

An aerial photograph of a commercial area, likely a shopping center or office park. The image shows several large, single-story commercial buildings with flat roofs. There are extensive parking lots with many parking spaces, some of which are occupied by cars. The area is surrounded by trees and greenery. The overall scene is captured from a high angle, providing a clear view of the layout of the buildings and parking areas.

# SANDY SPRINGS **NORTH END**

**Advisory Committee Meeting #4**  
**September 8, 2020 @ 4:00 PM**



# Agenda

- Site Analyses
- Market Study Results
- Outreach To Date
- Site Plans
- Next Steps

# 4 Redevelopment Sites



**North River Village  
Shopping Center**  
**11.2 acres**



**River Springs  
Center**  
**9.8 acres**



**Northridge  
Shopping Center**  
**10.5 acres**



**North Springs  
Center**  
**8.8 acres**

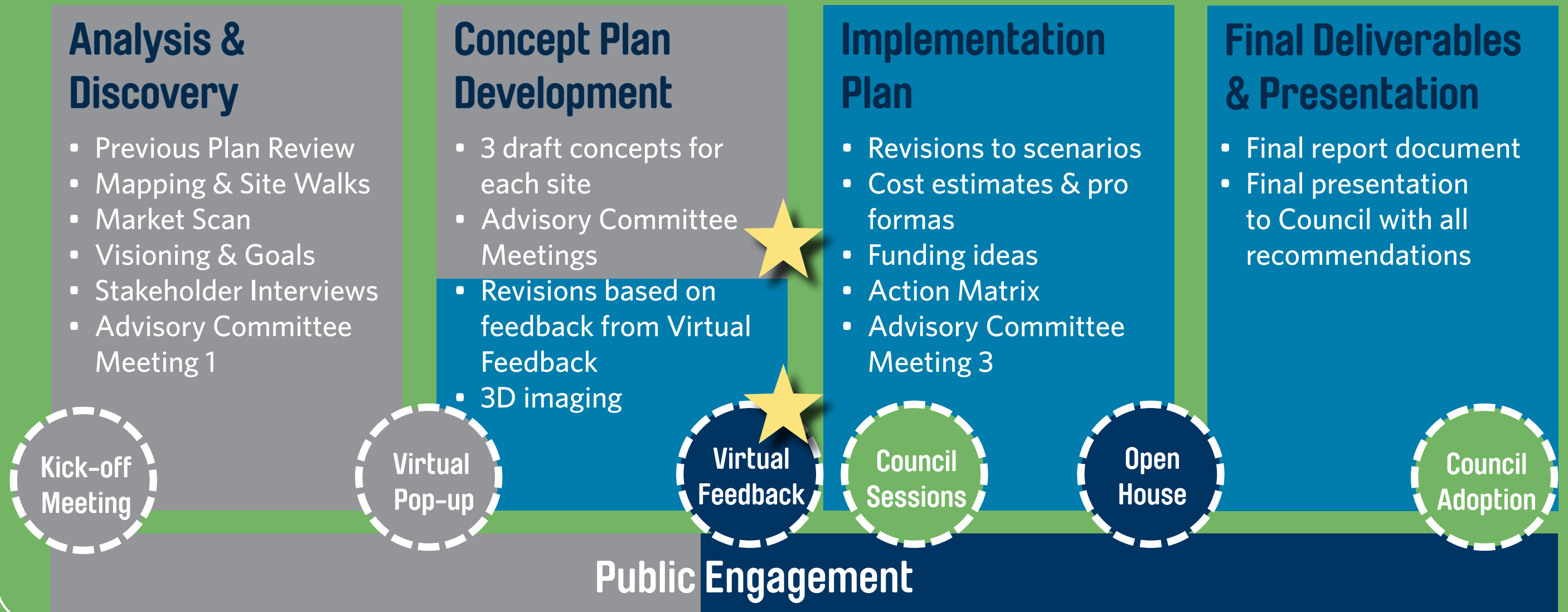
# What this Plan IS

- Conceptual, but feasible, ideas
- Models for redeveloping underutilized commercial centers
- Understanding the community's preferences for future redevelopment

# What this Plan ISN'T

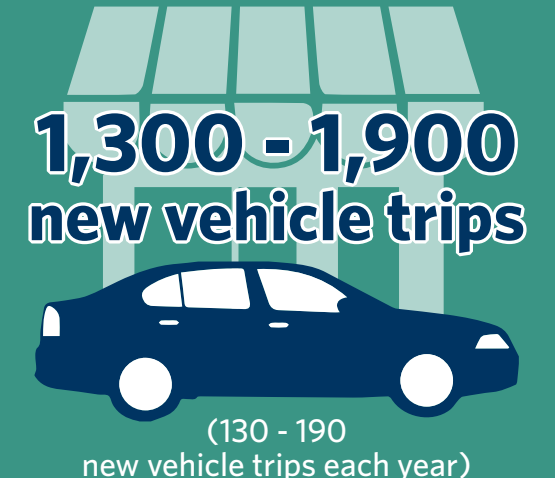
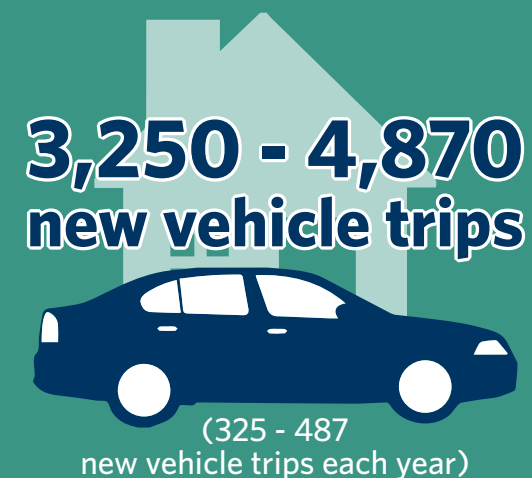
- A zoning exercise (we are not re-writing the code, merely making recommendations)
- A final design for all four sites

# Where We Are in the Process



# Market Study Results

- Demand for office and retail is limited without additional housing
- Annual demand for 311-484 owner-occupied housing units and 360-560 renter-occupied housing units.
- Adding new households in the North End would create additional retail space demand of 30,000 to 50,000 square feet each year.
- Most of the new commercial development will be the result of re-organization.



# Overall Feedback Themes

- Need a mix of housing options that are attainable at many price points
- Desire for parks, plazas, green space, and connected parks and trails
- Desire for mixed-use with residential and retail
- New buildings should not be taller than 5-6 stories
- Participants noted the North Springs Center to have the most opportunity for creative redevelopment



# Site Plans

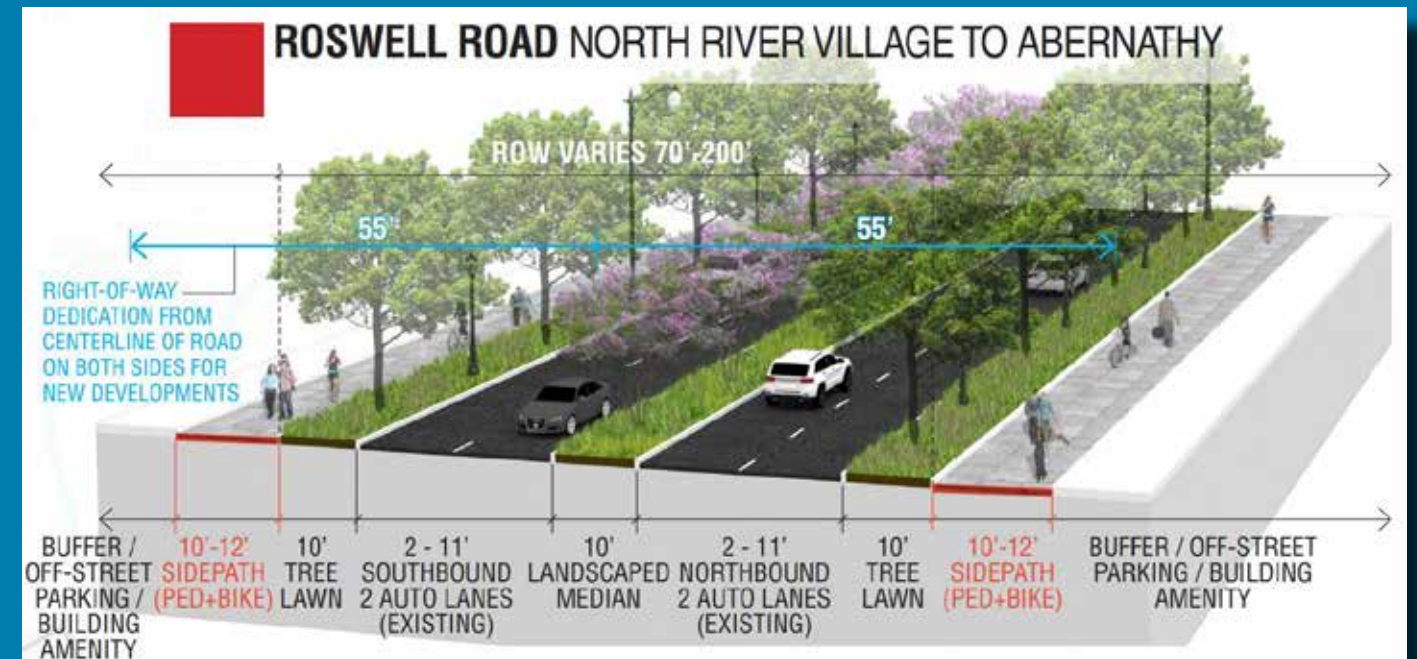
Each site has 3 potential site plans:

- **Option 1:** Site design based on **existing development code**
- **Option 2:** Site design based on existing development code with **minor changes** (height, density, permitted use, etc.) or re-zonings
- **Option 3:** Site design that **does not take development code into consideration**



# Overall Assumptions

- **The key to success is changing North Roswell Road**
- Not much demand for retail; retail is changing even faster due to the pandemic
- High demand for a variety of housing types and price points
- Each site is designed differently based on surrounding context



***\*\*Street Section from Next Ten Comprehensive Plan***

# North River Village

# North River Village

- Acreage: 11.2 acres
- Zoning: SX-6 Shopfront Mixed Use
- 7 existing retail tenants
- 541 parking spaces
- Sharp elevation changes throughout the site
- Adjacent to multi-unit development





# North River Village – Existing Conditions

N → 12.7 acres

## Assumptions

- Present ownership and tenants are not likely to change soon, and we need to work with it.
- Include the parcel with the former bank.
- Include the parcel to the south with parking that serves southern side of property
- Opportunity to connect into existing neighborhood at the rear.
- No adjacent Protected Neighborhood districts
- Most potential to connect into the Chattahoochee River National Recreation Area and take advantage of the views.

Roswell Road

Existing Bank

**Opportunity for residential redevelopment**  
(not shown on concept plans)

N. River Parkway

**Opportunity to connect to existing neighborhood**



# North River Village | Option 1: Multi-Unit Infill (Phase 1, SX-6)



Ground Floor  
Commercial

Parking deck w/  
amenity on top

Multi-unit  
(4 stories)

Food hall with  
upper-story office  
(2 stories)

**Opportunity to  
connect to existing  
neighborhood**

Roswell Road

N. River Parkway

SANDY SPRINGS NORTH END

## Legend

-  Commercial retail - 38,000 SF (ground floor)
-  Commercial office - 23,000 SF (upper-story)
-  Multi-unit (above retail) - 150 units
-  Usable Green Space



# North River Village | Option 1: Multi-Unit Infill (Phase 1, SX-6)

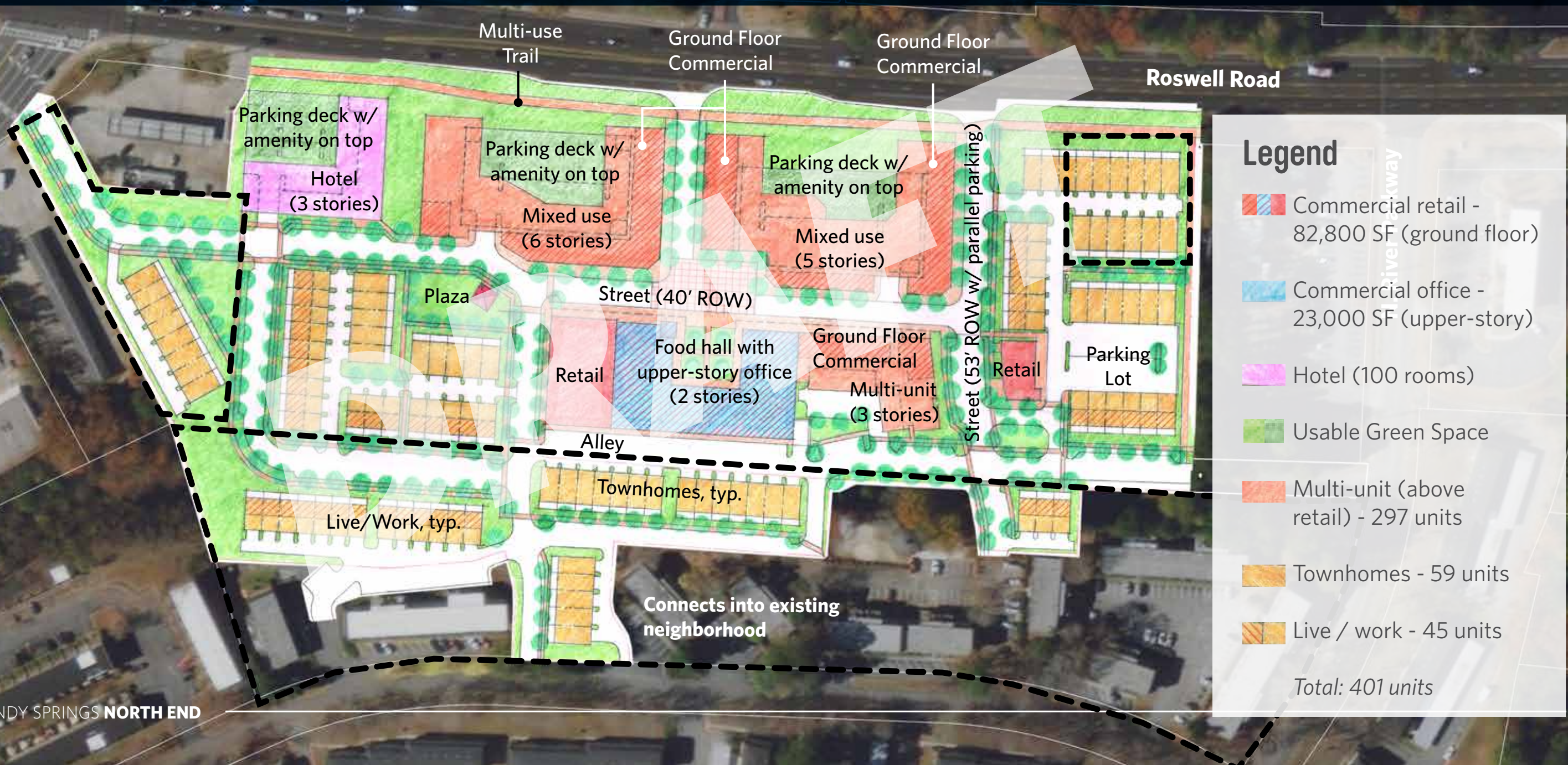
**Meets current code  
(SX-6)**

## **Challenges of Current Code:**

- Commercial facing all streets could lead to too much commercial space, particularly in the initial phase of redevelopment
- Building height limits
- Street width requirements



# North River Village | Option 2A: Neighborhood Center (Phases 2 &3) (SX-6)





# North River Village | Option 2A: Neighborhood Center (Phases 2 &3) (SX-6)

## How to make this concept work:

- Allow live / work units
- Reduce lot sizes for townhomes and live / work units
- Reduce street width and design requirements
- Remove steel and concrete construction requirements for buildings taller than 3 stories



# North River Village | Option 2B: Vertical Mixed-Use (Phases 2 &3)





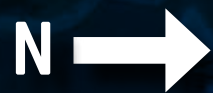
# North River Village | Option 2B: Vertical Mixed-Use (Phases 2 &3)

## How to make this concept work:

- Allow live / work units
- Reduce lot sizes for townhomes and live / work units
- Reduce street width and design requirements
- Remove steel and concrete construction requirements for buildings taller than 3 stories



# North River Village | Option 2C: Vertical Mixed-Use (Phases 2 &3)





# North River Village | Option 2C: Vertical Mixed-Use (Phases 2 &3)

## How to make this concept work:

- Allow live / work units
- Reduce lot sizes for townhomes and live / work units
- Increase building heights permitted to 8-10 floors
- Reduce street width and design requirements
- Remove steel and concrete construction requirements



# More Poll Questions



**Option 1**



**Option 2A**



**Option 2B**



**Option 2C**

# Next Steps

- Advisory Committee to provide comments on site plans for North River Village (*will email after this meeting*)
- Online public input activities - to be released weekly
- Consultant team revises based on public input and releases next version (late Fall)

# Advisory Committee Schedule

- **Monday, September 14th at 4:00 PM\*** (*North Springs Center*)

***Last one!***

***\*Times are tentative***



# Public Input Schedule

- ~~▪ Monday, August 24th - August 30th (Northridge Center)~~
- ~~▪ Monday, August 31st - September 6th (River Springs Center)~~
- Tuesday, September 8th - September 13th (*North River Village Shopping Center*)
- Monday, September 14th - September 20th (*North Springs Center*)

***\*Visit the project website to access the activities each week\****

# Discussion and Chatbox Q&A

- **Answer questions in the Chatbox from the Advisory Committee**
- **Zoom Poll Follow-up Questions to Discuss:**
  - Why did you choose your preferred concept plan option?
  - If you thought things were missing from the concepts, what are they?