



TOWN CENTER VISION & PLAN
Imagine Remarkable!

Adopted **October 25, 2021**





THE CITY OF JOHNS CREEK PRESENTS



TOWN CENTER VISION & PLAN

Imagine Remarkable!

Adopted **October 25, 2021**



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**A RESOLUTION OF THE CITY OF JOHNS CREEK, GEORGIA TO ADOPT THE
TOWN CENTER PLAN**

WHEREAS, the Mayor and City Council approved and adopted the City of Johns Creek 2018 Comprehensive Plan on October 8, 2018, as a broad guide for future growth and transportation improvements; and

WHEREAS, the 2018 Comprehensive Plan identified the need for development of a Town Center Plan as a key implementation effort identified in the Community Work Program; and

WHEREAS, the Mayor and City Council identified the development of a Town Center Plan as a strategic priority for the city; and

WHEREAS, the objective of the Town Center Plan was to establish appropriate land use, open space design, street and multi-modal networks, and streetscape standards to create a sense of place commensurate with the scale and quality of the City; and

WHEREAS, the Town Center Plan, attached as Exhibit 'A', has been completed and functions as a vision and guide for development of the Town Center and specifically addresses land use and transportation strategies, and open space and infrastructure investments; and

NOW THEREFORE, BE IT RESOLVED, that the Mayor and City Council of the City of Johns Creek hereby adopt the Town Center Plan and as such it shall be effective upon its adoption

SO RESOLVED, this 25th day of October, 2021.



Approved:

A handwritten signature in blue ink, appearing to read "M. Bodker", is written over a horizontal line.

Michael E. Bodker, Mayor

ATTEST:

A handwritten signature in blue ink, appearing to read "Allison Tarpley", is written over a horizontal line.
Allison Tarpley, City Clerk

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A special thanks to members of the Johns Creek community who provided their input throughout the planning process.

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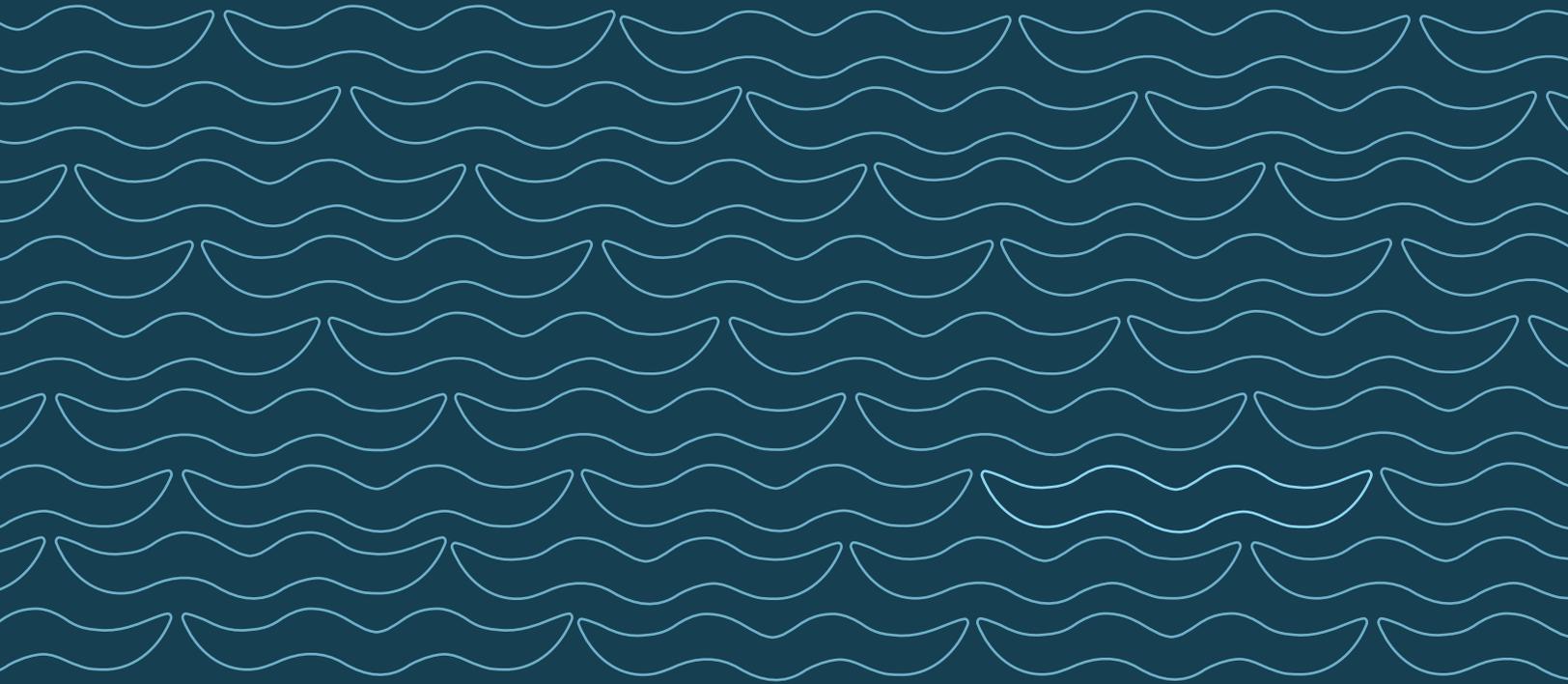
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EXECUTIVE SUMMARY

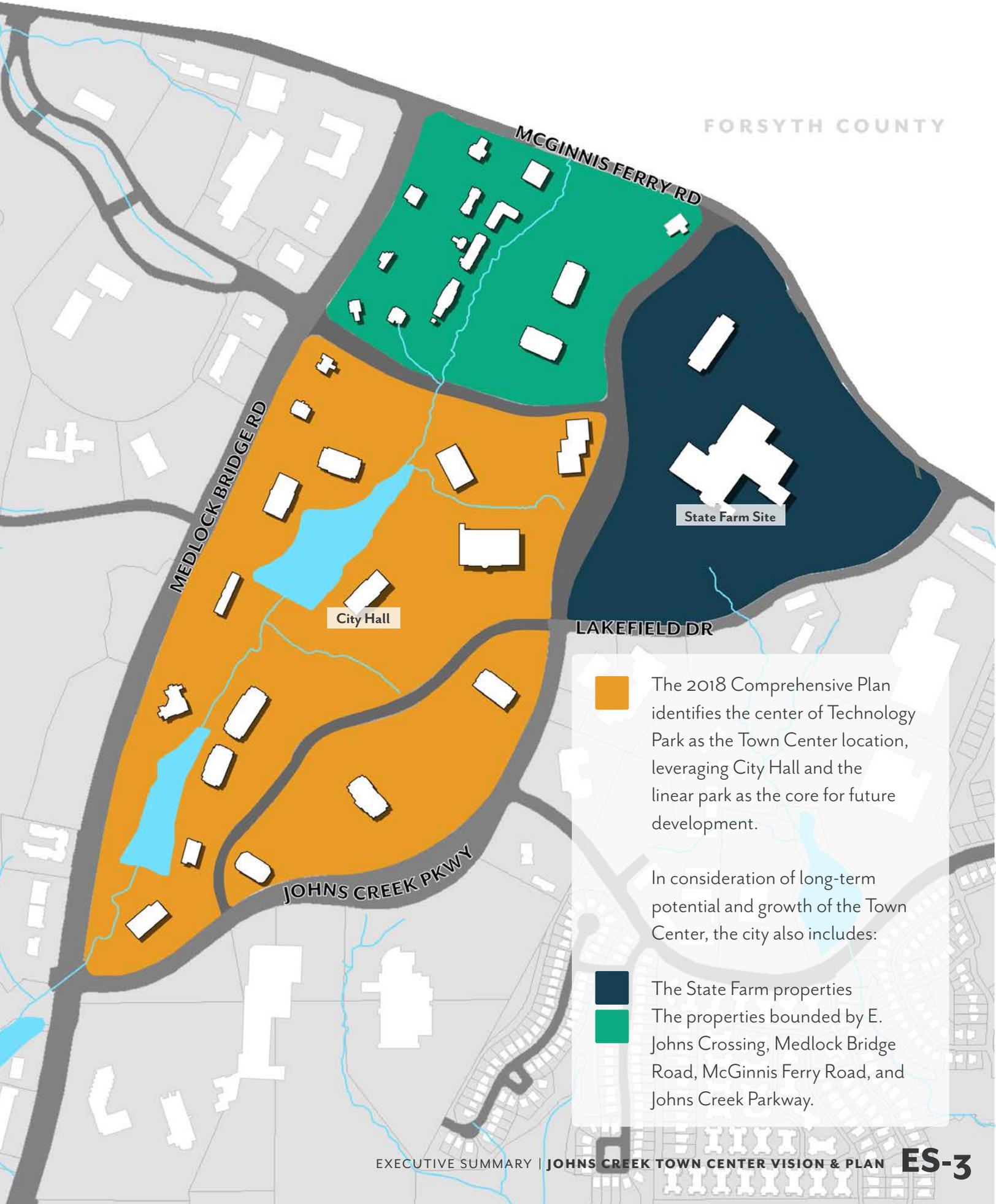
EXECUTIVE SUMMARY

The City of Johns Creek has grown to over 84,000 people in its relatively short history and boasts a high median household income, great schools and public parks, located adjacent to the Chattahoochee River and access to GA 400, allowing the city to steadily attract new residents and businesses.

However, a changing community requires effective planning, and the city has taken a proactive approach to managing growth and development. Johns Creek has three primary documents that serve as the framework for the Town Center Vision & Plan. The 2018 Comprehensive Plan is the guiding document for the city. Technology (or “Tech”) Park is a community area identified in the 2018 plan as a candidate for future redevelopment into a Town Center. Technology Park is a prominent employment node that comprises the majority of the city’s office and industrial stock, and sits across Medlock Bridge Road/SR 141 from Emory Johns Creek Hospital. Home to 10,000 employees and several major corporations including Alcon Laboratories, Ebix, and Bomgar, Technology Park is a key piece of the city’s economic infrastructure. Over 80% of the city’s office product is located in the Technology Park campus, yet much of the stock was built in the 1980s and follows an older suburban business park land use pattern with low density buildings surrounded by parking.

Office vacancy rates in the park are at 13%, which is higher than the overall submarket. The high vacancy rate can be attributed to the recent relocation of State Farm’s headquarters from Technology Park to Dunwoody. Retail vacancy rates remain healthy at 6% due to the presence of a stable population base with strong buying power. This suggests that there is an opportunity to reimagine the land use mix in Technology Park to adapt to changing work trends while providing an amenity-rich environment that is attractive to innovative companies and next-generation talent.

Technology Park was envisioned as a true civic area with City Hall incorporated into the core of the new “downtown.” Creating this change will also require a land use change that is a key component of this master plan process. The 2016 Strategic Economic Development Plan showcases Technology Park on its cover and states “To achieve economic prosperity, the city needs new investments, increased public/private partnerships and increased high paying job creation.” Achieving this economic prosperity will require the Town Center plan to understand the economics and development potential of Technology Park and the surrounding parcels. The 2016 Parks and Recreation Strategic Plan highlights the significance of the Tech Park Linear Park (referred to as Creekside Ponds in the plan) as a catalyst project that can inform future development including a potential “town green”. This remains a critical element and one that will serve to help frame the rest of the Town Center.



City Hall

State Farm Site

-  The 2018 Comprehensive Plan identifies the center of Technology Park as the Town Center location, leveraging City Hall and the linear park as the core for future development.
- In consideration of long-term potential and growth of the Town Center, the city also includes:
-  The State Farm properties
-  The properties bounded by E. Johns Crossing, Medlock Bridge Road, McGinnis Ferry Road, and Johns Creek Parkway.

THE PROCESS

The Town Center Plan will assess and align land use, economic development, parks & open space, transportation & mobility, and urban design & placemaking. With these key topics in mind, the planning team executed the following process to form the Town Center's vision.

1 Listen

Begin by listening to the community to form a vision for the new Town Center.

2 Assess

Assess residential, retail, service, and employment opportunities for the new Town Center.

3 Envision

Develop visuals that speak to the community's needs and desires.

4 Synthesize

Form a cohesive plan with maps, graphics, and a narrative to describe the overall plan.

5 Celebrate

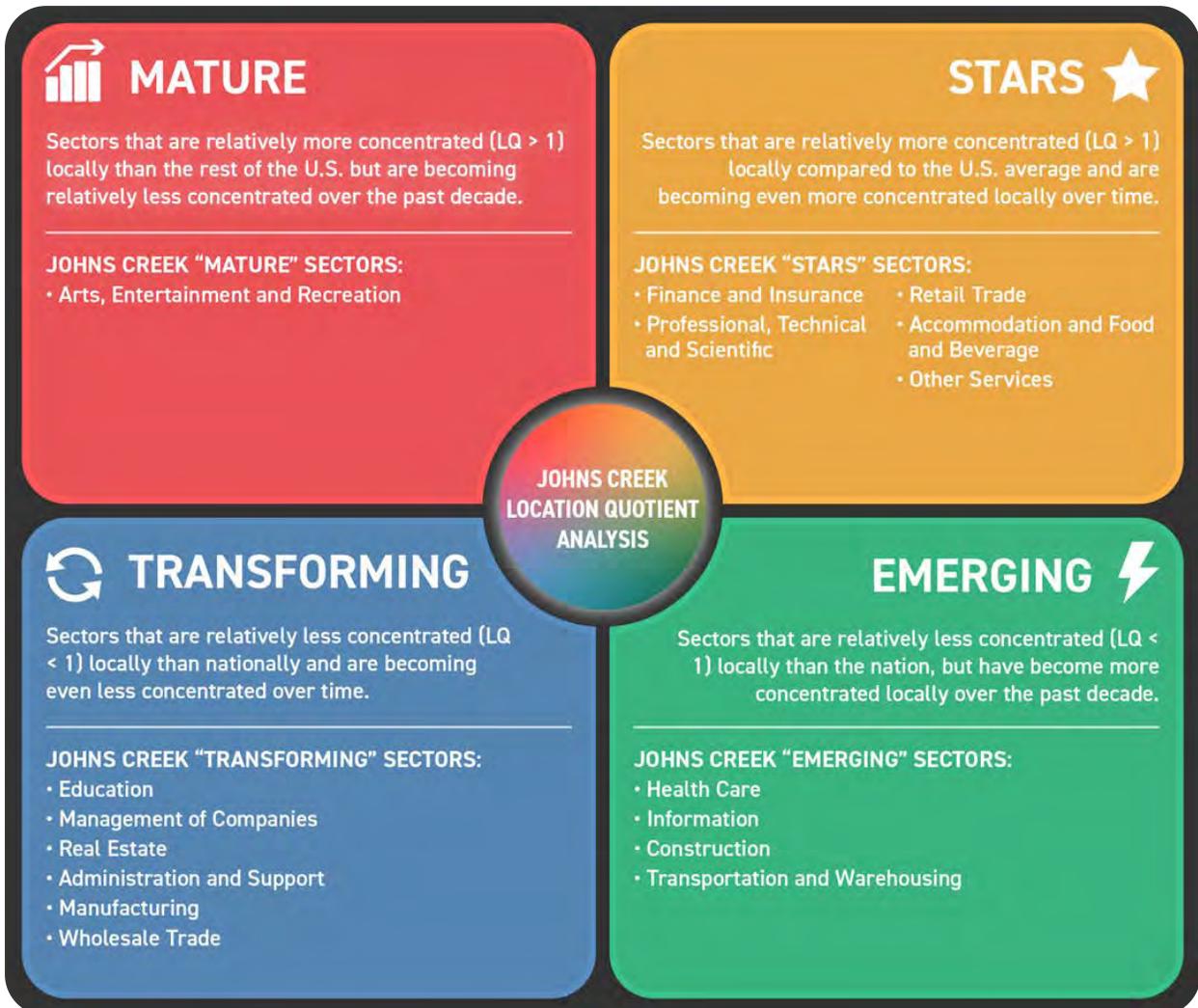
Adopt a final **Johns Creek Town Center Vision & Plan.**

ECONOMIC ANALYSIS

An economic and real estate market analysis was undertaken to create a market-driven development program for the Johns Creek Town Center. This analysis provides a baseline understanding of land uses that have greatest viability for development in the study area and demonstrates both the short-term and long-term opportunities for the Town Center Vision & Plan. Current residential, office, retail, hotel, and supplementary uses were

analyzed in Johns Creek, North Atlanta, and the Metro Atlanta region to understand development challenges and opportunities. The market-driven development program informs what the appropriate mix, size, and phasing should be for the future Johns Creek Town Center, and ensures that the plan is supported by both the public and the local development community.

Johns Creek Location Quotient Analysis 4Q Model



ECONOMIC ANALYSIS - KEY TAKEAWAYS AND IMPLICATIONS

Metro Atlanta Economic Diversity

The diversity and strong growth of Metro Atlanta's economy will lead to a quicker Covid-19 recovery than many other metro areas. The economy is supportive of real estate development.

Health Care & Wellness is Integral

The health care sector is a major economic driver in Metro Atlanta and Johns Creek. It has seen significant growth over the past decade and has plenty of room for further expansion going forward. Supportive sub-sectors such as research and development and innovation are industries that can be a focus for the Town Center.



Local Labor Profile is Strong

Johns Creek residents work in industries that are complementary to the current economic sectors and employers of the City. The Town Center can target future companies that match the labor profile such as professional white-collar sectors (tech, health care, etc.)

Strong Fundamentals, Limited Activity

There is a strong need for the Town Center to be a "game changer" that will rejuvenate a tired and outdated employment node. Catalytic projects can demonstrate to future employers and tenants that the area is economically desirable.

OFFICE ANALYSIS - KEY TAKEAWAYS AND IMPLICATIONS

Metro Atlanta is Resilient, but Oversupply can Delay Demand

While the Covid-19 pandemic has slowed leasing activity and increased vacancy rates, the development and business community is optimistic that office will rebound in the Metro. A glut of proposed projects in a 10-mile radius means that the Town Center should incorporate office typologies into future phases.

Lacking Competitiveness

Johns Creek has seen little action in new development or major office leases over the past decade, losing ground to Alpharetta, Peachtree Corners, Norcross, etc. The Town Center must create an environment that provides a competitive positioning to secure new and exciting employers.

Think "Right Sized"

The study area currently is focused on large-scale campus office. A variety of employment typologies include garden office, mixed-use office, etc. will provide opportunities for a diversity of tenants to locate in the Town Center.

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



Connectivity is Key

Employment continues to locate along major transportation corridors (highway and MARTA). The lack of this connectivity for Johns Creek means that other attractors are required to overcome this shortfall.

Re-Use of State Farm Property

The vacancy of the State Farm property allows for creative thinking to reimagine a major anchor for other employment uses based on rising economic sectors such as healthcare, medical, life sciences, and tech.

The Cool Factor

Major proposed office projects in North Atlanta are primarily in Alpharetta. The Town Center should determine how to create a lively and amenity-rich place that is appealing to developers and end-user tenants.

RETAIL ANALYSIS - KEY TAKEAWAYS AND IMPLICATIONS

Older Existing Supply

Most existing retail supply in Johns Creek is outdated strip centers, and neighborhood and community centers that have suburban-centric development patterns. High disposable incomes and the desire for more modern retail offerings indicates a need to construct new retail inventory that will be competitive with neighboring communities such as Alpharetta or Duluth.

Strong Retail Demand, even with Covid-19

While the future of brick-and mortar retail in a post Covid-19 world is uncertain for certain retail categories, Johns Creek and surrounding communities have remained relatively resilient. Strong retail spending profiles for Johns Creek residents offers the opportunity to develop new retail in the Town Center once the market stabilizes.



MULTI-FAMILY ANALYSIS - KEY TAKEAWAYS AND IMPLICATIONS

Continued Demand for a Variety of Housing Types in Metro Atlanta

Metro Atlanta has experienced continued demand for multi-family housing; however, construction in Johns Creek has lagged surrounding municipalities. Strong population growth in Fulton and Gwinnett County across a wide swath of age-cohorts over the next twenty years will allow the Town Center to capture a portion of future demand if a variety of multi-family housing is offered.

Accessibility is Important

Most new multi-family developments are located within or adjacent to major multi-use retail, entertainment or employment nodes that offer regional highway or public transit (MARTA) networks. The Town Center Plan area lacks both this existing critical mass as well as transportation connectivity and will need to explore creative solutions to overcome this challenge.

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



Provide a Diversity of Housing Options

An aging population in Johns Creek that is looking to downsize from single-family homes into lower-maintenance units, and children who have grown up in the City but prefer more urban environments as young professionals, creates an opportunity to fill in the gap for higher-end multi-family housing in a more “urban” environment and reduce leakage to areas such as Alpharetta and Duluth.

Creating Downtown in the Suburbs Attracts Desirable Clientele

Suburban mixed-use town centers such as Avalon and Halcyon Forsyth command rental values that rival more urban areas such as Buckhead or Midtown. The Town Center should position itself as a higher-end mixed-use community with a strong amenity profile to cater to young professionals and downsizers from Johns Creek.

High Amenity Living

Although townhouse and condominium values are strong and continue to grow within the three submarkets, amenities, both in terms of local amenities (i.e. dining, recreation, entertainment, etc.) as well as on-site amenities (i.e. pool, community center), are important to drive multi-family demand in a primarily single-family market.

HOTEL ANALYSIS - KEY TAKEAWAYS AND IMPLICATIONS

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 Locate on Transportation Corridors

In the North Atlanta suburbs, hotel development has primarily followed major roadways, such as I-85, or along MARTA. Hotel development within the Town Center will have to find creative solutions to make it attractive, despite the disadvantage of not being on a major transportation corridor.



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 anchor uses to generate demand and attract a hotel developer/operator. Proposed uses such as increased residential density, Emory Hospital expansions, entertainment and culture, and new employment would all be beneficial in making a 4-star hotel viable in the Town Center.

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 considered long-term, reliant on when travel can return to pre-pandemic levels. A hotel in the Town Center should be considered a longer-term opportunity, in secondary phases of development.

DEVELOPMENT PROGRAM

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

Land Use	Johns Creek Town Center Development Program LOW	Johns Creek Town Center Development Program MODERATE	Johns Creek Town Center Development Program 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

While the demographics of Johns Creek present some challenges, the strong regional fundamentals of North Atlanta and the Metro market including population growth, household income and economic growth present development opportunities for the Town Center.

The Metro Atlanta region is growing quickly, and North Atlanta is expected to capture a large amount of future growth. Johns Creek is primarily built-out and has limited greenfield development potential. Coupled with the lack of a central gathering place in the city, the opportunity presents itself for a unique town center that represents the diversity of Johns Creek. The Town Center can also be an economic development tool that will grow the

city’s employment and diversify the tax base. This matches the main goals of the Johns Creek SEDP which includes promoting the city image for economic development and positioning the city for economic development, among others.

This focus can be on niche sectors that are already considered “Stars” or “Emerging” sectors such as Professional, Technical and Scientific Industries, Education, Information, and Healthcare. Targeting high value, knowledge-base industries can create new economic anchors that will support the current and future labor force, attracting high wage earners and thus, support higher quality retail, entertainment, and services for the Town Center.

PLAN ELEMENTS

Paired with the in-depth market research conducted, the vision provides a framework for the Town Center Master Plan and informs design principles, overarching themes, and other plan elements that create a cohesive Town Center Master Plan.

The vision captures the essence of the planning process and the subsequent actions to be taken. This plan lays the foundation for a street framework, open space, the establishment of neighborhoods, and feasible projects that can be executed over the next 5 years.

“ 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 intentional neighborhoods connected via natural resources and greenways that is synonymous with wellness and sustainable living. ”



MEDLOCK BRIDGE RD

MCGINNIS FERRY RD

HILTON GARDEN INN
HAMPTON INN

E JOHNS CROSS

STATE FARM SITE

LIFETIME FITNESS

JOHNS CREEK PKWY

HYATT PLACE

CITY HALL

LAKEFIELD DR

LAKEFIELD DR

JOHNS CREEK PKWY

STREET FRAMEWORK

Technology Park's street network currently lends itself to deliberately separated lots, and is not conducive to walkability and effective circulation. This plan adopts a street design framework with design standards from best practices suitable for the built environment and with future development in mind. The proposed grid network promotes economic development, environmental sustainability, and the community's desired character.

This section highlights new street typologies by taking advantage of existing right-of-way and routes that just make sense from a connectivity standpoint. The following are the proposed typologies:

- The Edge
- Linear Parkway
- Main Street
- Local Road
- Shared Street
- Green Alley



TRAILS & OPEN SPACE

Programmed outdoor spaces are essential to the function of this Town Center. Trails, parks, and open space can serve multiple functions, and in this case, they will operate in tandem with prospective development, creating a vibrant community and maximizing the potential for the Johns Creek Town Center.

Like the street grid, the proposed trail network will serve those living in the vicinity of the plan area as well as visitors. The system of sidewalks and trails will provide interesting and safe routes for cyclists and pedestrians alike. Trail types include the following:

- Linear Park Trail
- Multi-Use Trail
- Edge Trail
- Nature Trail



OPEN SPACE

Vacant, publicly-owned land throughout Technology Park creates conditions suitable for programmed open spaces. Parks and outdoor recreation and entertainment have been identified as top priorities for the public. Of the 192 acres, 64 acres could be planned for open space, accounting

for 33% of the plan area. This significant amount of open space will promote a healthy mix of public realm-focused land among developed acreage. Open space zones are as follows: Community Commons, Linear Park, Community Open Space, and Water Restoration.



WATER RESTORATION COMMUNITY OPEN SPACE COMMUNITY COMMONS LINEAR PARK



NEIGHBORHOODS

For the purposes of this plan, portions of the site are grouped into thematic Neighborhoods:

- Business Anchor + Gateway
- Civic Exchange
- Innovation Hub
- Creekside Residential.

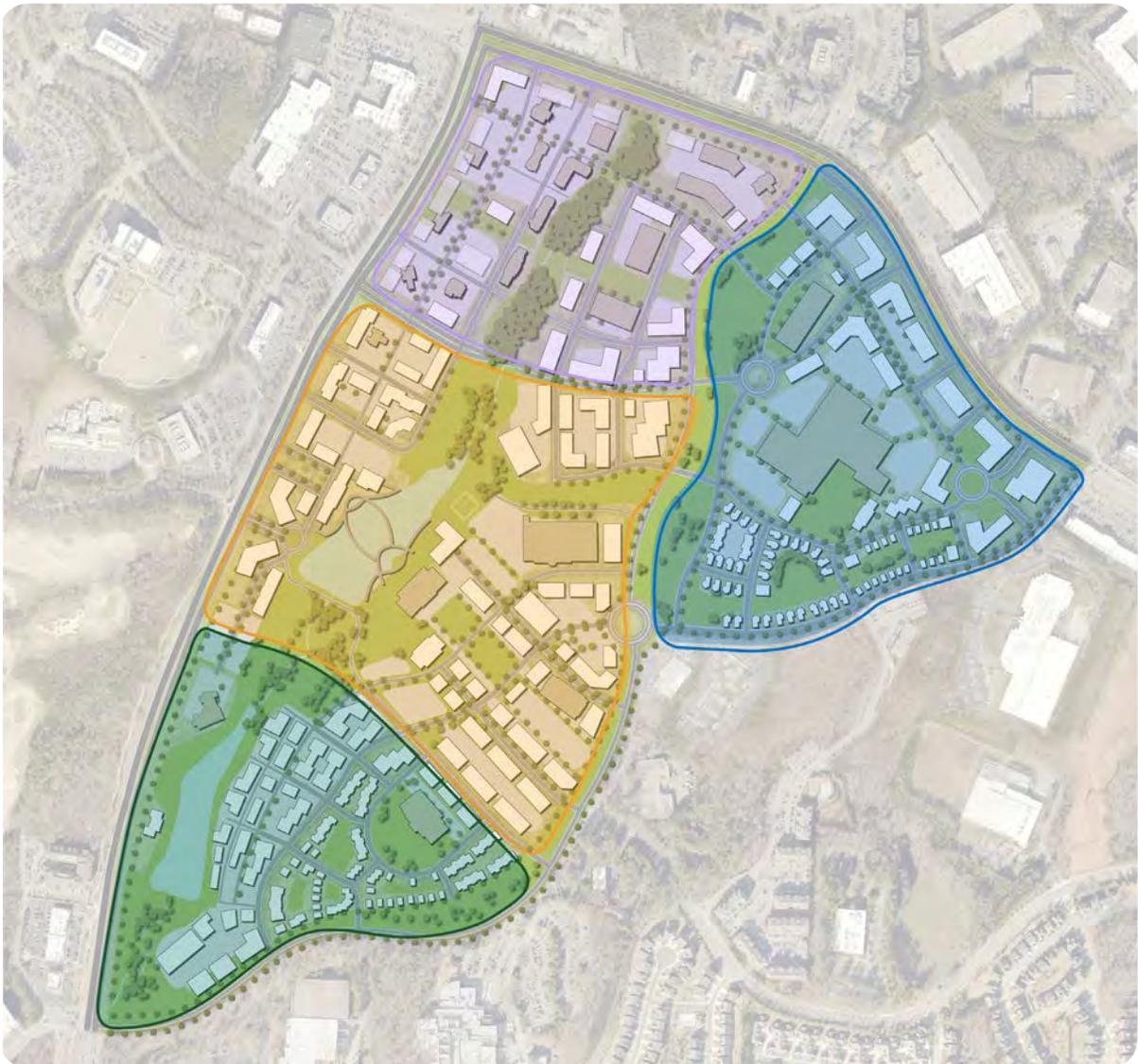
The Town Center Plan identifies appropriate development type and character for each neighborhood designation.

 **Business Anchor + Gateway**
(Business Core)

 **Innovation Hub**
(Mixed Use/Flex Core)

 **Civic Exchange**
(Civic Core)

 **Creekside Residential**
(Residential/Flex Commercial Core)



REDEVELOPMENT & INVESTMENT STRATEGIES

The vision of Johns Creek Town Center has been visualized through this plan. Now, how do we begin to make this vision a reality? The city must spearhead a strategic path to implementation in a collaborative manner. This will require support, participation, and cooperation of local leaders, public agencies, property and business owners, developers, and residents.

This section presents an implementation framework for the city to use to initiate and undertake key recommendations included in this document. The actions and strategies identified in this section establish the next steps in continuing the process of planning and investment which entail:

- 1. Phasing Plan**
- 2. Catalyst Sites**
 - Creekside - North Pond (City)
 - Town Center Market Hall
 - Mixed-Age Community
 - Innovation Flex Office Blocks
- 3. Pop-up Quick Hits**
 - Amphitheatre and Performing Arts Space
 - Arts & Culture Trail
 - Outdoor Food & Artisan Market (City)
- 4. Toolbox for Infill and Redevelopment**
 - Organizational Tools
 - Financial Tools
- 5. Strategies for Attracting Business**

PHASING

Johns Creek Town Center is a large planning area that has significant land holdings under both public and private control. A phasing plan is an important tool from a development and infrastructure perspective as public investment should be focused on specific areas to generate a critical mass of activity. The initial phase will begin to change the perception of the current day Technology Park into a true Town Center for Johns Creek.

The Town Center Plan is projected to be built out over 20+ years from a market and economic feasibility perspective. It will take time and patience for infill and redevelopment to occur on certain strategic parcels of land that are privately held. Projected development phasing is based on site availability, market demand and absorption, access, location of current amenities and public infrastructure, and development feasibility.

CATALYST SITES

Catalyst Sites are public, private or public-private partnership (P3) projects that stimulate or trigger complementary development or job creation on surrounding areas. These sites are identified as initiatives that could occur in Johns Creek within the first five years of implementation. The following four catalyst sites emerged as the most locally applicable, beneficial and feasible through market analysis, stakeholder consultation, case studies, and the planning process.



**CREEKSIDE - NORTH
POND (CITY)**



**TOWN CENTER
MARKET HALL**



**MIXED-AGE
COMMUNITY**



**INNOVATION FLEX
OFFICE BLOCKS**

POP-UP QUICK HITS

Pop-Up Quick Hits are public, private, or P3 projects that are effective at improving the perception of an area through placemaking. These initiatives could occur in the first several years of implementation and require relatively little time and fiscal resources compared to catalyst projects.



**AMPITHEATRE/
OUTDOOR
ARTS SPACE**



**ARTS &
CULTURE TRAIL**



**OUTDOOR FOOD &
ARTISAN MARKET
(CITY)**

INFILL & REDEVELOPMENT TOOLS

This plan provides a strategic toolbox of implementation methods that the City of Johns Creek can employ to encourage infill and redevelopment in the Town Center. They are used specifically to encourage private landowners, businesses, and land developers to:

- Improve/retrofit existing buildings,
- Infill on revenue producing parcels,
- Redevelop old or underperforming buildings,
- Construct new development not currently available in the area such as multi-family residential, mixed-use, etc, and
- Capitalize on new and improved open and public spaces, connectivity, and branding.

Each tool, whether it be organizational or financial, has its advantages and challenges. These tools should be reviewed by the City of Johns Creek further to evaluate their benefit and viability for implementation of the Town Center Plan. They should also be combined with other tools in the implementation section to ensure success.

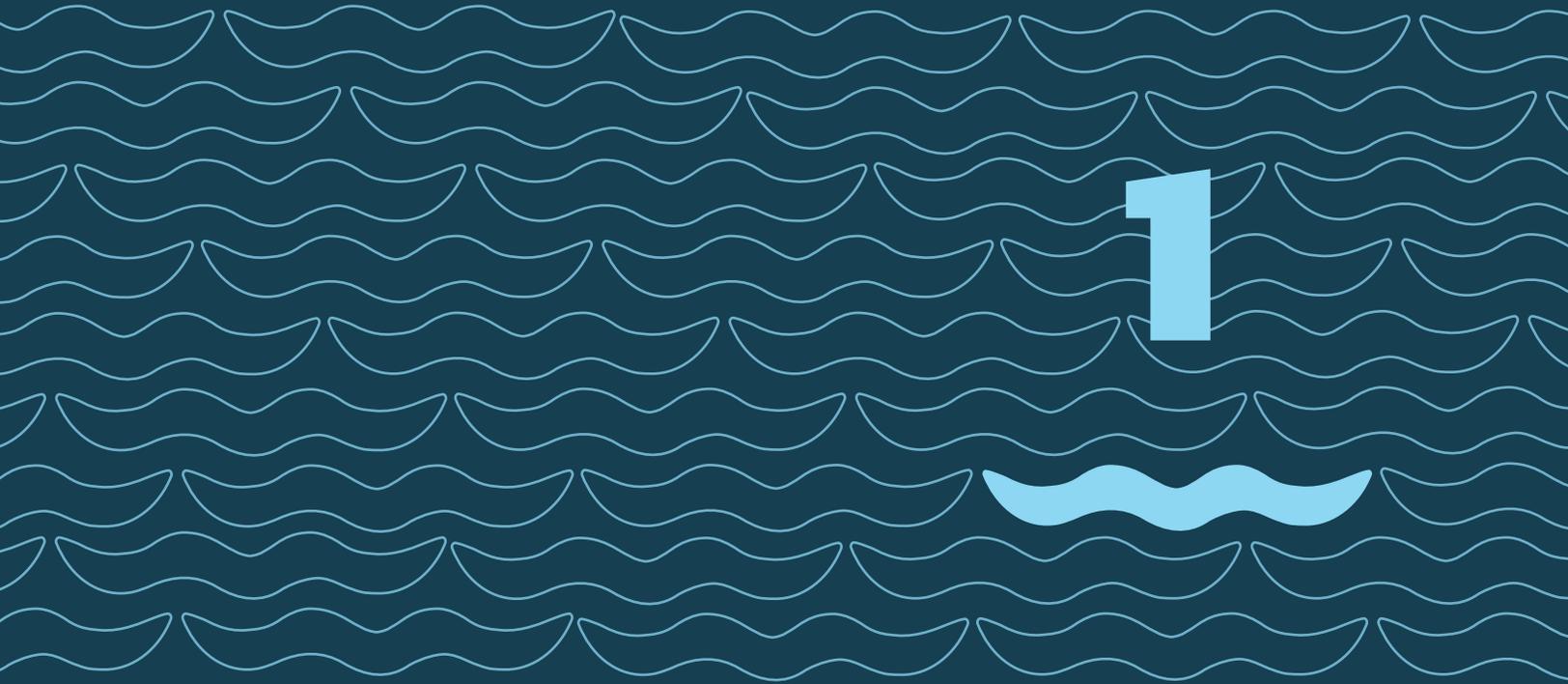
ORGANIZATIONAL TOOLS

- In-House Municipal Development Department
- Implementation & Engagement Team
- Special Zoning / Pre-Zoned District
- Public-Private Partnerships (P3)
- Re-investment Organizations
- Prepare a Financial Analysis
- Continue the Technical Advisory Committee
- Meetings with Developers & Businesses
- Fast-Track Approvals Stream
- Marketing Campaign

FINANCIAL TOOLS

- Property Tax Abatement
- Sales Tax Abatement
- Fee Waivers
- Utility Fee Reductions
- Debt Financing
- Capital Recovery Grants
- Private Activity Bonds (PABs)
- Low-Interest Loans
- Capital Recovery Grants
- Tax Allocation District (TAD)





INTRODUCTION

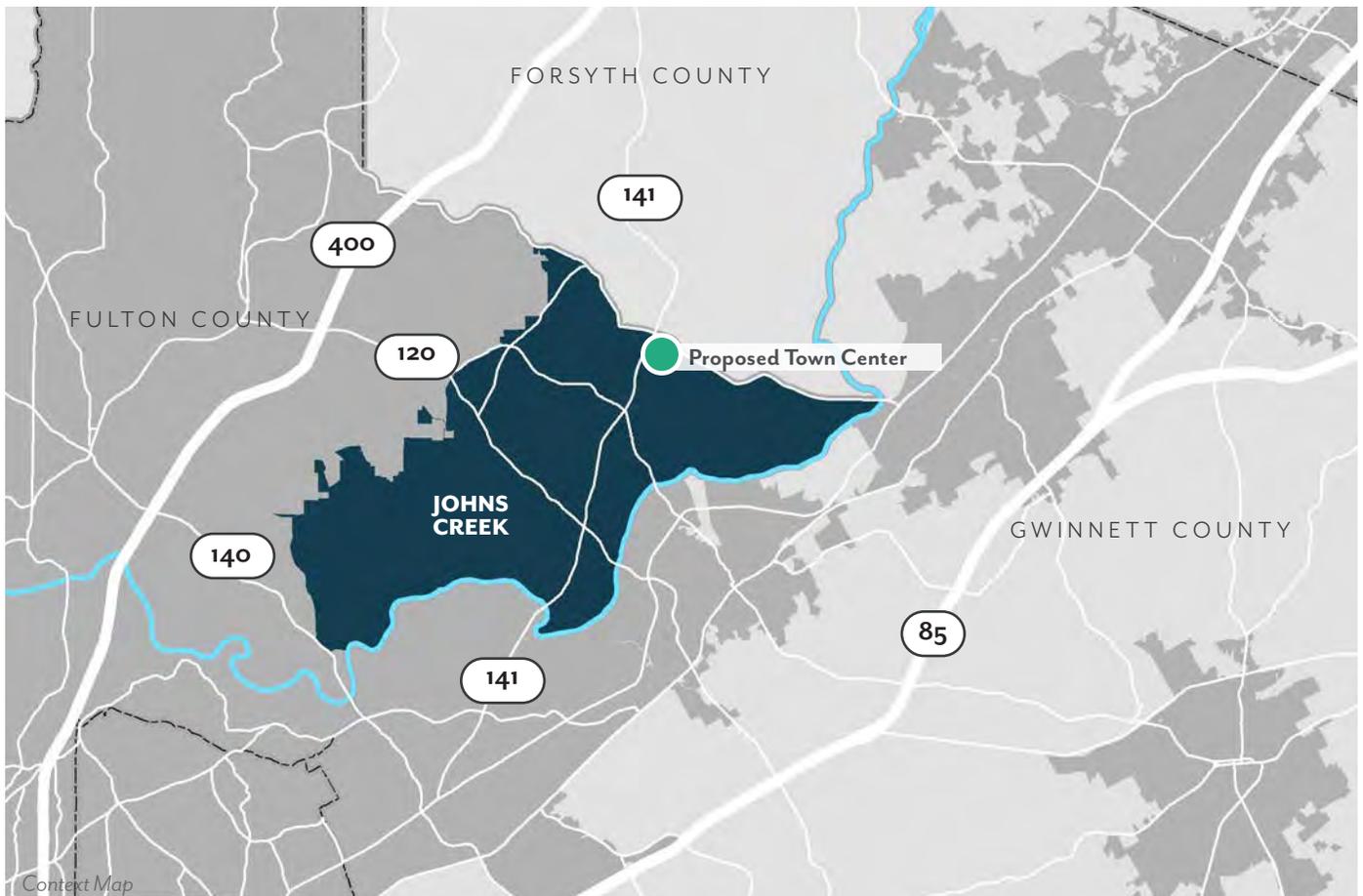


INTRODUCTION

Anchoring the northern part of Fulton County, Johns Creek is a city that has grown to over 84,000 people in its relatively short history as an incorporated community. With a high median household income, location adjacent to the Chattahoochee River, and access to GA 400, Johns Creek steadily attracts new residents and businesses. Since its inception in 2006, the City of Johns Creek has established a presence in the Metro Atlanta region as a premier community, offering top-tier public schools, world-class services and facilities, and quality housing. In recent years, the City of Johns Creek has worked to redevelop portions of its community, introduce new parks,

improve transportation infrastructure, and provide great customer service. These are some of the many reasons it was recognized as the third best place in the country to live by USA Today.

A city with the immense natural and cultural resources that Johns Creek possesses should showcase and leverage them in a way that exhibits a sense of identity and pride, uplifts the local economy, and improves quality of life. The comprehensive planning process resulted in consensus around forming a vibrant Town Center that provides a place for citizens, workers, and visitors to live, work, eat, play, and shop.



STUDY AREA

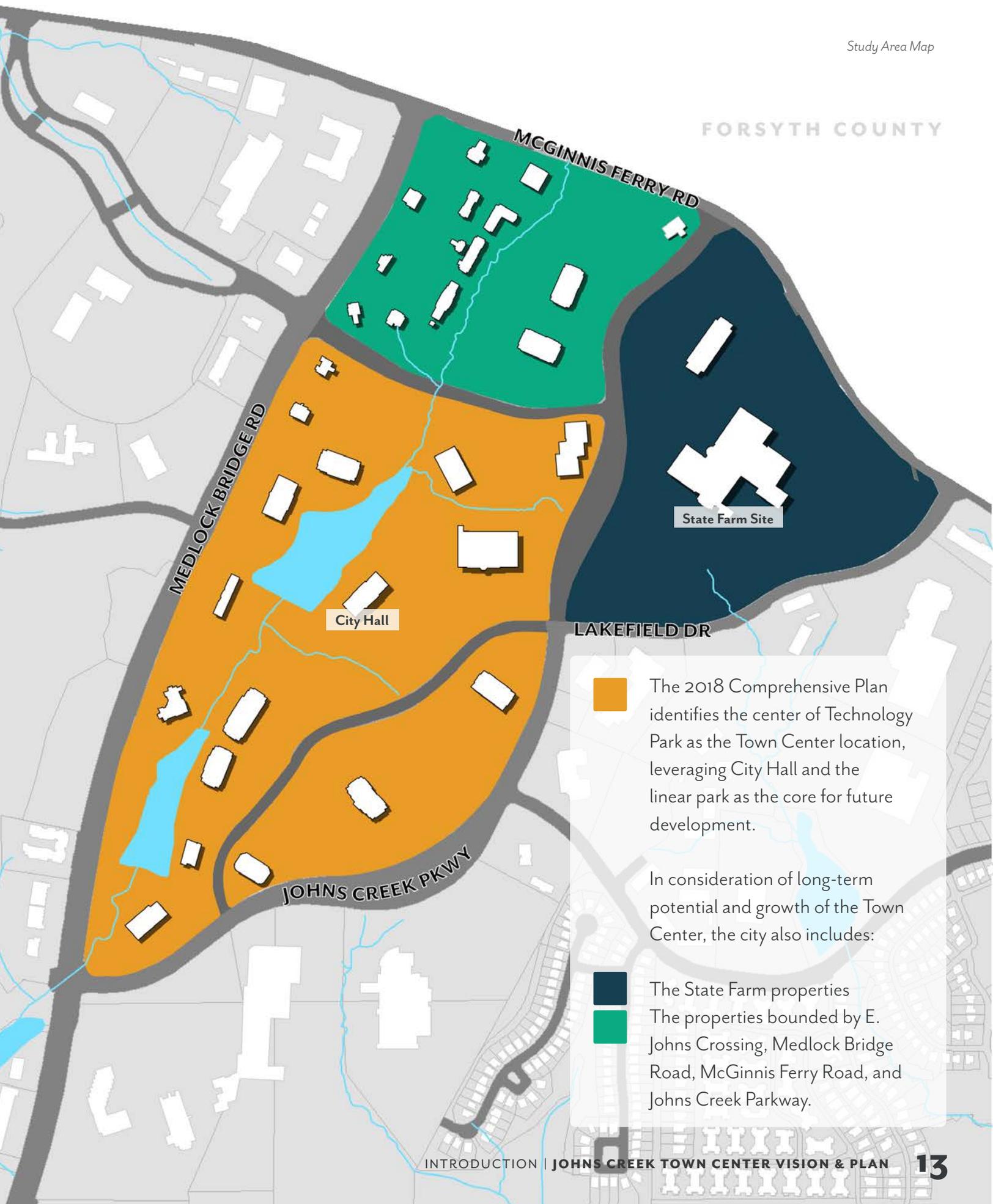
The identified 192-acre study area is located in Technology Park in northern Johns Creek. Situated at the crossroads of Medlock Bridge Road and McGinnis Ferry Road, the study area is distanced from major thoroughfares: 5 miles from GA-400, 7 miles from I-85, and 13 miles from I-285.

A changing community requires effective planning, and the city has taken a proactive approach to managing growth and development. Johns Creek has three primary documents that serve as the framework for this Master Plan. The 2018 Comprehensive Plan is the guiding document for the city. Technology (or “Tech”) Park is a character area identified in the 2018 plan as a candidate for future redevelopment into a Town Center. Technology Park is a prominent employment node that comprises the majority of the city’s office and industrial stock, and sits across Medlock Bridge Road/SR 141 from Emory Johns Creek Hospital. Home to 10,000 employees and several major corporations including Alcon Laboratories, Ebix, and Bomgar, Technology Park is a key piece of the city’s economic infrastructure. Over 80% of the city’s office product is located in the Technology Park campus, yet much of the stock was built in the 1980s and follows an older suburban business park land use pattern with low density buildings surrounded by parking. Office vacancy rates in the park are at 13%, which is higher than the overall

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FORSYTH COUNTY



 The 2018 Comprehensive Plan identifies the center of Technology Park as the Town Center location, leveraging City Hall and the linear park as the core for future development.

In consideration of long-term potential and growth of the Town Center, the city also includes:

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



WHY WE PLAN

IMAGINE REMARKABLE

The economic and development potential of the Town Center has spurred the city to invest in a new master planning effort that considers the dramatic growth, new amenities, and land use changes. We're imagining *remarkable*. This plan takes a fresh approach to helping manage change and provide the city with toolkits that can be tailored to meet housing, infrastructure, land use/zoning, and mobility issues. Using a multi-pronged approach, the plan builds upon the recent efforts and creates synergy with elected officials, stakeholders, business owners, property owners, and residents.

The Johns Creek Town Center Plan is a strategic blueprint that will guide the growth and redevelopment of 192 acres of the Technology Park into a vibrant Town Center. There is an opportunity to capitalize on the land use planning trends that have been accelerated due to COVID-19, particularly in the office and retail sectors.

The shift towards a “hub-and-spoke” office model that locates corporate headquarters in urban centers and smaller regional offices in suburban locations would allow the city to preserve its suburban scale and quality while introducing new office typologies that address changing work dynamics.

This plan will allow the city to proactively respond to changing trends by leveraging the existing assets in Johns Creek to position Technology Park as a unique destination that comprises a dynamic mix of land uses, vibrant public realm, and multi-modal connectivity. Our dynamic team of urban planners, real estate analysts, and economic development experts understand the importance of aligning economic and market considerations with the enabling mobility infrastructure and transportation initiatives. These alignments help unlock real estate development opportunities and attract the private sector as a development partner.



It is important to assess and define the optimal mix of land uses, placemaking initiatives, and transportation infrastructure that will bring renewed vibrancy to the area as well as shift the focus from auto-oriented to multi-modal travel.

The creation of a vibrant, economically viable multi-use Town Center in Johns Creek is dependent on several factors that should be considered as part of this study, including:

- Creating a new town center that incorporates the city hall, new housing, and commercial/retail spaces;
- The clustering of higher-density residential, retail, and employment to create nodes of activity with increased foot traffic and place making;
- The underutilization of land and opportunities for redevelopment and infill;
- Creating a Town Center with a strong sense of place through creative design standards and public realm enhancements;
- The identification of catalytic projects that can attract private sector development and improve mobility;
- The shift toward the decentralization of office and providing spaces that are “right-sized” for end user tenants;
- The strategic positioning of the study area as Johns Creek’s central core of activity while considering its synergistic relationship with other key development areas in the city;
- Creating the right amenity package to attract new commercial and residential development to the area;
- The ability to have this plan grandfathered by the Atlanta Regional Commission (ARC), making Johns Creek eligible for future Livable Centers Initiative (LCI) funding; and
- The role experiential retail plays in creating a destination where people stay and linger as well as its alignment with the preferences of millennials and innovative companies.

THE PROCESS

The Town Center Plan will assess and align land use, economic development, parks & open space, transportation & mobility, and urban design & placemaking. With these key topics in mind, the planning team executed the following process to form the Town Center's vision.

1 Listen

Begin by listening to the community to form a vision for the new Town Center.

2 Assess

Assess residential, retail, service, and employment opportunities for the new Town Center.

3 Envision

Develop visuals that speak to the community's needs and desires.

4 Synthesize

Form a cohesive plan with maps, graphics, and a narrative to describe the overall plan.

5 Celebrate

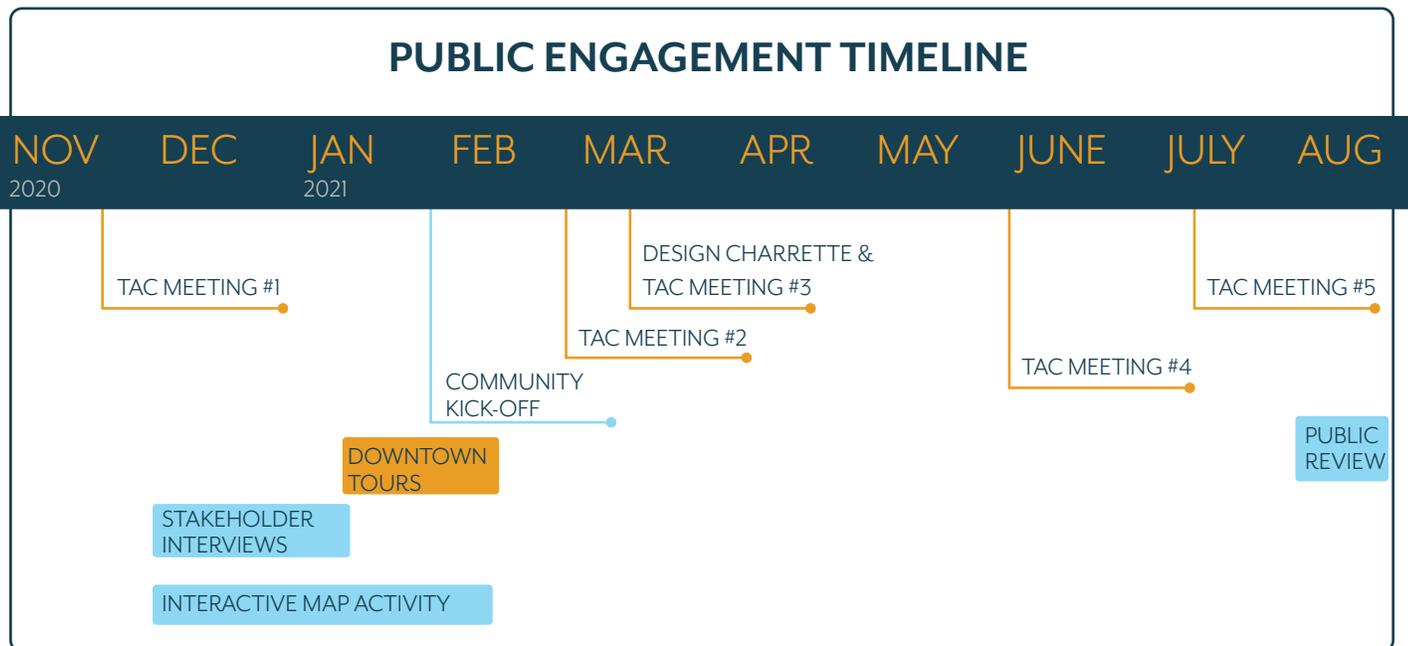
Adopt a final **Johns Creek Town Center Plan.**

PUBLIC ENGAGEMENT

Listening well, educating the public, and collaboration are all strategies to create long-term advocates for the Johns Creek Town Center. With the COVID-19 pandemic as a factor, the planning team had to be creative with public outreach. The team offered highly effective, multi-faceted, mostly virtual engagement options, including a project website, online surveys, stakeholder and Technical Advisory Committee (TAC) meetings, community meetings, staff-led downtown tours (Alpharetta, Duluth, Milton, and Suwanee) and a four-day design charrette.

PROJECT WEBSITE

The planning team established a website at www.JCTownCenter.com to publish project information, post educational videos about the planning process, and ways to participate. This website housed several virtual engagement opportunities including mapping activities and surveys.





TECHNICAL ADVISORY COMMITTEE (TAC)

The Technical Advisory Committee, or TAC, was made up of 35 Johns Creek residents who expressed interest in the planning process. While all residents are welcome to provide input and feedback on plan elements, the TAC served as a sounding board on materials produced throughout the process. They also served as advocates for the implementation of the Town Center throughout the project and upon conclusion of the master plan. The TAC met five times over the course of the project to discuss and review land use, placemaking, transportation, and market components of the plan prior to public distribution.

STAKEHOLDER MEETINGS

Members of the planning team met with various stakeholders as a part of the listening phase of the project. Elected and Appointed Officials, city staff, business owners, and property owners were interviewed on topics pertaining to their role in the process. Elected Officials and city staff discussed institutional knowledge and conveyed preliminary thoughts on desires the public had previously expressed regarding a designated downtown. All interviewees noted that this type of development has been highly anticipated to further improve the quality of life for the already thriving City of Johns Creek.



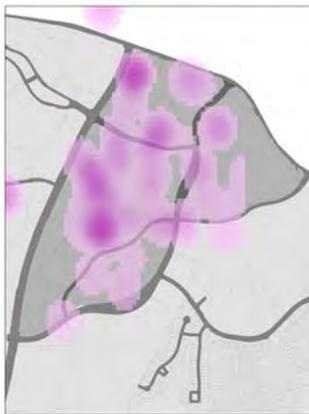
Business owners were asked about their long-term plans for their business and how the implementation of a Town Center would affect their operations. Some expressed interest in continuing to operate and integrating into the Town Center as it develops. Business owners were informed of the opportunity that clustering development will provide in terms of increased clientele and exposure.

Property owners discussed utilization of existing buildings on their properties. Several property owners with occupied office space were receptive to the possibility of new development occurring in Technology Park. Others with vacant property expressed interest in partnerships or selling their properties to developers who may be willing to bring the Town Center vision to life.

INTERACTIVE MAP ACTIVITY

In preparation for a virtual charrette, the public had the opportunity to provide geographically-specific input on an interactive map. Participants could drop pins for gateway opportunities, gathering and open space opportunities, bicycle and pedestrian

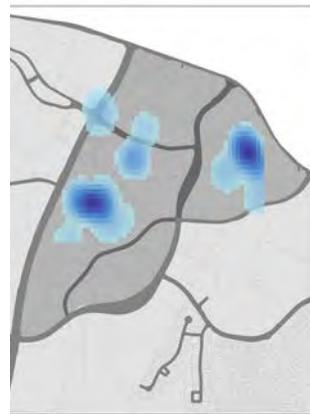
opportunities, placemaking opportunities, safety concerns, and other comments. They were also able to 'like' or 'dislike' comments on the map to give the planning team better insight into the community's thoughts. The map received 160 comments and over 1,000 'likes' and 'dislikes.'



PLACEMAKING OPPORTUNITIES



GATHERING/OPEN SPACE OPPORTUNITIES



NATURAL/CULTURAL OPPORTUNITIES



GATEWAY OPPORTUNITIES



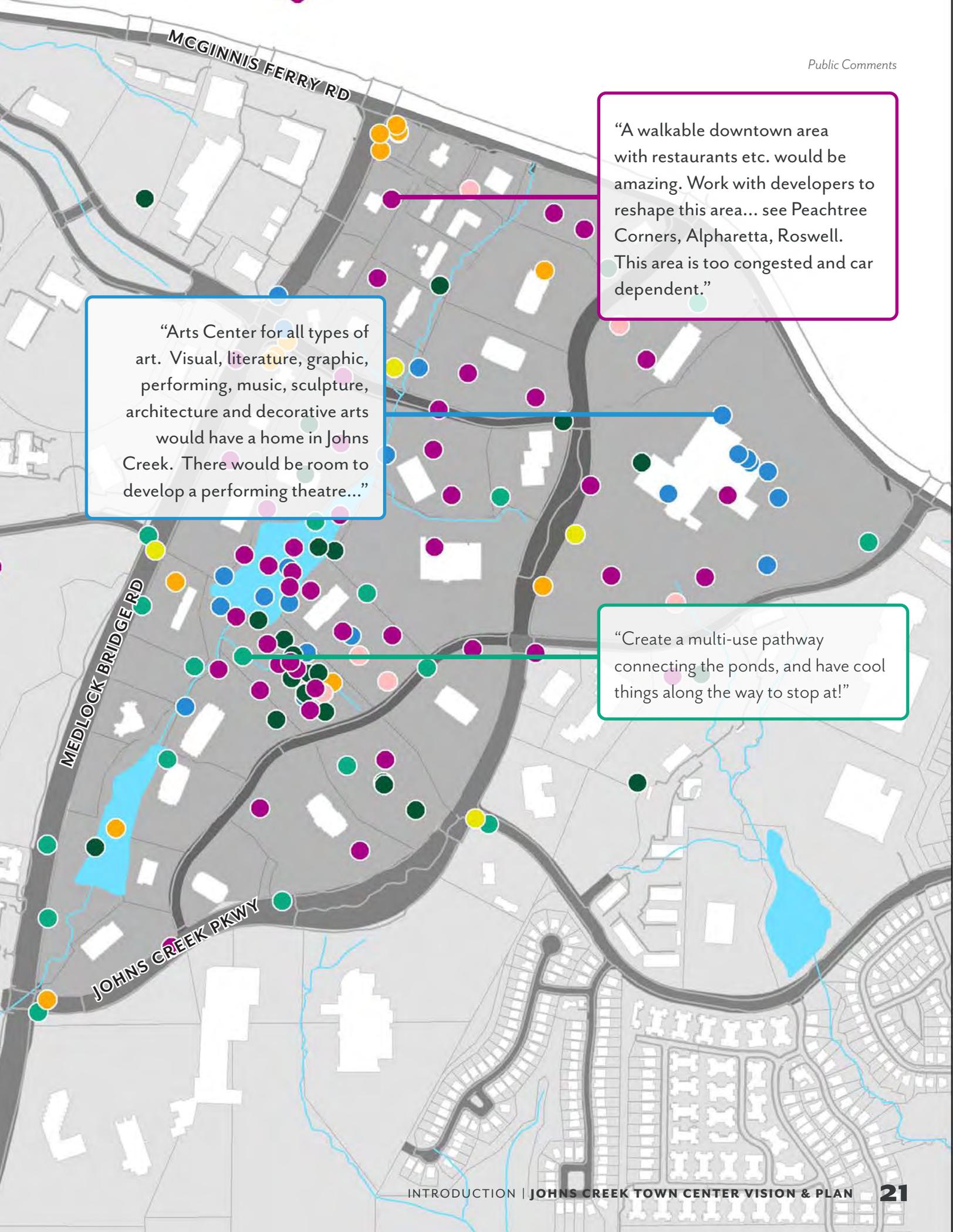
GENERAL MOBILITY OPPORTUNITIES



BIKE/PEDESTRIAN CONNECTIONS



SAFETY CONCERNS



“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!”

COMMUNITY KICK-OFF

The first public meeting was held virtually over video conference on Thursday, January 28, 2021. 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. The Presentation for this meeting can be found in the appendix.

DESIGN WORKSHOP

The planning team hosted a Virtual Design Workshop over the course of 4 days from Monday, March 1st to Thursday, March 4th. 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.

Transportation + Mobility. Converting the office-focused technology park to a viable town center seemed to intrigue participants the most. The planning team and workshop participants collaborated on potential solutions that maximize existing infrastructure while rethinking vehicular and pedestrian site circulation.

Trails + Open Space. Complementary to any upcoming development, access to trails and meaningful open space is also a priority to Johns Creek stakeholders. Planning team members and workshop participants worked together to identify open space and trail types appropriate for the Town Center.

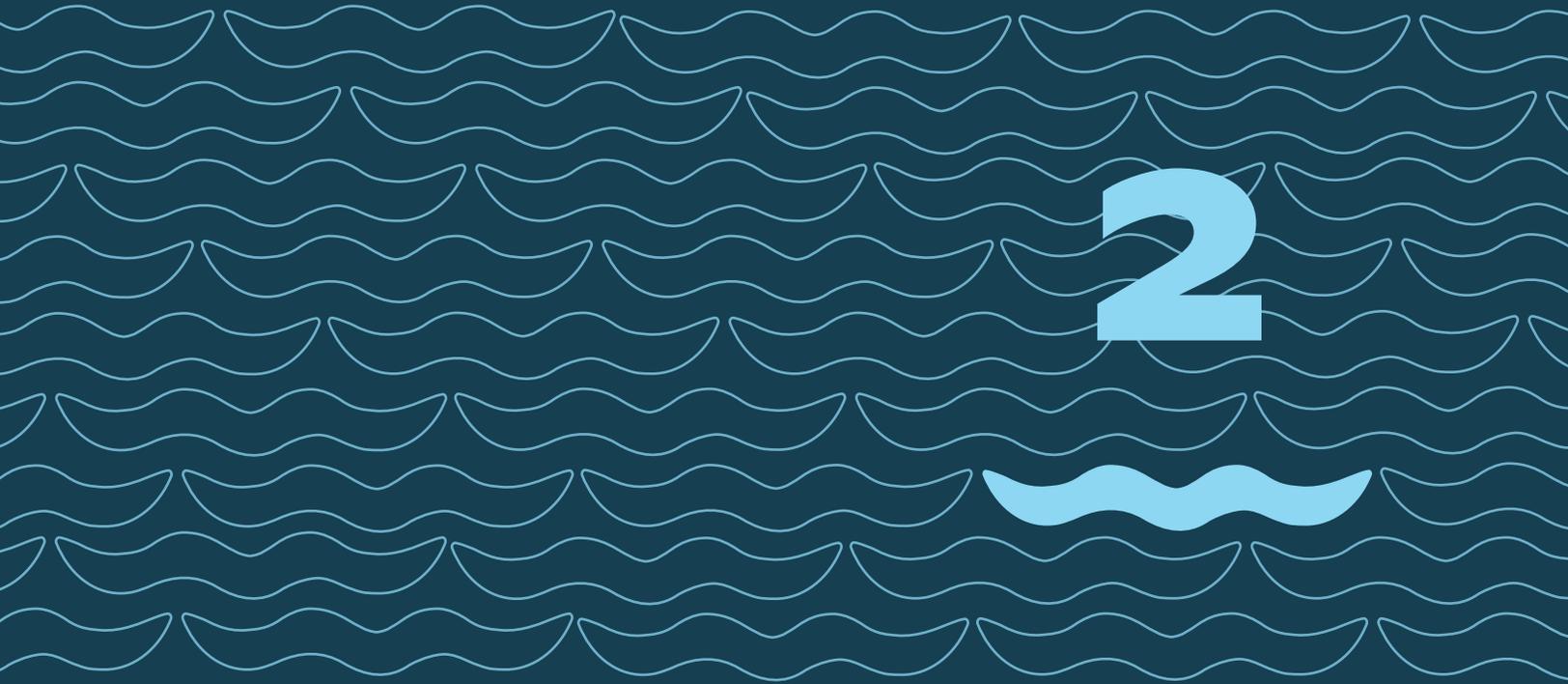
Urban Design + Placemaking. Given the current state of the study area, adapting an office park area into a vibrant Town Center also requires an overhaul of existing look and feel. The planning team surveyed participants on their preference of urban form, development typologies, as well as other features that would bring the Town Center to life. Participants provided ambitious input ranging from investing in high-profile gateway features to building upon the idea of the arts as a central theme.



Land Use + Economic Development. The Market Analysis conducted as a part of the process informs the Master Plan on economically viable uses according to market demand. As the planning team digested the market study findings, participants were asked their opinion on preferred business types and uses. Desired land uses were mostly consistent with market findings and allowed the planning team to move forward with formulating a development program. Graphic exercises allowed the group to visualize how uses could be organized, however, development patterns will ultimately be guided by this plan and occur organically over time.

FOOD TRUCK FRIDAY OPEN HOUSE

The City of Johns Creek hosted a community event behind City Hall, which is located in the heart of Technology Park. The event consisted of local food trucks, free treats, and live music. The rarely activated park space was filled with hundreds of people enjoying the summer evening along the north pond, allowing Johns Creek residents to visualize what the Town Center could be. 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.



2

**TECHNOLOGY
PARK TODAY**

HISTORY

Technology Park is comprised of over 1,900 acres developed in the 1980s as a “park-like,” master-planned office and technology park. Technology Park contains a mix of mid-rise office, business service, retail, residential, and municipal government offices for the City of Johns Creek. The Technology Park employs over 10,000 people and contains more than 6 million square feet of developed office and industrial space.

In 2017, the City of Johns Creek purchased 26 acres of land within the Technology Park and renovated an existing three-story building that is now City Hall. The impetus for purchasing these lands was the city’s desire to create a “town center” for Johns Creek. The City of Johns Creek lacks a defined physical identity or a central “core downtown” in the community, and as a result, has never enjoyed a true gathering place, a place where people can come together and share activities.

In 2018, the city amended its Comprehensive Plan to designate the Study Area (192 acres) as the “Town Center” within the overall Technology Park. As set forth in the Comprehensive Plan, the desire of the the city is to redevelop the Study Area within the Technology Park campus into a live-work-play

destination. Considering the long-term potential and growth of the area, the city has embarked on this master planning process to strategically leverage City Hall and the linear park to create a long-term vision for a town center.

A town center is the location that brings a community together while providing a destination for visitors from surrounding communities and ideally, the larger region. With a plan in place to guide its direction, a town center can become the heart of a community and a place for diverse interests and age groups to converge in one location.

This plan identifies catalytic projects to increase economic vitality, balance land use, transportation, and mobility, promote an enjoyable pedestrian environment, and introduce placemaking strategies that will create a unique and remarkable Town Center. It identifies public and private investments within short, middle, and long-term time frames that will maximize the area’s future growth potential, promote development, and encourage redevelopment.



EXISTING CONDITIONS

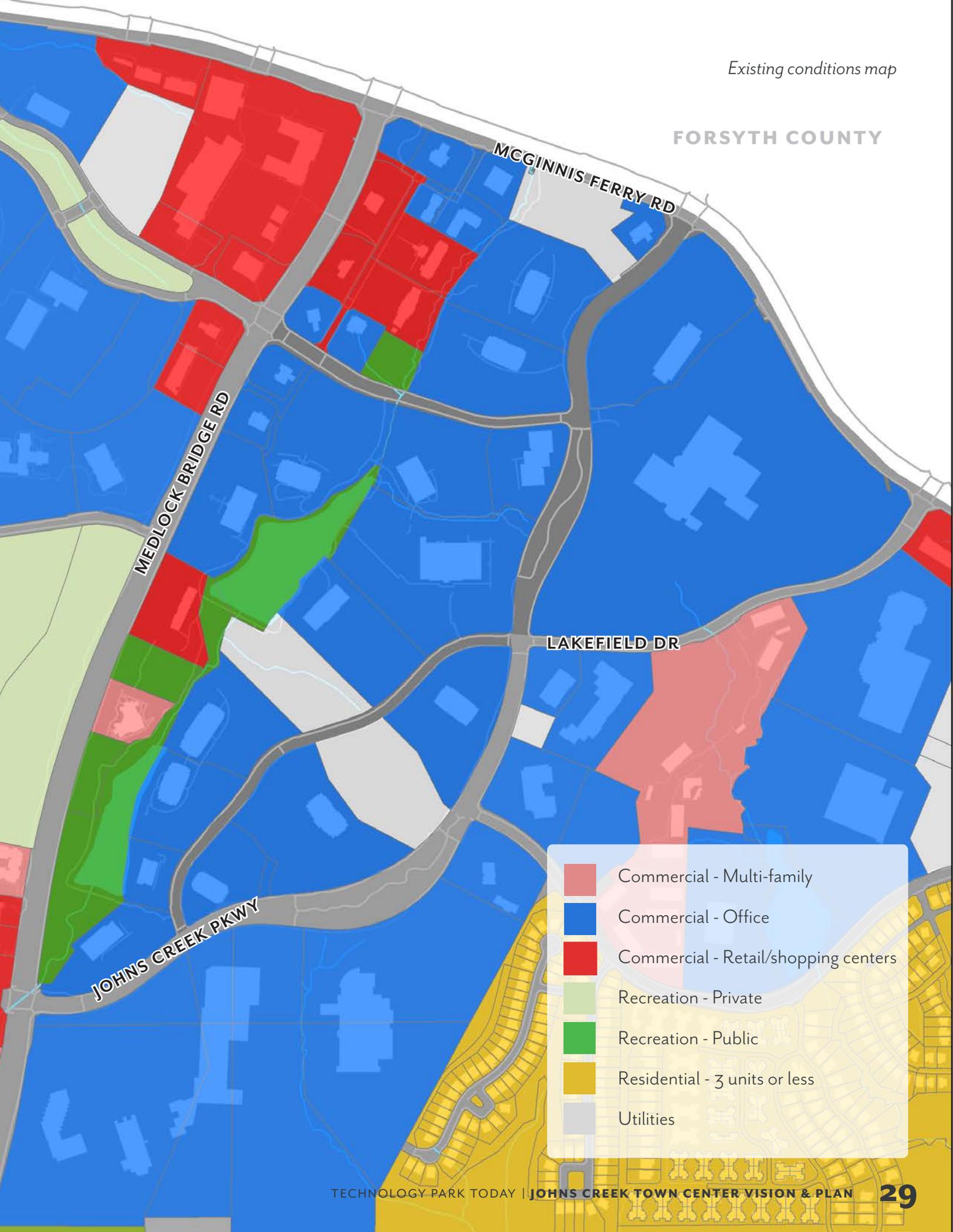
EXISTING LAND USE

The properties located within the study area boundary are predominantly commercial office, retail, and recreational. The majority of the existing retail is clustered at the southeast quadrant of the intersection of Medlock Bridge Road and McGinnis Ferry Road. Approximately 12 acres of undeveloped parcels in addition to acreage that can be repurposed within the Study Area may provide development opportunities to be explored in later phases of the plan.



Existing land use map portrays the existing land uses within the Study Area.

FORSYTH COUNTY



	Commercial - Multi-family
	Commercial - Office
	Commercial - Retail/shopping centers
	Recreation - Private
	Recreation - Public
	Residential - 3 units or less
	Utilities

FUTURE LAND USE

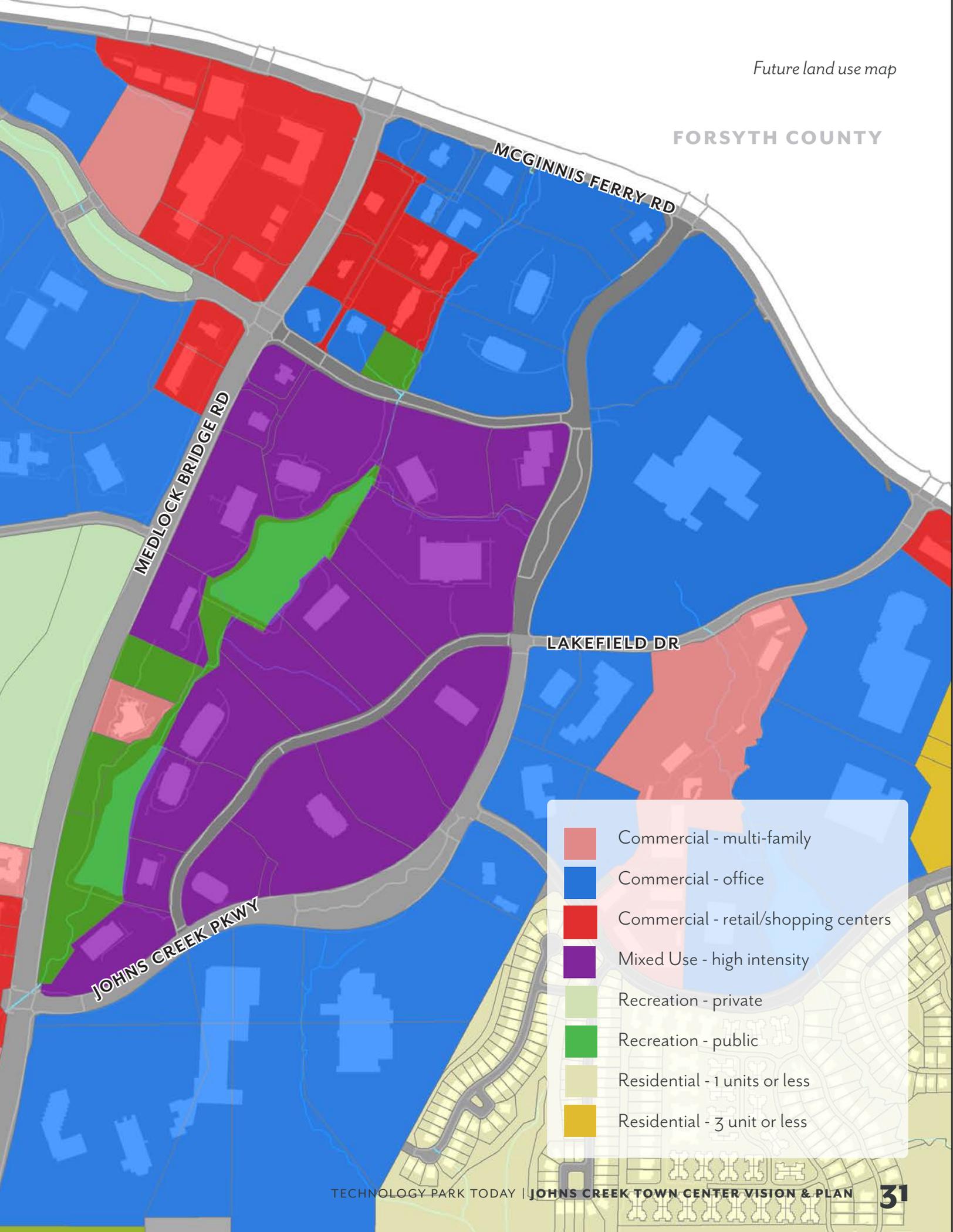
The Future Land Use Map, included in the city’s 2018 comprehensive plan, reflects the community’s desire for how it would like to see areas developed or redeveloped over time. While it is not the same as zoning, the map informs staff recommendations and ultimately, Planning Commission and City Council decisions on rezoning requests and proposed developments.

The properties located within the center of the study area - bounded by Medlock Bridge Road, Johns Creek Parkway, and East Johns Crossing - are indicated as high intensity mixed-use with public

recreation areas. While the indicated recreation areas are located along the linear park, the mixed-use character area highlights the community’s desire to see the area redeveloped as a vibrant, walkable town center. The other large blocks within the study area are shown as office with some retail/shopping centers, which accurately reflects what exists. However, with the relocation of State Farm, there is an opportunity to redevelop this large site at Lakefield Drive and McGinnis Ferry Road as a more innovative and collaborative office environment with amenities such as greenspace, food trucks/carts, and outdoor working spaces to meet the desires of the modern office worker.



FORSYTH COUNTY



	Commercial - multi-family
	Commercial - office
	Commercial - retail/shopping centers
	Mixed Use - high intensity
	Recreation - private
	Recreation - public
	Residential - 1 units or less
	Residential - 3 unit or less

ZONING

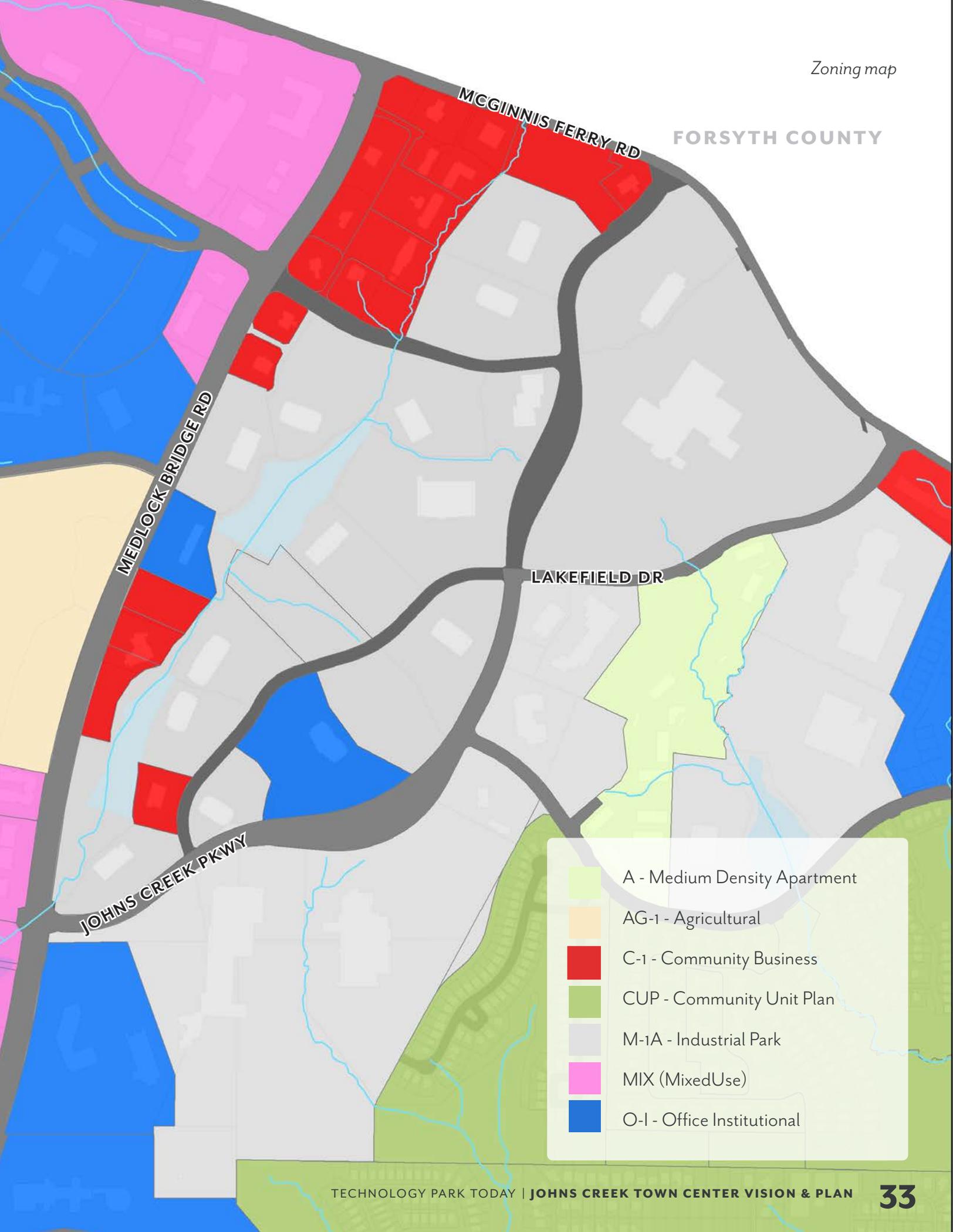
The Study Area is zoned to reflect its existing use and development as a suburban office park. More specifically, the properties in the study area are designated as Community Business (C-1) to reflect the retail and commercial uses along Medock Bridge and McGinnis Ferry Roads; and Industrial Park (M-1A) and Office-Institutional (O-I) for the existing office park uses.

Through the course of the town center planning process, the planning team will begin to formulate the appropriate development form and aesthetic for the town center based on community and

stakeholder feedback as well as best practices in urban design. This plan will provide a framework and recommendations on key zoning regulations including but not limited to appropriate building setbacks and heights, location and amount of parking, streetscape design, and maximum building coverage to inform the creation of a Town Center zoning district. This will ensure that once development and redevelopment of the site begins, the city has a set of clear and easy-to-interpret zoning standards.



FORSYTH COUNTY



- A - Medium Density Apartment
- AG-1 - Agricultural
- C-1 - Community Business
- CUP - Community Unit Plan
- M-1A - Industrial Park
- MIX (MixedUse)
- O-I - Office Institutional

CIRCULATION

Medlock Bridge Road serves as the north-south principal arterial roadway for the study area. It also provides convenient access to neighboring communities in Forsyth County and the greater Atlanta area, and provides visibility for the development. McGinnis Ferry Road is also a principal arterial that provides east-west connections to the surrounding communities. Johns Creek Parkway serves as an additional arterial collector for the study area, along with additional local roads: Lakefield Drive and East Johns Crossing.

Pedestrian/bike connections are provided by sidewalks located along the existing roadways in most locations throughout Technology Park. In addition, there is also an underpass at Medlock Bridge Road which provides a safe connection to the developments located to the west of the study

area. Although these connections exist, Technology Park overall is not pedestrian-friendly and is designed for the automobile. The sidewalks are not inviting or safe to travel as they are very narrow and separated from primary roadways. There is also no public transit in the area to provide access to surrounding communities.

This plan considers how various modes of transportation can safely co-exist within the new Town Center to create an enjoyable environment for pedestrians and bicyclists. It also examines connections to surrounding neighborhoods and amenities. There are a number of strategies that are further explored, including creating a street grid, human-scaled architecture, inviting streetscapes, placemaking and art, gateways, and signage.



FORSYTH COUNTY



- Principal Arterial
- Collector
- Local
- Trails/Sidewalks

OPEN SPACE

There are two greenway connections within the study area: Johns Creek Greenway along Medlock Bridge Road and the Bell Road Multi-Use Trail east at McGinnis Ferry Road. The two ponds located within the Study Area provide additional open

space and serve as an opportunity for residents and employees within Technology Park to gather and exercise. This Town Center Plan will further investigate how the ponds can be modified to operate and function as unique features to the Town Center and an asset to the entire Johns Creek community.



FORSYTH COUNTY



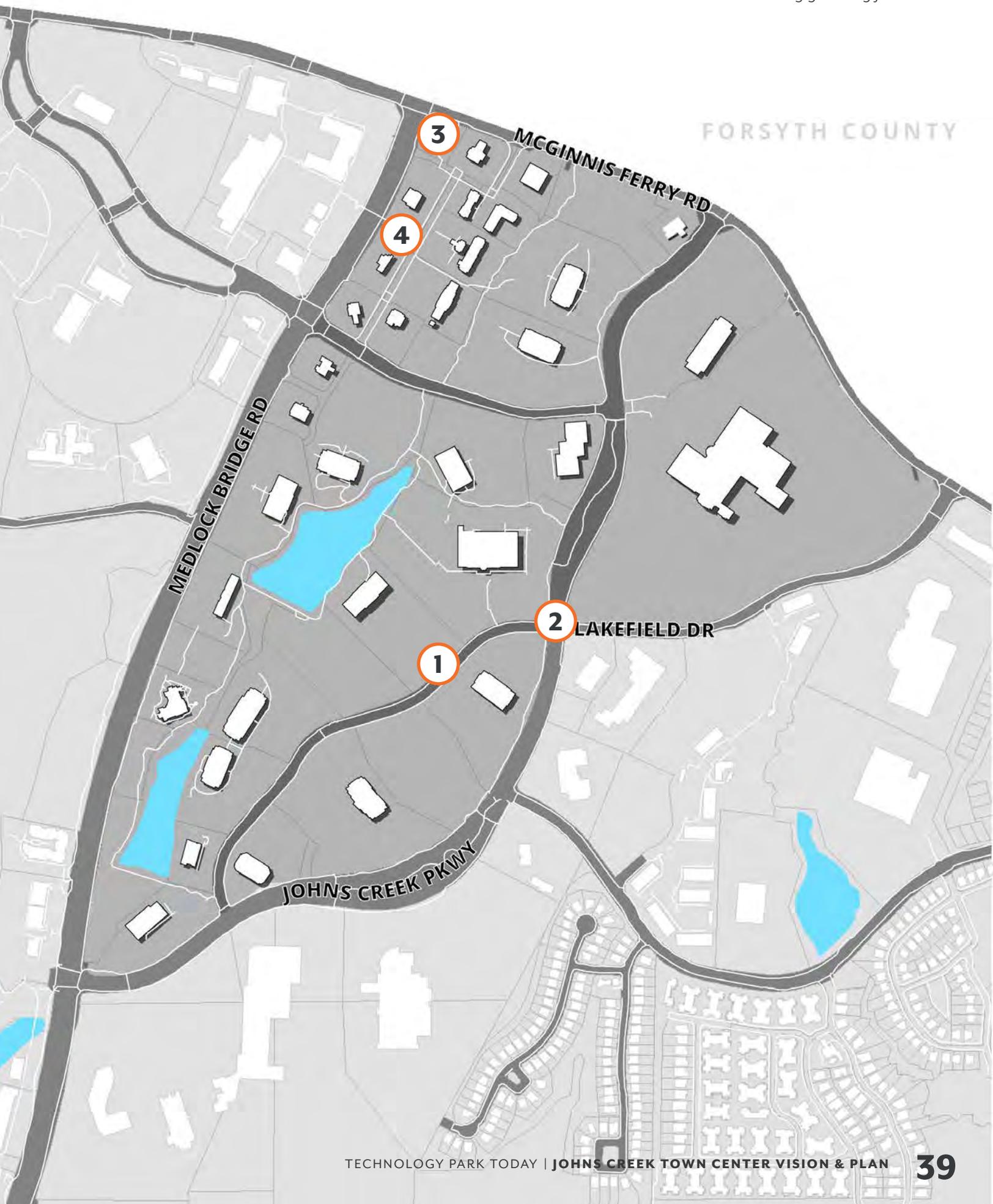
- Open Space
- Pond/Stream
- Trails/Sidewalks

SIGNAGE + GATEWAY FEATURES

The existing signage in Technology Park is inconsistent and contains a variety of sizes, colors, and locations throughout the road corridors. Appropriately sized business signs and wayfinding signage in visible and appropriate locations are

the key to success as they provide visual appeal for the new Town Center. Wayfinding signs can support active transportation by guiding pedestrians and bicyclists onto safer routes to community destinations.





FORSYTH COUNTY



MEGABLOCKS

When developers planned Technology Park, it was divided into large parcels of land to accommodate office buildings and office/retail complexes which required great amounts of parking. The limited road network was also designed to move vehicles to and through the office park. As a result, the overall design created three megablocks.

The existing sidewalks are relatively narrow with little separation from the roads, which does not facilitate a comfortable or desirable pedestrian experience. To create a more walkable environment in the future Town Center, the overall concept will look to incorporate a street grid network similar to those found in many historic downtowns.

This grid network can be achieved by dividing the three large megablocks into smaller blocks. While block sizes will likely vary, a typical walkable urban block is approximately 250' to 300' in length and width. In turn, this creates smaller plots of land for development and encourages design of buildings at a human scale by limiting height and allowing for smaller setbacks. Narrow traffic lanes with on-street parking, coupled with wider sidewalks and streetscape elements such as landscape strips, street trees, decorative light fixtures, and seating areas, will ensure that the new Town Center provides greater accessibility and mobility for pedestrians, and favors walkability over the use of cars.



A GATEWAY

RIPE FOR REDEVELOPMENT

Technology Park is the southern terminus of Forsyth County and therefore, provides a gateway into Johns Creek. As previously discussed, Technology Park was developed in the late 1980s and its auto-centric design is typical for that era, but it is now outdated and is in need of a makeover. In order to compete with neighboring corporate centers and mixed use town centers that are located closer to Atlanta and offer a more walkable experience with restaurants, shopping, and entertainment, the Technology Park needs to redevelop. This will allow for the transformation of Technology Park into a center of community life that includes art, culture, events,

recreation, shopping and dining, and health and wellness opportunities. The vision is to create a new town center or main street plan for Johns Creek.

The Town Center Plan will further refine the vision set forth for this area in the adopted 2018 Johns Creek Comprehensive Plan. The purpose of the Town Center Plan is to provide clear direction and master planning guidance for this strategic area of the city and the north Fulton/south Forsyth region.

SWOT ANALYSIS

During the initial community outreach phase of this planning process, the Technical Advisory Committee (TAC) participated in a Strengths, Weaknesses, Opportunities, and Threats (SWOT) exercise. The results of the SWOT Analysis will be used in conjunction with feedback from the community meetings, design charrette, and surveys to determine the priority concerns to be addressed in the Town Center Plan.

A SWOT exercise provides learning and knowledge critical to the development of a realistic plan, and helps to inform planning principles and the town center vision. The next page presents a brief summary of the SWOT Analysis.

SWOT ANALYSIS LEGEND



STRENGTHS

Characteristics of Johns Creek/Technology Park that give them an advantage when compared to other cities and town center areas.



OPPORTUNITIES

Characteristics that Johns Creek/Technology Park could explore to use to its advantage.



WEAKNESSES

Characteristics of Johns Creek/Technology Park that are a disadvantage relative to others.



THREATS

Characteristics that could cause trouble for Johns Creek/Technology Park.



STRENGTHS

- The water feature within Technology Park is a nice amenity.
- Johns Creek is a diverse community.
- Overall, Johns Creek is an affluent community with high average household incomes.
- Technology Park is in close proximity to Emory Johns Creek.
- The area is very safe.
- The area has good existing infrastructure.
- Johns Creek has excellent schools.



WEAKNESSES

- The area lacks character and identity.
- There is no direct access to an interstate.
- There are more national retailers than local businesses.
- Technology Park is not centrally located.
- Technology Park is not pedestrian friendly.
- There is no access to public transportation.

S

W

O

T

OPPORTUNITIES

- There is potential to create an identity & sense of place for the area.
- There is significant amount of land & space available for development.
- There are opportunities to prioritize spaces for performing arts, culture & entertainment.
- There are opportunities to create trail connections to the surrounding community.
- Potential exists to increase development intensity within the study area.
- There is potential to incorporate SMART technology into the study area.

THREATS

- There are nearby existing city centers & developments.
- The future of retail markets are uncertain and over-commercialization is a risk.
- There is significant traffic congestion.
- There are private landowners within the Technology Park.
- Difficult to make greenspace visible



A NEW WATERFRONT

Technology Park transformed an unnamed tributary of Johns Creek into a series of ponds to manage stormwater for future development. Two remaining ponds and an unnamed tributary of Johns Creek are significant elements of the ecology of the Town Center. The ponds are envisioned as amenities for any redevelopment, but they also serve a practical application, and future changes need to be managed well to ensure the ponds continue to function.

The unnamed stream and stormwater ponds form a north-south spine through Technology Park that represents an intriguing opportunity for redevelopment. These two ponds sit within a watershed that has a dividing line following Johns Creek Parkway. The State Farm property is in a different watershed with stormwater draining to a third pond to the south. Dewberry, an environmental services firm, conducted a 2016 Technology Park Lakes Study which:

- Evaluated the existing detention capacity in both lakes.
- Evaluated the detention capacity needed for future developments in Technology Park.
- Developed alternative scenarios to provide additional detention in the Technology Park lakes.
- Evaluated the water quality volume needed for the Technology Park development.

In summary, the study compared predeveloped conditions with future buildout scenarios. The study concluded that:

- The ponds could meet water quality thresholds for future buildout conditions.
- Depending on modifications to outlet control structures, decreased volumes in various storm events are predicted.
- The 10% point downstream (the location at which the drainage area is 10 times the site drainage area) experiences an increase in all storm events.



The study offers insight into the ecology of Technology Park. There are still unknowns, including conditions of the lake associated with State Farm and what future build-out conditions may result from this plan (the memo considered certain future development, but not redevelopment of existing sites). Modifications to the outlet control structures is not the only solution to the future health of the ponds. New development patterns will need to consider not just spatial orientation to the ponds and stream, but also onsite stormwater management including green infrastructure. Consolidation and reduction of hardscapes, introduction of a more diverse species of native plants, introduction of green infrastructure techniques, rainwater harvesting, and removal of developed conditions within the 75-foot stream buffer will all contribute to improved stream health and stormwater management performance.

San Antonio, Chicago, Greenville, Columbus (Ohio), and Indianapolis are all cities that have centered redevelopment around significant waterbodies. Johns Creek is presented with a similar situation within a different context. The environment has experienced twentieth century, office park-style development, so most of the architecture does not engage the waterbodies. Unlike the cities listed above, Johns Creek is presented with a stream and two ponds. The vision for the town center will consider redevelopment and open space amenities that can work with both conditions. In addition to ecological improvements, another consideration for the town center vision is the opportunity to create spaces where visitors, residents, and employees can engage nature. These considerations can be incorporated into the vision for the Town Center in such a way that the city and its partners can distinguish themselves in their restoration of the watershed, improved ecology, and distinctive spaces in the new Town Center.



COMMUNITY CONNECTIONS

Technology Park is strategically located at the gateway to Johns Creek adjacent to Forsyth County. McGinnis Ferry Road and Medlock Bridge Road (SR 141) form a northern and western edge that is dominated by automobile traffic and corresponding land uses which cater solely to vehicles. Transit services do not exist in and around the proposed Town Center and bicycle and pedestrian facilities are limited. Technology Park's successful transition to a vibrant city center is dependent on strengthening mobility options internally and externally to the broader community.

Mobility focuses on reliable transportation options that improve travel time, offer flexibility, and improve safety. Internal to Technology Park, Johns Creek Parkway is a primary route for all traffic nodes. The superblocks, private drives, and few secondary roads have limited the opportunity to create a hierarchy of roads emphasizing arterials and local street networks. An expansion of the road network would both create human scale block patterns and redundancy in routes offering new travel options. Extending Findley Road to Lakefield Drive (or some variation) and continuing East Johns Creek



Crossing through the State Farm site to McGinnis Ferry Road represent two major moves that would help to expand the road network and shift land use patterns.

Johns Creek Parkway is an arterial that could be redesigned to accommodate multiple transportation options such as a greenway/sidepath or autonomous vehicles. The latter is an intriguing option based on recent suburban retrofits, but would require a broader network and commitment to technology. Off-road concrete trails already exist around the stormwater management ponds and are popular for workers and hotel guests. This smaller network of trails can be expanded to continue along the unnamed stream that runs north-south through Technology Park. This potential trail network can serve as a catalyst for redevelopment.

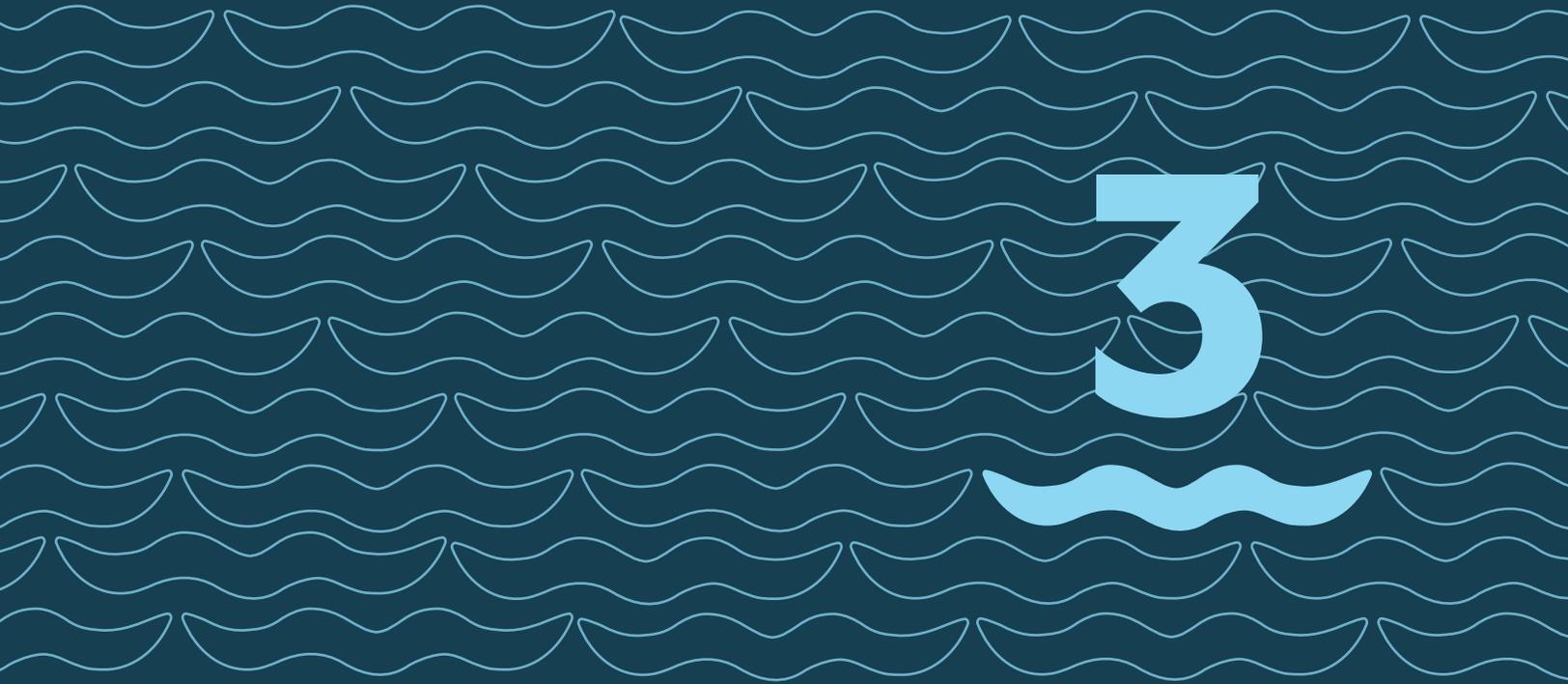
In addition to these major moves, new standards for sidewalks can bolster improved walkability. While existing pedestrian infrastructure meets minimum accessibility requirements, their narrowness creates unpleasant walking conditions. A typical sidewalk in and around Technology Park is located adjacent to the road with limited buffers creating perceived safety concerns for users. Widened sidewalks with street trees, buffers, and good visibility will create more inviting and safer pedestrian experience.

Ensuring Technology Park is better connected to the surrounding neighborhoods and land uses is equally as important for its success. The existing road network creates distinctive barriers for connectivity.

McGinnis Ferry and Medlock Bridge Roads are major corridors that are focused on moving high volumes of vehicular traffic. No amount of road improvements will fully address the congestion on these corridors. However, improving pedestrian and bicycle connectivity can reduce vehicular trips to nearby destinations. Technology Park already has a great asset with its existing pedestrian tunnel connecting to Johns Creek Village Shopping Center. This artfully decorated and safe connection is a model that this plan will consider for other locations along both major corridors.

Greenways and trails are an expanding presence in Johns Creek. To the east, the Bell Road/Rogers Bridge Road Trail links directly to the Chattahoochee River. The planned bridge over the river will link Johns Creek with the City of Duluth. Further downstream is Cauley Creek Park and a proposed trail connection to the Chattahoochee River National Recreation Area near Abbotts Bridge Road. This Chattahoochee River Trail network was completed in the Atlanta Regional Commission's 2020 RiverLands Plan. Immediately adjacent to the study area is the Johns Creek Greenway, an existing sidepath that continues south from Findley Road adjacent to the roadway. This trail should connect directly into the Town Center

The plan will investigate a variety of mobility options to expand the road network, create safe connections, and establish a framework for future linkages to other community amenities.

A decorative horizontal band featuring a repeating pattern of light blue, stylized wavy lines that resemble water ripples. The pattern is composed of multiple rows of these waves, creating a textured, rhythmic effect.

3

MARKET ANALYSIS



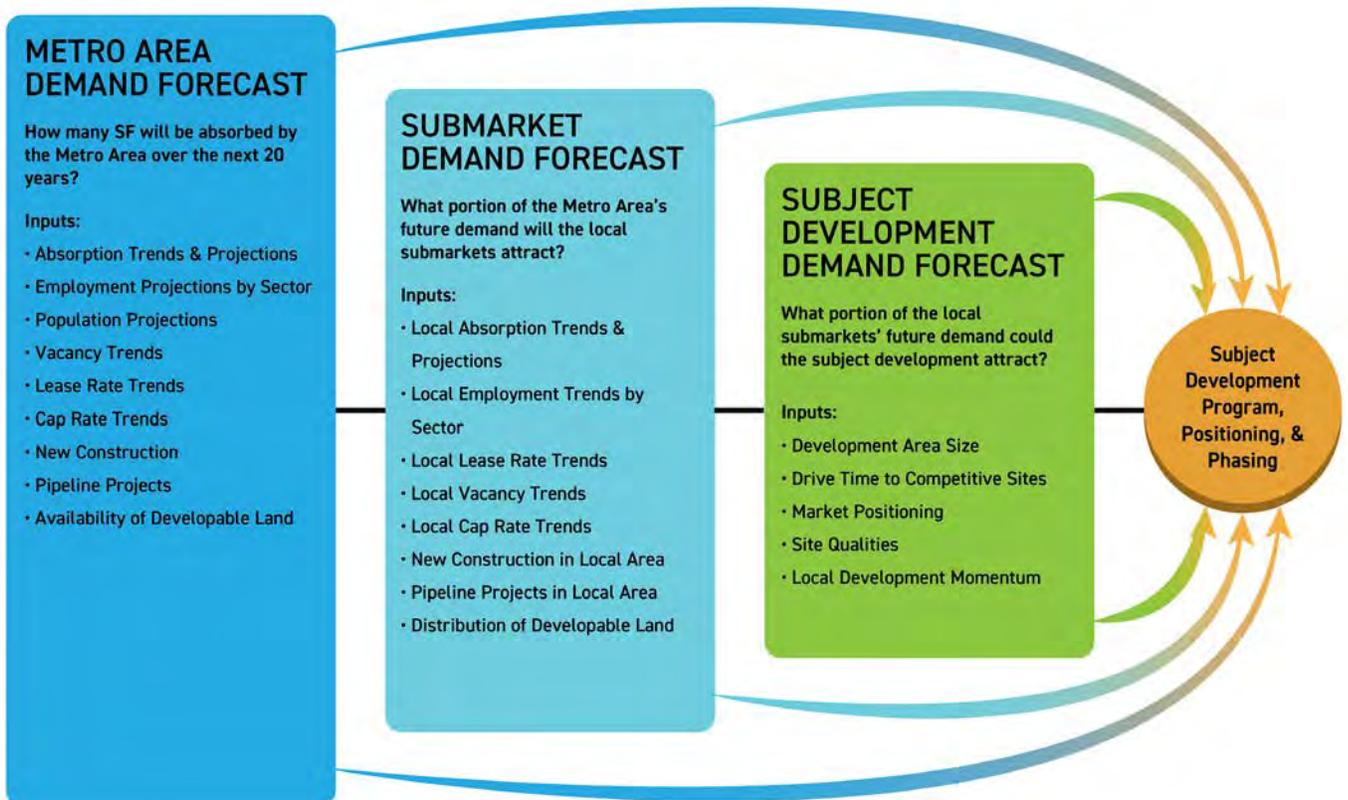
OVERVIEW & METHODOLOGY

INTRODUCTION

An economic and real estate market analysis was undertaken to create a market-driven development program for the Johns Creek Town Center. This analysis provides a baseline understanding of land uses that have greatest viability for development in the Study area and demonstrates both the short-term and long-term opportunities for the Town Center Plan. Current residential, office, retail, hotel, and supplementary uses were analyzed in

Johns Creek, North Atlanta, and the Metro Atlanta region to understand development challenges and opportunities. The market-driven development program informs what the appropriate mix, size, and phasing should be for the future Johns Creek Town Center, and ensures that the plan is supported by both the public and the local development community.

Real Estate Market Analysis Methodology



REFERENCES

The following are references and resources that are utilized in the Market Analysis. Economic analysis data is from a mix of U.S. Census, City of Johns Creek, and Atlanta Regional Commission. Real Estate Data for each demand analysis is from CoStar and local real estate brokerages such as CBRE and Cushman Wakefield, among others. Multiple sources were cross-referenced when possible to ensure validity and accuracy.

- Atlanta Business Chronicle
- Atlanta Journal Constitution (AJC)
- Atlanta Townhomes
- CBRE Hotels
- City of Alpharetta
- City of Johns Creek
- City of Suwanee
- CoStar
- Cushman & Wakefield
- Georgia MLS
- Fulton County
- OnTheMap
- US Census Bureau
- US HUD
- Zillow



ECONOMIC ANALYSIS

METRO ATLANTA ECONOMIC ANALYSIS

Metro Atlanta's population is 6,020,364 (2019) and is the fourth fastest U.S. metropolitan area for growth. The metro area has seen its population increase by 733,646 or 12% since 2010 which equates to an annualized growth rate of 1.3% per year.

Metro Atlanta has a median household income of \$71,000 (2019) with a cost of living indexed near the U.S. average, and below other major U.S. metropolitan areas such as Boston, Washington and Chicago. It is one of the top ten most economically diverse metro areas in the U.S. and has the ninth largest economy with an annual GDP of \$397.3 billion.

There are 16 Fortune 500 companies headquartered in Metro Atlanta. Several of

the largest employers in Atlanta are corporate headquarters, drawn to Georgia due to business-friendly policies at the regional and state level. Georgia was ranked the number one state for doing business in the nation by Area Development (corporate site selection magazine). KPMG also found Atlanta had the "lowest relative cost of doing business" of the U.S. ten largest metro areas in 2016.

Healthcare is one of the largest employment sectors in Metro Atlanta. Other primary sectors include retail trade, accommodation, professional/scientific & technical services, and administration & support.

Metro Atlanta Largest Employers

Rank	Employer (Full-Time Equivalent Headcount)	Sector	Location
1	Delta Air Lines (34,500)	Airline	Atlanta, GA
2	Emory University and Emory Healthcare (32,091)	Healthcare	Multiple Locations
3	The Home Depot (16,510)	Retail	Atlanta, GA
4	Northside Hospital (16,000+)	Healthcare	Multiple Locations
5	Piedmont Healthcare (15,900)	Healthcare	Atlanta, GA
6	Publix Super Markets (15,591)	Retail	Multiple Locations
7	WellStar Health System (15,353)	Healthcare	Multiple Locations
8	The Kroger Company (15,000+)	Retail	Atlanta, GA
9	AT&T (15,000)	Telecommunications	Atlanta, GA
10	UPS (14,594)	Logistics	Atlanta, GA
11	Marriott International (12,000+)	Hospitality	Multiple Locations
12	Children's Healthcare of Atlanta (9,000)	Healthcare	Multiple Locations
13	Cox Enterprises (8,894)	Telecommunications	Atlanta, GA
14	Centers for Disease Control and Prevention (CDC) (8,403)	Federal Agency	Atlanta, GA
15	The Coca-Cola Company (8,000)	Food Processing	Atlanta, GA
16	Southern Company (7,753)	Energy	Atlanta, GA
17	Grady Health System (7,600)	Healthcare	Atlanta, GA/ Sandy Springs, GA
18	SunTrust Bank (7,478)	Finance	Atlanta, GA
19	Georgia Institute of Technology (7,139)	Education	Atlanta, GA
20	State Farm (6,000)	Insurance	Dunwoody, GA
21	Turner (6,000)	Telecommunications	Atlanta, GA
22	Kennesaw State University (5,488)	Education	Kennesaw, GA
23	Bank of America (5,130)	Finance	Atlanta, GA
24	Metropolitan Atlanta Rapid Transit Authority (MARTA) (4,700)	Transportation	Atlanta, GA
25	Allied Universal Security Services	Security	Atlanta, GA



An Economic Cluster Analysis was performed to provide a supplementary analysis to the Economic Overview, further analyzing the local economy's relationship to the greater American economy, its change over time, and growth by sector. Data was drawn from the U.S. Census 2007 to 2017. This analysis includes the following:

- **Economic Base Analysis:** Separates economic activity into two components: export-oriented (basic employment) and locally-oriented (non-basic employment). Economic base analysis demonstrates economic sectors that are strong in a local economy.
- **Shift-Share Analysis:** Estimates the growth or decline of each industry sector into (1) change related to overall national trends, (2) trends related to national industry-specific trends, and (3) change in regional competitive advantage for the industry sector.
- **Employment Location Quotient:** Analyzes a specific industry's share of the local economy to the industry's share within the regional or national economy. This is used to provide context on which industry clusters are likely to drive employment, and as a result drive commercial real estate development.



Metro Atlanta Employment Sector Trend Analysis Summary

Metro Atlanta

Employment Sector	United States			Metro Area			LQ 2007	LQ 2017
	Employment 2008	Employment 2018	Change	Employment 2008	Employment 2018	Change		
Agriculture, Forestry, Fishing & Hunting	1,055,420	1,200,762	13.8%	2,684	2,368	-11.8%	0.14	0.10
Mining, Quarrying, and Oil & Gas Extraction	680,720	649,223	-4.6%	1,147	1,492	30.1%	0.09	0.12
Utilities	775,221	810,794	4.6%	10,956	9,948	-9.2%	0.76	0.65
Construction	6,920,623	7,363,944	6.4%	127,669	128,485	0.6%	0.99	0.92
Manufacturing	13,262,133	12,706,857	-4.2%	173,048	175,700	1.5%	0.70	0.73
Wholesale Trade	5,869,964	5,884,818	0.3%	161,832	157,950	-2.4%	1.49	1.42
Retail Trade	14,625,453	15,612,320	6.7%	263,547	308,290	17.0%	0.97	1.04
Transportation & Warehousing	4,481,652	5,507,184	22.9%	129,022	156,636	21.4%	1.55	1.50
Information	3,034,182	3,148,001	3.8%	89,216	104,562	17.2%	1.58	1.76
Finance & Insurance	5,583,596	5,994,107	7.4%	111,305	119,628	7.5%	1.07	1.06
Real Estate	2,091,383	2,259,525	8.0%	44,889	50,904	13.4%	1.16	1.19
Professional, Scientific & Technical Services	7,522,766	9,432,795	25.4%	184,450	225,926	22.5%	1.32	1.27
Management of Companies & Enterprises	1,926,848	2,485,981	29.0%	45,173	67,249	48.9%	1.26	1.43
Administration & Support	7,609,079	9,185,182	20.7%	186,519	233,933	25.4%	1.32	1.35
Educational Services	11,893,718	13,170,433	10.7%	205,549	220,063	7.1%	0.93	0.88
Health Care & Social Assistance	16,273,276	21,568,041	32.5%	217,618	287,404	32.1%	0.72	0.70
Arts, Entertainment & Recreation	2,144,451	2,638,473	23.0%	28,291	38,152	34.9%	0.71	0.76
Accommodation & Food Services	10,927,921	13,743,361	25.8%	207,631	260,006	25.2%	1.02	1.00
Other Services	4,371,553	4,601,197	5.3%	62,336	73,323	17.6%	0.77	0.84
Public Administration	5,280,283	6,507,352	23.2%	90,939	110,060	21.0%	0.93	0.89
TOTAL	126,330,242	144,470,350	14.4%	2,343,821	2,732,079	16.6%	1.00	1.00

Economic Base Analysis identifies those sectors that are exported-oriented (to regional, domestic or international markets) and therefore bringing wealth into the region. Economic sectors that have stronger prevalence in Metro Atlanta compared to the nation include Administration & Support and Transportation & Warehousing.

Other sectors that are prevalent include Information, Professional, Scientific & Technical Services, and Wholesale Trade. Administration and Support is primarily activities that provide day-to-day operations of organizations and companies. This includes general management, administration, clerical activities, etc.

The Shift-Share Analysis identifies Metro Atlanta’s respective advantages per industry cluster compared to the rest of the U.S. The analysis looks at the overall growth of the national economy compared to local growth. These advantaged sectors can be key demand drivers for new real estate development.

This analysis identified that Metro Atlanta has a significant comparative growth advantage versus the rest of the U.S. in Manufacturing, Retail Trade, Transportation & Warehousing, Information, Management of Companies & Enterprises, Administration & Support, Health Care & Social Assistance, Accommodation & Food Services, and Other Services.

Many of the jobs in these above-noted employment sectors pay lower than average wages. Metro Atlanta had the highest economic sector growth relative to the U.S. in Retail Trade, Transportation & Warehousing, and Information between 2007 and 2017.

Metro Atlanta Economic Base Analysis

Employment Sector	ECON. BASE ANALYSIS	
	Basic Employment	Non-Basic Employment
Agriculture, Forestry, Fishing & Hunting	0	2,368
Mining, Quarrying, and Oil & Gas Extraction	0	1,492
Utilities	0	9,948
Construction	0	128,485
Manufacturing	0	175,700
Wholesale Trade	46,662	111,288
Retail Trade	13,045	295,245
Transportation & Warehousing	52,490	104,146
Information	45,030	59,532
Finance & Insurance	6,273	113,355
Real Estate	8,174	42,730
Professional, Scientific & Technical Services	47,542	178,384
Management of Companies & Enterprises	20,237	47,012
Administration & Support	60,232	173,701
Educational Services	0	220,063
Health Care & Social Assistance	0	287,404
Arts, Entertainment & Recreation	0	38,152
Accommodation & Food Services	105	259,901
Other Services	0	73,323
Public Administration	0	110,060
TOTAL	299,791	2,432,288

EXPORT JOBS 11.0%

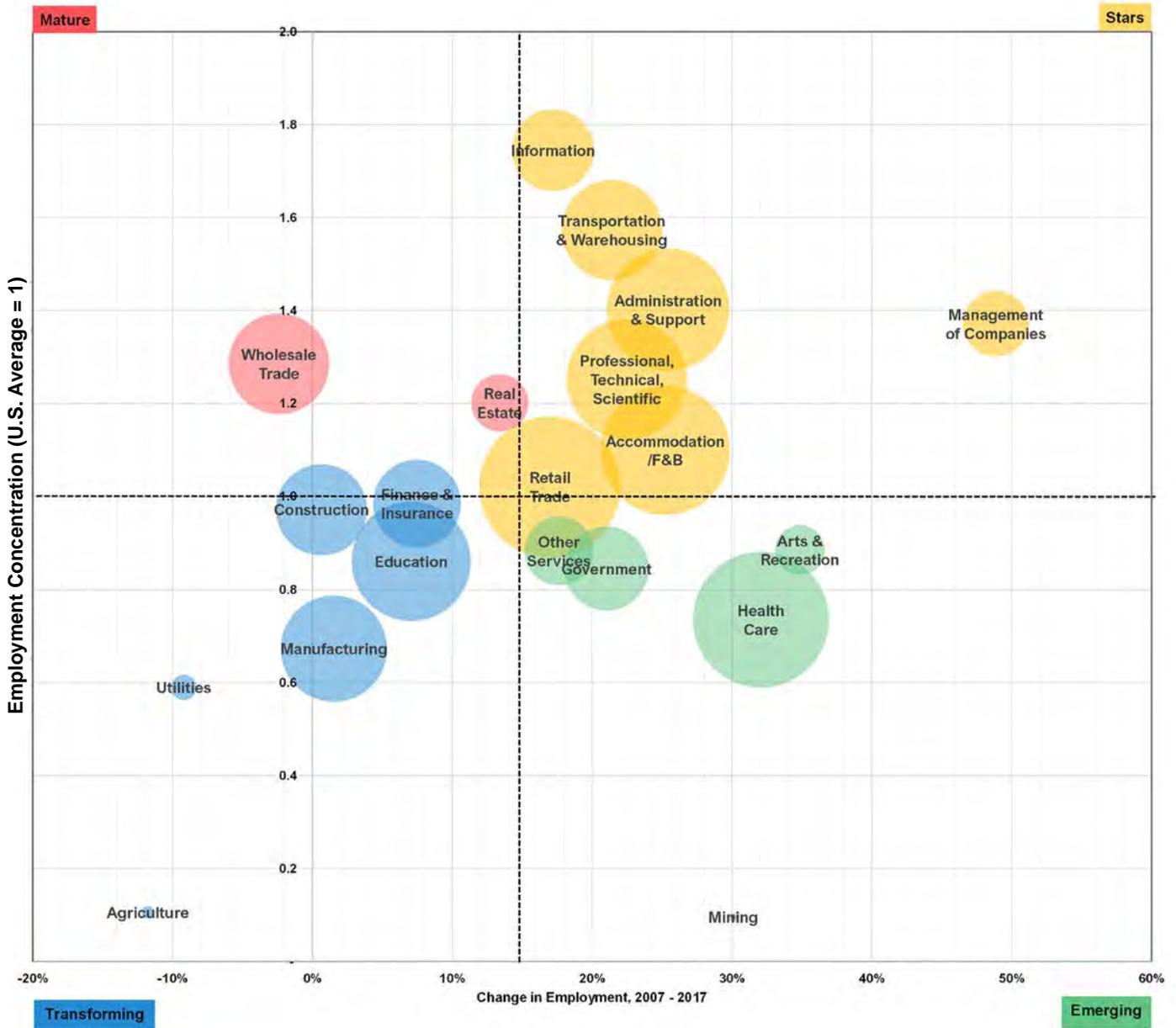
Metro Atlanta Shift-Share Analysis

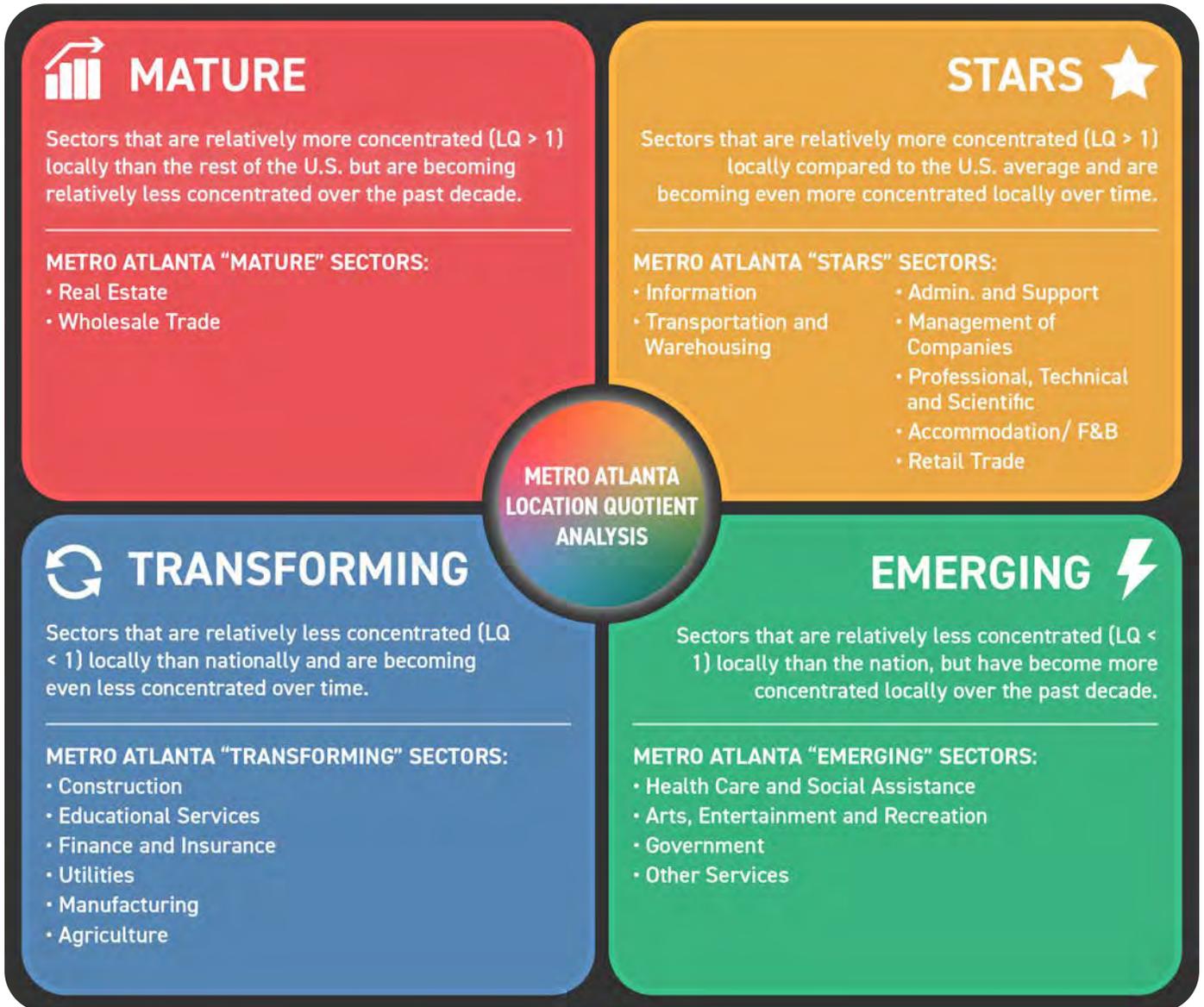
Employment Sector	SHIFT SHARE ANALYSIS		
	National Share	Industrial Mix	Regional Shift
Agriculture, Forestry, Fishing & Hunting	-385	-16	-686
Mining, Quarrying, and Oil & Gas Extraction	165	-218	398
Utilities	1,573	-1,070	-1,511
Construction	18,332	-10,154	-7,362
Manufacturing	24,848	-32,094	9,897
Wholesale Trade	23,238	-22,828	-4,292
Retail Trade	37,843	-20,060	26,960
Transportation & Warehousing	18,527	10,997	-1,910
Information	12,811	-9,464	11,999
Finance & Insurance	15,983	-7,799	140
Real Estate	6,446	-2,837	2,406
Professional, Scientific & Technical Services	26,486	20,346	-5,356
Management of Companies & Enterprises	6,487	6,622	8,968
Administration & Support	26,783	11,852	8,779
Educational Services	29,515	-7,451	-7,550
Health Care & Social Assistance	31,248	39,557	-1,019
Arts, Entertainment & Recreation	4,062	2,455	3,344
Accommodation & Food Services	29,814	23,679	-1,118
Other Services	8,951	-5,676	7,712
Public Administration	13,058	8,075	-2,012
TOTAL	336,556	3,915	51,702

A **Location Quotient Analysis** quantifies the degree of concentration between different employment sectors in Metro Atlanta relative to the U.S. employment sectors. Sectors with a higher concentration of employment in Metro Atlanta

relative to the U.S. average are located above the x-axis, while sectors with a higher growth rate compared to the national average are located to the right of the y-axis.

Metro Atlanta Location Quotient Analysis 4Q Model





JOHNS CREEK ECONOMIC ANALYSIS

Johns Creek has a population of 84,590 (2019), 9.6% higher than 2010. The city has experienced a 1.1% average annual growth rate over the past decade which is similar to Metro Atlanta’s average annual growth rate of 1.3%. Johns Creek has a median household income more than double the Metro Atlanta average, at \$152,000.

Johns Creek had a low unemployment rate of 2.5% in September 2019 which was lower than both Fulton County and Metro Atlanta. The impact of Covid-19 has nearly doubled the unemployment rate to 4.4%; however, it is still relatively low in comparison to the national average.

Johns Creek is primarily a commuter suburb, where residents commute outside the city for their employment. In 2017, only eight percent (2,863 people) of residents lived and worked in Johns Creek. The largest destinations for places of employment include Atlanta (14%), Alpharetta (12%), Sandy Springs (8%) and Roswell (5%), with the rest of the labor force working in other communities across Metro Atlanta and Georgia.

A goal of the Town Center Plan would be to increase the amount of employment opportunities for those living in Johns Creek.

Johns Creek Employment Destinations



Source: United States Census Bureau

\$152,000
Median Household Income
in Johns Creek

2.5%
Unemployment Rate
in Johns Creek (Sep 2019)

8%
Residents who live and
work in Johns Creek

Top Employers in Johns Creek

Employer	Number of Employees	Sector
Alcon	1,108	Medical Equipment
Emory Johns Creek Hospital	820	Healthcare
Macy's Systems and Technology	641	Retail Tech
Kroger Company	499	Grocery
SAIA Inc.	400	Logistics
Publix	276	Grocery
Nordson Corporation	275	Manufacturing
Lifetime Fitness	270	Gym
Country Club of the South	164	Leisure

Source: City of Johns Creek

The five largest employment sectors in Johns Creek are (note that Finance and Insurance will significantly be reduced once U.S. Census data reflects State Farm's closure):

- Professional, Scientific and Technical Services (15.4%),
- Retail Trade (15.2%);
- Finance and Insurance (12.8%);
- Accommodation and Food Services (9.7%); and
- Healthcare and Social Assistance (9.3%).

A labor force survey from the U.S. Census Bureau demonstrates that the top five employment sectors for those living in Johns Creek (but may be working outside of the city) are:

- Professional, Scientific and Technical Services (15.3%),
- Retail Trade (9.7%),
- Healthcare and Social Assistance (9.0%),
- Accommodation and Food Services (7.9%) and
- Wholesale Trade (7.7%).

Johns Creek's labor profile matches well with major employment sectors. The top ten employers also reflect the city's top economic sectors. In

2019, the top ten employers in Johns Creek comprised 37 percent of total Johns Creek employment, down from 40 percent in 2009.

The recent closure of the State Farm Johns Creek campus removed 1,200 jobs from the city inventory. This was due to State Farm's regional consolidation at the new Dunwoody campus.



**New Commercial Lease Transaction in Johns Creek
2015-2020**

Tenant	Sector	SF Leased	Sign Date
Meriwether and Tharp LLC	Legal	26,285	02/2016
Route 66 (closed)	F+B	16,640	04/2018
First Financial	Finance	15,240	02/2020
Undisclosed	N/A	14,949	04/2016
Undisclosed	N/A	13,700	02/2016
Nichiha	Manufacturing	13,157	12/2015
Office Evolution	Coworking	13,136	08/2020
PerkinElmer Inc.	Manufacturing	12,406	02/2016
Northside Hospital	Healthcare	12,018	05/2019
VSoft US	Finance	11,958	06/2018

Source: City of Johns Creek

A review of new commercial lease transactions demonstrates the type of companies that have emerged recently in Johns Creek. The largest commercial lease transaction in Johns Creek over the past five years was the law firm Meriwether and Tharp LLC. Other examples include the offices of manufacturing companies Nichiha and PerkinElmer Inc., financial technology firm VSoftUS and coworking firm Office Evolution. Most commercial leases signed in the past five years have been for 10,000 SF to 20,000 SF spaces within existing office parks. There has only been one major retail (food and beverage) tenant within the top ten largest lease transactions.

The ten largest commercial lease transactions in Johns Creek over the past five years reflect the diversity of employment sectors in the city, including top sectors such as professional, scientific and technical services, accommodation and food services, finance and insurance, as well as healthcare and social assistance. The manufacturing and finance tenants are considered “professional, scientific and technical services” employers as they are the corporate offices.

Lease transactions also reflect that many of the businesses that have opened in Johns Creek over the past five years have been smaller in nature, while larger-scale businesses have continued to locate in more urban areas that have interstate and MARTA access. This is discussed further in the Office Analysis section.

Strategic Economic Development Plan

Johns Creek has a Strategic Economic Development Plan (SEDP) that serves as a roadmap for the city’s economic development efforts. It has five major goals that have direct correlation with the efforts of the Johns Creek Town Center Plan. The 2021 goals are:

1. Promote city Image, Climate and Brand for Economic Development
2. Develop Infrastructure for Balanced Growth
3. Position the city for Economic Development
4. Develop Product - Land and Buildings
5. Maintain Quality of Life through Community Development

Recommendations from the Johns Creek Town Center Plan can complement and provide inputs to reaching the objectives of the SEDP.

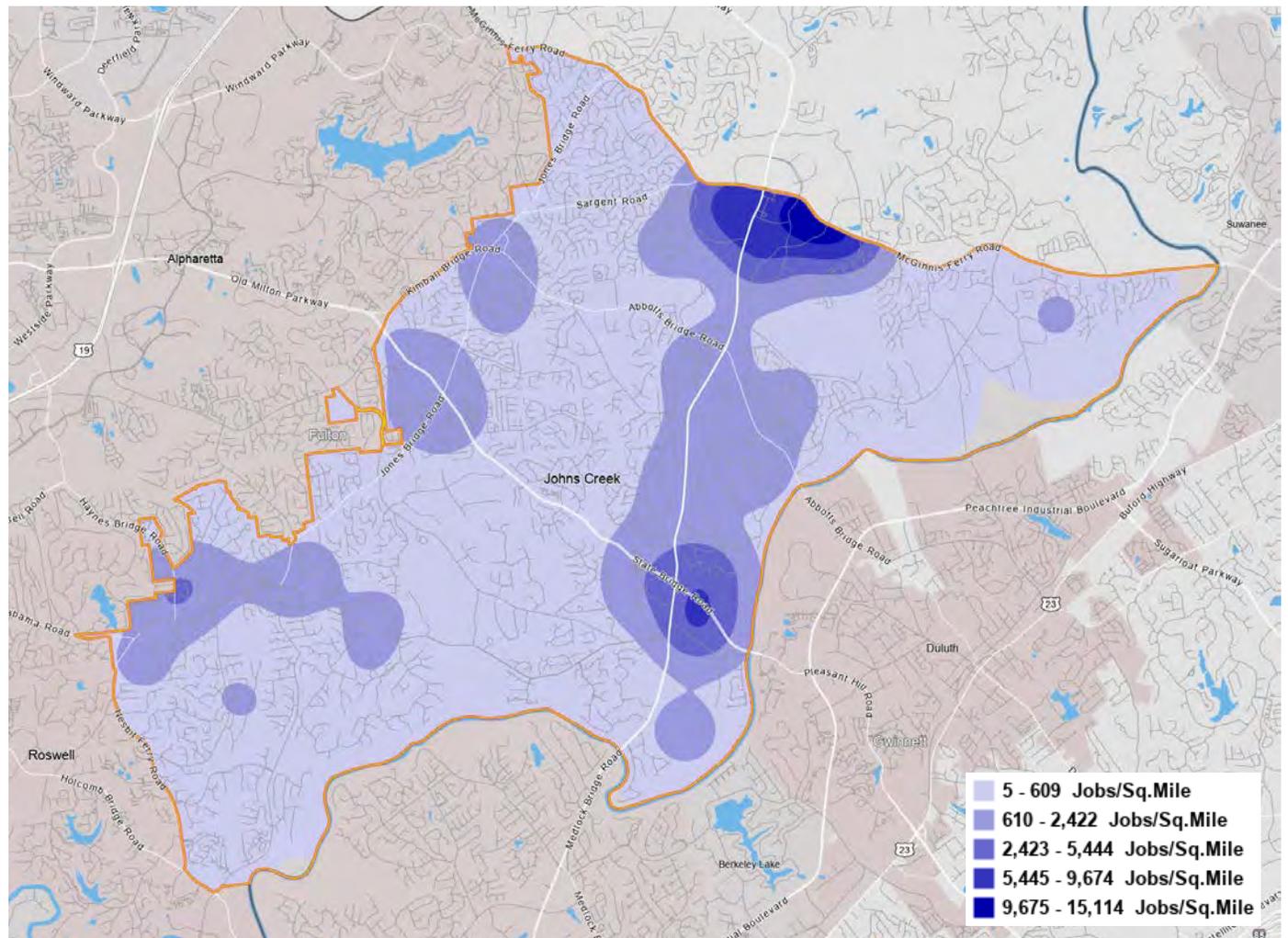
Johns Creek employment is focused on Johns Creek Technology Park and the Medlock Bridge Road corridor. The significant employment population already located within the study area can be leveraged by the Town Center. Anchor employers such as Emory Hospital (and accompanying health care support services), Alcon Laboratories, and Nordson Corporation among others can provide a future town center with daytime activity that supports retail, services, and food & beverage.

Emory Hospital broke ground in Spring 2020 on its expansion for the medical office building (Physicians Plaza along with a new parking deck).

The hospital’s vertical expansion project built three new floors on top of the existing four-story building to create a total of seven floors.

The expansion added 108,500 SF of new medical space which is completely accounted for according to Emory. Most tenants in the expansion space are Emory practices; however, several spaces may be leased to outside medical practices. The expansion was completed in the summer of 2021. In addition to the Physicians Plaza expansion, construction on two new floors of the hospital was also recently completed. Forty additional beds were added to the 110 existing beds in acute care.

Employment Density in Johns Creek



Source: United States Census Bureau

Johns Creek Employment Sector Trend Analysis Summary

Employment Sector	United States			Study Area				
	Employment	Employment	Change	Employment	Employment	Change	LQ	LQ
	2008	2018		2008	2018		2007	2017
Agriculture, Forestry, Fishing & Hunting	920,239	1,041,689	13.2%	2	11	450.0%	0.01	0.05
Mining, Quarrying, and Oil & Gas Extraction	524,102	720,870	37.5%	0	0	#N/A	-	-
Utilities	744,869	784,345	5.3%	3	29	866.7%	0.02	0.17
Construction	6,327,293	6,150,010	-2.8%	359	479	33.4%	0.29	0.36
Manufacturing	13,575,714	12,138,869	-10.6%	1,286	1,150	-10.6%	0.48	0.44
Wholesale Trade	5,431,941	5,715,032	5.2%	1,411	837	-40.7%	1.32	0.68
Retail Trade	13,330,251	14,046,782	5.4%	2,600	4,178	60.7%	0.99	1.39
Transportation & Warehousing	3,997,468	4,630,244	15.8%	226	633	180.1%	0.29	0.64
Information	2,827,293	2,785,734	-1.5%	288	462	60.4%	0.52	0.77
Finance & Insurance	5,371,702	5,649,363	5.2%	2,573	3,306	28.5%	2.44	2.73
Real Estate	1,933,399	1,970,936	1.9%	549	415	-24.4%	1.45	0.98
Professional, Scientific & Technical Services	6,407,770	8,392,778	31.0%	2,771	4,377	58.0%	2.20	2.44
Management of Companies & Enterprises	1,717,970	2,280,235	32.7%	656	468	-28.7%	1.94	0.96
Administration & Support	6,667,408	7,759,631	16.4%	2,630	1,042	-60.4%	2.01	0.63
Educational Services	10,535,982	11,887,247	12.8%	2,040	2,017	-1.1%	0.99	0.79
Health Care & Social Assistance	13,705,464	18,168,563	32.6%	1,214	2,674	120.3%	0.45	0.69
Arts, Entertainment & Recreation	1,694,430	2,003,713	18.3%	964	1,062	10.2%	2.90	2.47
Accommodation & Food Services	8,949,179	11,002,947	22.9%	1,892	2,857	51.0%	1.08	1.21
Other Services	3,639,306	3,860,788	6.1%	706	977	38.4%	0.99	1.18
Public Administration	4,829,484	6,052,431	25.3%	47	234	397.9%	0.05	0.18
TOTAL	113,131,264	127,042,207	12.3%	22,217	27,208	22.5%	1.00	1.00

The **Shift-Share Analysis** identifies Johns Creek’s respective comparative advantages per industry cluster compared to the rest of the U.S. average. The analysis looks at the overall growth of the national economy compared to local growth.

This analysis identifies that Johns Creek has a comparative advantage in many employment categories and has seen growth higher than the national average over the past decade in:

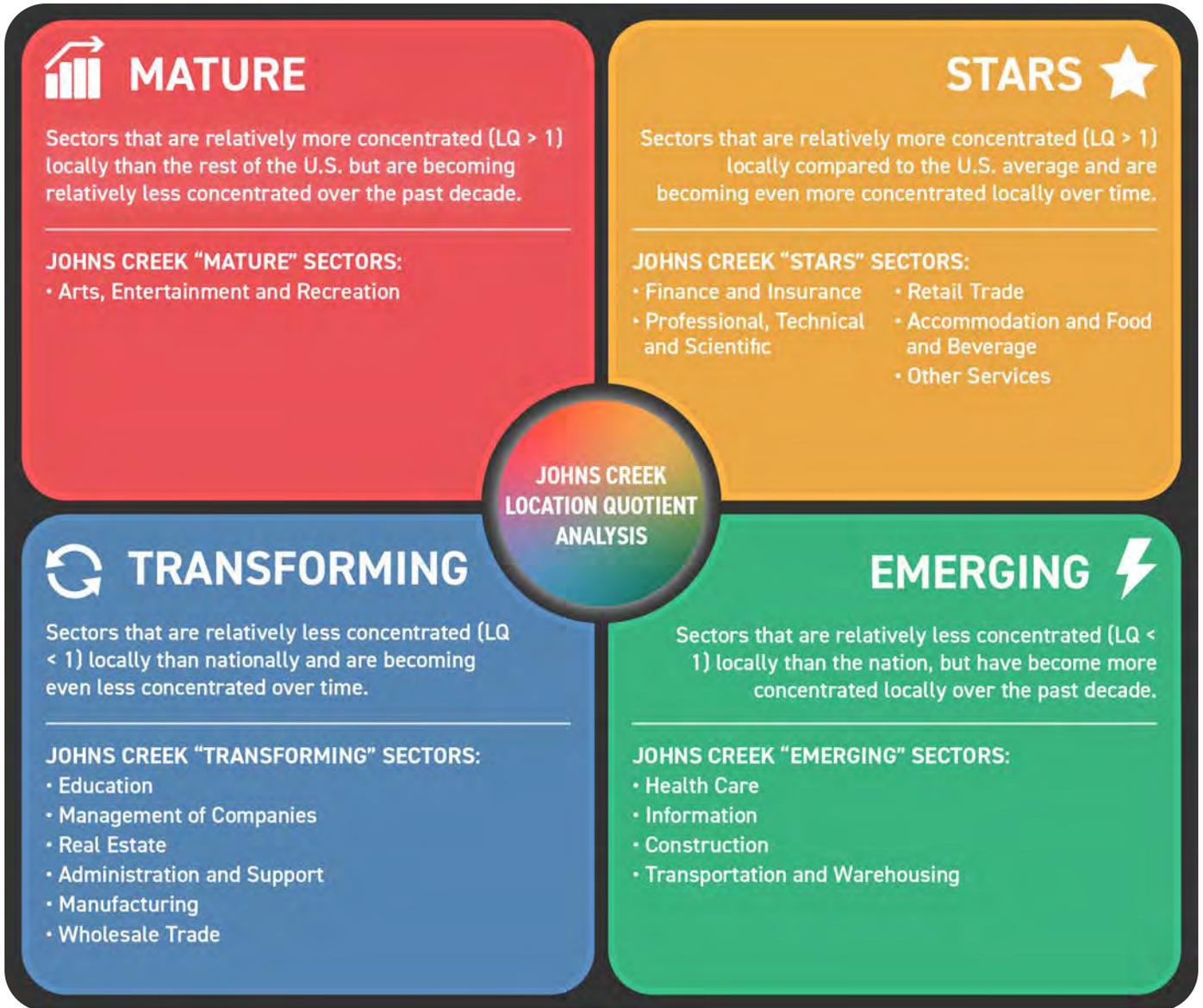
- Retail Trade
- Health Care & Social Assistance
- Finance & Insurance (likely attributed to State Farm)
- Professional, Scientific & Technical Services
- Transportation & Warehousing
- Public Administration
- Information
- Real Estate

Johns Creek Economic Base Analysis

Employment Sector	ECONOMIC BASE ANALYSIS	
	Basic Employment	Non-Basic Employment
Agriculture, Forestry, Fishing & Hunting	0	11
Mining, Quarrying, and Oil & Gas Extraction	0	0
Utilities	0	29
Construction	0	479
Manufacturing	0	1,150
Wholesale Trade	0	837
Retail Trade	1,170	3,008
Transportation & Warehousing	0	633
Information	0	462
Finance & Insurance	2,096	1,210
Real Estate	0	415
Professional, Scientific & Technical Services	2,580	1,797
Management of Companies & Enterprises	0	468
Administration & Support	0	1,042
Educational Services	0	2,017
Health Care & Social Assistance	0	2,674
Arts, Entertainment & Recreation	633	429
Accommodation & Food Services	501	2,356
Other Services	150	827

Johns Creek Shift-Share Analysis

Employment Sector	SHIFT SHARE ANALYSIS		
	National Share	Industrial Mix	Regional Shift
Agriculture, Forestry, Fishing & Hunting	0	0	9
Mining, Quarrying, and Oil & Gas Extraction	0	0	0
Utilities	0	0	26
Construction	44	-54	130
Manufacturing	158	-294	0
Wholesale Trade	174	-100	-648
Retail Trade	320	-180	1,438
Transportation & Warehousing	28	8	371
Information	35	-40	178
Finance & Insurance	316	-183	600
Real Estate	68	-57	-145
Professional, Scientific & Technical Services	341	518	748
Management of Companies & Enterprises	81	134	-403
Administration & Support	323	107	-2,019
Educational Services	251	11	-285
Health Care & Social Assistance	149	246	1,065
Arts, Entertainment & Recreation	119	57	-78
Accommodation & Food Services	233	202	531
Other Services	87	-44	228
Public Administration	6	6	175
TOTAL	2,732	337	2,259



KEY TAKEAWAYS AND IMPLICATIONS

Metro Atlanta Economic Diversity

The diversity and strong growth of Metro Atlanta's economy will lead to a quicker Covid-19 recovery than many other metro areas. The economy is supportive of real estate development.

Health Care & Wellness is Integral

The health care sector is a major economic driver in Metro Atlanta and Johns Creek. It has seen significant growth over the past decade and has plenty of room for further expansion going forward. Supportive sub-sectors such as research and development and innovation are industries that can be a focus for the Town Center.



Local Labor Profile is Strong

Johns Creek residents work in industries that are complementary to the current economic sectors and employers of the City. The Town Center can target future companies that match the labor profile such as professional white-collar sectors (tech, health care, etc.)

Strong Fundamentals, Limited Activity

There is a strong need for the Town Center to be a "game changer" that will rejuvenate a tired and outdated employment node. Catalytic projects can demonstrate to future employers and tenants that the area is economically desirable.



OFFICE ANALYSIS

METRO ATLANTA OFFICE OVERVIEW

Metro Atlanta has been one of the strongest office markets in the United States over the past decade. A limited amount of supply and steady year-over-year demand have created a healthy office market for the metro area. The relatively low cost of conducting business, a well-educated workforce and global connections through Hartsfield-Jackson International Airport have given Atlanta an advantage for attracting major office tenants.

Covid-19 has slowed leasing activity, sales volume and lowered rental growth in 2020, yet the metro area experienced positive 12-month year-over-year net absorption due to several major leases by tech tenants. Midtown Atlanta has experienced some of 2020's largest leasing activity driven by the tech sector, with recent transactions including a 523,000 SF lease by Microsoft and Mailchimp adding an additional 150,000 SF by 2022.

As a result of Covid-19, Metro Atlanta vacancy rates continued to climb throughout 2020

nearly reaching 20% by Q4 according to various brokerages. Vacancy is expected to stay relatively high due to a slowdown in demand and speculative construction completions that began prior to the pandemic. Major build-to-suit projects have included the first two buildings (600,000 and 670,000 SF, respectively) of the State Farm consolidated campus in Dunwoody; Mercedes Benz in Sandy Springs; Cox Communications in Sandy Springs; and HD Supply in Cumberland.

The popularity of Midtown has made it a top performer for lease rates and activity; however, the rental difference between Midtown and “urban suburban” markets such as the Central Perimeter and Cumberland has generated new demand for these suburban locations. Areas that have transit accessibility challenges such as Norcross and Peachtree Corners have underperformed in comparison to communities with MARTA access. Major companies will continue to target transit accessible locations moving forward.

COMPETITIVE LOCAL MARKET – 10-MILE RADIUS

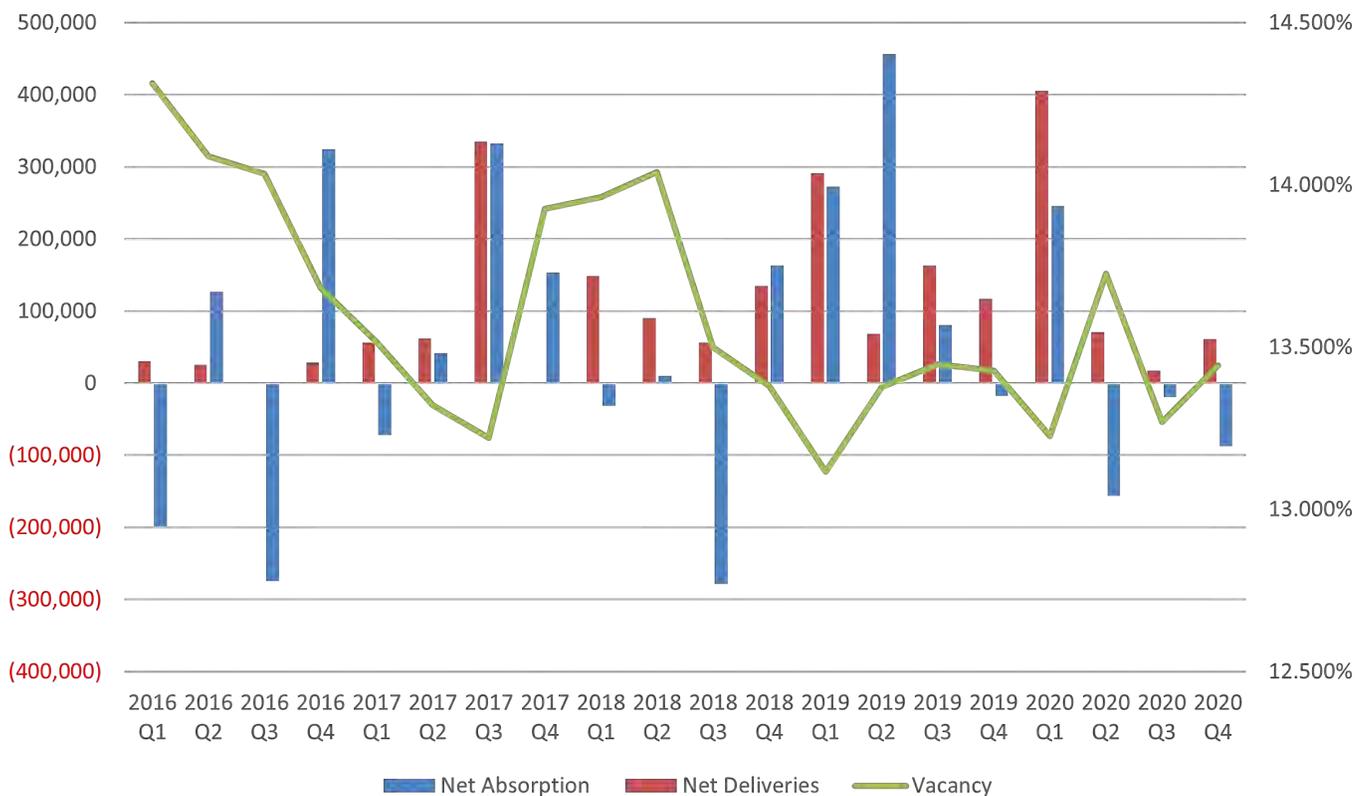
MXD analyzed a ten-mile radius around the Johns Creek Technology Park which is considered the competitive local market. This includes areas such as Alpharetta, Peachtree Corners, Norcross, and Duluth, among others. There is approximately 62 million SF of office inventory within the ten-mile radius. Relative to the Metro Atlanta average lease rate of \$26.42, market rents are more affordable at \$22.57/SF.

Vacancy rates are lower than the metro average, reaching 14.5% in Q4 2020. This is also lower than certain individual submarkets such as the Norcross/ Peachtree Corners submarket with a vacancy rate of 20%. Although the vacancy rate has marginally increased in 2020 due to Covid-19, it remains lower than the 17% vacancy rate during the Global Financial Crisis. Overall, there is 12.4 million SF of available office space.

Class A properties make up a little over one-third of overall office inventory within the ten-mile radius, at 27 million SF of existing inventory. As expected, these properties command a rental premium and currently average \$26.88/SF. Class A inventory has a higher vacancy rate of 16.4%, demonstrating that many end-user tenants in this area of the metro are still value-oriented, preferring to lease Class B or C product.

Pre-COVID leasing activity was fairly robust. Absorption of office product has been limited in 2020, primarily due to Covid-19. The amount of office space leased over the past 12 months is down 2.3 million SF year-over-year. The 7.5% cap rate remains on-par with the metro average of 7.2%, which has flattened in the last few years.

10 Mile Radius – Absorption, Deliveries & Vacancy



10-MILE RADIUS LEASE ANALYSIS

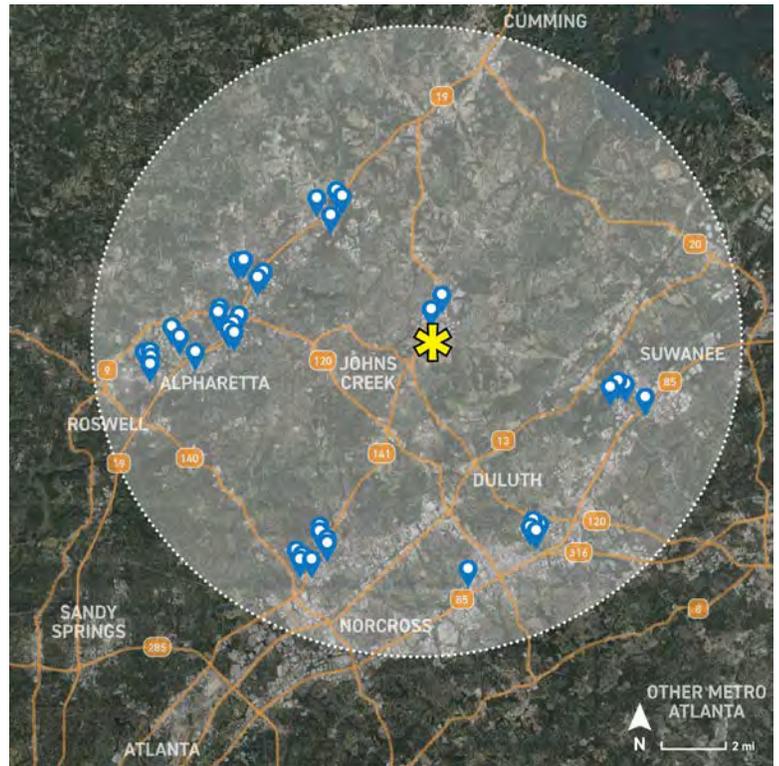
A lease analysis demonstrates the type of companies and their spatial location within the competitive area. Leases over 50,000 SF and signed in the past five years were criteria for analysis. Nine of the top ten largest leases signed have been over 100,000 SF, with the majority in Alpharetta. Out of the fifty office leases signed, 59% were in Alpharetta, 20% in Norcross, and 16% in Duluth. There have been no new office leases over 50,000 SF in Johns Creek in the past five years.

As displayed in the map, most leases signed within the competitive area are located near or adjacent to major highways and interchanges. This includes State Route 400 and I-85. This demonstrates the requirement for many major employers to be located near transportation connections. This presents a challenge for Johns Creek as the city does not have a major highway in proximity.

10 Largest Office Leases within a 10-Mile Radius
2015-2020

Address	Tenant	GLA SF	Lease Sign Date
1130 Sanctuary Pkwy, Alpharetta	Delta Dental Plans Association LLC	161,813 SF	2018
3239 Satellite Blvd, Duluth	Merial Limited	137,910 SF	2018
5335 Triangle Pkwy, Norcross	Crawford and Company	115,053 SF	2016
3 Edison Dr, Alpharetta	E-Trade	107,991 SF	2018
11575 Great Oaks Way, Alpharetta	Chubb	104,707 SF	2016
1110 Sanctuary Pkwy, Alpharetta	McKesson	104,012 SF	2018
3333 Old Milton Pkwy, Alpharetta	Undisclosed	102,908 SF	2017
6610 Shiloh Rd E, Alpharetta	NCR	101,670 SF	2017
11700 Great Oaks Way, Alpharetta	MarketSource	100,484 SF	2019
1015 Windward Ridge Pkwy, Alpharetta	Equifax	96,900 SF	2018

Office Leases over 50,000 SF within a 10-Mile Radius
2015-2020



10-MILE OFFICE DELIVERIES ANALYSIS

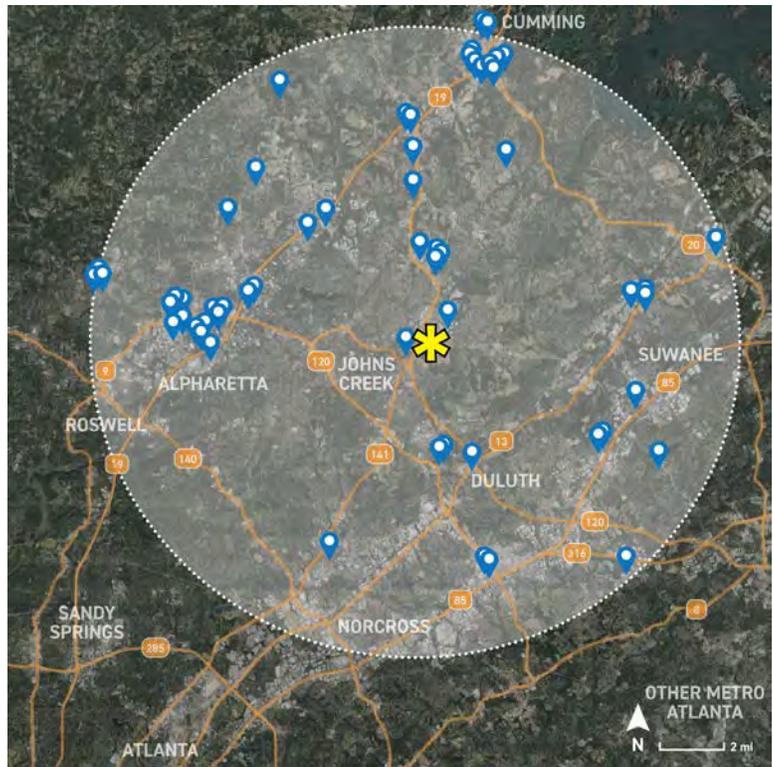
As with lease transactions over the last five years, the largest office deliveries (new construction) from 2015 to 2020 were primarily in Alpharetta. The largest new office building in Johns Creek built in the last five years is 9,800 SF at 6985 McGinnis Ferry Road, delivered in 2019, and 10730 Medlock Bridge Road, delivered in 2016, at 9,600 SF.

Overall, 2.3 million SF of new inventory has been delivered in the last five years within the 10-mile radius. These buildings have an average market rent of \$28.29/SF, sale price of \$245/SF, and a 7% cap rate. These metrics are significantly higher than the average for the area.

Major Office Deliveries within a 10-Mile Radius 2015-2020

Address	Tenant	GLA SF	Delivery Date
2555 Northwinds Pkwy, Alpharetta	Medical Office	267,000 SF	2019
10000 Avalon Blvd, Alpharetta	Office	249,579 SF	2020
8000 Avalon Blvd, Alpharetta	Office	228,182 SF	2017
2000 Howard Farm Dr, Cumming	Medical Office	125,000 SF	2018
1 Edison Dr, Alpharetta	Office	107,991 SF	2020
3 Edison Dr, Alpharetta	Office	107,991 SF	2018
4150 Deputy Bill Cantrell Memorial Hwy, Cumming	Medical Office	91,500 SF	2017
6555 Town Square, Alpharetta	Office	90,000 SF	2019
2685 Peachtree Pkwy, Suwanee	Medical Office	60,166 SF	2020
125 Technology Pkwy, Norcross	Technology Park	60,000 SF	2019

Office Deliveries within a 10-Mile Radius 2015-2020



JOHNS CREEK OFFICE MARKET

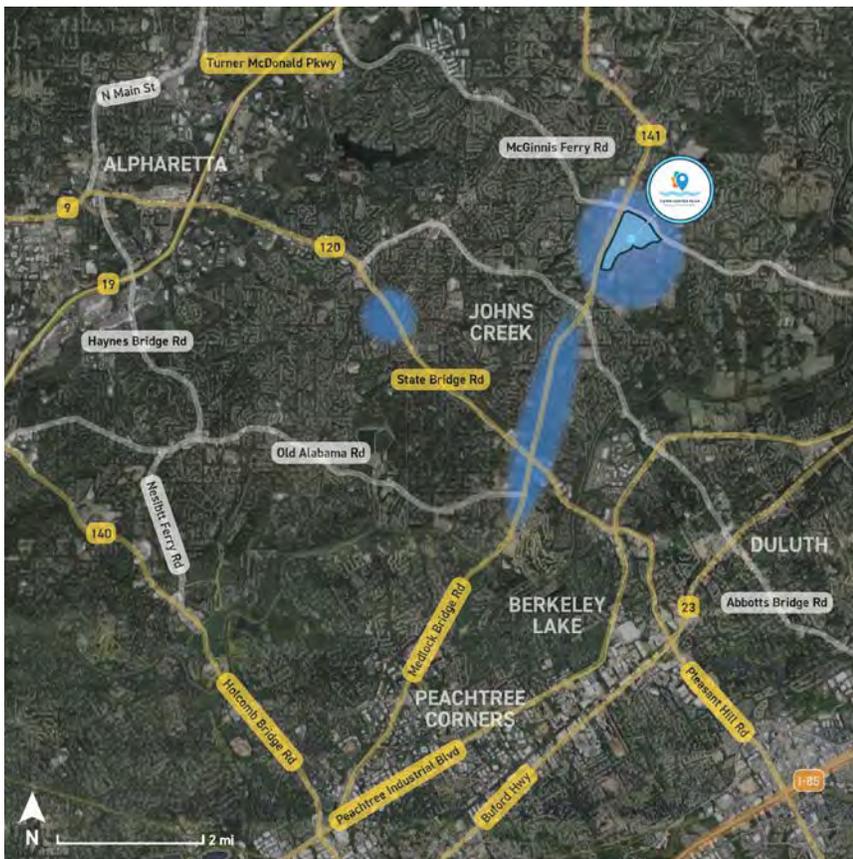
Johns Creek has an office inventory of 2.8 million SF over 103 properties. There are three primary areas of concentration in the city (see map): Johns Creek Technology Park, along Medlock Bridge Road corridor, and State Bridge Road (at Jones Bridge Road).

While many may view office space in Johns Creek as the large scale “campus style” typology, nearly half of the office properties in Johns Creek are under 10,000 SF in size. Furthermore, there are only 18 properties over 50,000 SF in size, most within or adjacent to Technology Park. This provides the city with a diversity of options for medium and smaller-scale tenants who are seeking suburban-style Class B & C space that is considerably more affordable than urban offices.

Office inventory has increased by only 30,000 SF over the past decade. Three small buildings have been constructed since 2010, one of which is located on the edge of the study area at 6985 McGinnis Ferry Road. Annual absorption has also been slow since 2010, averaging 23,600 SF per year with a peak of 43,000 in 2016.

Vacancy rates are at 13.8%, but do not include the vacant State Farm property that is presently leased until 2023. State Farm vacated the property over the past few years as they consolidated operations in Dunwoody. The property is currently being marketed as “The Quad at Johns Creek.” Combined, the two main buildings offer 475,229 SF of space. This property is a primary anchor of the study area and will be a catalyst for change if a new tenant is secured. Overall, vacancy rates fall in line with the 10-mile radius analysis.

Primary Office Nodes in Johns Creek



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)

There are fourteen Class A office buildings in Johns Creek, amounting to a total inventory of 1.4 million SF, or half of all Johns Creek office inventory. All but two are in Technology Park. Compared to the overall office market, Class A office inventory has a significantly lower vacancy rate at 4.5% with many long-term tenants. Most Class A buildings were constructed in the late 1990s and early 2000s prior to the formation of the city.



There is only one proposed office building at 10740 Medlock Bridge Road, a 13,000 SF medical office building. The absence of new construction and generally inactive office market in Johns Creek over the past decade is due to a variety of reasons:

- Focus on “urban” locations such as downtown and Midtown, along with “urban suburban” locations such as Alpharetta City Center.
- Limited walkability and amenity-rich environments that office tenants desire.
- Lack of land available for new development.
- Limited highway and public transit accessibility.



The study area for the Town Center Plan has 1.5 million SF of office, nearly half of the entire Johns Creek inventory. The absence of State Farm has created significant availability in Technology Park. As discussed in the 2018 Comprehensive Plan, the office park “is in need of a makeover” as the desirability of vehicle-centric suburban office parks has been limited over the past decade.

Office buildings are located on large land parcels that provide ample parking and green space that was prevalent in design standards for office parks in the 1980s. Most are multi-tenant buildings of three to four stories that have a variety of tenants such as finance and insurance, services, administration, real estate, healthcare, and professional and technical services. Major office tenants in the study area include:

- Hargrove Engineers and Constructors (34,000 SF)
- Meriwether and Tharp LLC (26,285 SF)
- North Atlanta Women’s Specialists (19,279 SF)

The study area has not been competitive from a site selection perspective when compared to Alpharetta, Sandy Springs, Dunwoody, etc., but could become more desirable if re-envisioned and positioned as a modern employment and town center node. The high-quality Class A office product that exists on many parcels should not be disregarded, but rather leveraged as existing assets when forming a Town Center Plan.



PROPOSED AND UNDER-CONSTRUCTION OFFICE SPACE

There is approximately 6.6 million SF of office space currently under construction in Metro Atlanta, making it one of the busiest markets in the U.S. While most deliveries following the 2008 Financial Crisis were primarily build-to-suit, there has been an increasing share of speculative construction.

There is 335,000 SF of office space under construction within a ten-mile radius of the Johns Creek Technology Park. There is also nearly 7 million SF of proposed office space in 69 projects that are expected to deliver by 2023. Covid-19 has likely delayed many of these projects until the market recovers. Most of this proposed space is in Alpharetta.

Major projects under construction or recently completed include:

- Expansion of Emory Johns Creek Hospital (Physicians Plaza) in Johns Creek (108,500 SF) completed in 2021.
- Kimball Place at Parkway 400 in Alpharetta (128,031 SF of rentable building area) with expected delivery in 2021.
- Building 4/5 at Market District Crabapple in Milton (67,500 SF of rentable building area) with expected delivery in 2021.

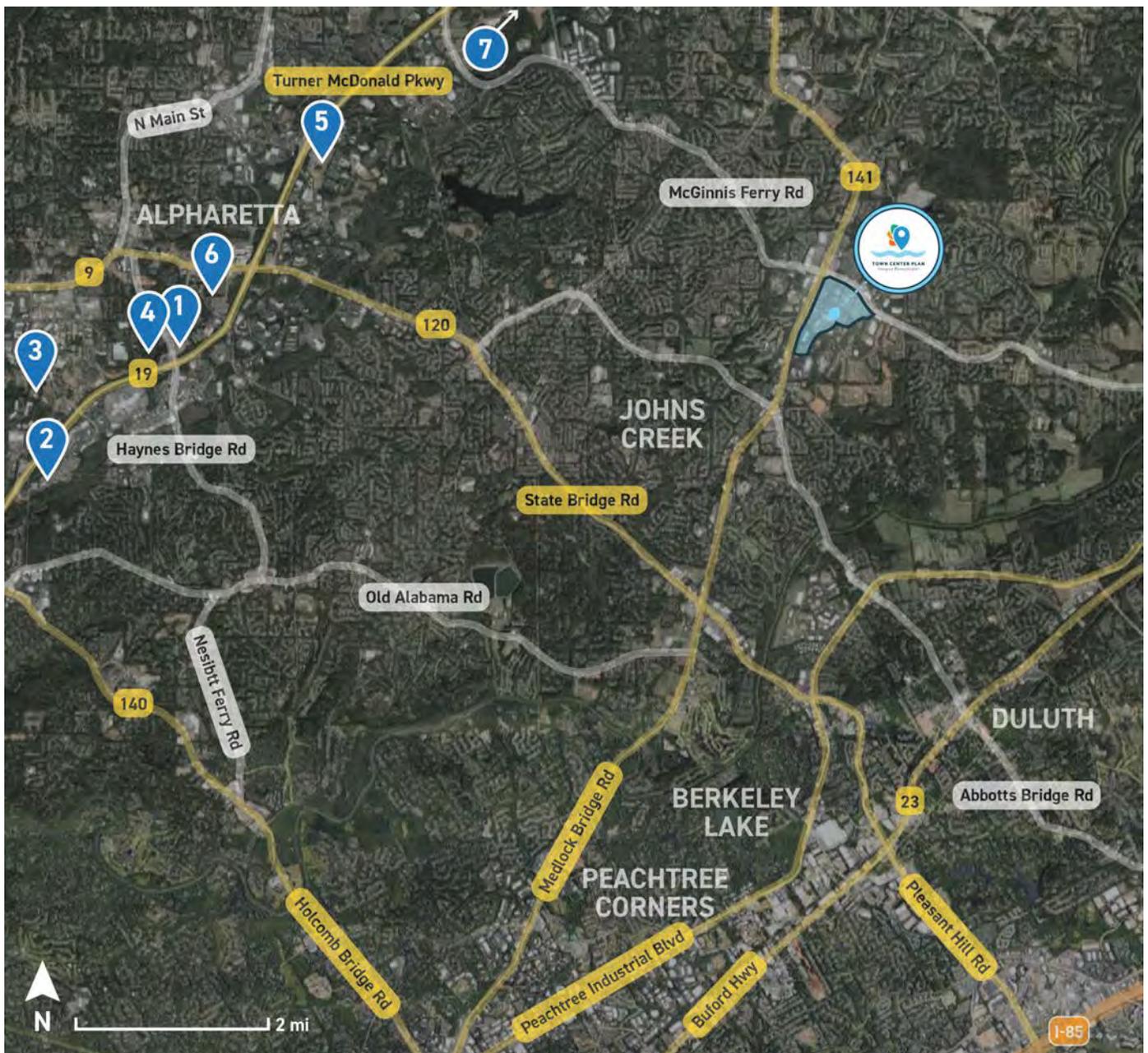
Emory Johns Creek Physicians Plaza Expansion



Significant proposed office projects include (see map):

1. **Northwinds** (400,000 SF rentable building area) in Alpharetta, expected in 2022.
2. **Gateway Center** (363,000 SF of rentable building area) in Alpharetta, expected in 2022.
3. **The Towers** (2 buildings, 250,000 SF of rentable building area each) in Alpharetta, expected in 2022.
4. **360 Tech Village Office** (500,000 SF of rentable building area in 2 buildings) in Alpharetta, expected in 2022.
5. **Windward Park** (500,000 SF of rentable building area in two buildings) in Alpharetta, expected in 2022.
6. **Parkway 400** (three buildings, 210,000 SF of rentable building area each) in Alpharetta, expected in 2022.
7. **Halcyon** (2 buildings, 250,000 SF of rentable building area in total) in Forsyth County, expected in 2022.

Proposed and Under-Construction Office Projects (over 100,000 SF)



OFFICE SUBMARKET ANALYSIS MODEL (EXCERPT)

An Office Submarket Analysis model was developed based on the submarket performance metrics of absorption, vacancy, rental increases, and cap rate changes, as well as consideration of available developable land.

The initial objective was to forecast future demand for additional office development in each local

submarket over the next 20 years. From this submarket projection, a capture rate from each local submarket to the subject development was then estimated based upon factors such as proximity to the site, market position, remaining developable land in each submarket, as well as site strengths and weaknesses relating to office tenant site selection.

Office Submarket Analysis Model (Excerpt)

Market Analysis Assumptions

Subject Site Submarket	North Fulton/Forsyth County
Current Year	2020
Historic Base Year	2010
Year 1 of Operations	2023
Balanced Vacancy Rate ⁽¹⁾	7.0%
Local Submarket Class A Average Rent	\$23.35
Rental Premium for New Buildings	20%
Trade Area 10-Year Annual Rental Rate Increase ⁽²⁾	2.56%
Projected Annual Rental Rate Increase	2.50%
Subject Development Floor-Area Ratio (FAR)	0.30

⁽¹⁾ Vacancy rate at which supply is sufficiently constrained to cause market rent increases.

⁽²⁾ Source: CoStar

Current Market Conditions (2020) (Class A, B & C)

Submarket	Inventory SF	Vacancy SF	Vacancy %	Occupied SF	% of Metro Occupied Inventory	10-Year Avg. Net Absorption (SF/Yr)	10-Year Avg Annual Rent Change	Under Construction SF	Asking Base Rents	Cap Rate
Duluth/Suwanee/Buford	17,554,161	2,136,793	12.2%	15,417,368	5.5%	146,826	1.1%	57,580	\$22.51	7.7%
Norcross/Peachtree Corners	10,535,494	2,126,867	20.2%	8,408,627	3.0%	1,732	2.1%	10,000	\$20.14	7.7%
North Fulton/Forsyth County	38,430,353	4,901,357	12.8%	33,528,996	11.9%	339,505	3.4%	308,495	\$23.35	7.4%
Local Submarkets	66,520,008	9,165,017	13.8%	57,354,991	20.4%	488,063	2.56%	376,075	\$22.65	7.5%
Metro Area	320,793,167	39,123,473	12.2%	281,669,694	100.0%	2,282,005	3.50%	6,490,770	\$26.51	7.9%

Historic Market Conditions (2010) (Class A, B & C)

Submarket	Inventory SF	Vacancy SF	Vacancy %	Occupied SF	% of Metro Occupied Inventory	Asking Rents	Cap Rate
Duluth/Suwanee/Buford	16,843,467	2,894,360	17.2%	13,949,107	5.4%	\$20.15	8.8%
Norcross/Peachtree Corners	10,818,003	2,426,696	22.4%	8,391,307	3.2%	\$16.42	8.8%
North Fulton/Forsyth County	36,097,732	5,963,788	16.5%	30,133,944	11.6%	\$16.74	8.5%
Local Submarkets	63,759,202	11,284,844	17.7%	52,474,358	20.3%	\$17.60	8.6%
Metro Area	310,502,810	51,653,166	16.6%	258,849,644	100.0%	\$18.80	8.8%

Several metrics factor into the demand model:

- The local office submarkets include 20.4% of Metro Atlanta’s total inventory.
- Vacancy rates are considered high at 13.8%, and well above the 7% rate recognized as a threshold to support speculative new office development.
- New construction is limited and sits below average annual absorption over the past decade, indicating gradual consolidation in the local office market.

An estimated 283,000 SF to 471,000 SF of office space could be absorbed at the subject development over the next 20 years.

An initial five-year phase could include 40,000 SF to 70,000 SF of office development.

Office absorption is expected to be low over the next decade, so focus should be on small scale projects and buildings that infill on current sites.

Office Submarket Analysis Model (Excerpt) (continued)

Vacancy Adjustments to Forecast

Submarket	Vacancy SF @ Balanced State	Actual Vacant SF	Under Construction SF	10-Year Avg. Net Absorption (SF/Yr)	Years to Balance	Additional Warranted New SF
Duluth/Suwanee/Buford	1,228,791	2,136,793	57,580	146,826	6.6	-
Norcross/Peachtree Corners	737,485	2,126,867	10,000	1,732	808.0	-
North Fulton/Forsyth County	2,690,125	4,901,357	308,495	339,505	7.4	-
Local Submarkets	4,656,401	9,165,017	376,075	488,063	10.0	-
Metro Area	22,455,522	39,123,473	6,490,770	2,282,005	10.1	-

Profitability Adjustments to Forecast

Submarket	Development Value per SF 2010	Development Value per SF 2020	Profitability Forecast Adjustment
Duluth/Suwanee/Buford	\$190	\$257	82%
Norcross/Peachtree Corners	\$145	\$209	87%
North Fulton/Forsyth County	\$164	\$275	101%
Local Submarkets	\$168	\$261	94%
Metro Area	\$178	\$295	100%

Development Scenarios, Land Requirements & Rental Rates

Scenario (Cumulative SF)	2023	2028	2033	2038	2042
Conservative					
Building SF	8,203	49,390	129,191	214,083	282,512
Acres	1	4	10	16	22
Moderate					
Building SF	10,938	65,853	172,255	285,445	376,682
Acres	1	5	13	22	29
Aggressive					
Building SF	13,672	82,317	215,318	356,806	470,853
Acres	1	6	16	27	36
Estimated Average Base Rent per SF/Year	\$30.17	\$34.14	\$38.63	\$43.70	\$48.24

KEY TAKEAWAYS AND IMPLICATIONS

Metro Atlanta is Resilient, but Oversupply can Delay Demand

While the Covid-19 pandemic has slowed leasing activity and increased vacancy rates, the development and business community is optimistic that office will rebound in the Metro. A glut of proposed projects in a 10-mile radius means that the Town Center should incorporate office typologies into future phases.

Lacking Competitiveness

Johns Creek has seen little action in new development or major office leases over the past decade, losing ground to Alpharetta, Peachtree Corners, Norcross, etc. The Town Center must create an environment that provides a competitive positioning to secure new and exciting employers.

Think "Right Sized"

The study area currently is focused on large-scale campus office. A variety of employment typologies include garden office, mixed-use office, etc. will provide opportunities for a diversity of tenants to locate in the Town Center.



Connectivity is Key

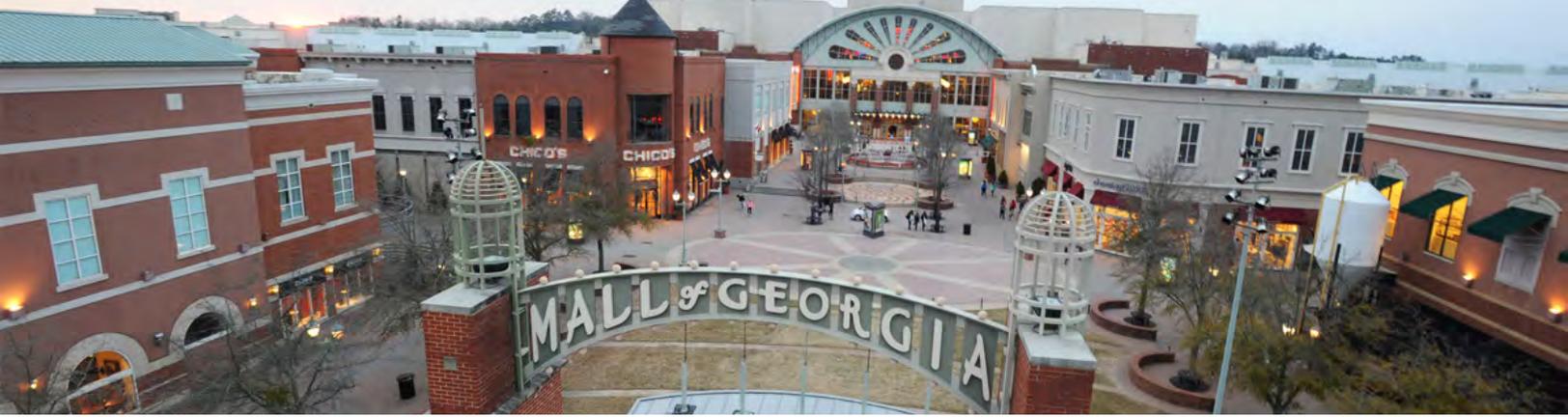
Employment continues to locate along major transportation corridors (highway and MARTA). The lack of this connectivity for Johns Creek means that other attractors are required to overcome this shortfall.

Re-Use of State Farm Property

The vacancy of the State Farm property allows for creative thinking to reimagine a major anchor for other employment uses based on rising economic sectors such as healthcare, medical, life sciences, and tech.

The Cool Factor

Major proposed office projects in North Atlanta are primarily in Alpharetta. The Town Center should determine how to create a lively and amenity-rich place that is appealing to developers and end-user tenants.



RETAIL ANALYSIS

METRO ATLANTA RETAIL OVERVIEW

Metro Atlanta’s retail market struggled throughout 2020 due to the Covid-19 pandemic. Retail was already a transforming asset sector due to changing consumer preferences and the rise of e-commerce, and the pandemic has accelerated these trends. Real estate is considered a lagging indicator for retail during the pandemic, as many metrics may not emerge until later into 2021. The metro saw spending reaching pre-Covid-19 levels in late 2020; however, despite spending increases, retail vacancies are still likely to climb following the closure of many big-box brick-and-mortar chains such as JCPenney, Tuesday Morning and Macy’s.

The Metro experienced negative annual absorption for the first time in over a decade; however, retail absorption was already on a downward trend in 2018 and 2019.

The Covid-19 recovery will be assisted by retail demand in Metro Atlanta’s northern suburbs, driven by strong growth of both household population

and income. The region’s largest spending cohort, 35–54-year-old individuals, has been growing at a rate more than double the U.S. average.

Since 2010, there has been over 8 million SF of refurbished/renovated retail space, driving down the need for new retail construction. The financials demonstrate that renovating a property in most locations is more viable than demolishing and building new. As a result, despite relatively low vacancies, construction levels are near the national average.

A continuing trend in Metro Atlanta is combining retail and multi-family housing to create larger mixed-use developments, with most new retail supply targeting higher-income households in exurban markets such as Suwanee/Buford and Cumming/Forsyth, as well as gentrifying markets such as East Atlanta. The “urban suburban” revitalization into retail and entertainment districts is expected to remain.

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 Submarket Summary

Retail Submarket	Submarket Positioning	Leasing	Rental Rate	Vacancy	Development Pipeline	Development Performance
Norcross/ Peachtree Corners	Primarily neighborhood/community centers split between affluent Peachtree Corners and more blue-collar Norcross	Slowed absorption in 2020 but leasing has nearly come back to pre-pandemic levels by Q4 2020	\$17.39/SF, similar to Metro Atlanta average with a \$4/SF premium for Peachtree Corners versus Norcross	5.9%, similar to the Metro Atlanta vacancy rate, after years of being significantly higher	There is currently no retail under construction in the submarket	Over the past 12 months there has been 116,000 SF delivered
Gwinnett Mall/ Duluth (*study area submarket)	Potential of more vacancies to come, fundamentals may continue to move in a downward direction	Slowed leasing momentum as a result of Covid-19, with expectation that this will continue	\$18.10/SF, with a \$2/SF premium for rents north of Buford Highway with highest rents around \$30/SF	8.7%, vacancies have risen due to pandemic uncertainty and the underperforming Gwinnett Place Mall	Only 76,000 SF, of which 36,000 SF is the upcoming Lidl grocery store	Most new inventory is focused on mixed-use. Only 3% inventory increase this decade, with most stock from the 90s and 2000s
Roswell/ Alpharetta	Affluent submarket with strong growth making it one of the Metro's foremost submarkets currently driven by mixed-use development	Only 50% of pipeline inventory has been pre-leased	\$22/SF, with retail in Avalon north of \$40/SF	7.8%, with vacancies increasing as a result of Covid-19	120,000 SF, 50% unleased	Inventory has increased since 2010; new inventory dominated by Avalon
Cumming/ Forsyth	One of the Metro's fastest-growing and active submarkets, especially in the southern portion of the submarket	Fast growing, taking advantage of the submarket's wealthy and fast growing population, even during Covid-19	\$18.90/SF, above Metro Atlanta average, with retail near grocery stores at a slight premium	5.0%, well below Metro average despite growth of new supply because of tenants looking to get into emerging submarket	76,000 SF with most in retail strips or shopping centers	Inventory has increased 15% since 2010, with 170,000 SF in last 12 months, including the new Halcyon Forsyth mixed use development
Suwanee/ Buford	Affluent, performing well, driven by Mall of Georgia and the upcoming Exchange at Gwinnett development	More than 90% of the upcoming Exchange at Gwinnett project is pre-leased	Asking rent average of \$19.30/SF, with rental growth of 1.5% YOY	4.2%, with trends over recent years below Metro Atlanta averages	Upcoming Exchange at Gwinnett project with 430,000 SF of retail	Nearly 1 million SF added since 2010, with 145,000 SF in the last 12 months with 46,400 SF absorbed

10-MILE RADIUS RETAIL OVERVIEW

MXD completed an analysis of the retail inventory within a 10-mile radius of the study area. There is approximately 54,870,000 SF of retail inventory in 3,100 buildings within the 10-mile radius. This represents a 6.6% increase of retail inventory over the past decade.

Vacancy rates are higher than the Metro average, reaching 7.3% in Q4 2020. The number of vacancies has risen considerably in 2020 as a result of the impacts of Covid-19, with vacancy rates at their highest since 2014. This falls in line with Metro trends. Market rents within a 10-mile radius of the study area come at a premium compared with Metro Atlanta averages. The average market rent is \$19.81/SF in Q4 2020, or 15 percent higher than in Q4 2010, while sales prices are \$187/SF, a 13%

premium over the Metro Atlanta average. This is likely due to the burgeoning Alpharetta retail market which falls into the 10-mile radius.

Much of the retail market in this area has transitioned from traditional, aging strip centers and enclosed malls, to mixed-use lifestyle centers and town center projects such as Avalon, Alpharetta City Center, and Peachtree Corners Town Center. Lifestyle center inventory only makes up 3.6% of total retail inventory in this area; however, total lifestyle center inventory has increased nearly 40% over the last decade. For retail within lifestyle centers, vacancy is substantially lower at 3.3%, while rent and sales prices are both considerably higher than average at \$26.88/SF and \$195/SF, respectively.

There are three enclosed malls that anchor this area, North Point Mall, Gwinnett Place, and Sugarloaf Mills. Gwinnett Place was recently purchased by Gwinnett County for \$23 million, indicating potential redevelopment of a mixed-use community over time. North Point is also planned to undergo

redevelopment into mixed-use. Due to a significant amount of aging Class B and C properties in this radius, it is likely to see continued repositioning or redevelopment of obsolete retail properties over the next decade.

JOHNS CREEK RETAIL OVERVIEW

Johns Creek has a retail inventory of approximately 4,291,000 SF which makes up only 8% of total retail inventory in the 10-mile radius of the study area. Neighboring communities such as Alpharetta and Duluth, with stronger transportation connections, have significantly more retail supply. This is driven by super-regional malls and power centers as well as the growth of “downtown-in-the-suburbs” lifestyle centers.

While Johns Creek has a smaller share of retail inventory than surrounding cities, it has a retail per capita of 50 SF per resident. This falls in line with the U.S. average that ranges between 40 SF to 60 SF per capita. It is beneficial that Johns Creek is not “overbuilt” from a retail perspective, especially due to the changing nature of retail that has been

ongoing over the past decade, and has seen acceleration from Covid-19.

Johns Creek boasts higher-than-average market rents at \$22.14/SF. The market has been surprisingly resilient through the Covid-19 pandemic with the average market rent remaining stable. Vacancy rates are also stable and remain far below the levels of the last recession in 2008. Several factors account for this stability:

- 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 and home, restaurants, etc. that have been more resilient retail categories.



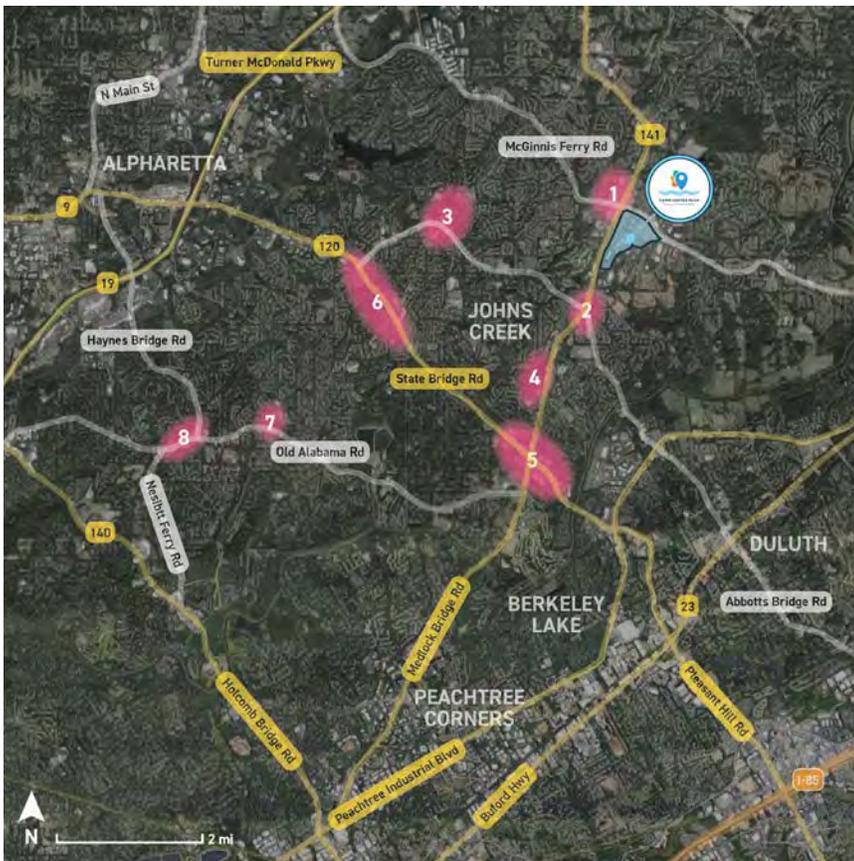
Johns Creek’s retail inventory has seen much less growth than surrounding municipalities. Over the past ten years, retail inventory in Johns Creek has only increased 0.4%, with an average net absorption of 35,000 SF per annum. While this can be considered stagnant and retail sales have likely been captured in cities such as Alpharetta, this also positions Johns Creek well moving forward to determine what it requires from a retail perspective in its future Town Center coming out of the Covid-19 pandemic.

Almost all retail projects in Johns Creek were developed prior to the incorporation of the city, with many built in the 1980s to 2000s. “Retail follows rooftops,” and the limited population growth in Johns Creek compared to surrounding communities has played a factor. This has resulted in much of

the Johns Creek inventory being categorized as suburban car-centric retail such as power centers, strip centers, and neighborhood retail. While still successful, there is limited differentiation between retail products in Johns Creek, creating a homogenous landscape.

There are no lifestyle centers or mixed-use town centers in Johns Creek. Due to changing retail preferences, many residents are shopping at newer and more exciting projects such as Avalon, Halcyon Forsyth, etc. that offer a “destination” experience by providing a more urban pedestrian-friendly environment with a mixture of chain and independent shops and restaurants. The lack of new retail formats in Johns Creek is evident and will continue to be a challenge for capturing a higher share of taxable retail sales in the city.

Johns Creek Strip, Neighborhood and Community Center Retail Nodes



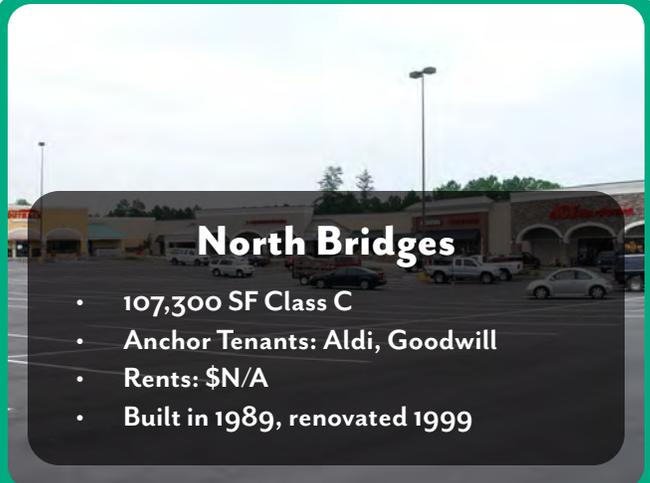
Node	Anchors
1	Lowe’s, Kroger, T.J. Maxx, Walgreens
2	H Mart
3	Dollar Tree, Publix
4	Crunch Fitness Johns Creek
5	Target, Home Depot, Hobby Lobby, Publix, Regal Cinemas
6	Walgreens
7	Anytime Fitness, CVS
8	Walgreens, The Fresh Market, Publix, Kroger

EXAMPLES OF CURRENT STRIP/NEIGHBORHOOD/COMMUNITY CENTER RETAIL PRODUCT



Abbotts Village

- 117,836 SF Class B
- Anchor Tenants: Publix
- Rents: \$22/SF NNN
- Built 1994 to 1997



North Bridges

- 107,300 SF Class C
- Anchor Tenants: Aldi, Goodwill
- Rents: \$N/A
- Built in 1989, renovated 1999



Haynes Bridge Village

- 110,637 SF Class B
- Anchor Tenants: Publix
- Rents: \$N/A
- Built 1991 to 1994



Shops at State Bridge

- 326,648 SF Class B
- Anchor Tenants: Target, Home Depot
- Rents: \$22/SF NNN
- Built 1994 to 2003



Medlock Crossing

- 168,656 SF Class B
- Anchor Tenants: Regal Cinemas
- Rents: \$19-22/SF NNN
- Built 1998



Johns Creek Walk

- 27,962 SF Class B
- Anchor Tenants: N/A
- Rents: \$N/A
- Built 2006

RETAIL AT AND ADJACENT TO THE TOWN CENTER SITE

Due to the location of the town center site at the edge of Johns Creek, there is a significant amount of retail across McGinnis Ferry Road in Forsyth County.

There is approximately 1.2 million square feet of retail within the node at McGinnis Ferry Road and Medlock Bridge Road. This includes the 180,000 SF Life Time Fitness next to Johns Creek City Hall.

Retail primarily consists of big box, neighborhood retail, and strip centers. National and regional chains are prevalent with limited unique and local shops at this node.

Much of the retail is located on the north side of McGinnis Ferry Road in Forsyth County. Retail anchors on the Forsyth County side include Sprouts, PetSmart, Kohl's, Lowe's, and Kroger. Johns Creek residents living in the area as well as

employees in Technology Park are shopping and dining near home or work but leaving the city and reducing taxable sales.

The major retail center on the Johns Creek side is the 206,000 SF Johns Creek Village that is adjacent to Emory Johns Creek Hospital. Built in 2003, it is anchored by LA Fitness, Ross, T.J. Maxx as well as Walgreens. Food & beverage is mostly national fast-food chains, quick-service restaurants with limited full-service offerings or unique restaurants.

The few retail uses in the town center site aside from Life Time Fitness are Muse Salon and Spa and Panera Bread. Employees working in Technology Park must drive to nearby retail centers for shopping or dining.



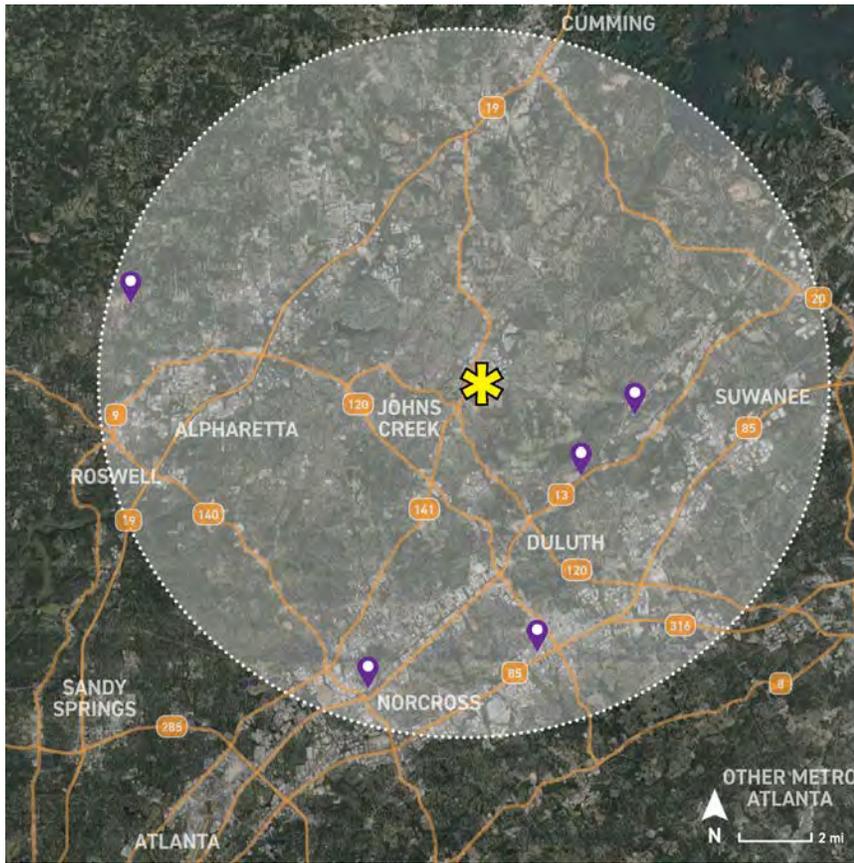
PROPOSED AND UNDER CONSTRUCTION RETAIL

There is approximately 300,000 SF of retail space under construction and another 394,000 SF proposed for delivery within a ten-mile radius of the site.

The largest retail delivery expected in the next several years is the retail component of the upcoming Market District Crabapple, a mixed-use development in Milton, providing 40,500 SF of retail in three buildings. Other major developments in the pipeline include:

- Steve Reynolds Retail (40,000 SF in four buildings under construction) delivered late 2020.
- Proposed redevelopment of BP gas station at 500 Peachtree Industrial Boulevard (40,000 SF proposed).
- Lidl grocery store on Peachtree Industrial Boulevard (36,000 SF, proposed for 2022).
- Lidl grocery store at 690 Holcomb Bridge Rd (29,000 SF, proposed for 2021).

Proposed and Under Construction Retail



300,000 SF
Retail Space under construction in 10-mile radius

394,000 SF
Proposed for delivery within a 10-mile radius

+40,500 SF
Market District Crabapple mixed-use development

RETAIL SUBMARKET ANALYSIS MODEL (EXCERPT)

A Retail Submarket Analysis model was developed based on the submarket performance metrics of absorption, vacancy, rental increases, and cap rate changes, as well as considerations of available developable land.

The initial objective was to forecast future demand in each local submarket for additional retail development over the next 20 years.

From this submarket projection, a capture rate from each local submarket to the subject development was then estimated based upon factors such as proximity to the site, market position, remaining developable land in each submarket, as well as site strengths and weaknesses relating to retail tenant site selection.

Retail Submarket Analysis Model (Excerpt)

Market Analysis Assumptions

Current Year	2020
Historic Base Year	2010
Year 1 of Operations	2023
Balanced Vacancy Rate ⁽¹⁾	7.0%
Asking Rent for New Retail in Submarket	\$15.89
Rental Premium for New Buildings	20%
Metro Average Annual Absorption % ⁽²⁾	0.90%
Historic Annual Rent Rate Increase	1.06%
Project Annual Rental Rate Increase	2.50%
Subject Development Floor-Area Ratio (FAR)	0.30

⁽¹⁾ Vacancy rate at which supply is sufficiently constrained to cause market rent increases.

⁽²⁾ Source: CoStar

Total Local Submarkets	Inventory SF	Vacancy SF	Vacancy %	Occupied SF	% of Metro Occupied Inventory	Asking Base Rents	Cap Rate
Malls	3,474,497	752,206	21.6%	2,722,291	10.9%	\$21.34	7.2%
Power Center	1,166,191	2,794	0.2%	1,163,397	4.4%	\$19.77	7.5%
Neighborhood Center	9,487,886	660,618	7.0%	8,827,268	8.8%	\$17.29	7.9%
Strip Center	3,652,862	209,416	5.7%	3,443,446	11.8%	\$16.11	7.6%
General Retail	11,228,654	524,602	4.7%	10,704,052	6.9%	\$16.71	7.4%
Other Retail	506,324	43,515	8.6%	462,809	14.9%	\$13.56	8.1%
Total	29,516,414	2,193,151	7.4%	27,323,263	8.0%	\$17.36	7.6%

Metro Area	Inventory SF	Vacancy SF	Vacancy %	Occupied SF	% of Metro Occupied Inventory	Asking Base Rents	Cap Rate
Malls	27,765,818	2,796,603	10.1%	24,969,215	100.0%	\$26.40	7.5%
Power Center	27,531,378	1,148,572	4.2%	26,382,806	100.0%	\$20.43	7.8%
Neighborhood Center	108,473,596	8,226,601	7.6%	100,246,995	100.0%	\$17.19	7.9%
Strip Center	31,111,607	1,926,872	6.2%	29,184,735	100.0%	\$15.94	7.7%
General Retail	161,732,230	5,611,637	3.5%	156,120,593	100.0%	\$16.27	7.5%
Other Retail	3,307,303	210,551	6.4%	3,096,752	100.0%	\$20.62	8.0%
Metro Total	359,921,932	19,920,836	5.5%	340,001,096	100.0%	\$17.62	7.7%

Several metrics factor into the demand model:

- Local retail submarkets include 8% of Metro Atlanta's total inventory.
- Vacancy rates are considered moderately healthy at 7.4%, slightly above the 7% rate recognized as a threshold to support new retail development.
- New construction is limited and sits below average annual absorption over the past decade. Vacancy rates could decline in the next several years to support new retail development in the local submarkets.

An estimated 168,000 SF to 280,000 SF of retail space could be absorbed at the subject development over the next 20 years.

An initial five-year phase could include 44,000 SF to 73,000 SF of retail development.

Retail Submarket Analysis Model (Excerpt) (continued)

Vacancy Adjustments to Forecast

Submarket	Vacancy SF @ Balanced State	Vacant SF	Under Constructio n SF	Fair Share Absorption SF/Yr	Years to Balance (from 2019)	Additional Warranted New SF
Norcross/ Peachtree						
Malls	43,367	65,886	-	2,978	7.6	-
Power Center	17,689	-	-	1,197	0.0	17,689
Neighborhood Center	258,811	201,125	102,677	38,915	1.2	-
Strip Center	116,150	93,789	-	17,986	0.0	22,361
General Retail	311,509	236,080	-	30,741	0.0	75,429
Other Retail	3,128	-	-	966	0.0	3,128
Sub-total	750,654	596,880	102,677	92,784	0.0	51,097
Gwinnett Mall-Duluth						
Malls	199,848	686,320	-	11,666	41.7	-
Power Center	63,945	2,794	-	4,312	0.0	61,151
Neighborhood Center	405,341	459,493	40,000	59,339	1.6	-
Strip Center	139,550	115,627	-	21,576	0.0	23,923
General Retail	474,496	288,522	44,244	47,344	0.0	141,730
Other Retail	32,315	43,515	-	9,038	1.2	-
Sub-total	1,315,495	1,596,271	84,244	153,276	2.4	-

Development Scenarios, Land Requirements & Rental Rates

Scenario (Cumulative SF)	2023	2028	2033	2038	2042
Conservative					
Building SF	10,886	52,159	93,433	134,706	167,724
Acres	1	4	7	10	13
Moderate					
Building SF	14,515	69,546	124,577	179,608	223,633
Acres	1	5	10	14	17
Aggressive					
Building SF	18,144	86,932	155,721	224,510	279,541
Acres	1	7	12	17	21
Estimated Average Base Rent					
per SF/Year	\$20.54	\$23.23	\$26.29	\$29.74	\$32.83

KEY TAKEAWAYS AND IMPLICATIONS

Older Existing Supply

Most existing retail supply in Johns Creek is outdated strip centers, and neighborhood and community centers that have suburban-centric development patterns. High disposable incomes and the desire for more modern retail offerings indicates a need to construct new retail inventory that will be competitive with neighboring communities such as Alpharetta or Duluth.

Strong Retail Demand, even with Covid-19

While the future of brick-and mortar retail in a post Covid-19 world is uncertain for certain retail categories, Johns Creek and surrounding communities have remained relatively resilient. Strong retail spending profiles for Johns Creek residents offers the opportunity to develop new retail in the Town Center once the market stabilizes.





MULTI-FAMILY ANALYSIS

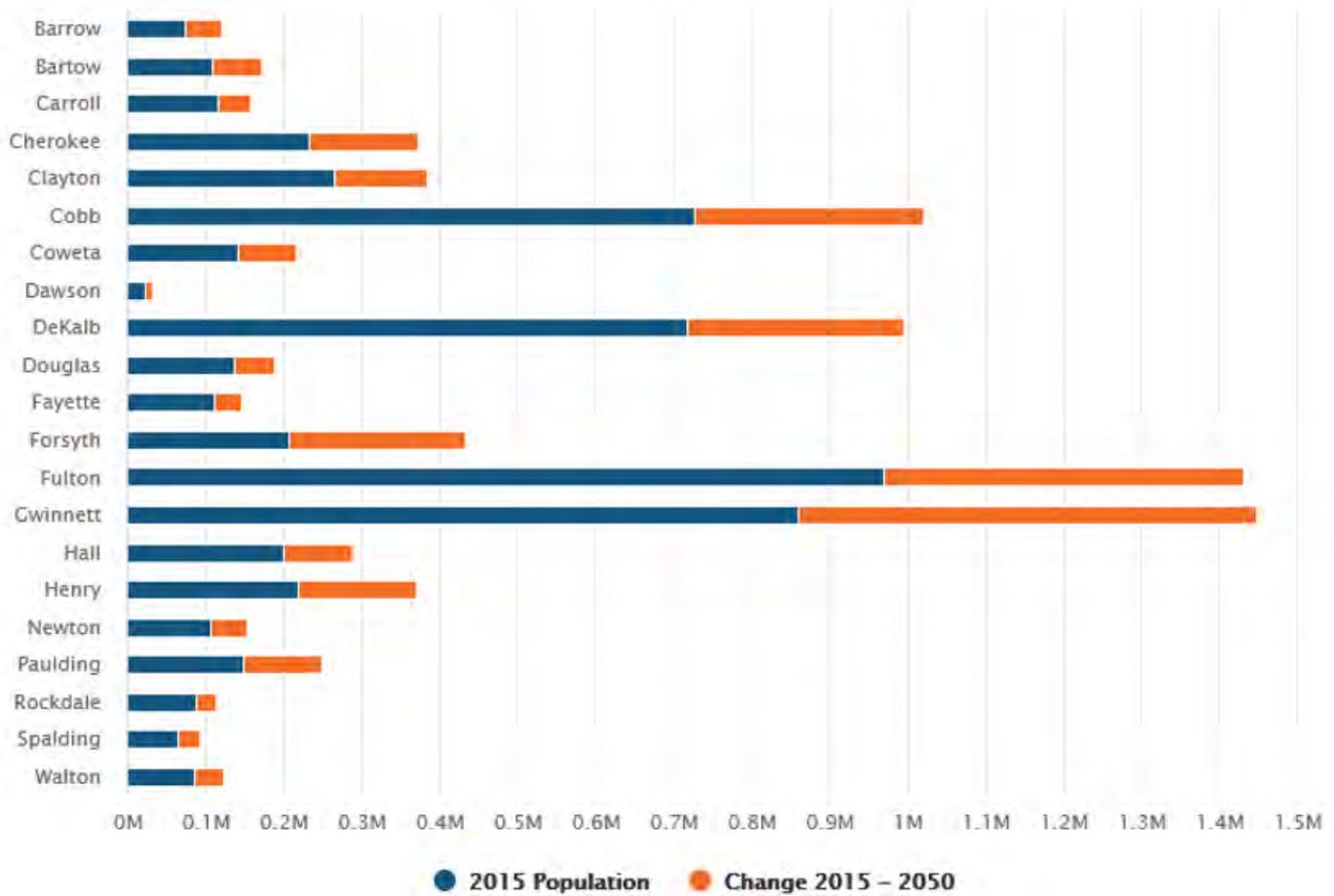
The Atlanta Regional Commission forecasts that the Atlanta region will potentially add 2.9 million more residents by 2050. This increase averages to nearly 100,000 additional residents per year. Fulton County and Gwinnett County, the two most populous counties in the region are projected to receive much of this growth, followed by Cobb County and DeKalb County. This plays favorably for the Johns Creek Town Center. Johns Creek is nearly built out of vacant land, so infill of Technology Park will allow the city to capture a portion of this increase in population.

Metro Atlanta has been one of the fastest growing metro areas in the United States over the past decade and the amount of residential supply

has not kept up with demand. This has created an increasingly tight housing market. Compared to two other similarly-sized metro areas, Dallas and Houston, Metro Atlanta had 65,000 new multi-family units added within the past decade, compared to 155,000 units and 105,000 units respectively.

As a result of Covid-19, national interest rates on homeownership loans have decreased, which increases access for homeownership to many individuals and as a result, may increase demand of for-sale condominium and townhouse units. Condominium and townhouse demand is expected to rise given interest rates stay low and constraints on supply continue in certain submarkets.

Atlanta Regional Commission Population Growth Forecast 2050



High-amenity, easily accessible neighborhoods within the Perimeter such as Buckhead, Midtown and Eastside have been top performers in Metro Atlanta with two-thirds of delivered multi-family supply in the last decade.

The boom of “downtown in the suburbs” projects exhibiting similar mixed-use, transit-rich communities have generated a larger share of metropolitan construction over the past decade and are expected to keep increasing in popularity. This trend has been particularly noticeable locally in the North Gwinnett submarket with one of Metro Atlanta’s highest amount of inventory delivered in 2020.

Inner suburbs, such as Dunwoody, Sandy Springs and Cumberland had an increasingly large proportion of Metro Atlanta commercial multi-family transactions in 2019. This was driven by large amounts of existing 1980s and 1990s product as well as fewer development-limiting regulations than many North Metro Atlanta suburbs.

Despite the impact of the Covid-19 pandemic, Atlanta’s third-quarter 2020 demand was the highest in the U.S., absorbing more than 9,000 units for 87% of the market’s annual absorption at the time. By Q4 2020, there had been 12,907 units of multi-family rental delivered, with a total absorption of 13,166 units.

NORTH FULTON MULTI-FAMILY RENTAL ANALYSIS

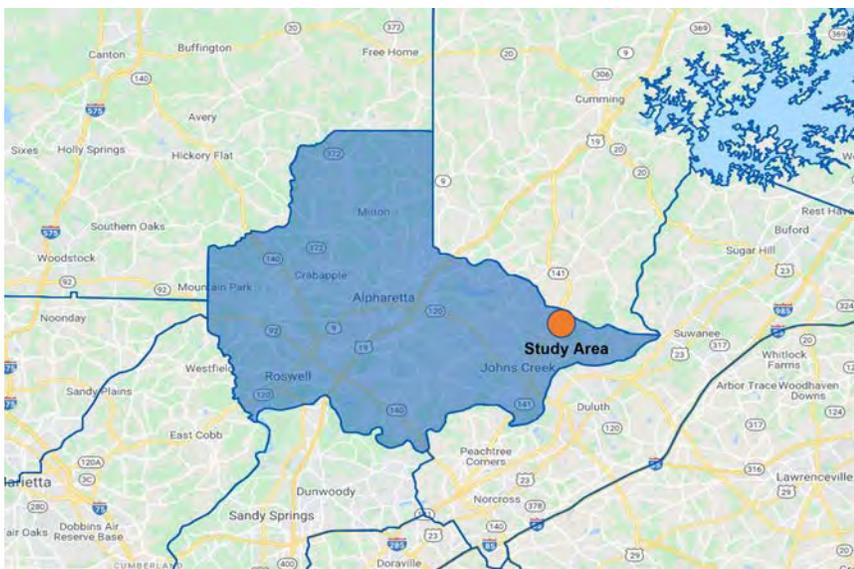
The City of Johns Creek and the Town Center Plan study area are situated in the North Fulton submarket. This submarket has experienced strong growth in the multi-family rental sector, especially in the past several years. Demand for multi-family rental housing in this area can be partially attributed to the growth of local white-collar jobs, and as a result of the growth in wealthier households such as executives, families and young professionals. This growth has led to higher demand with strong rental prices.

In comparison to other jurisdictions in Metro Atlanta, the municipalities of Alpharetta and Roswell are perceived by the development community to having a more complicated regulatory and development process. This has resulted in a less over-saturated multi-family rental market. This relative supply constraint, combined with strong residential demand driven by good schools, highway connectivity and proximity to retail, entertainment and employment areas has created a vacancy rate lower than the Metro Atlanta average.

The development of “downtown-in-the-suburbs” amenities such as the eight-mile Alphaloop trail in Alpharetta, like the Atlanta BeltLine, may potentially drive further development along these nodes. The Covid-19 pandemic slowed rental growth temporarily for rental multi-family in North Fulton; however, the market has proved resilient as rental growth bounced back to a 0.4% increase year-over-year by the end of 2020. Residential is viewed as a safer longer-term development play compared to office and retail, thus investors and developers continue to seek deals through the pandemic.

Most new deliveries in North Fulton have been higher-end product primarily concentrated within mixed-use town centers, such as Avalon or Alpharetta City Center, or in historic town centers such as Roswell and Duluth. With amenities in these town centers able to justify higher-end development, asking rents are approaching levels comparable to Midtown or Buckhead with rates as high as \$2 per SF for projects such as the Veranda at Avalon or Amorance. This is at a premium over the submarket 4/5-star average of \$1.40 per SF.

North Fulton Submarket



+0.4%
Rental growth year-over-year
by end of 2020 in North Fulton

\$2/SF
Asking rental rate (high)
in North Fulton

NORTH FULTON MULTI-FAMILY FOR-SALE ANALYSIS

Prices in North Fulton hold a premium over other northern Metro Atlanta suburban submarkets such as North Gwinnett and Forsyth County, with prices averaging \$200 per SF in Class A developments. The strong submarket prices are driven both by the submarket's affluent population as well as the "downtown-in-the-suburbs" amenities of the various suburban town center communities.

There has been a trend of for-sale townhouse development in the submarket to cluster near town center developments such as Avalon or Northwinds, near/within historic downtowns such as Alpharetta or Roswell, or to concentrate near major transportation nodes.

There have been nearly 1,000 townhouse deliveries in 24 developments within the last five years in the North Fulton submarket. The average price for these townhomes from 2017 to 2020 was \$197 per SF,

with product in-or-near Downtown Alpharetta or Downtown Roswell attracting a premium due to the proximity to amenities and employment nodes.

During this same five-year period, approximately 110 condominium units were delivered in North Fulton, with an average price of \$357 per SF. More premium options such as Teasley Place in Downtown Alpharetta have reached or exceeded the \$400 per SF mark.

Most multi-family condominium development within the submarket has occurred in Downtown Alpharetta, anchored by the recent Alpharetta City Center and Avalon mixed-use developments. There is currently an additional 42 age-restricted (55+) condominium units under construction at the new Market District at Crabapple development in Milton.



NORTH GWINNETT MULTI-FAMILY FOR-SALE ANALYSIS

Development of townhouses within the North Gwinnett submarket has primarily clustered in Suwanee and Sugar Hill with approximately 200 units delivered in each municipality since 2015. Overall, the North Gwinnett submarket had approximately 731 townhouse unit deliveries in 14 developments between 2015 and 2020. There were no condominium apartment deliveries during this time period.

The average price for new townhouse development in the North Gwinnett multi-family submarket was \$148 per SF, a 9% increase from the same value

three years prior. This is considerably lower than the North Fulton submarket which achieves an average of \$197 per SF.

Access and proximity to transportation and central employment areas add premiums to the prices of for-sale multi-family housing in North Gwinnett. For-sale multi-family residential in further-out suburbs such as Buford has a lower price per square foot as these areas have more affordable and plentiful land for development and are not in proximity to major employment nodes.



FORSYTH COUNTY MULTI-FAMILY RENTAL ANALYSIS

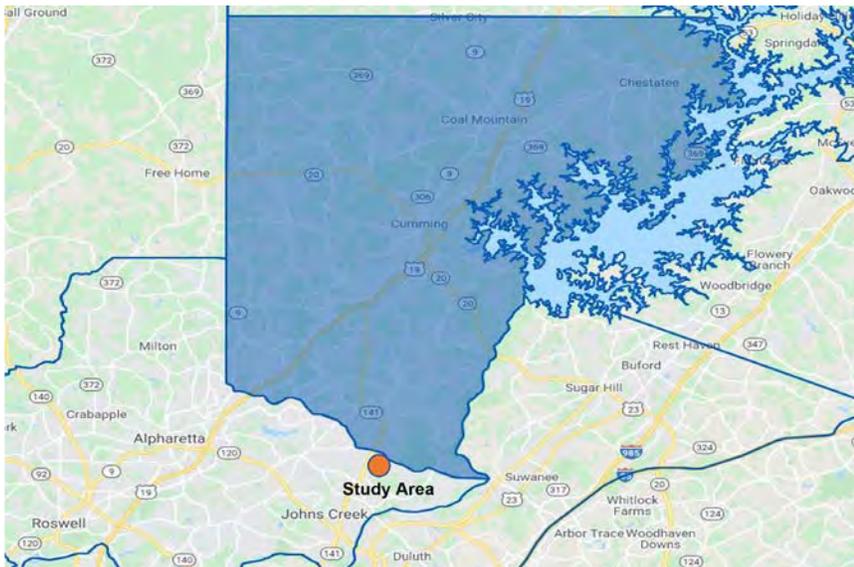
Since the turn of the millennium there has been strong household growth in Forsyth County, with the population expected to double by the year 2050. This has generated substantial housing demand. The area's excellent schools, healthcare and major retail nodes, as well as proximity to major employment centers in Fulton County along GA 400 are all drivers for strong residential demand growth in Forsyth County.

Comparable to other North Atlanta residential submarkets, Forsyth County is wealthier than the Metro Atlanta average. A large proportion of residents earn higher-than-average wages and work in professional sectors such as finance and insurance or information. This creates strong demand in Forsyth County for higher-end, four-and five-star multi-family rental units.

Dominated by newer supply, Forsyth County is one of Metro Atlanta's more expensive multi-family markets, including higher rents than neighboring North Fulton. A smaller multi-family inventory than other North Atlanta multi-family submarkets may lead to more volatility in rental growth.

While the submarket has been one of Metro Atlanta's strongest in terms of new construction over the past decade, there is a limited number of units in the development pipeline. There may be new multi-family construction activity soon with new multi-family zoning in Cumming attempting to promote mixed-use and more walkable communities. The 320-unit and 193,000 SF (retail) Solis Cumming Town Center recently broke ground in Cumming.

Forsyth County Submarket



2x
Population growth by 2050
in Forsyth County

320
Units in development pipeline
in Forsyth County

FORSYTH COUNTY MULTI-FAMILY FOR-SALE ANALYSIS

For-sale residential in Forsyth County has been dominated by single-family home construction, although there has been recent growth in the inventory of for-sale multi-family residential. There were 400 units of townhomes delivered in five developments between 2015 to 2020, primarily in and around the City of Cumming.

Prices lag the North Fulton submarket with a 2020 average price of \$149 per SF. The average

price per square foot in Forsyth County has risen approximately 13.3% in the last three years, which demonstrates positive value moving forward.

For-sale multi-family development in Forsyth County has lagged compared to other areas of Metro Atlanta due to a variety of factors. Recent zoning changes in Cumming that promote density along with a strong homebuyer market may increase the supply of multi-family products.



Multi-family Residential Analysis – Summary Rental

Submarket	Characteristics	Market Position	Asking Rent \$/Monthly	Rent Dynamics	Rental Unit Vacancy	Inventory Growth	Development Pipeline	Implications for Johns Creek Development
North Fulton	<ul style="list-style-type: none"> - New multi-family development is commonly met with opposition and red tape, but one of the fastest growing typologies - Affluent demographic compared to other Metro Atlanta submarkets - Multi-family growth dominated by new mixed-use town center development 	High-tier	<ul style="list-style-type: none"> • \$1.28/SF • \$1,388/Unit • \$1.76/SF Class A 	Newer Class A inventory achieving rents similar to Midtown or Buckhead	<ul style="list-style-type: none"> • 6.5% • 9.8% Class A 	12-month absorption of 257 rental units	140 rental units under construction	Example of how multi-family development can be successful despite historic opposition to this typology of development
North Gwinnett	<ul style="list-style-type: none"> - Growing faster than the Metro Atlanta averages in terms of both population and rental growth - Multi-family development is centered around clusters of mixed-use density along major roadways - Nearly all product delivered over the past five years has been mid-rises 	High-tier	<ul style="list-style-type: none"> • \$1.24/SF • \$1,276/Unit • \$1.63/SF Class A 	Newer 4-and-5-star inventory has helped raise existing 3-star rent values.	<ul style="list-style-type: none"> • 7.3% • 22.4% Class A 	1,100 rental units (770 absorbed) within the last 12 months	1,400 rental units under construction	Potential for market to get oversaturated during the next development cycle, creating an oversupply of multi-family rental within a 10-mile radius of Johns Creek
Forsyth County	<ul style="list-style-type: none"> - Outer suburban market that has been flooded with new inventory over recent years - Higher-income demographic but little professional employment. In proximity to employment centers in Fulton County - Single-family dominated residential market 	Newer High-tier	<ul style="list-style-type: none"> • \$1.35/SF • \$1,502/Unit • \$1.58/SF Class A 	One of the highest in the Metro because of most supply being newer 4/5-star	<ul style="list-style-type: none"> • 7.9% • 10.6% Class A 	12-month absorption of 566 rental units	320 rental units under construction	Potential competition due to the significant expected population growth; however, at a locational disadvantage compared to Johns Creek

Multi-family Residential Analysis – Summary For-Sale

Submarket	Market Position	3-Year Average Sales Prices	Sales Dynamics	Inventory Growth	Implications for Johns Creek Development
North Fulton	<ul style="list-style-type: none"> • High-tier • Newer • Only regional condo market 	• \$197/SF	More premium class-A condominium inventory with sales values similar to Midtown or Buckhead	There have been nearly 1,200 new townhouse and condo units added within the last three years	Example of how condominiums can be constructed in a suburban location with a critical mass and achieve sales prices similar to Midtown or Buckhead
North Gwinnett	• High-tier	• \$148/SF	Variety throughout the submarket with prices reaching significantly higher prices in areas in closer proximity to major employment areas	731 townhouse units delivered in the last three years	Disparity in submarket prices highlight the importance of connectivity and accessibility to regional amenities such as employment, retail and entertainment
Forsyth County	<ul style="list-style-type: none"> • Newer • Middle-high-tier 	• \$149/SF	Slow for new inventory deliveries over the past few years; however, prices have risen in Forsyth County 13.3%	There has been approximately 400 new townhouse units added within the last three years	Example of how multi-family development can begin to break into a single-family dominated market

MULTI-FAMILY RENTAL PROPERTIES 10-MILE RADIUS ANALYSIS

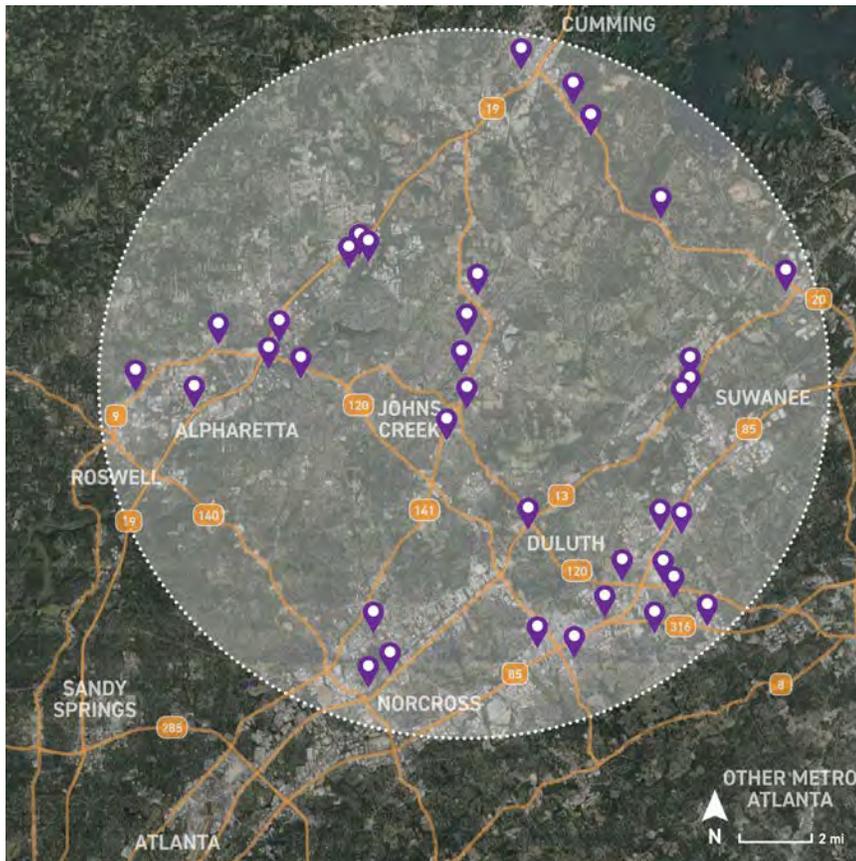
To further analyze how the Town Center's trade area has absorbed new inventory locally, MXD completed an analysis of multi-family rental properties delivered within a 10-mile radius over the past three years.

This area has been one of the strongest for multi-family rental construction in Metro Atlanta over the past decade. Approximately 20% of Metro Atlanta multi-family rental deliveries have occurred here, delivering 13,207 units in 60 new multi-family rental projects driven by new town center developments such as Avalon. Data indicates a multi-family rental construction boom mid-decade, with most product delivered in the last several years.

Overall, 7,369 units of rental multi-family housing in 35 projects have been delivered within a 10-mile radius in the last three years. These projects have mainly been built in Alpharetta, Norcross, Duluth, and Forsyth County. Most are built at or near city centers / town centers for their respective jurisdiction.

Average asking rents for multi-family rental properties built between 2017 and 2020 was 7% higher than the asking rent was for new deliveries in 2017, or \$1.98 per SF and \$1,902/unit. The asking rent per square foot is comparable to new-build 4-5-star multi-family developments in the submarkets within the 10-mile radius.

Multi-family Rental Deliveries 2017-2020 in 10-mile Radius



20%

Multi-family rental deliveries
within 10-mile radius

7,369

Delivered units in the last 3 years
within a 10-mile radius

+7%

Asking rent premium for multi-
family built between 2007 to 2010

MULTI-FAMILY RENTAL PROJECT EXAMPLES



EVOQ Town Flats of Johns Creek

- **Development Summary:** 4-star, 140-unit community including one-and-two-bedroom units ranging from approximately 800 SF to 1,350 SF with amenities such as fitness trainers, taproom, music lounge, bbq, pool, concierge and firepit. 55+ age restricted.
- **Developer:** One Street Residential
- **Completed:** 2020
- **Average asking rent:** \$2,150



Siena Suwanee Town Center

- **Development Summary:** 4-star, 240-unit rental community in Suwanee Town Center with studio-to-three-bedroom units ranging from 500 to 1,500 SF. Amenities include fitness center with training room, electric car stations, pool, courtyard, bike storage, business center, clubhouse and outdoor entertainment areas.
- **Developer:** Terwilliger Pappas
- **Completed:** 2018
- **Absorption:** 18 units/per month
- **Average asking rent:** \$1,660 including for studio, one-, two-and-three-bedroom units.



Elan Halcyon

- **Development Summary:** 4-star, 300-unit community including one-and-two-bedroom units ranging from approximately 600 SF to 1,500 SF with community amenities such as pool, co-working space, fitness center, courtyard, cocktail lounge, piano lounge and outdoor kitchen.
- **Developer:** Greystar/ RocaPoint Partners
- **Completed:** 2020
- **Absorption:** 16 units/per month
- **Average asking rent:** \$1,850 for one-and-two-bedroom units combined.



District of Duluth

- **Development Summary:** 4-star, 370-unit complex, alongside 11 live-work townhomes and 15,000 SF of commercial space, contains studio-to-three-bedroom units ranging from 700 to 1,100 SF. Amenities include saltwater pool, outdoor kitchen, bike storage, pet spa, fitness center, park and clubhouse.
- **Developer:** Residential Group LLC
- **Completed:** 2017
- **Average asking rent:** \$1,640
- The project was sold in December 2018 to Principal Financial Group Inc. from Convest Development Corp. for \$83,000,000



The Brunswick (Norcross, GA)

- **Development Summary:** 4-star, 193-unit development with a mix of one, two and three-bedroom units, including nine live-work units. Community amenities include outdoor patios, pool, grills, fitness center, yoga lounge, conference room and bike storage.
- **Developer:** Centro Development, City of Norcross and Gateway Ventures
- **Completed:** 2020
- **Average asking rent:** \$1,720



Veranda at Avalon

- **Development Summary:** 276-unit complex with two studios, 163 one-bedroom and 111 two-bedroom units.
- **Developer:** North American Properties
- **Completed:** 2017
- **Average asking rent:** \$2,280
- Sold by North American Properties to Prudential Financial Inc. in October 2017 as part of a larger \$128,500,000 six-property portfolio.

Multi-family Rental Project Examples Summary

	Number of Units	Number of Studio Units	Number of One-Bed Units	Number of Two-Bed Units	Number of Three-Plus-Bed Units	Development Mix	Average Asking Rent	Average Asking Rent/ Studio	Average Asking Rent/One Bed	Average Asking Rent/ Two Bed	Average Asking Rent/Three Plus Bed
EVOQ Town Flats of Johns Creek	140	0	74	66	0	52.9% one-bed; 47.1% two-beds	\$1,669	-	\$1,387	\$1,985	-
Siena Suwanee Town Center	240	21	130	78	11	8.8% studio; 54.2% one-bed; 32.5% two-bed; 4.6% three-bed	\$1,661	\$1,290	\$1,508	\$1,910	\$2,426
Elan Halcyon	300	0	207	93	0	69% one-bed; 31% two-bed	\$1,855	-	\$1,626	\$2,363	-
District at Duluth	370	41	232	97	0	11.1% studio; 62.7% one-bed; 26.2% two-bed	\$1,645	\$1,348	\$1,631	\$1,805	-
The Brunswick	193	0	131	54	8	67.9% one-bed; 28% two-bed; 4.1% three-bed	\$1,718	-	\$1,584	\$1,893	\$2,732
Veranda at Avalon	276	2	163	111	0	0.7% studio; 59.1% one-bed; 40.2% two-bed	\$2,280	\$1,652	\$1,854	\$2,917	-

MULTI-FAMILY FOR-SALE PROJECT EXAMPLES



**Brookmere
(Johns Creek, GA)**

- **Development Summary:** 100-plus townhomes, in six different plans, within a master-planned single-family and townhouse community. The three-level townhomes offer amenities such as 2-car garages, premium features and private backyards.
- **Developer:** Providence Group
- **Completed:** 2016-2019
- **Average Unit Size:** 2,300 SF
- **Average Unit Price YTD:** \$167/PSF



**Park at Parsons Towns
Square (Duluth, GA)**

- **Development Summary:** 36 three-story, three-to-four-bedroom, two-car-garage townhomes located in Downtown Duluth
- **Developer:** Calatlantic Homes of Georgia
- **Completed:** 2017-2019
- **Average Unit Size:** 2,601 SF
- **Average Unit Price YTD:** \$162/PSF



**Teasley Place
(Alpharetta, GA)**

- **Development Summary:** Luxury 24-unit residential condominium units ranging between 1,900 to 3,000+ SF. Mixed-use community in Downtown Alpharetta above 17,000 SF of retail and 5,000 SF of office. The development has amenities such as storage units, bike share, a botanical garden and courtyard.
- **Developer:** River Rock Development
- **Completed:** 2017
- **Average Unit Size:** 2,600 SF
- **Average Unit Price YTD:** \$388/PSF



**West Main
(Alpharetta, GA)**

- **Development Summary:** 23 townhomes with above-average finishes and amenities, located within Downtown Alpharetta pushing prices per unit above the \$1-million mark in many cases.
- **Developer:** D&G Development Group and Patrick Molloy Communities
- **Completed:** 2017-2020
- **Absorption:** 16 units/per month
- **Average Unit Size:** 3,260 SF
- **Average Unit Price YTD:** \$301/PSF

Multi-family For-Sale Project Examples Summary

	Number of Units	Development Typology	Number of Two-Bed Units	Number of Three-Bed Units	Number of Four-Plus-Bed Units	Development Mix	Average Asking Price PSF	Average Asking Price PSF/Two Bed	Average Asking Price PSF/ Three Bed	Average Asking Price PSF/Four Plus Bed
Brookmere	116	Townhouse	0	51	65	44% three-beds; 56% four-beds	\$167	-	\$167	\$167
Park at Parsons Square	36	Townhouse	0	34	2	94.4% three-beds; 5.6% four-beds	\$162	-	\$162	\$170
Teasely Place	24	Condominium	10	14	0	41.7% two-bed; 58.3% three-beds	\$378	\$360	\$361	-
West Main	23	Townhouse	0	21	2	91.3% three-beds; 8.7% four-beds	\$301	-	\$299	\$319

JOHNS CREEK MULTI-FAMILY RENTAL ANALYSIS

Within the boundaries of Johns Creek, there are approximately 3,282 units of multi-family rental housing in 18 apartment buildings, not including senior housing. Delivery of new multi-family rental housing has been slow over the past decade. There have been two new apartment building deliveries, responsible for a 16% increase in the number of units from 2,825 to 3,282.

The two multi-family rental buildings delivered in the last decade – The Regency at Johns Creek Walk and The Oaks at Johns Creek were both built in 2012 and are adjacent to the study area. They delivered 193 and 264 units respectively.

Most recent multi-family rental developments have been age-restricted apartments (55+) that total 356 units over three properties. EVOQ Town Flats Johns Creek opened in 2020 and is located just south of the Town Center Plan area at Bell Road and Medlock Bridge Road.

The average asking rent in Johns Creek in Q4 2020 was \$1.25 per SF, the highest rental rate over the past decade. These fall in line with the average of the North Fulton submarket. Vacancy rates have been volatile through 2020, ranging from 4.7% to 8.2%. Volatility is expected in vacancy rates due to a small and aging rental inventory.

Johns Creek lacks a true critical mass of urban development like the town centers of Alpharetta, Duluth or Roswell, and as such, limits demand for growth of new multi-family rental housing. The lack of urban amenities and a central gathering space, along with restricted connectivity have limited growth potential from a private development perspective.

Johns Creek Multi-Family Rental Market Rent and Vacancy Rate Quarterly Averages (2011-2020)



JOHNS CREEK MULTI-FAMILY FOR-SALE ANALYSIS

Johns Creek is primarily composed of large-lot high-end single-family homes. Many homes are built near or adjacent to golf and country clubs as well as recreational trails. Homeowners purchase single-family homes for the highly regarded school district and high standard of living that Johns Creek provides.

Johns Creek's for-sale multi-family inventory increased by 99 units in two developments over the past five-years, Abbotts Square and Londonberry. There have also been several mixed-residential communities that contain single-family and townhome products such as Brookmere. Prior to the global financial crisis, Johns Creek experienced a wave of multi-family development with 16 attached projects delivered in Johns Creek from 1999 to 2010.

While there has been for-sale multi-family development in Johns Creek over the past decade, development has been slower than neighboring exurban areas such as Forsyth County.

The average price per square foot for sold new multi-family inventory over the last three years was \$171 per SF in Q4 2020, with the 2020 YTD price of \$164 per SF. The 2020 YTD price dropped six percent from 2019, which had an average price of \$175 per SF, but up significantly from 2018 at \$114 per SF.

All for-sale multi-family development in Johns Creek has been townhouse development, with no condominium projects built in Johns Creek. Like multi-family rental construction, the lack of an amenity-rich urban environment has limited developers who have been focusing on more urban suburban areas such as Alpharetta. The perception of Johns Creek as a single-family-focused suburb will need to be overcome.



Typical Single-Family Home in Johns Creek



Typical Single-Family Home in Johns Creek



Abbotts Square

2015-2019 JOHNS CREEK MIGRATION RESIDUAL

MXD completed an age-cohort projection model, examining trends in the city’s population from 2010 to 2019 to analyze growth to 2029. From that model, a migration residual is calculated as the difference between the projected population, not considering inflows and outflows of people, and the actual census-derived population in the given year.

Between 2015 and 2019, the populations of those aged 15-29 and 55+ saw the greatest population outflows. An outflow of people aged 15-24 is expected in suburban areas such as Johns Creek

as young adults leave for college and other opportunities.

Despite those over 55 being the fastest growing demographic in Johns Creek, those in the 60-64 and 70-74 age groups are some of the fastest demographics leaving as well. One reason for this may be the lack of suitable housing options for this demographic, as many in this age cohort are choosing to leave their large single-family detached homes to downsize to smaller single-family attached or multi-family units with less maintenance.

Johns Creek Migration Residual 2015-2019

Migration Residual 2015-2019	
Age Cohort	Total
0-4	943
5-9	1,818
10-14	1,305
15-19	-1,300
20-24	-3,202
25-29	-1,608
30-34	383
35-39	1,394
40-44	2,029
45-49	641
50-54	134
55-59	-88
60-64	-1,082
65-69	-448
70-74	-1,103
75-79	-6
80-84	-77
85+	-525
(792)	

A migration residual analysis of the surrounding submarkets exhibited similar behavior to Johns Creek, with outflows of older adults, for all but people aged 65-69 in Forsyth County. Johns Creek did see a disproportional outflow in the number of adults aged 55-59 and 70-74, compared to the larger North Fulton submarket. Compared to the larger submarket, the outflow population in both demographics in Johns Creek made up nearly half of the overall submarket outflow, despite making up less than a third of the population. This indicates that there are evidently larger push factors in Johns Creek for outflows in this demographic than the overall submarket.

There is a larger national trend of adults aged 65-73 moving further than other groups. The National

Association of Realtors found that the median distance between purchased home and previous residence for consumers aged 65-73 is higher than all other age cohorts at 40 miles. This is potentially indicative of the negative migration residuals for this demographic in North Fulton and North Gwinnett residential submarkets.

Like the rest of the North Fulton submarket, Johns Creek has seen a rise in inflow migration of children, teenagers and adults between 30 and 54, indicating families are moving to the area. This trend is not only present in North Fulton but across the North Atlanta residential submarkets. This is indicative of the single-family nature of these areas, with pull-factors such as good schools and strong public amenities.

Forsyth County Migration Residual 2015-2019

Migration Residual 2015-2019	
Age Cohort	Total
0-4	5,802
5-9	6,293
10-14	2,235
15-19	149
20-24	-3,937
25-29	-205
30-34	3,588
35-39	8,426
40-44	3,284
45-49	2,207
50-54	838
55-59	-361
60-64	-378
65-69	1,625
70-74	-128
75-79	-92
80-84	64
85+	-849
28,561	

North Fulton Migration Residual 2015-2019

Migration Residual 2015-2019	
Age Cohort	Total
0-4	6,013
5-9	2,823
10-14	2,092
15-19	-1,124
20-24	-9,252
25-29	244
30-34	2,447
35-39	4,693
40-44	1,555
45-49	2,010
50-54	1,226
55-59	-1,006
60-64	-2,123
65-69	-1,226
70-74	-2,235
75-79	822
80-84	282
85+	-1,329
3,704	

North Gwinnett Migration Residual 2015-2019

Migration Residual 2015-2019	
Age Cohort	Total
0-4	4,432
5-9	567
10-14	395
15-19	-1,213
20-24	-873
25-29	2,660
30-34	1,711
35-39	938
40-44	1,306
45-49	-670
50-54	39
55-59	-1,040
60-64	-397
65-69	-1,528
70-74	31
75-79	-208
80-84	-428
85+	-338
5,384	

2029 NORTH ATLANTA SUBURBS POPULATION PROJECTIONS

Overall, the population in Johns Creek is expected to rise 0.2% from 2019 to 2029, assuming housing stays at its status quo. This is far below both surrounding North Atlanta suburbs as well as Metro Atlanta, despite being in a high-growth region.

From 2019 to 2029, the adjacent North Atlanta suburbs, comprised of North Fulton, North

Gwinnett and Forsyth County submarkets, is expected to grow 14%.

To help capture a portion of that growth expected within the next decade, Johns Creek will need to introduce new housing typologies to both better reflect the city's changing demographics and reflect overarching regional trends.

Johns Creek 2029 Projected Population

Age Cohort	2029 Population		
	Male	Female	Total
0-4	1,954	1,954	3,909
5-9	3,141	3,148	6,289
10-14	3,685	3,329	7,013
15-19	2,588	3,361	5,950
20-24	1,649	1,358	3,007
25-29	1,490	527	2,017
30-34	1,308	1,263	2,571
35-39	2,311	2,388	4,699
40-44	3,496	3,805	7,301
45-49	3,801	4,231	8,032
50-54	3,697	4,157	7,854
55-59	4,095	4,318	8,413
60-64	2,763	2,714	5,476
65-69	1,951	2,555	4,506
70-74	1,119	1,809	2,928
75-79	1,074	1,094	2,168
80-84	650	929	1,579
85+	142	347	489
Total	40,914	43,287	84,201

North Atlanta 2029 Projected Population

Age Cohort	2029 Population		
	Male	Female	Total
0-4	28,513	28,513	57,026
5-9	32,191	32,286	64,477
10-14	30,399	29,882	60,281
15-19	30,300	28,297	58,597
20-24	23,419	23,657	47,076
25-29	24,331	23,093	47,424
30-34	24,954	23,594	48,547
35-39	30,465	30,214	60,679
40-44	31,982	34,293	66,275
45-49	33,360	35,431	68,791
50-54	30,934	34,062	64,996
55-59	30,701	32,434	63,135
60-64	25,494	27,225	52,719
65-69	21,559	23,065	44,625
70-74	15,127	18,079	33,206
75-79	10,209	12,699	22,908
80-84	6,316	8,441	14,757
85+	3,060	6,547	9,607
Total	433,314	451,812	885,126

JOHNS CREEK IN THE CONTEXT OF NATIONAL BUYERS TRENDS

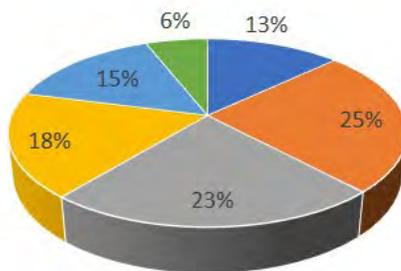
Besides people in their late teens and early-to-mid 20s, primarily leaving to attend school or for new job opportunities, the next largest group moving from Johns Creek are adults aged 55+, which is also the fastest growing demographic in Johns Creek.

There is a larger trend of people in the 55+ demographic moving elsewhere for family or retirement aspirations; however, Johns Creek may still be capturing less of this demographic than adjacent jurisdictions due to the lack of suitable existing housing product.

According to the 2020 National Association of Realtors Home Buyer and Seller Generational Trends report, buyers in the 55-64, 65-73 and 74-94 years-old demographics are demanding smaller units. Twelve percent of sellers aged 55 to 64, ten percent aged 65 to 73 and seventeen percent aged 74 to 94 stated that a home too large was their primary reason for selling their previous home. 24% of buyers aged 74 to 94 years said desire for a smaller home was the primary reason for purchasing a home.

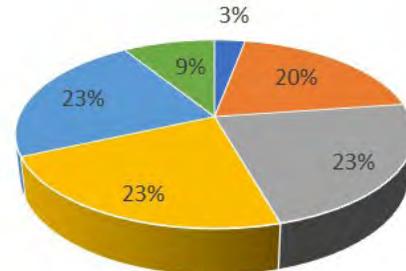
The average size of the home sold is 300 SF larger than the average size of home purchased by sellers aged 74-to-94.

Johns Creek Share of Home Buyers Nationally by Age



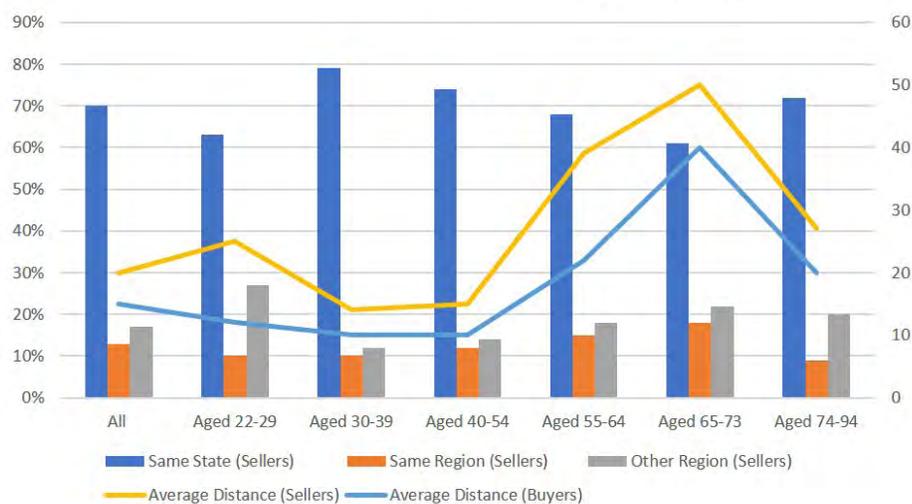
■ 22-29 ■ 30-39 ■ 40-54 ■ 55-64 ■ 65-73 ■ 74-94

Johns Creek Share of Home Sellers Nationally by Age



■ 22-29 ■ 30-39 ■ 40-54 ■ 55-64 ■ 65-73 ■ 74-94

Johns Creek National Trends in Proximity of Dwellings Sold/Bought



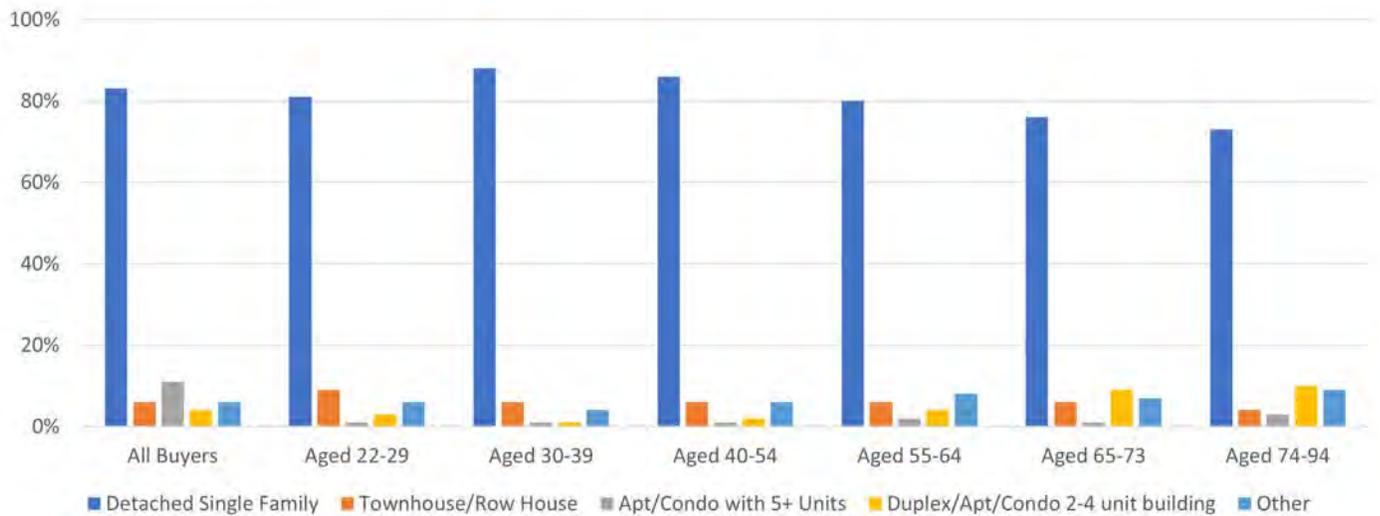
Johns Creek's housing typology makeup is currently 76% single-family detached and 24% multi-family, primarily townhouses. This falls in line with national averages. That said, Johns Creek has a significant number of single-family dwellings well above average size. These homes are much less suitable for the 55+ age segment that is characterized by smaller, easier-to-maintain units. To account for this, additional for-sale multi-family housing would be required to help capture this demographic. While Johns Creek may not be able to offer the

“cool” image of inner-suburban areas within the Perimeter to capture the outflow of people in their 20s, those who prefer to live closer to family or have jobs in the North Atlanta area, along with young families in their early 30s will generate demand for additional multi-family housing.

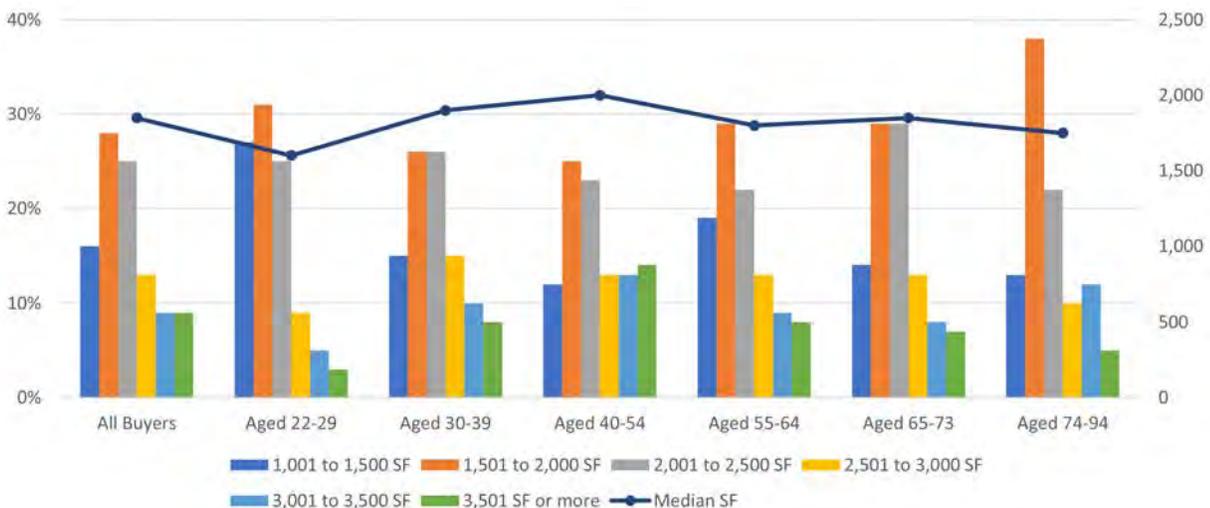
Johns Creek National Dwelling Trends for Older Adults



Johns Creek Dwelling Type Purchased Nationally by Age Cohort



Johns Creek Size of Dwelling Purchased by Age Cohort Nationally



MULTI-FAMILY RENTAL SUBMARKET MODEL

Projected demand for multi-family rental units in the future Town Center was made by an analysis of local multi-family submarkets. Data on historic absorption, vacancy, units under construction,

rental rates, cap rates and other data were combined to project total multi-family rental demand in local housing submarkets.

Multi-Family Rental Submarket Analysis Model (Excerpt)

Current Market Conditions (2020) (Class A)

Submarket	Inventory Units	Vacant Units	Vacancy %	Occupied Units	10-Year Avg. Net Absorption (Units/Yr)	YTD Delivered Units	Under Construction Units	Market Rent Per Unit	Market Rent Per SF	Average Unit Size SF	Cap Rate
North Fulton	9,891	781	7.9%	9,110	198	300	140	\$1,526	\$1.38	1,106	5.1%
North Gwinnett	9,104	1,198	13.2%	7,906	340	786	1,668	\$1,459	\$1.40	1,042	5.1%
MultiFamily Trade Area	18,995	1,979	10.4%	17,016	538	1,086	1,809	\$1,495	\$1.39	1,076	5.1%
Metro Area	165,067	19,196	11.6%	145,871	5,870	9,063	11,674	\$1,599	\$1.58	1,012	5.0%

Historic Market Conditions (2010) (Class A)

Submarket	Inventory Units	Vacant Units	Vacancy %	Occupied Units	Market Rent Per Unit	Market Rent Per SF	Average Unit Size SF	Cap Rate
North Fulton	7,562	434	5.7%	7,128	\$1,084	\$0.98	1,106	6.4%
North Gwinnett	4,838	333	6.9%	4,505	\$1,019	\$0.98	1,040	6.6%
MultiFamily Trade Area	12,400	767	6.2%	11,633	\$1,059	\$0.98	1,080	6.5%
Metro Area	93,530	6,360	6.8%	87,170	\$1,238	\$1.22	1,015	6.3%

Vacancy Adjustments to Forecast

Submarket	Vacant Units @ Balanced State	Actual Vacant Units	Under Construction Units	10-Year Avg. Net Absorption (Units/Yr)	Years to Balance	Additional Warranted New Units
North Fulton	495	781	140	198	1.4	-426
North Gwinnett	455	1,198	1,669	340	2.2	-2,412
MultiFamily Trade Area	950	1,979	1,809	538	1.9	-2,838
Metro Area	8,253	19,196	11,674	5,870	1.9	-22,617

Profitability Adjustments to Forecast

Submarket	Development Value per SF 2010	Development Value per SF 2020	Profitability Forecast Adjustment
North Fulton	\$173	\$299	112%
North Gwinnett	\$166	\$286	111%
Sub-total MultiFamily Trade Area	\$170	\$293	111%
Metro Area	\$217	\$335	100%

The submarket model indicates demand for 211 new multi-family rental units in the first 10 years of development and 421 new multi-family rental units over 20 years.

Based on the market analysis, and the income profile and demographics of Johns Creek, there is demand for the future Town Center to accommodate an additional 40% of units of for-sale product.

In total, an estimated 356 multi-family units could be supported at the site in the first decade, with a total of 712 units over the first 20 years of development (moderate scenario). This includes both rental and for-sale product.

Multi-family Residential Submarket Demand Model (Excerpt)

Development Scenarios, Land Requirements & Rental Rates

Scenario (Cumulative)	2023	2028	2033	2038	2042
Conservative					
Total Units	27	160	294	427	533
Rental Units	19	114	210	305	381
For-Sale Units	8	46	84	122	152
Acres	1	6	11	15	19
Moderate					
Total Units	36	214	392	570	712
Rental Units	25	153	280	407	509
For-Sale Units	10	61	112	163	203
Acres	1	8	14	20	25
Aggressive					
Total Units	45	267	490	713	890
Rental Units	32	191	350	509	636
For-Sale Units	13	76	140	204	254
Acres	2	10	18	25	32
Estimated Average Base Rent					
per Unit/Month	\$1,816	\$2,006	\$2,214	\$2,445	\$2,646
per SF/Month	\$1.64	\$1.81	\$2.00	\$2.21	\$2.39

KEY TAKEAWAYS AND IMPLICATIONS

Continued Demand for a Variety of Housing Types in Metro Atlanta

Metro Atlanta has experienced continued demand for multi-family housing; however, construction in Johns Creek has lagged surrounding municipalities. Strong population growth in Fulton and Gwinnett County across a wide swath of age-cohorts over the next twenty years will allow the Town Center to capture a portion of future demand if a variety of multi-family housing is offered.

Accessibility is Important

Most new multi-family developments are located within or adjacent to major multi-use retail, entertainment or employment nodes that offer regional highway or public transit (MARTA) networks. The Town Center Plan area lacks both this existing critical mass as well as transportation connectivity and will need to explore creative solutions to overcome this challenge.

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



Provide a Diversity of Housing Options

An aging population in Johns Creek that is looking to downsize from single-family homes into lower-maintenance units, and children who have grown up in the City but prefer more urban environments as young professionals, creates an opportunity to fill in the gap for higher-end multi-family housing in a more “urban” environment and reduce leakage to areas such as Alpharetta and Duluth.

Creating Downtown in the Suburbs Attracts Desirable Clientele

Suburban mixed-use town centers such as Avalon and Halcyon Forsyth command rental values that rival more urban areas such as Buckhead or Midtown. The Town Center should position itself as a higher-end mixed-use community with a strong amenity profile to cater to young professionals and downsizers from Johns Creek.

High Amenity Living

Although townhouse and condominium values are strong and continue to grow within the three submarkets, amenities, both in terms of local amenities (i.e. dining, recreation, entertainment, etc.) as well as on-site amenities (i.e. pool, community center), are important to drive multi-family demand in a primarily single-family market.



HOTEL ANALYSIS

METRO ATLANTA HOTEL OVERVIEW

There had been strong growth in the hospitality sector in Metro Atlanta prior to the Covid-19 pandemic. From 2014 to 2019, average RevPAR (Revenue Per Available Room) growth was 6.9% per year, with average demand growth of 3.2% per year. Although RevPAR growth began to stabilize in 2019, Superbowl LIII, hosted in Atlanta, gave a boost to occupancy rates to nearly 70%.

In 2020, it is estimated the average occupancy in the Metro was between 36% to 39%, above

the national average of 34.6%. Nearly 70 to 80% of hotel staff were also laid off in Metro Atlanta. Although Hartsfield-Jackson International Airport has begun to resume more flight routes, nearly all international travel and inter-regional domestic travel have been limited. Recent approvals of vaccines and plans of mass vaccination programs in 2021 offer hope for the hospitality industry. It is believed that Metro Atlanta may take until 2023 to reach pre-pandemic levels.

10-MILE RADIUS HOTEL OVERVIEW

There are approximately 134 hotel properties within a ten-mile radius of the study area. They are mainly clustered at nodes along major transportation routes such as I-85 or Highway 400.

There have been 17 new hotel deliveries since 2017, and most have been mid-priced limited-service hotels such as Springhill Suites Marriott, Staybridge Suites and Embassy Suites by Hilton.

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 of office

product or new residential to support event spaces for conferences or housing for visitors. It is rare for mixed-use town center projects to begin with a hotel anchor, although there is precedent.

There are an additional 10 hotels currently under construction within a ten-mile radius of the Town Center area, and an additional 11 hotels proposed. Despite the recent optimism in the sector granted by U.S. Covid-19 vaccine distribution, there is still uncertainty in this asset class until the pandemic is over, potentially delaying hospitality projects further. Hospitality experts are projecting that occupancy rates will return to 2019 averages by 2023 or 2024.

JOHNS CREEK HOTEL OVERVIEW

There are three existing hotels in Johns Creek, all within the study area. There is also an 80-room Holiday Inn Express adjacent to the site across McGinnis Ferry Road, creating a combined inventory of 421 rooms. The four hotels are:

- Hyatt Place Atlanta/Duluth/Johns Creek
- Hampton Inn and Suites Johns Creek
- Hilton Garden Inn Atlanta North/Johns Creek
- Holiday Inn Express (Forsyth County)

All four hotels are considered mid-priced 2.5 to 3.5-star hotels. Only the Hampton Inn and Suites was built in the past decade. This indicates an aging inventory. Current rates for the hotels (January

2021) are all under \$100/night, averaging near \$70/night. Rates would likely be higher once the pandemic is over.

The lack of highway connectivity, major employment anchors, cultural and entertainment anchors, and low population growth have all been limiting factors for local hotel demand. This is despite the high-income locale and relative density of employment nearby. There is no 4-star, 4.5-star or luxury 5-star hotel product in the market. A critical mass of activity would be required for demand to increase for this asset class.



Lower-priced rooms across Metro Atlanta averaged 59.8% occupancy in 2019 (prior to the pandemic), well below the 70% occupancy rate needed to support new development.

Approximately 764 new rooms are in planning or development stages across the entire Metro, which is a modest 2.3% increase.

The local hotel submarkets include the Gwinnett Area and GA 400 North. Both submarkets have similar performance to the Metro average in terms of occupancy, average daily rate (ADR), and RevPAR.

Nearly 50% of current pipeline development is in the local submarkets despite representing just 11.2% of Metro Atlanta's lower-priced hotel market, limiting near-term development potential.

Based on historic and projected future market conditions, it is anticipated that a new lower-priced hotel of approximately 100 rooms could be developed in the Town Center by 2036.

Lower-Priced (3 and 3.5-Star) Hotels – Residual Room Demand

Lower-Priced Hotels Residual Room Demand	HISTORIC DATA						CBRE HOTELS FORECAST				RESIDUAL ROOM DEMAND (SUPPLY KEPT CONSTANT)			
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2030	2035	2040
Metro Atlanta														
Supply														
Supply (Rooms)	33,589	33,522	33,522	33,489	33,556	32,995	33,325	33,692	33,725	33,759	33,793	33,793	33,793	33,793
Supply (Million Room Nights)	12.27	12.24	12.24	12.23	12.26	12.05	12.17	12.31	12.32	12.33	12.34	12.34	12.34	12.34
Δ Supply	-0.2%	0.0%	-0.1%	0.2%	-1.7%	1.0%	1.1%	0.1%	0.1%	0.1%	0.00%	0.00%	0.00%	0.00%
Demand														
Occupancy Rate (%)	66.4%	63.4%	62.7%	63.4%	59.8%	52.2%	59.4%	64.3%	65.4%	66.5%	68.1%	77.0%	87.2%	98.6%
Demand (Million Room Nights)	8.15	7.76	7.68	7.75	7.33	6.29	7.23	7.91	8.06	8.20	8.40	9.51	10.76	12.17
Δ Demand		-4.9%	-1.1%	1.0%	-5.8%	-16.5%	13.0%	8.6%	1.8%	1.8%	2.5%	2.5%	2.5%	2.5%
Residual Room Demand @ 70% Occupancy Rate	-1,209	-2,212	-2,447	-2,210	-3,423	-5,873	-3,532	-1,920	-1,551	-1,182	-644	2,380	5,801	9,672
Performance														
Average Daily Rate (ADR)	\$55.67	\$61.23	\$63.90	\$65.62	\$65.68	\$57.74	\$57.26	\$60.84	\$65.60	\$71.44	\$73.23	\$82.85	\$93.74	\$106.05
Δ ADR		10.0%	4.4%	2.7%	0.1%	-12.1%	-0.8%	5.9%	8.2%	8.9%	2.5%	2.5%	2.5%	2.5%
Revenue per Available Room (RevPAR)	\$36.96	\$38.82	\$40.07	\$41.60	\$39.28	\$30.14	\$34.01	\$38.99	\$42.90	\$47.51				
Δ RevPAR		5.0%	3.2%	3.8%	-5.6%	-23.3%	12.8%	14.6%	10.0%	10.7%				
Gwinnett Area Submarket														
Supply														
Construction Pipeline (Rooms)														
Supply (Rooms)						2,320	2,320	2,320	2,415	2,415	2,415	2,415	2,415	2,415
Supply (Million Room Nights)						0.85	0.85	0.85	0.88	0.88	0.88	0.88	0.88	0.88
Δ Supply							0.0%	4.1%	0.0%	0.0%	0.00%	0.00%	0.00%	0.00%
Demand														
Occupancy Rate (%)	69.3%	67.2%	67.2%	66.6%	62.8%	55.8%	63.5%	68.7%	69.9%	71.1%	72.9%	82.4%	93.3%	105.5%
Demand (Million Room Nights)						0.47	0.54	0.58	0.62	0.63	0.64	0.73	0.82	0.93
Δ Demand							12.1%	7.6%	5.5%	1.7%	2.5%	2.5%	2.5%	2.5%
Residual Room Demand @ 70% Occupancy Rate						-329	-151	-29	-2	26	69	300	562	858
Performance														
Average Daily Rate (ADR)	\$55.65	\$57.41	\$59.71	\$62.12	\$63.80	\$56.71	\$56.24	\$59.56	\$64.43	\$70.17	\$71.92	\$81.37	\$92.06	\$104.16
Δ ADR		7.0%	4.0%	4.0%	2.7%	-11.1%	-0.8%	5.9%	8.2%	8.9%	2.5%	2.5%	2.5%	2.5%
Revenue per Available Room (RevPAR)	\$37.18	\$38.58	\$40.13	\$41.37	\$39.94	\$31.84	\$35.71	\$40.94	\$45.04	\$49.88				
Δ RevPAR		3.8%	4.0%	3.1%	-3.5%	-20.8%	12.8%	14.6%	10.0%	10.7%				
GA 400 North														
Supply														
Construction Pipeline (Rooms)														
Supply (Rooms)						1,402	1,402	1,402	1,502	1,502	1,502	1,502	1,502	1,502
Supply (Million Room Nights)						0.51	0.51	0.51	0.55	0.55	0.55	0.55	0.55	0.55
Δ Supply							0.0%	0.0%	7.1%	0.0%	0.00%	0.00%	0.00%	0.00%
Demand														
Occupancy Rate (%)	69.4%	66.3%	65.6%	65.8%	63.2%	56.1%	63.8%	69.1%	70.3%	71.5%	73.3%	82.9%	93.8%	106.1%
Demand (Million Room Nights)						0.29	0.33	0.35	0.36	0.39	0.40	0.45	0.51	0.58
Δ Demand							12.1%	7.6%	1.7%	8.2%	2.5%	2.5%	2.5%	2.5%
Residual Room Demand @ 70% Occupancy Rate						-195	-86	-13	4	22	49	193	357	542
Performance														
Average Daily Rate (ADR)	\$52.45	\$58.66	\$62.98	\$65.60	\$65.88	\$55.66	\$62.81	\$72.01	\$79.23	\$87.73	\$89.93	\$101.74	\$115.11	\$130.24
Δ ADR		11.8%	7.4%	4.2%	0.4%	-15.5%	12.8%	14.6%	10.0%	10.7%	2.5%	2.5%	2.5%	2.5%
Revenue per Available Room (RevPAR)	\$36.40	\$38.89	\$41.31	\$43.16	\$41.64	\$31.23	\$40.10	\$49.76	\$55.89	\$62.70				
Δ RevPAR		6.8%	6.2%	4.5%	-3.5%	-25.0%	28.4%	24.1%	11.9%	12.6%				
Development Scenarios & Revenue Projections							2021	2022	2023	2024	2025	2030	2035	2040
Local Submarket Residual Room Demand							-237	-42	2	48	118	494	919	1,400
Conservative @ 5% Capture Rate														
Rooms						5.0%	-	-	0	2	6	25	46	70
Gross Building Area (SF) @ 400 SF/Room						400	-	-	-	966	2,361	9,877	18,381	28,003
Net Developable Area (Acres) @ FAR 0.8						0.80	-	-	-	0.0	0.1	0.3	0.5	0.8
Moderate @ 10% Capture Rate														
Rooms						10.0%	-	-	0	5	12	49	92	140
Gross Building Area (SF) @ 400 SF/Room						400	-	-	-	1,931	4,722	19,754	36,763	56,006
Net Developable Area (Acres) @ FAR 0.8						0.80	-	-	-	0.0	0.1	0.3	0.5	0.8
Aggressive @ 15% Capture Rate														
Rooms						15.0%	-	-	0	7	18	74	138	210
Gross Building Area (SF) @ 400 SF/Room						400	-	-	-	2,897	7,083	29,632	55,144	84,009
Net Developable Area (Acres) @ FAR 0.8						0.80	-	-	-	0.0	0.1	0.3	0.5	0.8
Average Daily Rate (ADR)							\$58.71	\$64.25	\$70.00	\$76.78	\$78.70	\$89.04	\$100.75	\$113.98

Data Source: CBRE Hotels' Americas Research



Mid-priced rooms across Metro Atlanta averaged 70.5% occupancy in 2019 (prior to the pandemic), sufficient to support new development.

Consequently, 4,588 new rooms are in planning or development stages across the entire Metro which is a strong 10.8% increase.

The Gwinnett Area mid-priced hotel submarket operates at generally lower occupancy and ADR to the Metro average, while the GA 400 North submarket generates higher ADR despite lower occupancy rates than the Metro average.

36.7% of current pipeline development is in the local submarkets despite representing just 18.7% of Metro Atlanta's mid-priced hotel market. This will put a ceiling on development over the near term.

Based on historic and projected future market conditions, it is anticipated that a new mid-priced hotel of approximately 120 rooms could be developed in the Town Center by 2038. This demand timeline could be accelerated by the success of the Town Center Plan.



Mid-Priced (4-Star) Hotels - Residual Room Demand

Mid-Priced Hotels Residual Room Demand	HISTORIC DATA						CBRE HOTELS FORECAST				RESIDUAL ROOM DEMAND (SUPPLY KEPT CONSTANT)			
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2030	2035	2040
Metro Atlanta														
Supply														
Supply (Rooms)	37,072	37,409	38,329	39,271	40,361	42,530	43,891	45,647	46,560	47,118	47,966	47,966	47,966	47,966
Supply (Million Room Nights)	13.54	13.66	14.00	14.34	14.74	15.53	16.03	16.67	17.01	17.21	17.52	17.52	17.52	17.52
Δ Supply	0.9%	2.4%	2.4%	2.7%	5.1%	3.2%	4.0%	2.0%	1.2%	1.8%	0.00%	0.00%	0.00%	0.00%
Demand														
Occupancy Rate (%)	72.5%	71.8%	72.3%	70.8%	70.5%	43.5%	54.6%	64.0%	67.7%	71.0%	72.1%	81.6%	92.3%	104.4%
Demand (Million Room Nights)	9.82	9.81	10.12	10.16	10.39	6.76	8.75	10.67	11.51	12.32	12.63	14.29	16.17	18.29
Δ Demand	-0.1%	3.1%	0.3%	2.3%	-53.8%	22.8%	18.0%	7.3%	6.6%	2.5%	2.5%	2.5%	2.5%	2.5%
Residual Room Demand @ 70% Occupancy Rate	927	673	882	314	202	-11,270	-6,759	-2,739	-1,071	754	1,004	5,548	10,689	16,506
Performance														
Average Daily Rate (ADR)	\$105.12	\$111.23	\$114.71	\$117.10	\$120.02	\$98.85	\$99.91	\$103.94	\$110.17	\$120.89	\$123.91	\$140.20	\$158.62	\$179.46
Δ ADR		5.8%	3.1%	2.1%	2.5%	-17.6%	1.1%	4.0%	6.0%	9.7%	2.5%	2.5%	2.5%	2.5%
Revenue per Available Room (RevPAR)	\$76.21	\$79.86	\$82.94	\$82.91	\$84.61	\$43.00	\$54.55	\$66.52	\$74.59	\$86.56				
Δ RevPAR		4.8%	3.8%	0.0%	2.1%	-49.2%	26.9%	21.9%	12.1%	16.1%				
Gwinnett Area Submarket														
Supply														
Construction Pipeline (Rooms)								100	479	424				
Supply (Rooms)						4,401	4,401	4,501	4,980	5,404	5,404	5,404	5,404	5,404
Supply (Million Room Nights)						1.61	1.61	1.64	1.82	1.97	1.97	1.97	1.97	1.97
Δ Supply							2.3%	10.6%	8.5%	0.0%	0.00%	0.00%	0.00%	0.00%
Demand														
Occupancy Rate (%)	71.1%	72.5%	72.6%	71.6%	67.0%	40.7%	51.1%	59.9%	63.3%	67.0%	68.7%	77.7%	87.9%	99.4%
Demand (Million Room Nights)						0.65	0.82	0.98	1.15	1.32	1.36	1.53	1.73	1.96
Δ Demand							20.3%	16.0%	14.6%	12.9%	2.5%	2.5%	2.5%	2.5%
Residual Room Demand @ 70% Occupancy Rate						-1,289	-832	-455	-332	-163	-72	416	967	1,591
Performance														
Average Daily Rate (ADR)	\$102.80	\$107.71	\$107.39	\$108.33	\$109.67	\$93.34	\$94.34	\$98.15	\$104.03	\$114.15	\$117.01	\$132.38	\$149.78	\$169.46
Δ ADR		4.8%	-0.3%	0.9%	1.4%	-15.0%	1.1%	4.0%	6.0%	9.7%	2.5%	2.5%	2.5%	2.5%
Revenue per Available Room (RevPAR)	\$73.09	\$78.09	\$77.97	\$77.78	\$73.61	\$37.99	\$48.19	\$58.77	\$65.89	\$76.47				
Δ RevPAR		6.8%	-0.2%	-0.2%	-5.4%	-48.4%	26.9%	21.9%	12.1%	16.1%				
GA 400 North														
Supply														
Construction Pipeline (Rooms)								175	272	233				
Supply (Rooms)						3,556	3,556	3,731	4,003	4,236	4,236	4,236	4,236	4,236
Supply (Million Room Nights)						1.30	1.30	1.36	1.46	1.55	1.55	1.55	1.55	1.55
Δ Supply							4.9%	7.3%	5.8%	0.0%	0.00%	0.00%	0.00%	0.00%
Demand														
Occupancy Rate (%)	70.7%	72.4%	71.3%	69.1%	66.8%	36.8%	46.2%	54.1%	57.3%	60.6%	62.1%	70.2%	79.5%	89.9%
Demand (Million Room Nights)						0.48	0.60	0.74	0.84	0.94	0.96	1.09	1.23	1.39
Δ Demand							20.3%	18.7%	11.9%	10.6%	2.5%	2.5%	2.5%	2.5%
Residual Room Demand @ 70% Occupancy Rate						-1,181	-847	-592	-509	-399	-335	10	401	844
Performance														
Average Daily Rate (ADR)	\$110.96	\$116.08	\$120.57	\$122.01	\$125.16	\$90.29	\$124.69	\$152.06	\$170.49	\$197.85	\$202.80	\$229.45	\$259.60	\$293.72
Δ ADR		4.6%	3.9%	1.2%	2.6%	-21.5%	26.9%	21.9%	12.1%	16.1%	2.5%	2.5%	2.5%	2.5%
Revenue per Available Room (RevPAR)	\$78.45	\$84.04	\$85.97	\$84.31	\$83.61	\$36.17	\$57.60	\$82.33	\$97.64	\$119.84				
Δ RevPAR		7.1%	2.3%	-1.9%	-0.8%	-56.7%	59.2%	42.9%	18.6%	22.7%				
Development Scenarios & Revenue Projections							2021	2022	2023	2024	2025	2030	2035	2040
Local Submarket Residual Room Demand							-1,679	-1,047	-841	-562	-407	426	1,369	2,435
Conservative @ 5% Capture Rate														
Rooms							5.0%	-	-	-	-	25	46	70
Gross Building Area (SF) @ 500 SF/Room							500	-	-	-	-	12,347	22,977	35,004
Net Developable Area (Acres) @ FAR 0.7							0.70	-	-	0.0	0.1	0.3	0.6	0.9
Moderate @ 10% Capture Rate														
Rooms							10.0%	-	-	-	-	49	92	140
Gross Building Area (SF) @ 500 SF/Room							500	-	-	-	-	24,693	45,953	70,007
Net Developable Area (Acres) @ FAR 0.7							0.70	-	-	0.0	0.1	0.3	0.6	0.9
Aggressive @ 15% Capture Rate														
Rooms							15.0%	-	-	-	-	74	138	210
Gross Building Area (SF) @ 500 SF/Room							500	-	-	-	-	37,040	68,930	105,011
Net Developable Area (Acres) @ FAR 0.7							0.70	-	-	0.0	0.1	0.3	0.6	0.9
Average Daily Rate (ADR)							\$107.91	\$122.24	\$133.73	\$151.56	\$155.35	\$175.76	\$198.86	\$224.99

Data Source: CBRE Hotels' Americas Research

Upper-Priced (4.5-Star and 5-Star) Hotels - Residual Room Demand

Upper-Priced Hotels Residual Room Demand	HISTORIC DATA						CBRE HOTELS FORECAST				RESIDUAL ROOM DEMAND (SUPPLY KEPT CONSTANT)				
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2030	2035	2040	
Metro Atlanta															
Supply															
Supply (Rooms)	24,500	24,500	24,698	24,897	25,588	26,004	26,550	27,320	27,375	27,402	27,539	27,539	27,539	27,539	
Supply (Million Room Nights)	8.95	8.95	9.02	9.09	9.35	9.50	9.70	9.98	10.00	10.01	10.06	10.06	10.06	10.06	
Δ Supply	0.0%	0.0%	0.8%	2.7%	1.6%	2.1%	2.9%	0.2%	0.1%	0.5%	0.00%	0.00%	0.00%	0.00%	
Demand															
Occupancy Rate (%)	74.1%	74.4%	74.5%	73.5%	75.6%	32.1%	46.9%	65.2%	71.4%	74.0%	75.5%	85.4%	96.6%	109.3%	
Demand (Million Room Nights)	6.63	6.66	6.72	6.68	7.07	3.05	4.55	6.51	7.14	7.41	7.59	8.59	9.72	10.99	
Δ Demand		0.4%	0.9%	-0.5%	5.4%	-131.7%	33.0%	30.1%	8.9%	3.6%	2.5%	2.5%	2.5%	2.5%	
Residual Room Demand @ 70% Occupancy Rate	1,005	1,078	1,111	871	1,433	-8,856	-6,133	-1,311	383	1,096	1,507	4,238	7,329	10,825	
Performance															
Average Daily Rate (ADR)	\$148.67	\$157.90	\$160.74	\$164.59	\$172.51	\$147.39	\$142.94	\$148.78	\$154.97	\$160.21	\$164.22	\$185.79	\$210.21	\$237.83	
Δ ADR		6.1%	1.8%	2.4%	4.8%	-14.6%	-3.0%	4.1%	4.2%	3.4%	2.5%	2.5%	2.5%	2.5%	
Revenue per Available Room (RevPAR)	\$110.31	\$117.48	\$119.75	\$120.97	\$130.42	\$47.31	\$67.07	\$96.99	\$110.60	\$118.47					
Δ RevPAR		6.5%	1.9%	1.0%	7.8%	-63.7%	41.8%	44.6%	14.0%	7.1%					
Total Upper-Priced Rooms															
	Rooms	% of Market													
Metro Atlanta	26,004	100.0%													
Gwinnett Area	452	1.7%													
GA 400 North	918	3.5%													
Residual Room Demand	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2030	2035	2040	
Metro Atlanta	1,005	1,078	1,111	871	1,433	-9,856	-6,133	-1,311	383	1,096	1,507	4,238	7,329	10,825	
Gwinnett Area	17	19	19	15	25	-171	-107	-23	7	19	26	74	127	188	
GA 400 North	35	38	39	31	51	-348	-217	-46	14	39	53	150	259	382	
Development Scenarios & Revenue Projections							2021	2022	2023	2024	2025	2030	2035	2040	
Local Submarket Residual Room Demand							-323	-69	20	58	79	223	386	570	
Conservative @ 5% Capture Rate															
Rooms						5.0%	-	-	1	3	4	11	19	29	
Gross Building Area (SF) @ 600 SF/Room						600	-	-	606	1,732	2,382	6,699	11,583	17,109	
Net Developable Area (Acres) @ FAR 0.6						0.60	-	-	0.0	0.1	0.1	0.3	0.4	0.7	
Moderate @ 10% Capture Rate															
Rooms						10.0%	-	-	2	6	8	22	39	57	
Gross Building Area (SF) @ 600 SF/Room						600	-	-	1,211	3,465	4,764	13,398	23,166	34,218	
Net Developable Area (Acres) @ FAR 0.6						0.60	-	-	0.0	0.1	0.2	0.5	0.9	1.3	
Aggressive @ 15% Capture Rate															
Rooms						15.0%	-	-	3	9	12	33	58	86	
Gross Building Area (SF) @ 600 SF/Room						600	-	-	1,817	5,197	7,146	20,097	34,749	51,326	
Net Developable Area (Acres) @ FAR 0.6						0.60	-	-	0.1	0.2	0.3	0.8	1.3	2.0	
Average Daily Rate (ADR)							\$142.94	\$148.78	\$154.97	\$160.21	\$164.22	\$185.79	\$210.21	\$237.83	

Data Source: CBRE Hotels' Americas Research

Upper-priced rooms across Metro Atlanta averaged 75.6% occupancy in 2019 (prior to the pandemic), well above the 70% occupancy rate needed to support new development.

Approximately 1,398 new rooms are in planning or development stages across the entire Metro, a 5.3% increase.

The local hotel submarkets include the Gwinnett Area and GA 400 North. Detailed data are available for these submarkets due to the small number of upper-priced properties located in the area.

Approximately 5.2% of the upper-priced hotel inventory in Metro Atlanta is in the local submarkets.

A “Fair Share” capture rate was applied to future Metro Atlanta upper-priced hotel room demand reflecting the local submarkets’ current share of inventory.

Just 57 upper-priced rooms are forecast to be supportable in the Town Center over the next 20 years, which is likely not economical to develop, unless as a boutique product.

KEY TAKEAWAYS AND IMPLICATIONS

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 Locate on Transportation Corridors

In the North Atlanta suburbs, hotel development has primarily followed major roadways, such as I-85, or along MARTA. Hotel development within the Town Center will have to find creative solutions to make it attractive, despite the disadvantage of not being on a major transportation corridor.



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 anchor uses to generate demand and attract a hotel developer/operator. Proposed uses such as increased residential density, Emory Hospital expansions, entertainment and culture, and new employment would all be beneficial in making a 4-star hotel viable in the Town Center.

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 considered long-term, reliant on when travel can return to pre-pandemic levels. A hotel in the Town Center should be considered a longer-term opportunity, in secondary phases of development.



MARKET-SUPPORTED DEVELOPMENT PROGRAM

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

Land Use	Johns Creek Town Center Development Program LOW	Johns Creek Town Center Development Program MODERATE	Johns Creek Town Center Development Program 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

While the demographics of Johns Creek present some challenges, the strong regional fundamentals of North Atlanta and the Metro market including population growth, household income and economic growth present development opportunities for the Town Center.

The Metro Atlanta region is growing quickly, and North Atlanta is expected to capture a large amount of future growth. Johns Creek is primarily built-out and has limited greenfield development potential. Coupled with the lack of a central gathering place in the city, the opportunity presents itself for a unique town center that represents the diversity of Johns Creek. The Town Center can also be an economic development tool that will grow the

city's employment and diversify the tax base. This matches the main goals of the Johns Creek SEDP which includes promoting the city image for economic development and positioning the city for economic development, among others.

This focus can be on niche sectors that are already considered "Stars" or "Emerging" sectors such as Professional, Technical and Scientific Industries, Education, Information, and Healthcare. Targeting high value, knowledge-base industries can create new economic anchors that will support the current and future labor force, attracting high wage earners and thus, support higher quality retail, entertainment, and services for the Town Center.

POTENTIAL DEVELOPMENT OPPORTUNITIES

Multi-Family

There is strong demand for quality and upscale multi-family rental and for-sale product. Nearby jurisdictions such as Alpharetta, Duluth, and Sandy Springs have captured a large share of demand over the past decade, while Johns Creek has featured limited product delivery. There appears to be a desire to see a mix of urban townhouses, stacked flats, low-rise condos, mixed-use apartments, and other attached multi-family product that is oriented towards young professionals, young families, and local downsizers. These typologies would stand out from the conventional single-family detached product found throughout the city. Multi-family development will need to be of appropriate scale and building materials to fit the standards of Johns Creek.

Office

A significant amount of proposed office projects in the North Atlanta area, combined with the Covid-19 pandemic implies that office opportunities are a longer-term play for the Town Center. Immediate emphasis should be placed on the vacant State Farm property and whether the site can be re-used as another major employment anchor for rising economic sectors. Future office development should be right-sized for the area. This means boutique and mixed-use office product that attract end-user tenants who desire walkable and amenity-rich environments. A strong labor force in Johns Creek and adjacent jurisdictions is beneficial for attracting employment but creating a 'cool factor' in the Town Center would be the first step in changing the perception of the plan area.

Retail

The retail sector has experienced a transformational change due to shifts in shopping patterns and the rise of e-commerce. A smaller amount of retail is projected for the Town Center over a 20-year period compared to projects such as Avalon. It is important for the retail project to be “right sized” with the “right mix”. Positioning can be focused on restaurants, bars, entertainment, grocery, and daily services. A phased approach is important for the retail program, with a first phase creating enough of a critical mass to entice residents and local employees to visit on a consistent basis.

Hotel

There are four select-service hotels in and around the plan area. These hotels are considered 2.5-star to 3.5-stars and were built over the past several decades. The Metro Atlanta hotel market is expected to return to pre-pandemic metrics by 2023 or 2024. However, a hotel is not considered a near-term opportunity. The lack of highway and MARTA connectivity, along with a lack of major employment anchors and low population growth have all been limiting factors. Best practice research demonstrates that hotels require a critical mass of activity already established in a town center environment to increase viability. There is an opportunity for a 4-star mid-priced hotel at the Town Center, but this is likely to be introduced in later phases of development once a destination of multiple uses is established.

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4

TOWN CENTER VISION

VISION & PRINCIPLES

The Town Center Plan's vision provides a framework for the Town Center Master Plan and informs design principles, overarching themes, and other plan elements that create a cohesive Town Center Master Plan.

The following vision captures the essence of the planning process and the subsequent actions to be taken:

“ 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 intentional neighborhoods connected via natural resources and greenways that is synonymous with wellness and sustainable living. ”

DESIGN PRINCIPLES

The planning team derived the design principles from the project team, stakeholders, Technical Advisory Committee, and public comments over the course of the project. The design principles are as follows:

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

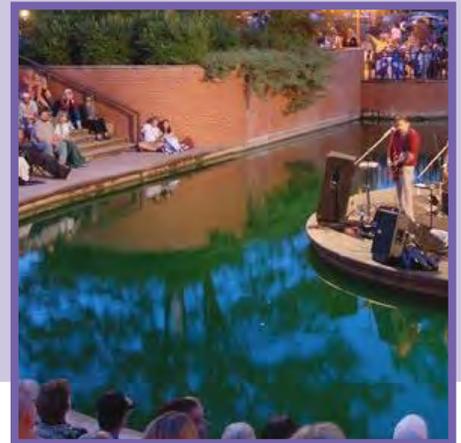
THEMES

Throughout the planning process, broader ideas became evident about how the Town Center should be approached. The design workshop allowed the planning team and stakeholders to devise priority themes. As a result, five major themes were identified as priorities for Johns Creek stakeholders: Art, Culture, Wellness, Sustainability, and Innovation. Elements of this plan were developed with each of these themes in mind to create a cohesive Town Center.

ART

This theme builds upon the existing art community within Johns Creek. Johns Creek takes pride in its local art community, ranging from performing to visual arts. The existing pedestrian tunnel that connects Technology Park across Medlock Bridge Road features a mural painted by local artists representing the many cultures of Johns Creek. The beginnings of an immersive art experience create the opportunity to implement more 3D and 2D works throughout the Town Center.

Performing arts such as dance, music and theater are also prominent within Johns Creek. The Town Center Plan includes outdoor performance spaces as well as a conceptual location for the potential performing arts center. This multi-disciplinary arts center could be an economic driver for the greater community. This theme will make the Johns Creek Town Center a unique destination.



CULTURE

In a broader context, the Johns Creek Town Center also seeks to celebrate the many cultures represented in Johns Creek by creating space conducive to cultural activities. Ranging from

restaurants to open-air markets to spaces for cultural festivals, the Town Center will showcase global traditions and create a new destination for local food and retail.



WELLNESS

Another aspect that the Town Center Plan focuses on is the idea of health and wellness. As suburban communities rethink form and use, the Plan promotes health by creating comfortable, walkable spaces. The Plan also considers Emory Johns Creek Hospital as an asset with which the city can partner

for a potential civic wellness center. By preserving open spaces and a serene atmosphere and promoting health and medical business (i.e. medical R&D and medical training), the Town Center will thrive as a wellness community.



SUSTAINABILITY

Environmentally sustainable development will take center stage as the Town Center comes to life. Identified as a priority for the community, sustainability will be implemented in the Town Center's infrastructure and building practices where applicable. Developed on a Johns Creek tributary, Technology Park currently utilizes traditional means of stormwater management. As infill development occurs and new infrastructure is created, the city will

consider alternative Green Infrastructure methods to reduce the volume of runoff entering the streams. This may include rain gardens, green roofs, urban tree preservation, and a reduction of impervious surfaces. In addition to their function, these systems can look aesthetically pleasing, adding to the exceptionality of the Town Center.



INNOVATION

Developing the study area as a location conducive to innovation is key to a forward-looking Town Center. In addition to the recruitment of tech companies and co-working environments, all

aspects of the Town Center should be designed with the future in mind to sustain a viable Town Center for years to come.



THE PLAN

THIS PLAN IS...

- This plan is a framework document to guide the City of Johns Creek proactively plan for future development. Providing a 20-year vision, this plan will be a flexible tool that sets the community up for success with a development plan that is responsive to existing conditions and current and future needs of the people of Johns Creek.
- This plan is an opportunity to engage the public and help create something that will truly represent Johns Creek. Informed by community input, business and property owner feedback, city staff, and elected officials, the Town Center Plan identifies opportunities that would benefit all users and stakeholders. By collecting input on land use, mobility, urban design, and economic development, the planning team has interpreted the community's vision into an all-encompassing development strategy.
- This plan is a method to identify catalyst projects and to begin thinking how to distinguish the Town Center from other communities regionally. As Atlanta Metro-Area cities continue to urbanize, the desire for connected and walkable town centers have increased, opening the region to a mixed-use market sector and spurring competition among municipalities. The proposed Town Center immediately sets itself apart by taking advantage of existing water features and developable land. To kick things off, this plan incorporates catalyst projects the city can tackle within the first 5 years to further promote development and to recruit businesses and developers.

THIS PLAN IS NOT...

- This plan is not a detailed site design effort. While the document offers alternatives and a conceptual design layout, these only provide a vision of what the Town Center could be.
- This plan is also not a zoning or regulatory document. This plan will contain recommendations that the City of Johns Creek may use to guide policy and zoning changes; however, the plan itself is not law.
- Most importantly, this plan is not a singular vision for the Town Center. It must remain flexible to account for changing market conditions, new technologies, and changing demographics.

CONCEPT DESIGN

This concept 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. We can begin to envision what new development form looks like with some existing structures remaining and integrated.



MEDLOCK BRIDGE RD

MCGINNIS FERRY RD

HILTON GARDEN INN
HAMPTON INN

E JOHNS CROSS

STATE FARM SITE

LIFETIME FITNESS

JOHNS CREEK PKWY

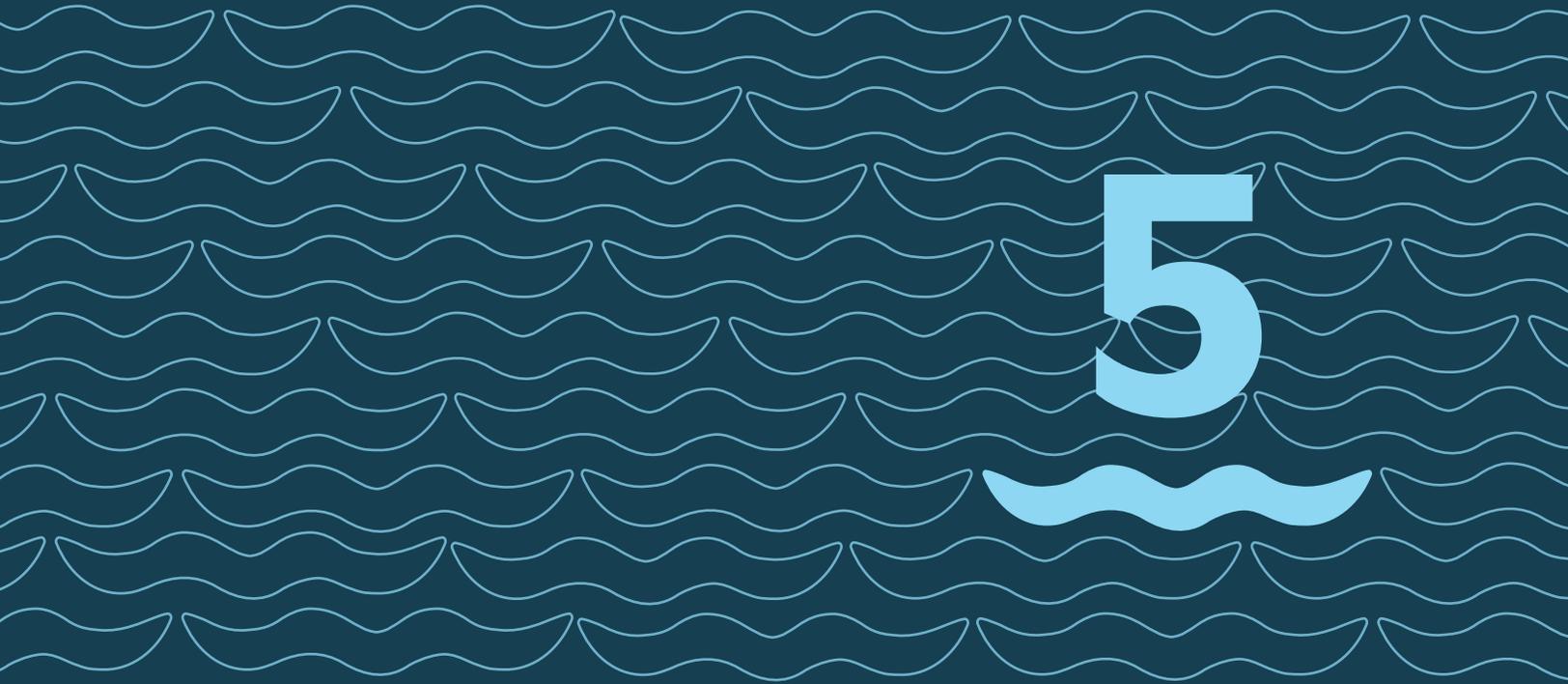
HYATT PLACE

CITY HALL

LAKEFIELD DR

LAKEFIELD DR

JOHNS CREEK PKWY



5

IMPLEMENTATION



A refined street network, trails and open space are designed to form a well-rounded Town Center. The different elements of the draft concept plan will be broken down and discussed in this chapter.

STREET FRAMEWORK

Technology Park's street network currently lends itself to deliberately separated lots, and is not conducive to walkability and effective circulation. This plan adopts a street design framework with design standards from best practices suitable for the built environment and with future development in mind. The proposed grid network promotes economic development, environmental sustainability, and the community's desired character.

This section highlights new street typologies by taking advantage of existing right-of-way and routes that just make sense from a connectivity standpoint. The following are the proposed typologies:

- The Edge
- Linear Parkway
- Main Street
- Local Road
- Shared Street
- Green Alley



MEBLOK BRIDGE RD

MCGINNIS FERRY RD

HILTON GARDEN INN

HAMPTON INN

JOHN'S CROSSING

STATE FARM SITE

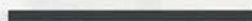
LIFETIME FITNESS

HYATT PLACE

CITY HALL

LANEFIELD DR

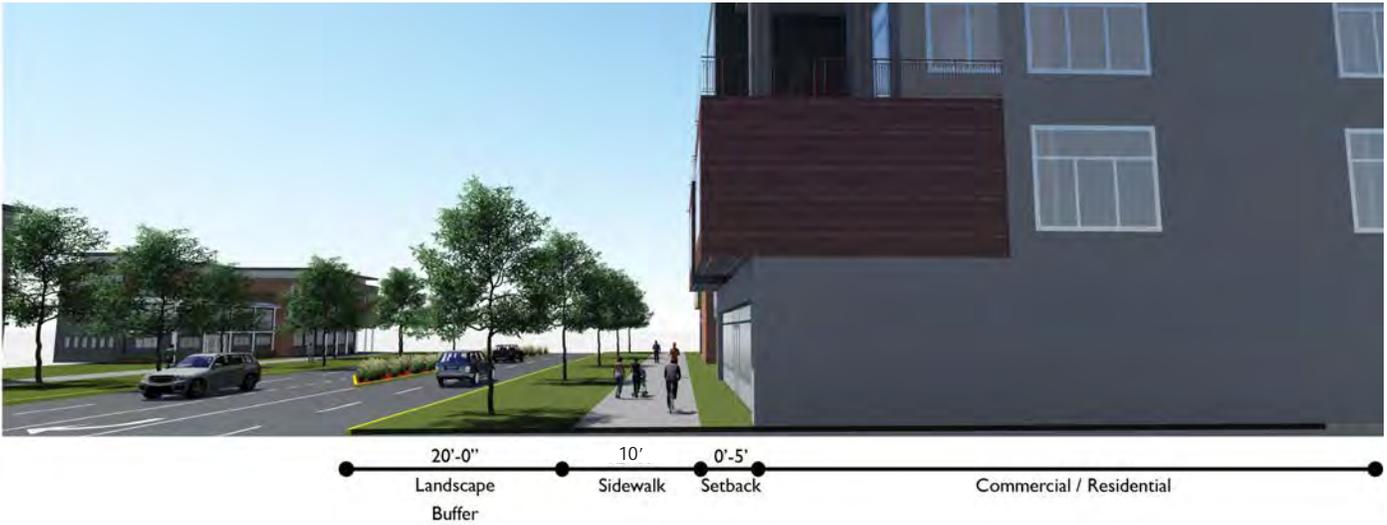
JOHN'S CREEK PKWY

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

THE EDGE

Medlock Bridge Road and McGinnis Ferry Road frame the northern and western boundaries of the plan area, creating the edge of the Town Center. Being two major thoroughfares, development is likely to occur directly along these corridors.

This streetscape features a wide 10' Sidewalk with a 20' landscape buffer to provide a comfortable path for pedestrians walking along the major thoroughfares. A 0'-5' setback from the sidewalk will provide a human-scaled experience for the pedestrian, conducive to easy access to ground-level retail.



LINEAR PARKWAY

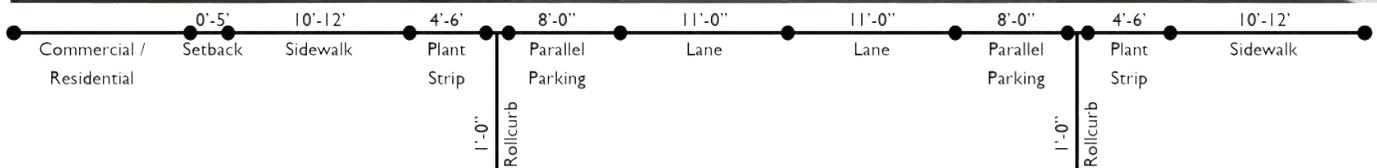
Johns Creek Parkway currently operates as a divided highway with a wide right-of-way. The proposed street network reduces Johns Creek Parkway to two 11' lanes on only one side of the existing right-of-way to accommodate 2-way traffic. The remaining right-of-way will be converted to linear park space, which will feature a 14' Multi-Use Path.



*Linear Parkway and Linear Park locations switch positions south of Lakefield Drive.

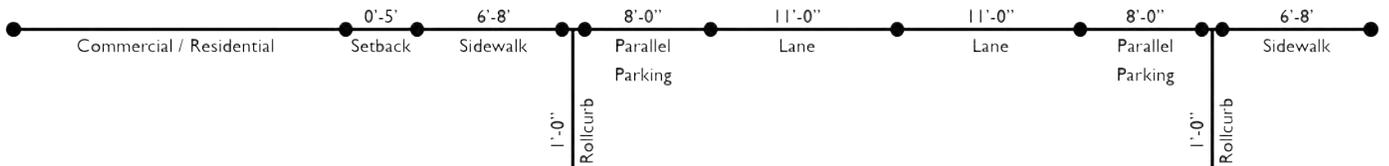
MAIN STREET

Both picturesque and functional, the Main Streets will intersect to form the Town Center core, both featuring a narrow two-way street with on-street parking, a plant strip and wide sidewalks on either side of the street. A 0'-5' setback from the sidewalk will form an urban feel, slowing vehicular traffic to create comfortable passage for pedestrians and cyclists.



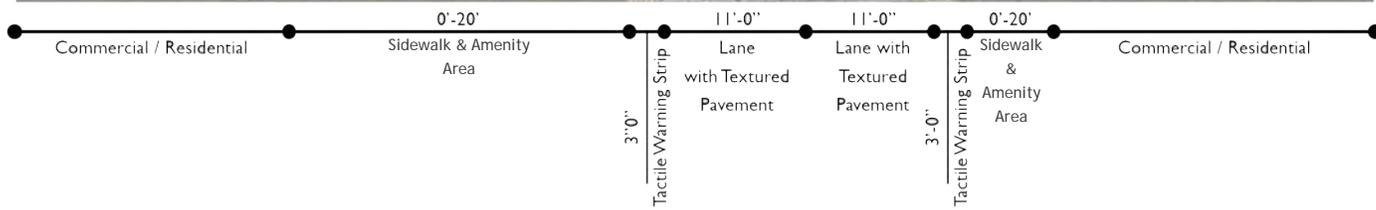
LOCAL STREET

Local streets throughout the plan area will form the bulk of the newly formed street grid. Similar to main streets, the roadway will be narrow with shallow setbacks. Sidewalks will continue providing pedestrian connectivity throughout the grid. These streets will require the most land acquisition as land becomes available and right-of-way dedication as development occurs.



SHARED STREET

The Shared Street Typology will be the most recognizable of all streets, forming Johns Creek Town Center's signature look and character. These curbless streets will be activated with sidewalk cafes and textured pavement among other amenities identified in the street section. The narrow street and seamless transition to pedestrian space will slow down vehicular traffic, creating a safer environment for pedestrians and cyclists.



GREEN ALLEY

Green Alleys will be utilized along roadways that abut stream buffers. These streets will implement green practices such as bioswales and pervious pavements to allow for site circulation while preserving the natural environment.



TRAILS & OPEN SPACE

Programmed outdoor spaces are essential to the function of this Town Center. Trails, parks, and open space can serve multiple functions, and in this case, they will operate in tandem with prospective development, creating a vibrant community and maximizing the potential for the Johns Creek Town Center.

TRAILS

Like the street grid, the proposed trail network will serve those living in the vicinity of the plan area as well as visitors. The system of sidewalks and trails will provide interesting and safe routes for cyclists and pedestrians alike.

Linear Park Trail. The Linear Park Trail will parallel Johns Creek Parkway, occupying one half of the former divided roadway. This 14' multi-use path will provide a direct connection from the south pond to the northern end of the Town Center. Acting as a central spine, users will be able to access each of the newly established neighborhoods.

Multi-Use Trail. Multi-use trails will provide major pedestrian and bicycle connections throughout the Town Center. The existing pedestrian tunnel crossing underneath Medlock Bridge Road links the plan area to the retail node west of Medlock Bridge Road (SR 141). Recognizing the benefits of this connection, this plan proposes two more tunnels along Medlock Bridge Road that will connect to existing commercial west of Medlock Bridge Road and the Johns Creek Greenway.

Edge Trail. Edge trails directly abut the northern and western boundaries of the plan area. This Trail typology provides a transitional zone from car-centric highway to pedestrian-focused Town Center. 10' sidewalks with a wide landscape strip will allow ample pedestrian space, distanced from vehicular traffic.

Nature Trail. The nature walk will leverage existing pathways along the stream, providing a tranquil respite for those working in the Town Center and an experience unique to the Johns Creek Town Center.

Sidewalk. Sidewalks throughout the Town Center will be well thought-out, consistently implemented with respective streetscape typologies in mind.



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	

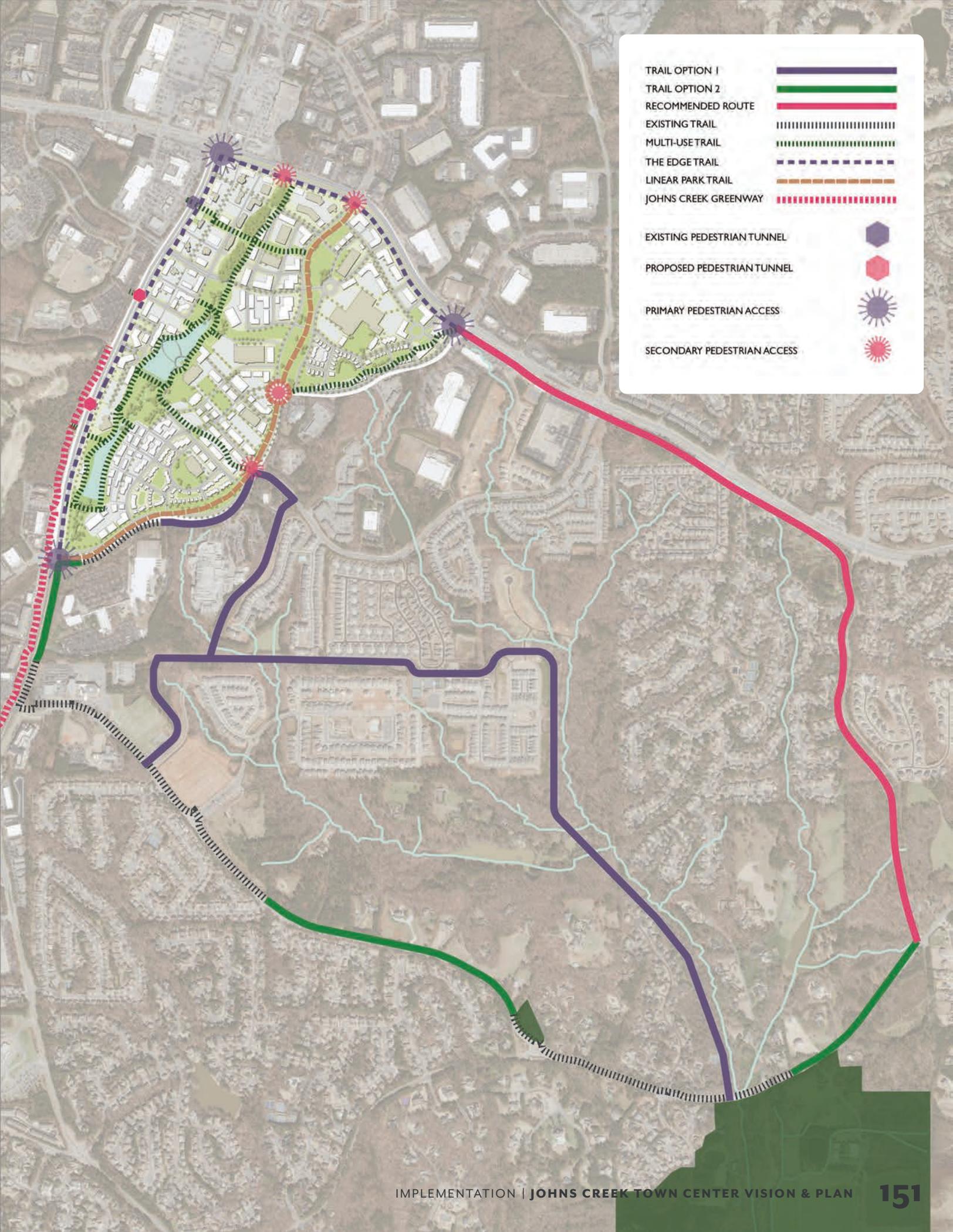
REGIONAL CONNECTIVITY

While a new trail network within the plan area provides internal connectivity, it also considers external bicycle and pedestrian connections that can be made to further integrate the Town Center as a multi-modal hub. Other upcoming regional connections, including 10-foot sidewalks along McGinnis Ferry Road to the Big Creek Greenway will also provide additional bicycle and pedestrian linkages.

Trail Option 1. This route connects the existing Bell Road Multi-Use Trail and the Rogers Bridge Multi-Use Trail to the Town Center Linear Park Trail, providing access to existing parks and to residential areas in between.

Trail Option 2. This route achieves similar goals, but connects existing sidewalks along Bell Road. The recommended route completes a connection to the Rogers Bridge Multi-Use Trail and Bell Road Multi-Use Trail.

Johns Creek Greenway. The existing Johns Creek Greenway connects the plan area to the south along Medlock Bridge Road. Proposed tunnels would connect the existing multi-use path directly to the Town Center core.



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	

OPEN SPACE

Vacant, publicly-owned land throughout Technology Park creates conditions suitable for programmed open spaces. Parks and outdoor recreation and entertainment have been identified as top priorities for the public. Of the 192 acres, 64 acres could be planned for open space, accounting for 33% of the plan area. This significant amount of open space will promote a healthy mix of public realm-focused land among developed acreage. This plan considers environmental state,

development potential, and public needs to form open space zones which will be used to guide public investments in construction, amenities, stormwater management, and resource conservation. Open space zones are as follows: Community Commons, Linear Park, Community Open Space, and Water Restoration.





MEDLOCK BRIDGE RD

MCGINNIS FERRY RD

HILTON GARDEN INN

HAMPTON INN

E JOHNS CROSSING

STATE FARM SITE

JOHNS CREEK PKWY

LIFETIME FITNESS

HYATT PLACE

CITY HALL

LAKEFIELD DR

LAKEFIELD DR

JOHNS CREEK PKWY

LINEAR PARK (14 AC)	
COMMUNITY OPEN SPACE (15 AC)	
WATER / RESTORATION (32 AC)	
COMMUNITY COMMONS (3 AC)	
TOTAL OPEN SPACE ACREAGE = 64 AC / 33% OF SITE	

Community Commons. The Community Commons zone will become host to the majority of activity that takes place within the Town Center. The axis through the front and rear of City Hall will focus plaza spaces to the east and outdoor performing space to the west adjacent to the north pond. The Community Commons zone also stretches across the northwestern quadrant of the plan area, creating a pedestrian-friendly gateway, connecting existing businesses to the tranquility of the forested stream.

Linear Park. Johns Creek Parkway is currently constructed along a wide right-of-way with high setbacks. While the existing boulevard has passive plaza space located in the median, the Linear Park zone seeks to eliminate the divided traffic pattern to create a series of linear park space from north to south along a pedestrian and bicycle friendly streetscape. The park will feature a multi-use path among other amenities to attract residents in proximity to the Town Center as well as visitors who wish to navigate the destination without having to drive from place to place.

Community Open Space. This zone will be dispersed throughout the plan area, creating pockets of passive park space that promote healthy living. These locations tend to be less centralized, but provide open space within walking distance to all developable areas. While some Community Open Space may be publicly-owned, private developers and property owners will have the opportunity to receive building incentives for providing intentional, public-facing open space on their sites.

Water Restoration. The spine created by the Johns Creek tributary and its immediate surroundings will form the Water Restoration zone. This zone prioritizes sustainable development on adjacent parcels and nature-based infrastructure to protect the local water source.

The northernmost section of the Water Restoration zone will revive the stream and leverage of its natural beauty with a nature walk and educational opportunities. The existing north pond will remain as a focal point of the Town Center, featuring a boardwalk, an amphitheater and waterfront cafes.



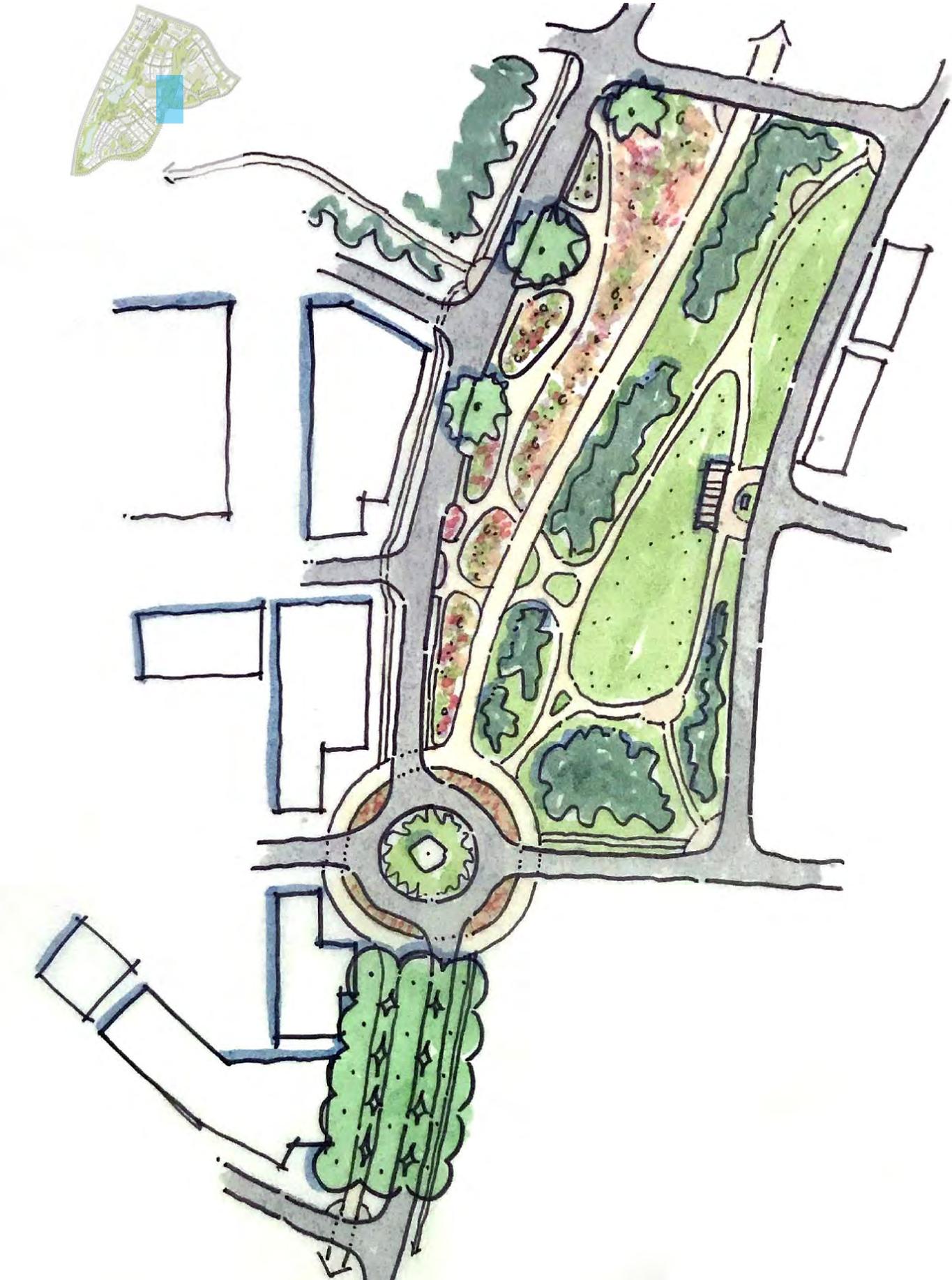


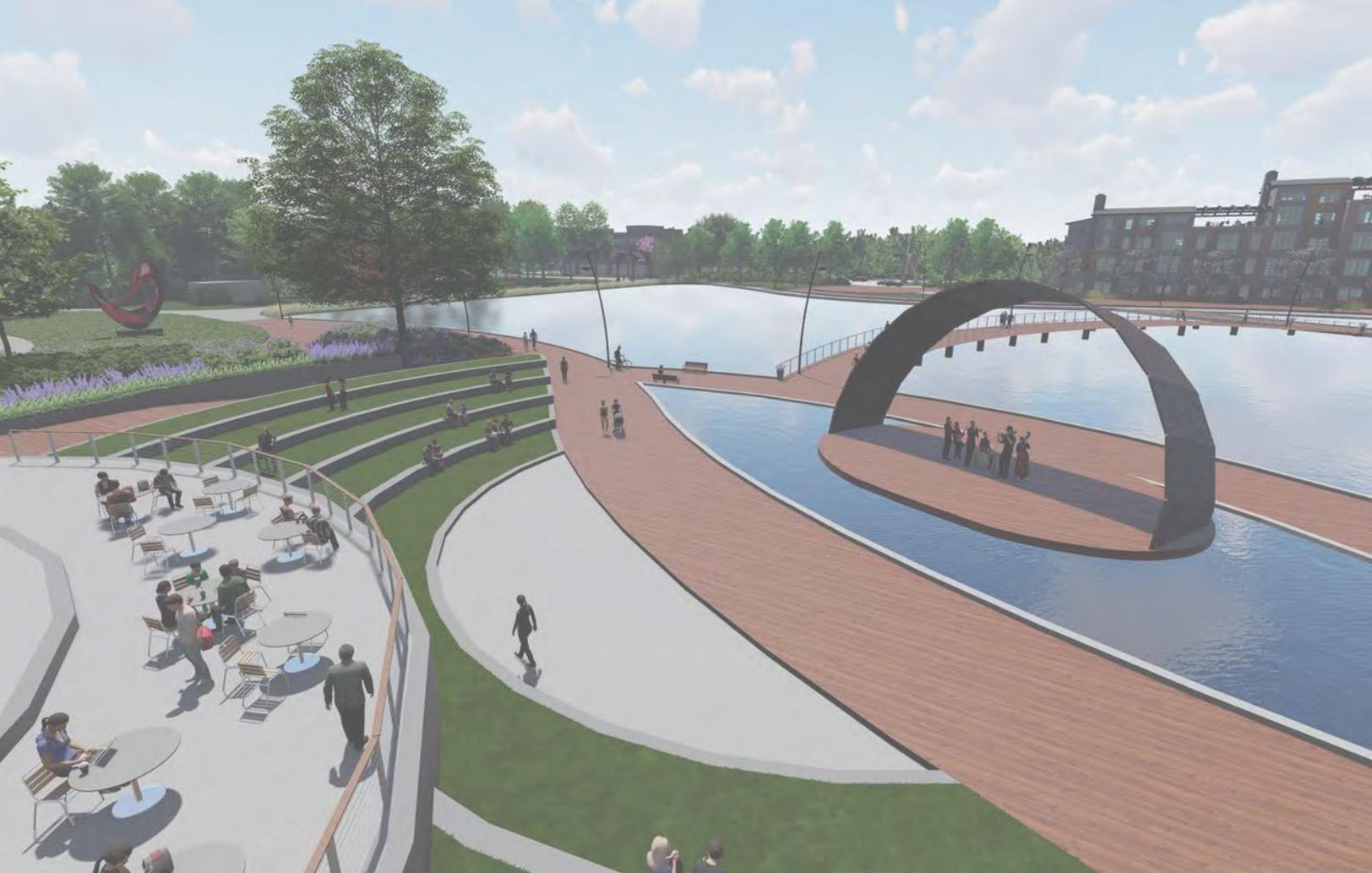
JOHNS CREEK LINEAR PARK

Gateway and North Linear Park Scenario:

- Traffic circle and gateway feature
- Utilizing one side of Johns Creek Parkway 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







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

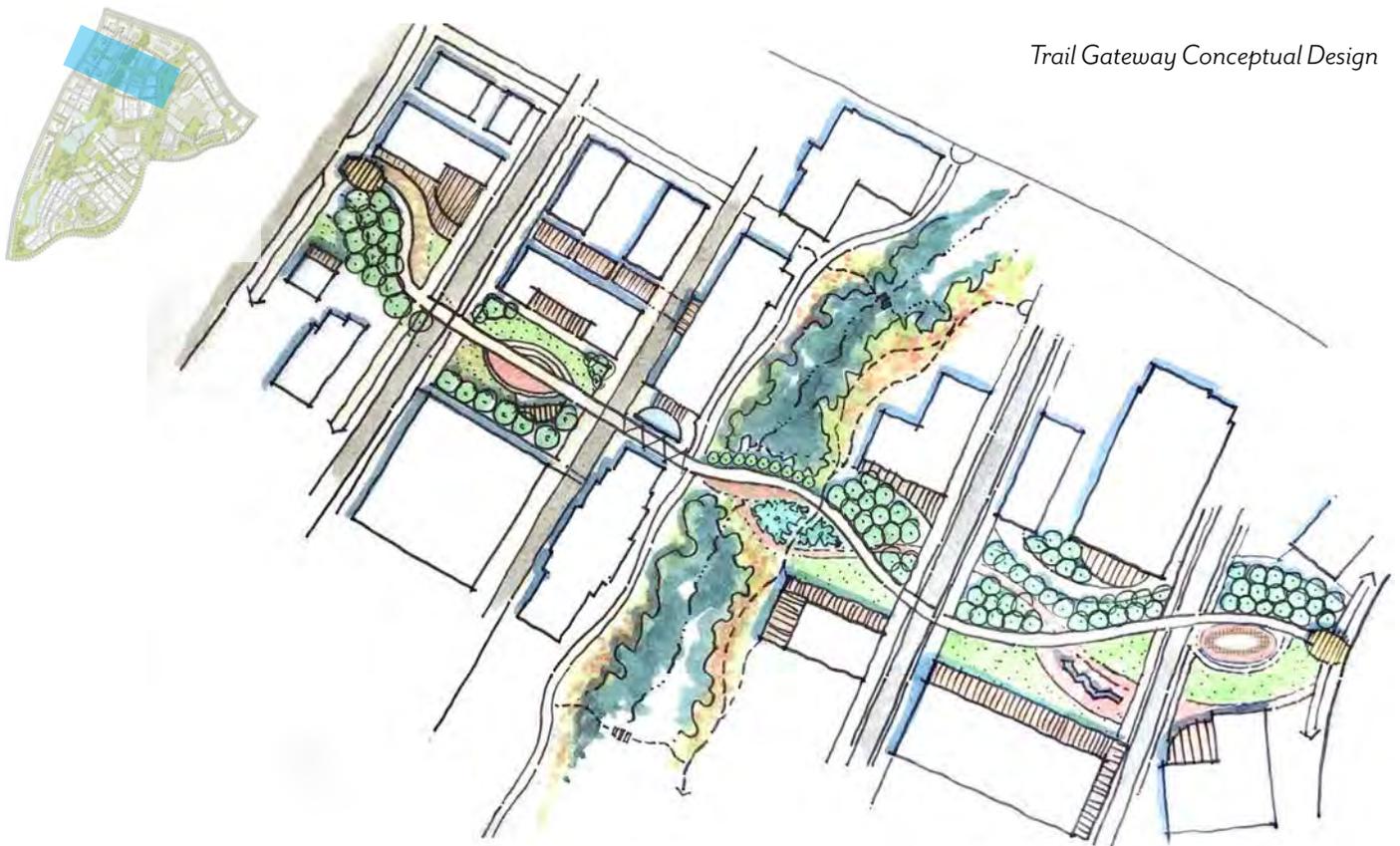
Creekside - South Pond Conceptual Design



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 opportunities – immersive and fixed



Trail Gateway Conceptual Design

NEIGHBORHOODS

For the purposes of this plan, portions of the site are grouped into thematic Neighborhoods: The Business Anchor + Gateway, Civic Exchange, Innovation Hub, and Creekside Residential. Key elements of each provide a framework for neighborhood design.

Business Anchor + Gateway. This section of the Town Center is bordered by McGinnis Ferry Road to the north, Medlock Bridge Road to the west, East Johns Crossing to the south, and the Johns Creek Tributary to the east. Presently occupied businesses and their building footprints establish a business core, conducive to commercial infill development and potential reconfiguration as redevelopment occurs.

Civic Exchange. Central to all of the Town Center, this neighborhood will become the Civic Core, home to City Hall and other municipal facilities.

Innovation Hub. To the northeast, the Innovation Hub will take the place of the former State Farm site, creating a space for additional Mixed-Use and flex space.

Creekside Residential. The area surrounding the south pond will become Creekside Residential, hosting mixed residential as well as neighborhood-serving commercial.



 **Business Anchor + Gateway**
(Business Core)

 **Civic Exchange**
(Civic Core)

 **Innovation Hub**
(Mixed Use/Flex Core)

 **Creekside Residential**
(Residential/Flex Commercial Core)

MAIN + MAIN

Notable downtowns typically have a signature look and feel captured in a central location. Looking ahead to the Town Center's potential buildout, this design conceptualizes "Main + Main," representing the heart of the City Center.

This location has a direct association with civic space and creates key linkages to other aspects of the site. Previously mentioned, all of the Town Center's overarching themes are represented here: Arts, Culture, Wellness, Sustainability, and Innovation.

Main + Main will be an established Main Street with a dramatic axis toward the ponds. In the short term, activated greenspaces will act as a key bookend. Ultimately, Main + Main will be lined with retail, food and beverage with active streetscapes including sidewalk cafes. This will provide an environment for shared streets and a walkable community, with plenty of surface parking in the rear of buildings for those driving to the Town Center.





DEVELOPMENT TYPOLOGIES

INTRODUCTION

Improving sense of place and adding vibrancy is a critical factor for the Johns Creek Town Center Plan. The plan focuses on accommodating for future growth through a variety of uses. These uses may be different than what is currently developed in the City of Johns Creek, but they are the key ingredients for creating a complete community that will add to the high quality of life that Johns Creek already enjoys.

Each land use has its own accompanying development typologies, which characterize the built form of each land use. The following development typologies are recommendations that

emerged throughout the Town Center Plan process. This includes the market analysis, stakeholder engagement, best practices, competitive town center analysis, and discussions with city staff. Certain typologies are appropriate in early phases of development in the Town Center, while others are more appropriate once there is an established critical mass to leverage and build upon. The development characteristics for each typology are approximate and are to be used only as a guide.

RESIDENTIAL

- Zero Lot Line Single-Family Residential
- Townhouse or Row Home
- Stacked Flats
- Standalone Apartments or Condos
- Mixed-Use Condos or Apartments

OFFICE

- Low-Rise Multi-Tenant Office
- Medical Office
- Mixed-Use Office
- Live/Work Office
- Flex Office

RETAIL

- Neighborhood or Community Center Retail
- Mixed-Use Retail
- Destination Restaurant
- Small-Scale Freestanding Retail
- Pad Retail





MULTIFAMILY TYPOLOGIES

OVERVIEW

A wide variety of housing typologies are required for the Johns Creek Town Center to ensure that people stay, live, and build a future in the city. Johns Creek is a diverse city and having the right housing options for young and old is important to build an exciting and vibrant community.



ZERO LOT LINE SINGLE-FAMILY RESIDENTIAL

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. This is an appealing alternative to townhomes or condos as they offer greater privacy and no shared walls.



TYOLOGY CHARACTERISTICS

Number of Units: 10+

Number of Stories: 2-3

Units Per Acre: 10-16

Typical Footprint: 1,200-2,000 SF/unit

TOWNHOUSE OR ROW HOME

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



TYOLOGY CHARACTERISTICS

Number of Units: 20-100

Number of Stories: 2-4

Units Per Acre: 12-24

Typical Footprint: 1,000-1,500 SF/unit

STACKED FLATS

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 a shared parking lot for the development. These appeal to young professionals and families looking to enter an ownership position.



TYOLOGY CHARACTERISTICS

Number of Units: 20-100

Number of Stories: 4

Units Per Acre: 25-30

Typical Footprint: 5,000 - 10,000 SF/block

STANDALONE APARTMENTS OR CONDOS

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 of 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.



TYOLOGY CHARACTERISTICS

Number of Units: 100-200 per building

Number of Stories: 3-5

Units Per Acre: 30-40

Typical Footprint: 20,000-80,000 SF/building

MIXED-USE CONDOS OR APARTMENTS

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 food & beverage, 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.



TYOLOGY CHARACTERISTICS

Number of Units: 100-200 per building

Number of Stories: 3-5

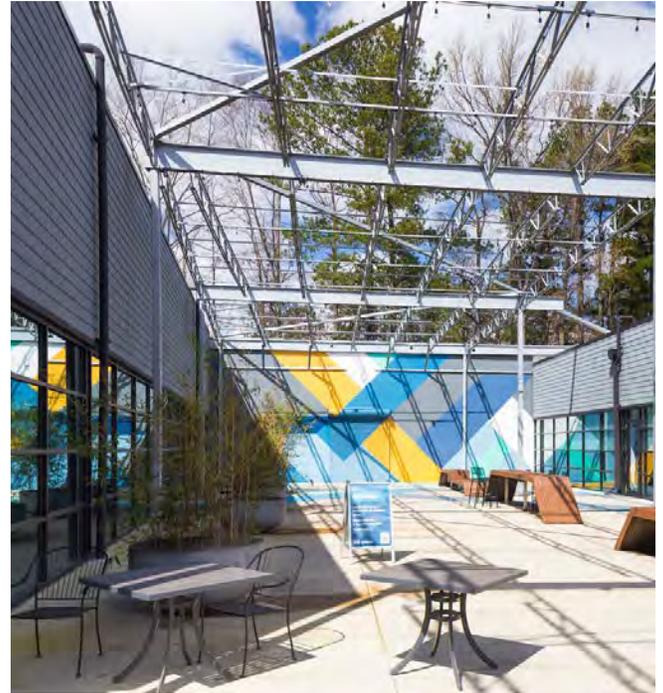
Units Per Acre: 30-60

Typical Footprint: 30,000-80,000 SF/building

OFFICE TYPOLOGIES

OVERVIEW

The dominant typology in Johns Creek Town Center is suburban campus office. New types of employment require new forms and typologies. This will generate economic development and attract new end-user tenants to the Town Center that may have not considered Johns Creek in the past for site selection.



LOW-RISE MULTI-TENANT OFFICE

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.



TYOLOGY CHARACTERISTICS

Acreage: 1-2

Number of Stories: 2-5

Size: 30,000-70,000 SF

Footprint: 10,000-15,000 SF



MEDICAL OFFICE

Medical office buildings are similar in size and scale to a multi-tenant office building; however, the office facilities are designed specifically for healthcare 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 the industry average.



TYOLOGY CHARACTERISTICS

Acreage: 2-5

Number of Stories: 1-4

Size: 20,000-100,000 SF

Footprint: 10,000-25,000 SF

MIXED-USE OFFICE

Mixed-use offices generally has 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.



TYOLOGY CHARACTERISTICS

Acreage: 1-3

Number of Stories: 4-5

Size: 100,000-300,000 SF

Footprint: 20,000-80,000 SF

LIVE/WORK OFFICE

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. This typology lends to creating a vibrant environment.



TYOLOGY CHARACTERISTICS

Acreage: <1

Number of Stories: 2-3

Size: 10,000-40,000 SF

Footprint: 5,000-20,000 SF



FLEX OFFICE

Flex offices have a mix of office/retail, office/light industrial, or a combination of all three. 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.



TYOLOGY CHARACTERISTICS

Acreage: 1-2

Number of Stories: 2-3

Size: 10,000-40,000 SF

Footprint: 5,000-50,000 SF



RETAIL TYPOLOGIES

OVERVIEW

The changing nature of retail and shifts in spending patterns over the past decade, coupled with the Covid-19 pandemic, mean that cities must accommodate new forms of retail to stay relevant. Focusing on daily convenience retail, destination food & beverage, entertainment, and mixed-use will set up the Town Center for a sustainable retail environment that is flexible to this ever-transforming sector.



NEIGHBORHOOD OR COMMUNITY CENTER RETAIL

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.



TYOLOGY CHARACTERISTICS

Acreage: 5-20

Number of Stories: 1-2

Size: 50,000-250,000 SF

Footprint: 25,000-250,000 SF

MIXED-USE RETAIL

Retail at ground-floor integrated with multi-family housing or office above. Mixed-use retail offers communities a 24/7 environment with shopping, food & beverage, 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.



TYOLOGY CHARACTERISTICS

Acreage: 1-3

Number of Stories: 3-6

Size: 100,000-300,000 SF

Footprint: 20,000-80,000 SF



DESTINATION RESTAURANT

Destination restaurants attract customers from the community and beyond. They can be regional chains or unique food & beverage attractions with renowned chefs and local cuisine options. They add special character to a place and enable nearby businesses to flourish.



TYOLOGY CHARACTERISTICS

Acreage: <1

Number of Stories: 1-2

Size: 4,000-8,000 SF

Footprint: 4,000-8,000 SF



SMALL-SCALE FREESTANDING RETAIL

These are small character developments that offer special food & beverage 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.



TYOLOGY CHARACTERISTICS

Acreage: <0.5

Number of Stories: 1

Size: 500-5,000 SF

Footprint: 500-5,000 SF



PAD RETAIL

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



TYOLOGY CHARACTERISTICS

Acreage: <1

Number of Stories: 1

Size: 1,000-10,000 SF

Footprint: 1,000-10,000 SF



POLICIES & PROGRAMMING

LAND USE & ZONING

The 2018 Comprehensive Plan identifies the plan area within the Technology Park Community Area. While the Comprehensive Plan expresses intention for the implementation of a Town Center, the city has the opportunity to secure the Town Center vision from this plan in the Comprehensive Plan by creating a new Community Area called Town Center. As future development occurs, the Comprehensive Plan will provide guidance to City Council on future zoning decisions as they relate to the Town Center. The Technology Park Community Area should also be revised to reflect compatible land use patterns adjacent to the Town Center Area.

The city's Future Land Use Map should also be updated to reflect the vision stated in the Town Center Community Area narrative as well as the plan's development program according to the neighborhoods established in this chapter.

The Business Anchor + Gateway, Civic Exchange, and Innovation Hubs, should each reflect Commercial Mixed-Use with Recreation-Public appropriately dispersed. The Creekside Residential neighborhood should incorporate Residential Mixed-Use and some Commercial-Retail.

The city will create new zoning categories that directly correlate with planned development and streetscape typologies within each neighborhood. City-owned properties may go through a public hearing process prior to making official changes to the zoning map. New zoning would be applied to privately owned properties as they redevelop or rezone.

STORMWATER

The two distinct watersheds require a comprehensive approach to stormwater management that ideally is in place prior to any major redevelopment. The two ponds within the study area meet current development patterns which does not trigger increases in storm events at the 10% point downstream. Any change in development patterns warrants a new approach to addressing hydrological and ecological patterns.

A first step is developing a stormwater management plan for the Town Center Area. Key goals of the management plan include:

- Gaining a fuller understanding of the hydrological patterns within the watershed,
- Establishing a stormwater runoff reduction goal
- Developing design standards implemented by the city and private property owners during redevelopment to support runoff reduction
- Creating an action plan for data collection that provides the city real-time feedback and historic trends impacting the Town Center ecosystem including air temperature and humidity, soil moisture, water depth and pressure, wind speed and direction, gust speed and barometric pressure, rain amounts, leaf wetness, and CO₂ levels

The Georgia Institute of Technology (GA Tech) has developed a similar approach known as EcoCommons, which covers 80 acres within their urban campus. Like EcoCommons, the city can implement their strategy over time while maintaining flexibility based on changing environmental conditions and development trends.

Key strategies that may originate out of the stormwater management plan include:

- Brand the stormwater plan to generate momentum (GreenTown, SustainJC, EcoTownCenter, etc.)
- Reduce impervious surface through permeable roadways/parking lots, new plantings, open space (i.e. North and South Pond redesign, the Linear Park, and shared streets/green streets)
- Introduce art that celebrates sustainability,
- Support redevelopment patterns that reduce runoff
- Restore stream ecologies (i.e. the woodland areas at the northern end of the Town Center Area)

ART AND ACTIVATION

The City has an opportunity to leverage local and regional artists to activate public spaces using several types of art strategies: 2-Dimensional Works, 3-D Pieces, and Immersive and Experiential Works.

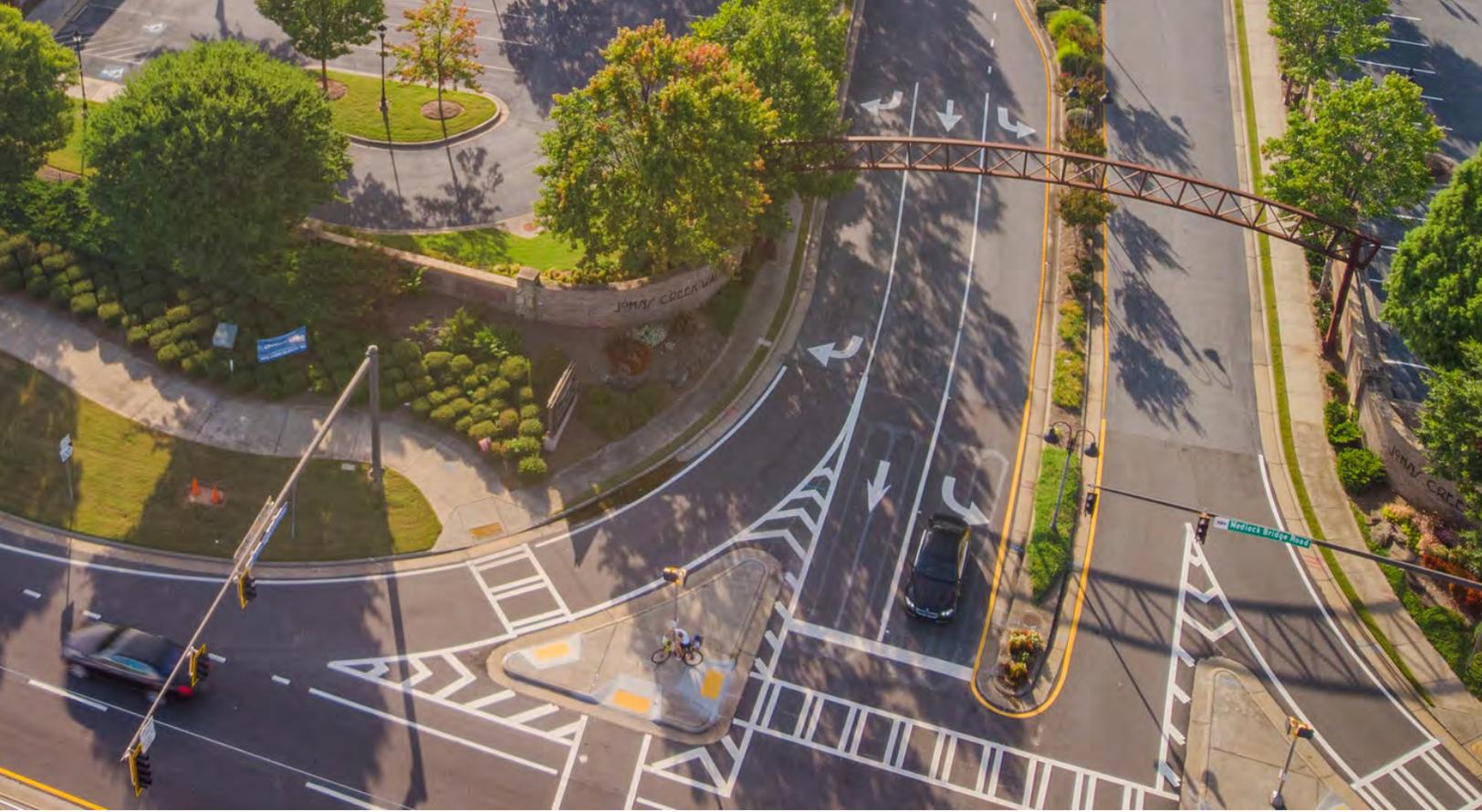
2-D Works. The City of Johns Creek has a strong presence of artistic people who contributed to the success of the existing tunnel which connects the plan area across Medlock Bridge Road. With the possibility of a new pedestrian-friendly urban fabric, the city has the opportunity to implement mural commissions throughout the Town Center.

3-D Pieces. Gateway features and screening should incorporate 3-Dimensional Pieces of art sculptures and facade treatments can be impactful throughout the Town Center.

Immersive and Experiential Works. Temporary and permanent installations can line streets, trails and paths to create an immersive experience for drivers, cyclists, and pedestrians alike.







REDEVELOPMENT & INVESTMENT STRATEGIES

The vision of Johns Creek Town Center has been visualized through this plan. Now, how do we begin to make this vision a reality? The city must spearhead a strategic path to implementation in a collaborative manner. This will require support, participation, and cooperation of local leaders, public agencies, property and business owners, developers, and residents.

This section presents an implementation framework for the city to use to initiate and undertake key recommendations included in this document. The actions and strategies identified in this section establish the next steps in continuing the process of planning and investment.

This section includes the following components:

- 1. Phasing Plan**
- 2. Catalyst Sites**
 - Creekside - North Pond (City)
 - Town Center Market Hall
 - Mixed-Age Community
 - Innovation Flex Office Blocks
- 3. Pop-up Quick Hits**
 - Amphitheatre and Performing Arts Space
 - Arts & Culture Trail
 - Outdoor Food & Artisan Market
- 4. Toolbox for Infill and Redevelopment**
 - Organizational Tools
 - Financial Tools
- 5. Strategies for Attracting Business**

PHASING

Johns Creek Town Center is a large planning area that has significant land holdings under both public and private control. A phasing plan is an important tool from a development and infrastructure perspective as public investment should be focused on specific areas to generate a critical mass of activity. The initial phase will begin to change the perception of the current day Technology Park into a true Town Center for Johns Creek.

The Town Center Plan is projected to be built out over 20+ years from a market and economic feasibility perspective. It will take time and patience for infill and redevelopment to occur on certain strategic parcels of land that are privately held. Projected development phasing is based on site availability, market demand and absorption, access, location of current amenities and public infrastructure, and development feasibility.

PHASE I

A
0-10 years
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.

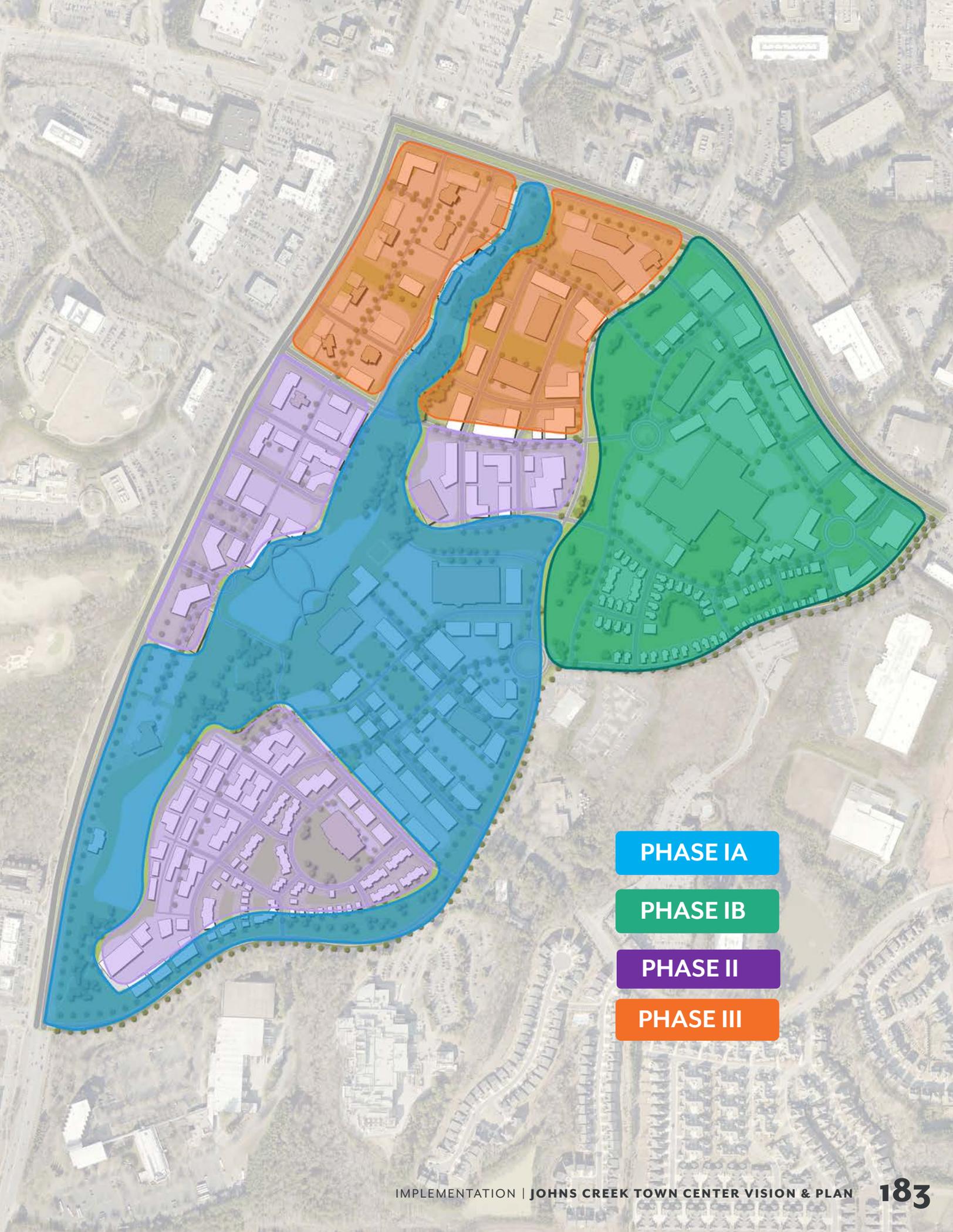
B
Phase IB focuses on the vacant State Farm site – creating meaningful mixed-use development, office, and retail with complementary open space connecting the site to the Civic Core.

PHASE II

10-15 years
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

15-20 years
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.



PHASE IA

PHASE IB

PHASE II

PHASE III

CATALYST SITES

WHAT ARE CATALYST SITES?

Catalyst Sites are public, private or public-private partnership (P3) projects that stimulate or trigger complementary development or job creation on surrounding areas. These sites are identified as initiatives that could occur in Johns Creek within the first five years of implementation.

The following four catalyst sites emerged as the most locally applicable, beneficial and feasible through market analysis, stakeholder consultation, case studies, and the planning process.

Potential locations that are most suitable for each catalyst site were identified and are shown on the map to the right.

CREEKSIDE - NORTH POND (CITY)



TOWN CENTER MARKET HALL



MIXED-AGE COMMUNITY



INNOVATION FLEX OFFICE BLOCKS





SUGGESTED LOCATIONS

- 1** **Catalyst Site 1**
Creskide - North Pond (City)
- 2** **Catalyst Site 2**
Town Center Market Hall

- 3** **Catalyst Site 3**
Mixed-Age Community
- 4** **Catalyst Site 4**
Innovation Flex Office Blocks

CATALYST SITE 1 CREEKSIDE - NORTH POND (CITY)

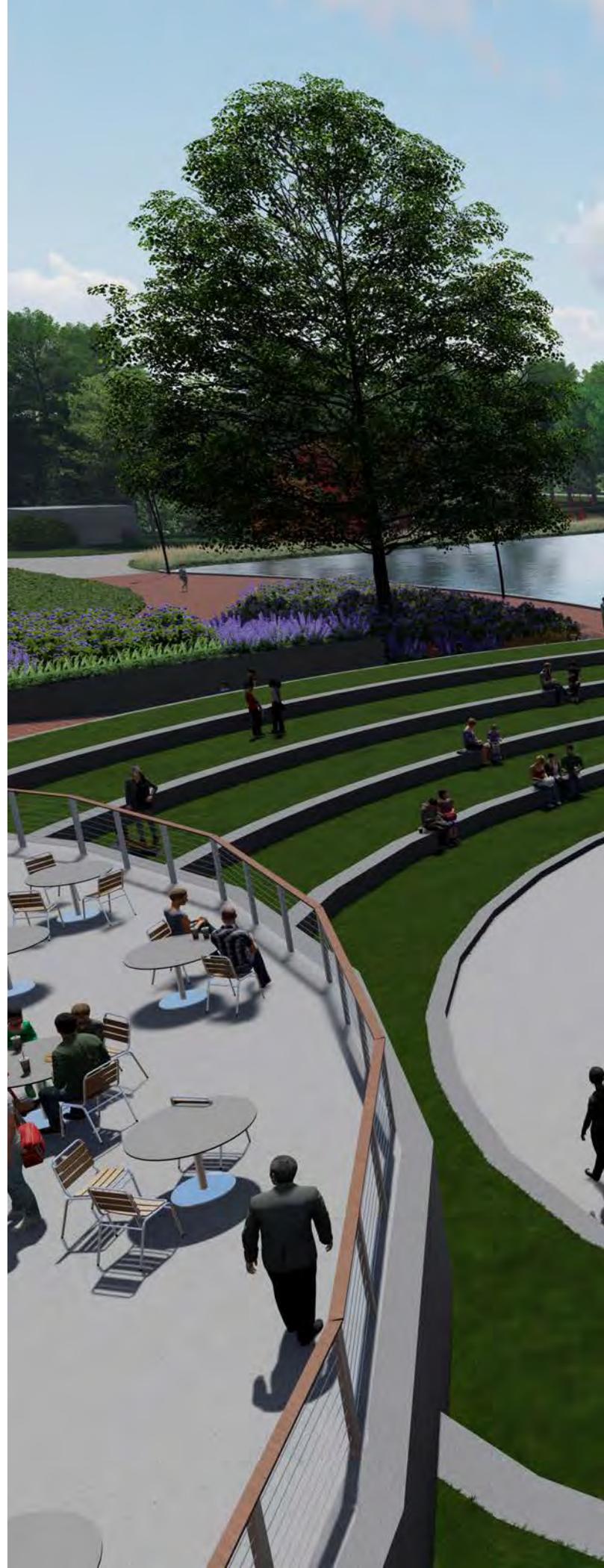
THE VISION

The city will undertake the redevelopment of the North Pond with the intention of recruiting developers. Comprehensive public improvements will anchor the Town Center around the North Pond, creating opportunities for waterfront retail and overall community enjoyment.

East and west edges of the pond will be lined with decking that transitions to a bridge network to create pedestrian connections between City Hall and future development to the west.

The city will also build an amphitheater that will be utilized as an outdoor venue that support the arts and other community events. These improvements will include a combination of landscape and hardscape improvements that the city will solicit for design and construction services.

The implementation of this catalyst site will spur development and redevelopment over time as the Town Center comes to fruition.





CATALYST SITE 2

TOWN CENTER

MARKET HALL

THE 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 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 the North Atlanta context.



Sparkman Wharf in Tampa Bay, Florida.

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

WHY THIS WORKS

- A destination anchor and activity generator for the Town Center
- Differentiates Johns Creek from other Town Centers in the North Atlanta suburbs
- Can be used to celebrate the cultural diversity of the city
- Fits the model regarding the future of retail

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 the Town Center for Market Hall.



CATALYST SITE 3

MIXED-AGE COMMUNITY

THE VISION

There is demonstrated demand for multi-family residential in Johns Creek that is positioned toward 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 is 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.



Mixed-use and mixed-age community living spaces.

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

WHY THIS WORKS

- Strong demand for higher-end multi-family residential in Johns Creek and adjacent communities
- Allows residents to downsize and stay in Johns Creek
- Offers a variety of housing product
- Will bring residential living into the Town Center

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 in the Town Center core.



CATALYST SITE 4

INNOVATION FLEX OFFICE BLOCKS

THE VISION

The Innovation Flex Office Blocks are 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, research & development, 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 Technology 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.



Flex office and industrial facilities are an increasingly popular choice for businesses and tech companies.

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

WHY THIS WORKS

- Reduced demand for typical office space, especially when emerging out of Covid-19
- Many innovative companies require flexible spaces for a variety of activities
- Will attract new types of employment and tenants to the Town Center

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 innovation, research & development, 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.



POP-UP QUICK HITS

WHAT ARE POP-UP QUICK HITS?

Pop-Up Quick Hits are public, private, or P3 projects that are effective at improving the perception of an area through placemaking. These initiatives could occur in the first several years of implementation and require relatively little time and fiscal resources compared to catalyst projects.

The following three Pop-up Quick Hits have emerged from market analysis, stakeholder consultation, case studies, and the planning process.

The most suitable locations for these initiatives are illustrated in the map to the right.

AMPITHEATRE/OUTDOOR ARTS SPACE



ARTS & CULTURE TRAIL



OUTDOOR FOOD & ARTISAN MARKET (CITY)





SUGGESTED LOCATIONS

- 1** **Pop-Up Quick Hit 1**
Amphitheatre & Performing Arts Space
- 2** **Catalyst Site 2**
Arts & Culture Trail

- 3** **Catalyst Site 3**
Outdoor Food & Artisan Market (City)

POP-UP QUICK HIT 1

AMPITHEATRE/OUTDOOR ARTS SPACE

THE VISION

An outdoor amphitheater and arts space will act as a central gathering place for the Town Center and the local community. Johns Creek is rich in arts and culture and has strong demand to expand upon current offerings that are spread amongst multiple locations. It will provide an informal space for the performing arts in Johns Creek and can be used for a variety of uses such as symphony orchestra, plays, choirs, festivals, musical performances, wedding ceremonies, and graduations.

To bring the community together on a consistent basis, the outdoor amphitheater and performing arts space can also be utilized as a venue for arts and cultural activities, from Christmas concerts and tree lightings to celebrating Chinese New Year. A flexible designed space will best allow for a multitude of programming.



POP-UP QUICK HIT 2

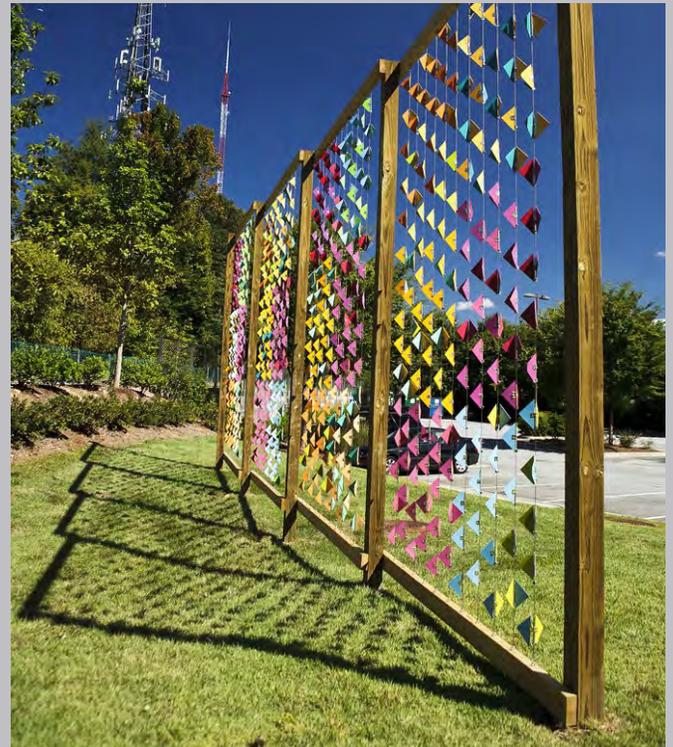
ARTS & CULTURE TRAIL

THE VISION

The arts and culture trail will celebrate the arts community and cultural diversity of Johns Creek by integrating public art throughout the Town Center in a curated fashion. This will 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 community pride, add unique character, and establish meaningful partnerships with various organizations in Johns Creek and across Metro Atlanta. The installations can be temporary or permanent depending on the artist and their work.

Murals painted on existing buildings and/or walls can begin to change the look and feel of the Town Center, especially on those closer to City Hall and the designated core. An annual culture trail festival can bring forth live artists, new media, musicians, and performance works from celebrated and emerging artists.



POP-UP QUICK HIT 3

OUTDOOR FOOD & ARTISAN MARKET (CITY)

THE VISION

The outdoor food & artisan market will allow local and regional food vendors, artists, personal service, and other craftspeople to market and sell their goods and services in the Town Center. The market can be a temporary pop-up that occurs weekly or monthly, or be a permanent building or dedicated outdoor space that is inexpensive and easily implementable. The outdoor food & artisan market will establish a vibrant and communal identity for the Town Center.

The market can be a precursor to the Town Center Market Hall, or it may prove popular and be a permanent installation in the Town Center. It will provide a unique shopping and dining experience not found in the area and will differentiate and transcend the market.

Potential uses can include a central beer garden, food & beverage, bike repair, art spaces, and artisan shops. A benefit of outdoor food & artisan market projects is that they can be expanded or contracted as needed, so if the quick hit becomes popular, it can be adapted as needed by the operator.





TOOLBOX FOR INFILL & REDEVELOPMENT

INTRODUCTION

Town Centers are important places. They are hubs of activity that bring together a variety of uses including residential, retail, food & beverage, employment, recreation, culture, among others. The Johns Creek Town Center is envisioned as a place that offers something new and exciting to draw residents, businesses, and visitors to the area.

Stakeholder interaction throughout the Town Center planning process has built a strong foundation of “buy-in” from the local community as well as broader interest groups. It is important to achieve buy-in as private sector investment will play a significant role in achieving the vision of the Town Center, with most parcels in each area of the Town Center being privately owned. Furthermore, many parcels are currently cash-flow positive with strong tenants and low vacancy. Implementation is key for the success of the Johns Creek Town Center Plan.

This section provides a strategic toolbox of implementation methods that the City of Johns Creek can employ to encourage infill and redevelopment in the Town Center. They are used specifically to encourage private landowners, businesses, and land developers to:

- Improve/retrofit existing buildings,
- Infill on revenue producing parcels,
- Redevelop old or underperforming buildings,
- Construct new development not currently available in the area such as multi-family residential, mixed-use, etc, and
- Capitalize on new and improved open and public spaces, connectivity, and branding.

Each tool, whether it be organizational or financial, has its advantages and challenges. These tools should be reviewed by the City of Johns Creek further to evaluate their benefit and viability for implementation of the Town Center Plan. They should also be combined with other tools in the implementation section to ensure success.

ORGANIZATIONAL TOOLS

- In-House Municipal Development Department
- Implementation & Engagement Team
- Special Zoning / Pre-Zoned District
- Public-Private Partnerships (P3)
- Re-investment Organizations
- Prepare a Financial Analysis
- Continue the Technical Advisory Committee
- Meetings with Developers & Businesses
- Fast-Track Approvals Stream
- Marketing Campaign

FINANCIAL TOOLS

- Property Tax Abatement
- Sales Tax Abatement
- Fee Waivers
- Utility Fee Reductions
- Debt Financing
- Capital Recovery Grants
- Private Activity Bonds (PABs)
- Low-Interest Loans
- Capital Recovery Grants
- Tax Allocation District (TAD)

RESEARCH & SELECTION METHODOLOGY

The tools provided in this toolbox were selected using the following methodology:

1. Case study analysis of successful implementation tools deployed locally, statewide, and nationally.
2. Evaluation of best tools and examples in terms of return on investment and applicability to Johns Creek and the Town Center Plan.
3. Refinement of the tools researched by categorizing into organizational or financial.
 - Organizational tools are methods or strategies that are not directly related to financing or incentivization, but rather are qualitative and non-monetary tactics.
 - Financial tools incentivize developers and business owners directly through cost savings, tax avoidance, or funding.

ECONOMIC DEVELOPMENT OBJECTIVES & ALIGNMENT

This Toolbox for Infill & Redevelopment, along with the following section on Strategies for Attracting Businesses are both aligned with the five major goals of the 2016 Strategic Economic Development Plan (SEDP). Major synergistic goals include, Promoting City Image, Business Climate and Brand for Economic Development, Position the City for Economic Development, and Develop Product, Land and Buildings. The following tools described in this section potentially yield outcomes that achieve the above main objectives of the SEDP.

By supporting the goals of the SEDP, this Toolbox can be utilized by the city and partner Johns Creek Advantage (JCA), a non-profit formed with the creation of the city to assist with economic development efforts. Depending on the nature of the tools, they may be implemented by the city, JCA, another existing entity, or a public/private partnership.



ORGANIZATIONAL TOOLS

OVERVIEW

The Town Center Master Plan is a strategic blueprint that will guide the growth and redevelopment of 192 acres of Technology Park into a vibrant Town Center. Implementation of the plan will be a key process following the planning phase. The organizational tools are programs and actions the City of Johns Creek can employ to kick-start infill and redevelopment in the Town Center.

These tools are not recommendations, but successful options that have been used elsewhere. They should be reviewed as part of the implementation process to reflect on their potential impacts, as well as funding or staff resources required to execute successfully.

IN-HOUSE MUNICIPAL DEVELOPMENT DEPARTMENT

An "In-House" Municipal Development Department is a city-managed department that is responsible for the full process of developing lands, including land purchases, procurement of developers, leasing, etc. This department is in the business of developing land to provide land use opportunities. The department has a dedicated team of staff that manages and tenders the project to consultants, contractors, and developers. Municipal development departments will typically purchase and prepare sites for development with necessary transportation and infrastructure upgrades, as well as appropriate zoning, and will then sell the site to a developer based on the vision of the city.



This would be a direct department within the municipality; however, it is not a department that the City of Johns Creek currently has in operation. This department would work under or in conjunction with Economic Development, as well as other departments integral to the development process.

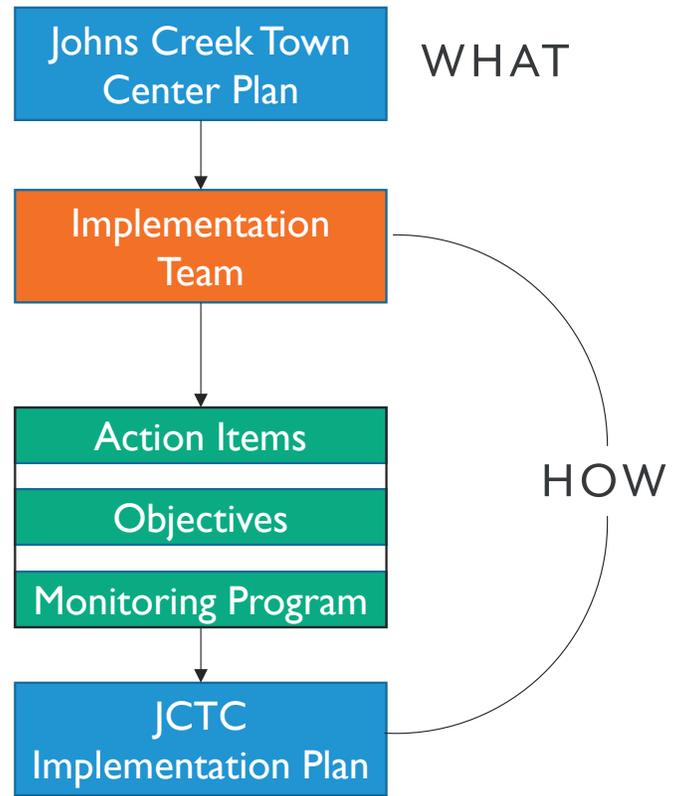
The "In-House" model is less flexible in comparison to a Local Development Authority as it must adhere to municipal requirements in procurement and finance, and may be exposed to political interference. There may also be a perceived conflict of interest from the public and development community.

IMPLEMENTATION & ENGAGEMENT TEAM

The Implementation & Engagement Team is a city-appointed team with the purposes of moving the Johns Creek Town Center Plan forward and liaising with the public, stakeholders, and investors. The team can develop an implementation plan with clear objectives and action items that have indicators and can be monitored.

The team ensures that objectives of the plan are met and that the process is monitored, evaluated, and improved upon throughout the timeframe. The establishment of the team also demonstrates the city's intent for the plan, which would garner interest from developers. The team can also act as a direct point of contact with interested developers and end-user tenants.

Creating an Implementation and Engagement Team may incur costs to the city if new staff are required on a full-time basis.



SPECIAL ZONING / PRE-ZONED DISTRICT

Development of large scale can sometimes require special zoning districts, which are typically of mutual benefit to developers and the municipality. Such districts or zones can be established for key areas of the Johns Creek Town Center Plan to create more flexibility with regard to density, architecture, and public space.

Pre-zoning the development for targeted densities or special structures will save developers time and cost by avoiding the rezoning process. It is a tool used by many cities for infill development as the city can strategically pre-zone key properties to provide certainty for land owners and developers.

Pre-zoning can also provide assurance that amenities and infrastructure upgrades for new development will be secured.

These tools can also provide local municipalities with the ability to control development and the built form. Form-based codes are one way that cities are employing this process.

The City of Milton implemented a form-based code called SmartCode for the Crabapple area in response to mounting development pressure. Although only partially developed, this local example was successful in shaping development.

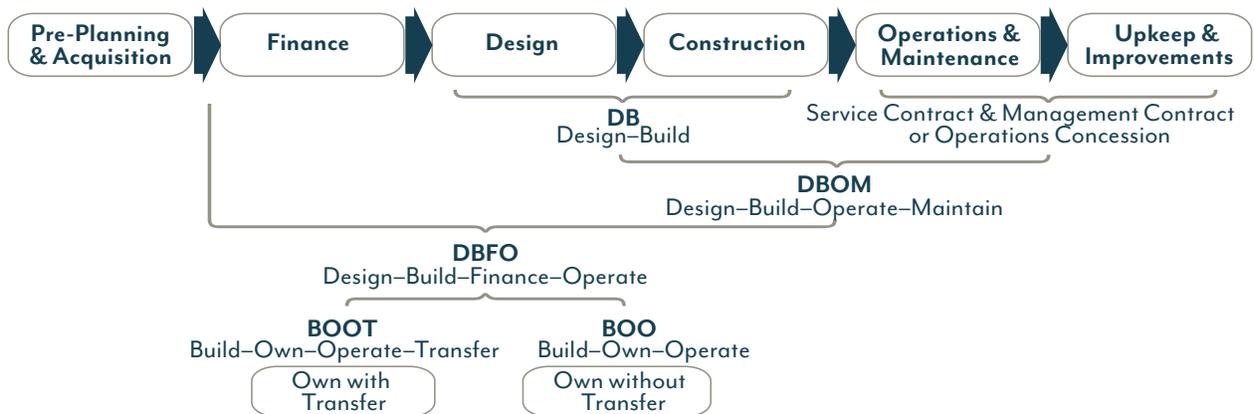
PUBLIC-PRIVATE PARTNERSHIP (P3)

The Public-Private Partnership (P3) is a recent model that was first used in the US in 1989 and is increasingly deployed in the development industry. It involves a partnership for a certain project that provides access to financial tools not normally available to private developers, which unlock larger and more rewarding projects. The P3 allows the private development sector to accelerate development by cost-sharing and reducing risks. Projects at certain scales may require state or local government support.

There is also the potential to include multiple partners such as city, county, state, healthcare system, educational institutions, foundations, etc. The higher the complexity, the greater the need there may be for multiple partners. P3s are usually tendered directly by the municipality or Development Authority for a specific project, and can be combined strategically with other P3s to achieve a greater goal.

P3s are advantageous in increasing operational capacity and financial flexibility, reducing financial risk, and combining public and private sector knowledge and expertise. P3s are, however, less aligned with municipal objectives as they are not managed directly, and can potentially introduce extra legal and operational costs.

There are various forms of P3s which involve different levels of municipal and private involvement that are dependent on the roles assumed throughout the land development process. Below is a diagram of typical P3 structures in the development process, and a table of common types of P3s utilized by jurisdictions in across the nation.



ABR.	NAME	ABR.	NAME
BOT	Build Operate Transfer	DBFOM	Design Build Finance Operate Manage
BOO	Build Own Operate	LROT	Lease Renovate Operate Transfer
BOOT	Build Own Operate Transfer	DCMF	Design Construct Manage Finance
DBF	Design Build Finance	BOOR	Build Own Operate Remove
DBFO	Design Build Finance Operate	JDA	Joint Development Agreement
DBO	Design Build Operate	JV	Joint Ventures
BLT	Build Lease Transfer	BTO	Build Transfer Operate

REINVESTMENT ORGANIZATIONS

The re-investment organizations in this Toolbox are fully- or quasi-public entities that are focused on attracting investment, economic development, or redevelopment to a jurisdiction, community, or designated area. There are various types and levels of reinvestment organizations that can be established within the State of Georgia under legislation, such as the Local Government Authorities Act. Local Government Authorities such as Downtown Development Authorities, can be created through the Georgia Department of Community Affairs in three ways: by general enabling act, local laws, and Constitutional Amendments.

Business Improvement Districts and Community Improvement Districts are area-based grassroots initiatives that require involvement of both stakeholders and public officials. These districts are established under the Constitution of Georgia and have specific requirements as to who and how many board members can participate on a committee.

The following reinvestment organizations are applicable for Johns Creek Town Center and can be reviewed by the City of Johns Creek and JCA for potential implementation.

Downtown Development Authority (DDA)

DDAs are a popular Local Government Authority and consist of seven board members that are local tax-payers appointed by the municipality. This non-profit organization can accept grants and apply for loans; own, acquire and improve lands; and sign contracts with other organizations and companies to create joint-venture projects.

Urban Redevelopment Authority (URA)

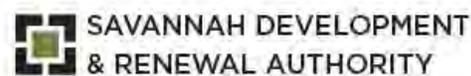
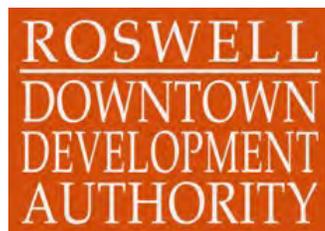
URAs also consist of seven board members, although there are some groups such as in Dallas, GA, that have less than seven members. The general role of URAs are to promote the revitalization, redevelopment, improvement, and social development of urban areas.

Business Improvement District (BID)

BIDs are quasi-public organizations run by stakeholders and public officials that encompass a designated area of business, usually a Central Business District. Businesses are levied to fund improvement projects for the area as a whole.

Community Improvement District (CID)

CIDs are similar to BIDs in many ways except that they can encompass larger areas or entire jurisdictions, and not solely business districts.



PREPARE A FINANCIAL ANALYSIS

A plan is an important first step in establishing the visions and goals of the Town Center. To get property owners and land developers on board, the city can undertake a Financial Feasibility Analysis to determine the cost and revenue implications for infill and redevelopment on certain properties. If a property is currently cash-flow positive and producing revenue for the landowner, the city must demonstrate why it would be beneficial to infill or redevelop from a private financial standpoint.

Many cities are now arming themselves with the financial data when approaching private landowners and developers, placing themselves in a proactive stance to implementation. The financial analysis

may also demonstrate funding gaps that require federal, state, or city incentives or grants to enable land development to occur in a manner that reflects the city's vision.

The financial analysis would put Johns Creek in a proactive position to enable infill and redevelopment. It also provides a realistic understanding of when certain properties can be redeveloped, speaks the language of the private development community, and identifies grants that are required for specific projects. However, the large amount of properties in the plan area can create variability in results.

MEETINGS WITH DEVELOPERS & BUSINESS OWNERS

It is important to engage with potential Johns Creek Town Center developers and business owners to raise awareness of the Town Center Plan, particularly opportunities associated with immediate and short-term goals. This can be delivered in various ways, such as community events, targeted meetings, or online newsletters.

The purpose is to "tell the story" of the new Johns Creek Town Center. Ongoing dialogue will display the city's intent and willingness to listen and engage with various groups. New insights can be learned in terms of potential challenges or requirements businesses, local property owners, or developers may require to implement the Town Center Plan.

An effective strategy should be determined at the beginning to ensure that the city is reaching out to the correct groups with appropriate messaging.

FAST-TRACK APPROVALS

The municipal development approvals process can sometimes be a barrier to redevelopment when approvals take longer than expected. Fast tracking high-priority development projects will alleviate some of the barriers to development, particularly with land holding related costs.

Fast tracking involves an expedited approvals stream for projects that meet certain criteria. The criteria should identify key projects that support the Johns Creek Town Center Plan. There can also be separate streams for differing levels of priority. The criteria needs to be transparent and clear for both the Community Development Department, land owners, and developers.

This is a simple and inexpensive tool to implement that saves both the public and private sector time and resources. A review of the current development approvals process is required to determine efficiencies for fast-track permits. There are challenges, as this approvals process can be confusing to the private sector if not managed clearly. It is also not likely to trigger or encourage large-scale development on its own, and requires to be paired with other tools.

Examples include the GRAD Certified Sites in Georgia, which offer fast-tracked industrial sites for qualified companies, and Atlanta Express Permits, which utilizes a dedicated approvals team to accelerate development permits for certain types of projects listed on their program site (<https://www.atlantaga.gov>).

MARKETING CAMPAIGN

Investing in a branding, marketing, and public consultation strategy will help create a strong and locally influenced identity for the Johns Creek Town Center. The story tells the public, business owners, developers, and other interest groups of what the place and opportunity is, why it is exciting, why it is important, and how it can happen. These points drive investment, show the fiscal opportunity for local business owners, and excite developers.

A marketing campaign generates an identity for the plan and the community, encourages stakeholders and the public to participate and become excited, and helps distribute the message clearly. A brand and sense of place is increasingly important in this digital age.

Towns and Downtown Districts across Georgia and the US utilize branding and marketing services to develop an exciting identity that welcomes economic development and growth.

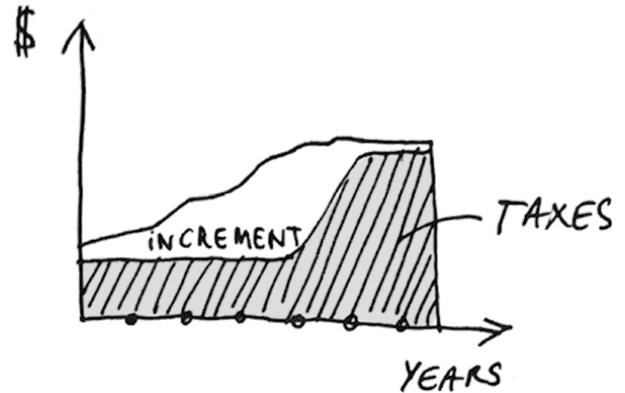


FINANCIAL TOOLS

OVERVIEW

In addition to the organizational tools, there is a multitude of financial tools that can be used to assist in infill and redevelopment. This is not considered an exhaustive list of financial tools, but items that have been used by the public sector to initiate development in specific areas such as downtowns and town centers.

There may be deficits or funding gaps for landowners or developers in terms of executing the city’s vision and municipalities are taking a more active role in determining the mechanisms and solutions that will enable development to occur successfully from a private sector perspective. Like organizational tools, the financial tools should be reviewed in further detail for their potential applicability in the Town Center.



FINANCIAL TOOL	DESCRIPTION	ADVANTAGES	CHALLENGES
Property Tax Abatement	Property tax abatements, deferrals, or exemptions lower or eliminate a property tax bill for a designated period of time. Depending on state enabling legislation, this period may be from 1 to 20+ years, with abatements ranging from 100% down to 10% for any given year. This type of tool should only be used where infrastructure capacity exists to accommodate new development, such as areas targeted for redevelopment based on a redevelopment plan.	Inexpensive method of leveraging private investment, usually concludes with a better project, helps reduce development and is only for a finite period.	Applies only to jurisdictional taxes, cannot be combined with a TAD. City loses on potential tax revenue increases during the period, and the abatement might not be enough for the upfront cost.
Sales Tax Abatement	Allows a retail operation to phase in sales taxes over a designated period. Depending on state-enabling legislation, this period may be of any length (usually no more than 10 years), with abatements ranging from 100% down to 10% for any given year.	Similar to regular tax abatement.	Only applies to sales tax for that jurisdiction and cannot be combined with a TAD.

FINANCIAL TOOL	DESCRIPTION	ADVANTAGES	CHALLENGES
Fee Waivers	Local governments often have targeted fee waiver policies for development/redevelopment in targeted areas.	Can reduce total construction costs by up to 5%. Occurs at front-end of development, and has high impact. General fund reimbursed through greater economic and fiscal activity.	Scarcity of municipal tax revenues makes it difficult to fund necessary infrastructure requirements without development-based fees.
Debt Financing	The Payment Distribution Agency (PDA) provides below-market loans to qualifying parties. The interest charged can include a small increment to generate cash flow back to the PDA. For instance, The Fulton Development Authority issues taxable and tax-exempt bonds for economic development projects within the County and its Municipalities, including the City of Atlanta. These bonds provide financing for entities to make investments and developments that drive growth and create jobs within the County. Companies qualify for financing through an application and review process.	Inexpensive debt that is only attainable through the municipality is offered as financing to the developer.	Small, but long-term fiscal risk for the municipality.
Private Equity Bonds (PABs)	A tax-exempt municipal bond in which a local government entity seeks to raise money for a private company.	Can attract a business and its related jobs when the business may otherwise be unable to obtain financing for the project.	PABs are generally not guaranteed by the local government so higher risk and higher payments to the investor. City must be able to prove that a public benefit derives from the bond.
Low-Interest Loans	Regional and local governments, non profits and foundations may have access to funds that can be used to provide below-market loans for an investment. A local example is the Downtown Development Revolving Loan Fund that assists in efforts to enhance downtown areas by providing below-market rate financing to fund capital projects and spur commercial development.	Similar to debt financing, this often provides bridge financing to projects through large government grants.	There must be sufficient funds for the organization to use as a loan.
Capital Recovery Grant	A recoverable grant is provided to the developer, with the funds to be returned at sale of property or after a specific time period. Can be from foundations or government.	Recovery amount can be declining if project continues to meet objectives of funding agent.	Can be delayed if sale of the property is extended.
Tax Allocation District (TAD)	Financing tool for local governments to invest in infrastructure and other improvements and to finance those investments by capturing property and or sales tax revenue from newly developed property. A TAD district must be created. TADs can be used for land assembly, transportation improvements, infrastructure, planning expenses, financing expenses and public-purpose portions of private property.	Upfront timing of available infrastructure funding through a TAD makes them more attractive than a tax abatement. Attractive to developers because it facilitates the self-financing of a project.	TADs that are too large can capture revenue from areas that would have appreciated in value regardless of the TAD designation. Can be risky if developer does not go through with the project once upfront investments have been made.

STRATEGIES FOR ATTRACTING BUSINESS

INTRODUCTION

The City of Johns Creek requires a targeted and focused approach to identify and attract business investment in the Town Center. This includes new retailers, food & beverage operators, services, and employers. Due to strong competition from other jurisdictions in North Atlanta, the Town Center requires an environment that cultivates innovation, generates a strong workforce, and is vibrant. It is these aspects that will bring forth interest from new businesses and investors.

This Town Center strategy has been prepared to kick-start discussion in the city and amongst stakeholders on business recruitment and retention. It takes into consideration that the Economic Development Department already has its own internal actions and methods for attracting business to Johns Creek. The Town Center strategy should be a component of the city's broader economic development strategy.

MARKETING PLAN

The Johns Creek Town Center requires a brand and marketing plan to sell the vision. This is not a logo, but a holistic view of the positioning and experience that the Town Center will have for residents, employees, and visitors. Establishing a brand will tell a story that interests people and will change their current perception of Technology Park. There are key targets in marketing and branding, specifically when introducing new uses. Targeted messaging needs to come across to investors and

developers, prospective residents, prospective businesses, and future visitors. Promotional materials across a broad digital spectrum will guide the story of the Town Center to different audiences.

DEDICATED INVESTMENT WEBSITE

Improving online exposure also includes dedicating city-led webpages to the Town Center. The Johns Creek Advantage website is the city's economic development website and is the ideal location to promote the Town Center for business attraction and investment. Marketing material and any relevant documents should be kept up to date, including the Town Center Plan.

OFFERING NEW AND INNOVATIVE TYPOLOGIES

The current offering in the Town Center is campus-style office space in a suburban business park format. Introducing new and modern typologies such as flex office, flex industrial, and mixed-use will present new typologies for business attraction. The city can then target a wider array of employment sectors while retaining its current businesses.

AMENITY PACKAGE

A strong amenity package may be one of the most important business attraction strategies available. High-order public transit is desirable for many end-user tenants (in a pre-Covid-19 environment); however, the location of the Town Center negates the short to medium-term potential of using this as an amenity draw. This means that other amenities must be in place to act as attractors for business and investment in the Town Center.

This includes new retail and food & beverage concepts, entertainment, services, health & wellness, all in an attractive environment. Town Centers that offer a dynamic environment will receive more attention from prospective tenants as it will make employee recruitment and retention easier, especially for small and medium-sized businesses that do not have the funds to create their own amenitized corporate campus.

PROACTIVE RECRUITMENT

The City can create a targeted shortlist of developers and investors who may have interest in the Town Center and its implementation. Reaching out to these groups while exhibiting the vision and opportunity is an act of pre-marketing that will benefit the Town Center, and ensure that it is on the radar of the development and investment community. The city can also partner with brokers and property owners to contact prospective businesses/end-user tenants through a targeted

short list. There are various aspects and approaches to this strategy including trade shows, focus groups, one-on-one meetings, and group site tours of the Town Center itself.

PUBLIC INVESTMENT

Public investment is required to initiate and trigger business attraction and private-sector development. This public investment should be placed into items/projects that would not only transform Technology Park, but also provide public good to current residents of Johns Creek. This can include, but is not limited to, outdoor recreation, trail systems, pocket parks, a central performance space, and other infrastructure; bringing long-term benefits to the Town Center and Johns Creek.

PRIORITIZATION & ACTION PLAN

CITY

Public investment is required to initiate and trigger business attraction and private-sector development. Public investment can help to spur on redevelopment much sooner than relying solely on private investment. The following chart details the implementation projects in which the City would have a direct role over the next ten years. Many of the larger projects can be phased to meet budget constraints.

TIER 1

ACTION	COST ESTIMATE	INITIATION	PLAN REFERENCE & NOTES
Creekside - North Pond Redevelopment	\$6,000,000*	FY 2022	<p>The Creekside North Pond is one of two ponds forming a water-feature "spine" through Technology Park. Redevelopment of the Creekside North Pond could serve to catalyze the desired investment and redevelopment within the Town Center. The Creekside North Pond is a major distinguishing factor that will differentiate Johns Creek's Town Center from other town centers/downtowns found in the greater North Fulton and surrounding region.</p> <ul style="list-style-type: none"> • Trail & Open Space as found on pages 158 and 159. • Catalyst Site 1 as found on pages 185-187. • Pop-up Quick Hit 1 (Amphitheater & Performing Arts Space) as shown on pages 195-196. <p>With Parks Bond dollars earmarked for implementation, the first step would be for Council to authorize staff to begin engineering construction documents and pursuing environmental permits (such as Georgia Environmental Protection Division and possibly U.S. Army Corps of Engineers) to implement the new vision for the lake.</p>
Creekside - Pond Trail Connection	\$3,000,000*	FY 2022	<p>A multi-use trail around the Creekside ponds (North and South) could provide the initial improvement within the Town Center. Redeveloping a continuous multi-use trail around and connecting both ponds to the surrounding parcels would provide interesting and safe routes for pedestrians and cyclists alike and provide a starting point to extend various trails and connect to existing and future tunnels (crossing underneath Medlock Bridge Road) in the Town Center area. This project could spur redevelopment of adjacent parcels surrounding the Creekside ponds.</p> <ul style="list-style-type: none"> • For more information, please review pages 148-151 and 158-160. <p>The first step would be for Council to authorize staff to begin engineering construction documents and pursuing environmental permits (such as Georgia Environmental Protection Division and possibly U.S. Army Corps of Engineers) to implement a creekside multi-use trail connection around the lakes.</p>
Johns Creek Parkway at Lakefield Drive Traffic Circle	\$2,500,000*	FY 2024	<p>A traffic circle at the intersection of Lakefield Drive and Johns Creek Parkway could anchor the future linear park (eastern portion of Johns Creek Parkway) and the new main street - Lakefield Drive - and serve as a critical gateway. The purpose of the traffic circle is for traffic calming and to reorient the intersection to be more pedestrian focused.</p> <ul style="list-style-type: none"> • For more information, please review pages 140-141 and 154-157. <p>The first step would be Council authorization for staff to begin a traffic study of the intersection and surrounding area and engineering plans for the roadway improvement.</p>

**Investment can be phased or completed over time*

TIER 1 (CONTINUED)

ACTION	COST ESTIMATE	INITIATION	PLAN REFERENCE & NOTES
<p>Lakefield Drive Streetscape</p>	<p>\$3,000,000*</p>	<p>FY 2025</p>	<p>Lakefield Drive could become one of two "main streets" for the Town Center. Both picturesque and functional, Lakefield Drive is envisioned to be transformed to feature two-way vehicular travel with on-street parking, a plant strip, and wide sidewalks on either side of the street. A minimal building setback (0-5') from the sidewalk will form edges to the transformed roadway, slowing vehicular traffic to create comfortable passage for pedestrians and cyclists alike. Although, the full main street transformation is expected to occur over time as adjacent parcels redevelop, there are initial efforts the City could take to encourage implementation.</p> <ul style="list-style-type: none"> • For more information, please review pages 140-141 and 144. <p>The first step would be for Council to authorize staff to adjust the use and character of the roadway by restriping it as one travel lane in each direction with parallel (on-street) parking (instead of a center turn lane) and adding a sidewalk connection from Lakefield Drive by the City Hall sign (directly connecting to the center island walkway through the parking lot). As more events are held at City Hall, direct access from surrounding parking areas will prove more and more desired. As a second step, the City could proactively create design standards for the roadway to specify the desired characteristics upon redevelopment or the City could work with individual parcels as properties are redeveloped.</p>
<p>Create Town Center Zoning Districts</p>	<p>Staff Time</p>	<p>FY 2021/22</p>	<p>To codify the vision of the adopted Town Center Plan with the development of a formal Town Center Zoning District, directly correlating zoning requirements with the design features, and planned development and streetscape typologies for each neighborhood character area identified within the plan. Formulation and adoption of a new zoning district for the Town Center will bring the Town Center Plan to life and provide rules and regulations to the development community that align directly with the Town Center Plan.</p> <ul style="list-style-type: none"> • For more information, please review the Implementation Chapter beginning on page 140. <p>As part of the original scoping of the Town Center Master Plan initiative, Council indicated an interest in codifying the results so staff has begun working on the Zoning Districts and will take the proposed zoning amendment to the Planning Commission and Council for adoption in FY2022.</p>
<p>Update Comprehensive Plan to reflect Town Center Character Area and its vision</p>	<p>Staff Time</p>	<p>FY 2022</p>	<p>To fully integrate the adopted Town Center Plan into the Comprehensive Plan will require a process through the Atlanta Regional Commission for it to become a recognized amendment to the current Comprehensive Plan for the City. Formally amending the Comprehensive Plan would allow for future development to consider the Town Center vision as the appropriate context and future land use for the area and provide guidance to Council on future zoning decisions for properties located within the Town Center.</p> <ul style="list-style-type: none"> • For more information, please review the Implementation Chapter beginning on page 140. <p>The first step would be staff packaging the Town Center Plan as an Amendment to the adopted Comprehensive Plan. Following Council consideration, staff would submit to the Atlanta Regional Commission as an official amendment to the adopted Comprehensive Plan. As part of the original intent of the Town Center Master Plan initiative, Council indicated an interest in amending the Comprehensive Plan to reflect the planning effort so staff has begun working on the effort and anticipates bringing materials to Council in early FY2022.</p>

*Investment can be phased or completed over time

TIER 1 (CONTINUED)

ACTION	COST ESTIMATE	INITIATION	PLAN REFERENCE & NOTES
<p>Develop a Stormwater Management Plan</p>	<p>\$300,000</p>	<p>FY 2023</p>	<p>The Creekside ponds not only serve as a water-feature "spine" through Technology Park, they are also key to the stormwater management for Town Center. To proactively manage stormwater in redevelopment and implementation of the Town Center Plan, the City could prepare a stormwater management plan to address the potential changes in hydrological and ecological patterns.</p> <ul style="list-style-type: none"> • For more information, please review page 178. <p>The first step would be to authorize staff to engage an engineer to develop a fuller understanding of the hydrological patterns within the watershed.</p>
<p>Town Center Land Acquisition</p>	<p>TBD</p>	<p>FY 2022</p>	<p>A strategy of Prudent Advance Acquisition of land would encourage that as suitable land for public uses (roads, parks, trails, civic uses, etc.) becomes available to forward the overall Town Center Plan, the City would be prudent to make strategic acquisitions, even if the funds are not immediately available for development or redevelopment of the property. The acquisition of the Creekside Lakes are an example of the City's past efforts to apply the Prudent Advance Acquisition philosophy.</p> <ul style="list-style-type: none"> • For more information, please review the Implementation Chapter beginning on page 140 <p>The first step would be for Council to determine which aspects of the implementation strategy to prioritize.</p>
<p>Begin implementing Town Center branding, marketing, and diversity of events</p>	<p>"\$5,000-\$10,000 annually"</p>	<p>FY 2022</p>	<p>Marketing collateral materials could activate and bring the Town Center brand to life and assist with storytelling to create interest in the area. Strategic public relations and advertising will communicate the vision of Town Center to the Johns Creek community, major stakeholders, and potential developers. Professional marketing materials will help share the excitement about the Town Center plan and attract the partners to activate the Town Center.</p> <ul style="list-style-type: none"> • For more information, please review the Implementation Chapter beginning on page 140 <p>The first step would be for Council to adopt the proposed FY2022 Budget which includes baseline funding for marketing and promotion of the Town Center.</p>

**Investment can be phased or completed over time*

TIER 2

ACTION	INITIATION	PLAN REFERENCE & NOTES
<p>Explore frameworks for future reinvestment organizations</p>	<p>FY 2024</p>	<p>To further the work of the Economic Development Director and community partners for economic development (such as Johns Creek Advantage and Johns Creek Chamber of Commerce), the City could seek to add a public or quasi-public entity focused on attracting investment, economic development to the Town Center area such as a Downtown Development Authority, an Urban Redevelopment Authority, a Business Improvement District, or a Community Improvement District.</p> <ul style="list-style-type: none"> For more information, please review pages 202-211. <p>A first step would be reviewing the Town Center Plan's alignment with the current Strategic Economic Development Plan (SEDP) and updating the SEDP as appropriate.</p>
<p>Creekside - South Pond Redevelopment</p>	<p>FY 2026</p>	<p>The Creekside South Pond is one of two ponds forming a water-feature "spine" through Technology Park. Redevelopment of the Creekside South Pond could serve to catalyze the desired investment and redevelopment within the Town Center. The Creekside South Pond is a major distinguishing factor that will differentiate Johns Creek's Town Center from other town centers/downtowns found in the greater North Fulton and surrounding region.</p> <ul style="list-style-type: none"> For more information, please review Trail & Open Space as found on pages 160 and 161. <p>The first step would be for Council to authorize staff to begin engineering construction documents and pursuing environmental permits (such as Georgia Environmental Protection Division and possibly U.S. Army Corps of Engineers) to implement the new vision for the lake.</p>
<p>Medlock Bridge Tunnel 1 (South Pond)</p>	<p>FY 2027</p>	<p>Building off the success of the existing pedestrian tunnel (under Medlock Bridge Road between E. Johns Crossing and McGinnis Ferry Road) the City could further connect the Town Center to the surrounding area and potentially reduce vehicle trips by adding a new pedestrian tunnel underneath Medlock Bridge Road (perpendicular with the Creekside South Lake, between Johns Creek Parkway and FIndley Road).</p> <ul style="list-style-type: none"> For more information, please review pages 148-151. <p>The first step would be for Council to authorize staff to begin engineering construction documents and discuss permitting with the Georgia Department of Transportation (as Medlock Bridge Road - also known as State Route 141 - is owned and controlled by GDOT).</p>
<p>Public Art Program</p>	<p>FY 2027</p>	<p>Public Art is a major theme and priority for the Town Center. Johns Creek takes pride in its local art community. The City could do more to use art as a means to celebrate and establish Town Center by creating a formal Public Art Program. Building off the success of a partnership with Johns Creek Beautification ArtSpot Committee for a temporary installation of six pieces in 2016, a Public Art Program could begin with the arts and culture trail and potentially lead to an immersive art experience for the Town Center as a placemaking initiative.</p> <ul style="list-style-type: none"> For more information, please review pages 133, 179, and 197. <p>The first step would be for Council to authorize staff to identify potential partner organizations, research best practices, logistics, and determine funding needs to implement an arts and culture trail. Typically, proposals for art installations are done through a formal Request for Proposals process which specifies key issues such as if the installations will be temporary or permanent.</p>
<p>Johns Creek Parkway Lane Road Modification (North - from northern terminus of Lakefield Drive to State Farm site)</p>	<p>FY 2028</p>	<p>Johns Creek Parkway is currently a divided roadway with two vehicular travel lanes in each direction and a wide landscaped median in the center. Between the northern intersection with Lakefield Drive and the State Farm Site, the City could create a new park amenity through a "road diet" and eliminate the divided traffic pattern. The western side of Johns Creek Parkway would be used for bi-directional vehicular travel (one travel lane in each direction) and the eastern side's former travel lanes could be used to create the northern segment of the Linear Park Trail. The wide landscaped median becomes the buffer between vehicular traffic and the new pedestrian and bicycle friendly area. The new linear park could become festival space (with space for tents, food trucks, stages, and active lawns) for special events. Implementing a road diet on Johns Creek Parkway from Lakefield Drive north to McGinnis Ferry Road is an integral component to establishing the north linear park along the eastern portion of Johns Creek Parkway. The project will eliminate the divided traffic pattern to create a linear park space along with pedestrian and bicycle friendly streetscape.</p> <ul style="list-style-type: none"> For more information, please review pages 148-149, 152-153, and 154-157. <p>The first step would be Council authorization for staff to begin a traffic study of the area, review the intersecting driveways, and begin engineering plans for the roadway improvement and driveway modifications necessary.</p>

ACTION	INITIATION	PLAN REFERENCE & NOTES
Johns Creek Parkway Linear Park (North segment)	FY 2029	<p>Johns Creek Parkway is currently a divided roadway with two vehicular travel lanes in each direction and a wide landscaped median in the center. Between the northern intersection with Lakefield Drive and the State Farm Site, the City could create a new park amenity through a "road diet" and eliminate the divided traffic pattern. The eastern side's former travel lanes could be used to create a Linear Park Trail. The wide landscaped median becomes the buffer between vehicular traffic and the new pedestrian and bicycle friendly area. The new linear park could become festival space (with space for tents, food trucks, stages, and active lawns) for special events. The envisioned linear park could provide another larger gathering space for the public in the Town Center, one that will be fully integrated with redevelopment of the adjacent State Farm property, and provide better use of the large landscaped medians existing along Johns Creek Parkway.</p> <ul style="list-style-type: none"> • For more information, please review pages 148-149, 152-153, and 154-157. <p>The necessary precursor to the linear park development is the roadway modification to Johns Creek Parkway. The first step for that project would be Council authorization for staff to begin a traffic study of the area, review the intersecting driveways, and begin engineering plans for the roadway improvement and driveway modifications necessary.</p>
Johns Creek Parkway Lane Modification (South - from southern terminus of Lakefield Drive to Technology Circle)	FY 2029	<p>Johns Creek Parkway is currently a divided roadway with two vehicular travel lanes in each direction and a wide landscaped median in the center. Between the southern intersection with Lakefield Drive and Technology Circle, the City could create a new park amenity through a "road diet" and eliminate the divided traffic pattern. The eastern side of Johns Creek Parkway would be used for bi-directional vehicular travel (one travel lane in each direction) and the western side's former travel lanes could be used to create the southern segment of the Linear Park Trail. The wide landscaped median becomes the buffer between vehicular traffic and the new pedestrian and bicycle friendly area. This portion of the linear park would become passive park space and a connection to the linear park trail. Implementing a road diet on Johns Creek Parkway from Lakefield Drive south to Medlock Bridge Road is an integral component to establishing the south linear park along the western portion of Johns Creek Parkway. The project will eliminate the divided traffic pattern to create a linear park space along with pedestrian and bicycle friendly streetscape.</p> <ul style="list-style-type: none"> • For more information, please review pages 148-149, 152-153, and 154-157. <p>The first step would be Council authorization for staff to begin a traffic study of the area, review the intersecting driveways, and begin engineering plans for the roadway improvement and driveway modifications necessary.</p>
Johns Creek Parkway Linear Park (South segment)	FY 2030	<p>Johns Creek Parkway is currently a divided roadway with two vehicular travel lanes in each direction and a wide landscaped median in the center. Between the southern intersection with Lakefield Drive and Technology Circle, the City could create a new park amenity through a "road diet" and eliminate the divided traffic pattern. The western side's former travel lanes could be used to create a Linear Park Trail. The wide landscaped median becomes the buffer between vehicular traffic and the new pedestrian and bicycle friendly area. This portion of the linear park would become passive park space and a connection to the linear park trail.</p> <ul style="list-style-type: none"> • For more information, please review pages 148-149, 152-153, and 154-157. <p>The necessary precursor to the linear park development is the roadway modification to Johns Creek Parkway. The first step for that project would be Council authorization for staff to begin a traffic study of the area, review the intersecting driveways, and begin engineering plans for the roadway improvement and driveway modifications necessary.</p>
East Johns Crossing Streetscape	FY 2030	<p>East Johns Crossing is an existing local street just past the northern edge of the Creekside North Pond. The road bisects the current sidewalk system and proposed improved multi-use trail extending from the Creekside ponds north to McGinnis Ferry Road. The City could improve and promote walkability in and around the area through streetscape improvements as redevelopment occurs on parcels fronting the roadway. In addition to sidewalk/trail improvements and landscaping, improvements could include providing safer crossing of the roadway by providing on-street parking to narrow the crossing distance for pedestrians.</p> <ul style="list-style-type: none"> • For more information, please review pages 140-141 and 145. <p>A first step could be to install an unsignalized pedestrian crossing where the current trail (and envisioned improved multi-use trail) crosses the roadway.</p>

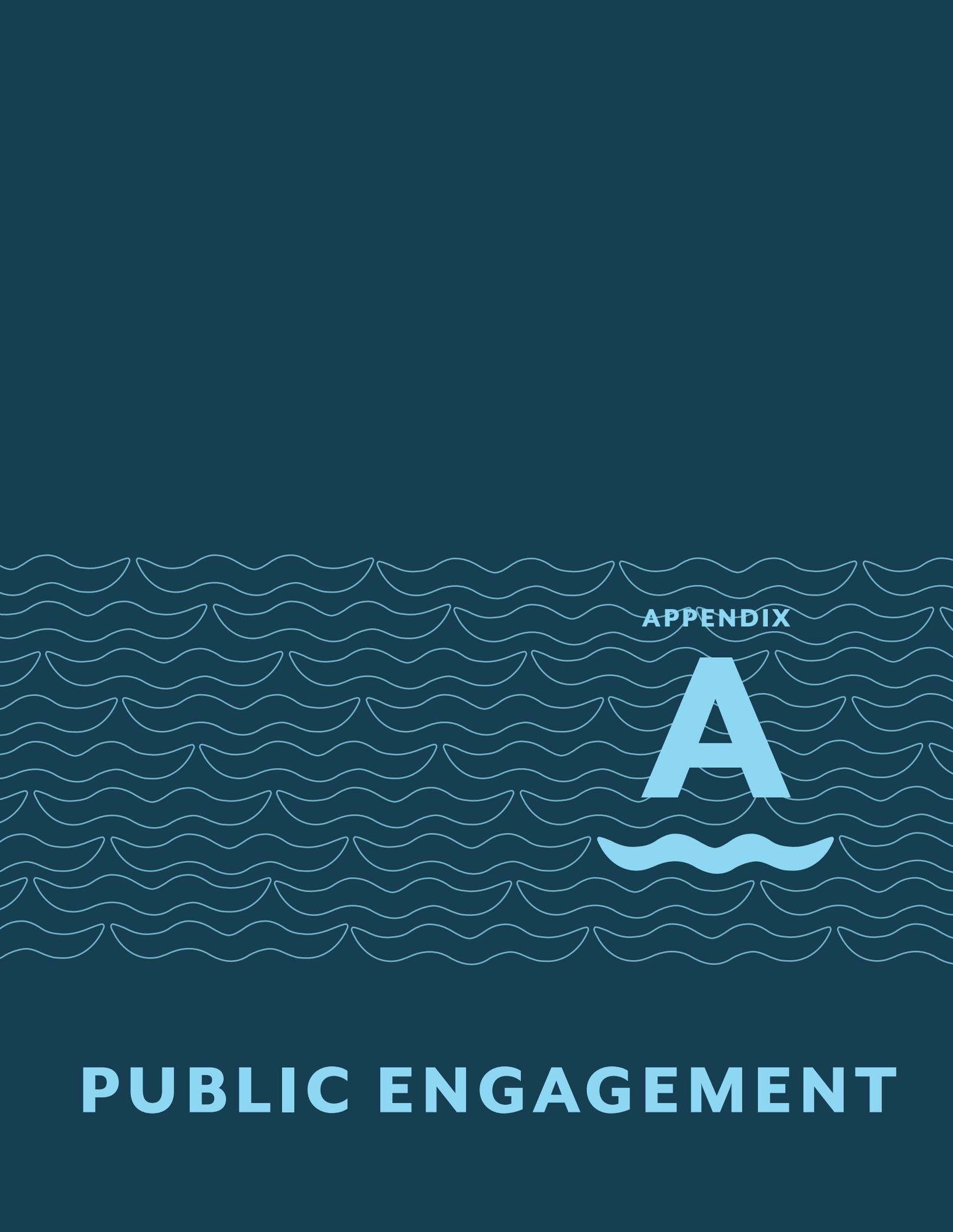
TIER 3 (CONTINUED)

ACTION	INITIATION	PLAN REFERENCE & NOTES
Trail Connection to Cauley Creek Park	FY 2030	<p>To create a vibrant Town Center and maximize the potential for the community, the Town Center must connect with and to the community. The City could promote this connectivity by establishing a continuous trail connection to Cauley Creek Park (the City's largest park amenity at just over 200 acres, funded for construction in 2022). At just over two miles as the crow flies, no easy or continuous route exists today but the Town Center Plan explored potential trail options to establish the desired regional connectivity to Cauley Creek Park and surrounding sidewalk and multi-use trail network.</p> <ul style="list-style-type: none"> For more information, please review pages 148-151. <p>A first step for this project would be gap and feasibility analysis to consider which of the explored alternatives is likely to be the most appropriate route for the trail connection. At roughly three total miles of trail, this project will likely need to be divided into segments for construction. Each of the potential routes includes some segments of existing trail or sidewalk as well as some missing segments that are highly prioritized on the City's existing list of prioritized sidewalk and trail additions.</p>
Medlock Bridge Tunnel 2 (North Pond)	FY 2031	<p>Building off the success of the existing pedestrian tunnel (under Medlock Bridge Road between E. Johns Crossing and McGinnis Ferry Road) the City could further connect the Town Center to the surrounding area and reduce vehicle trips by adding a new pedestrian tunnel underneath Medlock Bridge Road (perpendicular with the Creekside North Lake, between Findley Road and Hospital Parkway).</p> <ul style="list-style-type: none"> For more information, please review pages 148-151. <p>The first step would be for Council to authorize staff to begin engineering construction documents and discuss permitting with the Georgia Department of Transportation (as Medlock Bridge Road - also known as State Route 141 - is owned and controlled by GDOT).</p>

PUBLIC-PRIVATE PARTNERSHIP (P3)

Staff will look for opportunities to initiate these P3 projects following plan adoption, but cannot set target years for initiation as it is outside the city's control.

ACTION	NOTES
Pop-up Quick Hit 2 - Arts & Culture Trail	<p>The arts and culture trail is intended to celebrate the arts community and cultural diversity of Johns Creek by integrating public art throughout the Town Center in a curated fashion. The trail will promote local artists, create a sense of place and community pride, and add unique character to the area. The installation of art can be temporary or permanent. This action item can first begin around the North Pond and then extend into a wider area of the Town Center.</p> <ul style="list-style-type: none"> For more detailed information, please review pages 195 and 197.
Pop-up Quick Hit 3 - Outdoor Food & Artisan Market	<p>The outdoor food and artisan market is intended to allow local and regional food vendors, artists, personal service, and other craftspeople to market and sell their goods and services in the Town Center. This concept can be applied as a temporary pop-up, occurring weekly or monthly, or be a permanent building or dedicated outdoor space. The outdoor food and artisan market will establish a vibrant and communal identity for the Town Center and be the precursor for a Town Center Market Hall.</p> <ul style="list-style-type: none"> For more detailed information, please review pages 195, 198 and 199.
Catalyst Site 2 - Town Center Market Hall	<p>The Town Center Market Hall can become an iconic destination that celebrates culinary and ethnic diversity of Johns Creek. It can combine multiple aspects of the food system - fresh produce, ethnic goods, prepared foods-to-go, commissary kitchens, "ghost" kitchens, food education, etc. To gain viability and generate interest to this concept, a temporary pop-up space (outdoor food & artisan market) can be started in the Town Center.</p> <ul style="list-style-type: none"> For more detailed information, please review pages 185, 188 and 189.
Business Core Trail Gateway	<p>Much like the importance of streets to connect and move people in and through the Town Center, a well-designed and planned trail network will help to provide interesting and safe routes for pedestrians and cyclists alike. A defining trail within the Town Center would be the business core trail gateway. The Business Core neighborhood area is bordered by McGinnis Ferry Road to the north, Medlock Bridge Road to the west, East Johns Crossing to the south, and the Johns Creek tributary to the east. There is an established business core in this area and also has the tunnel underneath Medlock Bridge Road, providing east-west access to properties. Locating a gateway trail in this area will help to link the Town Center to other commercial uses existing in the larger area.</p> <ul style="list-style-type: none"> For more information, please review pages 148-151 and 161-163.



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

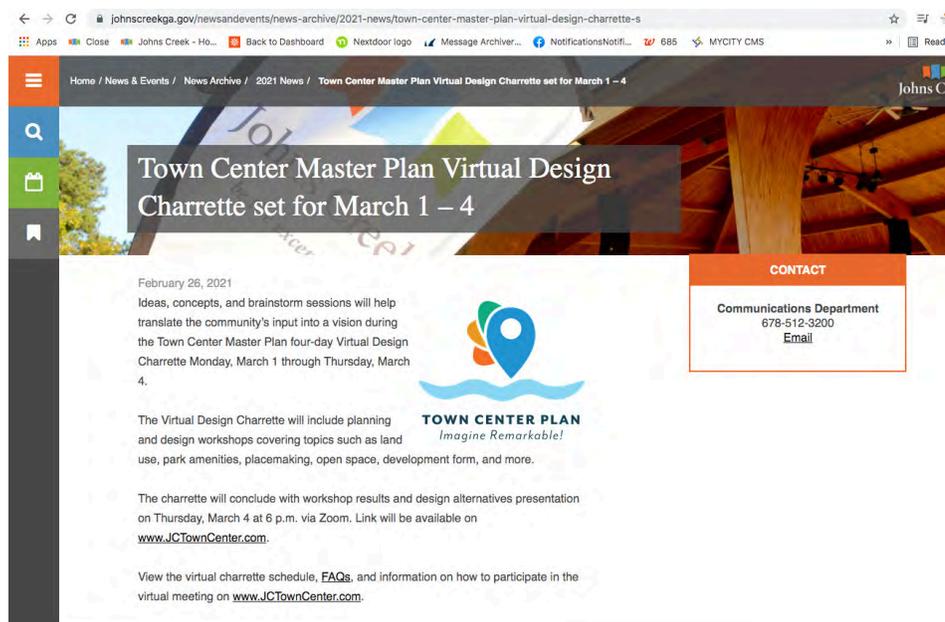
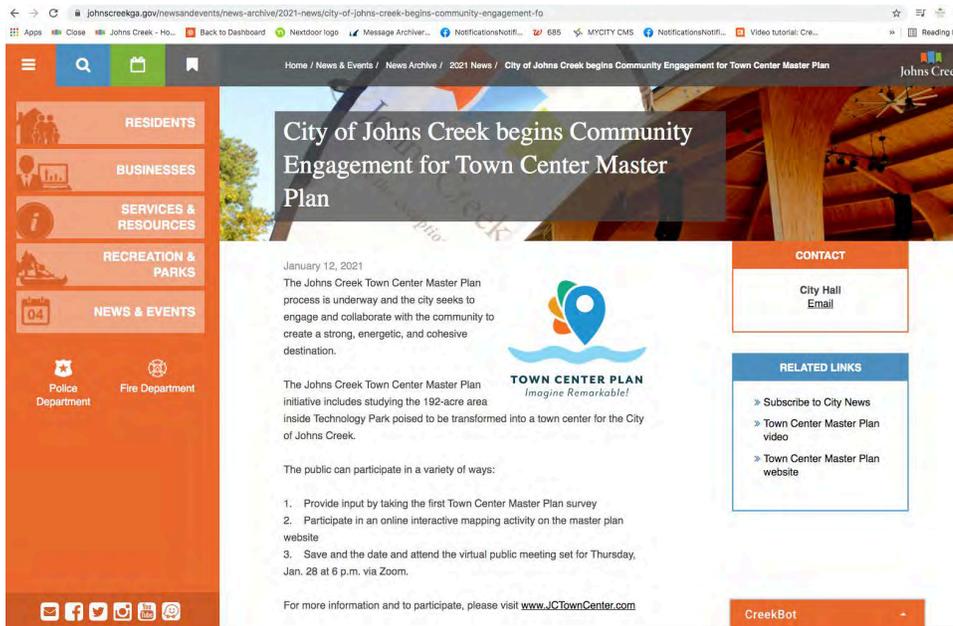
Business Owners were asked the following questions:

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

👍 0 🗨️ 0 ➦ SHARE 📌 SAVE ⋮

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.



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 in... More

Jan 12, 2021

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

Tonight: Join us for the Virtual Community Kickoff Meeting for the Johns Creek Town Center Master Plan!

The meeting starts at 6 pm. via Zoom on www.JCTownCenter.com.

The 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.... [See More](#)

CityofJohnsCreek @JohnsCreekGAgov · Feb 12

Today's the last day to participate in the Johns Creek Town Center Master Plan online mapping exercise & survey on JCTownCenter.com #JohnsCreek

1:18 60 views

🗨️ 🔄 ❤️ 1 📌 📺

City of Johns Creek, Georgia - Government
Published by Johns Creek · February 12

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.

Today, Friday, Feb. 12, is the last day to provide input on the first Master Plan survey and participate in the on... [See More](#)

City of Johns Creek, Georgia - Government
Published by Johns Creek · January 12

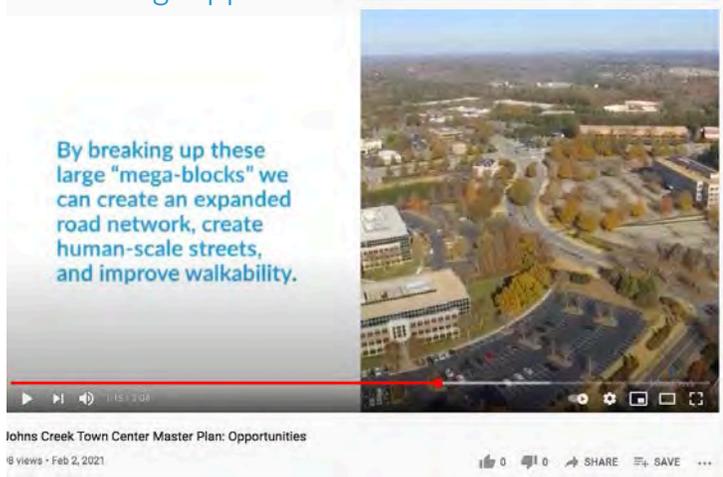
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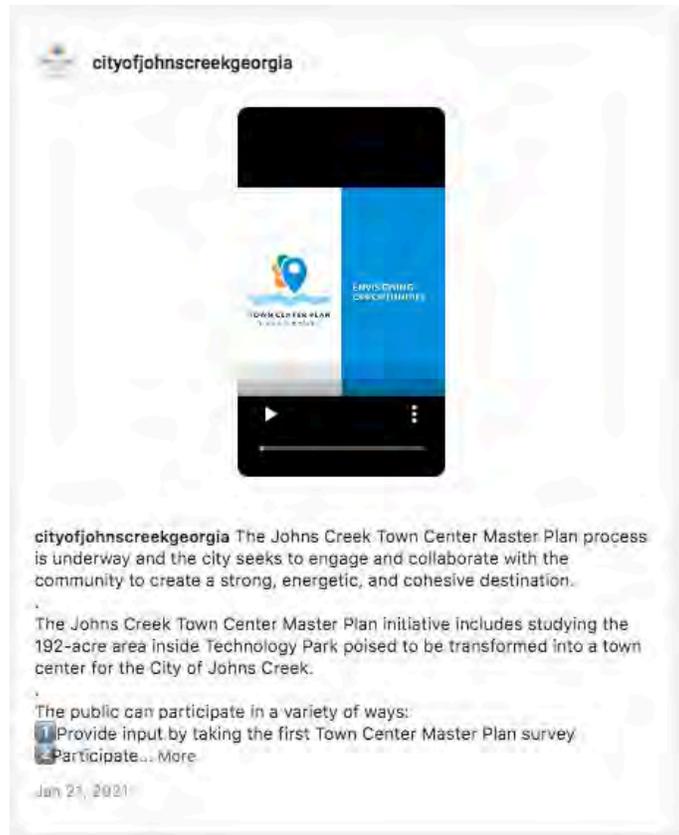
The public can participate in a variety of ways.... [See More](#)

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

- Bring **different perspectives** to the conversation
- Vet **ideas and recommendations**
- Ask and answer **tough questions**
- If you've already spoken, **please give others the opportunity to speak** before you do so again
- 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



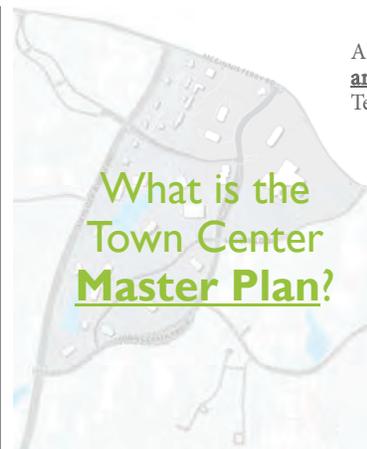
Study Area

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)?

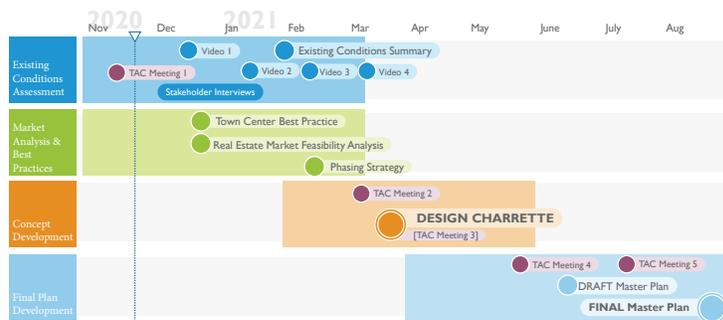
Sounding Board

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

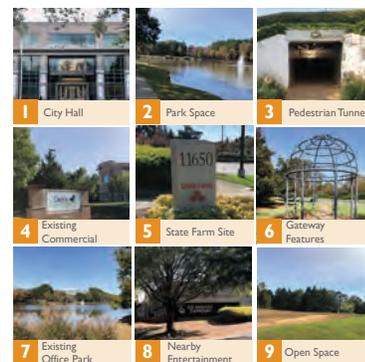
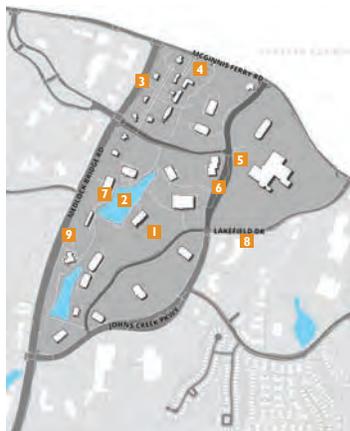


Process - Pond



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

Current Conditions



Linear Park



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

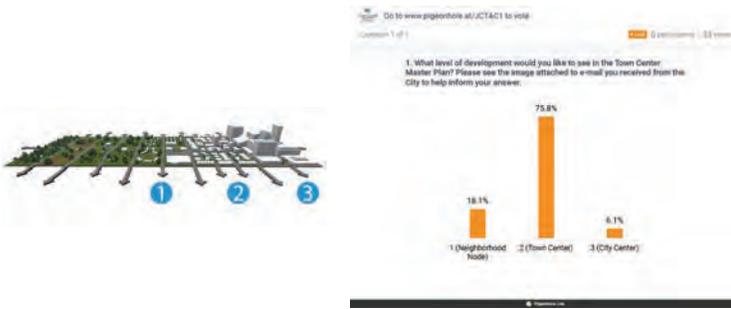
Survey Results

Level of Development



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

Survey Results



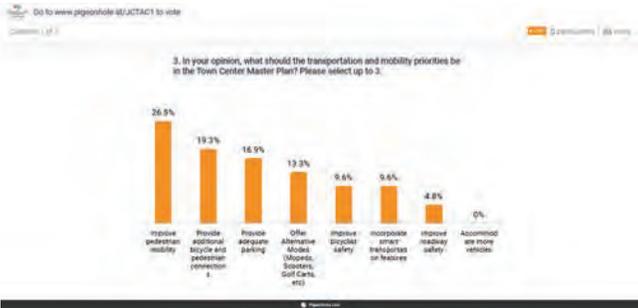
Johns Creek Town Center Master Plan
Thursday, November 19, 2020

Survey Results



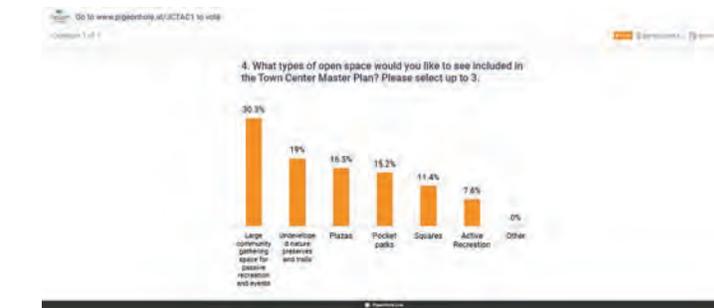
Johns Creek Town Center Master Plan
Thursday, November 19, 2020

Survey Results



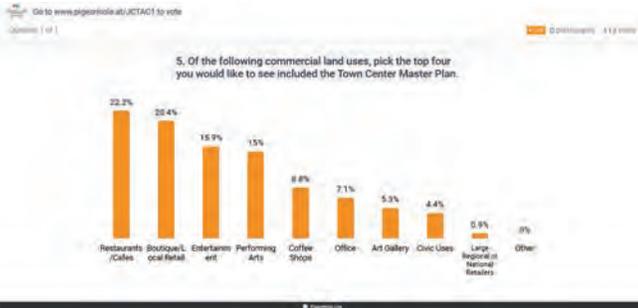
Johns Creek Town Center Master Plan
Thursday, November 19, 2020

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

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 Kohn, PLA, ASLA
Project Manager

Lauren Blaszyk, AICP
Senior Planner

Jonathan Corona
Planner

Aubrey Sabba, PLA, ASLA
Lead Designer

Andrew Fayn, M. PL
Market Analysis Lead

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

Sounding Board

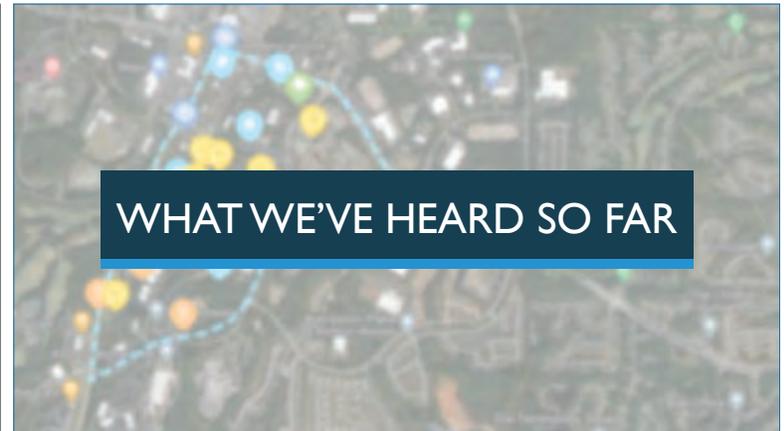
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Advocates

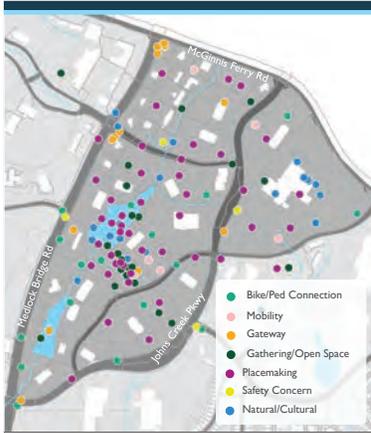
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- Ask and answer **tough questions**
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- Maintain a level of **confidentiality and professionalism** as many items shared today are not prepared for public consumption



Map Activity

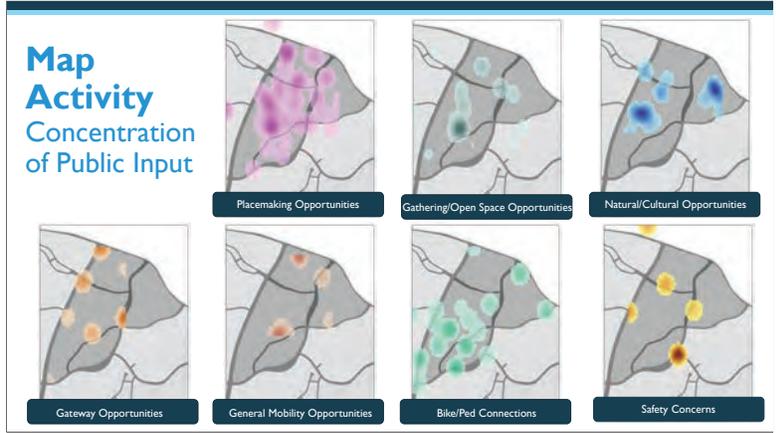


- 160 Responses with over 1,000 'likes' and 'dislikes'
- This feedback will inform the upcoming Virtual Design Charrette

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

TOWN CENTER PLAN
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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!

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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.



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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

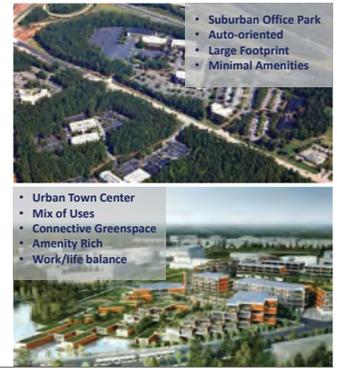
- Started with reuse of the former IBM plant into an innovation workspace for start-ups.
- Other buildings provide wet lab and office space for tech, biotech and life science start-up companies.

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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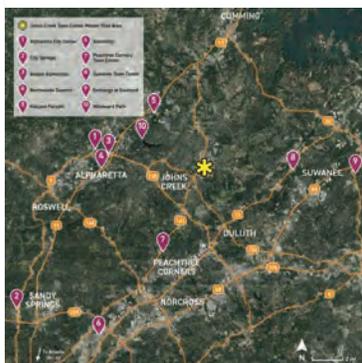
Key Takeaways & Implications

- **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.



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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



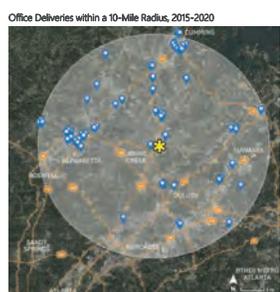
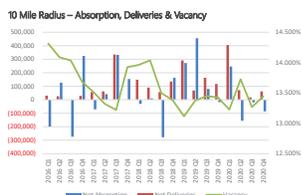
- North Atlanta has a strong and growing regional economy.
- Diversification is essential.
- Johns Creek is missing out on fast growing sectors but can leverage its strengths.



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

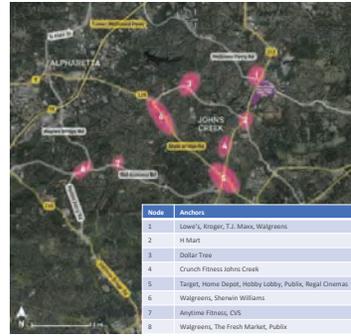
6.5%
Metro Vacancy Rate (Q4 2020)



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.

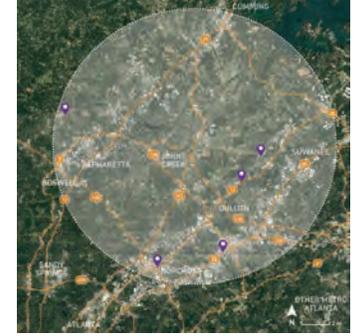
Johns Creek Strip, Neighborhood and Community Center Retail Nodes



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.



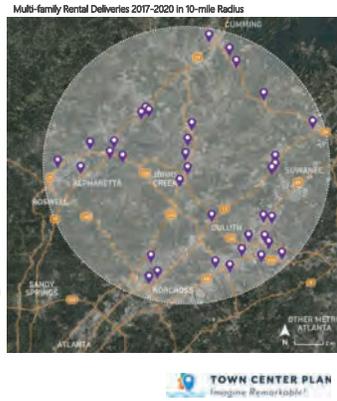
Multi-Family

- 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

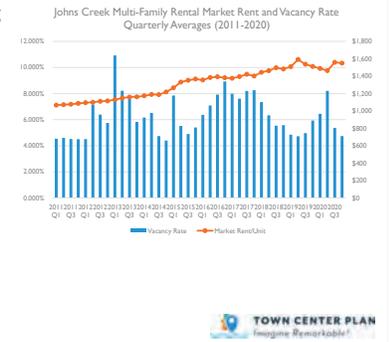
- Most new deliveries in North Fulton have been higher-end product.
- Primarily concentrated within mixed-use town centers or in historic town centers.
- Asking rents are approaching levels comparable to Midtown or Buckhead with rates as high as \$2/PSF
- For-sale prices averaging \$200/PSF in class-A 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 anchor hotel. This would differentiate the center from existing hotels already located in Johns Creek and the immediate area. A single 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 AMTRAK. Hotel development within the TCC 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 & star hotel matches the local demographics of Johns Creek, but will require an urban town center that has a diversity of anchor 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 star hotel viable in the TCC 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 TCC 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	Johns Creek Town Center Development Program	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



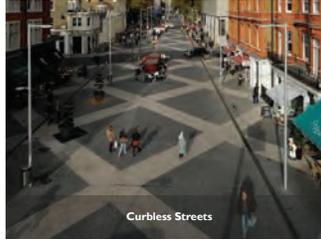
Activated Frontages



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 (11) Day 1	Tuesday (12) Day 2	Wednesday (13) Day 3	Thursday (14) Day 4
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	Lunch	Lunch	Lunch	Lunch
1:30 PM	Park Amenities/Zones	Refine materials	Neigh. Form	
	Design Studio	Design Studio	Design Studio	Refine materials
	Break	Break	Break	
3:30 PM				
5:00 PM	Mobility	Mobility Refinement	Placemaking/ Gateways	
	Break	Break	Break	Break
6:00 PM	TAC Pin-up Session (Technical Roundtable) FOCUS ON DESIGN PRIN	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

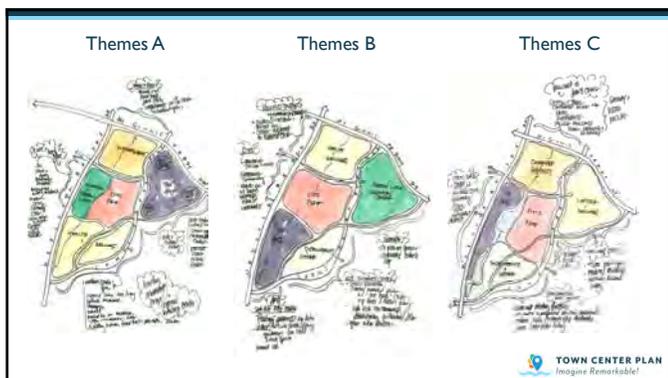
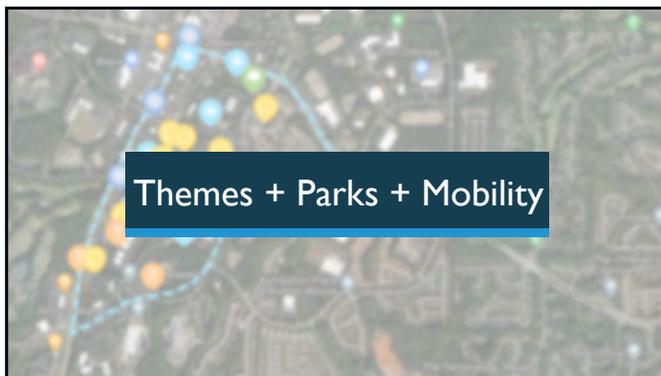
5

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

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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

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1:30 PM	Park Amenities/Zones	Refine materials	Neigh. Form	Refine materials
2:30 PM	Design Studio	Design Studio	Design Studio	Design Studio
3:30 PM	Break	Break	Break	Break
4:30 PM	Mobility	Mobility Refinement	Place-making/Gateway	Refine materials
5:00 PM	Break	Break	Break	Break
6:00 PM	TAC Pin up Session BIG IDEAS/SLIDING PRIN.	TAC Pin up Session (Technical Table-top) FOCUS ON O/P PRINS	TAC Pin up Session (Technical Table-top) FOCUS ON OPTIONS	Public Presentation
	Closed Design Studio	Closed Design Studio	Closed Design Studio/ Take-down	Closed Design Studio/ Take-down

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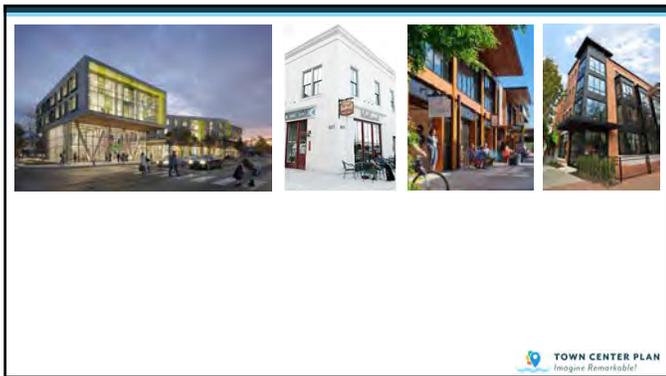
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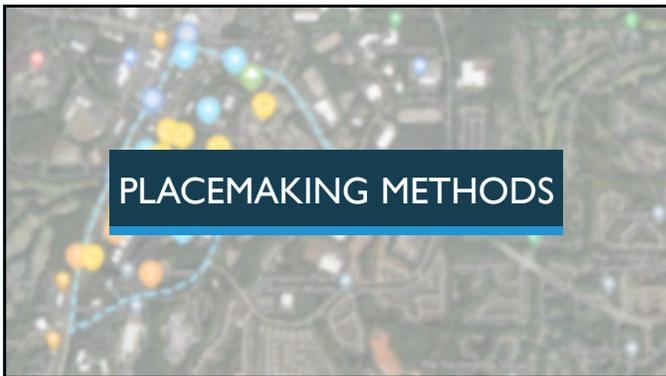
Jonathan Corona
Planner

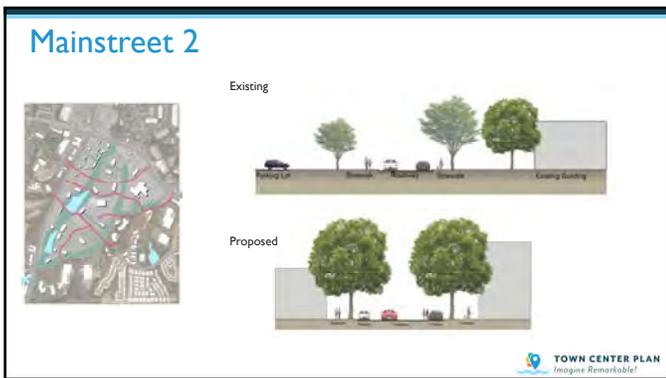
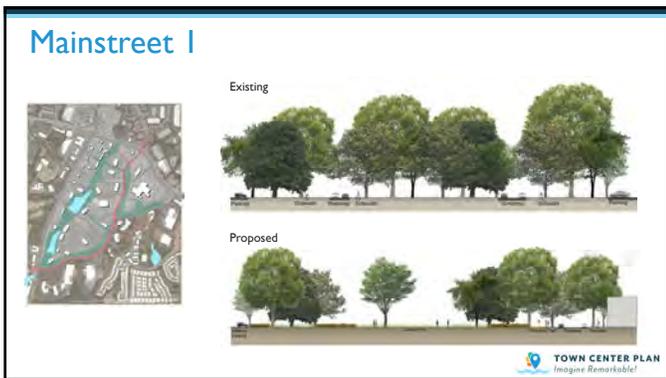
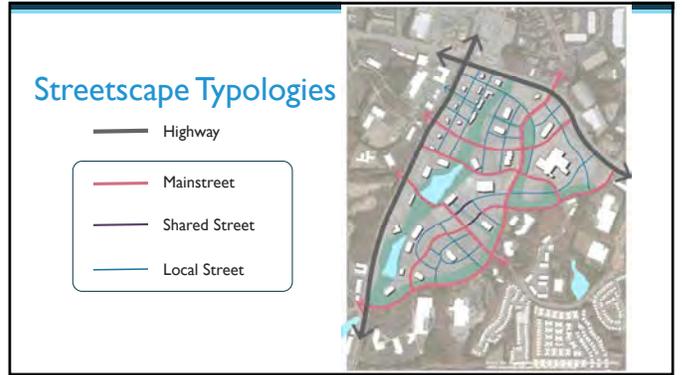
Roger Bledsoe
Designer

Andrew Fayn, M. PL
Market Analysis Lead

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Shared Street



Existing

Proposed

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Shared Street



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Local Street



Proposed

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Local Street

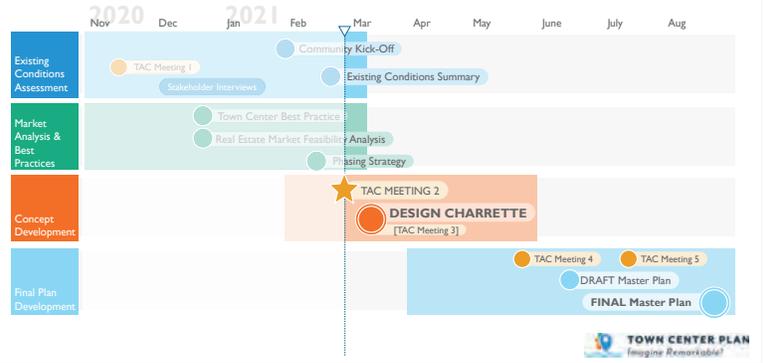


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TAC Meeting #3



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/Urban	Development Form	Open Space Plan	Preferred Development Scenario
10:30 AM	Setup/ Design Studio	Break	Design Studio	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	Break	Design Studio	Break
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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

TOWN CENTER PLAN
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Virtual Design Charrette Schedule

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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
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TOWN CENTER PLAN
Imagine Remarkable!

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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

TOWN CENTER PLAN
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Water/Restoration - Amenities



TOWN CENTER PLAN
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Community Commons- Amenities



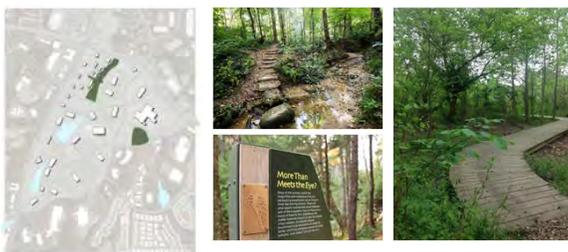
TOWN CENTER PLAN
Imagine Remarkable!

Linear Park- Amenities



TOWN CENTER PLAN
Imagine Remarkable!

Conservation Areas - Features



TOWN CENTER PLAN
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Open Space Transect



TOWN CENTER PLAN
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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

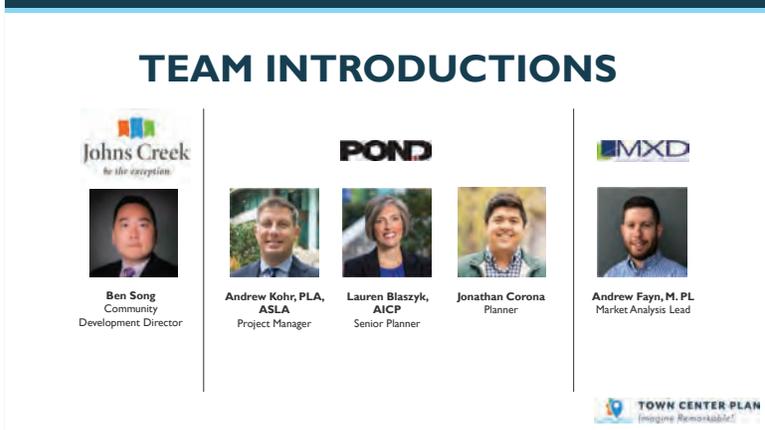
Sustainable Infrastructure

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
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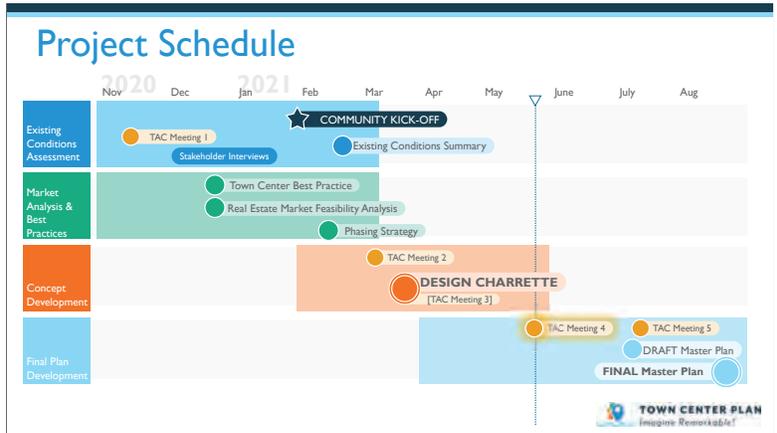
The Master Plan Is...

- ✓ 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



TOWN CENTER PLAN
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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.

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Major Themes



TOWN CENTER PLAN
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Neighborhoods

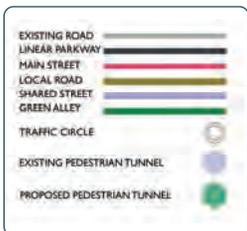
- Business Anchor + Gateway (Business Core)
- Civic Exchange (Civic Core)
- Innovation Hub (Mixed Use/Flex Core)
- Creekside Residential (Residential/Flex Commercial Core)



Regional Connections

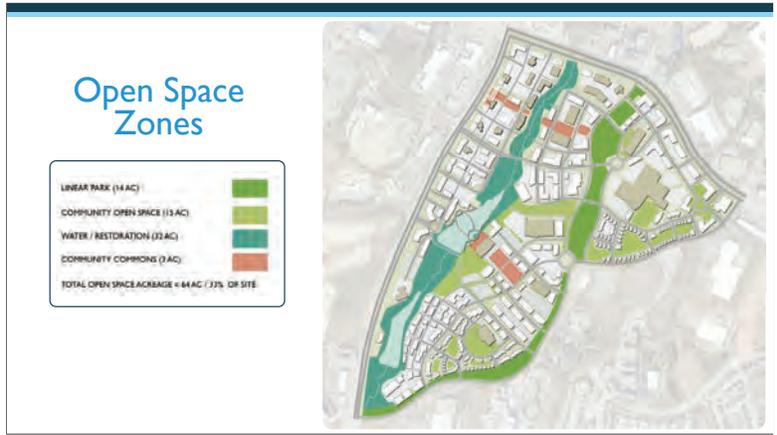


Streetscape Typologies



Pedestrian Typologies





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

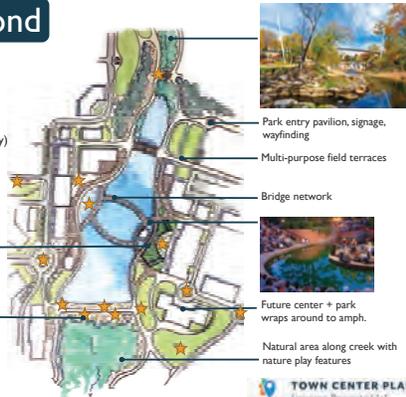
Creekside – North Pond

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



Art alley along multi-use trail



TOWN CENTER PLAN
Imagine Remarkable!

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



Entertainment & outdoor seating area

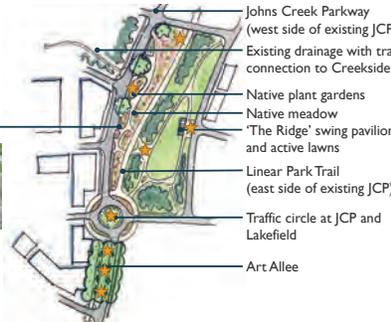


TOWN CENTER PLAN
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Johns Creek Linear Park

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



TOWN CENTER PLAN
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Development Program

TOWN CENTER PLAN
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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 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.

Retail Typologies

Summary Retail Development Typologies

Development Type	Acres	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	Acres	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 storefrontage, 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

- Pop Up Quick Hits I:**
Amphitheater/Performing Arts Space
- Pop Up Quick Hits II:**
Arts + Culture Trail
- 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



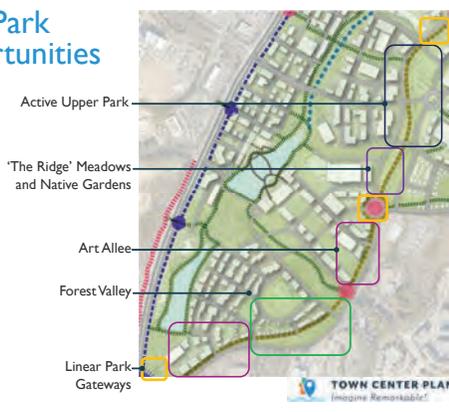
Linear Park Gateways

- 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.

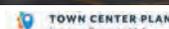


Multifamily Residential Typologies

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



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.

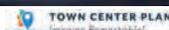
Higher end residential can be marketed towards 55+ plus downsizers who live in Johns Creek but are looking for less upkeep and a "lock and leave" residential product.



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.



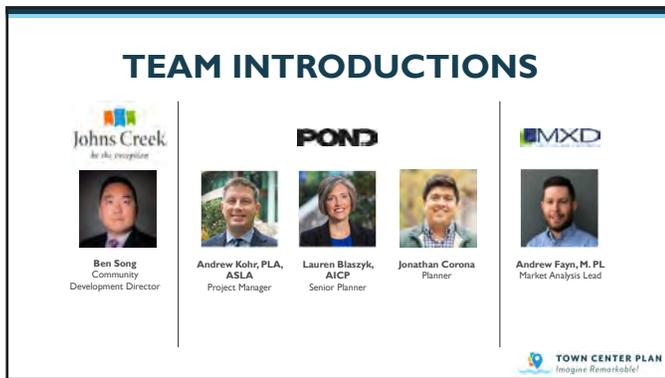
Pop-up Quick Hit 3: Container Campus

- 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.

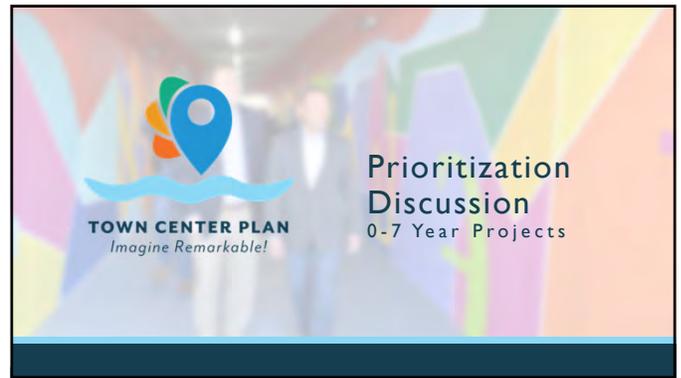
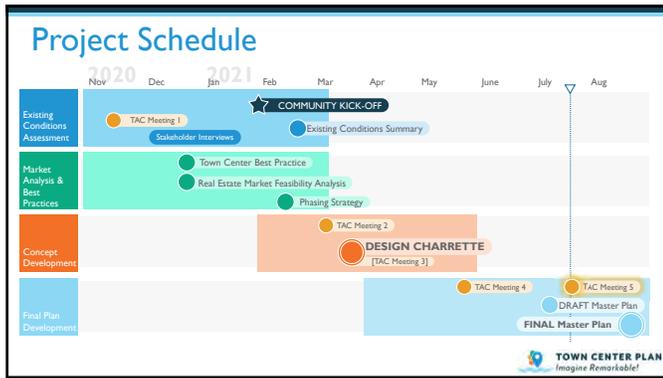




The final TAC Meeting was held in person at City Hall. The planning team and committee discussed Action Plan Prioritization by reviewing the alignment of the Action Plan Items with the Design Principles. MXD Development Strategist also gave an overview on development scale as an educational opportunity 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 - Container 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 Streetcapse	3 Years	■	■	■		■
Johns Creek Parkway Linear Park	5 Years	■	■	■		■
Lakefield Drive Streetcapse	5 Years	■	■	■		■
Johns Crossing Streetcapse	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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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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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

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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!

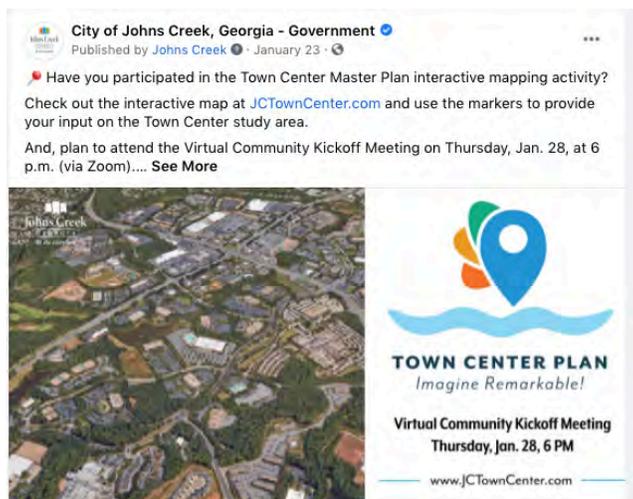
Interactive Map Activity

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

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

Like Comment Share 1,266 Impressions

Add a comment...



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

Comment Type	Comment	Likes	Dislikes	Lat.	Long.
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

Comment Type	Comment	Likes	Dislikes	Lat.	Long.
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 whats 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

Comment Type	Comment	Likes	Dislikes	Lat.	Long.
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

Interactive Map Activity

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

Comment Type	Comment	Likes	Dislikes	Lat.	Long.
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 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

Interactive Map Activity

Comment Type	Comment	Likes	Dislikes	Lat.	Long.
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

Comment Type	Comment	Likes	Dislikes	Lat.	Long.
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

Comment Type	Comment	Likes	Dislikes	Lat.	Long.
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

Comment Type	Comment	Likes	Dislikes	Lat.	Long.
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

Interactive Map Activity

Comment Type	Comment	Likes	Dislikes	Lat.	Long.
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

Comment Type	Comment	Likes	Dislikes	Lat.	Long.
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

Interactive Map Activity

Comment Type	Comment	Likes	Dislikes	Lat.	Long.
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

Johns Creek
GA 30097

Jan. 12, 2021

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

TOWN CENTER PLAN
Imagine Remarkable!

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 and 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

Johns Creek
GA 30097

Jan. 13, 2021

City of Johns Creek begins community engagement for Town Center Master Plan

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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
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www.JCTownCenter.com

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.

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- ✓ 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 · 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 · 12 Jan
 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

Like · Reply · Share

Add a comment...

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

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TOWN CENTER PLAN
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CONTACT

City Hall
[Email](#)

RELATED LINKS

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

CreekBot



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COMMUNITY KICK-OFF
Thursday, January 28, 2021
6:00 PM



TOWN CENTER PLAN
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COMMUNITY KICK-OFF

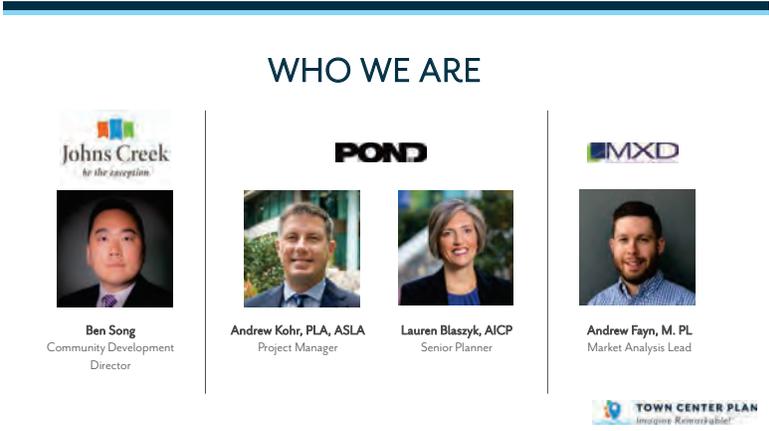
- Educate
- Gather Initial Input
- Spread the Word!



TOWN CENTER PLAN
Imagine Remarkable!

AGENDA

- TEAM INTRODUCTIONS
- PROJECT OVERVIEW
- KEY TAKEAWAYS
- MARKET ANALYSIS
- BEST PRACTICES OVERVIEW
- WHAT WE'VE HEARD SO FAR
- NEXT STEPS



WHO WE ARE




Ben Song
Community Development Director





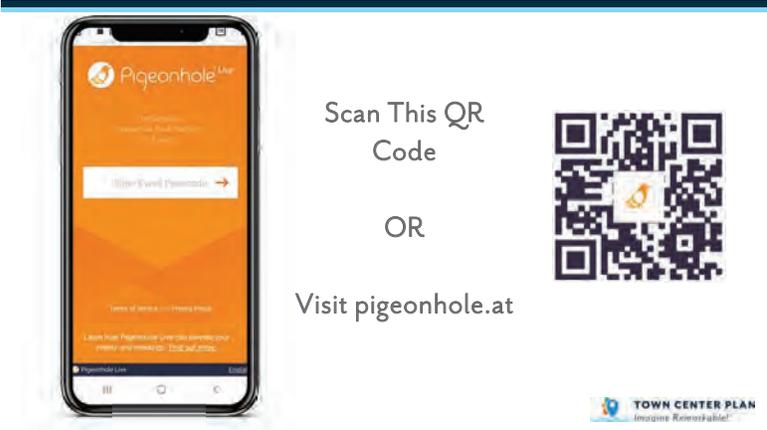
Andrew Kohr, PLA, ASLA
Project Manager

Lauren Blaszyk, AICP
Senior Planner




Andrew Fayn, M. PL
Market Analysis Lead

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Scan This QR Code

OR

Visit pigeonhole.at



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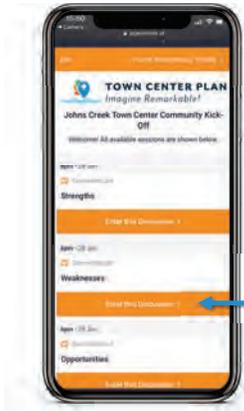
JCTC

HERE

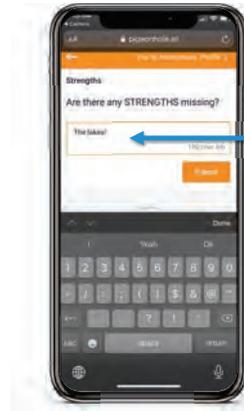


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Imagine Remarkable!

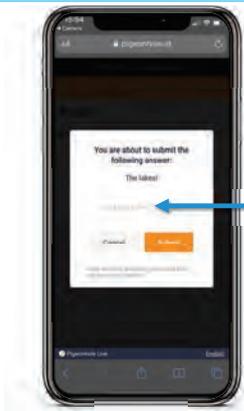
Community Kick-Off Meeting



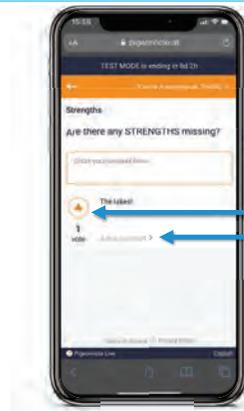
Click "Enter this Discussion" or "Enter this Q&A" as you follow along.



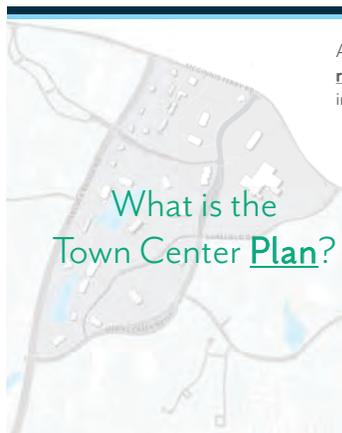
First, type your response/question here
Then, click submit/ask



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 –

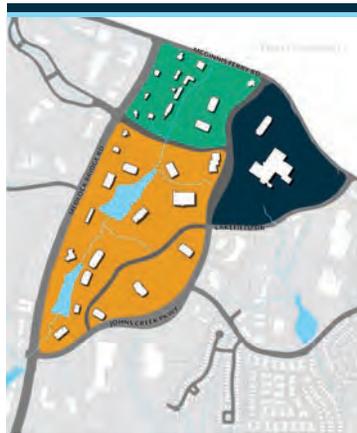
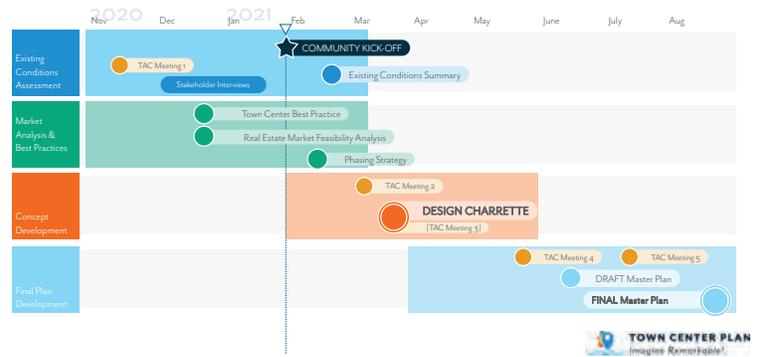
-  Land Use
-  Placemaking Initiatives
-  Transportation Infrastructure
-  Economic & Market Considerations



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



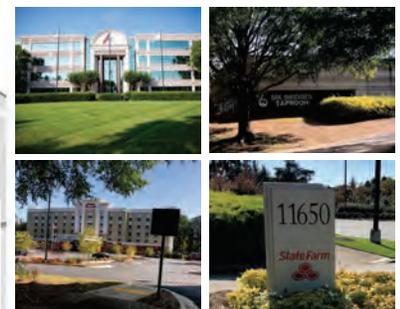
Study Area – Size & Scale Comparison



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

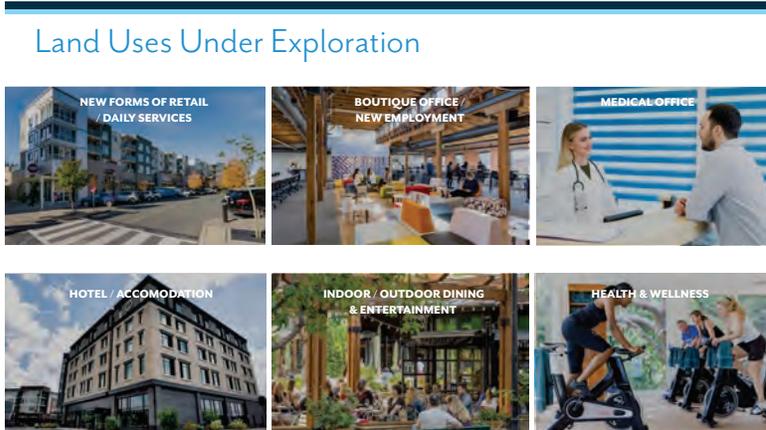
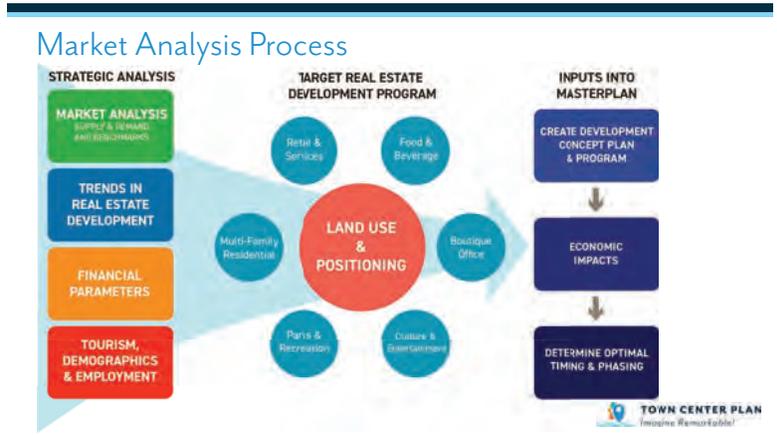
Principal Arterial
Collector
Local
Trails/Sidewalks

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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.



Community Kick-Off Meeting



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 New restaurants to draw and create vibrancy
5 votes Sustainable systems	4 votes Cultural institutions	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 light transit, etc.)	14 votes There are some buildings meant for users, taking away precious space	12 votes Opportunity to turn back on open lots a strength (City, State, University, Sports)
18 votes Lack of local ownership	10 votes Walk more missing at multiple places	6 votes Who has 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 centers, 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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Post your answers: www.pigeonhole.at/JCTC

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

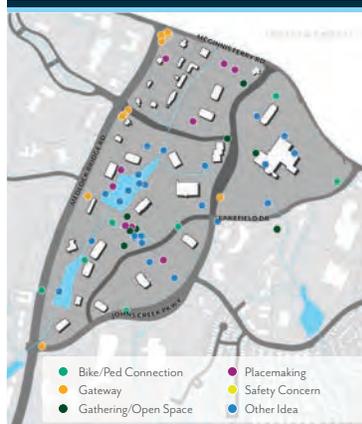
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TEST MODE

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

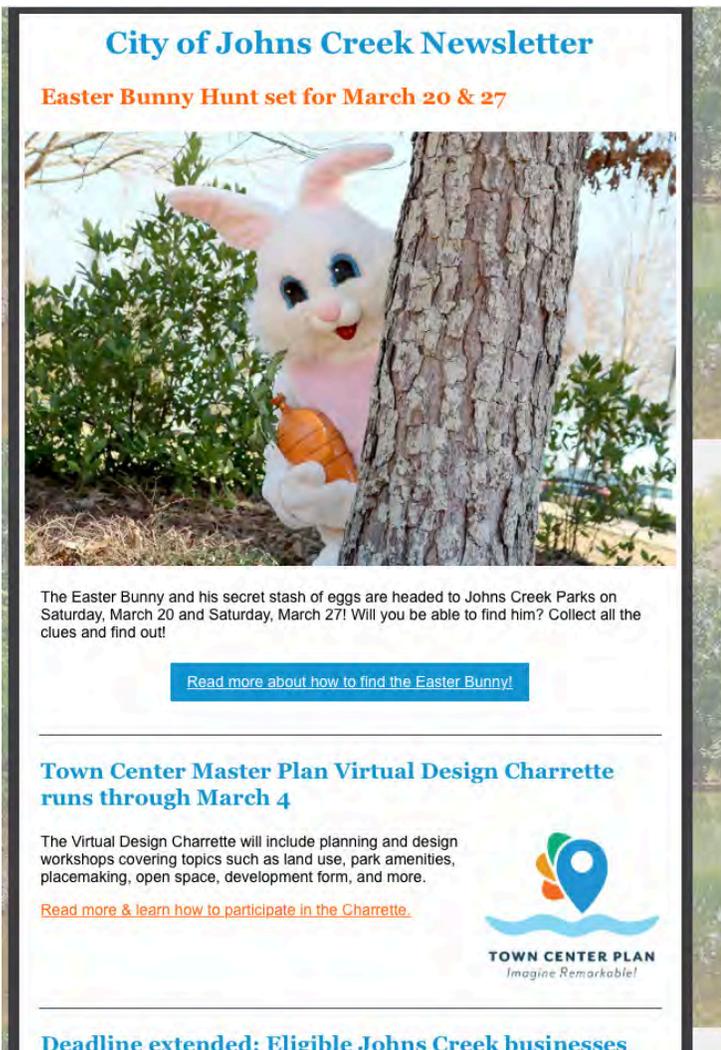
More Information TBA



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

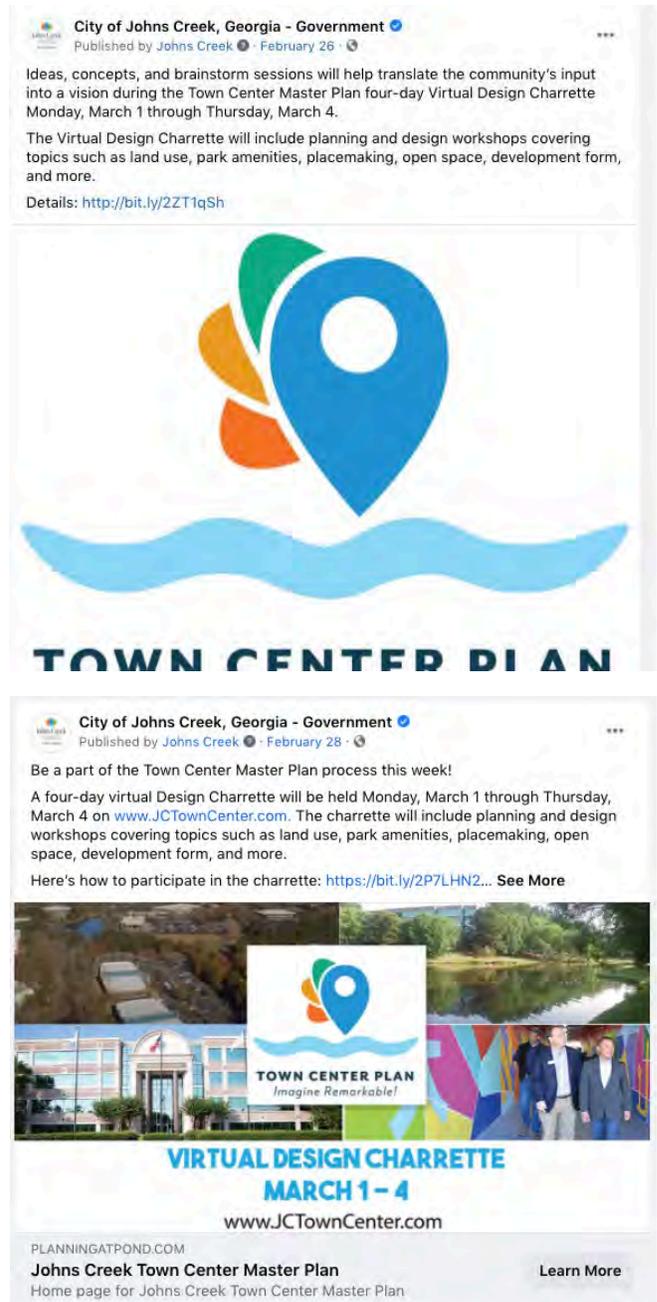
The Virtual Design Charrette will include planning and design workshops covering topics such as land use, park amenities, placemaking, open space, development form, and more.

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



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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](#)

City of Johns Creek, Georgia - Government
Published by Johns Creek · March 1 ·

Starting today: Check out the schedule for the Town Center Master Plan Virtual Design Charrette!

Today, Monday, March 1 includes:

- Design Principles & Vision (8:30 a.m. – 10 a.m.)... [See More](#)



www.JCTownCenter.com

City of Johns Creek, Georgia - Government
Published by Johns Creek · March 2 ·

Today is Day 2 of the Town Center Master Plan Virtual Design Charrette!

The Tuesday, March 2 schedule includes:

- Development Form (8:30 a.m. – 10 a.m.)... [See More](#)



www.JCTownCenter.com

City of Johns Creek, Georgia - Government
Published by Johns Creek · March 4 ·

Today is the final day of the Town Center Master Plan Virtual Design Charrette!

The Thursday, March 4 schedule includes:

- Preferred Development Scenarios (8:30 a.m. – 10 a.m.)... [See More](#)



cityofjohnscreekgeorgia
Johns Creek, Georgia



VIRTUAL DESIGN CHARRETTE
MARCH 1 - 4

www.JCTownCenter.com

cityofjohnscreekgeorgia 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>

The charrette will conclude with workshop results and design alternatives presentation on T... [More](#)

Feb 28, 2021

City of Johns Creek
Senior Communications Manager Jennifer Chapman · 26 Feb

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

[See more...](#)

Johns Creek - Town Center Master Plan Virtual Design Char...
johnscreekg.gov

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

City of Johns Creek
Senior Communications Manager Jennifer Chapman · 28 Feb



VIRTUAL DESIGN CHARRETTE
MARCH 1 - 4

www.JCTownCenter.com

Reminder: Town Center Master Plan Virtual Design Charrette this week (March 1-4). 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

[See more...](#)

Johns Creek Town Center Master Plan
planningatpond.com

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...

johnscreekga.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 - March 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
Imagine Remarkable!

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
Imagine Remarkable!

Virtual Design Charrette
March 1 - March 4

www.JCTownCenter.com

The screenshot shows a web browser window with the URL johnscreekgov.gov/newsandevents/news-archive/2021-news/town-center-master-plan-virtual-design-charrette-s. The browser's address bar and tabs are visible at the top. Below the browser, a navigation bar contains the text "Home / News & Events / News Archive / 2021 News / Town Center Master Plan Virtual Design Charrette set for March 1 – 4". The main content area features a large banner image of a building interior with a wooden ceiling. Overlaid on the banner is the title "Town Center Master Plan Virtual Design Charrette set for March 1 – 4". Below the banner, the article text begins with the date "February 26, 2021" and describes the charrette. To the right of the text is a logo for "TOWN CENTER PLAN" with the tagline "Imagine Remarkable!". Further right is a "CONTACT" box with the following information: "Communications Department", "678-512-3200", and an "Email" link. At the bottom of the page, there is a footer with the text "APPENDIX | JOHNS CREEK TOWN CENTER VISION & PLAN" and a large "323" on the right.

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.



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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](#)

APPENDIX | JOHNS CREEK TOWN CENTER VISION & PLAN **323**

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

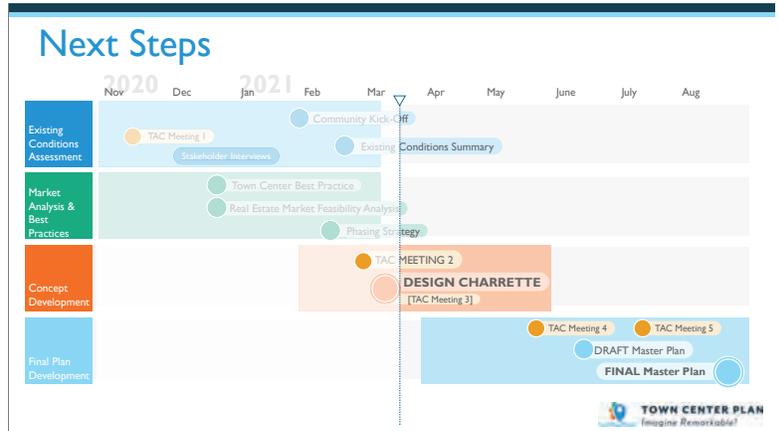
TOWN CENTER PLAN
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Virtual Design Charrette Schedule

	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	Mobility	Mobility Refinement	Neigh. Form	
4:00 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: Blue = TAC Involvement, Orange = 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



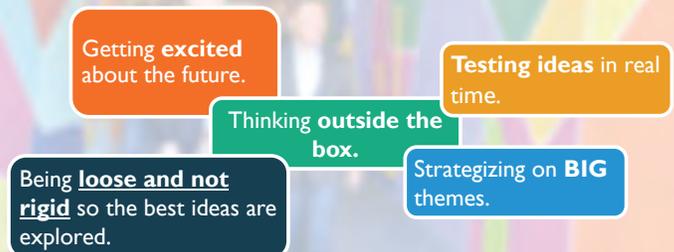
The Master Plan Is...

- ✓ 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...



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

TOWN CENTER PLAN
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Open Space Transect

TOWN CENTER PLAN
Imagine Remarkable!

The Street Grid – Break the Blocks

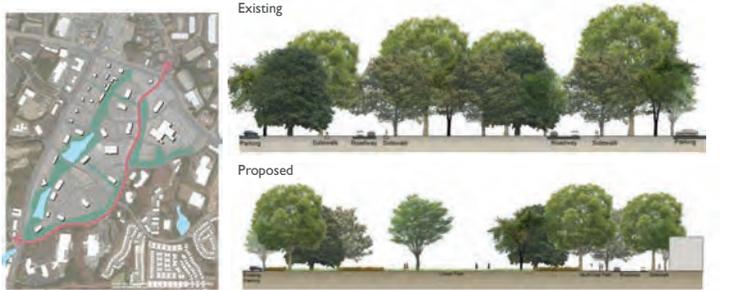


Streetscape Typologies

- Highway
- Main Street
- Shared Street
- Local Street



Main Street 1



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Main Street 2



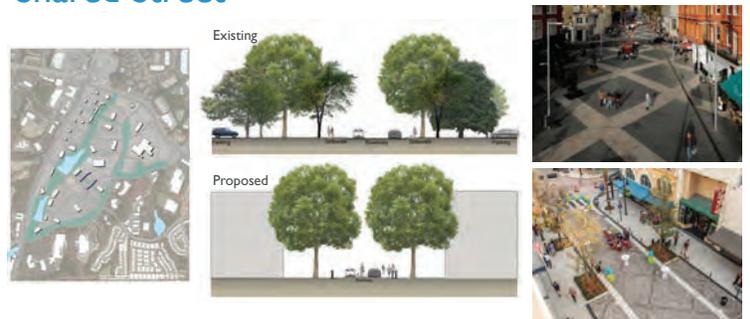
TOWN CENTER PLAN
Imagine Remarkable!

Local Street

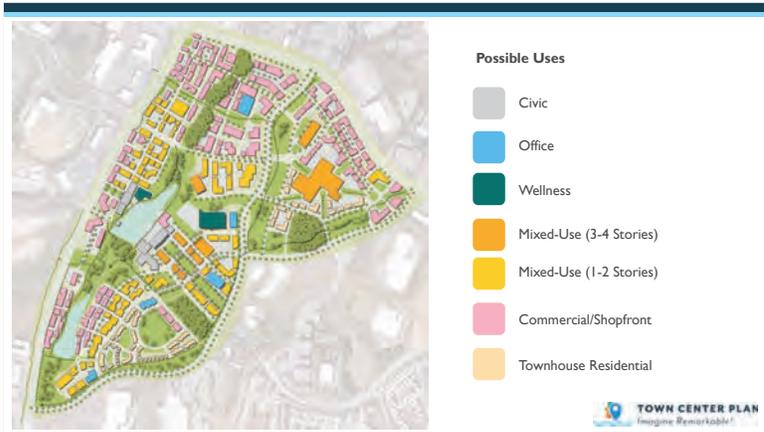


TOWN CENTER PLAN
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Shared Street



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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-like 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; 'Immersive Art' shows an outdoor art installation; 'Nature Walk' shows a paved path through trees; and 'Greenway' shows a paved path with a railing.

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: 'Ask your 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@johnscreekga.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](#)



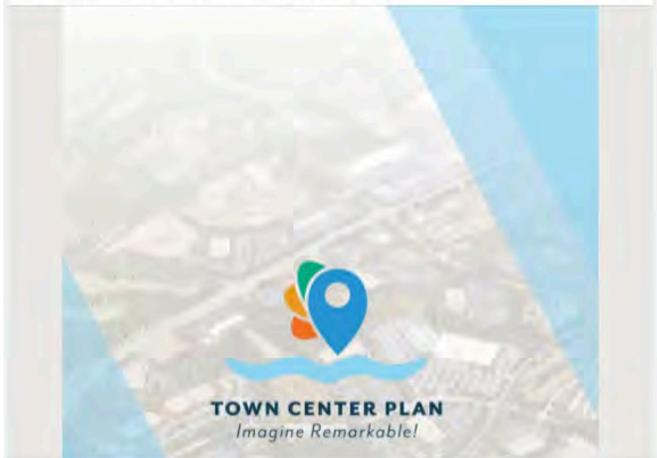
A photograph showing a serene landscape with a pond in the foreground, a fountain in the middle ground, and a large building surrounded by trees in the background under a clear blue sky.

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: [6rriQ](https://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



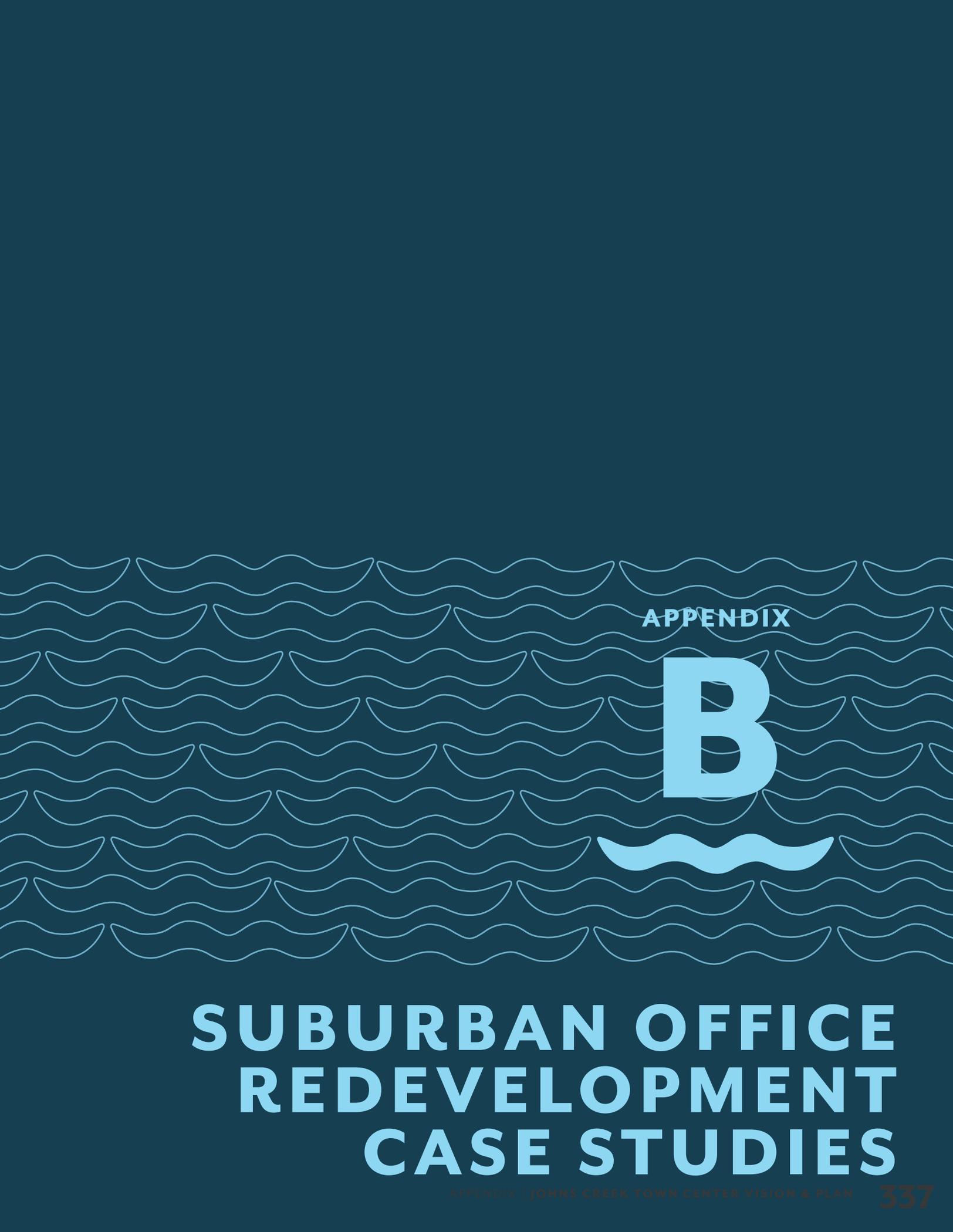
Like Comment Retweet Share 1,553 Impressions

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.

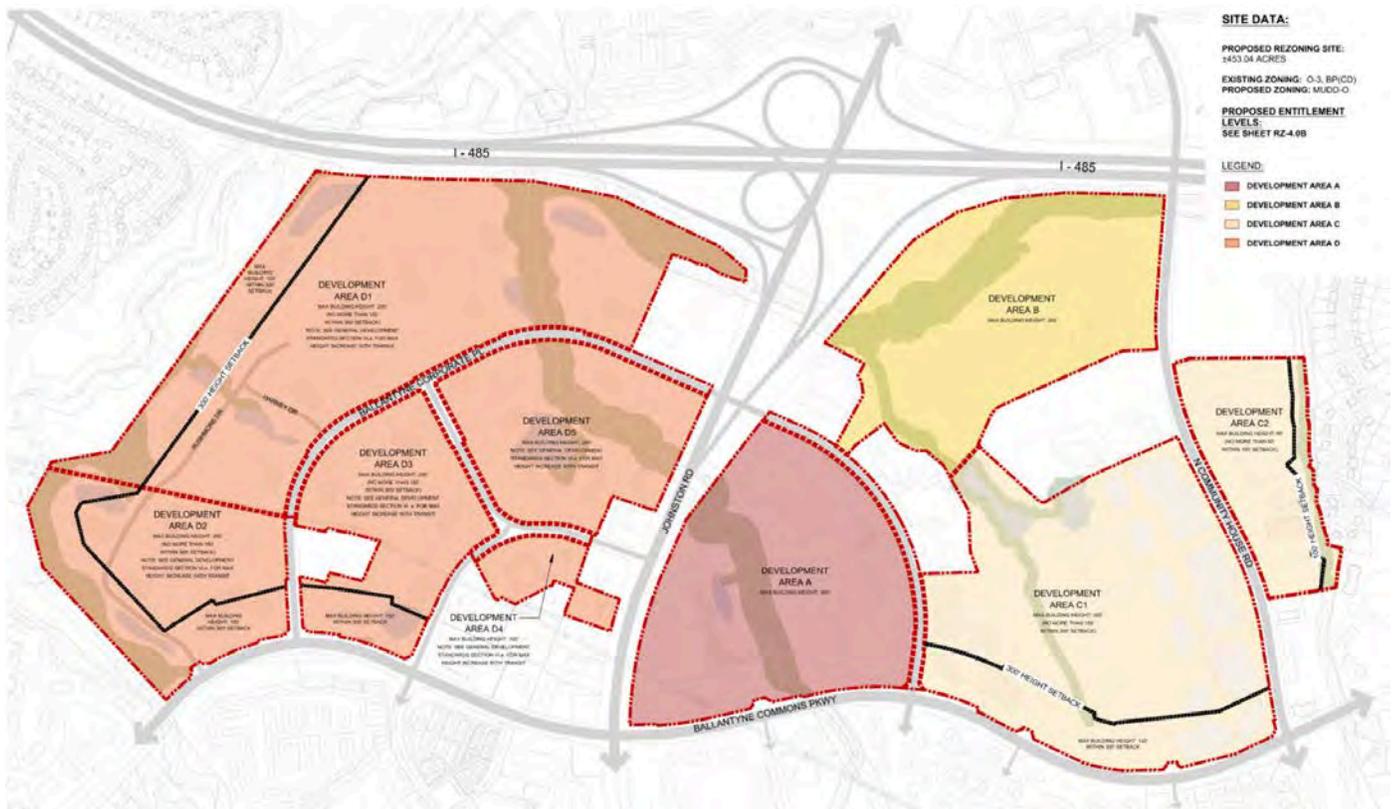


“

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**

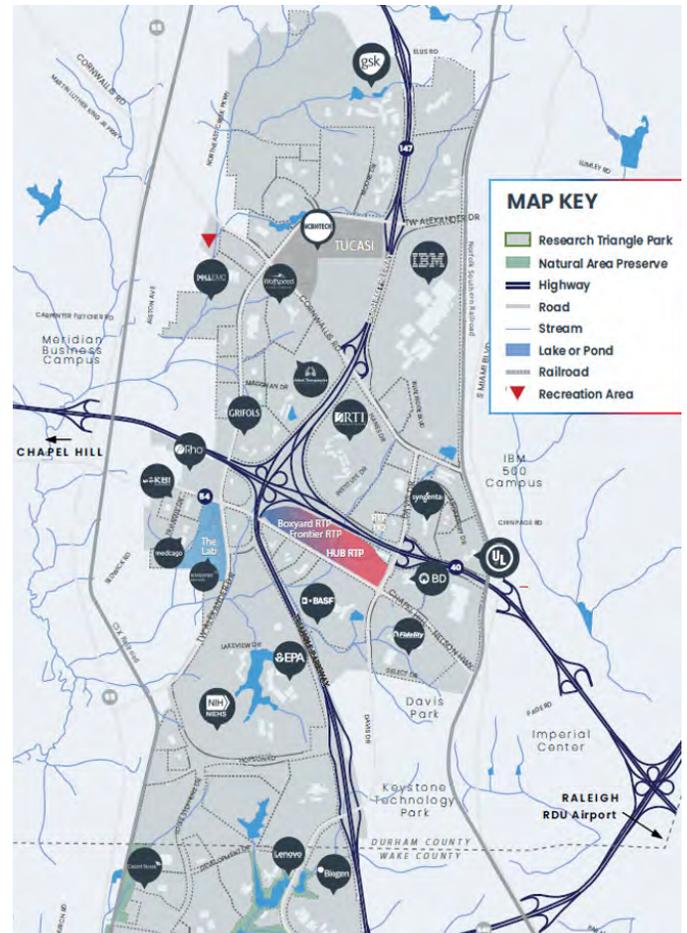


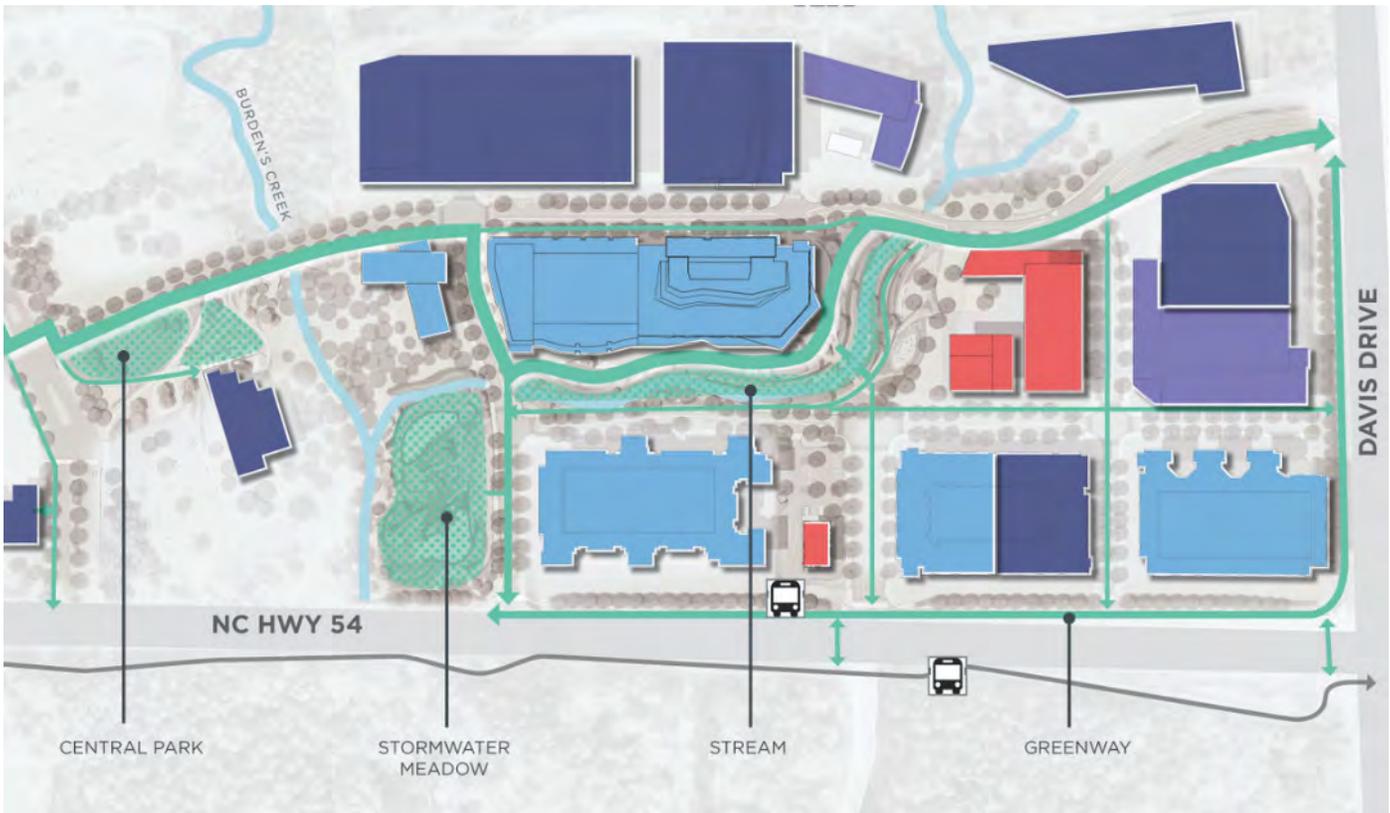
Zoning and Regulations

- 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.

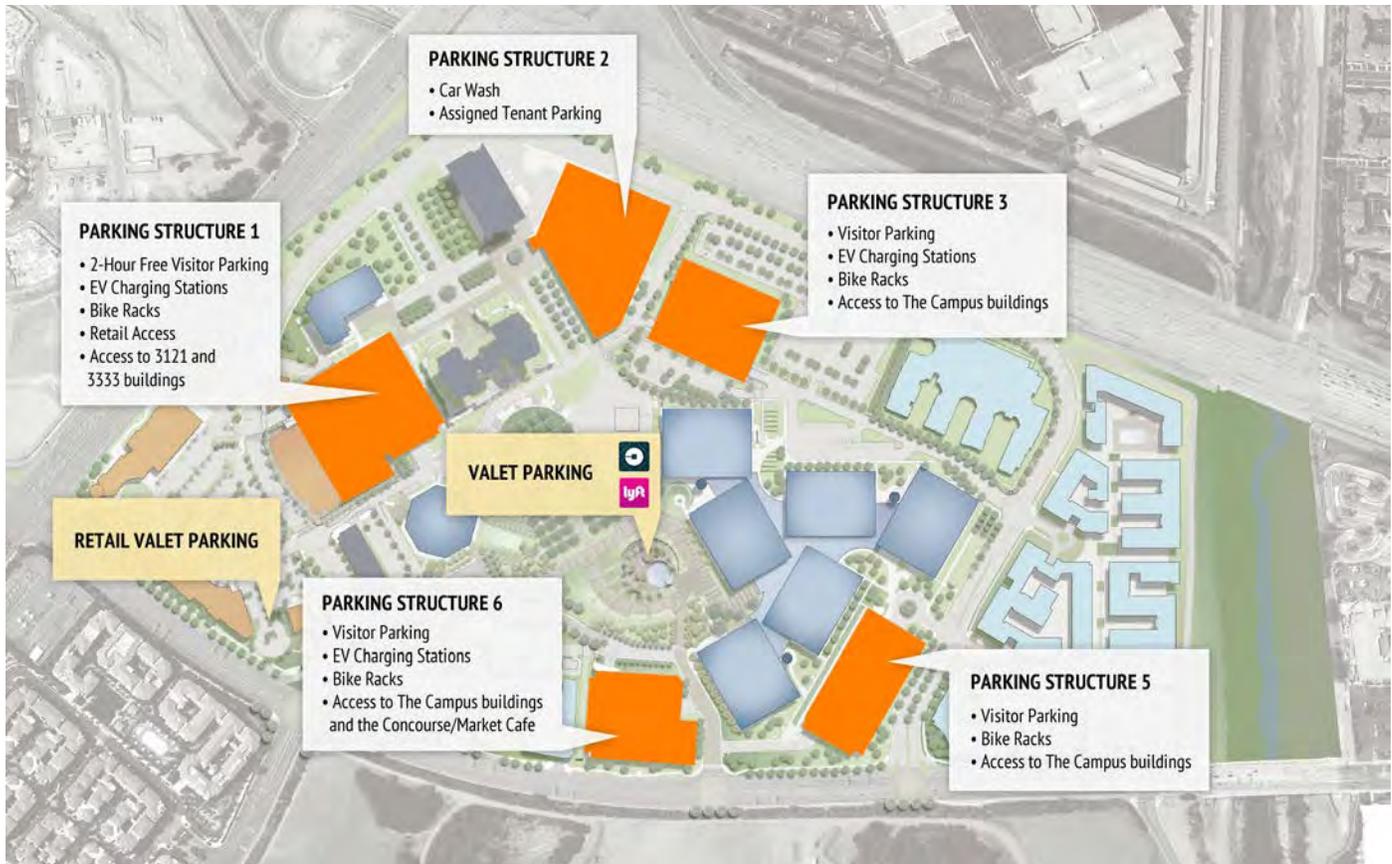
LBA Realty worked with LPA Architects to renovate and refresh the office buildings in the park to attract new and innovative end-users. The company also invested \$40 million to update the retail portion of the development. The retail center incorporates a 400-seat food court, conference rooms, and health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

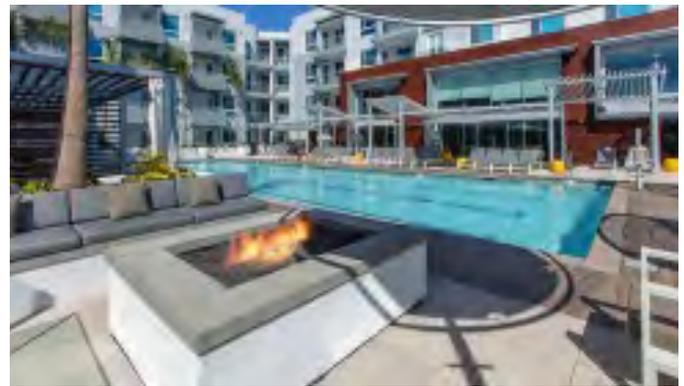
- 175,000 SF of shopping, dining, specialty services.

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

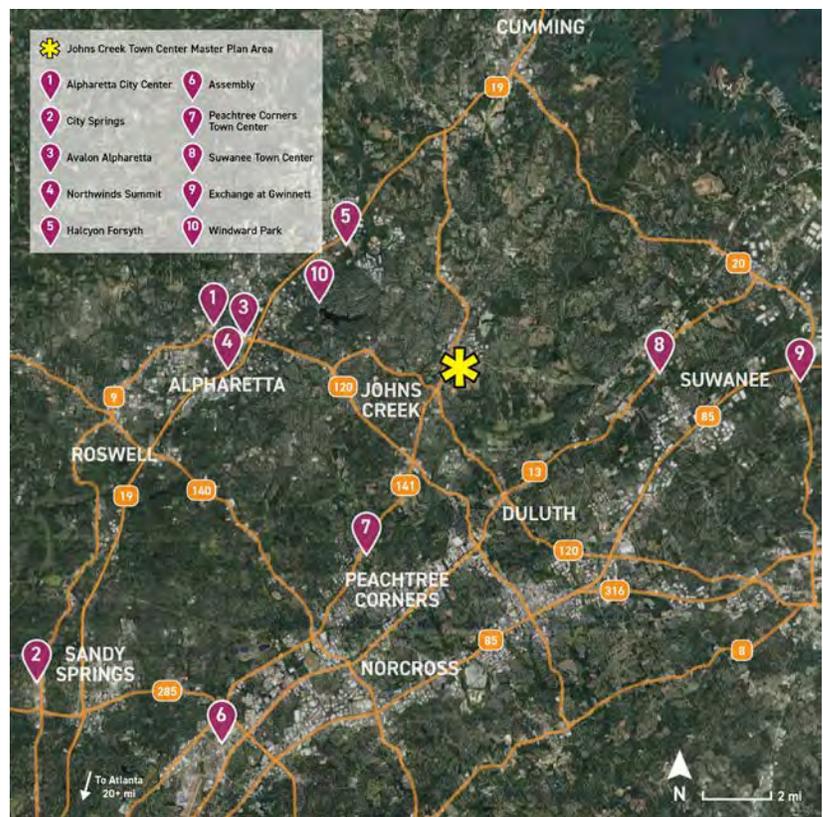
COMPETITIVE REGIONAL TOWN CENTER PROJECTS

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

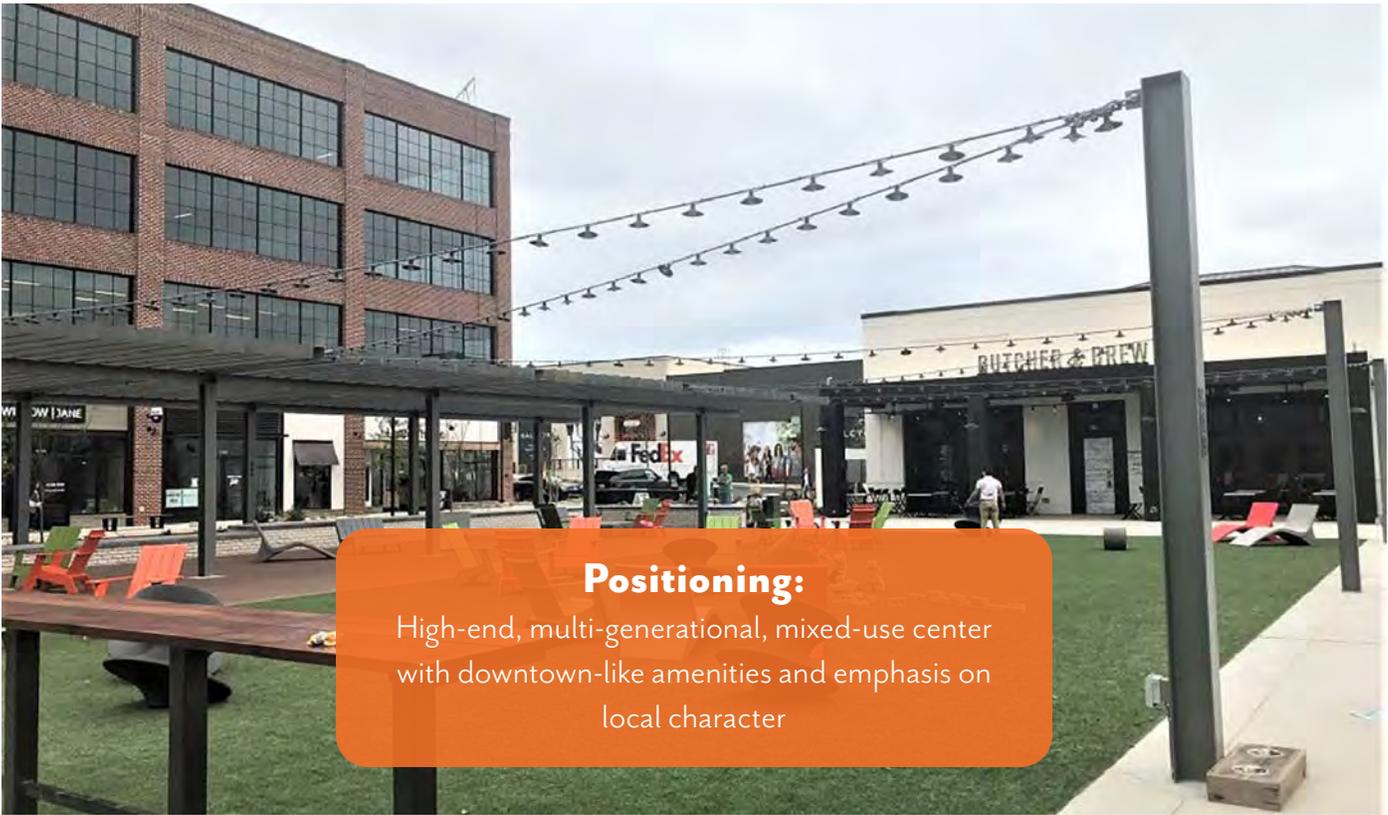
Retail

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

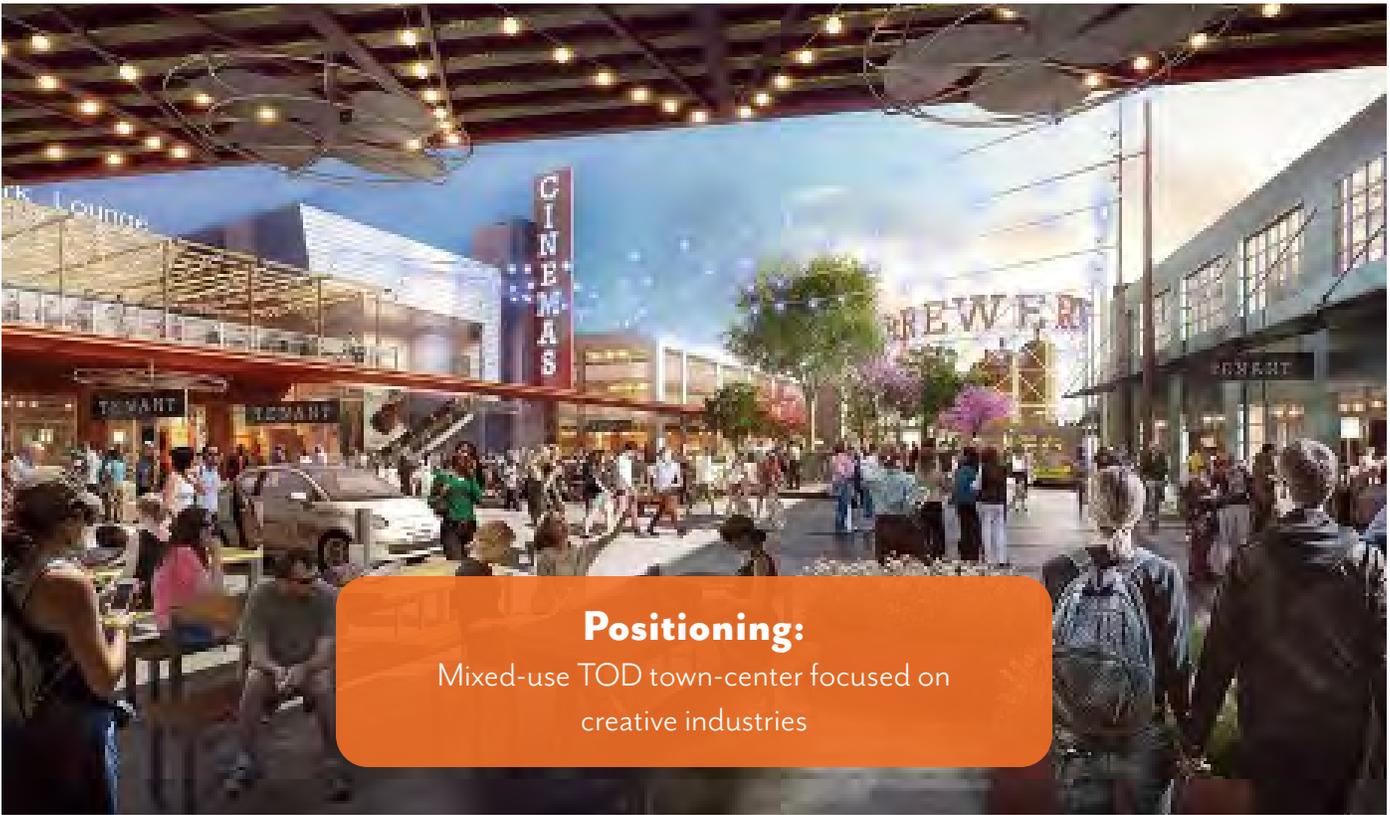
Retail

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

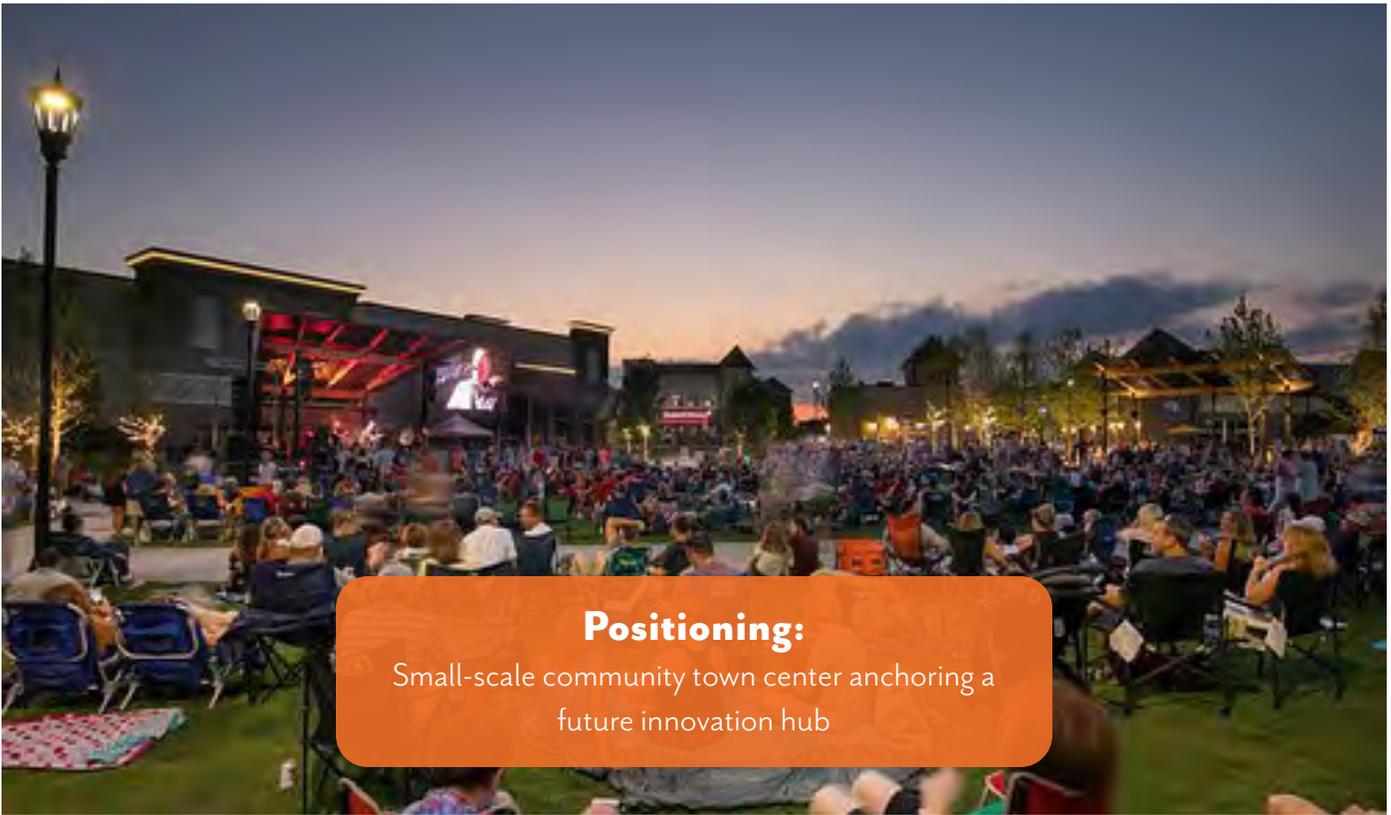
Retail

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

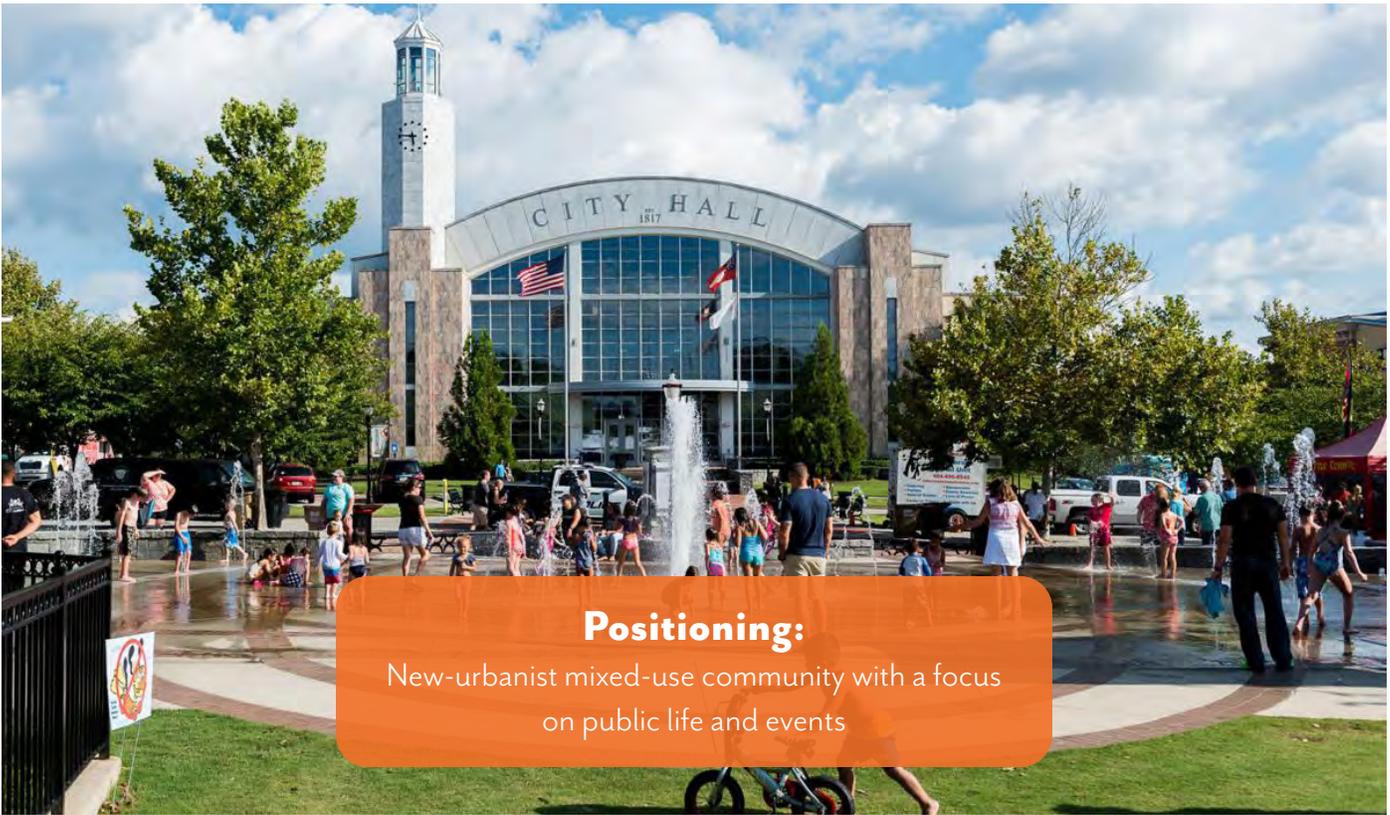
Retail

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.



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