



# SANDY SPRINGS **NORTH END**

**Final Plan Open House**  
**November 5, 2020 @ 6:00 PM via Zoom**



# Meet the Team (again)



## 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

# Agenda

- Process Overview
- Project Purpose & Results
- Analysis Overview
- Public Engagement Summary
- North River
- River Springs
- Northridge
- North Springs
- Next Steps

# Where We Are in the Process

## Analysis & Discovery

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

Kick-off Meeting

## Concept Plan Development

- 3 draft concepts for each site
- Advisory Committee Meetings
- Revisions based on feedback from Virtual Feedback
- 3D imaging

Virtual Pop-up

Virtual Feedback

## Implementation Plan

- Revisions to scenarios
- Cost estimates & pro formas
- Funding ideas
- Action Matrix
- Report document progress

Council Sessions

Open House

Pop-up @ Market

## Final Deliverables & Presentation

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

Virtual Feedback

Council Presentation

Public Engagement



# 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



# Goals

1. Ensure a variety of housing options to accommodate all types of residents.
2. Improve multimodal connectivity throughout the North End, starting with the four sites and Roswell Road.
3. Model how mixed-use (retail, office, housing, and institutional uses, and green space) environments can work in Sandy Springs
4. Build upon existing green spaces and parks to create a cohesive public space network
5. Attract and support local small businesses in the North End

# 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

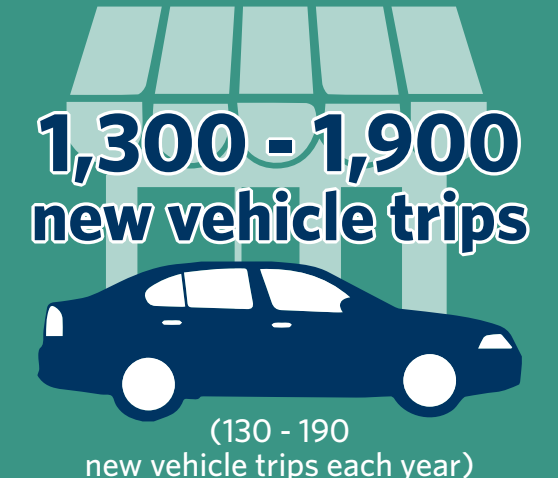
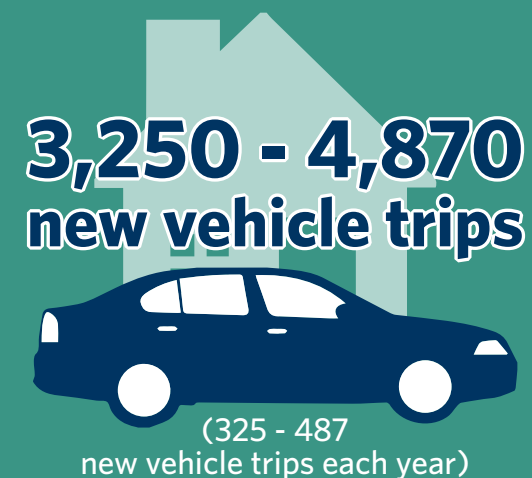
## Recommendations for **funding and zoning amendments**



# Analysis Summary

# 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.





# Analysis

## 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)**



# North River Village

Looking  
South

Four Access  
Points

Roswell Rd.  
Frontage

Multi-Family  
Community

Recently  
Renovated



# River Springs Center

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



# North Springs Center

Looking  
Southwest

Single-Family  
Neighborhood

90% Vacant

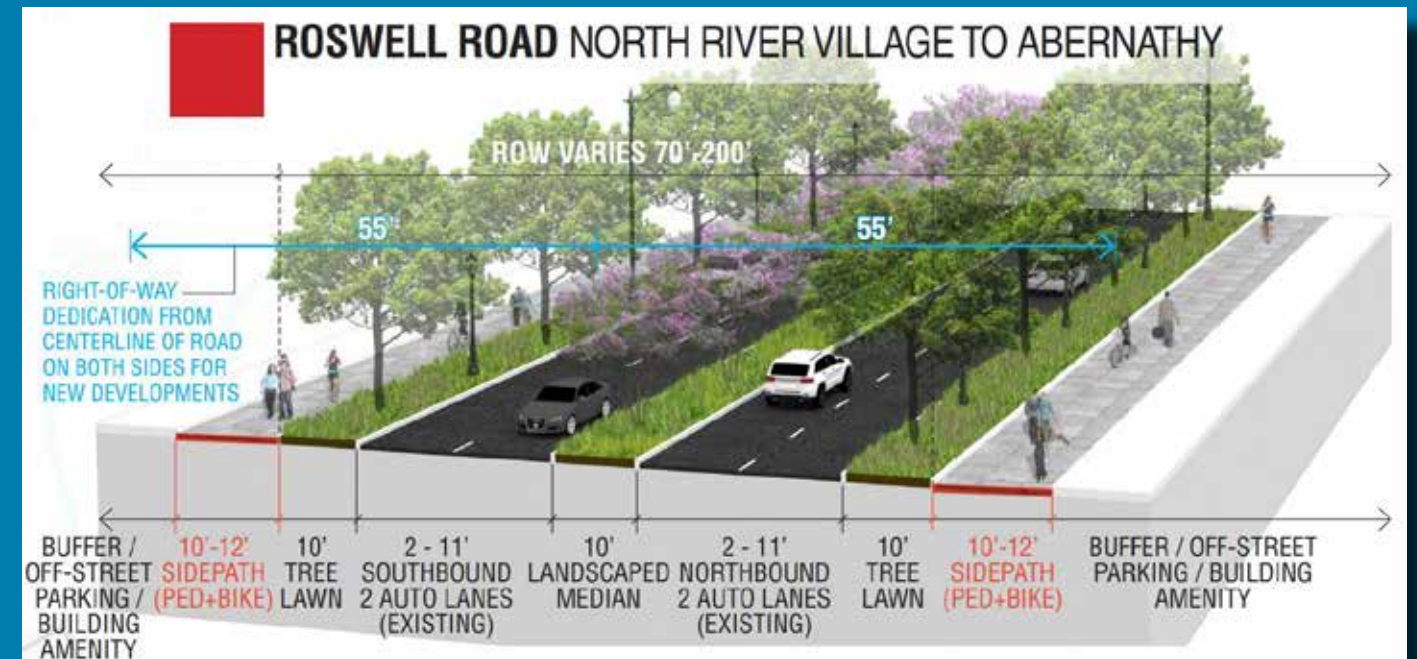
Four Curb Cuts  
on Roswell Rd.

One Access on  
Dalrymple



# 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**





# Public Engagement Summary

# Outreach To Date

- ✓ Focus Groups & Stakeholder Meetings (February-April 2020)
- ✓ Kick-Off Meeting (March 5, 2020) - 200 participants
- ✓ Virtual Pop-Up (June 2020) - 162 participants
- ✓ Weekly Virtual Activities for each Site (August - September 2020) - participation varied by site

# Overall Feedback Themes

- Need a mix of housing options that are attainable at many price points, including single-family homes and different forms of multi-unit buildings
- 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, but can go taller to support more housing options
- Support for public funding of infrastructure (streets, public spaces) and parks in order to accommodate higher-quality redevelopment, attainable housing, and more green space



# Plan Revisions Based on Input

- Added more green space, particularly on North River Village and North Springs Center with larger community spaces
- Reduced building heights in some concepts on North Springs and River Springs
- Acknowledged the need for City investment in housing and public infrastructure to make redevelopment work financially

# Poll Question TEST Icebreaker

🕒 1 minute

*Please get out your phone, tablet, or use your internet browser...*



1. In your browser, go to  
**menti.com**

2. Enter the code **22 91 73 2**

# Financial Feasibility

- Broad assumptions made
- Assumptions are intended to be a screening tool, NOT development recommendations
- Refinement is recommended as development and pricing details evolve
- Each site assessed as though master developer purchased the center, demolished existing buildings, prepared the site for redevelopment, then sell the pads to vertical developers

# Financial Feasibility

- Land cost based on recent area comparable sales; adjusted for inflation and speculation
- Time frame: 24 months from land purchase to sale of building pads
- Master developer covers sales cost, land cost, site preparation costs, and financing.
- Vertical developers (builders) cover building and parking costs; expected construction costs factored into sale of lots
- Three levels of feasibility: not feasible (red light), potentially feasible with modifications, concessions, public-private partnerships (yellow light), feasible



# North River Village

# North River Village

- Acreage: 12.7 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



# Changes We've Made based on Input

- Options 1 and 3 have a 1-acre public park fronting Roswell Road and the multi-use trail connecting to the Chattahoochee River
- Removed the partial infill redevelopment option shown previously
- Increased building heights on Option 3 to 10 stories to accommodate more housing units



# North River Village – Existing Conditions

N → 12.7 acres

## Assumptions

- Present ownership and tenants are not likely to change soon
- 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: Vertical Mixed-Use (SX-6)





P.1

# North River Village | Option 1: Vertical Mixed-Use (SX-6)







# North River Village | Option 1: Vertical Mixed-Use (SX-6)



Townhomes

Food Hall &  
Office

Mixed-Use

Townhomes

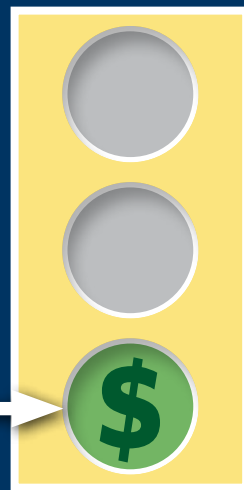


# North River Village | Option 1: Vertical Mixed-Use (SX-6)

## Financial Feasibility Summary

- Feasible based on market assumptions
- Structured parking would require moderately higher rents than supported by market

**Works Financially**



**Meets current code (SX-6) with some conditional uses (townhomes by park)**

## 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 2: Neighborhood Center (SX-6)







# North River Village | Option 2: Neighborhood Center



Townhomes

Mixed-Use

Food Hall &  
Office

Townhomes

Live / Work

Multi-use Trail

Mixed-Use

Townhomes

Live / Work

Townhomes

Mixed-Use

Park

Roswell Road







# North River Village | Option 2: Neighborhood Center

Mixed-Use

Multi-Use Trail  
(from Trails Plan)

Roswell Road

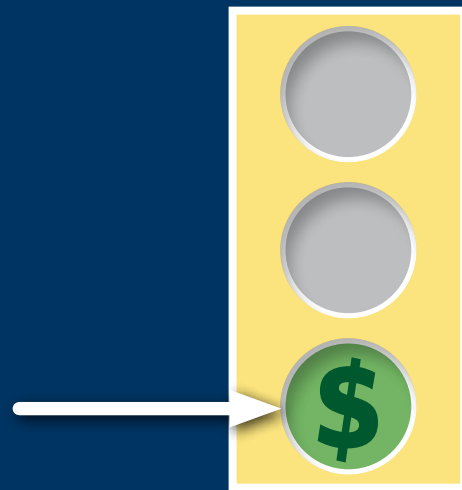


# North River Village | Option 2: Neighborhood Center (SX-6)

## Financial Feasibility Summary

- Feasible based on market assumptions
- Structured parking would require moderately higher rents than supported by market

**Works Financially**



## How to make this concept work by code:

- Allow live / work units by right
- 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 3: Taller Vertical Mixed-Use



P.2



Different than Option 1

Opportunity for residential redevelopment (not shown on concept plans)

## Land Use Summary

- Multi-units (828 units)
- Townhomes (31 units)
- Live / Work (33 units)
- Commercial (133,760 SF)
- Green Space (4.57 ac, 35%)

Opportunity to connect to existing neighborhood



P.1

# North River Village | Option 3: Taller Vertical Mixed-Use



Mixed-Use

Townhomes

Live / Work

Park

Mixed-Use

Mixed-Use

Multi-use Trail

Townhomes

Mixed-Use

Park

Roswell Road





# North River Village | Option 3: Taller Vertical Mixed-Use



Townhomes

Food Hall &  
Office

Mixed-Use

Townhomes

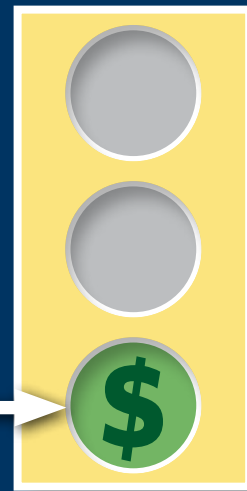


# North River Village | Option 3: Taller Vertical Mixed-Use

## Financial Feasibility Summary

- Feasible based on market assumptions
- Structured parking would require moderately higher rents than supported by market

**Works Financially**



## How to make this concept work by code:

- Allow live / work units by right
- Reduce lot sizes for townhomes and live / work units
- Reduce street width and design requirements



# River Springs Center



# River Springs Center

- Acreage: 9.8 acres
- Zoning: SX-3 Shopfront Mixed-Use
- 24 existing retail tenants (April 2020)
- 425 parking spaces
- Outparcels represent opportunity for site acquisition
- Adjacent to single-family residential neighborhood





# River Springs Center | Existing Conditions

N → 9.8 acres

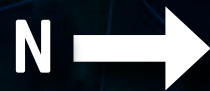
## Assumptions

- Site is better suited for residential uses because it's separated from Roswell Road
- Minimal new commercial space in all concepts
- Adjacent parcels offer opportunities to connect into site plan
- All three access drives used as streets
- Phasing could occur by removing either end of building first





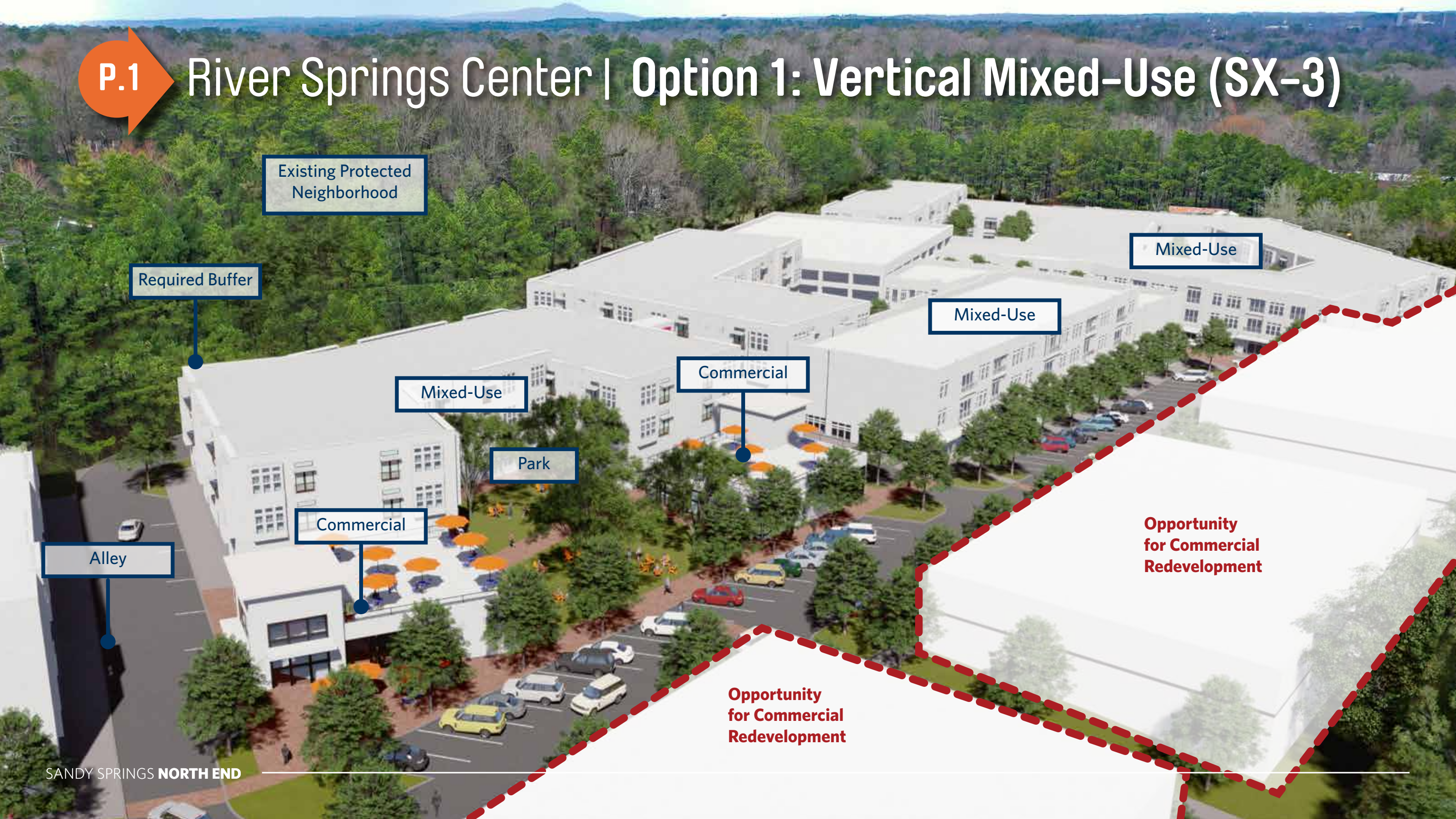
# River Springs Center | Option 1: Vertical Mixed-Use (SX-3)





P.1

# River Springs Center | Option 1: Vertical Mixed-Use (SX-3)



Existing Protected  
Neighborhood

Required Buffer

Mixed-Use

Mixed-Use

Mixed-Use

Commercial

Park

Commercial

Alley

Opportunity  
for Commercial  
Redevelopment

Opportunity  
for Commercial  
Redevelopment





# River Springs Center | Option 1: Vertical Mixed-Use (SX-3)



Commercial

Mixed-Use

Park

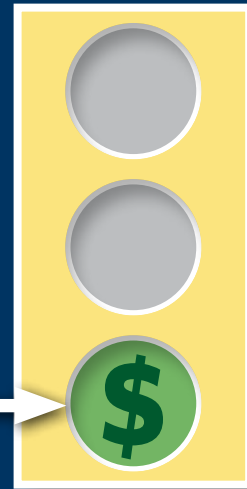


# River Springs Center | Option 1: Vertical Mixed-Use (SX-3)

## Financial Feasibility Summary

- Feasible based on market assumptions
- Structured parking would require moderately higher rents than supported by market
- Not much room for creative design to make it work financially

**Works Financially**



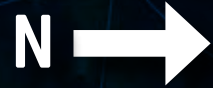
**Meets current code (SX-3)**

## 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



# River Springs Center | Option 2: Missing Middle Housing

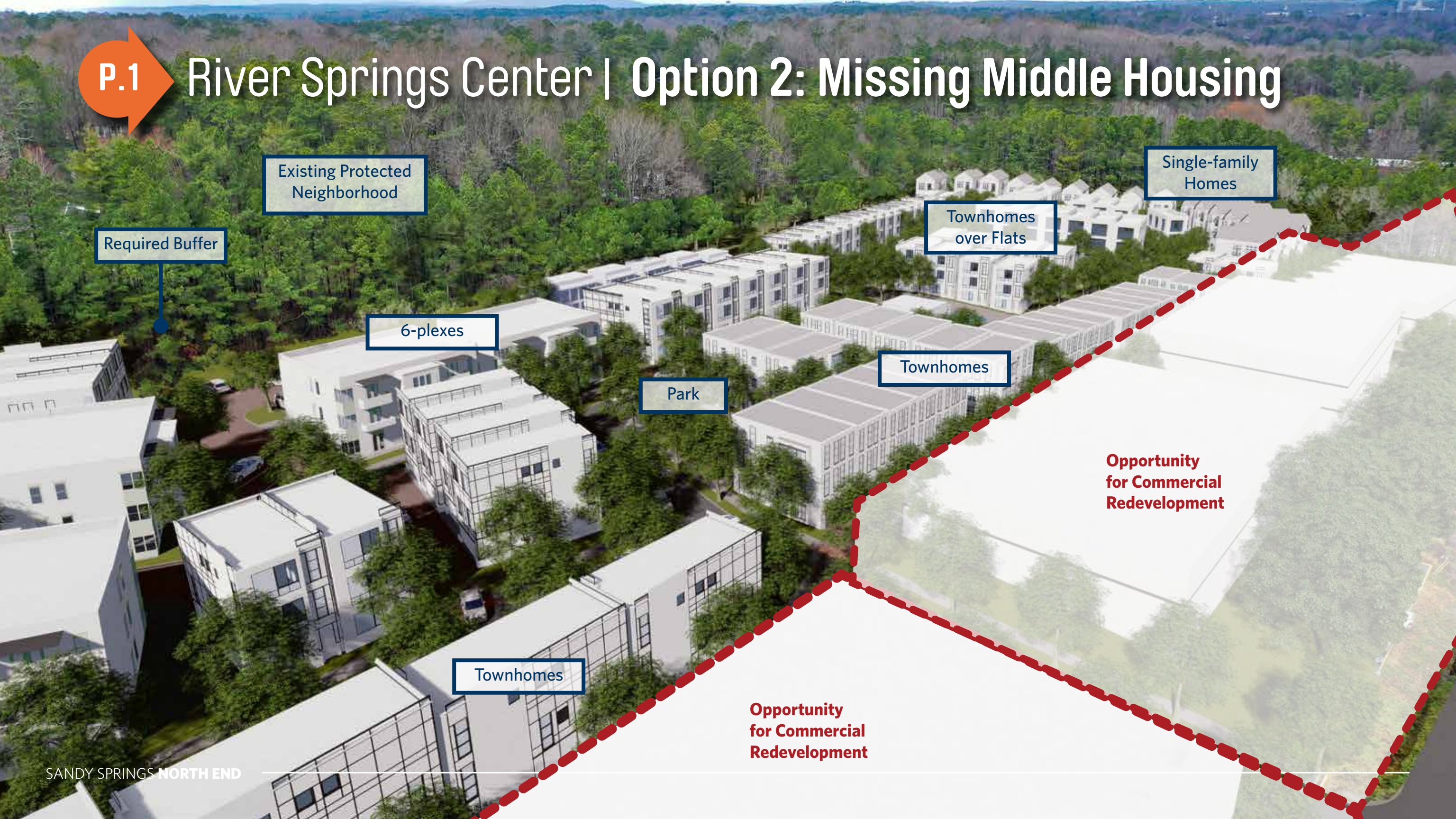


## Land Use Summary

Multi-units (24 units)  
Townhomes (72 units)  
Townhomes over flats (28 units)  
Single-family (19 units)  
Green Space (0.93 ac, 9%)



# River Springs Center | Option 2: Missing Middle Housing



Existing Protected Neighborhood

Required Buffer

6-plexes

Park

Townhomes over Flats

Single-family Homes

Townhomes

Opportunity for Commercial Redevelopment

Townhomes

Opportunity for Commercial Redevelopment



# River Springs Center | Option 2: Missing Middle Housing



Townhomes  
over Flats

Single-family  
Homes

Potential  
Enhanced  
Stormwater Park

Path Connection

Green Space

Townhomes

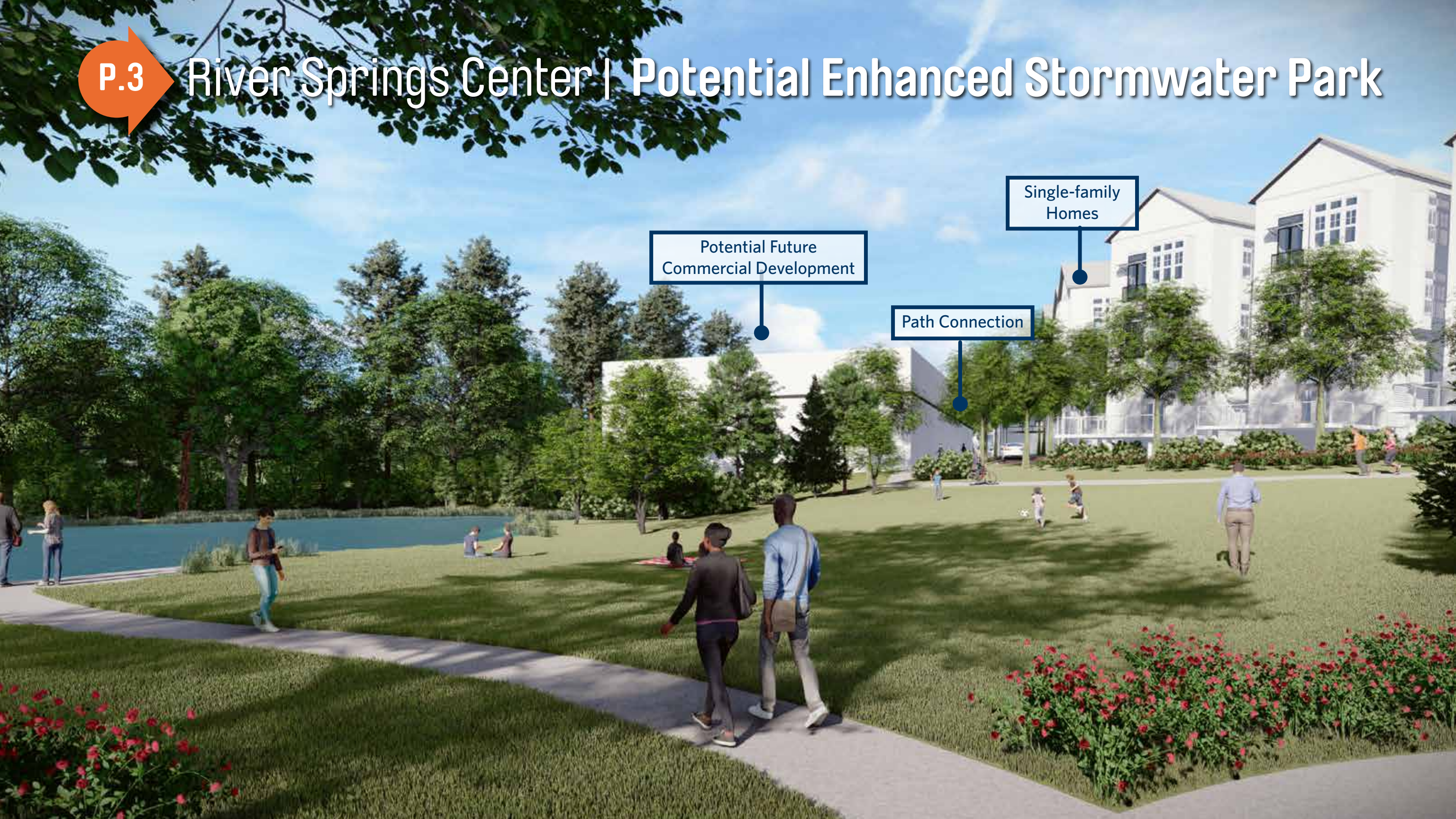
**Opportunity  
for Commercial  
Redevelopment**

Townhomes



P.3

# River Springs Center | Potential Enhanced Stormwater Park



Potential Future  
Commercial Development

Single-family  
Homes

Path Connection

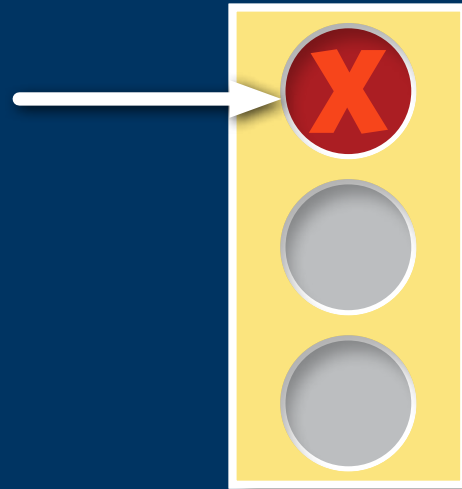


# River Springs Center | Option 2: Missing Middle Housing

## Financial Feasibility Summary

- NOT feasible based on market assumptions
- Land acquisition & site prep costs exceed revenue potential from resale of lots

**Does Not Work  
Financially**

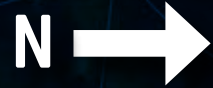


## How to make this concept work by code:

- Potentially re-zone to RM-3 (Residential Multi-unit) designation
- Reduce lot sizes for multi-unit, townhomes, and single-family detached units
- Reduce street width and design requirements



# River Springs Center | Option 3A: Neighborhood Center



## Land Use Summary

Multi-units (314 units)  
Townhomes (25 units)  
Live / Work (10 units)  
Commercial (18,000 SF)  
Green Space (1.39 ac, 14%)





# River Springs Center | Option 3A: Neighborhood Center

Required Buffer

Multi-unit w/ step-down to 3 stories

Townhomes

Path Connection

Live / Work Units

Live / Work Units

Opportunity for Commercial Redevelopment



# River Springs Center | Option 3A: Neighborhood Center



Mixed-Use

Retail / Office

Retail / Office

Retail / Office

Park

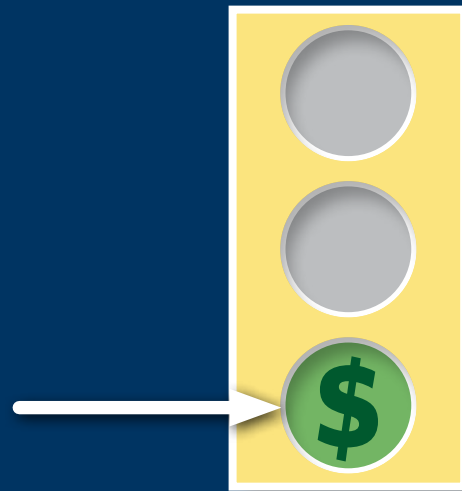


# River Springs Center | Option 3A: Neighborhood Center

## Financial Feasibility Summary

- Feasible based on market assumptions
- Structured parking would require moderately higher rents than supported by market

**Works Financially**

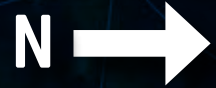


## How to make this concept work by code:

- Rezone to RX-5 (Residential Mixed-Use) or to SX-6 with some minor modifications
- Allow stand-alone multi-unit buildings
- May need to offer height bonuses for taller multi-unit buildings to make project financially feasible
- Reduce street width and design requirements
- Remove steel and concrete construction requirements



# River Springs Center | Option 3B: Neighborhood Center



## Land Use Summary

Multi-units (34 units)  
Townhomes (66 units)  
Townhomes over flats (22 units)  
Live / Work (10 units)  
Single-family (10 units)  
Commercial (18,000 SF)  
Green Space (0.91 ac, 9%)





# River Springs Center | Option 3B: Neighborhood Center



Required Buffer

Townhomes

6-plexes

Retail & Office

Public Plaza

Townhomes  
over Flats

Townhomes

Live / Work  
Units

Single-Family

Path Connection

Opportunity  
for Commercial  
Redevelopment

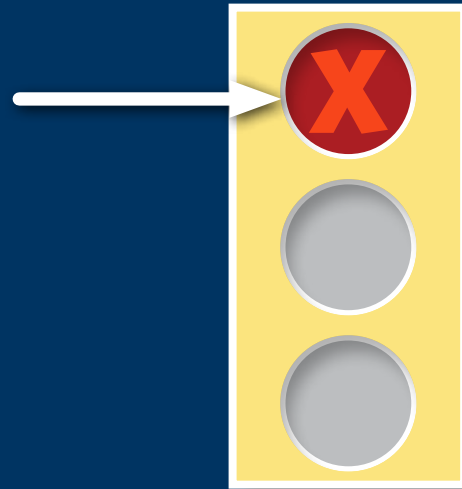


# River Springs Center | Option 3B: Neighborhood Center

## Financial Feasibility Summary

- NOT feasible based on market assumptions
- Land acquisition & site prep costs exceed revenue potential from resale of lots

**Does Not Work  
Financially**



## How to make this concept work by code:

- Potentially re-zone to RX-3 (Residential Mixed Use) designation
- Reduce lot sizes for multi-unit, townhomes, and single-family detached units
- Reduce street width and design requirements



# 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





# Changes We've Made based on Input

- No option shows the preservation of Goodwill on the property (all show full redevelopment)
- Added the multi-use trail connections to the east along Northridge Road and connections into the site (from the current Trails Plan)



# 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"

Opportunity for Overlook/Vista

Goodwill

Roswell Road

Northridge Road



# Northridge Center | Option 1: Mixed-Use (SX-3)



## Land Use Summary

Multi-units (121 units)  
Townhomes (27 units)  
Commercial (46,250 SF)  
Green Space (2.94 ac, 28%)



P.1

# Northridge Center | Option 1: Mixed-Use (SX-3)

Path Connections &  
Usable Open Space

Mixed-use (3 stories)

Townhomes

Townhomes

Mixed-use (3 stories)

Retail

If these sites redevelop,  
they can connect into  
Northridge Center &  
share parking







# Northridge Center | Option 1: Mixed-Use (SX-3)



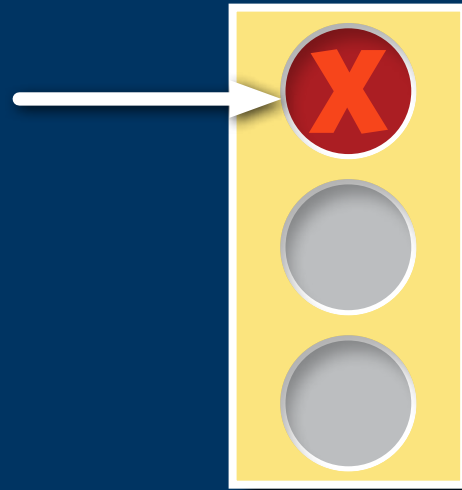


# Northridge Center | Option 1: Vertical Mixed-Use (SX-3)

## Financial Feasibility Summary

- NOT feasible based on market assumptions
- Land acquisition & site prep costs exceed revenue potential from resale of lots

**Does Not Work  
Financially**



**Meets current code (SX-3) with some conditions (townhomes)**

## 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

Opportunity for Overlook/Vista

Trail Connection  
through wooded  
area to Roswell Road

Townhomes

Multi-unit  
(5 stories)

Parking  
Deck

P.2

Retail

Live / Work

Flats  
(Multi-unit)

Amenity  
Green  
Space

Flats over  
Retail

Flats  
(Multi-unit)

Multi-unit  
(4 stories)

P.1

Retail

Trail Connection  
from Trails Plan

Northridge Road

## Land Use Summary

Multi-units (276 units)  
Townhomes (12 units)  
Live / Work (10 units)  
Commercial (8,750 SF)  
Green Space (3 ac, 29%)



# Northridge Center | Option 2: Neighborhood Center

Path Connections &  
Usable Open Space

Multi-Unit

Townhomes

Live/ Work

Flats (Multi-  
Unit)

Retail

If these sites redevelop,  
they can connect into  
Northridge Center &  
share parking



P.2

# Northridge Center | Option 2: Neighborhood Center

Live / Work

Retail

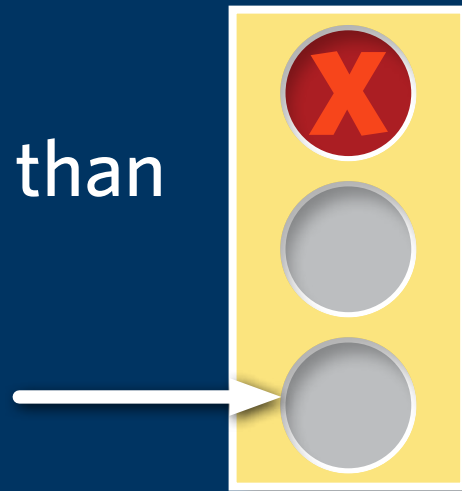


# Northridge Center | Option 2: Neighborhood Center

## Financial Feasibility Summary

- NOT feasible based on market assumptions
- Land acquisition & site prep costs exceed revenue potential from resale of lots
- Structured parking requires higher rents than the market supports

**Does Not Work  
Financially**

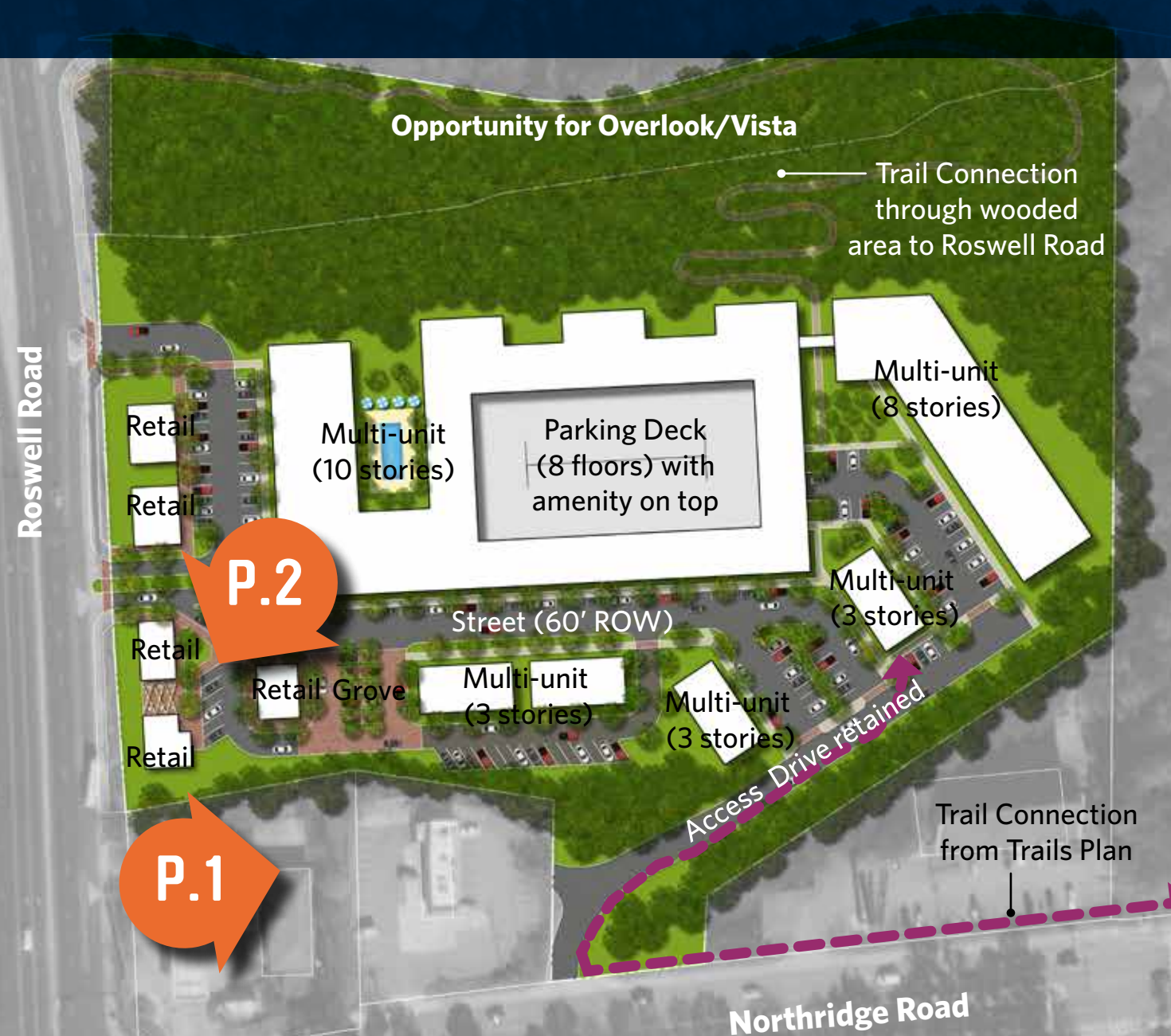


## How to make this concept work by code:

- 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



## Land Use Summary

Multi-units (720 units)  
Commercial (8,750 SF)  
Green Space (3.14 ac, 30%)



# Northridge Center | Option 3: Multi-Unit Village

Path Connections & Usable Open Space

Multi-Unit

Multi-Unit

Flats (Multi-Unit)

Flats (Multi-Unit)

Retail

If these sites redevelop, they can connect into Northridge Center & share parking



P.2

# Northridge Center | Option 3: Multi-Unit Village



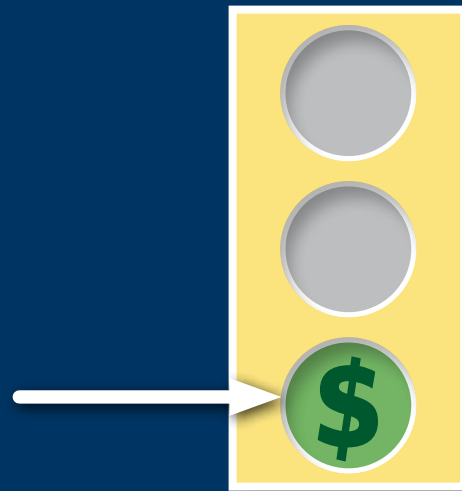


# Northridge Center | Option 3: Multi-Unit Village

## Financial Feasibility Summary

- Feasible based on market assumptions
- Structured parking would require moderately higher rents than supported by market

**Works Financially**



## How to make this concept work by code:

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



# North Springs Center



# North Springs Center

- Acreage: 8.8 acres
- Zoning: CX-3 Commercial Mixed Use
- 1 existing retail tenant (gym)
- 335 parking spaces
- Nearby U-Haul / emissions testing facility and gas station are opportunities for site acquisition
- Adjacent to single-family neighborhood





# Changes We've Made based on Input

- Added a large green space on the northern end of the site for all three options
- Reduced building heights on all three options to 3 stories maximum
- Re-designed some of the mixed use and multi-unit buildings to accommodate the green space



# North Springs Center | Existing Conditions

N → 8.8 acres

## Assumptions

- No phasing needed because site is almost completely vacant
- Site is better suited for residential uses because of proximity to Protected Neighborhood district
- Minimal new commercial space in all concepts
- U-Haul / Emissions and gas station properties are used in the site plans
- Some access drives are used as streets



# North Springs Center | Option 1: Horizontal Mixed Use (CX-3)



## Land Use Summary

Multi-units (198 units)  
Townhomes (15 units)  
Commercial (44,500 SF)  
Green Space (4.90 ac, 48%)



P.1

# North Springs Center | Option 1: Horizontal Mixed-Use



Existing Protected Neighborhood

Mixed-Use

Multi-Unit

Retail

Offices

Public Park

Roswell Road





P.2

# North Springs Center | Option 1: Horizontal Mixed-Use



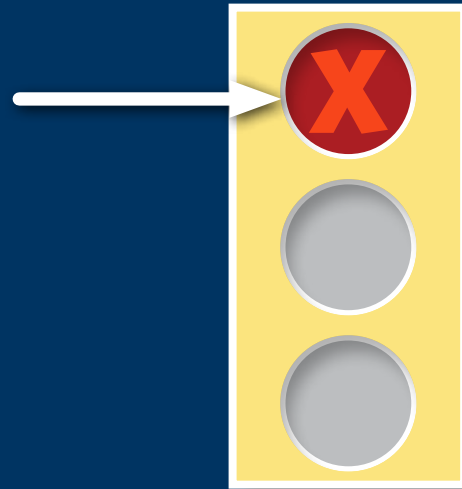


# North Springs Center | Option 1: Horizontal Mixed-Use

## Financial Feasibility Summary

- NOT feasible based on market assumptions
- Structured parking requires higher rents than the market supports

**Does Not Work  
Financially**



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

## Challenges of Current Code:

- 3-story buildings make it financially difficult to support parking decks
- 85% lot coverage requirements are difficult to meet



# North Springs Center | Option 2: Missing Middle Housing



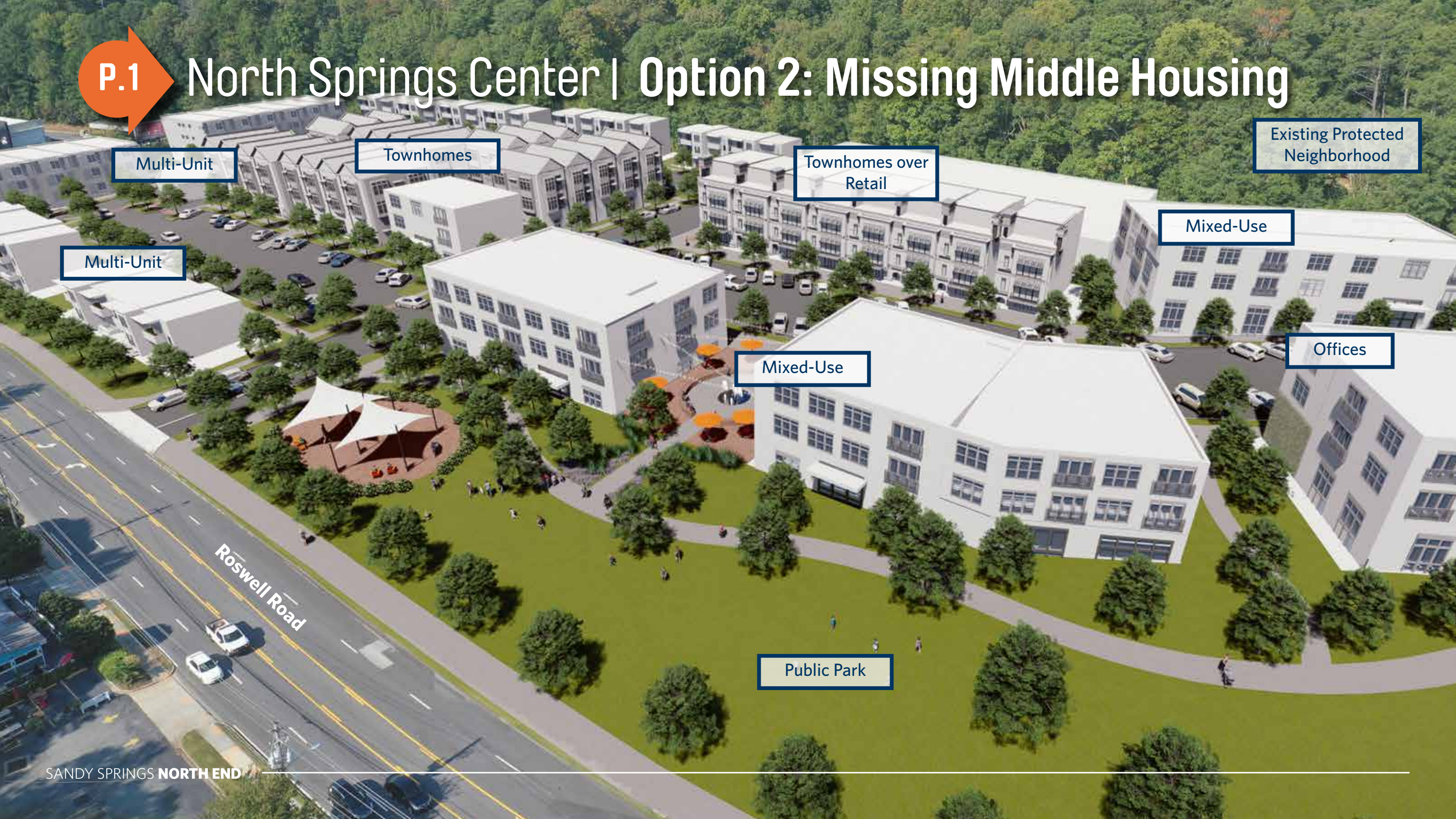
## Land Use Summary

Multi-units (166 units)  
Townhomes (35 units)  
Single-family (4 units)  
Commercial (57,300 SF)  
Green Space (3.75 ac, 37%)



P.1

# North Springs Center | Option 2: Missing Middle Housing



Existing Protected Neighborhood

Mixed-Use

Offices

Townhomes over Retail

Mixed-Use

Public Park

Townhomes

Multi-Unit

Multi-Unit

Roswell Road



# North Springs Center | Option 2: Missing Middle Housing



Townhomes

Mixed-Use

Townhomes over Retail

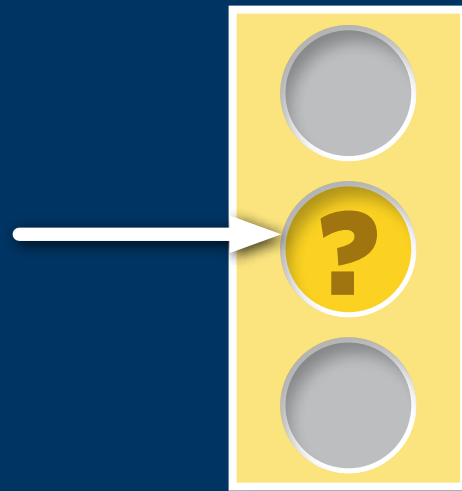


# North Springs Center | Option 2: Missing Middle Housing

## Financial Feasibility Summary

- COULD be feasible with modifications, concessions, or lower returns
- Structured parking requires higher rents than the market supports

**Could Work  
Financially**



## How to make this concept work by code:

- Potentially re-zone to RX-3
- Allow live / work or townhomes over commercial
- Reduce minimum lot size for townhomes (single-family attached)
- Reduce minimum lot size for multi-unit
- Reduce street width and design requirements
- Reduce lot coverage requirements



# North Springs Center | Option 3: Neighborhood Center



## Land Use Summary

- Multi-units (117 units)
- Townhomes (31 units)
- Townhomes over flats (40 units)
- Single-family (2 units)
- Commercial (51,450 SF)
- Green Space (3.73 ac, 36%)



P.1

# North Springs Center | Option 3: Neighborhood Center



Townhomes

Townhomes  
over Flats

Retail

Mixed-Use

Existing Protected  
Neighborhood

Public Plaza

Mixed-Use

Mixed-Use

Public Park

Roswell Road





# North Springs Center | Option 3: Neighborhood Center

Mixed-Use



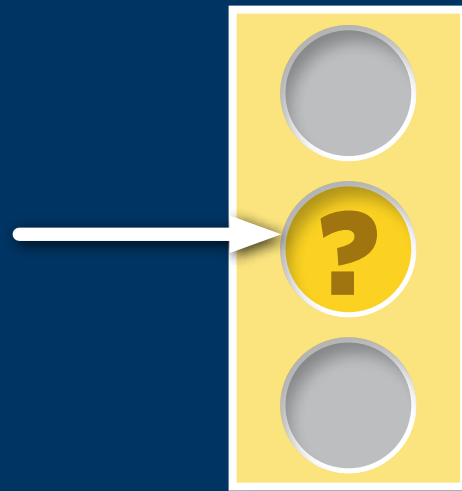


# North Springs Center | Option 3: Neighborhood Center

## Financial Feasibility Summary

- COULD be feasible with modifications, concessions, or lower returns
- Structured parking requires higher rents than the market supports

**Could Work  
Financially**



## How to make this concept work by code:

- Potentially rezone to RX-3
- Allow live / work units and / or townhomes over flats
- Reduce lot size requirements for single-family detached and townhomes (single-family attached)
- Reduce street width and design requirements
- Reduce lot coverage requirements

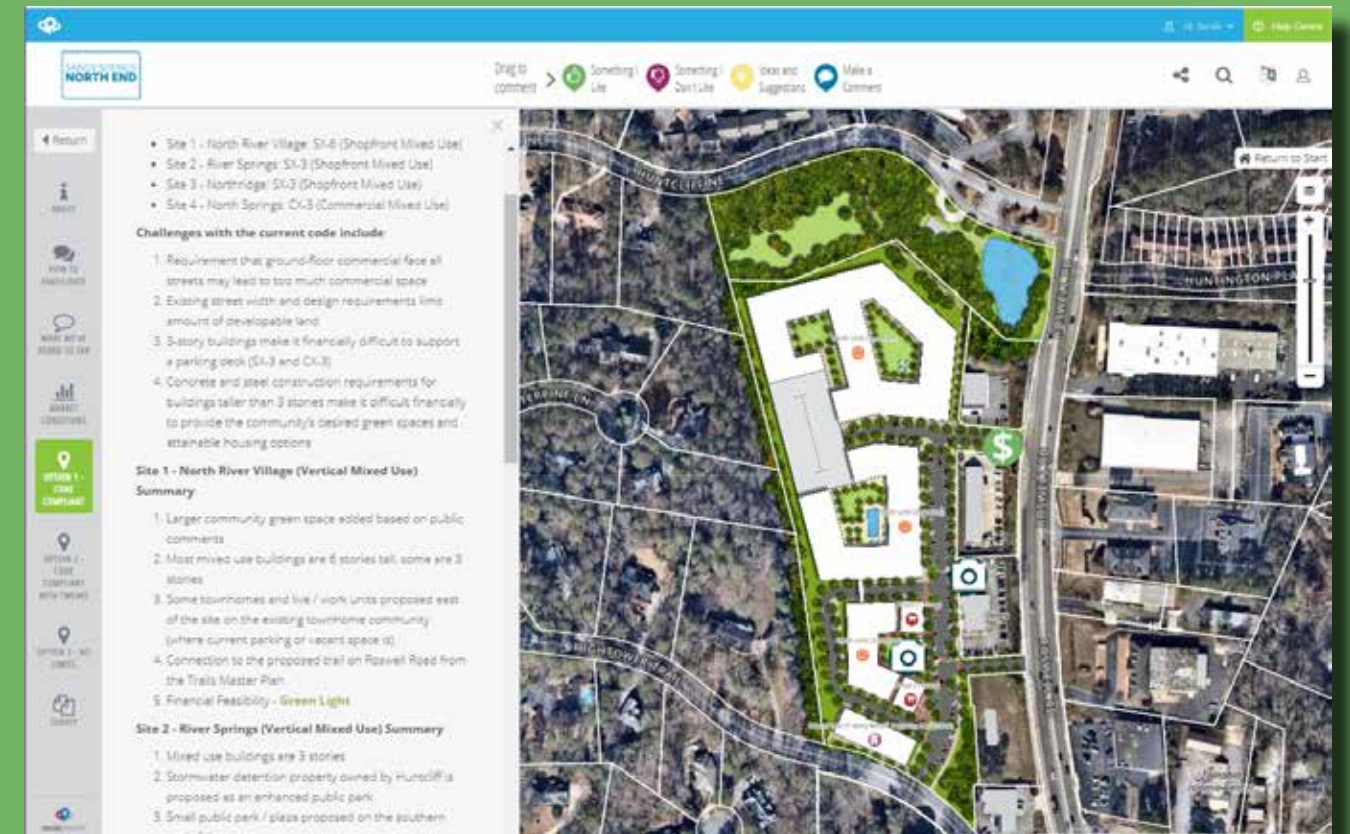


# Next Steps



# Social PinPoint

- All concept plans available for comment until **November 16th at 11:59 PM**
- Leave your final comments and answer some questions!
- Visit the project website:  
**[spr.gs/northern](http://spr.gs/northern)**





# Pop-up at the Farmers' Market

- **Saturday, November 7th at 9:00 AM**
- **Come talk to us!**



# Council Presentation

- December 15th Council Presentation
- Final plan document complete by December 31, 2020

