN?

- **Multiple Development Partners Required** - Most town center developments were either developed as joint-venture projects with a major public-sector component, or master developed by a private developer with multiple partners.
- **Diverse Housing Mix with Focus on Rental** - Most residential product in new construction town center projects is rental multi-family housing. The average residential mix of newly completed town center projects is 79% multi-family, 16% townhome and 5% single-family.
- **Connectivity is Key** - Nearly all competitive town center developments are built along or in proximity to major arterial roadways or highways. Several are also considered transit-oriented developments (TOD) along an existing or future MARTA line.
- **Green Space and Public Space Brings Community Together** - All competitive town center projects have incorporated green or public spaces with the goal of helping build strong community spaces.
- **Live-Work-Play** - The primary goal of town center projects is to create a live-work-play environment that rivals the amenities of more urban environments.
- **Attracting the Right Anchors** - Attracting major office tenants as well as destination food and beverage and entertainment anchors such as food halls and dinner theatres.
- **Unique Positioning to Differentiate** – Establish a unique mix of uses and development positioning to stand out from an increasingly crowded North Atlanta town center market.





APPENDIX

D

**COMPETITIVE
HISTORIC TOWN
CENTERS**

COMPETITIVE HISTORIC TOWN CENTERS



DOWNTOWN NORCROSS, GA

A Downtown Expansion plan was initiated in 2018. The Norcross Economic Development Department works in conjunction with the Downtown Development Authority (DDA) to revitalize the downtown core of Norcross. Redevelopment projects are used to spur economic growth, sustainability, and equality for residents, business owners, and all community stakeholders.

Notable downtown expansion projects include the Broadstone Norcross mixed-use community,

Norcross Branch Library and The Brunswick multi-family building.

Broadstone Norcross is a 11-acre live/work mixed-use project that opened in August 2020 on the redevelopment lands of the former WestRock campus. The development consists of 357 multi-family units (292 market rent apartments plus 65 for-sale townhomes), 7,000 SF of coworking space as well as 50,000 SF of retail space with a \$85 million investment by Alliance Residential.



The new Norcross Library recently began construction and will be 22,000 SF upon completion, including 1,500 SF of “maker space” and a community room. The library was funded through multiple sources. In December 2019, Gwinnett County commissioners provided a \$12.2 million contract for the construction of the library. 51.8% of the funding for the new library branch came from special purpose local option sales tax funds from 2009 and 2014. 48.2% of the funding came from the City of Norcross.

The Brunswick is a mixed-use residential project that opened in 2020 with 193 multi-family units, including 9 live-work units. The project is a public-private partnership between the City of Norcross, Gateway Ventures and Centro Development. The project borders the 4.5-acre Lilian Webb Park and is designed to be a “gateway” to Downtown Norcross.



DOWNTOWN ROSWELL, GA

Consisting of a unique variety of restaurants, shops, galleries, and park space to support annual community events, the town of 95,000 has a historic town center that has been transformed into a community hub of activity.

Anchored by City Hall, Roswell Cultural and Arts Center, multiple breweries and several churches, downtown Roswell is an eclectic mix of uses that acts as a destination for a large trade area.

The Roswell Historic District Master Plan passed in 2019 outlines specific land-use recommendations including promoting a balanced mix of commercial uses encouraging smaller, local businesses rather

than large, chain stores in order to create a lively town center. The plan also suggests adding more housing options, such as aging-in-place, smaller single-family homes surrounding a central green space as well as mixed-use/multi-family housing at appropriate densities.

The Roswell Historic District Master Plan also recommends transportation improvements, such as adding new sidewalks and a walking/biking system that connects character areas with the Chattahoochee River, as well as public art and signage that reflects Roswell's character and heritage.



DOWNTOWN DULUTH, GA

Downtown Duluth covers an area of 76 acres, anchored by the town’s historic city hall and town green which can accommodate events up to 10,000 people. In 2014, the City approved a Master Plan and updated the 2000 LCI study that encouraged creating a more walkable urban core with more mixed-use housing, retail, office developments and amenities.

As a result of the 2014 Downtown Master Plan, recent development over the past five years has included:

- 370-Unit District at Duluth Multi-Family development (2017)
- 100-room Courtyard Marriott hotel (under construction)

- 33,000 SF Parsons Alley Neighborhood Center revitalization project (2017)
- 6,500 SF Library (under construction)
- 180-unit Everleigh Duluth (under construction)
- South on Main by Lennar – 39 single family plus 59 townhomes (now delivering)

Downtown Duluth is mostly centered around its town green, located adjacent to the city’s town hall and Duluth Festival Center. The addition of the 33,000 SF Parsons Alley retail redevelopment at the east end of the Town Green has acted to create a critical mass of retail, food and beverage and entertainment.



TOWN CENTER VISION & PLAN
Imagine Remarkable!

CITY OF JOHNS CREEK

11360 Lakefield Drive,
Johns Creek, Georgia 30097

PREPARED BY

POND