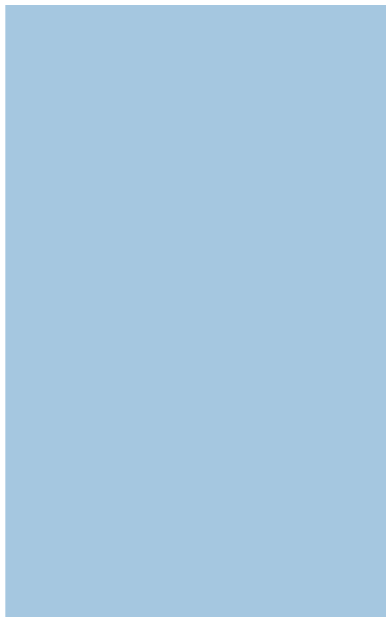


City of  
**Johns Creek**

Revitalization Plan: Medlock Bridge Road and State Bridge Road





City of

# Johns Creek

Revitalization Plan: Medlock Bridge Road and State Bridge Road

**CITY COUNCIL**

- Mayor Bradberry
- Council Member Skinner
- Council Member Elwood
- Council Member Tunki
- Council Member Coughlin
- Council Member Dibiase
- Council Member Erramilli

*Prepared by Sizemore Group in association with Kimley-Horn, Noell Consulting Group, and CPL.  
Unless otherwise specified, all images are provided by the consultant teams or courtesy of the City of Johns Creek*

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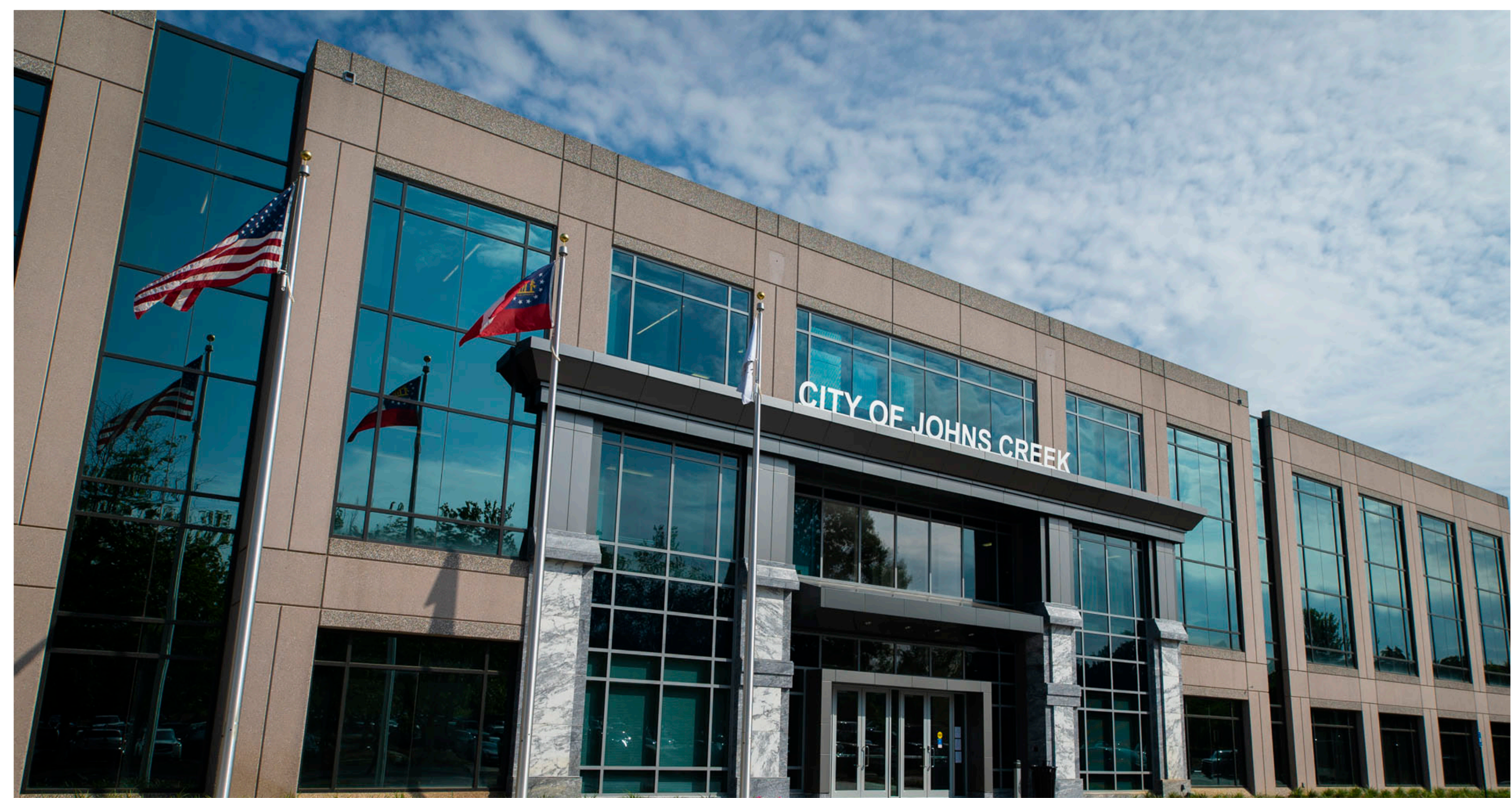
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# EXECUTIVE SUMMARY



# EXECUTIVE SUMMARY

The City of Johns Creek, in collaboration with Sizemore Group, has developed a revitalization plan for the intersection of Medlock Bridge Road at State Bridge Road. The study area focuses on the four corners of Medlock Bridge and State Bridge Roads, shown below, including notable landmarks such as Regal Cinema, Publix, Target, and Home Depot. The purpose of this plan is to provide recommendations on placemaking, redevelopment, and connectivity that support a more vibrant, inviting, walkable, branded, mixed-use district that serves the surrounding community. This intersection serves as a key gateway into the city and this plan aims to give it the enhanced aesthetic, branding, and vibrancy that defines the Johns Creek community. Key to the success of this plan is an extensive community engagement process, a comprehensive market study, and a deep understanding of area issues and challenges.

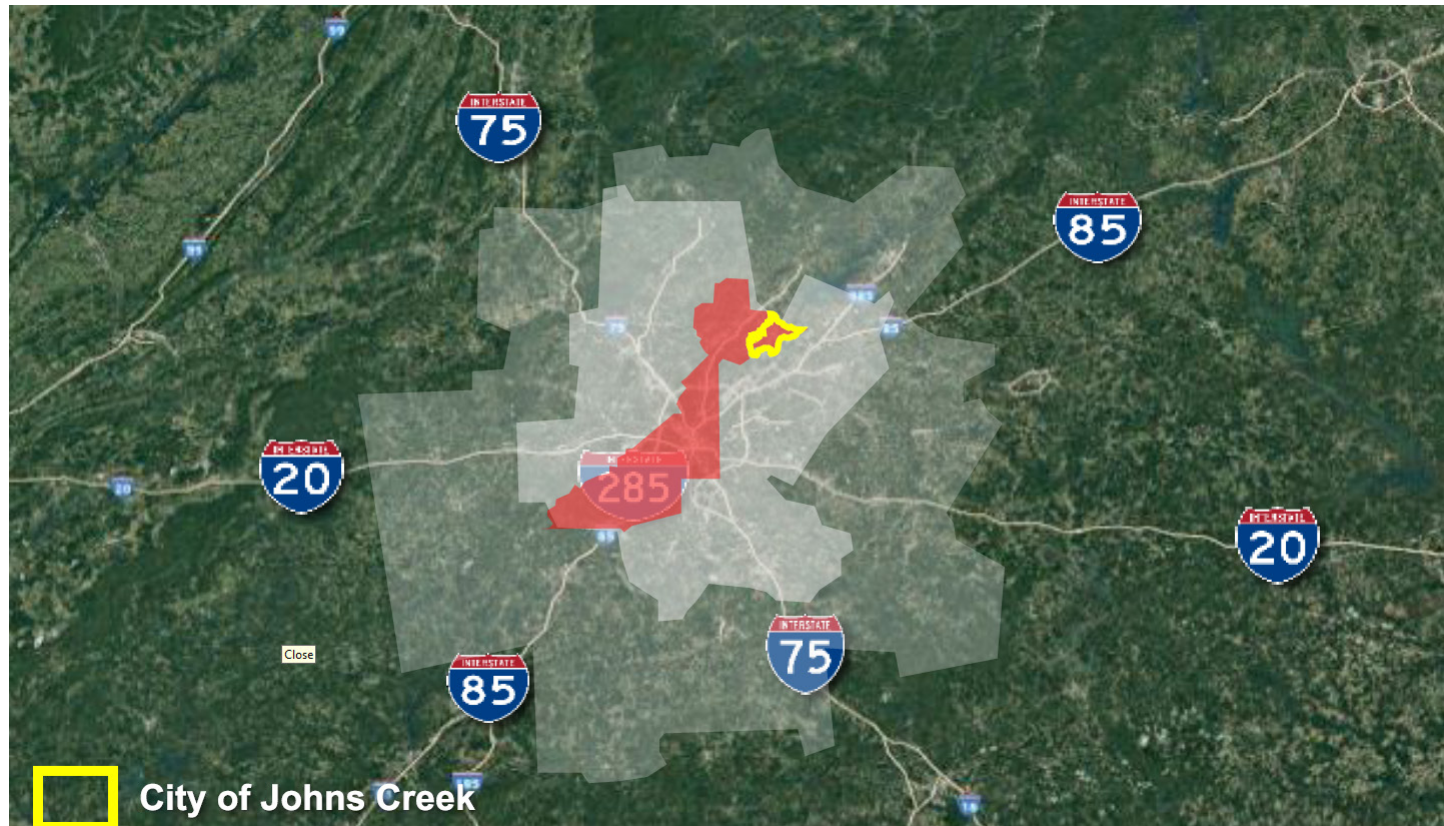


Image Caption: Johns Creek geographic context

Image Source: Noell Consulting Group

## STUDY AREA CONTEXT

The City of Johns Creek is located 26 miles northwest of downtown Atlanta. The study area, depicted in the figures to the right, is situated at the intersection of State Bridge Road and Medlock Bridge Road. This location holds significant geographic importance as it serves as the primary gateway into Johns Creek from the south and east. The area is approximately 110 acres. It includes the four significant corners featuring Regal Cinema, Publix, Target, and Home Depot, as well as other retail and smaller out parcels. To the northwest of this area lies Johns Creek High School, while Perimeter Church is situated to the south. Johns Creek City Hall is located 3.5 miles to the north along Medlock Bridge Road.

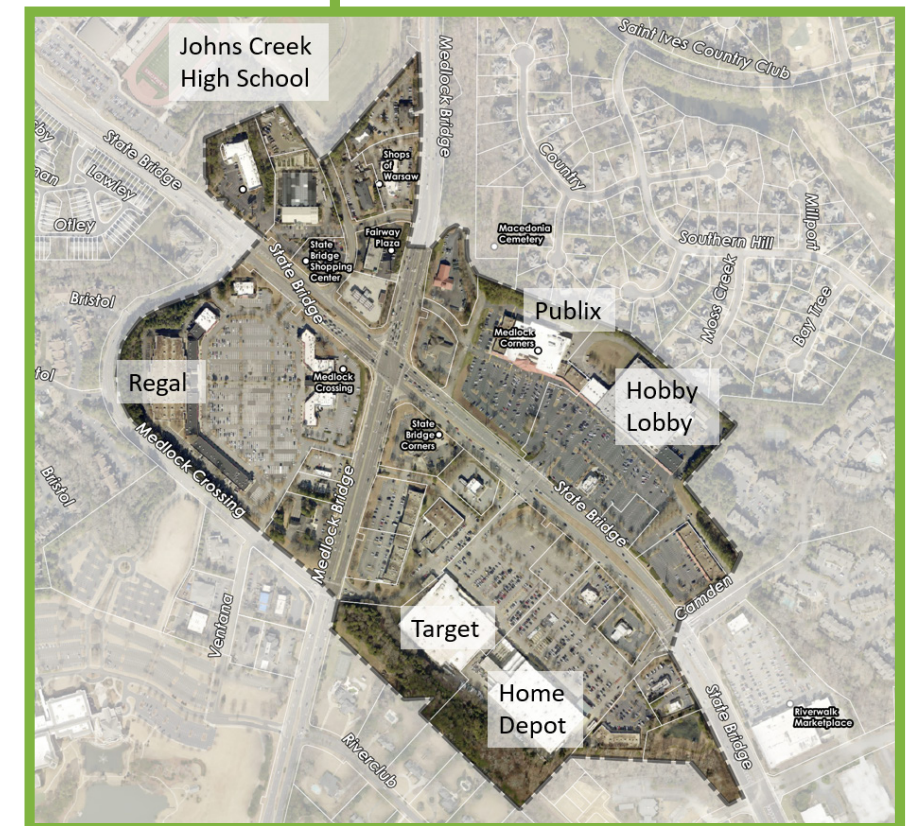
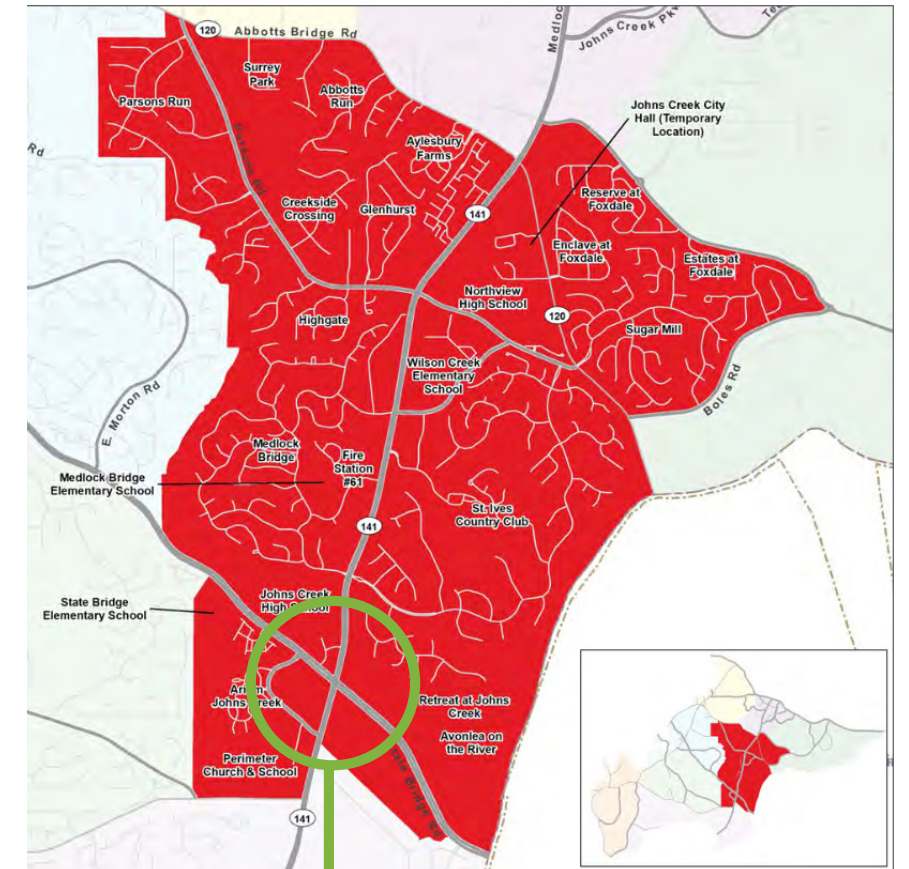


Image Caption (above): Medlock Community Area boundary and study area highlight shown in green.

Image Source: Johns Creek Comprehensive Plan 2018-2028.


(below): Aerial view of study area boundary and notable sites.





# EXECUTIVE SUMMARY

## THE PROCESS

The planning process for the revitalization of State Bridge Road and Medlock Bridge Road had three main phases:

 **Vision and Analysis:** This phase set the project’s goals and existing conditions understanding through data collection, stakeholder interviews, a community engagement meeting, and community interactive map survey.

 **Design Workshop:** On June 13th, 2023, a design workshop involved key stakeholders to create a master plan that addressed the vision and goal setting as well as land, economic, and transportation conditions identified during the analysis stage.

 **Post-Design Workshop:** After the workshop, the plan was refined, shared with the community on two more occasions for feedback, reviewed by city staff, and aligned with an implementation plan.

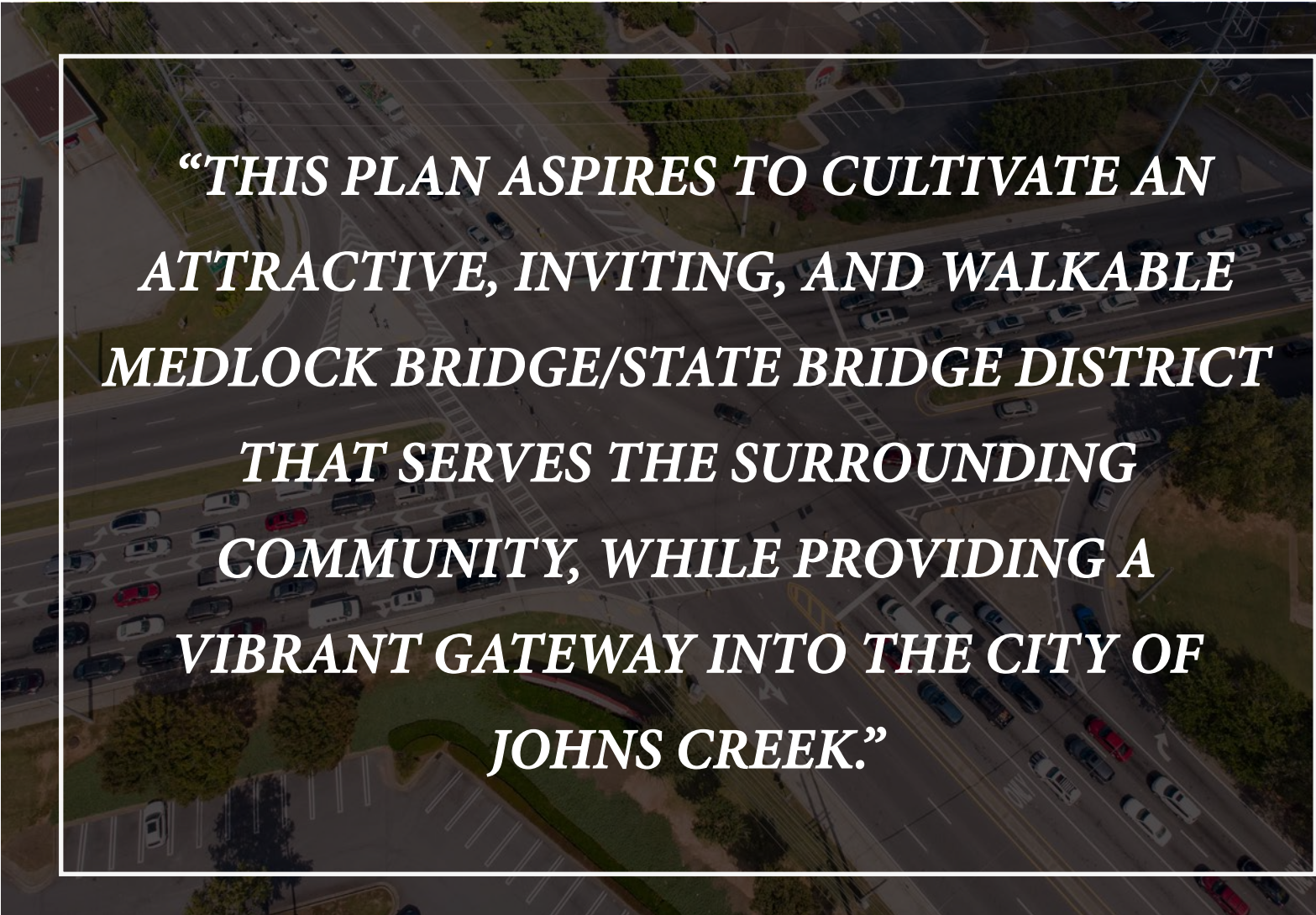
## GOALS

The goals for the State Bridge Road and Medlock Bridge Road revitalization study include:

1. Enhance walkability and bike-ability through additional sidewalks, multi-use paths, enhanced crosswalks, bridges, or tunnels.
2. Connect surrounding schools and residents with safe, multimodal transportation options.
3. Create a gateway into Johns Creek.
4. Create a lively, mixed-use, pedestrian-oriented destination (a community node) by introducing restaurants, things to do, family-friendly activities, etc.
5. Provide greenspace for events, gathering, and connecting things to do.
6. Give the area a visually appealing sense of character with methods such as landscaping, façade improvements, art, placemaking, etc.
7. Preserve and share Warsaw history.
8. Improve intersections and roadways.

## VISION

The vision of the plan is as follows:



To achieve this vision, three key areas of emphasis have been identified:

- **Connectivity:** Enhance accessibility with a multimodal transportation network for pedestrians and cyclists, improving safety and reducing traffic congestion.
- **Placemaking:** Transform underutilized spaces into engaging environments, revitalizing the district as a hub for social activities, with public art, landscaping, and public space activation.
- **Development Node:** Identify a strategic location for redevelopment, encouraging mixed-use spaces to unlock market potential.



# EXECUTIVE SUMMARY

## MARKET STUDY FINDINGS

To develop a realistic vision, a predictive market analysis was conducted. Through this analysis demand trends were discovered. The demand trends are:

- Regal Medlock Crossing in the southwest quadrant has high redevelopment potential, given its underutilized parking and uncertain tenant prospects. The demand potential includes:
  - Residential: 30-40 luxury condominiums, 60-70 townhomes (priced at \$600-\$700/SF for condos and \$350/SF for townhomes), and up to 1,000 rental apartment units over 5 years.
  - Retail: Up to 60,000 SF of new retail in addition to the existing 168,000 SF.
  - Office: Less than 15,000 SF for small, population-serving businesses.
- Other quadrants face obstacles like big box stores reluctant to relocate and parcel ownership complexities.
- Johns Creek's population growth lags due to limited land and a lack of Class A development, driving up home values.
- Johns Creek's capture of new attached sales has declined over the years but may improve with the creation of redevelopment nodes.
- The northern suburban rental market in Atlanta has outperformed the metro area, with increasing demand and limited supply.
- The North Fulton Submarket shows potential for multifamily development and rental demand, particularly in Johns Creek's Class A units.
- Strong employment growth in Atlanta has fueled retail demand, especially in mixed-use centers.
- The office market may see increased demand in Johns Creek if mixed-use environments are created, potentially boosting the area's office space prospects.
- Pricing for various property types varies by location and quality, with mixed-use adjacent properties achieving higher rental rates.



1. Medlock Corners    2. State Bridge Corners    3. Regal Medlock Crossing    4. Historic Warsaw

*Image Caption: Aerial view of study area showing the four market analysis quadrants*



# EXECUTIVE SUMMARY

## RECOMMENDATIONS

Through conversations with the community, stakeholders, design workshops, and discussions with the project management team, placemaking concepts have been recommended for five key areas: Medlock Corners, State Bridge Corners, Regal Medlock Crossing, Historic Warsaw, and the State Bridge-Medlock Bridge Intersection. Infill development concepts were considered for Regal Medlock Crossing and streetscape enhancements were proposed for Medlock Bridge Road, State Bridge Road, and Medlock Crossing Parkway.

### Placemaking Recommendations

- Medlock Corners: Enhance connectivity with multi-use trails, sidewalk infill, and a pedestrian tunnel. Placemaking concepts included activated greenspaces/pocket parks, art installations, connection to area historic markers, and commercial infill.
- State Bridge Corners: Improve connectivity with sidewalk and trail infill – including pedestrian tunnels under State Bridge Road and Medlock Bridge Road. Placemaking also included activated greenspaces/pocket parks, art, and promoting outparcel infill development.
- Regal Medlock Crossing: Focuses on connectivity through sidewalk infill and safer connections. Placemaking includes activated greenspaces/pocket parks, art, and a pedestrian only retail main street.
- Historic Warsaw: Improves sidewalk connectivity and preserves the area’s history through a historical walking trail with markers and artistic elements.
- State Bridge-Medlock Bridge Intersection: Enhance pedestrian safety through creative crosswalks, coordinated wayfinding/signage and historical markers.

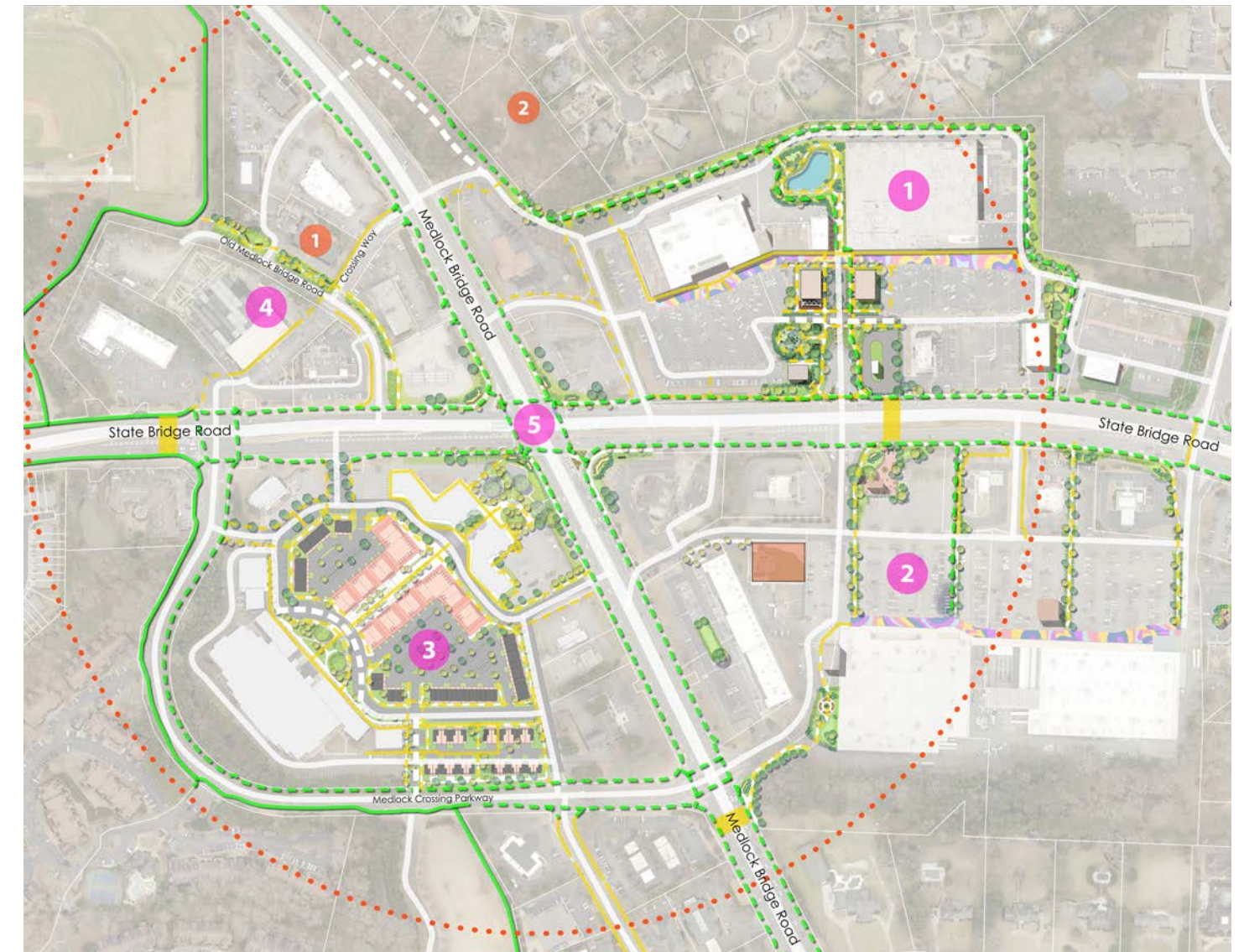
### Development Recommendations

Regal Medlock Crossing stands out as the prime site for redevelopment. Two concepts were explored, with Concept B, focusing on owner-occupied housing, being the recommended choice. Further details and a conceptual rendering of Concept B are included on the following pages.

### Streetscape Enhancements

Three streets have been identified for enhancements, including Medlock Bridge Road, State Bridge Road, and Medlock Crossing Parkway. Recommendations include wider sidewalks and landscape buffers and the planting of street trees to create safer and more pleasant environments.

## Pedestrian Connectivity and Placemaking Map



### LEGEND

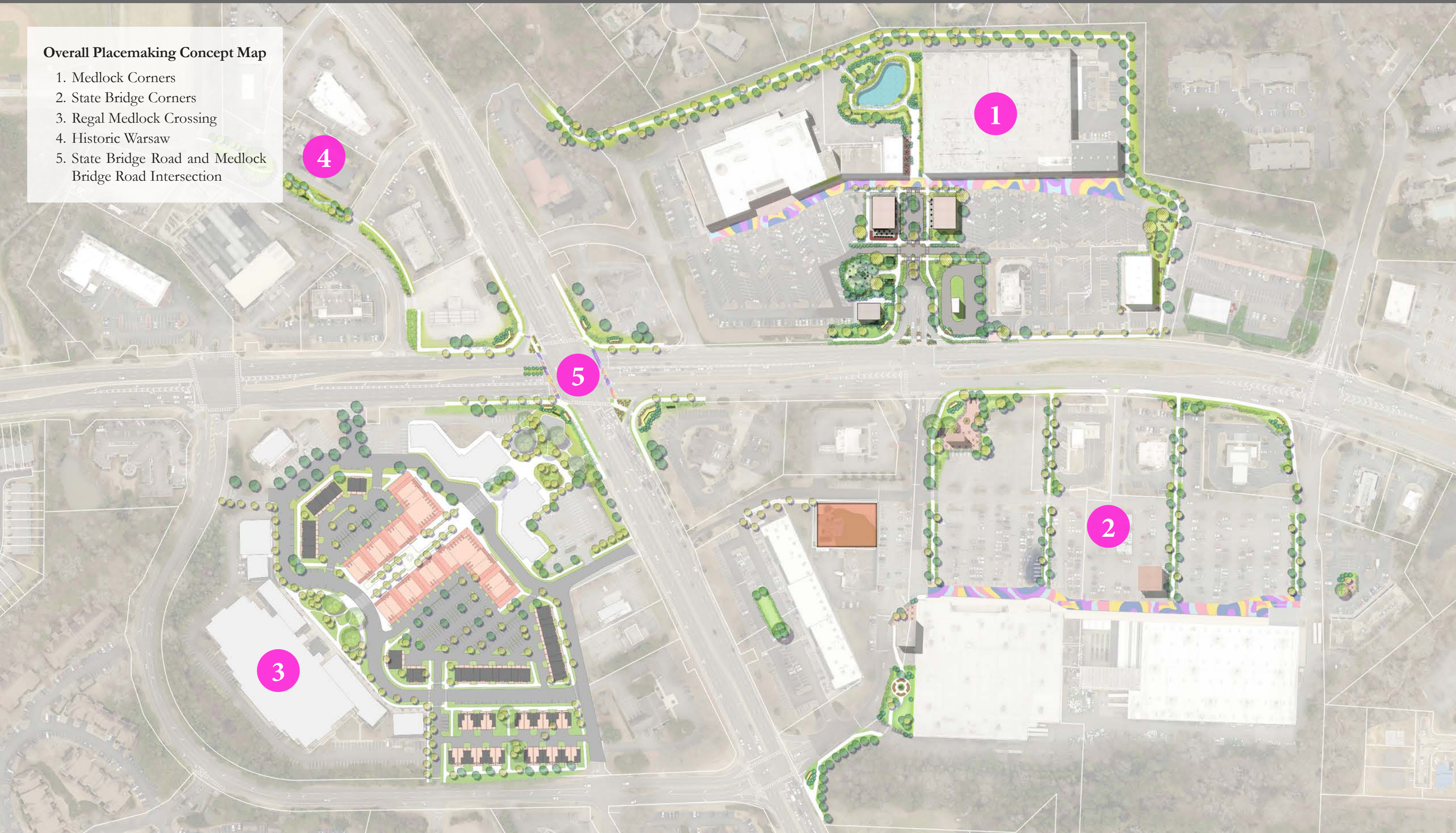
- |                          |  |                           |
|--------------------------|--|---------------------------|
| Existing Sidewalk        | Existing Street                        | Notable Site              |
| Proposed Sidewalk        | Pedestrian Bridge/Tunnel               | 1. Warsaw Historic School |
| Existing Multi-use Trail | 5-Minute (Quarter Mile) Walking Radius | 2. Macedonia Cemetery     |
| Proposed Multi-use Trail |  | Placemaking Site          |



# EXECUTIVE SUMMARY

## Overall Placemaking Concept Map

- 1. Medlock Corners
- 2. State Bridge Corners
- 3. Regal Medlock Crossing
- 4. Historic Warsaw
- 5. State Bridge Road and Medlock Bridge Road Intersection





# EXECUTIVE SUMMARY

## Development Concept B

- 1. Residential above retail
- 2. Stacked flats
- 3. Regal Cinema pocket park
- 4. Medlock Bridge/State Bridge pocket park

## Data Analysis

|                     |              |
|---------------------|--------------|
| Existing Retail     | 160,000 sf   |
| New Retail          | 40,000 sf    |
| Stacked Flats       | 104          |
| Condos above Retail | 30           |
| Total Units         | 134          |
| Density             | 6 units/acre |
| Parking Required    | 784          |
| Parking Provided    | 790          |





# EXECUTIVE SUMMARY

**Development Concept B Rendering**  
This Development Concept B rendering is a view looking down the pedestrian-only main street towards Regal Cinema. This rendering highlights the active and engaging nature of this pedestrian-only zone with storefronts, outdoor dining, benches, art, signage, and landscaping.







# INTRODUCTION



# INTRODUCTION

## BACKGROUND OF STUDY

The City of Johns Creek, Georgia, is a vibrant, family-friendly, suburban community located approximately forty minutes northeast of Atlanta. Following the successful planning of the Town Center, Johns Creek has shifted its focus to improving areas along State Bridge Road and Medlock Bridge Road. These corridors present challenges such as auto-oriented design with parking lots fronting the streets, lack of pedestrian connectivity, underutilized retail space, and a lack of character and sense of place. To address these issues, Johns Creek has completed this study, focused on creating a more vibrant, livable, accessible, and thriving district at the intersection of State Bridge Road and Medlock Bridge Road.

The goals for the State Bridge Road and Medlock Bridge Road revitalization study include:

- Gateway revitalization
- Mix of uses
- Integration of greenspace and open space
- Placemaking
- Pedestrian/bicycle connectivity
- Refinement of the Comprehensive Plan's Village Node concept

The study area focuses on the four corners of Medlock Bridge Road and State Bridge Road, which includes notable landmarks such as Regal Cinema, Publix, Target, and Home Depot. Each of these locations possesses unique characteristics and potential, and community input was sought to maximize residents' impact and create a thriving community. Extensive community engagement has been conducted for the study, including stakeholder interviews, Social Pinpoint mapping, interactive community/public meetings—held in June, August, and September of 2023—and a walking tour through the key sites. The thoughts and plans developed through this process are a result of thought sharing, critical thinking, market research, and neighborhood planning.

The demographic profile of Johns Creek portrays a community that is partly affluent, diverse, and highly educated. With households earning nearly double the national average, residents enjoy a higher standard of living. Educational attainment in the area is impressive, with a rate of bachelor's degree or higher attainment more than twice the national average.

State Bridge Road and Medlock Bridge Road form a critical intersection and major route to key destinations within the city. The study area holds significant potential for a catalytic project which builds upon the existing character of Johns Creek. Notably, one of the largest contiguous commercial sites, Regal Cinema, is under single ownership, presenting opportunities for strategic planning that can create a vibrant, walkable urban environment while embracing the city's unique history and culture. The project aims to attract high-quality businesses, restaurants, and amenities, thereby boosting economic activity and value in the area. Improved access to local businesses, schools, parks, and city facilities will contribute to fostering a new sense of community and place.

*Image Caption (left): View of Johns Creek tributary*





# INTRODUCTION

## WHY WE PLAN

There are several benefits to the entire community that result from the planning process:

- Quality of life is maintained and improved.
- There is a shared vision for the future of the community.
- Private property rights are protected, including residents.
- Economic development is encouraged and supported.
- The process for where, how, and when development will occur is outlined, as well as how the community might navigate those development costs.

Effective plans guide the creation of great community places and spaces. While this plan is not a catalyst for immediate development or rezoning, this process allows community residents to interact with planning experts, city staff, and elected officials to discuss land development, transportation, and economic development goals and other long-term objectives.



Image Caption: Community Meeting #1

## PLANNING PROCESS

The planning process for the State Bridge Road and Medlock Bridge Road efforts was divided into three phases:

1. **Vision and Analysis:** This phase involved a kickoff project with the client's leadership team to discuss the project's vision, mission, and goals. It included data collection, a study area tour, stakeholder interviews, case study research, community engagement, and site analysis to form a thorough understanding of the project and establish a guiding vision.
2. **Design Workshop:** A full-day design workshop on June 13th, 2023, brought together the consultant team, client leadership, and key stakeholders. The objective was to develop a master plan that meets the needs of all involved parties. The workshop covered the following aspects: street networks; development types and layout based on market analysis; site destination drivers; open space and recreation; and arts, placemaking, and branding.
3. **Post-Design Workshop:** The post-workshop phase focused on refining the master plan and technical details to ensure its realism and feasibility. Tasks included finalizing the master plan, creating renderings, making final recommendations, and producing the final document. Key to this phase was community engagement, which was taken into consideration for concept development and final recommendations.



Image Caption: Johns Creek summer concert





# EXISTING CONDITIONS

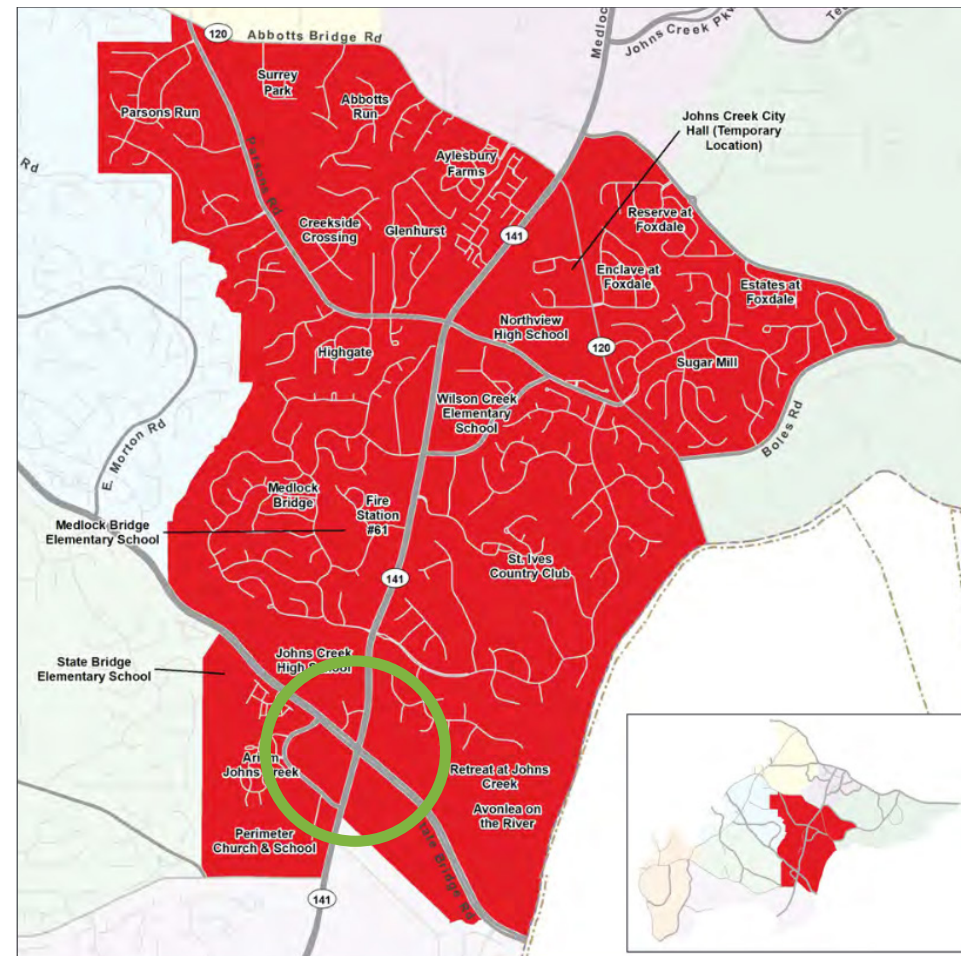


# EXISTING CONDITIONS

## STUDY AREA OVERVIEW AND HISTORY

The study area is focused on the four corners of Medlock Bridge Road and State Bridge Road. The area comprises a significant portion of the historic Warsaw community—an early settlement and part of the Cherokee territory—which is further expanded upon on the following pages. Medlock Bridge Road, once a modest unpaved, two-lane road, underwent realignment and surfacing in the late 1950s before expanding to four lanes in 1993. Subsequently, a wave of commercial development swept through the area in the 1990s, resulting in the establishment of retail shopping centers at the junction of Medlock Bridge and State Bridge Roads, as well as along both Medlock Bridge and Abbotts Bridge Roads.\* The greater Medlock Bridge/State Bridge area is predominantly characterized by expansive residential subdivisions, accompanied by commercial retail establishments along the major corridors.

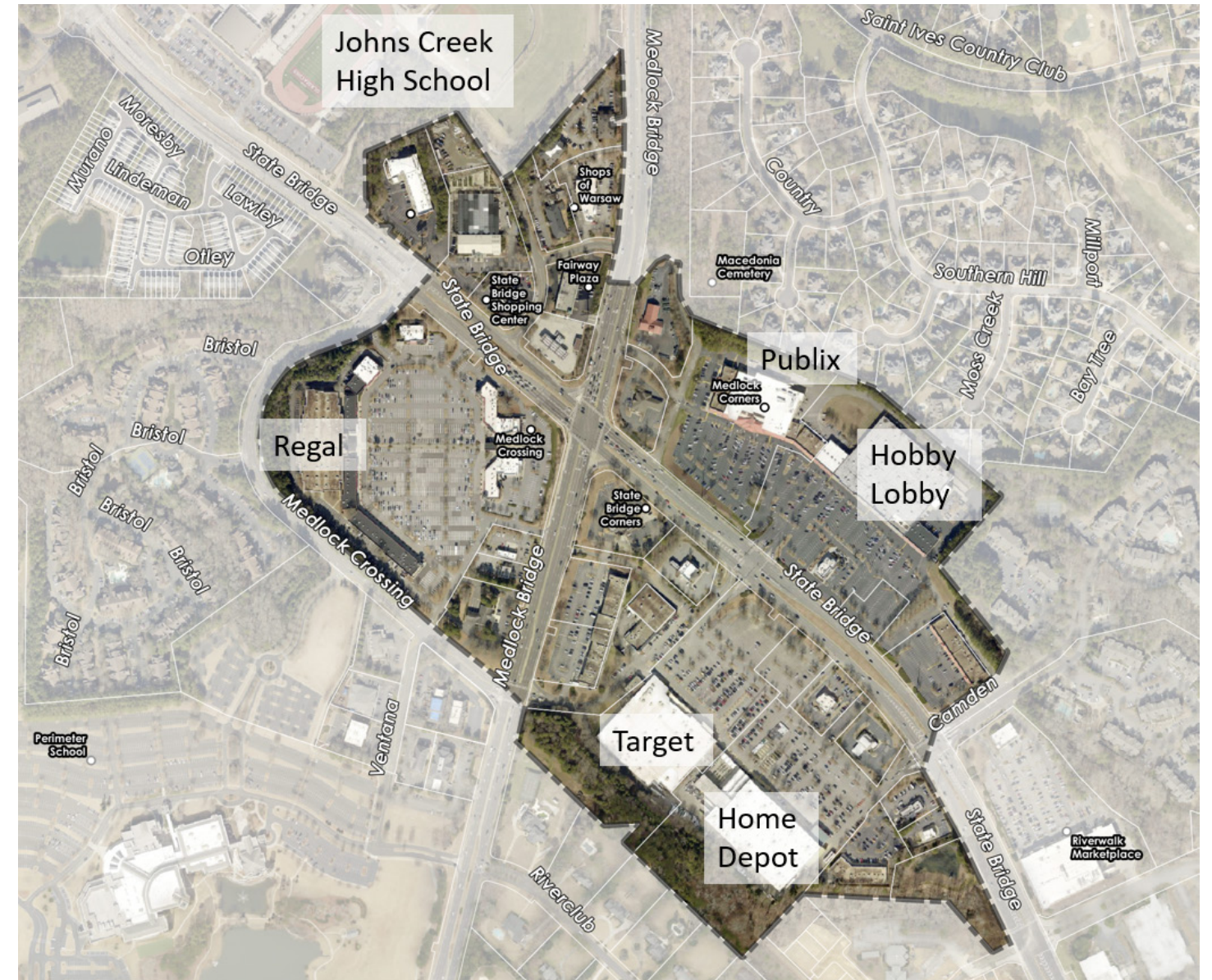
There are several notable cultural and/or historic locations in the area, including the Warsaw Cemetery west of Medlock Bridge Road, the African Methodist Episcopal (Macedonia) Cemetery to the east, and the 1930s Warsaw School building located near the State Bridge Road-Medlock Bridge Road intersection. Public schools in the area include: State Bridge, Wilson Creek, and Medlock Bridge Elementary Schools; Northview and Johns Creek High Schools; and Perimeter School, a private religious institution. There are three major residential subdivisions: St. Ives, Medlock Bridge, and Sugar Mill. Other significant landmarks include Regal Cinema, Publix, Target, and Home Depot. Each of these locations holds a unique character and potential in maximizing opportunities for a thriving community.



*\*This history was interpreted from information provided by Johns Creek resident and historic enthusiast Edward Malowney.*

*Image Caption (left): Medlock Community Area boundary and study area overlay shown in green*

*Image Source: Johns Creek Comprehensive Plan 2018-2028*



*Image Caption: Study area boundary and notable locations*



# EXISTING CONDITIONS

## The Warsaw Community

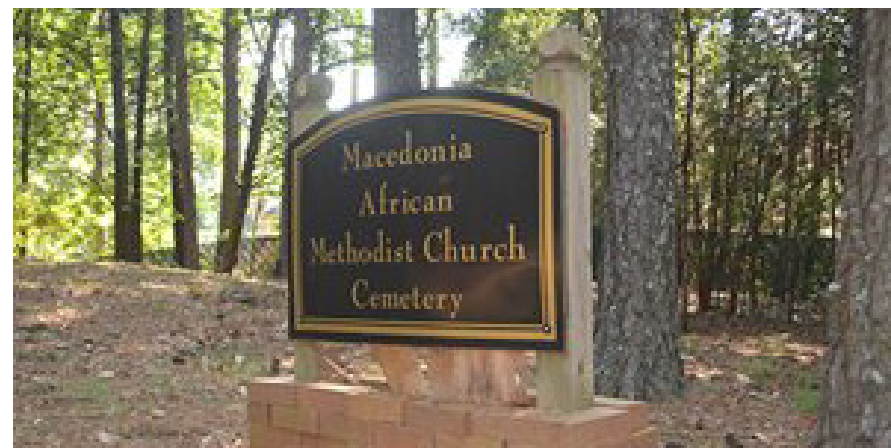
The following history was interpreted by information provided by Johns Creek resident and historic enthusiast Edward Malowney.

Originally part of Forsyth County, the Warsaw Community stood at the intersection of what is now Medlock Bridge Road and State Bridge Road. It later became a part of Milton County when it formed in 1857, before ultimately joining Fulton County in 1832. Warsaw's historical prominence is marked by its presence on early Georgia maps when it was situated within the Cherokee Nation, well before Georgia officially claimed the land and established Cherokee County in 1832. The original Warsaw Post Offices were located near what is now the Abbotts Bridge Station shopping center and were notably the third post office to be established in Forsyth County in 1834.

In 1933, the Warsaw School was constructed, Shortly after Milton County merged into Fulton County in 1932. The elementary school eventually closed due to an increased need for larger facilities. The structure was abandoned until former Representative and Speaker of the Georgia House of Representative Mark Burkhalter purchased the school and converted it into offices and a gymnasium. Burkhalter has preserved many historic elements of the original school: the school Charter and other significant documents; the Cafetorium named after beloved teacher Annette (Medlock) Verner, and the beautiful schoolyard oak tree.

The Macedonia African Methodist Church Cemetery, also known as Warsaw AME cemetery, is believed to have African American Methodist roots. Over time, both the church and cemetery experienced abandonment and deterioration, with the church eventually collapsing, leaving only its concrete foundation. The cemetery faced damage and displacement of gravestones. However, dedicated individuals undertook meticulous efforts to protect and document the cemetery's historical value, successfully documenting approximately 50 of the estimated 100 graves and headstones.

In 2020, Johns Creek invoked eminent domain to acquire and preserve the graves of those who were formerly enslaved and their relatives. Continued efforts to preserve this historical site include a protective fence and the caring stewardship of the City of Johns Creek, ensuring that the legacy of Macedonia Church and Cemetery endures for future generations.



*Image Caption: View of Warsaw AME Cemetery signage (above); aerial view of Warsaw Historic School and Macedonia AME Church (left); and view of Annette Medlock Verner Cafetorium at the Warsaw School (following spread)*



EXISTING CONDITIONS





# EXISTING CONDITIONS

## EXISTING STUDIES

There have been multiple planning initiatives and developments in Johns Creek and the surrounding area in recent years. This section summarizes the key findings from some of the major plans which have been conducted as they relate to this planning study. These reports and studies contribute to the comprehensive understanding of Johns Creek's economic development, housing market, and transportation improvements. They offer insights, recommendations, and strategies which support informed decision-making, policy implementation, and the city's overall growth and development. Following is a summary of relevant previous studies and plans.

### City Wide Housing Market Study (2022)

The City of Johns Creek conducted a Housing Market Study in 2022, aiming to gain insights into the local residential marketplace and inform housing policies. The study recommends embracing housing options that support market segmentation and price diversity, targeting development and redevelopment of vacant and underutilized land, and exploring opportunities to provide housing attainable to essential workers. It suggests utilizing tax incentives, economic development tools, and public/private financing structures to create mixed-income communities near job centers. These recommendations were considered within this study process.

### Town Center Plan (2021)

The Town Center Plan serves as a strategic blueprint for Johns Creek and the long-term potential of a Town Center Area. The study area comprised the Technology Park character area in northern Johns Creek, and a market analysis concluded that there was a high demand for multi-family in the submarket, as well as an increase in office vacancy. The study also found that there was a strong retail market due to high incomes and household growth. While the Town Center Plan does not impact this current study directly, it provided valuable insight into demographics, market demand, and community preferences. As this revitalization study is enacted and further developed, the connections—pedestrian, cyclist, and greenway—proposed by the Town Center Plan should be considered to encourage a larger, cohesive transportation network throughout the city.



Image Source: Town Center Plan Community Kick-off Presentation

### North Fulton Comprehensive Transportation Plan (2018)

The North Fulton Comprehensive Transportation Plan (NFCTP) Report provided transportation improvement recommendations for the region and emphasized the need for a balanced transportation network which could better accommodate vehicular, pedestrian, and bicycle traffic. The plan outlined a series of projects for Johns Creek, designated priority Level 1 or Level 2. As it relates to this revitalization plan, the NFCTP called for an improvement project at the Medlock Bridge-State Bridge intersection at a cited cost of \$8 million. Other recommended improvement projects along the Medlock Bridge Road and the State Bridge Road corridors were identified in the following categories: operational, capacity, beautification and streetscape, bicycle and pedestrian, and trail. Several project programs, such as sidewalks, golf cart enhancements, and autonomous and connected vehicles, were also listed with associated costs.

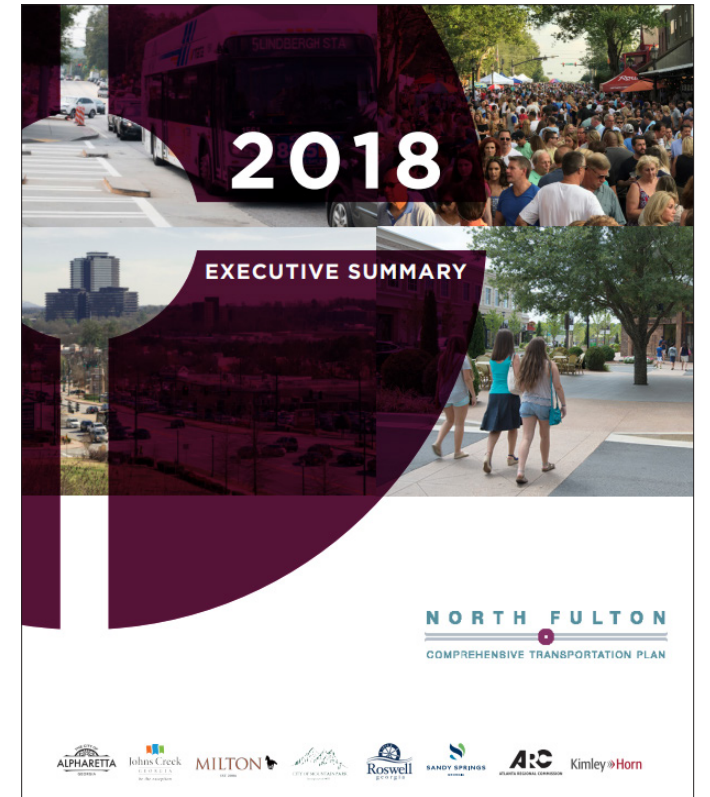


Image Source: North Fulton Comprehensive Transportation Plan Executive Summary

### Traffic Study Results for SR-141 and State Bridge Road Intersection (2018)

A traffic study analyzed the traffic volumes for the intersections on SR-141 and State Bridge Road for various time periods. The study evaluated the operational analysis and alternatives, including Triple Lefts, Thru-U, Hybrid, Grade Separation, Underpass, Quadrants, and Combination. The analysis considered existing cycle lengths as well as optimized cycle lengths for future years. The study concludes that the City of Johns Creek will select the preferred option based on various factors, and it provides valuable information to make an informed decision.

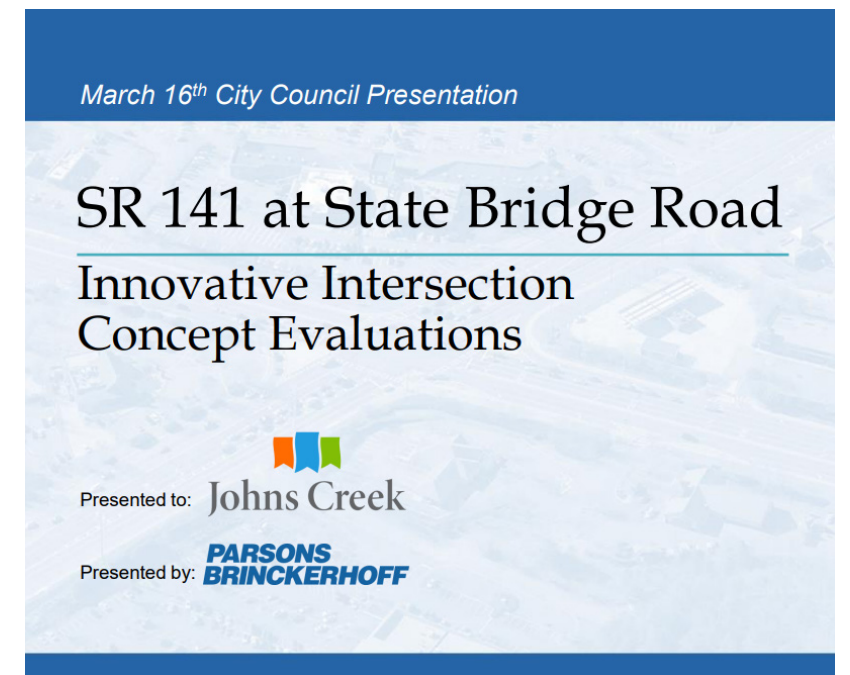


Image Source: SR-141 at State Bridge Road Innovative Intersection Concept Evaluations City Council Presentation



# EXISTING CONDITIONS

## Fulton County Transit Master Plan (2018)

This report elaborated on the development of a Transit Master Plan for Fulton County for the purpose of improving transit options and connectivity in the area. The plan, sponsored by cities within the county such as Johns Creek, involved extensive public input through meetings, surveys, interviews, and dedicated outreach. This engagement resulted in local voters approving a 3/4-cent sales tax increase for transportation services and improvements such as Bus Rapid Transit (BRT) / Arterial Rapid Transit (ART), bridges, sidewalks, and bicycle paths. The master plan evaluated Highway 141 (SR-141/Medlock Bridge Road) as a service corridor, and noted that it could feasibly include BRT/ART, as well as frequent local bus or local bus service.

Although this study did not impact final recommendations of the revitalization plan, it provided valuable insights into the current conditions of Fulton County transportation services and potential transit and connectivity network options, especially as they relate to this revitalization plan's consideration of new sidewalks, multi-use trails, and Personal Transportation Vehicles (PTVs).



Image Source: Fulton County Transit Master Plan

## Johns Creek Comprehensive Plan (2018)

The Johns Creek 2018 Comprehensive Plan, serves as an official policy framework and guiding document for the city's future development and growth. It set forth the following vision: "Johns Creek is an exceptional city that seeks to enhance its residential quality of life by supporting its diversity, arts, businesses and schools," as well as a set of goals and a series of projects which could further implement the plan. In addition to citywide analyses and recommendations, the document outlined eleven Community Areas—one of which was Medlock—in order to understand and engage with the city's residents, visitors, businesses, and developers. The Medlock Community Area aimed to maintain its "premier residential status" through the enhancement of public infrastructure, and by transforming the Medlock Bridge Road-State Bridge Road area into a walkable retail center with landscape, sidewalks, and trails. Suggestions for the Medlock Community area also included infill housing developments and the preservation of historic sites in the area. This 2023 revitalization study was identified in the plan's Community Work Program, in addition to other various accomplishments and initiatives which may have an impact on this study.



Image Source: Johns Creek Comprehensive Plan Update 2018-2028

## Johns Creek Strategic Economic Development Plan (2016)

The Strategic Economic Development Plan for the City of Johns Creek, covering the period of 2016 through 2021, provides a comprehensive analysis of the city's economic situation, identifies key challenges and opportunities, and offers actionable recommendations for economic development. The plan is supplemented by additional studies and reports that contribute to informed decision-making and policy implementation.

### Overview and Key Challenges:

The report highlights Johns Creek's strengths, including its high quality of life, reputation as a high-income and amenity community, and the Technology Park at Johns Creek. However, it also points out challenges such as a lack of competitive transportation access compared to its competitors.

### Recommendations for Economic Development:

To address these challenges, the report recommends that the city targets attracting key industries like high technology, information technology, software, financial services, medical technology, and professional services. It additionally suggests improving transportation access, enhancing broadband infrastructure, and promoting the city's quality of life and amenities.

### Targeted Industries and Clusters:

While the city already has a significant presence of healthcare/medical, technology/engineering, restaurants/entertainment, and retail businesses, the report emphasizes the importance of targeting high-tech industries primarily occupying office space.

### Strategies for Economic Development:

The report outlines strategies for economic development, including: attracting and retaining targeted key industries; promoting entrepreneurship and innovation; supporting workforce development; and improving transportation access and broadband infrastructure.

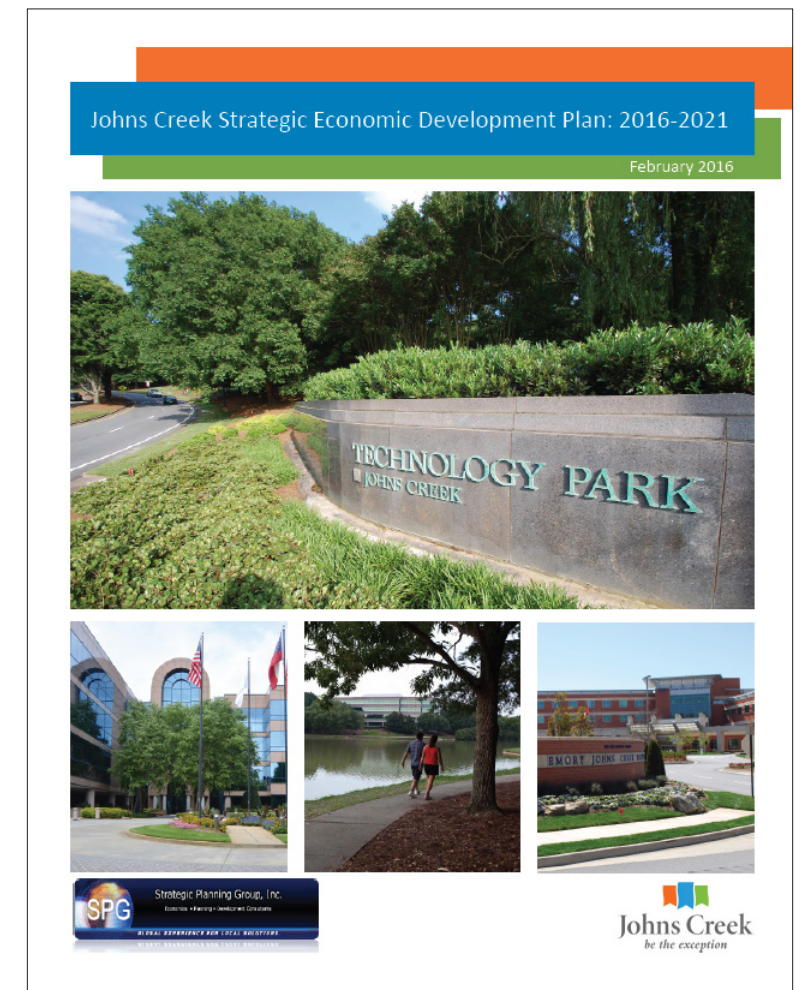
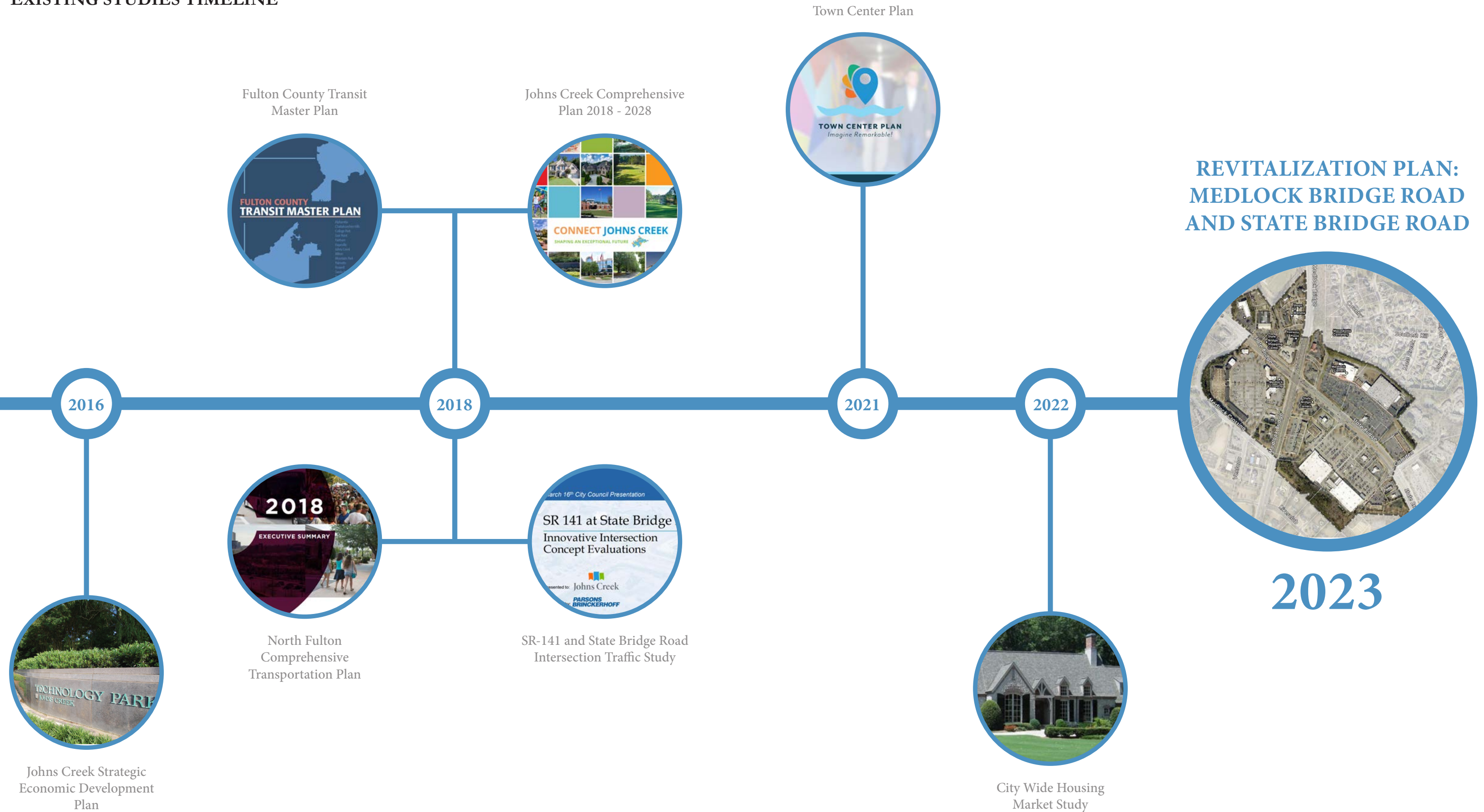


Image Source: Johns Creek Strategic Economic Development Plan (2016-2021)



# EXISTING CONDITIONS

## EXISTING STUDIES TIMELINE



# EXISTING CONDITIONS

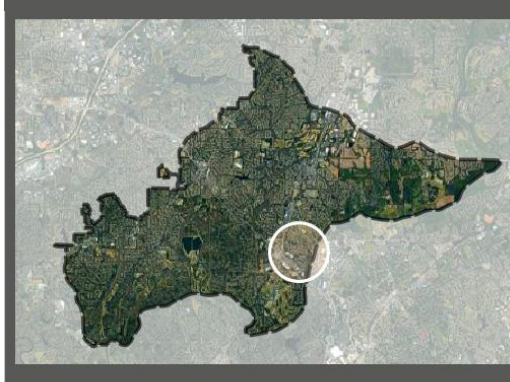
## ANALYSIS MAPS

### Community Areas Map

Community Areas are classification updates to what were previously known as Character Areas within the city. Character Areas were first proposed in Johns Creek in the city's 2008 comprehensive plan, resulting in twelve unique designations. During the 2018 comprehensive plan update process, these twelve Character Areas were redefined as eight Community Areas to further encourage resident participation in the planning process and to better reflect their opinions. Where the previous Character Areas were determined by physical differences between regions, the updated Community Areas instead consider boundaries based on where residents felt changes would most impact their quality of life. The eight Community Areas are as follows:

1. Johns Creek North
2. Tech Park
3. Shakerag
4. Medlock
5. Ocee
6. Newtown
7. River Estates
8. Autrey Mill

The study area is situated within the Medlock Bridge character area, contributing to its unique setting with distinct features and atmosphere. To the west, it merges with the Autrey Mill character area, allowing the natural beauty and charm of both regions to harmoniously blend. Additionally, the study area shares borders with the captivating River Estates character area on its southern end, adding an intriguing juxtaposition of qualities. This combination enriches the study area's character, offering a diverse blend of architectural styles, landscape designs, and natural elements.



## CITY OF JOHNS CREEK

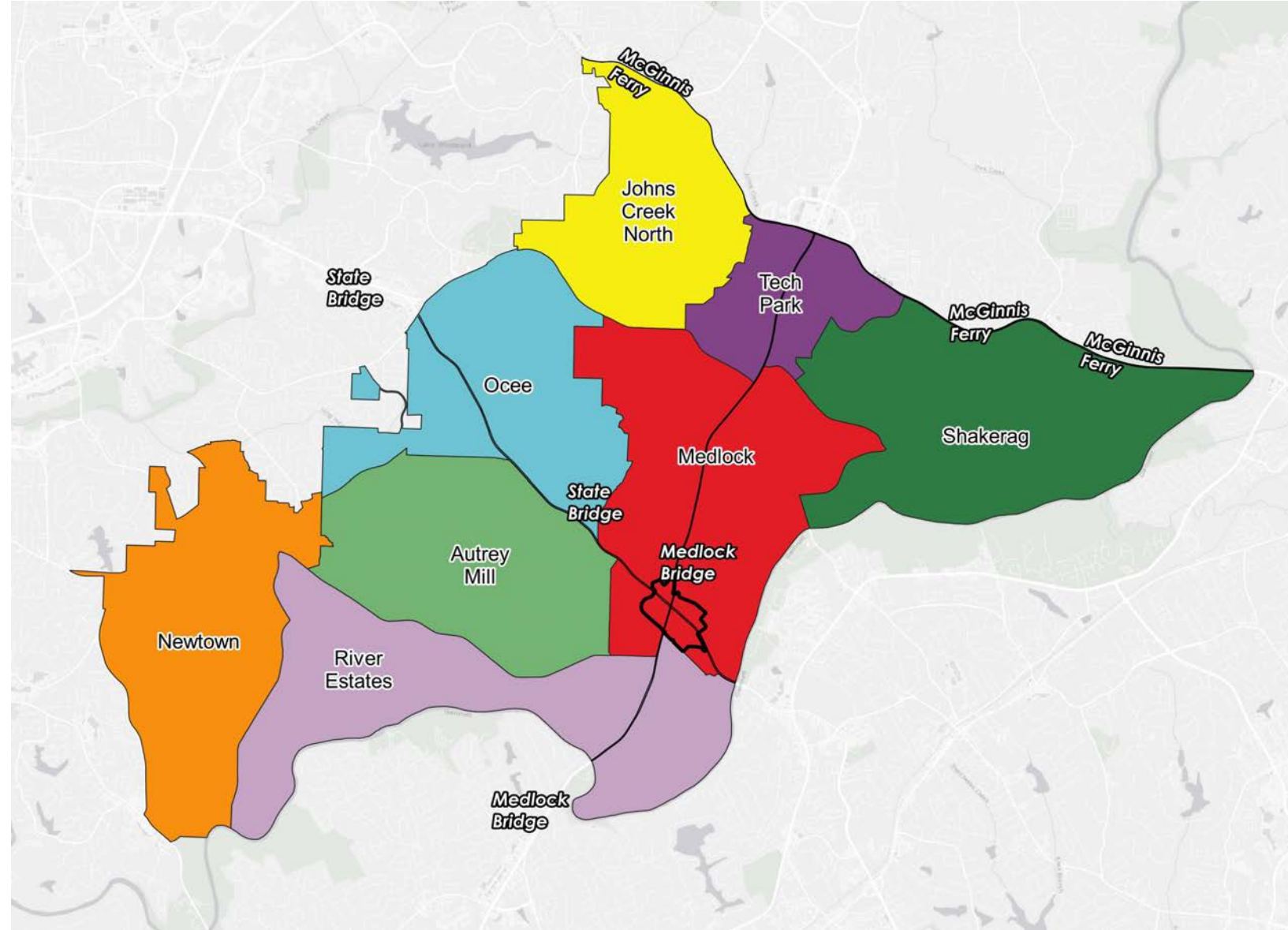
### LEGEND

- Johns Creek North
- Medlock
- Newtown
- Ocee
- River Estates
- Shakerag
- Tech Park
- Autrey Mill



MASTER PLANNING  
2023

Community Areas





# EXISTING CONDITIONS

## Zoning

The study area encompasses a variety of zoning designations that govern its purpose and land use. The majority of the area falls under the C-1 (Community Business) zoning category. This zoning classification allows for a diverse range of commercial activities that cater to the needs of the surrounding community, including retail stores, restaurants, and service-oriented businesses.

There are three notable parcels within the study area possessing different zoning designations. The 9800 Building, located towards the northern end, is zoned as O-I (Office-Institutional). This zoning classification designates the building primarily for office and institutional uses, such as professional offices, medical facilities, or educational institutions.

Likewise, at the southern end of the study area, the Truist Bank parcel is also zoned as O-I. A portion of the AG-1 parcel is included in the study area's northern boundary. This property is currently a city-owned maintenance facility.



### CITY OF JOHNS CREEK

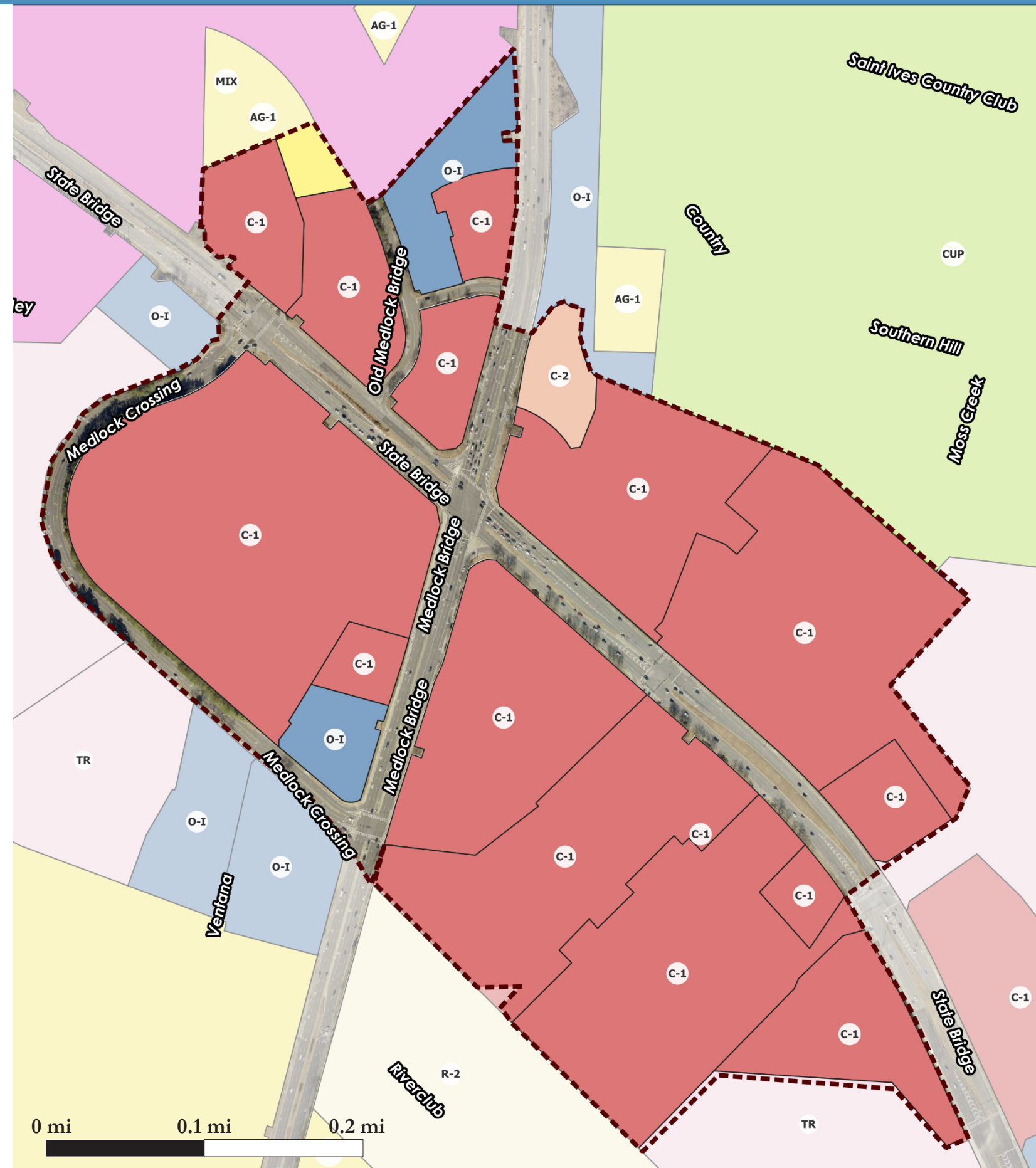
#### LEGEND

- AG-1 (Agricultural)
- C-1 (Community Business)
- C-2 (Commercial)
- CUP (Community Unit Plan)
- MIX (Mixed Use)
- O-I (Office - Institutional)
- R-1 (Single Family Dwelling)
- R-2 (Single Family Dwelling)
- TR (Townhouse Residential)
- A (Medium Density Apartment)



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2023

Zoning





# EXISTING CONDITIONS

## Current Land Use

The study area predominantly consists of commercial land use, specifically dedicated to retail and shopping activities. The surrounding vicinity showcases a mix of residential areas and commercial office spaces. Notably, the dominant commercial retail shopping land use will play a significant role in future development decisions, with market study figures influencing land use criteria.



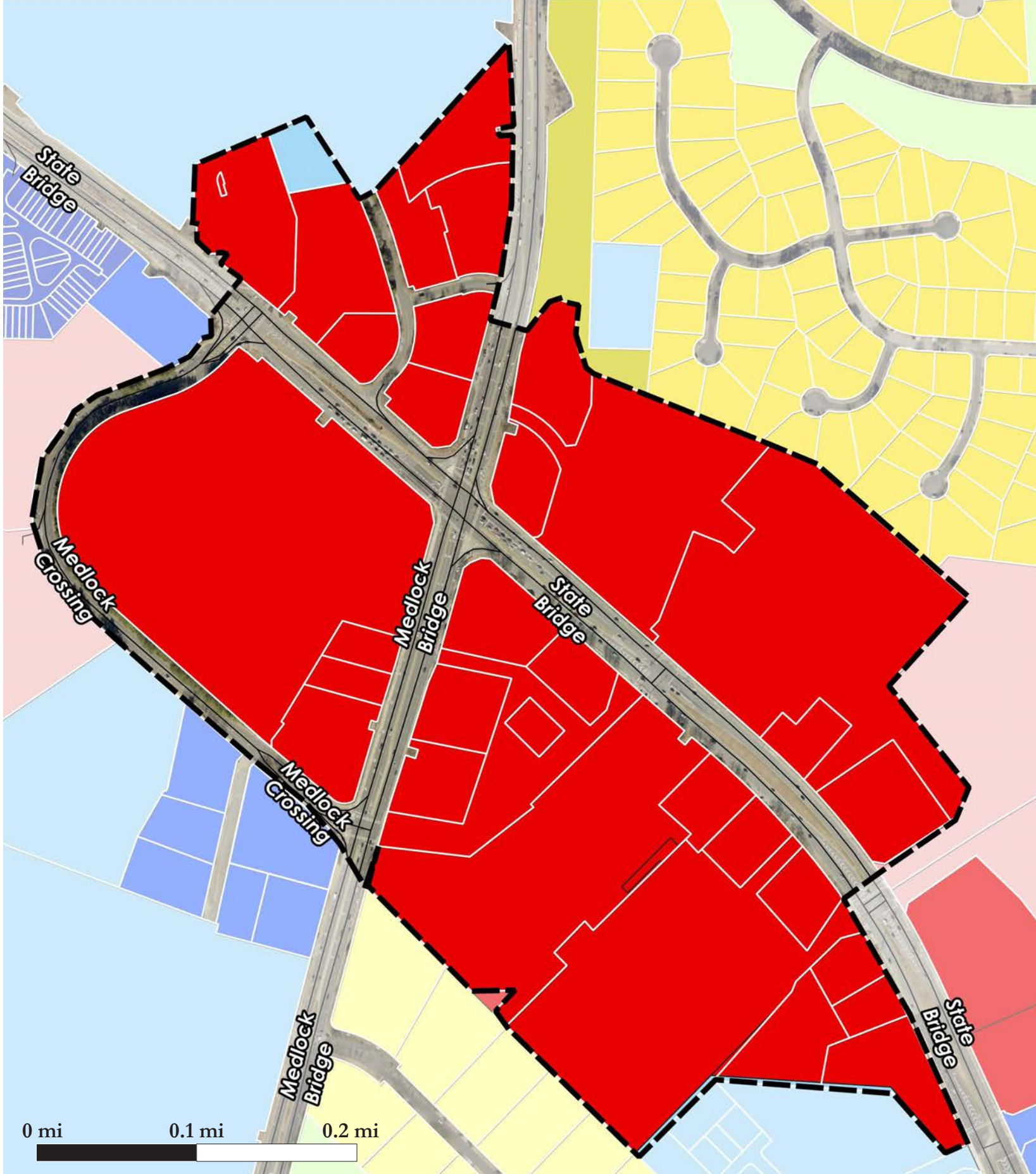
**CITY OF JOHNS CREEK**

**LEGEND**

- Commercial - Multi-Family
- Commercial - Office
- Commercial - Retail / Shopping
- Recreation - Private
- Residential - 1 unit or less
- Residential - 2 units or less
- Residential - 5 units or more
- Schools, Religious, Municipal
- Undeveloped

MASTER PLANNING 2023

Current Land Use

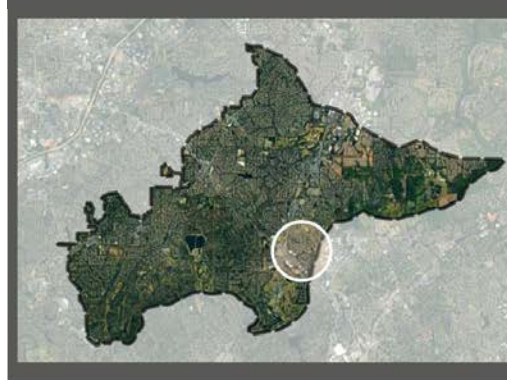




# EXISTING CONDITIONS

## Future Land Use

Based on current projections, there are no anticipated changes to the Future Land Use map for the study area. However, modifications may occur as a result of new designs and revitalization efforts within the study area. These changes will be guided by the city's plans and objectives, ensuring alignment with anticipated future needs and developments.



### CITY OF JOHNS CREEK

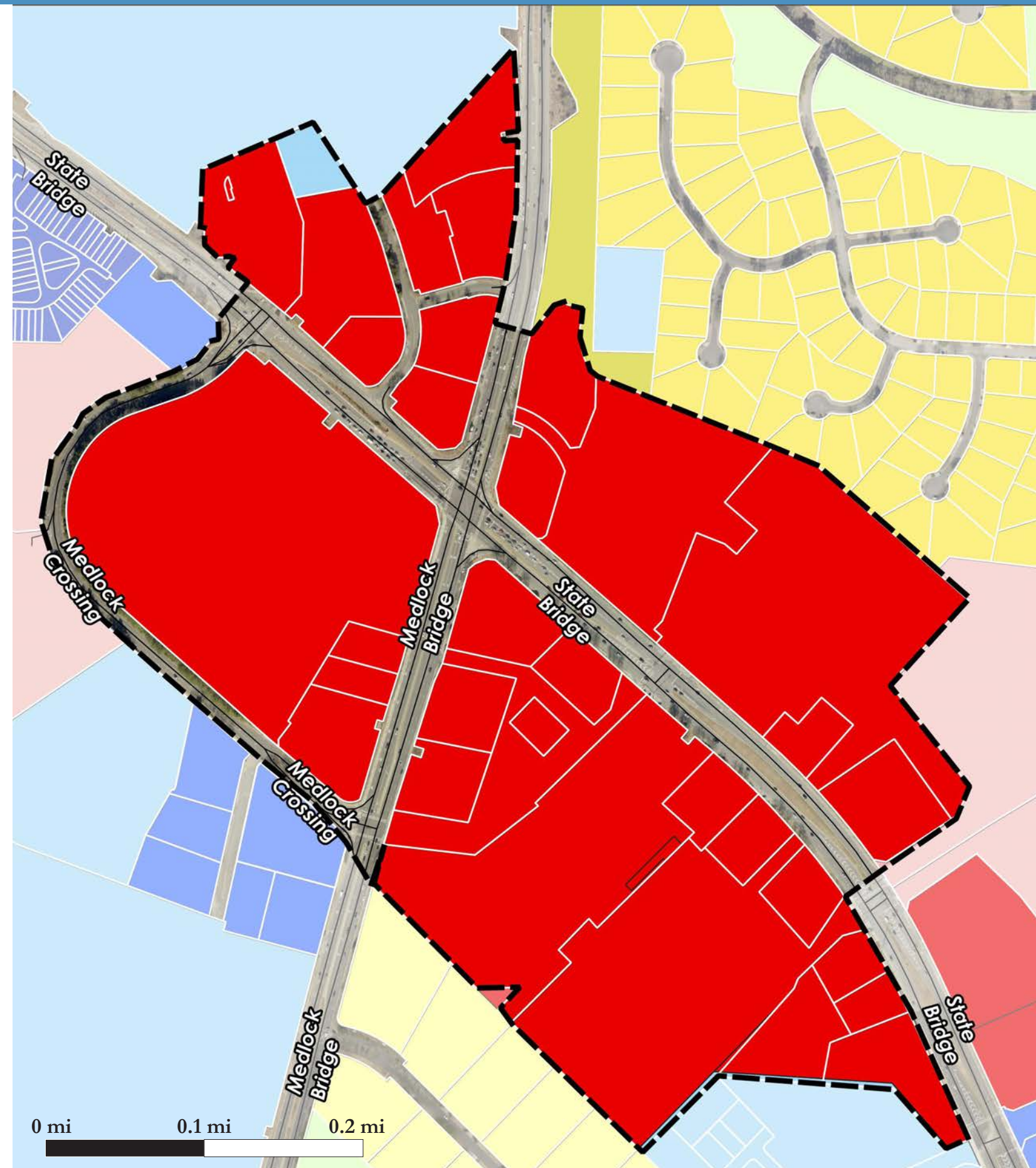
#### LEGEND

- Commercial - Multi-Family
- Commercial - Office
- Commercial - Retail / Shopping
- Recreation - Private
- Residential - 1 unit or less
- Residential - 2 units or less
- Residential - 5 units or more
- Schools, Religious, Municipal
- Undeveloped



MASTER PLANNING  
2023

Future Land Use





# EXISTING CONDITIONS

## Topography and Daylight Analysis

Topographically, the study area showcases a gentle slope towards the southwest. The elevation reaches its highest point at the northern end of the study area, offering panoramic views of the surrounding landscape, and gradually slopes to its lowest point at the southernmost end. These grade changes are notable as they provide opportunities for unique connection points through the study area, such as underground pedestrian tunnels crossing beneath State Bridge Road and Medlock Bridge Road.

The sun diagram provides valuable insights into the movement of the daylight around the study area, which can influence design elements such as strategic building orientation, shading, natural lighting, and solar heat gain. By analyzing the sun's path, optimal positioning can be determined to create comfortable environments for pedestrians and drivers, contribute to energy efficiency and sustainable design practices, and enhance overall comfort and visual appeal.



### CITY OF JOHNS CREEK

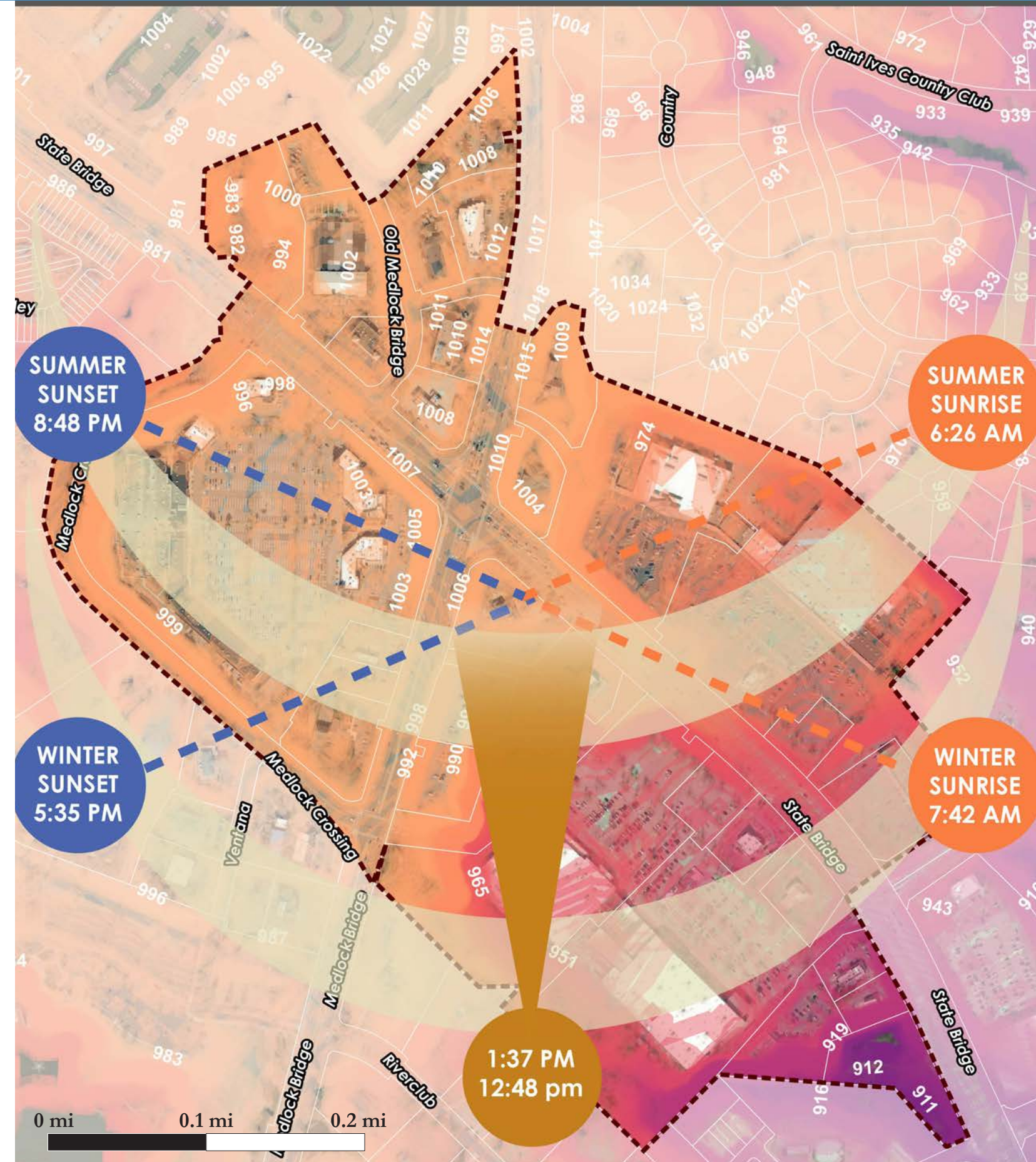
#### LEGEND

- 900'
- 930'
- 960'
- 990'
- 1020'



MASTER PLANNING  
2023

Topography & Sun Analysis








# EXISTING CONDITIONS

## Hydrology

The hydrology map depicts the various streams and creeks which run through or in proximity to the study area. The Chattahoochee River just east of the project extents and the eponymous Johns Creek flows to the west, both of which have minor tributaries flowing into the study area bounds. While this map shows several rivers and streams within the study area extents, these water ways were piped as a result of the development of the existing retail shopping centers.



### CITY OF JOHNS CREEK

-  Piped Stream
-  Detention Pond
-  Topography



MASTER PLANNING  
2023

Hydrology



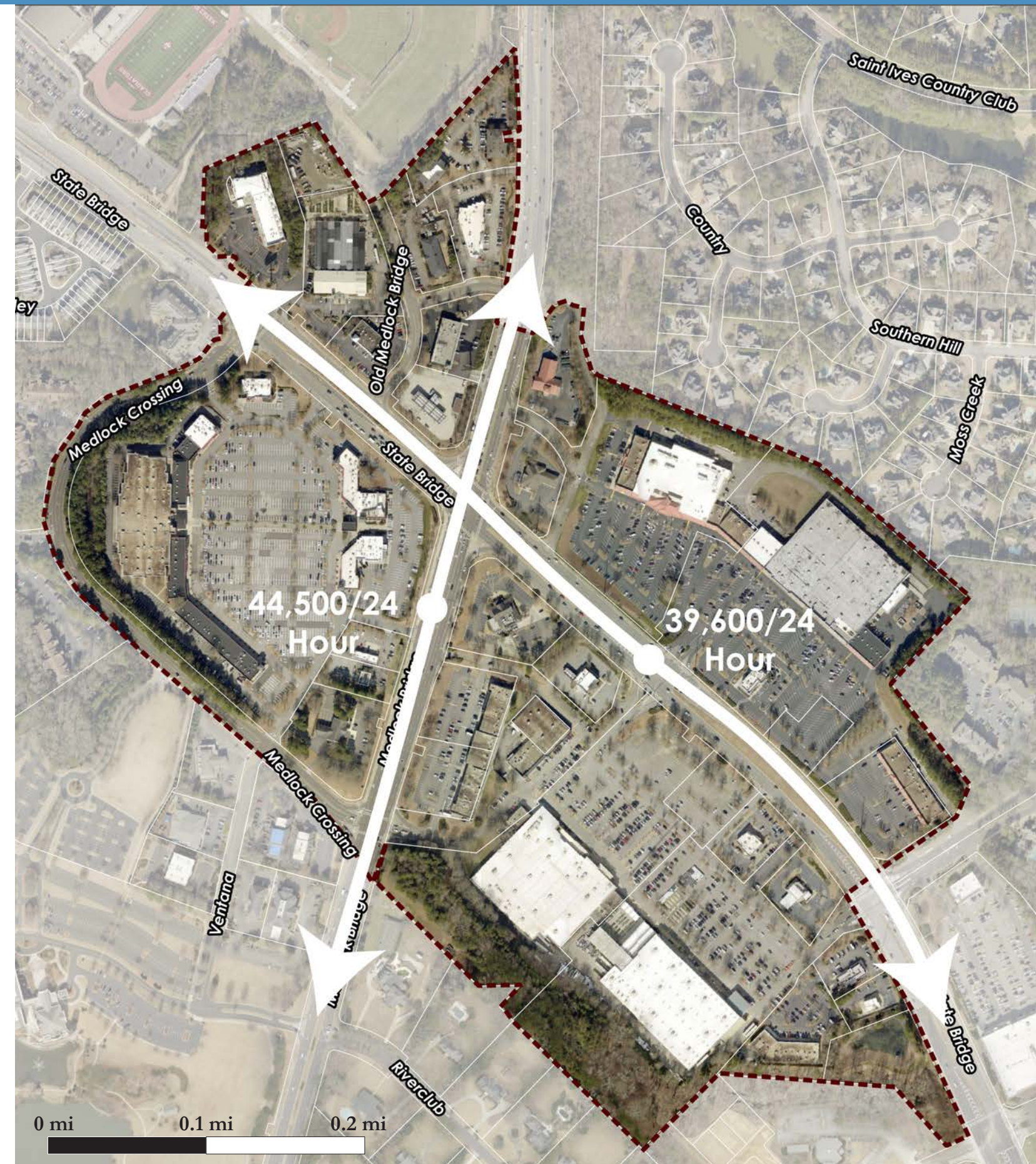


# EXISTING CONDITIONS

## Traffic Counts

According to the studies completed in the city's 2018 Comprehensive Plan, SR-141/Medlock Bridge Road and State Bridge Road are the highest-volume traffic corridors in Johns Creek. Medlock Bridge Road, running in a north-south direction, experiences a significant traffic volume of approximately 44,500 vehicles within a 24-hour period. This highlights the importance of this thoroughfare as a major transportation artery, critical for efficient movement and accessibility for commuters, residents, and businesses.

Similarly, the east-west State Bridge Road witnesses a traffic volume of around 39,000 vehicles in a 24-hour period. This vital transportation route connects various neighborhoods, commercial areas, and points of interest, contributing to the overall mobility and functionality of the study area.







# MARKET ANALYSIS



# MARKET ANALYSIS

## MARKET ANALYSIS EXECUTIVE SUMMARY

Noell Consulting Group (NCG), a national real estate consulting firm based in Atlanta, Georgia conducted an extensive market analysis to determine the feasibility of bringing high-quality, catalytic mixed-use development within the study area. The analysis examined the four quadrants of the study area, as determined by the intersection of Medlock Bridge Road and State Bridge Road. Full results of this analysis can be found in the accompanying appendix.

Based on the market analysis, the southwest quadrant, Regal Medlock Crossing, has considerable redevelopment potential. Regal Medlock Crossing currently has a large amount of underutilized surface parking which could otherwise allow infill development without disrupting existing businesses. The future of the site's current anchor tenant, Regal Cinema, is also uncertain. Additional parking structures could further unlock the development potential of this site as needs arise in the coming years.

Redevelopment of the other three quadrants could face barriers such as large, big-box stores which are unwilling to relocate, reluctant property owners, and the complication of parcels having multiple owners.



- 1. Medlock Corners
- 2. State Bridge Corners
- 3. Regal Medlock Crossing
- 4. Historic Warsaw

Image Caption: Aerial view of study area showing the four market analysis quadrants

NCG found that market-based dynamics of Regal Medlock Crossing may support the following uses, however it is important to understand this is based on demand potential, and will not come to fruition without constituent, municipality, and ownership support:

**Residential:** Approximately 30-40 units of for-sale luxury condominiums and 60-70 for-sale townhome units priced at \$600-\$700/square feet (SF) (condos) and \$350/SF (townhomes). Additionally, 200 rental apartments per year, or up to 1,000 rental apartment units total over the 5-year forecast, priced at \$3/SF average rent.

**Retail:** Up to 60,000 SF of new retail, in addition to the stabilization of the existing 168,000 SF of existing retail, priced at approximately \$38/SF triple net.

**Office:** Under 15,000 SF of small, population serving businesses (medical, financial, services, etc.) priced at \$32/SF full-service.

Note: The team discussed Regal Medlock Crossing's performance and conditions with owner representatives and past sales brokers, but not directly with ownership. It is believed that the majority of this forecasted demand can and should be met without removal of any of the existing income producing space on the 21.1 acre property.

### Location and Demographic Overview

Johns Creek is located in Fulton County, within the Atlanta-Sandy Springs-Roswell Combined Statistical Area (CBSA). The city experienced growth above that of the county and metro from 2000-2010. (Note that the city was incorporated in 2006). However, population from 2010 to 2021 lagged behind that of the metro and county, with a majority of the growth going towards Alpharetta and South Forsyth. Johns Creek has a limited amount of undeveloped land, and is witnessing a lack of new Class A home/office/retail product development, often due to entitlement restrictions.

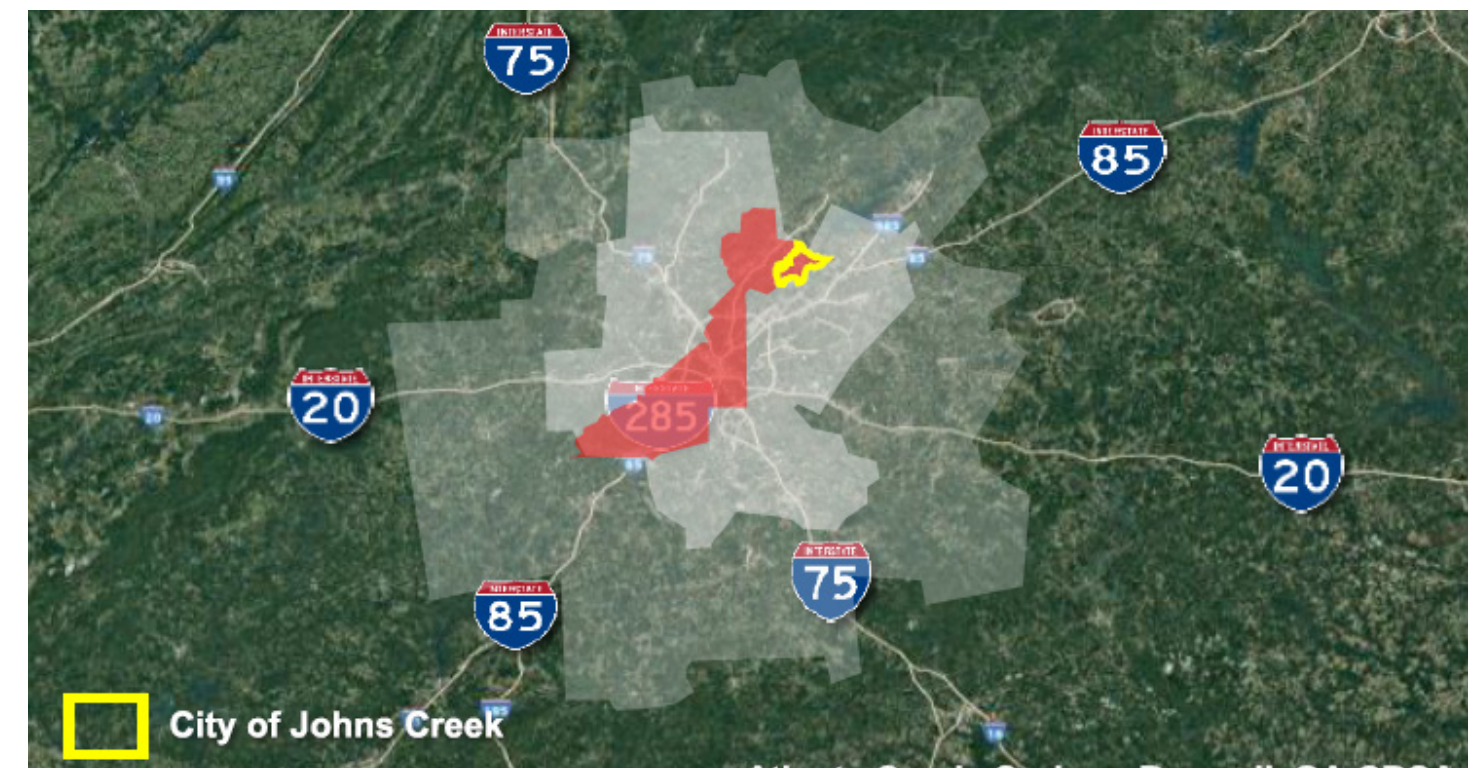


Image Caption: Johns Creek geographic context

Image Source: Noell Consulting Group



# MARKET ANALYSIS

Young professionals are, increasingly, priced out of single-family housing and instead opting to rent, often at high quality and more expensive Class A options than are commonly available throughout the Johns Creek area. This has contributed to nearby Alpharetta, Dunwoody, and Duluth outpacing Johns Creek in population growth. Although the city has been gaining residents, these residents are largely empty nesters or retirees who are moving for the quieter, affluent location, or well-off families that are moving to the location for the quality schools. Due to scarcity of land and rental product, as well as older affluent populations moving to the area, home values have increased 30% since 2021 with a jump of over \$100k. Overall, Johns Creek's higher home values, as well as its great schools, have given the city a high perception, but the population has been largely growing in place and the existing retail/office/housing product is outdated compared to Alpharetta, which has been more successful at attracting the younger workforce than Johns Creek.

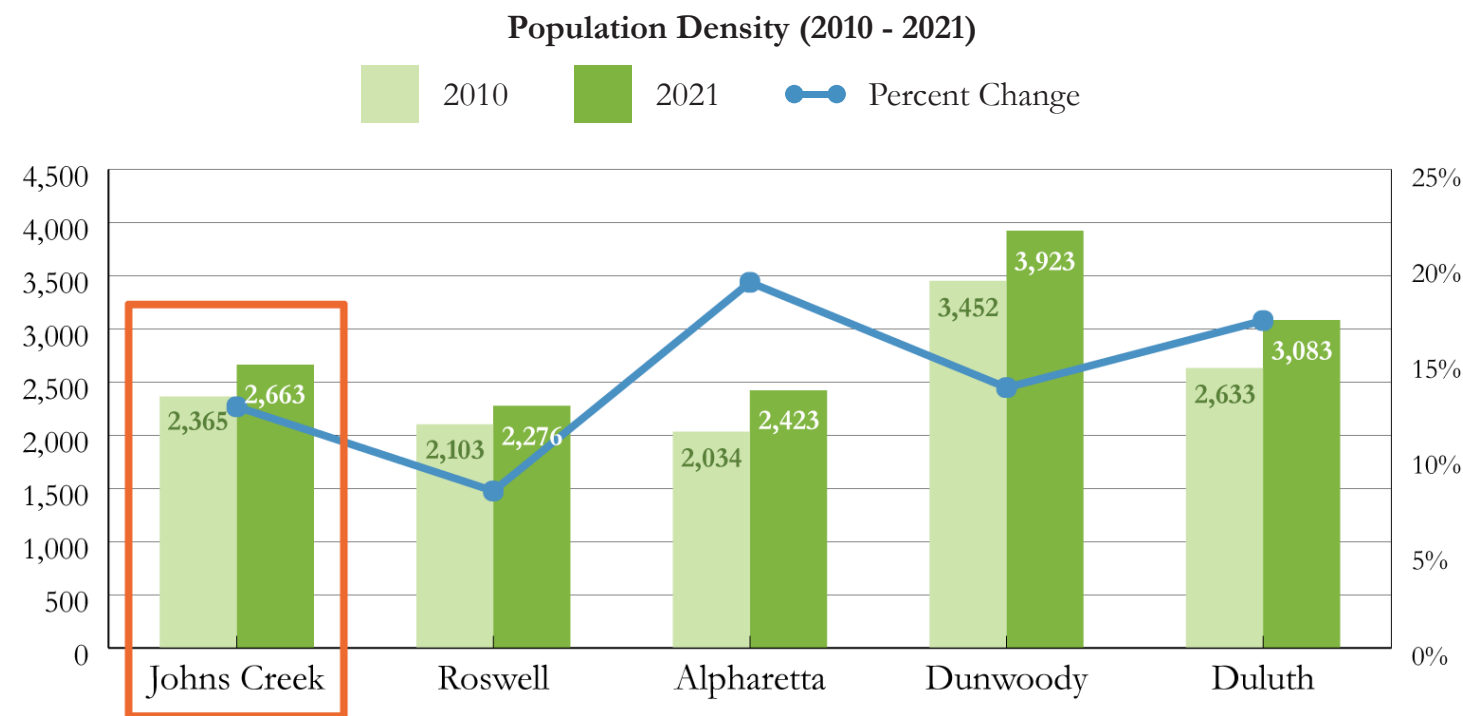
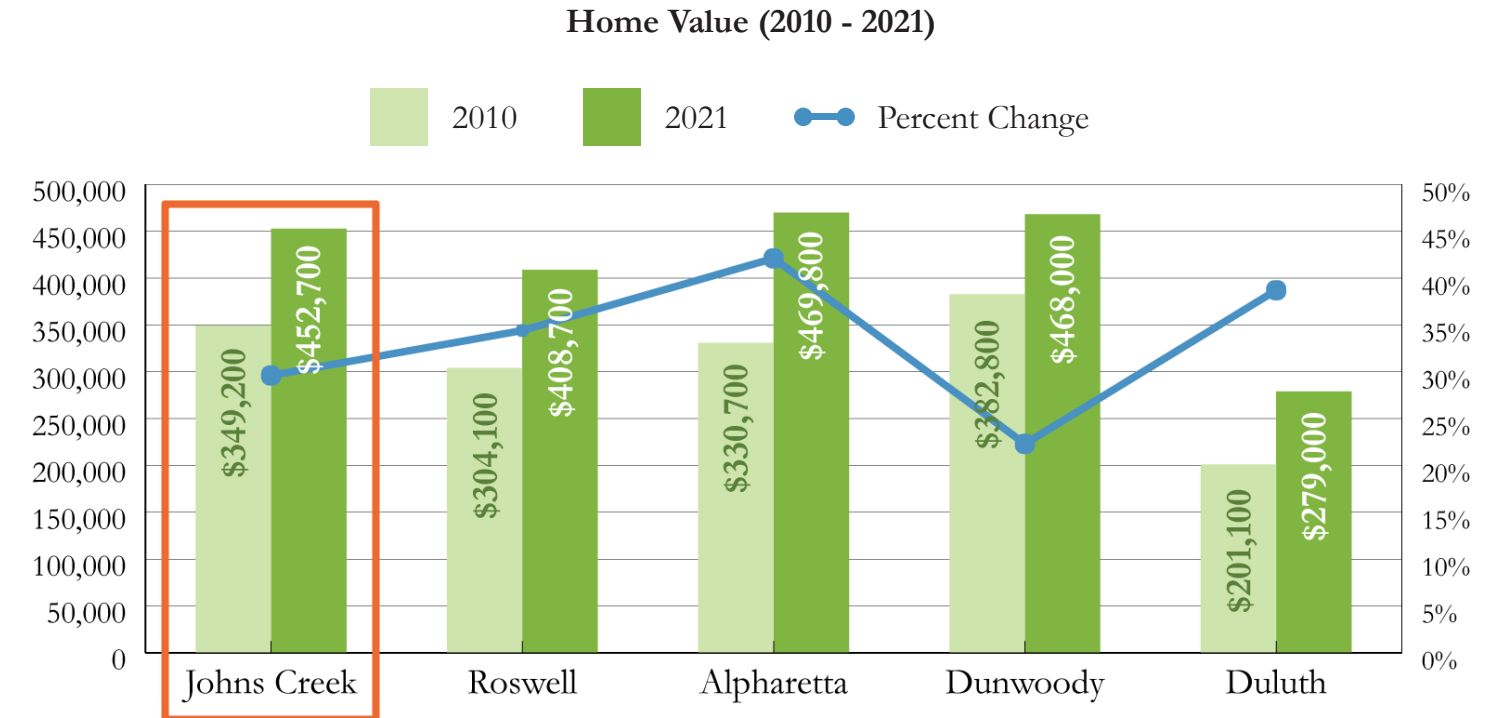


Image Caption: Johns Creek Population Density (2010 - 2021)

Data Source: Noell Consulting Group and U.S. Census Bureau



The City of Johns Creek is situated in a moderately strong position regionally in terms of proximity to high-paying jobs, with over 55,000 jobs paying \$40k or more within five miles of the study area intersection. The most significant density of employment is in the northeastern corner of the city limits of Johns Creek. Since 2010, both the study area and Johns Creek as a whole have seen an increase in residents who have attained a bachelor's degree or higher, reaching a total of 69% in 2021. This is consistent with Alpharetta and Dunwoody, and exceeds Roswell's educational attainment. Overall, the relative density of highly educated populace within Johns Creek correlates to the prosperity and earnings potential of residents in the area.

Image Caption: Johns Creek Home Values (2010 - 2021) (above)

Johns Creek Total Jobs and Top 10 Industry Sectors (right)

Data Source: Noell Consulting Group and U.S. Census Bureau

| Total Jobs (above \$40k in Salary), by Distance |            |
|---|------------|
| Distance  | Employment |
| 5 miles   | 55,068     |
| 3 miles   | 10,746     |
| 1 mile  | 1,736      |

| Top Ten Industry Sectors Within Five Miles                            |                               |
|---|-------------------------------|
| Industry Sector   | Percentage of Employment Pool |
| Professional, Scientific, and Technical Services                      | 25.3%                         |
| Finance and Insurance   | 16.9%                         |
| Healthcare and Social Assistance                                      | 9.0%                          |
| Retail Trade  | 9.0%                          |
| Educational Services  | 8.1%                          |
| Manufacturing   | 7.2%                          |
| Wholesale Trade   | 4.8%                          |
| Administration and Support, Waste Management and Remediation Services | 3.1%                          |
| Management of Companies and Enterprises                               | 2.8%                          |
| Administration and Support  | 2.5%                          |



# MARKET ANALYSIS

Accordingly, Johns Creek's median household income increased from \$107k in 2010 to \$134k in 2021, a 25% increase, compared to neighboring Alpharetta whose median household income increased 48%. Despite a lower rate of growth, Johns Creek retains the highest median income of the semi-local area.

Since 2010, Johns Creek has seen an increase in median gross rents of 54%, exceeding all nearby cores. Due to a lack of multifamily development, rents for relatively scarce rental units inflate rapidly, particularly in Johns Creek, creating an aging population and limiting potential growth. Similarly, the study area and Johns Creek as a whole have experienced an increase in home values between 2010 and 2021. This is primarily due to good access to job cores, lack of multifamily rental product, an aging population that has grown in place, and lack of supply.

Median Household Income (2010 - 2021)

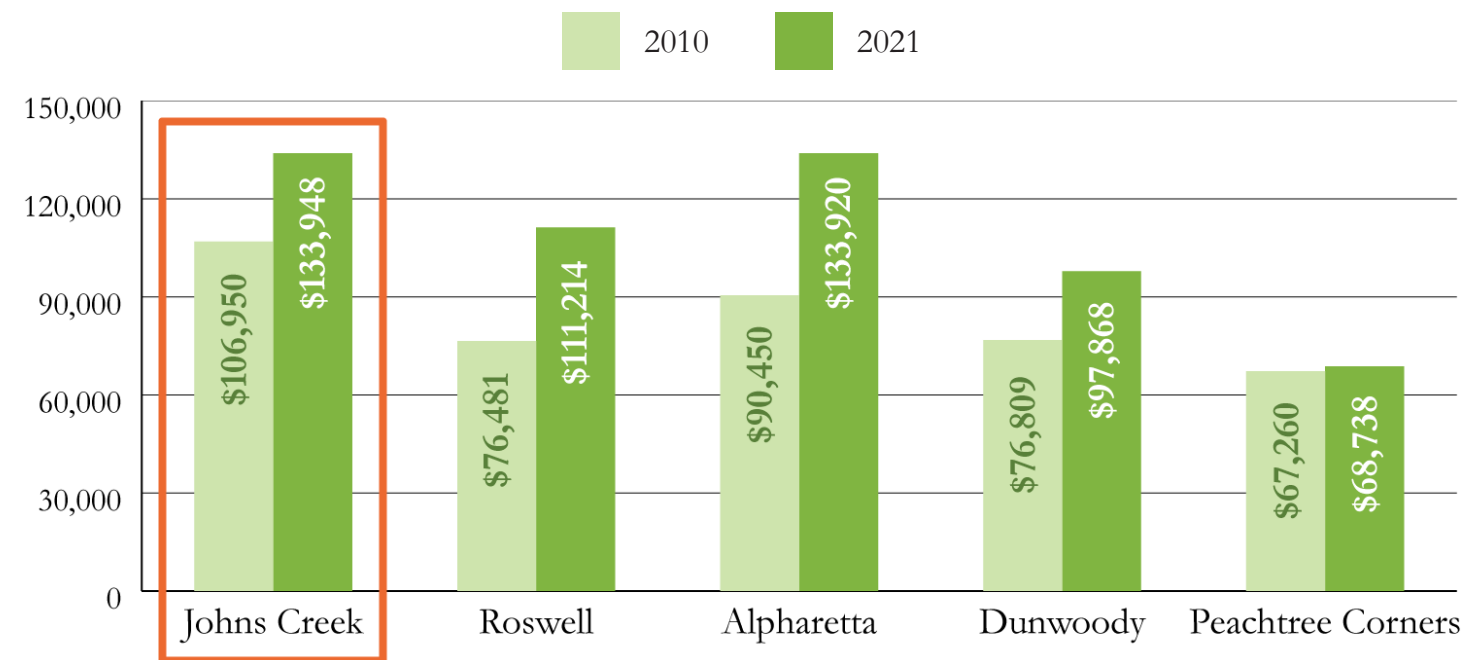
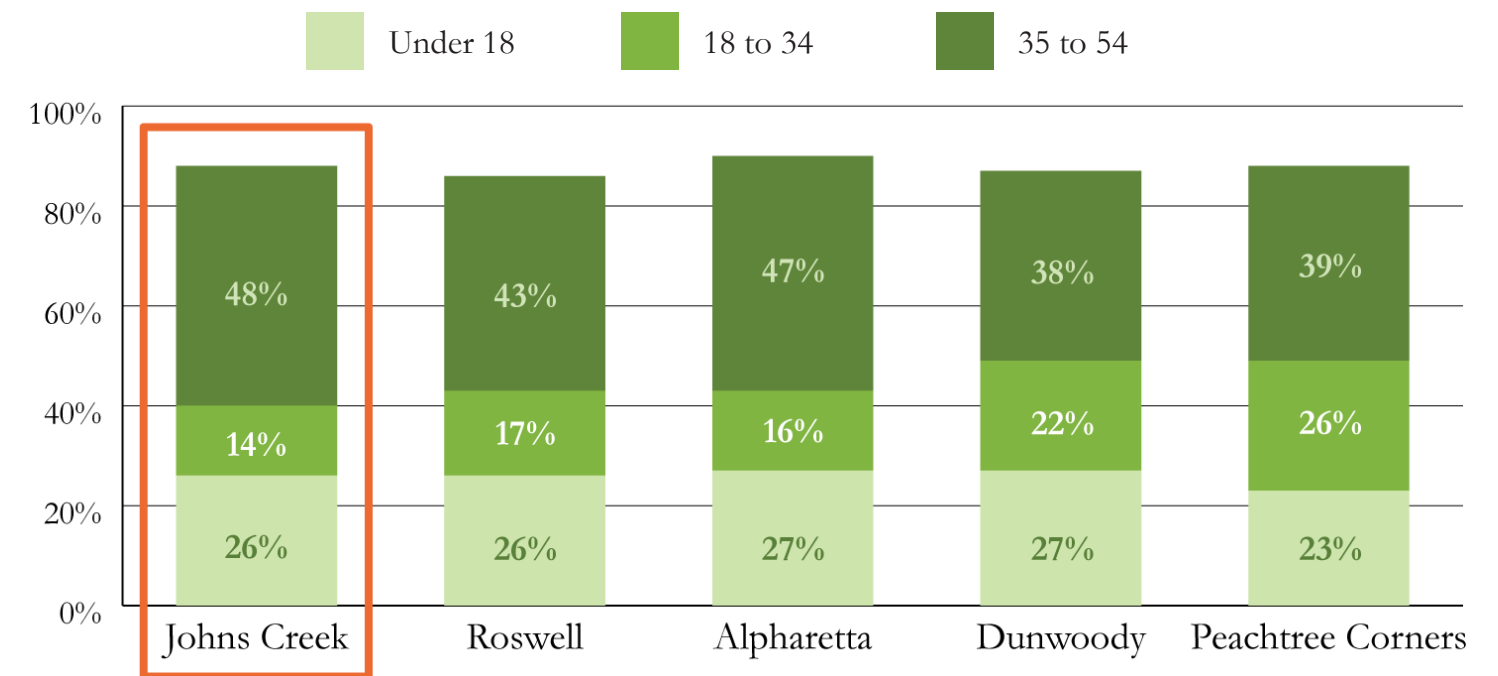


Image Caption: Johns Creek Median Household Income  
Data Source: Noell Consulting Group, SocialExplorer, and U.S. Census Bureau

There is an inverse correlation between rising home values and the population of young professionals. Young adults aged 18 to 34 are the major drivers for growth in many areas, but rising home prices and cost of living, as well as changes in lifestyle preferences, make home ownership rare or impossible for this demographic. Consequently, they are prime candidates for Class A rental products. Notably, the older portion of this young professional demographic tends to have significant disposable income as they move into their careers prior to starting a family. Overall, The City of Johns Creek has a lower percentage of 18 to 34 year olds compared to neighboring cities, (14% to Alpharetta's 16% and Peachtree Corner's 26%) which is primarily due to lack of quality Class A multifamily. The City of Johns Creek has a homeownership rate of 76% as of 2021, exceeding all neighboring cities who either developed, or already had, significant amounts of rental product. This high rate is primarily due to the lack of a rental residential product. There is a similar, but less pronounced, story in neighboring cities like Roswell and Alpharetta.

Age Ranges



Household Growth by Age (Households \$50k and above only)

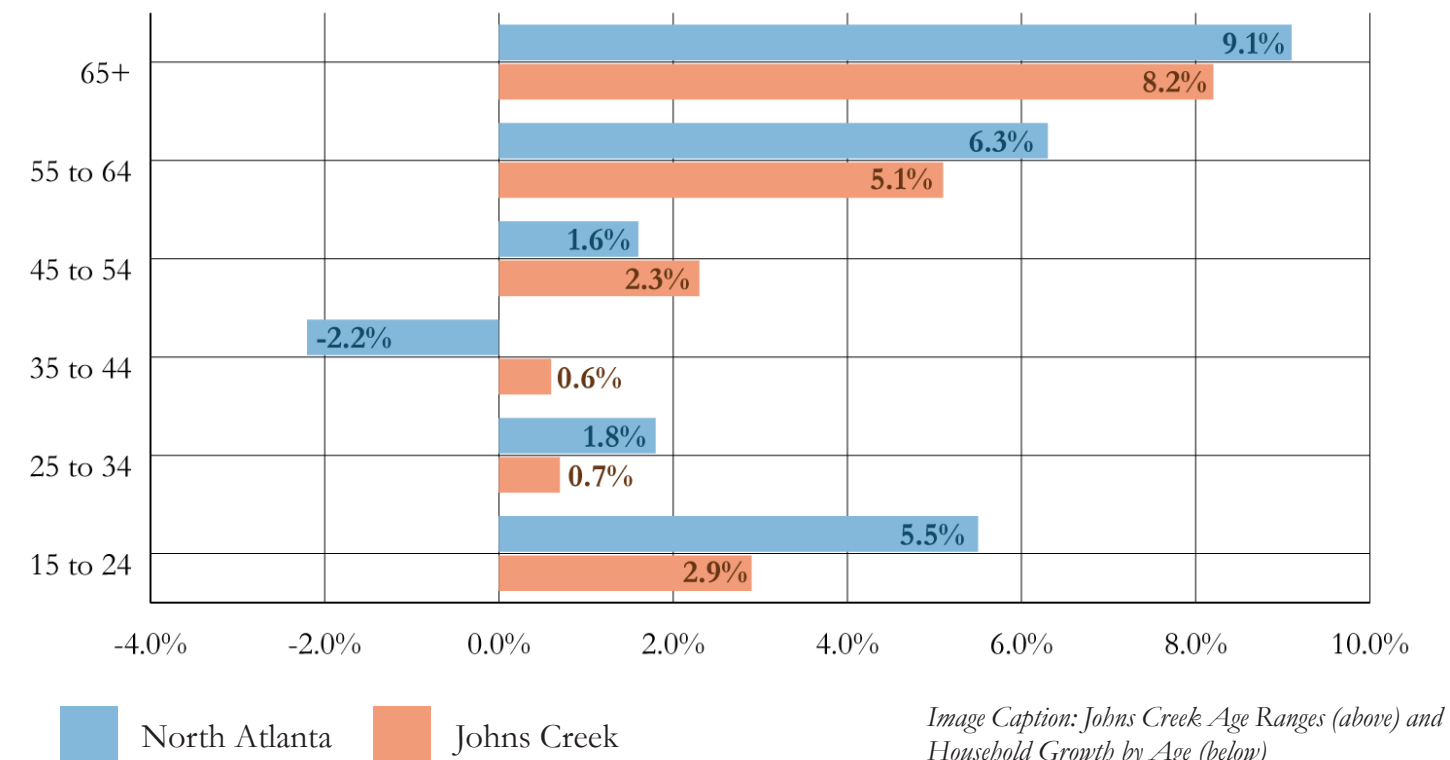


Image Caption: Johns Creek Age Ranges (above) and Household Growth by Age (below)  
Data Source: Noell Consulting Group, U.S. Census Bureau, Spotlight by Environics Analytics



# MARKET ANALYSIS

An analysis of renter households in Johns Creek shows that most earn between \$100,000 and \$150,000 annually, with 43% earning six-figures. Young adults make up the largest group of renters (32%), with around 19% being over 55 years old. This small group of 55+ households indicates a shortage of quality rental product seen in other suburban Atlanta communities. Married Couples (45%), Other Family (19%), and Singles (28%) make up the largest household types. The lack of affordable single-family residences and multifamily developments could be two reasons why a large section of the rental market is comprised of families. Owner households within the Johns Creek Primary Market Area (PMA) are much more affluent than renter households, with 54% of households earning over \$150,000 compared to 18% of renters. Owner households are also much older and 76% are married. Nearly 48% of owners are over 55 in contrast to 19% of renters. There is a distinct lack of younger owners in the area, with only 8% owners under the age of 34, while renters are 43% under 34. This lack of younger owner households could be due to a combination of limited quality entry-level housing and types of housing.

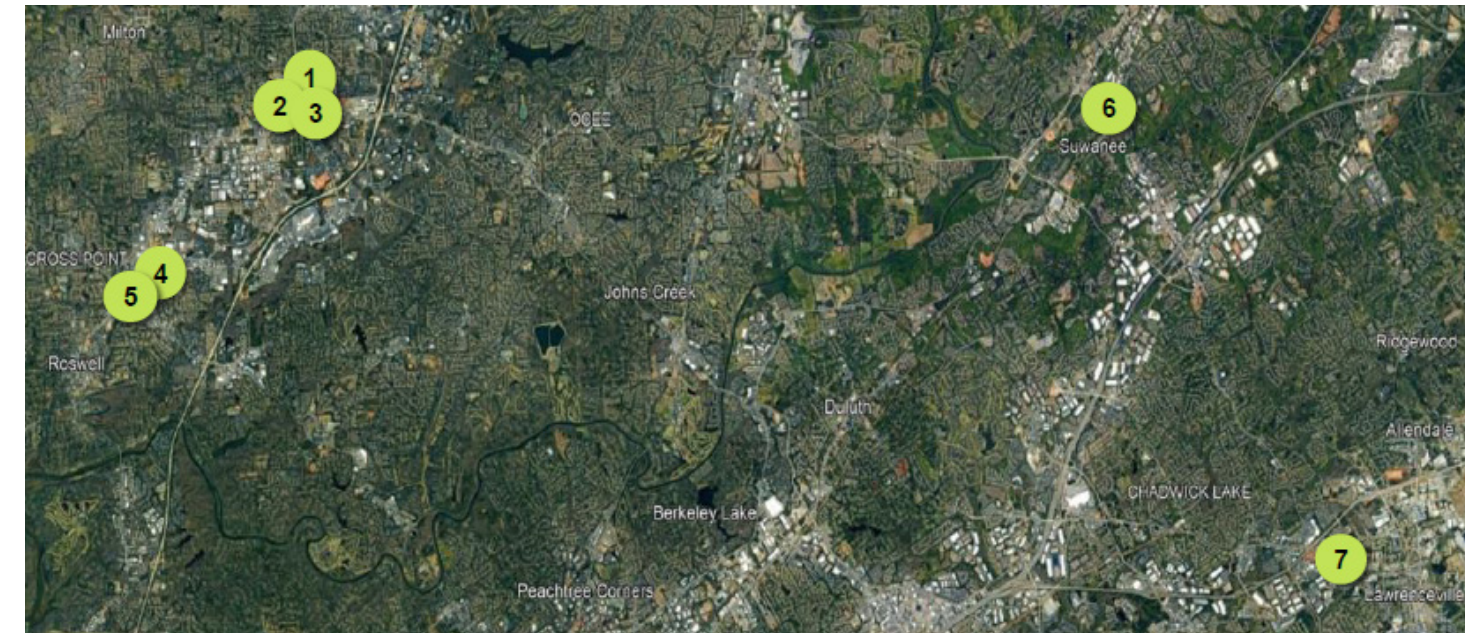
| Summary of Renter Households in Johns Creek Primary Market Area (PMA) |            |              |              |            |            |            |            |          |              |
|---|------------|--------------|--------------|------------|------------|------------|------------|----------|--------------|
| Income  | Age Range  |              |              |            |            |            |            |          | Total        |
|   | 15 to 24   | 25 to 34     | 35 to 44     | 45 to 54   | 55 to 64   | 65 to 74   | 75 to 84   | 85+      |              |
| Less than \$15,000  | 189        | 67           | 43           | 39         | 60         | 19         | 55         | 0        | 472          |
| \$15,000 to \$24,999  | 65         | 64           | 48           | 31         | 49         | 13         | 41         | 0        | 312          |
| \$25,000 to \$34,999  | 89         | 125          | 62           | 27         | 28         | 9          | 30         | 0        | 371          |
| \$35,000 to \$49,999  | 130        | 45           | 251          | 113        | 122        | 47         | 134        | 0        | 1,248        |
| \$50,000 to \$74,999  | 175        | 379          | 227          | 124        | 123        | 42         | 91         | 0        | 1,162        |
| \$75,000 to \$99,999  | 25         | 272          | 215          | 52         | 51         | 18         | 27         | 0        | 660          |
| \$100,000 to \$149,999  | 108        | 662          | 679          | 183        | 156        | 27         | 34         | 0        | 1,848        |
| \$150,000+  | 25         | 363          | 536          | 236        | 168        | 22         | 21         | 0        | 1,371        |
| <b>Total</b>  | <b>506</b> | <b>2,382</b> | <b>2,063</b> | <b>805</b> | <b>757</b> | <b>197</b> | <b>435</b> | <b>0</b> | <b>7,444</b> |

Image Caption: Summary of renter households in the Johns Creek PMA (2022)

Data Source: Noell Consulting projections based on data obtained from the U.S. Census and Claritas, Inc.

## For-Sale Residential Market Overview

The Outside the Perimeter (OTP) submarket, including popular core areas such as Smyrna, Roswell, Alpharetta, and Forsyth, among others, has consistently captured 68-85% of the Atlanta Metropolitan Area's new attached sales since 2014. As low inventory levels and increasing prices continue to put affordability pressure on the market, and demographic surges of first-time buyers and Empty Nester/Retirees increasingly look for more maintenance-free product, this capture is forecasted to maintain around 85-90% over the next five-year period. This will result in sales volumes surpassing what has been demonstrated in the most recent 2011-2022 cycle, but higher interest rates and lower consumer confidence (fears of potential recession) will cool it from the more recent averages witnessed in 2017-2022.



The City of Johns Creek has generally witnessed a gradual decline in both sales volume and share of new attached sales from the greater OTP market since 2007, largely a function of dwindling greenfield sites and fallout from the Great Recession, but also increasing entitlement constraints. This has dropped captures from around 1.3% down to 0.3%, with corresponding volume levels from sixty-six sales per year down to eight. The creation of redevelopment nodes may open back up some opportunity for new townhome and condominium development, thus allowing captures to return to upwards of 1.5% over time. Such captures would result in a forecasted average annual sales volume averaging just over 20 per year and peaking at nearly 40 sales per year, and it is believed that the majority of this would occur in the study area nodes.

In terms of pricing, the market for attached product in similar North Atlanta suburban locations generally sees average prices in the mid-high \$600s, with average \$/SF values in the mid \$300s, though this may vary widely by location and product execution level, with particularly high premiums for those in more of a walkable, town center format.

Image Caption: Competitive Attached For-sale Community Comparables map and data

Data Source: Noell Consulting Group, Google Earth, Google Maps

| Competitive Attached For-sale Community Comparables |            |              |
|---|------------|--------------|
| Alpharetta  | # of Units | \$/SF        |
| 1 Towns on Thompson                                 | 48         | \$432        |
| 2 The Maxwell (TH)                                  | 55         | \$324        |
| 2 The Maxwell (Condo)                               | 82         | \$323        |
| 3 Atley (TH)  | 86         | \$377        |
| 3 Atley (Condo)                                     | 36         | \$276        |
| <b>Average</b>                                      | <b>61</b>  | <b>\$347</b> |
| Roswell   | # of Units | \$/SF        |
| 4 Ashbury   | 128        | \$227        |
| 5 Condos on Canton                                  | 11         | \$610        |
| <b>Average</b>                                      | <b>70</b>  | <b>\$419</b> |
| Suwanee/Lawrenceville                               | # of Units | \$/SF        |
| 4 Suwanee Town Center                               | 105        | \$186        |
| 5 Condos on Canton                                  | 25         | \$383        |
| <b>Average</b>                                      | <b>70</b>  | <b>\$419</b> |
| <b>Alpharetta Average</b>                           | <b>61</b>  | <b>\$347</b> |
| <b>Roswell Average</b>                              | <b>70</b>  | <b>\$419</b> |
| <b>Suwanee/Lawrenceville Average</b>                | <b>65</b>  | <b>\$285</b> |
| <b>Overall Average</b>                              | <b>64</b>  | <b>\$367</b> |
| <b>Primary Comp* Average</b>                        | <b>68</b>  | <b>\$338</b> |



# MARKET ANALYSIS

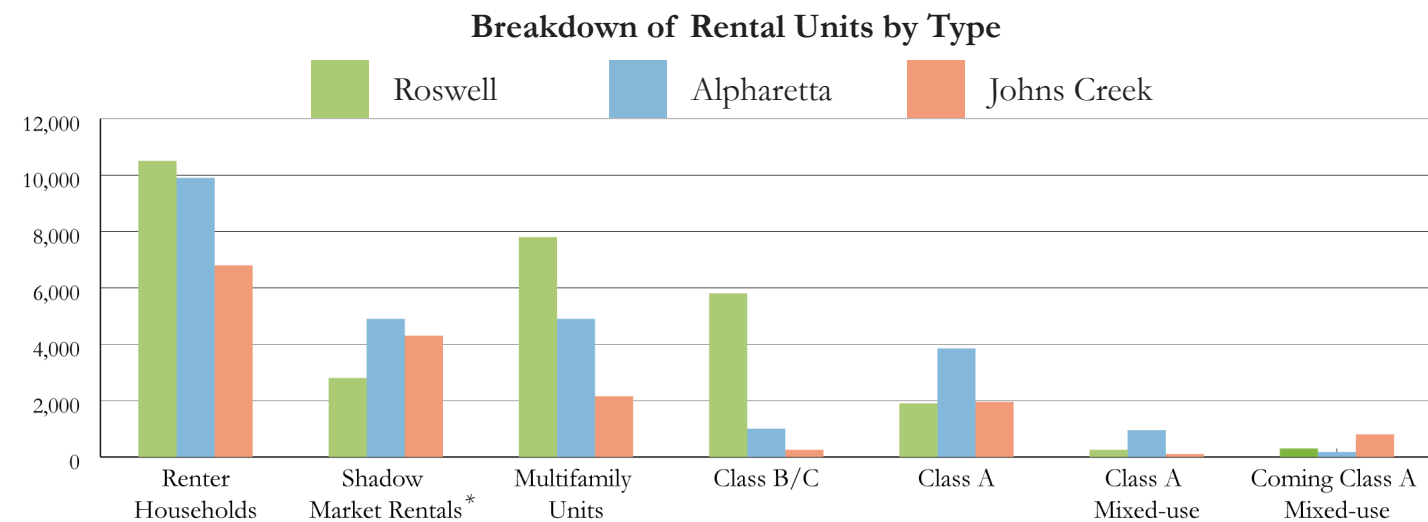
## Rental Residential Market Overview

The northern suburbs of the Atlanta region, from Paulding County around the Perimeter as far as Walton County in the east, have captured slightly less than half of all Atlanta Metro demand since the Great Recession, but have increased in capture rate as the southern suburbs have seen relatively little new supply. Despite this increase in capture rate, the northern suburbs have continued to outperform metro rent growth over the last ten years. It is projected that the region to command a slightly higher capture rate over the next five years, for more than 3,000 units/year of absorption on average.

The North Fulton Submarket (comprised of Roswell, Alpharetta, and Johns Creek) has seen significant fluctuations in its historic capture of North Atlanta Suburban absorption, but this has more to do with entitlement constraints and the timing of new product delivery. Since 2003, the Johns Creek submarket has on average captured 8% of North Atlanta Suburbs, however when isolating only years with new deliveries the capture increases to 13.4%. Utilizing this historically demonstrated capture, it leaves a forecasted demand potential in 2023-2027 of approximately 400 units per year. This estimate is conservative and constrained by limited entitlements in the three jurisdictions. If all three jurisdictions were to allow select entitlements each year, demand potential could be as high as 20% (as demonstrated in the 2012-2015 period,) and would result in up to 600 units per year. If the City of Johns Creek were to get a 33% fair share capture of this demand, it would equate to approximately 200 units of demand per year.

Of note is that while Roswell and Alpharetta have a similar amount of renter households and multifamily units, Johns Creek is significantly lower in both categories. However, in Johns Creek, approximately 80% of the multifamily units are Class A quality, whereas only 25% are in Roswell. An additional point to consider is that of the Class A units in Johns Creek, 11% are located within mixed-use, walkable nodes, much less than the 21% and 26% in Roswell and Alpharetta, respectively. Notably, with future development by Toro at Medley, it will take Johns Creek up to 50% of Class A units being in mixed-use, walkable nodes.

In terms of pricing, the newest, Class A North Atlanta suburban developments achieve over \$2/sf of rent, generally closer to \$3/sf, with one deal (Amorance at Alpharetta City Center) achieving over \$3/sf at the time of this study.



\*Shadow market housing refers to properties that are unoccupied but not yet on the market, such as a home in foreclosure or homeowners who are waiting for better market conditions to rent their property.

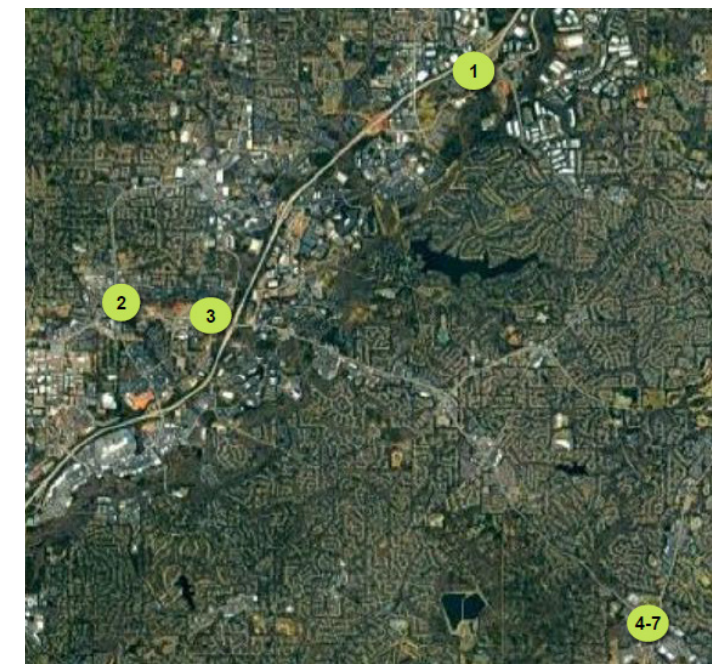
Image Caption: Breakdown of Rental Units by Type; Data Source: Noell Consulting Group, Costar, US Census

## Retail Market Overview

Employment growth in the Atlanta metro area has been strong since the Great Recession, with nearly 64,000 jobs added annually since 2011, and three consecutive years of approximately 80,000 net new jobs between 2014 and 2016. This growth has led to strong population/household gains and economic confidence, which has led to strong retail absorption across the metro area, averaging just over 1 million SF annually from 2012 to 2019. The COVID-19 recession resulted in a near shut down in retail absorption. However, 2021 and 2022 have seen such strong rebounding that current levels are now back to above 2012-2019 levels, with over 1.5 million SF absorbed in 2022. This was believed to be a temporary spike caused by COVID-19 relief checks and pent-up demand for going out to eat and retail services. Going forward it may moderate back to more historic norms with a gradual decline as online shopping continues gaining momentum. The result is a forecast of only about half what was witnessed in 2012-2019, at just above 500,000 SF annually.

For the most part, the North Fulton market has historically absorbed only a 2-5% capture prior to 2012. From 2012-2019, the combined phased deliveries of Avalon and Alpharetta City Center helped to push captures up to 5-15% and offset the loss of many conventional big-box tenants (many of which are located around North Point Mall). As with most of the market, North Fulton was not immune to the impacts of COVID-19, however all 2020 losses were quickly regained or surpassed in 2021. 2022 demonstrated an approximate 5% capture, which could be used as the baseline forecast going forward if no significant mixed-use centers were created, the result being net demand potential of just 25,614 SF annually from 2023-2027. That said, with the addition of Medley, and potentially Regal Medlock Crossing, it is believed capture rates can be pushed up towards 15% (as demonstrated with Avalon), the result being annual demand of nearly 84,000 SF, or a total of over 380,000 SF. With Medley planned to deliver 200,000 SF, this leaves potential market demand of up to 180,000 SF for elsewhere in the North Fulton market. Regal Medlock Crossing is currently 168,000 SF with strong occupancy, and redevelopment on the site could bring the potential for new space to capture up to a third of the market potential demand (net Medley) of 180,000 SF, or an additional 60,000 SF.

In terms of rental rates, comparable, mixed-use nodes command rates from the low-mid \$40s/SF (Halcyon, Alpharetta City Center), to as high as mid \$50s/SF (Avalon) while the existing Johns Creek study area ranges from the high teens to low \$20s/SF.



| Competitive Retail Comparables               |                |                |
|--|----------------|----------------|
| Roswell/Alpharetta                           | SF             | Average Rate   |
| 1 Halcyon                                    | 137,408        | \$40           |
| 2 Alpharetta City Center                     | 81,119         | \$45           |
| 3 Avalon                                     | 570,000        | \$55           |
| 4 Medlock Crossing                           | 228,000        | \$22           |
| 5 Shops at State Bridge/State Bridge Corners | 311,000        | \$18           |
| 6 Medlock Corners                            | 202,000        | \$22           |
| 7 Shoppes at Johns Creek/Shops at Warsaw     | 91,600         | \$17           |
| <b>Average</b>                               | <b>231,690</b> | <b>\$31.11</b> |
| <b>Primary Comp Average</b>                  | <b>162,132</b> | <b>\$32.06</b> |

Image Caption: Competitive Retail Comparables map and data  
Data Source: Noell Consulting Group, Google Earth, Google Maps



# MARKET ANALYSIS

## Office Market Overview

The office market in Johns Creek has seen similar growth to the retail market since the 2008 recession. Macro- and regional economic forecasting organization Moody's Analytics, like many national forecasters, projects slower job growth from 2024 forward due to slow labor force growth. NCG projects that continued work-from-home trends and slower labor force growth will lead to moderate absorption over the next five years, with the overall SF/jobs ratio decreasing approximately 30% on average from that of the prior cycle. The result is a forecast of just over 700,000 SF per year, or only about 40% of the pace witnessed in 2012-2019.

While captures have fluctuated year to year based on deliveries, the North Fulton market has still witnessed captures of 5-15% of the metro market over most of the past two decades. The impact of the COVID-19 pandemic has been more severe on suburban office markets, and more recent declines in the technology sector stock valuations have impacted the North Fulton market hard during the past three years, with a near flat gain of less than 3,000 SF. Assuming no significant change in the style of office development, the market will likely only witness an 8% capture, or approximately 60,000 SF per year from 2023-2027. If more mixed-use environments can be created (such as Avalon and Alpharetta Downtown), the potential exists to witness a higher capture of the market as previously demonstrated when those types of projects delivered. Such a shift could push capture rates up to 25%, resulting in nearly 185,000 SF per year. For the purposes of this analysis, it is assumed that the mixed-use nodes can be created. Over the past 20 years, Johns Creek has witnessed only 7,000 SF of net new Class A office absorption, largely a factor of limited new product, none of which is in mixed-use environments. Assuming this can be changed, the potential exists for Johns Creek to capture 33% of the North Fulton market resulting in a forecasted demand potential of 60,860 SF per year from 2023-2027, or upwards of 300,000 SF. The vast majority of this will want to be located near the existing employment core (McGinnis Ferry & 141), and thus is most likely to be absorbed in Medley, and not at the subject site nodes.

| Competitive Office Comparables     |          |                        |          |                |                |              |
|------------------------------------|----------|------------------------|----------|----------------|----------------|--------------|
| Address/Property Name              | Status   | Year Built             | Floors   | Size           | Avg. \$/SF     | % Leased     |
| 6655 Town Sq - Halcyon - Bldg 1200 | Existing | 2019                   | 4        | 90,000         | 19             | 100%         |
| 10000 Avalon Blvd - 10000 Avalon   | Existing | 2019                   | 10       | 252,025        | 13             | 93%          |
| 3050 Northwinds Pkwy               | Existing | 2021                   | 2        | 46,000         | 9              | 100%         |
| 11030 Jones Bridge Rd              | Existing | 2001                   | 1        | 23,500         | 47             | 83%          |
| 11465 Johns Creek Pkwy             | Existing | 1998                   | 4        | 99,818         | 42             | 90%          |
| 107000 Abbotts Bridge Rd           | Existing | 2001                   | 1        | 69,130         | 18             | 74%          |
| 10700 Medlock Bridge Rd            | Existing | 2000                   | 2        | 32,069         | 27             | 77%          |
| 3150-3160 Main St                  | Existing | 2008                   | 2        | 40,000         | 22             | 91%          |
| 3930 E Jones Bridge Rd             | Existing | 2001 (2016 renovation) | 3        | 90,676         | 27             | 71%          |
| 5185 Peachtree Pkwy                | Existing | 2006                   | 3        | 93,612         | 22             | 83%          |
| <b>Totals/Wtd Avg</b>              |          |                        | <b>3</b> | <b>836,830</b> | <b>\$32.21</b> | <b>87.8%</b> |

Pricing of nearby office products varies widely by location and quality, with most comparable properties seeing low- to mid \$20/SF and the nicest, mixed-use adjacent products (such as at Avalon or Halcyon) achieving as high as mid \$40/SF.



Image Caption: Competitive Office Comparables Map

Data Source: Noell Consulting Group, Google Earth, Google Maps





# STAKEHOLDER & COMMUNITY ENGAGEMENT



# STAKEHOLDER & COMMUNITY ENGAGEMENT

Community engagement is a fundamental aspect of the State Bridge Road and Medlock Bridge Road Revitalization Plan. The city has taken deliberate steps to ensure that this project authentically reflects the needs and aspirations of its residents. Johns Creek’s commitment to inclusivity and collaboration was incorporated through stakeholder interviews, interactive Social PinPoint mapping, and various public meetings and events. Additional information regarding community engagement announcements, meeting details, and survey data can be found in the accompanying Appendix.

## STAKEHOLDER INPUT

The city organized a series of stakeholder interviews, engaging with key figures such as the mayor, council members, the Johns Creek High School principal, and study area property owners. These interviews served as invaluable opportunities to gather insight, solicit input, and gauge the perspectives of influential individuals whose expertise contribute to the fabric of Johns Creek. By involving these stakeholders from the start, the city fostered a sense of partnership and shared responsibility, laying the foundation for a robust and participatory revitalization process. Stakeholder interview participants included:

### Mayor & Council

- Mayor Bradberry
- Council Member Skinner
- Council Member Elwood
- Council Member Tunki
- Council Member Coughlin
- Council Member Dibiase
- Council Member Erramilli

### Property Owners

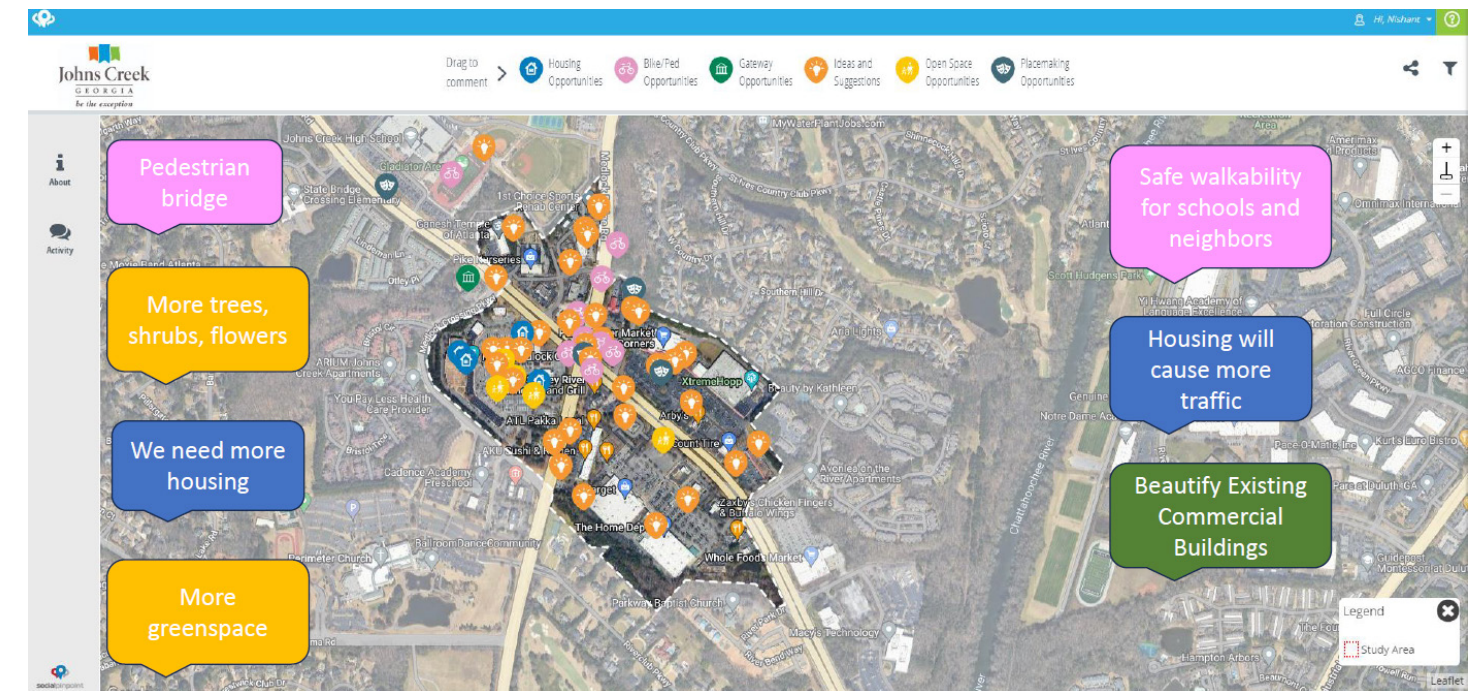
- Mark Burkhalter (Historic Warsaw School)
- Jay Betts and Tyler Morris (Medlock Corners)
- Pierce Mason and Kyle Stonis (Medlock Crossing)
- Principal Shearer (Johns Creek High School)

Feedback from these interviews included information on the specific opportunities, challenges, and desired outcomes for this study. The following list includes a few main takeaways from the stakeholder interviews:

- Better access to, visibility, and/or signage is needed for the properties along these corridors.
- Although traffic flow is strong in all directions in this area, this causes strains due to limited parking capacity, vehicular congestion, and high-speed roadways that are dangerous for non-motorized vehicles.
- Improvements to walkability, pedestrian safety, and connectivity are key concerns.
- This area presents a good opportunity for a family-oriented gateway into Johns Creek with new greenspace and recreational options.

## SOCIAL PINPOINT MAPPING

The city launched a dynamic Social PinPoint mapping initiative to capture opinions from the neighboring residents. Social PinPoint is a valuable engagement forum, as it can provide direct insight into public opinion for the city, and it can also serve as a communication platform between residents so they may be informed of one another’s perspectives towards the revitalization plan. This interactive website remained active from January to July, during which it astonishingly gained more than 1,000 interactions. Through this interactive mapping exercise, comments could be tied to a specific location within the study area, and were classified into the following types: Housing Opportunities, Bike/Ped Opportunities, Gateway Opportunities, Ideas and Suggestions, Open Space Opportunities, and Placemaking Opportunities. A majority of the community feedback fell into the “Ideas and Suggestions” category, with the most popular responses depicted below. The participating community feedback and ideas have been influential to shaping the goals and vision for this revitalization plan.



Would love to see a green space/ splash pad area. As a stay at home mom in the area. I would love an area with restaurants and shops that had an area for kids to play as well and for local events (like a farmers market or live music). I am often driving into Alpharetta for the downtown because it is a family friendly place the both my kids and I can enjoy. I wish we had something closer in John's creek so I could meet people closer to my area.

Ideas and Suggestions | 5 months ago | Like +26 | Dislike -4

All buildings and businesses in this corner need to go through beautification/ renovation following some regulations so they carry a consistent look. More trees/ flower pots etc .

Ideas and Suggestions | 5 months ago | Like +34 | Dislike -2

Image Caption: Social PinPoint interactive web map (above) and popular comments (below)

Image source: Social PinPoint



# STAKEHOLDER & COMMUNITY ENGAGEMENT

## COMMUNITY INPUT

The city organized several interactive community and public meetings to encourage open dialogue and active involvement. Three community meetings were held on July 1, August 17, and September 23 and served as vibrant platforms for public interaction, and the city also participated in other publicly held events, such as the NEXT Gen Forum.

### NEXT Gen Forum

The NEXT Gen Forum took place on July 10, 2023 at Johns Creek City Hall. During this event, city staff discussed the early stages of the revitalization planning effort, shared the overall vision of the project, and invited participants to provide input using Social PinPoint. This forum allowed college students and young professionals to actively engage with development efforts in Johns Creek and share their perspective on various growth and planning opportunities.

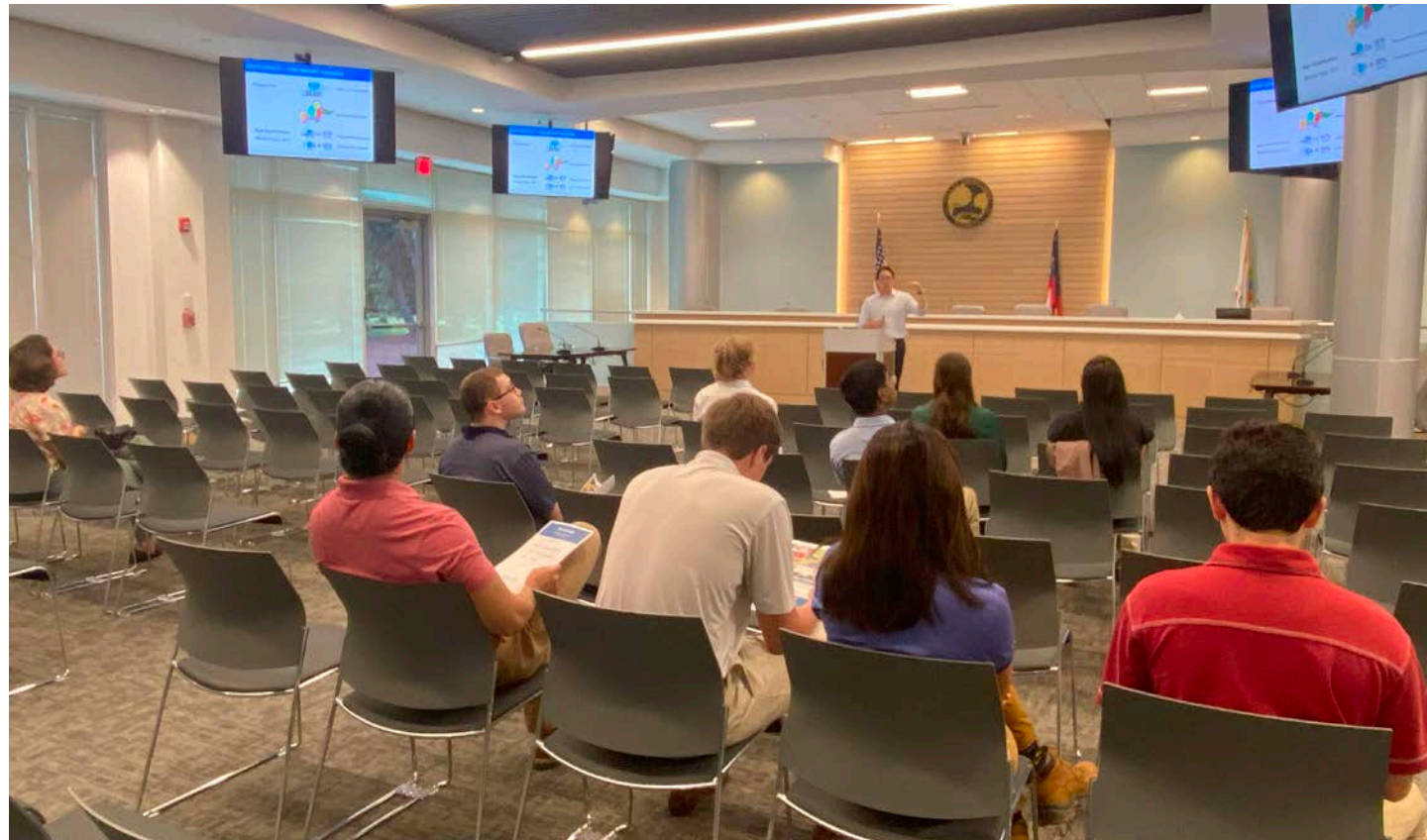
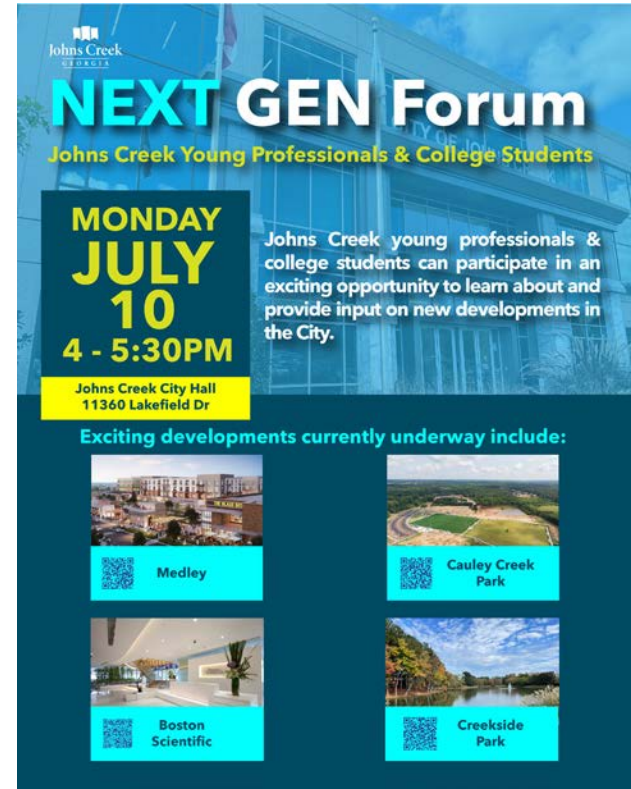


Image Caption: NEXT Gen Forum distributed flyer (above) and view of NEXT Gen presentation session at City Hall (below)

## Community Meeting 1

During the June 1st meeting, attendees had the opportunity to explore visual preference boards and share their goals and ideas for the future of the study area. Boards were set up throughout the room with opportunities for participants to vote with sticker dots and to write comments with markers, in addition to discussions with project team members. Participants were asked to comment on boards which prompted the following questions:

1. What would you like connected? What transportation issues are of greatest concern?
2. What would you like preserved in the area? What do you like?
3. What would you like changed in the study area? What is not working?
4. What would you like created in the study area?

Participants were also asked to rank images based on their visual preference in the categories of Housing, Placemaking, and Retail Strip Center Retrofits. Of these categories, condominiums and activities were ranked highest priority in Housing and Placemaking respectively. Regarding Retail Strip Center Retrofits, community feedback selected Suwanee, GA and Acton Plaza, MA retail strip centers as most the favored case studies.



Image Caption: Community Meeting 1 visual preference board showing Retail Strip Center Retrofit feedback



# STAKEHOLDER & COMMUNITY ENGAGEMENT

## Design Workshop

On June 13th, 2023, a one-day design workshop was held at City Hall in Johns Creek. The workshop brought together stakeholders, property owners, the city staff, and the consultant team in a series of collaborative design sessions to better prioritize development opportunities and key catalytic sites. Groups were divided amongst Development, Transportation, Landscape, and Placemaking tables, where they produced various sketches and initial recommendations for the area. Conclusions from this design workshop served as a foundation for refining this study; key concepts included:

- Historic and/or gateway trails and greenway and landmark connectivity
- Intersection gateway landscaping and signage
- Pedestrian pathways, tunnels, and plazas
- Parklet greens
- Alley and pocket parks
- Commercial infill, big box courtyard buildings, and a shopping center “main street”



*Image Caption: Design workshop session 1*

## Community Meeting 2

The August 17th community meeting delved into community development concepts, including placemaking and development concepts. Attended by approximately 25 to 30 participants, the session began with a presentation covering initial planning to development concepts. Questions and answers were followed by participants sharing their feedback on the presented ideas. The team introduced two distinct concepts for the Regal Medlock Crossing site and proposed multiple placemaking options within the study area. The meeting concluded with valuable comments, feedback, and ideas shared in an open house format.



*Image Caption: Community Meeting #2*



# STAKEHOLDER & COMMUNITY ENGAGEMENT

## Community Meeting 3: Coffee Talk & Walk

On September 23rd, a third and final community meeting was held as a walking tour of the study area. The city provided an information packet showing the tour route and stops, shown below, which included images of development and placemaking concepts. Tour participants involved city staff, local residents, and a few current and former city council members. This in-person tour of the study area allowed the community a firsthand experience of the existing conditions at the site, and it also allowed them to share direct feedback and ideas to the city staff on the presented concepts.

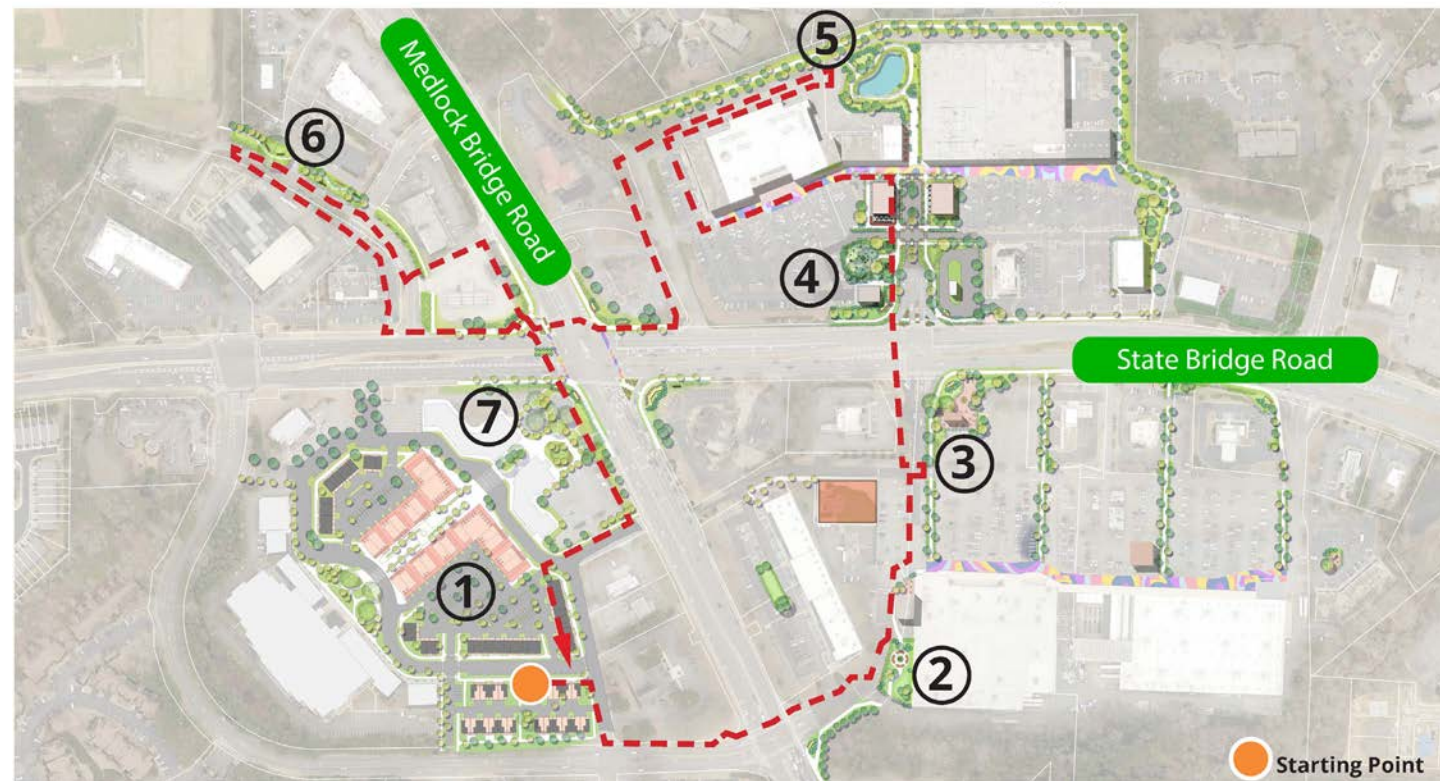


Image Caption: The revitalization plan “Coffee Talk & Walk” distributed flyer (above) and map showing tour route (below)

## ENGAGEMENT SUMMARY

The following is a summary of the main goals for this study as identified from stakeholder and community engagement:

1. Enhance walkability and bike-ability through additional sidewalks, multi-use paths, enhanced crosswalks, bridges, or tunnels.
2. Connect surrounding schools and residents with safe, multimodal transportation options.
3. Create a gateway into Johns Creek.
4. Create a lively, mixed-use, pedestrian-oriented destination (a community node) by introducing restaurants, things to do, family-friendly activities, etc.
5. Provide greenspace for events, gathering, and connecting things to do.
6. Give the area a visually appealing sense of character with methods such as landscaping, façade improvements, art, placemaking, etc.
7. Preserve and share Warsaw history.
8. Improve intersections and roadways.



Image Caption: View of Medlock Bridge Road-State Bridge Road





# RECOMMENDATIONS



# RECOMMENDATIONS

This section of the document provides recommendations tailored specifically for the Medlock Bridge Road and State Bridge Road intersection within the framework of the Johns Creek Revitalization Plan. The focus areas of these recommendations are development nodes, placemaking strategies, and connectivity as these pivotal elements will shape the future of the study area.

## VISION

*This plan aspires to cultivate an attractive, inviting, and walkable Medlock Bridge/State Bridge district that serves the surrounding community, while providing a vibrant gateway into the City of Johns Creek.*

## FOCUS AREAS

To achieve this vision, three key areas of emphasis have been identified and outlined: Connectivity, Placemaking, and Development Node. These elements serve as guiding principles, offering a holistic approach to the revitalization effort that aims to foster a vibrant and sustainable urban environment.

**Connectivity:** Connectivity emphasizes the need to establish a multimodal transportation network to facilitate accessibility to the area for pedestrians and cyclists, while also mitigating traffic for vehicles. Improving connectivity not only increases the site's linkages to study area amenities, but also creates a safer environment and traveling experience. While alternative modes of transportation, such as walking and biking, can reduce the number of cars on the street, this study does not address roadway or intersection infrastructure improvements beyond sidewalk/trail and landscaping features. While the traffic and intersection movement is a key issue and concern of the community, this is being addressed separately by the city.

**Placemaking:** Placemaking is the art of transforming underutilized spaces into inviting, functional, and aesthetically pleasing environments that foster inclusive community engagement. This plan seeks to re-energize the Medlock Bridge Road at State Bridge Road intersection as a place where people choose to gather, socialize, and enjoy a wide array of activities. This involves the careful selection of public art installations, landscaping, street furniture, and the incorporation of activated public space to create an atmosphere which appeals to the diverse preferences of the Johns Creek community.

**Development Node:** A Development Node pinpoints the location within the Medlock Bridge Road and State Bridge Road intersection that possesses substantial potential for redevelopment. This node is a catalytic site for potential infill development, encouraging the creation of mixed-use spaces that seamlessly blend commercial, residential, and recreational land uses. By concentrating on this strategic site, the revitalization plan seeks to unlock the area's latent market potential.



Image caption: Community Meeting #3 (Coffee Talk and Walk)

## Connectivity

Through a thorough assessment of existing pedestrian and bicycle infrastructure and supported by community input, a Pedestrian Infrastructure Plan is proposed for the Medlock Bridge/State Bridge area. This plan builds from the existing framework of sidewalks and trails to create a more integrated network that connects area residents, high school employees and students, and area workers to the many existing and proposed amenities in the study area. These recommendations aim to enhance safety, connectivity, and the overall pedestrian experience.

The following pages include maps which illustrate the existing and proposed pedestrian infrastructure plans.



# RECOMMENDATIONS

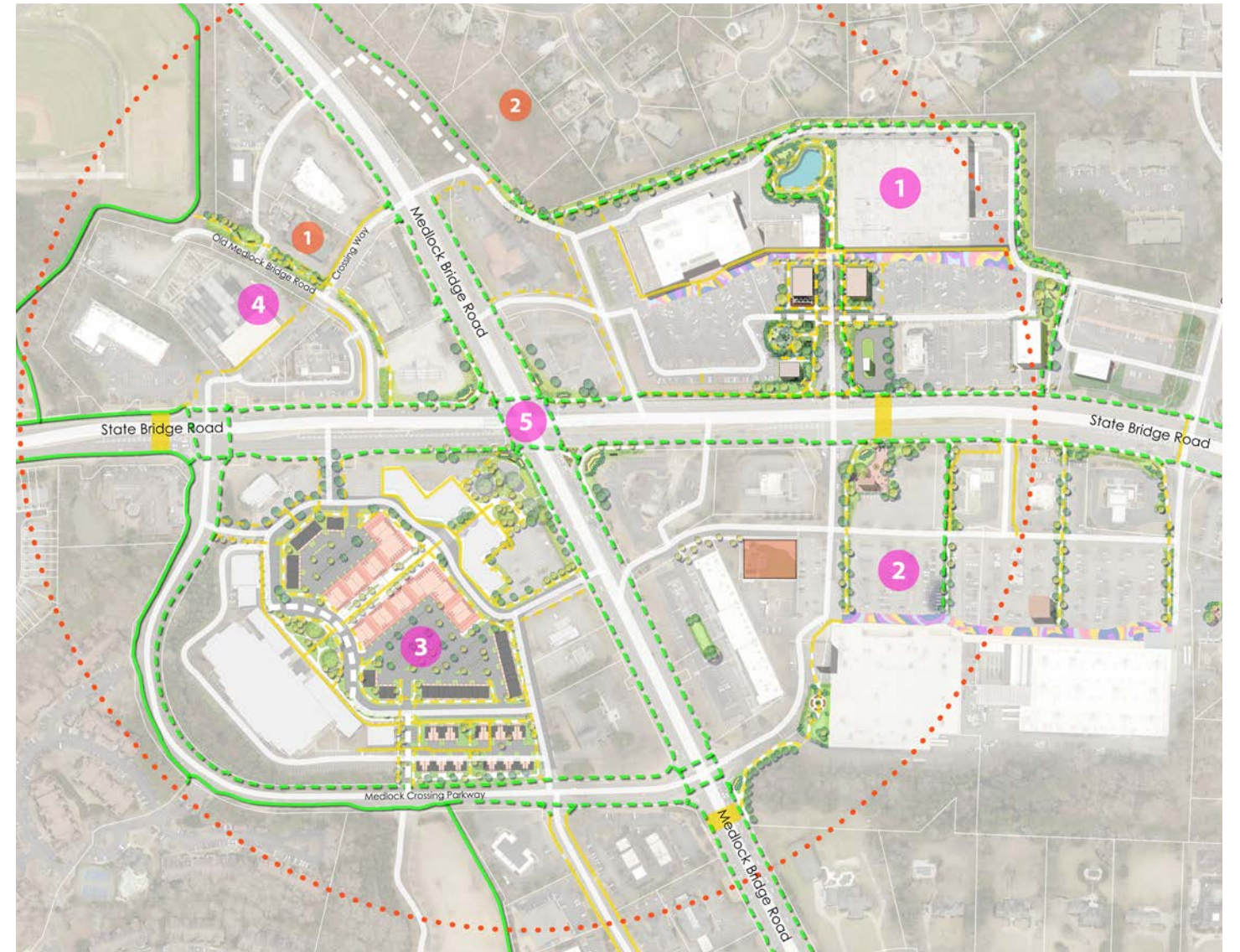
## EXISTING PEDESTRIAN INFRASTRUCTURE PLAN

The map below showcases existing sidewalks, multi-use trails, and streets, all within a five-minute (quarter-mile) radius for convenience. Notable sites such as the Warsaw Historic School and Macedonia Cemetery are identified due to their historical significance to the community.



## PROPOSED PEDESTRIAN INFRASTRUCTURE PLAN

The Proposed Johns Creek Pedestrian Infrastructure Plan reimagines a vibrant, pedestrian-friendly community with active public spaces, sidewalks, and multi-use trails. This plan further fosters accessibility and community cohesion through the incorporation of pedestrian tunnels, resulting in a closed pedestrian infrastructure network that links key sites within the study area. Existing and proposed multi-use trails are anticipated to accommodate pedestrians, and non-motorized modes, such as bicycles and baby strollers, as well as motorized bicycles, scooters, and personal transportation vehicles (PTVs).





# RECOMMENDATIONS

## PLACEMAKING RECOMMENDATIONS

Prioritizing placemaking efforts in the four areas surrounding the State Bridge Road and Medlock Bridge Road intersection is key to revitalizing this region of Johns Creek by elevating the overall quality of life for nearby residents, workers, and visitors. Placemaking concepts were cohesively integrated into all four corners to create a connected brand and sense of place for the entire study area. While not all sites are viable for redevelopment or infill, placemaking concepts can enhance the overall aesthetic, engagement, and economic growth of the area. The recommended areas include:

1. Medlock Corners
2. State Bridge Corners
3. Regal Medlock Crossing
4. Historic Warsaw
5. State Bridge and Medlock Bridge Intersection



Image Caption: Aerial view of study area showing overlays of the five placemaking sites



Image Caption: View of State Bridge Corners during Community Meeting #3 (Coffee Talk and Walk)

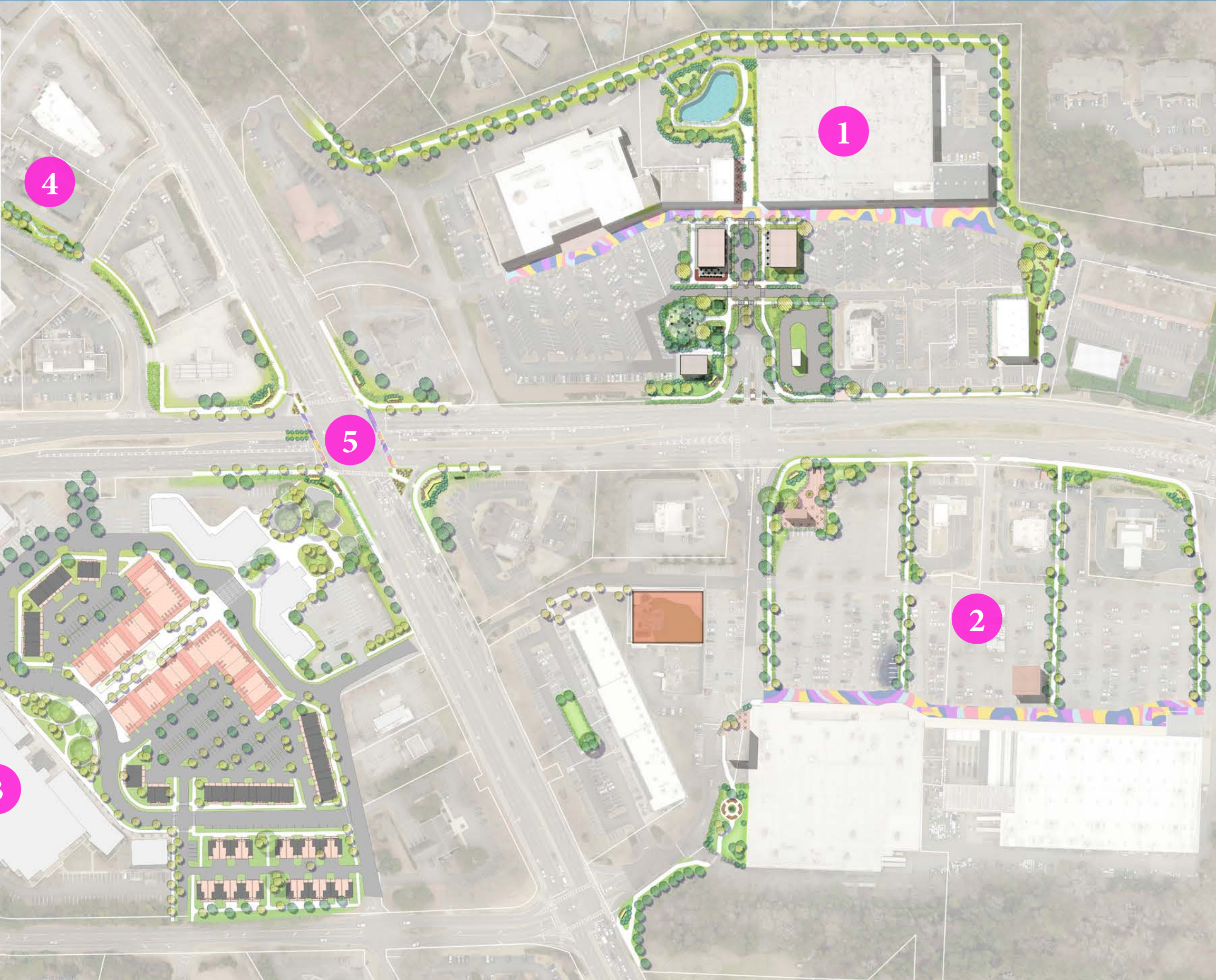


# RECOMMENDATIONS

## Overall Placemaking Concept Map

The Overall Placemaking Concept map showcases all recommendations on one cohesive plan. Each area is detailed on the following pages.

- 1. Medlock Corners
- 2. State Bridge Corners
- 3. Regal Medlock Crossing
- 4. Historic Warsaw
- 5. State Bridge Road and Medlock Bridge Road Intersection





# RECOMMENDATIONS

## Placemaking Site 1: Medlock Corners

Medlock Corners presents an exciting opportunity for infill and placemaking activities. Medlock Corners is anchored by Publix and includes several compatible retail and restaurants, including Hobby Lobby, Pet Supermarket, Discount Tire, and Arby's. This placemaking concept provides enhanced connectivity to the surrounding neighborhoods and adjacent shopping centers, while activating the overall site with landscaping, pocket parks, art, and commercial infill.



## Connectivity

Proposed multi-use trail and sidewalk infill build greater connectivity to and within Medlock Corners. The proposed multi-use trail connects to adjacent neighborhoods and the Macedonia Cemetery from the north along Medlock Bridge Road. This trail extends along and adjacent to the existing rear access road, located behind the retail buildings. There are two access points into the shopping center, one at the enhanced retention pond and another following the access road along the east of the buildings. The trail continues south to and along State Bridge Road where it connects to State Bridge Corners via a pedestrian tunnel.

To further encourage pedestrian safety the street surface in front of Publix and the adjacent storefronts (between the storefronts and the parking lot) is proposed to be painted in a creative and/or artistic design to let cars know that this is a pedestrian, slow zone. This concept can be seen in the placemaking recommendations on all four corners of the study area to develop a brand and sense of cohesiveness.

## Design Elements

Placemaking design elements at Medlock Corners focus on pocket parks, art, and infill development. Pocket parks include revitalizing the existing retention pond on the north side of the development into a community asset with trails, benches, and art as well as a pocket park near the front of the shopping center entrance enlivened with trees, swings, and art. Art is incorporated throughout the site with sculpture in pocket parks and landscaped medians as well as murals on prominent walls. There is potential for infill development at the entrance to the shopping center from State Bridge Road with the intent of creating a "main street" concept leading into the existing retail. This proposed infill allows for a more defined street network within the site, making it safer and easier for vehicles to enter and exit the site.

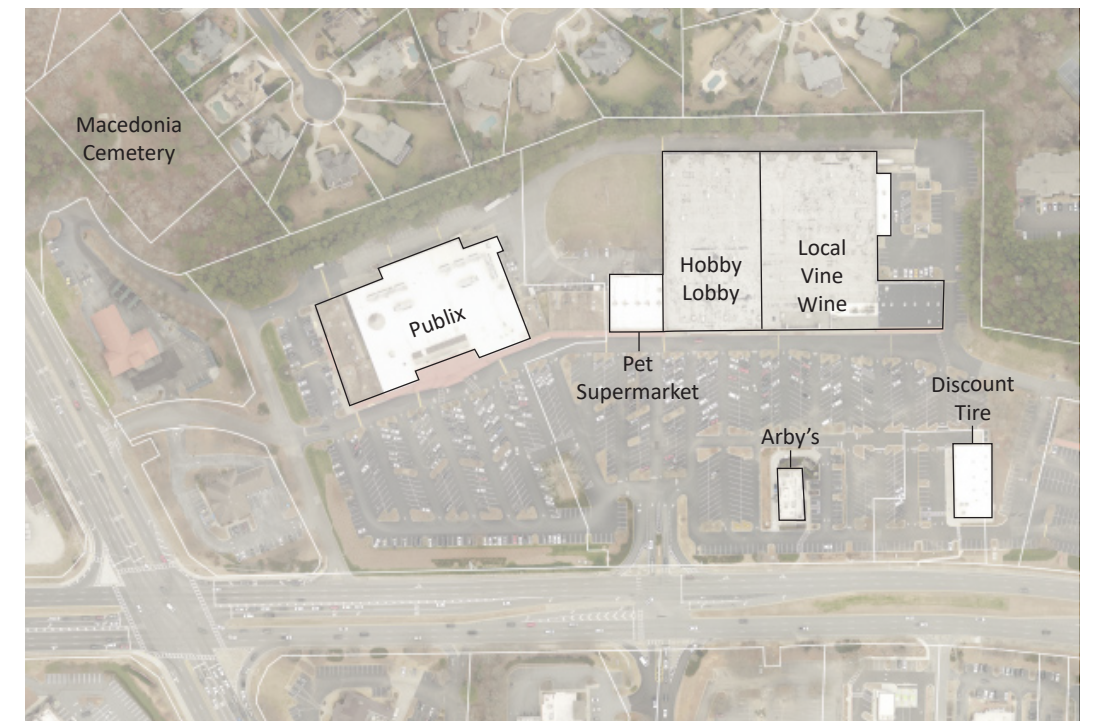


Image caption: Placemaking concept at Medlock Corners (above) and existing conditions (right)



# RECOMMENDATIONS

## Medlock Corners Placemaking Concept

The placemaking rendering is a view from State Bridge Road into the entrance of the Medlock Corner shopping center with proposed 'main street' infill. This concept highlights the improved entrance street network as well as the pocket park to the left and infill commercial buildings in front of the existing retail (Hobby Lobby and Pet Supermarket). The proposed alleyway can be seen in the center of the rendering between Pet Supermarket and Hobby Lobby. The area is further enhanced with landscaping and art to create a sense of place and interest.





# RECOMMENDATIONS

## Placemaking Site 2: State Bridge Corners

State Bridge Corners is home to Home Depot, Target, and several outparcel developments, as well as retail on the eastern and western edges of the site. This site is also inclusive of the retail strip fronting Medlock Bridge Road to the west. The focus of the placemaking recommendations on this site is to provide better sidewalk and trail connectivity, active pocket parks/plazas, and infill commercial.

### Connectivity

Multi-use trail and sidewalk infill are recommended to create better connectivity to and within the State Bridge Corners site. The proposed multi-use trail connects from the north—from Medlock Corners, via the pedestrian tunnel under State Bridge Road—to a plaza adjacent to the western entrance on State Bridge Road. This trail connects to the Target, Home Depot, and EV parking (to accommodate PTV parking) through the parking lot on a north-south extension. To compliment this extension and provide pedestrian safety throughout the parking lot, north-south sidewalk extensions are also proposed along both entrance streets and in front of the Home Depot.

A sidewalk is also proposed at the entrance to the shopping center from Medlock Bridge Road to connect adjacent neighborhoods to the site. This sidewalk extends along the entrance street to the grassed area adjacent to Target, where a pocket park is proposed, and continues to connect to the front of the Target. A pedestrian tunnel is also proposed from this sidewalk under Medlock Bridge Road to Regal Medlock Crossing, across the street.

Similar to Placemaking Site 1, and to further encourage pedestrian safety, the street surface in front of Target and Home Depot (between the storefronts and the parking lot) is proposed to be painted in a creative and/or artistic design to make cars aware that this is a pedestrian, slow zone. This concept can be seen in the placemaking recommendations on all four corners of the study area to develop a brand and sense of cohesion.

### Design Elements

Placemaking design elements at State Bridge Corners focus on pocket parks, art, and infill development. Pocket parks include: a plaza and play area where the pedestrian tunnel connects under State Bridge Road; small pocket parks in the existing landscaped medians within parking lots adjacent to the eastern and western most retail—providing areas for outdoor seating or pop-up events; and activation of the greenspace adjacent to Target—providing outdoor seating, benches and art. Art is incorporated throughout the site with sculptures in pocket parks and a mural proposed on the western Target façade. There is potential for commercial infill, such as a coffee shop or ice cream store, at the western entrance to the shopping center from State Bridge Road. This commercial use would sit on the edge of the proposed plaza, where outdoor seating could front the pedestrian tunnel entrance. This portion of the site is below grade of the street, making for a more intimate setting. Additional activation is proposed on the rooftop of the building which houses Uptown Cheapskate and



Sichuan House. The rooftop could provide outdoor dining or event space. The site's topography drops significantly from behind the retail fronting Medlock Bridge Road (where Honey Baked Ham is located) to the parking lot that fronts Uptown Cheapskate. Because of this, the building's rooftop is at a similar grade to the retail fronting Medlock Bridge Road, allowing for a potential access point from that retail to the rooftop where shared use for events or outdoor dining is a potential.

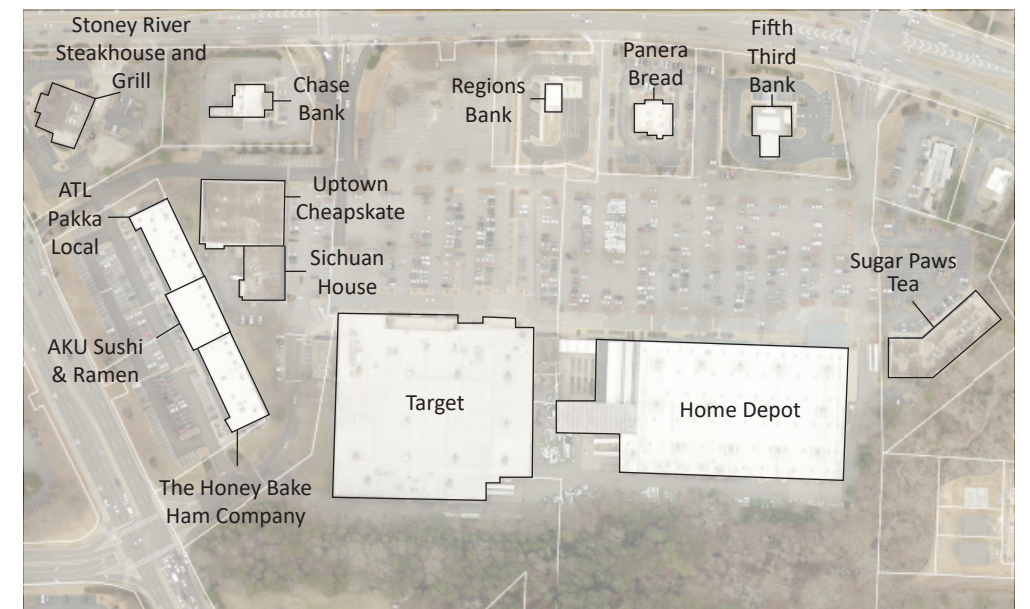


Image caption: Placemaking concept at State Bridge Corners (above) and existing conditions (below)



# RECOMMENDATIONS

## Placemaking Site 3: Regal Medlock Crossing

Regal Medlock Crossing is home to Regal Cinema, Los Abuelos, Masti, Nara Cuisine and Lounge, ARI Korean BBQ, and Starbucks, among other retailers. The focus of the placemaking recommendations on this site is to provide better sidewalk connectivity and active pocket parks/plazas. This site includes infill development concepts that are further discussed in the Development Recommendations Section.



## Connectivity

Sidewalk infill is recommended to create better connectivity to and within the Regal Medlock Crossing site. The main sidewalk enhancement is a re-visioning of the existing pedestrian pathway that extends through the parking lot to the front of Regal Cinema. In this proposed scheme, this pathway becomes a larger pedestrian-only plaza/main street that is flagged by proposed mixed-use ground floor commercial with residential above. The new plaza extends from a proposed plaza/pocket park in front of Regal to the existing retail located near the intersection of Medlock Bridge Road and State Bridge Road, where a new pocket park is also proposed.

Similar to Placemaking Sites 1 and 2, and to further encourage pedestrian safety, the street surface in front of Regal Cinema (between the storefront and the parking lot) is proposed to be painted in a creative and/or artistic design to let cars know that this is a pedestrian, slow zone. This concept can be seen in the placemaking recommendations on all four corners of the study area to develop a brand and sense of cohesion.

## Design Elements

Placemaking design elements at Regal Medlock Crossing focus on pocket parks and art. Pocket parks include a plaza/pocket park in front of Regal Cinema, which can be used for events as well as passive uses. A second pocket park is proposed at the corner of Medlock Bridge Road and State Bridge Road. This park sits below the grade of the street, making it more attractive for passive or active uses. The proposed pedestrian-only plaza/main street is envisioned to be a space for community interaction and engagement with outdoor cafe seating, benches, art, and space for events.

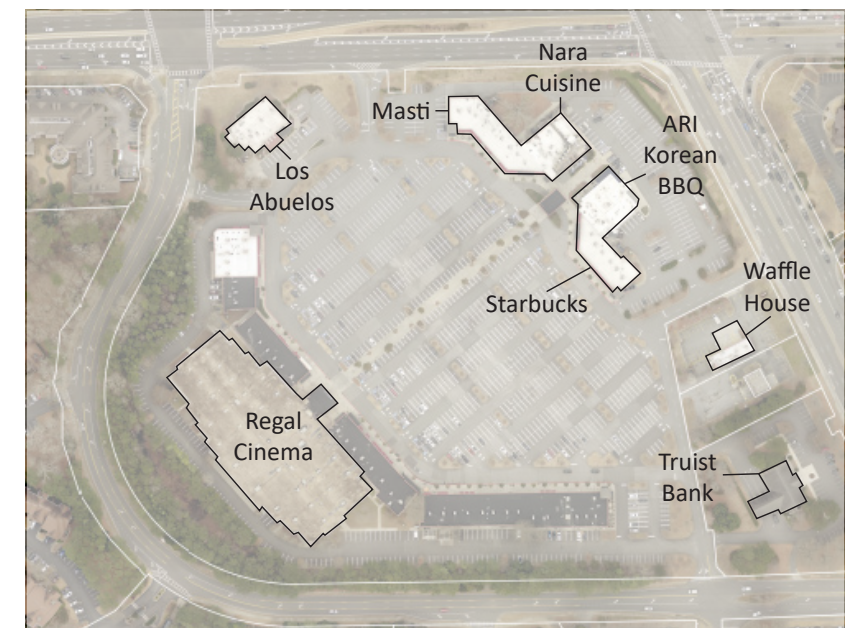


Image caption: Placemaking concept at Regal Medlock Crossing (above) and existing conditions (right)



# RECOMMENDATIONS

## Placemaking Site 4: Historic Warsaw

Historic Warsaw holds a special place in Johns Creek community heritage, and as such it deserves thoughtful planning. The placemaking concepts for this site focus on sharing the history of the area with a Warsaw History Trail that connects to the existing Johns Creek Greenway.

### Connectivity

Sidewalk infill is recommended to create better connectivity within the Historic Warsaw area. The main recommendation calls for a new sidewalk which connects the Johns Creek Greenway to State Bridge Road. This provides a better connection to the high school for employees and students to access the area's amenities.

### Design Elements

The proposed sidewalk provides a walk through the history of the Warsaw area, including historic markers at the Historic Oak Tree and Warsaw Elementary School, as well as a mural depicting the area's story. Additional markers, art, interpretive signage, and descriptors can be strategically placed along the walkway to educate visitors about the historic significance of Warsaw.

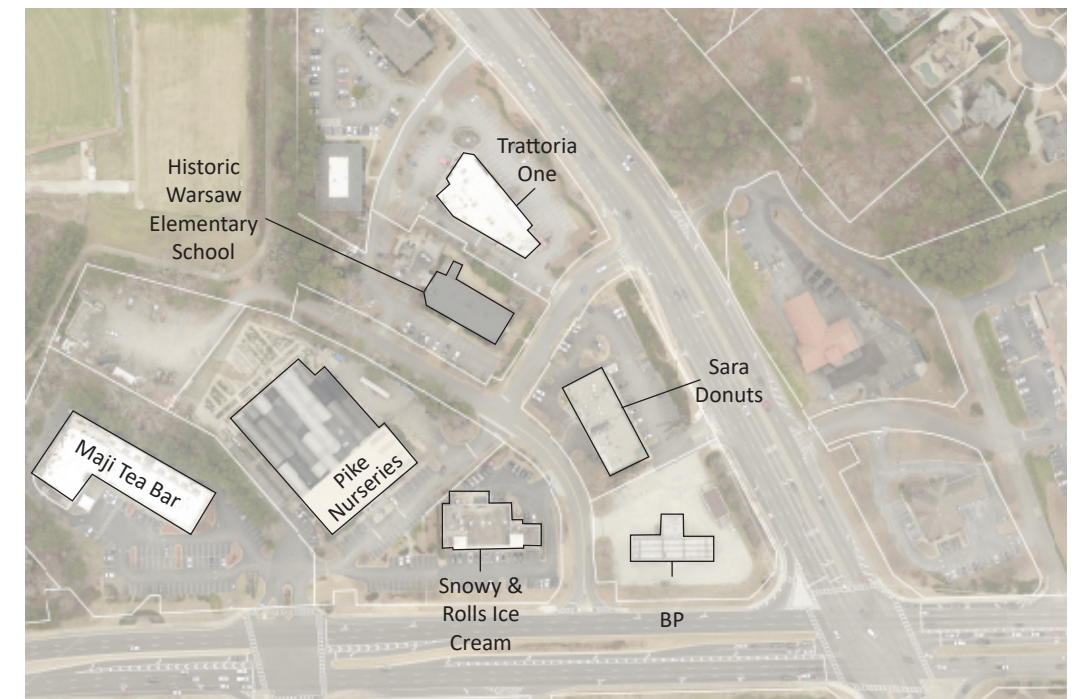
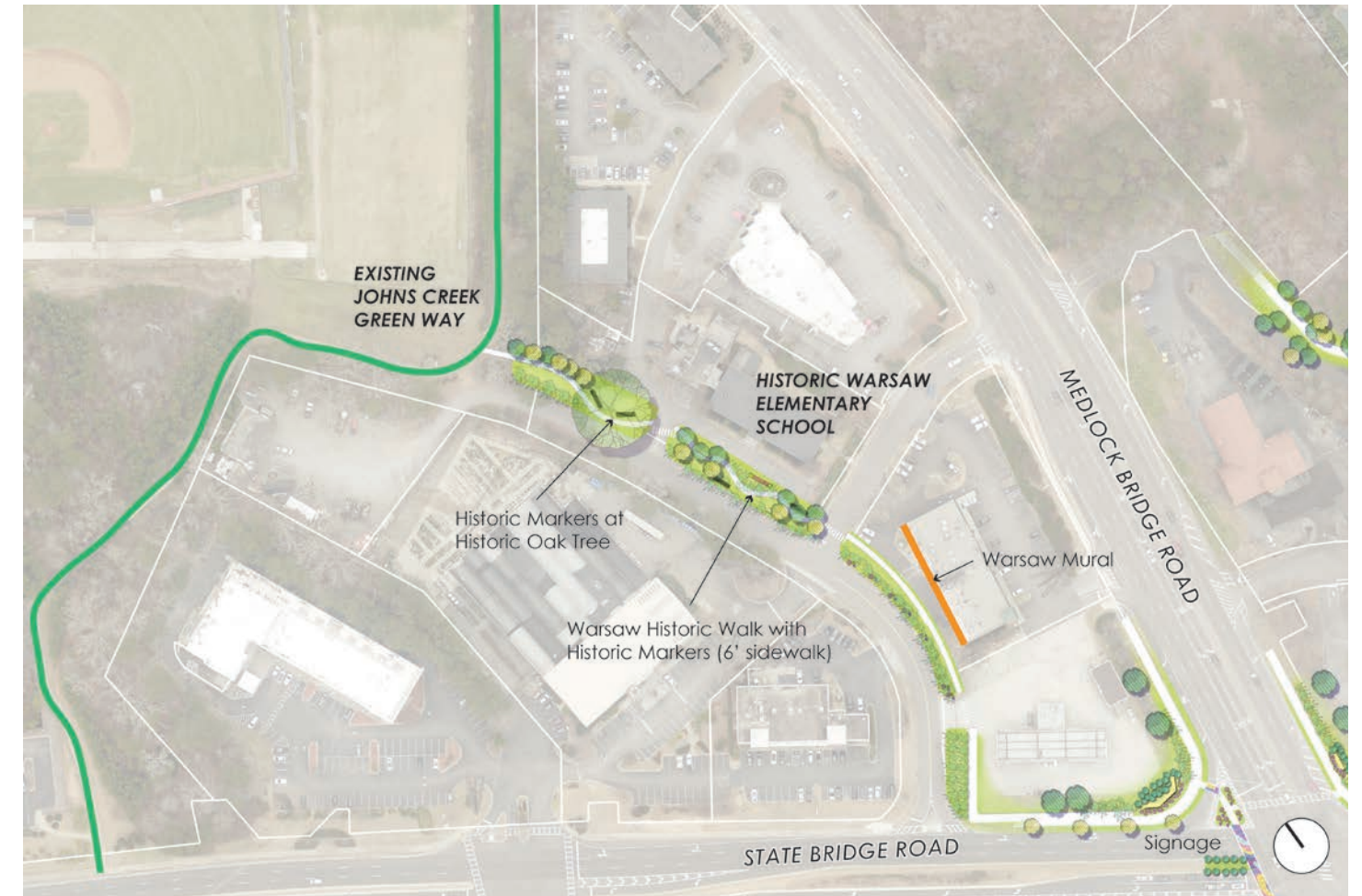


Image caption: Placemaking concept at Historic Warsaw (above) and existing conditions (right)



# RECOMMENDATIONS

## Placemaking Site 5: State Bridge-Medlock Bridge Intersection

The intersection of State Bridge Road and Medlock Bridge Road is heavily trafficked and designed to move cars through quickly and efficiently. As the city strives to make this area more active and pedestrian friendly, it is important to provide ways to enhance pedestrian safety. While this plan provides several locations for pedestrian tunnels, which safely separate pedestrians from automobile traffic, there is still anticipated to be pedestrians and cyclist who utilize this main intersection for convenience. This concept focuses on making this intersection safer for those users.



### Connectivity

This concept recommends enhancement of the existing crosswalks to make them more visible to drivers, and ultimately safer for pedestrians and cyclists. The crosswalks are proposed to be redesigned to be painted with colorful art/visuals, making them more detectable. As Medlock Bridge Road is a state route, more coordination will be needed with the Georgia Department of Transportation (GDOT) to enhance crosswalks on this roadway. However, State Bridge Road is a local, city-operated street and, therefore, creative crosswalks can be more easily achieved.

### Design Elements

This concept also calls for more coordinated shopping center signage and landscaping at all four corners of this intersection. Signage improvements serve as wayfinding and also contribute to an improved visual aesthetic fitting of a gateway corridor. The intersection is home to several potential historic sites as well. While these historic sites need to be verified, there is interest in providing appropriate markers and interpretive signage to continue to share the history of the Warsaw area with the community.

*Image caption: Existing conditions at State Bridge-Medlock Bridge intersection*



*Image caption: Placemaking concept at State Bridge-Medlock Bridge intersection*



# RECOMMENDATIONS

## DEVELOPMENT RECOMMENDATIONS

Through market analysis, stakeholder interviews, and on-ground observations, it was determined that Regal Medlock Crossing has the most potential for redevelopment within the study area.

Market analysis has identified this site as under-performing within the larger retail market. Its location and visibility from State Bridge Road and Medlock Bridge Road, as well as the high income demographics of Johns Creek, make it a desirable site. Additionally, the site has an excess of surface parking, allowing for infill redevelopment which would preserve the income value of existing buildings.

Stakeholder and community input also identified this site as having the most potential for a mixed-use development that would fit into the character of the community.

Through this process, two development options were explored. Option A considers a more traditional mixed-use model—with a retail main street that integrates rental housing above the storefronts. Townhomes surround the rest of the site and structured parking provides for the necessary parking counts. Option B focuses on owner-occupied potential with condos above storefronts on the retail main street and fee-simple stacked flats infilling the rest of the site. The main street in this concept is a pedestrian-only concept, creating a unique and desirable location to live in and visit. Surface parking is viable in this option as the density and unit count is lower in Option B. Both of these options were designed with development principles and typical proformas in mind, to ensure they are based in reality, and also consider the context of Johns Creek.



*Image Caption: View of Regal Cinema at Regal Medlock Crossing*

## DEVELOPMENT CONCEPT A

### Development

Concept A proposes a mixed-use redevelopment plan that combines retail, multi-family, townhomes, and associated parking facilities. This concept is centered on a retail main street that extends from the Regal Cinema to the existing retail at the intersection of Medlock Bridge Road and State Bridge Road. Fronting both sides of the retail main street are two mixed-use buildings with bottom-floor retail and two levels of rental housing units above. Rental housing units are proposed as age-restricted, which typically require less density/unit counts to make a project financially viable to develop. These buildings surround two-level parking decks on each side. Townhomes are located on streets adjacent to the retail main street. The overall concept is of an active, mixed-use neighborhood center.

### Placemaking

As described in the Placemaking section, two pocket parks are proposed on this site. One in front of the Regal Cinema and one at the corner of Medlock Bridge Road and State Bridge Road. The Regal Cinema pocket park acts as an event/festival space for the community. When not activated with an event, this space provides a passive greenspace for all to use. The Medlock Bridge at State Bridge Road pocket park is sunken below the roadways due to existing topography, making it visible but protected from traffic along these major corridors. This site could provide space for outdoor dining, passive uses, and general beautification. Arts are recommended to be incorporated into both greenspaces with sculpture, wayfinding, interactive, and/or performing art.

### Phasing

The development could be implemented in phases, starting with the retail main street and mixed-use buildings, accommodated by surface parking. As building infill and townhomes are built on the surface parking, parking decks could be constructed. Importantly, this concept does not involve demolishing the existing buildings; instead, it builds on the existing parking lot at the center of the parcel. The only demolition anticipated in the future would be near the Regal Cinema main building, to create a road connection with Medlock Crossing Parkway and Perimeter Church.

Refer to the following pages for a rendering of Development Concept A.



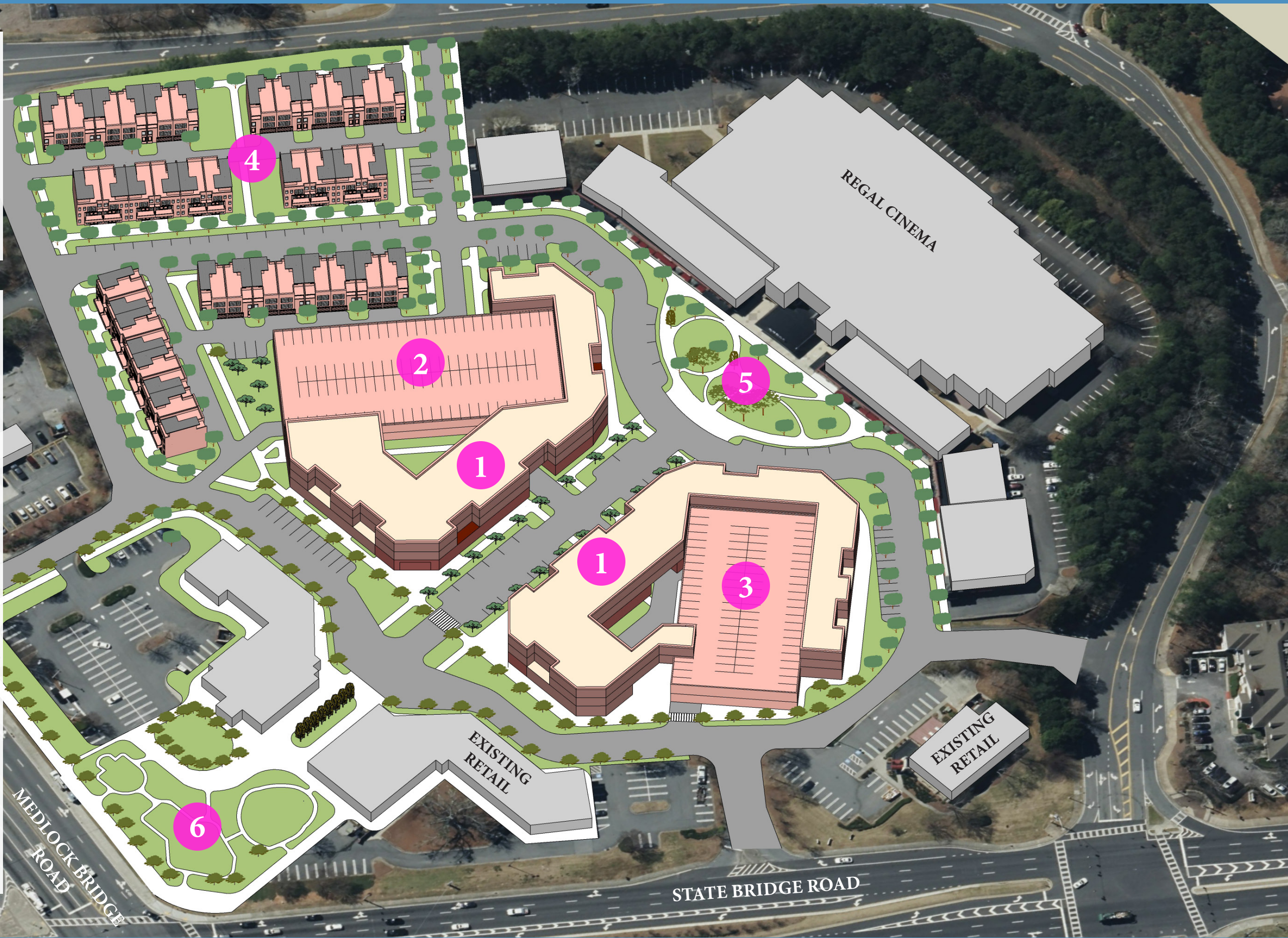
# RECOMMENDATIONS

## Development Concept A

- 1. Residential above Retail
- 2. Parking Deck 1
- 3. Parking Deck 2
- 4. Townhomes
- 5. Regal Cinema pocket park
- 6. Medlock Bridge/State Bridge pocket park.

## Data Analysis

|                                    |                |
|------------------------------------|----------------|
| Existing Retail                    | 160,000 sf     |
| New Retail                         | 40,000 sf      |
| New Townhomes                      | 38             |
| Age-Restricted Units above Retail  | 124            |
| Total Units                        | 162            |
| Density                            | 7.3 units/acre |
| Parking Required                   | 828            |
| Parking Provided                   | 969            |
| Parking Deck 1                     | 294            |
| Parking Deck 2                     | 225            |
| Street, Surface and Garage Parking | 450            |





# RECOMMENDATIONS

## DEVELOPMENT CONCEPT B

### Development

Concept B proposes a lower density mixed-use redevelopment plan that combines similar uses to Concept A, but with a focus on fee-simple/owner-occupied housing. Land uses include retail, condos, stacked flats, and associated parking facilities. This concept is also centered on a retail main street which extends from the Regal Cinema to the existing retail at the intersection of Medlock Bridge Road and State Bridge Road. The retail main street in this concept is a pedestrian-only corridor/plaza, a place for outdoor dining, events, and gathering. Fronting both sides of the retail main street are two mixed-use buildings with bottom-floor retail and two-story fee-simple condo units above. These buildings surround surface parking lots. Stacked flats are located on streets adjacent to the retail main street. The overall concept is of an active, mixed-use neighborhood village center.

### Placemaking

Placemaking concepts are the same as those described in Concept A, with the exception of placemaking potential on the pedestrian-only main street. Art is anticipated to be incorporated into this space and may include sculptures, visual, performance, and/or interactive art.



*Image Caption: Discussion during design workshop at city hall*

### Phasing

The development could be implemented in phases, starting with the pedestrian-only retail main street and mixed-use buildings, accommodated by the surface parking. Stacked flats could be implemented as part of Phase 2 and would be parked internal to the building with supplemental parking on-street. Similar to Concept A, this concept does not involve demolishing the existing buildings; instead, it builds on the existing parking lot at the center of the parcel. The only demolition anticipated in the future would be near the Regal Cinema main building, to create a road connection with Medlock Crossing Parkway and the Perimeter Church.

Refer to the following pages for a rendering of Development Concept B.

### Recommended Plan: Concept B

In pursuit of an ideal development approach for this site, Development Concept B emerges as the favored recommendation. This concept provides a mixed-use development with a lower density and more “village-like” feel. Additionally, this option focuses on fee-simple/owner-occupied housing which was observed as an important element to the community.



*Image Caption: Existing retail on the development site at Regal Medlock Crossing*



# RECOMMENDATIONS

## Development Concept B

- 1. Residential above retail
- 2. Stacked flats
- 3. Regal Cinema pocket park
- 4. Medlock Bridge/State Bridge pocket park

## Data Analysis

|                     |              |
|---------------------|--------------|
| Existing Retail     | 160,000 sf   |
| New Retail          | 40,000 sf    |
| Stacked Flats       | 104          |
| Condos above Retail | 30           |
| Total Units         | 134          |
| Density             | 6 units/acre |
| Parking Required    | 784          |
| Parking Provided    | 790          |





# RECOMMENDATIONS

## Development Concept B Rendering

This Development Concept B rendering is a view looking down the pedestrian-only main street towards Regal Cinema. This rendering highlights the active and engaging nature of this pedestrian-only zone with storefronts, outdoor dining, benches, art, signage, and landscaping.





# RECOMMENDATIONS

Streetscape enhancements are recommended on the following pages for State Bridge Road, Medlock Bridge Road, and Medlock Crossing Parkway. Recommendations focus on pedestrian/bicycle zones outside of the pavement and include landscaping, sidewalk, and trails. The overall intent is to provide a safer and more desirable walking and bicycling realm, with larger sidewalks and/or trails and wider landscaped buffers from the roadway.

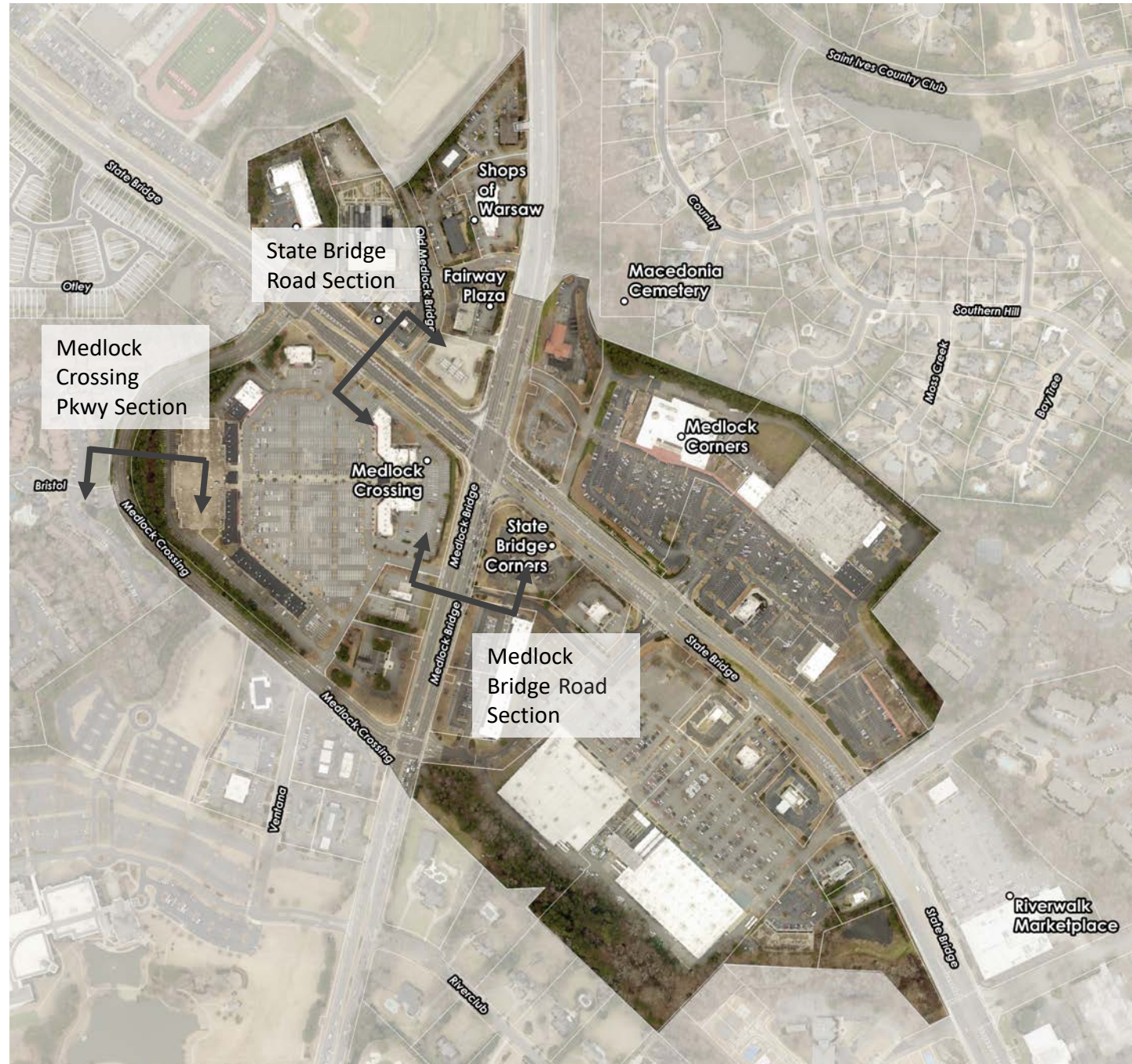


Image Caption: Aerial view of study area with noted street sections



Image Caption: View of existing conditions at State Bridge Road-Medlock Bridge Road intersection

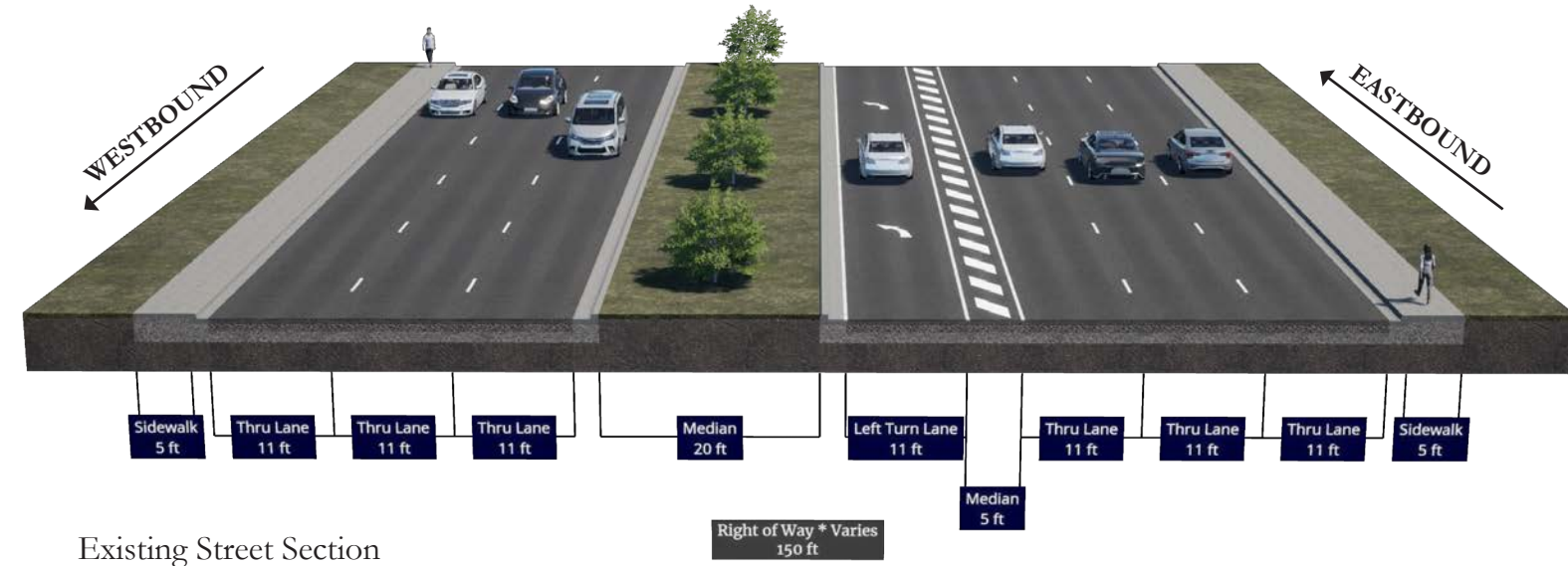


# RECOMMENDATIONS

## STREETSCAPE RECOMMENDATIONS

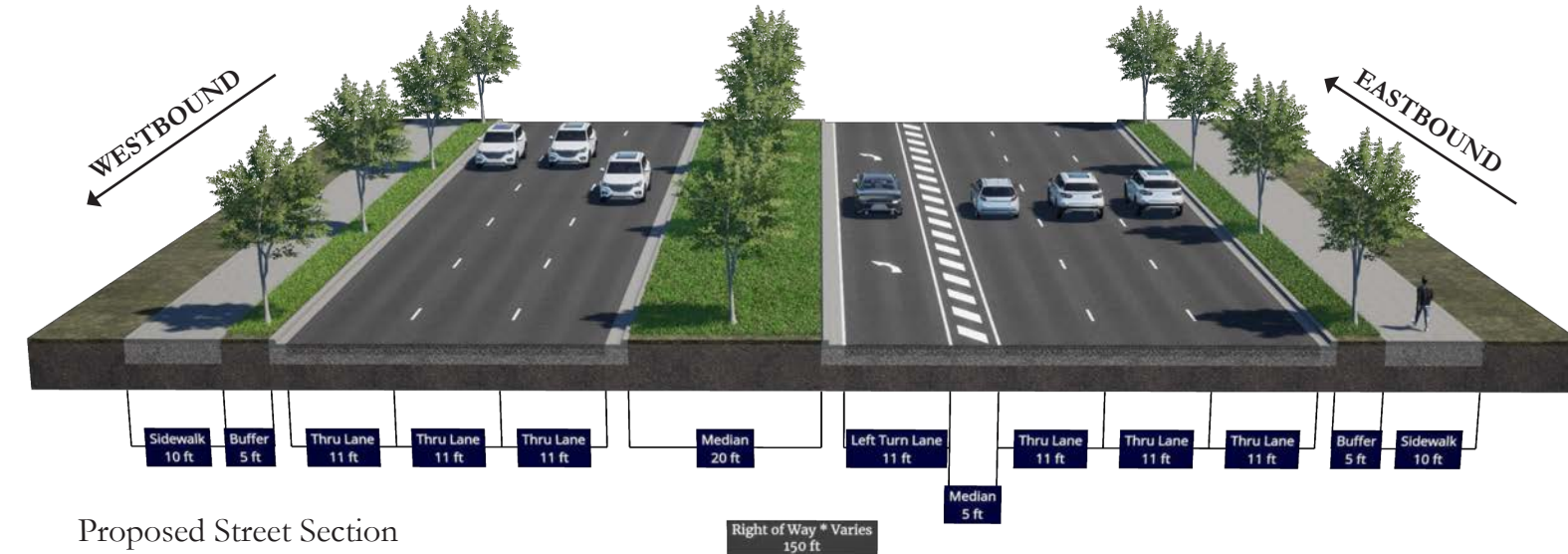
### State Bridge Road Existing Streetscape

This section of State Bridge Road includes a five-foot wide sidewalk on both sides of the road with no landscaped buffer between the sidewalk and the roadway.



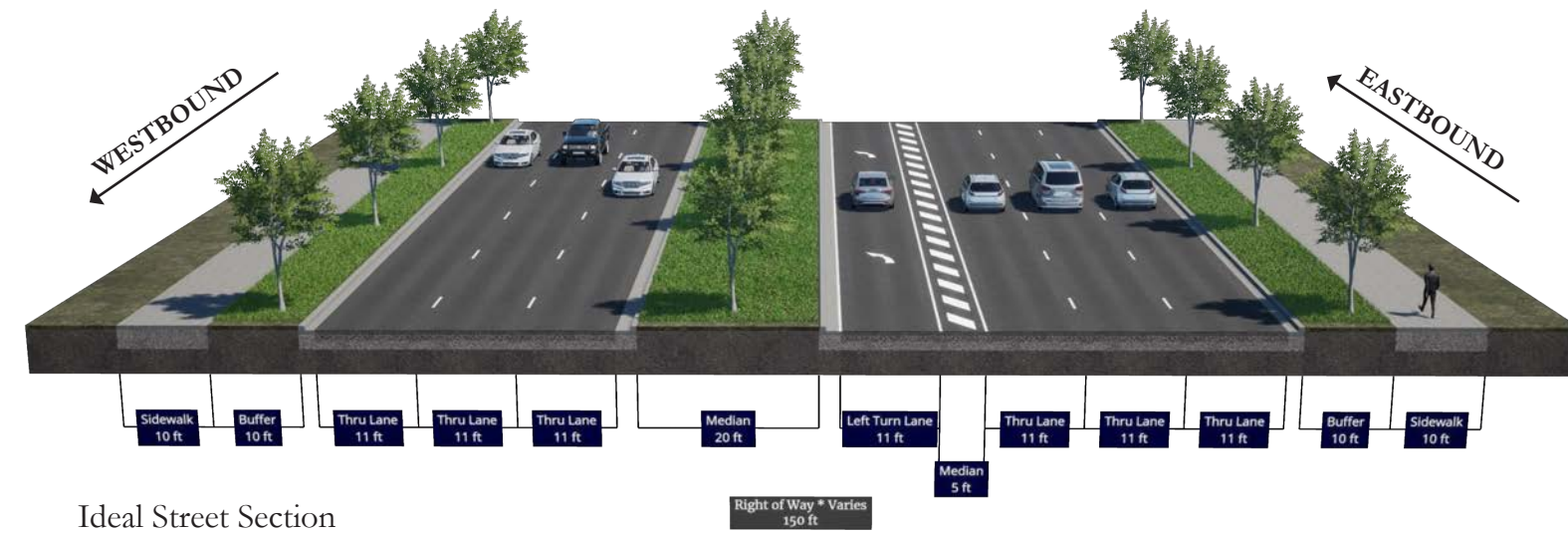
### Proposed Streetscape

The proposed streetscape plan operates within the existing 150-foot right-of-way while maintaining the current lane configuration and median. The plan introduces a five-foot wide landscaped buffer between the curb and the sidewalk, expands the sidewalk to ten-foot wide on both sides—making it a multi-use trail—and includes street trees in the buffer and median. Street trees not only provide a visual buffer between the pedestrians and automobiles, but also provide shade and a more pleasant environment for all users of this street.



### Ideal Streetscape

In the ideal streetscape plan, the design is similar to the proposed streetscape with the exception of an increased landscaped buffer between the curb and the multi-use trail. While increasing the buffer to a ten-foot width expands outside of the 150-foot street right-of-way, this design strategy, if and where possible, provides better protection and a more pleasant environment for the pedestrian and bicyclist. Expanding outside of the existing right-of-way would require land acquisition and/or partnerships with private property owners.

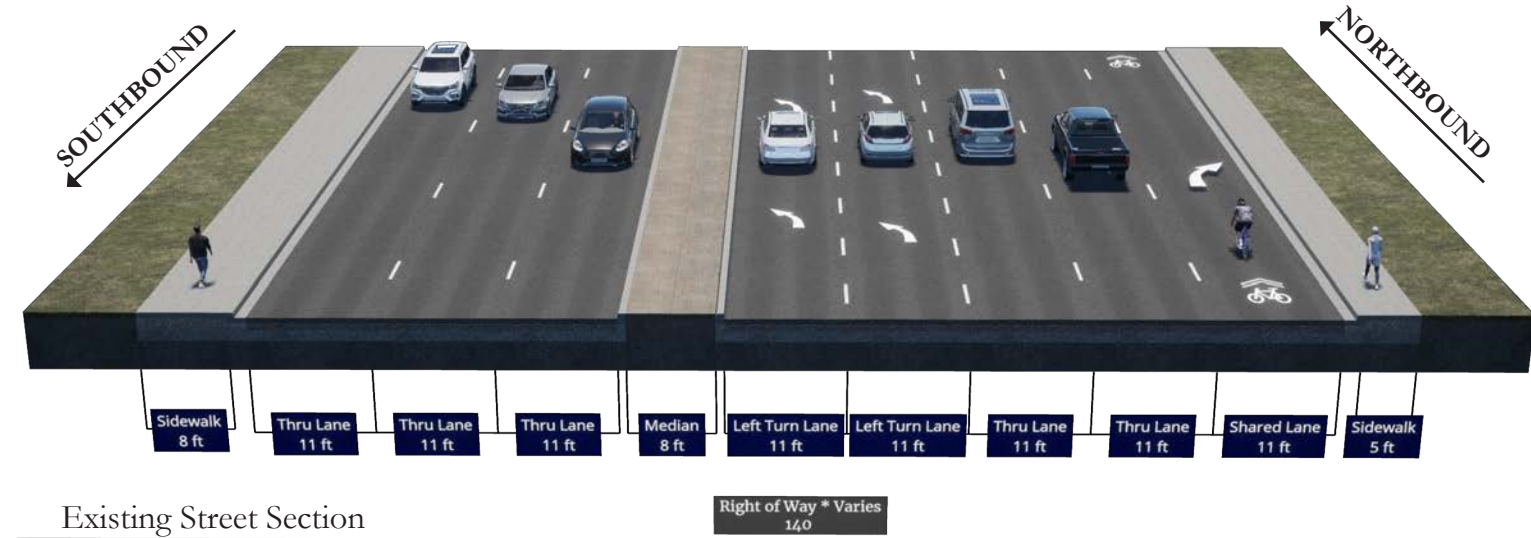




# RECOMMENDATIONS

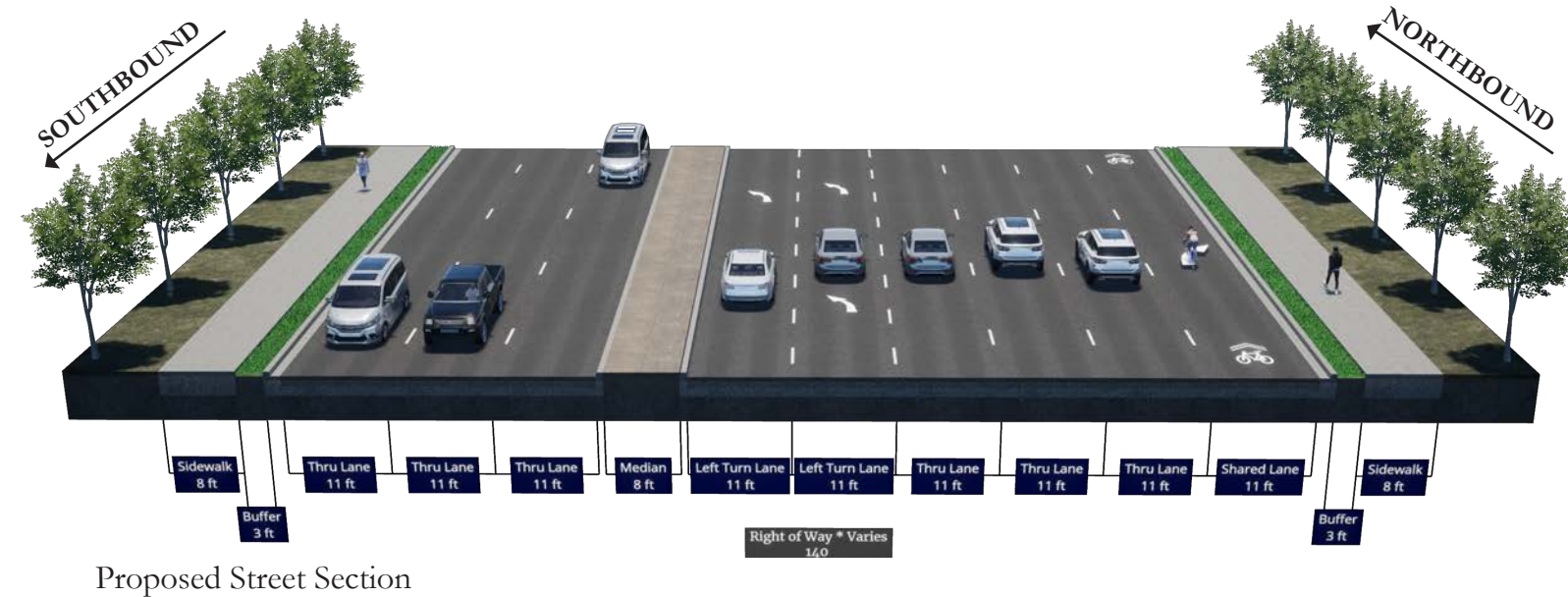
## Medlock Bridge Road Existing Streetscape

This section of Medlock Bridge Road includes an eight-foot wide sidewalk on the northbound side and a five-foot wide sidewalk on the southbound side of the road with no landscaped buffer between the sidewalk and the roadway.



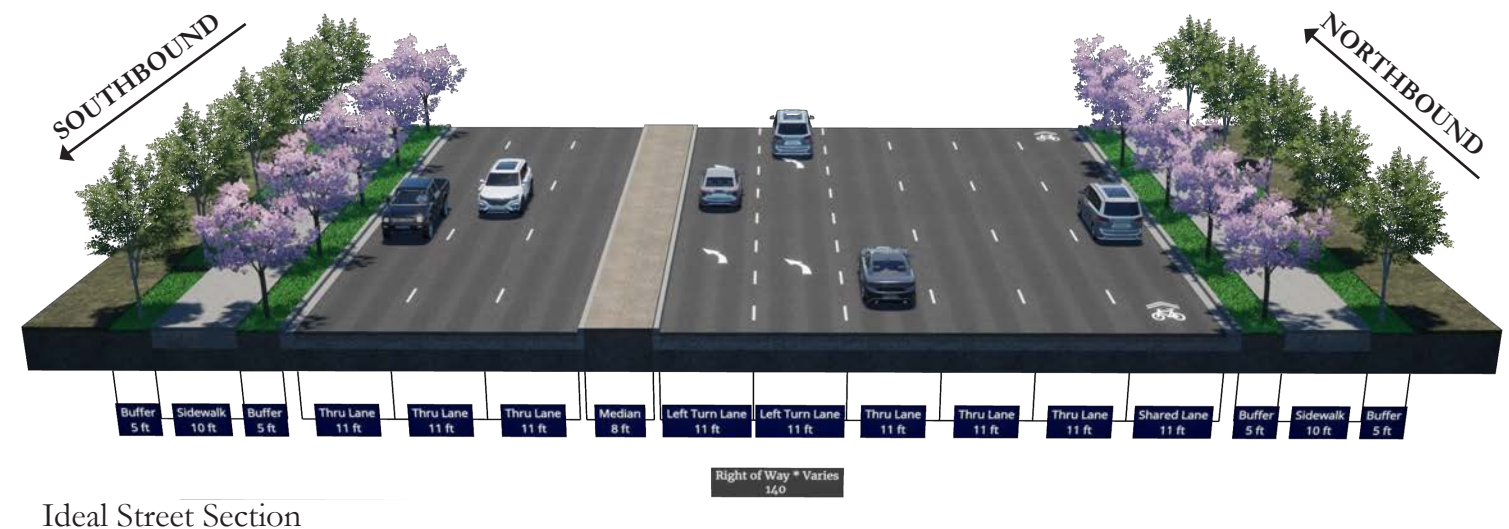
## Proposed Streetscape

The proposed streetscape plan retains the existing right-of-way and adds an eleven-foot northbound lane, per the recommendation of the city's Transportation Department. This plan proposes a three-foot wide landscaped buffer between the curb and the sidewalk, expands the sidewalk to an eight-foot width on both sides—making it a multi-use trail—and includes street trees on the outside edge of the sidewalk. As this is a state route, street trees are not permitted (unless they are 'breakaway' trees) within fourteen feet of the curb. This plan shows street trees set back fourteen feet from the curb.



## Ideal Streetscape

In the ideal streetscape plan, the design is similar to the proposed streetscape with the exception of an increased landscaped buffer between the curb and the multi-use trail, and adding 'breakaway' trees between the roadway and the sidewalk. The enhanced landscape buffer is shown to be five feet wide. This design expands outside of the existing right-of-way and would require land acquisition and/or partnership with private property owners.

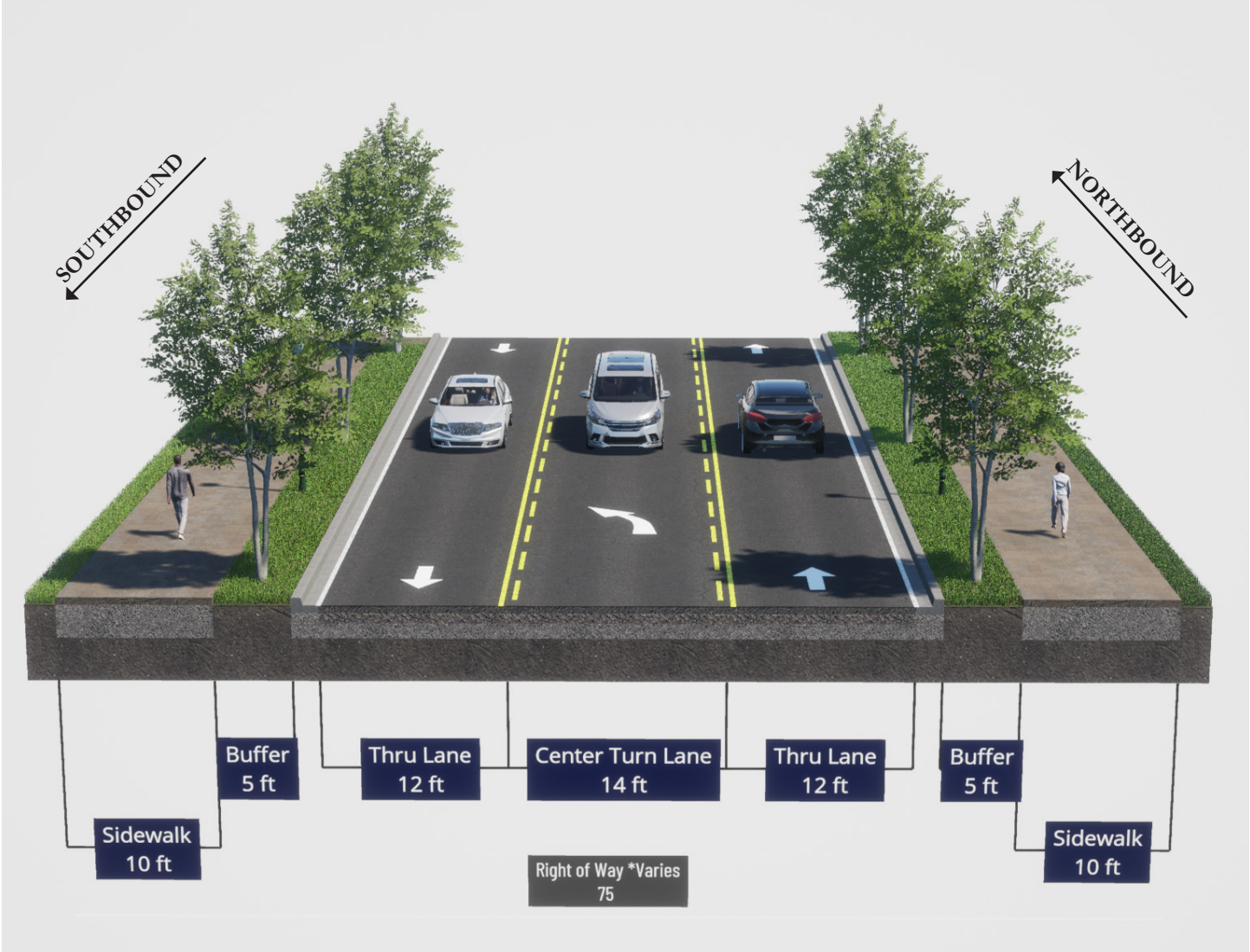
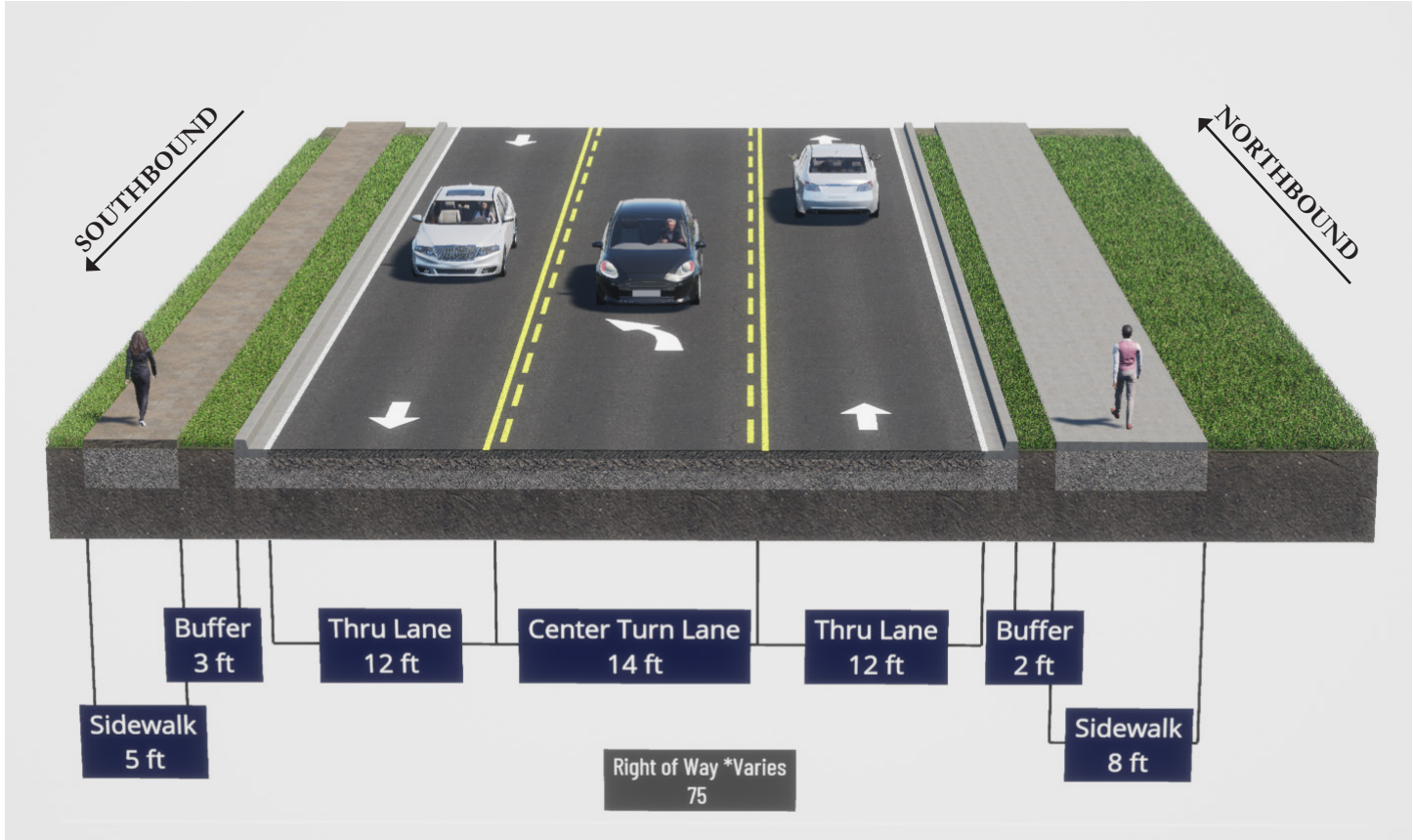




# RECOMMENDATIONS

## Medlock Crossing Parkway Existing Streetscape

This section of Medlock Crossing Parkway includes an eight-foot wide sidewalk on the southbound side and a five-foot wide sidewalk on the northbound side of the road, with a three-foot wide and two-foot wide landscaped buffer respectively between the sidewalk and the roadway.



## Proposed Streetscape

The proposed streetscape plan retains the existing right-of-way and maintains the current land configuration. This plan proposes a five-foot wide landscaped buffer between the curb and the sidewalk, expands the sidewalk to a ten-foot width on both sides—making it a multi-use trail—and includes street trees within the landscaped buffer.





# IMPLEMENTATION PLAN



# IMPLEMENTATION PLAN

The following section outlines the Implementation Plan for Medlock Bridge at State Bridge Revitalization Plan, a critical component of the strategic initiative is aimed at translating vision into reality.

This Implementation Plan is divided into three distinct tiers. This tiered approach provides a systematic framework for the execution of the master plan, enabling an efficient allocation of resources, as well as the ability to prioritize initiatives in order to drive transformative change within the community.

At the outset of this implementation endeavor, a 100-day action plan has been developed. This rapid-response strategy is designed to serve as the foundation upon which long-term goals will be built. The Implementation Plan for this report signifies a commitment to immediate, tangible progress; underscores the city's dedication to achieving results swiftly; and signifies an unwavering commitment to the holistic development and advancement of the Johns Creek community. It further stands as a testament to the city's determination to affect positive change in the years ahead, creating a sustainable and prosperous future for all stakeholders involved.



Image Caption: Community meeting #2

## IMPLEMENTATION AND ACTION PLAN

### CITY

The following table details the implementation projects, both short- and long-term, in which the City would have a direct role over the next five to ten years. Larger projects which may have more intensive budgetary constraints can be phased accordingly.

| TIER 1                                   |                                    |            |   |
|--|------------------------------------|------------|---|
| ACTION                                   | COST ESTIMATE                      | INITIATION | PLAN REFERENCE & NOTES  |
| Zoning Ordinance Update                  | Staff time (Community Development) | FY 2024    | Research and implement amendments to Zoning Ordinance to support recommendations. Enhance greenspace requirements in the design guidelines for this study area. Consider specific building standards to provide developers with a clear set of standards and expectations for building massing, size, scale, and character. |
| Establish Design and Landscape Standards | Staff time (Community Development) | FY 2025    | Develop design and landscape standards for the study area boundary. Consider furniture standards that help develop a unique sense of place and community, such as artistic benches or street lights.  |
| Update Signage Standards                 | Staff time (Community Development) | FY 2024    | Review and update signage ordinance, as appropriate, to meet standards as determined in the Design and Landscape Design Standards.  |

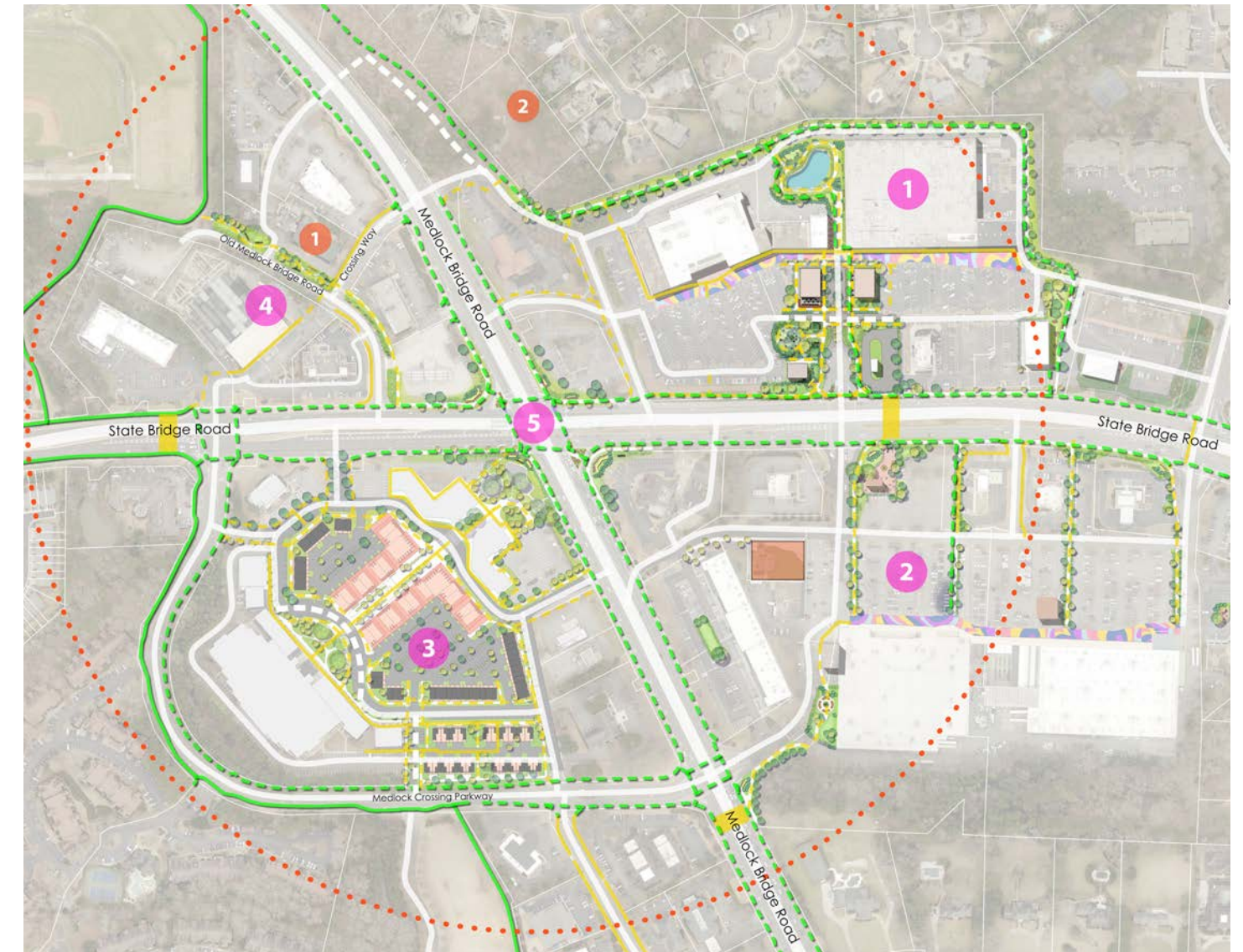


# IMPLEMENTATION PLAN

## TIER 2

| ACTION   | COST ESTIMATE  | INITIATION   | PLAN REFERENCE & NOTES   |
|--|--|--|--|
| Sidewalk and Trail Infill                              | Varies   | FY 2028<br>(or sooner based on private investment) | Pursue sidewalk and trail infill projects, per this plan. Details of suggested locations are included on the map on following page. Potential funding: Transportation Improvement Program (TIP)/ Transportation Special Purpose Local Option Sales Tax (TSPLOST)/Georgia Department of Transportation (GDOT) |
| Activate Green Space                                   | Staff time<br>(Community Development)                | Ongoing  | Work with property owners at time of development/redevelopment proposal to incorporate activated green space (i.e. pocket parks) as recommended in this report.  |
| State Bridge - Medlock Bridge Intersection Placemaking | Cost associated with TR3.7 of Community Work Program | FY 2025  | Enhancement of existing crosswalks on State Bridge Road to make them more visible to drivers, pedestrians and cyclists (Placemaking Site 5). Potential funding: Transportation Special Purpose Local Option Sales Tax (TSPLOST)  |

Proposed Pedestrian Infrastructure Plan



**LEGEND**

- Existing Sidewalk
- - - Proposed Sidewalk
- Existing Multi-use Trail
- - - Proposed Multi-use Trail
- Existing Street
- Pedestrian Bridge/Tunnel
- 5-Minute (Quarter Mile) Walking Radius
- # Notable Site  
1. Warsaw Historic School  
2. Macedonia Cemetery
- # Placemaking Site



# IMPLEMENTATION PLAN

| TIER 3  |                        |  |  |
|---|------------------------|--|--|
| ACTION  | COST ESTIMATE          | INITIATION   | PLAN REFERENCE & NOTES   |
| <b>Explore Establishing a Dedicated Arts Fund</b> | Staff time             | FY 2027  | Consider a 1% voluntary art program, where 1% of new development construction cost in the Study Area is given towards the arts on site or within the study area boundary.  |
| <b>State Bridge Road Tunnels</b>                  | \$8M (for each tunnel) | FY 2030<br>(or sooner based on private investment) | Construct tunnels under State Bridge Road for pedestrians and cyclists as identified on the map on the previous page (page 111). Potential Funding: Transportation Improvement Program (TIP)/ Transportation Special Purpose Local Option Sales Tax (TSPLOST)/Georgia Department of Transportation (GDOT)  |
| <b>Enhance Streetscapes</b>                       | Varies                 | FY 2028  | Enhance the streetscapes of the public ROW surrounding Medlock/State Bridge to include incorporating buffers, center lanes, turn lanes, dedicated bike lanes, medians, sidewalks, etc. Refer to streetscape recommendations on pages 100 to 105. Potential funding: Transportation Improvement Program (TIP)/Transportation Special Purpose Local Option Sales Tax (TSPLOST)/Georgia Department of Transportation (GDOT) |

## 100-DAY ACTION PLAN

| ACTION  | COST ESTIMATE   | PLAN REFERENCE & NOTES  |
|---|---|---|
| <b>Amend Comprehensive Plan</b>                 | Staff time (Community Development)                          | Amend the Johns Creek Comprehensive Plan to be consistent with recommendations within this plan.  |
| <b>Area Branding</b>                            | Staff time (Community Development and Economic Development) | Explore, identify, and create area branding design standards to implement placemaking concepts in all four corners:<br>1) Pedestrian Slow Zone<br>2) Area Identification Signage<br>3) Historic Markers   |
| <b>Create Site Selection and Broker Package</b> | Staff time (Community Development and Economic Development) | Develop a marketing packet for the Medlock/State Bridge Node with site plans and renderings from this plan and inclusive of economic development incentives, to pitch to property owners, investors, and developers. Consider a Property Owner/Broker Tour of the area where this packet can be shared and information provided to interested investors on what the city/community wants in the area and next steps for involvement/investment. |



