



SANDY SPRINGS NORTHEND

PUBLIC KICK-OFF MEETING
MARCH 5, 2020 @ 6:00 PM | City Hall

Tonight's Agenda

- 1 Meet the Team, City Efforts
- 2 Project Overview
- 3 Process and Future Input Opportunities
- 4 Final Deliverables
- 5 Icebreakers, Tonight's Activities, & Objectives

Meet the Team



City of Sandy Springs

Roles: Leadership + Local Experts



TSW

Roles: Land Use + Zoning + Urban Design + Outreach



Bleakly Advisory Group

Role: Market Analysis + Financing Strategies



Long Engineering

Role: Civil Engineering

City Efforts

- 1. River Access Study:** Trail connections throughout the North End to access the Chattahoochee River. Meetings coming soon!
- 2. City-wide Housing Assessment:** City of Sandy Springs will hire a consultant to conduct a city-wide housing needs assessment.

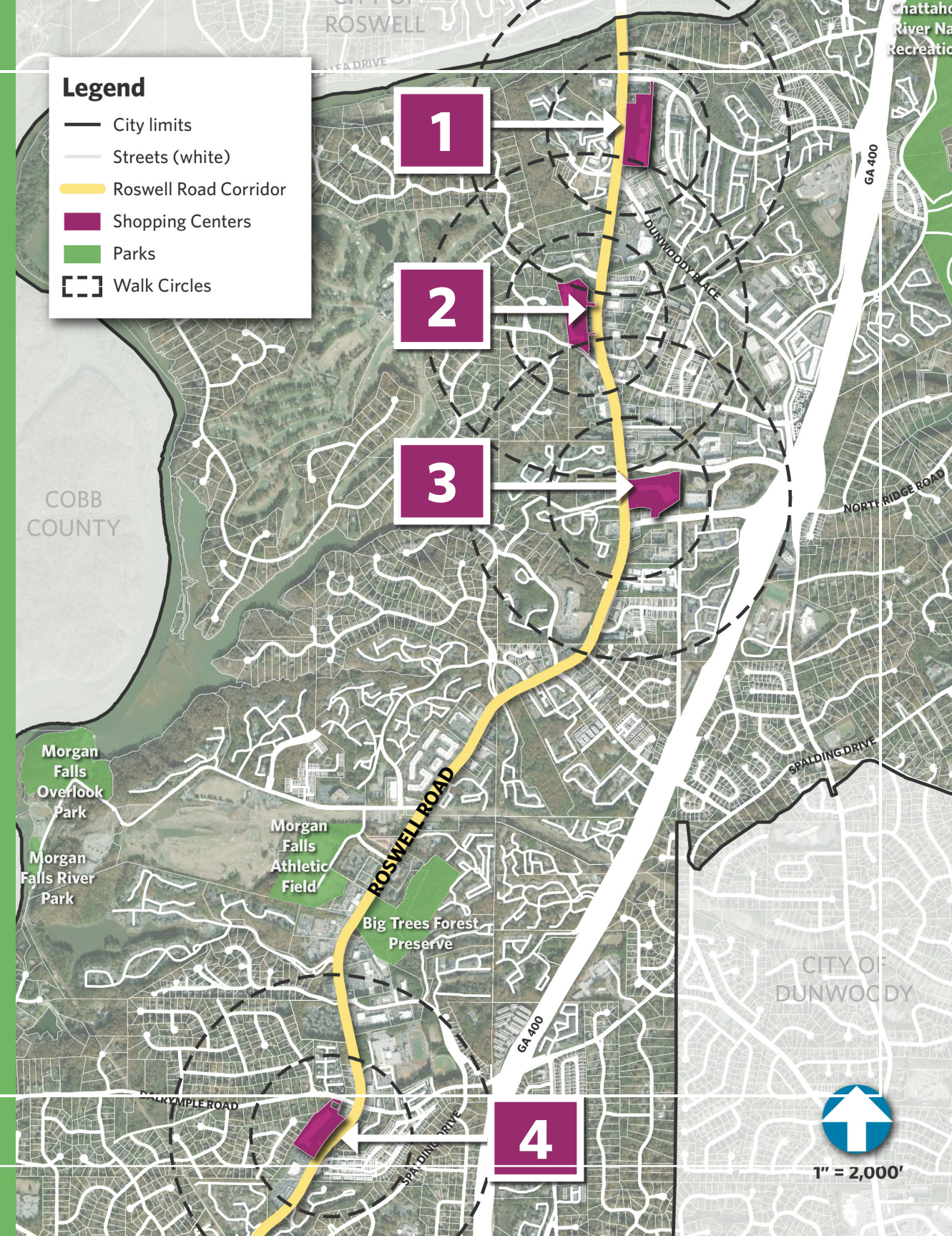
Project Overview

In 2018, a **North End Task Force** assessed ways to revitalize the North End. **Recommendations:**

1. Incentivize new mixed-use and mixed-income developments;
2. Build a multi-use trail (Greenline);
3. Make Roswell Road walkability improvements;
4. Build new streets and pedestrian connections;
5. Create new access to the Chattahoochee River; and
6. Build a community center and / or aquatic center

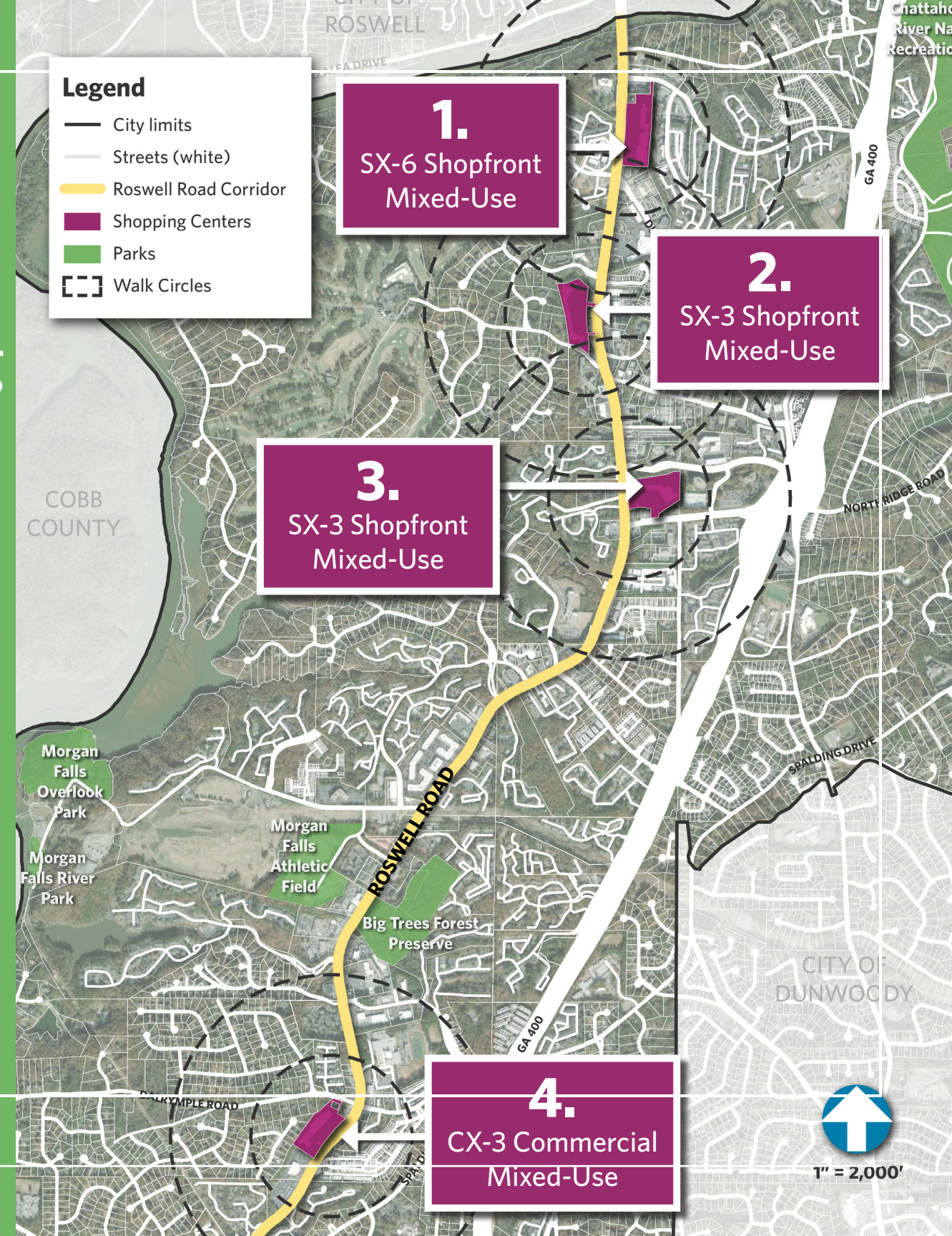
Project Overview

- **4 aging commercial centers on Roswell Road (9 to 13 acres each)**
- To be used as a model for mixed-use redevelopment
- **3 concept plans will be developed for each:** 1. Meet code requirements; 2. Minor adjustments to code; 3. Visionary, not bound by code



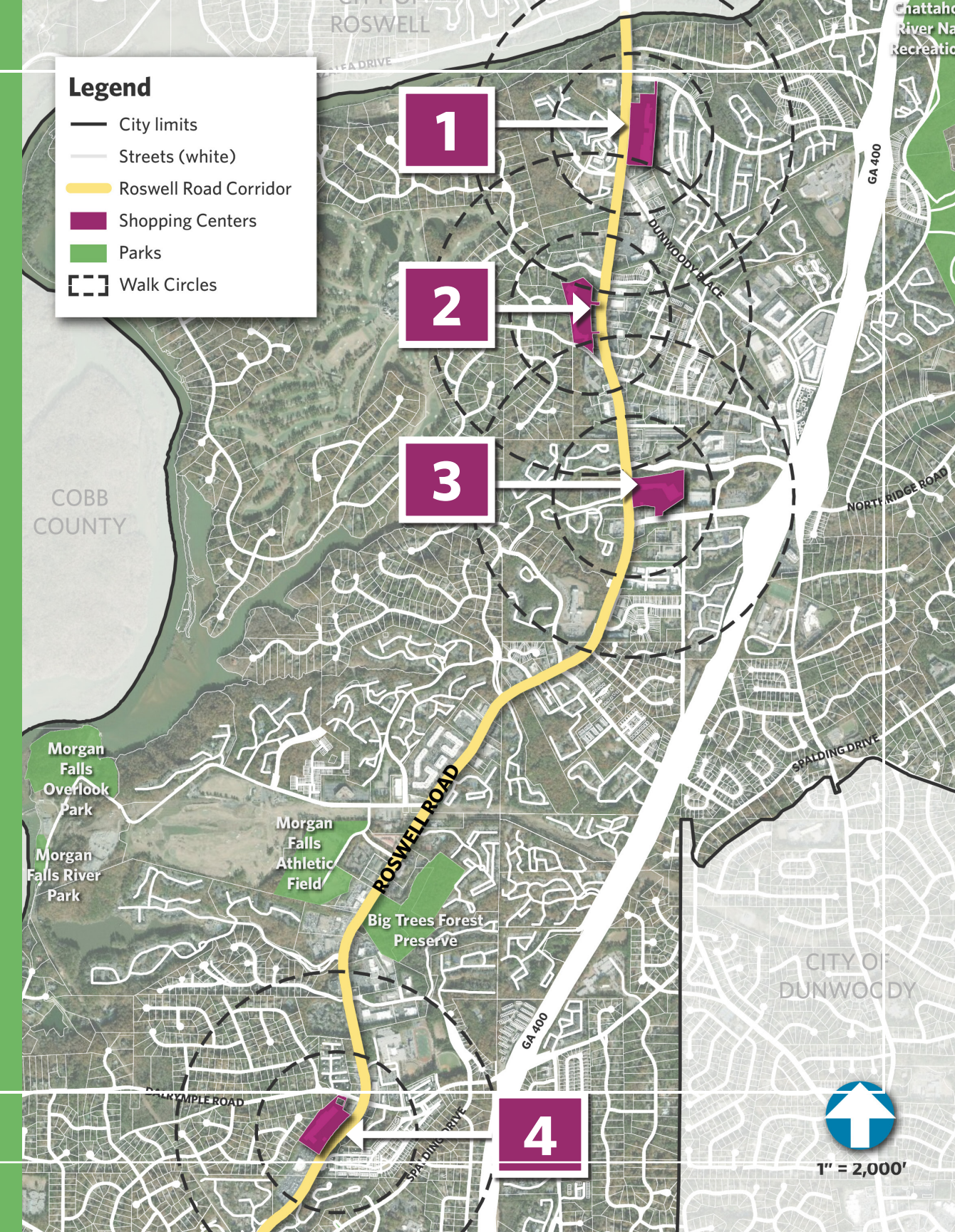
Project Overview

- Site 1 has the highest intensity zoning (SX-6) of the sites with a max of **6 stories / 95 feet**
- Other 3 sites have max height of **3 stories / 53 feet**
- Many mixed-use and RM- districts along **Roswell Road**



Project Overview

- 1/4- and 1/2-mile radius of each capture **many different land uses** and neighborhood conditions.
- 3 sites are **within 1/2 mile** of each other.
- **Limited connectivity** to each other and adjacent neighborhoods.



Project Overview

Ways to Improve the Walk Score:

- Make **Roswell Road** walkable and accommodate multiple transportation modes
- Add a mix of uses and higher density
- Increase transit options

Walk Scores



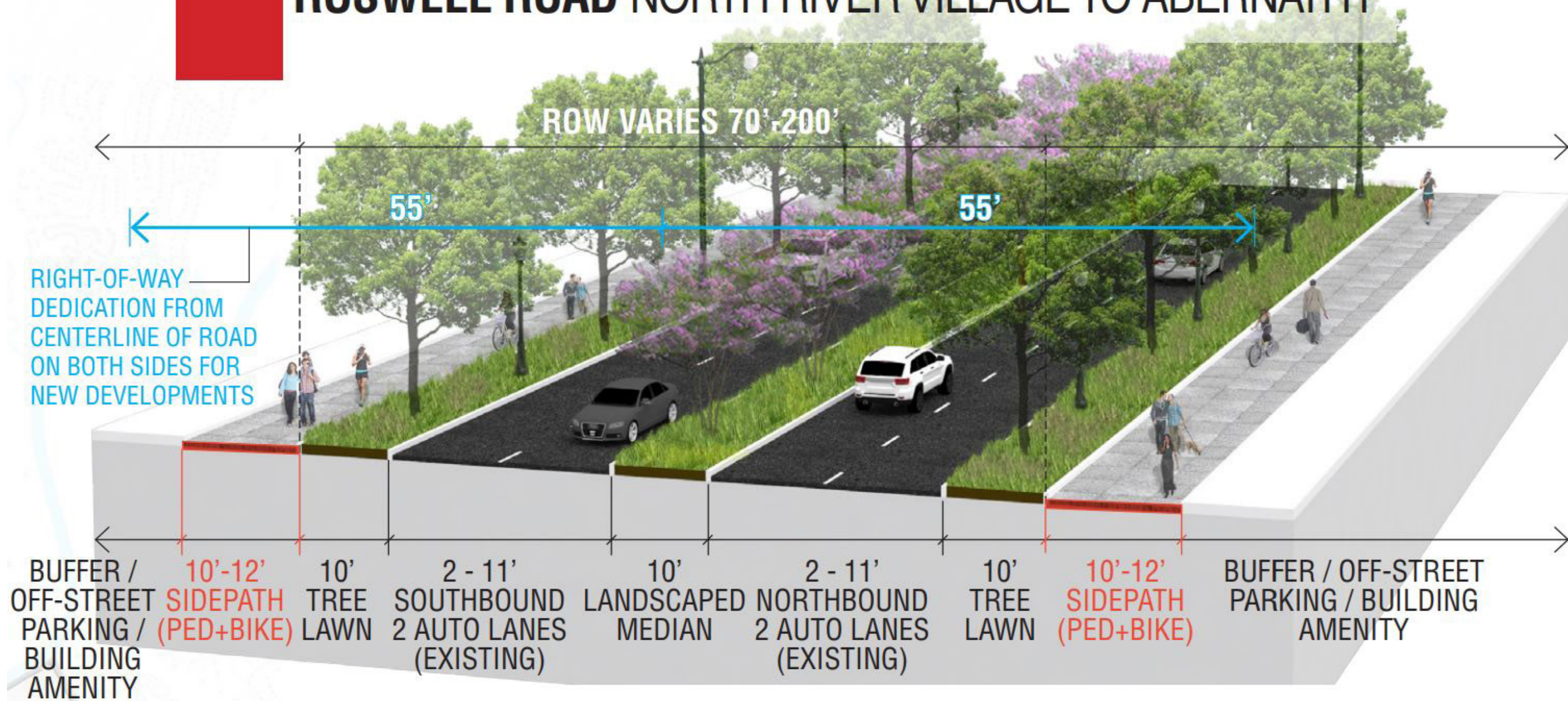
Car-dependent, and most errands require a car



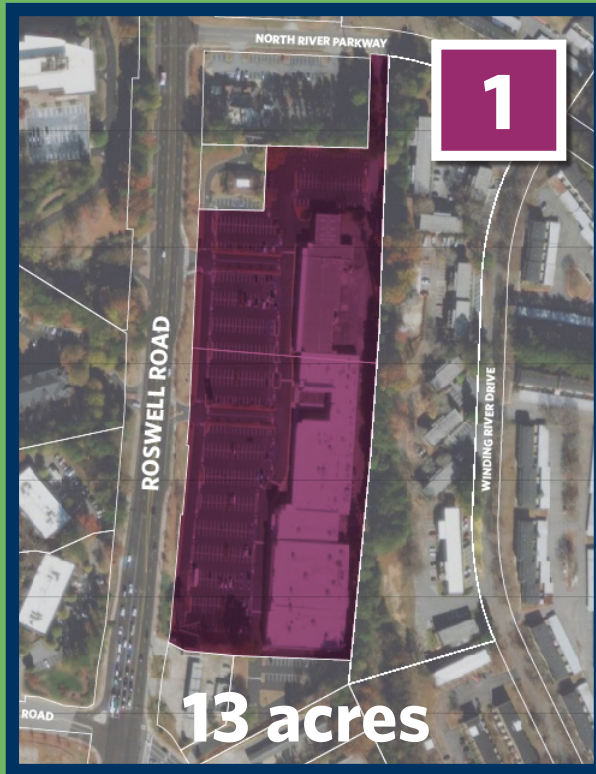
**Few nearby transit options
(just the 87 bus)**

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

ROSWELL ROAD NORTH RIVER VILLAGE TO ABERNATHY



4 Redevelopment Sites



**North River Village
Shopping Center**



**Former Loehmann's
Plaza**



**Northridge
Shopping Center**



**Big Lots
Center**

North River Village

Looking
South

Four Access
Points

Roswell Rd.
Frontage

Multi-Family
Community

Recently
Renovated

Former Loehmann's Plaza

Looking
North

Single-Family
Neighborhood

Three Access
Points

No Roswell Rd.
Frontage

ROSWELL ROAD

SANDY SPRINGS NORTH END

Northridge

Looking
Northeast

Multi-Family

Offices

No Visible Frontage
on Northridge, but
access available

Roswell Rd.
Frontage

SANDY SPRINGS NORTH END

Waffle
House

Big Lots Center

Looking Southwest

Single-Family Neighborhood

One Access on Dalrymple

90% Vacant

Four Curb Cuts on Roswell Rd.



Process

Analysis & Discovery

- Previous Plan Review
- Mapping & Site Walks
- Market Scan
- Visioning & Goals
- Stakeholder Interviews
- Advisory Committee Meeting 1

Concept Plan Development

- 3 scenarios for each site
- 3D imaging
- Cost estimates & pro formas for each scenario
- Revisions based on feedback from Pop-ups
- Advisory Committee Meeting 2

Implementation Plan

- Revisions to scenarios
- Revisions to pro formas
- Funding recommendations
- Action Matrix
- Advisory Committee Meeting 3

Final Deliverables & Presentation

- Final report document
- Final presentation to Council with all recommendations

Kick-off Meeting

Council Sessions

Pop-Ups (3-4)

Pop-Ups (3-4)

Council Sessions

Open House

Council Adoption

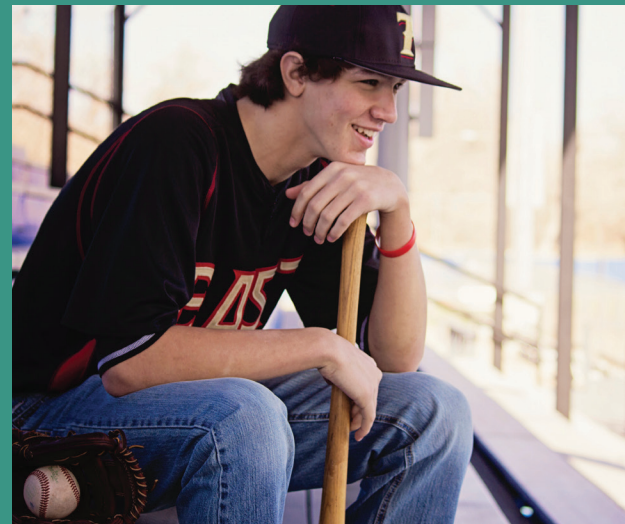
Public Engagement

Who Are We Designing With?

Based on our Stakeholder Interviews February 10–11



**Young
professional
homeowners**



**Teenagers &
children**



Retirees



Renters

Who Are We Designing With?

Based on our Stakeholder Interviews February 10–11



Single parents



Families



**Business
owners**



**Land owners &
developers**

Opportunities to Participate

Tonight!

First Round of Pop-Up Meetings

- **Pop-Up #1: May 2nd, 2020 @ City Springs Farmers' Market & the CAC**
- **Pop-Up #2: May 9th, 2020 @ Northridge Shopping Center**

Second round of Pop-ups in the summer (June & July dates TBD)



What we will deliver:

- ☑ **3 illustrative concepts** for each of the 4 sites
 - Conforms to current City Development Code requirements
 - More creative, may require minor adjustments to the Code.
 - Outside the box and may not be bound by Code requirements.
- ☑ Rough **cost estimates** of each concept
- ☑ **Pro formas** (real estate financing) for each concept
- ☑ Recommendations for **funding and zoning amendments**

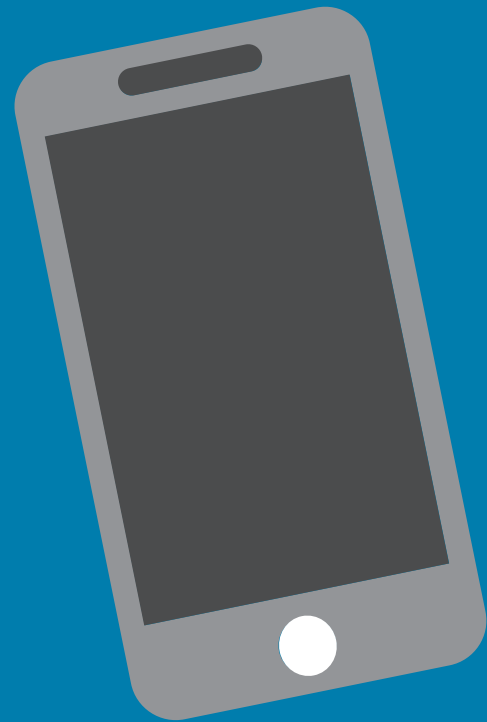
Tonight's Objectives

- ☑ Build consensus among your group members
- ☑ Start creating goals for this study
- ☑ Find out what you want and don't want for the North End

Icebreakers

 5 minutes

Please get out your phones...



1. On your phone's browser, go to **menti.com**
2. Enter the code **23 56 46**

WiFi:

NETWORK: **XFINITYWIFI**

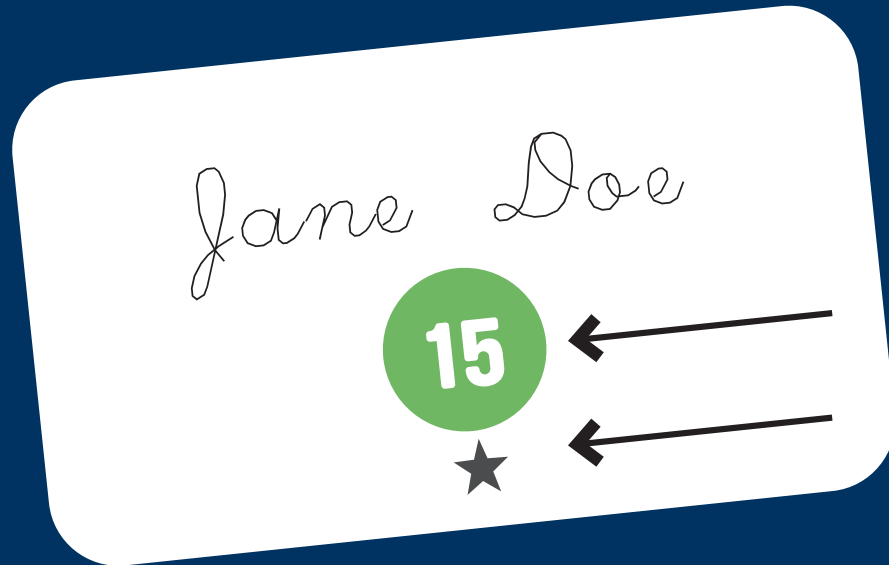
LOGIN WITH YOUR EMAIL ADDRESS

The Activities

- ☑ Goal Setting Activity
- ☑ Got to Have / Nice to Have /
Never Going to Have

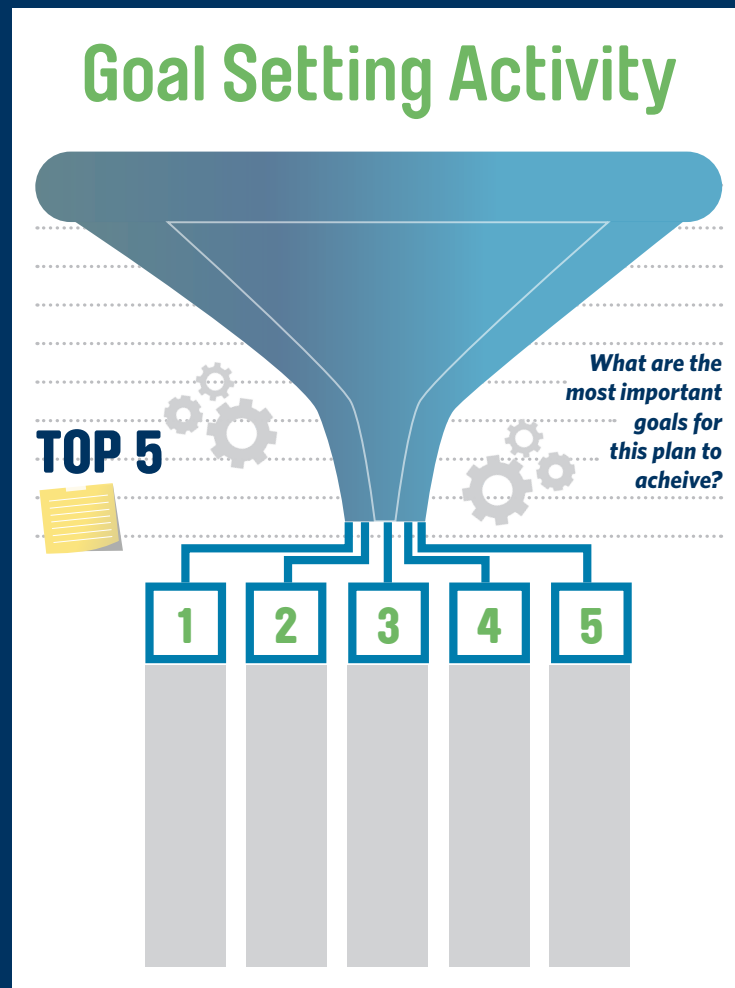
WiFi: NETWORK: **XFINITYWIFI**
LOGIN WITH YOUR EMAIL ADDRESS

Look at Your Name Tags



1. **Number** on your **name tag** and on the **sheet at your circle** (1 - 24) is your group number.
2. If you have a **star** on your name tag, you are **the group facilitator!**
3. Take a couple of minutes to get acquainted, and we'll begin!

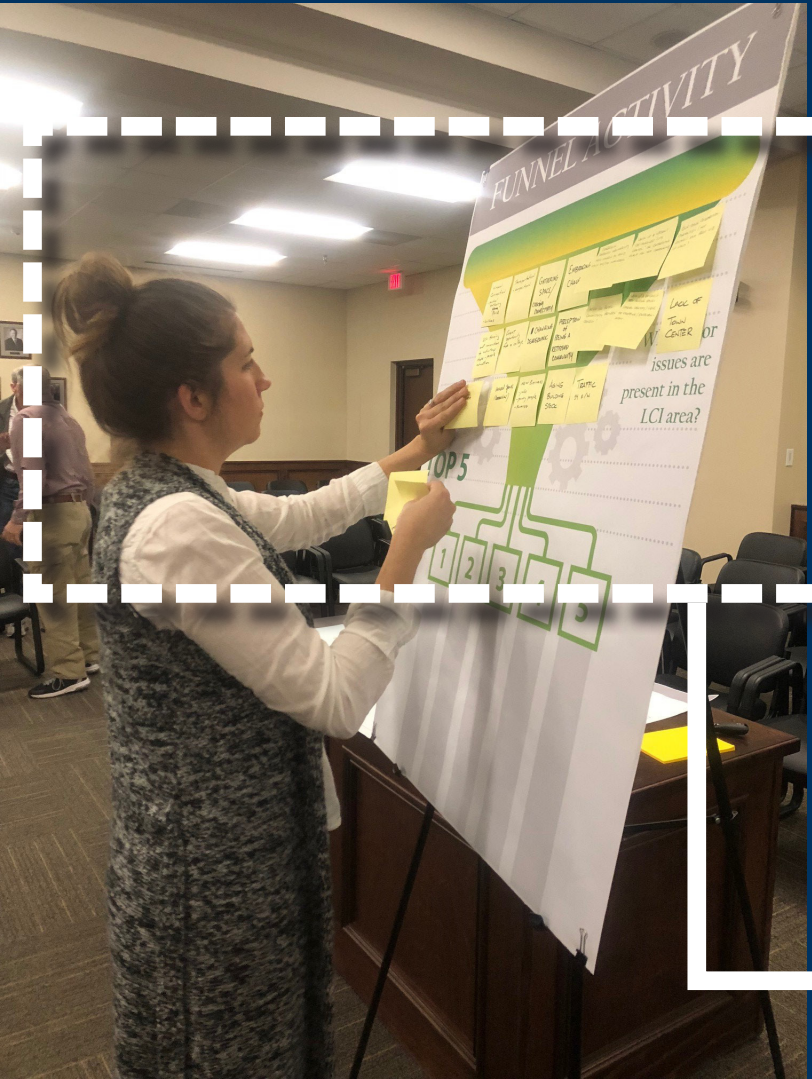
Goal Setting Activity ⌚ 25 minutes



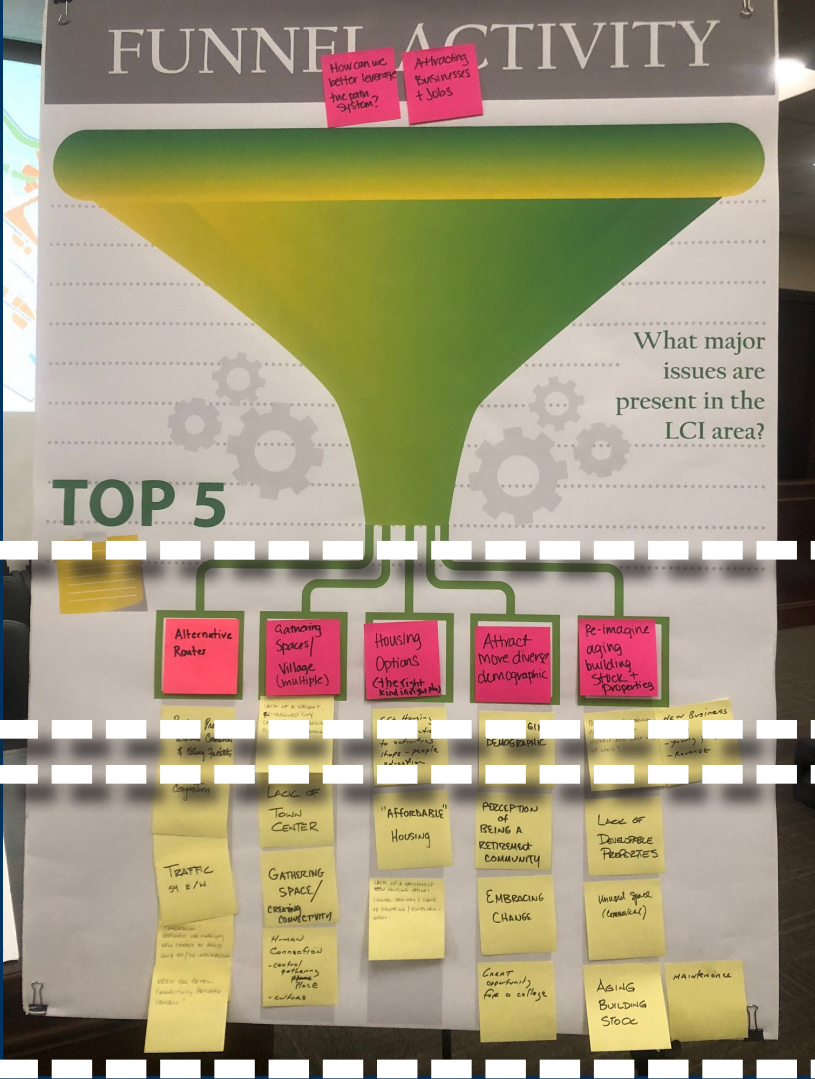
Objective: BUILD CONSENSUS ON PROJECT GOALS

1. Take your 5 Post-it notes and write down **up to 5** ideas (i.e. add workforce housing, need more sidewalks).
2. Place them on the funnel.
3. Categorize everyone's ideas into **5 major themes**. (i.e. walkability, sustainability, etc.)
4. For each theme, write down a goal statement (i.e. "Increase connections between destinations.")
5. **Report your results using your phone.**

Goal Setting Activity ⌚ 25 minutes



Everyone's
Ideas






Goal
Statements
Original
Ideas
Organized

Got to Have / Nice to Have / Never Going to Have



25 minutes

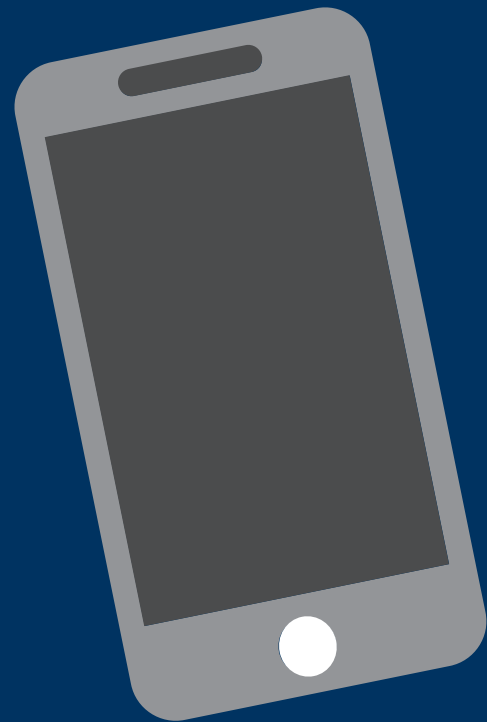
Got to Have / Nice to Have / Never Going to Have

 Got to have	 Nice to have	 Never going to have

Objective: PRIORITIZE WANTS AND NEEDS

1. Take your **6 color-coded Post-it notes** and write **2 ideas** for each category.
2. Place them on the board in the correct column.
3. As a group, choose one item from each category that is the most important.
4. **Report your results using your phone.**
 1. Got to - Housing
 2. Nice - Shops
 3. Never - Storage

Don't forget to post your results!



1. On your phone's browser, go to **menti.com**

2. Enter the code **23 56 46**

WiFi:

NETWORK: **XFINITYWIFI**

LOGIN WITH YOUR EMAIL ADDRESS

Next Steps

First Round of Pop-Up Meetings

- **Pop-Up #1: May 2nd, 2020 @ City Springs Farmers' Market & the CAC**
- **Pop-Up #2: May 9th, 2020 @ Northridge Shopping Center**

Second round of Pop-ups in the summer (June & July dates TBD)



Next Steps

Our polls will be open until March 19th

www.menti.com; access code **23 56 46**
or download the mentimeter app

**Directions to send your input will be on the
City website**

<http://spr.gs/north>

