



CITY
AGRICULTURE
PLAN

GROWN IN CITIES 100% COMMUNITY

Alpharetta
City Agriculture Plan

Community Engagement Phase
Feedback Analysis

Spring 2022





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EXECUTIVE SUMMARY

A City Agriculture Plan is a set of short term and long term recommendations that provide a roadmap for a city to achieve its vision of creating a vibrant and sustainable community food system over the next 5-10 years. The City Agriculture Plan process intentionally incorporates a community engagement phase to ensure that residents and local food leaders can help identify ways that local food can be integrated into their City's existing plans and programs.

This report summarizes the Community Engagement phase of the Alpharetta City Agriculture Plan during the spring of 2022. This work was led by Food Well Alliance (FWA), a metro Atlanta based non-profit working to support an equitable, local food ecosystem in which everyone can participate and benefit. The primary goals of the Community Engagement phase prior to the Atlanta Regional Commission's Planning phase were:

1. To create accessible opportunities for diverse community residents to voice their opinions, concerns, and values regarding Alpharetta's local food system, and
2. To summarize existing community food assets and community feedback for Alpharetta's city leadership and City Agriculture Plan Steering Committee to uplift existing work and highlight strategic opportunities for growth and connection.



STAKEHOLDER SURVEY OVERVIEW

The Stakeholder Surveys were administered via Google Forms and were sent multiple times to each distribution list over the course of March and April of 2022. These surveys varied slightly for each group and were meant to capture specific viewpoints outside of the resident-based Community Conversations that would be valuable in the planning process.

Eight key stakeholder groups were identified collaboratively by Food Well Alliance, the Atlanta Regional Commission, and City of Alpharetta Community Agriculture program staff. Distribution lists were compiled through a combination of established City of Alpharetta mailing lists and research into local institutions and organizations.

Besides the General Residents, stakeholder groups each received a short, 10-15 question survey via email that was tailored to their role within Alpharetta's local food system. The General Resident survey was more widely distributed through a combination of social media posts on the Old Rucker Farm channels and via physical QR code fliers posted in strategic locations across the city including Recreation and Parks facilities and local restaurants.



Stakeholder Survey Methodology

Stakeholder Groups & Response Rates

General Resident Distribution: n/a Responses: 72	City Officials Distribution: 32 Responses: 11	Educators/Parents Distribution: 62 Responses: 11	Growers Distribution: 46 Responses: 7
Food Businesses Distribution: 121 Responses: 7	Faith Based Orgs Distribution: 26 Responses: 2	HOA Leaders Distribution: n/a Responses: 0	Farmers Market Distribution: n/a Responses: 0

Each of the 110 stakeholder surveys contained three common questions to serve as a baseline for the community feedback:

1. **What does local food mean for you in Alpharetta?**

This question is meant to establish a shared understanding of the parameters of planning around the “local” food system in Alpharetta. Local and regional food systems do not conform to municipal boundaries, so this feedback gives an idea of the community’s view of local food and agriculture. The availability of products can vary based on proximity to local producers, accessibility to points of sale, and seasonality.

2. **What is Alpharetta doing right in terms of local food?**

This question is meant to give insight into the community’s level of familiarity with Alpharetta’s current food and agricultural assets and programming. A lack of knowledge regarding ongoing work could highlight the need for more marketing efforts.

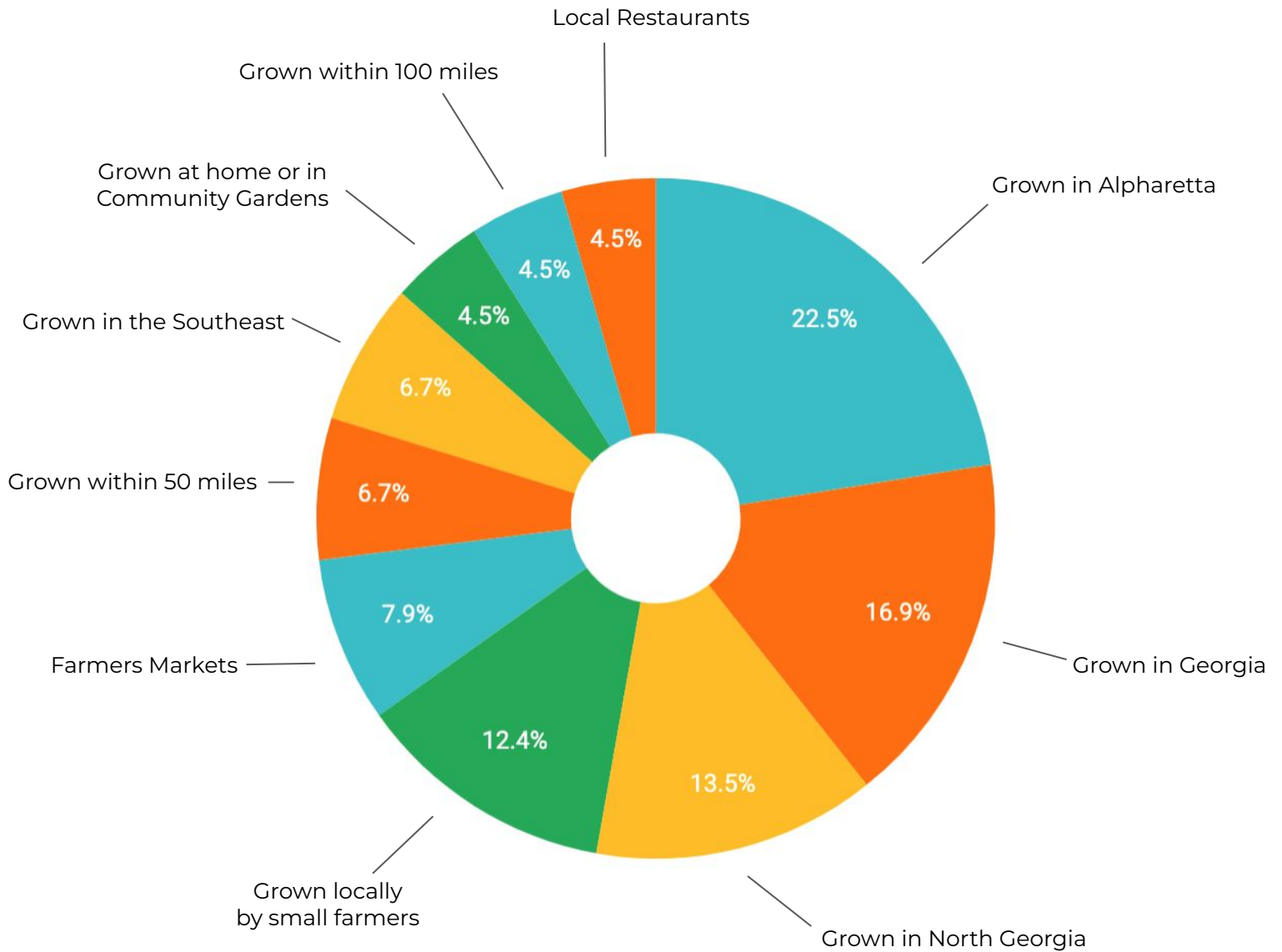
3. **What could Alpharetta do better in terms of local food?**

This question is meant to establish a baseline for residents to share their main priorities regarding the growth and development of Alpharetta’s local food system and what they would like to see more of.



Stakeholder Survey Collective Responses

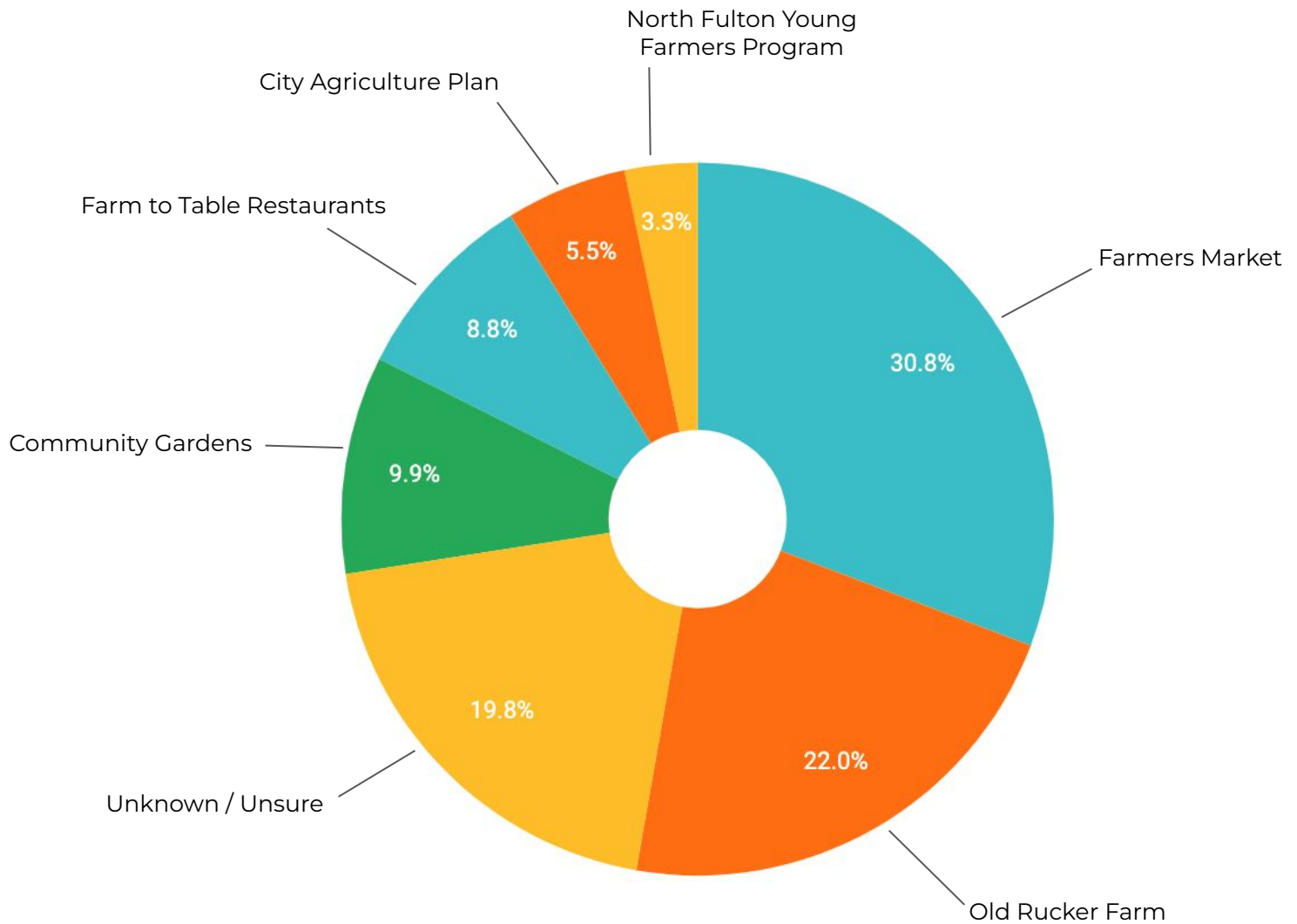
What does local food mean for you in Alpharetta?

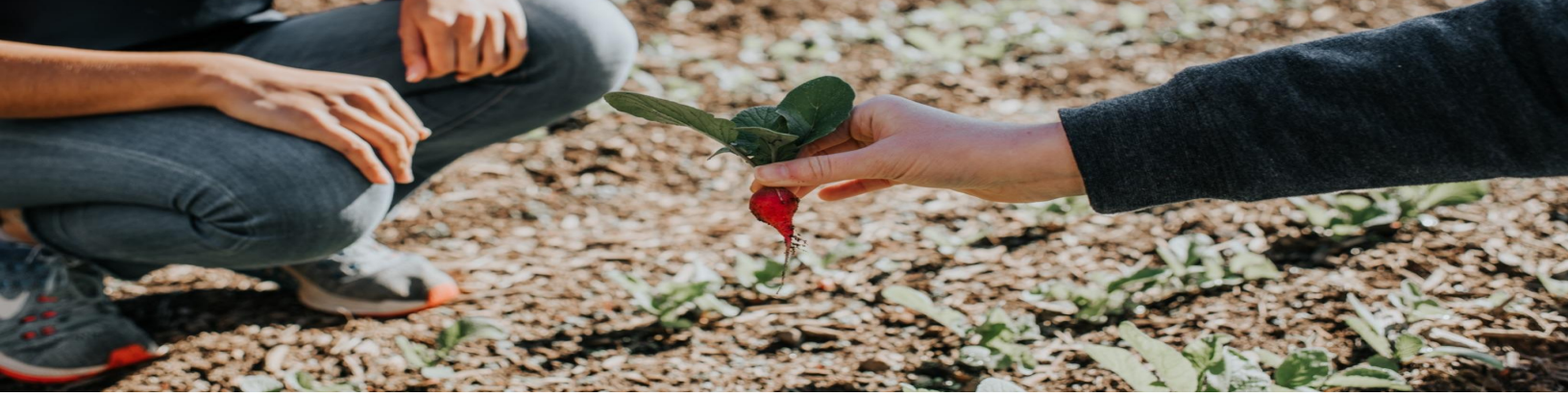




Stakeholder Survey Collective Responses

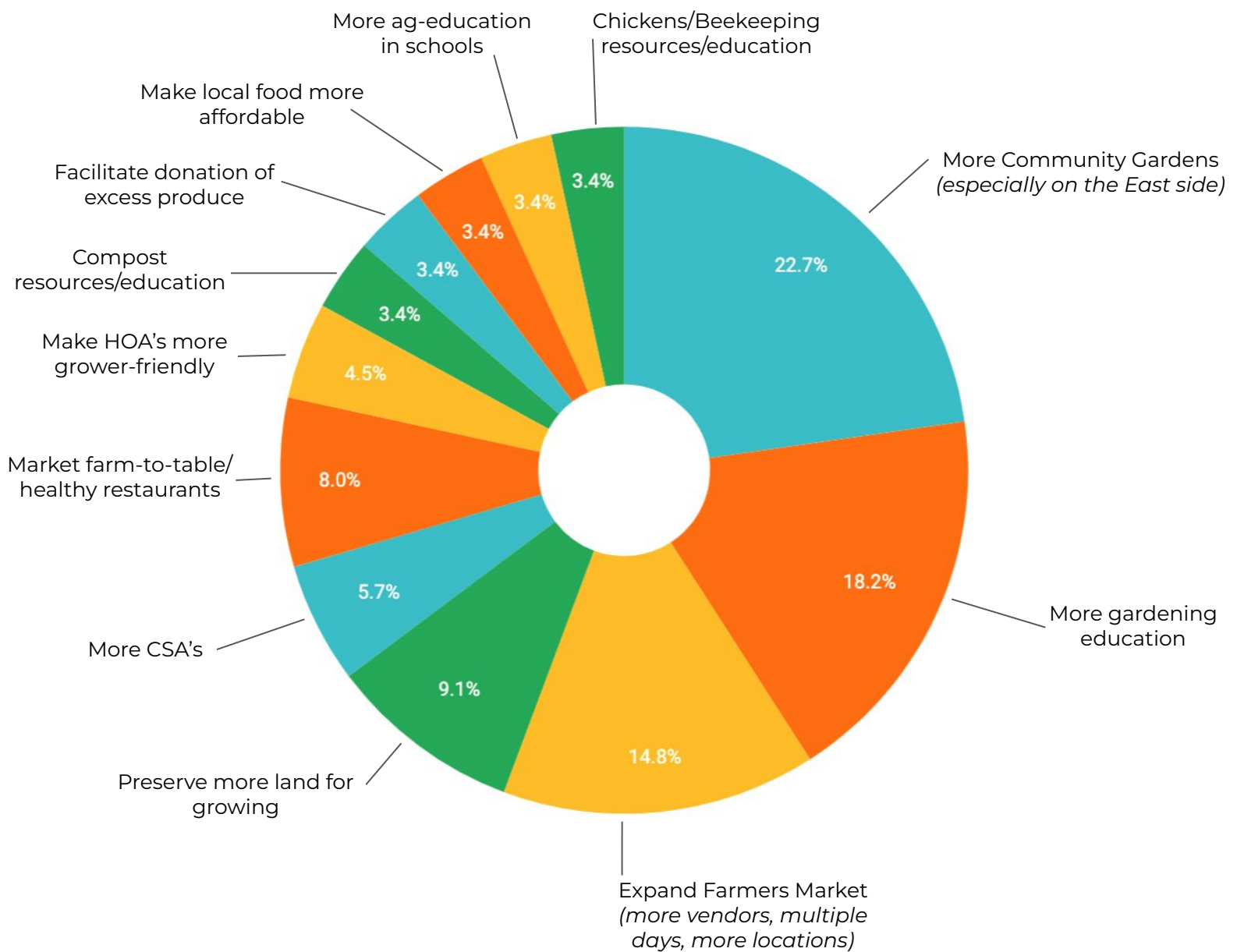
What is Alpharetta doing right in terms of local food?





Stakeholder Survey Collective Responses

What could Alpharetta be doing better in terms of local food?





General Resident Survey Response Highlights

72 Alpharetta resident responses

Alpharetta residents' practices at home

58.3 %

Of respondents grow food at home using a variety of methods

53.3 %

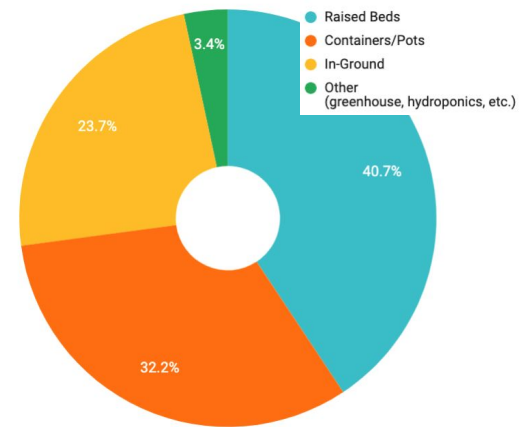
Of respondents that grow food at home would participate in a home growers cooperative to sell or donate excess produce

20.8 %

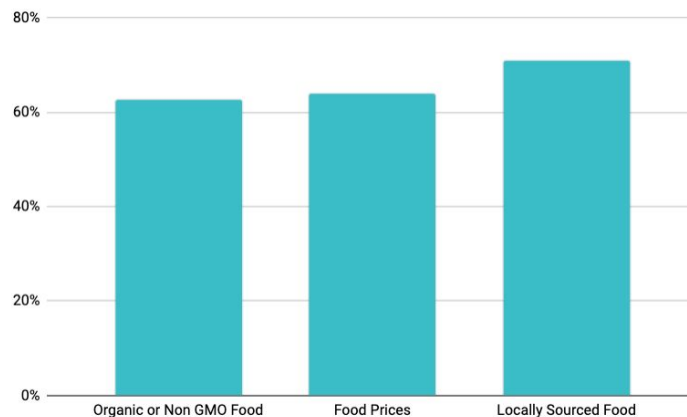
Of respondents compost food and yard waste at home using tumblers, small tubs/bins, wire structures, piles and subsurface bins

0 %

Of respondents keep chickens or bees at home



What do Alpharetta residents rate as “somewhat” or “very” important in their food purchasing decisions?





General Resident Survey Response Highlights

Alpharetta residents' recommendations for the City Agriculture Plan

- ❖ Offer Community Education
 - Ensure accessibility: evening/weekend classes, in-person and virtual
 - Information on growing food, seed saving, keeping chickens, canning and preserving, food safety, packaging and selling value added products
 - Guide to restaurants and organizations that use local food
- ❖ Increase Community Food and Agriculture Resources
 - Tool lending program
 - Community commercial kitchen for processing and education
 - Land access: more community gardens, especially on the East side and at apartment complexes
 - Distribute seeds/seedlings, compost/soil amendments
 - UGA Cooperative Extension office in Alpharetta
 - Agrotourism guide
- ❖ Focus on Sustainability
 - Community-wide composting (including yard waste)
 - ARC Green Community certification
 - Limit pesticide and herbicide use
 - Increase edible and pollinator plantings throughout city
- ❖ Make Local Food More Accessible
 - Broaden Farmers Market offerings: more days, more produce vendors, better parking, multiple locations

Alpharetta residents' issues with various Homeowners Associations regarding food and agriculture

- ❖ Prevent raised beds in common areas - no ability to grow communally
- ❖ Require landscape architecture plans and permits in addition to city approval to remove trees - properties are often too shady to grow
- ❖ Limits on spacing of garden plots ie. not allowed past back corner of house
- ❖ Limits on "natural" plantings ie. preventing anything other than ornamentals in front yards
- ❖ Often prohibited:
 - Greenhouse structures
 - Fences or other barriers to keep wildlife out of gardens
 - Chickens
 - Beehives
 - Composting



General Resident Survey Quotes

“Community Gardens should be encouraged and planned, with space set aside to encourage people to come together and get back to basics and develop a passion for growing and enjoying heirloom vegetable gardens.”

“I love Old Rucker Farm and despite my frustration with large developers coming into my hometown and clear-cutting lands and habitats to build fancy homes - Old Rucker farm has given me hope and I wish to see more efforts like this for the well-being of my generation and future generations”

“Provide more community gardens. At the Alpharetta Community Garden, there are many people on the waiting list to get in. The residents want to be able to garden but do not have space at home. Also encourage/support people to get involved in growing in their yards and possibly hosting those who want to garden but don't have the space.”

“Local food prices at the farmers market are way too high because this is Alpharetta. Similar vendors at the Grant Park Farmers Market have much more reasonable prices for the exact same things. There are also too many vendors that don't sell grocery type foods. It's not a great place to shop for weekly food and I'd prefer the rule to be local producers only. “

“I think it may be too late to fix what could be improved. Zoning should not have changed from ag so rapidly. We moved here 10 years ago and have honestly been shocked at the level of destruction to nature that has taken place to allow development. Once it's gone, there is no going back.”

“Provide a local source for the land and education for residents. Centralized so that people with the same interests can interact and learn from each other. Provide resources to have access to decent land (good sun), quality seeds, quality fertilizer and how to put the three together.”

“We have such great diversity! Celebrate that with the different produce that we can grow here and flavors the global cuisines, no need to import it.”

“Plant fewer ornamentals, but fruit trees and pollinator strips instead wherever Parks & Rec or construction work is done. partner with/incentivize real estate, companies and restaurants that are interested in green roofs for growing produce.”



City Officials Survey Response Highlights

11 Alpharetta city official responses

81.8%

Of respondents stated local food was “somewhat” or “very” important to their residents served

Issues raised by residents to city officials include:

- ❖ Limited availability of garden plots
- ❖ Space requirements for raising backyard chickens

Alpharetta City Officials’ recommendations for the City Agriculture Plan

- ❖ Create a centralized or municipal composting program
- ❖ Create a strategy for recommending food/ag friendly practices for HOAs
- ❖ Connect food and agriculture efforts to other city initiatives including:
 - Greenspace preservation strategies
 - Stormwater management strategies
 - Art, music, and history programs
- ❖ Promote community education on:
 - Opportunities to donate excess food
 - Current food and ag organizations and events - increase marketing efforts
 - Local farm to table restaurants
- ❖ Work with residential and commercial developers to designate greenspace and growing space in new and existing multi-family housing, apartment buildings, office complexes, and mixed use developments
- ❖ Designate city owned land for growing including:
 - More community gardens in parks
 - More edible and pollinator friendly landscaping
- ❖ Expand agricultural education to more schools outside of Cambridge High School, focus on elementary and middle school programs to feed into established high school programs



Educators & Parents Survey Response Highlights

11 Alpharetta educator and parent responses

100%

Of respondents stated food and agriculture education was “somewhat” or “very” important to them

9

Schools represented in survey

- ❖ **Cambridge High School:** garden program, compost program, uses locally sourced food
- ❖ **Cogburn Woods:** garden program, compost program, uses locally sourced food
- ❖ **New Prospect Elementary:** uses locally sourced food

Alpharetta schools’ barriers to local food and agriculture programming

- ❖ Lack of staff/parent capacity to sustainably support a program
 - Have a garden club, but no succession plan for management
 - Have space for a garden, but no one available to cultivate
 - Have interested students, but no one to organize them
 - Have legacy gardening/composting programs that died out without support
- ❖ Lack of resources
 - Have a staffed and interested garden club, but no resources to expand to growing food
 - Have a garden as part of the school’s “continuous improvement plan,” but no immediate plans to develop



Educators & Parents Survey Response Highlights

Alpharetta educators and parents suggestions for improving food and agriculture programming in schools

- ❖ Provide assistance to schools to procure resources necessary for gardening and composting programs
 - Grants for seeds/seedlings, soil/compost, garden bed materials, small gardening tools, signage, compost bins, etc.
- ❖ Provide educational and programmatic materials
 - Toolkit for starting a school garden
 - Methods for integrating agricultural education into existing curricula
 - Information on composting methods and the science behind them
 - Planting and harvesting schedule for local varieties
- ❖ Provide assistance with management
 - Help needed to harvest and water during summer months
 - Coordinate interested educators and parents for networking and best practice sharing

"We would love funds to support these things happening in our school. We are really tight on money due to educational cuts and people to help us run these types of things. We have a "gardening club" but they don't do anything but clean up right now. The kids are really excited but our lack of resources prevent us from doing a lot."

"I don't know if the schools in Alpharetta are equipped with kitchen and personnel to prepare and cook food from scratch."

"We have to find a way to engage students as stakeholders. They have to understand the benefits of local food and agriculture and what they can do to make a difference."

"We would love to have people come talk to our students about what Alpharetta is doing in terms of agriculture. Our students have no clue where their food comes from and this would be eye opening."

"Yes! I want a garden and a composting process and have students who are interested in helping; however, I do not have adults who can take on one more thing."

"Working on a grant to build gardens in schools would be amazing. Students want to learn and love working with their hands."



Growers Survey Response Highlights

7 Alpharetta Grower responses

71.4%

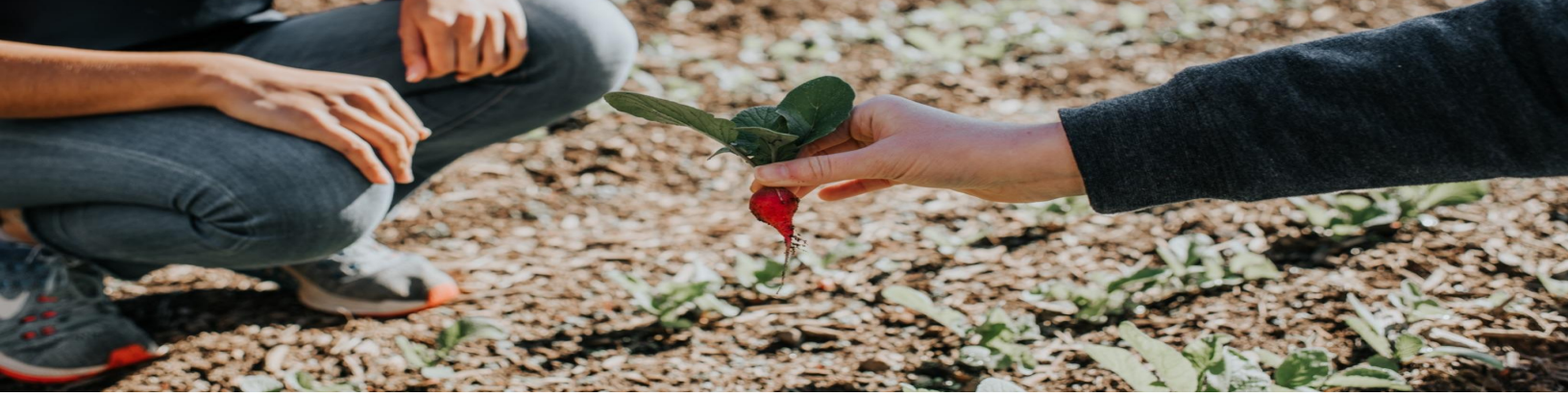
Of respondents felt “somewhat” or “very” disconnected from the Alpharetta local food system

42.8%

Of respondents either sell products locally or donate excess produce to local organizations

Recommendations for increasing grower support in Alpharetta

- ❖ Farmers Market
 - Assistance with high booth fees
 - Allow small growers to come 1x/month and/or share booth space
 - Increase opportunities for small local sales
 - Winter covered market, additional days, additional locations
- ❖ Marketing
 - Assistance with marketing small local producers (as a collective?)
 - Highlight local organizations that do or want to procure local food
- ❖ Available growing space
 - Increase community garden plots available for interested growers
 - Work with HOAs to amend boilerplate language barring certain gardens, composting, and/or chickens and bees
 - Extend the city’s community agriculture program to additional sites to help with garden/farm management and marketing
 - Adopt a more holistic approach to development - Alpharetta is losing viable green and growing space to rapid construction
- ❖ Education
 - Offer classes on farm business, marketing, processing value added products, composting, keeping chickens, bees, etc.
 - Expand agricultural programs offered in schools to create a pipeline of qualified and interested growers



Food Business Leaders Survey Response Highlights

7 Alpharetta Food Business leader responses

71.4%

Of respondents felt “somewhat” or “very” disconnected from the Alpharetta local food system

71.4%

Of respondents stated that eating local food is “somewhat” or “very” important to their customers

Barriers to sourcing local food in Alpharetta

- ❖ Scale
 - Not enough local producers large enough to consistently satisfy commercial contracts
 - Local products less likely to be certified/inspected, quality can be less trustworthy for purchasers
- ❖ Pricing
 - Local producers cannot compete with conventional agriculture pricing - adjusting sourcing can make or break restaurant margins
- ❖ Marketing/Consumer Education
 - City of Alpharetta could assist with marketing of local food businesses that do source locally and connecting local producers with purchasers
 - Could lead the way in mandating local food procurement for certain percentages of city events/uses
 - Assist with marketing the general benefits of consuming local food, supporting local food economies, and eating seasonally
- ❖ Other suggestions
 - Municipal or centralized compost with pick up options would be useful for restaurants interested in diverting food waste from landfills
 - Need composting options that



COMMUNITY CONVERSATIONS OVERVIEW

The Community Conversations were spread geographically across Alpharetta and offered on weekend mornings and weekday evenings in accessible, public locations - both indoor and outdoor - for equitable access.

The Community Conversations were promoted multiple times on social media platforms (Facebook, Instagram) and through regular newsletter distribution by Food Well Alliance, the Farm at Old Rucker Park, and the City of Alpharetta over an 8-week period. Articles promoting the events were also published by Appen Media and the Atlanta Journal Constitution.

These events were facilitated by local food leaders to encourage resident to resident feedback and empower community leadership. Conversation leaders were provided a facilitation guide including background on the City Agriculture Plan initiative, facilitation best practices, and suggested questions and topics. They were also offered one on one coaching with Food Well Alliance staff prior to their event. All Community Conversations were also attended by Food Well Alliance and Atlanta Regional Commission staff who were available to answer process questions, assist with facilitation, and take minutes.



Community Conversation Summary

- 3/19/22** ● Old Rucker Farm - 38 attendees
- 3/24/22** ● Preston Ridge - 8 attendees
- 3/26/22** ● Preston Ridge - 4 attendees
- 3/31/22** ● Amana Academy - 13 attendees
- 4/2/22** ● Community Center - 15 attendees
- 4/23/22** ● Old Rucker Farm - 16 attendees



Community Engagement Themes

The following pages summarize the key themes as drawn from community feedback from both the 110 Stakeholder Surveys and the 6 Community Conversations.

- ❖ Education
- ❖ Increasing Access to Locally Grown Food
- ❖ Community Connectivity and Empowerment
- ❖ Homeowners Associations
- ❖ Sustainability and Greenspaces
- ❖ Compost and Reducing Food Waste



THEME I: EDUCATION

- ❖ Expand agricultural programs at all levels of education across multiple schools and creating a pipeline for agricultural education
 - Provide guidance and support for new FFA programs at Milton High School and Alpharetta High School
- ❖ Expand curriculum tie ins
 - Research full breadth of 30+ CTAE agriculture-related pathways
- ❖ Expand opportunities for teacher training and networking
 - Establish network of interested school administrators and educators to meet regularly with guidance from North Fulton Young Farmers leadership
- ❖ Offer suite of resources to new and existing school garden and farm education programs
 - Monetary grants, garden supplies (garden bed materials, small garden tools, hoses, etc), soil and compost, seeds and seedlings, signage
- ❖ Provide educational and programmatic materials
 - Toolkit for starting a school garden
 - Information on composting methods and the science behind them
 - Planting and harvesting schedule for local varieties
- ❖ Assist with coordinating volunteers, especially for harvest and watering over the summer months

Potential Partners

- ❖ Future Farmers of America
- ❖ North Fulton Young Farmers
- ❖ Old Rucker Farm
- ❖ School programs: Alpharetta High School, Amana Academy, Cambridge High School, Cogburn Woods Elementary School, Fulton Science Academy, New Prospect Elementary School, The Lionheart Academy

"We have to find a way to engage students as stakeholders. They have to understand the benefits of local food and agriculture and what they can do to make a difference."

"Working on a grant to build gardens in schools would be amazing. Students want to learn and love working with their hands. Offering composting bins for schools would be amazing."



THEME II: INCREASING ACCESS TO LOCALLY GROWN FOOD

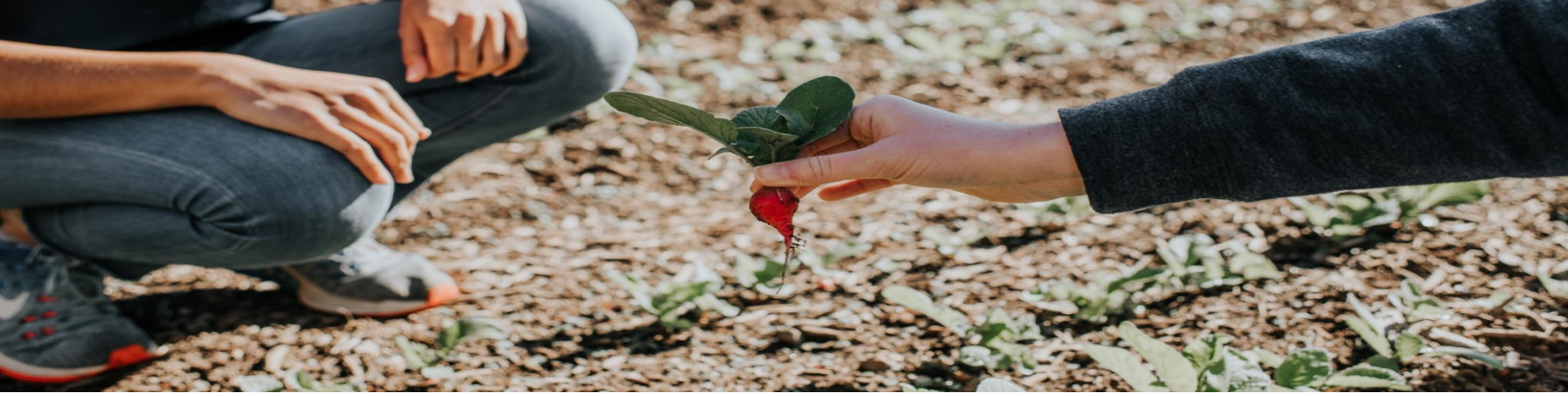
- ❖ Encourage the formation of new local food and agriculture organizations
 - City-promoted incubator for new local agriculture organizations
- ❖ Support production of local value added products
 - Explore spaces for a community food kitchen for processing and packaging of products
- ❖ Expand local food points of sale beyond Farmers Market
 - Explore creation of co-op for local food - see Living Well Farmers Market in Suwannee as a case study
 - Incentivize other food businesses, markets, and grocery stores to source and advertise locally grown food
- ❖ Expand Farmers Market offerings
 - Expand access to local food to SNAP recipients by doubling EBT at Farmers Markets
 - Recruit additional local produce vendors
 - Offer additional days, explore additional locations, consider winter market
 - To support small growers, offer assistance with booth fees and consider allowing booth rotations
- ❖ Create guide to local food in Alpharetta and assist with marketing local growers and organizations using local food and products
 - Include benefits of supporting local food economies and eating seasonally

Potential Partners

- ❖ Farmers Markets: Alpharetta Farmers Market, Halycon Farmers Market
- ❖ Farms: Old Rucker Farm, Moss Hill Farm
- ❖ Restaurants Sourcing Local Food: 7 Acre Bar & Grill, Fellows Café Local Expedition Wood-Fired Grill, Farm to Ladle, Gracious Plenty Bakery & Breakfast
- ❖ Milton's Cuisine and Cocktails, South Main Kitchen, Table & Main

"Community education on how to package and sell produce as well as local county and state regulations. A community commercial kitchen would be huge and unique."

"Bring more produce to the farmers market - offer incentives, discounts, assistance setting up tents and tables, etc, anything we can do to bring more produce to our Farmer's Market."



THEME III: COMMUNITY CONNECTIVITY & EMPOWERMENT

- ❖ Expand diverse volunteer opportunities related to food and agriculture
- ❖ Break down silos of work between food and agriculture organizations
- ❖ Support access to resources and training for home growers
 - Creating a community seed bank
 - Creating a community toolbank
 - Funding home growing startup toolkit including materials, resources, seedlings, etc. out of Old Rucker Farm
 - Connect home growers through cooperative model in which excess produce is pooled and distributed
- ❖ Expand community education on food and agriculture topics
 - Growing food, seed saving, keeping chickens, canning and preserving, food safety, packaging and selling value added products, etc.
- ❖ Connect City Agriculture Plan to current and future art, music, and history based programming to build community

Potential Partners

- ❖ Old Rucker Farm
- ❖ 99 Plants
- ❖ Green Cell
- ❖ City of Alpharetta
- ❖ City of Alpharetta libraries and community centers
- ❖ City of Alpharetta Arts Center

"Grower support. Provide resources to have access to decent land (good sun), quality seeds, quality fertilizer and how to put the three together."

"A few suggestions..seed bank at the library (do I really need all 100 heirloom tomato seeds that came in this packet?), more community gardens (why is Wills Park the only one?), work with HOA/apartment complexes to make garden beds possible, and the opportunity to trade (not sell) excess food."



THEME IV: HOMEOWNERS ASSOCIATIONS

- ❖ Incentivize HOAs to allow for expanded agricultural and composting activity
- ❖ Create HOA network to share best practices for amending by-laws, supporting community gardens, expanding native/pollinator plantings in common spaces
- ❖ Propose model by-law language removing barriers to growing including
 - Allowing for raised beds or other forms of growing in common areas to encourage communal growing
 - Allowing for side and/or front yard gardens, allowing homeowners to take advantage of optimal growing spaces
 - Allow for non-ornamental plantings in side and front yards
 - Allow for well-managed composting at home
 - Consider allowances for keeping chickens and/or bees, erecting small greenhouse structures, fencing in growing spaces to exclude pests

Potential Partners

- ❖ City of Alpharetta
- ❖ Various Homeowners Associations
- ❖ Atlanta Regional Commission

"We need to encourage local HOAs to allow food gardens, and ensure close by pieces of land are turned into managed community gardens."

"Promoting growing food at home so that it is easier to justify such setup in front of HOA. Think about expanding community gardens. Maybe even handing out some native edible plants/seeds."



THEME V: SUSTAINABILITY & GREEN SPACES

- ❖ Leverage use of passive park space for pollinator gardens and community gardens
 - Explore supporting public works training as arborists/garden managers
- ❖ Explore options for less toxic weed and pest management across the city
 - Develop integrated pest management program at city level to reduce use of herbicides, pesticides
 - Explore certification as pollinator friendly/bee friendly city
- ❖ Incentivize new and existing developments to incorporate green and growing spaces as a community amenity
- ❖ Encourage use of other public/private green spaces for growing
 - Allow native/pollinator/produce plantings as part of tree recompense program
- ❖ Explore tax incentives for preservation of land for agricultural use and/or conservation easements
 - Examine Conservation Fund's Working Farm Fund as model
- ❖ Connect City Agriculture Plan to current stormwater management strategies

Potential Partners

- ❖ City of Alpharetta
 - Alpharetta Parks and Recreation, Public Works
- ❖ New and existing developers operating with City of Alpharetta
- ❖ Mixed-use development managers
- ❖ Apartment complex managers
- ❖ Office space property managers

"We should incentivize developers to incorporate pocket gardens in their plans."

"Introduce vertical gardening, provide more food planters and containers that fit the downtown landscape look and feel. Stop building more townhouses and ensure enough land is close by for growing things for the community."



THEME VI: COMPOST & REDUCING FOOD WASTE

- ❖ Increase opportunities for community composting
- ❖ Support access to resources and education for composters of various levels
- ❖ Explore options for compost collection at recycling drop off points or other centralized locations
- ❖ Incentivize donation of excess food and/or composting of excess food waste
 - Explore partnerships with coordination/collection organizations

Potential Partners

- ❖ City of Alpharetta
- ❖ Local organizations and institutions diverting food waste: restaurants, schools, apartment complexes, hotels etc.
- ❖ CompostNow
- ❖ Concrete Jungle
- ❖ Second Helpings Atlanta
- ❖ North Fulton Community Charities
- ❖ Republic Services

"No, I do not compost at home, but I would like to incorporate. I need support through information on how to properly compost and what equipment to use."

"I want to see education on recycling and waste management with composting services for businesses and residents. The city needs to publish a sustainability report and strive to make efforts towards that."

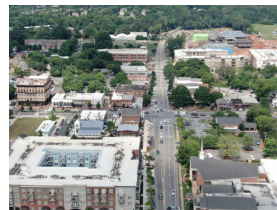


CITY OF ALPHARETTA BASELINE

Since it was chartered in 1858 through 1980, Alpharetta was a primarily agrarian community with a quiet downtown district. Over the past 40 years, the population of Alpharetta has grown twenty-one times over from 3,000 to 66,000. That figure is projected to further increase to 83,000 by 2040, making Alpharetta one of the fastest-growing communities in the South. The city's incredible growth has been fueled by its strong economic base and annexation of surrounding areas, creating room for those looking for an ideal environment to raise families and take part in the city's quality amenities. Alpharetta is also a major employment hub with a concentrated technology sector branded as "Georgia's Connected City."

As development puts pressure on surrounding green spaces, the City of Alpharetta has set goals to "develop a land use pattern and structure that fully complements the vision of Alpharetta as a signature community in the region" as well as to "protect and nurture natural, cultural, and historic resources."

The City Agriculture Plan will be a tool to promote local food and agriculture as an additional community amenity, a means of preserving a grounded and connected local culture, and a regenerative practice to strengthen local ecosystems.

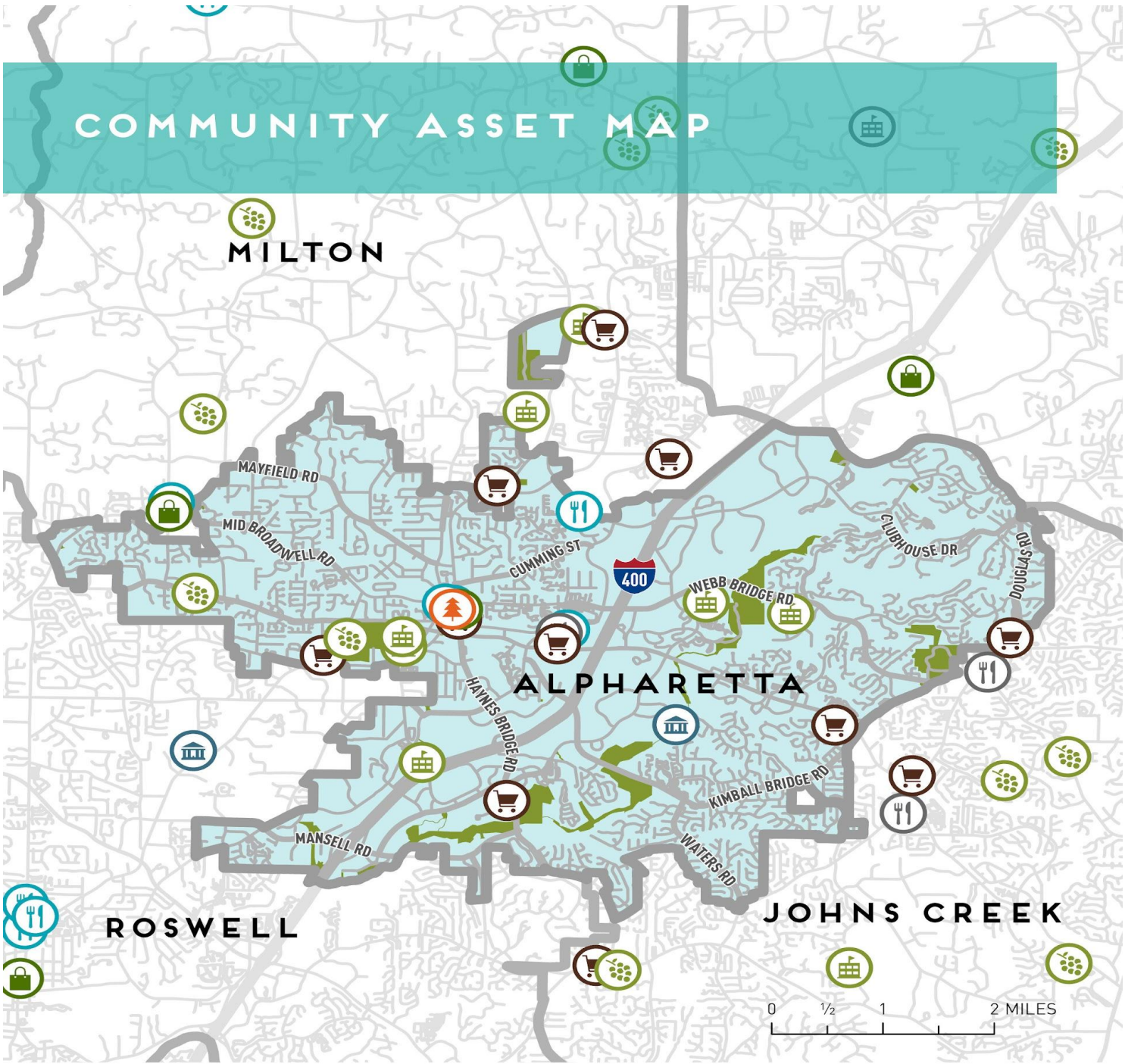




City Demographics

Population	<p>65, 818 Total</p> <p>Age & Sex</p> <p>< 5 years old 5.6%</p> <p><18 years old 25.7%</p> <p>>65 years old 10.1%</p> <p>Male/Female 50.0/50.0%</p> <p>Other</p> <p>Veterans 1,984</p> <p>Foreign-born 29.1%</p>	<p>Race</p> <p>White 59.5%</p> <p>Black 12.2%</p> <p>Asian 23.0%</p> <p>> Two Races 3.7%</p> <p>Hispanic/Latino 8.0%</p>
Housing	<p>Total housing units 23,958</p> <p>Single family detached 57%</p> <p>Multi-family 30%</p> <p>Townhomes 9%</p> <p>Small multi-family (2-4 units) 4%</p>	<p>Avg. persons per household 2.76</p> <p>Median rent \$1,464</p> <p>Owner occupied 67.7%</p> <p>Median home value \$447,400 (Inc. by \$285k 2014-2019)</p>
Education	<p>High school or higher 96.7%</p> <p>Bachelor's degree or higher 69.9%</p>	
Economy	<p>Median household income \$119,568</p> <p>Persons in poverty 5.1%</p> <p>>16 yo in labor force 72.0%</p> <p>>16 yo female in labor force 63.1%</p> <p>All businesses 9,144</p> <p>Women-owned businesses 2,804</p> <p>Minority-owned businesses 2,234</p> <p>Office buildings >15k sq. ft. 40 (10% of metro ATL large office inventory)</p>	
Geography	<p>Square miles 26.91</p> <p>Population per sq. mi. 2,138</p> <p>Parkspace 339 acres</p> <p>+Big Creek Greenway 459 acres</p> <p>Tree canopy 53.2%</p>	

Demographics based on 2020 US Census data & Alpharetta Comprehensive Plan - Horizon 2040



- GARDENS, FARMS, & ORCHARDS
- GROCERY STORES
- SCHOOLS WITH GARDENS
- RESTAURANTS SERVING LOCAL FOOD
- NON-PROFIT AND FAITH-BASED ORGANIZATIONS
- FARMERS MARKETS & CSAs
- NATIVE PLANT AND POLLINATOR ORGANIZATIONS
- SCHOOLS INTERESTED IN LOCAL FOOD
- RESTAURANTS INTERESTED IN LOCAL FOOD
- PARKS



Food & Agriculture Community Assets

COMMUNITY GARDENS

Old Rucker Farm Community Garden
Wills Park Community Garden
The Atley

FARMS

Old Rucker Farm
Springwood Cashmere Farm
Good Life Flower Farm
Moss Hill Farm

SCHOOL GARDENS

Cambridge High School
Cogburn Woods Elementary
Alpharetta High School
Autrey Mill Nature Preserve
Amana Academy
The Lionheart School
Fulton Science Academy

FARMERS MARKETS

Downtown Alpharetta Farmers Market
Halcyon Farmers Market

OTHER LOCAL FOOD & AG ORGANIZATIONS

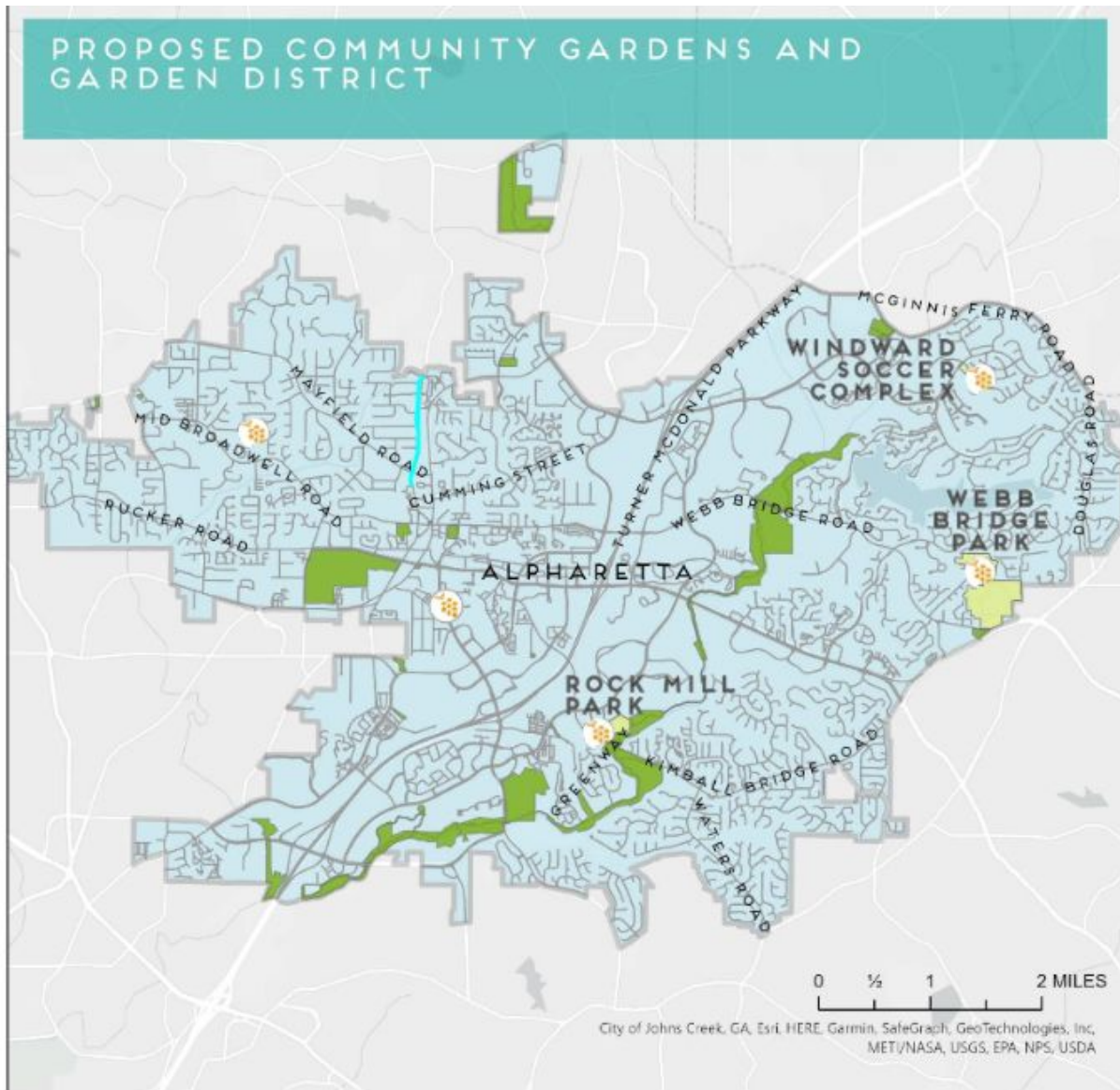
North Fulton Young Farmers
Georgia Native Plant Society
Cambridge High School FFA Chapter
Metro Atlanta Beekeepers Association (MABA)

FARM-TO-TABLE/ LOCALLY SOURCED FOOD SERVICE

Table & Main
South Main Kitchen
7 Acre Bar & Grill
Milton's Cuisine and Cocktails
Gracious Plenty Bakery & Breakfast
Fellows Café Local Expedition Wood-Fired Grill
Farm to Ladle

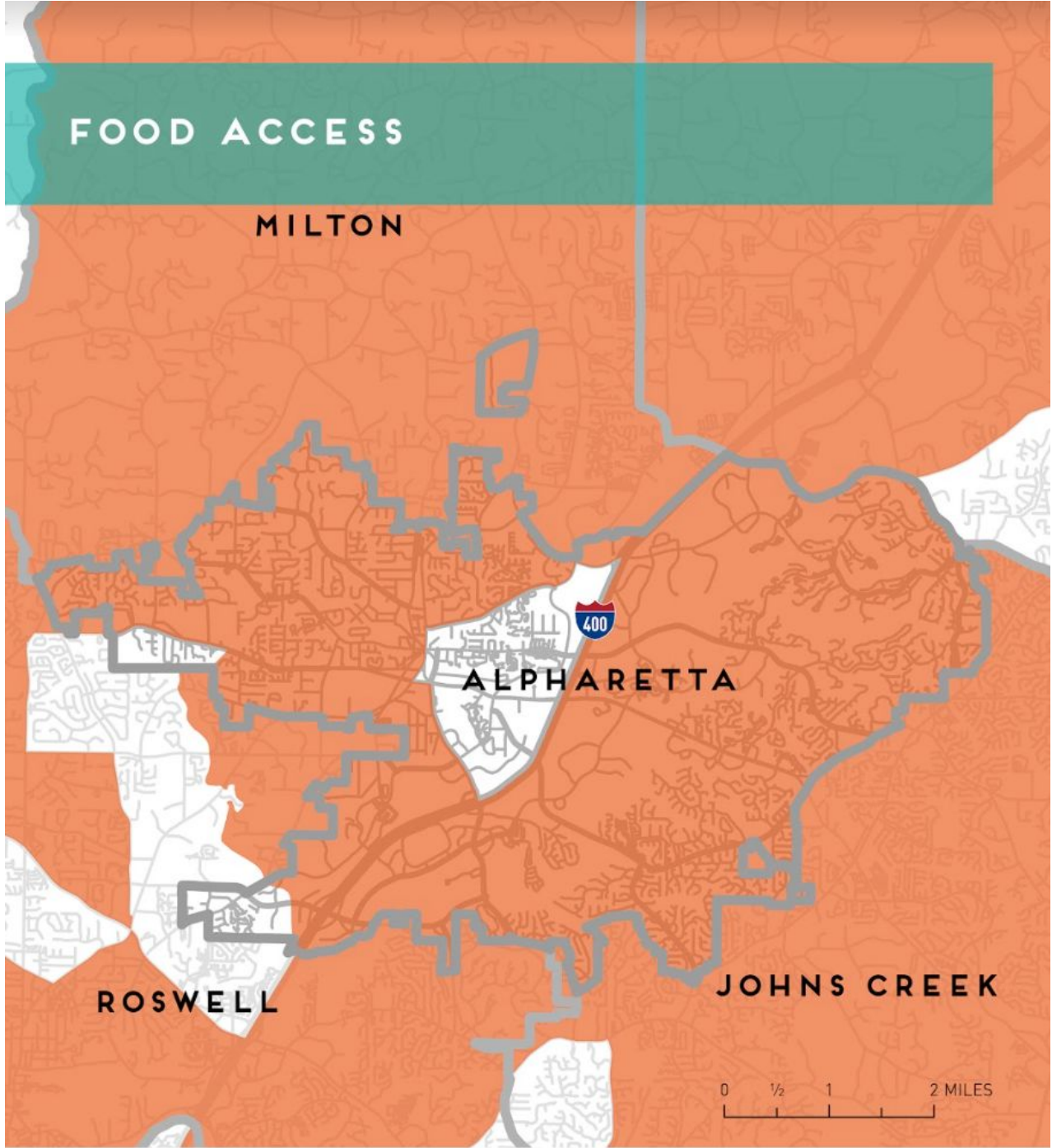
CSAs

Moss Hill Farm
Old Rucker Farm Agaretta Box



- 
ALPHARETTA GREENSPACE
- 
PROPOSED COMMUNITY GARDEN SITES
- 
SELECTED PARKS FOR COMMUNITY GARDENS
- 
POTENTIAL ALPHARETTA GARDEN DISTRICT

This map represents a geographic representation of proposed locations for new Community Gardens based on feedback from the 2040 Alpharetta Comprehensive Plan and the 2025 Recreation and Parks Master Plan processes.



LOW ACCESS IS DEFINED HERE AS CENSUS TRACTS WHERE MORE THAN A THIRD OF THE POPULATION IS MORE THAN 1 MILE FROM THE NEAREST SUPERMARKET OR LARGE GROCERY STORE.



SUMMARY

The findings from this Community Engagement work will be used to inform the Planning Phase of the Alpharetta City Agriculture Plan. The key themes and project ideas shared by Alpharetta residents will be incorporated into the plan's development and recommendations for action.

From April through September of 2022, the Atlanta Regional Commission (ARC) will lead a diverse Steering Committee of city officials and residents through regular planning meetings. ARC will then draft the Alpharetta City Agriculture Plan and present it for approval to the Mayor and City Council.

Once approved by City Council, Food Well Alliance will award the City a \$75,000 grant for implementation of projects within the City Agriculture Plan. This grant will be matched by equal funds from the City of Alpharetta. The Steering Committee and City of Alpharetta Community Agriculture staff will prioritize which projects to fund with the implementation grant and match in 2023.