

SANDY SPRINGS **NORTH END**

REDEVELOPMENT CONCEPTS

REVISED MAY 21, 2021



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OVERVIEW

In late 2019, the City of Sandy Springs, Georgia, hired a Planning Team to develop conceptual designs on four properties in the northern half of the city (called the “North End”). These sites were chosen for their access to Roswell Road and their size, which are large enough to attract potential mixed use opportunities:

- Site 1: North River Village Shopping Center (8765-8897 Roswell Road)
- Site 2: River Springs Shopping Center (8610 Roswell Road)
- Site 3: Northridge Shopping Center (8331-8371 Roswell Road)
- Site 4: North Springs Shopping Center (7300 Roswell Road)

The scope of this plan included creating three conceptual master plans for each of the four properties. Each plan includes economic analysis based on market

conditions, and considers the financial feasibility of including how to add additional households within the district, looking at a variety of housing types at a variety of price points. Additionally, the study looks at potential zoning changes for each property that would be necessary to make each concept more feasible that could translate into City-wide code updates.

Assumptions

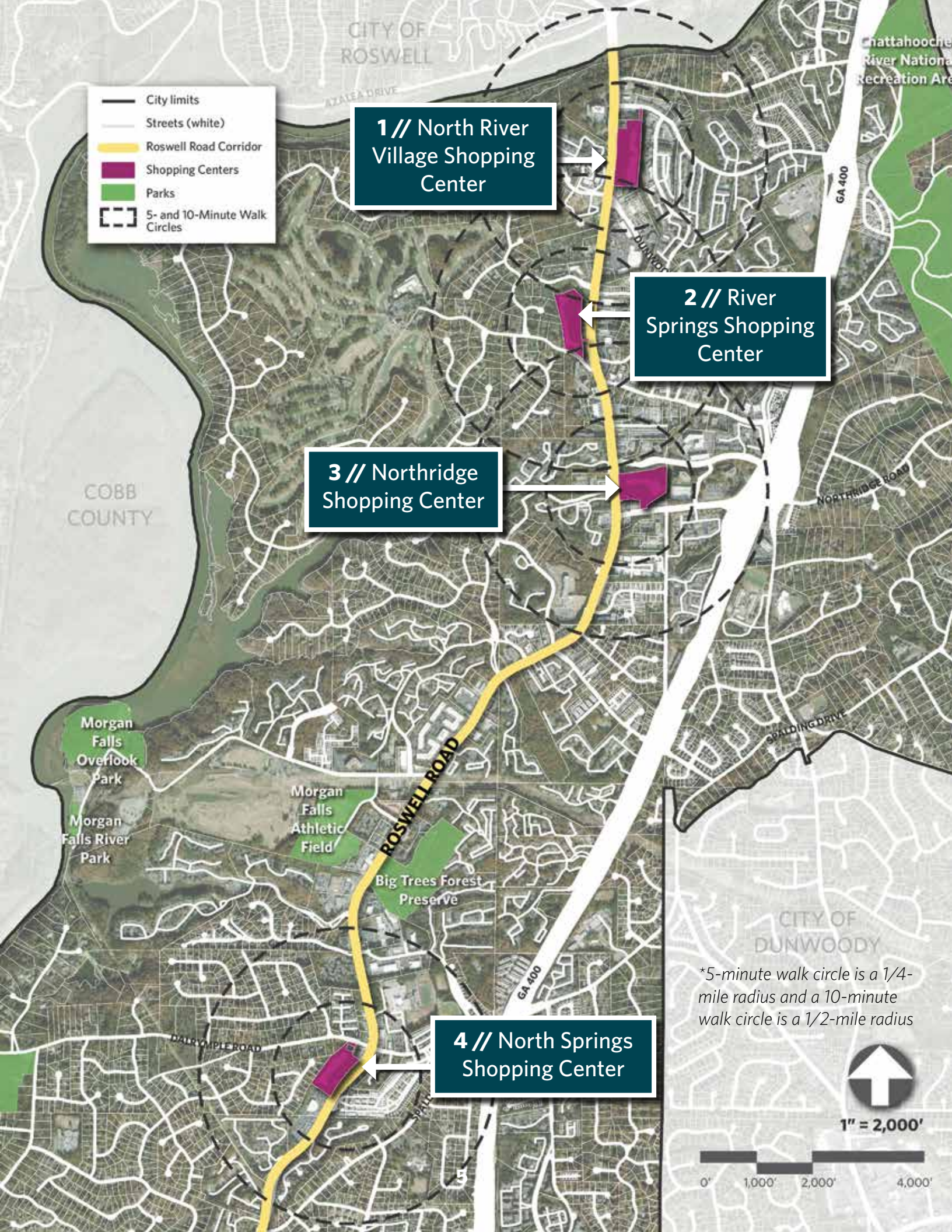
- The key to success is changing north Roswell Road
- Not much demand for retail; retail is changing even faster due to the pandemic
- High demand for a variety of housing types and price points
- Each site is designed differently based on surrounding context

What this plan DOES:

- Illustrates conceptual ideas and feasibility
- Models redevelopment on underutilized commercial sites
- Documents the community’s preferences for future redevelopment

What this plan DOESN’T do:

- Rewrite the Development Code or provide zoning text amendments
- Provide final, construction-ready designs for all four sites



PROCESS

DISCOVERY

Advisory Committee Meetings

Various Dates | Virtual & In-Person

Q&A
Threshold of Pain
Draft Concept Plans

Targeted Focus Groups

March - May 2020

Q&A
North Springs High
School Students
North End Renters
Property Owners

Pop-Up Round 1

June 1 - 19, 2020 | Virtual

Goals & Principles
Online Dating
Design Sprint
Personas

Final Public Open House

November 5 - 16, 2020 | Virtual &
Farmers Market

Final Input
Rank Concepts

VISIONING

DRAFT PLAN

FINALIZE

Stakeholder Interviews

February 10, 2020 | City Hall

One-on-one discussion
Persona Building

Public Kickoff Meeting

March 5, 2020 | City Hall

Goal Setting
Funnel Card Sorting
Gotta Have, Nice to Have, Never
Going to Have
Persona Building

Housing Affordability Education Session

August 24, 2020 | Virtual

Presentation
Q&A

Pop-Up Round 2

August 24 - September 21, 2020 | Virtual

Confirmation of Public Input
Draft Concept Plans
Budget Trade-Offs

Mayor & City Council Work Sessions

Throughout the Process

Manchester Site Visit
Briefings
Final Presentation

COMMUNITY PRIORITIES

Feedback was consistent throughout the process.

The list below indicates the community's priorities for how sites in the North End should redevelop. Some values and opinions conflicted for how these items should be constructed, funded, or incentivized. For example, participants support public subsidies for parks, streets, and plazas, but were less inclined to support subsidies for workforce or affordable housing.

- 1 Create mixed use developments with quality retail and grocery stores**
- 2 Add green spaces, parks, and usable open space, particularly with connections to the Chattahoochee River**
- 3 Offer a mix of housing options affordable to different income levels – more than townhouses and apartments – and balance ownership units and rental units**
- 4 Increase walkability and connectivity**



Other Priorities

Other opinions frequently emerged about the following topics:

- **Mitigate traffic congestion when adding density**
- **Limit building heights to 3-5 stories**
- **Balance the impact on schools**

HOW THIS PLAN WORKS



Vision

The Vision defines what the City wants to achieve or accomplish in the longterm future.



Goals

The plan's goals are general, aspirational statements that define how the Vision can be fulfilled.



Principles

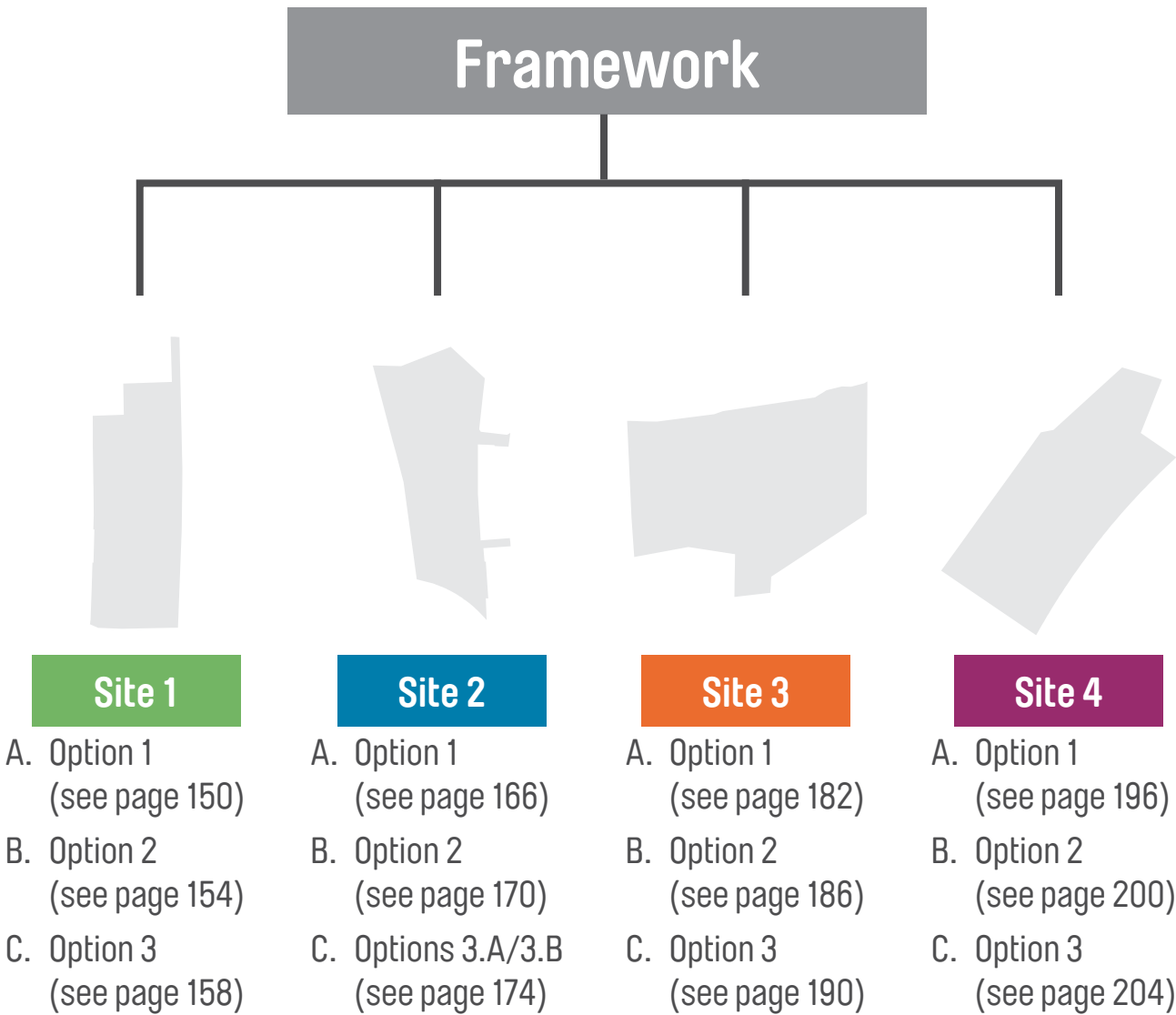
Based on needs and opportunities, principles are guidelines that provide direction for the implementation of the plan's goals.



Design Plans

In addition to the results of analyses and community input, each design plan takes into account this study’s vision, goals, and principles. Three separate plans for each of the four sites were created to show:

- 1. How the site can be redeveloped under current City Development Code requirements;
- 2. How the site can be redeveloped with minor code revisions; and
- 3. How the site can be redeveloped regardless of the code.



Note: Each site also has its own shortened report.

VISION STATEMENT

The North End of Sandy Springs will redevelop in a way that fulfills existing and future demand for housing, commercial space, and amenities that can attract a variety of residents and patrons from all backgrounds and lifestyles.

Goal 1: Ensure a variety of housing options to accommodate all types of residents.

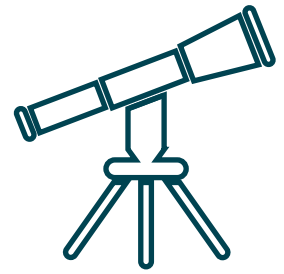
- Preserve existing and naturally-occurring affordable housing units in the North End so that existing residents can stay in the community.
- Use the North End as a model for innovative housing types and how a range of options can be accommodated on 10-15-acre sites.
- Build housing types that meet a variety of income levels and living preferences.
- Incentivize developers to build affordable and workforce units.
- Provide a mixture of rental and ownership units.

Goal 2: Model how mixed-use (retail, office, housing, and institutional uses, and green space) environments can work in Sandy Springs.

- Review Development Code to determine potential amendments to accommodate the vision in each of the scenarios.
- Provide a mix of retail and dining options that reach a variety of needs and income levels.
- Encourage the creation of both traditional office space and co-working offices.
- Promote the advantages of parking management strategies (shared parking agreements and fees-in-lieu of strategies) to the development community as included in City's current Development Code, to reduce the amount of parking, opening more land for businesses, open spaces, and housing.
- Establish an identity for the North End through quality landscaping, streetscapes, wayfinding, and building design.

Goal 3: Build upon existing green spaces and parks to create a cohesive public space network.

- Include usable green spaces and plazas in mixed-use developments.
- Provide wayfinding to all public spaces and places of interest.
- Integrate environmental sustainability and green infrastructure elements in public spaces where possible.
- Connect recommendations from this plan to those in the River Access Study.



Goal 4: Improve multimodal connectivity throughout the North End, starting with the four sites and Roswell Road.

- Create a network of multi-use trails to access area destinations, and green spaces in the North End, expanding to other areas in Sandy Springs and the Atlanta region.
- Improve bicycle and pedestrian facilities along Roswell Road, starting with recommendations from the Next Ten Comprehensive Plan.
- Make riding MARTA easier by improving access and wayfinding to bus stops and coordinating with MARTA to add bus shelters, information kiosks, and trash receptacles, along with amenities such as WiFi, public art, and real-time information boards.
- Add street connectivity on the four sites that shortens blocks and accommodates vehicles, pedestrians of all ages and abilities, transit users, and cyclists.
- Improve access management from Roswell Road into the sites to reduce traffic congestion and conflict points.

Goal 5: Attract and support local small businesses in the North End.

- Offer new commercial spaces to existing businesses if sites redevelop.
- Encourage spaces with month-to-month leases, pop-up, and coworking spaces.
- Complete basic improvements (HVAC, drywall, electrical, etc.) before leasing to reduce the cost of tenant improvements.
- Create strategies for providing affordable retail and office spaces.

SITE PLANS

13 plans created

(3 concept plans per site; 4 for River Springs) and revised based on financial feasibility and public input.

As noted on the previous page, 3 concept plans for each site were created with different parameters, such as building heights, amount of public space, types of housing units, and different mixes of commercial space. 3D images were generated to illustrate how the designs could look. Today's code can create financially-feasible site plans, but the requirements do not allow much room for site design creativity, public space, or attainable housing. Conflicting preferences and code requirements limit the density on each site.



Chapter 4 shows all of the concept plans with the community preferences, land uses, unit counts, 3D images, and financial feasibility.

Notes Regarding All Concept Plans:

- Character Area Map amendments may be required for proposed rezoning;
- Concept plans are illustrative only;
- Concept plans may contain errors and omissions from City codes.



One of the 3D renderings for North Springs Shopping Center

FINANCIAL FEASIBILITY

All redevelopment concept plans were analyzed for financial feasibility. It is important to note:

- Broad assumptions are intended to be a screening tool, NOT development recommendations. These should be refined as development and pricing evolve.
- Each site was assessed as though a master developer purchased the center, demolished existing buildings, prepared the site for redevelopment, then sold the pads to vertical developers within 24 months. The vertical developers would construct the buildings, streets, and public spaces.
- Land cost was based on recent area comparable sales and adjusted for inflation and speculation.

6/13
worked

financially as drawn

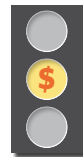
7/13
could work

w/changes to City code or incentives



Feasible - Green Light

The concept makes an adequate rate-of-return and is likely to be financially feasible.



Marginally Feasible - Yellow Light

The rate-of-return is below a profitable margin but is otherwise possible if modifications, concessions, a public-private partnership are made, or if the developer is willing to accept less than optimal market returns.



Not Feasible - Red Light

If the rate-of-return is negative, it means that the costs exceed the revenues expected, and it is not feasible.



One of the 3D renderings for North River Village Shopping Center

WHY DO AGING SHOPPING CENTERS STAY THIS WAY? WHY CAN'T THEY DO SOMETHING BETTER?

- Private investor goal is cash flow.
- Low operating costs are preferred.
- There are modest, but steady, revenues.
- As long as revenue is greater than operating costs, the owner is making money with low risk and effort.

Redevelopment is hard!

- It takes time and effort.
- Existing leases and tenants can make change more challenging.
- No revenue from rent during redevelopment.
- It requires large amounts of capital and debt.
- It usually requires complicated financing.
- It involves assuming higher level of risk.
- Many property owners are not experienced with redevelopment.

Scenarios where redevelopment makes sense:

1. Revenue falls below operating costs; and / or
2. Revenue potential justifies disruption of current land uses, increased risk, and increased effort.

The Rule of 3:

It makes financial sense to purchase a parcel for redevelopment if the potential value after redevelopment is **3x or more** the purchase cost.

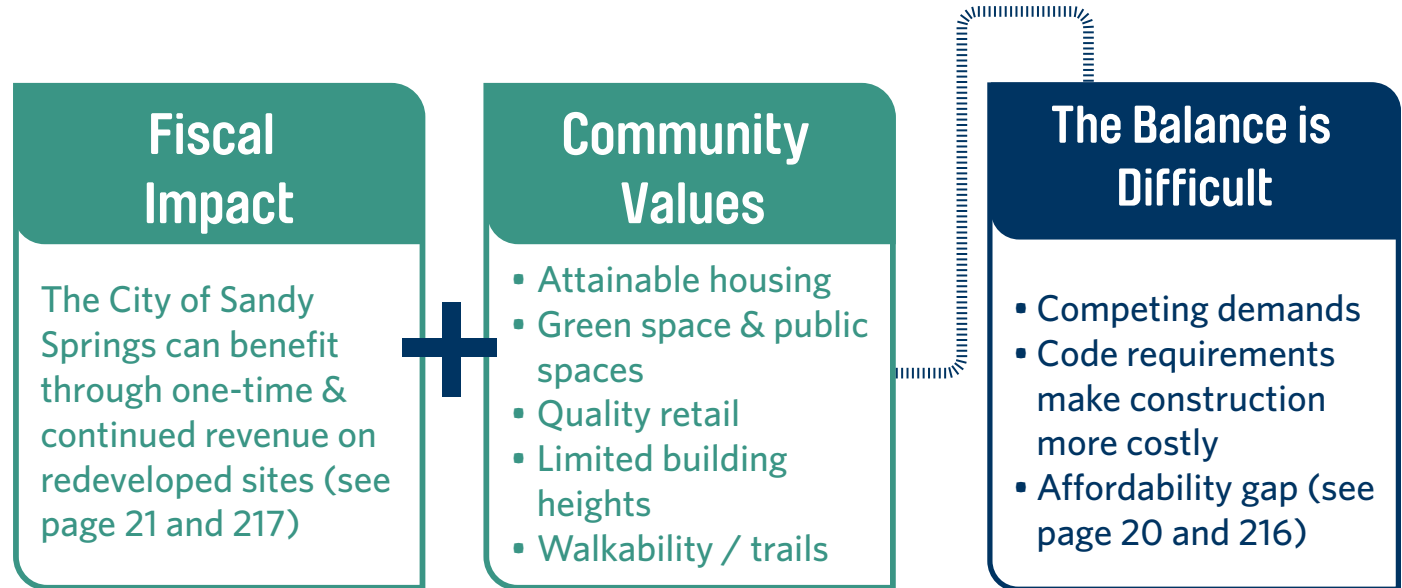
What the public sector can do to promote redevelopment:

- Set up a positive regulatory environment.
- Support key public infrastructure and site preparation.
- Mitigate risk.
- Offer financing support.
- Buy and / or assemble land.
- Direct subsidy.

STRIKING A BALANCE

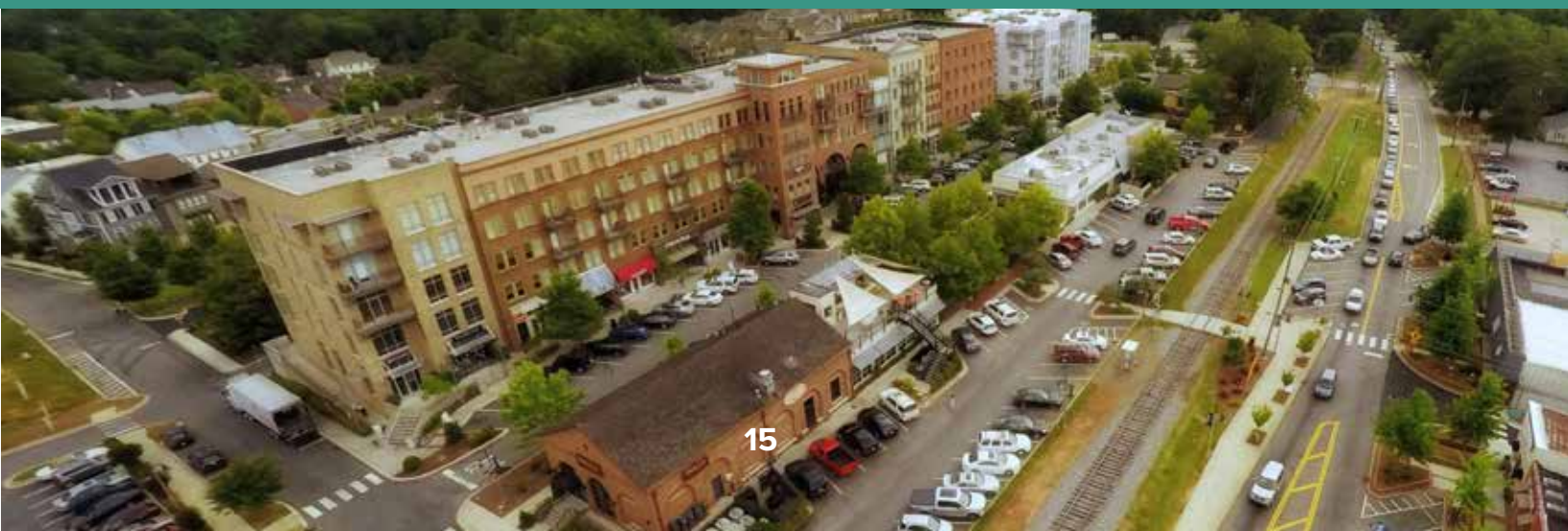
Community Values and Fiscal Impact

The focus of any redevelopment strategy should be balancing the vision and community values of the City and its residents with the overall feasibility and potential fiscal and economic benefits of the project, in order to create a result that benefits all involved. Failure to achieve this balance will lead to a continuation of the status quo, which is a continuation of underdevelopment, inefficient use of valuable land resources, modest economic activity, and an undesired physical environment.

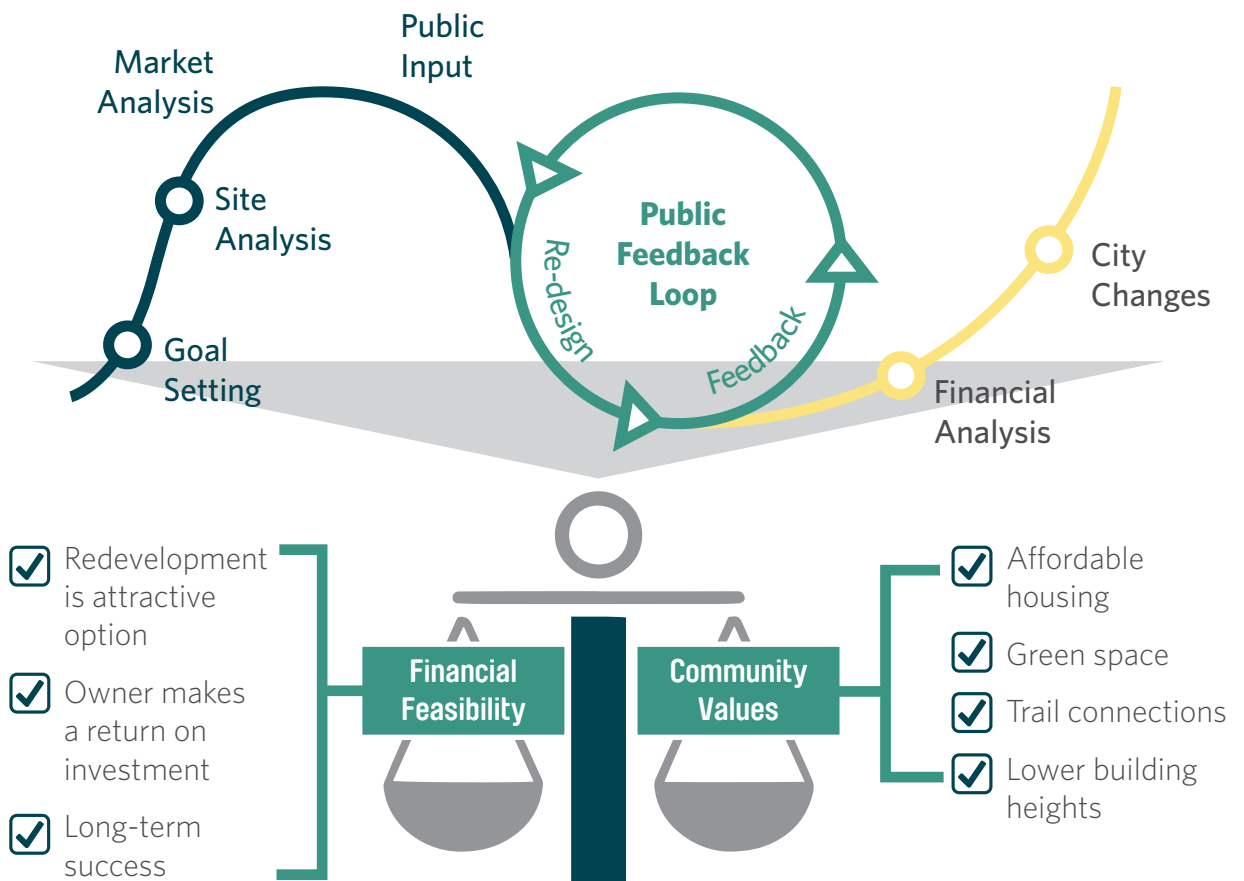


The Main Point

The City of Sandy Springs needs to partner with the private sector in order to attract quality and financially feasible development that reflects community values. Supportive City policies, code requirements and targeted investments are needed.



Implementation



City of Sandy Springs Makes Changes

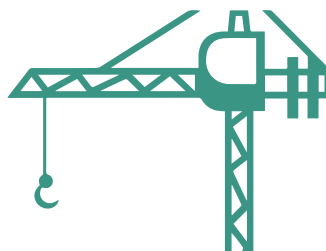
Policies

Take a stance on community values and define targets.



Code Changes

Update the Development Code to make redevelopment easier.



Incentives

Offer financial incentives or other mechanisms to help fund redevelopment.



RECOMMENDATIONS

The biggest driver of increased revenue in all concept plans is property value driven by residential unit density. Higher density will make community values, such as affordable housing and greenspace, more feasible.



Policies

The City of Sandy Springs has completed many plans and studies over the years that reinforce a similar vision and goals that address community values, provide opportunities for increased public revenue, and offer a higher quality of life. Now, it is time to establish policies with key metrics in order to reach the City's vision. These include:

- Define what “affordable” or “workforce” housing means for Sandy Springs.
- Use the Housing Needs Assessment and this study to set specific targets and timelines for “affordable” or “workforce” units, such as the number of units or a percentage of new units, and the types of units and applications in different types of neighborhoods.
- Support key public infrastructure and site preparation. The City should use previous plans to set specific timelines for the construction of parks, public spaces, and trails in the North End. However, the most important public infrastructure project for the success of the North End is making Roswell Road a walkable, safe street.
- Establish Opportunity Zones & GRAD Sites (see right).

Opportunity Zones

One program the City could consider and pursue is the state Opportunity Zones (OZ) program, administered by the Georgia Department of Community Affairs (DCA). The program is designed to help attract jobs. OZs have been used in the City Springs area of the city. The state's program is outlined below:

- It broadened the applicability of job tax credits to all types of jobs as long as they exceed local average wage levels.
- The credit is available to new employers and existing employers who hire net new employees.
- It provides a tax credit of up to \$1,750 per job for 15 or more jobs created by existing and new employers in Tier 3 counties — a \$26,250 job tax credit over five years against state taxes paid by the company.

To be eligible for designation, OZ areas must meet four criteria of pervasive poverty (located in a Census block group with 15% or more residents in poverty), general distress, underdevelopment, and blight. Jobs created must meet three criteria: jobs must be full time at 35+ hours per week, must be at a wage higher than the average wage in the county with the lowest average wage in the state, and must offer health insurance to employees (employer does not have to pay for the insurance). The tax credit is for a maximum of 5 years and may be used over 10 years.

Potential for Site Re-zonings

Many code change options exist for the North End or each of the individual sites analyzed. The first option would be to create an entirely new district that would apply to these four sites and potentially other underutilized sites in the North End. A second option would be to change some aspects of the mixed-use zoning districts that exist as indicated to the right. The concept plans also illustrate that the individual sites could be re-zoned to different zoning districts to accommodate the configurations shown, as listed in Chapter 4 and summarized below.



North River Village: The most important change to allow on this site, particularly given its location to the Chattahoochee River, would be to allow taller buildings in order to accommodate more attainable housing through increased density.



River Springs: The concept plans provide the opportunity to re-zone to multiple districts, depending on which direction the City prefers for this site. These include:

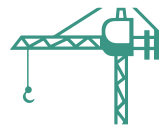
- RX-3, RX-5, or RX-6 (Residential Mixed Use), depending on which building heights are preferred.
- RM-3 (Residential Multi-Unit, maximum building height 3 stories).



Northridge: Redevelopment on this site would be more successful with taller buildings to increase residential units, particularly because it is adjacent to office buildings and other multi-unit developments. This site could be re-zoned to RX-5 (Residential Mixed Use, maximum building height 5 stories), or the City could increase the allowed building height to 10 stories.



North Springs: This site could be re-zoned to RX-3 or RX-5 (Residential Mixed Use), depending on which building heights are preferred. This district would allow a greater mix of residential units.



Code Changes

As this study shows through multiple concept plans and financial analyses, the current code creates some barriers to redevelopment that would accomplish the City's goals and benefit the North End community. The main barrier is the requirement for concrete and steel construction for buildings taller than 3 stories, which greatly increases the construction costs, thereby making affordable housing and public greenspaces nearly impossible to finance, particularly with limited building heights allowed. The City can make the following changes to the code in order to incentivize redevelopment.

- Re-zone some sites (see left) as indicated or change some aspects of the mixed-use districts as noted below.
- Remove the concrete and steel construction requirements above 3 stories in the North End for targeted sites for redevelopment.
- Increase permitted building heights to increase density and provide attainable units.
- Change streetscape requirements for internal streets in redevelopments by reducing the required street widths to open land for development and green space.
- Allow more units types by-right in the SX-3, SX-6, and CX-3 districts, not just as conditional uses.
- Reduce lot size requirements for townhouses, live / work units, cottage courts, and multi-units to allow a greater diversity of unit types, higher density, and creative design.
- Remove or refine the ground-floor commercial requirement in SX- districts to prevent over-saturation of commercial space and open more space for residential units.
- Consider options to require or incentivize attainable housing in new development.
- Expedite permitting.



Development Incentives

In addition to code changes to catalyze targeted redevelopment, the City can make more direct development incentives to make redevelopment more attractive. These include:

- **Mitigate risk** by placing public uses (libraries, museums, visitor centers, public offices) on or near the site, enhance the public realm (streetscapes, buried utilities, parks, trails), and enhance transit and transportation options.
- **Offer financing support**, such as Tax Allocation Districts (TADs), municipal bonds, and providing tax abatements and credits through the development authority.
- **Do the hard work ahead of time**, which is buying and assembling small parcels into marketable parcels and / or buying aging or contaminated sites and clean them up.
- **Provide direct incentives**, by purchasing sites and writing down land costs, build a public parking deck, and apply for Community Development Block Grants (CDBG).

Tax Allocation Districts (TADs)

The City of Sandy Springs could establish a TAD for all or part of the North End. A TAD could take 2+ years to approve. A TAD:

- Captures value and revenues from property taxes resulting from redevelopment and recirculates it to offset eligible costs.
- Requires Redevelopment Powers referendum and a Redevelopment Plan.

Development Authority

The City's Development Authority allows them to:

- Access lower-cost financing, bonds, and grants.
- Establish bonds-for-Title PPP agreements to reduce property taxes for a fixed period.
- Provide low-interest loans.
- Provide Private Activity Bonds.

Parking Bonds

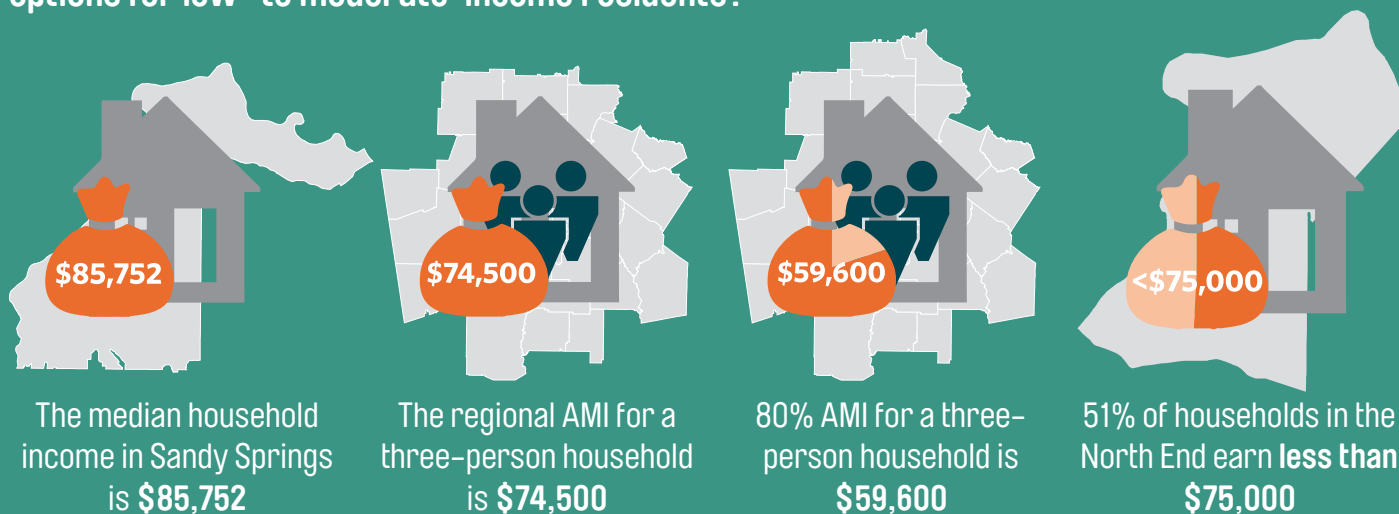
- Paid parking revenue would support bonds to help fund construction of parking decks.
- Parking decks cost \$40k-\$50K/space, and building one is a major deterrent to mixed-use redevelopment.

Other Programs

- CDBG and Section 108 Loan Guarantee Program
- Subsidy for pre-development, site acquisition, site improvements, property acquisition, and property rehabilitation
- Rebate of local sales and/or lodging taxes.

THE AFFORDABILITY GAP

How can the City of Sandy Springs promote the inclusion of workforce or attainable housing options for low- to moderate-income residents?



The maximum affordable rent for a 2-bedroom rental apartment at 80% AMI is \$1,490

Existing apartments in the North End average rents of **\$1,319 / month** (This includes older units)

New apartment units in the North End typically rent for **\$1,700-\$2,000 / month**

Affordability Gap

- The cost to build a typical new housing unit is **\$225-260K**
- To build an attainable unit at 80% AMI, the cost to build cannot exceed **\$180K**
- This results in a gap of **\$45-80K** that needs to be made up

REDUCE COSTS FOR ATTAINABLE HOUSING

Policy Changes

Define the City's housing affordability goal

Code Changes

Increase density by 10% by allowing taller buildings

Address minimum lot size & street width requirements

Reduce parking requirements by 20%

Expedite permits & inspections for projects targeting attainable housing

Incentives

Write-down land costs

Use TAD to pay for 10% of public infrastructure costs

Waive or reduce impact fees

Using all of these:

20 - 25%

HOUSING COSTS

RETURN ON PUBLIC INVESTMENT

Public Revenues

What would be the likely revenue impacts of incentivized redevelopment, both locally and to the larger community? If the City commits to financial or in-kind support to a redevelopment initiative, what is the right amount of investment? Will the impacts exceed the cost of investment? When would the City begin to see return on investment?

A public entity such as the City of Sandy Springs does not have the same profit and loss criteria that a private entity, such as a real estate development or investment firm, might have. A city may target a break-even investment, or even a moderate loss, in exchange for public benefits, increased revenues, and other municipal goals, such as increased access to housing options, greenspace, or quality of life.

The four North End shopping centers are currently not a fiscally efficient use of land. These sites represent over 40 acres of land in a charged and vibrant community with little space available for redevelopment. However, they produce only modest benefits to the community, both fiscally and socially.

Every redevelopment concept plan considered would generate significant increased public revenues to the City of Sandy Springs and the larger community (including Fulton County,

MARTA, Fulton County Schools, the State of Georgia, and others.) In most concept plans, redevelopment would lead to higher continuing public revenues than the current use.

- **Higher property values = higher property tax revenues**
- **Higher retail sales/SF = more sales taxes**
- **Less commercial space = less sales tax, license & fees.**
- **Low density scenarios with limited commercial produce less revenues.**

Furthermore, all redevelopment would lead to significant public revenues and jobs from construction activity.

Revenue Sources

Revenue and economic impacts of redevelopment come in two forms:

Impacts from construction (one time): These benefits are accrued once as a result of new construction activity. They are generally seen in the first two years of a major redevelopment project.

- Permits and fees
- Sales taxes from local spending
- Jobs (construction, design, engineering, etc.)

Impacts from operation (continuing): These benefits are accrued on an ongoing, annual basis once a redevelopment project has completed and opened for business. In a major redevelopment project, they will generally start to accrue in the third year and increase every year thereafter.

- Property tax
- Sales tax
- Jobs (retail, office, apartment management)
- Business licenses and fees

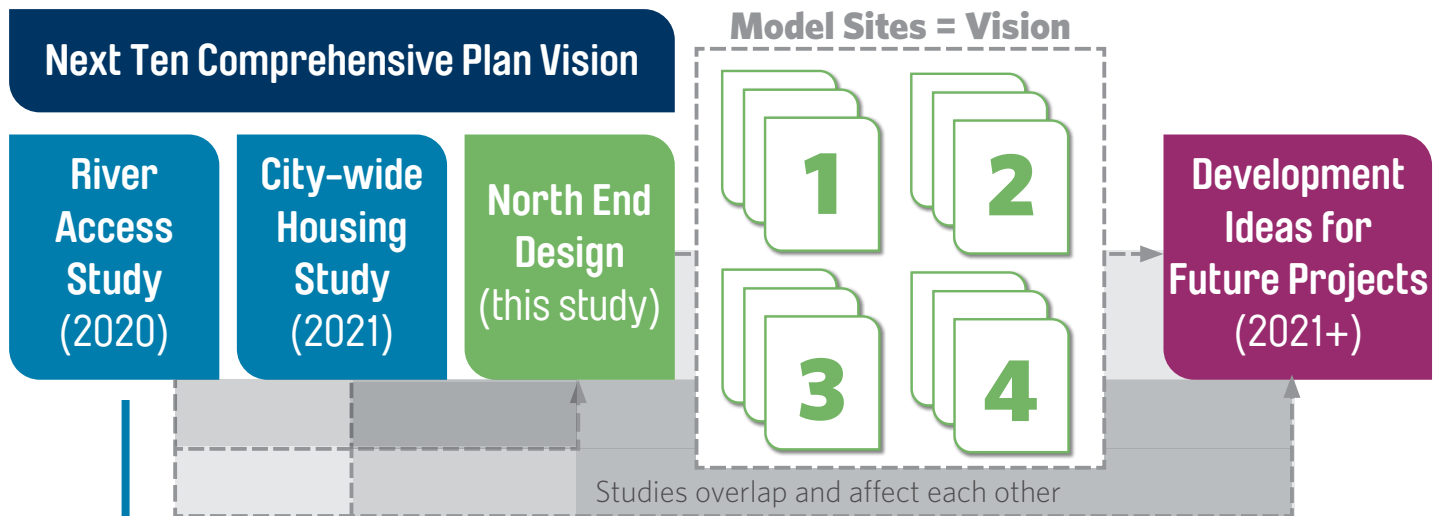


CHAPTER 1

- About This Study
- Previous Plan Review
- Market Scan

Introduction

ABOUT THIS STUDY



Context

This plan studies four aging shopping centers on Roswell Road in the North End of Sandy Springs for redevelopment potential. Each site is between 8 and 13 acres and has varying levels of occupancy. The four sites, shown on the map to the right, are:

1. North River Village Shopping Center at 8765-8897 Roswell Road;
2. River Springs Shopping Center at 8610 Roswell Road;
3. Northridge Shopping Center at 8331-8371 Roswell Road; and
4. North Springs Shopping Center at 7300 Roswell Road.

North River Village and River Springs recently received facade improvements. New tenants have also recently signed leases for North River Village and Northridge, which could delay the redevelopment. The former North Springs Shopping Center, the southernmost property, is mostly vacant. The northern three sites are within a half-mile (10-minute walk) of each other, but North

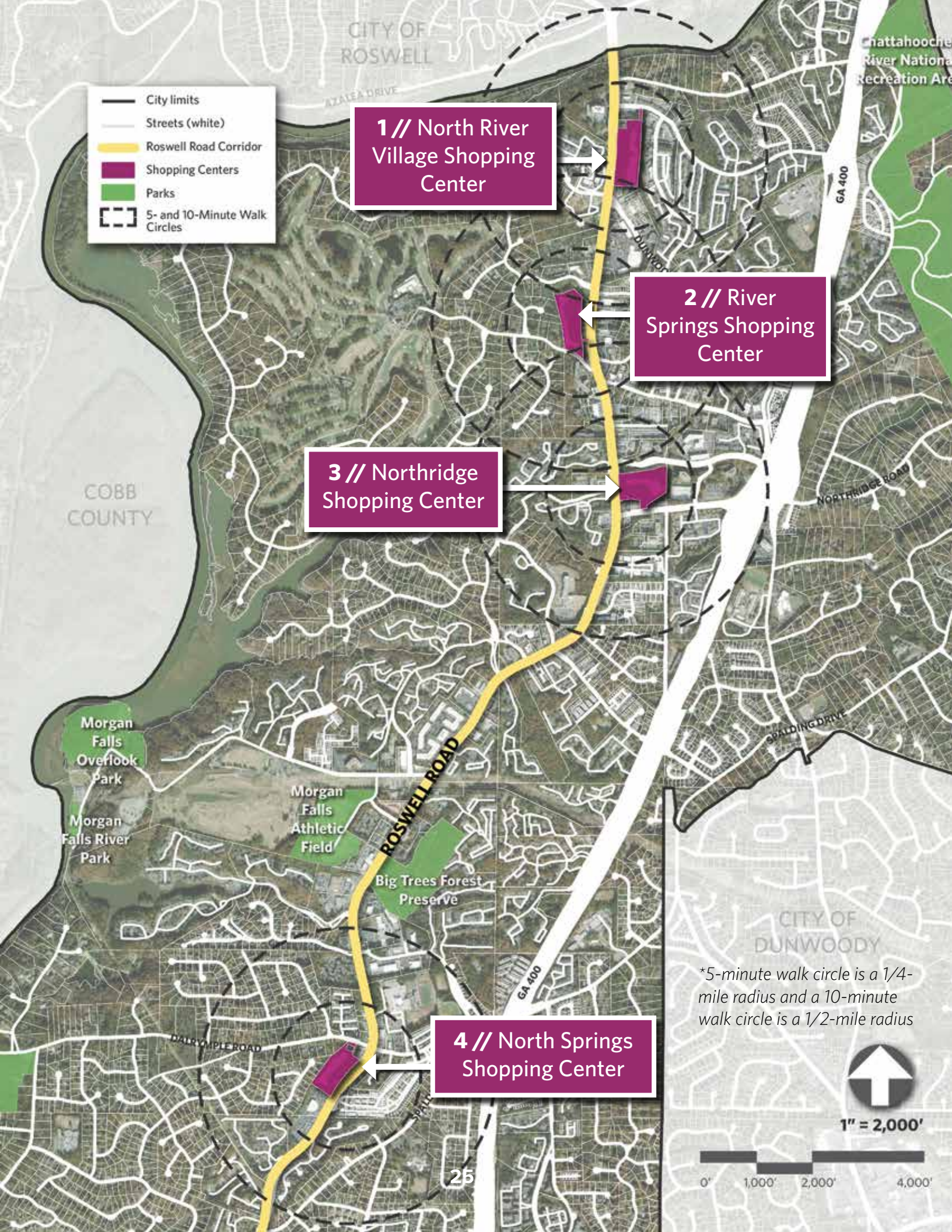
Springs Shopping is about 2 miles south of Northridge shopping center.

All plans follow the vision established in the Next Ten Comprehensive Plan. The City recently completed a River Access Study to recommend connections to the Chattahoochee River concurrently with this study. The City also completed a city-wide Housing Needs Assessment.

Purpose

The purpose of this study is to use these sites as models for redevelopment on similar properties, which could be feasible at three levels of intensity, given community preferences, market conditions, and Development Code requirements. Three types of concepts were created for each site:

1. Follows the development code and building code as written;
2. Recommends small changes to the development code;
3. Recommends visionary developments that will require major code adjustments.



- City limits
- Streets (white)
- Roswell Road Corridor
- Shopping Centers
- Parks
- 5- and 10-Minute Walk Circles

1 // North River Village Shopping Center

2 // River Springs Shopping Center

3 // Northridge Shopping Center

4 // North Springs Shopping Center

*5-minute walk circle is a 1/4-mile radius and a 10-minute walk circle is a 1/2-mile radius



1" = 2,000'



NORTH END ANALYSIS

Connectivity

All forms of mobility in the North End are limited due to a disconnected, auto-oriented street network and few accommodations for pedestrians and cyclists (particularly vulnerable populations that may require longer crossing times). Transit service that is used to access jobs and services and transit stations is relatively infrequent. The infrastructure prioritizes cars over pedestrians, cyclists, and transit users. Roswell Road serves as the main north/south connection and only continuous street, and all of the sites provide access to this corridor. Three of the four sites are located within a half-mile of each other; however, the distance feels longer because of the conditions along Roswell Road.

Walkability

Walkability was analyzed using Walk Score. A “walk score” is created by analyzing “hundreds of walking routes to nearby amenities. Points are awarded based on the distance to amenities in each category. Amenities within a 5-minute walk (0.25 mile) are given maximum points. A mathematic formula is used to give points to more distant amenities, with no points given after a 30-minute walk. Walk Score also measures pedestrian friendliness by analyzing population density and road metrics such as block length and intersection density” ([walkscore.com](https://www.walkscore.com)).

The Walk Score for each site (38 to 48) is slightly higher than the average for Sandy Springs (27), but is much lower than that of City Springs (63), Canton Street in Roswell, (78), Midtown Atlanta (88), and Decatur (90); however, the North End is still relatively car-dependent and most errands require a car. This is due to auto-oriented development patterns, lack of sidewalk and street connectivity, and few transit options.

Roswell Road

State Route 9, Roswell Road, presents a barrier to walkability and the success of future redevelopment

Walk Scores



*Car-dependent,
most errands
require a car*



Few nearby transit options
*(just the 85 and 87 buses on
Roswell Road that connect to
Dunwoody and North Springs
Transit Stations, respectively)*

because of its high-speed traffic and lack of safe sidewalks. As a major gateway into both Sandy Springs and Roswell, this road should be improved for pedestrians, cyclists, and drivers, but the state has jurisdiction over the road and is subject to different design standards. As noted on page 46, the City’s Comprehensive Plan, NextTen, recommends a boulevard treatment for the street with wider sidewalks, bike facilities, and trees. These changes will be key to the success of redevelopment on these and other sites in the future.

Neighborhood Connectivity

Some form of residential use borders all four sites, but they do not connect, instead they are usually separated by dense tree and landscape buffers and steep topography. River Springs, North River Village, and Northridge do provide side street access points in addition to Roswell Road access points. As highlighted in teal on the map, the street network is disconnected throughout the North End. Intersection density is only one metric for connectivity, but a quick look at this shows connectivity challenges throughout the area. This highlighted area shows 16 intersections in approximately 2.25 square miles. By contrast, the Congress for New Urbanism recommends 150 intersections per square mile for optimal pedestrian access and safety.

CITY OF ROSWELL

- City limits
- Roswell Road Barrier
- MARTA Bus Routes
- Distance to Nearest MARTA Station
- Example of Disconnected Street Network
- Sidewalks
- Shopping Centers
- Parks
- Walk Circles

Less More

COBB COUNTY

16 intersections
in ~2.3 square
miles

5.0 miles to
North Springs
Transit Station

4.3 miles to
North Springs
Transit Station

3.6 miles to
North Springs
Transit Station

1.8 miles to
North Springs
Transit Station

CITY OF DUNWOODY



1" = 2,000'



Opportunities and Challenges

Opportunities

Future redevelopment projects can build upon the numerous opportunities the North End's prime location provides. These include access to parks and nature, access to Georgia 400, proximity to Atlanta and Roswell, bus connections to MARTA rail stations, and a relatively high number of existing residents.

Parks and Nature

The key natural asset that the City of Sandy Springs can capitalize on is the Chattahoochee River National Recreation Area. Located to the north and east, this National Park offers acres of preserved forests, trails, and access to the Chattahoochee River. The concurrent River Access Study provides additional direction on how to connect to the Chattahoochee River; any redevelopment of the shopping center sites should include pedestrian connections to those river connections identified in the River Access Study. The Morgan Falls parks are also popular destinations for Sandy Springs residents, particularly for sports leagues. The closest site to these parks is the North Springs Shopping Center.

Connections

Though the street network is disconnected, and the creation of new continuous streets will be challenging, the open spaces and landscape buffers provide opportunities for pedestrian or bike connections between neighborhoods and destinations. These can be enhanced through consistent and wide sidewalks on existing streets that allow pedestrians ample space to walk and room for improved bus stops that provide route information, shelters, and wayfinding signs or maps to area destinations.

Existing Population

As shown in the market scan starting on page 34, the existing residential population close to these sites is relatively dense compared to the rest of Sandy Springs. Many multi-family developments abut these properties and could provide visitors to businesses and serve as a transition to single-family residential neighborhoods, accommodating denser and / or taller buildings on the sites.

Challenges

Roswell Road

As previously noted, Roswell Road serves as one of the primary barriers to connectivity and success of the North End and Sandy Springs as a whole. This street is the main gateway to both Sandy Springs and Roswell, but it provides few unique identifiers or indications of entering and leaving each city, and much of the corridor is underutilized commercial space surrounded by single-family or multi-family neighborhoods. Working with GDOT to re-imagine this street with better pedestrian facilities, branded wayfinding, and public art elements will be key to the success of redevelopment projects in the North End. Other challenges include the presence of stream buffers which impact site design, and steep topographic changes, which impact site design and the ability to comfortably walk to and from places.

East / West Connectivity Barriers

In addition to the challenge presented by Roswell Road, the North End is also disconnected from the east side of the city by Georgia 400 and communities to the west by the Chattahoochee River with few connections over / under Georgia 400 and over the river. The lack of street network exacerbates this connectivity challenge because drivers may always need to use Roswell Road. However, some trips can be mitigated with better walking and biking routes in some of the unused open spaces and between parks.

CITY OF ROSWELL

Chattahoochee River National Recreation Area

- City limits
- Major Corridors - GA 400 & Roswell
- Apartment Communities
- Stream Buffers
- Utility Easement
- Gateway
- Shopping Center Sites
- Parks
- Golf Courses
- Walk Circles

COBB COUNTY

CHATTAHOOCHEE RIVER

Morgan Falls
Overlook
Park

Morgan Falls
River
Park

Morgan Falls
Athletic
Field

Big Trees
Forest
Preserve

ROSWELL ROAD

GA 400

SPALDING DRIVE

NORTHBRIDGE ROAD

DUNWOODY PLACE

CITY OF
DUNWOODY

DALRYMPLE ROAD

SPALDING DRIVE

29



1" = 2,000'



Housing Composition

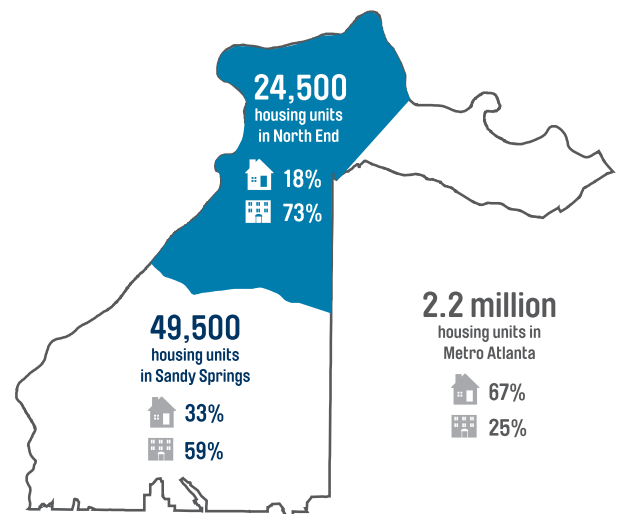
The North End has a relatively diverse housing stock with many apartment communities, multi-family communities made up of townhouses or condominiums, and single-family houses. The majority of the housing units in the North End (73%) are multi-family units (2+ units), with 18% of the units being single-family houses (detached and attached). This is higher than the city as a whole (59% multi-family and 33% single-family) and the Atlanta Region (67% single-family and 25% multi-family). In all three geographies, 8% of the units are townhouses or duplexes. Sandy Springs' apartment buildings are tightly concentrated along the Roswell Road and Georgia 400 corridors, which makes sense in terms of land use plans, zoning, and access to transportation and services.

Trends Driving Housing Demand

Trends that drive housing demand have seen dramatic upheaval over the past 40 years. Shifting demographic, economic, and social trends have collided to create a new reality for housing demand. A housing supply that was largely built in the 1980s does not match the needs of households of the 2020s. Housing policies, zoning and land use regulations, and economic practices dating back to the 1980s are not likely to produce new housing that meet the needs of households of the 2020s. The City's recent development code updates may start to change that.

Consumer Preferences

Consumer preferences have changed. Younger first-time home-buyers are less likely to strive for the traditional suburban model of a starter tract-home on a cul-de-sac. People of all ages are becoming more interested in urban, walkable, and amenitized communities. Quality urban design attracts households to vibrant urban areas. This includes walkability, quality public spaces, and connections to and through the sites.



Zoning

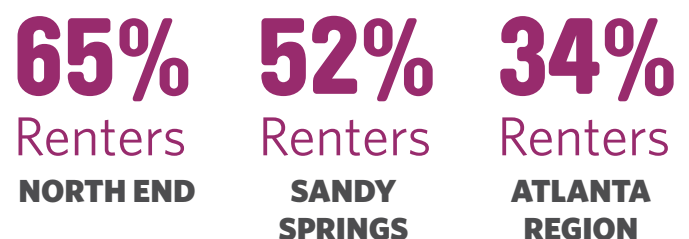
In most municipalities in the U.S., including Sandy Springs, long-standing regulations and policies limit most new housing production to two or three housing types: large apartment communities with 200+ units, single-family houses, or townhouses. These regulations typically limit or restrict many of the other housing types that might serve other needs (see page 32).

Other Factors

There are other factors that are driving housing demand across the country. The Baby Boomer generation tends to want to age-in-place and they need ability to get around without vehicles every time they travel — single-family houses and garden apartments are not conducive to that type of living. In addition to that, rising housing costs affect a city's ability to attract new workers.

Renter Composition

Compared to the Atlanta Region, Sandy Springs residents are more likely to be renters. The North End has an even higher concentration of renters.

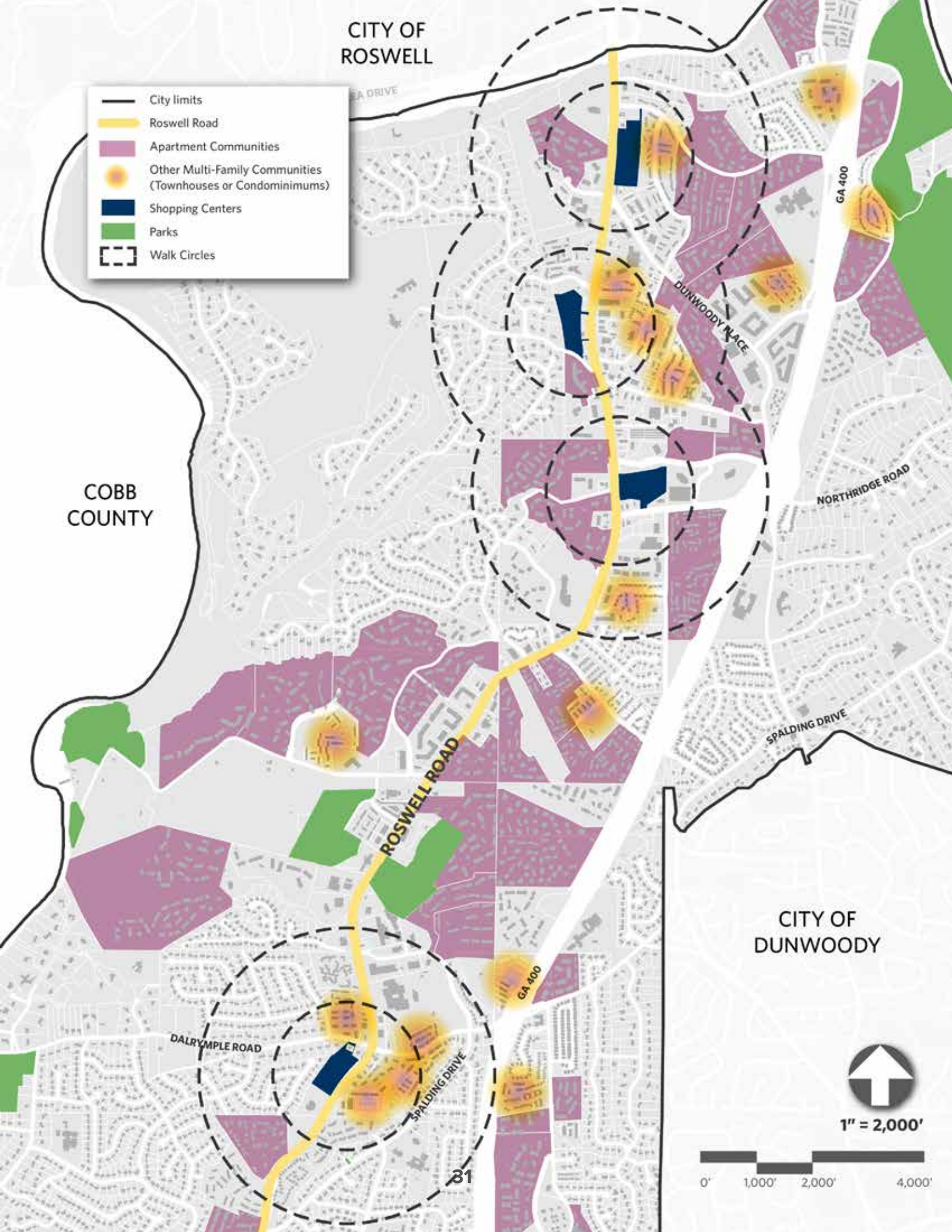


CITY OF ROSWELL

COBB COUNTY

CITY OF DUNWOODY

- City limits
- Roswell Road
- Apartment Communities
- Other Multi-Family Communities (Townhouses or Condominiums)
- Shopping Centers
- Parks
- Walk Circles



1" = 2,000'



WHAT'S DRIVING NATIONAL HOUSING DEMAND?

Housing needs are changing rapidly.

- Trends that drive housing demand have seen a dramatic upheaval over the past 40 years.
- Shifting demographic, economic, and social trends have collided to create a new reality for housing demand.
- Housing inventory that was largely built in the 1980s does not match the needs of households of the 2020s.
- Housing policies, zoning and land use regulations, and economic practices dating back to the 1980s are not likely to produce new housing that meet the needs of households of the 2020s.



Aging population



Demographic shifts



Young and lower-income people have less access to home financing.



Personal debt, especially education debt, has skyrocketed in the last 20 years.



Demand for rental is climbing.



Since 2008, insufficient housing of any type has been built to meet growing demand.

Aging Population

- Improved health, longer lifespans, and generational trends means that the share of the population that is 65 or older is expected to increase in coming decades as Baby Boomers and Generation X age into retirement.
- Senior households tend to have fewer people, typically one or two people with no children. The amenity and design needs of homes and communities suitable for aging residents are unique.

2019

5,340
residents
over age 65



2040

12,800
residents
over age 65

Demographic Shifts

- Young people are waiting longer to establish households, marry, and have children.
- The average age of first marriage has risen by 4 years since 1998, and the marriage rate has dropped from 9.8 per 1,000 in 1990 to 6.8 per 1,000 in 2018.
- The mean age of first time motherhood has increased from 21.5 years in 1970 to 26.3 years in 2014. In Fulton County, the average age of first time mothers is 27.7 years, but married and college-educated mothers are more likely to be around 31.



Access to home finance

- The average metro Atlanta home sale price has increased by 50% since 2012.
- Wages and purchasing power are stagnant.
- Access to mortgages has plummeted to one-third of pre-recession levels due to tighter standards and fewer personal savings.



Increasing debt

- Since 2000, student debt increased from \$240 billion to \$1.46 trillion due to rising education costs.
- The increasing burden disproportionately rests on those aged 20 and 35 — what used to be the core home buying demographic cohort.
- If this generation cannot afford to buy a home or choose not to buy, what options will they have for housing?

How do the trends relate to future housing demand?

In most municipalities in the United States, long standing zoning and land use regulations, economic and financial practices, lending and insurance requirements, and community preference combine to limit most new housing production to two or three housing types, such as single-family houses, townhouses, and large apartment complexes with 200+ units.

The new model of housing demand can be met with a variety of housing types and models. These same zoning and land use regulations, building codes, community opposition, and other regulations limit or outright restrict many of the housing types that might serve changing housing needs across the country (marked below with an "x").

Smaller Homes



**Small
Apartment
Buildings**



**Duplexes &
Triplexes**



Cottage Homes



**Homes for
Seniors**

**Homes for
20-Somethings**

**Small
Townhouses**



**Single-Family
Suburban**

**Large
Apartment
Complexes**



Condominiums

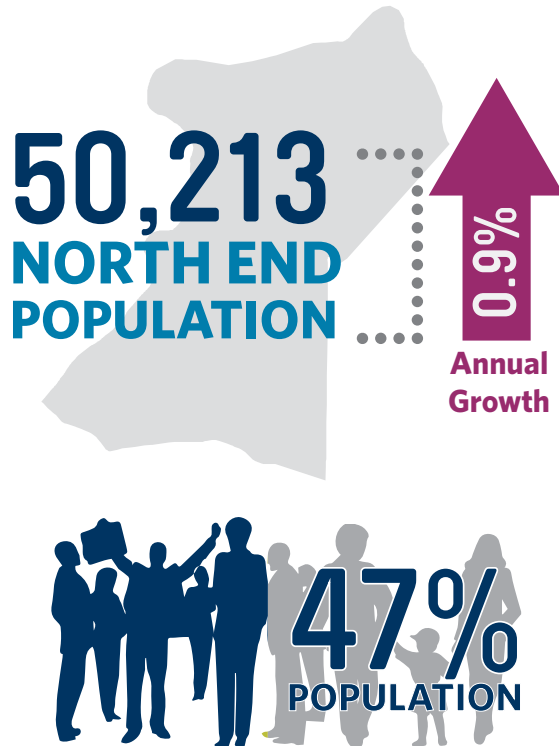
**Affordable
Housing**



**Roommate
Housing**



DEMOGRAPHICS



Population & Households

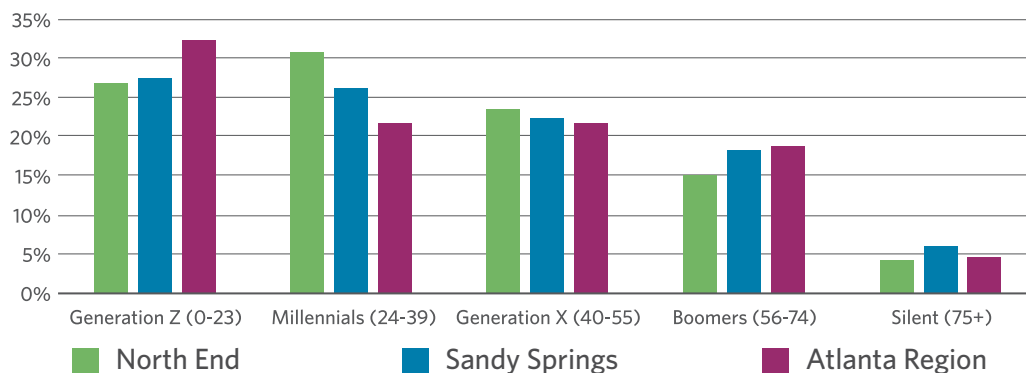
The North End had an estimated 50,213 residents in 2020, currently 46.6% of Sandy Springs' population. The North End has gained 8,833 residents since 2000 (21.3% growth). The area is growing at a similar rate to that of Sandy Springs overall (0.9% annually compared to 1.2%), though that rate of growth has been slightly slower in the past decade than in the previous decade. The North End currently has an estimated 24,477 households. That number has increased by 3,833 since 2000, or roughly 190 households per year on average. What's important to note is that the increase in households is not synonymous with an increase in housing units — in some cases, you will have multiple "households" living in one dwelling unit.

Age

The North End has a significantly higher presence of Millennials (ages 23 to 38) and Generation Xers (ages 39 to 54) than Sandy Springs and the Atlanta Region. The proportion of Generation Z residents (up to age 23) in Sandy Springs is 5% lower than in the Atlanta Region as a whole.

Race & Ethnicity

The North End has a similar racial composition to the Atlanta Region. 46% of the North End residents are White, 36% are Black/African American, and 8% are Asian. Overall, the North End has no racial majority, and a similar proportion of residents identifying as Hispanic / Latino (10%) compared to Sandy Springs (13%) and the Atlanta Region (11%).

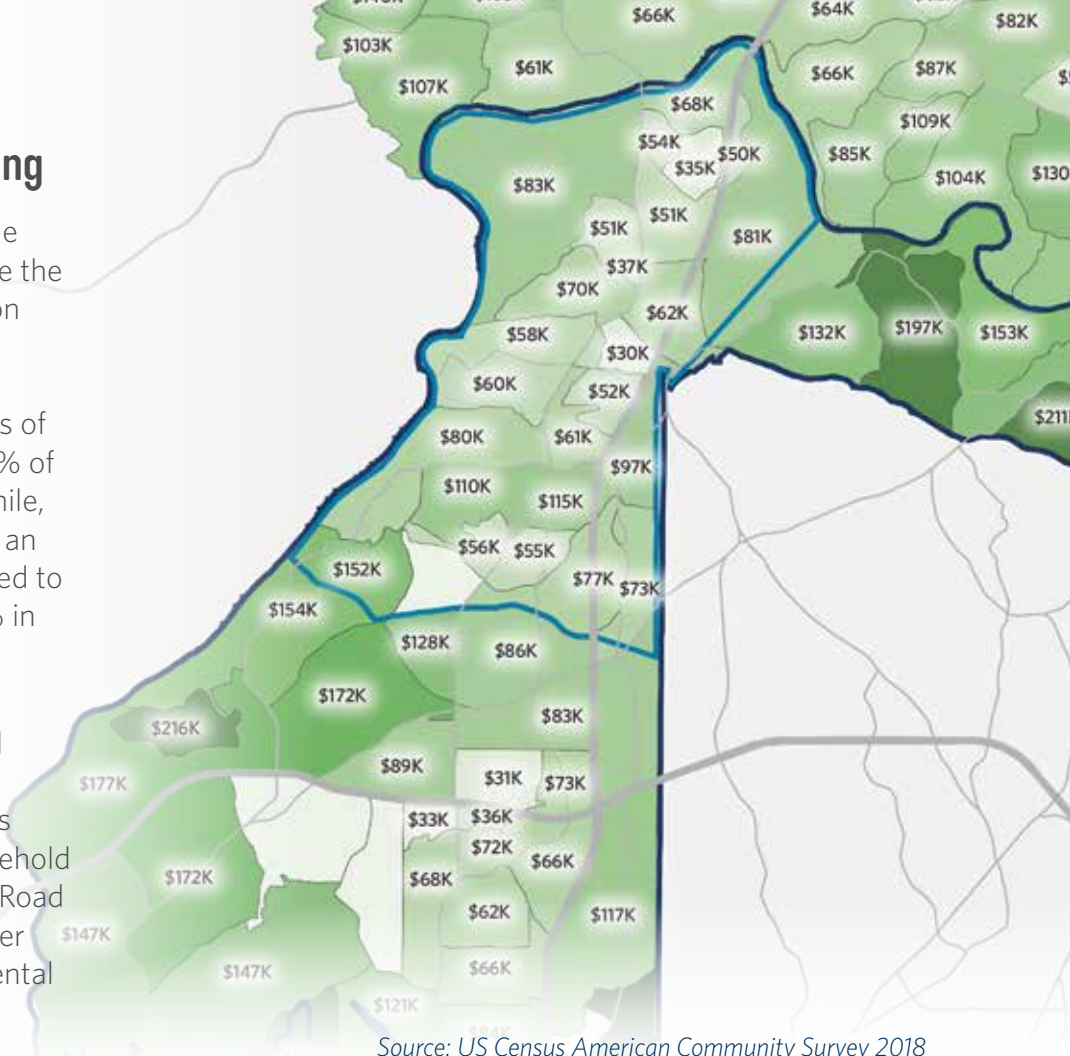


Source: Envirionics Analytics, 2019

Household Income & Spending

The median household income in the North End (\$73,115) is slightly above the median income of the Atlanta Region (\$71,628), but below that of Sandy Springs overall (\$84,752). 34% of North End households have incomes of \$100,000 or more compared to 43% of Sandy Springs households. Meanwhile, 32% of North End households have an income of \$50,000 or less, compared to 35% in the Atlanta Region and 29% in Sandy Springs.

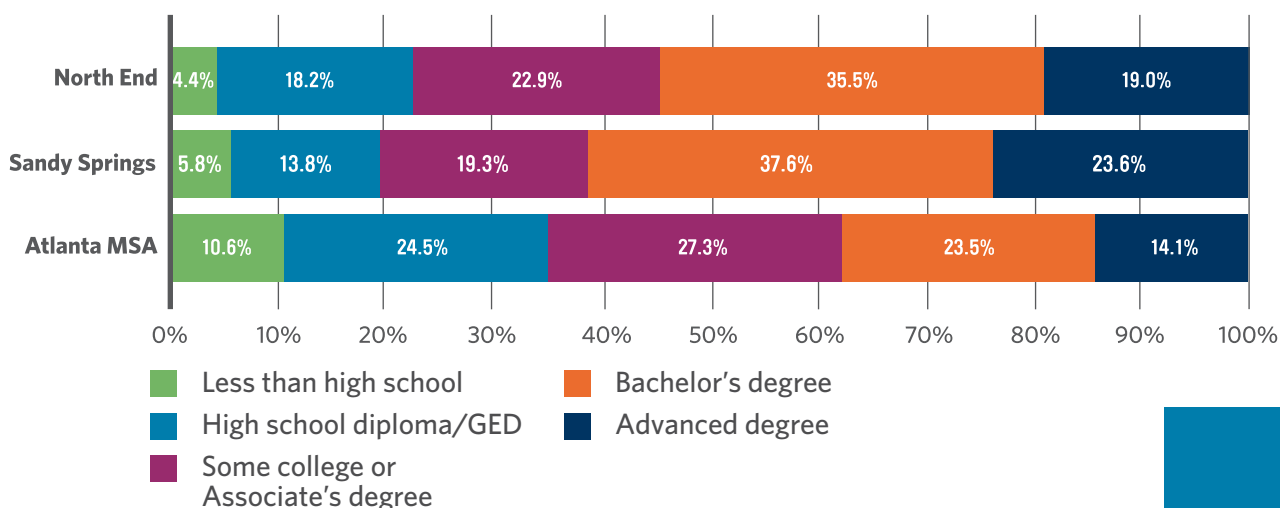
Median household incomes in the North End tend to be lower (shaded lighter) than the surrounding areas (shaded darker). These block groups with (relatively) lower median household incomes correlate with the Roswell Road corridor, which tends to have a higher concentration of multi-family and rental housing.



Source: US Census American Community Survey 2018

Educational Attainment

North End residents tend to have significantly higher levels of educational attainment than in the Atlanta Region. Over half of the North End residents have a Bachelor's degree or more, compared to roughly a third of Atlanta Region residents.



Source: US Census ACS 5-Year Estimate, 2017; Environics Analytics, 2019

WORKFORCE & EMPLOYMENT

Employment Growth History

There are **33,296 primary jobs** in the North End, an increase of 7,361 primary jobs (an indicator of new workers) in the past 10 years. Currently, there are **23,376 working residents** living in the North End, an increase of 1,522 or 7% over the past decade. Only 1,436 working residents work in the North End. The rate of increase in the number of residents relative to jobs indicates that the North End is growing in stature as a jobs center. While the North End's jobs are strongly concentrated in the Perimeter Area at the southeast corner of the Market Area, there is potential for growth at the four redevelopment sites.

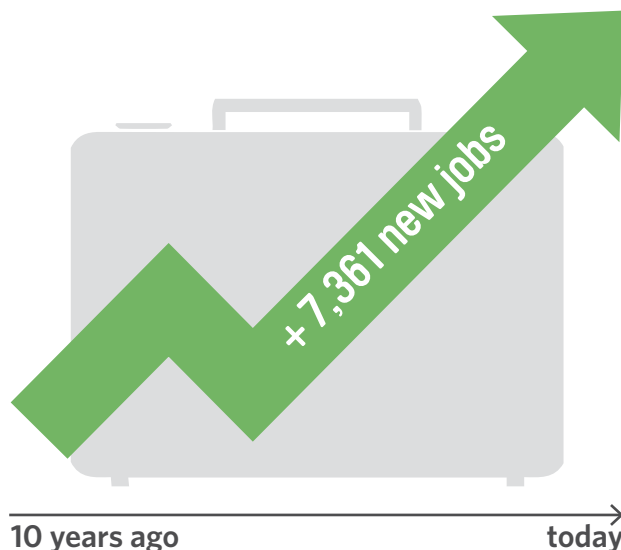
Employment by Sector

Food service and sales, typically lower earning jobs, combined make up over 20% of jobs in the North End. Management and Computer / Mathematical jobs combined make up over a quarter of jobs in the North End. The high proportion of jobs that are typically found in retail and office environments suggests that the North End is a concentrated node for both services and white collar businesses.

Food Service & Sales



20%
of all jobs
in the North
End



North End Job Sectors by Percentage Share of All Jobs

| | |
|--|------------|
| Management | 15% |
| Sales / Related | 13% |
| Computer / Mathematical | 10% |
| Office / Administrative Support | 10% |
| Business / Financial Operations | 8% |
| Food Preparation / Serving Related | 8% |
| Education/Training / Library | 5% |
| Healthcare Practitioner / Technician | 4% |
| Personal Care / Service | 4% |
| Transportation / Moving | 3% |
| Arts / Design / Entertainment / Sports / Media | 3% |
| Building / Grounds Cleaning / Maintenance | 3% |
| Construction / Extraction | 3% |
| Production | 2% |
| Healthcare Support | 2% |
| Legal | 2% |
| Architecture / Engineering | 1% |
| Protective Services | 1% |
| Installation / Maintenance / Repair | 1% |
| Community / Social Services | 1% |
| Life / Physical / Social Science | 1% |

Source: Claritas; Environics Analytics

33,296 PRIMARY JOBS IN THE NORTH END

31,860 commute into the North End

Commuting Patterns

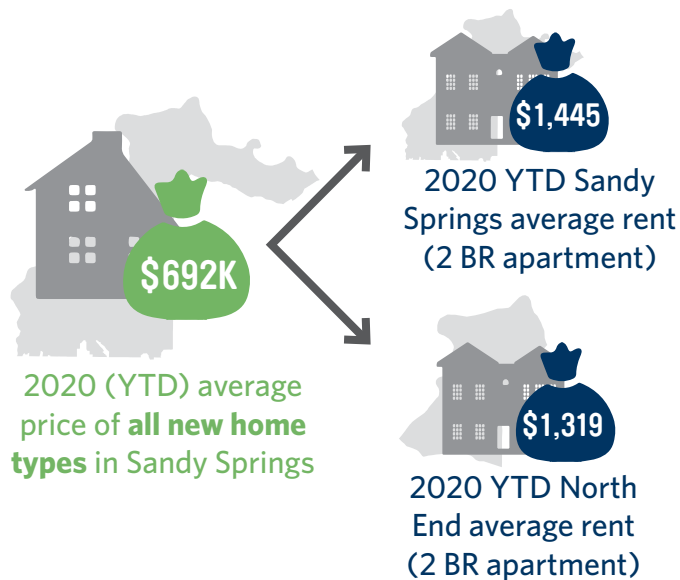
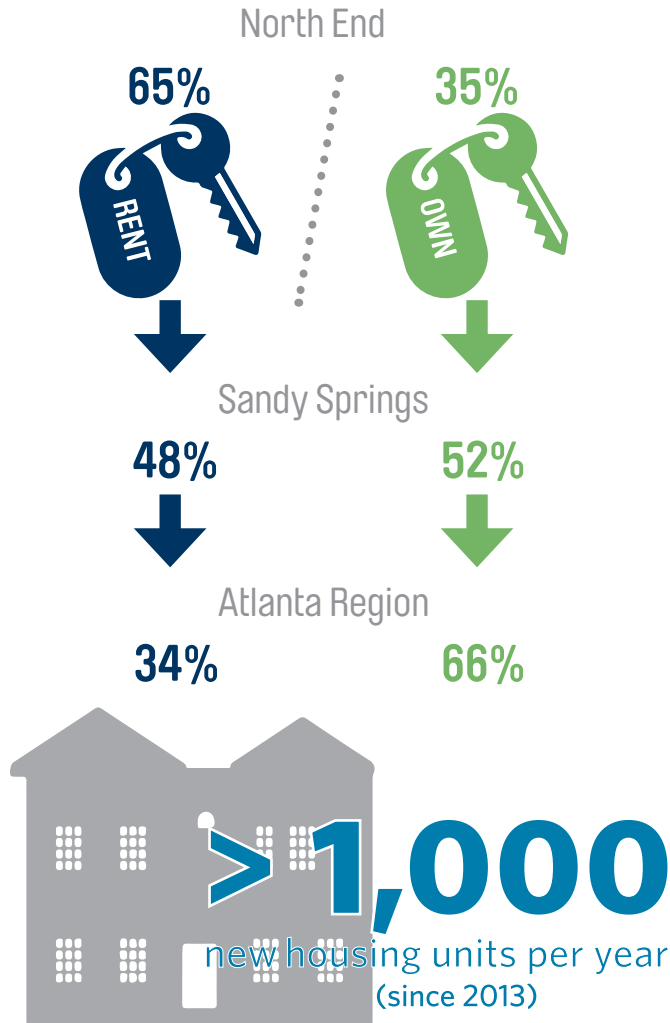
There are 33,296 primary jobs in the North End. Nearly half of the North End residents (23,376) are employed, but 94% of them commute to jobs elsewhere in the region. The North End experiences a net inflow of employees totaling 9,920 workers. 96% of people who work in the North End commute in, while only 4% both reside and work in the area.

Source: US Census Longitudinal Employer Household Dynamics

1,436
live and work in the North End

21,940 commute out of the North End

REAL ESTATE MARKET



Residential Market

The North End has approximately 25,000 housing units: 49% of Sandy Springs' housing units on 34% of the city's land. North End housing units are much more likely to be multi-family (apartments or condominiums) than those elsewhere in the city. Renting is much more common in Sandy Springs compared to the regional average, and the North End has an even higher concentration of renters.

Sandy Springs began a strong period of residential construction in 2013 with an average of over 1,000 units per year, of which 70% of units were multi-family. Sandy Springs' apartment complexes are tightly concentrated along the Roswell Road and Georgia 400 corridors.

Of the North End's 38 apartment complexes, representing over 15,000 apartment units, only one was built in the last 20 years. Most new apartment growth is happening closer to the center of the city.

While home prices in Sandy Springs are well above regional averages, apartment rents are surprisingly competitive, particularly in the North End. The average price of all new homes of all types in Sandy Springs in 2020 was \$692,153. Pricing in all new home types has increased significantly over the past five years, at an average rate of over 8% annually. The average price of a two bedroom apartment in the North End is \$1,319, less than Sandy Springs' average of \$1,445.

Sources: Atlanta Regional Commission, smartREdata, Zillow, Environics Analytics

Commercial Market

Compared to the rest of the city and its neighbors, the commercial real estate market in Sandy Springs' North End is fading. Since 2010, only a handful of new commercial buildings have been built in the North End: one new retail structure, one new office building, and no new industrial / flex buildings. Vacancy rates in the North End for office and retail tend to be somewhat higher than in Sandy Springs overall, showing that the space could be better utilized. Additionally, both retail and office in the North End have rents 12% lower than the rest of the city. Office space in the North End is heavily concentrated in the small southeastern corner of the market area that is associated with the Perimeter Center Area.

Consumer spending data indicates that household spending potential in Sandy Springs' North End created significantly more demand than is being supplied by businesses within the area: more than half of local sales demand is "leaking" out of the local market, meaning that local residents are spending more of their money outside the area, while fewer retail dollars are flowing in to local stores outside the area.

Real Estate Inventory Comparative Overview

| | North End | Sandy Springs |
|--------------------------|-----------|---------------|
| Retail | | |
| Existing Buildings | 103 | 397 |
| Existing Units | 1,832,435 | 6,295,779 |
| Vacancy Rate | 6.5% | 5.0% |
| Avg. Rent / SF | \$20.06 | \$23.28 |
| Office | | |
| Existing Buildings | 175 | 510 |
| Existing SF | 7,901,025 | 26,585,468 |
| Vacancy Rate | 14.3% | 11.1% |
| Avg. Rent / SF | \$23.41 | \$26.33 |
| Industrial / Flex | | |
| Existing Buildings | 13 | 18 |
| Existing SF | 296,391 | 353,785 |
| Vacancy Rate | 5.6% | 4.7% |
| Avg. Rent / SF | N/A | N/A |

Source: CoStar



REAL ESTATE DEMAND FORECAST

Residential Demand

In the next ten years, the North End of Sandy Springs can expect to see annual demand for:

- 311-484 owner occupied housing units
- 360-560 renter occupied housing units
- All of this demand could be absorbed into multiple types of housing, although apartments, townhouses, and single-family houses are likely to be the most prevalent housing types in the North End due to prevailing consumer preference, economic, and real estate trends.

The forecasts include low and high estimates which attempt to answer a series of questions:

- *Balance of owner housing.* Will the North End continue to be largely renter dominated as more multi-family construction occurs elsewhere in the city? Will the North End attain a tenure mix consistent with the city as a whole?
- *Induced demand.* If quality development and infrastructure led to the North End becoming more desirable, would that inspire more intense development and more interest in housing, goods, and services?



IN 10 YEARS...



Commercial Demand

Retail

An analysis of the real estate inventory showed that household spending potential in Sandy Spring's North End created significantly more demand than is being supplied by businesses within the area:

- Households in the North End will generate an estimated demand for \$1.2 billion in retail spending in 2020.
- Based on historical sale patterns, retailers in the North End will sell just \$580 million in retail goods.
- This means that over \$640 million, or more than half of local sales demand is "leaking" out of the local market to other areas.

The addition of 300-500 new households annually in the North End would create modest additional retail space demand of 30,000 to 50,000 square feet each year.

Discussions with residents, retailers, and property owners indicate that consumers are not finding their needs met with the current retail offerings in the North End, and are choosing to spend their retail dollars in nearby retail locations with more expansive or higher end options. The key to

reversing the trend of low performing retail in the North End is twofold: existing retail space (like the four target sites) would need to be pruned, replacing the excess retail space with a mix of housing options; and using design and branding to create places with a mix of amenities and public space that are appealing to local residents.

Overall, there is no demand for net new retail, however opportunities exist to prune and reposition under-performing retail as part of the redevelopment of specific retail sites in the North End.

Office

While the North End has a significant office inventory and growth potential, the bulk of that office activity is in the Perimeter area in the southeast corner of the market area. The Perimeter area is where many North End residents work, and it will continue to see growth, but it will not be a factor in the redevelopment of the four target shopping centers in this study. The Roswell Road corridor in the North End has received less than 100,000 square feet of new office space over the last 20 years, and it is not likely that demand will increase significantly in the near future. The existing office inventory in the corridor is significant, with modest rents and relatively high vacancy rates, indicating soft demand for new office space. There is no significant demand for new Class A office space in the North End over the next 10 years. The opportunity for new office demand in the North End, particularly at the four shopping center sites studied, would be consumer facing office services (such as real estate, tax preparation, or investment services), likely in a retail or mixed-use context.

The conclusions developed in this study reflect the research and analysis conducted Q1 2020. Generally, this data reflects the local and national economic conditions prior to the widespread external economic shock caused by the COVID-19 pandemic. The assumptions reported herein do not account for a drawn-out economic downturn. These assumptions should be considered valid under a reasonably-likely scenario in which the general economy and real estate markets will stabilize and largely return to a normalized state within the 2021 calendar year. The data and the corresponding conclusions and recommendations herein should be reviewed and adjusted should any major changes in the above occur.



WAIT A MINUTE...IS ALL OF THIS REAL ESTATE DEMAND GOING TO AFFECT TRAFFIC?

The short answer: YES

New development almost always means more vehicles (increased traffic volume) on the road.

The real answer is a little more complex.

The number of new vehicles on the road due to new development is dependent on several factors:

- Whether or not transit or pedestrian / bicycle facilities are already present and are being used by existing residents, employees, and patrons as a means of transportation.
- The physical form of new development (compact and walkable versus sprawled and auto-oriented).
- The types of housing being proposed.
- The types of commercial / industrial space and their hours of operation.
- Existing and future traffic generators near the study area.

Increased traffic volume does not necessarily mean an increase in traffic congestion. A road's existing Level Of Service (LOS) is measured by a formula and rates how well the road is able to handle existing and future traffic. Roads with low ratings will not be able to handle more traffic volume without intervention.

Are the demand forecasts guaranteed?

A forecast is only a snapshot of what is possible for the future based on today's conditions. Just because the North End has the market conditions to *potentially* build 1,000 new residential units each year does not mean it will happen. These numbers inform what is realistic for the North End.

How do we measure traffic impacts?

The Institute of Transportation Engineers (ITE) publishes and updates a Trip Generation Manual that predicts how many new vehicle trips will be generated by new or re-purposed land developments. ITE also predicts the percentage of vehicle entries and exits for a specific development type (single-family houses, dense or suburban multi-family, offices, retail, institutional uses, etc) in a given hour of the day. It is meant to be used as a guideline to determine the times of day that each land use will generate the most amount of activity.

Based on the forecasts from the market analysis, the North End could see **between 4,550 and 6,770 more daily vehicle trips generated by new development in the next 10 years.** These numbers do not take into account any trips lost to redevelopment and may not reflect actual net increases.

WHAT DOES THIS MEAN FOR THE NORTH END?

IN 10 YEARS...

3,250 - 4,870
new vehicle trips daily



1,300 - 1,900
new vehicle trips daily



750 - 1,100
new vehicle
trips during
evening rush
hour
(4-6pm)

(75-110
new vehicle trips during rush
hour each year)

What's going to affect the amount of new traffic for the North End?

The ITE Trip Generation Manual makes the following conclusions:

- Single-family houses contribute to higher increases in traffic volume than multi-family:
 - For every 1,000 single family homes built, an additional 835 vehicle trips will be made each day.
 - For every 1,000 rental apartments built, an additional 568 vehicle trips will be made each day.
 - For every 1,000 condo units or townhouses built, an additional 398 vehicle trips will be made each day.
- Retail generates more traffic than office.
- Mixed use developments will generate fewer vehicle trips overall than single-use developments (i.e. shopping centers), especially if they are in walkable neighborhoods with access to transit.
- The denser a development is, the more evenly spread out trips are throughout the day. For example, multi-family buildings located in a walkable city center see fewer vehicle trips during peak hours than those same buildings located in a suburban setting.

NEXT TEN COMPREHENSIVE PLAN (2017)

10 for the Next 10 (Overarching Goals)

- Neighborhood preservation
- Accessibility
- Creating a connected city
- Open Space
- Balanced community (home for all generations and incomes)
- Competitive (economic)
- Transit (better access, development focused by transit)
- Redevelopment (select locations for walkable development)
- Quality of place / life
- Development management tools (code update, subdivision regulations update)

10 for the Next 10 (Key Actions)

- Create a new Sandy Springs Development Code
- Revitalize Roswell Road into a dynamic main street – urban boulevard and redevelopment of aging commercial centers and apartments
- Transform Perimeter Center and Medical Center
- Focus high-quality, high-density uses around existing and future MARTA stations
- Achieve a better housing balance – housing types and price points
- Study options for transforming the Hammond Drive corridor
- Mitigate traffic congestion through provision of viable and attractive range of transportation options, last-mile connections
- Reduce parking requirements in new and redeveloped areas and work with MARTA for parking
- Develop an expanded trail network and a bridge across the River
- Enhance and beautify the City's public spaces

Character Areas in the North End

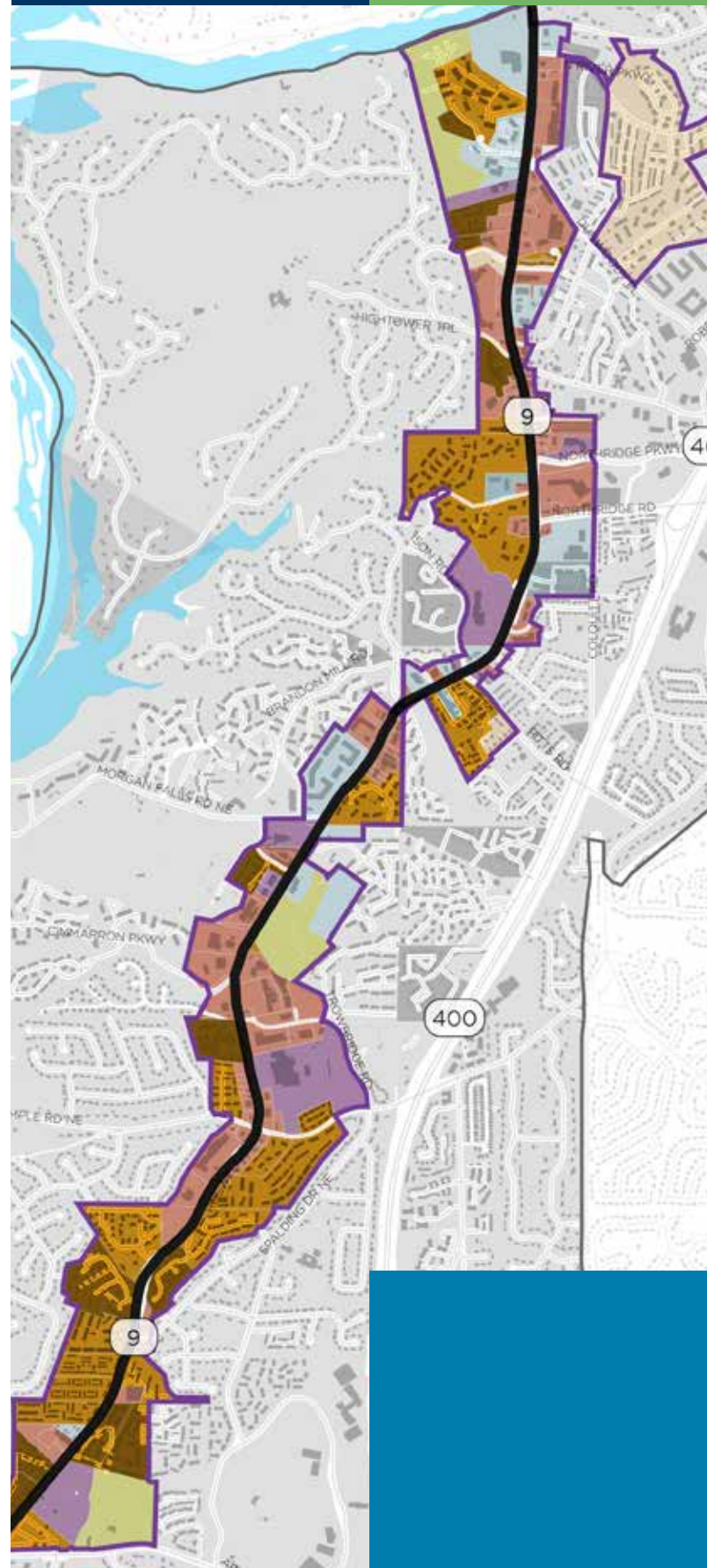
- Commercial / Mixed Use
- Conservation Areas
- Protected Neighborhoods
- Some area of MARTA Transit-Oriented Development (future Northridge Station)
- Some Urban Neighborhood

Next Ten Recommendations

- Roswell Road is designated as a Network Residential Street and Network Destination Street in the North End (demand for pedestrian, some bike facilities – corresponding functional class is a Principal Arterial)
- Add Low-Stress Residential Streets in the North End
- Extend PATH400 to the North End and link the city to the river
- Acquire more green space
- Enhance and protect tree canopy and water resources
- Implement sustainability measures and energy-efficient buildings

Next Ten Transit Analysis

- There is no *continuous* bus service along Roswell Road, but it has some of MARTA's highest bus ridership
- Routes 5 and 87 serve the road corridor, but terminate at Dunwoody Station. They require a transfer if riders intend to ride the entirety of Roswell Road, and their headways don't match to make the transfer easy
- Route 85 connects Alpharetta to North Springs Station via Roswell Road and Dunwoody Place; riders must transfer to this route to reach these shopping center sites
- MARTA's 2016 plan identifies north Roswell Road as a place to improve service





Next Ten Roswell Road Small Area Plan

The Roswell Road Small Area Plan was prepared as an addendum to the Comprehensive Plan. While the Comprehensive Plan provides the overall policy framework and actions, this Small Area Plan provides a vision and an implementation path for a re-imagined Roswell Road.

Mixed-use nodes and redevelopment sites

- All of the North End study sites are included in the Small Area Plan; however, not all of the concept plans are ideal
- **North River node** includes North River Village Shopping Center, parks, redevelopment of class C apartments, and mixed-use development.

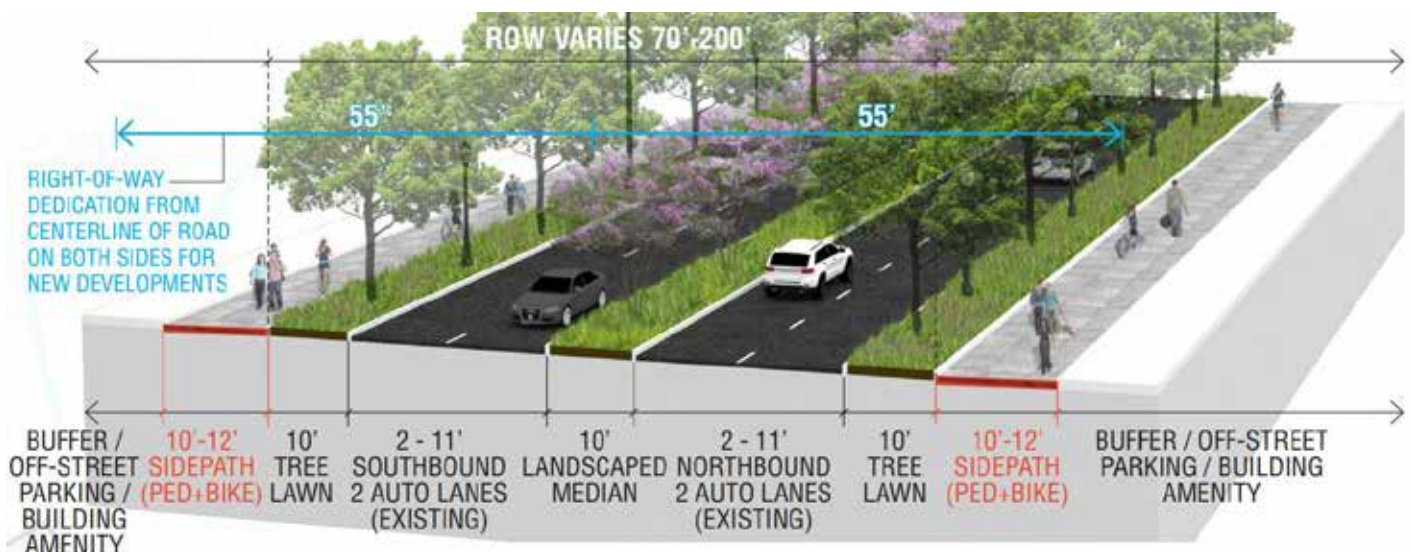
Other recommendations on Roswell Road

- Add local, intersecting streets to create east / west connectivity and help with congestion, calming traffic, providing alternative routes.
- Provide better gateways
- Enhance trail connectivity and sidewalk connections
- Implement signal timing for transit with specific stops in strategic locations along the corridor and better bus stops with real-time info, shelters, etc.

Street Recommendations

The Roswell Road Small Area Plan provided street sections for the entirety of Roswell Road, making a bike- and pedestrian-friendly boulevard with the following conditions:

- 110' average ROW recommended (55' from centerline); some places are wider and others will require land acquisition
- Bike lanes
- Transit
- Parking and access management (some on-street parking south of the North End)
- Retained existing car lanes, but use of center median and left-turn lanes at intersections



NORTH END REVITALIZATION TASK FORCE (2018)

Overview

- The Task Force made recommendations to the City of Sandy Springs via six strategic initiatives with an action plan to revitalize the North End of Sandy Springs
- The action plan describes the role of the City, funding options, and the roles that other entities should have

Six Initiatives

- **Catalyst project** on the northern end by the Chattahoochee River (near or at the North River Village Shopping Center). Would require potential demolition of existing housing. Provides a template for mixed-use and mixed-income development for the remainder of the North End. Would help define which policies need to be in place to make it happen.
- **Greenline** – walking and biking trail connecting different parts of the North End and connecting to Chattahoochee River
- **Make Roswell Road walkable** (showed the picture from the Roswell Road Small Area Plan for the new Boulevard street section)
- **Create connections** throughout the North End
- **Create access** to the Chattahoochee River and its public lands
- **Build a community center**

Other Recommendations

- The study identified the potential for a Community Improvement District for the North End



TRANSIT & TRANSPORTATION PLANS

GDOT Highway 9 (Roswell Road) Plan // 2008

- Plan starts at the river and goes into Roswell
- Coordinated with Sandy Springs Department of Public Works for the bridge over the river
- One preferred section alternative includes a multi-use trail, which would be good for larger connectivity objectives on Roswell Road
- Both have medians and sidewalks

Sandy Springs Transportation Master Plan // 2008

Goals

- Provide efficient use of existing infrastructure (operations, access management, interparcel connectivity, designating through routes)
- Improve congestion bottlenecks / hot spots
- Park once and circulate in Downtown Sandy Springs via Transit and Pedestrian modes (streetscape changes, parking decks with redevelopment)
- Provide for future travel demand (widening, complete streets)
- Promote pedestrian and bicycle travel modes for access to parks and community facilities (sidewalks, paths, bike lanes)
- Serve mobility needs in residential areas while preserving neighborhoods (Traffic calming, Safe Routes to School, sidewalks, access to transit stops)

Transportation Master Plan Recommendations

- Adjust Roswell Road with operations improvements and Advanced Traffic Management System (ATMS) – also part of

ARC TIP projects at the time (completed). ARC 2030 plans also said capacity should be enhanced.

- Make intersection improvements at Dunwoody Place and Roswell Road and Roswell Road and Northridge Road
- Included a concept plan for Dunwoody Place
- Add bus rapid transit (BRT) on GA 400

Projects Currently Underway

- Roswell Road pedestrian/bicycle bridge
- City gateway design

Status

The City is currently updating its Transportation Master Plan.

City of Sandy Springs Bicycle, Pedestrian and Trail Implementation Plan // 2014

- A comprehensive plan for the development of Sandy Springs' future bicycle and pedestrian infrastructure
- The plan recommended the development of a Complete Streets policy and a bicycle parking policy
- Recommendations included a side path for bikes along Roswell Road, a multi-use trail that connects to the Chattahoochee River, and mid-block crossing locations

North Fulton Comprehensive Transportation Plan Update // 2018

Overview

- An update to initial 2010 plan that included a partnership of the five North Fulton cities and the Atlanta Regional Commission (ARC)
- Established a vision for transportation that included both local and regional projects and transportation policies

Projects

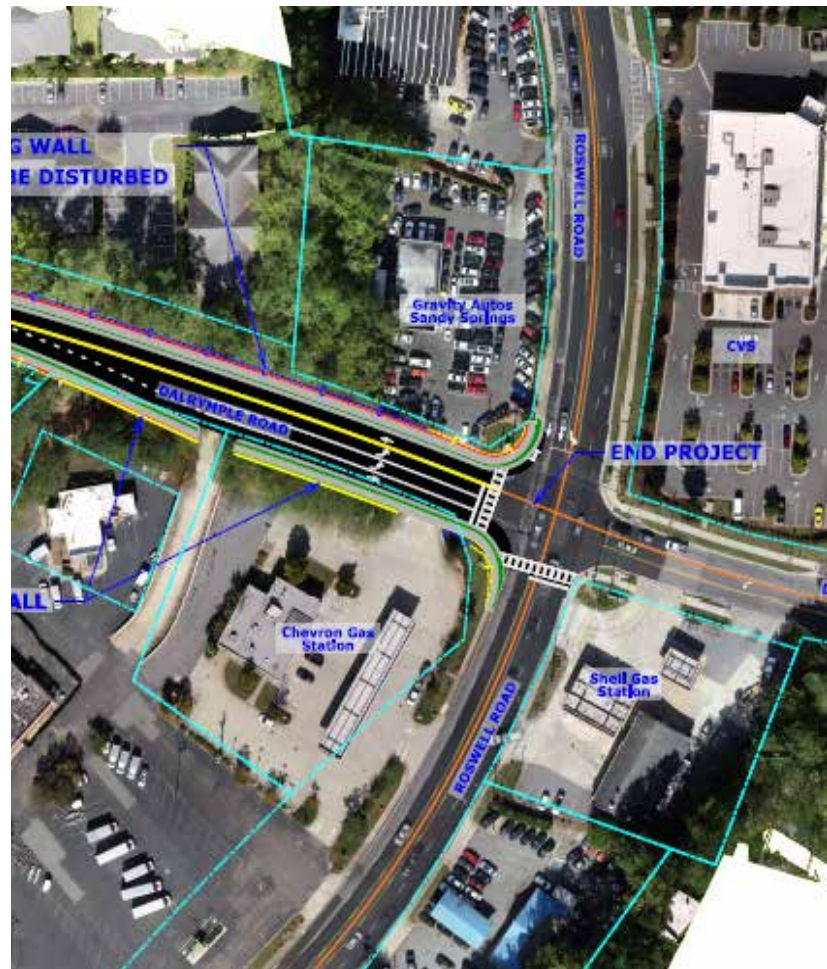
- Most of the City's project costs went toward capacity and operational projects, with bicycle and pedestrian projects following.
- Projects identified in the North End included:
 - Intersection improvements along Roswell Road including Dalrymple Road, and Trowbridge Road;
 - New trail that connects Dunwoody Place to the Chattahoochee River;
 - Operational improvements at Roswell Road and Roberts Drive; and
 - Bicycle and pedestrian improvements along Roswell Road.

Fulton County Transit Master Plan – Short-Term Plan Update // 2018

- Sales tax is the primary funding mechanism, but other programs may be needed
- \$1.6 billion in rapid transit projects across the county; \$100 million for GA 400; \$200 M in federal funding for GA 400
- Rapid transit / Shared lanes on Roswell Road; Rapid Transit with dedicated lanes on GA 400

Guiding Principles

- Provide greater access to employment centers and destinations
- Catalyze economic development, investment, and placemaking



- Maximize the return on investment
- Provide faster, more reliable mobility and mitigate congestion
- Enhance transportation options and access
- Establish a framework for greater regional connectivity

Short-Term Initiatives

- Last-Mile Connectivity (sidewalks, bike; delivered by cities)
- Bus Stop Program (shelters, benches, trash, lighting, amenities at bus stops; potentially delivered by cities)
- Rail Station Program (rail station amenities, crosswalks, sidewalks at Sandy Springs)
- BRT on GA 400 from North Springs
- Arterial Rapid Transit (ART) on Roswell Road

TRANSIT & TRANSPORTATION PLANS

MARTA Connect 400 Plan // 2018

- The Fulton County Transit Master Plan prioritized BRT
- Three alternative routes: 2 BRT alternatives in express lanes, heavy rail alternative
- Service areas: Fulton County, Alpharetta, Sandy Springs, Roswell
- Destinations: North Point Mall, Avalon
- Federal and local funds
- Was in environmental review in 2015 with a timeline for engineering in 2019
- Northridge stop would be near North End
- Construction: 10.5 miles, \$334M capital cost



Sandy Springs Trail Master Plan (in conjunction with PATH) // 2019

- Recommends connecting to PATH 400
- Recommends trails and on-street bike facilities in the study area
 - 31.4 miles of greenway trails, side paths, neighborhood greenways with 7 miles to be implemented by 2030
- Connect neighborhoods to City Springs, Abernathy Greenway, Roswell Greenway, PATH 400, Morgan Falls Park, Chattahoochee NRA
- North End Connector (Trail Segment #1)
 - Greenway trails, side paths, neighborhood greenways
 - 9.4 mile loop trail to connect neighborhoods, parks, commercial, schools
 - With the GA 400 adjustments, the plan recommends adding the side paths to the bridge replacements (work with GDOT)
 - Connects apartment buildings using the green space between them by North River Shopping Center. Spur trail running along Roswell Road in front of shopping center

PARKS & RECREATION PLAN (2019)

Overview

- At the time of the plan's writing, Sandy Springs has 28 parks and 7 undeveloped park properties
- 5 of 15 land units of the Chattahoochee River NRA are within Sandy Springs
- Plan aligns with recommendations from the Next Ten plan
- Completed in 2019

Key Findings

- Significant recent population growth between 2010 and 2017 (9.8%) contributed to a need for more facilities
- Level of service based on population and existing park space (12 acres / 1,000 people)
 - Need another 203 acres to accommodate current population
 - 437 more acres of parklands will be needed by 2027, including:
 - 24 acres pocket parks
 - 48 acres neighborhood parks
 - 122 acres community parks
 - 96 acres regional parks
 - 23 acres special use parks
 - 21 acres for greenway / trails parks
 - 153 natural resource parks

Recommendations

- 2 indoor recreation centers needed (could include aquatic center)
- Connect trails to all city parks

North End recommendations:

- 4 pocket parks
- 2 neighborhood parks
- 1 community park
- Joint use agreements with schools







CHAPTER 2

- Site 1: North River Village
 - Site 2: River Springs
 - Site 3: Northridge
 - Site 4: North Springs
- 

Site Analysis

Site 1 // North River Village Shopping Center

Facing South

Multi-family
community

Recently
renovated

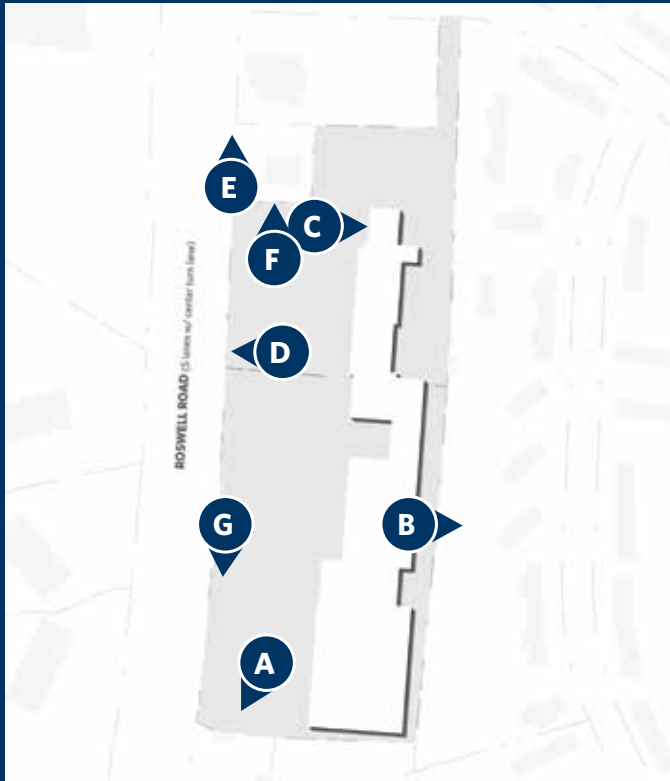




Four access
points

Roswell Road
frontage

Site 1 // North River Village Photos



B View (east) to the informal access from adjacent apartments to shopping center



A View (south) to gas station on the edge of the property line





Existing Restaurant

Vacant Bank

NORTH RIVER VILLAGE
8830 Roswell Road

11.2 acres

ROS WELL ROAD (5 lanes w/ center turn lane)

Multi-family Residential
Development

WINDING RIVER DRIVE

N. RIVER PARKWAY

Office Parks

Multi-family Residential
Development

Office Parks

Existing Gas
Station



MARTA bus stop (no
shelter)



Opportunity for Site
Acquisition



Sidewalks



58

SITE 1: NORTH RIVER VILLAGE

Site Analysis

North River Village Shopping Center, located at 8830 Roswell Road, is a 11.2-acre shopping center mostly occupied with a restaurant, two fitness and athletic centers, markets, and a bowling alley anchor tenant. Based on the team's visit on April 21, 2020, at 10:00 AM, the shopping center appeared to have eight retail tenants; however, because of COVID-19 pandemic conditions, the fitness centers appeared to be temporarily closed. The restaurant and the cafe inside the bowling alley were offering takeout service and the stores (a Dollar General and package store) were open.



much higher than the shopping center, and this creates connectivity issues. Across from the site along Roswell Road are two office parks and the Chattahoochee Ridge apartments. Roswell Road is a pedestrian barrier between the shopping center and the properties across the street because of the number of travel lanes, speed of traffic, narrow sidewalks (in some cases lack of sidewalks), and the lack of a signalized intersection with adequate pedestrian infrastructure at the main entrance of the shopping center. Drivers are prioritized over pedestrians, cyclists, and transit users along the corridor. Bringing buildings close to the street, widening sidewalks, and providing an appropriate separation/ buffer between the vehicles and pedestrians would drastically improve the Roswell Road experience. The shopping center is accessed from two other streets, North River Parkway to the north, and Dunwoody Place to the south.

Overall Challenges & Opportunities

Land Acquisition

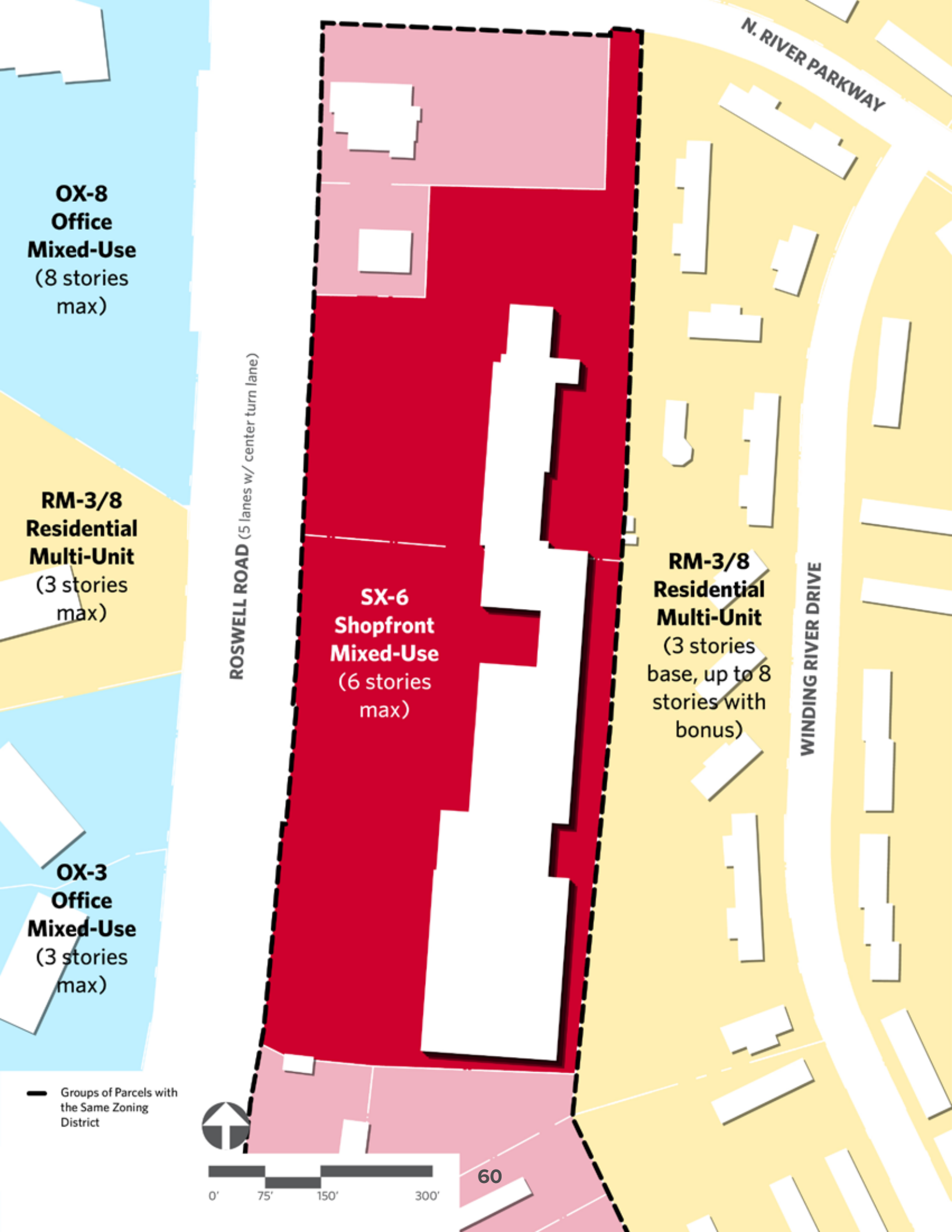
North River Village is owned by Stream Realty, who has owned the property since 2015. They recently made cosmetic improvements to the building exterior with gray paint, facade, and roof line improvements. A vacant bank is adjacent to the site and an operating restaurant is to the north. A parking lot parcel used as a secondary access point, fronting Dunwoody Place, sits between a gas station and a car wash to the south. The parking lot and vacant bank are platted independently of the main building but are owned by Stream Realty. Previous redevelopment studies for the shopping center (one commissioned by Stream Realty in 2016 and one commissioned by the City in 2013).

Adjacent Properties & Streets

Behind North River Village is the Winding River Village condominium and townhouse community. The two developments are separated by a wooden privacy fence, portions of which have been removed to create informal pedestrian connections to the shopping center. To the south of the site is a gas station that fronts Roswell Road and a car wash fronting Dunwoody Place (a parking lot is between these two parcels). The gas station sits

Redevelopment

Redevelopment should evaluate connectivity opportunities to the residential area to the east; it is clear that residents desire an easier connection to the services the shopping center provides. Currently, the land is underutilized, particularly compared to what the zoning permits by-right (see page 60). Most of the land is used for parking, and the building is only one story. The difference in elevation along Roswell Road presents opportunities for creative site design. Additional analysis of the site conditions are provided in the maps and charts on the following pages.



OX-8
Office
Mixed-Use
(8 stories
max)

RM-3/8
Residential
Multi-Unit
(3 stories
max)

OX-3
Office
Mixed-Use
(3 stories
max)

Groups of Parcels with
the Same Zoning
District

ROSSELL ROAD (5 lanes w/ center turn lane)

SX-6
Shopfront
Mixed-Use
(6 stories
max)

RM-3/8
Residential
Multi-Unit
(3 stories
base, up to 8
stories with
bonus)

N. RIVER PARKWAY

WINDING RIVER DRIVE



0' 75' 150' 300'

60

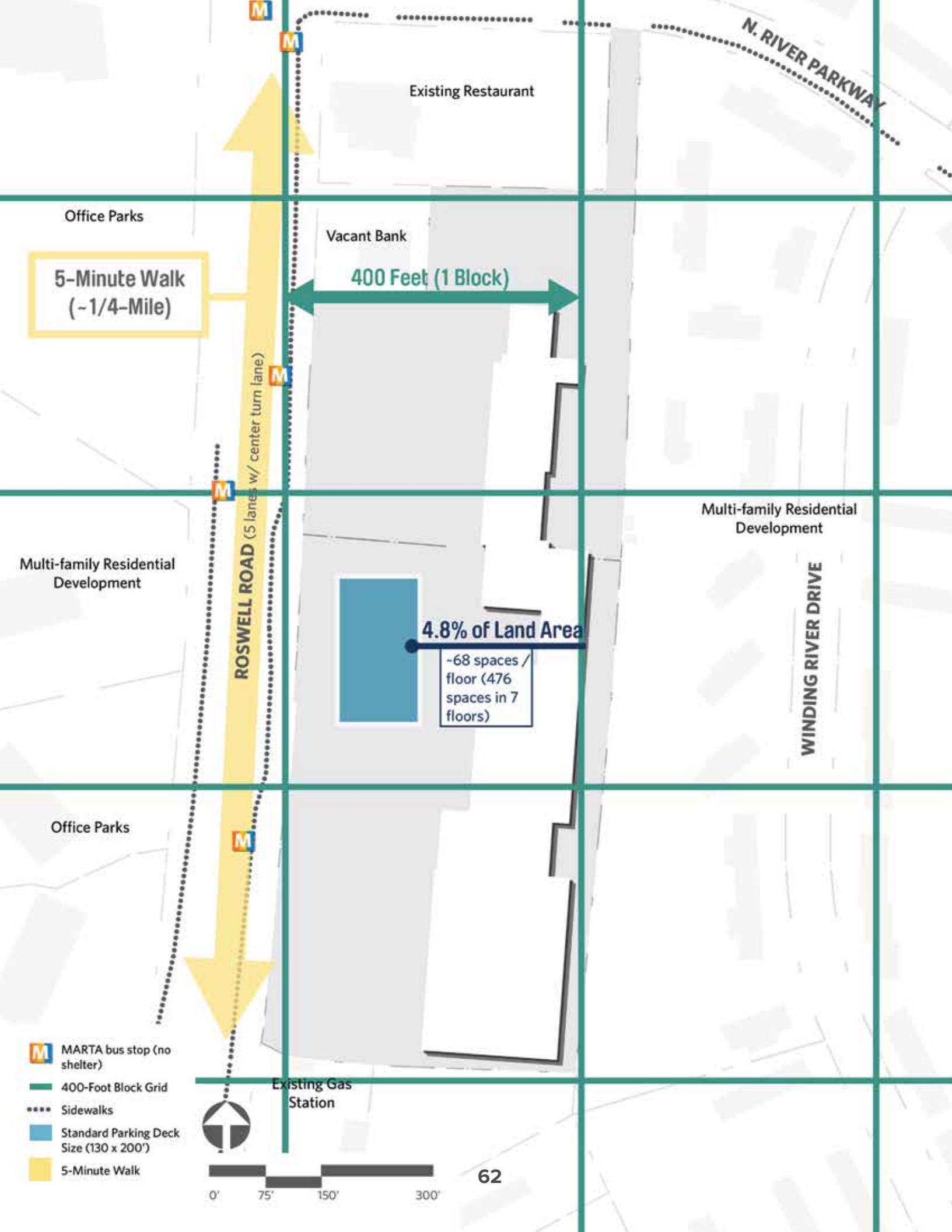
Zoning Analysis

North River Village is zoned SX-6 (Shopfront Mixed-Use, 6 stories maximum height) which provides opportunities to expand the uses and density on the site. The current building is only one-story tall and primarily serves retail functions. The adjacent parcels with frontage along Roswell Road and Dunwoody Place are also zoned SX-6 Shopfront Mixed-Use (6 stories), further creating an opportunity for parcel consolidation allowing for a cohesive mixed-use development. Parcels along the eastern boundary line are zoned RM-3/8, while parcels across Roswell Road are designated OX-3, OX-8, and RM-3. The chart below summarizes current zoning and land use conditions.

| Zoning Conditions & Land Uses | | |
|--|--------------------------|---|
| Adjacent and Nearby Land Uses | | |
| District | Zoning District Title | Purpose of Zoning District |
| OX- | Office Mixed-Use | Office, hotel, and related commercial uses, as well as single-unit attached residences. |
| RM- | Residential - Multi-Unit | Residential living in multi-unit residences |
| Zoning Requirements on North River Village Site: SX-6 Shopfront Mixed-Use | | |
| Purpose of Shopfront Mixed-Use Districts: Provide for a variety of retail, service and commercial uses, as well as upper-story multi-unit residences. Civic space, open space, and park uses are also allowed within this district. | | |
| Requirement | | What it Means for Redevelopment |
| Maximum Block Face: 660 feet (measured along a public or private street) | | New internal street connections may be needed, and the existing access drives could be used to provide the necessary breaks and new internal blocks. |
| Maximum Building Height: 6 Stories / 95 feet Minimum Building Height: 2 stories | | New buildings can be five stories higher than the existing building. For new construction, ground floor elevations shall be 14' minimum; total height of buildings shall not exceed 95 feet. Residential uses are allowed above the first floor, ground floor residential must not be visible from a street and must be located behind space constructed for nonresidential occupancy. |
| Maximum Lot Coverage: 90% Outdoor Amenity Space: 15% min Canopy Coverage: 40% min | | Lots larger than 2 acres require a minimum of 15% of the lot to be outdoor amenity space. |
| Minimum Lot Area: 5,000 square feet for all allowed uses | | If the site is subdivided, the lot must be at least 5,000 square feet for any land use. |
| Minimum Lot Width: 50 feet | | If the site is subdivided, a minimum 50-foot parcel width is required. |
| Primary and Side Street Build-to Zones: 10 feet min / 100 feet max Side and Rear Building Setbacks: 0 feet along common lot lines and 5 feet min along alleys | | Buildings should be constructed close to the lot line, promoting mixed-use, pedestrian-scale development. Protected Neighborhood Transitions do not apply to this property. |
| Parking Setbacks: Primary and Side Streets: 10 feet min / Side and Rear at common lot line / alley: 0 feet min | | Site is subject to "Parking Limited" (-PL) Frontage regulations (see below). |
| Parking Limited (-PL) Frontage regulations | | Northern Roswell Road is subject to "Parking Limited" (-PL) Frontage regulations, which supersede the standard SX-districts build-to zones and parking setbacks. These regulations are intended for areas where access to buildings by automobile is desired but where some level of walkability is maintained. They permit a maximum of two bays of on-site parking with a single drive aisle between the building and the street. |

Notes:

1. The summaries of the existing zoning are not comprehensive. There are additional requirements addressing Building Mass, Transparency, Pedestrian Access, Parking, Parking Limitation, Parking Structure, Front Yard, Landscaping and Screening, etc. in the Sandy Springs Development Code.
2. There may be additional zoning conditions specific to the properties that may apply to any redevelopment (per Sec. 1.1.9 of the Development Code).



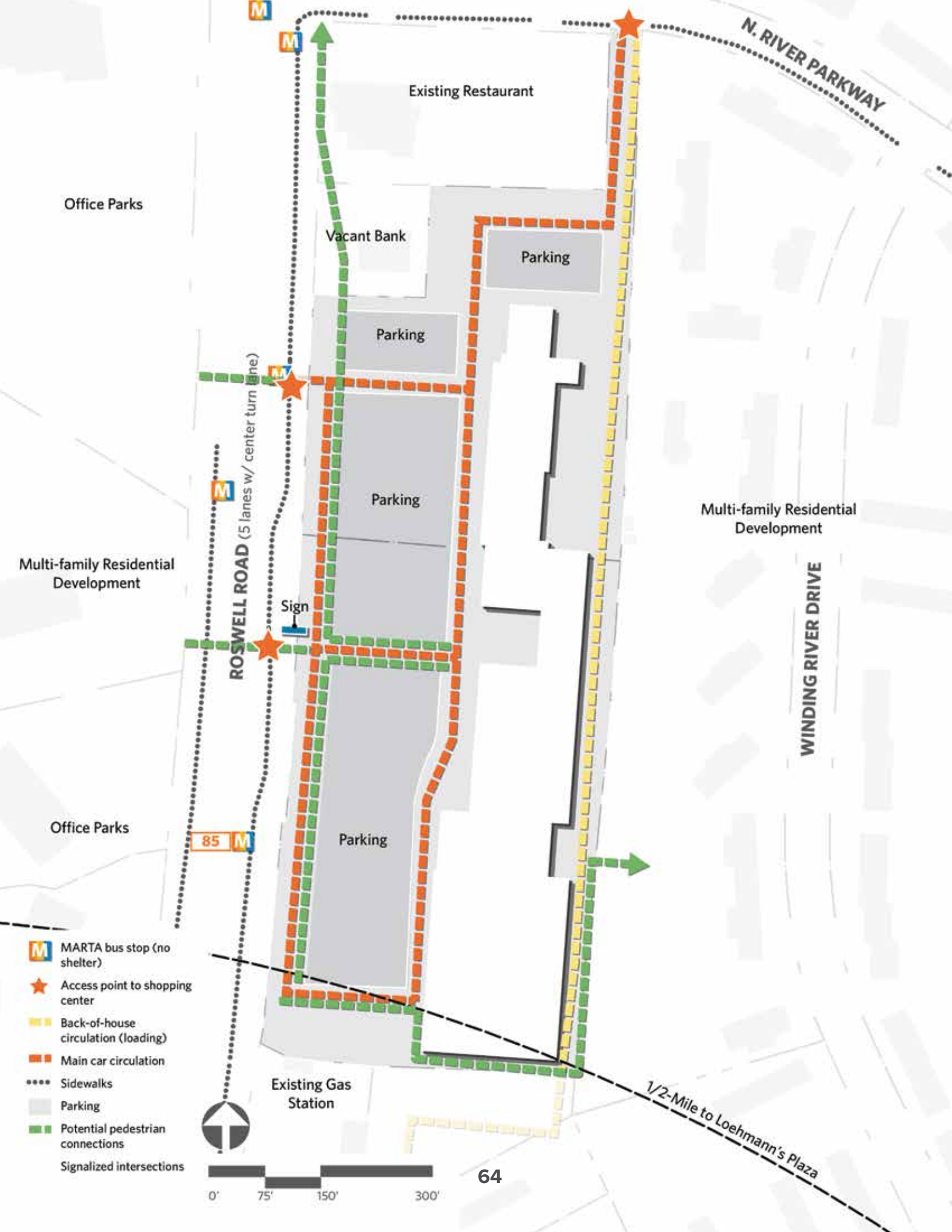
Scale Analysis

The map to the left shows North River Village property overlaid with a 400-foot block grid to simulate a typical urban block structure. The rigid grid should not be interpreted as a realistic option; its intention is to illustrate how the property is currently underutilized. The site is the equivalent of just over one block deep and three blocks long. It would take about five minutes to walk north to south through the site. It should be noted that the code currently requires a minimum of 660-foot blocks.

In addition, the building entrance is about 300 feet from the edge of Roswell Road, reducing visibility for drivers who may be driving fast on the corridor and access for non-drivers because of the longer walk required to reach their destinations.











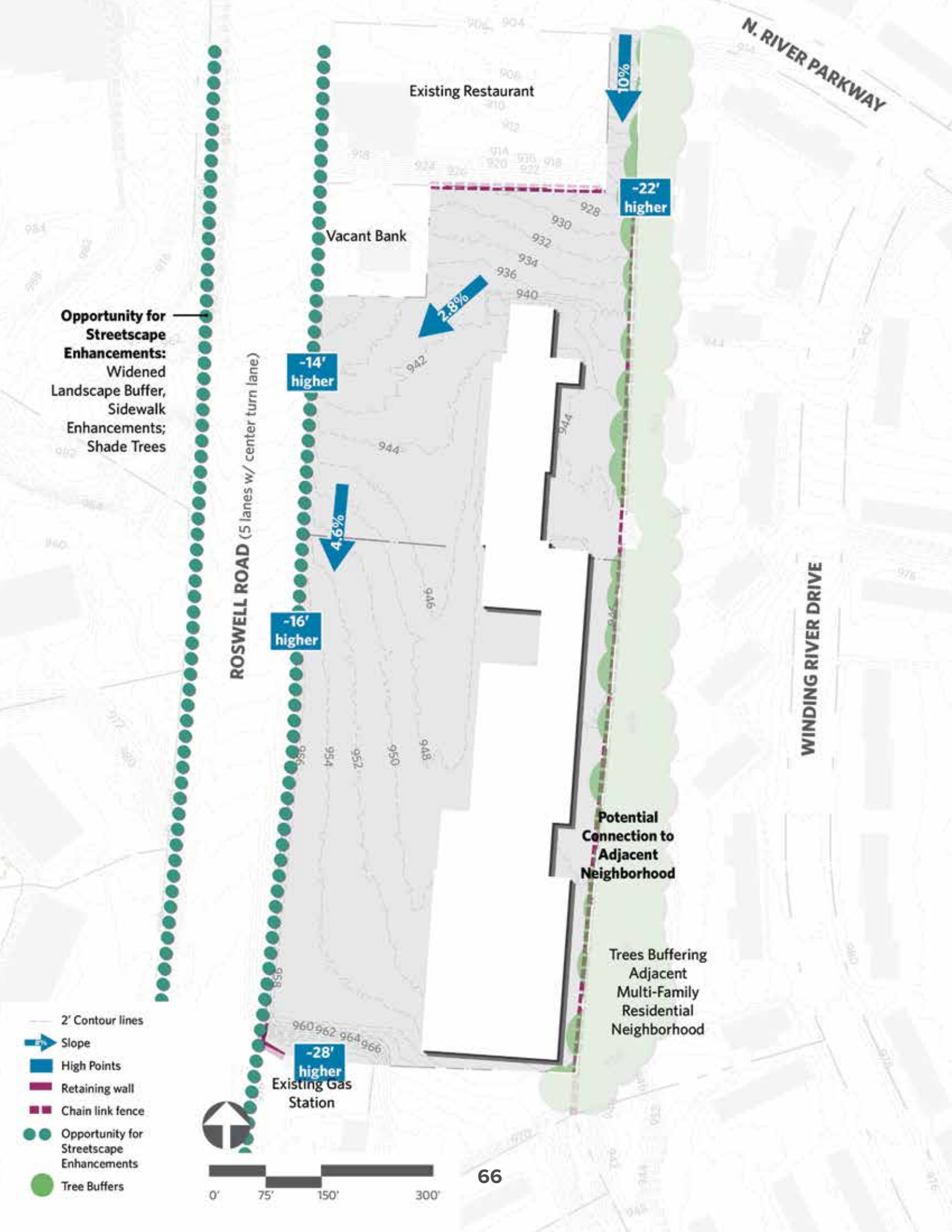
| Site Dimensions | | |
|-----------------|---|--|
| Block Size | | |
| Symbols | Site Condition | Effects of Site Condition |
| | 400-foot block grid illustrates how large the site is compared to typical urban environments. The site creates a superblock. | The size of the shopping center site indicates that there may be room for additional internal street connections, sidewalk connections, and blocks with different uses. Dividing the site into smaller blocks improves the pedestrian experience and connectivity and offers more opportunities for building design and configurations. |
| | 5 Minute Walk from North to South of the site | A pedestrian would need to walk for approximately 5 minutes to span the entire site from north to south. From east to west, the walk is approximately 3 minutes. This means if someone wanted to go to the MARTA stop after visiting a store, at best, it would take them 3 minutes to get to the bus; if they followed existing walkways, it would take even longer. Placing development closer to the street and providing additional paths and connections can shorten the distance. |
| Parking | | |
| | Typical parking garage dimensions shown for scale (130 feet x 200 feet). 68 spaces per floor. 7 levels (6 stories with parking on roof) which is the maximum height permitted by zoning (not to exceed 95 feet), would accommodate 476 spaces | The current surface parking lot, which uses more than two-thirds of the site's area, offers around 540 parking spaces. Putting parking in a garage would significantly reduce the land area required and opens land for additional uses. The garage shown (a typical pre-cast garage structure) uses about 4.8% of the land area, accommodates all but 65 spaces already on the site. However, adding a second garage (to reduce the number of stories needed) or implementing a custom designed parking structure would accommodate more cars and allow buildable area for development. The garage(s) should take advantage of the site's topography to "hide" the structures with partially underground parking decks. |



Circulation Analysis







A site visit on Tuesday, April 21, 2020, at 10:00 AM, uncovered the below findings regarding access, connectivity, and circulation. A majority of the site is used for parking and drive aisles in the parking lot, rather than destinations and places that people can visit, live, and use.

| Circulation | | |
|---|--|---|
| Access & Visibility | | |
| Symbols | Site Condition | Effects of Site Condition |
|  | MARTA bus stops - Routes 85 and 87, the primary routes serving Roswell and part of the North End No shelter, seating, trash receptacles, or signage indicating routes that it serves | MARTA bus stops on Roswell Road provide transit access via Route 85. This route runs north-south along Roswell Road toward Roswell and provides access to North Springs Transit Station. Three bus routes serve different parts of Roswell Road between Atlanta and Roswell (5, 85, 87), making transit connectivity difficult. Users must take the train to either Dunwoody or North Springs transit stations and switch to a bus, or switch bus routes at a station, potentially with long wait times. Riders can transfer between Route 87 and 5 near City Springs, between Hammond Drive and Mount Vernon Highway. The lack of shelter and shade trees at some stops make waiting in the summer uncomfortable. MARTA is in the process of upgrading many of their bus shelters. In addition, there are few marked pedestrian crossings for riders to safely cross Roswell Road. |
|   | Access Drives - Two on Roswell Road - One on North River Parkway Monument Sign | The shopping center can be accessed by two driveways on Roswell Road and one on North River Parkway. There is an additional connection to the south from Dunwoody Place, but it is not part of the site being studied. The monument sign at the center of the site's property line provides the only indication that it exists. The entrance from North River Parkway isn't visible from Roswell Road, is hidden by trees and shrubs, and is primarily a service entrance. |
|  | Narrow sidewalks and limited number of sidewalks | Roswell Road has a narrow sidewalk (about 5 feet wide) with little to no pedestrian buffer adjacent vehicles traveling at the posted speed limit of 45 mph. While continuous at the Roswell Road frontage, the sidewalk feels unsafe to users. Sidewalks are also provided on the entrance from North River Parkway. Limited sidewalks are provided across Roswell Road. |
| Internal Circulation | | |
|    | Main car circulation routes in parking lot Back of house circulation Expansive surface parking available | Cars can enter at both of the Roswell Road entrances and the entrance at North River Parkway. There is a continuous loop around the parking lot and a center drive aisle that provides access across the center. Access to parking is easy for visitors with expansive surface parking available. Deliveries must use the North River Parkway entrance to access the loading zone at the rear of the shopping center. The rear service drive can be easily accessed on both sides of the shopping center. |
| Potential Connections | | |
|  | Potential Pedestrian Connections The rear of the site is a multi-family development with no direct access for pedestrians. Current conditions encourage driving a short distance to the site. | Better internal sidewalks and paths on the edges of the site present opportunities for nearby residents to visit the development by walking or biking, rather than driving. Currently, there is a fence that separates the shopping center from the multi-family development, but portions were removed to create a pathway to the shopping center. This shows a demand for a pedestrian connection to and from the community. The map on the left shows the approximate location of that hole. Additional connections to the development could be established if that particular location is deemed ineffective. |



Landscape Analysis

A site visit on Tuesday, April 21, 2020, at 10:00 AM uncovered the below findings regarding grade changes and the landscape conditions. Tall shrubs are provided along parts of the parking lot, leaving the parking unshaded. A dense landscape buffer surrounds the property along the rear.

| Topographic & Landscape Conditions | | |
|--|---|---|
| Access Drives & Parking Lot | | |
| Symbols | Site Condition | Effects of Site Condition |
|  | Steep access drives at North River Parkway with a 10% slope. The two drives along Roswell are relatively flat. | ADA requires a maximum of an 8% slope for ramps and sidewalks. The access drives into the center along Roswell Road are fairly flat and relatively accessible. The entrance at North River Parkway is fairly steep and creates ADA issues; however, it is unlikely that pedestrians would use that entrance instead of the two along Roswell Road. |
|  | Parking lot is relatively flat | The average slope of the parking lot is approximately 4.6%. This meets typical requirements for parking lot grade changes, and meets ADA requirements for pedestrians. The lot slopes down to the southwest, creating a sharp elevation change across the length of the lot. |
|  | A retaining wall separates the shopping center from the gas station, and a fence separates the shopping center from the multi-family development. | The southwestern corner of the site has a sharp elevation increase, and a short retaining wall does not appear to do much because the elevation change is in the form of a landscaped berm. The fence that separates the shopping center from the residences to the rear currently has a hole in it. Another fence to the north separates the development from a restaurant. |
| Landscape Features | | |
|  (Approximately # feet higher) | There are some sharp elevation changes, but they do not impact accessibility. | Overall, the site is relatively flat. From the street to the edge of the building, the elevation decreases 8 feet. From the northern end of the site to the southern end, there is an elevation change of 80 feet. The most massive change is located at the southwestern corner, but it does not impact accessibility. In fact, it may provide interesting design opportunities for redevelopment. |
|  | A dense landscape buffer on the back of the property provides screening for the adjacent residential neighborhoods | Dense trees and shrubs serve as a screen for the adjacent multi-family residential neighborhood at the rear. Even though there is evidence for connections between the two developments, residents behind the property may want to maintain the landscape screen. |
|  | Manicured landscaping fronts Roswell Road, which only has ornamental trees and shrubs, providing no shade for the sidewalk. | Users who walk or take the bus likely experience extreme discomfort during the summer months. This presents an opportunity to add shade street trees and improve stormwater management along Roswell Road through bio-swales and larger planters that buffer pedestrians from the traffic. |

Site 2 // River Springs Shopping Center

Facing North

Single-family
neighborhood

Recent facade
improvements



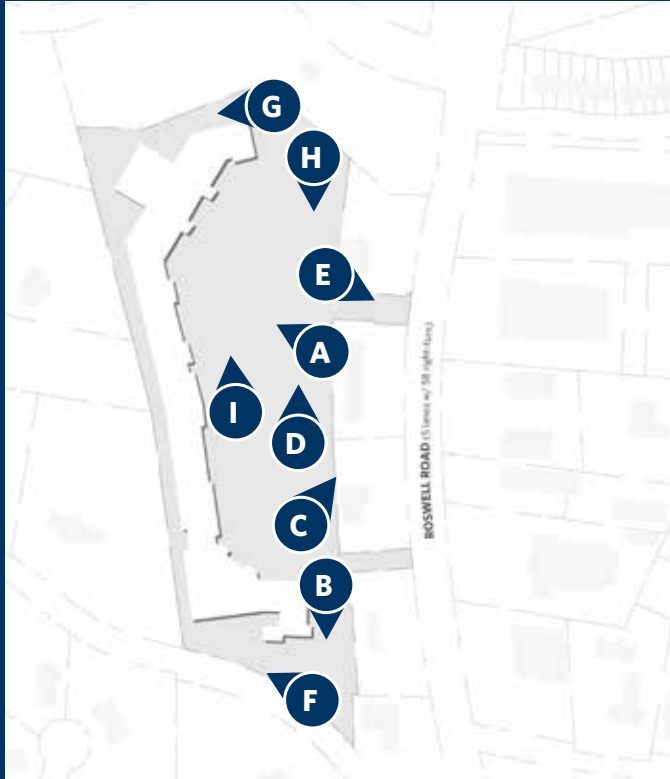
Multi-family communities

Three access points

No frontage on Roswell Road

ROSWELL ROAD

Site 2 // River Springs Shopping Center Photos



B View (south) to access point from Hightower Trail



A View (west) into the River Springs Shopping Center from the main drive aisle



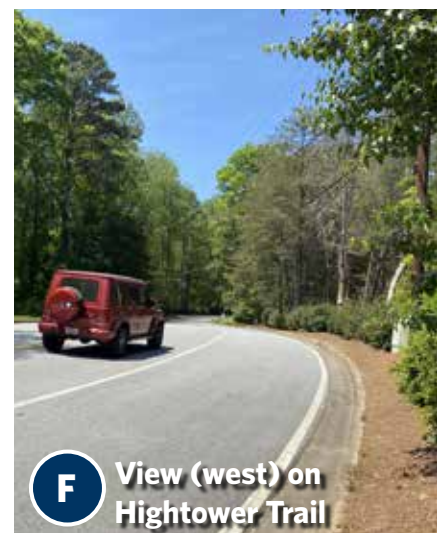
C View (east) to Roswell Road by Waffle House



D View (north) up main drive aisle showing elevation change from parking to outparcels



E View (east) to Roswell Road by Plaza Monument Sign showing elevation change from Roswell Road to parking lot



F View (west) on Hightower Trail



G View (west) along delivery alley on the north side of the building with retaining wall



H View (south) toward parking lot from delivery alley entrance



I View (north) along drive lanes by the building



Detention Pond

HUNTCLEFF



Detention Pond



HUNTINGTON PLACE DRIVE

Outparcel

LOEHMANN'S PLAZA

8610 Roswell Road

9.8 acres

Single-Family Residential Neighborhood



Outparcel

Auto-oriented Commercial Development

ROSWELL ROAD (5 lanes w/ SB right-turn)

Outparcel

Senior Living Complex

HIGHTOWER TRAIL

HOPE ROAD



MARTA bus stop (no shelter)



Opportunity for Site Acquisition



Sidewalks



0' 75' 150' 300'

72

SITE 2: RIVER SPRINGS

Site Analysis

River Springs Shopping Center, located at 8610 Roswell Road, is a 9.8-acre shopping center mostly occupied with restaurants, dance facilities, markets, tattoo parlors, vape shops, and salons / barbershops. Based on the team's visit on April 17, 2020, at 1:30 PM, the shopping center appeared to have around 24 retail tenants; however, because of COVID-19 pandemic conditions, it is unclear whether many were temporarily or permanently closed. Some restaurants offered takeout and the food truck business appeared to be in operation with loading occurring during the afternoon.

Overall Challenges & Opportunities

Land Acquisition

River Springs Shopping Center was recently sold to a new owner, who has made cosmetic improvements to the building facade with white paint. Though the property is about 15-20 feet higher than Roswell Road, outparcels with low-rise commercial uses and restaurants block views of the building and businesses. If it is financially feasible, the new owner could acquire some of these parcels, greatly expanding the visibility and use of the property. This could also improve the efficiency of the access drives from Roswell Road, providing better car and pedestrian circulation between all of the sites.

Adjacent Properties & Streets

Three sides of River Springs Shopping Center adjoin residential uses, of different types. A townhouse community is located across Huntcliff to the north, a large-lot single-family neighborhood is located to the west buffered by landscaping, and a senior living community is located across Hightower Trail to the south. The redevelopment could improve connectivity into these neighborhoods so that residents can walk to new destinations. More low-density, auto-oriented



commercial uses are located across Roswell Road, creating a super-block and additional congestion with multiple access drives. Roswell Road is a major barrier because of the number of car lanes, speed of traffic, narrow sidewalks, and lack of crosswalks and signals at intersections. Drivers are prioritized over pedestrians, cyclists, and transit users along this wide corridor. Bringing buildings close to the street and widening sidewalks would drastically improve Roswell Road. Hightower Trail is higher than River Springs Shopping Center and only has a sidewalk on one side. The curve in the road limits driver visibility, and drivers seem to drive relatively fast. Huntcliff is significantly lower than the site, and no access points from this street connect to River Springs Shopping Center.

Redevelopment

Currently, the land is underutilized, particularly compared to what the zoning permits by-right (see page 74). Most of the land is used for parking, and the building is only one story. The changes in elevation between the site and the adjacent streets present opportunities for changes in building height and interesting site design elements that take advantage of the topography. Mixed-use development that transitions into the residential character on three sides can provide destinations for nearby existing residents and new places to live. Additional analysis of the site conditions are provided in maps and charts on the following pages.

RD-27
Residential Detached
(27,000 square foot
min lot size)

Detention
Pond

HUNTCLIFF

RT-3
**Residential
Townhouse**
(3 stories
max)

HUNTINGTON PLACE DRIVE

Detention
Pond

SX-3
**Shopfront
Mixed-Use**
(3 stories
max)

Single-Family
Residential
Neighborhood

RE-1
**Residential
Estate**
(1 acre min lot
size)

CX-3
**Commercial
Mixed-Use**
(3 stories
max)

ROSSELL ROAD (5 lanes w/ SB right-turn)

RD-27
Residential Detached
(27,000 square foot
min lot size)

RM-3
**Residential
Multi-Unit**
(3 stories
max)

Senior Living
Complex

HIGHTOWER TRAIL

HOPE ROAD

— Groups of Parcels with
the Same Zoning
District



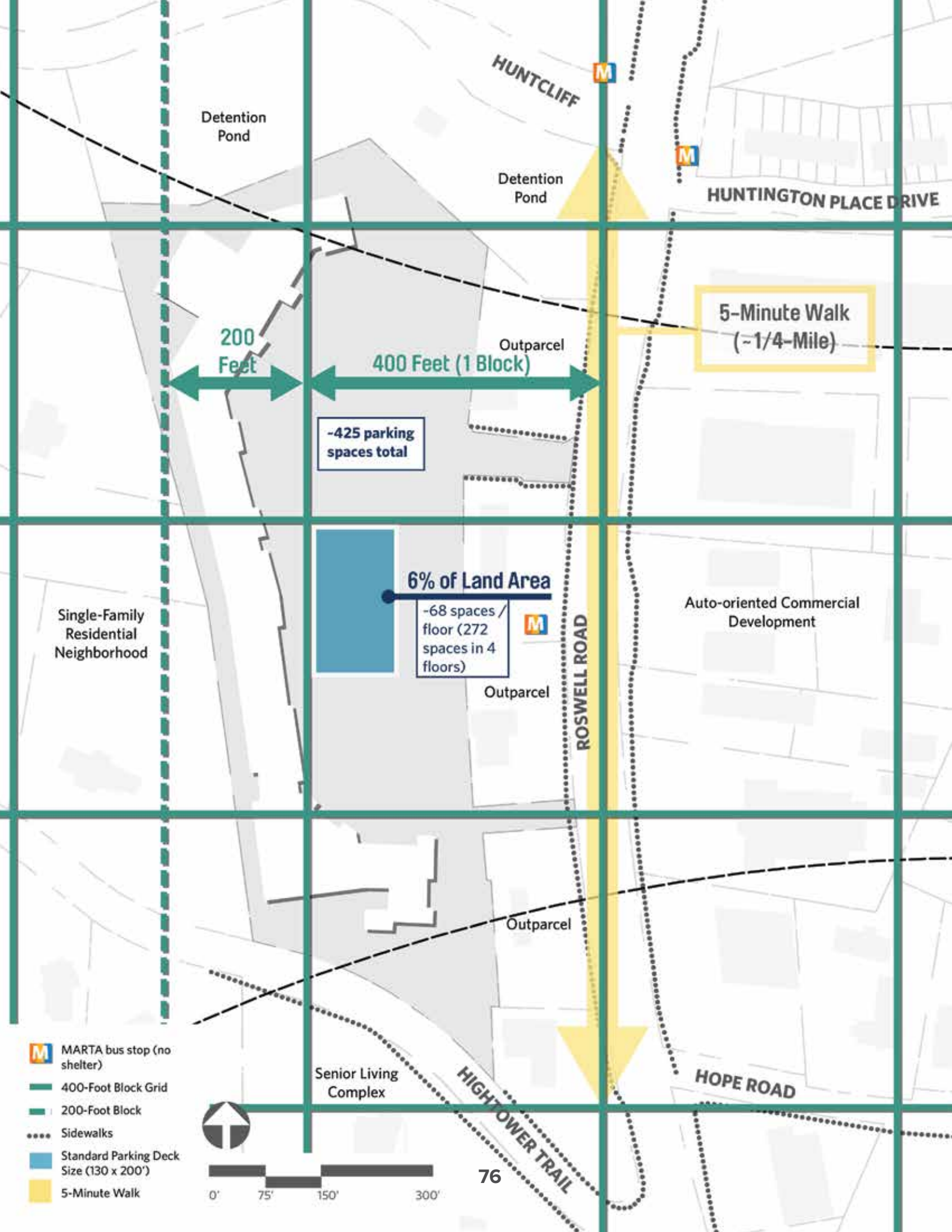
Zoning Analysis

River Springs Shopping Center is zoned SX-3 (Shopfront Mixed-Use, 3 stories maximum height), which provides opportunities to expand the uses and density on the site. The current building is only one-story tall and primarily serves retail functions. The outparcels have the same zoning designation (SX-3) as River Springs Shopping Center, further providing an opportunity for land acquisition and creating a cohesive mixed-use development making efficient use of the site and access to Roswell Road. The chart below summarizes the zoning and land use conditions.

| Zoning Conditions & Land Uses | | |
|---|----------------------------------|---|
| Adjacent and Nearby Land Uses | | |
| District | Zoning District Title | Purpose of Zoning District |
| CX-3 | Commercial Mixed-Use (3 stories) | Retail, service, and commercial uses with multi-family residences and civic, open space, and park uses. |
| RT-3 | Residential - Townhouse | Townhouses with a maximum height of 3 stories, individual lots. The district also allows for small single-family residences on small urban lots. |
| RM-3 | Residential - Multi-Unit | Residential living in multi-unit residences. |
| RD-27 | Residential Detached | Detached single-unit residences on a minimum of 27,000 square foot lots. Limited civic, open space, and park uses. Protected Neighborhood District. |
| RE-1 | Residential Estate | Intended for detached single-unit residences on large, 1-acre minimum lots. Limited civic, open space, and park uses. Protected Neighborhood District. |
| Zoning Requirements on River Springs Shopping Center: SX-3 Shopfront Mixed-Use | | |
| Purpose of Shopfront Mixed Use Districts: Provide for a variety of retail, service, and commercial uses, as well as upper-story multi-family residences. They also allow for civic, open space, and park uses. | | |
| Requirement | | What it Means for Redevelopment |
| Maximum Block Face: 660 feet (measured along a public or private street) | | New internal street connections are needed, and the existing access drives could be used to provide the necessary breaks and new internal blocks. |
| Minimum Building Height: 2 stories Maximum Building Height: 3 stories / 42 feet (site abuts a Protected Neighborhood District) | | New buildings can be two stories higher than the existing building. Redevelopment could include commercial on the ground floor and residential above. Residences on the ground floor cannot be visible from a street and must be located behind constructed non-residential occupancy. |
| Maximum Lot Coverage: 90% Outdoor Amenity Space: 15% min Canopy Coverage: 40% min | | A minimum of 15% outdoor amenity space is required. In addition, a minimum of 40% canopy coverage is required. |
| Minimum Lot Area: 5,000 square feet for all allowed uses | | If the site is subdivided, the lot must be at least 5,000 square feet for any land use. |
| Minimum Lot Width: 50 feet | | If the site is subdivided, a minimum 50-foot parcel width is required. |
| Primary and Side Street Build-to Zones: 10 feet min / 100 feet max Side and Rear Building Setbacks: 0 feet along common lot lines and 5 feet min along alleys | | Buildings should be constructed close to the lot line, promoting mixed-use, pedestrian-scale development. Protected Neighborhood (PN) transition standards apply to this site. |
| Parking Setbacks: Primary Street and Side Streets: 10 feet min / Side and Rear common lot line and alley: 0 feet min | | Site is subject to "Parking Limited" (-PL) Frontage regulations (see below). |
| Parking Limited (-PL) Frontage regulations | | Northern Roswell Road is subject to "Parking Limited" (-PL) Frontage regulations, which supersede the standard SX-districts build-to zones and parking setbacks. These regulations are intended for areas where access to buildings by automobile is desired but where some level of walkability is maintained. They permit a maximum of two bays of on-site parking with a single drive aisle between the building and the street. |

Notes:

1. The summaries of the existing zoning are not comprehensive. There are additional requirements addressing Building Mass, Transparency, Pedestrian Access, Parking, Parking Limitation, Parking Structure, Front Yard, Landscaping and Screening, etc. in the Sandy Springs Development Code.
2. There may be additional zoning conditions specific to the properties that may apply to any redevelopment (per Sec. 1.1.9 of the Development Code).



MARTA bus stop (no shelter)

400-Foot Block Grid

200-Foot Block

Sidewalks

Standard Parking Deck Size (130 x 200')

5-Minute Walk

Scale Analysis

The map to the left shows the River Springs Shopping Center property overlaid with a 400-foot block grid to simulate a typical urban block structure. The rigid grid should not be interpreted as a realistic option; its intention is to illustrate how the property is currently underutilized. The site’s property is the equivalent of approximately 1.5 blocks deep and 2.75 blocks long. It would take about 5 minutes to walk north to south through the site.

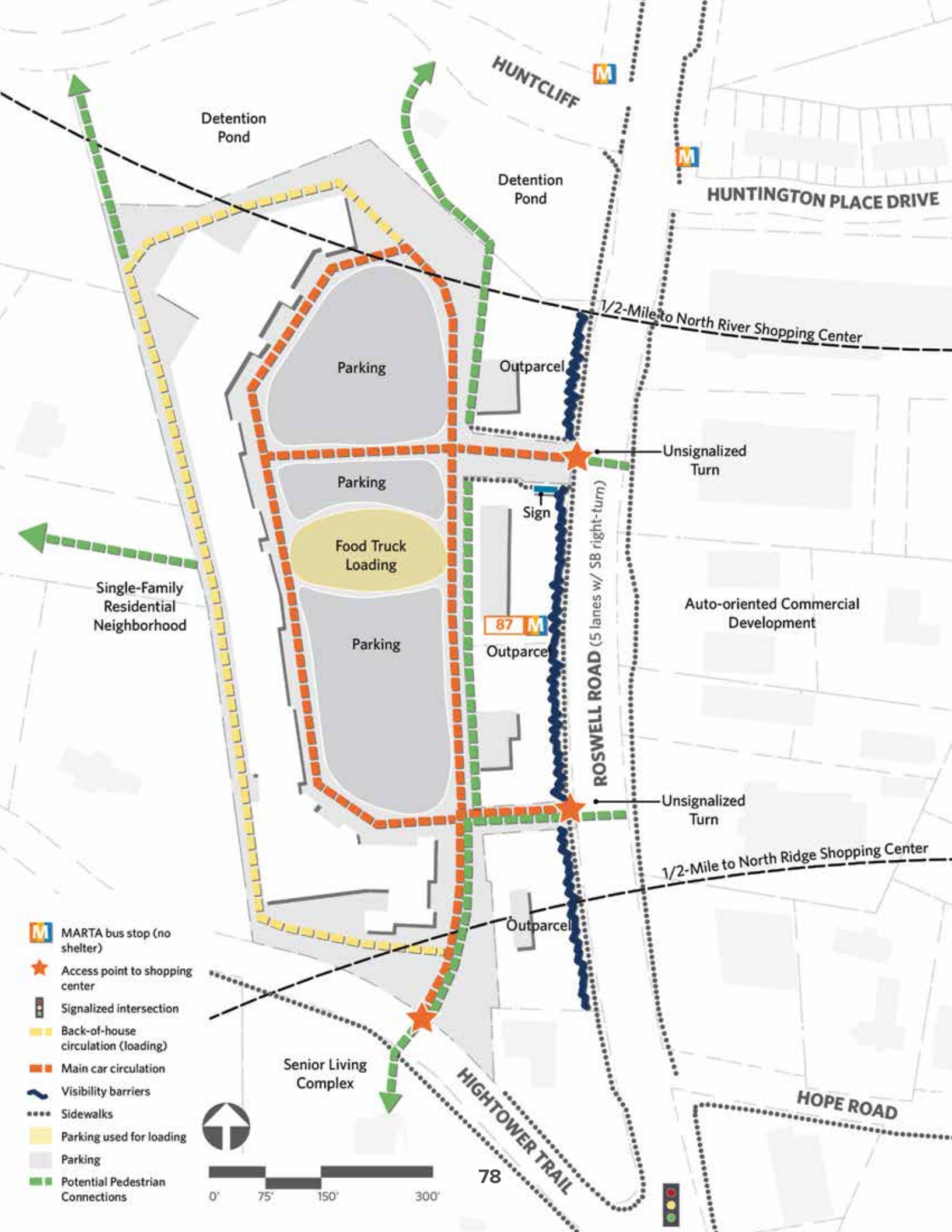
In addition, the building entrance is about 400 feet from the edge of Roswell Road, reducing visibility for drivers who may be driving fast on the corridor and access for non-drivers because of the longer walk required to reach their destinations.



Site Dimensions

Block Size

| Symbols | Site Condition | Effects of Site Condition |
|-------------------------|---|--|
| <div></div> <div></div> | <p>400-foot block grid illustrates how large the site is compared to typical urban environments. The site creates a superblock.</p> <p>200-foot line is provided for additional measurement at the rear of the site</p> | <p>The size of the shopping center site indicates that there may be room for additional internal street connections, sidewalk connections, and blocks with different uses. Dividing the site into smaller blocks improves the pedestrian experience and connectivity and offers more opportunities for building design and configurations.</p> |
| <div></div> | <p>5 Minute Walk from North to South of the site</p> | |
| Parking | | |
| <div></div> | <p>Typical parking garage dimensions shown for scale (130 feet x 200 feet). 68 spaces per floor. 4 floors (3 stories with parking on roof), which is the maximum height permitted by zoning, would accommodate 272 spaces</p> | <p>The current surface parking lot, which uses more than three-quarters of the land area, offers around 425 parking spaces. Putting parking in a garage significantly reduces the land area required and opens land for additional uses. The garage shown uses about 6% of the land area and accommodates about 150 fewer spaces. Making a slightly larger deck, increasing the height, or adding a second garage would accommodate more cars and still allow for more development. Parking could be shared with the outparcels, further opening land for open space or potential redevelopment.</p> |



78



MARTA bus stop (no shelter)



Access point to shopping center



Signalized intersection



Back-of-house circulation (loading)



Main car circulation



Visibility barriers



Sidewalks



Parking used for loading













Parking

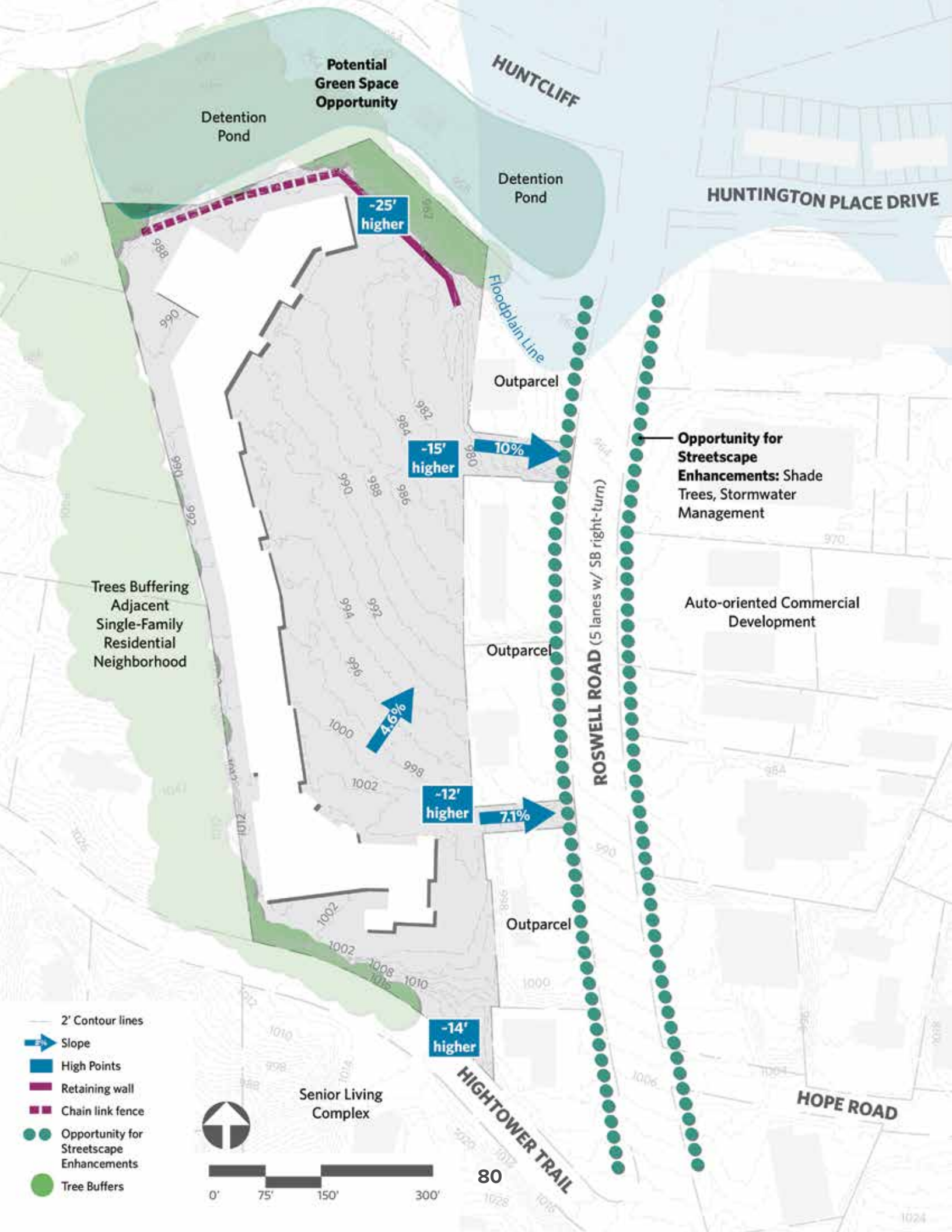


Potential Pedestrian Connections

Circulation Analysis







A site visit on Friday, April 17, 2020, at 1:30 PM uncovered the below findings regarding access, connectivity, and circulation. A majority of the site is used for parking and drive aisles in the parking lot, rather than destinations and places that people can visit, live, and use.

| Circulation | | |
|--|---|--|
| Access & Visibility | | |
| Symbols | Site Condition | Effects of Site Condition |
|  | MARTA bus stops - Route 87, the primary route serving the North End No shelter, seating, trash receptacles, or signage indicating routes that it serves | MARTA bus stops on Roswell Road provide transit access via route 87. This route runs north / south along Roswell Road toward Roswell and provides access to North Springs Transit Station. Three bus routes serve different parts of Roswell Road between Atlanta and Roswell (5, 85, 87), making transit connectivity difficult. Users must take the train to either Dunwoody or North Springs transit stations and switch to a bus, or switch bus routes at a station, potentially with long wait times. The lack of shelter and shade trees make waiting in the summer uncomfortable. |
|    | Limited visibility from Roswell Road Access Drives - Two on Roswell Road - One on Hightower Trail Monument Sign | The shopping center can be accessed by two driveways on Roswell Road and one on Hightower Trail. Although the center is about 15-20 feet higher than Roswell Road, it is not visible from the street because of the low building height and presence of retail out parcels in front of the center. The monument sign at the northernmost entrance provides the only indication that it exists. The entrance from Hightower Trail, a right-turn immediately after turning from Roswell Road, is hidden by trees and shrubs. Users would need to know the entrance is there in order to find the center. |
|  | Narrow sidewalks and limited number of sidewalks | Roswell Road has narrow sidewalks (about 6 feet wide) that are very close to the street. While continuous, they feel unsafe. Sidewalks are not provided on the entrance from Hightower Trail or the southern entrance from Roswell Road. They are provided on the northern entrance from Roswell Road, but stop at the beginning of the parking lot. This lack of connectivity forces pedestrians to walk farther, if they want to avoid cars, or to walk in vehicle lanes to reach the shopping center. |
| Internal Circulation | | |
|     | Main vehicle circulation routes in parking lot Back of house circulation Food Truck loading and parking Expansive surface parking available | Vehicles can enter the center and two of the retail out parcels from the three access points. A continuous drive aisle on the eastern edge of the parking lot provides access across the center and into Waffle House, Sandy Springs Diner, and the cleaners out parcels. This aisle feeds into the parking drive aisles and the continuous lanes directly adjacent to the center. Access to parking is easy for visitors with expansive surface parking available. Deliveries must use the same entrances into the center, but drive to the back to use the alley. This alley can be easily accessed on both sides of the shopping center. A landscape buffer with dense trees shields the adjacent neighborhoods from the views into the rear service drive. |
| Potential Connections | | |
|  | The site is surrounded by residential uses (multi-family, single-family, senior living) with no direct access for pedestrians. Current conditions encourage driving a short distance to the site. | Better internal sidewalks and paths on the edges of the site present opportunities for nearby residents to visit the development by walking, biking, or taking transit rather than driving. There are opportunities for a path in an easement into the single-family neighborhood, a path along the detention ponds to the multi-family development, and a path along the access drive to Hightower Trail and the senior living complex. |



Landscape Analysis

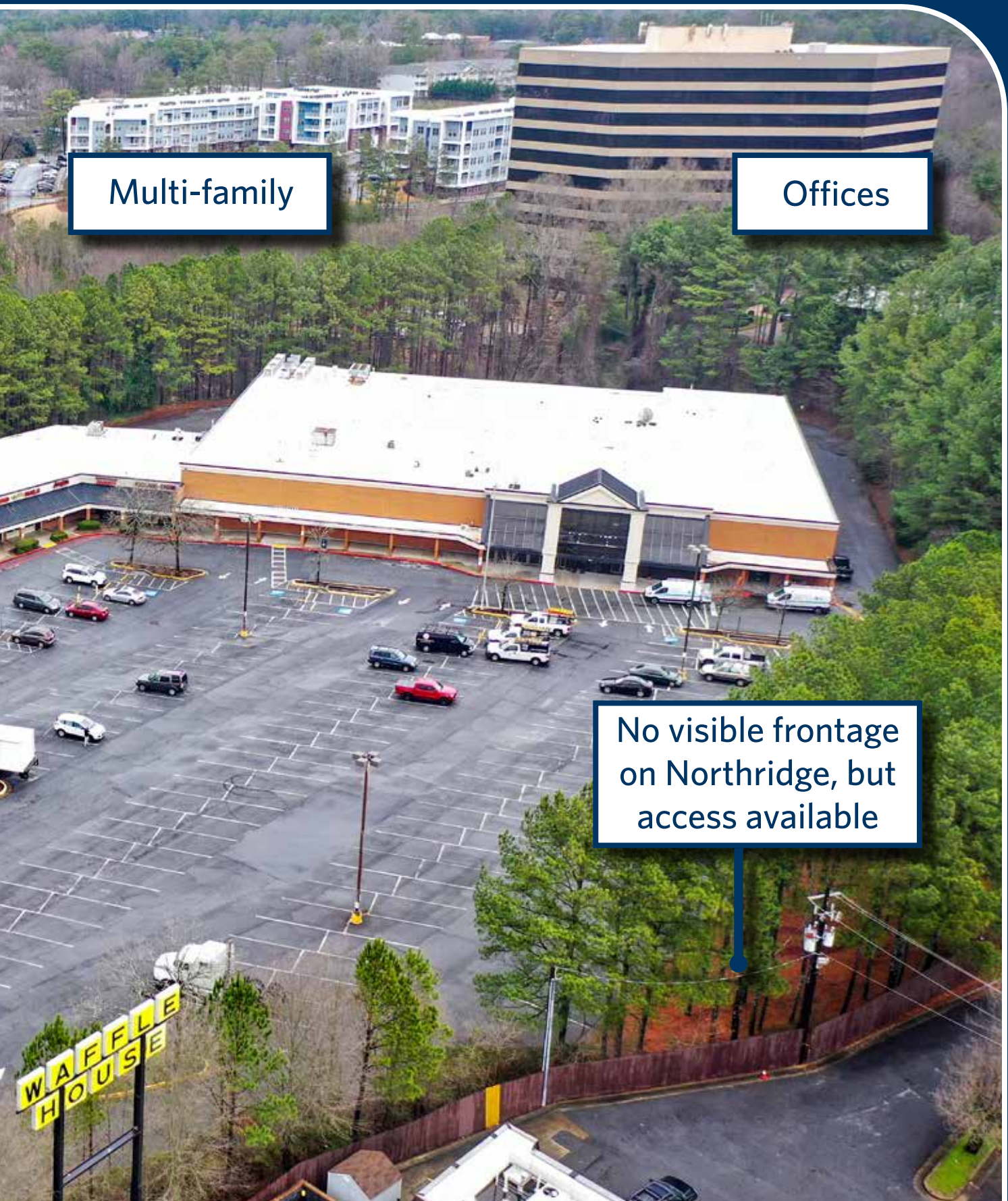
A site visit on Friday, April 17, 2020, at 1:30 PM uncovered the below findings regarding grade changes and the landscape conditions. Shade trees are provided along the edges of the parking lot, leaving the majority of parking unshaded. Dense landscape buffers surround the property on three sides.

| Topographic & Landscape Conditions | | |
|--|---|--|
| Access Drives & Parking Lot | | |
| Symbols | Site Condition | Effects of Site Condition |
|  | Steep access drives, with slopes greater than 7%. The two drives with shallowest slope do not have sidewalks. | The access drives into the center help make up the grade change between Roswell Road and the parking lot. However, for pedestrian users, these steep grades above 10% creates ADA issues. ADA requires a maximum of an 8% slope for ramps and sidewalks. The only entrance with sidewalks (the northern drive) has a slope of 10%. The Hightower Trail and southern entrance are around 7% grade change, but they provide no sidewalks. |
|  | Parking lot is relatively flat | The average slope of the parking lot is approximately 4.6%. This meets typical requirements for parking lot grade changes, and meets ADA requirements for pedestrians. The lot slopes down to the northeast, and stormwater would run into the access drives and drains on Roswell Road. |
|  | Retaining wall and chain link fence block the steep drop-off from the parking lot to the detention ponds | On the north side of the parking lot, a retaining wall blocks drivers and pedestrians from an approximate 25-foot drop into detention ponds adjacent to Huntcliff Road. Trees and shrubs buffer the residents of Huntcliff from the wall and parking lot. A chain link fence provides the barrier once the access drive becomes the alley. |
| N/A | Trees in the parking lot are not in good condition, and are sparsely planted. Shade is only provided on the southern end of the parking lot. | Most of the trees in the parking lot are not growing well, likely due to small planter boxes and an abundance of hardscape that reduce the amount of nutrients available for the trees. Many of them seem to be about 30-40 feet tall, but leaves are not growing on the top parts of the canopy. None are old growth trees that need to be saved in redevelopment. |
| Landscape Features | | |
|  (Approximately # feet higher) | Huntcliff Road is approximately 25 feet lower than the parking lot Hightower Trail is approximately 14 feet higher than the parking lot | Connectivity to the apartment complex across Huntcliff Road will be challenging with the steep grade change; however, the detention ponds and landscaping provide an opportunity for usable outdoor space with stormwater management amenities. Hightower Trail is approximately 14 feet higher than the parking lot, but there could be an opportunity for improved pedestrian and car connectivity across the street to serve the senior living complex. Visibility into the property can also be improved with improved landscaping. |
|  | Dense landscape buffers on the back of the property and northern and southern ends provide screening for the adjacent residential neighborhoods | Dense trees and shrubs serve as a screen for the adjacent single-family residential neighborhood, multi-family complex on Huntcliff, and senior living complex on Hightower Trail. Though this could change on the north and south ends of the site, residents behind the property may want to maintain the landscape screen because their yards share a property line with the shopping center site. |
|  | Manicured landscaping fronts Roswell Road, which only has ornamental trees under the power lines, providing no shade for the sidewalk. | Users who must walk or take the bus to this area likely experience extreme discomfort during the summer months. This presents an opportunity to add shade street trees and improve stormwater management along Roswell Road through bio-swales and larger planters that buffer pedestrians from the traffic. |

Site 3 // Northridge Shopping Center Facing Northeast

Steep grade change
that leads to creek

Roswell Road
frontage



Multi-family

Offices

No visible frontage
on Northridge, but
access available

Site 3 // Northridge Shopping Center's Photos





C View (north) to Roswell Road along site



D View (north) of Northridge Parkway along the wooded area to the north of the site



E View (south) into area to the north of the site, on the corner of Roswell and Northridge



F View (west) along service drive on the rear of the shopping center



Office Park

NORTHDRIDGE PARKWAY

Creek bed

Existing Stream

NORTHDRIDGE SHOPPING CENTER
8329 Roswell Road

10.5 acres

Dentist Office

Auto-oriented
Development

Auto-oriented
Development

NORTHDRIDGE ROAD

COLQUITT ROAD

Multi-family
Residential
Development



MARTA bus stop (no shelter)

Opportunity for Site Acquisition

Sidewalks



Office Park

SITE 3: NORTHRIDGE

Site Analysis

Northridge Shopping Center, located at 8329 Roswell Road, is a 10.5-acre shopping center anchored by a Goodwill (formerly a Kroger), and mostly occupied with restaurants, beauty supply stores, discount store, and salons / barbershops. Based on the team's visit on April 21, 2020, at 10:00 AM, the shopping center appeared to have around 13 retail tenants; however, because of COVID-19 pandemic conditions, it is unclear whether many were temporarily or permanently closed. There is a dentist office in a separate building on the other side of the parking lot.



Overall Challenges & Opportunities

Land Acquisition

The Northridge Shopping Center was sold to its current owner in early 2019. The dentist office building has different ownership. If the owner can also acquire some of the outparcels, visibility and use of the property can be greatly expanded. The creek bed parcel could also be acquired — while it is not developable, it can be cleaned up and landscaped to provide views for upper-story development. Acquiring this parcel could also improve the efficiency of the access drives from Roswell Road, providing better car and pedestrian circulation between all of the sites as there is no interparcel access.

Adjacent Properties & Streets

North of the shopping center lies an undevelopable parcel with a stream and steep topography. State waters buffer regulations protect land up to 75 feet on both sides of the stream, and this protected area extends onto the property. To the east is a high-rise office building with multi-floor parking structure abutting the eastern parcel line, and to the south are three car-oriented outparcels that have, from west to east, a gas station, Waffle House, and a two-story strip mall with an animal

clinic, a restaurant, and several salons. There is no interparcel connectivity to the adjacent properties. Additional low-density, auto-oriented commercial uses are located across Roswell Road, creating a super-block and additional congestion with multiple access drives. Roswell Road serves as a major barrier because of the number of car lanes, speed of traffic, narrow sidewalks, and lack of crosswalks and signals at the intersections. Drivers are prioritized over pedestrians, cyclists, and transit users within this corridor. Bringing buildings close to the street and widening sidewalks would drastically improve Roswell Road.

Redevelopment

Currently, the land is underutilized, particularly compared to what the zoning permits by-right (see page 88). The majority of the land is used for parking, and the building is only one story. Redevelopment could improve connectivity into these areas so that patrons can easily access new destinations without having to re-enter Roswell Road or Northridge Road. Mixed-use development with a residential component can provide destinations for nearby office buildings and residential complexes as well as provide additional types of residential dwelling. Additional analysis of the site conditions are provided in maps and charts on the following pages.

**CC-3
Commercial
Corridor**
(3 stories
max)

**CX-3
Commercial
Mixed Use**
(3 stories
max)

**OX-3
Office
Mixed Use**
(3 stories
max)

**RM-3
Residential
Multi-unit**
(3 stories
max)

NORTHBRIDGE PARKWAY

ROSWELL ROAD (4 lanes w/ right turn lane and 2 left turn lanes)

**SX-3
Shopfront
Mixed-Use**
(3 stories
max)

**OX-8
Office
Mixed Use**
(8 stories
max)

NORTHBRIDGE ROAD

**CC-3
Commercial
Corridor**

**OX-4
Office
Mixed Use**
(4 stories
max)

**TX-4
Transit
Mixed Use**
(4 stories
max)

COLQUITT ROAD

— Groups of Parcels with
the Same Zoning
District



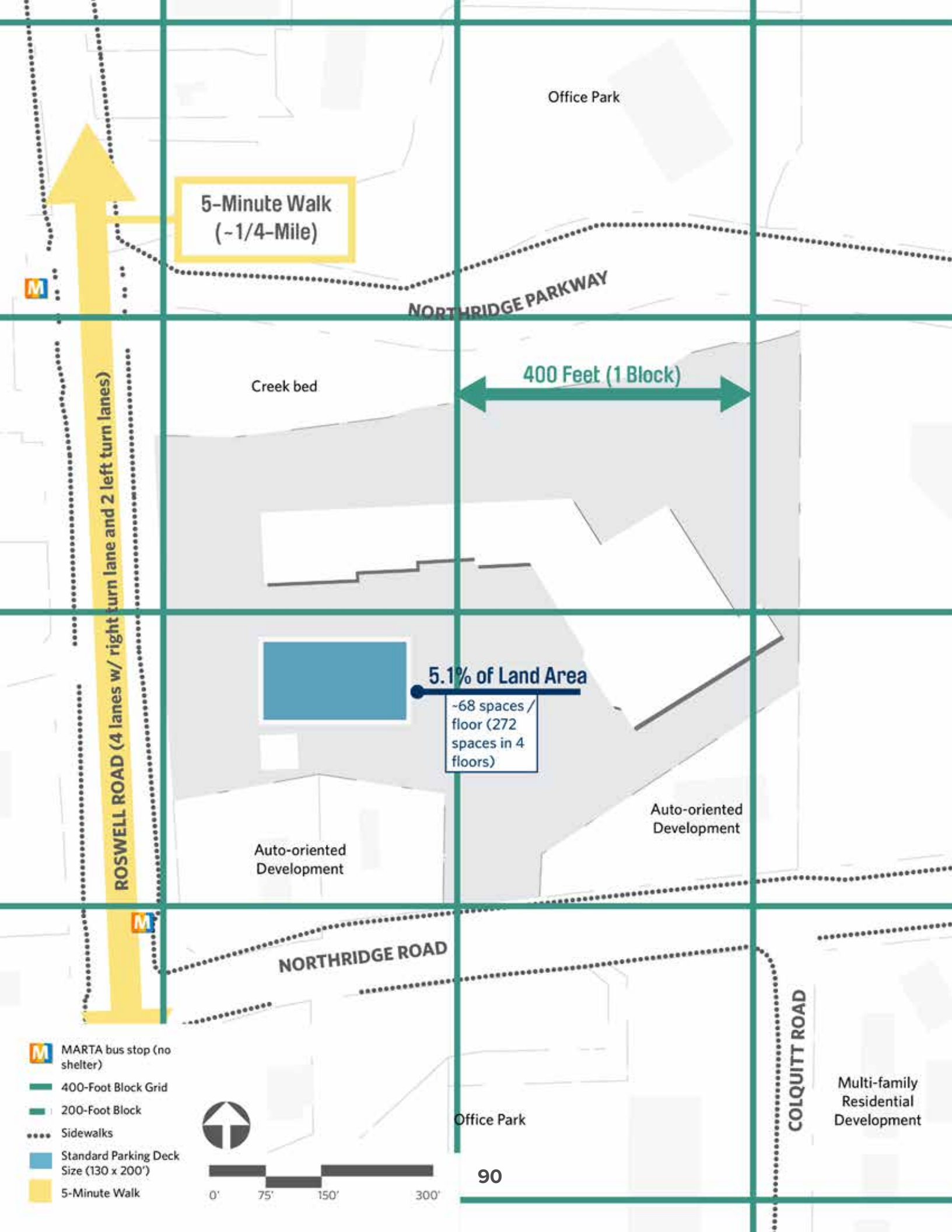
Zoning Analysis

The Northridge Shopping Center is zoned SX-3 Shopfront Mixed-Use (3 stories), which provides opportunities to expand the uses and density on the site. The current building is only one story tall and primarily serves retail functions. The chart below summarizes the zoning and land use conditions.

| Zoning Conditions & Land Uses | | |
|--|----------------------------------|---|
| Adjacent and Nearby Land Uses | | |
| District | Zoning District Title | Purpose of Zoning District |
| CX-3 | Commercial Mixed-Use (3 stories) | Retail, service, and commercial uses with multi-family residences and civic, open space, and park uses. Many requirements are similar to SX-3 (below). |
| OX-3,4, or 8 | Office Mixed-Use | Office, hotel, and related commercial uses with a maximum height of 8 stories as well as single-unit attached residences. |
| RM-3 | Residential - Multi-Unit | Residential living in multi-unit residences. |
| Zoning Requirements on Northridge Shopping Center: SX-3 Shopfront Mixed-Use | | |
| Purpose of Shopfront Mixed Use Districts: Provide for a variety of retail, service, and commercial uses, as well as upper-story multi-family residences. They also allow for civic, open space, and park uses. | | |
| Requirement | | What it Means for Redevelopment |
| Maximum Block Face: 660 feet (measured along a public and private street) | | New internal street connections may be needed, and the existing access drives could be used to provide the necessary breaks and new internal blocks. |
| Minimum Building Height: 2 stories Maximum Building Height: 3 stories / 53 feet | | New buildings can be two stories higher than the existing building. Redevelopment could include commercial on the ground floor and residential above. Residences on the ground floor cannot be visible from a street and must be located behind constructed non-residential occupancy. |
| Maximum Lot Coverage: 90% Outdoor Amenity Space: 15% min Canopy Coverage: 40% min | | A minimum of 15% outdoor amenity space is required. In addition, a minimum of 40% canopy coverage is required. |
| Minimum Lot Area: 5,000 square feet for all allowed uses | | If the site is subdivided, the lot must be at least 5,000 square feet for any land use. |
| Minimum Lot Width: 50 feet | | If the site is subdivided, a minimum 50-foot parcel width is required. |
| Primary and Side Street Build-to Zones: 10 feet min / 100 feet max Side and Rear Building Setbacks: 0 feet along common lot lines and 5 feet min along alleys | | Buildings should be constructed close to the lot line, promoting mixed-use, pedestrian-scale development. Protected Neighborhood (PN) transition standards do not apply to this site. |
| Parking Setbacks: Primary Street and Side Streets: 10 feet min / Side and Rear common lot line and alley: 0 feet min | | Site is subject to "Parking Limited" (-PL) Frontage regulations (see below). |
| Parking Limited (-PL) Frontage regulations | | Northern Roswell Road is subject to "Parking Limited" (-PL) Frontage regulations, which supersede the standard SX-districts build-to zones and parking setbacks. These regulations are intended for areas where access to buildings by automobile is desired but where some level of walkability is maintained. They permit a maximum of two bays of on-site parking with a single drive aisle between the building and the street. |

Notes:

1. The summaries of the existing zoning are not comprehensive. There are additional requirements addressing Building Mass, Transparency, Pedestrian Access, Parking, Parking Limitation, Parking Structure, Front Yard, Landscaping and Screening, etc. in the Sandy Springs Development Code.
2. There may be additional zoning conditions specific to the properties that may apply to any redevelopment (per Sec. 1.1.9 of the Development Code).



Office Park

5-Minute Walk
(~1/4-Mile)

NORTHBRIDGE PARKWAY

400 Feet (1 Block)

Creek bed

5.1% of Land Area

~68 spaces /
floor (272
spaces in 4
floors)

Auto-oriented
Development

Auto-oriented
Development

NORTHBRIDGE ROAD

COLQUITT ROAD

Multi-family
Residential
Development

Office Park

90



MARTA bus stop (no
shelter)



400-Foot Block Grid



200-Foot Block



Sidewalks



Standard Parking Deck
Size (130 x 200')



5-Minute Walk






Scale Analysis

The map to the left shows the Northridge Shopping Center property overlaid with a 400-foot block grid to simulate a typical walkable block structure. The rigid grid should not be interpreted as a realistic option; its intention is to illustrate how the property is currently underutilized. The site’s property is the equivalent of approximately 2.25 blocks deep and 1-2 blocks long depending on where the line is measured. It would take about 3 minutes to walk north to south along the site at Roswell Road.

In addition, the building entrance is about 600 feet from the edge of Roswell Road and is situated at an angle, further reducing visibility for drivers traveling at the posted speed limit of 45 mph on the corridor and access for non-drivers because of the long walk required to reach their destinations.












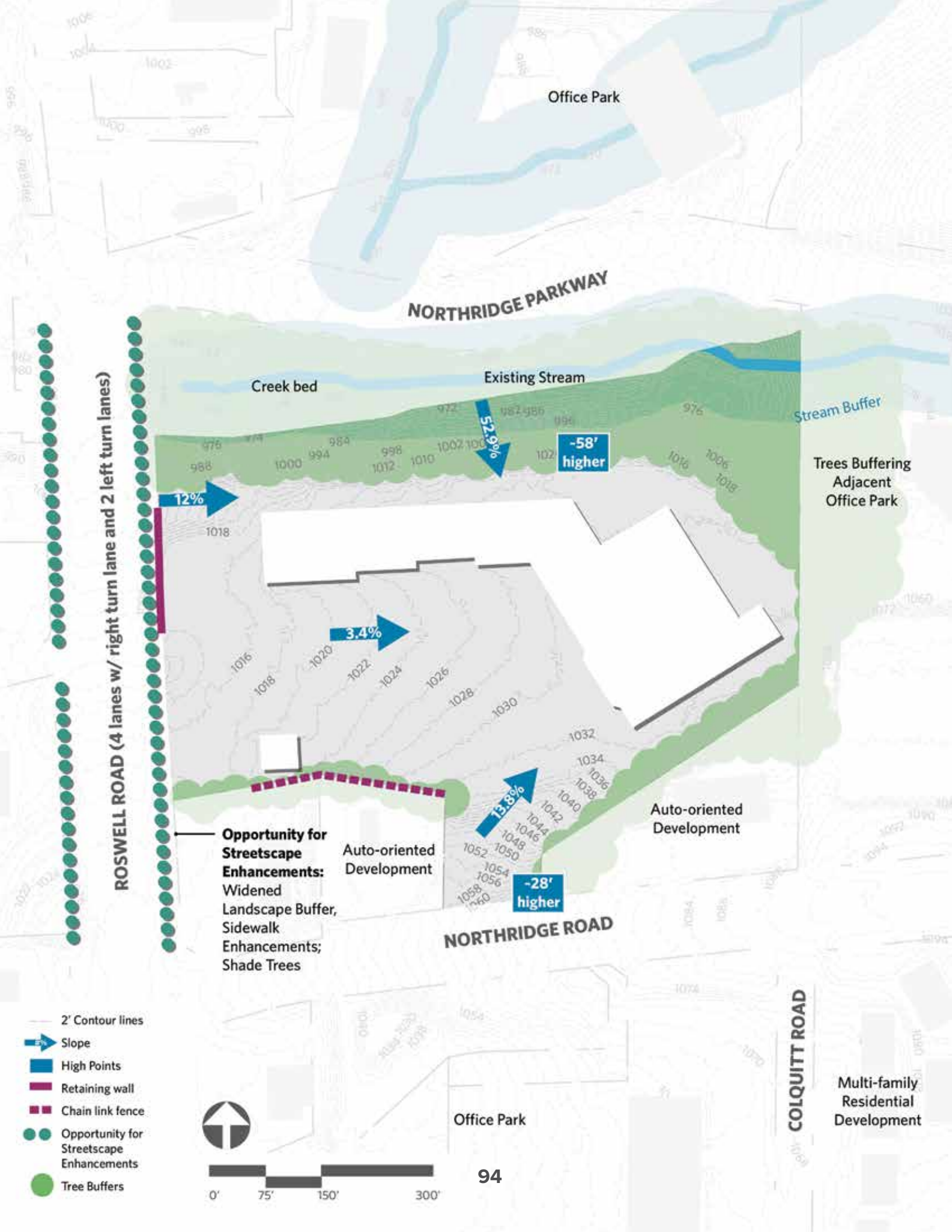
| Site Dimensions | | |
|---|---|--|
| Block Size | | |
| Symbols | Site Condition | Effects of Site Condition |
|  | 400-foot block grid illustrates how large the site is compared to typical urban environments. The site creates a superblock. | The size and shape of the shopping center site indicates that there may be room for additional internal street connections, sidewalk connections, and blocks with different uses. Creating a block system provides opportunities for greater connectivity and programming to occur within the site. A modified grid system, blocks of varying sizes, should be explored as an alternative to a rigid grid. |
|  | 5-minute Walk from North to South of the site | A pedestrian would need to walk for approximately 3 minutes to span the entire site from north to south. From east to west, the walk is also approximately 3 minutes. This means if someone wanted to go to the MARTA stop after visiting a store, at best, it would take them 3 minutes to get to the bus; if following pedestrian pathways it would take them an additional 1-3 minutes. Additional street or path connections shorten the distance, as well as placing development closer to the street. |
| Parking | | |
|  | Typical parking garage dimensions shown for scale (130 feet x 200 feet). 68 spaces per floor. 4 levels (3 stories with parking on roof), which is at the maximum height permitted by zoning, would accommodate 272 spaces | The current surface parking lot offers around 359 parking spaces. Utilizing a parking structure significantly reduces the land area consumed by an inactive use and allows for a more efficient use of the limited buildable area. The garage shown uses about 5% of the land area and accommodates 87 fewer spaces than the existing lot. Making a slightly larger deck or adding a second garage would accommodate more cars and still allow for an efficient development. Shared parking opportunities should also be explored with the adjacent office complex to the east, allowing for the highest and best use of the limited buildable area. |



Circulation Analysis







A site visit on Tuesday, April 21, 2020, at 10:00 AM uncovered the below findings regarding access, connectivity, and circulation. A large portion of the site is used for parking and drive aisles in the parking lot, rather than destinations and places that people can visit, live, and use.

| Circulation | | |
|---|---|--|
| Access & Visibility | | |
| Symbols | Site Condition | Effects of Site Condition |
|  | <p>MARTA bus stops - Route 87, the primary route serving the North End</p> <p>Closest stop at Northridge Road has no shelter, seating, trash receptacles, or signage indicating routes that it serves</p> | MARTA bus stops on this part of Roswell Road provide transit access via Route 87. This route runs north-south along Roswell Road toward Roswell and provides access to North Springs Transit Station. Three bus routes serve different parts of Roswell Road between Atlanta and Roswell (5, 85, 87), making transit connectivity difficult. Users must take the train to either Dunwoody or North Springs transit stations and switch to a bus, or switch bus routes at a station, potentially with long wait times. Riders can transfer between Route 87 and 5 near City Springs, between Hammond Drive and Mount Vernon Highway. The lack of shelter and shade trees at some stops make waiting in the summer uncomfortable. MARTA is in the process of upgrading many of their bus shelters. |
|    | <p>Limited visibility from Roswell Road and / or Northridge Road</p> <p>Access Drives</p> <ul style="list-style-type: none"> -Two on Roswell Road - One on Northridge Road <p>Monument Sign</p> | The shopping center can be accessed by two drives on Roswell Road, a more obscure entrance is located on Northridge Road. There are two monument signs: one at the southern corner and one at the entrance from Northridge Road. At the northern corner of the shopping center, there is a high retaining wall that limits visibility from the street. The shopping center's visibility is reduced to zero at the Northridge Road entrance due to topography and trees. |
|  | Narrow sidewalks and limited number of sidewalks | Roswell Road has narrow sidewalks (averaging 6 feet wide) that are very close to the street. While continuous, they feel unsafe. Sidewalks are also provided at the entrance from Northridge Road. |
| Internal Circulation | | |
|    | <p>Main vehicle circulation routes in parking lot</p> <p>Serves access circulation</p> <p>Expansive surface parking available</p> | Vehicles can enter at any of the three access points indicated on the map. A continuous loop in the parking lot provides access to all parts of the shopping center. Access to parking is easy for visitors with expansive surface parking available; however, there are no connections to the outparcels. Deliveries must use the northern Roswell Road and Northridge Road entrances to access the rear service and loading drive. This service drive can be easily accessed on both sides of the shopping center. |
| Potential Connections | | |
|  | The site isn't accessible to the creek due to sharp grade changes and doesn't connect to the outparcel developments. | Creating internal connections throughout the shopping center gives opportunities to connect users to other destinations. However, it doesn't appear that there are any good connections to the outparcels. Acquiring the outparcels and incorporating them into development would provide opportunities to create pedestrian-centric development with better connectivity. During the site visit, it was suggested that the back alley abutting the creek bed could become a pedestrian street overlooking a landscaped green and providing an additional connection to new development. |



Landscape Analysis

A site visit on Tuesday, April 21, 2020, at 10:00 AM uncovered the below findings regarding grade changes and the landscape conditions. Dense landscape buffers surround the property on nearly all sides.

| Topographic & Landscape Conditions | | |
|---|--|---|
| Access Drives & Parking Lot | | |
| Symbols | Site Condition | Effects of Site Condition |
|  | Flat access drive at central Roswell Road entrance and two steep access drives at Northridge Road and northern Roswell Road access drive. | ADA requires a maximum of an 8% slope for ramps and sidewalks. The access drives into the center along Roswell Road are fairly flat and relatively accessible in this way. The entrance at Northridge Road is fairly steep (~14%) and creates ADA issues; however, it is unlikely that pedestrians would use that entrance instead of the two along Roswell Road, as there is no sidewalk along that access. |
|  | Parking lot is relatively flat | The average slope of the parking lot is approximately 3.4%. This meets typical requirements for parking lot grade changes, and meets ADA requirements for pedestrians. The lot slopes up sharply on the southern end at the access drive on Northridge Road. |
|  | Retaining wall along Roswell Road | A stone retaining wall lines the western edge of Roswell Road where there is a sharp elevation change. |
| N/A | Trees in the parking lot are in fair condition but are sparsely planted. | Most of the trees in the parking lot are growing fairly well, but the small planter boxes and abundance of hardscape reduce the amount of nutrients available for the trees, making them susceptible to growth issues. Many of them seem to be about 30 feet tall and are growing leaves during the warm months. None are old growth trees that must be saved in redevelopment. |
| Landscape Features | | |
|  | Northridge Road is approximately 28 feet higher than the parking lot. The top of the alley (northern Roswell Road entrance) is about 58 feet higher than the creek. | Northridge Road is approximately 28' higher than the parking lot, and it is not likely to serve as a viable pedestrian connection due to its steep elevation change. Placing development in the creek bed would be challenging with the extremely steep grade change and buffer regulations; however, cleaning up and landscaping the buffer would provide an opportunity for a scenic overlook with the creek serving as a stormwater management amenity that features pre-treatment before discharge. |
|  | Dense landscape buffers on the back of the property and northern and southern ends provide screening for the adjacent residential neighborhoods | Dense trees and shrubs serve as a screen for all the adjacent developments. This could change on the south end of the site, should those outparcels be acquired and redeveloped with the shopping center. |
|  | No landscaping lines Roswell Road; therefore, no shade is provided for the sidewalk. | Users who walk or take the bus to this area (especially those who use the unsheltered stop by the shopping center) likely experience extreme discomfort during the summer months. This presents an opportunity to add shade street trees along Roswell Road with larger planters that buffer pedestrians from the traffic. |

Site 4 // North Springs Shopping Center

Facing Southwest





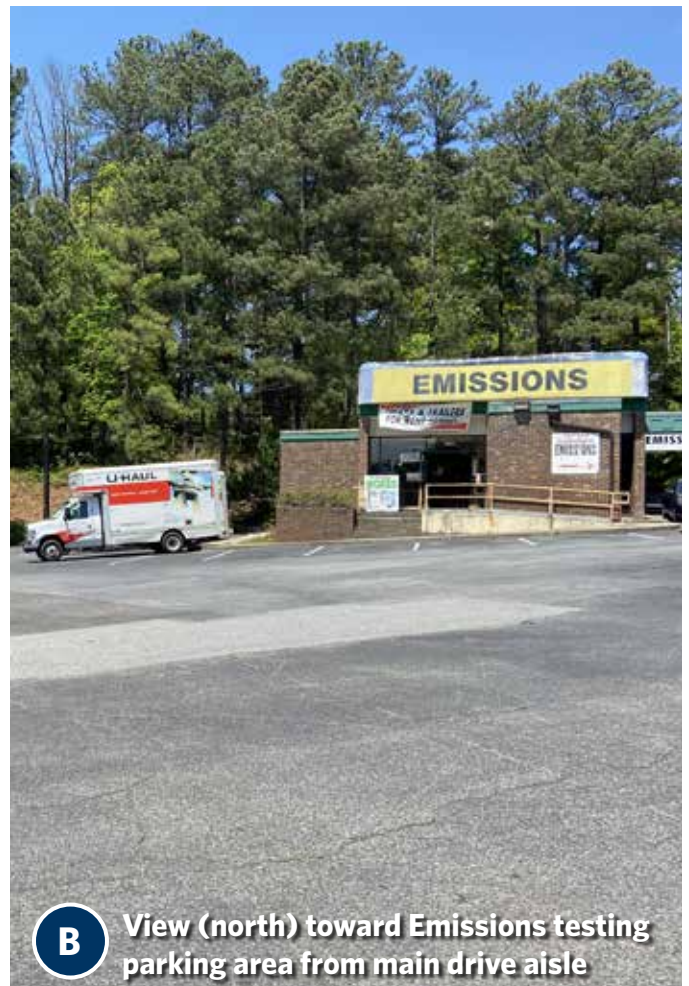
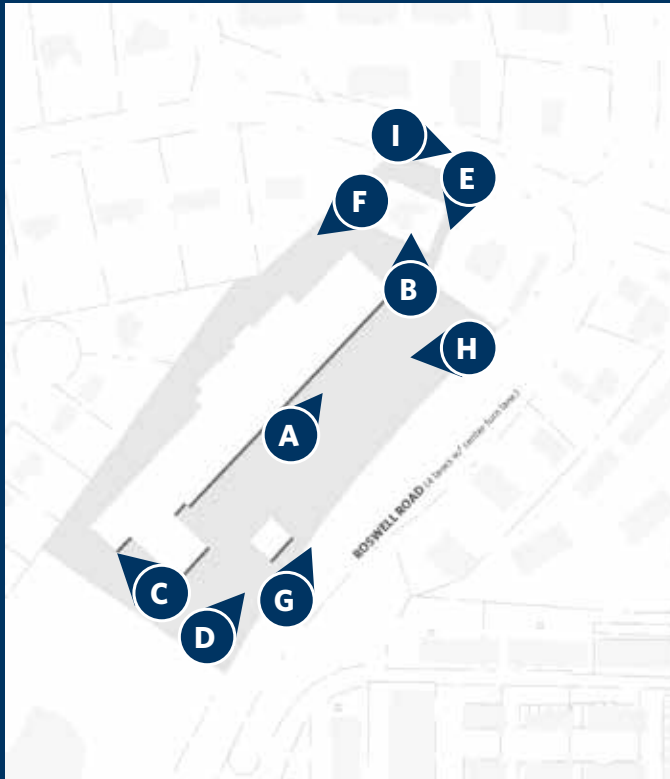
Single-family
neighborhood

90% vacant

One access on
Dalrymple Road

Four curb cuts
on Roswell Road

Site 4 // North Springs Shopping Center Photos



B View (north) toward Emissions testing parking area from main drive aisle



A View (northeast) through the North Springs Shopping Center from the main drive aisle



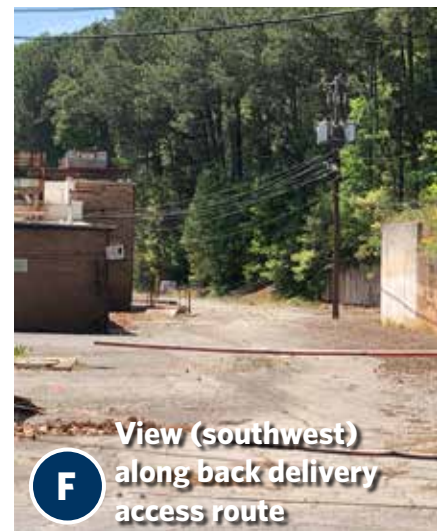
C View (west) toward back entry loading area and dumpster pickup



D View (north) from parking area towards retaining wall showing the drop in elevation



E View (south) looking down towards the building from Dalrymple Road elevated entrance



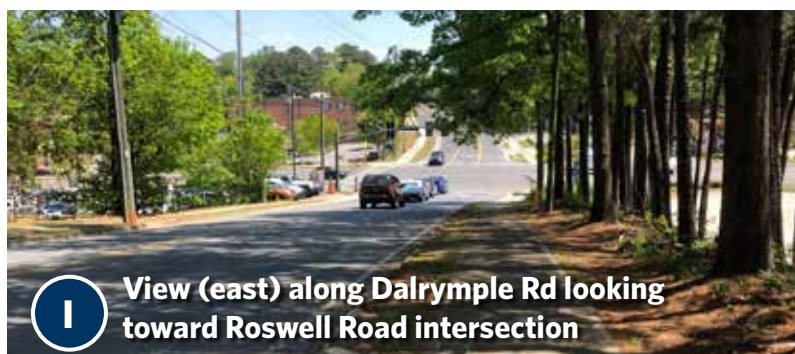
F View (southwest) along back delivery access route



G View (northeast) along Roswell Road showing pedestrian conditions



H View (west) toward U-Haul truck parking area from main drive aisle



I View (east) along Dalrymple Rd looking toward Roswell Road intersection



PRINCETON TRACE

DALRYMPLE ROAD

Townhome Complex

Auto-oriented Commercial Development

Single-Family Residential Neighborhood

U-Haul & Emissions Testing

Gas Station

NORTH SPRINGS CENTER
7300 Roswell Road

8.8 acres

Single-Family Residential Neighborhood

ROSSELL ROAD (4 lanes w/ center turn lane)

Auto-oriented Commercial Development

GLISTEN AVE NE

Condo Living Complex



MARTA bus stop



Opportunity for Site Acquisition



Sidewalks



100

SITE 4: NORTH SPRINGS

Site Analysis

The North Springs Shopping Center, located at 7300 Roswell Road, is a 8.8-acre shopping center mostly sitting vacant. Based on the team's visit on April 17, 2020, at 2:00 PM, the shopping center only has one building tenant — a CrossFit gym, and a portion of the northern parking lot was being used for U-Haul truck parking.



Overall Challenges & Opportunities

Land Acquisition

As shown the map to the left, opportunities for land acquisition exist, including the gas station on the corner of Roswell Road and Dalrymple Road and the U-Haul / Emissions testing property. Acquiring these sites would add 1.4 acres to the site and provide the chance to create a cohesive design that effectively connects to Dalrymple Road. Buildings at the two corners can step-down to accommodate the grade change from Dalrymple Road to the current parking lot. The former dry cleaners building is undergoing brownfield remediation, which will benefit redevelopment.

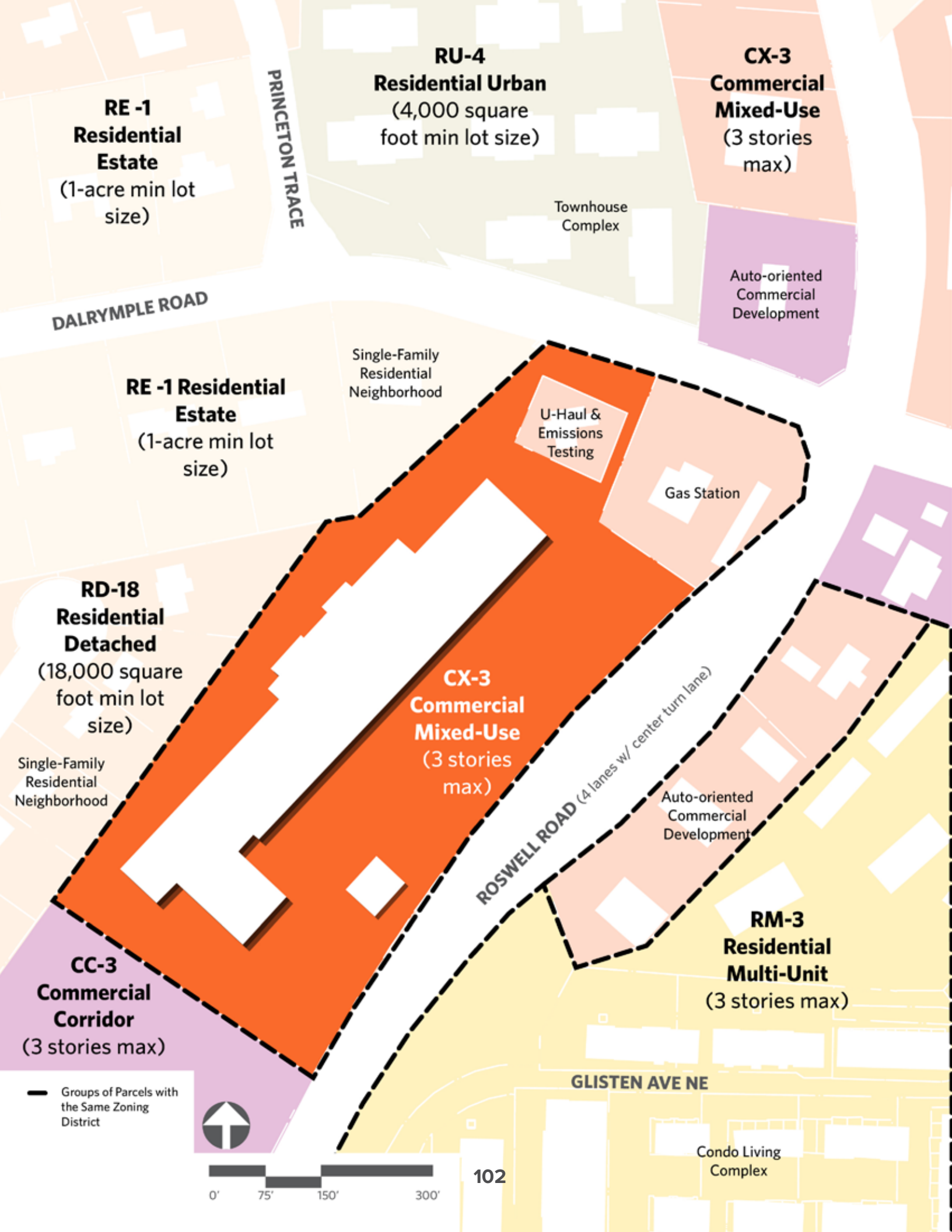
Adjacent Properties & Streets

Residential uses of different types abut three sides of the North Springs Shopping Center. A townhouse community is located across Dalrymple Road to the north, large estate-lot single-family neighborhoods are located to the west buffered by trees and shrubs, and a condominium community is located across Roswell Road southeast of the site. The redevelopment could improve the connectivity into these neighborhoods so that residents can easily and safely walk to new destinations. Low-density, auto-oriented commercial uses are located directly across Roswell Road, across Dalrymple Road, and share the southern boundary of the site. These types of car-dependent development are what cause super-blocks and additional congestion that make places less walkable.

Roswell Road serves as a major barrier because of the number of car lanes, speed of traffic, narrow or missing sidewalks, and lack of crosswalks and signals at intersections for safe pedestrian crossing. Drivers are prioritized over pedestrians, cyclists, and transit users along this wide corridor. Bringing buildings closer to the street and adding and widening existing sidewalks would drastically improve Roswell Road. Dalrymple Road is higher than the site and has sidewalks on both sides of the street adjacent to the site, and on one side in the single-family neighborhood.

Redevelopment

Currently, the land is highly underutilized, particularly compared to what the zoning allows by-right (see page 102). The majority of the land is used for parking and storage of trucks, and the building is only one story tall. The changes in elevation between the site and the adjacent streets present opportunities for changes in building height and interesting site design elements that take advantage of the existing topography. Mixed-use development that transitions into the residential character on three sides can provide destinations for nearby existing residents and new places to live. Additional analysis of the site conditions are provided in maps and charts on the following pages.



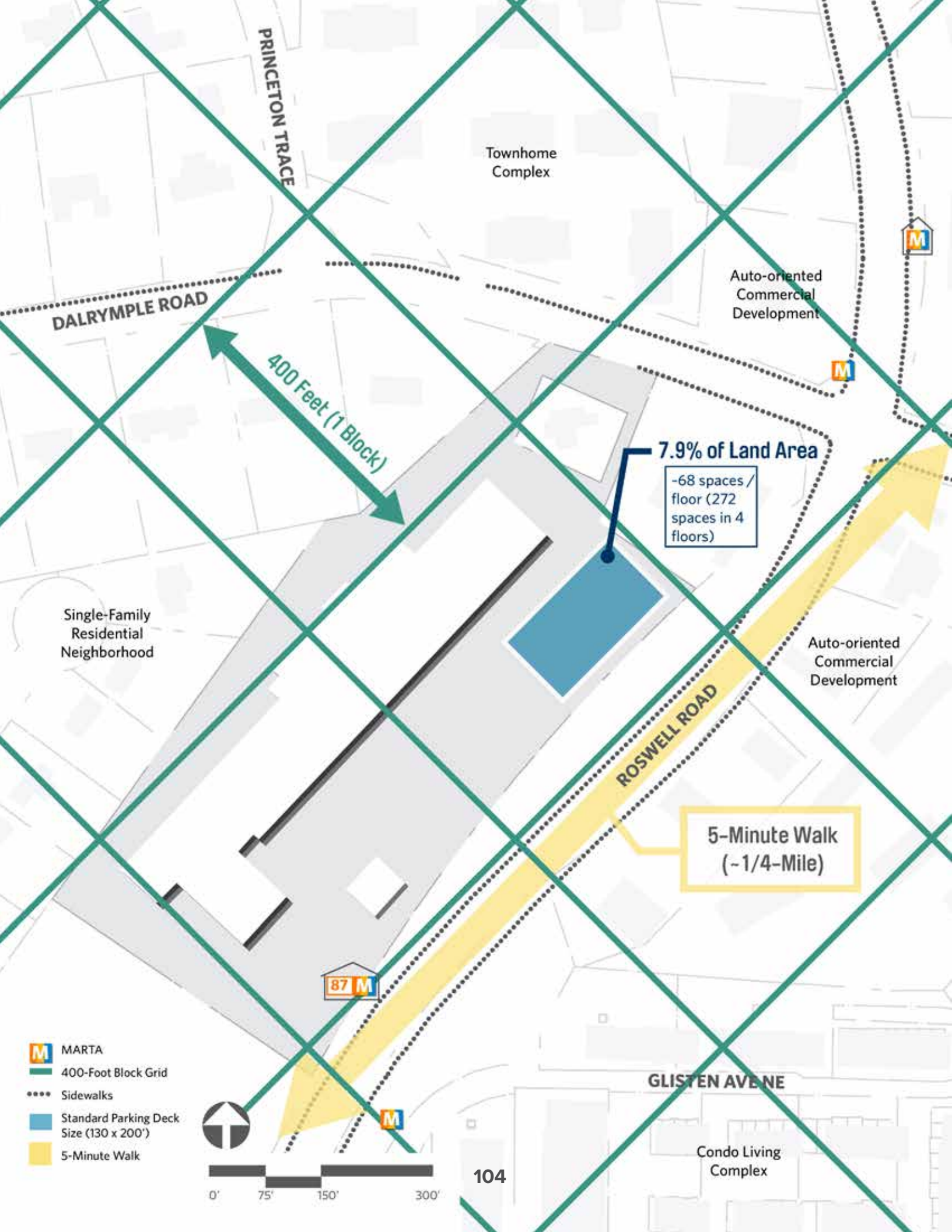
Zoning Analysis

The North Springs Shopping Center is zoned CX-3 (Commercial Mixed Use, 3 stories maximum height), which provides opportunities to expand the uses and density on the site. The current building is one story tall and is primarily vacant. The outparcels have the same zoning designation (CX-3) as the North Springs Shopping Center, further creating an opportunity for land acquisition and a cohesive mixed use development making efficient use of the site and access to Roswell Road. The chart below summarizes the zoning and land use conditions.

| Zoning Conditions & Land Uses | | |
|--|---------------------------------|---|
| Adjacent and Nearby Land Uses | | |
| District | Zoning District Title | Purpose of Zoning District |
| CC-3 | Commercial Corridor (3 stories) | Variety of retail, service and commercial uses, including auto-oriented uses, as well as multi-unit residences that is capped at 3 stories. The districts also allows for civic, open space and park uses. Where the district abuts Protected Neighborhood districts, a transition standards are required. |
| RM-3 | Residential - Multi-Unit | Residential living in multi-unit residences. |
| RD-18 | Residential - Detached | Detached single-unit residences on 18,000 square foot lots. Limited civic, open space, and park uses. Protected Neighborhood District. |
| RE-2 | Residential - Estate | Intended for detached single unit residences on large, 2-acre minimum lots. Limited civic, open space, and park uses. Protected Neighborhood District. |
| RU-4 | Residential - Urban | Single-unit detached residences on small urban lots (minimum of 4,000 square feet). The district also allows for limited civic, open space, and park uses. |
| Zoning Requirements on the North Springs Shopping Center Site: CX-3 Commercial Mixed-Use | | |
| Purpose of Commercial Mixed Use District: Provide for a variety of retail, service, and commercial uses, as well as multi-unit residences. It also allows for civic, open space, and park uses. | | |
| Requirement | | What it Means for Redevelopment |
| Maximum Block Face: 660 feet (measured along a public or private street) | | New internal street connections may be needed, and the existing access drives could be used to provide the necessary breaks and new internal blocks. |
| Maximum Building Height: 3 stories / 42 feet | | New buildings can be two stories higher than the existing building. |
| Maximum Lot Coverage: 85% Outdoor Amenity Space: 15% min Canopy Coverage: 40% min | | A minimum of 15% outdoor amenity space is required. In addition, a minimum of 35% canopy coverage is required for residential uses, and 40% minimum for all other uses. |
| Minimum Lot Area for all uses: Varies | | Single unit attached units must be a minimum of 1,300 square feet. Multi-unit buildings and all other uses must be a minimum of 7,500 square feet. |
| Minimum Lot Width for all uses: Varies | | Single unit attached units must have a minimum lot width of 16 feet. Multi-unit buildings and all other uses must have a minimum lot width of 75 feet. |
| Primary and Side Street Build-to Zones: 10 feet min / 100 feet max Side and Rear Building Setbacks: 0 feet along common lot lines and 5 feet minimum along alleys | | Buildings should be constructed close to the lot line, promoting mixed-use, pedestrian-scale development. Protected Neighborhood (PN) transition standards apply to this site. |
| Parking Setbacks: Primary and Side Streets: 10 feet min; Rear and Side at common lot line / alley: 0 feet min | | Site is subject to "Parking Limited" (-PL) Frontage regulations (see below). |
| Parking Limited (-PL) Frontage regulations | | Northern Roswell Road is subject to "Parking Limited" (-PL) Frontage regulations, which supersede the standard CX-districts build-to zones and parking setbacks. These regulations are intended for areas where access to buildings by automobile is desired but where some level of walkability is maintained. They permit a maximum of two bays of on-site parking with a single drive aisle between the building and the street. |

Notes:

1. The summaries of the existing zoning are not comprehensive. There are additional requirements addressing Building Mass, Transparency, Pedestrian Access, Parking, Parking Limitation, Parking Structure, Front Yard, Landscaping and Screening, etc. in the Sandy Springs Development Code.
2. There may be additional zoning conditions specific to the properties that may apply to any redevelopment (per Sec. 1.1.9 of the Development Code).



MARTA



400-Foot Block Grid



Sidewalks



Standard Parking Deck
Size (130 x 200')



5-Minute Walk



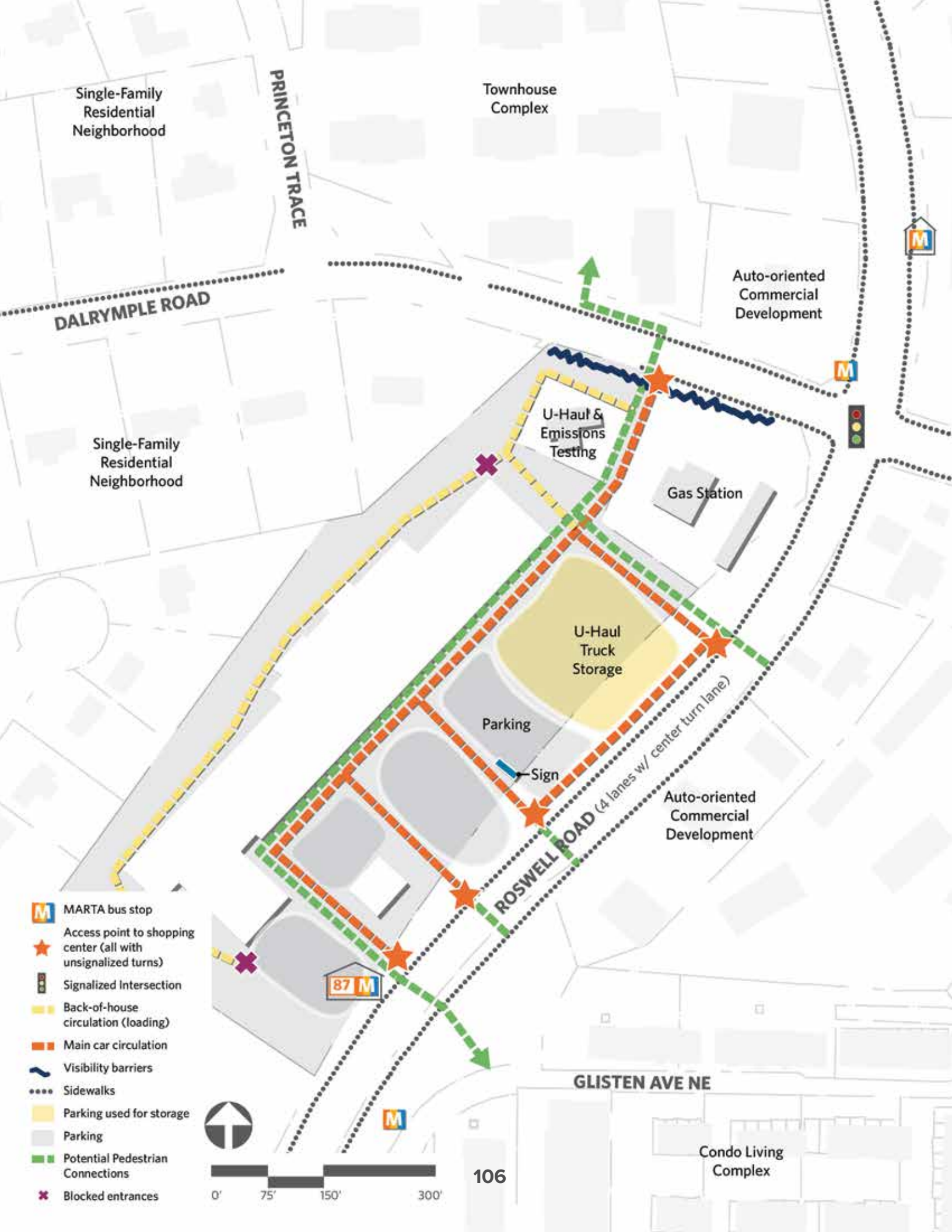
Scale Analysis

The map to the left shows the North Springs Shopping Center property overlaid with a 400-foot block grid to simulate a typical walkable block structure. The rigid grid should not be interpreted as a realistic option; its intention is to illustrate how the property is currently underutilized. The site's property is the equivalent of approximately 1 block deep and 2.75 blocks long, similar in size to River Springs Shopping Center. It would take about 5 minutes to walk north to south along the site. In addition, the building entrance is about 250 feet from the edge of Roswell Road, potentially reducing visibility for drivers who may be driving fast on the corridor and access for non-drivers because of the long walk required to reach their destinations.














A site visit on Friday, April 17, 2020, at 2:30 PM uncovered the below findings regarding scale. A majority of the site is used for surface parking and circulation, and the only destinations are U-Haul, CrossFit Grinder, the corner gas station (off-site), and a Bank of America ATM.

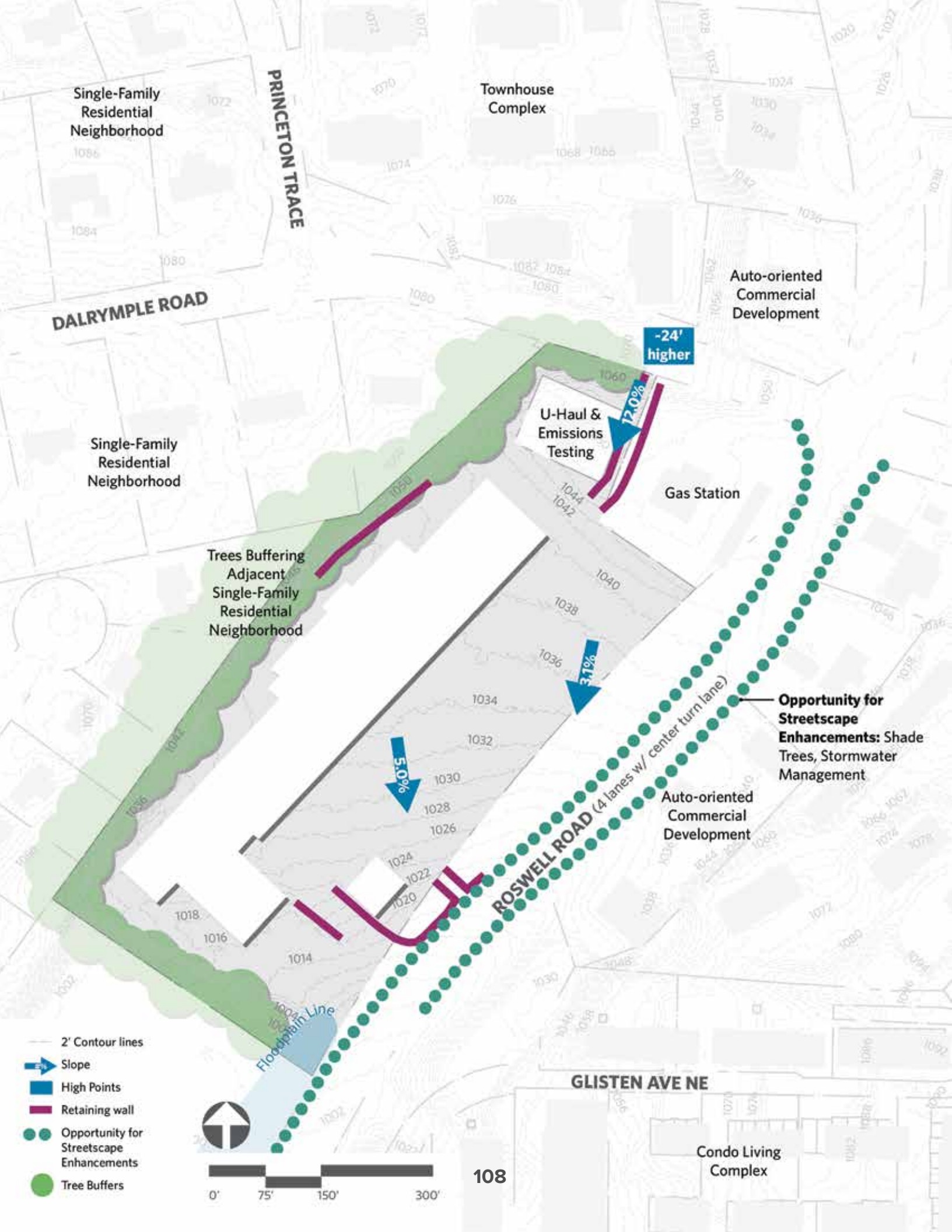
| Site Dimensions | | |
|-----------------|---|--|
| Block Size | | |
| Symbols | Site Condition | Effects of Site Condition |
| | 400-foot block grid illustrates how large the site is compared to typical urban environments. The site creates a superblock. | The size of the shopping center site indicates that there may be room for additional internal street connections, sidewalk connections, and blocks with different uses. Dividing the site into smaller blocks improves the pedestrian experience and connectivity and offers more opportunities for building design and configurations. |
| | 5-minute Walk from North to South of the site along Roswell Road | A pedestrian would need to walk for approximately 5 minutes to span the entire site from north to south. From east to west, the walk is approximately 3 minutes. This means if someone wanted to go to the MARTA stop after visiting a store in the current configuration, at best, it would take them 3 minutes to get to the bus; if following pedestrian pathways, it would take them 5-6 minutes. Additional street or path connections shorten the distance. |
| Parking | | |
| | Typical parking garage dimensions shown for scale (130 feet x 200 feet). 68 spaces per floor. 4 levels (3 stories with parking on roof), which is below the maximum height permitted by zoning, would accommodate 327240 spaces | The current surface parking lot, which uses more than three-quarters of the land area, offers around 335 parking spaces. Putting parking in a garage significantly reduces the land area required and opens land for additional uses. The garage shown uses about 7.9% of the land area and accommodates an equivalent number of spaces. Making a slightly larger deck, increasing the height, or adding a second garage would accommodate more cars and still allow for more development. |



Circulation Analysis







A site visit on Friday, April 17, 2020, at 1:30 PM uncovered the below findings regarding access, connectivity, and circulation. A majority of the site is used for parking, vehicle storage, and drive aisles in the parking lot, rather than destinations and places that people can visit, live, and use.

| Circulation | | |
|---|---|--|
| Access & Visibility | | |
| Symbols | Site Condition | Effects of Site Condition |
|  | MARTA bus stops - Route 87, the primary route serving the North End Stop includes shelter, seating, trash receptacles, signage for bus routes | MARTA bus stops on Roswell Road provide transit access via route 87. MARTA bus stops on this part of Roswell Road provide transit access via Route 87. This route runs north-south along Roswell Road toward Roswell and provides access to North Springs Transit Station. Three bus routes serve different parts of Roswell Road between Atlanta and Roswell (5, 85, 87), making transit connectivity difficult. Users must take the train to either Dunwoody or North Springs transit stations and switch to a bus, or switch bus routes at a station, potentially with long wait times. Riders can transfer between Route 87 and 5 near City Springs, between Hammond Drive and Mount Vernon Highway. The shelter in front of the center is equipped with maps, seating, and trash receptacles. |
|    | Low visibility from Dalrymple Road High visibility from Roswell Road from both the North and South Access Drives - Four on Roswell Road - One on Dalrymple via large ramp Monument Sign | The building and site entrance not visible from Dalrymple Road and the large ramp spans the elevation change. The site is visible from Roswell Road, driving either direction, particularly because no trees or outparcels block the view. This visibility offers opportunity for key architectural elements and green space in redevelopment. Four drives on Roswell Road and one on Dalrymple Road provide site access. From a safety perspective, this is too many access points and do not meet the City's requirements. The monument sign is set far from the street, but it is still quite visible. |
|  | Narrow sidewalks and limited number of sidewalks | Roswell Road has narrow sidewalks (about 6' wide) that are very close to the street. While continuous, they feel unsafe. Internal sidewalks are not provided on the site, except along the building edge, so pedestrians must walk through the parking lot to reach the building. However, few people likely walk here because the site is mostly vacant. |
| Internal Circulation | | |
|      | Main vehicle circulation routes in parking lot Back of house circulation Blocked entrances because no tenants that need deliveries occupy the building U-Haul parking and storage Expansive surface parking available | Vehicles can enter the center from the five access points. A continuous car drive aisle runs along the main building and stops where the grade drops and building makes an "L" shape. These drive aisles also connect to the gas station on the corner, which also has two entrances. The rear service drive is accessible directly from the parking lot. Both ends are blocked with signage and ropes. No vehicles are permitted, but no tenants need deliveries. The back-of-house for the U-Haul property is still used and connects directly to the parking lot and their storage area in the larger lot. Because of grade changes and retaining walls, the parking lot is a little disconnected, but expansive surface parking is available for visitors. |
| Potential Connections | | |
|  | Residential uses (townhouses, condos, single-family) about three sides of the site with no direct access for pedestrians. Current conditions encourage driving a short distance to the site. | Better internal sidewalks and paths on the edges of the site would offer opportunities for nearby residents to visit the development by walking or biking, rather than driving. Paths could provide connections to the townhouse complex parking lot and as a potential pedestrian entrance into the condo complex on Glisten Avenue from Roswell Road. |



Landscape Analysis

A site visit on Friday, April 17, 2020, at 1:30 PM uncovered the below findings regarding grade changes and the landscape conditions. Small trees are provided along the edge of the building, leaving all of the parking unshaded. Dense landscape buffers surround the property on two sides. Users who must walk or take the bus to this area likely experience extreme discomfort during the summer months.

| Topographic & Landscape Conditions | | |
|--|---|---|
| Access Drives & Parking Lot | | |
| Symbols | Site Condition | Effects of Site Condition |
|  | <p>Steep access ramp from Dalrymple Road, with a 12% slope and no sidewalks</p> <p>All other entrances are relatively flat with average slopes between 3% and 5%</p> | The access ramp on the northern end near U-Haul is quite steep to make up the grade change between the parking lot and Dalrymple Road. This ramp has no sidewalks, which means pedestrians entering from this side should walk around to Roswell Road to avoid cars, making the trip significantly longer. All of the entrances from Roswell Road are relatively flat, but one is a slight ramp with retaining walls that provides access to the upper and lower lots. |
|  | Parking lot is relatively flat, with slopes between 3% and 5% | This meets typical requirements for parking lot grade changes and meets ADA requirements for pedestrians. The lot slopes down to the southeast, and stormwater runs into drains on Roswell Road. |
|  | <p>Retaining walls are located at multiple places on the site:</p> <ul style="list-style-type: none"> Behind the alley Along the ramp from Dalrymple Along the two southernmost access drives into the parking lot | The retaining walls serve multiple purposes. The rear walls behind the alley hold up the significant grade change between the residential properties and the site. The walls on the southern point of the site account for the change in grade between the upper and lower parking lots and provide a location for stairs. The walls along the ramp serve as a guard for cars using the ramp. |
| N/A | Trees in the parking lot are not in good condition, and are sparsely planted. No shade is provided in the parking lot | Most of the trees in the parking lot are not growing well, likely due to small planter boxes and an abundance of hardscape that reduce the amount of nutrients available for the trees. A few trees are planted along the front of the building, but none need to be saved in redevelopment. |
| Landscape Features | | |
|  (Approximately # feet higher) | <p>Dalrymple Road is approximately 24 feet higher than the parking lot</p> <p>The street is higher than the tops of the buildings in the shopping center</p> | Connectivity to the multi-family development across Dalrymple Road will be challenging with the steep grade change, particularly if the ramp is removed and not replaced. The gas station property also reduces the potential to provide a pedestrian connection through the site from that side, meaning pedestrians coming from Dalrymple would need to enter from Roswell Road. If the U-Haul and Emissions center remain after redevelopment, the likelihood of a quality entrance at that side is diminished. If the building is removed, a new building can provide street access on Dalrymple and be designed to make up the grade change. |
|  | Dense landscape buffers on the back of the property and northern end provide screening for the adjacent residential neighborhoods. Less dense landscaping buffers the car dealership from the site | Dense trees and shrubs serve as a screen for the adjacent single-family residential neighborhood to the rear and multi-family complex on Dalrymple Road. Some trees buffer the site from the car dealership to the south. Though this could change on the north and south ends of the site, residents behind the property may want to maintain the landscape screen because their yards share a property line with the site. |
|  | Narrow buffers planted with turf line Roswell Road, providing no shade or safety buffer for the sidewalk | Users who walk or ride the bus to this area likely experience discomfort during the summer months. Redevelopment could add shade street trees and improve stormwater management along Roswell Road through bio-swales and larger planters that buffer pedestrians from the traffic. |





CHAPTER 3

- Outreach Process
- Results of Input
- Summary Conclusions

What We Heard

PROCESS OVERVIEW

The Planning Team put together a robust engagement strategy at the onset of the project. That strategy included many ideas and techniques for engagement that were tailored to every step of the way from in-person meetings to even virtual forms of engagement.

The overall goal of the public engagement plan was to design sessions that would educate, empathize, and empower all stakeholders, citizens, and City staff in order to reach consensus and buy-in from as many North End residents as achievable.

A key component to the engagement plan was moving away from traditional meeting formats by minimizing the use of formal presentations, and instead, communicating ideas through more interactive, creative, and most importantly, fun methods.

MEETINGS & EVENTS

The diagram on the facing page shows the timeline of outreach events conducted over the course of the project. Each are explained further and the results of the input gathered are summarized below and on the following pages.

Stakeholder Interviews & Focus Groups (pre-selected)

Sandy Springs staff identified approximately 30 stakeholders that represented a diverse demographic cross-section. Stakeholders included, but were not limited to, developers, homeowners, business owners, political figures, homeowners' association (HOA) representatives, shopping center owners, education advocates, etc. Following the selection, the Planning Team lead a series of one-on-one and small group interviews mainly held on February 10, 2020, at City Hall. The goals of the interviews were to uncover the aspirations and concerns that various people have about the North End. Questions about major pain-points and potential solutions to those paint-points were asked among others.

Two focus groups were also conducted by the Planning Team including one for high school students and another for renters in the North End. The student focus group was held in-person at North Springs High School on Thursday, March 12, 2020, with eleven students participating from each grade level. The Planning Team asked questions about their plans for after high school, where they wanted to live, what types of housing they want in the future, mobility trends, and questions regarding the current state of the North End and how it can change to meet their need better. Two renters focus groups were held virtually via video conference in early April 2020.

Sandy Springs North End Advisory Committee Meetings (in-person, virtual, and open to the public)

The North End Advisory Committee was nominated by the Mayor and approved by the City Council. The primary roles of the committee were to attend public

Advisory Committee Meetings

Various Dates | Virtual & In-Person

Q&A
Threshold of Pain
Draft Concept Plans

Targeted Focus Groups

March - May 2020

Q&A
North Springs High
School Students
North End Renters
Property Owners

Pop-Up Round 1

June 1 - 19, 2020 | Virtual

Goals & Principles
Online Dating
Design Sprint
Personas

Final Public Open House

November 5 - 16, 2020 | Virtual &
Farmers Market

Final Input
Rank Concepts

Stakeholder Interviews

February 10, 2020 | City Hall

One-on-one discussion
Persona Building

Public Kickoff Meeting

March 5, 2020 | City Hall

Goal Setting
Funnel Card Sorting
Gotta Have, Nice to Have, Never
Going to Have
Persona Building

Housing Affordability Education Session

August 24, 2020 | Virtual

Presentation
Q&A

Pop-Up Round 2

August 24 - September 21, 2020 | Virtual

Confirmation of Public Input
Draft Concept Plans
Budget Trade-Offs

Mayor & City Council Work Sessions

Throughout the Process

Manchester Site Visit
Briefings
Final Presentation

meetings, listen to the community's input, and ensure that the community input was taken into account throughout the plan development process. They were also asked to provide comments on draft recommendations from the Planning Team and to also assist with community outreach.

The first meeting was held on February 10, 2020, after the one-on-one stakeholder interviews. A brief presentation and activity was conducted by the Planning Team. The activity, called "Threshold of Pain," was used to understand what they were willing to take on (i.e. how dense are they willing to go, how much they'd be willing to update the new Development Code, or maximum building heights). A series of meetings was held during August and September (four total) to present draft concept plans for feedback.

Public Kick-off Meeting (in-person)

Nearly 200 Sandy Springs residents came together to participate at the Kick-off Meeting. Upon entry, all attendees were divided into 20 groups of approximately 10 people each by numbers on their name tags, and they were instructed to sit in designated circles. Each group was assigned a resident facilitator who served as the spokesperson for each group's ideas in the two activities. The City and planning team introduced the project and solicited input using a web-based platform to show live results. The goals of the Kick-off Meeting were to build trust, to introduce the scope of the project and to solicit goals and concerns from community members.

The COVID-19 pandemic interrupted the public engagement process and challenged the team to devise new virtual methods for gaining feedback.

Each facilitator led the following activities:

- **Funnel Card Sorting:** This exercise helped determine the study's goals. Participants wrote five redevelopment priorities on individual sticky notes and attached them to a board with a funnel on it. Each group discussed all ideas and divided them into five overarching themes.
- **Got To Have, Nice To Have, Never Going To Have:** This exercise helped uncover what residents think must be in the North End (Got To Have), what would be nice to have (Nice To Have), and what is not desired at all (Never Going To Have). Each participant wrote two ideas for each on color-coded sticky notes, then each group discussed all ideas and chose their top two for the three categories.

The facilitator for each group submitted the agreed-upon final answers using the web-based survey platform in real-time so that all meeting participants could see the results. Residents that were unable to attend were able to complete these activities virtually after the meeting.

Education Sessions (virtual)

During the second Advisory Committee Meeting in August, the Planning Team conducted an education session on housing affordability, retail demand, and other major issues that were uncovered in the Public Kick-off Meeting.

Pop-Up – Round 1 (virtual)

The first round of pop-ups occurred virtually with a website dedicated to four different activities between June 1 and June 19. The activities included comments on the Goals and Principles for the study, development types through a "Sandy Springs Singles" online dating game, a Design Sprint where users could draw what they would like to see on a map, and a comment section for the personas (typical users) in the North End.

The overall goal of the public engagement plan was to educate, empathize, and empower all stakeholders, citizens, and City staff.

Stakeholders were the Planning Team's "co-designers" for this process.



Pop-Up – Round 2 (virtual)

The second round of pop-ups occurred virtually with a mapping platform between August 24th and September 21st. Hand-drawn, draft concepts for each site were displayed on an aerial map for comment, and rolled out weekly. Participants were able to drag and drop virtual “stickers” to reflect whether they liked or disliked it, their comments, and where they had additional ideas or suggestions. Each sticker gave participants a chance to add additional comments.



Each concept plan iteration had a survey attached to it. Participants used this survey to share their thoughts on various elements of the concepts (building heights, land uses, housing types, etc.) and grade each concept.

Lastly, participants had the option to take another survey about financial values and incentives pertaining to each site. Ten ideas were shown, and participants ranked them from one to ten, with one being the top financial value or incentive. The results for each individual site start on page 132.

Draft Plan Presentation (virtual, in-person Pop-up)

The Draft Plan Presentation occurred in three parts, starting on November 5, 2020. At 6:00 PM via video conference that evening, the Planning Team presented the concepts and their financial feasibility in detail, with poll questions to gauge the preferences. Approximately 80 people attended this meeting. Next, on Saturday, November 7, 2020, the Planning Team set up a booth at the Sandy Springs Farmers’ Market to answer questions, describe the concept plans, and direct people to the final set of concepts displayed on the interactive map. The interactive online activities were available from November 5 to November 16, 2020.

Mayor/City Council Work Sessions

The Planning Team met with Mayor Rusty Paul and members of the City Council throughout the planning process to update them on the public feedback and propose ideas, usually in advance of public or Advisory Committee meetings. Engagement started with the stakeholder interviews, there were briefings before the Advisory Committee meetings in August and September, and briefings prior to the Draft Plan Presentation. The Planning Team also took some City staff and City Council members on a tour of the Manchester development in Atlanta on August 7, 2020.



The Planning Team took some City Council members and staff to tour the Manchester development in Atlanta with Hedgewood Homes, the builder (left).

The concepts were displayed at the November 7th Farmers' Market (below).



THRESHOLD OF PAIN RESULTS

The Planning Team asked both City staff and the Advisory Committee what their threshold of pain was for this project. Their answers are summarized below:

What level of housing affordability should be supported?

- Workforce housing is needed for businesses to thrive.
- Missing middle housing is the preferred type of housing, reaching up to 120% of the area median income (AMI).
- Townhouses or apartments in mixed-use developments with commercial on the ground floor are preferred.

What is the absolute maximum building height that should be considered?

- Three-story buildings are preferred when adjacent to single-family residential neighborhoods.
- The building heights should vary by each site, and the maximum should be between six and ten stories.

How much parking should be required?

- Parking management is needed, but some parking reduction will be tough because of transit service.
- Parking would be better suited hidden from major streets and when possible, parking decks should be built in mixed-use developments.

What kinds of land uses non-starters?

- Avoid auto-centric development that is randomly placed and isolated from other uses.
- Apartments are better if they are part of a mixed-use development or designed like missing middle housing types, rather than the typical garden style apartment buildings.
- Big box retail may be convenient but will hurt small businesses.

What kinds of land uses would be desired in the North End?

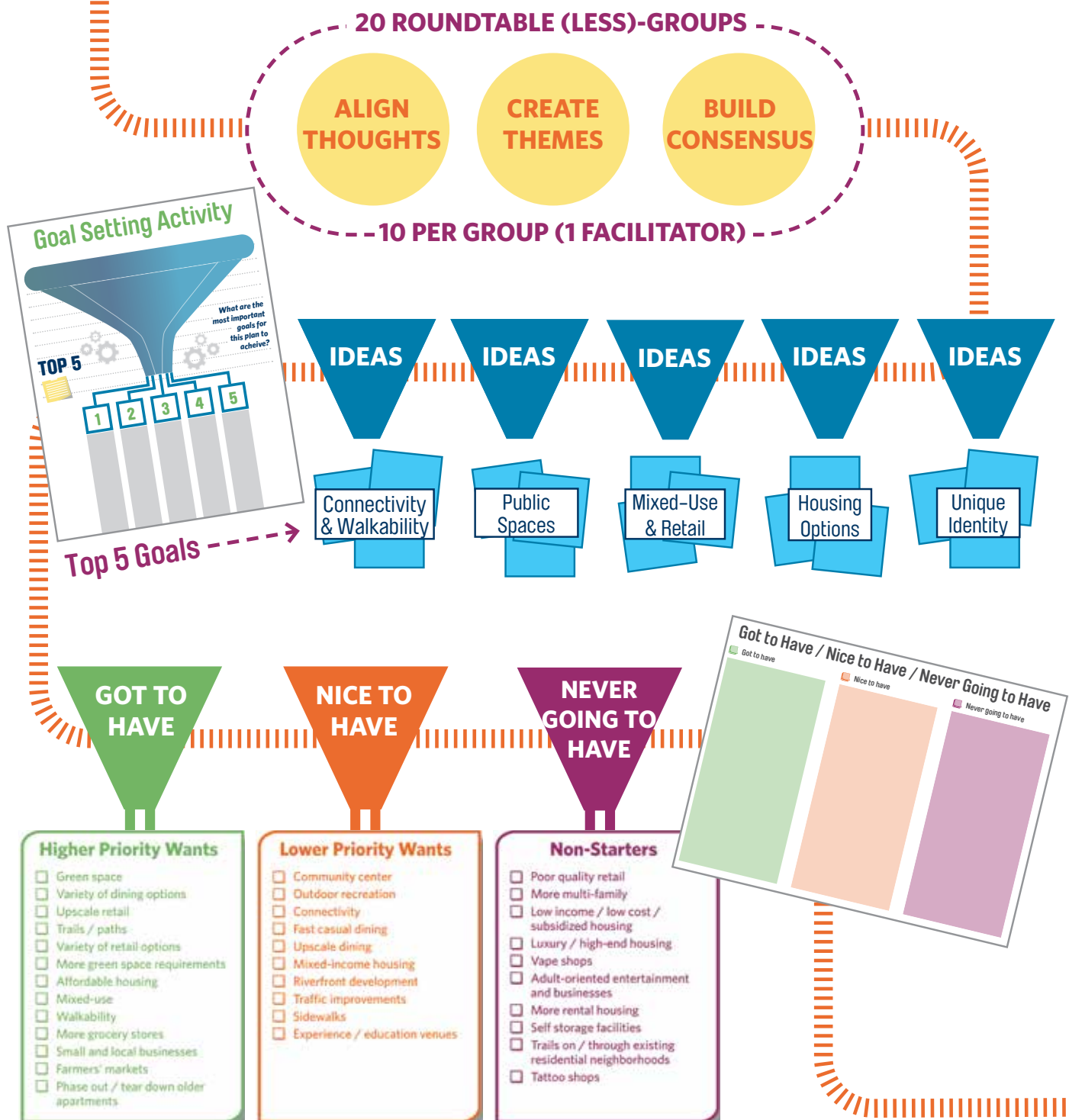
- More sports-related uses, places for families and their pets to enjoy, and promote the National Recreation Area to be more walkable and accessible. Many residents are unaware of this asset.
- Focus on creating access points to the Chattahoochee River.
- Institutional uses in the North End are desired, particularly a potential public safety building, higher education facilities, and other public service buildings.

KICK-OFF MEETING RESULTS

REVIEW DATA

Twenty Funnels Are Better Than One!

The diagram below summarizes the responses heard from the 20 groups that submitted their responses to the two activities held at the Public Kick-off Meeting.



STAKEHOLDER INTERVIEW RESULTS

Several major themes came up in discussion with many of the stakeholders, including:

- Explore traffic calming measures, such as buffered bike lanes, wider sidewalks, crosswalks at every intersection, better lighting, and improved landscaping, on Roswell Road. The road is not attractive, and is very unsafe for pedestrians.
- Build affordable housing in the North End that is a mix of rental and ownership units. Currently, there are two types of housing in the North End: large-footprint multi-family complexes and single-family detached dwellings, and almost nothing between.
- Provide green spaces and develop the trail network. Trail connections should tie into new plans for development and connect residents to major destinations in the North End such as the river, the Morgan Falls Park, major shopping centers, schools, and residential communities.
- Capitalize on and enhance the roughly 22 miles of river shoreline, easily one of the strongest assets for the community. Many are unaware of it.
- Build on the area's history, the Morgan Falls Park, and Sandy Springs' unique proximity to other successful areas like Roswell.
- Build a community center or aquatic center to serve as a major gathering space for residents.
- Keep the North End socioeconomically, culturally, and generationally diverse.
- Build a mixed-use development in the North End that connects with the trail system, is a destination for any age, safe for pedestrians, and offers Class A apartments and office spaces.

What one word would you use to describe the North End today?



What one word would you use to describe what it could become in the future?



STUDENT FOCUS GROUP RESULTS

The results from the student focus group of eleven students are summarized below:

- After school activities include sports, video games, watching movies, and hanging out with friends.
- Most of the students are driven around town and to and from school by a family member or take the school bus. Most would prefer to either drive themselves or use another form of transportation, including a bike, walking, scooter, or MARTA train.
- The majority of students see themselves either staying in the Atlanta area after high school graduation, and only a fifth of them are interested in moving to another state.
- The ideal characteristics of a place they would want to live are safe, walking distance to places nearby, and access to nature.
- All were in agreement that the type of living space they see themselves in depends largely on the area and stage in life. It is important that a good mix of housing types is available in order to stay in communities over time.
- Students were asked what they do most often with friends and family. Many do not have cars or a drivers license, so they cannot go many places unless a parent drives. A few students mentioned they go to Atlanta for concerts, shopping at Atlantic Station, Buckhead for the malls and movies, the Battery, and Cumberland Mall. Many mentioned it would be nice to have a movie theater, casual restaurants, large green spaces, nature trails, and shopping areas.
- When asked if they need a car, all mentioned that they would probably like to have a car for special occasions but would prefer not to need it on a daily basis.

- The students would like more shopping options and brand name stores at a place that's similar to Avalon in Alpharetta. They also want large green spaces and plazas for walking, biking, riding a scooter, etc.
- If they had to choose one physical improvement for the North End that would have the most impact on their high school years, it would be additional green spaces/plazas for events and meeting friends.



RENTERS FOCUS GROUP RESULTS

Many of the renters that participated in the focus groups have lived in the North End for multiple years, some for two decades. While long-term housing plans are different for each of them, most want to stay in the North End. Some participants expressed the desire to buy a single-family house, townhouse, or condominium in the North End, particularly to accommodate their families. Others noted that they would like to continue renting because of the convenience and maintenance, but that they'd like more options for apartment types and upgrades at affordable prices.

Some of the other themes from the focus groups include:

- Prevent the displacement of long-term residents and a loss of diversity.
- Provide more housing options that are affordable and well-maintained; the rent keeps climbing in the North End, making it harder to stay.
- Add a new grocery store because the only options are Publix or leaving the community.
- Make new development environmentally sustainable.
- The North End is a great place to live with parks and trails nearby.
- Add walkable, mixed-use development; it is time for the North End to see some investment.
- Include family-friendly destinations and places for kids to visit.
- Make something like Woodstock, Avalon, City Springs, and Alpharetta — new and exciting development that also accommodates families.
- Access to destinations on Roswell Road is difficult because of the traffic congestion and bad entrances and exits to the developments.
- Use the North Springs Shopping Center site as a community center or a place that could attract students and families at North Springs High School.
- Add retail that is higher quality than current offerings; residents need to leave the area for many products.
- Preserve and plant trees.
- Create gathering places to meet neighbors and spend time outside.

POP-UP ROUND 1 (VIRTUAL)

Personas

Participants were asked to give comment on the personas presented to further improve them. Comments received were mostly negative: split between not agreeing with some aspects of the personas themselves (i.e. income or age) or thinking they may be incorrect. Participants also identified some missing personas: double-income middle-aged households; teachers, police officers, and medical assistants making between \$30,000 and \$45,000 annually of varying ages; families making below \$50,000, and entry-level professionals making lower salaries. Overall, many were concerned over providing affordable housing at every income level.

Goals & Principles

Through the virtual pop-up, draft goals and principles were displayed for comment. Overall, the sentiment was “neutral-plus.” Comments ranged from suggested verbiage changes to general agreement to asking how different ideas would be implemented. Most of the concerns raised were over increased traffic from new development and affordable housing — either they wanted more housing available to households making below the AMI or were completely against the idea. The top things everyone agreed upon were more greenspace throughout the North End and better connectivity.

A persona is a fictional representation of a group in the study area whose characteristics and observed behavior patterns represent the needs of a larger group of users.

Devin

Age: 27

Life Stage: Single with roomates

Approximate Income: \$29,000

Occupation: Teacher at North Springs High School



Problems & Frustrations

"I rent an apartment in the North End and my roommates plan to move out soon. I won't be able to stay here unless I find a cheaper place to rent or I find two new roommates. I don't feel like I have a lot of housing options here, either."

Goals

Maintain North End residency
Find a 1-bedroom apartment that he can afford on a teacher's salary
More housing options

Location/Setting

Reasonable distance to North Springs High School
Decreased traffic congestion
Close proximity to everyday uses

Use for the North End

Teach at North Springs High School
Continue to live and participate in the community

Johnson Family

Age: 34 & 37

Life Stage: Married with two kids

Approximate Income: \$90,000 per year (with \$50,000 in student loans)

Occupation: Executive Assistant and Small Business Owner



Problems & Frustrations

"We have been living here since we got married and love the area. We'd like to stay but the rent keeps skyrocketing. We've considered buying but what's available is way out of our budget, leaving us no other choice but to leave."

Goals

Buy a single-family home or townhome that is big enough for a growing family
Pay off student debt to increase future buying potential

Location/Setting

Neighborhood look and feel
Safe for children
Near amenities

Use for the North End

Live in a single-family home
Visit nearby nature areas and parks with children

José

Age: 39

Life Stage: Single, no kids

Approximate Income: \$65,000 per year

Occupation: First Generation Restaurant Owner



Problems & Frustrations

"I am losing business since the anchor store in the shopping center left, and now my rent is increasing, which means I have to increase my menu prices. Even though I have a lot of parking available, I also want customers to walk here."

Goals

Provide a lunch spot for nearby workers and visitors
Offer affordable prices for dining out
Provide a safe place for his workers
Expand the business to other locations

Location/Setting

Cater to nearby neighbors and Sandy Springs locals
Visible signage and entrance from the street
Pay affordable rent to keep menu prices lower
Proximity to other commercial spaces

Use for the North End

Own the restaurant

Jessica

Age: 33

Life Stage: Single Mother

Approximate Income: \$62,000 per year

Occupation: City employee at City of Sandy Springs



Problems & Frustrations

"I have to pick up my daughter from school, drive her to her dance classes, run errands, and make dinner multiple nights each week. Traffic makes this take a long time. I'd like to be able to walk to places after I get home from the office."

Goals

Provide her daughter with a good education
Run errands after work quickly (have all necessities nearby)
Pay affordable rent or mortgage for a 2-bedroom unit

Location/Setting

Live in a good school district
Nearby grocery store, pharmacy, clothing stores
Safe neighborhood for her daughter to play
Access to parks and open space

Use for the North End

Live in a single-family home
Bring daughter to dance class
Spend time with friends and other moms

James & Ashanti

Age: 32 & 33

Life Stage: Young professionals, do not plan to have kids, spend their time traveling and with friends

Approximate Income: \$125,000 per year (\$100,000 in student debt)

Occupation: Corporate work in tech industry & social



Problems & Frustrations

"We are tired of commuting from Midtown and ready to settle in a condo or townhouse in Sandy Springs that is closer to work; however, we don't want just any place to call home. We want it to be cool, hip, and age appropriate"

Goals

Shorten commute time
Maintain urban, walkable lifestyle
Purchase a home

Location/Setting

Access to MARTA to visit friends in Midtown
Walkable to nightlife, restaurants, & shopping
A mixed-use area close to work
Weekend community events

Use for the North End

New place of residence
Employment
Entertainment and nightlife

Marc

Age: 16 & 1/2

Life Stage: Sophomore in high school, no driver's license, plays baseball & video games

Approximate Income: \$7.25 per hour

Occupation: Bags groceries at Publix



Problems & Frustrations

"Since I don't have a car yet, I can't go far without asking my parents for a ride. I struggle finding places to hang out with friends, so we often play video games on the weekends to pass time."

Goals

Fun places to hang out with friends within walking distance of school or home
Save money for college

Location/Setting

Safe place to walk or take MARTA to places after school
Entertainment and weekend community events
Walkable restaurants and shopping

Use for the North End

Continue to work at Publix
Attend school and play sports at the high school
Walk around shopping areas with friends

Gilbert

Age: 72

Life Stage: Aging in place, likes to stay active

Approximate Income: Social Security/Pension/Retirement Savings Account

Occupation: Retired Engineer



Problems & Frustrations

"I just want to be able to walk my dog, meet up with my buddies for coffee and golf, and spend time outside with my grandkids without having to use my car. Apartments and tall buildings are taking over Roswell Road."

Goals

Live in same home or community (age in place)
Walk to see friends
Go to parks and National Recreation Area

Location/Setting

Close to parks, open spaces, trails
Close to restaurants and cafes
Single-family neighborhood or townhouse community

Use for the North End

Recreation and entertainment
Has lived here for 20 years
Spend time with family and grandchildren

Mariana

Age: 25

Life Stage: MBA graduate, new to Atlanta, looking for place to rent in Sandy Springs near job

Approximate Income: \$48,000 per year (\$95,000 in student loan debt)

Occupation: Entry-level consultant



Problems & Frustrations

"Renting anything in Sandy Springs is too expensive for me right now, so I am living 30 minutes north until my finances are in order, and I can afford a higher rent."

Goals

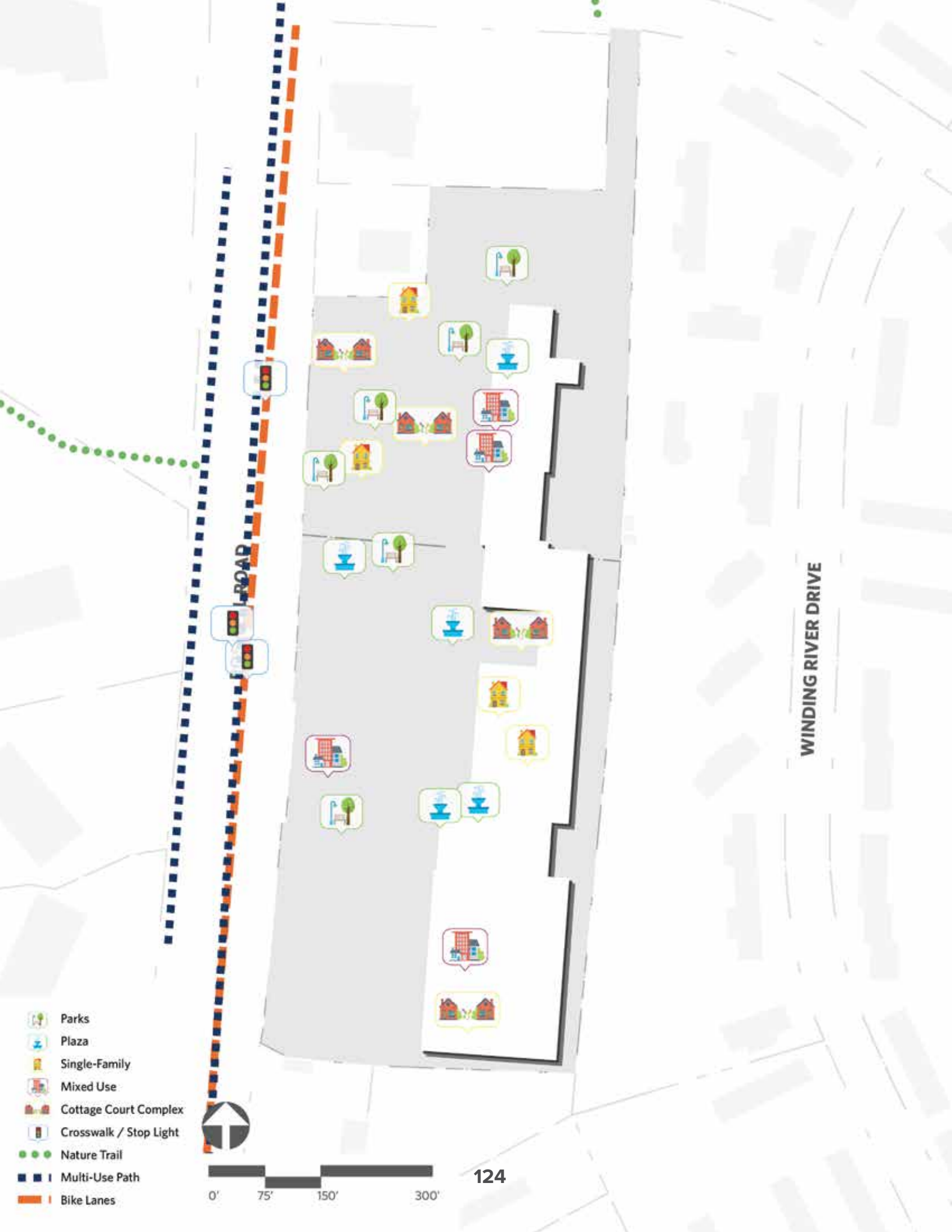
Move to Sandy Springs and shorten commute
Pay an affordable rent in order to pay off student loans
Walk to restaurants, cafes, parks after work and on weekends

Location/Setting

Mixed-use building with apartments
Close to office

Use for the North End

Live in an apartment or condo
Work in an office
Eat, shop, recreate after work or on the weekends



- Parks
- Plaza
- Single-Family
- Mixed Use
- Cottage Court Complex
- Crosswalk / Stop Light
- Nature Trail
- Multi-Use Path
- Bike Lanes

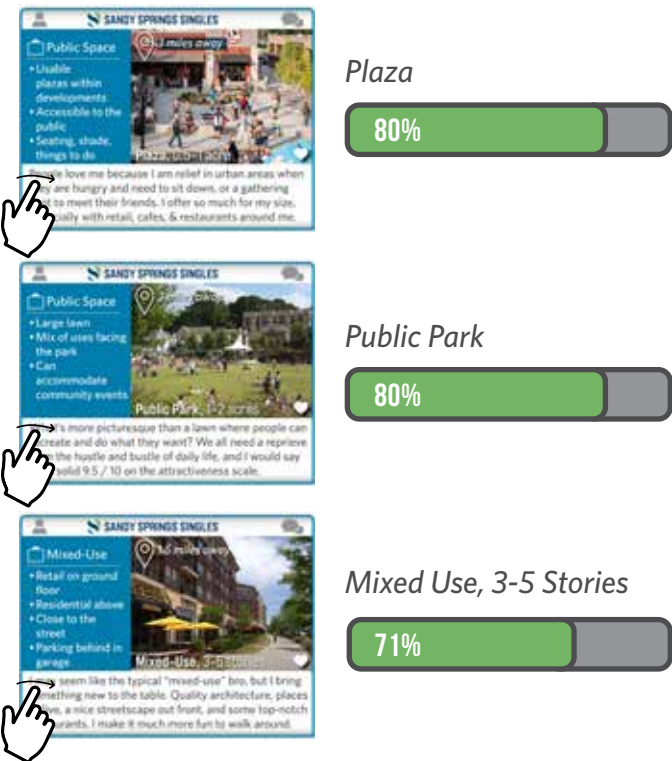


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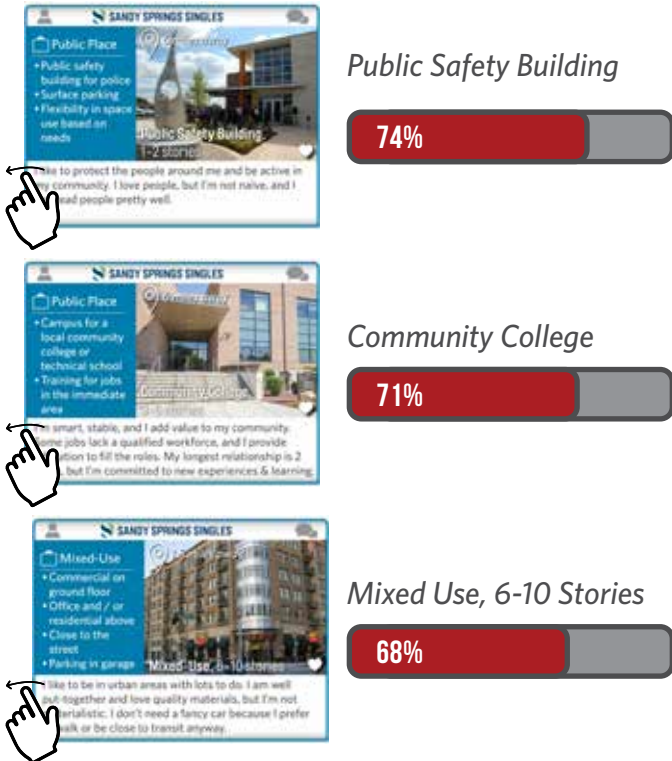
Site 1 Results

Through an interactive map and the online dating profiles, participants revealed the following ideas for Site 1 (North River Village Shopping Center):

Top 3 Developments “Swiped Right”

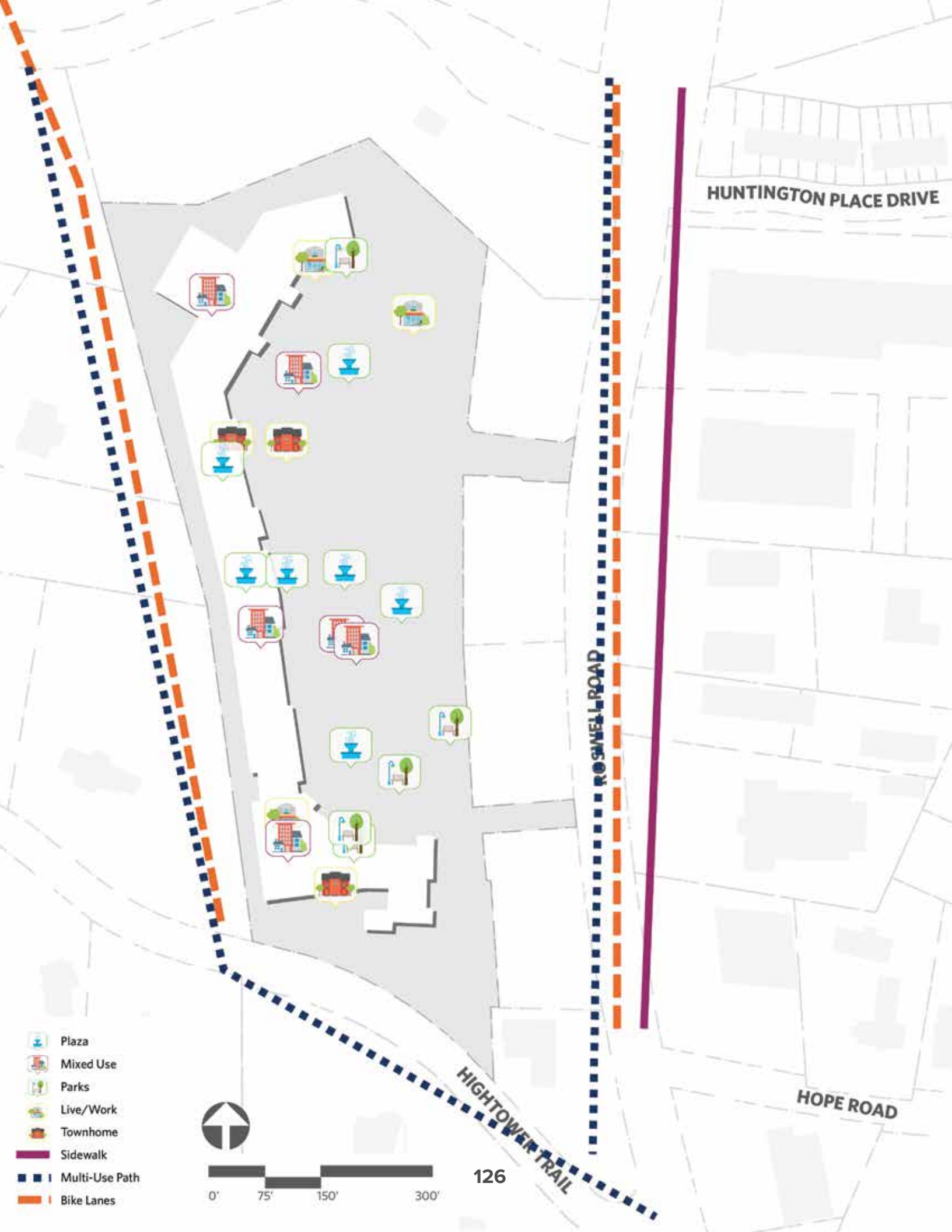


Top 3 Developments “Swiped Left”



Mapping Activity

The map on the right shows the results of a design activity. Each spot on the map shows the approximate location of a land use. For Site 1, parks and plazas were placed on the map most often. Residential uses included single-family detached houses, cottage court complexes, and multi-family in the form of mixed use. Participants were also able to associate comments with their design. A lot of the comments included a need for more connectivity and access to the site via on-demand crosswalks and/or a traffic light, medium density development, and anchoring the site with an open-air plaza that has seating and art. The results of the mapping activity match up with those of the online dating activity where mixed use, public space, and cottage court developments were ranked high. Other comments relayed that the proximity of the river should be taken advantage of. Participants drew nature trails between the north side of the site and the river. Other proposed transportation improvements included multi-use paths and bike lanes along Roswell Road.



Site 2 Results

Through an interactive map and the online dating profiles, participants revealed the following ideas for Site 2 (River Springs Shopping Center):

Top 3 Developments “Swiped Right”



Mixed Use, 3-5 Stories

76%



Plaza

74%



Retail, 1-2 Stories

68%

Top 3 Developments “Swiped Left”



Office, 5+ stories

87%



Mixed Use, 10+ stories

75%



Mid-Rise Multi-Family

74%

Mapping Activity





The map on the right shows the results of a design activity. Each spot on the map shows the approximate location of a land use. For Site 2, plazas and mixed use buildings were placed on the map most often. Residential uses included live/work, townhouses, and multi-family in the form of mixed use. Participants were also able to associate comments with their design. Many comments included a need for space for children to play within residential development, housing that can be affordable to families making under \$50,000, and a need to have appropriate transitions to the single-family neighborhood at the rear. The results of the mapping activity match up with those of the online dating activity with some exceptions: townhouses and live/work were not ranked as highly as the mapping activity suggests. However, the results of both activities show a desire for lower density development. The placement of the land uses suggest a desire for an open-air central plaza with mixed use development front it and housing at the edges. Participants drew multi-use paths and bike lanes around the entire site to increase walkability.

NORTHBRIDGE PARKWAY

ROSWELL ROAD

NORTHBRIDGE ROAD

COLQUITT ROAD

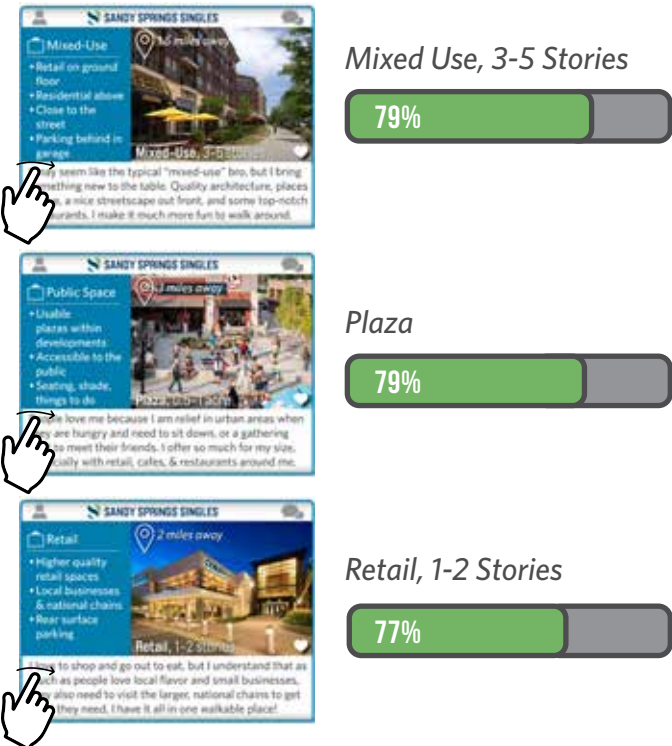
-  Single-Family
-  Mixed Use
-  Plaza
-  Commercial Building
-  Parks
-  Crosswalk / Stop Light
-  Sidewalk
-  Nature Trail
-  Bike Lanes



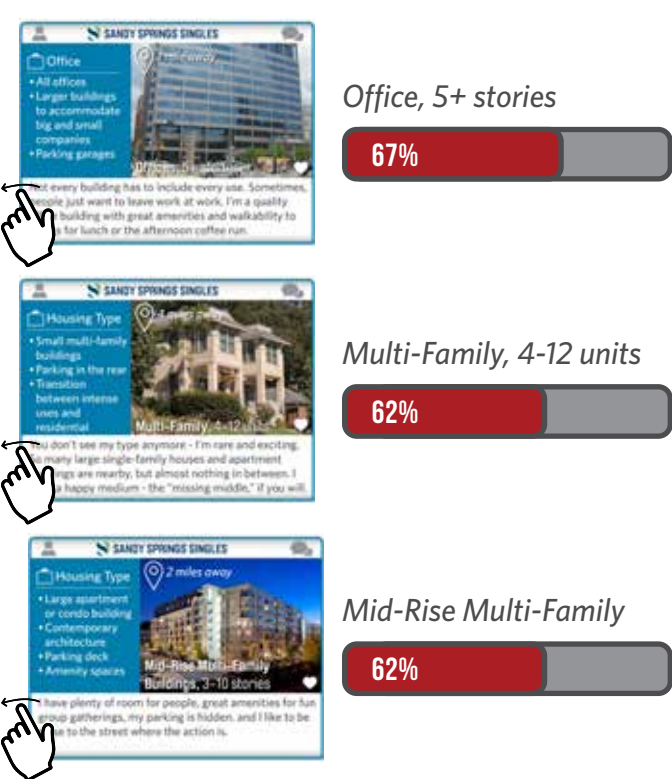
Site 3 Results

Through an interactive map and the online dating profiles, participants revealed the following ideas for Site 3 (Northridge Shopping Center):

Top 3 Developments “Swiped Right”



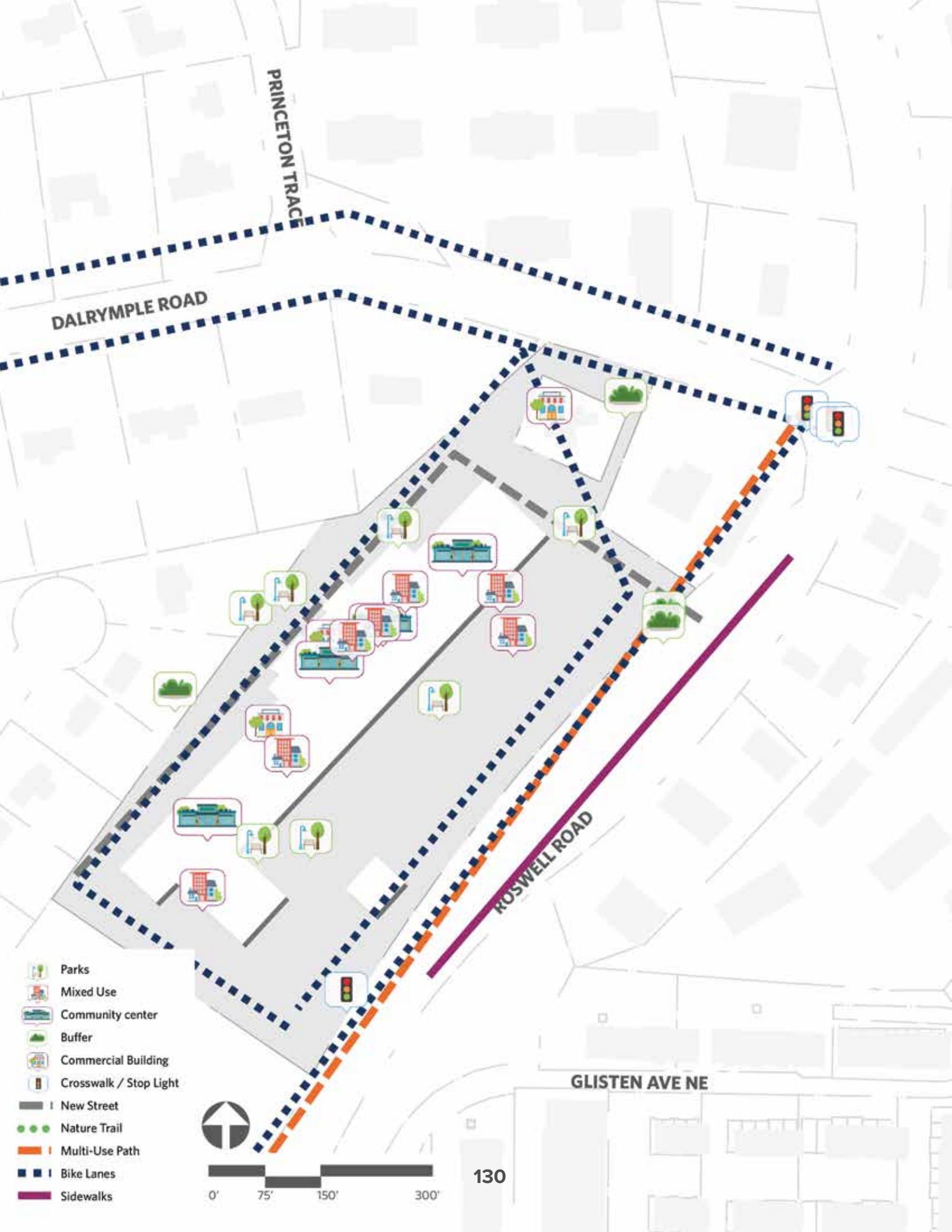
Top 3 Developments “Swiped Left”



Mapping Activity

The map on the right shows the results of a design activity. Each spot on the map shows the approximate location of a land use. For Site 3, plazas, commercial buildings, and mixed use buildings were placed on the map most often. Residential uses single-family detached houses and multi-family in the form of mixed use. Participants were also able to associate comments with their design. A lot of the comments included a need for better access to the site, a desire for a hotel development, a conservation space along the creek bed, and that the site might be best suited for residential development since it isn't already surrounded by it. The results of the mapping activity mostly match up with those of the online dating activity with a few exceptions: although people cited that residential would work well for the site, people rated small multi-family buildings and mid-rise multi-family towers very low and didn't rate other types very highly, either. However, the results of both activities show a desire for lower density development. Participants drew nature trails along the creek bed and connected them back to the main development area, and indicated a need for bike lanes and a sidewalk to run along Roswell Road. It may not be possible to run a trail along the creek bed since the steep topography doesn't allow for comfortable walking.





PRINCETON TRACE

DALRYMPLE ROAD

ROSWELL ROAD

GLISTEN AVE NE

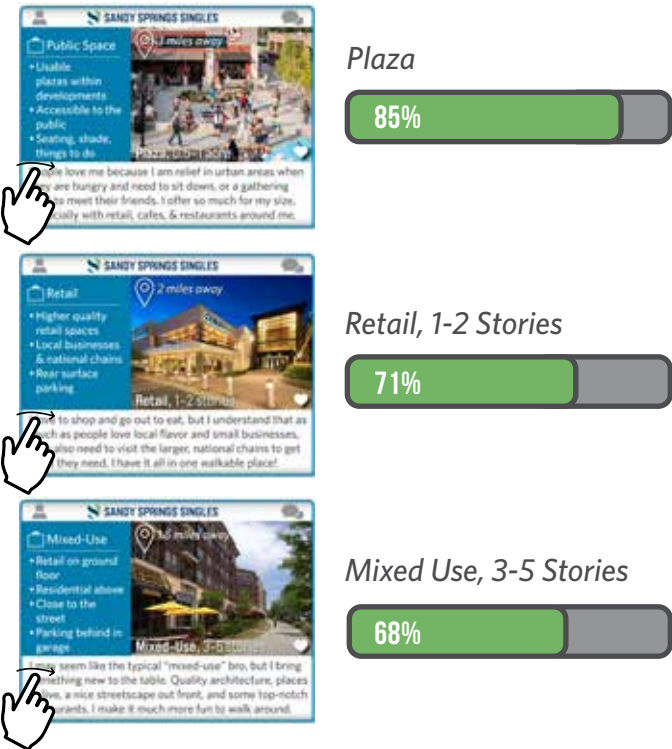
- Parks
- Mixed Use
- Community center
- Buffer
- Commercial Building
- Crosswalk / Stop Light
- New Street
- Nature Trail
- Multi-Use Path
- Bike Lanes
- Sidewalks



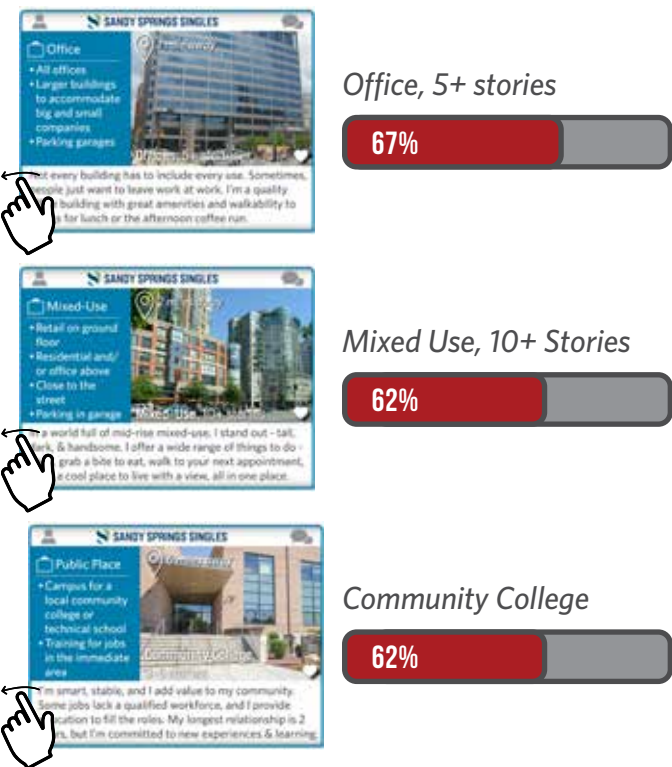
Site 4 Results

Through an interactive map and the online dating profiles, participants revealed the following ideas for Site 4 (North Springs Shopping Center):

Top 3 Developments “Swiped Right”



Top 3 Developments “Swiped Left”



Mapping Activity

The map on the right shows the results of a design activity. Each spot on the map shows the approximate location of a land use. For Site 4, parks and mixed use buildings were placed on the map most often. Residential uses (besides mixed-use with a residential component) were seldom placed. Participants were also able to associate comments with their design. Many comments included the site’s potential due to its proximity to the high school and other businesses, the need for an appropriate buffer and transition between the site and the residences at the rear, and better pedestrian connections to and from the site. The results of the mapping activity mostly match up with those of the online dating activity in that public space and commercial developments are most desired while residential isn’t a priority. Participants drew a variety of transportation recommendations: a new street that circles the site that would include multi-use paths, multi-use paths along Dalrymple Road that connect the neighborhood to the site and Roswell Road, and multi-use paths and sidewalks along Roswell Road.

POP-UP ROUND 2 (VIRTUAL)

Site 1 Results

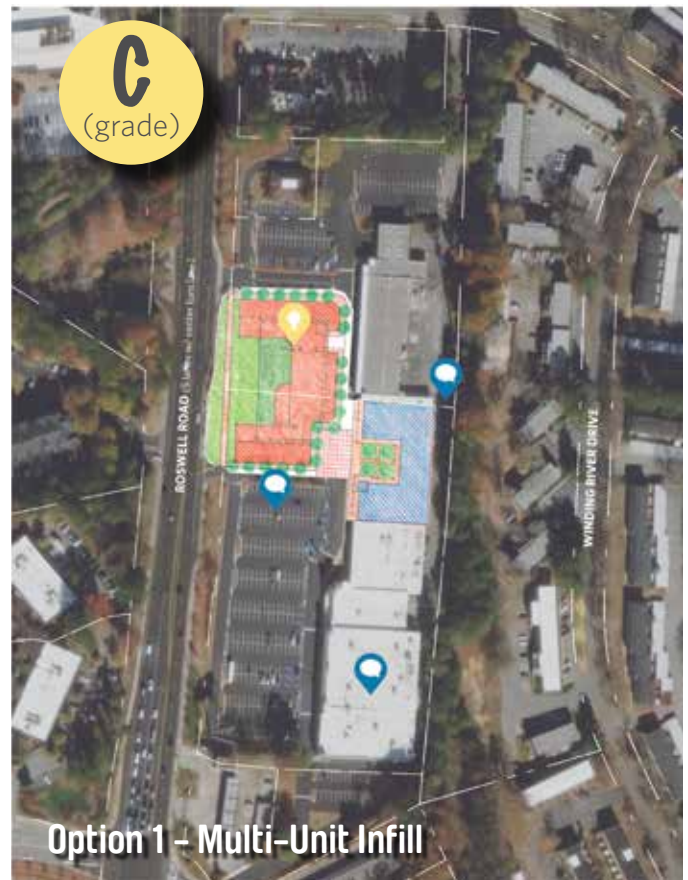
The comments gathered on the interactive map and surveys for North River Village Shopping Center are summarized below. Participants also graded each concept plan from A to F; each concept's grade is shown on the images.

Option 1 – Multi-Unit Infill

- Redevelop the entire site at once.
- Consider more single-family house and duplex options, rather than only townhouses and mixed use.
- Add a path connecting the site to the neighborhood to the east.
- This site could be a logical location for taller buildings and higher density in order to take advantage of views of the river and to grow the city sustainably.
- Consider the needs of existing neighboring homeowners.

Option 2.A – Neighborhood Center

- Consider more single-family house and duplex options and make them affordable.
- The density and mixed use is appropriate.
- This concept plan version has the most potential.
- Single-family houses may not be feasible because of the need for common areas and commercial space.
- Replace the hotel with residential or mixed use.



- This option would be the best way to revitalize the area while keeping cost of living realistic and minimizing traffic congestion.
- Add more green space for community events and more tree canopy.

Option 2.B + 2.C – Neighborhood Center

- Taller buildings that take advantage of views of the river would work here.
- Plan for pedestrian river access, connect to the Recreation Area, and Sandy Springs Middle School.
- Concerns about commercial spaces, particularly given the pandemic.
- Add green space, parks, trails, and amenities accessible to everyone, which could attract more people to the North End.



Site 2 Results

The comments gathered on the interactive map and surveys for River Springs Center are summarized below. Participants also graded each concept plan from A to F (images on the next page).

Option 1 – Vertical Mixed Use

- Create a commercial place for people of all ages, potentially including a movie theatre or high-end retail.
- Support for changing current codes to make more acceptable redevelopment possible, particularly related to ground floor commercial space.
- Include the multi-use trail recommended in this area.

Option 2 – Missing Middle Housing

- Include the multi-use trail recommended and provide more connectivity.
- Townhouses over flats are a good option.
- Add more single-family houses and duplexes and reduce the number of townhouses and multi-units.
- Single-family houses would not work here. Low-rise mixed use is better.

Option 3.A – Neighborhood Center

- Add a connection to the Sandy Springs Trial Master Plan routes.
- Add restaurants and retail.

Option 3.B – Neighborhood Center

- Concerns about traffic on Hightower Trail; add better traffic signals here.
- Add restaurants with outdoor seating.
- Support for trail connection.
- Do not include the Huntcliff HOA property.
- Need to consider walkability with the addition of more residential. Crossing Roswell Road is dangerous.





Site 3 Results

The comments gathered on the interactive map and surveys for Northridge Shopping Center are summarized below. Participants also graded each concept plan from A to F.

Option 1 – Infill

- Create a forested park in the land from Northridge Parkway to the northern edge of the property.
- Redevelop the whole site to create meaningful residential; leaving Goodwill reduces available space.

Option 2 – Neighborhood Center

- A park would be great.
- Offer some resident-serving retail.
- Add duplexes instead of townhouses.
- Balance density and traffic congestion.
- The amount of multi-unit housing in this Option is appropriate.

Option 3 – Multi-Unit Village

- Add a path from this area to the commercial uses on Northridge Road.
- Support for density, but add more green space and places for children to play.
- Support for street layout and commercial uses right on Roswell Road.





Option 3 – Multi-Unit Village

Site 4 Results

The comments gathered on the interactive map and surveys for North Springs Shopping Center are summarized below. Participants also graded each concept plan from A to F.

Option 1 – Horizontal Mixed Use

- Include more single-family houses, particularly on the southern portion of site.
- Add an active park with playground, skateboard bowl, basketball court near Dalrymple Road.
- Provide better connectivity to the neighborhoods and across Roswell Road to the high school, restaurants, and retail.
- Roswell Road is saturated with apartments, condos, and townhouses. The North End needs more parks, recreation, cafes, coffee shops, and art.

- Office space is not needed here; demand is falling and no other commercial centers are nearby to attract tenants.
- No more rental housing. Affordable housing should not be only apartments; add quality single-family houses with a range of prices with priority given to marginalized communities.
- No more rental housing; consider traffic, add more green spaces, add more retail.
- Access could be difficult with more residential units.

Option 2 – Missing Middle Housing

- No more apartments or rental housing. Build more single-family houses.
- Concerns about adding more retail and apartments leading to vacant spaces.
- Make a trendy complex with retail, residences, and dining with outdoor seating to add value to the surrounding neighborhoods.

Options 3 & 4 – Neighborhood Center + Mixed Use

- Option 3 may be the best concept with the right amount of housing and retail.
- Add more green space.
- No more rental housing or multi-units.
- Add more single-family houses.
- Create a center, like new urbanist communities.
- Add retail with local vendors for walkable shopping and a small green space.
- This is a fantastic redevelopment concept that adds functionality and increases the value of the area.



DRAFT PLAN PRESENTATION



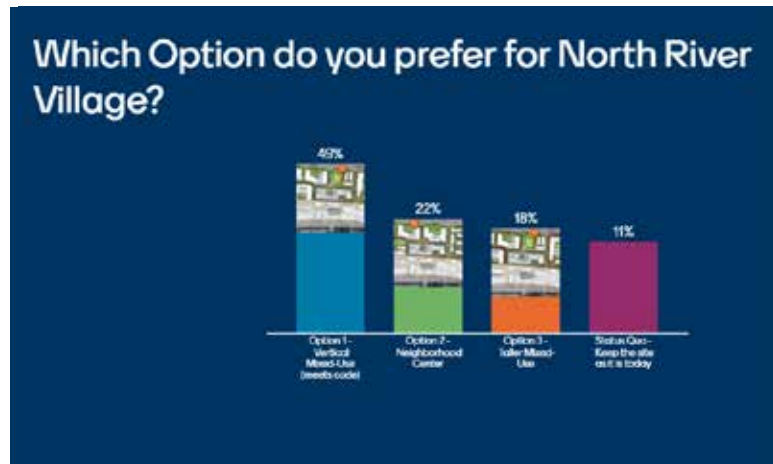
The Draft Plan Presentation occurred in three parts:

- **Virtual Public Meeting** on November 5, 2020, at 6:00 PM via video conference. The Planning Team presented the concepts and the financial feasibility in detail, with poll questions to gauge the preferences. Approximately 80 people attended this meeting, and 45-50 people answered the polls.
- **Booth at the Sandy Springs Farmers' Market** on Saturday, November 7, from 9:00 AM to 12:00 PM. The Team answered questions, described the concept plans, and directed people to the final set of concepts displayed on the interactive map.
- **Surveys and Interactive Map** available from November 5 to November 16, 2020. Approximately 40 people provided comments or answered survey questions.

Many of the comments and concerns remained consistent with the rest of the process, including:

- Concerns about adding more rental units and a desire for ownership units; concerns about adding density because of schools and traffic.
- Concerns about vacant commercial space.
- Mixed levels of support for using the Huntcliff HOA land as green space by River Springs.

Some comments supported the changes made to the plans, including:



- Support for the park and neighborhood center on the North Springs site
- North River Village may be the best location for taller buildings.

The combined Polls & Survey votes provided these results:



40.5%

North River Option 1 | Vertical Mixed Use

- Community Preference
- Financially Feasible



25%

River Springs | Status Quo

- No Community Preference
- Status Quo had a slim lead



37.2%

Northridge Option 1 | Vertical Mixed Use

- Community Preference
- **NOT** Financially Feasible



37.9%

North Springs Option 3 | Neighborhood Center

- Community Preference
- **Marginally** Financially Feasible

PRIORITIES FOR THE NORTH END

Feedback was consistent throughout the process.

The following are the community's priorities for how sites in the North End should redevelop. Some values and opinions conflicted for how these items should be constructed, funded, or incentivized. For example, participants support public subsidies for parks, streets, and plazas, but were less inclined to support subsidies for workforce or affordable housing.

- 1 Create mixed use developments with quality retail and grocery**
- 2 Add green spaces, parks, and usable open space, particularly with connections to the Chattahoochee River**
- 3 Offer a mix of housing options affordable to different income levels – more than townhouses and apartments – and balance ownership units and rental units**
- 4 Increase walkability and connectivity**

Getting it done



Public subsidy for streets, parks, plazas



Streamlined approvals & permits



Public subsidy for workforce housing



Taller buildings

Other Priorities

Other opinions frequently emerged about the following topics:

- **Mitigate traffic congestion when adding density**
- **Limit building heights to 3-5 stories**
- **Balance the impact on schools**



CHAPTER 4

- Vision & Framework
- Goals & Principles
- Concept Plans
- Green Infrastructure
- Fundamentals of Redevelopment
- Implementation

Vision & Design

HOW THIS PLAN WORKS



Vision

The Vision defines what the City wants to achieve or accomplish in the longterm future.



Goals

The plan's goals are general, aspirational statements that define how the Vision can be fulfilled.



Principles

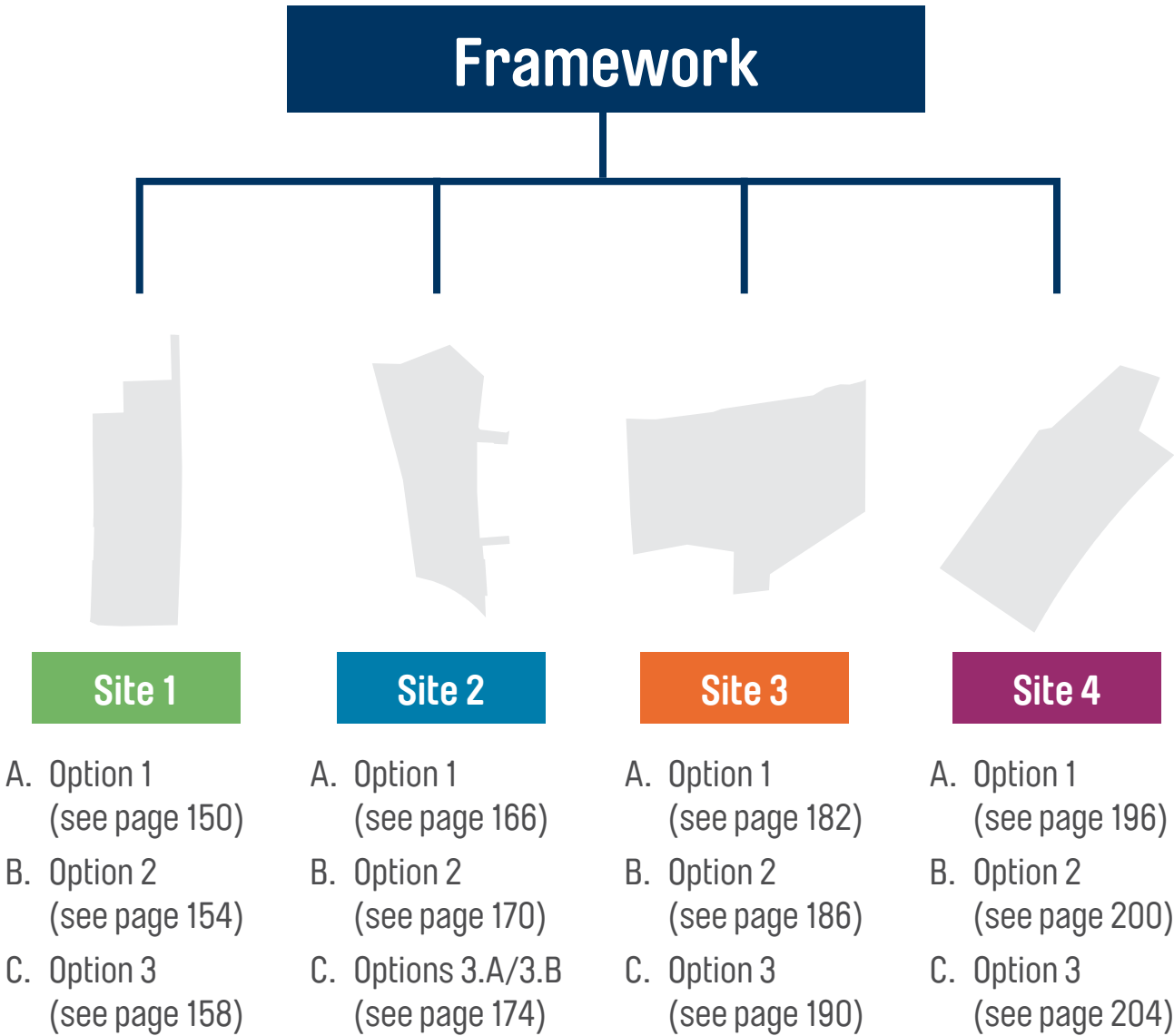
Based on needs and opportunities, principles are guidelines that provide direction for the implementation of the plan's goals.



Design Plans

In addition to the results of analyses and community input, each design plan takes into account this study’s vision, goals, and principles. Three separate plans for each of the four sites were created to show:

- 1. How the site can be redeveloped under current City Development Code requirements;
- 2. How the site can be redeveloped with minor code revisions; and
- 3. How the site can be redeveloped regardless of the code.



VISION STATEMENT

The North End of Sandy Springs will redevelop in a way that fulfills existing and future demand for housing, commercial space, and amenities that can attract a variety of residents and patrons from all backgrounds and lifestyles.

Ensure a variety of housing options to accommodate all types of residents.

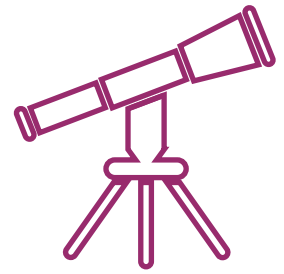
- Preserve existing and naturally-occurring affordable housing units in the North End so that existing residents can stay in the community.
- Use the North End as a model for innovative housing types and how a range of options can be accommodated on 10-15-acre sites.
- Build housing types that meet a variety of income levels and living preferences.
- Incentivize developers to build affordable and workforce units.
- Provide a mixture of rental and ownership units.

Model how mixed-use (retail, office, housing, and institutional uses, and green space) environments can work in Sandy Springs.

- Review Development Code to determine potential amendments to accommodate the vision in each of the scenarios.
- Provide a mix of retail and dining options that reach a variety of needs and income levels.
- Encourage the creation of both traditional office space and co-working offices.
- Promote the advantages of parking management strategies (shared parking agreements and fees-in-lieu of strategies) to the development community as included in City's current Development Code, to reduce the amount of parking, opening more land for businesses, open spaces, and housing.
- Establish an identity for the North End through quality landscaping, streetscapes, wayfinding, and building design.

Build upon existing green spaces and parks to create a cohesive public space network.

- Include usable green spaces and plazas in mixed-use developments.
- Provide wayfinding to all public spaces and places of interest.
- Integrate environmental sustainability and green infrastructure elements in public spaces where possible.
- Connect recommendations from this plan to those in the River Access Study.



Improve multimodal connectivity throughout the North End, starting with the four sites and Roswell Road.

- Create a network of multi-use trails to access area destinations, and green spaces in the North End, expanding to other areas in Sandy Springs and the Atlanta region.
- Improve bicycle and pedestrian facilities along Roswell Road, starting with recommendations from the Next Ten Comprehensive Plan.
- Make riding MARTA easier by improving access and wayfinding to bus stops and coordinating with MARTA to add bus shelters, information kiosks, and trash receptacles, along with amenities such as WiFi, public art, and real-time information boards.
- Add street connectivity on the four sites that shortens blocks and accommodates vehicles, pedestrians of all ages and abilities, transit users, and cyclists.
- Improve access management from Roswell Road into the sites to reduce traffic congestion and conflict points.

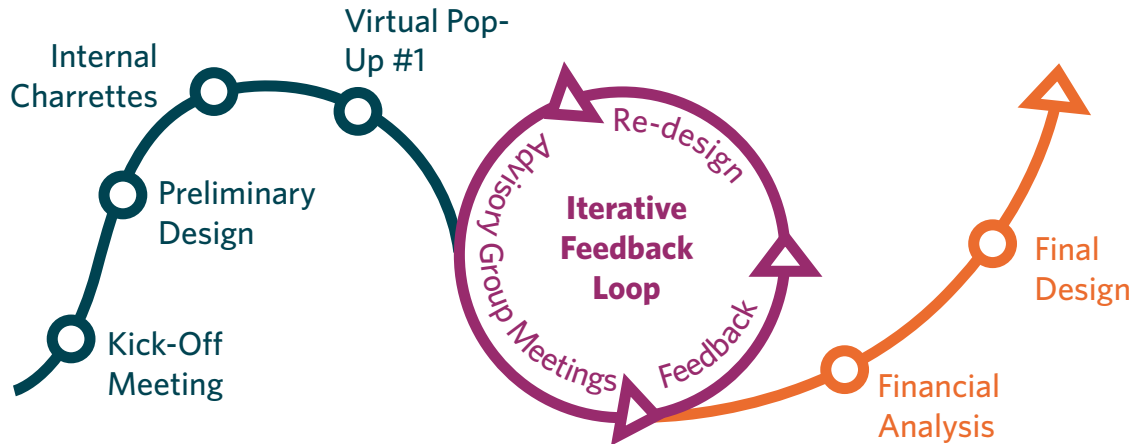
Attract and support local small businesses in the North End.

- Offer new commercial spaces to existing businesses if sites redevelop.
- Encourage spaces with month-to-month leases, pop-up, and coworking spaces.
- Complete basic improvements (HVAC, drywall, electrical, etc.) before leasing to reduce the cost of tenant improvements.
- Create strategies for providing affordable retail and office spaces.

OVERVIEW

Process

Developing the concept plans relied on an iterative process between the consultants, Advisory Committee, City staff, and the general public.



Design Philosophy

Targeted User Groups

Feedback from the first Virtual Pop-Up informed the user groups that needed to be kept in mind throughout the design process. Most important to the community are the households earning under \$60,000 annually, working class residents, medium- to higher-income residents with large student loan debt, empty-nesters and senior households, and existing and prospective small business owners.

Design

The design of each site takes into consideration the proposed improvements to Roswell Road (see page 46). For these developments to be successful, Roswell Road must be walkable and feel safe to pedestrians, cyclists, and transit users.



Teachers



Young Families



Entry-Level Professionals



Retired + Empty-Nesters



Student Debt Holders

Finances

This exercise of creating concept plans for each of the sites had to not only consider existing and proposed code changes, but also financial feasibility. Each concept plan was placed into a **pro forma**, a document that calculates a real estate development's ability to perform financially under certain assumptions.

What assumptions were made?

All 13 concept plans assumed the following for financing:

- Each shopping center site would be purchased as-is by the master developer, (be it public or private) and a sales price was estimated using recent sales of nearby centers as comparison. Sales would assume 35% equity (the "down payment") and 65% debt (the amount borrowed) at 6% interest.
- The master developer would assume financial responsibility of demolition of existing buildings and site preparation.
- The master developer would sell pre-assembled blocks to vertical developers that would construct the plans. These estimated sale prices are based on unit values that came from the market study, and assume the top 20% of values of the entire city's market, with 16.5% of unit value going to land costs:
 - Condominium - \$280,000
 - Apartment rent - \$1,500/month
 - Townhouse - \$550,000
 - Single-family detached - \$800,000
- The master developer would sell the project after 24 months.

****The current Building Code requirement for concrete and steel construction above 3 stories negatively affected the majority of the concept plans' financial feasibility.***

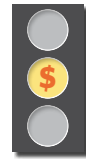
How were the numbers evaluated?

The metric used to determine whether or not a concept plan was financial feasible was its **Internal Rate of Return (IRR)**, which is the annual rate of growth that an investment is expected to generate. Below is the breakdown of which feasibility is measured:



Feasible - Green Light

The concept makes an adequate IRR and is likely to be financially feasible.



Marginally Feasible - Yellow Light

The IRR is below a profitable margin but is otherwise possible if modifications, concessions, a public-private partnership is made, or if the developer is willing to accept less than optimal market returns.



Not Feasible - Red Light

If the IRR is negative, it means that the costs exceed the revenues expected to be generated, and it is not feasible.

A few notes about the concept plans...

- High-profit scenarios would likely be moderated in practice by higher land costs.
- Certain density and height assumptions would result in higher per-unit costs, requiring price points that exceed current market support.
- Higher price points are a challenge, but can be done with transformative design and development.
- Higher price points may conflict with affordability goals.



Opportunity for residential redevelopment (not shown on concept plans)

Existing bank

Opportunity to connect to existing neighborhood

ROSWELL ROAD

WINDING RIVER DRIVE

Proposed multi-use trail from Master Trails Plan

Additional parking and access to include in plan

1" = 150'

0' 75' 150' 300'

148

NORTH RIVER VILLAGE SHOPPING CENTER // DESIGN PARAMETERS

Assumptions

The following assumptions were made while working through the design process, based on site conditions and market conditions:

- Present ownership and tenants are not likely to change soon, meaning a phased redevelopment approach may be necessary. *Note: a phased concept was provided in the first round of public comments on the concept plans (page 132), and the feedback noted it was not preferred.*
- The former bank parcel on the northwest corner and the parcel with the parking lot on the southern end are included in the site plan because they are owned by the same company as the main shopping center.
- There is an opportunity to connect into existing neighborhood at the rear of the site (to the east).
- No adjacent Protected Neighborhood districts abut this property, so building step-downs are not required.
- This site has the most potential to connect into the Chattahoochee River National Recreation Area and take advantage of the views to the north.

Opportunities on Adjacent Parcels

This planning process uncovered an opportunity to connect into the townhouse neighborhood to the east, which shares a property line with North River Village. These ideas are simply conceptual and would require current property owners and residents to agree, which may not be likely. The City of Sandy Springs has no intention of using eminent domain to redevelop the land, and will not require that the land be sold for North River to redevelop. The townhouse community to the east has some vacant land, parking lots, and driveways adjacent to North River Village's rear property line. The land could be used for additional townhouses or live / work units, and streets from North River Village redevelopment could connect to the parking lot and driveways, providing better connectivity between the two areas. Current residents would not need to drive around the block to reach any destinations within the North River Village property.

Notes Regarding All Concept Plans:

- Character Area Map amendments may be required for proposed rezoning;
- Concept plans are illustrative only;
- Concept plans may contain errors and omissions from City codes.

- Mixed use portion of building
- 75' stream buffer
(note: GIS data from Fulton County may not be exact)

Opportunity for residential redevelopment (not shown on concept plans)

Live/ work

Townhouses

Mixed use
(6 stories)

Retail

Live/
work

Live/
work

Street (53' ROW w/parking)

Mixed-Use
(3 stories)

Opportunity to
connect to existing
neighborhood

Public
Park

Food hall with
upper-story
office (2 stories)

ROSWELL ROAD

Mixed use
(6 stories)

Street (40' ROW)

Retail

Street (40' ROW)

Townhouses

WINDING RIVER DRIVE

Partially
underground
parking deck w/
amenity on top

Multi-use Trail

Mixed-Use,
office on
ground floor
(3 stories)

Mixed use
(6 stories)

Parking deck
w/amenity on
top

Street (53' ROW)

Live/
work

Townhouses

1" = 150'



150

NORTH RIVER VILLAGE SHOPPING CENTER // OPTION 1

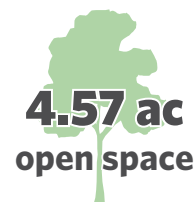
Vertical Mixed Use – Meets Zoning Code

Concept Plan Description

This concept plan meets the code requirements for the SX-6 district, with mixed use buildings that include commercial space facing all streets and multi-units above. However, the proposed streets in the concepts do not meet the City's current development code requirements. The current development code requires wider streets, which would remove developable land and create block sizes that would not fit typical building dimensions. Below are some other main points about this design:

- A one-acre park faces Roswell Road, connects across the street to an existing plaza, and is surrounded by residential and commercial uses to activate it.
- Part of the existing building around the existing plaza is retrofitted to be a food hall and a second story is added for office space.
- All mixed use buildings are between three and six stories tall.
- The change in elevation along Roswell Road allows majority of the parking garages along that edge to be underground without doing additional excavation. Between one and two floors would be visible from the street and would be screened with landscaping.
- Existing access drives are used for the new street connections.
- Townhouses and live / work units transition to the adjacent townhouse community.

Land Use Summary



Financial Feasibility



This concept is feasible.

Although this concept is feasible, structured parking requires higher rents than is currently supported by the market.

Development Code

This option meets the current code requirements (SX-6) with some conditional uses. Challenges of the current code include:

- Non-residential facing all the streets could lead to too much commercial space, particularly in the initial phase of redevelopment.
- Street width requirements.



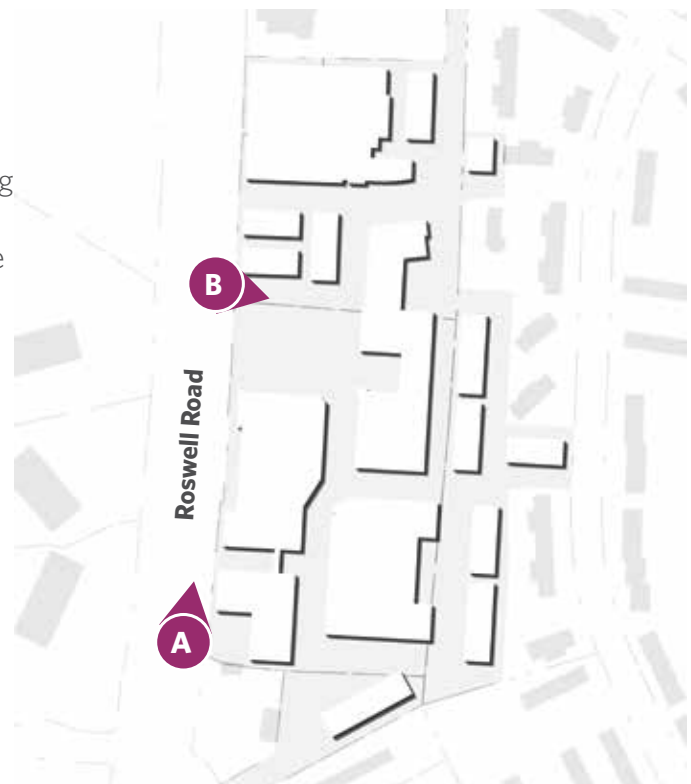
COMMUNITY PREFERRED

North River Village Shopping Center // Option 1



Site Character & Scale

This birds' eye view faces north toward the Chattahoochee River and shows the whole North River site in order to understand building heights, street widths, scale, and the visual impact on adjacent neighborhoods. Mixed use buildings in this scheme are between three and six stories.



A

Whole Site View



Public Park

A one-acre public park is located between the mixed use buildings, townhouses, and a proposed food hall (retrofit of existing building). This park can include outdoor space for community events, food trucks, outdoor seating for restaurants, or displays for retail establishments. This space would be visible from Roswell Road and activated by the adjacent buildings. Public spaces with similarly sized buildings and plazas have been constructed throughout the Atlanta region, such as the main park in the Glenwood Park development in southeast Atlanta, shown to the right.



Photo: Park in Glenwood Park in Atlanta

B

Public Park View

- Mixed use portion of building
- 75' stream buffer
(note: GIS data from Fulton County may not be exact)

Townhouses

Live / work

Mixed use
(6 stories)

Partially
underground
parking deck w/
amenity on top

Partially
underground
parking deck w/
amenity on top

Multi-use Trail

Mixed-Use,
office on
ground floor
(3 stories)

Opportunity for residential
redevelopment (not shown on
concept plans)

Live/
work

Retail

Live/
work

Opportunity to
connect to existing
neighborhood

Mixed-Use
(3 stories)

Food hall with
upper-story
office (2 stories)

Retail

Townhouses

Mixed use
(6 stories)

Street (40' ROW)

Street (40' ROW)

WINDING RIVER DRIVE

ROSSELL ROAD

Park

Townhouses

Live / work

Live/
work

Park

Townhouses

1" = 150'



154

NORTH RIVER VILLAGE SHOPPING CENTER // OPTION 2

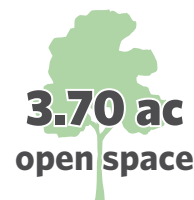
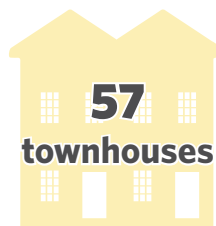
Neighborhood Center

Concept Plan Description

This concept plan does not meet the code requirements for the SX-6 district, but it is financially feasible. The block structure and street layout is identical to Options 1 and 3, and many elements are similar. However, some blocks of mixed use buildings are replaced with townhouses and live / work units, and the public park is replaced with a mixed use building. Below are some other main points about this design:

- Small pocket parks are located throughout the site adjacent to residences and between buildings.
- Part of the existing building around the existing plaza is retrofitted to be a food hall and a second story is added for office space.
- All mixed use buildings are between three and six stories tall.
- The change in elevation along Roswell Road allows most of the parking garages along that edge to be underground without doing additional excavation. Between one and two floors would be visible from the street and would be screened with landscaping.
- Existing access drives are used for the new street connections.
- Townhouses and live / work units transition to the adjacent townhouse community.

Land Use Summary



Financial Feasibility



This concept is feasible.

Although this concept is feasible, structured parking requires higher rents than is currently supported by the market.

Development Code

This option does not meet the current code requirements (SX-6). This concept could work by code if the following is done:

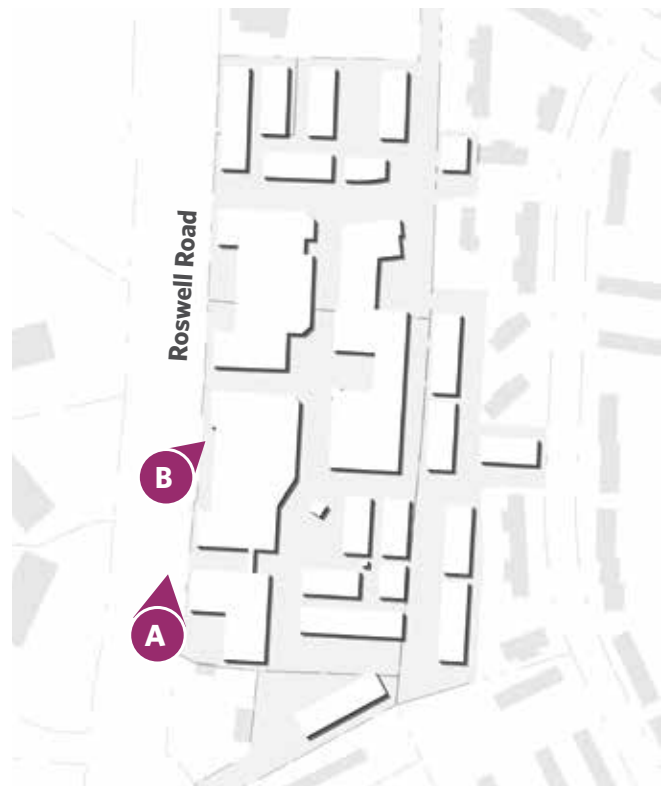
- Reduce lot sizes for townhouses and live/work units.
- Reduce street width and design requirements.
- Remove steel and concrete construction requirements for buildings taller than 3 stories.

North River Village Shopping Center // Option 2



Site Character & Scale

This birds' eye view faces north toward the Chattahoochee River and shows the whole North River site in order to understand building heights, street widths, scale, and the visual impact on adjacent neighborhoods. This scheme replaces some of the mixed use buildings in Options 1 and 3 with townhouses and live / work units as a transition into the neighborhood to the east.



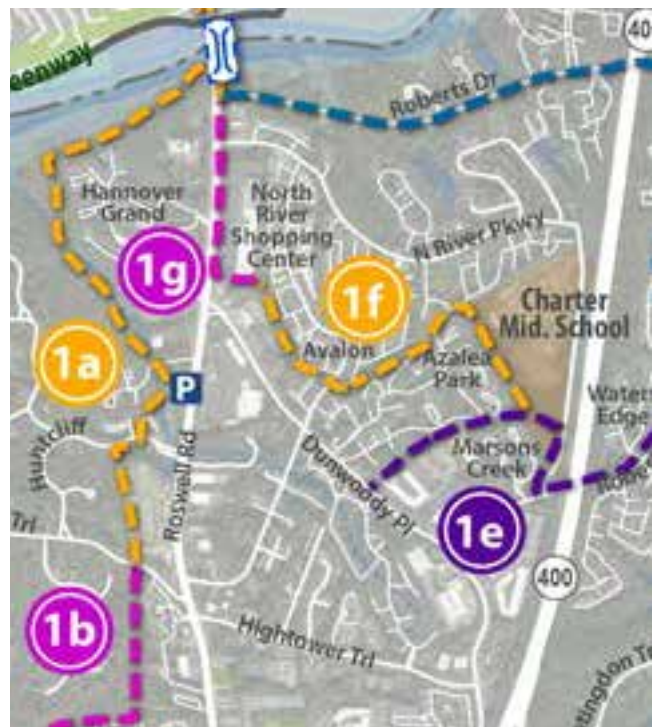
A

Whole Site View



Roswell Road & Multi-Use Trail

All of the schemes include the multi-use trail on Roswell Road recommended in the City of Sandy Springs' Trails Master Plan, which will connect to the Chattahoochee River and other trails proposed in the River Access Study, a concurrent effort at the time of this plan's writing.



B

Roswell Road Multi-use Trail View

Image above showing trail connections in the Trails Master Plan

- Mixed use portion of building
- 75' stream buffer (note: GIS data from Fulton County may not be exact)

Opportunity for residential redevelopment (not shown on concept plans)



1" = 150'



NORTH RIVER VILLAGE SHOPPING CENTER // OPTION 3

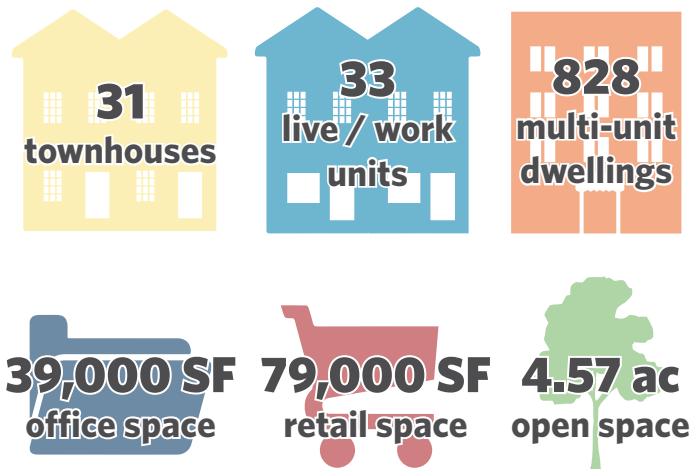
High-Density Mixed Use

Concept Plan Description

This concept plan does not meet the code requirements for the SX-6 district, but it is financially feasible. This plan uses the same site plan as Option 1, but most mixed use buildings are 10 stories tall, instead of six stories. The higher density provided by the taller buildings would make affordable housing units and green space more viable for a developer to provide. Below are some other main points about this design:

- A one-acre park faces Roswell Road, connects across the street to an existing plaza, and is surrounded by residential and commercial uses to activate it.
- Part of the existing building around the existing plaza is retrofitted to be a food hall and a second story is added for office space.
- All mixed use buildings are either three or ten stories tall.
- The change in elevation along Roswell Road allows majority of the parking garages along that edge to be underground without doing additional excavation. Between one and two floors would be visible from the street and would be screened with landscaping.
- Existing access drives are used for the new street connections.
- Townhouses and live / work units transition to the adjacent townhouse community.

Land Use Summary



Financial Feasibility



This concept is feasible.

Although this concept is feasible, structured parking requires higher rents than is currently supported by the market.

Development Code

This option does not meet the current code requirements (SX-6). This concept could work by code if the following is done:

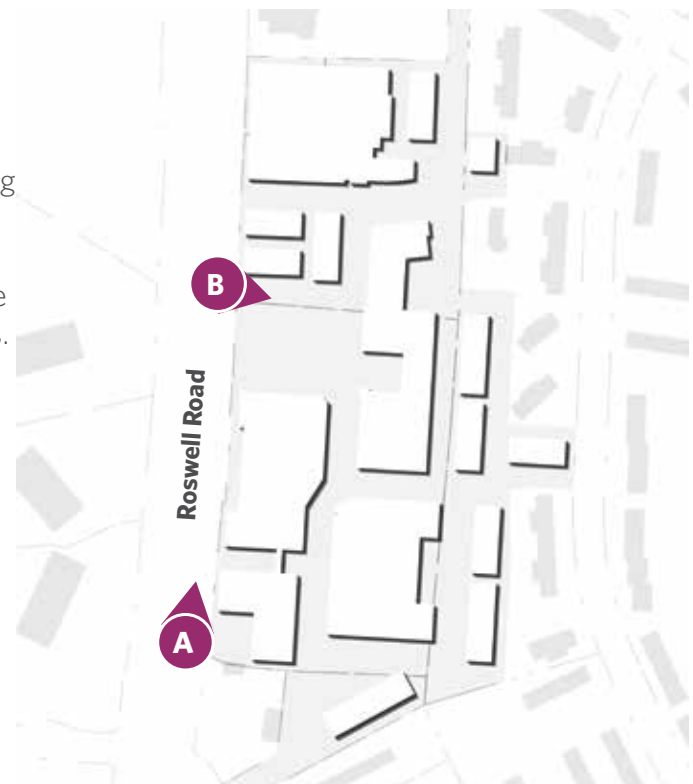
- Allow live/work units by-right.
- Reduce lot sizes for townhouses and live/work units.
- Reduce street width and design requirements.
- Increase the allowed building heights.

North River Village Shopping Center // Option 3



Site Character & Scale

This birds' eye view faces north toward the Chattahoochee River and shows the whole North River site in order to understand building heights, street widths, scale, and the visual impact on adjacent neighborhoods. Buildings in this scheme are taller, at 10 stories, than the other schemes and than what the code allows.



A

Whole Site View



Public Park

A one-acre public park is located between the mixed use buildings, townhouses, and a proposed food hall (retrofit of existing building). This park can include outdoor space for community events, food trucks, outdoor seating for restaurants, or displays for retail establishments. This space would be visible from Roswell Road and activated by the adjacent buildings. Public spaces with similarly sized buildings and plazas have been constructed throughout the Atlanta region, such as the main park in the Glenwood Park development in southeast Atlanta, shown to the right.



Photo: Park in Glenwood Park in Atlanta

B

Public Park View



HUNTCLEFF

HUNTINGTON

Opportunity to use existing ponds for enhanced stormwater park

Potential path connection

Opportunity for commercial redevelopment

Potential Line for Phasing

Opportunity for commercial redevelopment

ROSWELL ROAD

HOPE ROAD

HIGHTOWER TRAIL

162

1" = 150'



RIVER SPRINGS SHOPPING CENTER //

DESIGN PARAMETERS

Assumptions

The following assumptions were made while working through the design process, based on site conditions and market conditions:

- The River Springs site is better suited for residential uses because it is separated from Roswell Road and abuts Protected Single-Family neighborhoods.
- Because of the results of the market study and the location behind other commercial buildings from Roswell Road, minimal new commercial space is recommended in all of the concepts.
- The code requires block sizes that are 660 feet or less, so the existing access drives from Roswell Road and Hightower Trail were used for new street connections to create realistic blocks for redevelopment. If the access drive from Hightower Trail became the north/south street, this opens the opportunity for the commercial properties between the site and Roswell Road to redevelop and connect directly into the site.
- Adjacent parcels offer the opportunities to connect into any redevelopment on River Springs, should property owners choose to redevelop. The site can also be connected to Huntcliff Road with a path connection through the northern Huntcliff HOA land, if the HOA agrees.
- Because of these arrangements, phasing could occur by removing either end of the building first, if the property owner prefers to retain some tenants through their lease terms during redevelopment.

Opportunities on Adjacent Parcels

This planning process uncovered a few opportunities with properties that share property lines with River Springs, including the Huntcliff

HOA-owned property to the north and the commercial properties to the east facing Roswell Road. These ideas are simply conceptual and would require current property owners to agree or to sell the land, which may not be likely. The City of Sandy Springs can not require that they be sold for River Springs to be redeveloped.

Throughout the public input process, the desire for publically-accessible open space and parks rose to the top for priorities. The existing open space is shown as a way to accommodate that need on all four concepts for River Springs, as shown in the image on the following page.

Final Public Engagement

Once the final designs were presented to the public, votes on the River Springs concepts did not uncover a favorite version. During the final public meeting, Option 1 won the vote, but once the votes were combined with the results of the online activities, no option received a significant majority. "Status Quo," leaving the site as it is today, received 25% of the votes.



NO PREFERENCE

Notes Regarding All Concept Plans:

- Character Area Map amendments may be required for proposed rezoning;
- Concept plans are illustrative only;
- Concept plans may contain errors and omissions from City codes.

POTENTIAL PARK SHOWN ON ALL RIVER SPRINGS CONCEPT PLANS







Mixed use portion of building

75' stream buffer
(note: GIS data from Fulton County may not be exact)

Path Connection

Opportunity to use existing ponds for enhanced stormwater park

Potential path connection

Opportunity for commercial redevelopment

Multi-unit (3 stories)

Mixed use (3 stories)

Parking (4 floors)

Street (40' ROW)

PROTECTED NEIGHBORHOOD

Required 50-foot buffer

Mixed use (3 stories)

Multi-unit (3 stories)

Bridge connecting buildings

Multi-unit (3 stories)

Retail

Public pocket park

Street (70' ROW)

ROSWELL ROAD

Alley (25' ROW)

Mixed use (3 stories)

HIGHTOWER TRAIL

166

HOPE ROAD

Small gathering space with seating

1" = 150'



RIVER SPRINGS SHOPPING CENTER //

OPTION 1

Vertical Mixed Use – Meets Zoning Code

Concept Plan Description

This concept plan meets the code requirements for the SX-3 district, with mixed use buildings that include commercial space facing all streets and multi-units above. The streets do not exactly meet the Development Code requirements, but the code requires wider streets, which would remove developable land and create block sizes that would not fit typical building dimensions. Below are some other main points about this design:

- No buildings are taller than three stories. The parking garage is shown at four stories because the floor to ceiling heights are 9 feet, shorter than typical building stories, and the top (fourth) floor can be used for more parking.
- The existing access drives are used for the new street connections.
- A park on the southern end between the retail and multi-unit buildings could serve as a gathering space and accommodate outdoor seating for restaurants.
- Other amenity spaces provide outdoor space for the users of the buildings
- A small gathering space at Hightower Trail could provide outdoor seating and passive open space.
- On-street parking on all the streets limits the amount of parking lots needed, making more land available for development and green space.

Land Use Summary



Financial Feasibility



This concept is feasible.

Although this concept is feasible, structured parking requires higher rents than is currently supported by the market. There is not much room for creative design to add more green space or add more units to accommodate workforce housing.

Development Code

This option meets the current code requirements (SX-3). Challenges of the current code include:

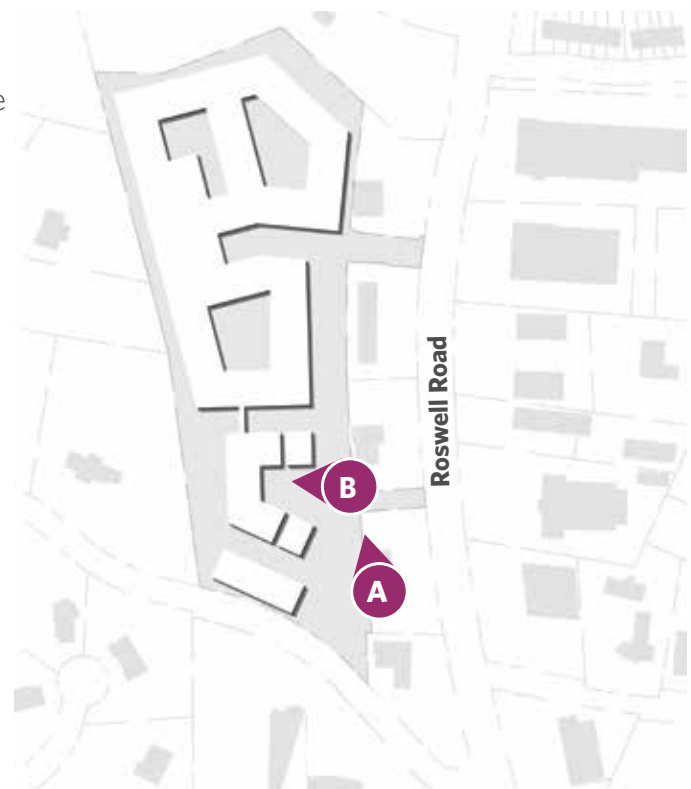
- Requirement that ground-floor commercial face all streets may lead to too much commercial space.
- Existing street width and design requirements limit amount of developable land.
- 3-story buildings make it financially difficult to support a parking deck.

River Springs Shopping Center// Option 1



Site Character & Scale

This birds' eye view faces north and shows the whole River Springs site and the relationship to the bordering commercial parcels in order to understand building heights, street widths, scale and the visual impact on adjacent neighborhoods.



A

Whole Site View



Public Pocket Park

A public pocket park between the residential and commercial buildings can include passive outdoor space for small gatherings, food trucks, community events, outdoor seating for restaurants, or displays for retail establishments. This space would be the first thing visitors see when entering the site from the southern street from Roswell Road. Public spaces with similarly sized buildings and plazas have been constructed throughout the Atlanta Region, such as Parson's Alley in Duluth, shown to the right.



Photo: CNU.org

B

Public Pocket Park View

75' stream buffer
(note: GIS data from
Fulton County may not
be exact)

PROTECTED
NEIGHBORHOOD

HUNTCLIFF

HUNTINGTON

Path Connection

Opportunity to
use existing ponds
for enhanced
stormwater park

Potential path
connection

Opportunity
for commercial
redevelopment

Opportunity
for commercial
redevelopment

ROSWELL ROAD

Townhouses

Small gathering
space with seating

HOPE ROAD

Single-family
houses

Townhouses
over flats

Townhouses

Required
50-foot buffer

Single-family
houses

6-plexes
(3 stories)

6-plexes
(3 stories)

Street (40' ROW)

Street (40' ROW)

HIGHTOWER TRAIL

170

1" = 150'



RIVER SPRINGS SHOPPING CENTER //

OPTION 2

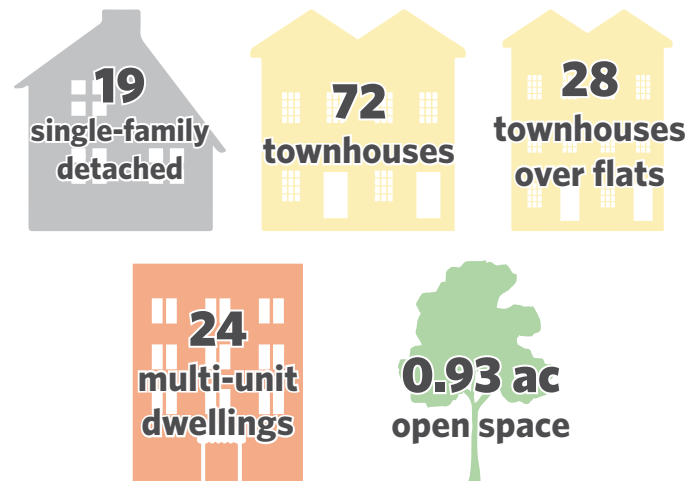
Missing Middle Housing

Concept Plan

This concept plan does not meet the code requirements and is not financially feasible. The concept focuses on providing missing middle housing, which are housing types in the “middle” of the housing spectrum between single-family detached homes and large apartment buildings. The term encompasses townhouses, small apartment buildings, smaller single-family houses, duplexes, accessory dwelling units (granny flats), and more. Missing middle housing expands the level of affordability by offering different price points and unit sizes. Below are some other main points about this design:

- No retail or commercial is shown on this plan. If the sites between River Springs Center and Roswell Road redevelop in the future, they could include commercial development that fronts into the space and to Roswell Road, creating the commercial node for the area.
- Housing types include:
 - Townhouses of various sizes
 - Single-family houses (small ones and larger ones overlooking green space)
 - Townhouses over flats, which function similar to duplexes
 - 6-plexes (multi-unit buildings with 6 units)
- Smaller public green spaces are located throughout the site for passive use.
- On-street parking on all the streets limits the amount of parking lots needed, making more land available for development and green space.

Land Use Summary



Financial Feasibility



This concept is not feasible.

Based on market assumptions, this concept would not be feasible. Land acquisition and site preparation costs would exceed revenue potential from the resale of lots.

Development Code

This option does not meet the current code requirements (SX-3). This concept could work by code if the following is done:

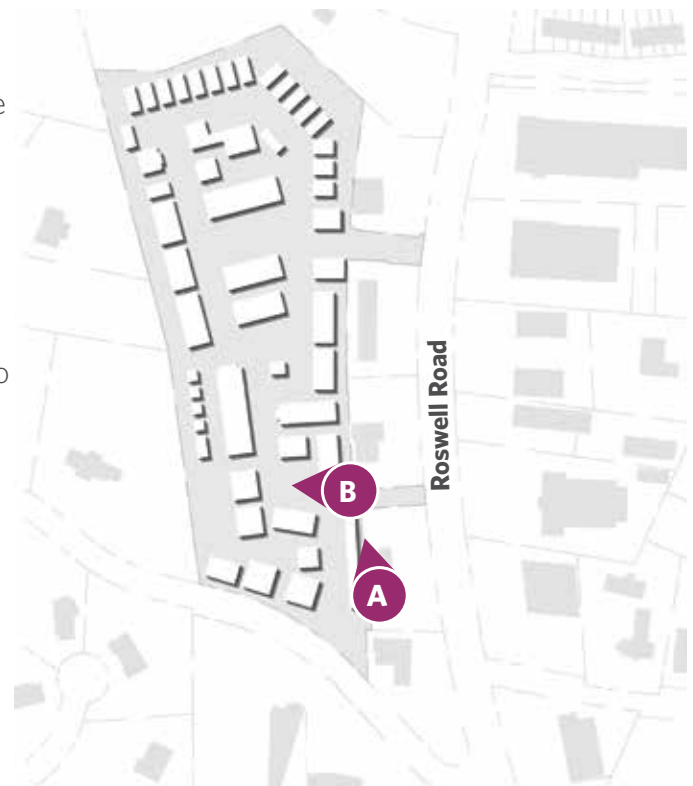
- Rezone to RM-3 (Residential Multi-Unit).
- Reduce lot sizes for multi-unit, townhouses, and single-family detached units.
- Reduce street width and design requirements.

River Springs Shopping Center// Option 2



Site Character & Scale

This birds' eye view faces north and shows the whole River Springs site and the relationship to the bordering commercial parcels in order to understand building heights, street widths, scale and the visual impact on adjacent neighborhoods. This concept offers smaller buildings than Option 1, which may better transition into the Protected Neighborhoods to the west and north.



A

Whole Site View



A Variety of Housing Options

This view shows many of the housing options offered in the Option 2 concept plan: townhouses of different sizes, townhouses over flats, and single-family houses. The arrangement of these housing units is similar to the design ideas constructed in the Manchester development by Hedgewood Homes in Atlanta, shown in images to the right. **Options 3.A and 3.B** also show this mix of housing options.



Photos: Manchester development by Hedgewood Homes in Atlanta

B Housing Options

75' stream buffer
(note: GIS data from
Fulton County may not
be exact)

**PROTECTED
NEIGHBORHOOD**



1" = 150'



RIVER SPRINGS SHOPPING CENTER //

OPTION 3.A

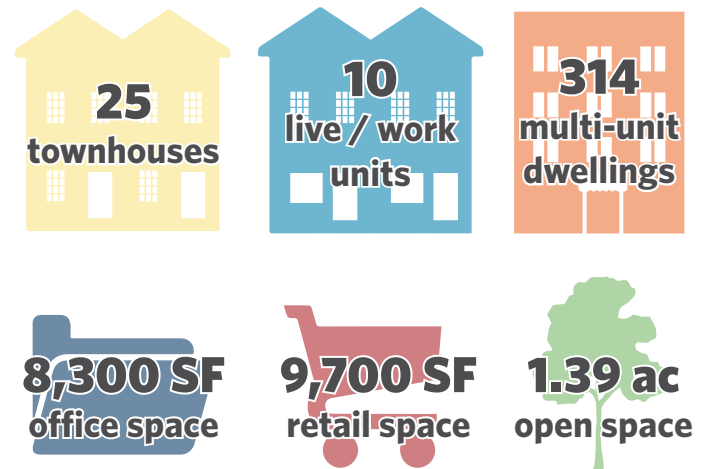
Neighborhood Center

Concept Plan

This concept plan does not meet the code requirements, but it is financially feasible. The concept focuses on providing missing middle housing types (described with Option 2) and increasing the housing density to make those housing types financially feasible to build. The multi-unit building is five stories and steps down to three stories in the back where the property borders the Protected Neighborhood. This building will require a parking deck in order to accommodate all the residents. Below are some other main points about this design:

- Limited commercial is shown on this plan at the southern end in one-story buildings around a pocket park. If the sites between River Springs Center and Roswell Road redevelop in the future, they could include commercial development that faces the site and Roswell Road, creating a larger commercial node.
- Housing types include:
 - Multi-units in a large stand-alone building and above commercial and parking, fronting Hightower Trail
 - 6-plexes (multi-unit buildings with 6 units)
 - Townhouses of various sizes
 - Live / work units (units with a business on the ground floor and a residence above)
- Small public green spaces are located throughout the site for passive use.
- On-street parking on all the streets limits the amount of parking lots needed, making more land available for development and green space.

Land Use Summary



Financial Feasibility



This concept is feasible.

Although this concept is feasible, structured parking requires higher rents than is currently supported by the market.

Development Code

This option does not meet the current code requirements (SX-3). This concept could work by code if the following is done:

- 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 the project more financially feasible.
- Reduce street width and design requirements.
- Remove steel and concrete construction requirements.

75' stream buffer
(note: GIS data from
Fulton County may not
be exact)



RIVER SPRINGS SHOPPING CENTER //

OPTION 3.B

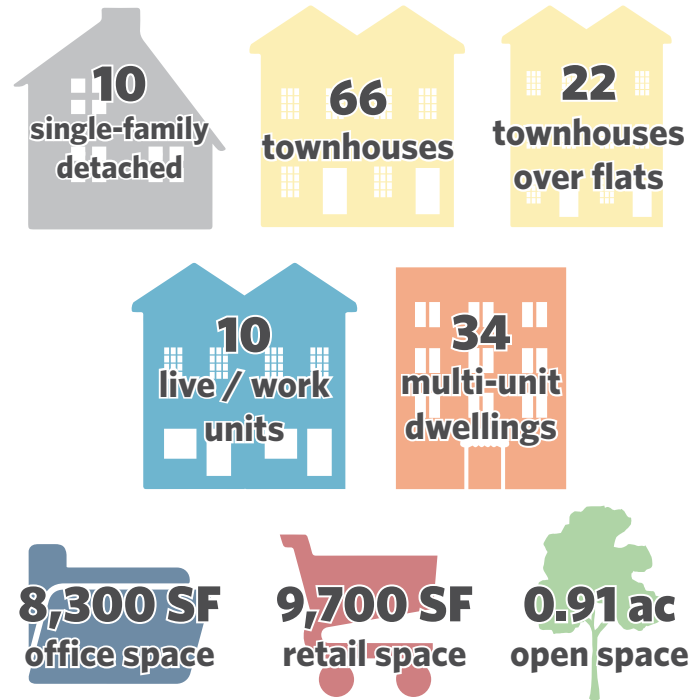
Lower Density Neighborhood Center

Concept Plan

This concept plan, a variation of Option 3.A, does not meet the code requirements and is not financially feasible. The concept focuses on providing missing middle housing types (described with Option 2) on the entire site. The plan differs in the northern half where the multi-unit building is replaced with townhouses, townhouses over flats, and single-family houses. Below are some other main points about this design:

- Limited commercial is shown on this plan at the southern end in one-story buildings around a pocket park. If the sites between River Springs Center and Roswell Road redevelop in the future, they could include commercial development that faces the site and Roswell Road, creating a larger commercial node.
- Housing types include:
 - Multi-units above commercial space and parking, fronting Hightower Trail
 - 6-plexes (multi-unit buildings with 6 units)
 - Townhouses of various sizes
 - Live / work units (units with a business on the ground floor and a residence above)
 - Townhouses over flats, which function similar to duplexes
- Small public green spaces are located throughout the site for passive use.
- On-street parking on all the streets limits the amount of parking lots needed, making more land available for development and green space.

Land Use Summary



Financial Feasibility



This concept is not feasible.

Based on market assumptions, this concept would not be feasible. Land acquisition and site preparation costs would exceed revenue potential from the resale of lots.

Development Code

This option does not meet the current code requirements (SX-3). This concept could work by code if the following is done:

- Rezone to RX-3 (Residential Mixed-Unit).
- Reduce lot sizes for multi-unit, townhouses, and single-family detached units.
- Reduce street width and design requirements.

River Springs Shopping Center// Option 3.A



Site Character & Scale

The birds' eye views on this spread face north and show the whole River Springs site and the relationship to the bordering commercial parcels in order to understand building heights, street widths, scale and the visual impact on adjacent neighborhoods. Options 3.A and 3.B differ on the northern end of the site. 3.A shows a 5-story multi-unit building, but 3.B shows a mix of townhouses, townhouses over flats, and single-family houses.



A

Whole Site View

River Springs Shopping Center// Option 3.B



Opportunity
for Commercial
Redevelopment





NORTHBRIDGE PARKWAY

Opportunity for
Outlook/Vista

Opportunity for path
connection to Northridge
Parkway

Goodwill

ROSWELL ROAD

Opportunity for
connection if
sites redevelop

NORTHBRIDGE ROAD

Proposed
multi-use trail
from Master
Trails Plan

1" = 150'



0' 75' 150' 300'



180

NORTHRIDGE SHOPPING CENTER //

DESIGN PARAMETERS

Assumptions

The following assumptions were made while working through the design process, based on site conditions and market conditions:

- This site can support higher density and taller buildings because of the surrounding land uses (office buildings, commercial properties, and multi-family communities) and planned MARTA Bus Rapid Transit route to the east.
- Because of the results of the market study and the location behind other commercial buildings from Roswell Road, minimal new commercial space is recommended in all of the concepts.
- The creek at the northern portion of the property, and on the adjacent property to Northridge Parkway presents an opportunity for passive green space, trails, and an overlook / vista for residents of the Northridge redevelopment.
- Existing access drives were preserved as new streets in the concept plans.
- Some phasing may be necessary because of existing tenant agreements.

Opportunities on Adjacent Parcels

This planning process uncovered a few opportunities with properties that share property lines with Northridge Shopping Center, including the forested property to the north between the site and Northridge Parkway and the commercial properties to the south facing Northridge Road. These ideas are simply conceptual and would require current property owners to agree or to sell the land, which may not be likely. The City of Sandy Springs cannot require that they be sold for Northridge Shopping Center to be redeveloped.

If the commercial properties to the south redevelop, they could directly connect into the proposed development for Northridge Shopping Center and benefit from shared parking and access, while creating a more cohesive and active mixed use node for the area. Throughout the public input process, the desire for publically-accessible open space and parks rose to the top for priorities. The existing open space is shown as a way to reach that goal on all four concepts for Northridge Shopping Center, as shown in the image on the following page.

Notes Regarding All Concept Plans:

- Character Area Map amendments may be required for proposed rezoning;
- Concept plans are illustrative only;
- Concept plans may contain errors and omissions from City codes.

Mixed use portion of building

75' stream buffer
(note: GIS data from Fulton County may not be exact)

Trail connection through wooded area to Roswell Road & Northridge Parkway

ROSWELL ROAD

NORTHDRIDGE PARKWAY

Opportunity for
Overlook/Vista

Townhouses

Retail
(1 story)

Plazas &
green spaces

Mixed use
(3 stories)

Retail
(1 story)

Alley (25' ROW)

Street (50' ROW)

Mixed Use
(3 stories)

Street (70' ROW)

Street (60' ROW)

Multi-unit
(3 stories)

Parking
(4 floors)

Mixed use
(3 stories)

Townhouses

Opportunity for
connection if
sites redevelop

NORTHDRIDGE ROAD

Proposed
multi-use trail
from Master
Trails Plan

1" = 150'



NORTHRIDGE SHOPPING CENTER //

OPTION 1

Vertical Mixed Use – Meets Zoning Code

Concept Plan Description

This concept plan meets the existing code, with some conditional uses (townhouses), but it is not financially feasible. Because parking structures are financially difficult for 3-story buildings, this option attempts to offer building and housing unit types permitted by the SX-3 district that can be surfaced parked. The code can result in site plans that work financially however, there is little room for creative design or interpretation, given building height restrictions and the cost of land. Below are some other main points about this design:

- Limited commercial is shown on this plan - at sidewalk level of the large mixed-use building, in small boutique buildings facing Roswell Road, and in two smaller mixed use buildings in the center.
- This design could also accommodate phasing redevelopment, if the property owner needs to retain some tenants while under construction.
- The land on the northern portion of the site along the creek can be enhanced as a passive green space with residences overlooking the space and trail connections to Roswell Road and Northridge Parkway.
- Small public green spaces and plazas are located throughout the site for passive use.
- If the commercial properties to the south redevelop, they can connect into Northridge and share parking.



COMMUNITY PREFERRED

Land Use Summary



27
townhouses



121
multi-unit
dwellings

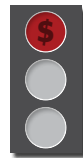


46,250 SF
retail space



2.94 ac
open space

Financial Feasibility



This concept is not feasible.

Based on market assumptions, this concept would not be feasible. Land acquisition and site preparation costs would exceed revenue potential from the resale of lots.

Development Code

This option meets the current code requirements (SX-3) with some conditions (townhouses).

Challenges of the current code include:

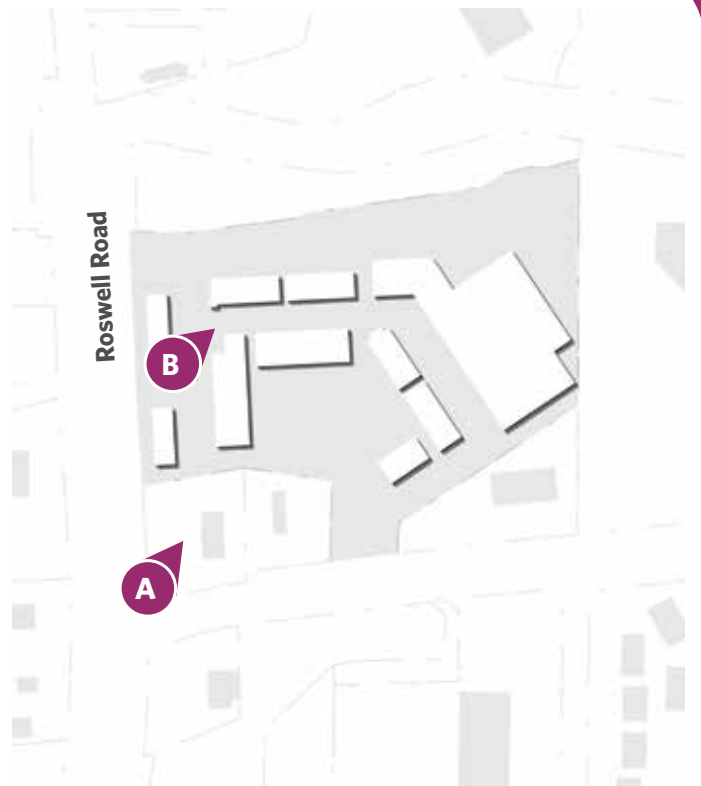
- Requirement that ground-floor commercial face all streets may lead to too much commercial space.
- Existing street width and design requirements limit amount of developable land.
- 3-story buildings make it financially difficult to support a parking deck.

Northridge Shopping Center // Option 1



Site Character & Scale

This birds' eye view faces east toward Georgia 400 and shows the whole Northridge site in order to understand building heights, street widths, scale, and the visual impact on adjacent properties. Office buildings, commercial uses, and multi-family developments surround the Northridge Shopping Center.



A

Whole Site View



Active Streetscapes

Streets in this concept plan are activated by mixed use buildings with commercial on the ground floor. The buildings are designed so that small plazas are nestled between the street and the building, providing public space for small gatherings, outdoor seating for restaurants, or displays for shops. The streets along these buildings have pedestrian zones that connect directly to the plazas. A similar example is Downtown Woodstock, shown to the right, which illustrates a similar design intent with its central plaza flanked by retail and restaurants.



Photo: An active street adjacent to retail and a plaza in Downtown Woodstock

B

Public Plaza and Street View



75' stream buffer
(note: GIS data from
Fulton County may not
be exact)

Trail connection
through wooded area
to Roswell Road &
Northridge Parkway

ROSWELL ROAD

NORTHBRIDGE PARKWAY

Opportunity for
Overlook/Vista

Townhouses

Alley (25' ROW)

Street (50' ROW)

Retail
(1 story)

Live/ work

Retail
(1 story)

Mixed use
(3 stories)

Multi-unit
(3 stories)

Amenity
area

Parking
(5 floors)

Multi-unit
(5 stories)

Pedestrian
Bridge

Multi-unit
(4 stories)

Opportunity for
connection if
sites redevelop

NORTHBRIDGE ROAD

Proposed
multi-use trail
from Master
Trails Plan

1" = 150'



NORTHRIDGE SHOPPING CENTER //

OPTION 2

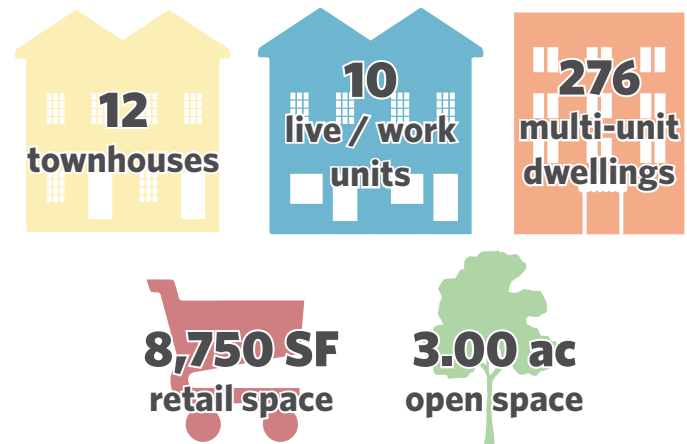
Neighborhood Center

Concept Plan Description

This concept plan does not meet the existing code, and it is not financially feasible. This scheme offers a variety of housing units with townhouses, live / work units, flats over retail, multi-units in smaller buildings, and a larger four- and five-story multi-unit building. Below are some other main points about this design:

- The placement of the five-story multi-unit building is placed allows for a more appropriate height transition from the existing 12-story office building (on the adjacent property).
- Due to limited street frontage along Roswell and Northridge Road, there is little commercial space shown on this plan in the form of small buildings facing Roswell Road and in a small mixed use building.
- To accommodate missing middle housing units, the plan includes a small mixed use building and two small multi-unit buildings that allow for affordable one- and two-bedroom units.
- This design could also accommodate phasing redevelopment, if the property owner needs to retain some tenants while under construction.
- The land on the northern portion of the site along the creek can be enhanced as a passive green space with residences overlooking the space and trail connections to Roswell Road and Northridge Parkway.
- Additional small public green spaces and plazas are located throughout the site for passive use.
- If the commercial properties to the south redevelop, they can connect into Northridge and share parking.

Land Use Summary



Financial Feasibility



This concept is not feasible.

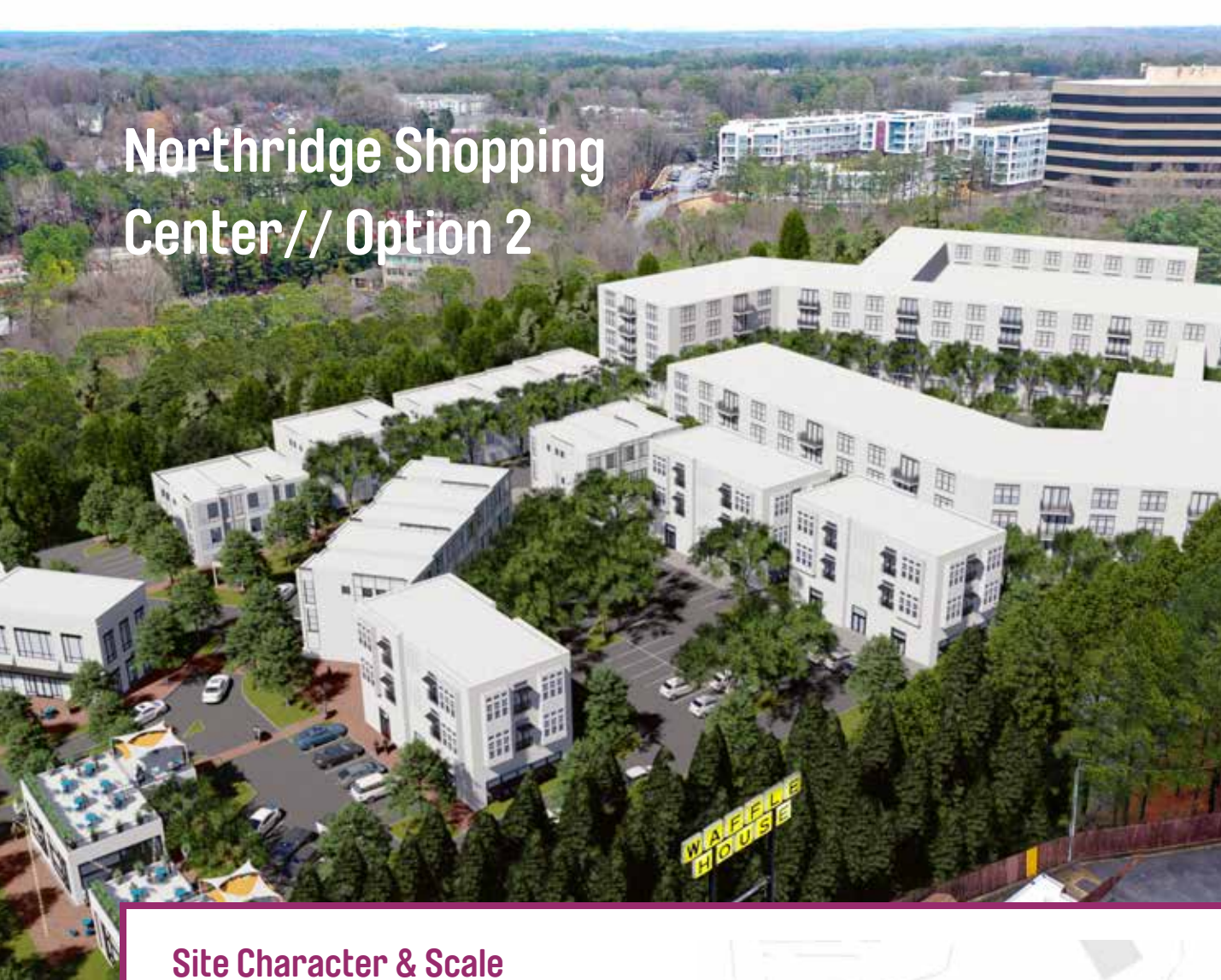
Based on market assumptions, this concept would not be feasible. Land acquisition and site preparation costs would exceed revenue potential from the resale of lot, and structured parking requires higher rents than the market supports.

Development Code

This option does not meet the current code requirements (SX-3). This concept could work by code if the following is done:

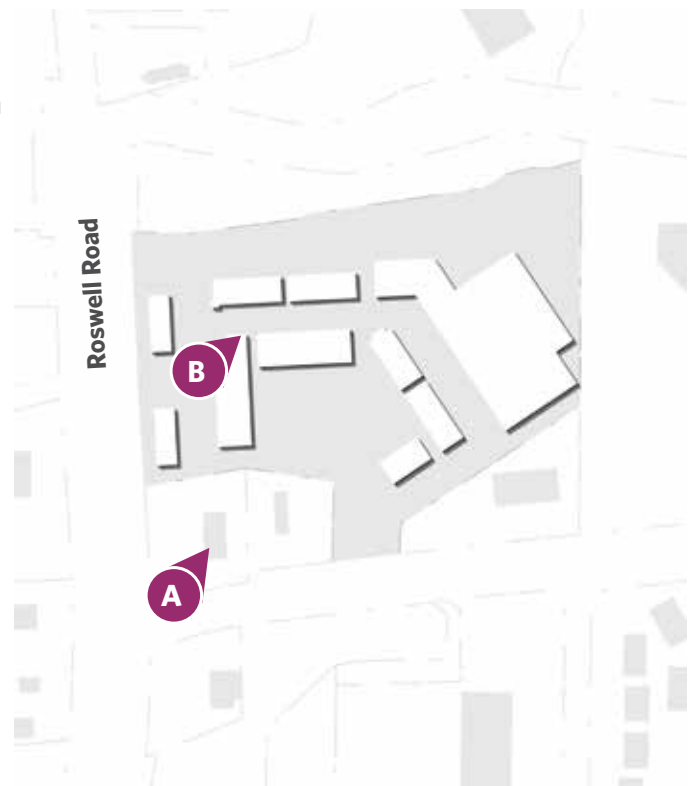
- Rezone to RX-5.
- Allow stand-alone multi-unit buildings.
- Allow live/work units to count as ground-floor commercial.
- Increase building heights permitted.
- Reduce lot size requirements for townhouses and multi-unit buildings.
- Remove steel and concrete construction requirements.

Northridge Shopping Center // Option 2



Site Character & Scale

This birds' eye view faces east toward Georgia 400 and shows the whole Northridge site in order to understand building heights, street widths, scale, and the visual impact on adjacent neighborhoods. Adjacent office buildings and multi-family developments surrounding the Northridge Shopping Center illustrate height transitions from these taller buildings towards Roswell Road.



A

Whole Site View



Public Spaces

Due to the limited buildable area of the site, small open spaces are placed throughout the development to allow relief from the built environment and avoid a compact feeling. Areas such as the one shown above provide opportunity for users to pause and interact with neighbors and visitors outdoors. Similar design intent is seen in development such as Downtown Woodstock, Georgia



Photo: Small park in Downtown Woodstock, Georgia

B

Public Space View

75' stream buffer
(note: GIS data from
Fulton County may not
be exact)

Trail connection
through wooded area
to Roswell Road &
Northridge Parkway

ROSWELL ROAD

NORTHDRIDGE PARKWAY

Opportunity for
Overlook/Vista

Multi-unit
(10 stories)

Multi-unit
(8 stories)

Retail
(1-2 story)

Parking
Grove

Multi-unit
(3 stories)

Parking
(8 floors)

Multi-unit
(3 stories)

Street (50' ROW)

Multi-Unit
(3 stories)

Opportunity for
connection if
sites redevelop

NORTHDRIDGE ROAD

Proposed
multi-use trail
from Master
Trails Plan

1" = 150'



NORTHRIDGE SHOPPING CENTER //

OPTION 3

High-Density Multi-Unit Village

Concept Plan Description

This concept plan does not meet the existing code, but it is financially feasible because of the number of housing units included in the eight- and ten-story buildings. Other main points about this design are below:

- Limited commercial is shown on this plan in five small boutique buildings facing Roswell Road.
- The parking grove allows for commercial parking while also providing a soft pause in the vertical street frontage as it transitions from one-story commercial to three-story multi-unit buildings.
- To accommodate missing middle housing units, the plan provides three small multi-unit buildings that allow for affordable one- and two-bedroom units.
- The tall multi-unit building takes advantage of views into the creek and forested area to the north. The majority of the units would face into this space.
- The land on the northern portion of the site along the creek can be enhanced as a passive green space with residences overlooking the space and trail connections to Roswell Road and Northridge Parkway.
- This design could accommodate phasing redevelopment by building the western and southern edges first, if the property owner needs to retain some tenants while under construction.
- Small public green spaces and plazas are located throughout the site for passive use.
- If the commercial properties to the south redevelop, they can connect into Northridge and share the new street's frontage.

Land Use Summary



Financial Feasibility



This concept is feasible.

Although this concept is feasible, structured parking requires higher rents than is currently supported by the market.

Development Code

This option does not meet the current code requirements (SX-3). This concept could work by code if the following is done:

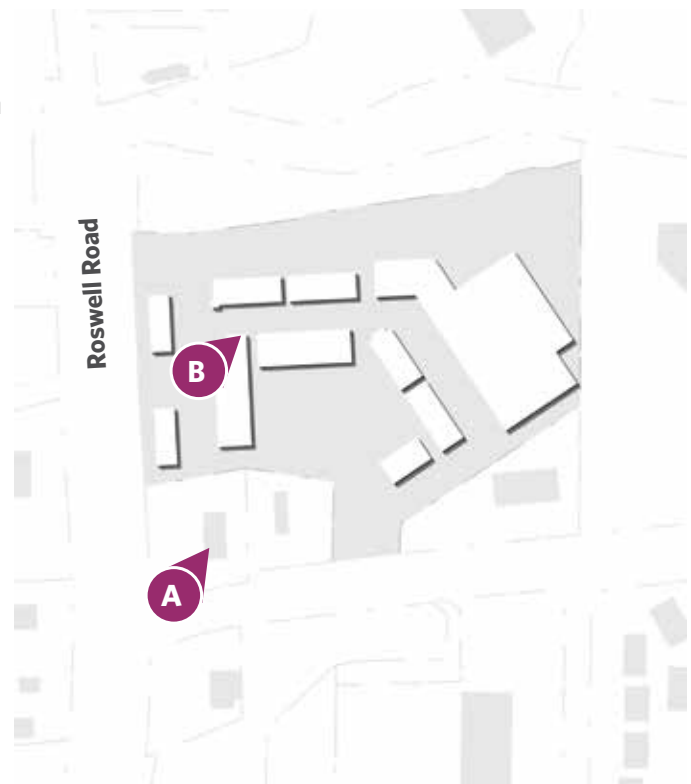
- Allow stand-alone multi-unit buildings.
- Increase building heights permitted (up to 10 floors).
- Reduce street width and design requirements.

Northridge Shopping Center // Option 3



Site Character & Scale

This birds' eye view faces east toward Georgia 400 and shows the whole Northridge site in order to understand building heights, street widths, scale, and the visual impact on adjacent neighborhoods. Adjacent office buildings and multi-family developments surrounding the Northridge Shopping Center illustrate height transitions from these taller buildings towards Roswell Road.



A

Whole Site View



Active Streetscapes

Internal streets closer to Roswell Road are activated by ground floor retail buildings. The buildings are designed so that small plazas are nestled between the street and the building, providing public space for small gatherings, outdoor seating for restaurants, or displays for shops. The streets along these buildings have pedestrian-only zones that connect directly to the plazas. A similar example is Downtown Woodstock, shown to the right, which illustrates a similar design intent with its central plaza flanked by retail and restaurants.



Photo: An active street adjacent to retail and a plaza in Downtown Woodstock

B

Public Plaza and Street View

DALRYMPLE ROAD

PRINCETON TRACE

PROTECTED
NEIGHBORHOOD

Opportunity for
acquisition

ROSWELL ROAD

GLISTEN AVE NE

194

1" = 150'



0' 75' 150' 300'



NORTH SPRINGS SHOPPING CENTER

// DESIGN PARAMETERS

Assumptions

The following assumptions were made while working through the design process, based on site conditions and market conditions:

- No considerations for phasing redevelopment were needed because site is almost completely vacant.
- This site is better suited for residential uses because of the proximity to a Protected Neighborhood district.
- Minimal new commercial space was added to all concepts because of the results of the market study.
- U-Haul / emissions and gas station properties are used in the concept plans.
- Some access drives are used as streets, and the existing ramp can be demolished and replaced with a more gradual approach, with the grade made up by buildings or site features in the public park.

Opportunities on Adjacent Parcels

This planning process uncovered the opportunity to include the U-Haul / emissions testing site and gas station properties in the concept plans, in order to make the entire site a more cohesive place. These ideas are simply conceptual and would require current property owners to agree or to sell the land, which may not be likely. The City of Sandy Springs cannot require that they be sold for North Springs to be redeveloped. In addition, the uses on these properties and the former dry cleaning service that used to be in the large retail building would require environmental studies and remediation prior to any buildings being constructed.

Response to Public Input

In the first round of public input on the concept plan options, participants overwhelmingly commented about support for green space on this site and their lack of support for buildings taller than three stories. The final concept plans recommend a large green space at the corner of Roswell Road and Dalrymple Road, and all buildings are three stories or shorter.

Notes Regarding All Concept Plans:

- Character Area Map amendments may be required for proposed rezoning;
- Concept plans are illustrative only;
- Concept plans may contain errors and omissions from City codes.

DALRYMPLE ROAD

PRINCETON TRACE

PROTECTED
NEIGHBORHOOD

Mixed use
(3 stories)

Parking
(2 floors)

Office
(2 stories)

Required 30'
Buffer

Townhouses

Alley (25' ROW)

Street (40' ROW)

Street (40' ROW)

Street (70' ROW)

Public
Park

Retail

Parking
(4 floors)

Multi-unit
(3 stories)

ROSWELL ROAD

GLISTEN AVE NE

1" = 150'



NORTH SPRINGS SHOPPING CENTER

// OPTION 1

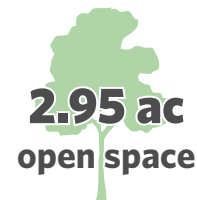
Horizontal Mixed Use – Meets Zoning Code

Concept Plan Description

This concept plan meets the requirements of the existing code for the CX-3 district, but it is not financially feasible. Based on significant public input, the original concepts were revised to include a large 1.6-acre green space facing Roswell Road. While the code could result in site plans that work financially, there is little room for creative design with larger community spaces or parks, given building height restrictions and the cost of land. Some other main points about this design are below:

- Limited commercial is shown on this plan - at the base of the mixed-use building in the rear, in a small retail building and office building facing the park on Roswell Road.
- The park is strategically placed on land that would require environmental remediation because the majority of the park is where the gas station currently sits.
- The plaza and green space in front of the mixed use building relates and directly connects to the larger park.
- Townhouses transition from the multi-unit and mixed use buildings into the Protected Neighborhood to the back.
- Small public green spaces and plazas are located throughout the site for passive use.
- Two of the existing access drives, one from Roswell Road and one from Dalrymple Road, are used as new streets, but the others are removed.

Land Use Summary



Financial Feasibility



This concept is not feasible.

Based on market assumptions, this concept would not be feasible, in part because structured parking requires higher rents than the market supports.

Development Code

This option meets the current code requirements (CX-3). Challenges of the current code include:

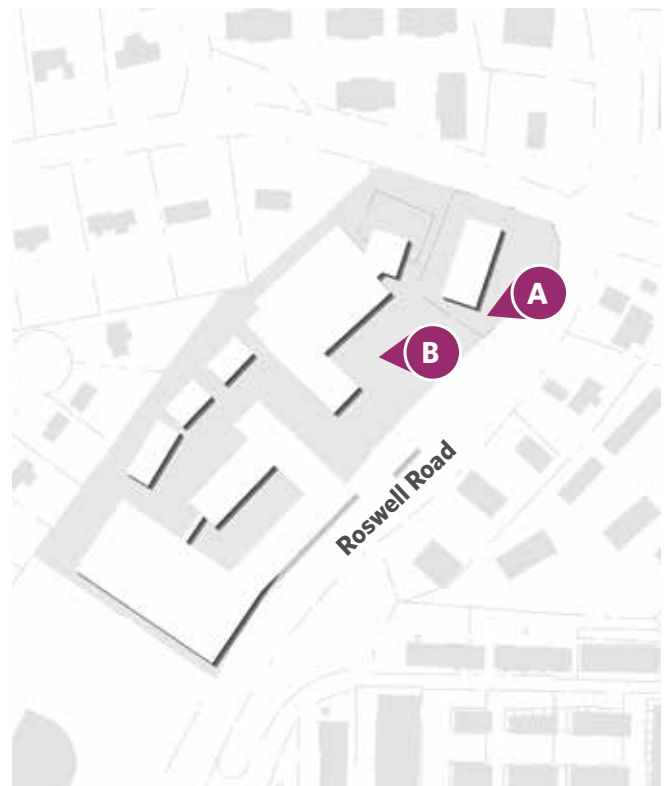
- 3-story buildings make it financially difficult to support a parking deck.
- 85% lot coverage requirements are difficult to meet if building heights are limited, in order to reach the density necessary to be financially feasible.

North Springs Shopping Center // Option 1



Site Character & Scale

This birds' eye view faces southwest from approximately Dalrymple Road and Roswell Road focusing on the park. This view helps understand building heights, street widths, scale, and the visual impact on adjacent neighborhoods. As shown in the image, the required buffer and existing tree canopy hides the view of the redevelopment from the Protected Neighborhoods along the western property line.



A

Whole Site View



Public Park

A nearly two-acre public park is located at the corner of Dalrymple Road and Roswell Road, which can include outdoor space for community events, food trucks, outdoor seating for restaurants, or displays for retail establishments. This space would be visible from Roswell Road and activated by the retail and office buildings and the mixed use building to the rear. As noted, the key to the success of these sites is changing Roswell Road to slow traffic and make it safer for pedestrians. With these changes, public spaces can relate directly to the street, similar to Monon Boulevard in Carmel, Indiana, which includes the Monon Trail and is fronted with similarly-scaled mixed use and public spaces.



Photo courtesy of Rundell Ernstberger & Associates

B

Public Park View

DALRYMPLE ROAD

PRINCETON TRACE

PROTECTED
NEIGHBORHOOD

Mixed use
(3 stories)

Mixed use
(3 stories)

Townhouses
over
commercial

Parking
(2 floors)

Mixed use
(3 stories)

Required 30'
Buffer

Multi-unit
(3 stories)

Public
Park

Mixed use
(3 stories)

Townhouses

Mixed use
(2 stories)

Single-family
homes

Street (70' ROW)

Street (40' ROW)

Street (70' ROW)

Alley (25' ROW)

Street (70' ROW)

ROS WELL ROAD

Street (40' ROW)

Multi-unit
(3 stories)

Multi-unit
(3 stories
w/ parking
underneath)

GLISTEN AVE NE

1" = 150'



200

NORTH SPRINGS SHOPPING CENTER

// OPTION 2

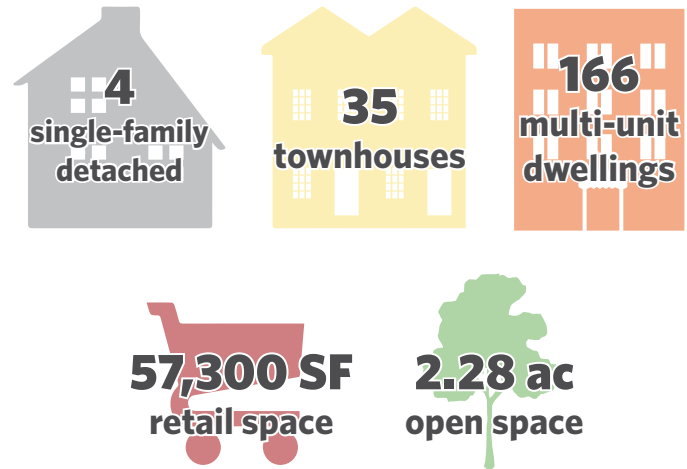
Missing Middle Housing

Concept Plan Description

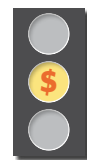
This concept plan does not meet the existing code, and it is marginally financially feasible, which means City incentives could make up the difference. Based on public input, the concept was revised to include a large 1.7-acre park. This scheme emphasizes missing middle housing, which are housing types in the “middle” of the housing spectrum between single-family detached homes and large apartment buildings, such as townhouses, small multi-unit buildings, small single-family houses, duplexes, accessory dwelling units (granny flats), and more. Missing middle housing expands the level of affordability by offering different price points and unit sizes. Some other main points about this design are below:

- Limited commercial is provided at the base of the mixed use buildings along Roswell Road and the new interior street.
- The park is placed on land that would require environmental remediation because most of the park is on the gas station property.
- Housing types include:
 - Multi-units above commercial space
 - Walk-up multi-units in the rear of the site and facing Roswell Road
 - Townhouses of various sizes, some of which are above commercial space
 - Small single-family houses
- On-street parking on all of the internal streets reduces the need for large parking lots and decks, making more land available for public spaces and development.
- Three of the existing access drives, two from Roswell Road and one from Dalrymple Road, are used as new streets; the other is removed.

Land Use Summary



Financial Feasibility



This concept is marginally feasible..

This concept could be feasible with modifications, concessions, or if the developer is willing to accept a lower rate of return. A large part of what is contributing to this plan's lower feasibility is that structured parking requires higher rents than the market can support.

Development Code

This option does not meet the current code requirements (CX-3). This concept could work by code if the following is done:

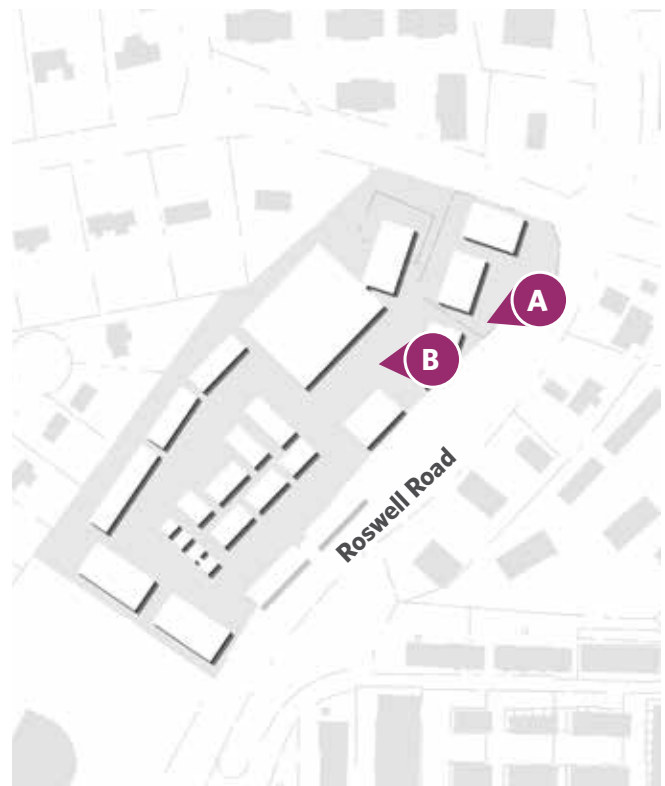
- Potentially re-zone to RX-3.
- Allow live/work or townhouses over commercial.
- Reduce minimum lot size for townhouses (single-family attached) and multi-unit.
- Reduce street width and design requirements.
- Increase building heights allowed.

North Springs Shopping Center // Option 2



Site Character & Scale

This birds' eye view faces southwest from approximately Dalrymple Road and Roswell Road focusing on the park. This view helps understand building heights, street widths, scale, and the visual impact on adjacent neighborhoods. As shown in the image, the required buffer and existing tree canopy hides the view of the redevelopment from the Protected Neighborhoods along the western property line.



A

Whole Site View



Public Park

A 1.7-acre public park is located along Roswell Road, which can include outdoor space for community events, food trucks, outdoor seating for restaurants, or displays for retail establishments. Public spaces with similarly sized buildings and plazas have been constructed throughout the Atlanta Region, such as the main park in the Glenwood Park development in southeast Atlanta (right).

Townhouses over Commercial

This concept recommends townhouses over commercial (shown in the aerial to the left and in the back of the image above), a different housing type than shown in other concepts. Studioplex III in Atlanta (right) is an example.



Photo: Park in Glenwood Park in Atlanta



Photo: Studioplex III in Atlanta

B

Public Park View

DALRYMPLE ROAD

PRINCETON TRACE

PROTECTED
NEIGHBORHOOD

Mixed use
(3 stories)

Mixed use
(3 stories)

Mixed use
(3 stories)

Parking
(2 floors)

Public
Park

Mixed use
(3 stories)

Mixed use
(3 stories)

Required 30'
Buffer

Townhouses

Single-family
homes

Retail

ROS WELL ROAD

Townhouses
over flats

6-plexes
(3 stories
w/ parking
underneath)

GLISTEN AVE NE

204

1" = 150'



NORTH SPRINGS SHOPPING CENTER

// OPTION 3

Neighborhood Center

Concept Plan Description

This concept plan does not meet the existing code, and it is marginally financially feasible, which means City incentives could make up the difference. Based on public input, the concept was revised to include a 1.2-acre park. This scheme emphasizes missing middle housing and creating a neighborhood center with necessary commercial offerings. Some other main points about this design are below:

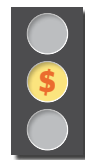
- Commercial is provided at the base of the mixed use buildings along Roswell Road and the new interior street and in small retail buildings surrounding a plaza.
- The park is placed on land that would require environmental remediation because most of the park is on the gas station property.
- Housing types include:
 - Multi-units above commercial space and in 6-plexes (buildings with 6 units)
 - Townhouses over flats, which function like duplexes
 - Townhouses of various sizes
 - Small single-family houses
- On-street parking on all of the internal streets reduces the need for large parking lots and decks, making more land available for public spaces and development.
- All existing access drives are used as streets.



Land Use Summary



Financial Feasibility



This concept is marginally feasible.

This concept could be feasible with modifications, concessions, or if the developer is willing to accept a lower rate of return. A large part of what is contributing to this plan's lower feasibility is that structured parking requires higher rents than the market can support.

Development Code

This option does not meet the current code requirements (CX-3). This concept could work by code if the following is done:

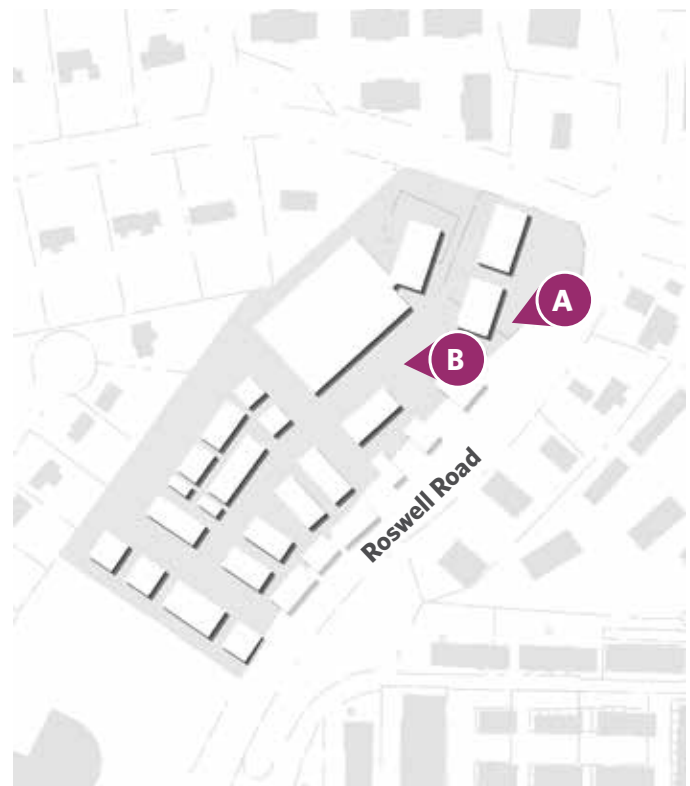
- Potentially re-zone to RX-3.
- Allow live/work or townhouses over commercial.
- Reduce minimum lot size for townhouses (single-family attached) and multi-unit.
- Reduce street width and design requirements.
- Increase building heights allowed.

North Springs Shopping Center // Option 3



Site Character & Scale

This birds' eye view faces southwest from approximately Dalrymple Road and Roswell Road focusing on the park. This view helps understand building heights, street widths, scale, and the visual impact on adjacent neighborhoods. As shown in the image, the required buffer and existing tree canopy hides the view of the redevelopment from the Protected Neighborhoods along the western property line.



A

Whole Site View



Public Park & Retail Plaza

A 1.2-acre public park is located at the corner of Dalrymple Road and Roswell Road, which include outdoor space for community events, food trucks, outdoor seating for restaurants, or displays for retail establishments. There is also a smaller plaza flanked by retail buildings in the center of the site. As noted, the key to the success of these sites is changing Roswell Road to slow traffic and make it safer for pedestrians. With these changes, public spaces can relate directly to the street, similar to Monon Boulevard in Carmel, Indiana, which includes the Monon Trail and is fronted with similarly-scaled mixed use and public spaces.



Photo courtesy of Rundell Ernstberger & Associates

B

Public Park View

STORMWATER MANAGEMENT

This plan includes conceptual stormwater management design for each of the conceptual site plans, including discharge rate control and water quality in conformance with the City of Sandy Springs stormwater ordinance, shown in the appendix by site.

Stormwater Management

To capture and retain the stormwater flows in accordance with the Sandy Springs Stormwater Management performance criteria, each existing site was reviewed to determine the existing percentage of impervious cover. This percentage value is used to calculate the required reduction of stormwater flows from post to pre-development conditions. Using this requirement, an estimated stormwater management system volume can be calculated based on the existing and proposed conditions of the site. If the proposed development is greater than 35% of the total project site area, the entire parcel must be included in the stormwater volume and flow rate calculations. Stormwater modeling is based off GIS information. Additional design and modeling would be necessary to confirm elevations obtained through field-run survey.

Water Quality & Green Infrastructure

All four sites are required to meet the Georgia Stormwater Management Manual and Sandy Springs water quality treatment requirements in addition to the stormwater management storage. It is recommended to employ the use of green infrastructure (GI) and water quality volume (WQv) treatment measures throughout the proposed redevelopment. Opportunities for GI and WQv practices are within the public open space and landscaped areas, as shown in the diagram to the right. Typical applications include the incorporation of bioretention areas, enhanced drainage swales, and stormwater detention areas with infiltration to allow for the stormwater to be treated onsite. Additional opportunities include the use of pervious paving materials, building green roof areas, and water reuse through cisterns or onsite storage. Providing a combination of the practices allows the sites to maintain the open space layout, landscaped areas, and active use areas without major impact, while meeting the State and City requirements for the treatment of the captured stormwater volumes.

In each of the conceptual site plan options, the amount of impervious area onsite is reduced as a result of the proposed site improvements and increase of open, landscaped areas. As a direct result, the required storage volume is reduced.



Pervious pavers allow water to percolate into the ground rather than into drains and the City's stormwater system. In parking lots, parking spaces can be constructed of permeable pavers while driveways within the parking lot are paved with concrete or asphalt, or the entire lot can be built with pervious pavers. Permeable pavers also work in public spaces such as plazas.

Green infrastructure applications on a site

-  Potential locations for underground cisterns & stormwater storage
-  Potential locations for permeable paving
-  Potential locations for rain gardens, bioswales or stormwater planters
-  Potential locations for green roofs



Photo: Wikimedia Commons

Green roofs can be placed on parking garages or on top of buildings with enough structural capacity to hold landscaping, soil, and stormwater. Depending on how they are designed, green roofs can be used for amenity spaces, with a designed, usable landscape space, or as a strictly stormwater collection area with no user access. The roof structure is typically designed differently with multiple layers to collect the stormwater.



Stormwater planters can take many forms, but are commonly used as buffers between the sidewalk and the street. Curbs around the planters have gaps that allow water to flow into the planter from the street and the sidewalk. Plant species are chosen to be able to thrive in wet environments, and an overflow pipe sends excess water to the storm sewer system. **Bio-swales** follow a street or linear drainage, similar to a ditch. They are typically designed to handle a specific amount of stormwater and can be either planted or made out of rip-rap.



Rain gardens are planted in small depressions with a variety of native plants that can handle larger amounts of water. They temporarily hold and filter stormwater during rain events, but are dry when it is not raining. They can be built in public parks or on private properties.

WHY DO AGING SHOPPING CENTERS STAY THIS WAY? WHY CAN'T THEY DO SOMETHING BETTER?

- Private investor goal is cash flow.
- Low operating costs are preferred.
- There are modest, but steady, revenues.
- As long as revenue is greater than operating costs, the owner is making money with low risk and effort.

Redevelopment is hard!

- It takes time and effort.
- Existing leases and tenants can make change more challenging.
- No revenue from rent during redevelopment.
- It requires large amounts of capital and debt.
- It usually requires complicated financing.
- It involves assuming higher level of risk.
- Many property owners are not experienced with redevelopment.

Scenarios where redevelopment makes sense:

1. Revenue falls below operating costs; and / or
2. Revenue potential justifies disruption of current land uses, increased risk, and increased effort.

The Rule of 3:

It makes financial sense to purchase a parcel for redevelopment if the potential value after redevelopment is **3x or more** the purchase cost.

What the public sector can do to promote redevelopment:

- Set up a positive regulatory environment.
- Support key public infrastructure and site preparation.
- Mitigate risk.
- Offer financing support.
- Buy and / or assemble land.
- Direct subsidy.

STRIKING A BALANCE

Community Values and Fiscal Impact

The focus of any redevelopment strategy should be balancing the vision and community values of the City and its residents with the overall feasibility and potential fiscal and economic benefits of the project, in order to create a result that benefits all involved. Failure to achieve this balance will lead to a continuation of the status quo, which is a continuation of underdevelopment, inefficient use of valuable land resources, modest economic activity, and an undesired physical environment.

Fiscal Impact

The City of Sandy Springs can benefit through one-time & continued revenue on redeveloped sites (see page 217)



Community Values

- Attainable housing
- Green space & public spaces
- Quality retail
- Limited building heights
- Walkability / trails

The Balance is Difficult

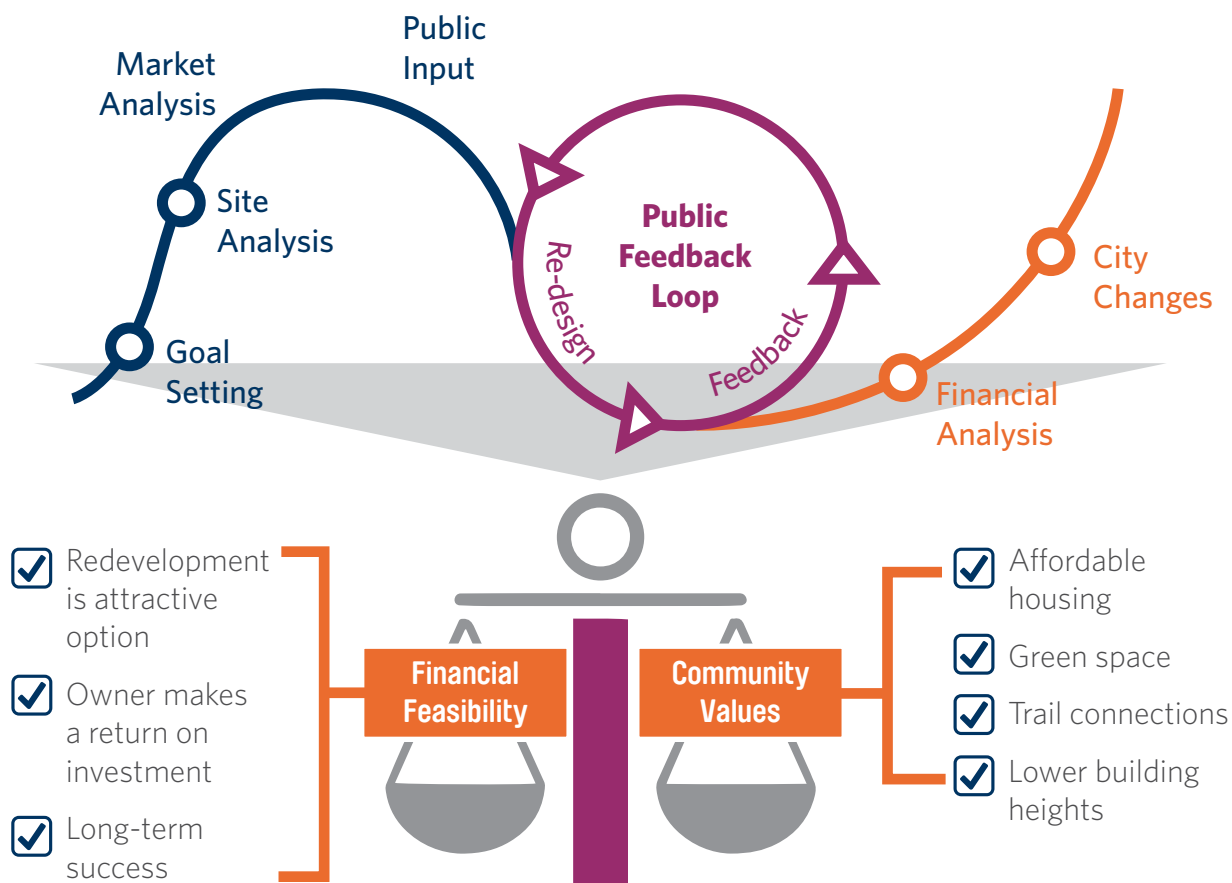
- Competing demands
- Code requirements make construction more costly
- Affordability gap (see page 216)

The Main Point

The City of Sandy Springs needs to partner with the private sector in order attract quality and financially feasible development that reflects community values. Supportive City policies, code requirements and targeted investments are needed.



Implementation



City of Sandy Springs Makes Changes

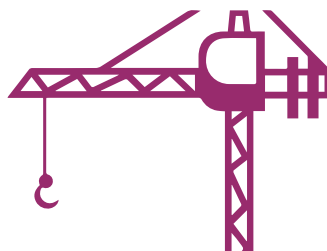
Policies

Take a stance on community values and define targets.



Code Changes

Update the Development Code to make redevelopment easier.



Incentives

Offer financial incentives or other mechanisms to help fund redevelopment.



RECOMMENDATIONS

The biggest driver of increased revenue in all concept plans is property value driven by residential unit density. Higher density will make community values, such as affordable housing and greenspace, more feasible.



Policies

The City of Sandy Springs has completed many plans and studies over the years that reinforce a similar vision and goals that address community values, provide opportunities for increased public revenue, and offer a higher quality of life. Now, it is time to establish policies with key metrics in order to reach the City's vision. These include:

- Define what “affordable” or “workforce” housing means for Sandy Springs.
- Use the Housing Needs Assessment and this study to set specific targets and timelines for “affordable” or “workforce” units, such as the number of units or a percentage of new units, and the types of units and applications in different types of neighborhoods.
- Support key public infrastructure and site preparation. The City should use previous plans to set specific timelines for the construction of parks, public spaces, and trails in the North End. However, the most important public infrastructure project for the success of the North End is making Roswell Road a walkable, safe street.
- Establish Opportunity Zones & GRAD Sites (see right).

Opportunity Zones

One program the City could consider and pursue is the state Opportunity Zones (OZ) program, administered by the Georgia Department of Community Affairs (DCA). The program is designed to help attract jobs. OZs have been used in the City Springs area of the city. The state's program is outlined below:

- It broadened the applicability of job tax credits to all types of jobs as long as they exceed local average wage levels.
- The credit is available to new employers and existing employers who hire net new employees.
- It provides a tax credit of up to \$1,750 per job for 15 or more jobs created by existing and new employers in Tier 3 counties — a \$26,250 job tax credit over five years against state taxes paid by the company.

To be eligible for designation, OZ areas must meet four criteria of pervasive poverty (located in a Census block group with 15% or more residents in poverty), general distress, underdevelopment, and blight. Jobs created must meet three criteria: jobs must be full time at 35+ hours per week, must be at a wage higher than the average wage in the county with the lowest average wage in the state, and must offer health insurance to employees (employer does not have to pay for the insurance). The tax credit is for a maximum of 5 years and may be used over 10 years.

Potential for Site Re-zonings

Many code change options exist for the North End or each of the individual sites analyzed. The first option would be to create an entirely new district that would apply to these four sites and potentially other underutilized sites in the North End. A second option would be to change some aspects of the mixed-use zoning districts that exist as indicated to the right. The concept plans also illustrate that the individual sites could be re-zoned to different zoning districts to accommodate the configurations shown, as listed previously in the chapter and summarized below.



North River Village: The most important change to allow on this site, particularly given its location to the Chattahoochee River, would be to allow taller buildings in order to accommodate more attainable housing through increased density.



River Springs: The concept plans provide the opportunity to re-zone to multiple districts, depending on which direction the City prefers for this site. These include:

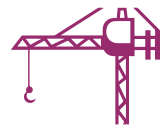
- RX-3, RX-5, or RX-6 (Residential Mixed Use), depending on which building heights are preferred.
- RM-3 (Residential Multi-Unit, maximum building height 3 stories).



Northridge: Redevelopment on this site would be more successful with taller buildings to increase residential units, particularly because it is adjacent to office buildings and other multi-unit developments. This site could be re-zoned to RX-5 (Residential Mixed Use, maximum building height 5 stories), or the City could increase the allowed building height to 10 stories.



North Springs: This site could be re-zoned to RX-3 or RX-5 (Residential Mixed Use), depending on which building heights are preferred. This district would allow a greater mix of residential units.



Code Changes

As this study shows through multiple concept plans and financial analyses, the current code creates some barriers to redevelopment that would accomplish the City's goals and benefit the North End community. The main barrier is the requirement for concrete and steel construction for buildings taller than 3 stories, which greatly increases the construction costs, thereby making affordable housing and public greenspaces nearly impossible to finance, particularly with limited building heights allowed. The City can make the following changes to the code in order to incentivize redevelopment.

- Re-zone some sites (see left) as indicated or change some aspects of the mixed-use districts as noted below.
- Remove the concrete and steel construction requirements above 3 stories in the North End for targeted sites for redevelopment.
- Increase permitted building heights to increase density and provide attainable units.
- Change streetscape requirements for internal streets in redevelopments by reducing the required street widths to open land for development and green space.
- Allow more units types by-right in the SX-3, SX-6, and CX-3 districts, not just as conditional uses.
- Reduce lot size requirements for townhouses, live / work units, cottage courts, and multi-units to allow a greater diversity of unit types, higher density, and creative design.
- Remove or refine the ground-floor commercial requirement in SX- districts to prevent over-saturation of commercial space and open more space for residential units.
- Consider options to require or incentivize attainable housing in new development.
- Expedite permitting.



Development Incentives

In addition to code changes to catalyze targeted redevelopment, the City can make more direct development incentives to make redevelopment more attractive. These include:

- **Mitigate risk** by placing public uses (libraries, museums, visitor centers, public offices) on or near the site, enhance the public realm (streetscapes, buried utilities, parks, trails), and enhance transit and transportation options.
- **Offer financing support**, such as Tax Allocation Districts (TADs), municipal bonds, and providing tax abatements and credits through the development authority.
- **Do the hard work ahead of time**, which is buying and assembling small parcels into marketable parcels and / or buying aging or contaminated sites and clean them up.
- **Provide direct incentives**, by purchasing sites and writing down land costs, build a public parking deck, and apply for Community Development Block Grants (CDBG).

Tax Allocation Districts (TADs)

The City of Sandy Springs could establish a TAD for all or part of the North End. A TAD could take 2+ years to approve. A TAD:

- Captures value and revenues from property taxes resulting from redevelopment and recirculates it to offset eligible costs.
- Requires Redevelopment Powers referendum and a Redevelopment Plan.

Development Authority

The City's Development Authority allows them to:

- Access lower-cost financing, bonds, and grants.
- Establish bonds-for-Title PPP agreements to reduce property taxes for a fixed period.
- Provide low-interest loans.
- Provide Private Activity Bonds.

Parking Bonds

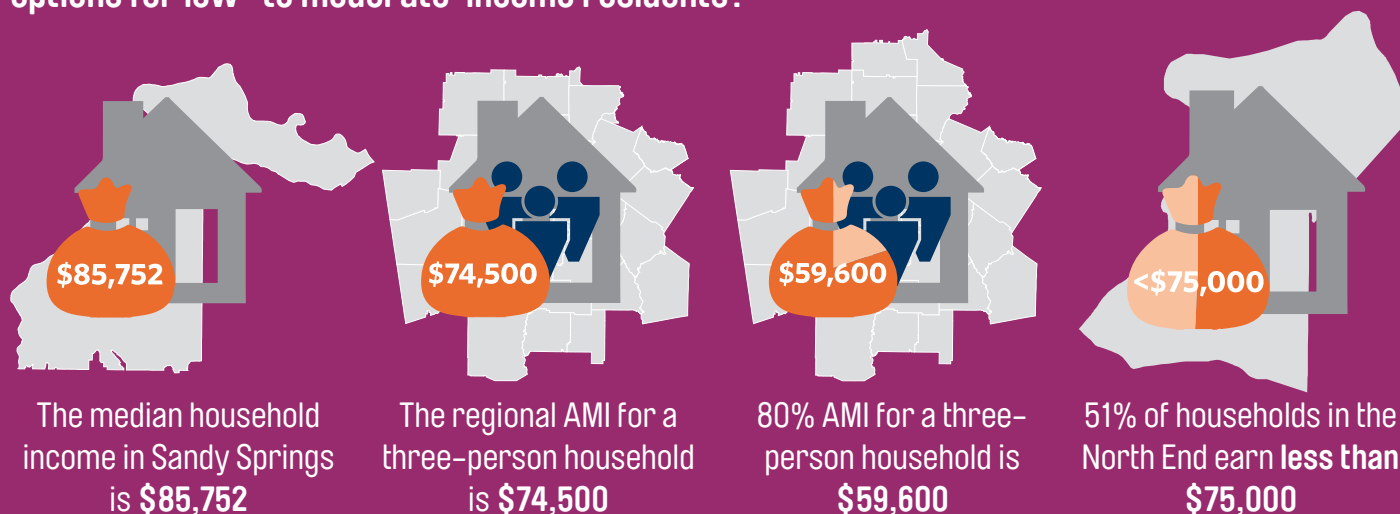
- Paid parking revenue would support bonds to help fund construction of parking decks.
- Parking decks cost \$40k-\$50K/space, and building one is a major deterrent to mixed-use redevelopment.

Other Programs

- CDBG and Section 108 Loan Guarantee Program
- Subsidy for pre-development, site acquisition, site improvements, property acquisition, and property rehabilitation
- Rebate of local sales and/or lodging taxes.

THE AFFORDABILITY GAP

How can the City of Sandy Springs promote the inclusion of workforce or attainable housing options for low- to moderate-income residents?



The maximum affordable rent for a 2-bedroom rental apartment at 80% AMI is \$1,490

Existing apartments in the North End average rents of **\$1,319 / month** (This includes older units)

New apartment units in the North End typically rent for **\$1,700-\$2,000 / month**

Affordability Gap

- The cost to build a typical new housing unit is **\$225-260K**
- To build an attainable unit at 80% AMI, the cost to build cannot exceed **\$180K**
- This results in a gap of **\$45-80K** that needs to be made up

REDUCE COSTS FOR ATTAINABLE HOUSING

Policy Changes

Define the City's housing affordability goal

Code Changes

Increase density by 10% by allowing taller buildings

Address minimum lot size & street width requirements

Reduce parking requirements by 20%

Expedite permits & inspections for projects targeting attainable housing

Incentives

Write-down land costs

Use TAD to pay for 10% of public infrastructure costs

Waive or reduce impact fees

Using all of these:

20 - 25%

HOUSING COSTS

RETURN ON PUBLIC INVESTMENT

Public Revenues

What would be the likely revenue impacts of incentivized redevelopment, both locally and to the larger community? If the City commits to financial or in-kind support to a redevelopment initiative, what is the right amount of investment? Will the impacts exceed the cost of investment? When would the City begin to see return on investment?

A public entity such as the City of Sandy Springs does not have the same profit and loss criteria that a private entity, such as a real estate development or investment firm, might have. A city may target a break-even investment, or even a moderate loss, in exchange for public benefits, increased revenues, and other municipal goals, such as increased access to housing options, greenspace, or quality of life.

The four North End shopping centers are currently not a fiscally efficient use of land. These sites represent over 40 acres of land in a charged and vibrant community with little space available for redevelopment. However, they produce only modest benefits to the community, both fiscally and socially.

Every redevelopment concept plan considered would generate significant increased public revenues to the City of Sandy Springs and the larger community (including Fulton County,

MARTA, Fulton County Schools, the State of Georgia, and others.) In most concept plans, redevelopment would lead to higher continuing public revenues than the current use.

- **Higher property values = higher property tax revenues**
- **Higher retail sales/SF = more sales taxes**
- **Less commercial space = less sales tax, license & fees.**
- **Low density scenarios with limited commercial produce less revenues.**

Furthermore, all redevelopment would lead to significant public revenues and jobs from construction activity.

Revenue Sources

Revenue and economic impacts of redevelopment come in two forms:

Impacts from construction (one time): These benefits are accrued once as a result of new construction activity. They are generally seen in the first two years of a major redevelopment project.

- Permits and fees
- Sales taxes from local spending
- Jobs (construction, design, engineering, etc.)

Impacts from operation (continuing): These benefits are accrued on an ongoing, annual basis once a redevelopment project has completed and opened for business. In a major redevelopment project, they will generally start to accrue in the third year and increase every year thereafter.

- Property tax
- Sales tax
- Jobs (retail, office, apartment management)
- Business licenses and fees



An architectural rendering of a modern building complex. The main building is a multi-story white structure with a grid of windows. To its left is a lower, more open building with large glass panels. In the foreground, there is a courtyard with trees, a paved walkway, and a small blue pool or water feature. The word "APPENDIX" is overlaid in large white letters.

APPENDIX

- Full Market Study
- Stormwater Management and Green Infrastructure

CONTEXT

Geographic Context

This Market Study concentrates on the Sandy Springs North End Market Area. This area is defined as the portion of Sandy Springs to the north of Abernathy Road and Johnson Ferry Road. The North End Market Area excludes the residential areas in the northeast end of Sandy Springs east of the GA-400 highway corridor.

The North End Market Area contains the four shopping center sites being considered as part of the Sandy Springs North End Revitalization Study. The Market Area is conceived to be a self-contained economic unit, in that residents and workers located inside the Market Area would be likely to seek goods, services and entertainment within the same area.



Block Groups in the North End

- | | |
|-----------------|-----------------|
| 13.121.010106.1 | 13.121.010208.3 |
| 13.121.010106.2 | 13.121.010209.1 |
| 13.121.010117.1 | 13.121.010209.2 |
| 13.121.010117.2 | 13.121.010209.3 |
| 13.121.010118.1 | 13.121.010210.1 |
| 13.121.010118.2 | 13.121.010210.2 |
| 13.121.010118.3 | 13.121.010210.3 |
| 13.121.010119.1 | |
| 13.121.010119.2 | |
| 13.121.010119.3 | |
| 13.121.010120.1 | |
| 13.121.010122.1 | |
| 13.121.010122.2 | |
| 13.121.010122.3 | |
| 13.121.010123.1 | |
| 13.121.010123.2 | |
| 13.121.010123.3 | |
| 13.121.010204.1 | |
| 13.121.010205.1 | |
| 13.121.010208.1 | |
| 13.121.010208.2 | |

Target Revitalization Sites

This study is built around the potential redevelopment of four shopping center sites:

North River Village Shopping Center

- Address: 8765-8897 Roswell Road
- Parcel ID: 06-0367-LL-061
- Acreage: 11.2 acres
- Building SF: 117,185 SF
- Assessed Value (2020): \$6.50 million
- Estimated Vacancy (May 2020): 18.3%
- Estimated Retail Rent (May 2020): \$15.40/SF

River Springs Shopping Center

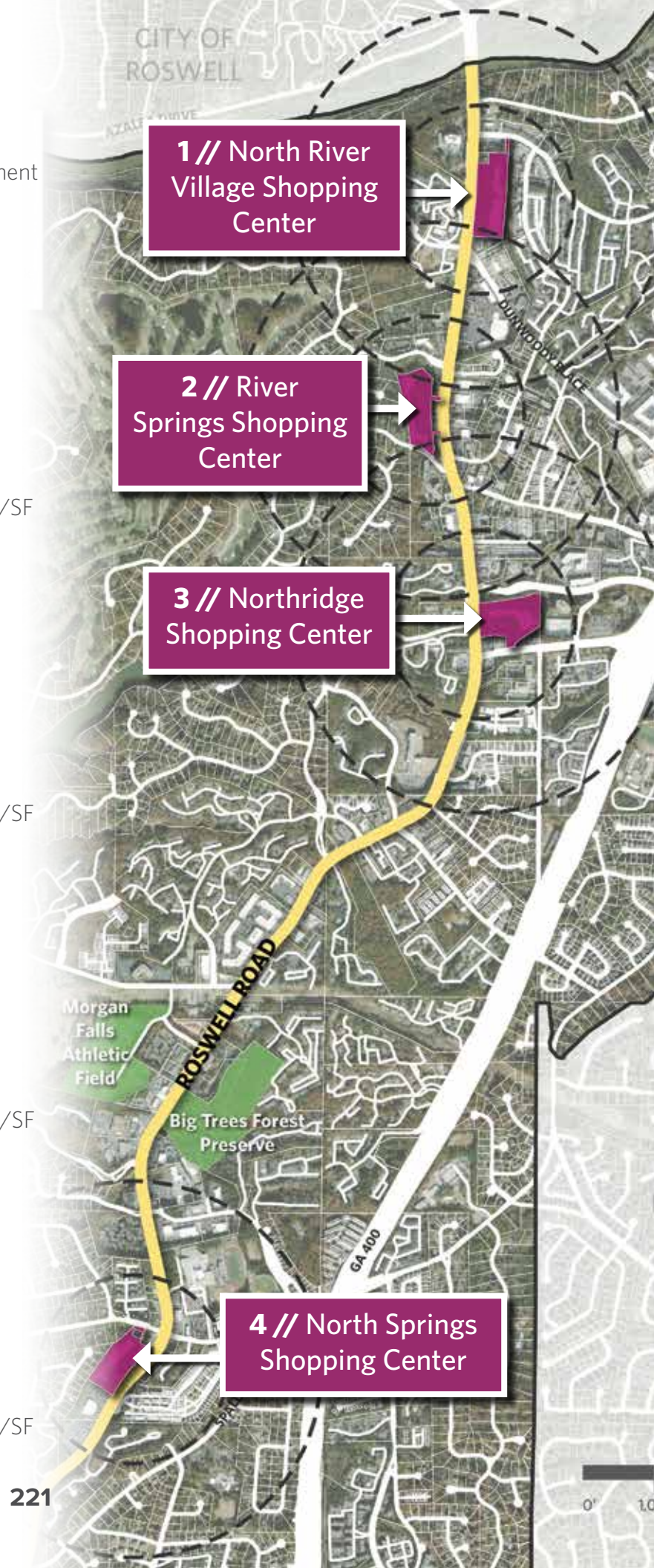
- Address: 8610 Roswell Road
- Parcel ID: 06-0363-0001-081
- Acreage: 9.8 acres
- Building SF: 95,360 SF
- Assessed Value (2020): \$6.26 million
- Estimated Vacancy (May 2020): 5%
- Estimated Retail Rent (May 2020): \$19.00/SF

Northridge Shopping Center

- Address: 8331-8371 Roswell Road
- Parcel ID: 17-0025-LL-052-7
- Acreage: 10.5 acres
- Building SF: 75,200 SF
- Assessed Value (2020): \$8.70 million
- Estimated Vacancy (May 2020): 14.6%
- Estimated Retail Rent (May 2020): \$18.00/SF

North Springs Shopping Center

- Address: 7252-7316 Roswell Road
- Parcel ID: 17-0032-LL-052-8
- Acreage: 8.8 acres
- Building SF: 93,290 SF
- Assessed Value (2020): \$4.87 million
- Estimated Vacancy (May 2020): 91%
- Estimated Retail Rent (May 2020): \$12.00/SF



Transportation Network

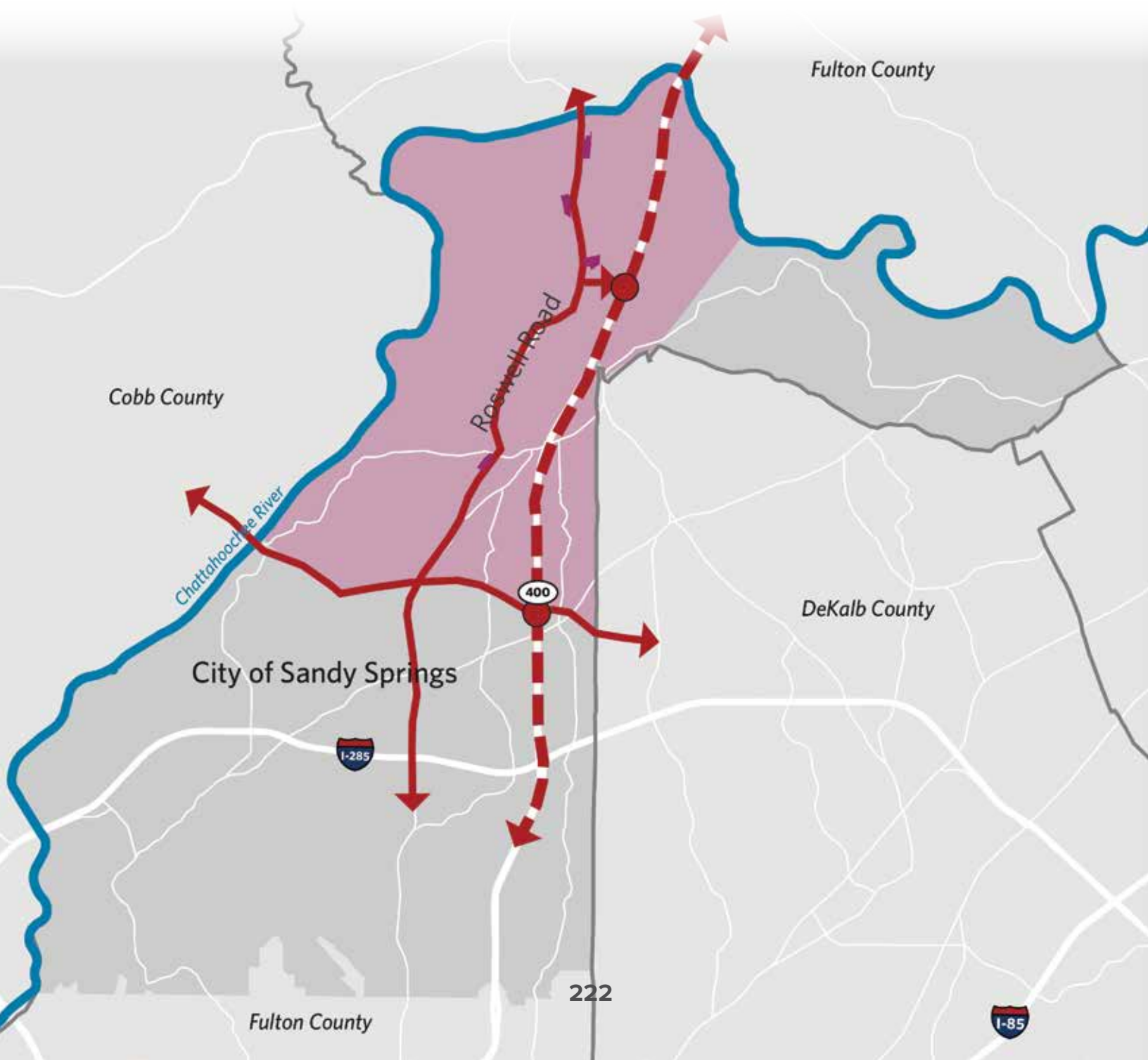
The North End is contained by two physical transportation barriers that limit travel in the area:

- Chattahoochee River
- GA-400

Because of these barriers, an area nearly five miles in length and two miles wide is limited to three major access points:

- South: Roswell Road
- East: GA-400, Northridge exit
- North: Roswell Road
- West: No access

This lack of connective network increases travel time to and from locations within the North End.



DEMOGRAPHIC ASSESSMENT

Population & Households

In 2020, it is estimated that the North End has 50,213 residents, representing 47% of the city's population. The North End has gained 8,833 residents since 2000, a 21.3% growth. Since 2000, the North End has grown at a rate similar to Sandy Springs overall.

The North End currently has an estimated 24,477 households. The number of households in the North End has increased by 3,833 since 2000, or roughly 190 households per year on average.

| Population | North End | Sandy Springs | Atlanta Region |
|---------------------------------------|-----------|---------------|----------------|
| 2000 Census | 41,380 | 85,656 | 4,263,447 |
| 2010 Census | 44,555 | 93,853 | 5,286,728 |
| 2020 Estimate | 50,213 | 107,724 | 6,073,585 |
| 2025 Projection | 53,249 | 114,383 | 6,445,334 |
| New Population 2000-2020 | 8,833 | 22,067 | 1,810,138 |
| Households | North End | Sandy Springs | Atlanta Region |
| 2000 Census | 20,644 | 39,224 | 1,559,711 |
| 2010 Census | 21,627 | 42,286 | 1,943,885 |
| 2020 Estimate | 24,477 | 49,519 | 2,245,003 |
| 2025 Projection | 25,995 | 52,918 | 2,386,500 |
| CAGR Growth (2000-2020) | 0.9% | 1.2% | 1.8% |
| CAGR (Forecast) 2020-2024 | 1.2% | 1.3% | 1.2% |
| New Households 2020-2025 | 1,518 | 3,399 | 141,497 |
| 2020 Estimated Average Household Size | 2.05 | 2.17 | 2.67 |

Source: Environics Spotlight

Household Income

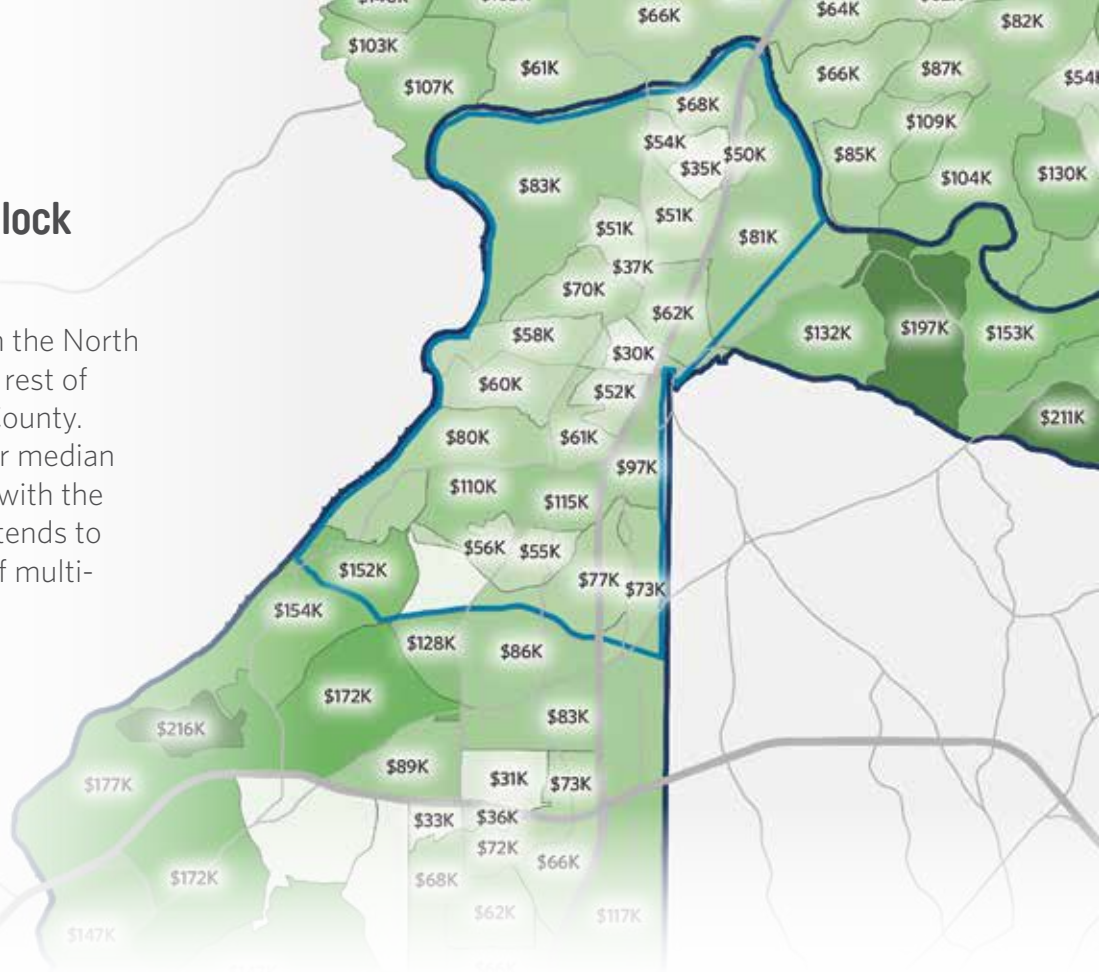
The median income in the North End (\$73,115) is slightly above the median income of the Atlanta Region (\$71,628), but below that of Sandy Springs overall (\$84,752). 34% of North End households have incomes of \$100,000 or more compared to 43% of Sandy Springs households. Meanwhile, 32% of North End households have an income of \$50,000 or less, compared to 35% in the Atlanta Region and 29% in Sandy Springs.

| Households | North End | | Sandy Springs | | Atlanta Region | |
|---|-----------|-----|---------------|-----|----------------|-----|
| 2019 Estimated Median Household Income | \$73,115 | | \$84,752 | | \$71,628 | |
| % of Regional Median Income | 102% | | 118% | | 100% | |
| Households with income <\$15,000 | 1,546 | 6% | 2,792 | 6% | 180,599 | 8% |
| Households with income \$15,000-\$35,000 | 3,283 | 13% | 6,150 | 12% | 336,858 | 15% |
| Households with income \$35,000-\$50,000 | 3,121 | 13% | 5,449 | 11% | 265,459 | 12% |
| Households with income \$50,000-\$100,000 | 8,248 | 34% | 13,753 | 28% | 684,294 | 30% |
| Households with income >\$100,000 | 8,279 | 34% | 21,375 | 43% | 777,793 | 35% |

Source: Environics Analytics 2020

Distribution of Median Household Income by Block Group

Median household incomes in the North End tend to be lower than the rest of the city and northern Fulton County. These block groups with lower median household incomes correlate with the Roswell Road corridor, which tends to have a higher concentration of multi-family and rental housing.

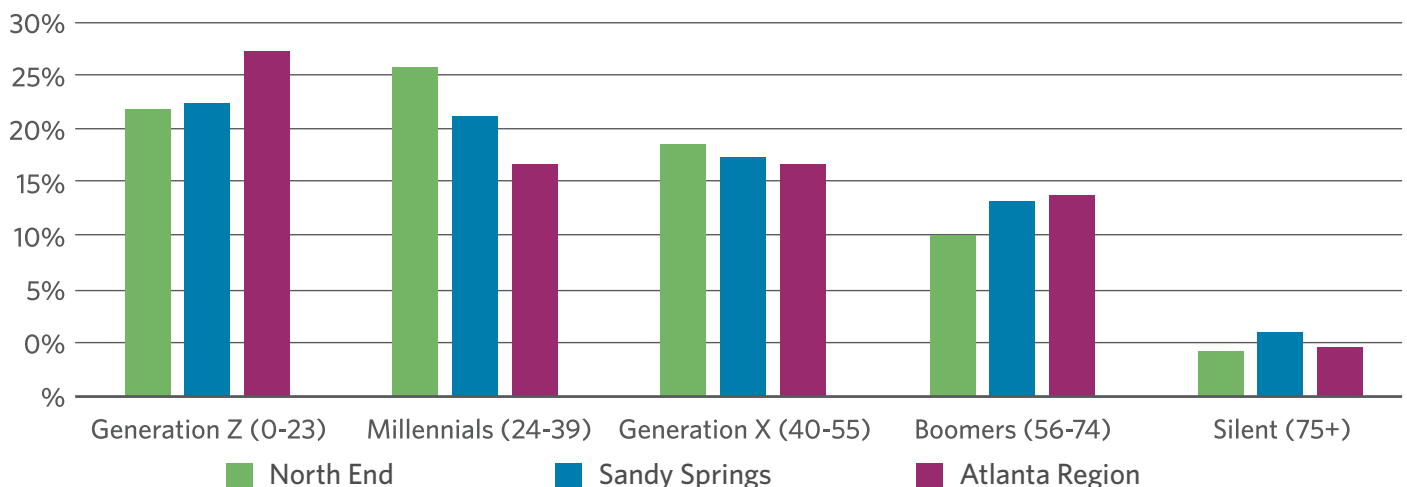


Source: US Census American Community Survey 2018

Age

The North End has a significantly higher presence of Millennials (ages 23-38) and Generation Xers (ages 39-54) than the city as a whole and the Atlanta Region. 54% of North End residents are in these two generational cohorts, compared to 44% of the Atlanta Region. Around 27% of North End and Sandy Springs residents are children (age 17 and under) compared to 32% of the Atlanta Region.

35

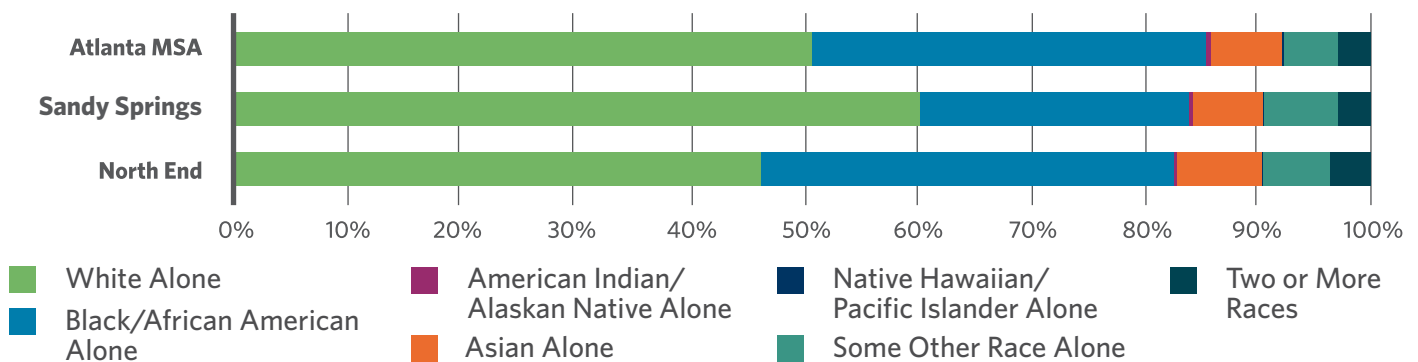


Source: Environics Analytics, 2019

Race & Ethnicity

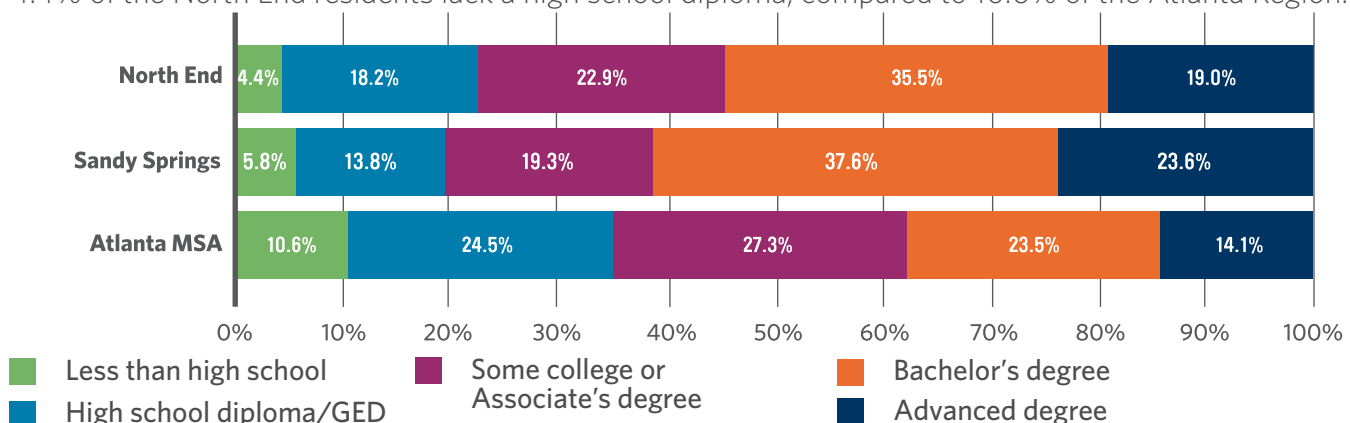
The North End has a similar racial composition to the Atlanta Region. 46% of the North End residents are White, 36% are Black/African American, and 8% are Asian. Overall, the North End has no racial majority, and a similar proportion of residents identifying as Hispanic / Latino (10%) compared to Sandy Springs (13%) and the Atlanta Region (11%).

| 2020 Estimated Population by Race | North End | | Sandy Springs | | Atlanta Region | |
|--|-----------|-----|---------------|-----|----------------|-----|
| White Alone | 23,263 | 46% | 65,062 | 60% | 3,086,011 | 51% |
| Black/African American Alone | 18,227 | 36% | 25,441 | 24% | 2,107,992 | 35% |
| American Indian/Alaskan Native Alone | 126 | 0% | 251 | 0% | 19,729 | 0% |
| Asian Alone | 3,785 | 8% | 6,773 | 6% | 385,878 | 6% |
| Native Hawaiian/Pacific Islander Alone | 14 | 0% | 35 | 0% | 3,181 | 0% |
| Some Other Race Alone | 2,956 | 6% | 6,934 | 6% | 292,969 | 5% |
| Two or More Races | 1,843 | 4% | 3,223 | 3% | 177,825 | 3% |
| 2020 Estimated Population by Ethnicity | North End | | Sandy Springs | | Atlanta Region | |
| Hispanic/Latino | 5,183 | 10% | 14,163 | 13% | 675,987 | 11% |
| Not Hispanic/Latino | 45,030 | 90% | 93,560 | 87% | 5,397,598 | 89% |



Educational Attainment

North End residents tend to have significantly higher levels of education than the Atlanta Region: 54.5% of North End residents have a Bachelor's Degree or higher, compared to 37.6% of Atlanta Region residents. 19% of North End residents have an advanced degree, compared to 14.1% of the Atlanta Region. Only 4.4% of the North End residents lack a high school diploma, compared to 10.6% of the Atlanta Region.



Source: US Census ACS 5-Year Estimate, 2017; Environics Analytics, 2019

EMPLOYMENT & WORKFORCE

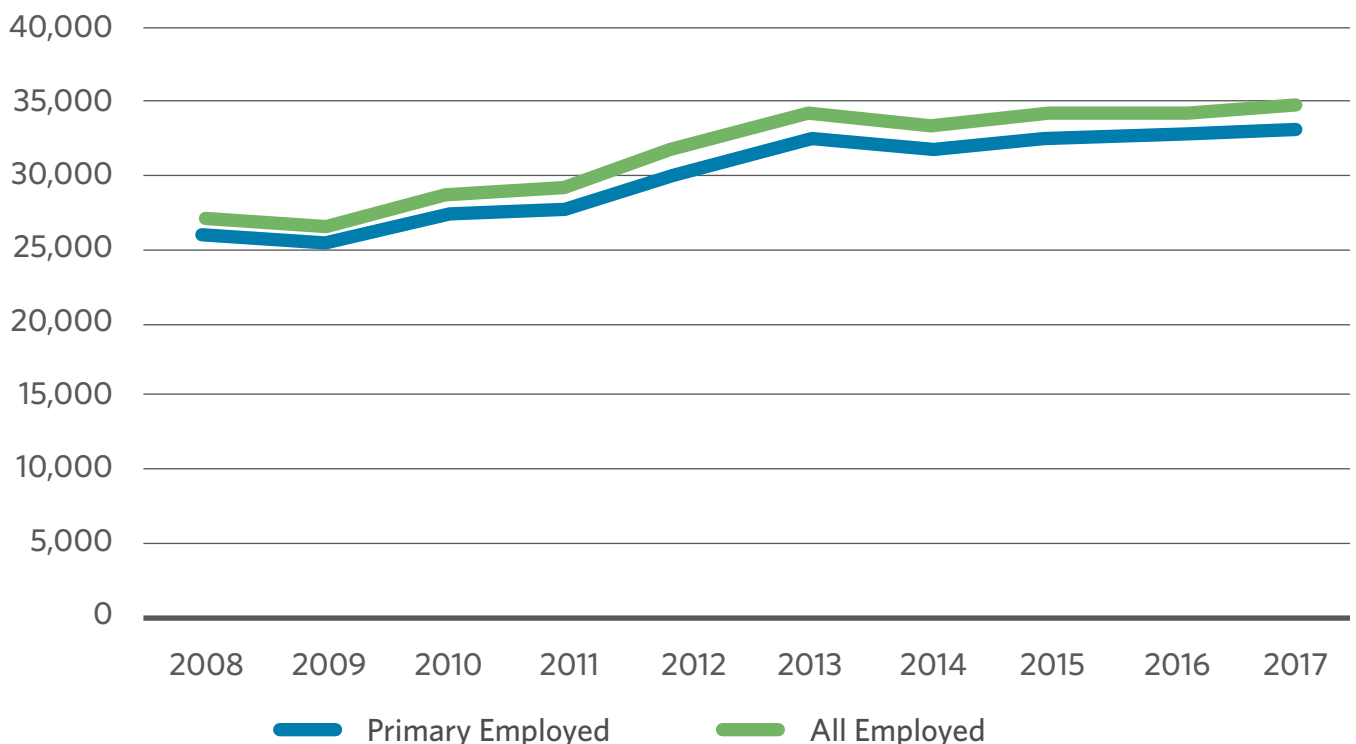
Employment Growth History

The North End had an estimated 33,296 primary jobs in 2017. This represents the addition of 7,361 primary jobs in the past 10 years, an increase of 28%. The North End's jobs are strongly concentrated by Interstate 285 ("The Perimeter") at the southeast corner of the Market Area.

The graph below shows the growth of both primary jobs and all jobs. "Primary jobs" is roughly equivalent to "workers." If a person works primarily in one job, and then takes a weekend shift at another job, that person has one primary job but two total jobs. Non-primary jobs are typically part-time or seasonal. The graph indicates that most jobs in the North End are "first" or "main" jobs, and few jobs in the North End are considered second or third jobs.

Source: US Census

Jobs Located in the North End Market Area



Employment Estimate by Sector

The largest employment fields by sector in the North End include management, sales, computer and mathematical, office and administrative, and food service. Food service and sales, typically lower earning jobs, combined make up over 20% of jobs in the North End. Management and computer/mathematical jobs combined make up over a quarter of the professional positions in the North End.

| | |
|---|-----|
| Management | 15% |
| Sales / Related | 13% |
| Computer / Mathematical | 10% |
| Office / Administrative Support | 10% |
| Business / Financial Operations | 8% |
| Food Preparation / Serving Related | 8% |
| Education/Training / Library | 5% |
| Healthcare Practitioner / Technician | 4% |
| Personal Care / Service | 4% |
| Transportation / Moving | 3% |
| Arts / Design / Entertainment /Sports / Media | 3% |
| Building / Grounds Cleaning / Maintenance | 3% |
| Construction / Extraction | 3% |
| Production | 2% |
| Healthcare Support | 2% |
| Legal | 2% |

31,860 commute into the North End

Commuting Patterns

There are 33,296 primary jobs located in the North End. Nearly half of the North End residents (23,376) are employed, but 94% of them commute to jobs elsewhere in the region. The North End experiences a net inflow of employees totaling 9,920 workers. 96% of people who work in the North End commute in, while only 4% both reside and work in the area.

Source: US Census Longitudinal Employer Household Dynamics

Source: Claritas; Environics Analytics

1,436
live and work in the North End

21,940 commute out of the North End

RESIDENTIAL REAL ESTATE ASSESSMENT

Residential Real Estate Overview

The average North End owner-occupied home value of \$435,584 is slightly lower than that of the city, however, it is significantly higher than the Atlanta Region.

The majority of the housing stock within the North End and Sandy Springs was built before 2000. Only 10% of the housing stock has been built in the last nine years within the North End. 66% of the North End's housing units are in large multifamily buildings (5 or more units).

| Housing Tenure | North End | | Sandy Springs | | Atlanta Region | |
|---|-----------|-----|---------------|-----|----------------|-----|
| % Owners | 35% | | 48% | | 66% | |
| % Renters | 65% | | 52% | | 34% | |
| Total Housing Units | 24,477 | | 49,519 | | 2,245,003 | |
| Owner Unit Median Value | \$435,584 | | \$583,319 | | \$249,538 | |
| Age of Housing | North End | | Sandy Springs | | Atlanta Region | |
| Units Built Since 2010 | 2,673 | 10% | 7,116 | 13% | 320,327 | 13% |
| Units Built 2000-2010 | 1,687 | 6% | 4,904 | 9% | 595,565 | 24% |
| Units Built 1980-2000 | 13,350 | 51% | 22,945 | 42% | 889,716 | 36% |
| Units Built Before 1980 | 8,726 | 33% | 19,250 | 36% | 673,138 | 27% |
| Median Age of Housing Unit (Years) | 33 | | 32 | | 23 | |
| Type of Housing | North End | | Sandy Springs | | Atlanta Region | |
| 1 Unit Detached (Single-Family) | 4,870 | 18% | 17,924 | 33% | 1,654,492 | 67% |
| 1 Unit Attached (Townhouse) | 2,249 | 8% | 4,326 | 8% | 128,432 | 5% |
| Small Multi-family (2-4 Units/Building) | 1,772 | 7% | 2,570 | 5% | 95,882 | 4% |
| Large Multi-family (5+ Units/Building) | 17,568 | 66% | 29,080 | 54% | 525,650 | 21% |
| Trailer, RV, Boat | 162 | 1% | 315 | 1% | 74,290 | 3% |

Sources: Environics Analytics 2020

Housing Inventory

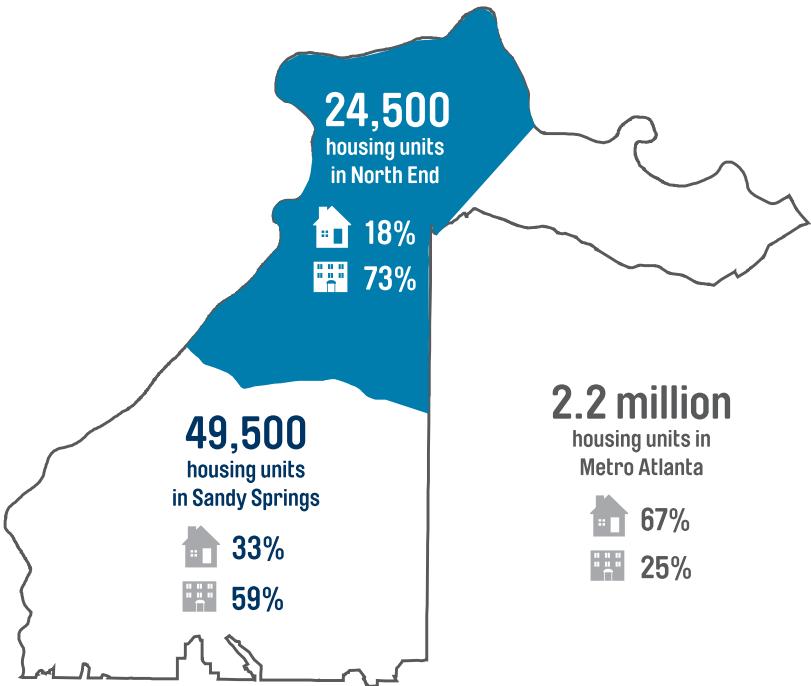
Sandy Springs has approximately 49,500 housing units:

- 33% Single-family
- 8% Townhouse/duplex
- 59% Multi-family

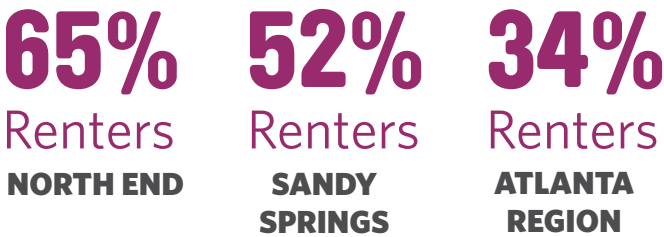
The North End has approximately 24,500 housing units:

- 18% Single-family
- 8% Townhouse/duplex
- 73% Multi-family

The North End has 49% of Sandy Springs' housing units on 34% of the city's land. Housing in the North End is more likely to be multi-family than it is single-family detached.



Renting is much more common in Sandy Springs compared to the regional average: 52% of all Sandy Springs residents rent compared to 34% region-wide. The North End has an even higher concentration of renters. 65% of North End residents rent, nearly twice the regional rate.

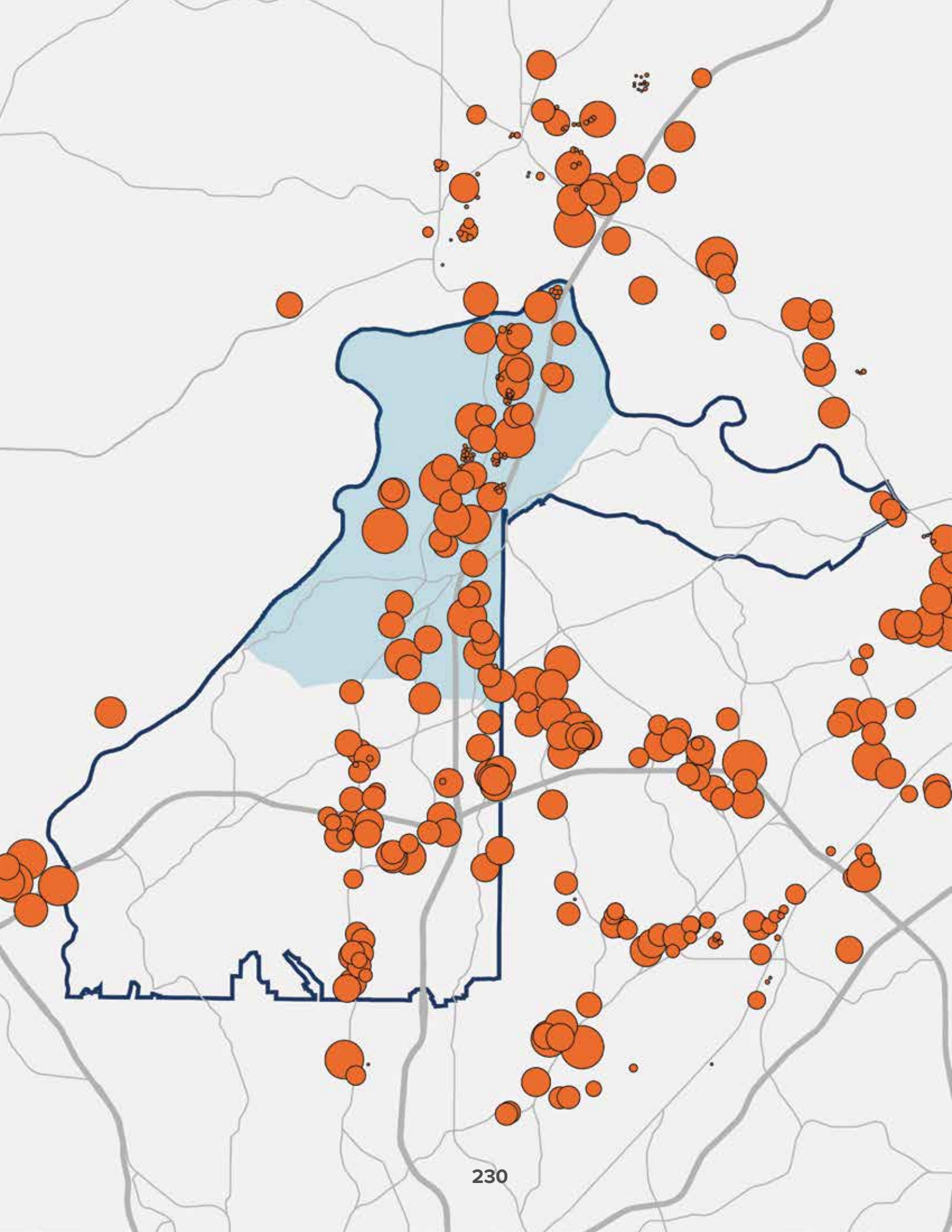


Apartment Inventory

Sandy Springs' apartment buildings are tightly concentrated along the Roswell Road and GA-400 corridors. The map on page 230 shows the location of apartments in Sandy Springs and surrounding areas. This makes sense in terms of land use plans, zoning, and access to transportation and services. Of the North End's 168 multi-family buildings, representing 14,000 apartments, just three have been built in the last 20 years. Sandy Springs has recently seen strong apartment growth, particularly in the past 10 years. Since 2000, 22 apartment buildings with over 5,000 multi-family units have been constructed in the south half of Sandy Springs, mostly along Roswell Road, Glenridge Connector, and Peachtree Dunwoody Road.

| | North End | Sandy Springs |
|--------------------------|-----------|---------------|
| Complexes | 47 | 97 |
| Units | 14,062 | 24,987 |
| Units Under Construction | 0 | 0 |
| 12 Month Net Absorption | 6 | 86 |
| Vacancy Rate | 6.9% | 8.4% |
| Average Rent | \$1.20 | \$1.35 |

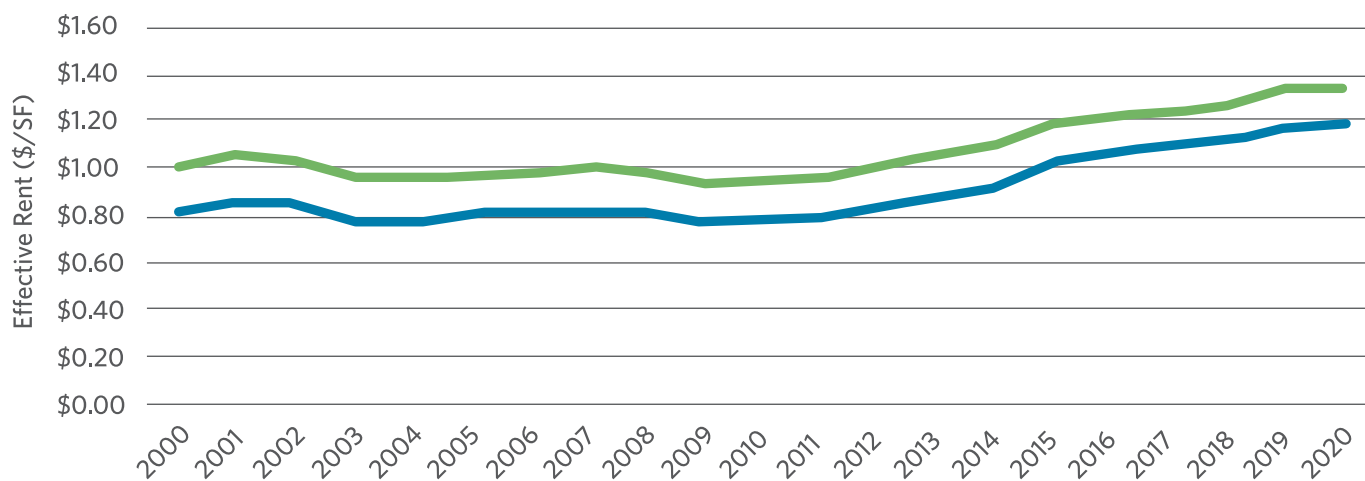
Source: CoStar, April 2020



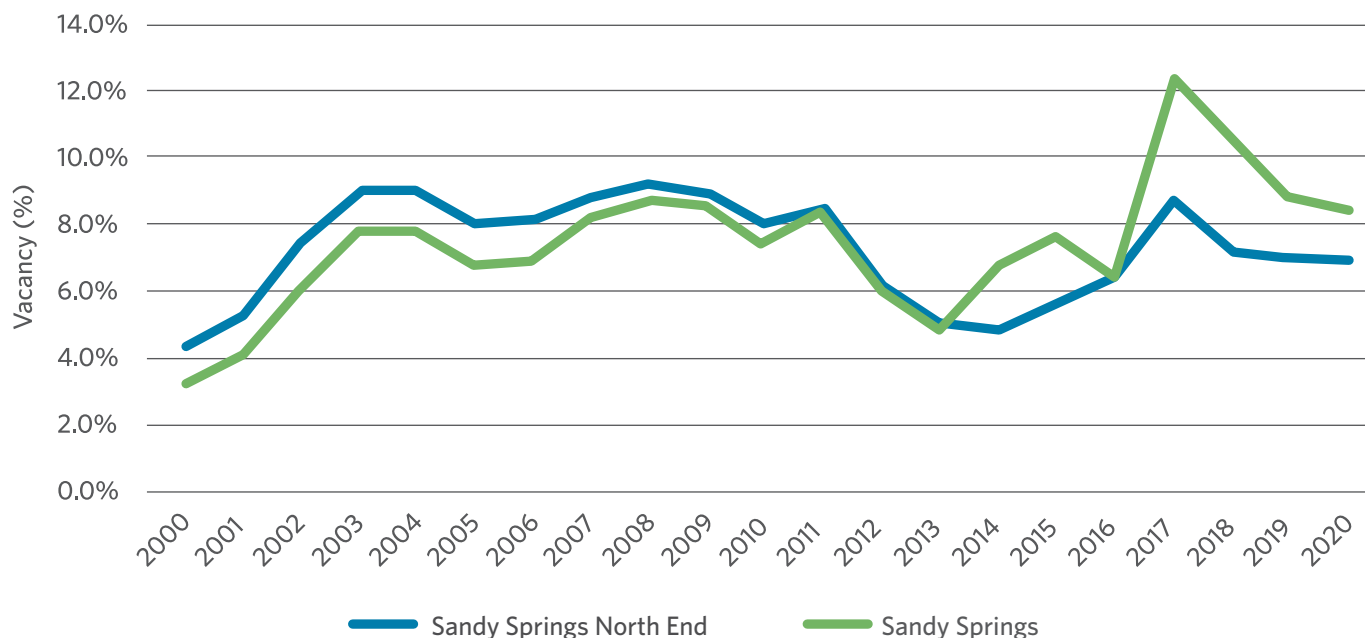
Apartment Market Pricing & Vacancy Trends

Apartments in the North End (the Primary Market Area) have historically rented at \$0.19 per square foot lower than the rest of Sandy Springs. This gap has slightly reduced over the past five years; today, apartments in the multi-family sub-market rent at a \$0.15 per square foot discount. Apartment vacancy has been relatively constant from 2000 to 2010 in both the North End and Sandy Springs, with the North End maintaining an average of 7.8% vacancy and the rest of the city closer to 6.9% vacancy.

Average Apartment Rent per Square Foot (January 2020)



Average Apartment Vacancy (January 2020)



Source: CoStar 2020

New Home Sales

259 new homes were sold in Sandy Springs in 2019:

- 20.4% single-family (average price: \$999,641)
- 75.3% townhouse (average price: \$625,818)
- 4.2% condominium (average price: \$388,818)
- Pricing for all home types has increased significantly over the past five years at an average annual rate of over 8%.

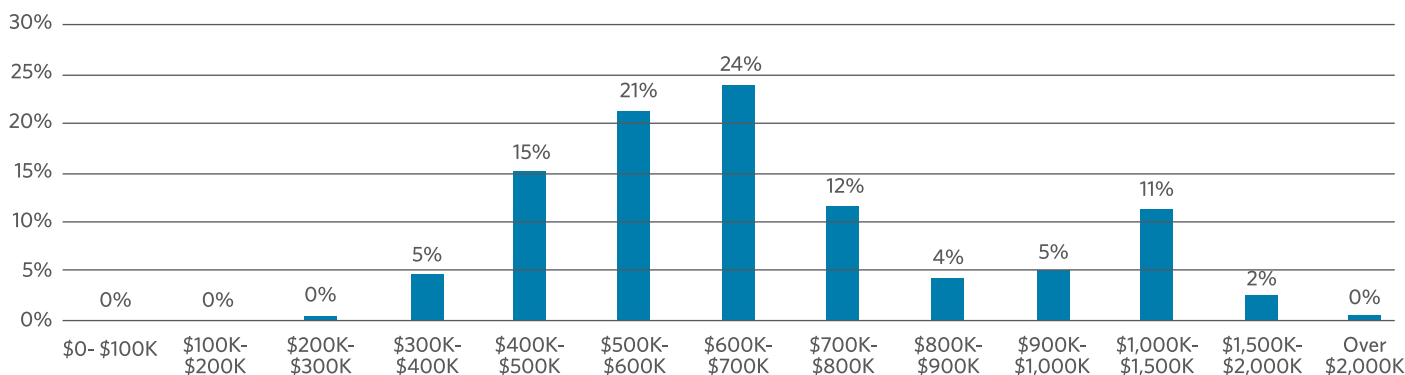
| New Home Type | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|----------------------|-----------|-----------|-------------|-------------|-------------|-------------|-----------|
| Single-Family | | | | | | | |
| Volume | 96 | 50 | 84 | 97 | 68 | 89 | 53 |
| Average Price | \$675,977 | \$953,796 | \$1,070,312 | \$1,053,810 | \$1,096,254 | \$1,036,979 | \$999,641 |
| Townhouse | | | | | | | |
| Volume | 123 | 218 | 68 | 29 | 94 | 160 | 195 |
| Average Price | \$296,514 | \$357,796 | \$413,281 | \$50,029 | \$530,952 | \$649,559 | \$625,818 |
| Condominium | | | | | | | |
| Volume | 22 | 5 | 0 | 0 | 8 | 28 | 11 |
| Average Price | \$148,087 | \$117,120 | N/A | N/A | \$343,591 | \$375,022 | \$388,767 |
| All New Homes | | | | | | | |
| Volume | 241 | 273 | 152 | 126 | 170 | 277 | 259 |
| Average Price | \$432,096 | \$460,740 | \$774,431 | \$921,805 | \$737,711 | \$748,370 | \$692,153 |

Sources: Environics Analytics 2020, smartREdata, approximated by ZIP codes 30328, 30342, and 30350

New Home Sales – Price Distribution

The average price of all homes of all types in Sandy Springs in 2020 was \$692,153. In 2019, just one home in the city sold for less than \$300,000, which roughly corresponds to the affordability price point recommended for households earning between \$75,000 and \$100,000. Sandy Springs' median household income is \$86,000, while the North End's median household income is approximately \$73,000. Nearly half of all new homes in the city sold in the \$500,000 to \$700,000 range.

75% of new homes sold in 2019 were townhouses. There are few remaining greenfield parcels in the city, so nearly all new home construction is either going to be tear-down/replacement of existing homes or infill of existing residential or commercial lots. In these cases, the price points and/or densities of replacement or infill homes exceeds the value of the structure that is being replaced.



New Home Sales – % Sold by Price

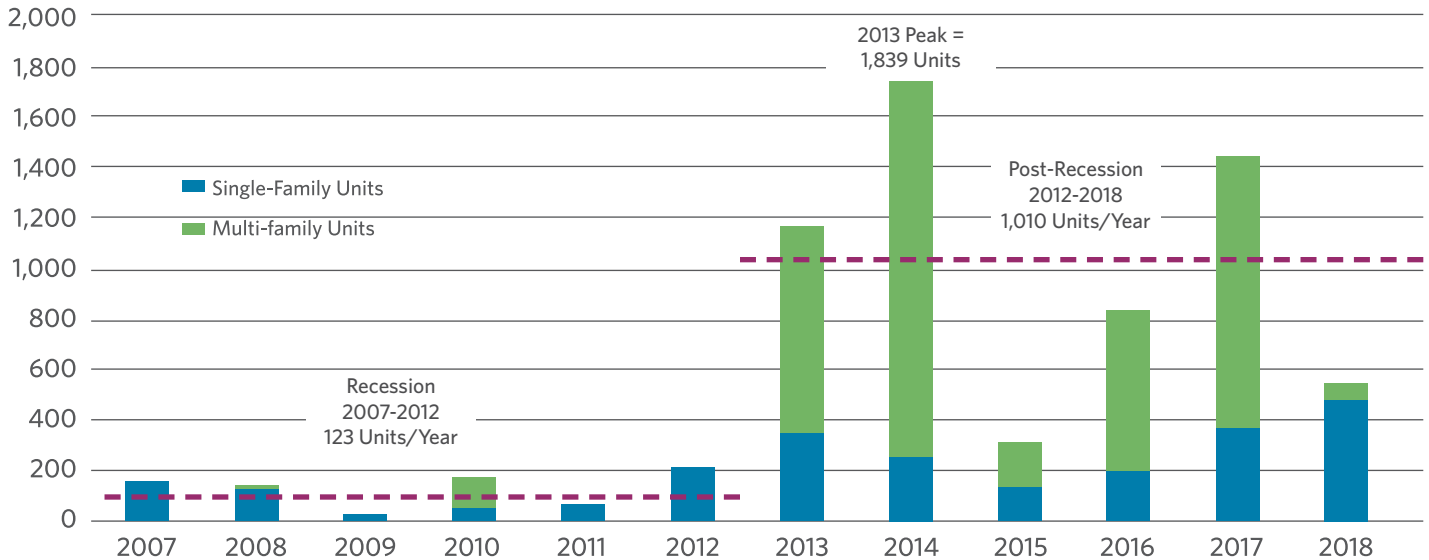
Source: smartREdata, approximated by ZIP codes 30328, 30342, and 30350

Building Permits

Sandy Springs began a strong period of multi-family building construction in 2013:

- From 2007 to 2012, Sandy Springs issued permits for an average of 123 housing units/year, of which 84% were for single-family detached houses.
- Starting in 2013, Sandy Springs issued permits for an average of over 1,000 housing units/year, of which 70% were for multi-family units.
- 4,255 multi-family units, all in large buildings (>5 units) have been permitted in Sandy Springs since 2010.

Residential Building Permits in Sandy Springs, 2007-2018



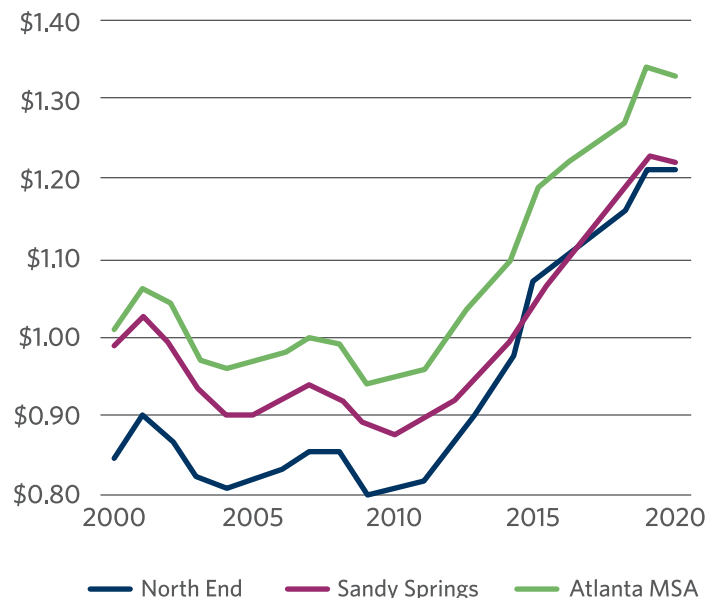
Source: U.S. Census, SOCDS Building Permit Database

Housing Costs & Affordability

Housing Costs

While home costs in Sandy Springs are well above the regional average, apartment rents are surprisingly competitive, particularly in the North End. The average home value in Sandy Springs (\$583,000) is twice the regional value (\$249,000). Since 2015, the average sale price of new units has increased from \$430,000 to \$692,000. Single-family houses have appreciated to nearly \$1 million. Average apartment rents in the North End are slightly above the regional average. The average price of a two bedroom apartment in the North End is \$1,319, compared to Sandy Springs at \$1,445 and the Atlanta Region at \$1,262. For-rent single-family attached (townhouses) and single-family detached are also available in the North End: townhouses typically rent between \$1,500 and \$2,500, and single-family detached typically rents between \$2,500 and \$4,500.

Average Apartment Rent/SF



Sources: smartREdata, Zillow

Housing Affordability

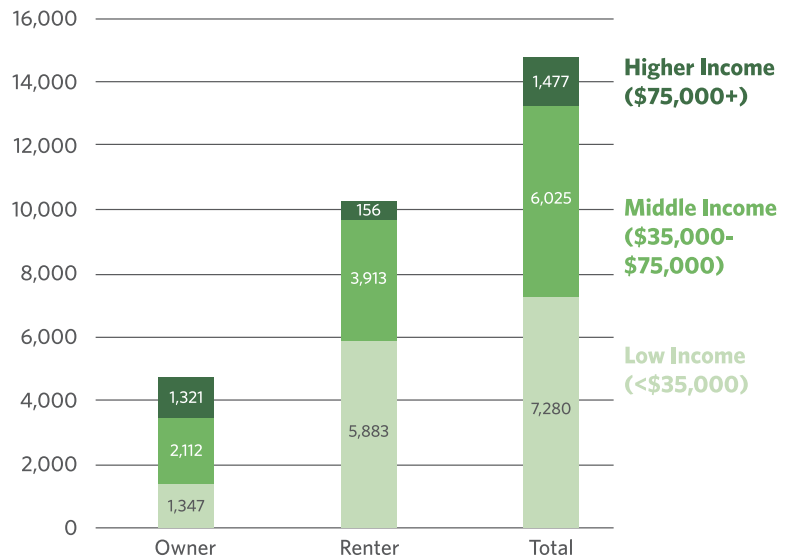
As defined by the U.S. Department of Housing and Urban Development (HUD), housing is considered “affordable” if total housing costs (rent or mortgage, including utilities) represent no more than 30% of the occupying household’s income. Therefore, housing can be affordable or unaffordable at any income level or housing type, though housing affordability tends to decrease as housing costs increase and household incomes decrease.

Under this definition, nearly 15,000 households in Sandy Springs, or one-third of all households are considered not affordable. This especially affects lower-income residents:

- 88% of households earning less than \$35,000.
- 42% of households earning between \$35,000 and \$75,000.
- 43% of all renter households.

Sandy Springs’ rate of cost-burdened households is slightly above regional averages across all income groups, most markedly at the lower-income ranges.

Cost-Burdened Households by Income Range: Sandy Springs Owners vs. Renters



Source: smartREdata

Future Housing Demand Trends

Housing Needs are Changing Rapidly

Trends that drive housing demand have seen dramatic upheaval over the past 40 years. Shifting demographic, economic, and social trends have collided to create a new reality for housing demand. Housing inventory that was largely built in the 1980s does not match the needs of households of the 2020s. Despite recent changes, housing policies, zoning and land use regulations, and economic practices dating back to the 1980s are not likely to produce new housing that meet the needs of households of the 2020s.



Aging population



Demographic shifts



Young and lower-income people have less access to home financing.



Personal debt, especially education debt, has skyrocketed in the last 20 years.



Demand for rental is climbing.



Since 2008, insufficient housing of any type has been built to meet growing demand.



Housing preferences are changing

Aging Population

Improved health, longer lifespans, and generational trends means that the share of Fulton County's population that is age 65 or older is expected to increase significantly in coming decades. The Baby Boomer generation is aging into retirement meaning that older residents will become an increasingly larger share of the population over the next 25 years. Older households tend to have fewer people, typically one or two adults and no children. The needs related to the design and amenities of homes and communities suitable for aging residents are unique.

Aging-in-place in existing homes or neighborhoods in Sandy Springs will be feasible for aging residents as health, mobility, and personal finances change.

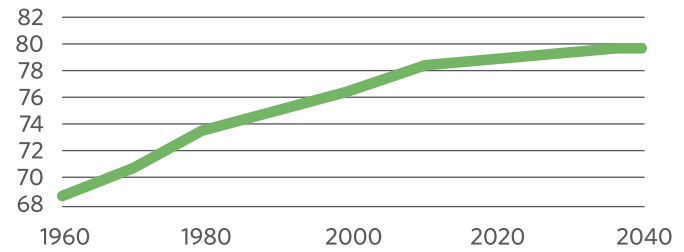
Demographic Shifts

Young Americans are waiting longer to marry, have children, and establish households. The average age of first marriage in the U.S. has risen by four years since 1998. Also, fewer people are getting married: the marriage rate has dropped from 9.8 per 1,000 in 1990 to 6.8 per 1,000 in 2015. The homebuilding and home finance industry typically considers marriage or birth of a first child as a lifestyle moment that drives young people towards the purchase of single-family houses.

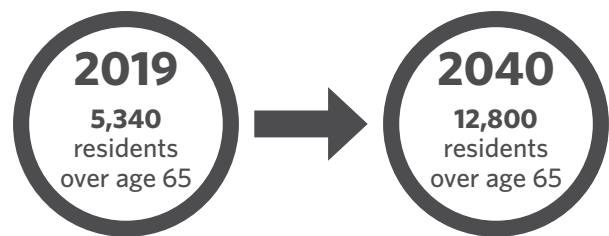
The mean age of American mothers at first birth has increased — from 21.5 years old in 1970 to 26.3 years old in 2014. The average age of first birth for all mothers in Fulton County is 27.7 years old. The age of first birth increases with marriage and/or education. On average, married mothers in Fulton County are 31 years old at the birth of their first child, and college-educated mothers are 31.2 years old. Together, these two trends mean that young people are waiting much longer to form family households, or are more likely to not form family households at all.

These trends will reduce or redirect demand for new homes.

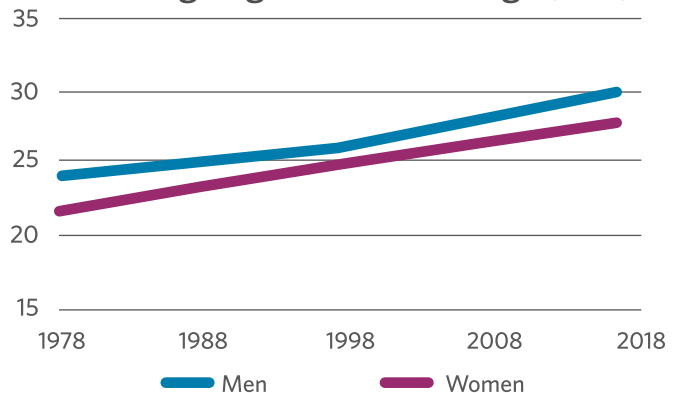
U.S. Life Expectancy



Sources: Atlanta Regional Commission, World Bank, The Lancet



Average Age of First Marriage (U.S.)

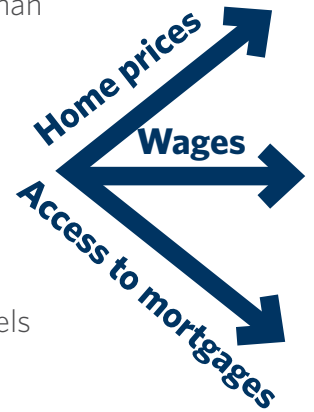


Less Access to Home Finance

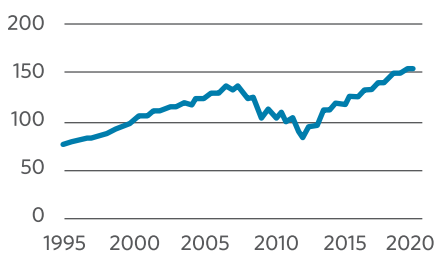
It is more difficult for people to save for down payments and qualify for mortgages than ever before.

Three economic trends are working together to make it more difficult for people, especially younger and moderate income households, to access home ownership:

- Home prices are increasing steadily. The average Atlanta metro home sale price has increased by 50% since 2012.
- Wage growth and purchasing power are stagnant.
- Access to mortgages has plummeted to one-third of pre-2008 recession levels since lenders have tightened standards and personal savings have declined.

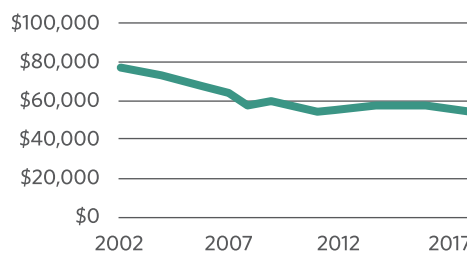


Metro Atlanta Home Prices



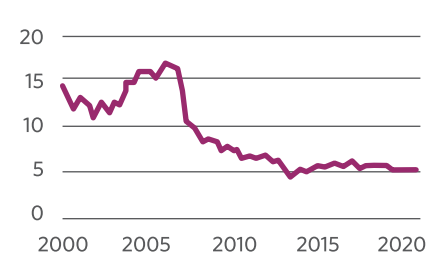
Source: Case Shiller Index

Average Annual Wage in GA (in 2018 dollars)



Source: BLS

Credit Availability



Source: Housing Credit Availability Index

Increasing Debt

Since 2000, student debt increased from \$240 billion to \$1.46 trillion due to rising education costs. For example, tuition and housing costs at the University of Georgia has increased tenfold since 1978 from \$7,500 to \$72,000. The increasing burden disproportionately rests on those aged 20 and 35 — what used to be the core home buying demographic cohort.

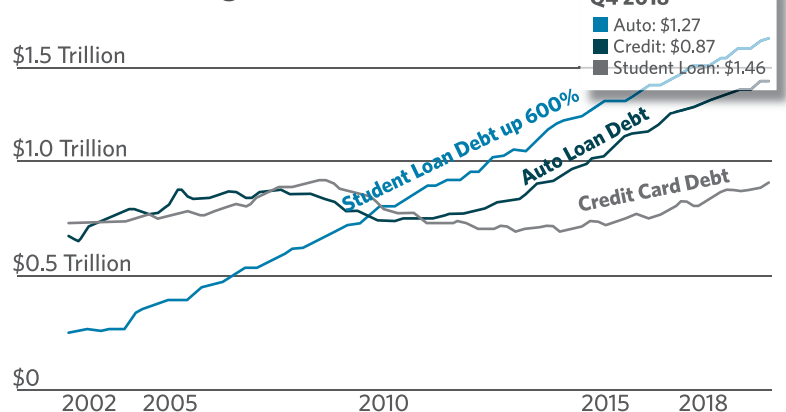
This generation may not be able to afford to buy a home or may choose not to buy, so they may not have many other options for housing.

Demand for Rental is Climbing

Since the recession in 2008, the share of households renting has increased to upwards of 37% with some of those renters by necessity and others by choice. Some housing experts think that to meet growing demand for rental housing by 2030, 75% of new housing product added will need to be rental.

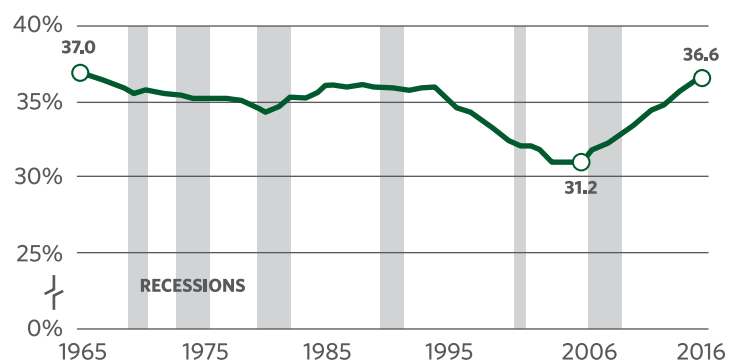
Consumer Debt Trends 2002-2018

Total Outstanding Consumer Debt in Trillions



Sources: New York Federal Consumer Credit Panel, Equifax

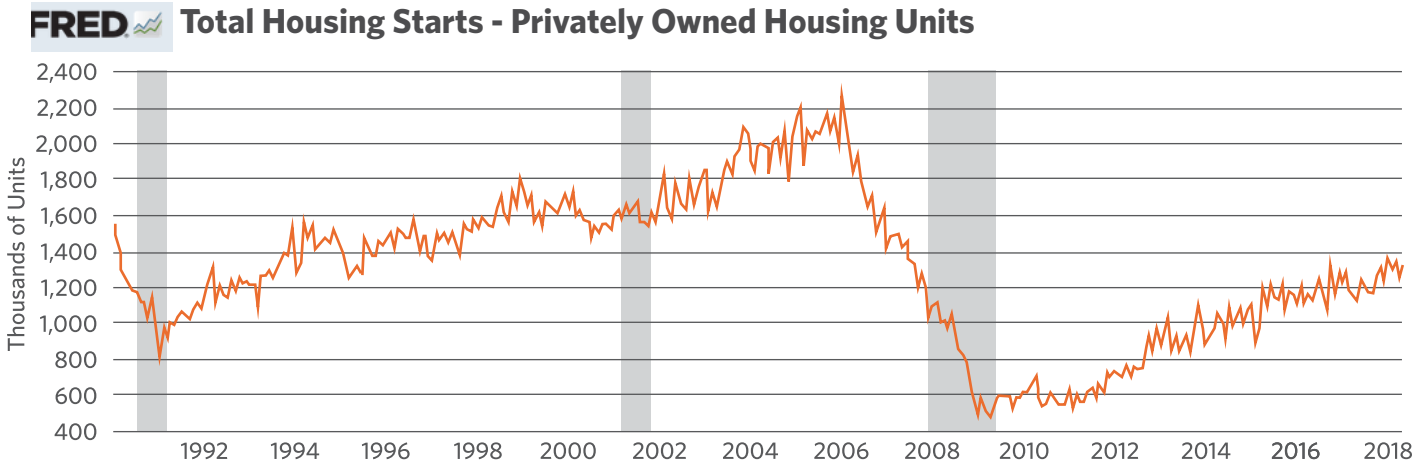
% of Households That Rent



Source: Pew Research Center

National Housing Supply Shortage

Although the United States emerged from the 2008 recession into the longest period of economic expansion in American history, the housing sector never fully recovered. The 2008 crash wiped out smaller and more speculative homebuilders. Most parts of the country have seen housing construction return to less than half of pre-recession construction activity. Surviving homebuilders are more cautious than ever before. The tighter supply has caused housing prices to climb steadily and tighter financial regulation has made it harder for people to buy a house.



Changing Consumer Preferences

Consumer preferences have changed. Younger first-time home buyers are less likely to strive for the suburban model of a starter tract home on a cul-de-sac. People of all ages are becoming more interested in urban, walkable, and amenitized communities. Quality urban design attracts households to vibrant urban areas. This includes:

- Walkability
- Quality public gathering places
- Transportation options to and through the site



How do the trends relate to future housing demand?

These demographic, consumer, and economic trends combine to create demand from housing that is fundamentally different from that which has driven our housing markets in the past:



In most municipalities in the United States, long standing zoning and land use regulations, economic and financial practices, lending and insurance requirements, and community preference combine to limit most new housing production to two or three housing types, such as single-family houses, townhouses, and large apartment complexes with 200+ units (shown below in dark gray).

The new model of housing demand can be met with a variety of housing types and models (shown in light gray). These same zoning and land use regulations, building codes, community opposition, and other regulations across the country limit or outright restrict many of the housing types that might serve changing housing needs across the country.



Residential Demand Forecast

This section forecasts annual demand net new housing units by tenure and price point for Sandy Springs' North End. It is based on 10 years of growth trends, income trends, and tenure trends for Sandy Springs and the North End. The demand forecast considers three sources of demand for housing:

- Household growth that is new to Sandy Springs.
- Replacement of aging and obsolete housing structures every 40-50 years.
- Induced demand: If the area becomes more attractive, more people will want to move there.

Demand is separated into price bands based on the assumption that housing costs should not exceed 30% of income. The annual demand forecasts represent demand for the entire North End market area, not just the four target sites. At any given time, any active development or redevelopment projects within the Market Area would be competing for a share of total market area demand.

Demand for housing will adapt to the available supply of housing. Housing demand cannot be assigned directly to specific product types or tenure. The tenure or ownership style of how any housing unit is flexible and depends on who owns the unit at any given time, as well as larger financial and economic considerations. While an individual developer might build townhouses with an eye towards the rental market, one can't necessarily design a different product for rentals.

These demand forecasts are considered independently of the market feasibility of delivering housing units at particular price points. It is likely that housing in the two lowest price categories would not be economically feasible in this market without subsidy. While demand for condominiums, which are fundamentally owner-occupied multifamily units, would likely be high, current market economics do not support the construction of new condominiums except at the highest price points. Sometimes, apartments can be built to convert into condos after they are stabilized, but in practice that is rare. In other cases, housing products that are typically owner-occupied, such as townhouses and single-family houses, will be purchased speculatively as rental properties. This occurs when the rental income potential compares favorably against the purchase price, but based on current pricing dynamics, this is unlikely to occur in the North End.

In the next ten years, the North End of Sandy Springs can expect to see annual demand for:

- 311-484 owner occupied housing units
- 360-560 renter occupied housing units
- All of this demand could be absorbed into multiple types of housing, although apartments, townhouses, and single-family houses are likely to be the most prevalent housing types in the North End.

The forecasts include low and high estimates which attempt to answer a series of questions:

- *Balance of owner housing.* Will the North End continue to be largely renter dominated as more multi-family construction occurs elsewhere in the city? Will the North End attain a more balanced tenure mix consistent with the city as a whole?
- *Induced demand.* If quality development and infrastructure led to the North End becoming more desirable, would that inspire more intense development and more interest in housing, goods, and services?

Sandy Springs' North End Annual Owner-Occupied Housing Demand Forecast

| Home Price Range | Below \$150,000 | \$150,000-\$220,000 | \$220,000-\$425,000 | \$425,000-\$650,000 | \$650,000 and above | All Homes |
|---|-----------------|---------------------|---------------------|---------------------|---------------------|-------------|
| Household Income Range | Below \$35,000 | \$35,000-\$50,000 | \$50,000-\$100,000 | \$100,000-\$150,000 | \$150,000 and above | All Incomes |
| New Household Growth, 2019-2024 (Sandy Springs) | | | | | | |
| Total Annual New Households | 723 | 723 | 723 | 723 | 723 | |
| x Income Qualified | 20% | 12% | 30% | 14% | 24% | |
| = Income Qualified | 143 | 84 | 217 | 103 | 176 | |
| x Owner Propensity | 23% | 33% | 32% | 61% | 85% | |
| = Qualified New Households | 33 | 28 | 70 | 63 | 150 | 344 |
| Replacement of Existing Owner Housing Stock (Sandy Springs) | | | | | | |
| Total Households | 49,519 | 49,519 | 49,519 | 49,519 | 49,519 | |
| x Income Qualified | 20% | 12% | 30% | 14% | 24% | |
| = Income Qualified | 9,782 | 5,772 | 14,832 | 7,083 | 12,050 | |
| x Owner Propensity | 23% | 33% | 32% | 61% | 85% | |
| Total Owner Households | 2,290 | 1,924 | 4,764 | 4,347 | 10,253 | |
| Housing Stock Annual Replacement Rate | 2.0% | 2.0% | 2.0% | 2.5% | 2.5% | |
| Net Annual Demand for New Replacement Owner Units | 46 | 38 | 95 | 109 | 256 | 545 |
| Summary of Annual Demand for New Owner Housing Units (Sandy Springs) | | | | | | |
| New Owner Housing Units from Household Growth | 33 | 28 | 70 | 63 | 150 | 344 |
| New Owner Housing Units from Replacement of Existing Stock | 46 | 38 | 95 | 109 | 256 | 545 |
| Total Annual Demand for New Housing Units | 79 | 67 | 165 | 172 | 406 | 889 |
| Annual Demand for New Owner Housing (North End) | | | | | | |
| Current North End Capture Rate of Owner Homes | 35% | 35% | 35% | 35% | 35% | |
| Annual North End Owner Housing Demand (Low Estimate) | 28 | 23 | 58 | 60 | 142 | 311 |
| Balanced North End Capture Rate of Owner Homes | 50% | 50% | 50% | 50% | 50% | |
| Induced Demand | 5% | 5% | 5% | 5% | 5% | |
| Annual North End Owner Housing Demand (High Estimate) | 43 | 36 | 90 | 94 | 221 | 484 |

Sandy Springs' North End Annual Renter-Occupied Housing Demand Forecast

| Home Price Range | Below \$875 | \$875-\$1,250 | \$1,250-\$2,500 | \$2,500-\$3,750 | \$3,750 and above | All Homes |
|--|----------------|-------------------|--------------------|---------------------|---------------------|--------------|
| Household Income Range | Below \$35,000 | \$35,000-\$50,000 | \$50,000-\$100,000 | \$100,000-\$150,000 | \$150,000 and above | All Incomes |
| New Household Growth, 2019-2024 (Sandy Springs) | | | | | | |
| Total Annual New Households | 723 | 723 | 723 | 723 | 723 | |
| x Income Qualified | 20% | 12% | 30% | 14% | 24% | |
| = Income Qualified | 143 | 84 | 217 | 103 | 176 | |
| x Renter Propensity | 77% | 67% | 68% | 39% | 15% | |
| = Qualified New Renters | 109 | 56 | 147 | 40 | 26 | 379 |
| Replacement of Existing Renter Housing Stock (Sandy Springs) | | | | | | |
| Total Households | 49,519 | 49,519 | 49,519 | 49,519 | 49,519 | |
| x Income Qualified | 20% | 12% | 30% | 14% | 24% | |
| = Income Qualified | 9,782 | 5,772 | 14,832 | 7,083 | 12,050 | |
| x Renter Propensity | 77% | 67% | 68% | 39% | 15% | |
| Total Renter Households | 7,492 | 3,847 | 10,068 | 2,737 | 1,797 | |
| Housing Stock Annual Replacement Rate | 2.5% | 2.5% | 2.5% | 2.5% | 2.5% | |
| Net Annual Demand for New Replacement Renter Units | 187 | 96 | 252 | 68 | 45 | 649 |
| Summary of Annual Demand for New Rental Units (Sandy Springs) | | | | | | |
| New Renter Housing Units from Household Growth | 109 | 56 | 147 | 40 | 26 | 379 |
| New Renter Housing Units from Replacement of Existing Stock | 187 | 96 | 252 | 68 | 45 | 649 |
| Total Annual Demand for New Housing Units | 297 | 152 | 399 | 108 | 71 | 1,027 |
| Annual Demand for New Rental Units (North End) | | | | | | |
| Current North End Capture Rate of Renter Homes | 35% | 35% | 35% | 35% | 35% | |
| Annual North End Renter Housing Demand (Low Estimate) | 104 | 53 | 140 | 38 | 25 | 360 |
| Balanced North End Capture Rate of Renter Homes | 50% | 50% | 50% | 50% | 50% | |
| Induced Demand | 5% | 5% | 5% | 5% | 5% | |
| Annual North End Renter Housing Demand (High Estimate) | 162 | 83 | 217 | 59 | 39 | 560 |

COMMERCIAL REAL ESTATE ASSESSMENT

Real Estate Inventory Comparative Overview

Compared to the rest of the city and its neighbors, the commercial real estate market in Sandy Springs' North End is fading. Since 2010, only a handful of new commercial buildings have been built in the North End: one new retail structure, one new office building, and no new industrial / flex buildings. Vacancy rates in the North End for office and retail tend to be somewhat higher than in Sandy Springs overall, showing that the space could be better utilized. Additionally, both retail and office in the North End have rents 12% lower than the rest of the city.

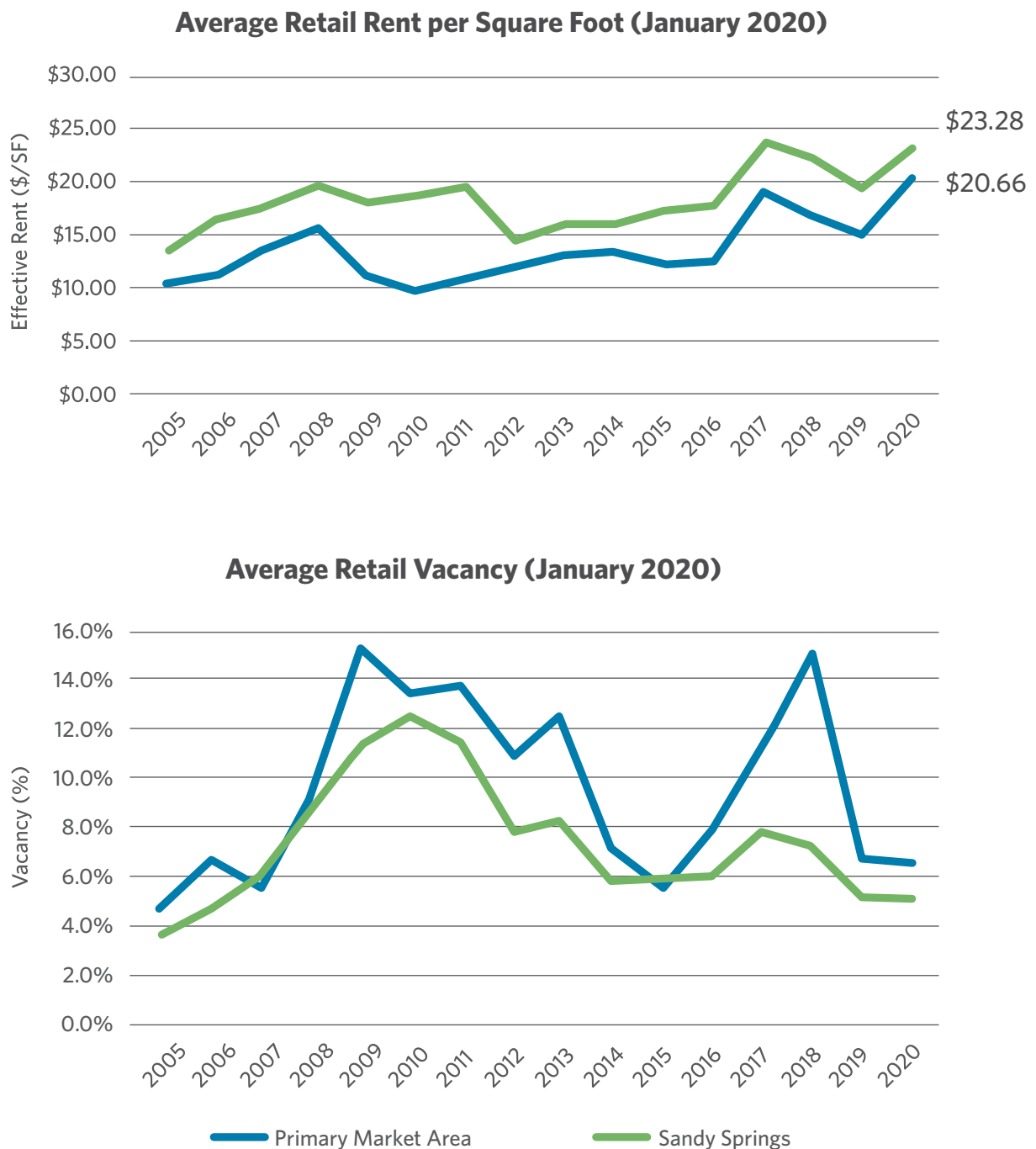
| | North End | Sandy Springs |
|--------------------------|-----------|---------------|
| Retail | | |
| Existing Buildings | 103 | 397 |
| Existing Units | 1,832,435 | 6,295,779 |
| Vacancy % | 6.5% | 5.0% |
| Avg. Rent / SF | \$20.06 | \$23.28 |
| Office | | |
| Existing Buildings | 175 | 510 |
| Existing SF | 7,901,025 | 26,585,468 |
| Vacancy % | 14.3% | 11.1% |
| Avg. Rent / SF | \$23.41 | \$26.33 |
| Industrial / Flex | | |
| Existing Buildings | 13 | 18 |
| Existing SF | 296,391 | 353,785 |
| Vacancy % | 5.6% | 4.7% |
| Avg. Rent / SF | N/A | N/A |

Source: CoStar 2020



Retail Inventory

Over a quarter of all retail buildings and square footage in Sandy Springs are located in the North End. Rents in the North End have followed the same upward trend as the city overall in the past decade, though they have failed to close the gap. Vacancy rates in the North End have experienced a greater degree of instability than in Sandy Springs and have tended to remain higher over time.



Source: CoStar 2020

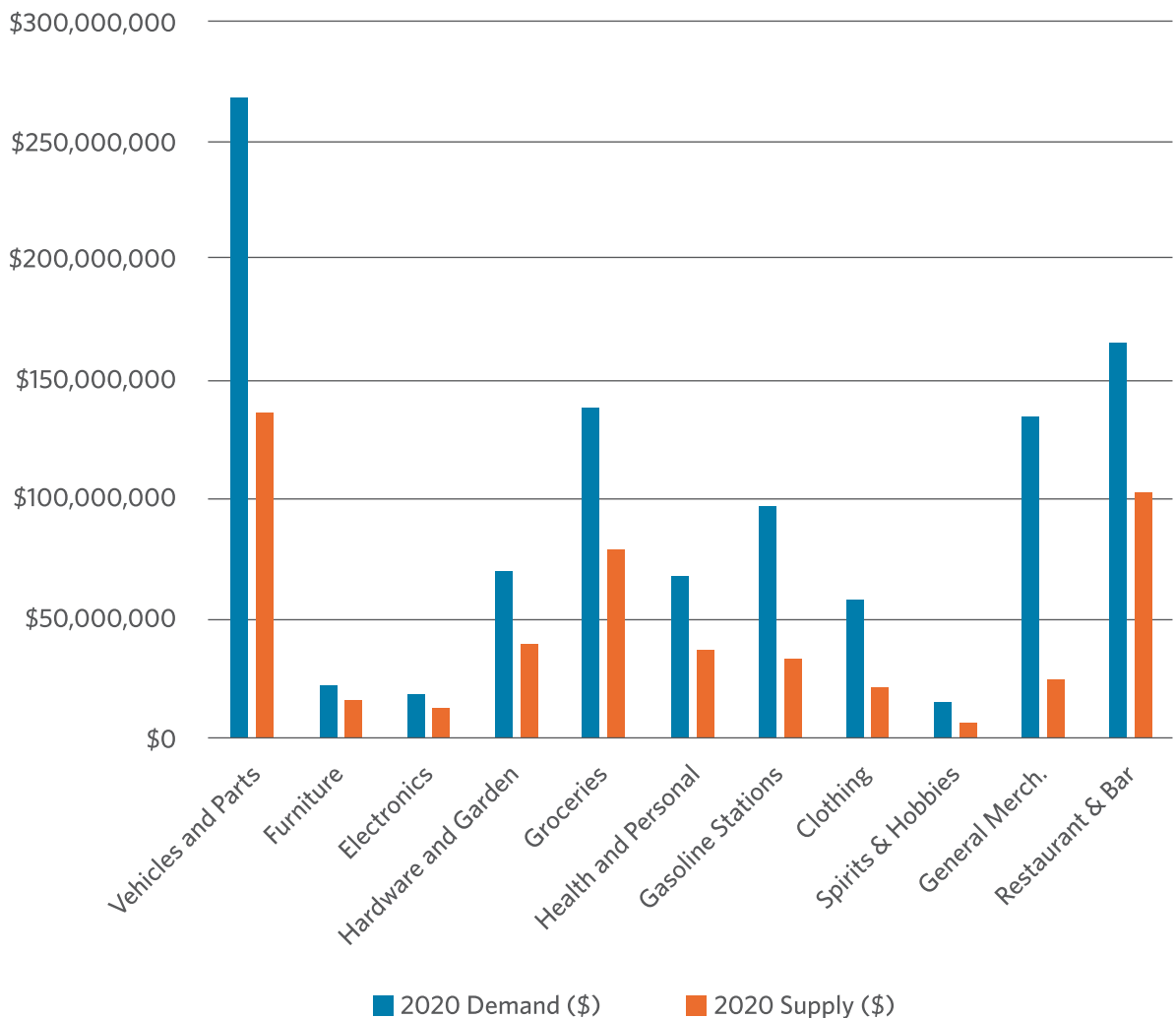
Consumer Spending Opportunity

Consumer spending data indicates that household spending potential in Sandy Springs' North End created significantly more demand than is being supplied by stores within the area:

- Households in the North End will generate an estimated demand for \$1.2 billion in retail spending in 2020.
- Based on historical sale patterns, retailers in the North End will sell just \$580 million in retail goods.
- This means that over \$640 million, or more than half of local sales demand is “leaking” out of the local market to other areas.

Every category of local retail spending shows that local demand exceeds local supply by an average margin of over 2:1. The median effective buying (or “disposable”) income of households in the North End is \$61,000 compared to \$69,000 for Sandy Springs city-wide.

Sandy Springs North End Retail Demand and Supply (Q1)



Source: CoStar

The North End's retail inventory under-delivers in terms of the demand for retail goods emerging from local households and businesses, which means that the North End's retail sector under-performing. Sandy Spring's North End competes with four major contemporary retail clusters nearby:

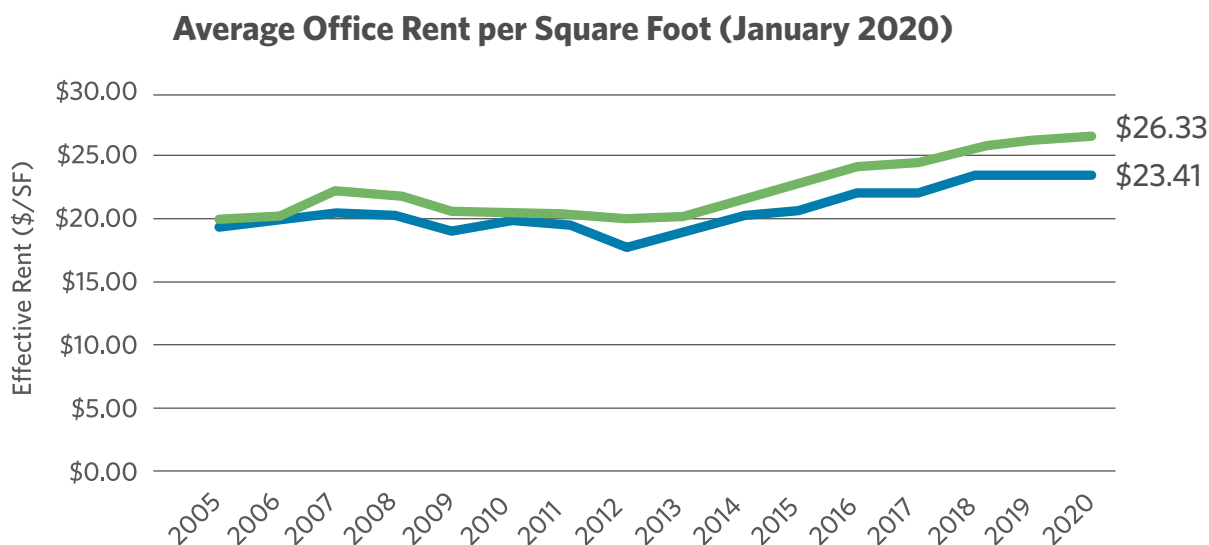
1. Roswell Road near Interstate 285
2. Roswell Road at Johnson's Ferry Road (East Cobb)
3. Perimeter Center (Dunwoody)
4. Roswell Road/Holcomb Bridge/GA-400 (Roswell)

Physical transportation barriers, such as the Chattahoochee River and GA-400, limit access and exposure of North End retailers. Major national retailers are seeking locations with better transportation linkages and access to more households within a limited driving distance. These retailers also prefer to locate near higher-income households. Lastly, existing retail inventory in North End is aging and lacks vibrancy and options seen in other nearby retail clusters.

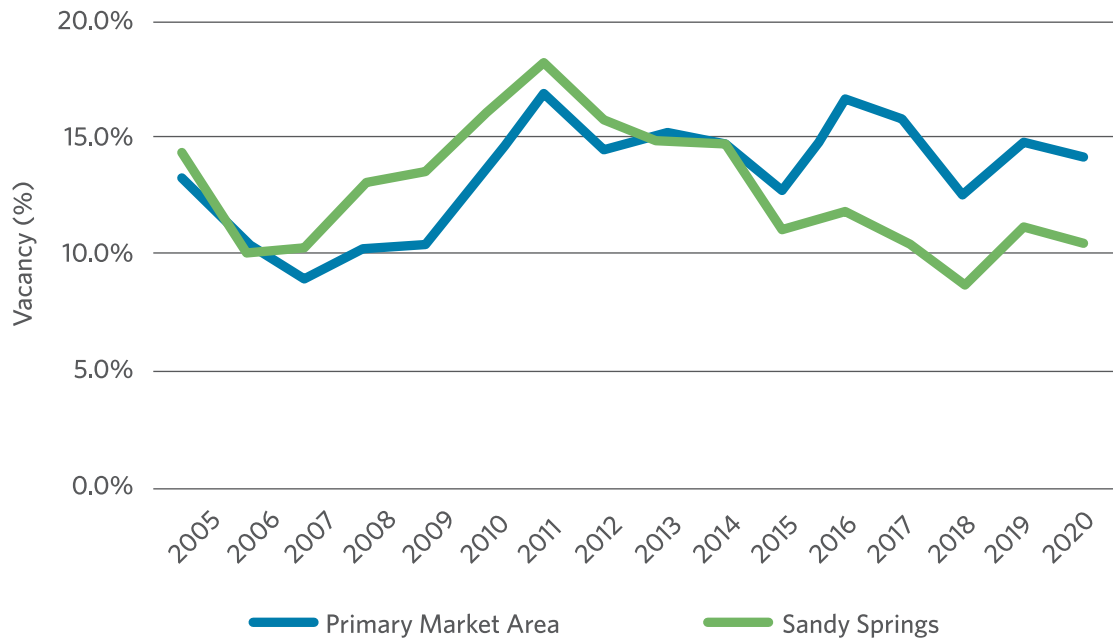
Office Inventory

The North End contains approximately one-third of the office inventory in Sandy Springs by number of buildings and by square footage. Office rents have remained relatively competitive with Sandy Springs over time, though a widening gap has opened over the past decade. Overall, office vacancies in the North End and Sandy Springs have been subject to wide swings over the past decade, though in the last five years, vacancies in the North End have increased than the city overall.

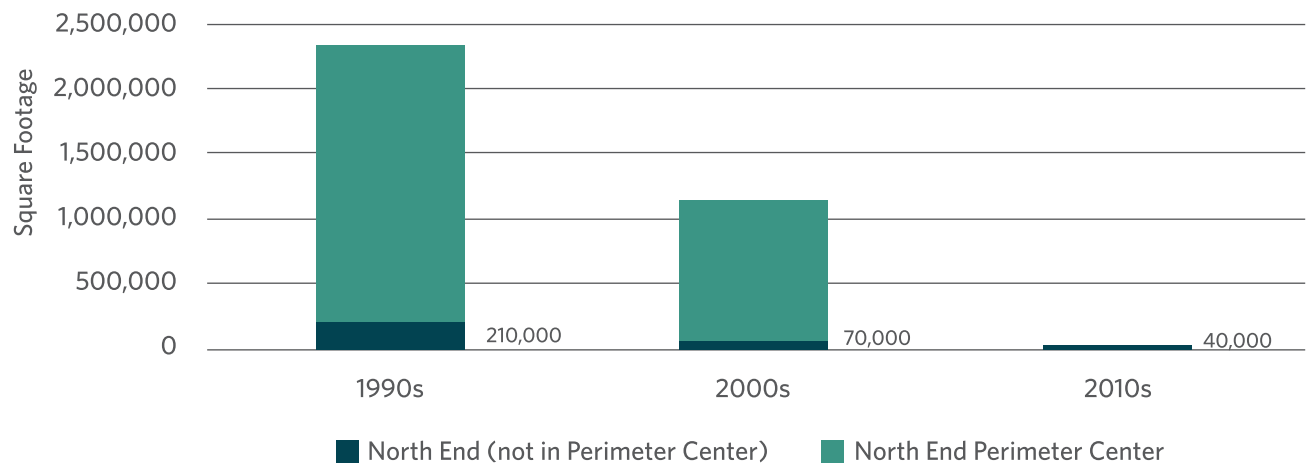
Office space in the North End is heavily concentrated in the small southeastern corner of the Market Area that is associated with the Perimeter Center Area. This small corner of the market area, which represents just a small portion of the Perimeter Center office market, contains 4.9 million square feet of office space in 176 buildings, representing 62% of the North End's entire office inventory of 7.9 million square feet. The Perimeter Center corner of the Market Area has dominated office sector growth over the last 30 years, representing nearly 3.2 million square feet of new office space, or 91% of space added over that period. The balance of the North End's office inventory, which is concentrated in office buildings primarily located in the area along Roswell Rd and Dunwoody Place north of Northridge Road, has added just 320,000 square feet of new office space in 11 buildings since 1990.



Office Vacancy Rate



New Office Space SF Added By Decade since 1990



Retail Demand Forecast

An analysis of the real estate inventory showed that household spending potential in Sandy Spring's North End created significantly more demand than is being supplied by stores within the area:

- Households in the North End will generate an estimated demand for \$1.2 billion in retail spending in 2020.
- Based on historical sale patterns, retailers in the North End will sell just \$580 million in retail goods.
- This means that over \$640 million, or more than half of local sales demand is "leaking" out of the local market to other areas.

The addition of 300-500 new households annually in the North End would create modest additional retail space demand of 30,000 to 50,000 square feet each year.

Discussions with residents, retailers, and property owners indicate that consumers are not finding their needs met with the current retail offerings in the North End, and are choosing to spend their retail dollars in nearby retail locations with more expansive or higher end options. The key to reversing the trend of low performing retail in the North End is twofold: existing retail space (like the four target sites) would need to be pruned, replacing the excess retail space with a mix of housing options; and using design and branding to create places with a mix of amenities and public space that are appealing to local residents.

Overall, there is no demand for net new retail, however opportunities exist to prune and reposition under-performing retail as part of the redevelopment of specific retail sites in the North End.

Office

While the North End has a significant office inventory, the bulk of that office activity is in the Perimeter area in the southeast corner of the market area. The Perimeter area is where many North End residents work, and it will continue to see growth, but it will not be a factor in the redevelopment of the four target shopping centers in this study. The Roswell Road corridor in the North End has received less than 100,000 square feet of new office space over the last 20 years, and it is not likely that demand will increase significantly in the near future. The existing office inventory in the corridor is significant, with modest rents and relatively high vacancy rates, indicating soft demand for new office space. However, there is not significant demand for new Class A office space in the North End over the next 10 years. The opportunity for new office demand in the North End, particularly at the four shopping centers, would be consumer facing office services, likely in a retail or mixed-use context.

OVERVIEW OF RESULTS

In each of the project site options, the amount of impervious area onsite is reduced as a result of the proposed site improvements and increase of open, landscaped areas. As a direct result, a reduction in the required storage volume is observed across each of the sites as the options progress. This is represented in the stormwater volume concepts presented for each site in the follow sections.

| Impervious % Values | | | |
|-----------------------------------|-----------------------------------|--------------|------------|
| Project Area (Concept) | Project Area (Acres) | Impervious % | Pervious % |
| North River Village Existing | 15.73 (includes off-site area) | 82.0 | 18.0 |
| North River Village Options 1 & 3 | | 81.0 | 19.0 |
| North River Village Option 2 | | 81.7 | 18.3 |
| River Springs Existing | 9.77 | 87.0 | 13.0 |
| River Springs Option 1 | | 81.5 | 18.5 |
| River Springs Option 2 | | 72.7 | 27.3 |
| River Springs Option 3.A | | 74.7 | 25.3 |
| River Springs Option 3.B | | 75.5 | 24.5 |
| Northridge Existing | 12.47 | 69.0 | 31.0 |
| Northridge Option 1 | | 66.2 | 33.8 |
| Northridge Option 2 | | 53.6 | 46.4 |
| Northridge Option 3 | | 58.9 | 41.1 |
| North Springs Existing | 10.98 | 88.0 | 12.0 |
| North Springs Option 1 | | 77.5 | 22.5 |
| North Springs Option 2 | | 60.9 | 39.1 |
| North Springs Option 3 | | 79.3 | 20.7 |

SITE 1 // NORTH RIVER VILLAGE

Existing Conditions

Located southeast on the intersection of North River Parkway and Roswell Road, the combined parcels within the development total 15.73 acres. Topographic GIS reveals that the land slope is split, with the shopping center situated on a ridge. Runoff is either diverted north to the street or south to a detention pond. A study point was placed at the north and south corner of the lot, and three drainage basins were identified: onsite, bypass, and offsite. The existing site is approximately 82% impervious, with a large majority of the site currently as asphalt parking and building areas. The required rate reduction from existing to post-construction flows is 41%. The following calculations assume that the offsite basin will not be stored and treated but will be included in the overall stormwater volume and rate modeling.

Proposed Options 1 & 3

Proposed development is anticipated to be approximately 81% impervious. The resultant water quality and total proposed storage volume is shown in the table below. The storage volume can be achieved via 28 rows of 200 linear feet 72" diameter pipe, capped with headers.

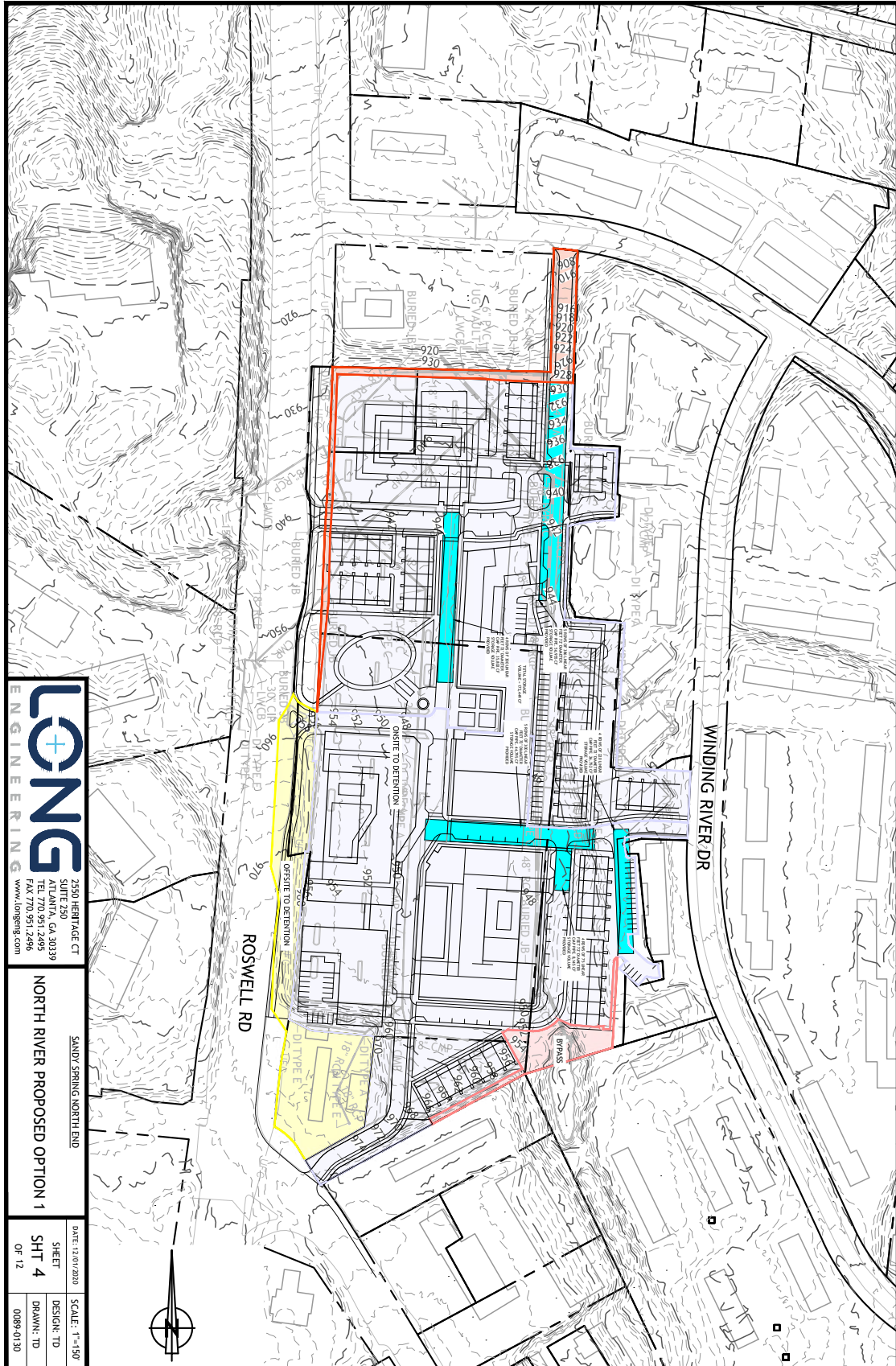
| North River Proposed Options 1 & 3 | | | |
|------------------------------------|----------------------------|--------|---------|
| Basin | Onsite | Bypass | Offsite |
| Area (sq ft.) | 651,015 | 34,006 | 60,863 |
| Impervious (sq. ft.) | 534,805 | 20,009 | 48,241 |
| Pervious (sq. ft.) | 116,210 | 13,997 | 12,622 |
| % Impervious | 81.0 | | |
| WQv (CF) | 53,358 | | |
| Proposed Storage Volume (CF) | 172,449 | | |
| Stormwater System | 28 rows of 200 LF 72" Dia. | | |

Proposed Option 2

Proposed development is anticipated to be approximately 82% impervious. The resultant water quality and total proposed storage volume is shown in the table below. The storage volume can be achieved via 28 rows of 200 linear feet 72" diameter pipe, capped with headers.

| North River Proposed Option 2 | | | |
|-------------------------------|----------------------------|--------|---------|
| Basin | Onsite | Bypass | Offsite |
| Area (sq ft.) | 651,015 | 34,006 | 60,863 |
| Impervious (sq. ft.) | 539,580 | 20,135 | 46,290 |
| Pervious (sq. ft.) | 111,435 | 13,871 | 14,573 |
| % Impervious | 81.7 | | |
| WQv (CF) | 53,799 | | |
| Proposed Storage Volume (CF) | 172,449 | | |
| Stormwater System | 28 rows of 200 LF 72" Dia. | | |

North River Village - Options 1 & 3

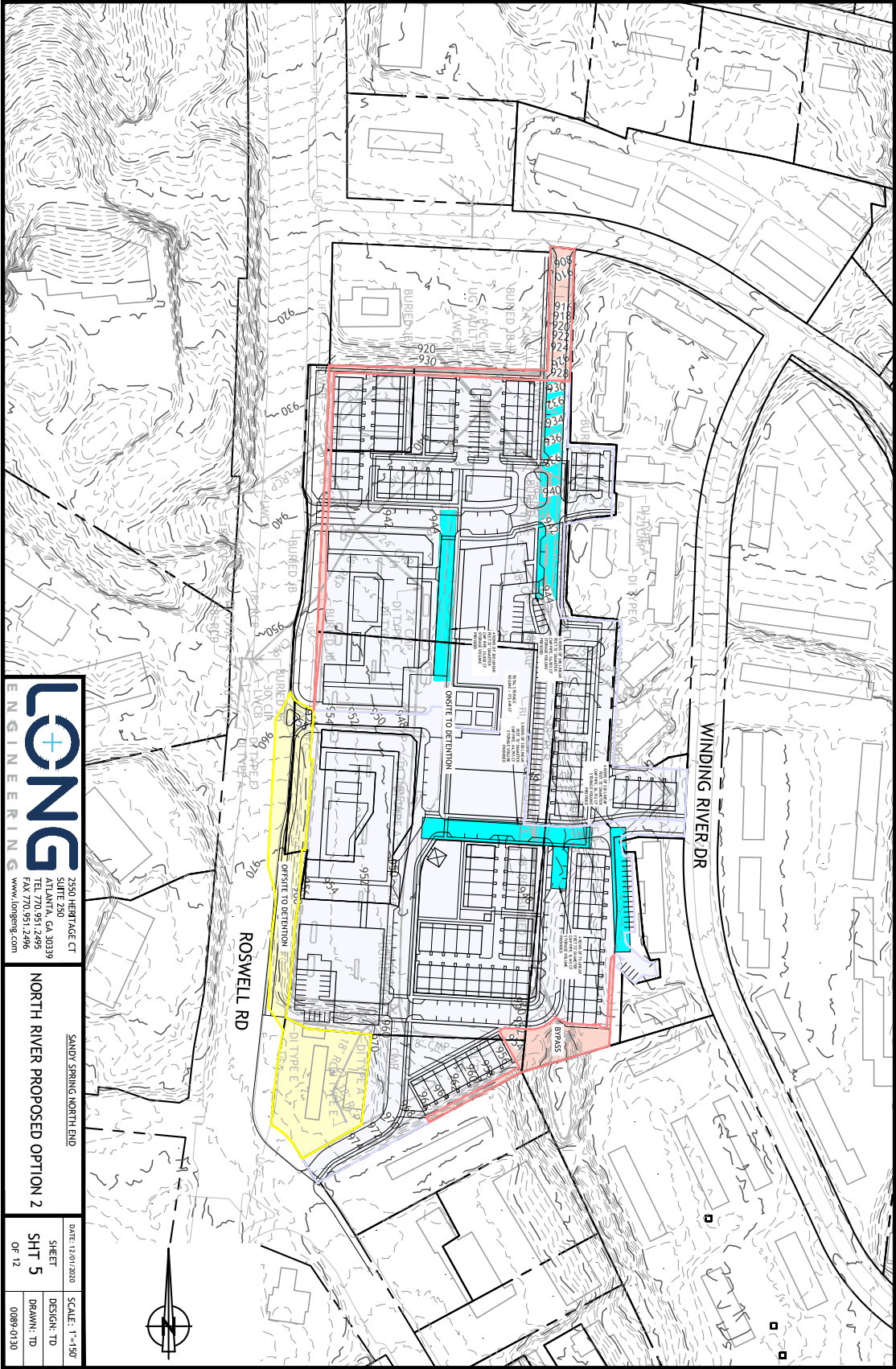


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SANDY SPRING NORTH END
NORTH RIVER PROPOSED OPTION 1

DATE: 12/01/2020
SHEET
SHT 4
OF 12
SCALE: 1"=150'
DESIGN: TD
DRAWN: TD
0089-0130

North River Village - Option 2



SITE 2 // RIVER SPRINGS

Existing Conditions

Located southwest on the intersection of Roswell Road and Huntcliff, the combined parcels within the development total 9.77 acres. Topographic GIS reveals that the land slopes from south to north. Runoff is conveyed to a detention pond. The existing detention pond is understood to be serving the neighborhood to the north and is not anticipated to be utilized for the development. A study point was placed at the north end of the site, and three drainage basins were identified: onsite, bypass, and offsite. The existing site is approximately 87% impervious, with a large majority of the site currently as asphalt parking and building areas. The required rate reduction from existing to post-construction flows is 44%. The following calculations assume that the offsite basin will not be stored and treated but will be included in the overall stormwater volume and rate modeling.



Proposed Option 1

Proposed development is anticipated to be approximately 82% impervious. The resultant water quality and total proposed storage volume is shown in the table below. The storage volume can be achieved via 20 rows of 150 linear feet 72" diameter pipe, capped with headers.

| River Springs Proposed Option 1 | | | |
|---------------------------------|----------------------------|--------|---------|
| Basin | Onsite | Bypass | Offsite |
| Area (sq ft.) | 364,720 | 60,764 | 21,945 |
| Impervious (sq. ft.) | 325,852 | 21,096 | 3,857 |
| Pervious (sq. ft.) | 38,868 | 39,668 | 18,088 |
| % Impervious | 81.5 | | |
| WQv (CF) | 33,353 | | |
| Proposed Storage Volume (CF) | 94,849 | | |
| Stormwater System | 20 rows of 150 LF 72" Dia. | | |

Proposed Option 2

Proposed development is anticipated to be approximately 73% impervious. The resultant water quality and total proposed storage volume is shown in the table below. The storage volume can be achieved via 18 rows of 150 linear feet 72" diameter pipe, capped with headers.

| River Springs Proposed Option 2 | | | |
|---------------------------------|----------------------------|--------|---------|
| Basin | Onsite | Bypass | Offsite |
| Area (sq ft.) | 350,870 | 74,636 | 21,945 |
| Impervious (sq. ft.) | 270,007 | 39,127 | 2,572 |
| Pervious (sq. ft.) | 80,863 | 35,509 | 19,373 |
| % Impervious | 72.7 | | |
| WQv (CF) | 29,950 | | |
| Proposed Storage Volume (CF) | 85,347 | | |
| Stormwater System | 18 rows of 200 LF 72" Dia. | | |

Proposed Option 3.A

Proposed development is anticipated to be approximately 75% impervious. The resultant water quality and total proposed storage volume is shown in the table below. The storage volume can be achieved via 18 rows of 150 linear feet 72" diameter pipe, capped with headers.

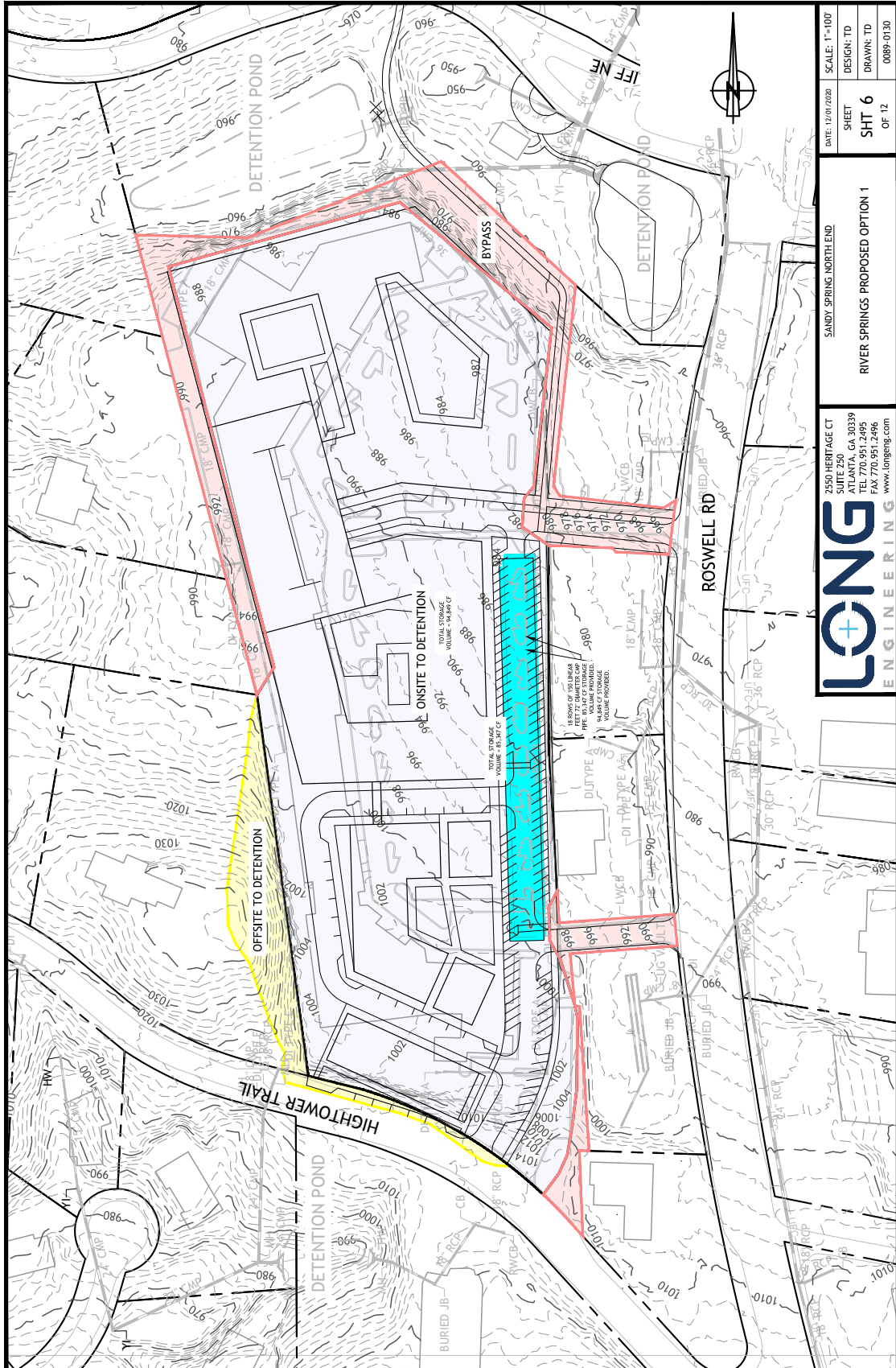
| River Springs Proposed Option 3.A | | | |
|-----------------------------------|----------------------------|--------|---------|
| Basin | Onsite | Bypass | Offsite |
| Area (sq ft.) | 346,241 | 79,265 | 21,945 |
| Impervious (sq. ft.) | 297,255 | 20,465 | 2,572 |
| Pervious (sq. ft.) | 48,986 | 58,800 | 19,373 |
| % Impervious | 74.7 | | |
| WQv (CF) | 30,722 | | |
| Proposed Storage Volume (CF) | 85,347 | | |
| Stormwater System | 18 rows of 150 LF 72" Dia. | | |

Proposed Option 3.B

Proposed development is anticipated to be approximately 76% impervious. The resultant water quality and total proposed storage volume is shown in the table below. The storage volume can be achieved via 19 rows of 340 linear feet 48" diameter pipe, capped with headers.

| River Springs Proposed Option 3.B | | | |
|-----------------------------------|----------------------------|--------|---------|
| Basin | Onsite | Bypass | Offsite |
| Area (sq ft.) | 359,870 | 66,032 | 21,945 |
| Impervious (sq. ft.) | 300,880 | 20,372 | 2,572 |
| Pervious (sq. ft.) | 58,601 | 45,660 | 19,373 |
| % Impervious | 75.5 | | |
| WQv (CF) | 31,040 | | |
| Proposed Storage Volume (CF) | 85,347 | | |
| Stormwater System | 18 rows of 200 LF 72" Dia. | | |

River Springs - Option 1



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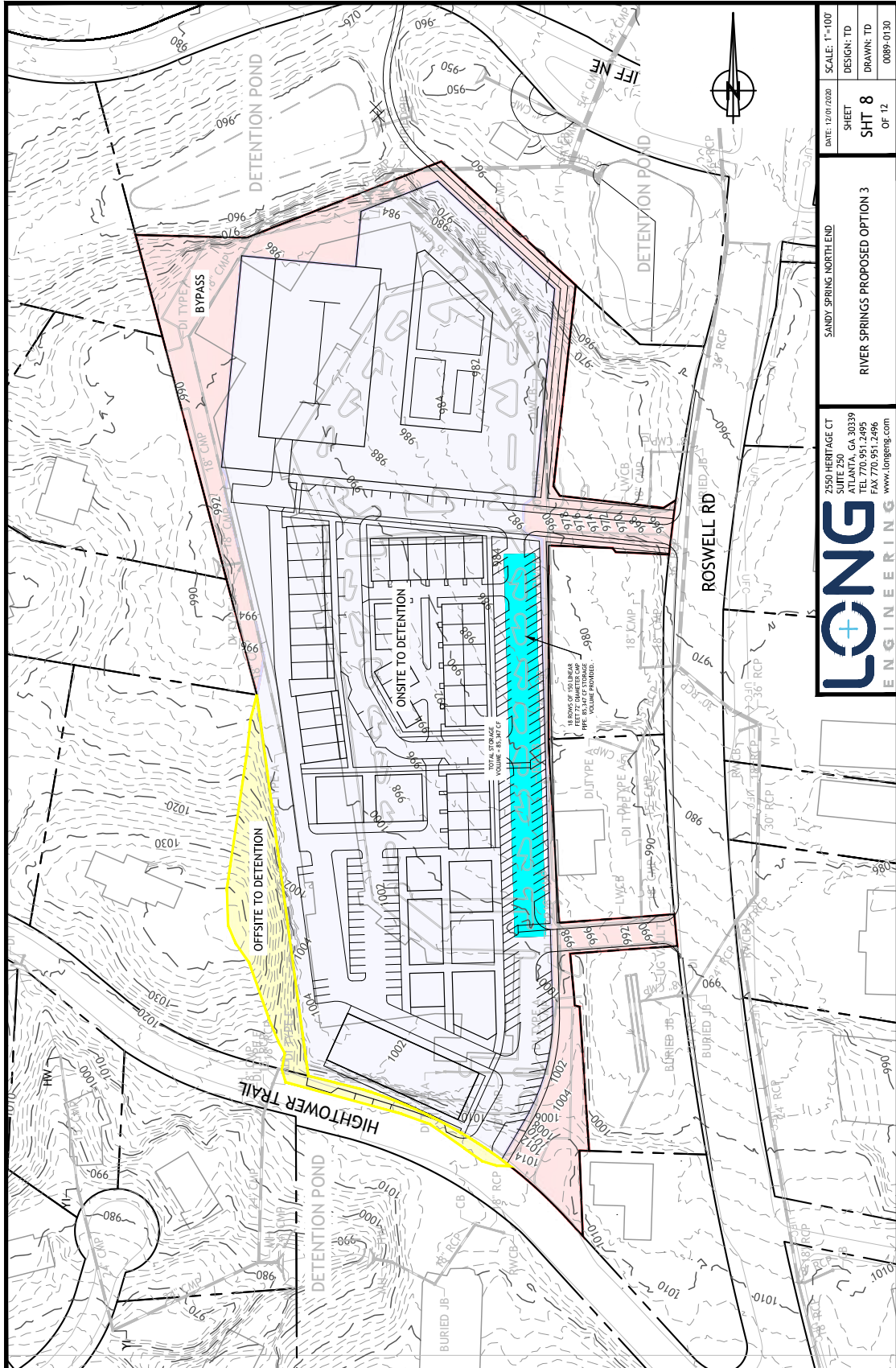
SANDY SPRING NORTH END
RIVER SPRINGS PROPOSED OPTION 1

DATE: 12/01/2020
SCALE: 1"=100'
DESIGN: TD
DRAWN: TD
SHEET
SHT 6
OF 12
0089-0130

The site plan illustrates the layout for River Springs Proposed Option 2. The building footprint is shown in light gray, with internal walls and room divisions. Key features include:

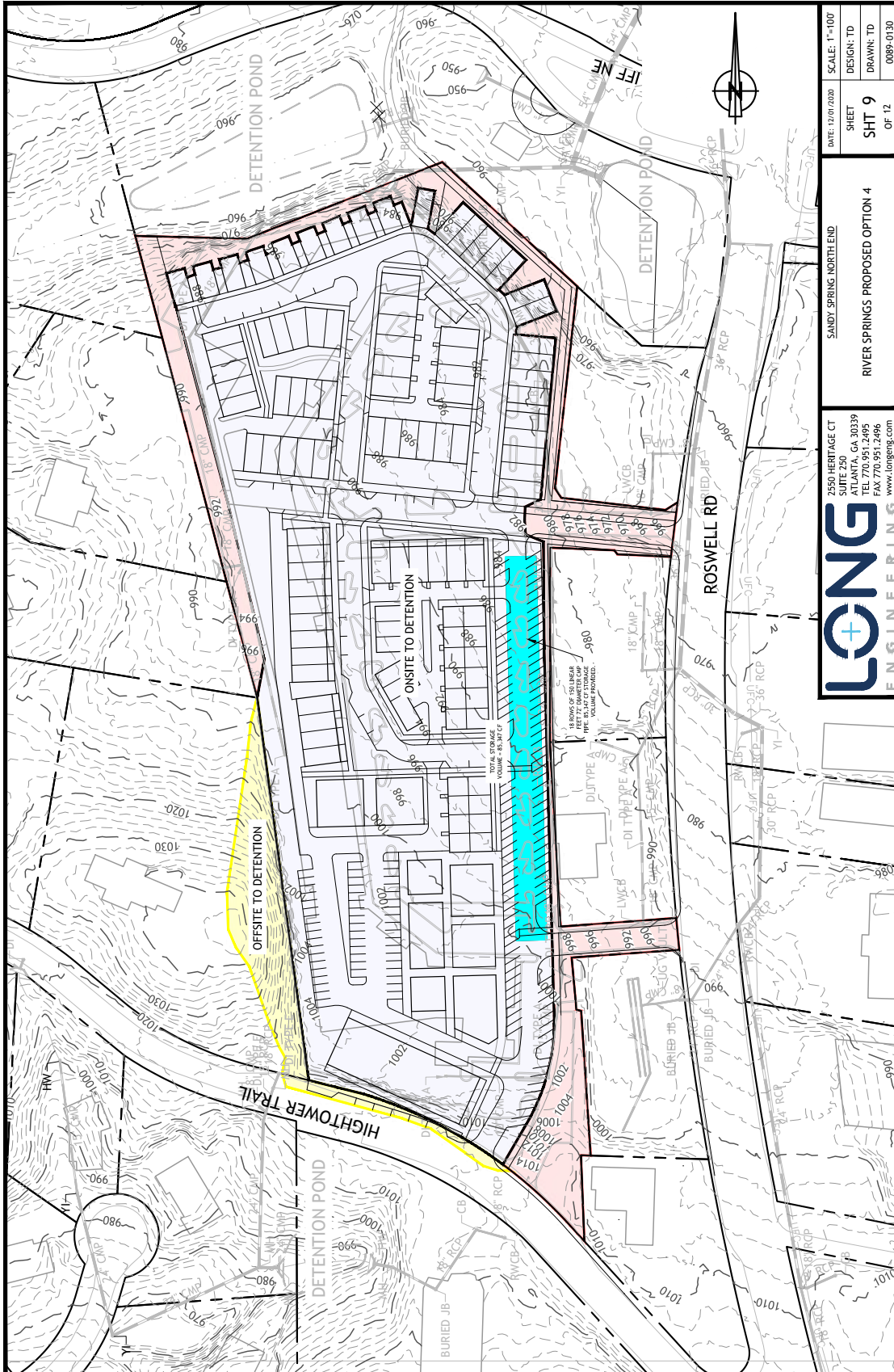
- Detention Ponds:** Three ponds are labeled: "DETENTION POND" at the top left, "DETENTION POND" at the top right, and "DETENTION POND" at the bottom left. Each pond is surrounded by a red boundary line.
- Offsite to Detention:** A yellow-shaded area labeled "OFFSITE TO DETENTION" is located on the left side of the building.
- Onsite to Detention:** A blue-shaded area labeled "ONSITE TO DETENTION" is located in the center of the building.
- Bypass:** A red-shaded area labeled "BYPASS" is located on the right side of the building.
- Highpower Trail:** A yellow-shaded area labeled "HIGHPOWER TRAIL" is located at the bottom left of the building.
- Roswell Rd:** A road labeled "ROSSELL RD" runs along the right side of the site.
- Topography:** Contour lines are shown throughout the site, indicating elevation changes.
- Infrastructure:** Various infrastructure elements are labeled, including "BURIED J6", "BURIED J5", "BURIED J4", "BURIED J3", "BURIED J2", "BURIED J1", "BURIED J0", "BURIED J-1", "BURIED J-2", "BURIED J-3", "BURIED J-4", "BURIED J-5", "BURIED J-6", "BURIED J-7", "BURIED J-8", "BURIED J-9", "BURIED J-10", "BURIED J-11", "BURIED J-12", "BURIED J-13", "BURIED J-14", "BURIED J-15", "BURIED J-16", "BURIED J-17", "BURIED J-18", "BURIED J-19", "BURIED J-20", "BURIED J-21", "BURIED J-22", "BURIED J-23", "BURIED J-24", "BURIED J-25", "BURIED J-26", "BURIED J-27", "BURIED J-28", "BURIED J-29", "BURIED J-30", "BURIED J-31", "BURIED J-32", "BURIED J-33", "BURIED J-34", "BURIED J-35", "BURIED J-36", "BURIED J-37", "BURIED J-38", "BURIED J-39", "BURIED J-40", "BURIED J-41", "BURIED J-42", "BURIED J-43", "BURIED J-44", "BURIED J-45", "BURIED J-46", "BURIED J-47", "BURIED J-48", "BURIED J-49", "BURIED J-50", "BURIED J-51", "BURIED J-52", "BURIED J-53", "BURIED J-54", "BURIED J-55", "BURIED J-56", 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River Springs - Option 3.A



| | | | |
|---|-----------------------|---------------------------------|------------|
| 2550 HERITAGE CT SUITE 250 ATLANTA, GA 30339 TEL 770.951.2495 FAX 770.951.2496 www.longeng.com | | RIVER SPRINGS PROPOSED OPTION 3 | |
| DATE: 12/01/2020 | SHEET SHT 8 | SCALE: 1"=100' | DESIGN: TD |
| | OF 12 | | DRAWN: TD |
| | | | 0089-0130 |

River Springs - Option 3.B



| | | | |
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| LONG ENGINEERING | | 2550 HERITAGE CT SUITE 250 ATLANTA, GA 30339 TEL 770.951.2495 FAX 770.951.2496 www.longeng.com | |
| SANDY SPRING NORTH END RIVER SPRINGS PROPOSED OPTION 4 | | DATE: 12/01/2020 SHEET SHT 9 OF 12 | SCALE: 1"=100' DESIGN: TD DRAWN: TD 0089-0130 |

SITE 3 // NORTHRIDGE

Existing Conditions

Located southeast on the intersection of Roswell Road and Northridge Parkway, the combined parcels within the development total 12.47 acres. Topographic GIS reveals that the land slope is from southeast to northwest. A study point was placed at the northwest corner of the lot, and three drainage basins were identified: onsite, bypass, and offsite. The existing site is approximately 69% impervious, with a large majority of the site currently as asphalt parking and building areas. The required rate reduction from existing to post-construction flows shall be 35%. The following calculations assume that the offsite basin will not be stored and treated but will be included in the overall stormwater volume and rate modeling.



Proposed Option 1

Proposed development is anticipated to be approximately 66% impervious. The resultant water quality and total proposed storage volume is shown in the table below. The storage volume can be achieved via 18 rows of 165 linear feet 60" diameter pipe, capped with headers.

| Northridge Proposed Option 1 | | | |
|------------------------------|----------------------------|---------|---------|
| Basin | Onsite | Bypass | Offsite |
| Area (sq ft.) | 325,440 | 217,762 | 57,061 |
| Impervious (sq. ft.) | 292,286 | 67,525 | 994 |
| Pervious (sq. ft.) | 33,154 | 150,237 | 56,067 |
| % Impervious | 66.2 | | |
| WQv (CF) | 35,099 | | |
| Proposed Storage Volume (CF) | 92,983 | | |
| Stormwater System | 18 rows of 165 LF 60" Dia. | | |

Proposed Option 2

Proposed development is anticipated to be approximately 54% impervious. The resultant water quality and total proposed storage volume is shown in the table below. The storage volume can be achieved via 18 rows of 150 linear feet 60" diameter pipe, capped with headers.

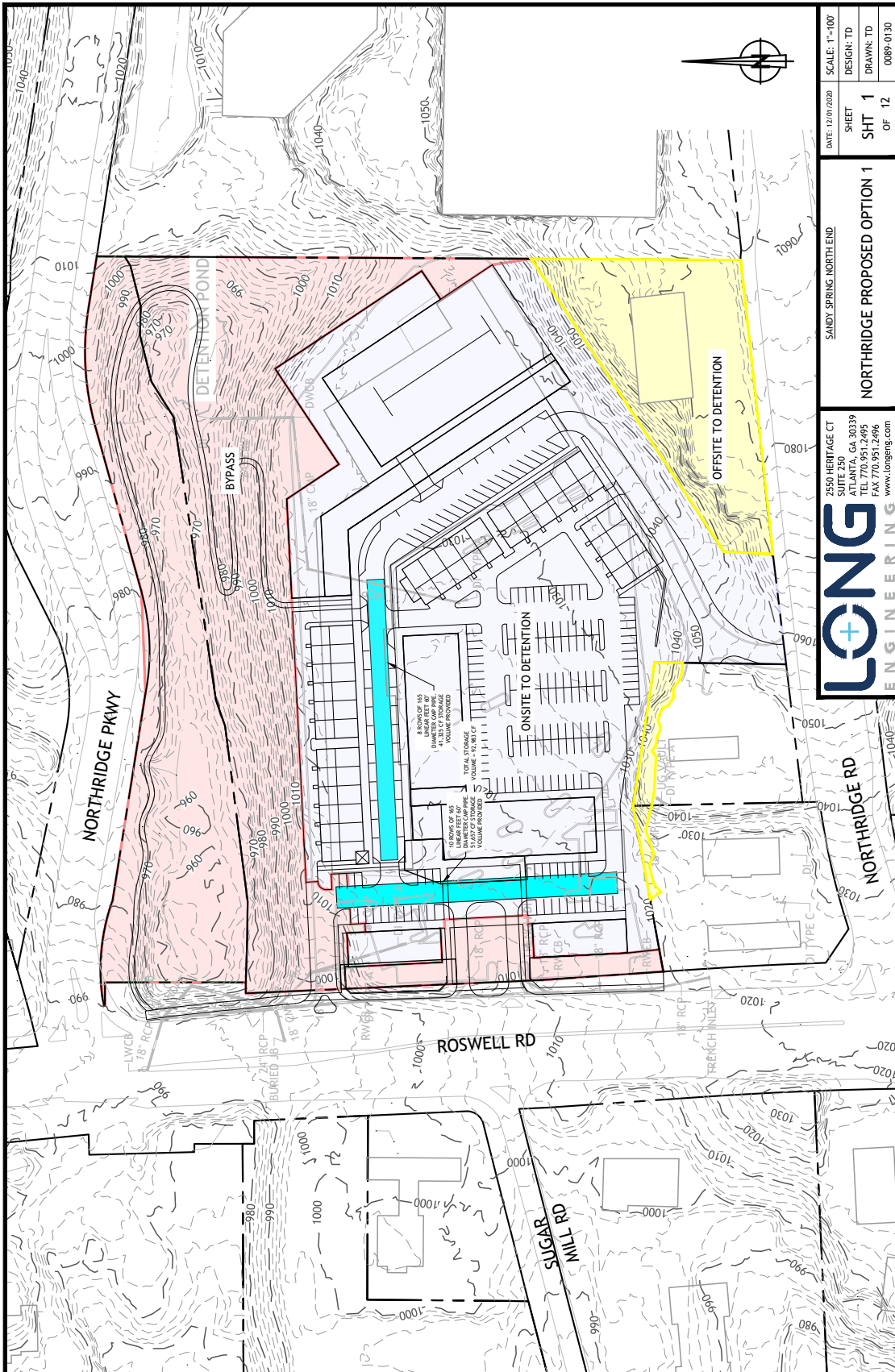
| Northridge Proposed Option 2 | | | |
|------------------------------|----------------------------|---------|---------|
| Basin | Onsite | Bypass | Offsite |
| Area (sq ft.) | 318,195 | 224,868 | 57,062 |
| Impervious (sq. ft.) | 246,016 | 45,144 | 994 |
| Pervious (sq. ft.) | 72,280 | 179,724 | 56,069 |
| % Impervious | 53.6 | | |
| WQv (CF) | 28,920 | | |
| 85,357 | 85,347 | | |
| Stormwater System | 18 rows of 150 LF 60" Dia. | | |

Proposed Option 3

Proposed development is anticipated to be approximately 59% impervious. The resultant water quality and total proposed storage volume is shown in the table below. The storage volume can be achieved via 18 rows of 155 linear feet 60" diameter pipe, capped with headers.

| Northridge Proposed Option 3 | | | |
|------------------------------|----------------------------|---------|---------|
| Basin | Onsite | Bypass | Offsite |
| Area (sq ft.) | 318,717 | 224,452 | 57,061 |
| Impervious (sq. ft.) | 245,061 | 74,626 | 994 |
| Pervious (sq. ft.) | 73,657 | 149,827 | 56,067 |
| % Impervious | 58.9 | | |
| WQv (CF) | 31,488 | | |
| Proposed Storage Volume (CF) | 87,892 | | |
| Stormwater System | 18 rows of 155 LF 60" Dia. | | |

Northridge – Option 1



The site plan illustrates the proposed stormwater management system for Northridge Proposed Option 2. Key features include:

- Detention Pond:** A large area at the top left, shaded in light blue, labeled "DETENTION POND".
- Bypass:** A channel labeled "BYPASS" leading from the detention pond towards the center.
- On-Site to Detention:** A central area labeled "ON-SITE TO DETENTION" containing various structures and piping.
- Off-Site to Detention:** An area at the bottom right, shaded in yellow, labeled "OFF-SITE TO DETENTION".
- Roads:** "NORTHBRIDGE PKWY" runs along the left side, and "ROSWELL RD" runs horizontally across the middle.
- Topography:** Contour lines are shown throughout the plan, indicating elevation changes.
- Piping and Structures:** Various pipes (e.g., 18" RCP, 12" CB) and structures (e.g., manholes, vaults) are detailed within the detention and bypass areas.
- Storage Volume:** Specific storage volumes are noted, such as "TOTAL STORAGE VOLUME - 63,147 CF" and "14 ROWS OF 150 DIAMETER CAP PIPE STORAGE VOLUME PROVIDED".
- Legend:** A north arrow is located in the upper right corner.

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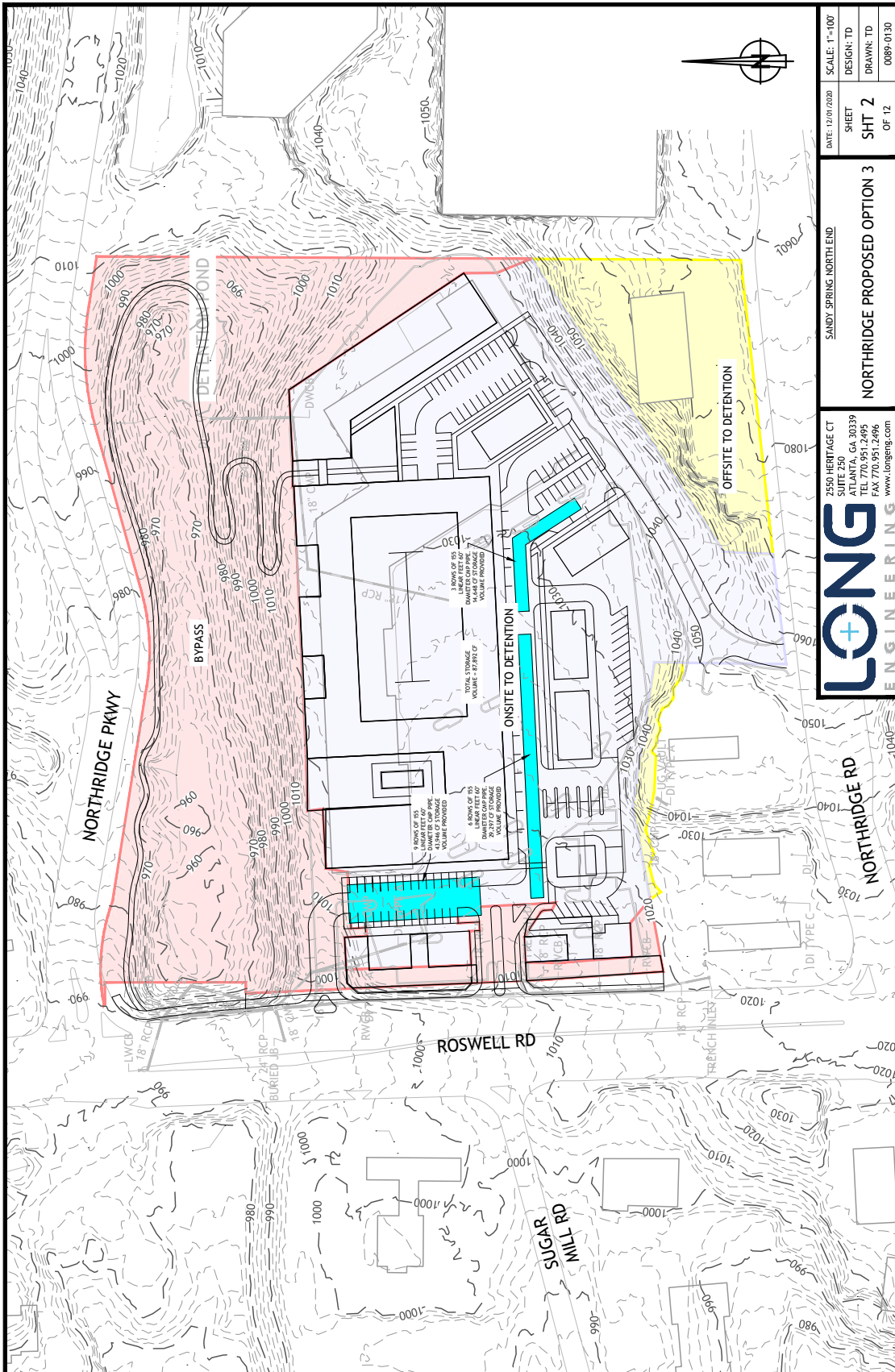
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NORTHBRIDGE PROPOSED OPTION 2

Northridge – Option 1



SITE 4 // NORTH SPRINGS

Existing Conditions

Located southwest on the intersection of Roswell Road and Dalrymple Road, the combined parcels within the development total 11 acres. Topographic GIS reveals that the land slopes from north to south. Runoff is conveyed to a detention pond. A study point was placed at the south end of the site, and three drainage basins were identified: onsite, bypass, and offsite. The existing site is approximately 88% impervious, with a large majority of the site currently as asphalt parking and building areas. The required rate reduction from existing to post-construction flows is 45%. The following calculations assume that the offsite basin will not be stored and treated but will be included in the overall stormwater volume and rate modeling.



Proposed Option 1

Proposed development is anticipated to be approximately 78% impervious. The resultant water quality and total proposed storage volume is shown in the table below. The storage volume can be achieved via 20 rows of 150 linear feet 72" diameter pipe, capped with headers.

| North Springs Proposed Option 1 | | | |
|---------------------------------|----------------------------|--------|---------|
| Basin | Onsite | Bypass | Offsite |
| Area (sq ft.) | 379,770 | 99,542 | 120,473 |
| Impervious (sq. ft.) | 322,877 | 48,787 | 0 |
| Pervious (sq. ft.) | 56,893 | 50,755 | 120,473 |
| % Impervious | 77.5 | | |
| WQv (CF) | 35,846 | | |
| Proposed Storage Volume (CF) | 94,849 | | |
| Stormwater System | 20 rows of 150 LF 72" Dia. | | |

Proposed Option 2

Proposed development is anticipated to be approximately 61% impervious. The resultant water quality and total proposed storage volume is shown in the table below. The storage volume can be achieved via 18 rows of 150 linear feet 72" diameter pipe, capped with headers.

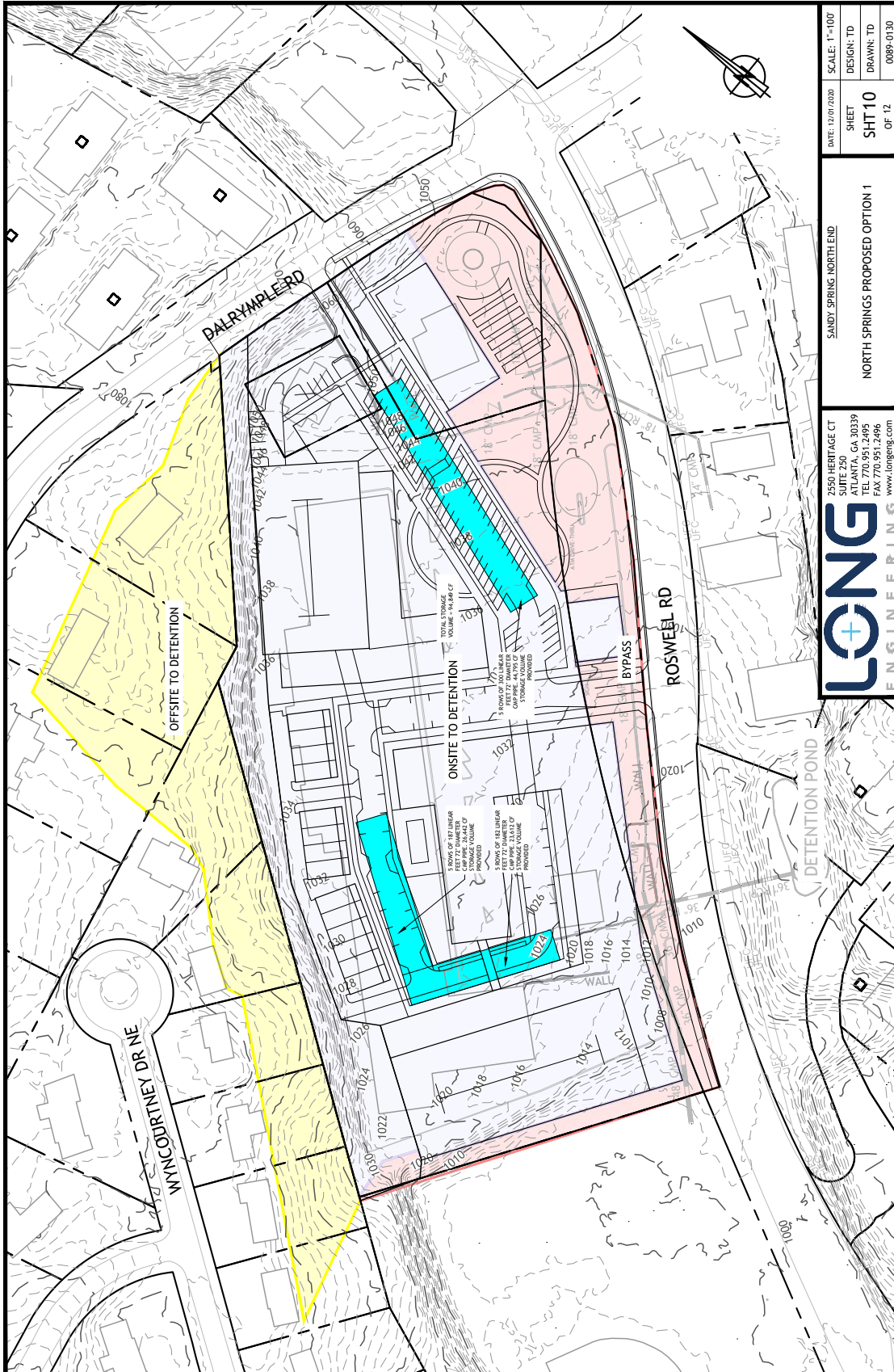
| North Springs Proposed Option 2 | | | |
|---------------------------------|----------------------------|--------|---------|
| Basin | Onsite | Bypass | Offsite |
| Area (sq ft.) | 387,752 | 90,594 | 120,242 |
| Impervious (sq. ft.) | 272,388 | 19,020 | 0 |
| Pervious (sq. ft.) | 115,364 | 71,574 | 120,242 |
| % Impervious | 60.9 | | |
| WQv (CF) | 28,618 | | |
| Proposed Storage Volume (CF) | 85,347 | | |
| Stormwater System | 18 rows of 150 LF 72" Dia. | | |

Proposed Option 3

Proposed development is anticipated to be approximately 79% impervious. The resultant water quality and total proposed storage volume is shown in the table below. The storage volume can be achieved via 18 rows of 160 linear feet 72" diameter pipe, capped with headers.

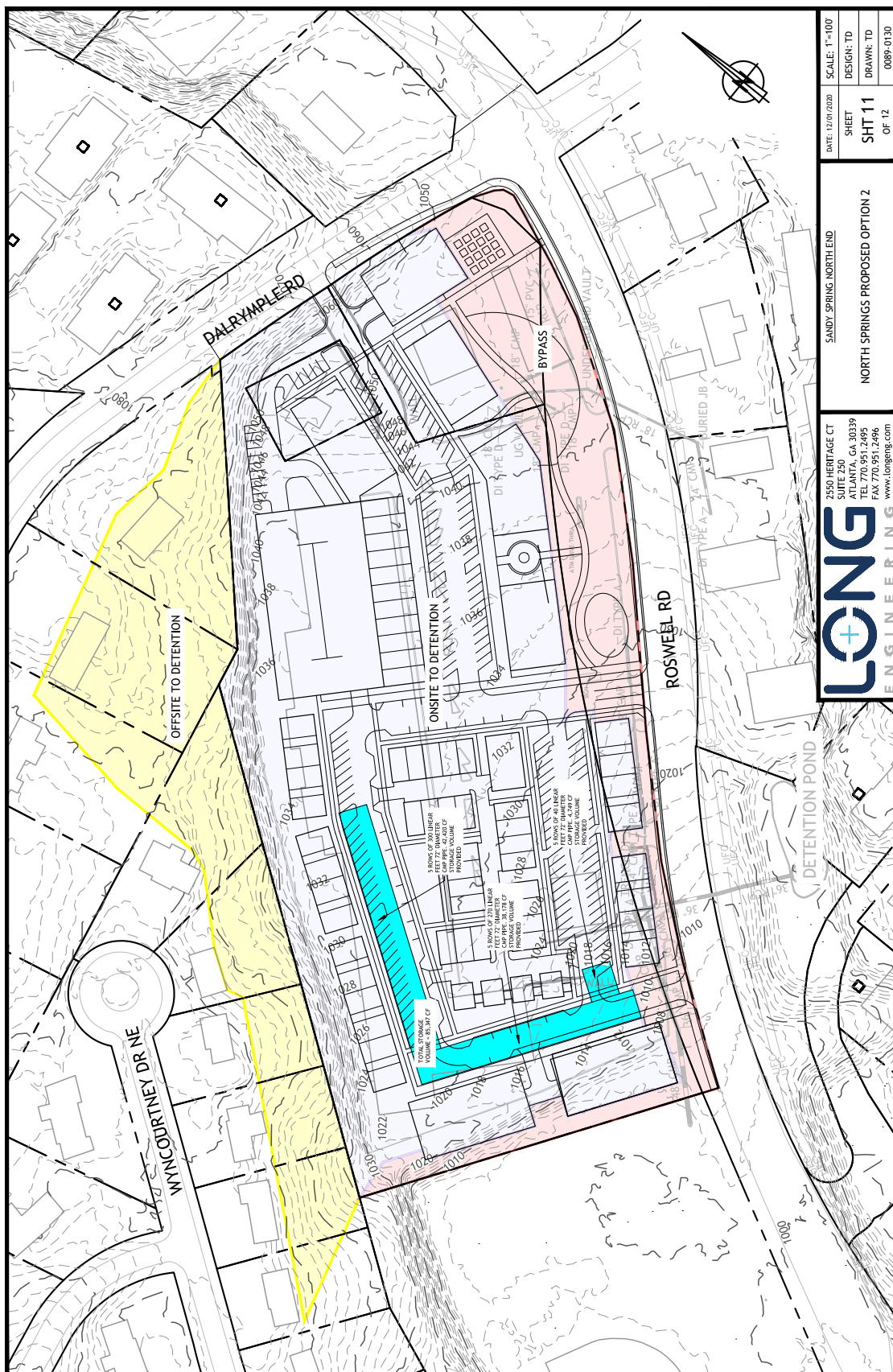
| North Springs Proposed Option 3 | | | |
|---------------------------------|----------------------------|--------|---------|
| Basin | Onsite | Bypass | Offsite |
| Area (sq ft.) | 388,100 | 90,250 | 120,242 |
| Impervious (sq. ft.) | 343,323 | 37,171 | 0 |
| Pervious (sq. ft.) | 45,777 | 53,079 | 120,242 |
| % Impervious | 79.3 | | |
| WQv (CF) | 36,546 | | |
| Proposed Storage Volume (CF) | 100,505 | | |
| Stormwater System | 18 rows of 160 LF 72" Dia. | | |

North Springs - Option 1



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| | SANDY SPRING NORTH END NORTH SPRINGS PROPOSED OPTION 1 | |
| | DATE: 12/01/2020 SHEET SHT 10 OF 12 | SCALE: 1"=100' DESIGN: TD DRAWN: TD 0089-0130 |

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The site plan illustrates the proposed detention pond and on-site detention system for North Springs Proposed Option 3. The plan includes the following details:

- Detention Pond:** A large rectangular pond with a yellow hatched pattern, labeled "DETENTION POND". It is situated to the left of the main building complex.
- On-Site Detention:** A rectangular area with a blue hatched pattern, labeled "ONSITE TO DETENTION". It is located between the detention pond and the building complex.
- Bypass:** A rectangular area with a red hatched pattern, labeled "BYPASS". It is located to the right of the on-site detention area.
- Building Complex:** A large, multi-story building complex with various rooms and courtyards, labeled "BUILDING COMPLEX".
- Streets:** The plan shows "DAIRYMILK RD" to the north, "WINN COURTNEY DR NE" to the west, and "ROSWELL RD" to the east.
- Topography:** Contour lines are shown throughout the site, indicating elevation changes.
- Annotations:**
 - "OFFSITE TO DETENTION" is labeled near the yellow hatched area.
 - "TOTAL STORAGE VOLUME = 100,000 CF" is noted near the on-site detention area.
 - "4 ROWS OF 700 DIAMETER 100' LONG 10' DEEP 10' WIDE 10' HIGH STORAGE VOLUME PROVIDED" is noted near the on-site detention area.
 - "8 ROWS OF 700 DIAMETER 100' LONG 10' DEEP 10' WIDE 10' HIGH STORAGE VOLUME PROVIDED" is noted near the on-site detention area.
 - "18' HIGH 10' WIDE 10' DEEP 10' HIGH STORAGE VOLUME PROVIDED" is noted near the bypass area.
- North Arrow:** A north arrow is located in the upper right corner of the plan.

The **City of Sandy Springs** in partnership with:
TSW
Bleakly Advisory Group
Long Engineering