

ULI Atlanta Center For Leadership mTAP

WINDWARD PARKWAY BRT TOD FEASIBILITY STUDY

MAY 6, 2021



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OUR TEAM



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About ULI Atlanta Center for Leadership

ULI Atlanta's Center for Leadership (CFL) program provides a powerful local resource to help guide the responsible development of the Atlanta region by strengthening connections among area organizations that guide and influence Atlanta real estate development

About the mini Technical Assistance Panel (mTAP)

During the course of the 9-month CFL program, participants provide thought leadership on a critical Atlanta regional issue through a mini Technical Assistance Panel (mTAP). Working in teams, participants share their expertise and advice to develop recommendations for a sponsor organization.

INTRODUCTION

MARTA's objective is to create a **framework** for determining the **optimal development** options for the Windward Parkway Park-&-Ride site, in conjunction with the future activation of a Windward Parkway Bus Rapid Transit (BRT) Station.

MARTA seeks to **advance transit-oriented development** (TOD) by offering a safe and secure mixed-use environment that creates and promotes reliable transit services, incorporates input for design, communication, and implementation from community & surrounding regions' stakeholders, and enhances the public perception of transit.

The long-term vision for the Windward Parkway BRT TOD will provide **catalytic transit-oriented development** that will attract riders who actively use public transit by providing a desirable, enhanced and efficient system that is consistently reliable and comparable - and often times faster - to travel times in a personal vehicle.



Windward Parkway BRT TOD represents a **highly-visible transit development opportunity** and an essential component of smart growth planning for the Alpharetta community. MARTA is well-positioned to facilitate responsible and socially-developed transportation, and deliver one of the largest transit investments in the region. To that end, MARTA must answer the following **critical questions** in advocating the fiscal and economic benefits of integrated, transit-supportive development.

1. **How do you create a mixed-use, transit-oriented development that is fully-integrated with a new BRT station?**
2. **What are the highest and best uses of the site that can act as a springboard for developer responses?**
3. **How can the site promote MARTA ridership?**

INTRODUCTION AREA DEMOGRAPHICS



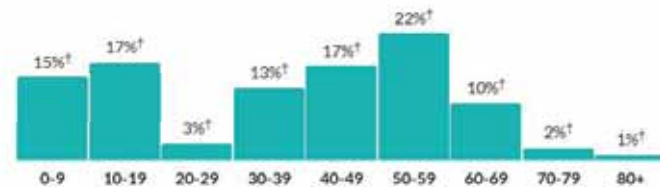
Age

42

Median age

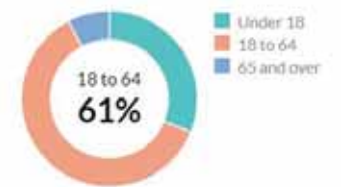
a little higher than the figure in Alpharetta: 39.6
 about 20 percent higher than the figure in Fulton County: 35.5

Population by age range



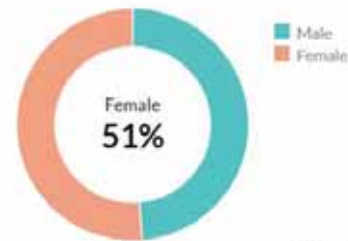
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Population by age category



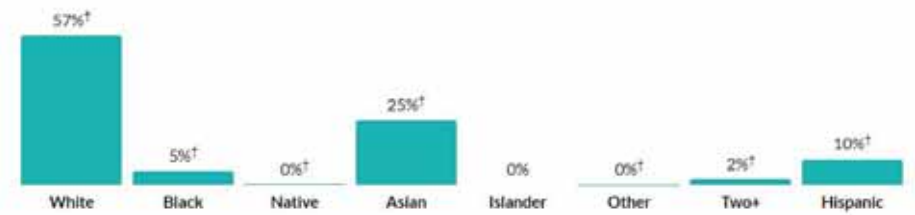
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Sex



Show data / Embed

Race & Ethnicity



* Hispanic includes respondents of any race. Other categories are non-Hispanic.

Show data / Embed

SOURCE: <https://censusreporter.org/profiles/14000US13121011621-census-tract-11621-fulton-ga/>

INTRODUCTION

AREA DEMOGRAPHICS



Income

\$71,599

Per capita income

about 25 percent higher than the amount in Alpharetta: \$58,377

about 1.5 times the amount in Fulton County: \$47,163

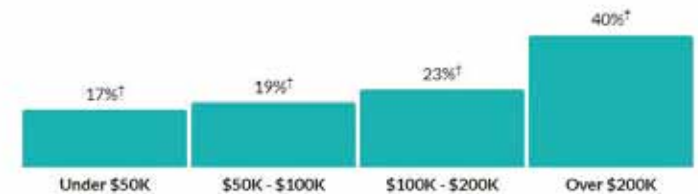
\$157,692

Median household income

about 1.4 times the amount in Alpharetta: \$113,802

more than double the amount in Fulton County: \$69,673

Household income



Poverty

8.7%

Persons below poverty line

about 1.5 times the rate in Alpharetta: 5.5% †

about three-fifths of the rate in Fulton County: 14.4%

Children (Under 18)



Poverty
Non-poverty

Show data / Embed

Seniors (65 and over)



Poverty
Non-poverty

Show data / Embed

SOURCE: <https://censusreporter.org/profiles/14000US13121011621-census-tract-11621-fulton-ga/>

INTRODUCTION AREA DEMOGRAPHICS



Households

2,436

Number of households

Alpharetta: 24,273

Fulton County: 410,576

Units & Occupancy

2,625

Number of housing units

Alpharetta: 26,155

Fulton County: 471,836

\$566,300

Median value of owner-occupied housing units

about 1.3 times the amount in Alpharetta:
\$422,800

nearly double the amount in Fulton County:
\$313,300

2.9

Persons per household

a little higher than the figure in Alpharetta: 2.7

about 20 percent higher than the figure in Fulton County: 2.4

Population by household type



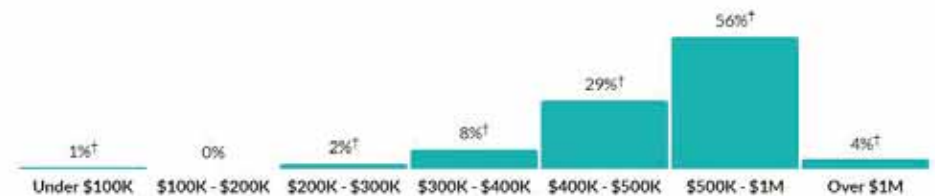
Occupied vs. Vacant



Ownership of occupied units



Value of owner-occupied housing units



SOURCE: <https://censusreporter.org/profiles/14000US13121011621-census-tract-11621-fulton-ga/>

INTRODUCTION AREA DEMOGRAPHICS



Educational attainment

92.6%

High school grad or higher

a little less than the rate in Alpharetta: 96.8%

about the same as the rate in Fulton County: 92.6%

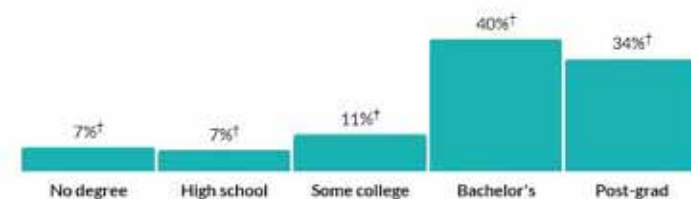
74.7%

Bachelor's degree or higher

about 10 percent higher than the rate in Alpharetta: 69.2%

about 1.4 times the rate in Fulton County: 52.9%

Population by minimum level of education



* Universe: Population 25 years and over

Show data / Embed

Transportation to work

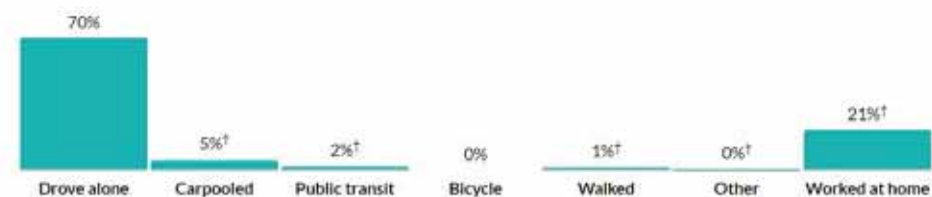
32.1 minutes

Mean travel time to work

about 10 percent higher than the figure in Alpharetta: 29

about 10 percent higher than the figure in Fulton County: 28.8

Means of transportation to work



SOURCE: <https://censusreporter.org/profiles/14000US13121011621-census-tract-11621-fulton-ga/>

CASE STUDIES

CASE STUDIES

EL MONTE STATION, LOS ANGELES, CA



- Two level bus terminal
- Built for 2x current demand
- Parking provided on site as well as across multiple privately-developed sites
- Public art
- Robust bicycle storage, parking, and amenities
- Private bus connections via Greyhound
- Digital wayfinding and information displays



CASE STUDIES

THE EXCHANGE, UNIVERSITY OF BRITISH COLUMBIA



- Green space amenity built over covered bus bays
- Covered, ADA access from student housing development to bus terminal
- Bicycle storage
- Sustainable building design and pioneering zero waste action plan
- Adjacent to mix of campus amenities and event spaces



CASE STUDIES

LINDBERGH CENTER STATION, ATLANTA, GA



- 47-acre mixed-use development at northern split of Gold and Red heavy rail lines with 715 residential units, 90,000 retail square feet and 1,000,000 office square feet.
- Small block sizes at the TOD create variety of on-site uses that increase activity for pedestrians and retail tenants.
- Convergence for Atlanta BeltLine, South Fork Trail, and PATH 400. Four bus routes sit at road-grade above the open-air heavy rail platforms.
- Visibility and accessibility of site is valued by corporate tenants.
- Recent addition of Station Soccer.



CASE STUDIES

CHAMBLEE STATION, ATLANTA, GA



- Redevelopment of a former industrial district into a pedestrian-oriented mixed-use community accommodating high volumes of rush hour commuters traveling in multiple directions.
- Site and surrounding development complemented by new sidewalks, active uses at street-level, public greenspace and mid-rise buildings with retail, office, and housing.
- Trackside was the City of Chamblee's first Class A office development. Development ground leased on former 2-acre MARTA parking lot with 72,000 square feet of office space and multi-level parking deck in mid-rise district.



CASE STUDIES KEY TAKEAWAYS

PRIVATE INVESTMENT

- Mixed-Use Hub
- Development in an area with 16 hour activity
- Site location and access
- Signage and corporate visibility
- Live, work, play

PEOPLE CENTRIC

- On-the-go food and beverage options
- Wayfinding
- Plazas
- Pedestrian safety
- Enhanced access to Atlanta region
- Street-level activity
- Pedestrian access that is covered and elevated from vehicle traffic

MULTI-MODALITY

- Last Mile Connectivity
- Intermodal options and connectivity
- Shortcut to city
- Interconnection with private bus operators
- Designated Lyft/Uber areas
- Connections to area trails

COMMUNITY AMENITIES

- Station Soccer
- Public Art
- Public Greenspace
- Community events
- Station soccer
- Concerts, movies, theatre on the lawn
- Sense of Place



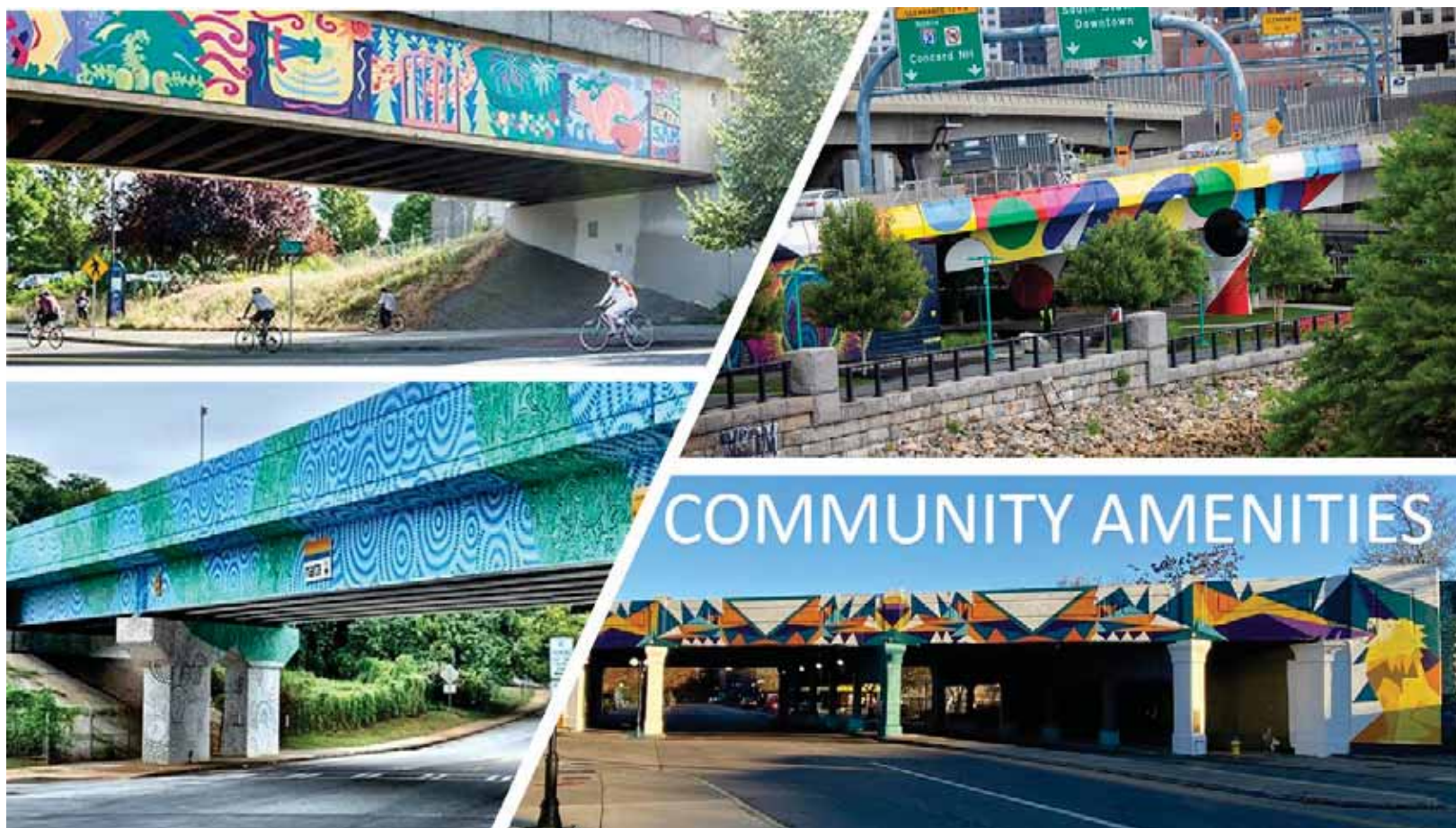












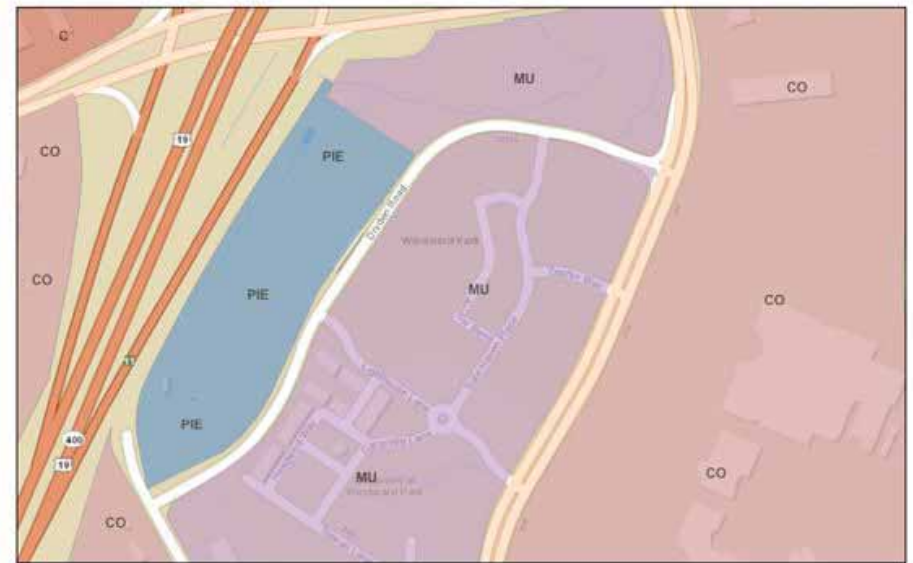
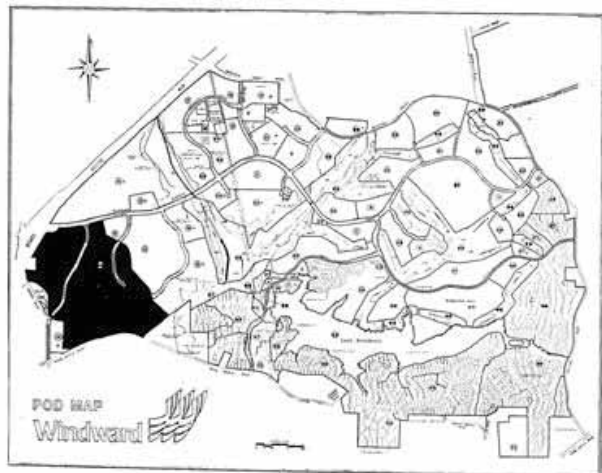


SITE ANALYSIS

SITE ANALYSIS

Land Use & Zoning Summary

- Future Land Use: Public, Institutional, Education (PIE)
- Zoning: Community Unit Plan (CUP)
- Uses Currently Allowed:
 - 31,400 SF of Commercial Retail
 - 500,000 SF of Office
 - One Hotel with a maximum of 250 keys
 - 200 condominium units, 191 townhome units & 24 live-work THs (min. 90% owner-occupied)



SITE ANALYSIS

Census Data (2019):

- Households: 24,273
- Owner-occupied: 66.4%
- Comprehensive Plan GOP: 68% owner-occupied
- Unified Development Code standards
- Phasing, limitations on # of rooms, concurrency, etc.

Master Declaration: Restrictions do not apply.

Housing	
Housing units, July 1, 2019, (V2019)	X
Owner-occupied housing unit rate, 2015-2019	66.4%
Median value of owner-occupied housing units, 2015-2019	\$422,800
Median selected monthly owner costs -with a mortgage, 2015-2019	\$2,319
Median selected monthly owner costs -without a mortgage, 2015-2019	\$736
Median gross rent, 2015-2019	\$1,451
Building permits, 2019	X
Families & Living Arrangements	
Households, 2015-2019	24,273
Persons per household, 2015-2019	2.69
Living in same house 1 year ago, percent of persons age 1 year+, 2015-2019	83.8%
Language other than English spoken at home, percent of persons age 5 years+, 2015-2019	29.1%

SITE ANALYSIS

Next Steps:

- Identify desired method to move forward.
- If applicable, rezone from Public, Institutional, Education to Mixed Use (MU).
- Concurrent with rezoning request, submit Master Plan Amendment for the Park & Ride parcel within Pod 66.
- Application to be accompanied by traffic study, detailed site plan, elevations, and building material selections.
- Process involves a Community Zoning Information Meeting, a Planning Commission hearing, and one City County Hearing.
- 90-day process beginning to end, typically.

Other:

- Design Review Board required for building elevations and landscaping.
- No specific requirements, but heavy emphasis on brick and landscaping.



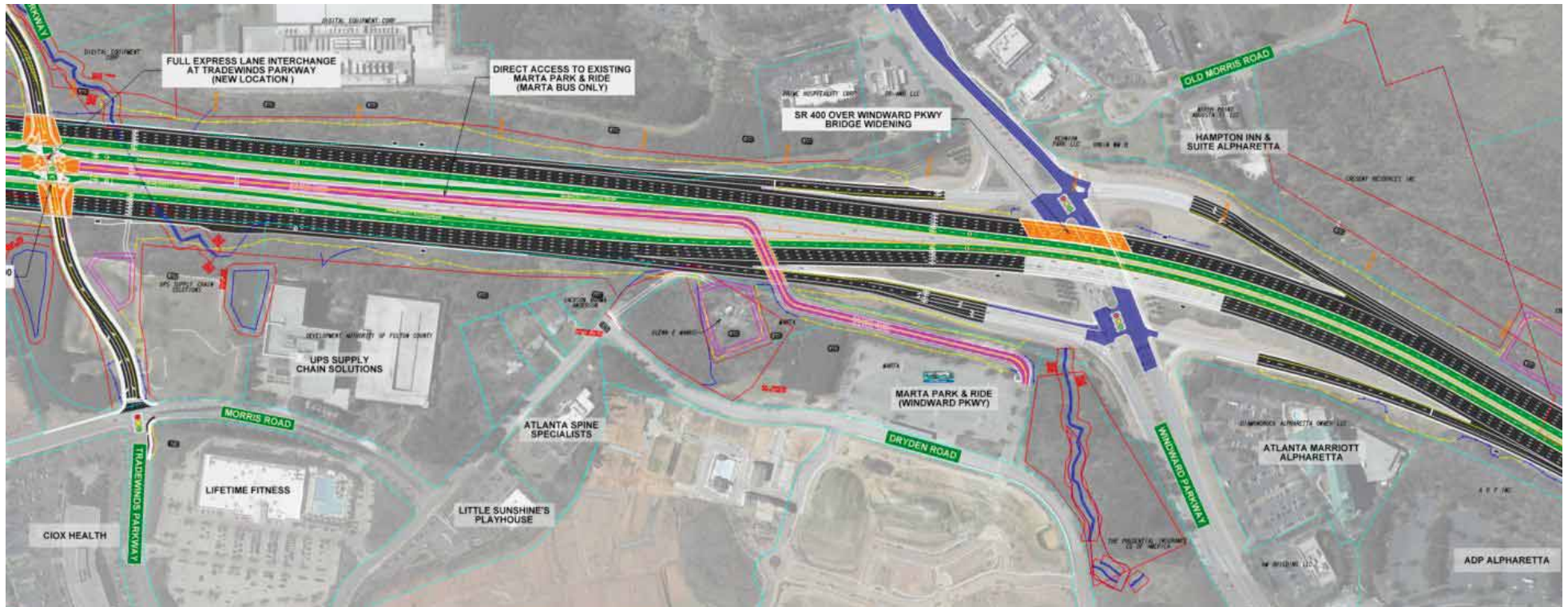
SITE ANALYSIS

MARTA's Windward Parkway Park and Ride and Nearby Development



SITE ANALYSIS

SR 400 EXPRESS LANES + BRT ALIGNMENT



SITE ANALYSIS

SR 400 EXPRESS LANES + BRT ALIGNMENT



SITE ANALYSIS

OVERALL SITE AERIAL



SITE ANALYSIS STREETS



SITE ANALYSIS

ADJACENT MIXED-USE DEVELOPMENT

Windward Park Master Plan



Zoning:	CUP (Community Unit Plan)
Lot Area:	48 acres
Residential:	186 Townhomes 24 Live/Work Units 200 Condos
Retail:	34,400 SF
Office:	500,000 SF
Hotel:	249 Rooms
Parking:	2,750 Spaces

SITE ANALYSIS ADJACENT PROPERTY

Glen E. Manus Property

Zoning: CUP (Community Unit Plan)
Lot Area: 1.36 acres
Use: Future site of GDOT
 Stormwater Management
 Pond for SR 400 Express
 Lanes Project



SITE ANALYSIS

MARTA PROPERTY



Zoning: CUP (Community Unit Plan)

Lot Area: 10.92 acres

Uses: MARTA Park and Ride Lot
4.37 acres of surface parking
499 spaces
5 Bus Bays

SITE ANALYSIS

MARTA PROPERTY



- Zoning:** CUP (Community Unit Plan)
- Lot Area:** 10.92 acres
- Uses:** MARTA Park and Ride Lot
4.37 acres of surface parking
499 spaces
5 Bus Bays

SITE ANALYSIS

MARTA PROPERTY



Zoning: CUP (Community Unit Plan)

Lot Area: 10.92 acres

Uses: MARTA Park and Ride Lot
4.37 acres of surface parking
499 spaces
5 Bus Bays

Site Constraints

①

Topography

SITE ANALYSIS

MARTA PROPERTY



Zoning: CUP (Community Unit Plan)

Lot Area: 10.92 acres

Uses: MARTA Park and Ride Lot
4.37 acres of surface parking
499 spaces
5 Bus Bays

Site Constraints

- 1A** **Topography**
Relatively flat; 2 percent slope over 700'-0"
- 1B** **Topography**
Some regrading required
- 1C** **Topography**
Either too steep due to stormwater pond or should be preserved due to endangered plant species

SITE ANALYSIS

MARTA PROPERTY



Zoning: CUP (Community Unit Plan)

Lot Area: 10.92 acres

Uses: MARTA Park and Ride Lot
4.37 acres of surface parking
499 spaces
5 Bus Bays

Site Constraints

- ② **Pink Lady Slippers**
Endangered Plant Species
Area; Mitigation Application
required

SITE ANALYSIS MARTA PROPERTY



Zoning: CUP (Community Unit Plan)

Lot Area: 10.92 acres

Uses: MARTA Park and Ride Lot
4.37 acres of surface parking
499 spaces
5 Bus Bays

Site Constraints

- 2** **Pink Lady Slippers**
Endangered Plant Species Area; Mitigation Application required
- 3A** **Stormwater Pond**
Potential Stormwater Management Pond by GDOT for SR 400 EL Project
- 3B** **Stormwater Pond**
Revised Stormwater Management Pond for MARTA property

SITE ANALYSIS

MARTA PROPERTY



Zoning: CUP (Community Unit Plan)

Lot Area: 10.92 acres

Uses: MARTA Park and Ride Lot
4.37 acres of surface parking
499 spaces
5 Bus Bays

Site Constraints

- 4 BRT Ramp**
Bus Rapid Transit Ramp
connecting SR 400 Express
Lanes with MARTA site

SITE ANALYSIS

MARTA PROPERTY



Zoning: CUP (Community Unit Plan)

Lot Area: 10.92 acres

Uses: MARTA Park and Ride Lot
4.37 acres of surface parking
499 spaces
5 Bus Bays

Site Constraints

- ④ **BRT Ramp**
Bus Rapid Transit Ramp connecting SR 400 Express Lanes with MARTA site
- ⑤ **Buildable Land**
About 6 acres of buildable land for BRT TOD

CONCEPT SITE PLANS

CONCEPT SITE PLANS MATRIX

Based on site analysis, site constraints, and conversations with MARTA, stakeholders and industry experts, we came up with **four potential schemes** for the site. The first two schemes explore what an **at-grade BRT station** could look like on the site, while the last two schemes explore what an **elevated, grade-separated BRT station** could look like. The overall goal was to demonstrate to potential developers that a pedestrian-friendly, transit-oriented **framework** on the site with appropriately-sized blocks / building pads can accommodate a variety of uses and **densities**, depending on **market demand** and the **City of Alpharetta's goals and desires**.

	BRT STATION AT GRADE	BRT STATION ELEVATED	STATION SOCCER	RETAIL	OFFICE	MULTIFAMILY
SCHEME 1	✓		✓	✓	✓	
SCHEME 2	✓		✓	✓	✓	✓
SCHEME 3		✓	✓	✓	✓	
SCHEME 4		✓	✓	✓	✓	✓

CONCEPT SITE PLANS SCHEME 1



SCHEME 1: AT-GRADE BRT WITH OFFICE ONLY

SF/FLOOR (or UNITS/FL)		FLOORS* SF(or UNITS)	PARKING RATIO	PARKING SPACES	
OFFICE					
North Building	22,000	4	78,000	3 per 1,000 SF	234
South Building	18,722	4	69,888	3 per 1,000 SF	210
TOTAL OFFICE			147,888		
MULTIFAMILY					
Residents	N/A			1 per Unit	
Visitors	N/A			0.5 per Unit	
TOTAL MULTIFAMILY			0		
RETAIL					
North Building	10,000	1	10,000	1 per 500 SF	20
South Building	5,000	1	5,000	1 per 500 SF	10
TOTAL RETAIL			15,000		
MARTA BRT & BUS	43,454	1	EXISTING		500
TOTAL PARKING SPACES REQUIRED					974
*LEVEL 01 HAS MAX OF 10 TALL					
PARKING SPACES					
North Deck	122	5	610		610
South Deck	122	5	610		610
TOTAL PARKING SPACES PROVIDED					1,220

Pros:

- Lowest development costs.
- Schemes 1 & 2 maintain GDOT-designed BRT ramp.
- City of Alpharetta supports office in this location.

Cons:

- Buildings lack visibility from SR 400.
- Schemes 1 & 2 show transit station pushed to one end of site rather than in middle.
- Office-only makes it difficult to have shared parking strategy.

CONCEPT SITE PLANS SCHEME 1



SCHEME 1: AT-GRADE BRT WITH OFFICE ONLY

	SF/FLOOR (or UNITS/FL)	FLOORS*	SF(or UNITS)	PARKING RATIO	PARKING SPACES
OFFICE					
North Building	22,000	4	78,000	3 per 1,000 SF	234
South Building	18,722	4	69,888	3 per 1,000 SF	210
TOTAL OFFICE			147,888		
MULTIFAMILY					
Residents	N/A			1 per Unit	
Visitors	N/A			0.5 per Unit	
TOTAL MULTIFAMILY			0		
RETAIL					
North Building	10,000	1	10,000	1 per 500 SF	20
South Building	5,000	1	5,000	1 per 500 SF	10
TOTAL RETAIL			15,000		
MARTA BRT & BUS	43,454	1		EXISTING	500
*LEVEL 01 HAS MIX OF RETAIL					TOTAL PARKING SPACES REQUIRED
					974
PARKING SPACES					
North Deck	122	5	610		610
South Deck	122	5	610		610
					TOTAL PARKING SPACES PROVIDED
					1,220

Pros:

- Lowest development costs.
- Schemes 1 & 2 maintain GDOT-designed BRT ramp.
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- Schemes 1 & 2 show transit station pushed to one end of site rather than in middle.
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CONCEPT SITE PLANS SCHEME 1



SCHEME 1: AT-GRADE BRT WITH OFFICE ONLY

	SF/FLOOR (or UNITS/FL)	FLOORS*	SF(or UNITS)	PARKING RATIO	PARKING SPACES
OFFICE					
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South Building	18,722	4	69,888	3 per 1,000 SF	210
TOTAL OFFICE			147,888		
MULTIFAMILY					
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Visitors	N/A			0.5 per Unit	
TOTAL MULTIFAMILY			0		
RETAIL					
North Building	10,000	1	10,000	1 per 500 SF	20
South Building	5,000	1	5,000	1 per 500 SF	10
TOTAL RETAIL			15,000		
MARTA BRT & BUS	43,454	1		EXISTING	500
*LEVEL 01 HAS MIX OF RETAIL					TOTAL PARKING SPACES REQUIRED
					974
PARKING SPACES					
North Deck	122	5	610		610
South Deck	122	5	610		610
					TOTAL PARKING SPACES PROVIDED
					1,220

Pros:

- Lowest development costs.
- Schemes 1 & 2 maintain GDOT-designed BRT ramp.
- City of Alpharetta supports office in this location.

Cons:

- Buildings lack visibility from SR 400.
- Schemes 1 & 2 show transit station pushed to one end of site rather than in middle.
- Office-only makes it difficult to have shared parking strategy.

CONCEPT SITE PLANS SCHEME 2



SCHEME 2: AT-GRADE BRT WITH OFFICE AND MULTIFAMILY

	SF/FLOOR (or UNITS/FL)	FLOORS*	SF(or UNITS)	PARKING RATIO	PARKING SPACES
OFFICE					
North Building	N/A				
South Building	18,722	4	69,888	3 per 1,000 SF	210
TOTAL OFFICE			69,888		
MULTIFAMILY					
Residents	24	4	85	1 per Unit	85
Visitors				0.5 per Unit	43
TOTAL MULTIFAMILY			85		
RETAIL					
North Building			9,525	1 per 500 SF	19
South Building			5,000	1 per 500 SF	10
TOTAL RETAIL			14,525		
MARTA BRT & BUS	43,454	1		EXISTING	500
*LEVEL 01 HAS MIX OF RETAIL					TOTAL PARKING SPACES REQUIRED 951
PARKING SPACES					
North Deck	122	5	610		610
South Deck	122	5	610		610
					TOTAL PARKING SPACES PROVIDED 1220

Pros:

- Second-lowest development costs.
- Schemes 1 & 2 maintain GDOT-designed BRT ramp.
- Office and Multifamily uses create shared parking opportunity.

Cons:

- Buildings lack visibility from SR 400.
- Schemes 1 & 2 show transit station pushed to one end of site rather than in middle.
- City of Alpharetta would rather see office in this area.

CONCEPT SITE PLANS SCHEME 2



SCHEME 2: AT-GRADE BRT WITH OFFICE AND MULTIFAMILY

	SF/FLOOR (or UNITS/FL)	FLOORS*	SF(or UNITS)	PARKING RATIO	PARKING SPACES
OFFICE					
North Building	N/A				
South Building	18,722	4	69,888	3 per 1,000 SF	210
TOTAL OFFICE			69,888		
MULTIFAMILY					
Residents	24	4	85	1 per Unit	85
Visitors				0.5 per Unit	43
TOTAL MULTIFAMILY			85		
RETAIL					
North Building			9,525	1 per 500 SF	19
South Building			5,000	1 per 500 SF	10
TOTAL RETAIL			14,525		
MARTA BRT & BUS	43,454	1		EXISTING	500
*LEVEL 91 HAS MIX OF RETAIL					
TOTAL PARKING SPACES REQUIRED					951
PARKING SPACES					
North Deck	122	5	610		610
South Deck	122	5	610		610
TOTAL PARKING SPACES PROVIDED					1220

Pros:

- Second-lowest development costs.
- Schemes 1 & 2 maintain GDOT-designed BRT ramp.
- Office and Multifamily uses create shared parking opportunity.

Cons:

- Buildings lack visibility from SR 400.
- Schemes 1 & 2 show transit station pushed to one end of site rather than in middle.
- City of Alpharetta would rather see office in this area.

CONCEPT SITE PLANS SCHEME 2

SCHEME 2: AT-GRADE BRT WITH OFFICE AND MULTIFAMILY

	SF/FLOOR (or UNITS/FL)	FLOORS*	SF(or UNITS)	PARKING RATIO	PARKING SPACES
OFFICE					
North Building	N/A				
South Building	18,722	4	69,888	3 per 1,000 SF	210
TOTAL OFFICE			69,888		
MULTIFAMILY					
Residents	24	4	85	1 per Unit	85
Visitors				0.5 per Unit	43
TOTAL MULTIFAMILY			85		
RETAIL					
North Building			9,525	1 per 500 SF	19
South Building			5,000	1 per 500 SF	10
TOTAL RETAIL			14,525		
MARTA BRT & BUS	43,454	1		EXISTING	500
*LEVEL 01 HAS MIX OF RETAIL					TOTAL PARKING SPACES REQUIRED 951
PARKING SPACES					
North Deck	122	5	610		610
South Deck	122	5	610		610
					TOTAL PARKING SPACES PROVIDED 1220

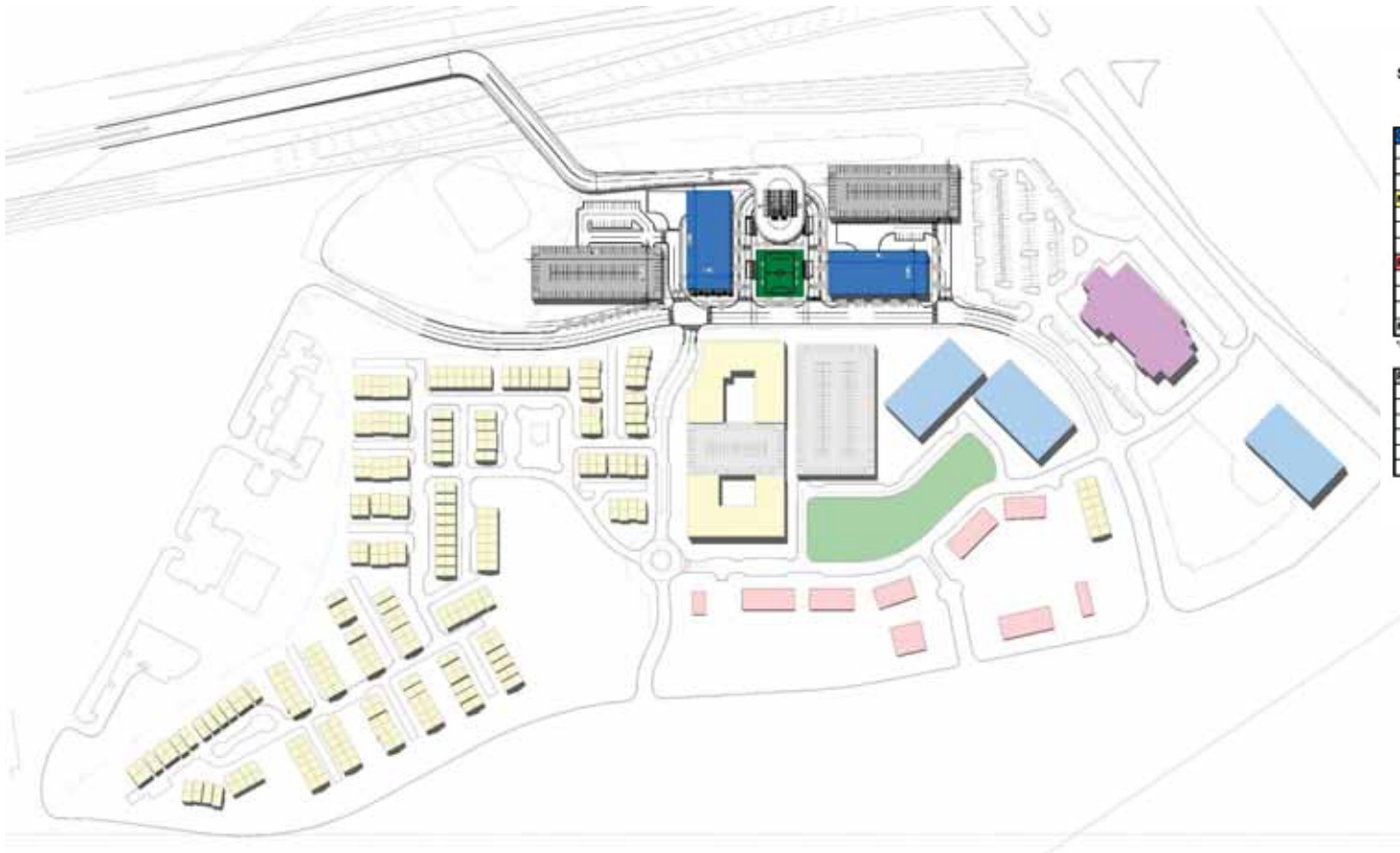
Pros:

- Second-lowest development costs.
- Schemes 1 & 2 maintain GDOT-designed BRT ramp.
- Office and Multifamily uses create shared parking opportunity.

Cons:

- Buildings lack visibility from SR 400.
- Schemes 1 & 2 show transit station pushed to one end of site rather than in middle.
- City of Alpharetta would rather see office in this area.

CONCEPT SITE PLANS SCHEME 3



SCHEME 3: ELEVATED BRT WITH OFFICE ONLY

	SF/FLOOR (or UNITS/FL)	FLOORS* SF(or UNITS)	PARKING RATIO	PARKING SPACES
OFFICE				
North Building	22,500	4	80,000	3 per 1,000 SF
South Building	22,500	4	80,000	3 per 1,000 SF
TOTAL OFFICE			160,000	
MULTIFAMILY				
Residents	N/A			1 per Unit
Visitors	N/A			0.5 per Unit
TOTAL MULTIFAMILY			0	
RETAIL				
North Building	10,000	1	10,000	1 per 500 SF
South Building	10,000	1	10,000	1 per 500 SF
TOTAL RETAIL			20,000	
MARTA BRT & BUS	56,498	1	EXISTING	500
*LEVEL 01 HAS MIX OF RETAIL				TOTAL PARKING SPACES REQUIRED
				1,020
PARKING SPACES				
North Deck	122	5	610	610
North Off-Street				7
North On-Street				9
South Deck	122	5	610	610
South Off-Street				24
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				TOTAL PARKING SPACES PROVIDED
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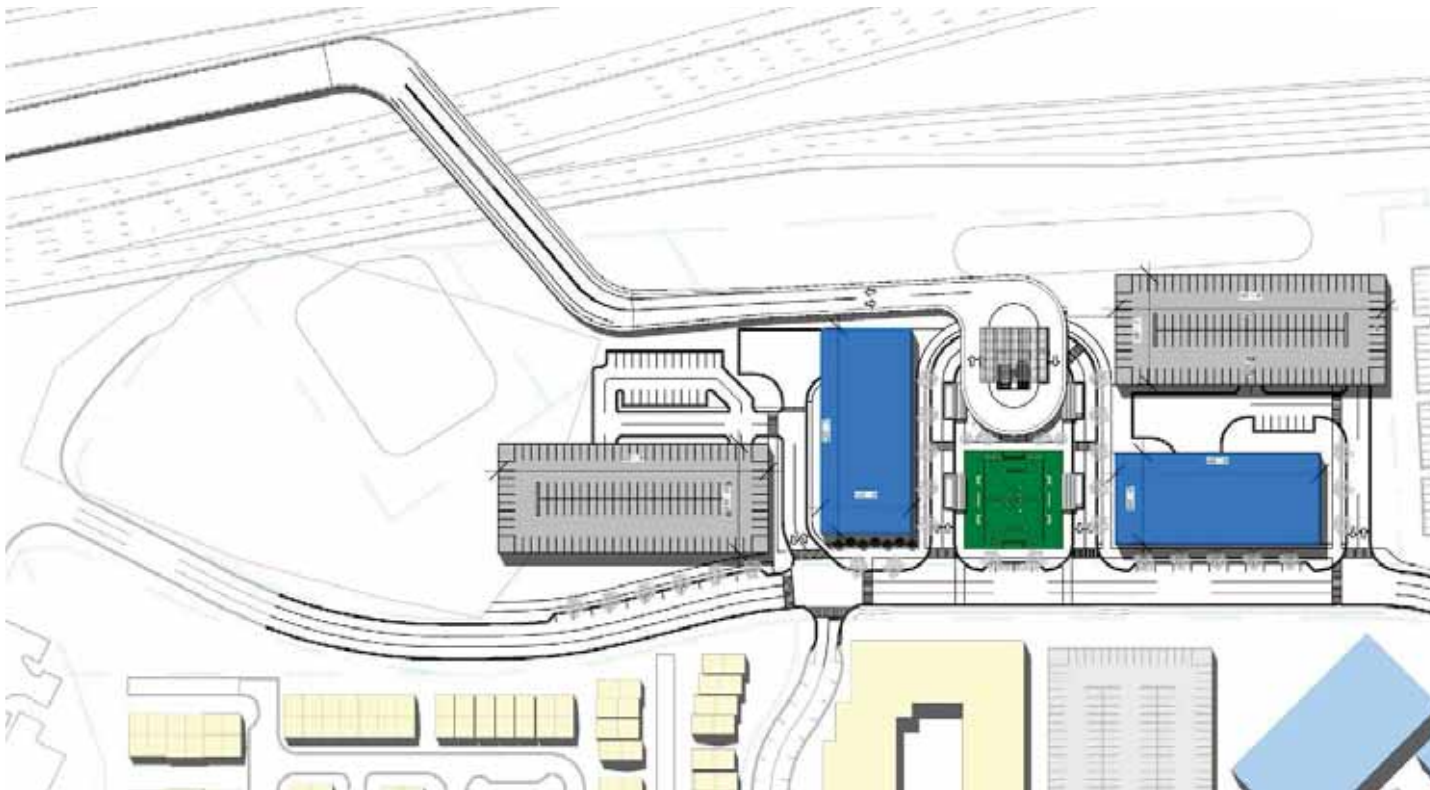
Pros:

- Transit station is centrally-located.
- BRT buses are grade-separated from local buses.
- City of Alpharetta supports office in this location.
- South Office Building has strong visibility from SR 400, good signage opportunity.

Cons:

- Revised BRT ramp configuration and elevated BRT Station potentially add cost.
- Office-only makes it difficult to have shared parking strategy.

CONCEPT SITE PLANS SCHEME 3



SCHEME 3: ELEVATED BRT WITH OFFICE ONLY

	SF/FLOOR (or UNITS/FL)	FLOORS*	SF(or UNITS)	PARKING RATIO	PARKING SPACES
OFFICE					
North Building	22,500	4	80,000	3 per 1,000 SF	240
South Building	22,500	4	80,000	3 per 1,000 SF	240
TOTAL OFFICE			160,000		
MULTIFAMILY					
Residents	N/A			1 per Unit	
Visitors	N/A			0.5 per Unit	
TOTAL MULTIFAMILY			0		
RETAIL					
North Building	10,000	1	10,000	1 per 500 SF	20
South Building	10,000	1	10,000	1 per 500 SF	20
TOTAL RETAIL			20,000		
MARTA BRT & BUS	56,498	1		EXISTING	500
*LEVEL 01 HAS MIX OF RETAIL					TOTAL PARKING SPACES REQUIRED 1,020
PARKING SPACES					
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Pros:

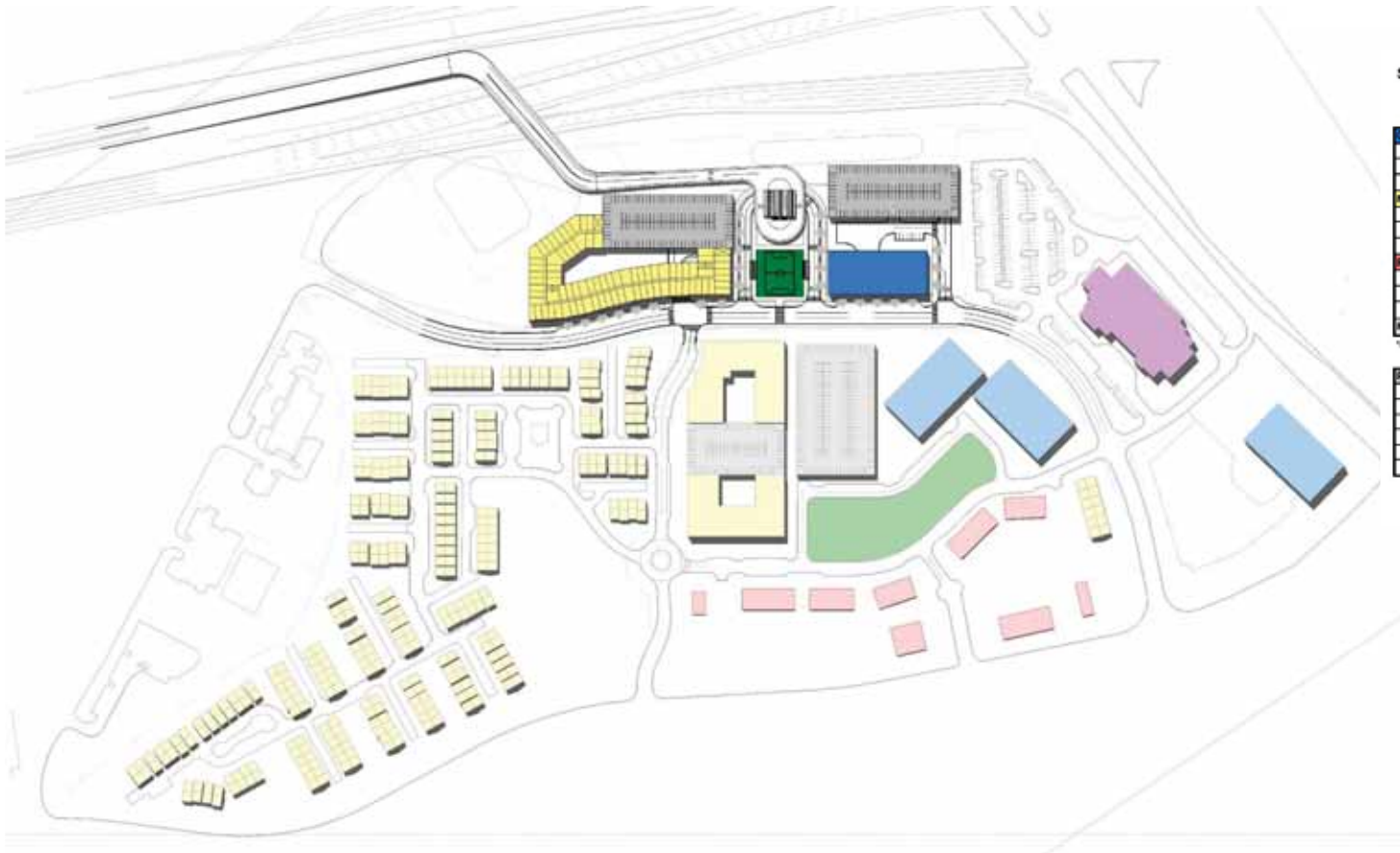
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CONCEPT SITE PLANS SCHEME 4



SCHEME 4: ELEVATED BRT WITH OFFICE AND MULTIFAMILY

	SF/FLOOR (or UNITS/FL)	FLOORS*	SF(or UNITS)	PARKING RATIO	PARKING SPACES
OFFICE					
North Building	22,500	4	80,000	3 per 1,000 SF	240
South Building	N/A				
TOTAL OFFICE			80,000		
MULTIFAMILY					
Residents	41	4	151	1 per Unit	151
Visitors				0.5 per Unit	76
TOTAL MULTIFAMILY			151		
RETAIL					
North Building	10,000	1	10,000	1 per 500 SF	20
South Building	13,016	1	13,016	1 per 500 SF	26
TOTAL RETAIL			23,016		
MARTA BRT & BUS	56,498	1		EXISTING	500
*LEVEL 01 HAS MIX OF RETAIL					TOTAL PARKING SPACES REQUIRED
					1,013
PARKING SPACES					
North Deck	122	5	610		610
North Off-Street					7
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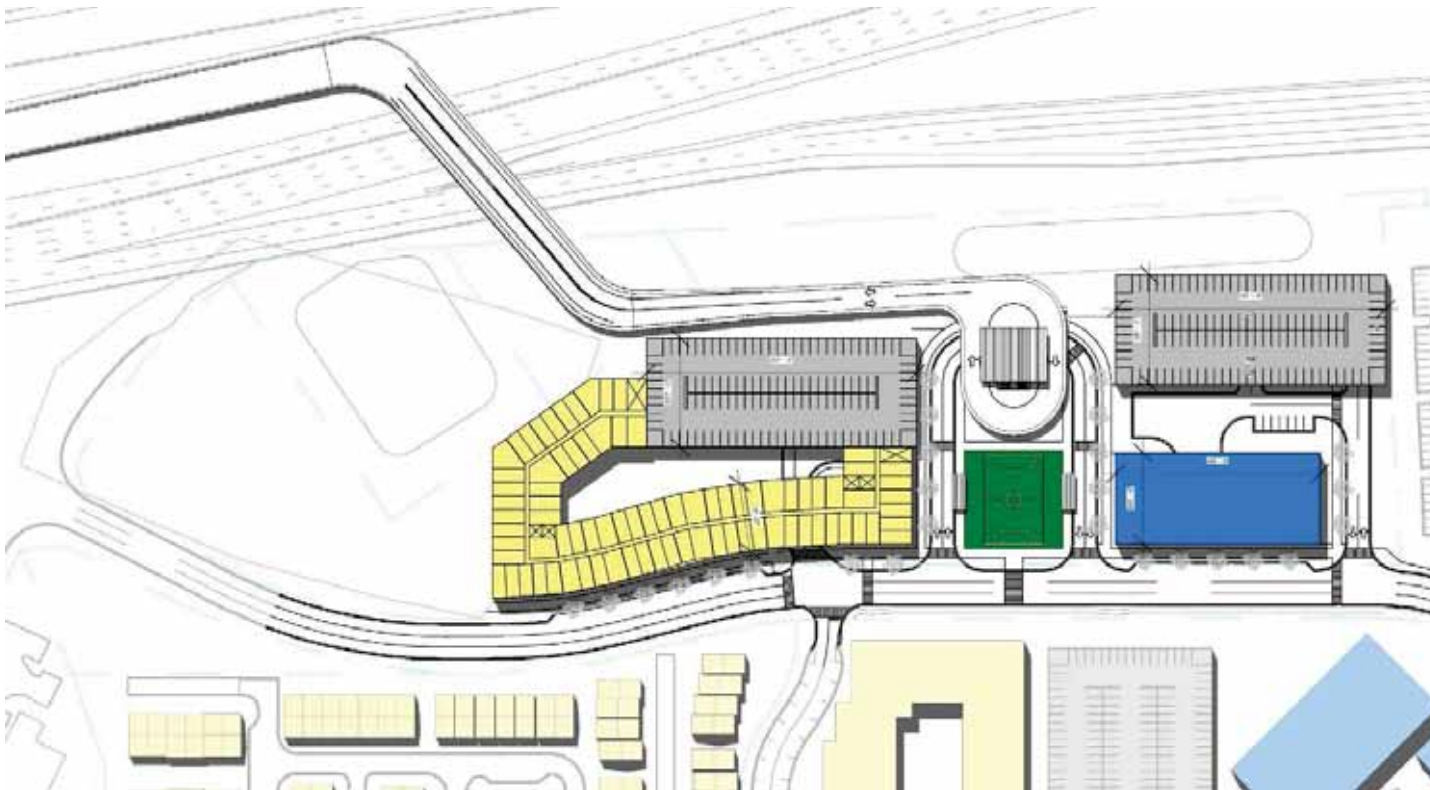
Pros:

- Transit station is centrally-located.
- BRT buses are grade-separated from local buses.
- Office and Multifamily uses create shared parking opportunity.

Cons:

- Revised BRT ramp configuration and elevated BRT Station potentially add cost.
- City of Alpharetta would rather see office in this area.

CONCEPT SITE PLANS SCHEME 4



SCHEME 4: ELEVATED BRT WITH OFFICE AND MULTIFAMILY

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CONCEPT SITE PLANS SUMMARY



SCHEME 1



SCHEME 2



SCHEME 3



SCHEME 4

	BRT STATION AT GRADE	BRT STATION ELEVATED	STATION SOCCER	RETAIL	OFFICE	MULTIFAMILY
SCHEME 1	✓		✓	✓	✓	
SCHEME 2	✓		✓	✓	✓	✓
SCHEME 3		✓	✓	✓	✓	
SCHEME 4		✓	✓	✓	✓	✓

EXISTING



EXISTING



PROPOSED
SCHEME 3



PROPOSED
SCHEME 3



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WINDWARD PARKWAY BRT TOD | 60

PROPOSED SCHEME 3

RETAIL FRONTAGE ALONG
PUBLIC OPEN SPACE

PUBLIC ART / MURAL
OPPORTUNITIES

STATION SOCCER OR
MULTI-PURPOSE
GREENSPACE

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**Urban Land
Institute** Atlanta

WINDWARD PARKWAY BRT TOD **61**

PROPOSED
SCHEME 3



FUN & INTERACTIVE
OUTDOOR FURNITURE

PUBLIC ART / MURAL
OPPORTUNITIES

PROPOSED
SCHEME 3



PROPOSED
SCHEME 3

ICONIC DESIGN FOR BRT
CANOPIES TO PROVIDE
IDENTITY AND BRANDING

PROPOSED
SCHEME 3

SIGNAGE VISIBILITY
FROM GEORGIA 400



PROPOSED
SCHEME 3



RETAIL FRONTAGE ALONG
PUBLIC OPEN SPACE

RETAIL FRONTAGE ALONG
DRYDEN RD

MARTA
PARK-AND-RIDE
ENTRANCE

COST ANALYSIS

May, 2021

COST ANALYSIS SUMMARY



All Estimates:

- Assume office building shell condition
- Require additional due diligence for site conditions
- Ignore current market volatility
- Omit costs for MARTA equipment/technology
- Assume similar parking counts
- Are most useful for comparing relative cost

May, 2021

COST ANALYSIS
SUMMARY



SCHEME 1	\$ 53,500,000	On-grade BRT, Office with no Multifamily
SCHEME 2	\$ 58,700,000	On-grade BRT, Office with Multifamily
SCHEME 3	\$ 61,100,000	Elevated BRT, Office with no Multifamily
SCHEME 4	\$ 81,400,000	Elevated BRT, Office with Multifamily

May, 2021

COST ANALYSIS SCHEME 1

SCHEME 1 \$ 53,500,000 <i>On-grade BRT, Office with no Multifamily</i>			
SITE	\$ 2,500,000	6.50 acres	\$384,615 /acre
TRANSIT	\$ 1,500,000		
PARKING DECK	\$ 24,000,000	1,220 spaces	\$19,672 /space
OFFICE	\$ 24,000,000	147,888 sqft	\$162.28 /sqft
MULTIFAMILY	\$ -		
RETAIL	\$ 1,500,000	15,000 sqft	\$100.00 /sqft



SCHEME 1

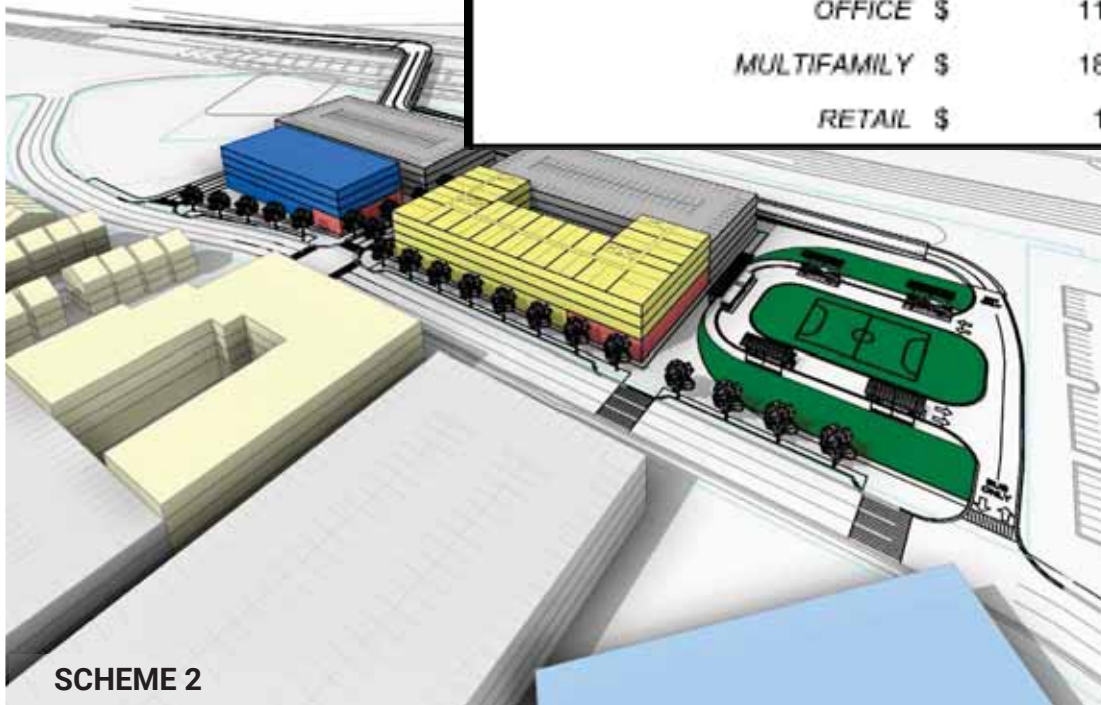
- **\$53.5M** is the lowest construction cost (84% of scheme avg)
- Lowest cost for site and transit elements
- Fastest to market
- All office shell
- Two structures require development to South



May, 2021

COST ANALYSIS SCHEME 2

SCHEME 2 \$ 58,700,000 <i>On-grade BRT, Office with Multifamily</i>			
SITE \$	2,500,000	6.50 acres	\$384,615 /acre
TRANSIT \$	1,500,000		
PARKING DECK \$	24,000,000	1,220 spaces	\$19,672 /space
OFFICE \$	11,300,000	69,888 sqft	\$161.69 /sqft
MULTIFAMILY \$	18,000,000	116,000 sqft	
RETAIL \$	1,400,000	14,525 sqft	\$96.39 /sqft



- **\$58.7M** is a lower overall construction cost (92% of scheme avg)
- Lower transit cost component
- Faster to market



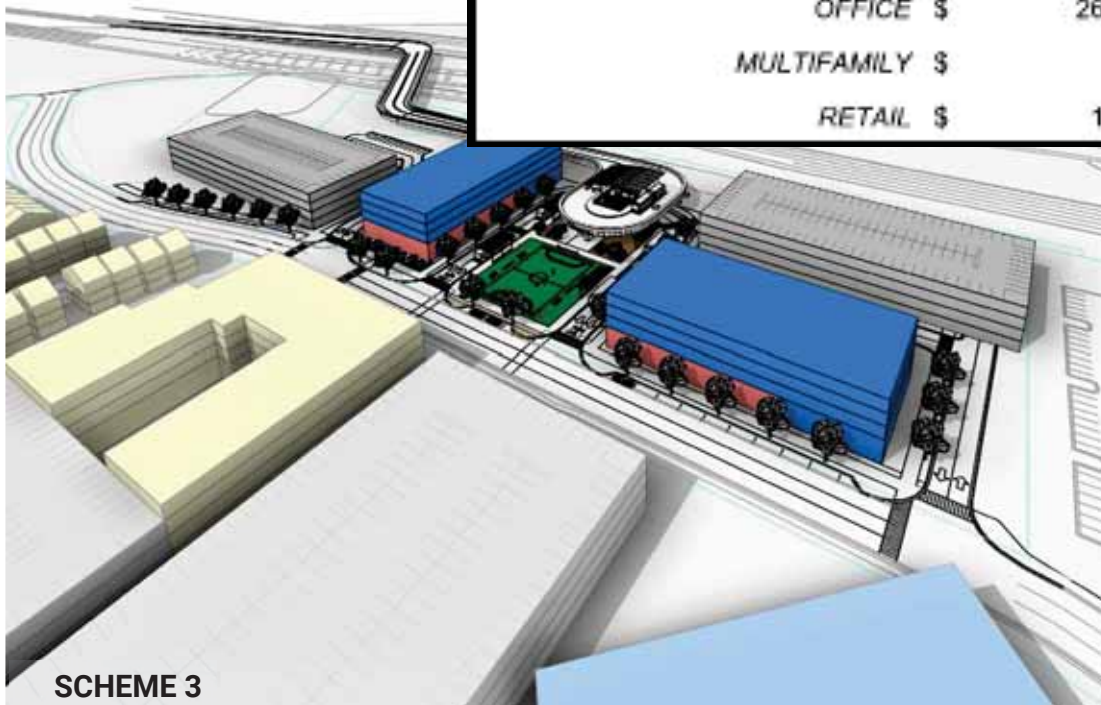
- Higher first cost for multifamily
- Two structures require development to South



May, 2021

COST ANALYSIS SCHEME 3

SCHEME 3 \$ 61,100,000 <i>Elevated BRT, Office with no Multifamily</i>			
SITE	\$ 3,100,000	6.50 acres	\$476,923 /acre
TRANSIT	\$ 6,000,000		
PARKING DECK	\$ 24,000,000	1,220 spaces	\$19,672 /space
OFFICE	\$ 26,100,000	160,000 sqft	\$163.13 /sqft
MULTIFAMILY	\$ -	0 sqft	
RETAIL	\$ 1,900,000	20,000 sqft	\$95.00 /sqft



- **\$61.1M** is about an average construction cost (96% of scheme avg)
- One structure requires development to South
- Higher transit cost component
- Slower to market



May, 2021

COST ANALYSIS SCHEME 4

SCHEME 4 \$ 81,400,000 <i>Elevated BRT, Office with Multifamily</i>			
SITE	\$ 3,100,000	6.50 acres	\$476,923 /acre
TRANSIT	\$ 6,000,000		
PARKING DECK	\$ 24,000,000	1,220 spaces	\$19,672 /space
OFFICE	\$ 13,100,000	80,000 sqft	\$163.75 /sqft
MULTIFAMILY	\$ 33,000,000	200,000 sqft	
RETAIL	\$ 2,200,000	23,016 sqft	\$95.59 /sqft



- **\$81.4M** is the highest overall construction cost (128% of scheme avg)
- Higher transit cost component
- Higher first cost for multifamily
- Slowest to market
- Two structures require development to South



May, 2021

COST ANALYSIS
EXAMPLE PROJECT PHASING
SCHEME 3



May, 2021

COST ANALYSIS
EXAMPLE PROJECT PHASING
SCHEME 3

Phase A - Environmental and site enabling work

May, 2021

COST ANALYSIS
EXAMPLE PROJECT PHASING
SCHEME 3

Phase B - South parking deck replaces surface parking

May, 2021

COST ANALYSIS
EXAMPLE PROJECT PHASING
SCHEME 3

Phase C - Build new transit and adjacent parking

May, 2021

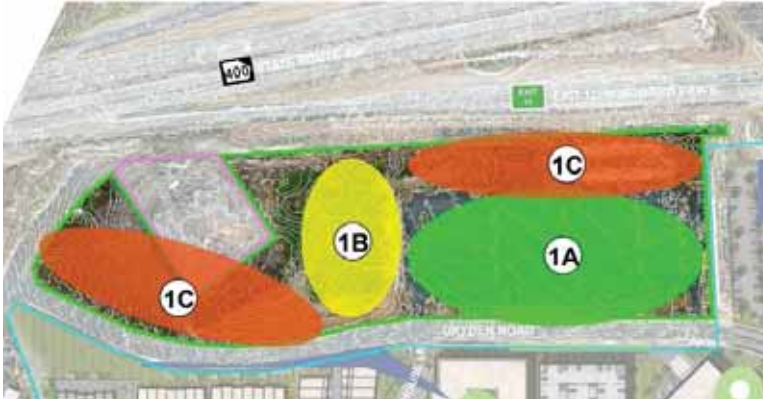
COST ANALYSIS
EXAMPLE PROJECT PHASING
SCHEME 3

Phase D - Build new office/multifamily/retail

May, 2021

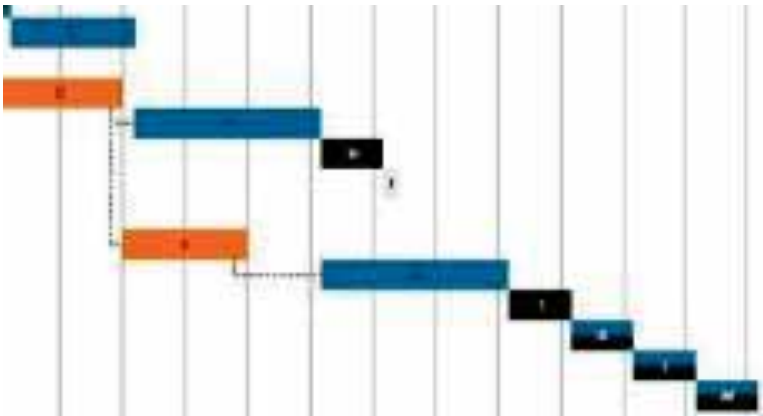
Site Development

- Stormwater management
- Endangered species
- Future parking needs



Project Timing

- GDOT project delivery
- Cost escalation
- Market cycle



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Jurisdictional Considerations

- Land use and zoning
- Building / Parking skin components



May, 2021

- Additional office floors / multifamily units / other development potential
- Develop additional acreage to the South
- Shared Parking
- Parking Deck Development Agreement
- Advertising



THE USER EXPERIENCE

THE USER EXPERIENCE



CAREEM

The Commuter

No longer beholden to the weekday slog of traffic, Careem now takes his **local bus** to the Windward Parkway BRT TOD and then via the **BRT bus** to his job at Perimeter Center.

In addition to **reduced commute time** during rush hour, he has **enhanced productivity** from the work he's able to accomplish on the BRT bus each day to and from work. He frequents the **BRT TOD coffee shop** for a to-go coffee a couple times a week.

While he had considered a move to be closer to his job, BRT allowed him to **keep his family and home in Alpharetta**, where his children have attended school all their lives and his family has built their community.

He also appreciates the dependability of the BRT and can plan his schedule each day with greater confidence for on-time departures and arrivals based on the **consistency of BRT and express lane travel**.

THE USER EXPERIENCE



REGINA

The Reverse Commuter

A new graduate to Atlanta, Regina chose Midtown as her home. While her job at a Fortune 200 company in Alpharetta, **“The Technology City of the South,”** keeps her busy in meetings and collaborating with team members throughout most weekdays, she desired an **apartment in Midtown** for its big-city feel.

She has **never owned a car** and her move to Atlanta did not precipitate that purchase given her access to MARTA. She found that many of her team members, both new to the company and with decades of experience, live **all across the Atlanta Region** -- and she even sees many of them each day on her BRT and then the local bus that takes them to their workplace.

Regina plays in a **soccer league** once a week at the BRT TOD in a corporate league with her work colleagues. They typically go out for a celebratory drink after each match across the street before they disperse back to their homes in the Atlanta Region.

THE USER EXPERIENCE



BRIAN

The Business Traveler

A consultant for over 20 years, Brian is always on the go. At least once a month, he meets clients in Atlanta, who are spread across Midtown, Buckhead, Perimeter Center and Alpharetta. He can now traverse the **entirety of that south-to-north commercial spine** simply via his **MARTA card**.

Brian finds the consistency and speed with which he now arrives in Alpharetta a major benefit. He also appreciates that he can now use **WiFi on the BRT**, and his company and clients benefit from the reductions in travel costs compared to his prior use of ride sharing apps. His regular hotel is now merely steps away from the Windward Parkway BRT station.

When he wants to entertain clients over dinner and drinks, Brian finds Alpharetta has a good array of options. As time allows, Brian enjoys early mornings running along the **Big Creek Greenway** before the day's hustle and bustle begins.

THE USER EXPERIENCE



LAKSHA

The Local Employee

Laksha was able to relocate her job to Alpharetta in line with her **employer's relocation of their headquarters to Alpharetta**.

While she enjoyed her years working in Buckhead, she finds that the accessibility to amenities is even greater in and around the **Windward Parkway BRT TOD**, where her new office is located.

Each day she arrives and parks in the parking deck and then walks to meet colleagues for morning tea meetings at the **cafe outside of the BRT station**. During lunch, she enjoys sitting outside and watching people engage in **pick-up soccer** games or **mid-day outdoor yoga** and other exercises.

Laksha has found that Alpharetta seems to be growing more and more with the location of preeminent companies and corporations and their placement of **offices near public transportation**.

Connecting Alpharettians to Atlanta

Never before will **Alpharettians** be within such quick access to the areas south of Alpharetta. The SR 400 Express Lanes and BRT will expedite trips to commercial centers, cultural events, universities, and additional transit options throughout the Atlanta Region.

The SR 400 Express Lanes and BRT will enhance Alpharetta's profile and stature as a **workplace** and **commercial** hub.

Local residents will also use the BRT TOD as a convenient **meeting place**, particularly for the car-independent. In addition to Station Soccer, the shared spaces at the TOD and Windward Park development will be used for smaller **community gatherings** and events.



NEXT STEPS

NEXT STEPS

- **Engage Stakeholders & Build Awareness of Project and MARTA in the Community.**
 - Develop and implement a survey and awareness campaign for residents and property owners that enhances public perception of transit, and authenticates the value proposition for BRT/TOD development within the Windward Parkway corridor.
- **Determine Parking Needs.**
 - Investigate shared parking opportunities to potentially reduce parking needs.
 - Conduct future parking needs analysis.
- **Define Site Extents and Uses.**
 - Maximize development potential (acquire Glen E Manus Property and mitigate Pink Lady Slippers area).
 - Explore land use allowances with AHJ.
 - Conduct further market analysis.
 - Evaluate opportunities to promote equitable development.
- **Refine Development and Construction Costs.**
 - Finalize MARTA transit components.
 - Examine construction phasing closely to mitigate timing issues related to GDOT/BRT construction and phasing.
 - Conduct additional site due diligence efforts.
- **Leverage Collaboration Opportunities.**
 - Pursue Public-Private Partnerships.
 - Investigate alternative financing.

THANK YOU!

QUESTIONS?