

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 #2
August 13, 2020

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

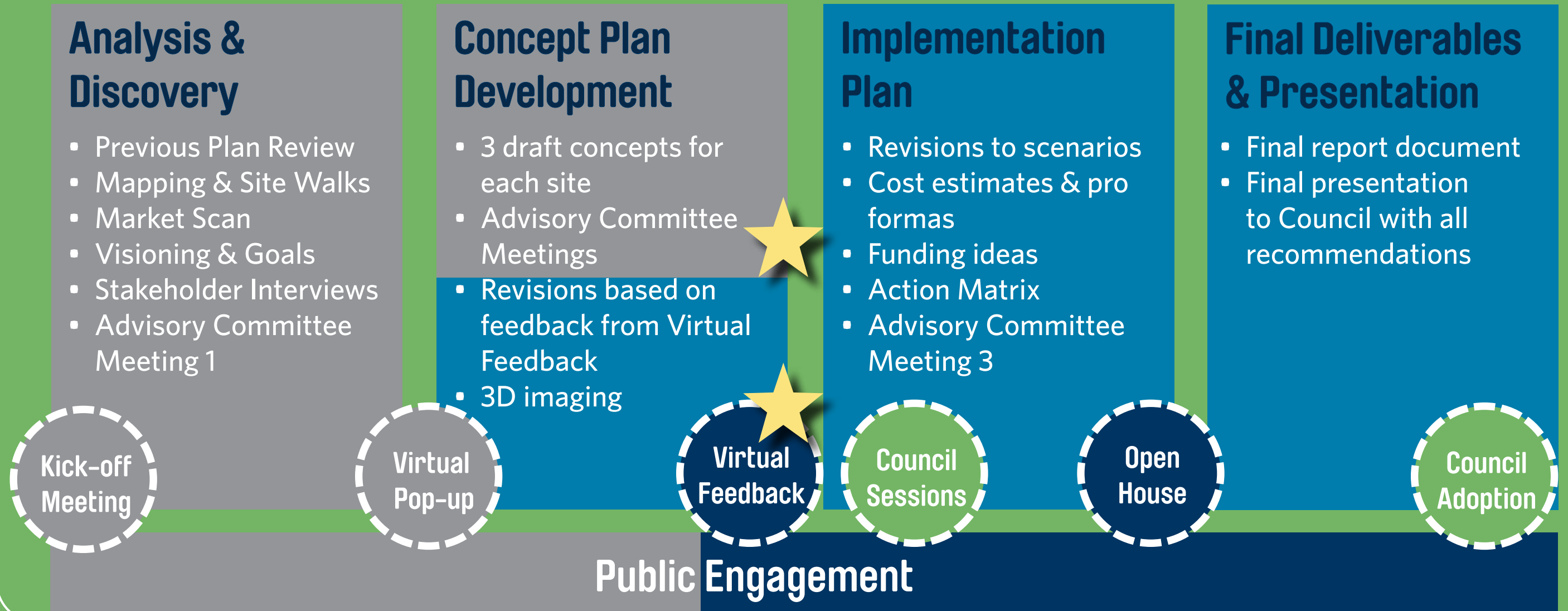
What this Plan IS

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

What this Plan ISN'T

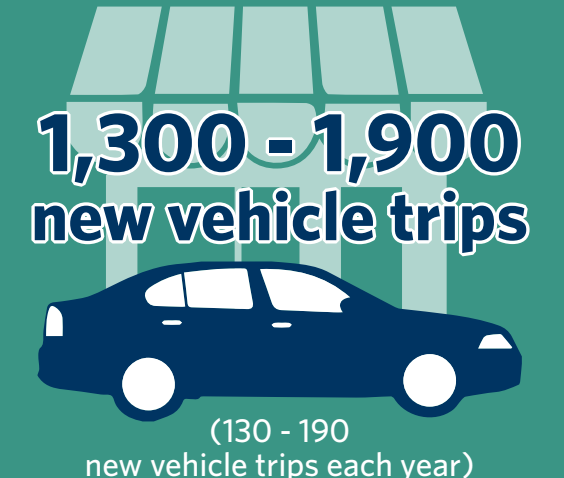
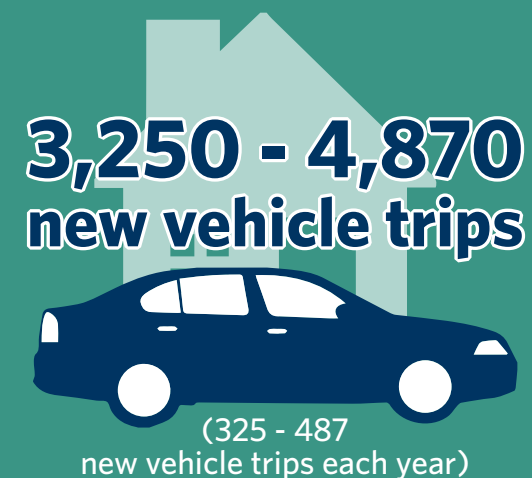
- A zoning exercise (we are not re-writing the code, merely making recommendations)
- A final design for all four sites

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.



Outreach To Date

- ☑ Focus Groups & Stakeholder Meetings (February-April 2020)
- ☑ Kick-Off Meeting (March 2020)
- ☑ Virtual Pop-Up (June 2020)

Kick-Off Meeting



March 5, 2020



Nearly **200 participants**

Group activities identified high priority wants/needs, dislikes, and established goals for the study (connectivity/walkability, public spaces, mixed use and retail options, housing options, and a unique identity).



Virtual Pop-Up*



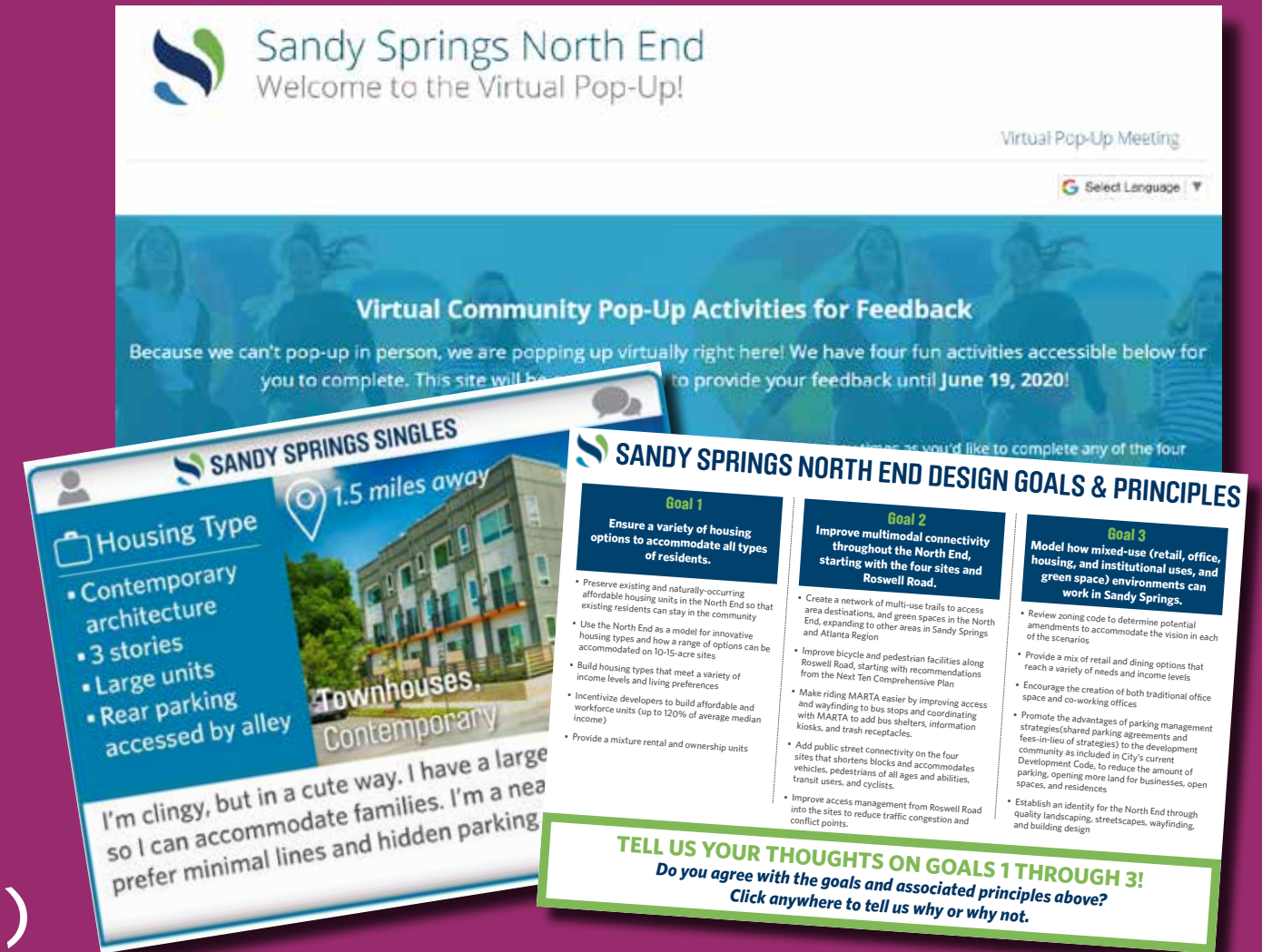
June 2020



162 participants

Four activities:

- Goals & Principles
- Design Sprint
- Dating Profiles (Visual Preference Survey)
- Personas (profiles of the typical users)



*Results summary on project website

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

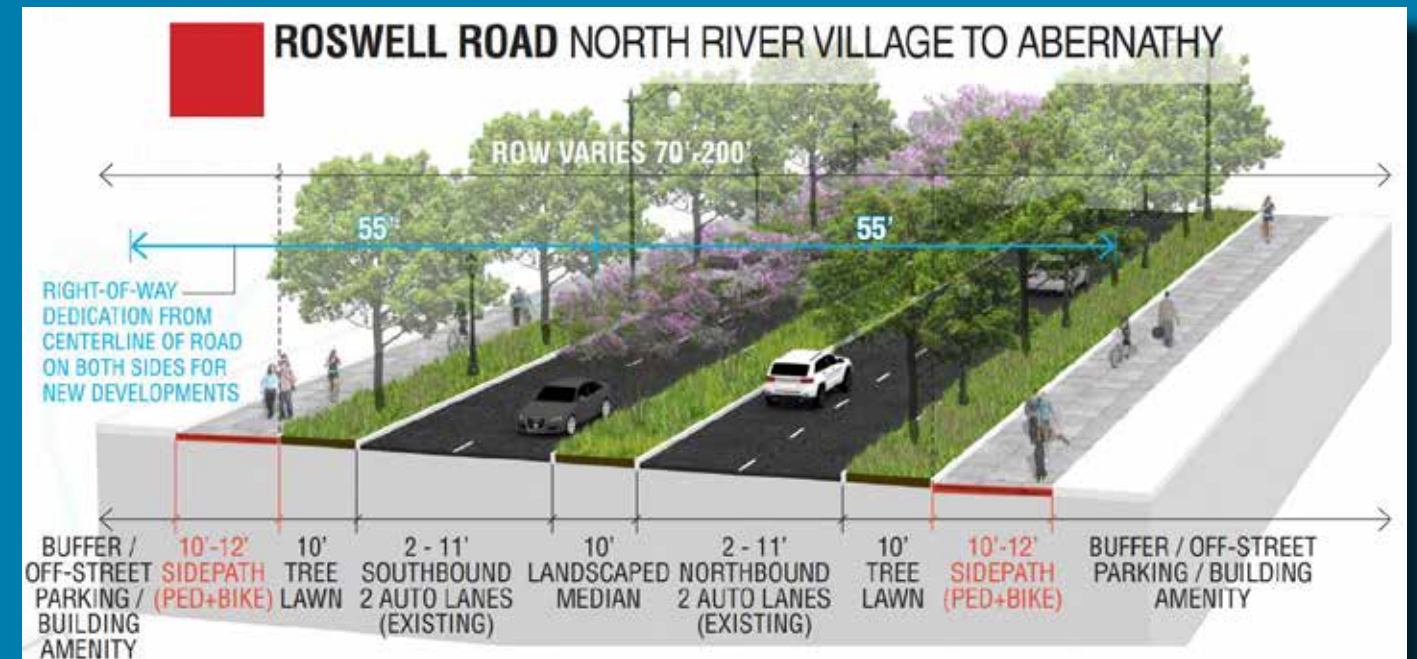
Site Plans

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***

Northridge Center

Northridge Center

- Acreage: 10.5 acres
- Zoning: SX-3 Shopfront Mixed Use
- 13 existing retail tenants
- 359 parking spaces
- Adjacent creek bed provides opportunity to create vista (would comply with all buffer requirements)
- Surrounded by office parks and multi-unit residential



Northridge Center | Existing Conditions

N ↑ 10.5 acres

Assumptions

- Site can support higher density because of surrounding land uses and planned MARTA BRT to the east
- Minimal new commercial space in all concepts
- Creek bed to the north offers overlook / vista opportunity
- Access drives maintained as "streets"
- Goodwill preserved for a couple concept plan options



Northridge Center | Option 1: Infill (SX-3)



Roswell Road

Opportunity for Overlook/Vista

Retail

Townhomes

Goodwill
(Retained)





Multi-unit
(2 upper stories) with
ground floor retail

Retail

Retail

Northridge Road

Legend

-  Commercial retail - 26,425 SF (ground floor)
-  Usable Green Space
-  Multi-unit over retail - 40 units
-  Townhomes - 18 units
Total: 58 units

Northridge Center | Option 1: Infill (SX-3)

**Meets current code
(SX-3)**

Challenges of Current Code:

- Requirement that ground-floor commercial face all streets may lead to too much commercial space
- Existing street width and design requirements limit amount of developable land
- 3-story buildings make it financially difficult to support a parking deck

Northridge Center | Option 2: Neighborhood Center



Roswell Road



Northridge Road

Legend

-  Commercial retail - 14,000 SF (ground floor)
-  Usable Green Space
-  Multi-unit - 284 units
-  Townhomes - 13 units
-  Live / Work - 9 units

Total: 306 units

Northridge Center | Option 2: Neighborhood Center

How to make this concept work:

- Allow stand-alone multi-unit buildings
- Allow live / work units to count as ground-floor commercial
- Increase building heights permitted
- Reduce lot size requirements for townhomes and multi-unit buildings
- Potentially re-zone to RX-5
- Remove steel and concrete construction requirements

Northridge Center | Option 3: Multi-unit Village



Roswell Road

Street (70' ROW)

Retail
Retail

Retail
Retail

Multi-unit (10 stories)

Street (60' ROW)

Retail Grove

Multi-unit (3 stories)

Parking Deck (8 floors) with amenity on top

Multi-unit (3 stories)


Access Drive retained


Multi-unit (3 stories)


Multi-unit (8 stories)

Northridge Road

Legend

 Commercial retail - 7,800 SF (ground floor)

 Usable Green Space

 Multi-unit - 718 units

Total: 718 units

Northridge Center | Option 3: Multi-unit Village

How to make this concept work:

- Allow stand-alone multi-unit buildings
- Increase building heights permitted (up to 10 floors)
- Reduce street width and design requirements
- Remove Steel and concrete construction requirements



Poll Questions



Option 1



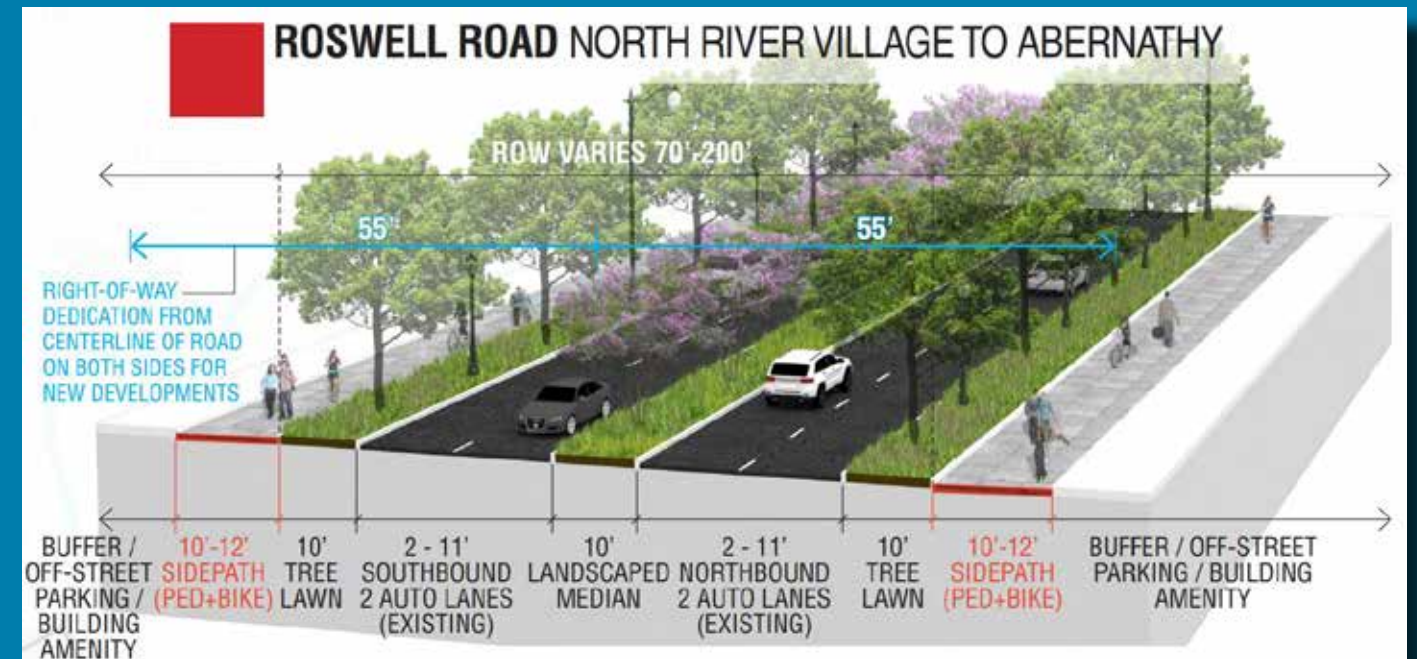
Option 2



Option 3

Overall Assumptions

- **The key to success is changing Roswell Road**
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*****Street Section from Next Ten Comprehensive Plan***

Next Steps

- Advisory Committee to provide comments on site plans by **August 18th at 12:00 PM** (*will email after this meeting*)
- Planning team to make revisions to concept plans
- Online public input activities - to be released weekly starting **Monday, August 24th**

Advisory Committee Schedule

- **Monday, August 24th at 9:30 AM*** (*River Springs Center*)
- **Monday, August 31st at 9:30 AM*** (*North River Village Shopping Center*)
- **Tuesday, September 8th at 9:30 AM*** (*North Springs Center*)

****Times are tentative***

Public Input Schedule

- **Monday, August 24th - August 31st** (*North Ridge Center*)
- **Monday, August 31st - September 7th** (*River Springs Center*)
- **Monday, September 7th - September 14th** (*North River Village Shopping Center*)
- **Monday, September 14th - September 21st** (*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?