

# Future of the North End:

## North End Revitalization Task Force

### Citizens Meeting Report

October 18, 2018

#### **Overview**

The North End Revitalization Task Force held a citizens meeting on Oct. 18 at Sandy Springs City Hall. 161 citizens participated. The purpose of the meeting was to unveil a set of ideas that make up the Task Force’s “emerging vision” for the North End and learn which ideas appealed to citizens and which caused concerns. Many of these ideas came from the citizens themselves and were suggested in the July public visioning session.

For this meeting, the Task Force posted 14 ideas on the walls of a large meeting room and invited citizens to indicate which ideas they liked and which ones gave them concerns. For this, each participant was given eight colored dots: four green dots for the ideas they most liked, four yellow dots for the ideas that gave them the greatest concerns. They were also invited to explain their concerns (or appreciation) with sticky notes, which they could affix to the idea posters.

They were given two other ways of critiquing the Task Force vision statement: First, by indicating on a scale of one to five, how much they believed the ideas, taken as a whole, could improve the North End. Second, by offering their own ideas, solutions or concerns on flip charts. Every sticky note comment and flip-chart idea is included in this report.

Here is a summary of what we learned about the citizens’ response to the ideas:

**One idea clearly resonated.** This was the idea of the North End becoming a “lifetime community” that featured a variety of housing types that could accommodate people of various ages and family types. It attracted a high number of dots, 71 percent of which were “likes.”

**Many ideas were popular but not in great numbers.** Among them were the idea of a landscaped, lighted trail for pedestrians and cyclists; new community assets in the

Morgan Falls area; a major expansion of green space; greater access to the Chattahoochee River; new communities that are mixed-use and walkable; and facilities that could be shared by schools and their surrounding neighborhoods.

**Some ideas were controversial:** Citizens both liked and were concerned about two ideas. These were the ideas of creating mixed-income communities and raising the rate of homeownership in the North End. These attracted large numbers of both green and yellow dots, but each still attracted more “likes” than “concerns.”

**Some ideas were unpopular but not in great numbers.** Two were the idea of a “gateway” to Sandy Springs on Roswell Road, and the idea of the North End becoming a destination for visitors to Sandy Springs.

**Three ideas clearly did not resonate:** These were ideas that attracted a large number of dots, most of which were yellow. These included attracting creative-industry companies to the North End; turning Roswell Road into a boulevard; and grouping developments into “villages,” each with a distinct character.

**Citizens thought these ideas, taken as a whole, would improve the North End.** In assessing how much improvement these ideas might bring to the North End Revitalization Area, citizens placed a blue dot on a scale of 1-5, with 1 meaning “no improvement at all” and 5 meaning “great improvement.” The average response was 3.6, which is between moderate improvement and significant improvement.

**More “likes” than “concerns.”** Not everyone used all his or her dots. In all, 540 green dots (“likes”) and 395 yellow dots (“concerns”) were placed next to an idea.

### ***What’s ahead for the Task Force***

The North End Revitalization Task Force is comprised of 14 volunteer members, appointed by the mayor and city council. It will work for the next two months on revising its vision and writing a plan for the North End project area.

It began its work in July with a citizens’ visioning meeting attended by 270 citizens, who offered 347 ideas about what the North End could be. In the months since, the Task Force has studied the North End’s current situation, discussed ways of making the citizens’ ideas an effective vision, and added ideas of their own.

The goal is to offer a vision and plan to the city council by Jan. 1, 2019.

Here is the mission statement for the Task Force, as drafted by the mayor and city manager’s office:

*The mission of the North End Revitalization Task Force is to create a vision and plan for revitalizing Sandy Springs’ North End that is achievable and sustainable, that benefits the city as a whole, and that creates a place for the families presently living in the neighborhoods. In doing its work, the Task Force will describe the role that the city should play in this plan, the roles that others—including businesses and landowners—will be asked to play, and will recommend a set of actions for the City Council to consider in 2019.*

The complete list of 14 ideas and the number and type of dots each attracted are below, as is a photo of the “blue-dot” poster.

### ***Meeting process***

The meeting began with a welcome from North End Revitalization Task Force Chair Steve Soteres. He then turned the meeting over to the Task Force facilitator, Otis White. White gave a brief presentation about the Task Force and its work. He explained that the Task Force is comprised of 14 volunteers, appointed by the Sandy Springs mayor and city council, who have worked since July on a vision for a portion of the North End. The Revitalization Area is, roughly, from Dalrymple Road north to the Chattahoochee River and from the west side of Roswell Road to Georgia 400, with a portion that extends southwest to Morgan Falls.

The Task Force began its work by listening to citizens in a two-hour visioning session in July, which was held at the Sherwood Event Center in the North End. 270 citizens turned out and, working in small groups, described their vision for the North End. In all, White said, the citizens offered nearly 350 ideas and images, many of which were reflected in the 14 ideas that this meeting was concerned with.

Since July, he went on, the Task Force has studied the North End Revitalization Area, considered its strengths and weaknesses, discussed ideas that could improve the area, and gradually come to consensus on an “emerging vision” of what this part of the North End could be. What remains in the next two months is the writing of the actual plan. But before going further, the Task Force wanted to hear a second time from the citizens, specifically about what parts of this “emerging vision” citizens liked and which parts gave them concerns—and why.

Before asking the citizens to consider the ideas, White asked if there were any questions about the Task Force or its work. There were questions about who was on the Task Force, how they were appointed, and why others were not considered. (The mayor and city council appointed the members earlier this year.) And there were concerns about this meeting’s processes. Still, there was a high level of participation in the idea critiques and in offering new ideas and comments.

### ***What the dots told us***

The ideas were read aloud by a member of the Task Force, Gabriel Sterling, and three city staff members were available to answer questions about individual questions. But the Task Force made no attempt to argue on behalf of any of the ideas. Rather, it wanted to know how the citizens themselves reacted to these ideas. Worth noting: Every idea was liked by at least one person, and every idea left at least some people concerned.

Below are the ideas that were **most liked**. This is a count of the green dots; those with an above-average number of “likes” is indicated.

**Most liked ideas**

Mixed-income community	90	<i>Above Avg.</i>
Greenline is created; landscaped, lighted trail	56	<i>Above Avg.</i>
Lifetime community: Variety of housing types	54	<i>Above Avg.</i>
Walkable and mixed use	45	<i>Above Avg.</i>
Rate of homeownership rises	45	<i>Above Avg.</i>
Shared facilities with schools	42	<i>Above Avg.</i>
New community assets in Morgan Falls	42	<i>Above Avg.</i>
Major expansion of green space: parks, trails, etc.	42	<i>Above Avg.</i>
Roswell Road becomes a boulevard	34	
Attracts creative-industry companies	33	
New access to Chattahoochee	31	
Village development with distinct character	14	
Major destination for visitors	11	
Gateway on Roswell Road	1	

Below are the ideas that were **most concerning**. This is a count of the yellow dots; those with an above-average number of “concerns” is indicated.

**Most concerning ideas**

Village development with distinct character	70	<i>Above Avg.</i>
Mixed-income community	41	<i>Above Avg.</i>
Gateway on Roswell Road	41	<i>Above Avg.</i>
Roswell Road becomes a boulevard	40	<i>Above Avg.</i>
Attracts creative-industry companies	38	<i>Above Avg.</i>
Rate of homeownership rises	31	<i>Above Avg.</i>
Major destination for visitors	30	<i>Above Avg.</i>
Lifetime community: Variety of housing types	22	
New access to Chattahoochee	22	
Walkable and mixed use	20	
Shared facilities with schools	15	
Major expansion of green space: parks, trails, etc.	11	
Greenline is created; landscaped, lighted trail	10	
New community assets in Morgan Falls	4	

Some ideas attracted more dots, both green and yellow, than others. Below is a list of ideas according to the total number of dots they received (both likes and concerns).

**Most dots (like + concerned)**

Mixed-income community	131	<i>Above Avg No of Dots</i>
Village development with distinct character	84	<i>Above Avg No of Dots</i>
Rate of homeownership rises	76	<i>Above Avg No of Dots</i>
Lifetime community: Variety of housing types	76	<i>Above Avg No of Dots</i>
Roswell Road becomes a boulevard	74	<i>Above Avg No of Dots</i>
Attracts creative-industry companies	71	<i>Above Avg No of Dots</i>
Greenline is created; landscaped, lighted trail	66	
Walkable and mixed use	65	
Shared facilities with schools	57	
New access to Chattahoochee	53	
Major expansion of green space: parks, trails, etc.	53	
New community assets in Morgan Falls	46	
Gateway on Roswell Road	42	
Major destination for visitors	41	

Finally, here are the percentage of “likes” (green dots) each idea received, with a notation of which of these ideas also received an above-average number of dots.

**% Like**

New community assets in Morgan Falls	91.3%	
Greenline is created; landscaped, lighted trail	84.8%	
Major expansion of green space: parks, trails, etc.	79.2%	
Shared facilities with schools	73.7%	
Lifetime community: Variety of housing types	71.1%	<i>Above Avg No of Dots</i>
Walkable and mixed use	69.2%	
Mixed-income community	68.7%	<i>Above Avg No of Dots</i>
Rate of homeownership rises	59.2%	<i>Above Avg No of Dots</i>
New access to Chattahoochee	58.5%	
Attracts creative-industry companies	46.5%	<i>Above Avg No of Dots</i>
Roswell Road becomes a boulevard	45.9%	<i>Above Avg No of Dots</i>
Major destination for visitors	26.8%	
Village development with distinct character	16.7%	<i>Above Avg No of Dots</i>
Gateway on Roswell Road	2.4%	

Note: More green dots were placed on ideas than yellow dots. As a percentage of the total dots, “like” dots were 57.8%.

When you put together these four ways of analyzing the dots, it gives you clear view of:

- Which ideas **clearly resonated** (high percentage of green and high number of total dots)
- Which ideas **clearly did not resonate** (high percentage of yellow and high number of total dots)
- Which ideas were **controversial** (large numbers of both green and yellow).
- Which ideas were **popular but not in high numbers** (high percentage of green but not many total dots)
- Which ideas were **unpopular but not in high numbers** (high percentage of yellow but not many total dots)

### ***What the sticky notes told us***

To understand why citizens were concerned about an idea, we asked if they would place a sticky note on an idea poster and tell us, in a few words, why this idea concerned them. We added that, if they wanted to tell us why they liked an idea, they could use a sticky note for that too. Most of the notes were about concerns.

After the meeting, we taped the sticky notes to the posters, so they would stay in place, and then transcribed them. Here is what the citizens said about each idea, along with its number of green, yellow and total (both likes and concerns) dots.

### **The North End revitalization area becomes a set of villages, each with a character of its own.**

***Green=14, Yellow=70, Total=84***

- What will happen to Isom Springs and Dunwoody Springs Schools if most housing will be upper income levels; who have shown will often go to private schools
- How do these accommodate a variety of incomes including low income
- I have concerns!
- Bad idea!
- While the Village idea sounds good, what does it really mean?
- Sounds too chopped up
- This may segregate the North End community rather than integrate it
- Please define 'Village'; otherwise how do I know what I am voting for?
- Segregation! the Rich villas, the middle income white collar, the poor if at all apartments
- Meaning what? These groups need to be connected

- Where are these villages going, what happens to the people or businesses?
- Why create more division instead of inclusion
- Not cohesive, No signature theme

**The Greenline is created: a landscaped, lighted trail that serves as a way for residents and visitors to walk or bike through the North End.**

*Green=56, Yellow=10, Total=66*

- Would be awesome except for crime
- This is a misperception; talk to the PATH Foundation
- These plans are not addressing needs but rich peoples wants
- Also make it dog friendly
- Perhaps the Greenline and expansion of green spaces ideas can be combined
- A Dog Park , like the new town Dream dog park in Roswell
- Good Idea if old apartments are replaced, otherwise a seed area for crime
- The Statistics show this in a misperception talk to the PATH Foundation
- If not at the expense of Affordable Housing so all can enjoy
- Ok as long as existing residents are not displaced
- It would be a huge undertaking to connect all of North End
- Coordinate with the National Park Service
- Thoughtful lighted trails, sensitive to neighborhoods

**There is a major expansion of green space in the North End, including parks, trails, ball fields and other outdoor recreation assets.**

*Green=42, Yellow=11, Total=53*

- Major expansion of green space concern; don't develop every last wood lot; leave some parcels undeveloped. This is essential for local wildlife, wild flowers , fire flies, birds etc.
- We need fields to have more opportunity to practice sports
- Watch out for present residents
- What happens to the thousands of lower income housing opportunities
- This will not fix the problem of poor development
- If not all the expense of reducing level of incomes to reside in the community

- Green space Yes! With limited ball fields since it removes trees; could add to lighting pollution
- This is a green dot
- Yes as long as you don't displace people who live close to this area

**Roswell Road becomes a boulevard, with slower traffic, safer crosswalks, bike lanes, landscaping and new connections east and west.**

*Green=34, Yellow=40, Total=74*

- Roswell Road is a major alternative to GA 400; traffic will always be congested; all good except slower traffic
- Yes to landscaping and safer bike lanes
- Impact on other byways? Slower Roswell moves congestion to other streets
- No slowing down traffic! Roswell Road is jammed half the day, turning lane is not suicide lane is perfectly OK
- Love this but looks impossible (traffic flow)
- Worried that my community becomes a park and they want us out of our home
- Make sure traffic lights are synchronized to get traffic moving faster; plant trees but keep them alive please.
- I wouldn't want it to take an hour to go just a few miles
- Don't like the slower how about a train
- Will public transportation replace the need for access?
- Like safer; slower already slow!
- How do you see this actually working
- Bad idea , the road is a connector to GA 400 and 285; too much traffic as it is
- Really dumb idea creates a choke point
- I love the idea, but I'm not sure how it will work; with it being a state road and having no traffic alternatives; I crawled up Roswell Road tonight, Cobblestones? Roundabouts?
- There needs to be many more signaled crosswalks across Roswell Road, crossing on foot is dangerous
- Where cars?
- This is too dangerous for cyclists and pedestrians; there is no management of speeders now at Abernathy Greenway



- I love this idea but it already takes too long to get in and out of the area and it's getting worse
- How about pedestrian bridges over Roswell Road; more stop lights mean slower traffic
- You will need to make Roswell Road a toll road or eliminate massive people; it is a major commuter road; how do you handle traffic? You are dreaming
- Would have big positive impact on character of area
- New connections East and West is a concern. More traffic, new roads when?
- Afraid of traffic congestion, need bus lane or train route on Roswell Road
- What happens to current backup going across the River and into Roswell?
- Too complicated
- Too much on a main access road to slow down; needs to be less slow
- Roswell Road as a major transportation corridor pedestrian access design needs to go over or under the street.

**There is a landmark along Roswell Road, a "gateway" marking the entrance to Sandy Springs and the North End.**

*Green=1, Yellow=41, Total=42*

- No viable interest in ID-ing landmark
- Why? Big bad idea
- Why would this be necessary? Bad idea
- Concern explore more
- There shouldn't be a separate North Springs. Let's stay united.
- Good idea to create "sense of community"
- If you want tourists ...
- Aesthetics is why. To attract tourists, your city must be welcoming.
- This is style over substance
- What is the point?

**There is new access to the Chattahoochee River, including a pedestrian bridge over the river at the Morgan Falls area.**

***Green=31, Yellow=22, Total=53***

- Already tried this. Cobb killed the bridge over the river.
- Concern: development of nature/undeveloped spaces (preservation.)
- Pedestrian bridge –concern: will bring hordes of people, screaming children and barking –pooping-wildlife-spooking dogs into now –quiet and beautiful Chattahoochee River National Recreation Area. Also bikers, trash, etc.
- Why put the footbridge all the way down at Morgan Falls? Too far south! Put it up close to the parks on the Chattahoochee in Roswell!
- Yes! We need to see more!
- Include bikes!
- Need more parking at Morgan Falls!
- Would provide great connectivity to miles of federal land/trails parks that are now only accessible with long car ride.
- Bike too? Yes, please.
- Questionable feasibility.
- Expensive. Brings more non-residents into Non-sandy springs.
- There should be a safer and easier walking access to the river from Roswell Rd starting at North River Tower
- Make riverfront a destination –parks, trails, shops, restaurants, etc.
- We need access to more parks and green space. This would be huge win!
- Not good.
- Pedestrian bridge at current bridge on Roswell Rd. and connect it to paths on Roswell side and path up Robert Rd –to Island Ford and beyond.

**The Morgan Falls area hosts a number of community assets, with new ball fields, a natatorium (swimming complex), and access to the Greenline.**

*Green=42, Yellow=4, Total=46*

- What else do our young people and seniors need? How are we getting their input? What if this was an “all ages” center of our community?
- Include room for working on laptops so parents can work while kids play (or vice versa)

**Working together, the city and the school system create new facilities that are used by schools during school hours and the community afterwards. The new facilities include parks, ball fields, and meeting facilities close to the schools.**

*Green=42, Yellow=15, Total=57*

- Very hard to know with no details. We want to know common grounds for our schools.
- Already have this –need a community pool somewhere.
- One word or two. Fulton County schools difficult to work with.
- Too much bureaucracy.
- The school system (through our taxes) should be the one to improve the physical facilities of our schools.
- Fulton County Schools!
- Interesting...let's explore this. Could have positive outcome.
- What coordination has the Taskforce done with the schools?
- It would be great if kids could use school playgrounds. We have seven school playgrounds that are locked up every weekend because Fulton Schools won't assume the liability.
- I don't think this is a good idea.

**The villages of the North End are walkable and mixed-use, meaning they have retail and offices as well as housing.**

*Green=45, Yellow=20, Total=65*

- Can't walk if you don't address crime and drug deals in parking lots.
- Mixed office and retail never works. No one who lives there even finds work there. Good in theory –but doesn't work.
- Very real concern
- This lessens diversity –don't want another Avalon like Alpharetta.
- Will there be a continuing care model?
- Bring in boutique shops and restaurants, similar to Brookhaven.
- Where are the current residents going?
- Why have these chopped-up 'villages'?
- How can we encourage retail when we have many empty spaces now?
- Not more of what is done near City Springs
- Mixed use will be dated when its built
- Mixed use idea Carroll Manor duplexes
- Who will be able to live there? Only high income households
- Attention really needs to be paid the scale of the mixed use development. The sense of place that is currently the North End shouldn't be lost with oversized development and structures.
- No more high end!
- Why just the village? Why not make all neighborhoods walkable?

**The North End revitalization area becomes a “lifetime community,” meaning it has a variety of housing types to accommodate singles, families and retirees.**

*Green=54, Yellow=22, Total=76*

- Need cluster home and community. Need nice place to down size for our seniors.
- Retirees campus like Park Springs in Stone Mountain or Peachtree Hills
- Don't want drug rehab to characterize North End
- Please also have this mean all price points
- Variety of housing is subjective; how much of each?
- And workforce

- What about low income housing for the thousands of apartments that will be replaced in this plan?

**The North End becomes a “mixed-income” community, with a variety of housing prices for modest incomes, middle-income, and upper-income families.**

*Green=90, Yellow=41, Total=131*

- So are “modest” income the lowest? No “low” income? We need this!
- Don’t we have this now? Hard to accomplish this change.
- Save affordable housing
- Must not displace current diversity of ethnicity or income. Must keep affordable rentals for police, teachers, and the Sandy Springs blue collar. Workforce must!
- Already have mixed income – how to clean up and better the lower income properties?
- This will cause renters displacement. No!
- Need affordable housing and rentals
- Can’t vote when no terms defined. Where is the transparency?
- Upper income will be repelled
- Preserve older more affordable housing and apartments like older neighborhoods on south.
- The North End already is populated, mostly higher income people. No need for middle and high-income housing. Need to retain affordable to those making 30-45k a year.
- Retain affordable housing!
- What is affordable? Where are current business and residents going?
- We need some affordable trailer parks or tiny houses.
- Should define “mixed-income” so we know what is meant. I am for all levels of rental and owner price options. This drives economic growth, employers, sense of community, etc.
- Affordable to workforce is critical.
- Expansion of “affordable” housing in some areas of Portland, Oregon meant crammed housing, poor building and neighborhoods that did not keep residents –high turnover, low prices and spiraling downward in these neighborhoods. This can be a bad idea if not clearly managed well from the beginning.
- Define affordable. Is this subsidized housing? No to that!
- Use the term affordable housing. Use workforce housing.

- Would require smart development.
- Development will need to understand and include the ranges that are already in the area.
- I want smart development, not development that will price out as middle class homeowners.
- Why is there a lack of development in the North End? How will these ideas fix that? Are the old rundown apartments a problem? Why will developers not built new attractive apartments, repair old and charge low rent? Because they will not make money.
- Need to dive deeper into what defines incomes. Too vague for “candy”

### **The rate of homeownership rises steadily in the North End.**

*Green=45, Yellow=31, Total=76*

- Affordable
- This process feels phony. We need to know how this is going to be accomplished. Will you use eminent domain, tax credits, zoning laws? We need to hear the details.
- Homeownership is not always desirable.
- “Affordable” means affordable to those making less than 40k-45k a year. Many young folks fall into this category, as well as countless other, perfectly good citizens.
- This is the politically correct smarmy way of saying “clean out apartment residents” “demolish apartment complexes” NO!
- This seems to be counter to current market trends/desires. House ownership is declining according to what I read.
- Need affordable housing first!
- Workforce homes
- Affordability is a must
- No more gentrifying
- If affordable, NO McMansions.
- No to regentrify. Affordability for working class.
- Affordable
- Biggest impact on revitalization!
- No gentrification!
- Only need home sunder \$500k -The “missing middle” to bring young families.
- Not possible with mixed-use buildings owned by businesses.

- Depends on income level of increased homeownership. Neighborhood needs to stay affordable. Med income.
- Yes –we need a balance of homeownership and renters. We don't need to gentrify but should have balance.
- Homeownership decreases nationally. Greater rate corresponds to older population. So this says let's age North End.

**Because of its diversity, the North End attracts creative-industry companies and their workers, such as marketing agencies, tech start-ups and graphic-design firms.**

*Green=33, Yellow=38, Total=71*

- These are high income people –property values will rise –renters will be ousted.
- Only if the people who live in the area can work there –otherwise real estate prices will rise to the nearby employee salaries and people will be displaced.
- Don't need this in high residential area.
- And where do these residents and citizens go?
- Replace old apartments with new townhomes and 2+ story business
- Concern
- Don't think Sandy Springs can attract these businesses. The like Midtown!
- They need to partner with North Springs to offer internships/work opportunities.
- Big concern about traffic in the neighborhood.
- Have you seen San Francisco lately? These types of industry will attract too many high end transient earners and less middle class families.
- Sandy Springs will never be a tech-draw like Ponce City or Beltline or GA Tech and ATV, etc.
- “Silicon Valley East” is not likely unless transportation is improved. Any thought about extending MARTA to the north and even Roswell?

**Because of its mix of small parks, trails, village developments, restaurants and retail, the North End becomes a major destination for visitors.**

*Green=11, Yellow=30, Total=41*

- Transportation during evening hours is a must
- Increase and mandate 2+ story businesses along Roswell Rd
- Sounds great. Need to feel safe.
- Where will the people go who live there now? Need housing for them –not a tourist destination.
- How about we make it great for residents?
- The planning must have good, attractive design.
- Don't need more visitors, already very populated. We need something for the people, not visitors.
- Visitors? How would they get here? We can't even get home at night. Solve the transportation issue first!
- Not interested in being a “destination” just a nice neighborhood for the average person.
- Not a realistic goal
- Great idea –has worked elsewhere
- Keep the North End quiet, residential. Don't make it into a bustling, busy, noisy area.
- Develop for residents, not visitors.
- Major tourist destination bring significant traffic into North End.
- Visitors? You are saying “slow down Roswell Rd, and then visitors? What about the traffic? Plus, the hubbub will kill the North End's cherished, quiet, residential nature.
- What did mixed income replace

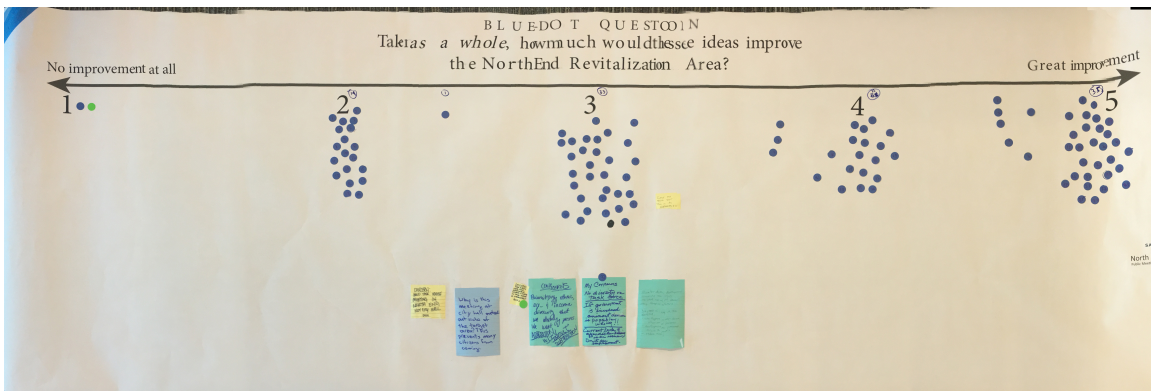


**Blue-Dot Question: Taken as a whole, how much would these ideas improve the North End Revitalization Area? (Scale of 1-5: 1=no improvement at all, 5=great improvement.)**

Scale of improvement	No of dots	Score
1	2	2
2	19	38
2.5	1	2.5
3	33	99
4	21	84
5	<u>35</u>	<u>175</u>
	111	400.5

**Mean 3.6**  
Between moderate and substantial improvement

To find the average (or mean), divide the score by the total number of dots on the chart.



## Other ideas, solutions and comments

Citizens were asked to offer their own ideas and solutions to the Task Force—or to voice a concern. Here are the ideas and comments recorded on flip charts:

- Tax developers for infrastructure improvements
- Roads and Intersections
- Electrical power infrastructure
- Telecom and data infrastructure
- Missing MARTA in the conversation – include rRail options
- Insure current zoning regulations encourage redevelopment of strip malls and make it easy to do so
- Connect Roswell City Parks along the river with the North End of Sandy Springs via pedestrian bridge ( there is an existing bridge) – rather than use Morgan Falls x2
- Discourage strip malls; focus on mixed use residential and business
- Public Transit! Not buses, find another means x2
- Ratio of apartments to homes (reduce this ratio); reduce population density
- Don't dilute building codes to accommodate structures which makes less safe
- Improve building code enforcement
- Offer tax subsidy for environmental clean up of Big Lots Plaza
- Offer tax subsidy to developers who build Section 8 Housing, included in their retail/mixed-use developments
- Offer fast lane/slow lane option that serves pedestrians and motorists along Roswell Rd
- Seriously evaluate timing of traffic light synchronicity; lights are changing too quickly and backing up traffic.
- Incentivize current apartments to rehab/improve buildings rather than demolish buildings by developers/city/others – The goal being keeping the residents that are there in place.
- Make sure trails are dog friendly

- Make sure trails are people friendly
- Better collaboration between East Cobb, City of Roswell , City of Sandy Springs on managing traffic
- Developers should be required to have a number of ‘Opportunity Homes’ for rehabilitation of apartments (Addition without subtraction)
- Addition without subtraction should be changed to mean ‘adding residents without displacing current residents)
- Improve quality of elementary schools; newer buildings/facilities
- More crosswalks on Roswell Road; they are too far in between
- Moving sidewalks along Roswell Road
- Control the rise of property values
- Improve Access to MARTA stations
- More workforce housing ; new housing
- More density on North End; key to walkability
- Young professionals need a starting point housing wise – starter homes
- Vibrancy is always young people – Always, always, always
- Free internet
- Task force needs to stand in front of Room at NERD meetings to introduce themselves at the beginning; So public can know the representatives
- Taskforce has no diversity of the racial make up of the North End; Citizens want to be heard by voice and not by placing a colored dot on a piece of paper only.
- Affordable housing should be defined and carefully managed according the definition.
- Would like to see restrictions on height relative to redevelopment; 3 Story buildings max; Along rail 5 stories max
- Specifically illustrate and publish an example of each mixed income/affordable housing calculation
- Is low income included in the income categories
- Define the terms of each initiative
- No transparency with this ‘NERD’ process

- No diversity on the committee
- Critical input from the public has not been gleaned or discerned throughout this process
- This NERD process inspires ‘distrust’ meaning no confidence in what the city is doing; our voices haven’t been heard
- Duplicate the ‘ARCHI’ plan – other cities have done it and its very successful
- City should focus on having their own school districts especially since North Springs needs a new physical plant; use it as a HUB to focus on the redevelopment on the North End.
- Concern: Capture a representative sample of our entire citizen base and other stakeholders. Ask what efforts are being done for reaching out actively
- Preserve the existing apartments; research how other cities successfully accomplish this; find out ways to finance renovation
- Increase diversity of task force membership
- Gentrification is a topic to be discussed openly
- Diversity is more than ‘mixed income’; make everyone feel welcome
- First meeting attendees might not have represented the population – due to summer vacations, etc . Only 200+ came out, out of 100K in the area.
- Mayor would make decisions based on input and input collected from the task force he himself appointed
- Public had not seen the 14 Points prior to the public meeting (Oct. 18)
- No formal Q and A; No explanation provided on implementation of the 14 points (difficult to vote)
- No information readily available, direct link to NERD page should be on City Home Page, include input, explanation, make it user friendly
- Define ‘low moderate income affordability’ in a statement

### **North End Revitalization Task Force**

Jack Arnold, executive with Stream Realty Partners, a real estate brokerage

Carolyn Axt, former executive director of Leadership Sandy Springs

David Couchman, philanthropist

Melanie Noble-Couchman, philanthropist

Charles Crosby, executive with CORE Project Management, a construction management company, and board member of the Community Assistance Center

Jeff Garrison, partner at S.J. Collins Enterprises, a commercial real estate company

Colin Hubbard, executive at Shelton McNalley, a real estate firm, and board member of Leadership Sandy Springs

Don Huffner, executive at Collier Enterprises, a commercial real estate firm

Patrick Jones, managing director, Walker & Dunlop Investment Sales, a real estate investment company

Richard Munger, senior vice president of residential development, North American Properties

Meaghan Shannon-Vikovic, vice president with the Southeast office of Enterprise Community Partners, which provides technical assistance about affordable housing

Ronda Smith, president of the Sandy Springs Council of Neighborhoods

Steve Soteres, Sandy Springs City Council member and vice president, Choate Construction

Gabriel Sterling, vice chair of the Sandy Springs Development Authority and former City Council member