



SANDY SPRINGS™
GEORGIA

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Design Management



CITY SPRINGS

MASTER PLAN

ADOPTED DECEMBER 20, 2022



STATE OF GEORGIA
COUNTY FULTON

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF SANDY SPRINGS TO APPROVE THE CITY SPRINGS MASTER PLAN UPDATE 2022

WHEREAS, the Mayor and Council of the City of Sandy Springs (“City”) initiated a process to prepare a ten (10) year update of the City’s 2012 City Center Master Plan, known as The City Springs Master Plan Update 2022 (“Plan Update”), in January, 2022; and

WHEREAS, the Mayor and City Council approved Pond and Company (“Pond”) as the Master Consultant to oversee development of the Plan Update; and

WHEREAS, Pond’s development of the Plan Update engaged the community, including in-person public open house meetings, virtual input sessions, and active outreach to City events; and

WHEREAS, per City process, the Plan Update was presented to the City Planning Commission (“Planning Commission”) on November 16, 2022, for its recommendation to Mayor and City Council; and

WHEREAS, the Planning Commission recommended approval of the Plan Update as it was presented on November 16, 2022; and

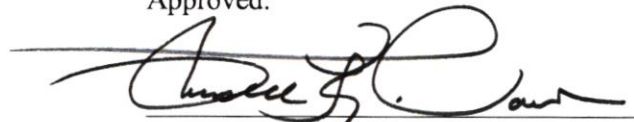
WHEREAS, the Mayor and City Council desire to accept the Planning Commission’s recommendation to approve the Plan Update;

NOW THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL FOR THE CITY OF SANDY SPRINGS, GEORGIA, THAT:

1. The Mayor and City Council hereby approve the Plan Update, as attached hereto.
2. The City Manager and appropriate City staff are hereby authorized to take such action as may be deemed necessary to effectuate the intent of this Resolution.

RESOLVED this the 20th day of December 2022.

Approved:


Russell K. Paul, Mayor

Attest:


Raquel D. González, City Clerk

(Seal)





CITY SPRINGS

MASTER PLAN

ADOPTED DECEMBER 20, 2022



SANDY SPRINGS™

GEORGIA



ACKNOWLEDGEMENTS

This plan is a result of the community's collaborative efforts to envision the future of City Springs, including contributions from community members, elected officials, City staff, and the planning team:

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A special thanks to all the other partners, interviewees, and survey participants for their input.

CONTENTS

I. INTRODUCTION	7
<i>Introduction.....</i>	8
<i>Study Area.....</i>	10
<i>Previous Planning Efforts</i>	12
<i>Why We Plan.....</i>	13
<i>The Planning Process.....</i>	17
II. UNDERSTANDING THE CITY SPRINGS DISTRICT	19
<i>Overview.....</i>	20
<i>Demographic & Household Trends.....</i>	20
<i>Economic & Employment Trends.....</i>	26
<i>Land Use & Development</i>	32
<i>Transportation & Mobility</i>	47
<i>Experiencing City Springs</i>	64
III. VISION & FRAMEWORK	71
<i>Vision & Framework.....</i>	72
<i>Vision Statement.....</i>	73
<i>Planning Principles.....</i>	74
<i>Building Upon Past Success</i>	76
<i>Public Engagement</i>	77
IV. IMPLEMENTATION GUIDE.....	85
<i>Implementation Guide.....</i>	86
<i>Program & Policy Recommendations</i>	89
<i>Redevelopment & Investment.....</i>	100
<i>Public Realm Improvements</i>	112
<i>Action Plan Matrix.....</i>	128



CHAPTER

I.

Introduction

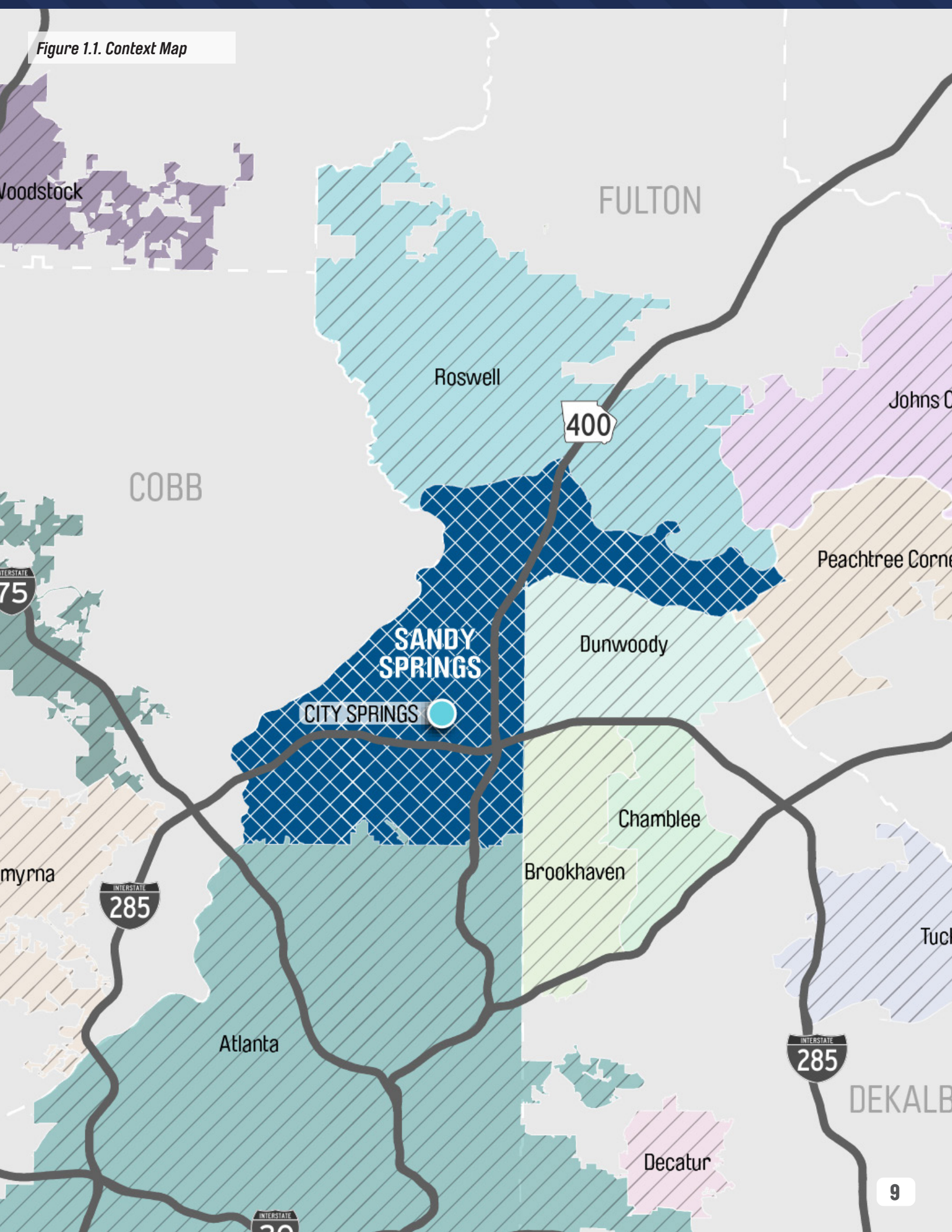
INTRODUCTION

Located in northern Fulton County within the metropolitan Atlanta area, the City of Sandy Springs is currently home to approximately 108,000 residents. The City incorporated in 2005 and is now the seventh largest city in Georgia. Sandy Springs boasts strategic access to the metro-Atlanta region, safety, high performing schools, and a culturally diverse citizenry- all contributing factors to the growth of the city. These community attributes are especially attractive to young people and families who are looking for a vibrant city to put down roots.

Upon incorporation, the City lacked a defined core. Just six years later - in 2011 - leadership and staff embraced the opportunity to retrofit its existing suburban fabric by beginning the creation of a long-term plan to build a unique, walkable, and livable city center from the ground up. City Springs is now the heart of Sandy Springs that enjoys a strategic location along the metro Atlanta area's northern perimeter. Direct connectivity to I-285 at four locations, along with five access points to Georgia 400, and three MARTA rail stations with additional bus access throughout the

city, makes the study area a desirable place to live, work, and play. This update to the original City Center Master Plan looks to build upon the current success within the City Springs District by providing a framework for expansion that improves pedestrian safety and mobility, identifies catalytic development sites and creative placemaking opportunities, and is based upon the realities of the current and future retail, office, and multifamily markets.

Figure 1.1. Context Map





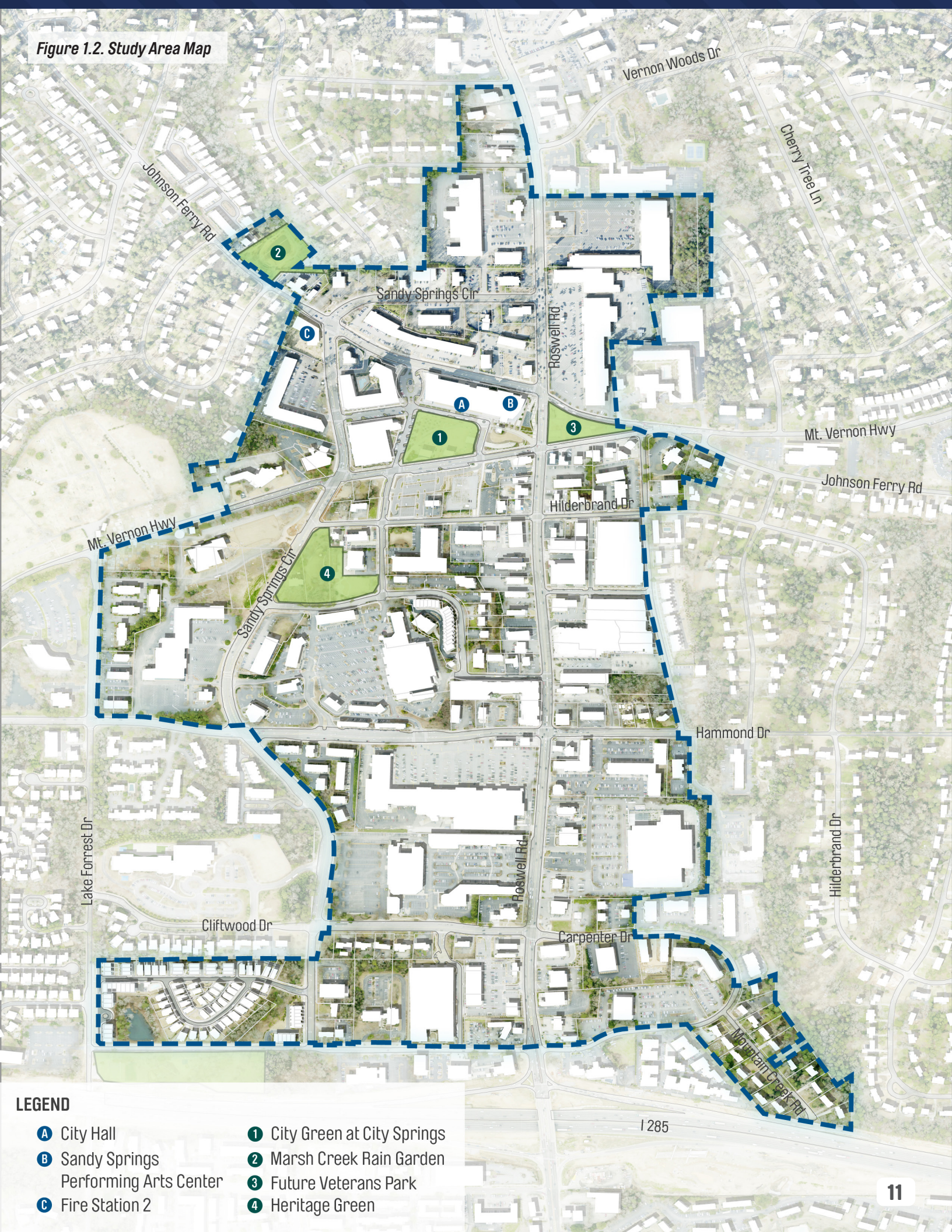
STUDY AREA

The focus of the City Springs Master Plan is primarily the City Springs Character Area identified in *The Next Ten*, the City's 2017 Comprehensive Plan. At its core lies the extraordinary results of the 2012 City Center Master

Plan, including City Hall, the state-of-the-art Sandy Springs Performing Arts Center, City Green, new housing options, retail, and unique restaurants for residents and visitors to enjoy. The spine of City Springs stretches

along Roswell Road from I-285 in the south to the crossroads of Mount Vernon Highway and Johnson Ferry Road, continuing north to Chaseland Road.

Figure 1.2. Study Area Map



- LEGEND**
- Ⓐ City Hall
 - Ⓑ Sandy Springs Performing Arts Center
 - Ⓒ Fire Station 2
 - ❶ City Green at City Springs
 - ❷ Marsh Creek Rain Garden
 - ❸ Future Veterans Park
 - ❹ Heritage Green

PREVIOUS PLANNING EFFORTS

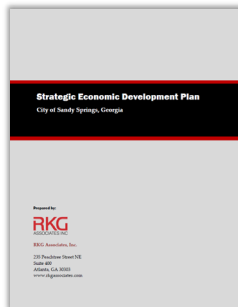
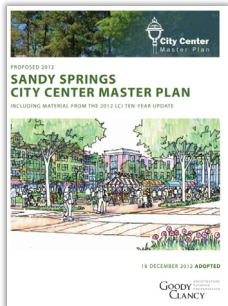
The City Springs Master Plan seeks to consolidate previous plans to holistically plan for the future of City Springs. The following plans have been reviewed for key themes, initiatives, and achievements:

- Sandy Springs City Center Master Plan, 2012
- The Next Ten Comprehensive Plan, 2017
- Recreation & Parks System Comprehensive Plan, 2019
- Trail Master Plan, 2019

- Art in Public Places Plan, 2020
- Housing Needs Assessment, 2020
- Strategic Economic Development Plan, 2020
- Transportation Master Plan, 2021

Each plan is described in a sidebar throughout this chapter, indicating goals, objectives, and projects relevant to the City Springs study area. Previous works address various topics including placemaking opportunities, economic goals, and transportation

and connectivity improvements which help to establish a foundation for this plan update. Across the board, the City seeks to institute short, middle, and long-term strategies that will maintain the established vitality of the district and create renewal in various areas to form a cohesive and connected livable center. This master plan will validate and build upon various elements of these previous plans while offering additional recommendations for the City of Sandy Springs to pursue.





WHY WE PLAN

Purpose

The success of City Springs thus far has driven the City to invest in an updated master planning effort that considers appropriate growth and supporting amenities. This planning process has been undertaken to build upon the success of the 2012 Sandy Springs City Center Master Plan by taking a fresh approach to help manage change and growth. It will also provide the City with a blueprint to address land development, housing, and infrastructure needs through new programs, policies,

and projects. This plan will guide the City in proactively responding to changing trends by leveraging existing assets such as the City's parks and programming; transportation access to I-285, GA-400, and MARTA; and excellent community facilities.

Methodology

Aligning key economic and market considerations with the needs and desires of the community is the cornerstone to the City Springs Master Plan process. Consensus-building through a community-based

involvement program helped to develop the synergy needed to identify needs and opportunities. This highly vetted community input process paired with market forecasts guides the community in envisioning "what's next" for City Springs. The outcome of this plan is a set of strategies that unlocks redevelopment and rehabilitation potential to attract private property owners and new private sector prospects to pursue appropriate investment opportunities in City Springs.

CITY CENTER MASTER PLAN (2012)

The 2012 City Center Master Plan set the stage for the development we currently see in the City Springs study area. The combination of the real estate market, public interest, the City's interest to update development policies and make infrastructure investments, and the potential benefits of a City Center created conditions that encouraged the plan's creation and for the City to implement the strategies identified. The community vision for the area was:

- Promote community interaction
- Expand green spaces
- Invite spontaneous fun
- Nurture unique local identity
- Make it walkable

The 2012 plan laid out the opportunities for new neighborhood housing, walkable retail, and the creation of vibrant community in the City Springs area, and since its adoption, the City has executed several of the strategies recommended in the Master Plan. One clear example of this is the construction of the municipal facility, City Hall, City Green, and Performing Arts Center. Two of the initial development scenarios found in the 2012 Master Plan recommended a proposed civic facility in the Johnson Ferry/Roswell Road/Mount Vernon Highway block - exactly where it sits today. The influx of new development in the last ten years, including mixed use, commercial, office, and single-family homes as well as the inventory of acquired city property shows Sandy Springs' dedication to implementation of its long-range planning efforts.

A unique part of the 2012 Master Plan included dividing the City Center study area into six Character Areas, also referred to as neighborhoods in the plan. The idea is that it allows the City to create neighborhood identity that the area lacked in 2012. However, over the last ten years, the City has taken a more holistic approach to development, infrastructure investment, and branding. The Record of Accomplishments in Appendix A illustrates what goals and strategies the City has pursued and implemented since the adoption of the plan.



Community Outreach

The project team undertook a robust public involvement process in which community members were given several opportunities to provide input on their vision for the future of the City Springs District. City staff arranged roundtable discussions with a representative assortment of residents, property

owners, and business owners within the study area. These stakeholder roundtable discussions fostered advocacy and awareness around the planning process and represented the broader community in discussions regarding concerns, issues, and opportunities. The general public was invited to participate in two

community open house events, one pop-up event at the Sandy Springs Farmers' Market, and two online engagement activities. A detailed public engagement summary can be found in Chapter 3 of this document.



The Market Analysis

A major element of the Master Plan includes a thorough real estate market study and assessment of residential, retail, service, and employment opportunities for City Springs to ensure recommended land uses are complementary and implementable. This plan includes a 10-year redevelopment program which will inform the recommendations on

development formats and positioning of housing and retail as well as supportive land uses that complement the primary land use typologies.

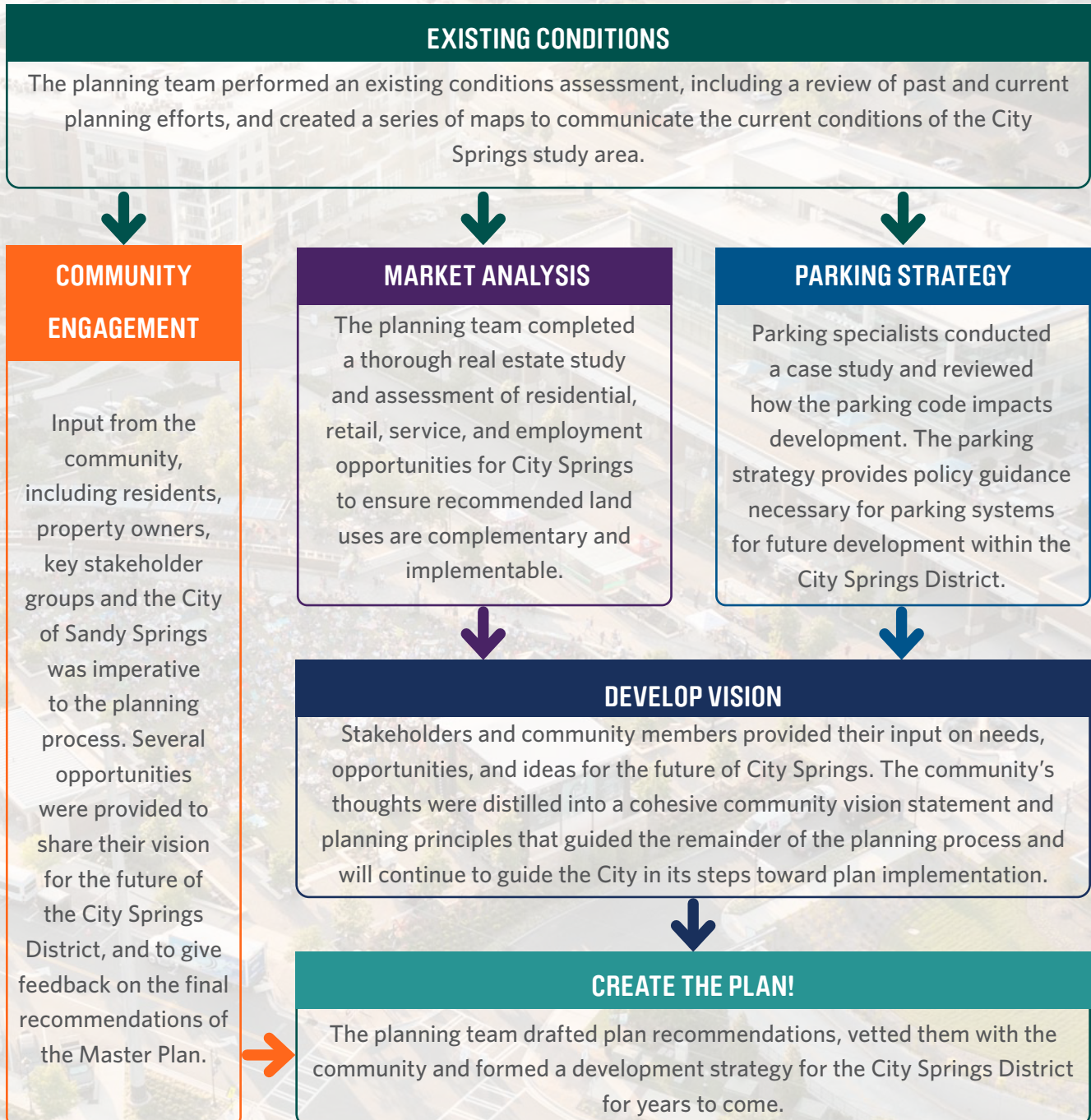
Parking Management

This plan also addresses parking by updating short-term and long-term recommendations for on- and off- street parking. Strategizing current trends and non-capital-intensive parking access and

revenue control, last-mile options, smart parking technology, mobility on demand and mobility as a service recommendations aid in identifying options to respond to modal contraction and expansion to accommodate changing societal needs and technology. As City Springs grows over the next twenty years, parking management policies will play a crucial role in eliminating redevelopment barriers.

THE PLANNING PROCESS

The City Springs Master Plan assesses a range of topics from urban design and placemaking to transportation and mobility. The planning team followed the process below to develop a community vision for the future and ways to achieve it through actionable tasks in the near and long term.





CHAPTER

II.

Understanding the City Springs District

OVERVIEW

To grasp a comprehensive understanding of the City Springs District, the planning team summarized findings regarding Demographic & Household Trends, Land Use & Development, Transportation & Mobility, and Placemaking & Open Space. Sandy Springs continues to be a growing city with endless potential, affording its residents with opportunities to experience a high quality of life, enjoy nature, and work at top-tier places of employment inside and outside of the city.

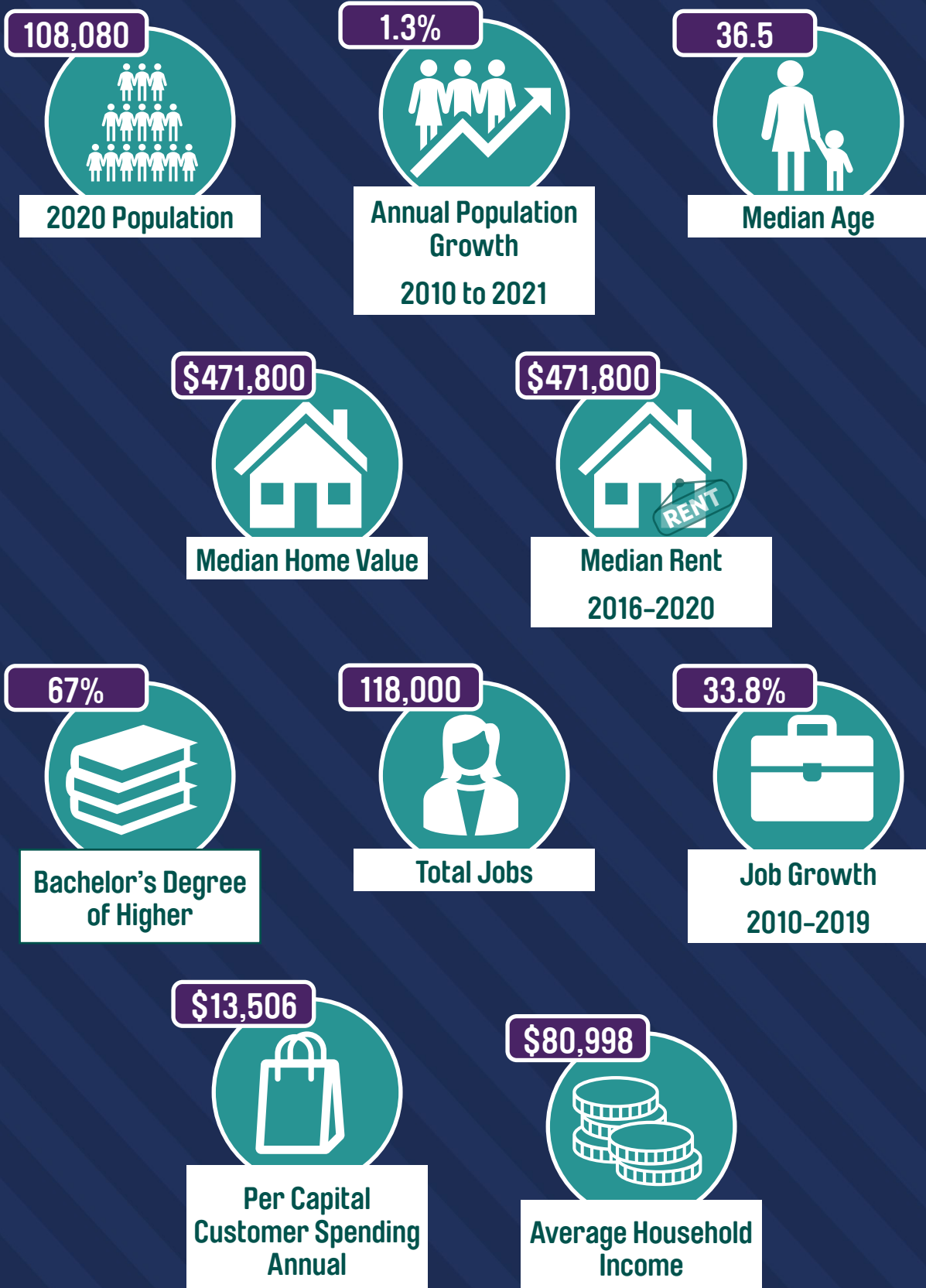
DEMOGRAPHIC & HOUSEHOLD TRENDS

Centrally located in the affluent northern suburbs of the metro Atlanta area, the city is characterized by median household income levels of \$80,998, above the Metro Atlanta average of \$71,193. Consumer spending levels, home values, and home rental rates are commensurately higher as well (the home value in Sandy Springs is \$471,800 versus \$430,000 in metro Atlanta).

Education levels are significantly higher than the metro average. Over 67% of adults aged 25 or over have a bachelor's degree or higher level of education, compared to 39.5% of the entire metro. The average age in Sandy Springs is 36.5 years old, essentially the same as the metro 36.6 years.

Anticipated population growth, which is discussed below, coupled with the appealing demographic profile, suggests the potential demand for the development of additional commercial and residential uses. More in-depth discussion of market forces and market demand is included in Appendix F.

Figure 2.1. Demographic Snapshot



Population

Currently 94,730 people live within three miles of City Springs, and this number is anticipated to grow by 1.5% per year to 109,730 people by 2032, a pace that is close to the national population growth rate.

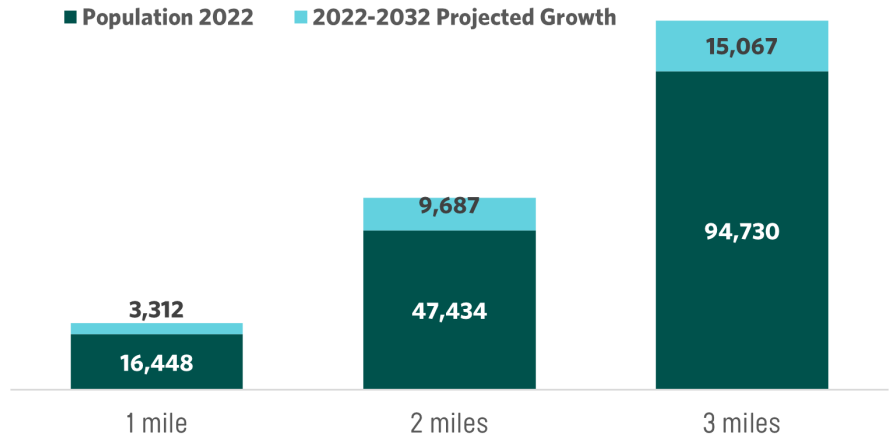


Figure 2.2. Population Growth Projections

ESRI Business Data, 2022

Household Income

Household incomes average \$132,686 within a three-mile radius of City Springs, well above the average household income of \$99,541 in Metro Atlanta and \$97,026 for the entire U.S. Additional analysis

of income distribution reveals that there is a much higher concentration of households earning more than \$200,000 than found nationally, with a lesser but still significant cluster

of households earning \$125,000 to \$199,999. Conversely there are significantly fewer lower-income households that earn less than \$50,000 per year than found nationally.

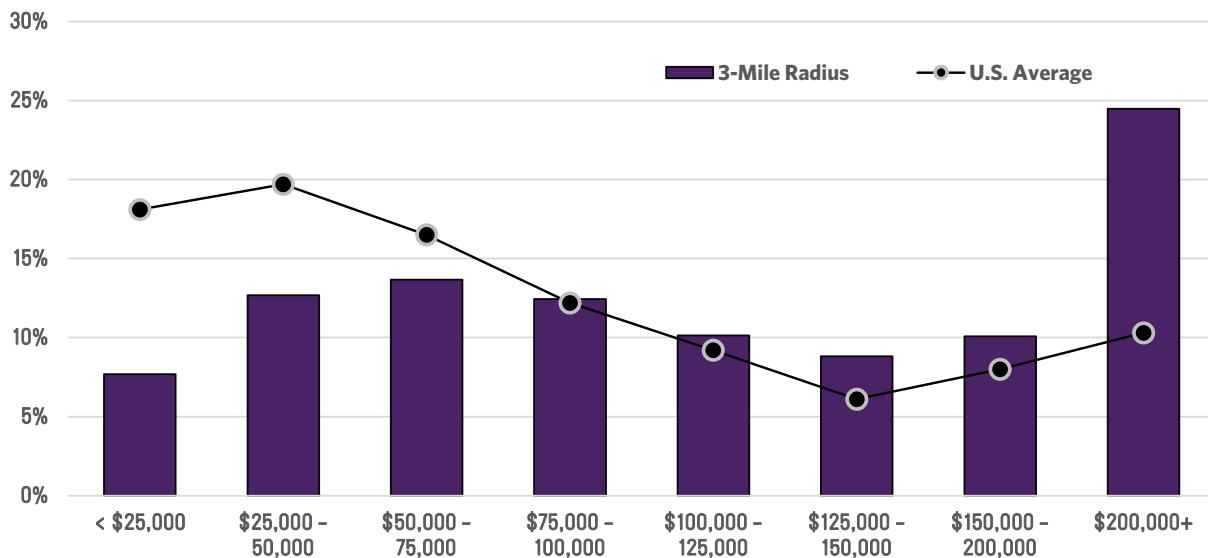


Figure 2.3. Average Household Income

ESRI Business Data, 2022

Educational Profile

When looking at adults 25 years or older living within three miles of City Springs, there is a pronounced highly educated profile. Specifically, 36% have a bachelor's degree and 25% an advanced degree compared to 24% and 15% respectively as a national average.

Level of education affects a person's spending profile; two individuals of similar age, gender and income will likely exhibit profound differences if they have highly different educational backgrounds. A more highly educated person spends greater amounts on full-service restaurants, services, books, electronics and travel.

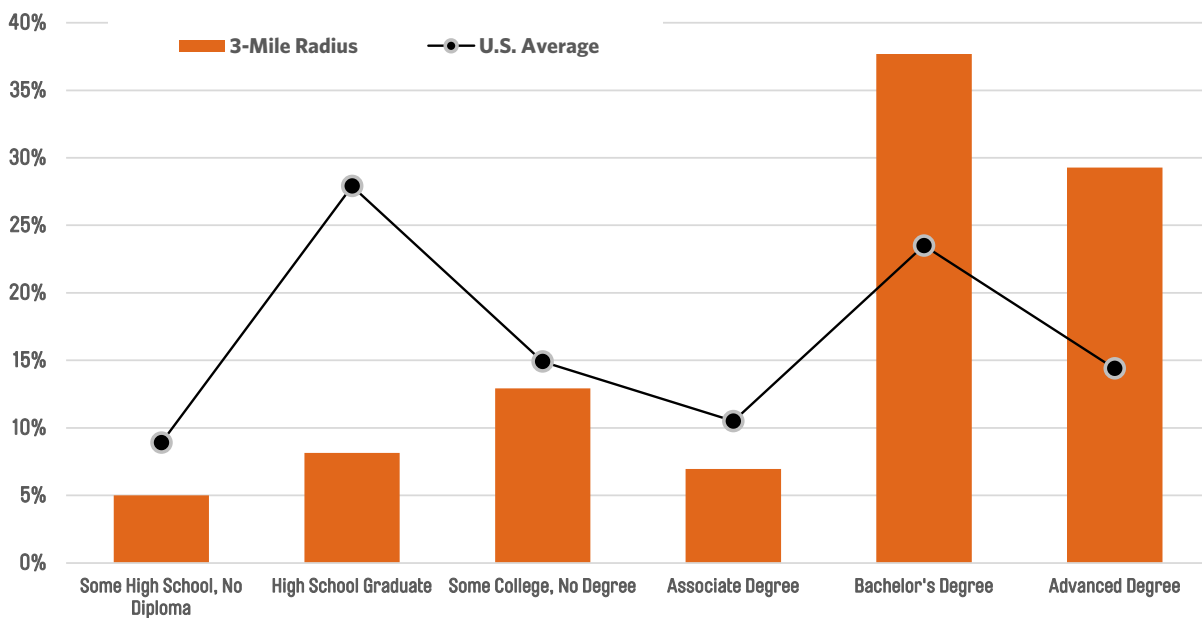


Figure 2.4. Educational Attainment

ESRI Business Data, 2022

Age Profile

There is a clear concentration of younger adults aged 25 to 39 in the City Springs vicinity. 23,000 individuals between the ages of 25 and 39 reside within three miles of City Springs (23% more concentrated than the U.S. average). Conversely, there are relatively fewer children, adults in the early 20s, and people aged 60 years+ than found nationally.

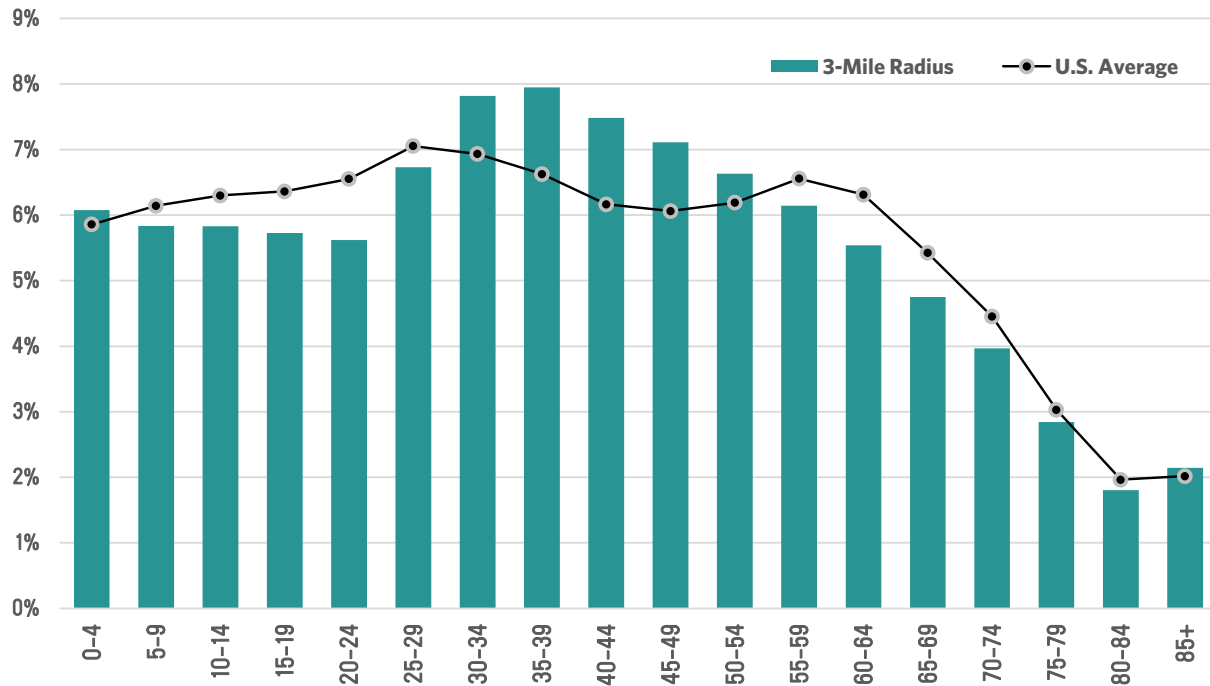


Figure 2.5. Percent Population by Age Cohort

ESRI Business Data, 2022

Household Profile

The City Springs area is characterized by smaller households. Over 40% of households within one mile of City Springs are single-occupant households, well above the national average of 28.5%. Locals spend \$4,332 per capita on “Food Away from Home” annually (i.e. restaurants, cafes, etc.) compared to the national average of \$3,526. Similarly, they spend \$459 on “Entertainment Fees & Admissions” compared to \$380 nationally, and \$763 on “Alcohol” compared to \$579 nationally.

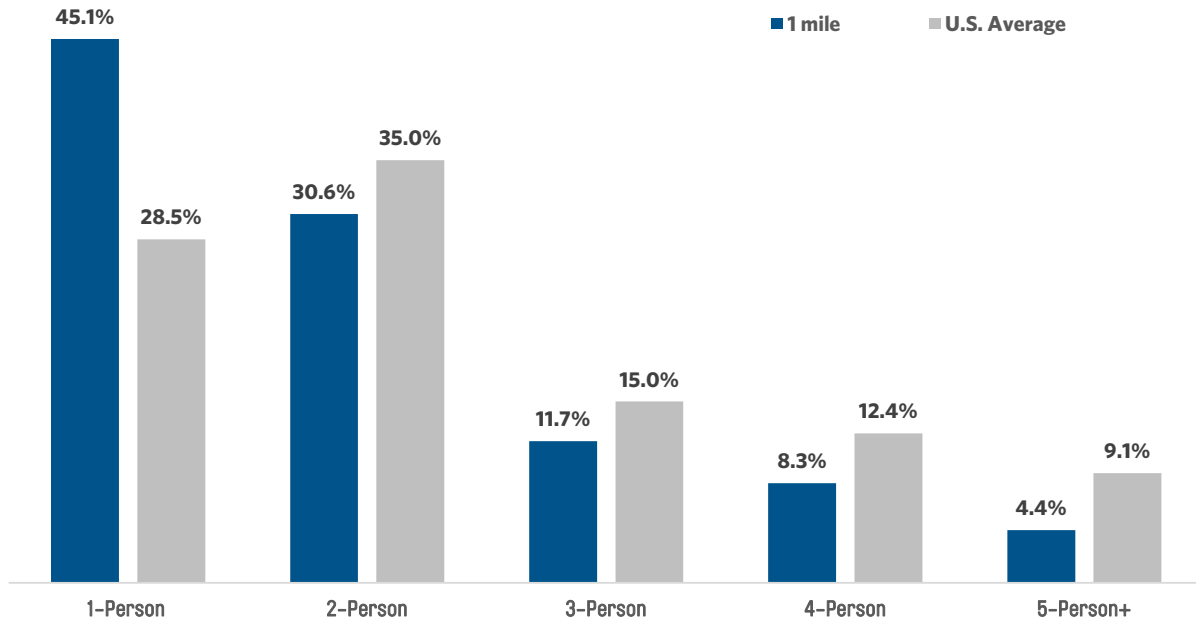


Figure 2.6. Household Size

ESRI Business Data, 2022

ECONOMIC & EMPLOYMENT TRENDS

Sandy Springs is a major employment hub within Metro Atlanta. Prior to Covid-19, over 110,000 people traveled into the city for work daily and 7,976 were both working and living in the city for a total of 118,001 jobs. While the rise of teleworking has modified how many workers flow into the city each day, the number of jobs based in Sandy Springs has not decreased.

The large daytime population provides an important source of business for retail and restaurants in the city as well as supportable demand for new housing development for workers seeking shorter commutes or options to commute via walking or biking.

Employment is concentrated along the highway network with large clusters in Perimeter Center and Medical Center. While the City Springs District does have some clustering of employment, these jobs are largely Retail, Food & Beverage, and Services. A key challenge to diversifying the range of activities in the City Springs District will be to successfully market the area as a desirable location for professional employment based on the growing amenities available in the district.

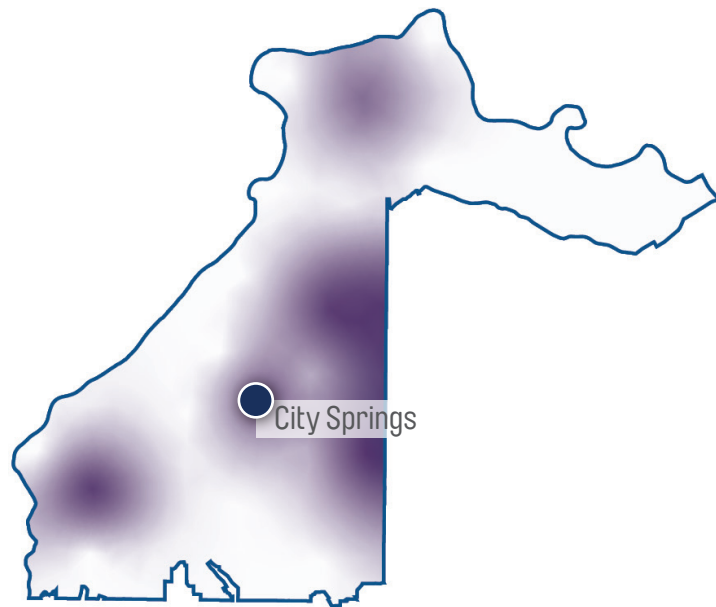


Figure 2.7. Sandy Springs Employment Density US Census, OntheMap, 2019

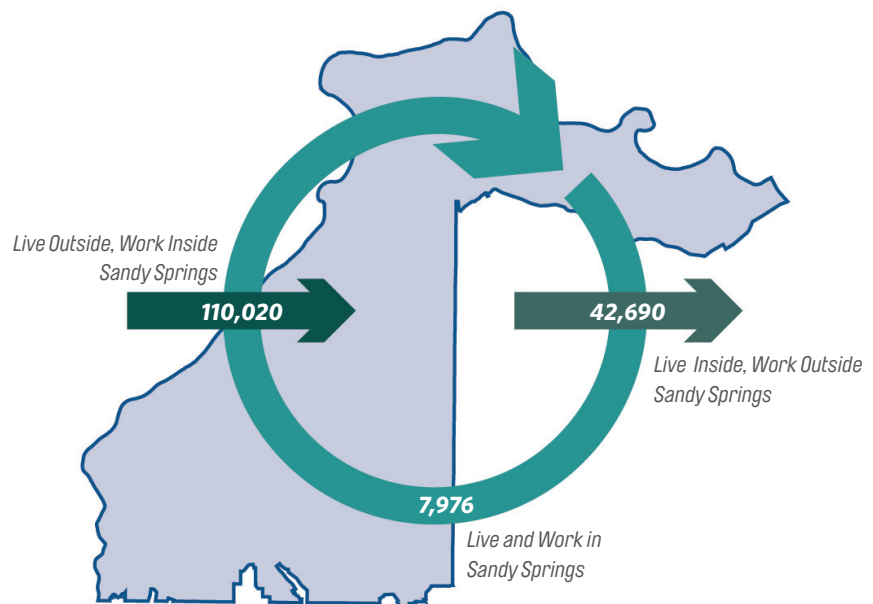


Figure 2.8. Daily Inflow/Outflow of Workers

US Census, OntheMap, 2019

Sandy Springs Employment Inflow/Outflow

A study of the workforce living in Sandy Springs compared to the jobs located in Sandy Springs provides insight on the local economy and potential development opportunities. Overall, Sandy Springs is an employment center with significantly more jobs than resident workers. According to 2019 data, slightly more than 50,000 workers live in Sandy Springs, there are just over 118,000 jobs in the

city. As a result, there is a net inflow of over 67,000 workers each day.

There are only two major employment sectors that experience a net outflow of workers from Sandy Springs to other jurisdictions: Transportation & Warehousing, and Public Administration.

There are 5,252 Sandy Springs residents working in the Health Care sector, yet over 18,800 such jobs exist in the city. Similarly, Finance & Insurance experiences a net inflow of over 10,000 workers per day, and Professional, Scientific & Technical Services over 9,000 workers.

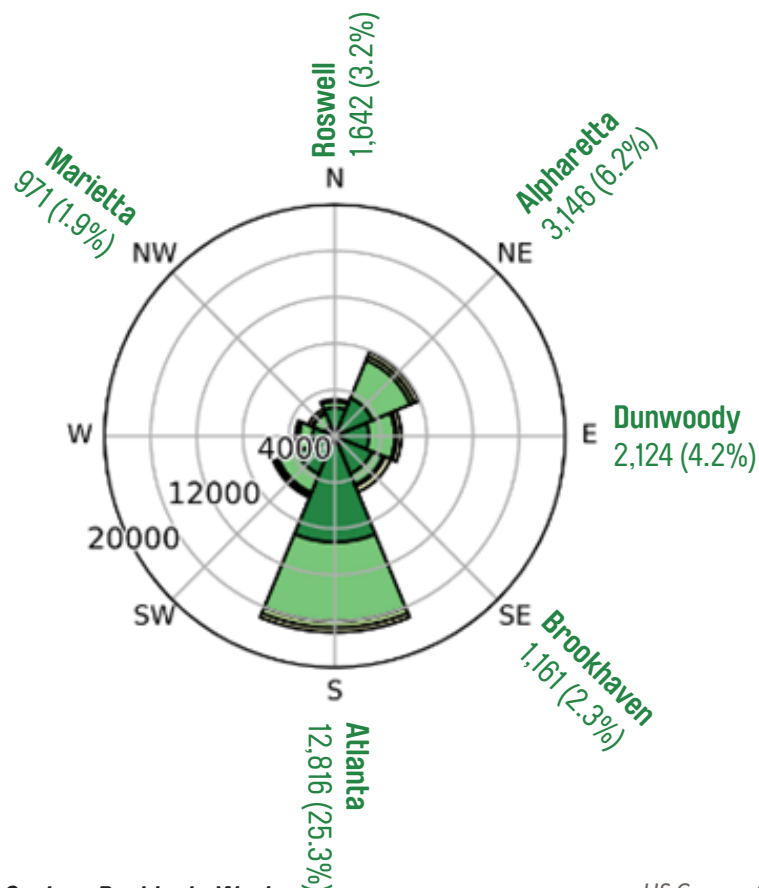


Figure 2.9. Where Sandy Springs Residents Work

US Census, OntheMap, 2019

Table 1-1. Sandy Springs Employment Inflow/Outflow

EMPLOYMENT SECTOR	WORKERS LIVING IN SANDY SPRINGS	JOB IN SANDY SPRINGS	DAILY INFLOW OR OUTFLOW OF WORKERS TO SANDY SPRINGS
Transportation & Warehousing	1,380	521	-859
Public Administration	990	678	-312
Utilities	103	63	-40
Agriculture, Forestry, Fishing, & Hunting	20	13	-7
Mining, Quarrying, and Oil & Gas Extraction	17	113	96
Arts, Entertainment & Recreation	828	1,162	334
Other Services	1,390	2,179	789
Manufacturing	1,542	2445	903
Educational Services	2,960	4,221	1,261
Construction	1,425	2703	1,278
Accommodation & Food Services	4,282	6,129	1,847
Retail Trade	4,593	7101	2,508
Real Estate	1,368	3,916	2,548
Information	3,086	6495	3,409
Wholesale Trade	2,628	6847	4,219
Management of Companies & Enterprises	2,386	7,779	5,393
Professional, Scientific & Technical Services	7,681	16,844	9,163
Finance & Insurance	3,989	14554	10,565
Administration & Support	4,746	15,396	10,650
Health Care & Social Assistance	5,252	18,842	13,590
TOTAL:	50,666	118,001	67,335

US Census, OntheMap, 2019

Largest Employers

Within Sandy Springs, the largest employers in 2022 are almost all within the Professional, Scientific, and Technical Services category. These companies are located outside of the City Springs District study area and are concentrated near GA-400.

Cox Enterprises is currently the largest employer in the city with 3,211 employees. The headquarters of the United Parcel Service is second in employment as of 2022 with 2,081 employees. Other top employers include the OneTrust, IBM Corporation, and Mercedes-Benz USA, which moved its national headquarters from Montvale, New Jersey to Sandy Springs.

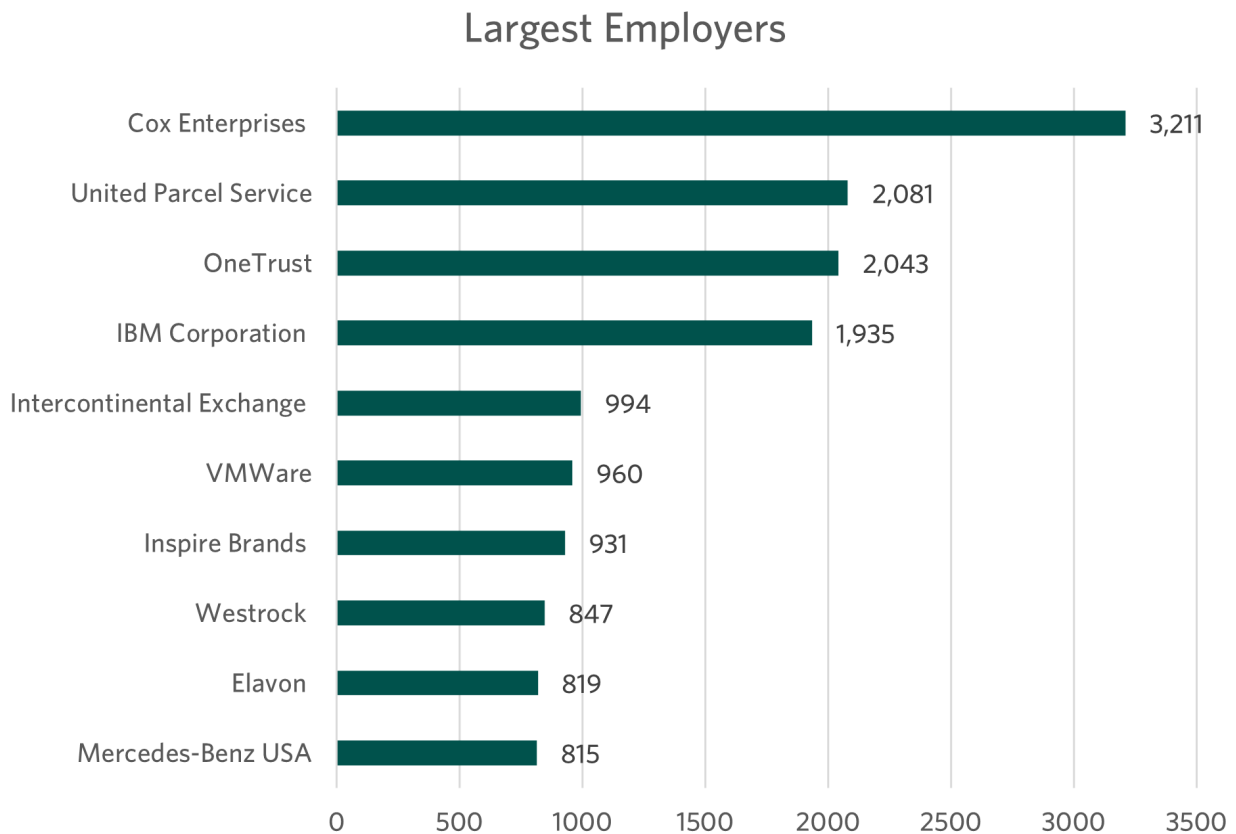


Figure 2.10. Number of Employees at Largest Employers

Sandy Springs Economic Development, 2022

SANDY SPRINGS STRATEGIC ECONOMIC DEVELOPMENT PLAN

The Strategic Economic Development Plan (“SEDP”), completed in 2020, outlines the steps Sandy Springs should take to enhance economic development programs and services and to solidify the city’s status as a competitive destination for business to locate and grow. The plan conducted a real estate, business development, and opportunity site analysis for six commercial districts - including the City Springs District. The City Springs Master Plan will consider the strategies recommended in this document to provide more housing types and higher quality development so that employees are attracted to the area and economic development opportunities continue to grow in the City Springs District. The

findings and analysis below represent the commercial area where the City Springs District is located.

Real Estate Analysis findings:

- Roswell Road is starting to transform, but there are still several opportunities for redevelopment and infill.
- Major regional retail nodes surrounding Sandy Springs present a challenge to the market in the City Springs District. The retail market in the study area will be driven by locally oriented businesses.
- Companies are looking to rent, not own, space and potential employees are looking for living quarters close to their work. Walkability is important to meet this need.
- In 2020, the average price per square foot for office space was \$5.60 higher than the region, ranging from \$9/ square foot in older buildings to \$40/ square foot in new, stand-alone spaces.

Business Development findings:

- Sandy Springs has cemented its status as an economic leader in the Metropolitan Atlanta region as the home to national headquarters and a large employment base.
- Sandy Springs has developed robust employment niches which must be studied and understood to sustain and promote their growth.
- Sandy Springs' aging workforce and resident base creates a unique economic development threat that must be addressed.
- The mismatch between the current local workforce and the diversified skills needed will increase the challenge for businesses.

Site Opportunity Analysis:

The short and mid-term strategies outlined in the SEDP for the City Springs District revolve around infill and redevelopment. Specifically, redevelopment on the south side of

Mount Vernon Highway, and of the Hammond Exchange Shopping Center at Hammond Drive and Sandy Springs Circle. Infill is suggested to promote walkability with an opportunity identified at the Kroger-anchored City Walk shopping center and at the Parkside Shopping Center. Since the SEDP was adopted, 8 acres of the Parkside Shopping Center have been rezoned to allow for a mixed-use development of up to 6 stories that could include townhomes, condos, apartments, a parking deck, dog park, green space, and new retail and restaurants. The long-term strategy is to create assemblages along Roswell Road, Hammond Drive, and Cliftwood Drive to encourage appropriate infill that is complementary to the City Springs District development.

LAND USE & DEVELOPMENT

Commercial development in Sandy Springs is focused along the highway system, running east-west along I-285 and north-south along GA-400 and Roswell Road, which is the primary commercial artery running north and south through the city, including the City Springs study area. There is a large Medical Center area on the southeastern edge of the city that includes three hospitals, outpatient centers, and doctors' offices. With a wide variety of land uses in the city, and development opportunity in the master plan study area, the City Springs District is favorable to continue growing as a hub for those who live and work nearby.

The Perimeter Center area that borders GA-400 at I-285 has a significant concentration of office, hotel, and retail uses. In recent years, the area has experienced increased development of multi-family projects on underutilized sites, including sites along Hammond Drive and Abernathy Road. The area is one of the largest employment and hotel districts in Metro Atlanta.

On the north side of the city at Dunwoody Place is a mix of older flex light industrial and office buildings as well as the Coca-Cola Bottling Plant, one of the few industrial uses in Sandy Springs. This part of the city also includes the area addressed in the 2020 North End Redevelopment Plan. The goals of the plan are to encourage and implement reinvestment along Roswell Road and to enhance the quality of life for residents through redevelopment of strategic properties.

There are three MARTA rail stations in the city: Medical Center Station, Sandy Springs Station, and North Springs Station. The North Springs station serves as the terminus for the Red Line and a primary transportation hub with a park-and-ride garage and bus loop connecting to other cities in north Fulton County. All three stations are located east of Georgia 400 and are anticipated to redevelop into transit-oriented hubs over time. Just outside of the Sandy Springs city limits (approximately 1,000 feet) is the Dunwoody MARTA

Station. This station is connected to the City of Sandy Springs and the City Springs study area through three major bus routes and accessible by several Xpress Routes that serve the Perimeter area. Routes 5 and 87 provide service along Roswell Road and to the other MARTA stations in the area. Route 148 connects City Springs to the Sandy Springs MARTA Station via Mount Vernon Highway.

Until incorporation in 2005, Sandy Springs was guided by planning and policies of Fulton County. Constrained by suburban development patterns and topography, the city's 2017 Next Ten Comprehensive Plan recommended changes to policy and strategy to help target specific areas for more compact and walkable development. Following recommendations from the Next Ten, the city adopted an entirely new Development Code and comprehensively rezoned the city to align with the vision set forth within the Plan.

NEXT TEN COMPREHENSIVE PLAN

The 2017 Next Ten Comprehensive Plan focuses on the city's vision for the future and informed the subsequent Development Code rewrite and comprehensive rezoning of the city. This allowed the city to take a holistic approach to creating implementation tools for the vision established through the planning process. The community goals for the Next Ten Comprehensive Plan are:

- Preserve and sustain quality of life in existing neighborhoods
- Improve citywide mobility
- Create a connected city
- Expand parks and open space and make them more accessible
- Create a balanced, welcoming, and inclusive community that serves all generations and income levels
- Continue to thrive economically
- Maximize the potential of the city's transit infrastructure
- Promote redevelopment to achieve walkable compact development patterns
- Create unique places to enhance quality of life
- Develop tools to manage development through a revision of the zoning code and subdivision regulations

Key Action Items for the City Springs District Study Area:

- Revitalize Roswell Road through mixed-use redevelopment and the continued transformation of the City Springs District.
- Take a proactive role in managing parking in designated districts.
- Increase access to existing and planned rail transit stations.
- Continue to study long-term enhancements to Hammond Drive and Mount Vernon Highway.
- Increase the supply and range of housing choices for middle income households.
- Plan, design and implement key corridors as efficient and complete streets with enhanced person-capacity.
- Maximize the city's investment in the City Springs District.
- Focus transit-oriented uses around MARTA stations and improve access to MARTA through bus and shuttle services that connect the City Springs District.
- Create great urban public places and spaces.
- Link to and along the Chattahoochee River by establishing pedestrian and bicycle connections to the City Springs District.
- Connect the green space network within Sandy Springs.

Next Ten Comprehensive Plan (Continued)

An important part of the Comprehensive Plan is the Character Area Map, identifying areas of Sandy Springs with unique characteristics. The City Springs Master Plan study area is primarily in the City Springs Character Area (see Fig. 8) defined as a civic and cultural center for Sandy Springs. The following implementation measures are identified:

- Prepare new development regulations for the City Springs District as part of a new Sandy Springs Development Code.
- Implement improvements to transform Roswell Road into an urban boulevard.
- Complete Phase I construction per the City Center Phase I Implementation Plan.
- Continue future buildout per the recommendations of the City Center Master Plan and companion Livable Communities Initiative (LCI) update.
- Refer to the City Center Master Plan and 10-year LCI Update for more detailed development plans, design guidelines and implementation strategies.
- Create an expanded and connected street grid in this character area.

Since the adoption of the comprehensive plan and the 2012 Sandy Springs City Center Master Plan, the city has carried out several of these measures, including creating City Springs zoning district regulations, implementing improvements to Roswell Road, constructing City Center Phase I, and pursuing strategic land acquisition opportunities within the City Springs District.

Four Small Area Studies that provide a more detailed look at recommendations for specific geographic locations within the city were conducted as part of the comprehensive planning process. Although these plans do not specifically address the study area for the City Springs Master Plan, it is important they are considered as implications from them will impact the study area. The Small Area Plans include:

- MARTA Station Areas
- Perimeter Center
- Powers Ferry Small Area
- Roswell Road

Roswell Road

The vision for Roswell Road is that it will become a multimodal boulevard that connects mixed-use neighborhoods. This plan focuses only on the transitions between City Springs and Roswell Road North and South, not Roswell Road within the City Springs District. Key elements for accomplishing this goal are:

- Street Connectivity
- Raised landscape medians
- Network strategy for intersections
- Incorporate transit into the boulevard
- Improve the public realm areas and create great complete streets

Perimeter Center

The study area in the Perimeter Center small area plan is just east of the City Springs District. The key takeaway for the City Springs planning effort is to focus on enhancing Hammond Drive as an important east-west connector between two city centers. The stated goal for Hammond Drive between Roswell Road and

Glenridge Drive is to acquire right-of-way and plan for typical sections to allow bikes, pedestrians, and transit to have safe circulation.

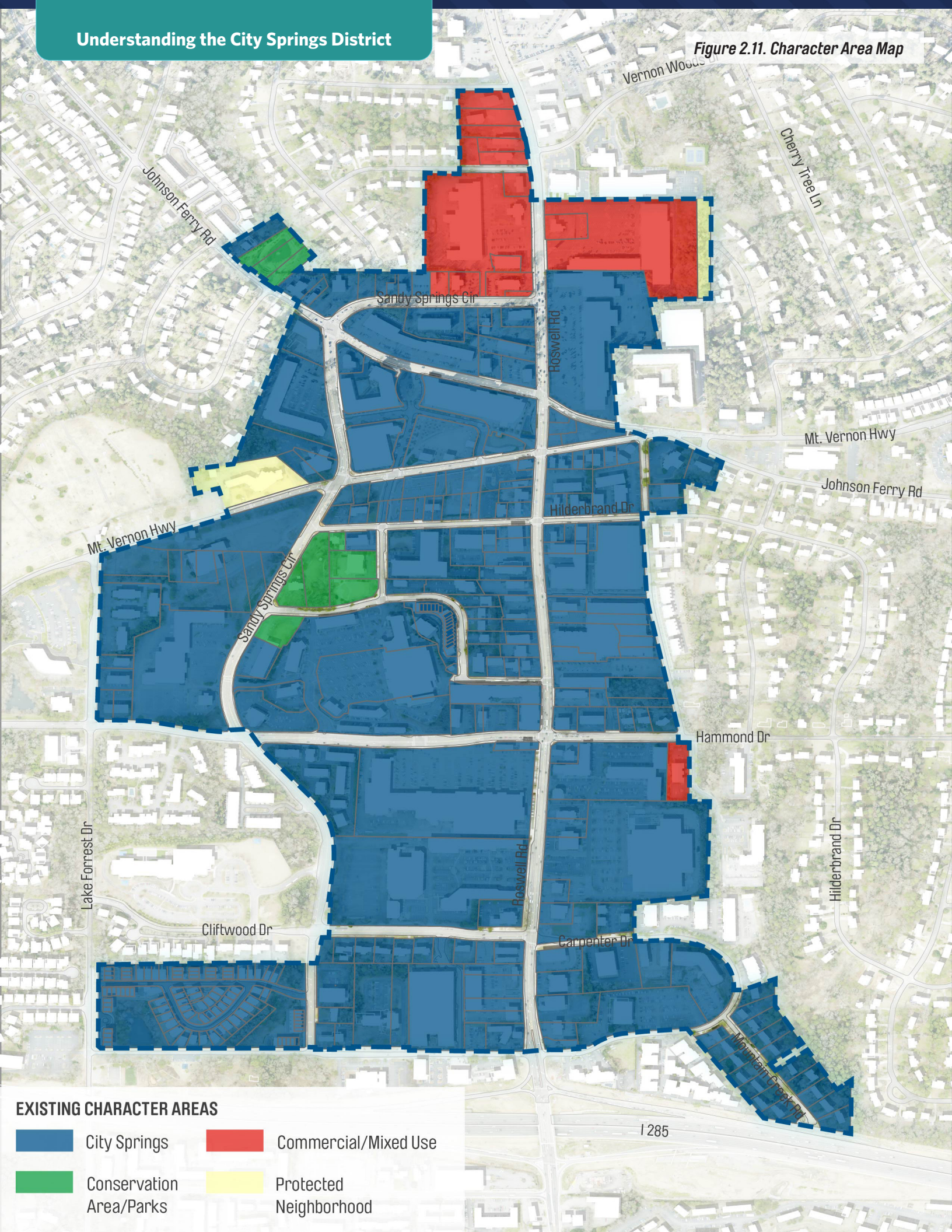
MARTA Station Areas

The MARTA Stations small area plan focuses on the existing North Springs MARTA station and a potential Northridge MARTA station. Although the North Springs MARTA station is outside of the City Springs District, development and enhancements recommended in this Master Plan update may impact the MARTA station. It is important to consider how future residents will access the MARTA station. Since the completion of this small area plan, a Northridge MARTA station is no longer being considered for the Ga 400 BRT.

Powers Ferry

The Powers Ferry small area plan focuses on the need to enhance the Powers Ferry Road area and provide retail/commercial uses so that residents there can minimize their trips east to the Perimeter Center and City Springs District. The study area for this plan is entirely outside of the study area for the City Springs Master Plan.

Figure 2.11. Character Area Map



EXISTING CHARACTER AREAS

- | | |
|--|--|
|  City Springs |  Commercial/Mixed Use |
|  Conservation Area/Parks |  Protected Neighborhood |

Zoning and Development Regulations

A city's development and zoning codes are tools that can aid in the implementation of long-range plans. Development and zoning codes typically regulate parcel sizes, building placement, uses, streetscape requirements, and many other development related parameters. These aspects of development can encourage or discourage the type of development and overall aesthetics and feeling of a community, so it is important that they are reviewed in conjunction with planning efforts.

Sandy Springs Development Code

The current Development Code and Zoning Map were adopted in 2017 which included the addition of the City Springs

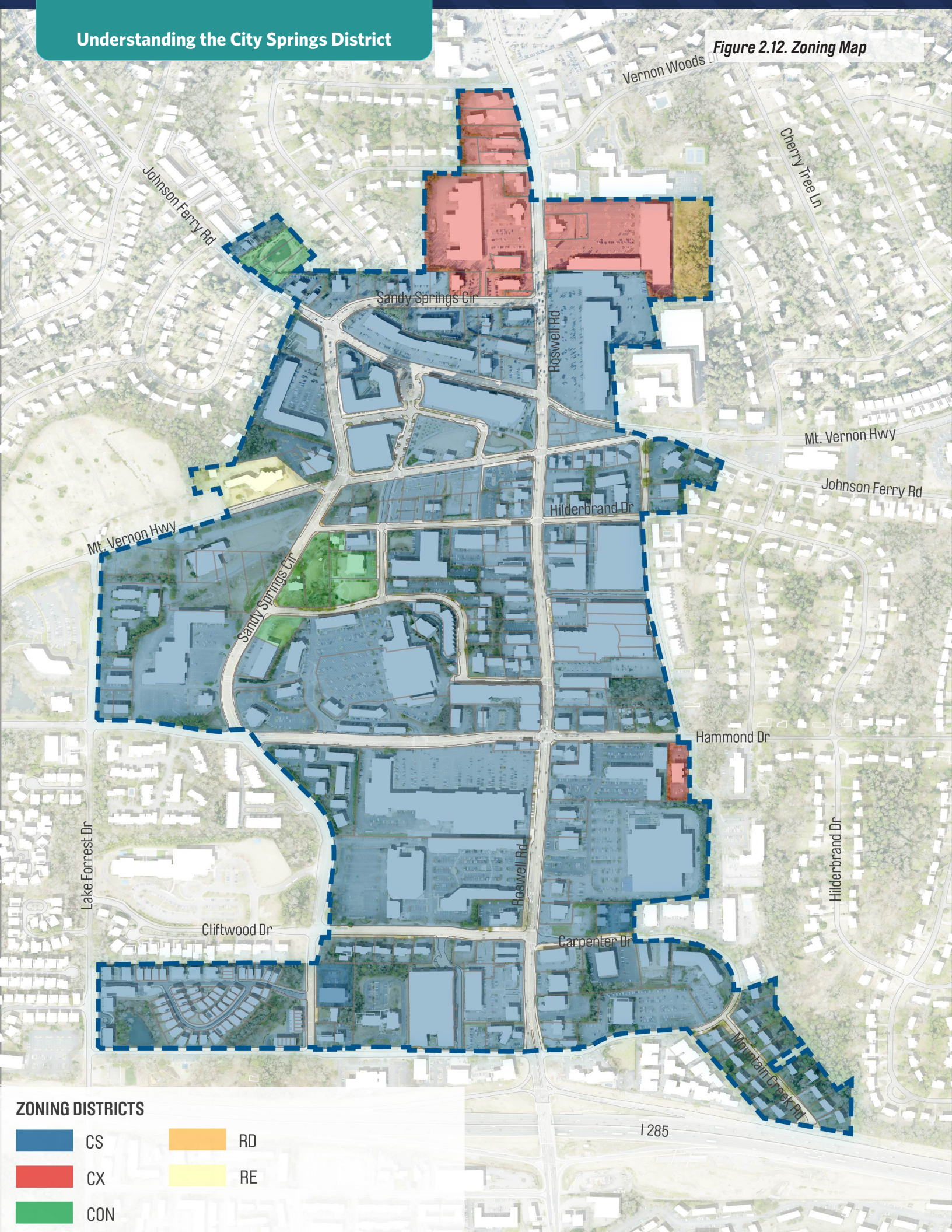
zoning districts and development regulations. The Development Code describes the City Springs District as *The City Springs districts are intended to implement the Sandy Springs City Center Master Plan, which is formed around a nucleus of civic facilities*. The development code outlines lot parameters, building placement, height and mass, activation, and district standards for the City Springs zoning districts.






The development standards require a 7,500 square foot lot for all development other than single unit attached in the City Springs zoning districts and encourages street activation by requiring at least 70% of the building façade to be in the Build-to Zone (3'-20'). Most of the study area is in the City

Springs-3 (CS-3) zoning district where the maximum height permitted is three (3) stories; however, there are some areas, like Parkside Shopping Center (5920 Roswell Rd), that are zoned City Springs - six (6) (CS-6) which allows up to 6 stories. To encourage human-scale activation, pedestrian entrances are required along primary streets and nonresidential development requires 50% minimum ground level fenestration, or glass and door area.

Understanding the City Springs District

Figure 2.12. Zoning Map



ZONING DISTRICTS			
	CS		RD
	CX		RE
	CON		

Other small portions of the study area are zoned CX-3 (Commercial Mixed Use-3), CON (Conservation), RD-18 (Residential Detached-18), and RE-2 (Residential Estate-2). The development standards for CX-3 are generally congruent with the CS districts' in that up to three (3) stories are permitted, pedestrian access is required from the primary street, and buildings must be constructed close to the streets. Parcels currently zoned CX are concentrated in the northern part of the study area are occupied by shopping centers while the parcels in the CON district are city parks, public spaces, and facilities.

In 2016, the City of Sandy Springs approved a code amendment that requires all buildings over 3 stories and over 100,000 square feet in size to be constructed with steel or masonry materials, instead of wood framing in an effort to make the structures safer during construction (Ordinance 2016-08-23). This requirement allows for a higher quality product, but can be seen as a barrier to development due to costs, especially in the City Springs District where higher density, green space, and walkability are encouraged. Permitted uses are also described in the Development Code. The City Springs District allows

a wide variety of retail, commercial, civic, and residential uses. Regulations limit the location of new fuel stations to three zoning districts (CX-, CC-, IX-), none of which are found within the City Springs District. Site swapping, and renovation and expansion (not including fuel pump count expansion) for an existing fuel station location is permitted.

Other regulations throughout the Development Code that foster the implementation of the City Springs Master Plan include limiting ground floor retail to under 30,000 square feet, required interparcel connectivity, and street standards and specific to the City Springs District that help create a connected community.

Recent & Planned Development

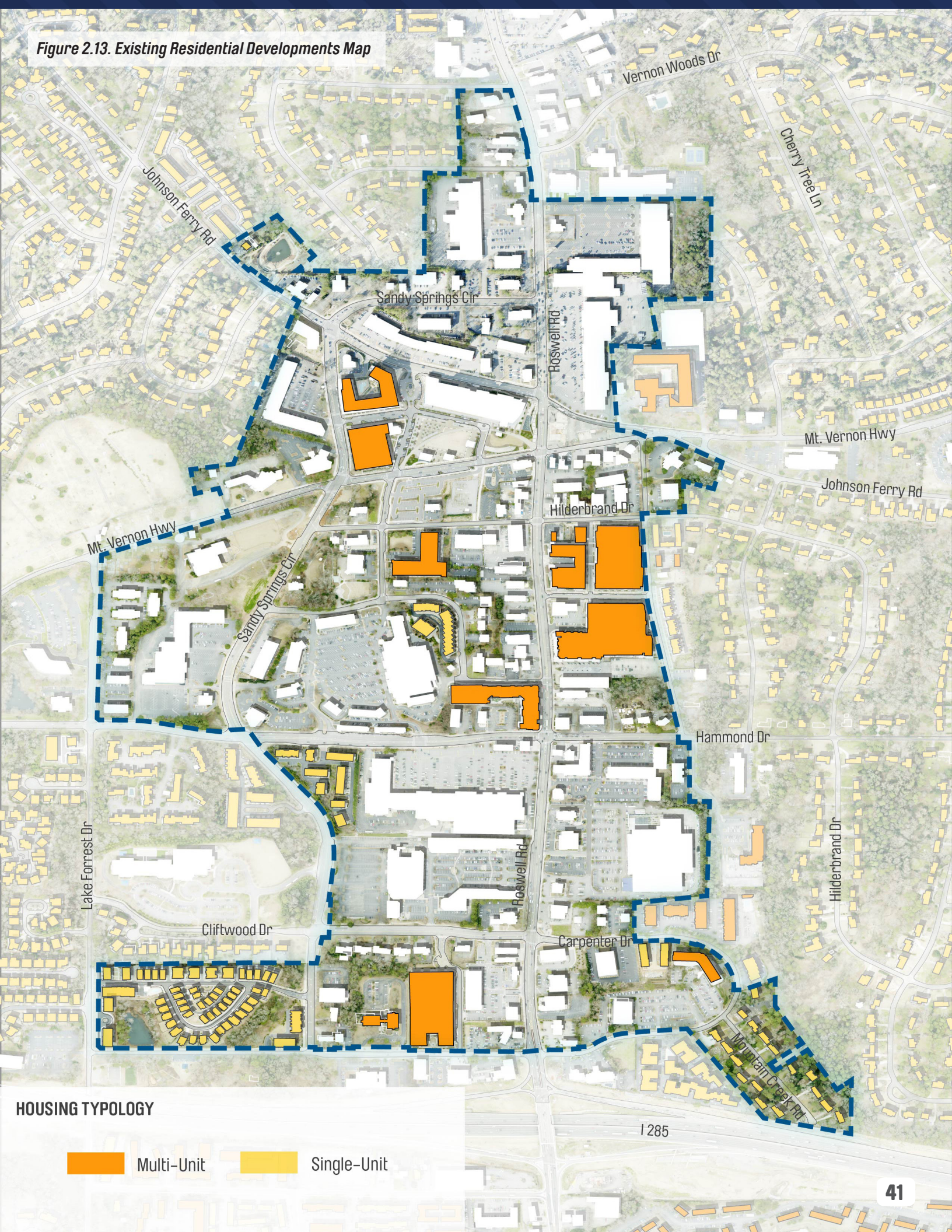
Recent redevelopments have been undertaken to transform the area into a modern, mixed-use district that includes residential opportunities, retail and restaurants, entertainment, and other amenities. The anchor City Springs development opened in 2018 and includes the new City Hall, Performing Arts Center, City Green Park, apartments, retail, and restaurants. This

development, coupled with new multifamily and retail built along Roswell Road, demonstrates considerable evolution in land use type and urban form for the area.

Recent developments have introduced new residential units, retail, and restaurants to the study area and demonstrated investment viability on redevelopment sites for the private sector. These projects have ground

floor retail and services fronting the street with three to five stories of residential above. They feature a mix of podium and structured parking, improving walkability and how the building interacts with the street to create a better sense of place in the corridor.

Figure 2.13. Existing Residential Developments Map



HOUSING TYPOLOGY



Multi-Unit



Single-Unit

SANDY SPRINGS HOUSING NEEDS ASSESSMENT

The goals of the 2020 Housing Needs Assessment were to provide an understanding of housing needs and conditions across all household incomes and housing typologies, and to establish a baseline of local housing market conditions to guide future policy decisions. The plan divided the entire city into eight submarkets with subareas 3 and 4 covering the City Springs District study area.

Between 2011 and 2018, the City of Sandy Springs saw a substantial growth in renter households, more than the growth of owner-occupied households. Subareas 3 and 4, housing by tenure is summarized in the table to the right:

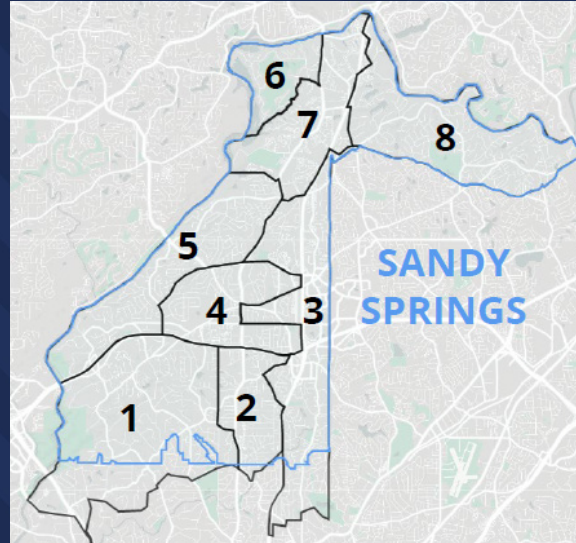


Table 1-2. Occupied Units by Tenure (2018)

	OWNER- OCCUPIED HOUSEHOLDS	RENTER- OCCUPIED HOUSEHOLDS
Subarea 3	5,047	5,421
Subarea 4	3,020	1,618

Homeowner Key Findings

- **Entry Level Housing:** Sandy Springs lacks “entry-level” single-family homeownership opportunities. The 2018 median home values in subareas 3 and 4 were \$399K and \$422K respectively. Between 2017 and 2019, only 373 units (attached and detached) were sold for under \$400K in subareas 3 and 4.
- **Aging Population:** Sandy Springs homeowners are increasingly becoming older and wealthier as for-sale housing in the city is becoming less accessible to young and middle-aged families. Citywide, households of most age groups are increasing while homeownership is only growing for those aged 55 and over.

Renter Key Findings

- **Displacement Concerns:** Sandy Springs is losing housing for its most vulnerable renters. This is driven by the demolition and replacement of older market-rate housing over the past decade and renovations of older multifamily stock which causes rent increases. As a result, renters earning less than \$50K annually are leaving Sandy Springs due to increasing housing costs and decreasing housing supply.
- **Limited New Development:** A 2017 building code amendment, which requires concrete construction for buildings over three stories and over 100,000 square feet, often causes new, affordable apartment development to be financially infeasible.

Employer Key Findings

- **Workforce Attraction:** Service/essential industry employers are facing significant recruitment and retention challenges due to high housing costs and limited public transportation.

- **Regional Employment Center:** Sandy Springs' status as a net workforce importer is threatened by increased housing costs. The city's quality of life advantages, valued highly by employers, are at risk if lower - and moderate-income households cannot afford housing in Sandy Springs and therefore have to commute into the city.

It is important to note that as the City Springs District works to become more of an economic driver in the city and the region, housing that residents can afford continues to be a major goal to strive for. As the Housing Needs Assessment states, the trend of having high ownership prices and rental prices could negatively affect the economic impact of the area.

Study Area Planned and Under Construction Projects

The City Springs District features several major projects that are either under construction, in plan review and permitting, or in the planning process. The list of projects includes many small-scale and compact residential proposals, under one acre in size.

The most significant proposed redevelopment involves 8 acres of the Parkside Shops, a 25-acre parcel at the northwest corner of Roswell Road and Cliftwood Drive. The current shopping center, built in 1987, was recently purchased and rezoned in December 2021 from three stories to six stories, with

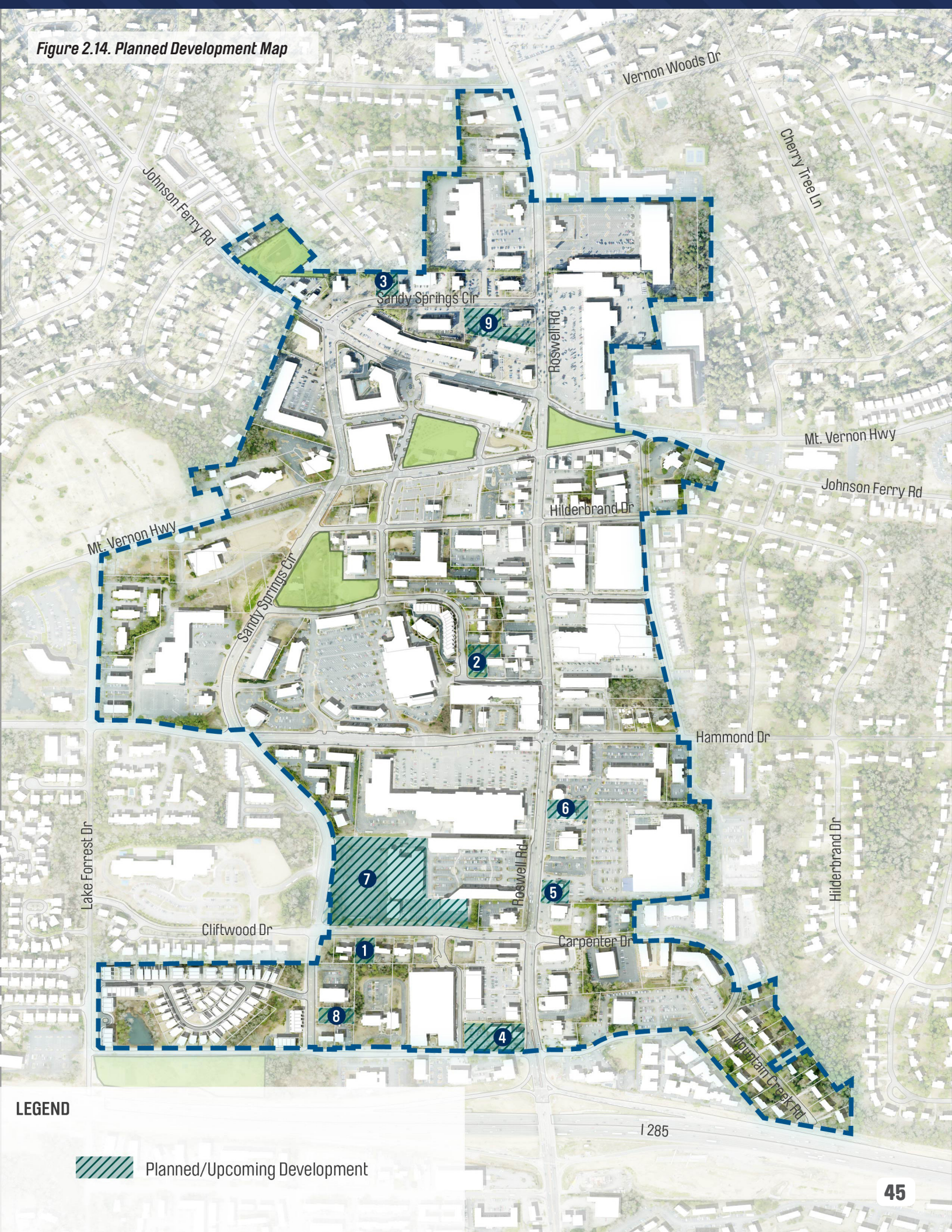
conceptual plans depicting a mixed-use concept of boutique office, retail, multifamily, and townhomes. The preliminary concept also includes amenities like an outdoor gathering place, dog park, parking structure, and retention of the existing on-site movie theatre, The Springs Cinema & Taphouse. The success of the initial 8-acre redevelopment would have a positive impact in the study area and could spark more improvements on the 25-acre site. The conceptual plans project opportunities for condo, townhome, and apartment dwellings. This diversity of new housing stock is crucial to ensuring that housing captures different target markets and

user profiles including young families, professionals, and people who want to downsize from their current single-family homes.

Overall, there are more than 536 units of various forms of residential development being conceptualized, planned, or even under construction in the study area, along with 68,500 square feet of office, 68,200 square feet of retail.

The numbers in the table on page 46 correspond with those in Figure 2.14.

Figure 2.14. Planned Development Map



LEGEND

 Planned/Upcoming Development

Table 1-3. Planned Developments

MAP #	LOCATION	CONCEPT	ACREAGE	TOWN-HOMES	MULTI-UNITS	OFFICE (SQ.FT.)	RETAIL (SQ.FT.)
1	145 Cliftwood Drive	6 Story Multi-Unit Condos	0.84		36		
2	208 Sandy Springs Place	5 Townhomes and 16 Multi-Units	0.64	5	16		
3	318 Sandy Springs Circle	Multi-Unit/Condos	0.45		18		
4	5810 Roswell Road; at Allen Road	6 Story Multi-Unit, Restaurant or Retail on Ground	1.35		180	5,000	3,000
5	5903 Roswell Road	New Sonic Restaurant	0.52				2,000
6	5925 Roswell Road	Chick Fil A redevelopment	0.6				5,000
7	5920 Roswell Road at Cliftwood Drive and Sandy Springs Circle	Redevelopment of Up to 40% of Property 4 Stories or More, Remaining Movie Theater; Parking Garage, Outdoor Space, Dog Park, Office, Retail, Restaurants, Condos, Apartments, Townhomes	7.95	5	250	63,500	51,400
8	5825 Sandy Springs Circle	Multi-Unit	0.42		26		
9	369 Sandy Springs Circle	2 Story Restaurant, Office	1.33				6,800
TOTALS:			14.1	10	526	68,500	68,200

Sandy Springs Community Development, accurate as of December 2022



TRANSPORTATION & MOBILITY

Sandy Springs is home to many residents who commute outside of the city for work, and the area serves as a job center for many who live outside of Sandy Springs. While development patterns in metro Atlanta, including Sandy Springs, have historically been car-centric, Sandy Springs is

taking steps to increase and enhance pedestrian and bicycle infrastructure through the construction of wide sidewalks, side paths, and trails in addition to reducing the access points along Roswell Road. Capital improvements currently underway can be seen on page 119.

The City Springs Master Plan study area's southern border runs along I-285, on which 236,000 vehicles pass per day. However, despite lengthy frontage, visibility from this major thoroughfare is currently limited due to the highway traffic passing at below grade and the perpendicular direction of the City Springs

District from I-285. The visibility may change when the managed lanes are constructed over Roswell Road. Every day 30,000 to 43,000 vehicles pass through the heart of the City Springs District along Roswell Road.

The City Springs District study area is developed in such a way that even most of those who live or work within and nearby the area often still choose to get around by personal vehicle, whether it's a trip to the grocery store, the bank, a restaurant, or to get to events at City Green or one of the district's parks. This was shared in the stakeholder meetings, and 'drive' was the top response in the community survey when participants were asked how they move to and through the City Springs District.

Direct access to I-285 and proximity to GA-400 gives the City Springs District the potential to grow as a desirable

destination for workers and visitors. Its location is central to many activity and population centers in the north Atlanta region, easily accessible from communities like Roswell, Alpharetta, Dunwoody, Chamblee, Brookhaven, Buckhead, Smyrna, Marietta, and East Cobb. In fact, 760,000 people live within a 20-minute drive to the City Springs District study area (barring traffic-

related congestion), and 6,640 people live within a 20-minute walkshed of the City Springs campus.

Local accessibility benefits from Roswell Road, Hammond Drive, Mount Vernon Highway, and Johnson Ferry Road, facilitating convenient access from many of the subdivisions within Sandy Springs located within a 15-minute drive to the City Springs District.

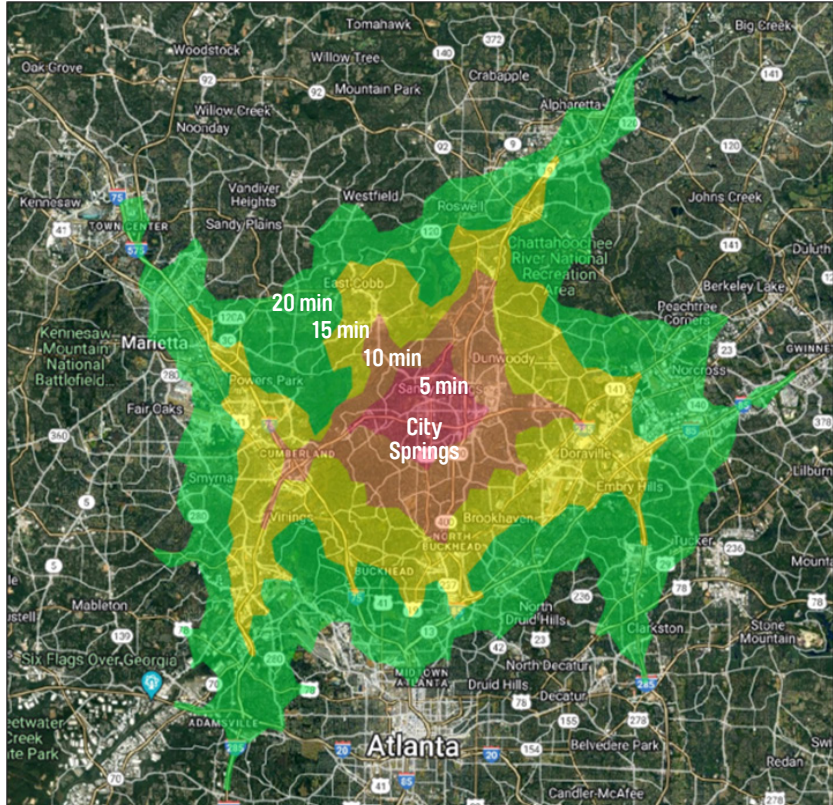
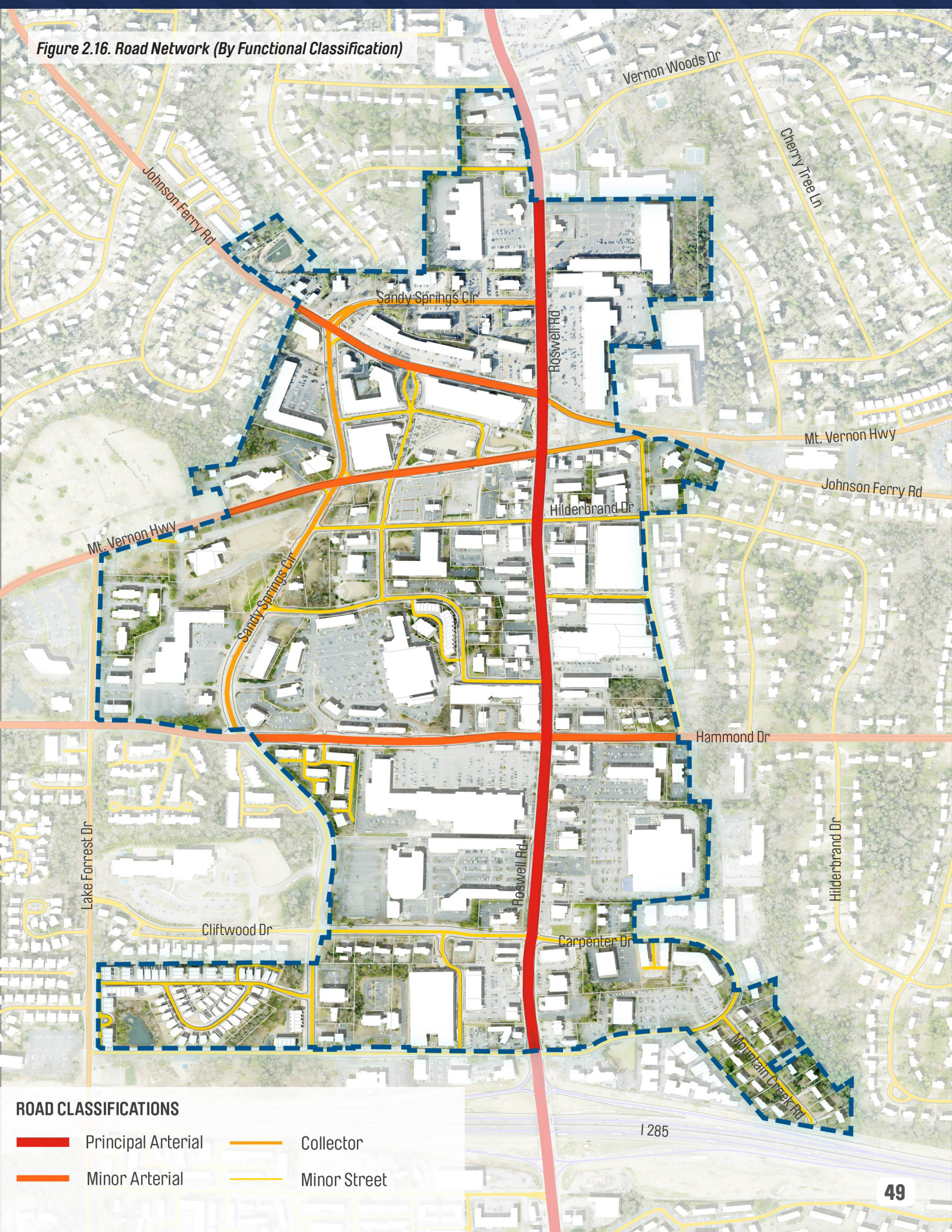


Figure 2.15. Drive Time Zones

Figure 2.16. Road Network (By Functional Classification)



ROAD CLASSIFICATIONS

- | | |
|---|--|
|  Principal Arterial |  Collector |
|  Minor Arterial |  Minor Street |

Vehicular Mobility

The main north-south thoroughfare within the City Springs District is Roswell Road. Alternative north-south routes are limited to Sandy Springs Circle and Lake Forrest Drive. East-west travel in the district is constrained to I-285, Hammond Drive, Mount Vernon Highway, and Johnson Ferry Road, which are all undergoing operational improvements

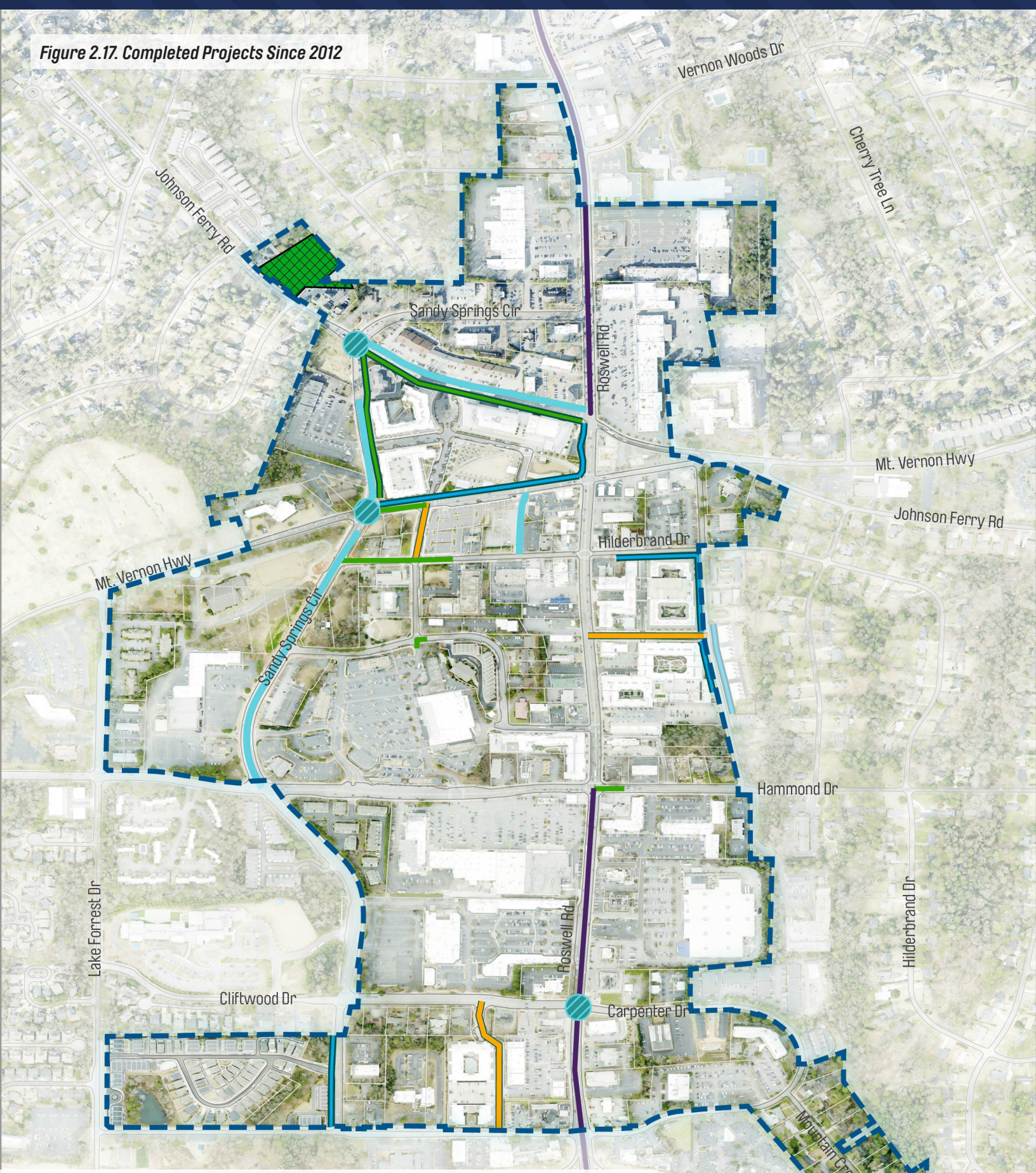
Internal circulation within the City Springs District occurs along the major routes listed above as well as minor streets such as Sandy Springs Circle, Allen Road, Blue Stone Road, Boylston Drive, Carpenter Drive, Cliftwood Drive,

Denmark Drive, Hilderbrand Drive, and Sandy Springs Place. The previous Sandy Springs City Center Master Plan encouraged the formation of a street grid to aid local circulation and to alleviate congestion.

The city is addressing vehicle congestion in the city's core by constructing multi-use paths and sidewalks within and to City Springs, and by implementing the Johnson Ferry Road/ Mount Vernon Highway Improvements, a 2016 TSPLOST (Transportation Special Purpose Local Option Sales Tax) project. This improvement will eliminate the compacted

series of intersections at Roswell Road, Johnson Ferry Road, and Mount Vernon Highway, restoring Johnson Ferry Road and Mount Vernon Highway to two-way operations east of Roswell Road. This project intends on relieving congestion on all three thoroughfares, providing additional capacity to address future traffic volume, while simultaneously improving pedestrian safety and access within the City Springs District.

Figure 2.17. Completed Projects Since 2012



COMPLETED PROJECTS

- | | | | | | |
|--|---------------------------|---|----------------------------------|---|--------------------------|
|  | Shared Use Path |  | Shared Use Path with Development |  | Intersection Improvement |
|  | Sidewalk |  | New Road |  | Stormwater |
|  | Sidewalk with Development |  | Streetscape | | |

Parking

Parking infrastructure is an integral component of economic development and land planning. Historically, the City of Sandy Springs has recognized the value of parking and has developed certain policies that meet this need. The consultant team conducted a review of the 2014 City Center Parking Study to better understand current parking patterns, a review of parking related codes and ordinances,



and the results of a case study of emerging parking demographics that are likely associated with newer, mixed-use development.

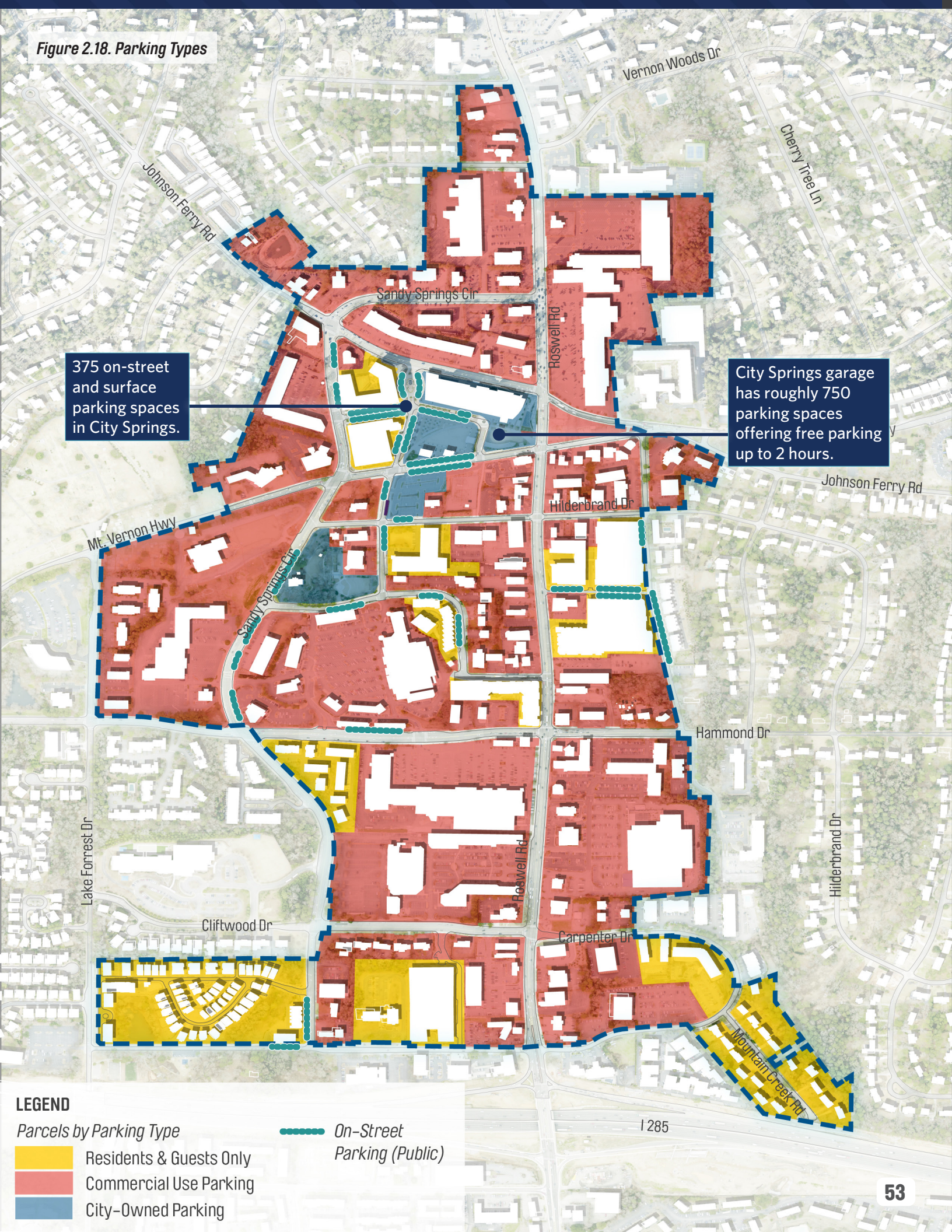
Land use-based parking demand ratios are influenced by the land use type and the travel patterns of those tenants, employees, and visitors who will frequent those uses. Changes to travel demographics associated with a new tenant mix, introduction of a new transit stop, and/or increases in the cost to park a vehicle will affect parking demand calculations and the number of spaces required to support economic development. This assessment of parking conditions will provide a foundation for future planning and will guide management decisions.

The City Springs study area has a confluence of factors driving parking needs and trends. The land use mix and density reflects a more urban condition than what

exists in most of the City, which tends to lead to shorter trip distances and therefore reduced parking demand.

The other key factor is the frequency of large events held at the City Springs campus. The Performing Arts Center frequently hosts events with a large number of visitors that lead to a high spike in parking demand. The same is true of events at the City Green and Conference Center. Retail visitors use the same parking options as event-goers, making supply especially tight when events overlap with periods of high retail activity. The current availability of visitor parking restricts the City from hosting multiple large events simultaneously. The City already utilizes shared parking arrangements to meet demand beyond the supply within the City Springs campus. Event overflow parking is permitted at Sandy Springs United Methodist Church.

Figure 2.18. Parking Types



LEGEND

Parcels by Parking Type

- Residents & Guests Only
- Commercial Use Parking
- City-Owned Parking

On-Street Parking (Public)

2014 CITY CENTER PARKING STUDY

While the 2014 study captured the relationship between land use activity and parking activity, commercial and residential properties surveyed at that time represent typical suburban development (Kroger, Lowe's Home Improvement, McDonald's, etc.). Those parking demand ratios are likely still accurate, but the district's development potential will include more mixed-use

opportunities including office, retail, and residential.

From a management standpoint, the 2014 study discusses, in general terms, fees for on-street parking to encourage turnover, design standards for curbside parking, parking enforcement, and operations. The report did not address changes to the city's parking planning, management, or design related codes

and ordinances. However, the report recommended outsourced parking management services given that the city did not have a formal curbside or off-street parking management program at the time. Since the 2014 study, the city implemented this recommendation by selecting a private partner to provide those services on the City Springs campus

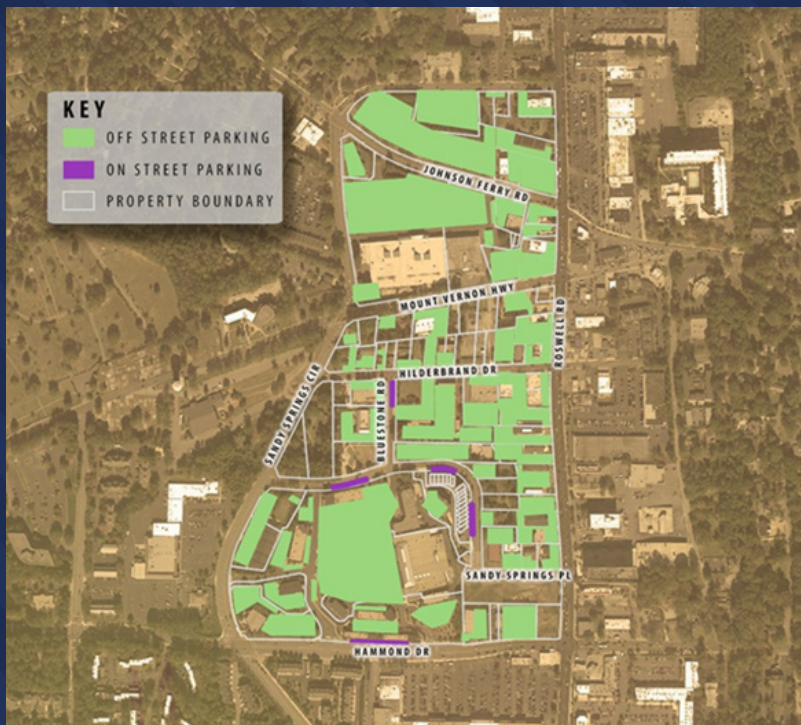


Figure 2.19. Boundary of the 2014 City Springs District Parking Study

Parking Management

REEF Parking is the current operator retained by the city to manage the city's on- and off-street parking assets for the City Springs District. City Springs was the city's first foray into fee-based, proactive curbside and off-street parking management and chose third-party contract management over in-house management because these strategies are unique citywide.

REEF's operations include multi-space parking meters for curbside management, periodic on-street parking enforcement, curbside valet parking service, and

off-street operations. Off-street parking operations include administration of the residential parking, monthly employee permits, and hourly parking. As illustrated in the image below, the city's parking structures and REEF's parking management uses vehicle count systems and digital message boards to track and advertise the number of available spaces in its garages in real time.

Regarding posted on-street parking restrictions and durations, curbside parking is limited to two-hours, which follows industry best practices. Presently,

the first two hours in the city's off-street facilities are complimentary. The parking rates for the city's off-street garages are \$4.00 for two to three hours. The rate increases by \$2.00 for each additional hour. The fee for max all day parking (greater than eight hours) is \$18. Valet parking service is \$5.00. Special event flat rates for self- and valet parking increase to \$10 and \$15 respectively.



City Springs Campus Case Study

The consultant team conducted a parking inventory, utilization, and land use demand study on the City Springs mixed-use campus to analyze development patterns and parking demand which will differ from traditional suburban development. The detailed results are included in Appendix C. This campus has residential, retail, restaurant, office, a conference center, and a performing arts center. It is supported by a combination of publicly shared and restricted off-street parking and metered curbside parking.

The City Springs campus is the city's first fee-based and proactive parking management strategy, as the city manages the publicly accessible off-street facilities and the multi-space metered curbside program. By utilizing a parking

operator, the city maximizes the benefit of the publicly accessible spaces through shared space management, parking pricing, wayfinding, and access control. Part of the parking at the City Springs campus is reserved for and restricted to residents and is not part of the shared public parking program.

The other key points from the study of the City Springs campus are as follows:

- Unified management under one entity (city with a parking operator) can achieve shared parking operations and reductions in the number of off-street parking spaces provided.
- The land use-based maximum parking demand ratios published in the city code (Section 8.1.3.) are generally appropriate

for future mixed-use development parking requirements (exception being restaurant where the existing 8.0 spaces per 1,000 sq.ft. appears quite low).

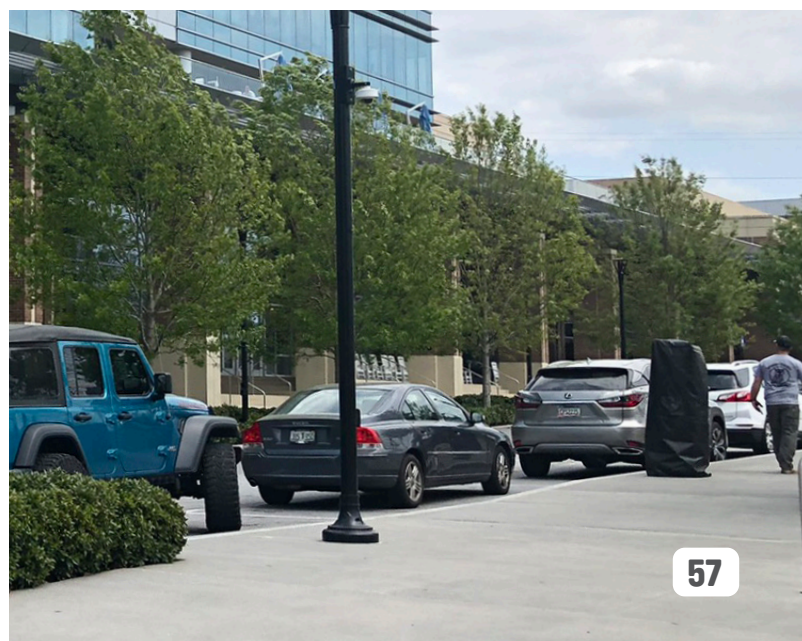
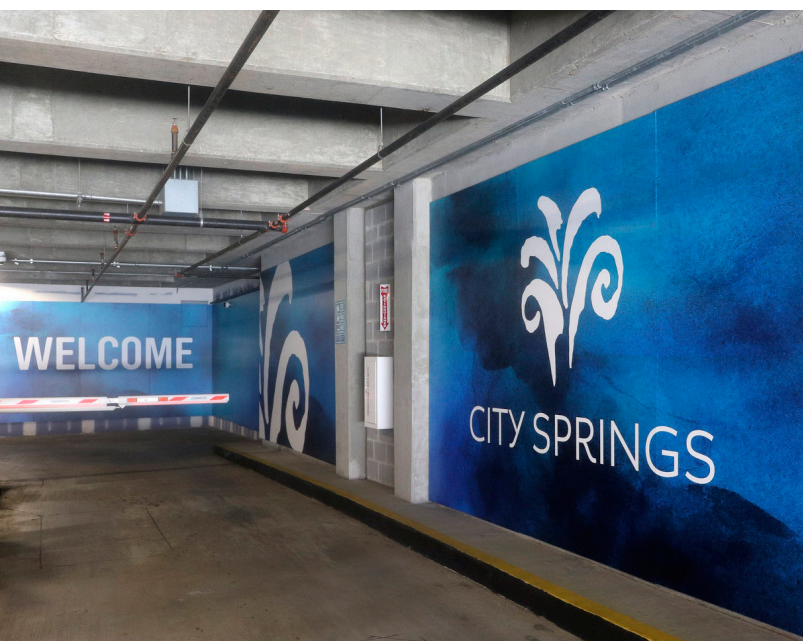
- There are significant fluctuations in parking demand by time of day between the various land use activities, which suggests that additional adjustments and reductions to off-street parking requirement are possible.
- Multi-family developers, leasing agents, and residents are likely to require parking that is reserved and dedicated from the other parking user groups. This is in conflict with the goal to provide shared parking for all potential parking user groups.

Review of Parking Related Codes and Ordinances

The Sandy Springs Development Code currently supports some best parking design and management practices, including parking maximums as opposed to minimums for new development, parking requirement reductions for proximity to transit services, and unbundling of parking pricing from the rents/cost of new multifamily residential developments.

The maximums and reductions are necessary tools to right-size the capacity of any new parking facility. However, the code does not regulate how public parking lots or structures would be operated and shared by the private sector. The city's direct and active management of parking at the City Springs campus may not be the formula used for all future development in the City Springs District and, therefore, development

regulations and site plan conditions that codify the developer's requirement to operate off-street parking in a public and shared manner will be necessary. The city has made significant strides in codifying many of the shared parking management strategies that have proven effective in other jurisdictions and only modest additions such as a parking management plan may be required.





Alternative Modes

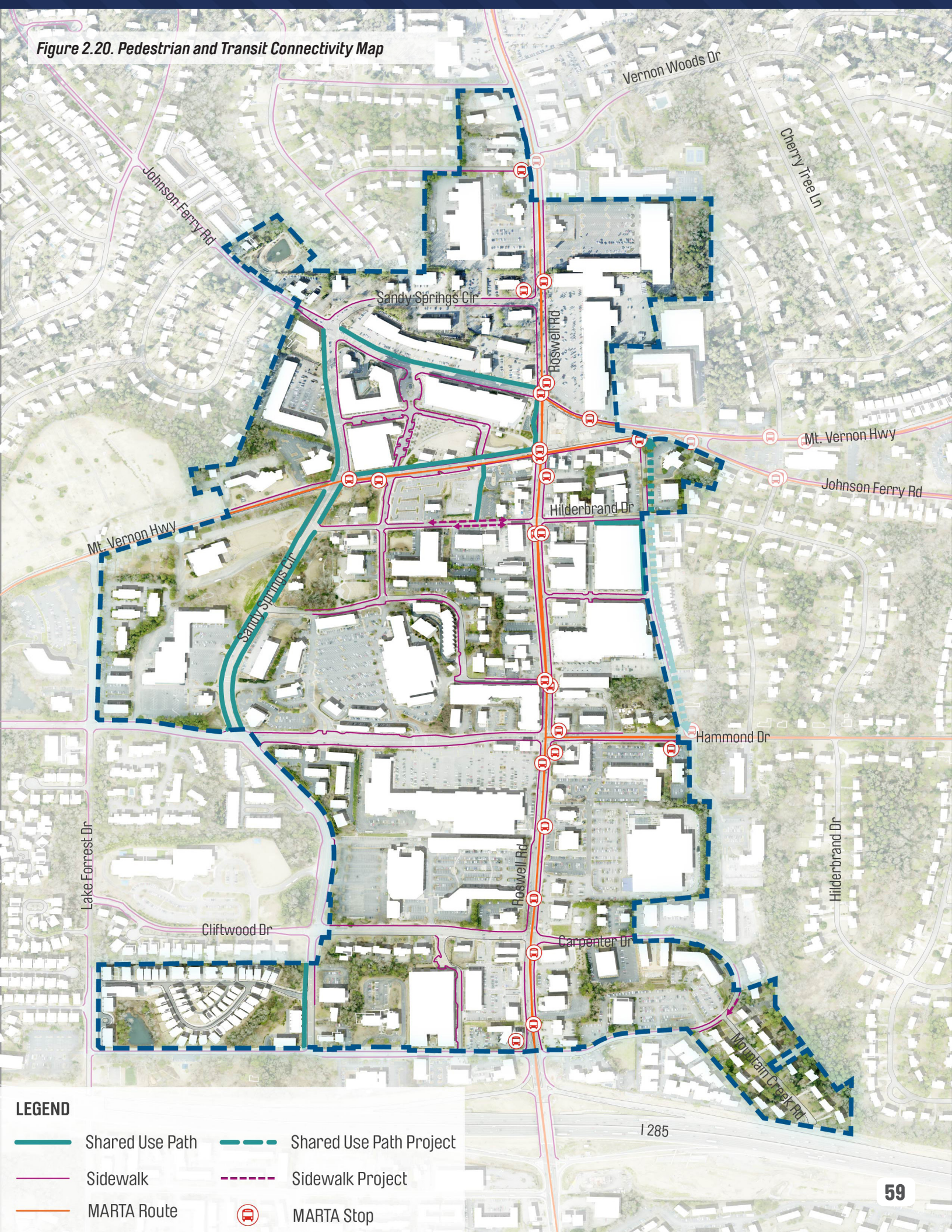
The City Springs District's walkable size and access to transit provide an opportunity for an effective multi-modal transportation network. Most of the study area is within a quarter mile of a MARTA bus stop and the length of the primary corridor along Roswell Road is a little over 1 mile. Visitors can travel to and throughout the study area without driving, by walking, biking, and utilizing the MARTA bus system. The two primary bus routes through the study area are 5 and 87, providing connectivity to and through the Roswell Road corridor and to the City Springs campus. However, MARTA's low

ridership and limited scope lessens its potential impact as a viable connection within and outside of the study area. Sidewalk connectivity is present throughout the study area with various missing segments, and while dedicated bicycle infrastructure is not presently a part of City Springs District's transportation network, there are several multi-use paths that create a more bicycle-friendly environment.

The city has made strides in implementing a multi-use path along Sandy Springs Circle, Johnson Ferry Road, Mount Vernon Highway,

and Hildebrand Drive, and widening sidewalks through public works initiatives and when new development occurs. Existing car-centric development with large setbacks and large parking lots discourages walking and biking when getting in a car is simply the easier option. Roswell Road's tight right-of-way, high speeds, topography, abundant curb cuts, and lack of separation from the roadway pose safety concerns among residents and visitors, discouraging north-south pedestrian travel along the major thoroughfare, which is being addressed through the Roswell Road Access Management Plan.

Figure 2.20. Pedestrian and Transit Connectivity Map



LEGEND

	Shared Use Path		Shared Use Path Project
	Sidewalk		Sidewalk Project
	MARTA Route		MARTA Stop

SANDY SPRINGS TRANSPORTATION MASTER PLAN

The Transportation Master Plan provides the transportation vision for Sandy Springs that enables a livable and vibrant community. The plan integrates transportation and land use policy and considers the needs of all modes of transportation including driving, biking, walking, freight transportation, transit, bikeshare, rideshare, and micro mobility.

The stated goals of the plan are to:

- Promote a safe and connected transportation system for users of all modes.
- Reinforce, maintain, and strengthen the existing transportation network.
- Promote economic development through targeted transportation investments.

- Support and sustain healthy living through quality connections to the built and natural environments.
- Ensure that the transportation system is context sensitive and supports surrounding land uses.
- Promote an interconnected, equitable, and efficient transportation network.

In an effort to make the City Springs District more friendly to all modes of transportation and promote urban, human scale development, several project recommendations are included for the City Springs District area. The following is a list of those projects and where they are in the implementation process. Short-range projects are likely to be implemented within five years, and Mid-range projects are likely to be implemented within five to ten years.

Table 1-4. Transportation Master Plan Projects in the City Springs District

PROJECT	TYPE OF PROJECT	TIME FRAME	2022 UPDATE
I-285/Roswell Road Innovative Interchange Study	Intersection	Short-Range	Funded
Roswell Road at I-285 Eastbound Intersection Improvement	Safety	Short-Range	Unfunded
Boylston Drive Side Path	Bicycle	Short-Range	Partially Complete
I-285 Multi-use Trail Study	Trail	Short-Range	Master Plan underway
I-285 at Roswell Road Station Area Study	Transit	Short-Range	Unfunded
Roswell Road Access Management and Complete Streets Improvements	Corridor	Short-Range and Mid-Range	Planning study underway
Hammond Drive Widening	Corridor	Short-Range and Mid-Range	Partially Funded
Transit Signal Priority Supportive Improvements along Hammond Drive	Transit	Mid-Range	Unfunded
182 Hilderbrand Drive (Existing sidewalk across from 182 Hilderbrand to existing sidewalk at Roswell Road)	Sidewalk	Short-Range	Funded
Hilderbrand Drive - 182 Hilderbrand Drive to Roswell Road	Sidewalk	Short-Range	Funded
Allen Road & Sandy Springs Circle Intersection (at northeast corner, and between southeast and southwest corners)	Sidewalk	Short-Range	Funded
Carpenter Drive (Allen Road to Cliftwood Drive)	Sidewalk	Mid-Range	Unfunded

SANDY SPRINGS TRAIL MASTER PLAN

The Sandy Springs Trail Master Plan outlines the implementation of 31.4 miles of proposed multi-use trails throughout the city that would help reach the goal of providing a safe, enjoyable, convenient, and attractive trail system for everyone in the City of Sandy Springs.

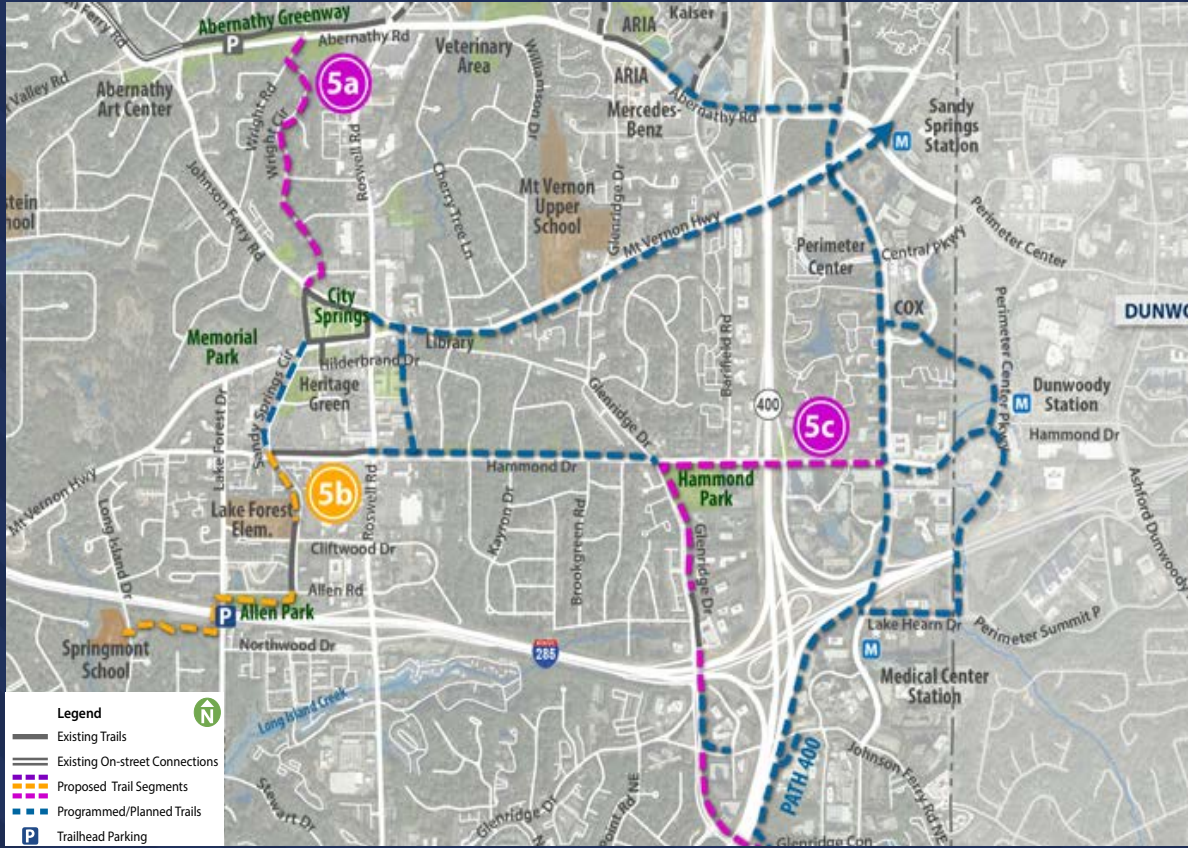
The plan suggests a 10-year implementation plan for seven initial priority projects. Although none of those are within the City Springs District, there are several recommendations for the study area including Segments 5a and 5b.

- 5a: A neighborhood greenway along Wright Road, Wright Circle, and North Hampton Drive that provides users with a more direct route from Abernathy Greenway to City Springs.

- 5b: A side path along Sandy Springs Circle that will extend an existing path from Hammond Drive to Lake Forest Elementary School. This segment will also provide an improved walk path and connection to the parking lot within Allen Park. The trail then continues southwest to the Springmont School.

An enhanced trails system in the city can provide residents with a higher quality of life by connecting them to the destinations within the Sandy Springs community and to the region. A primary goal of this plan was to connect regionally to the Roswell Riverwalk, Cobb County, the Chattahoochee River National Recreation Area, Dunwoody's proposed trail system, and connect to and extend Atlanta's PATH 400 into the city. These neighboring trail systems were considered as the Trails Master Plan was developed.

Figure 2.21. Segment #5, City Springs/Perimeter Center Connectors



Source: Sandy Spring Trail Master Plan, 2019

EXPERIENCING CITY SPRINGS

The City Springs District offers a variety of entertainment and recreational uses at multiple venues and has become a vibrant arts & culture center with a community core and great connections to the wider metro area. A few key features of the district include:

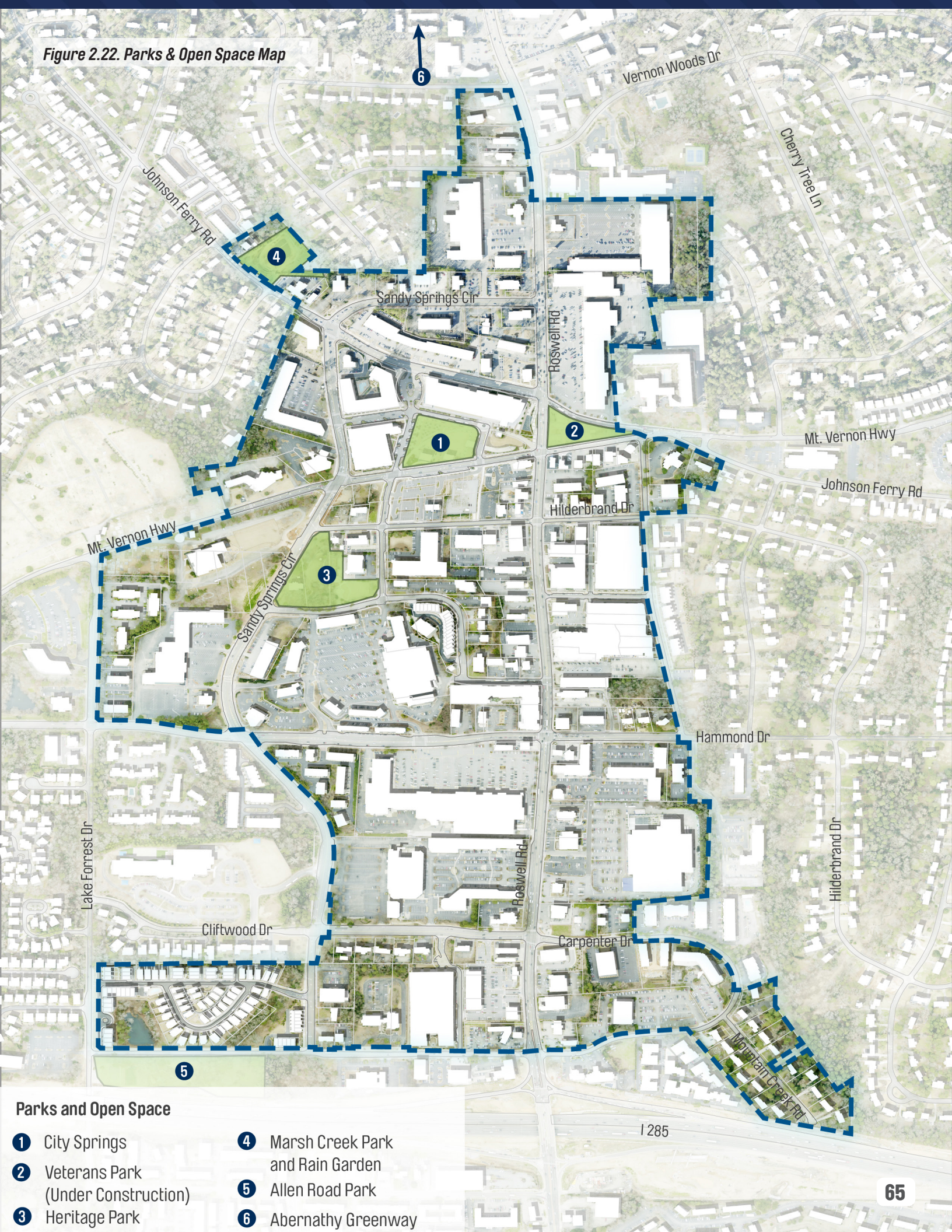
- The Sandy Springs Performing Arts Center
- The City Green at City Springs with ArtSS in the Open rotating sculpture exhibitions
- Heritage Sandy Springs Green and the Williams-Payne House

- The Act3 Productions Performing Arts Theater
- The Springs Cinema & Taphouse
- Marsh Creek Rain Garden Park

Three parks in addition to the City Green lie within the City Springs District, including **Marsh Creek Rain Garden, Heritage Sandy Springs, and Veterans Park** which is currently under construction. Public art is celebrated at the City Green, Marsh Creek Rain Garden, and Heritage Sandy Springs but is not currently featured elsewhere in the study area.

Multiple parks with various amenities surround City Springs to allow respite and provide greenery. The **Abernathy Greenway Park North** is a uniquely linear park with multiple playable art pieces scattered throughout. **Hammond Park** to the east has multiple tennis and basketball courts, an athletic field, gymnastics center, and a community building. **Allen Park** rounds out placements of parks to the southwest with basketball courts, a playground, and a small pond.

Figure 2.22. Parks & Open Space Map



Parks and Open Space

- 1 City Springs
- 2 Veterans Park (Under Construction)
- 3 Heritage Park
- 4 Marsh Creek Park and Rain Garden
- 5 Allen Road Park
- 6 Abernathy Greenway

SANDY SPRINGS RECREATION & PARKS SYSTEM COMPREHENSIVE PLAN

The Recreation & Parks System Comprehensive Plan outlines the conditions and recommendations for the parks themselves and for programming within the parks. An additional 202.71 acres of parkland is recommended citywide for the City Springs District to reach a higher level of service for residents. Although the proposed parks are outside the City Springs District study area, there are three that would positively impact the area: a pocket park at Lake Forest Elementary School and two community parks northeast of the study area.

The City Springs District study area includes three parks: Heritage Sandy Springs, City Green, Marsh Creek Rain Garden, and a fourth park that is in progress: Veterans Park in the triangle parcel between Mount Vernon Highway, Johnson Ferry Road, and Roswell Road. Another park, Allen Road Park, is just outside, but directly abuts, the southwest boundary of the City Springs District study area. The 1-mile service areas of the two neighborhood parks cover most of the west side of the study area, while the east side of the study area is served by the 1-mile service area of Hammond Park.

Table 1-5. City Springs Park Inventory

	ACREAGE	RATING	CLASSIFICATION	URBAN NODE PARK	IN CITY SPRINGS MASTER PLAN STUDY AREA
City Green	1.05	Excellent	Special Use Park	Yes	Yes
Hammond Park	13.708	Good	Community Park	No	No
Heritage Sandy Springs	5.206	Good	Preserve	Yes	Yes
Marsh Creek Rain Garden	2.2	Excellent	Neighborhood Park	No	Yes
Allen Road Park	3.042	Good	Neighborhood	No	No
Veterans Park (under construction)	1.97			Yes	Yes
Abernathy Greenway North	7.74	Good	Linear Park	No	No

City Green and Marsh Creek Rain Garden do not have recommendations for changes as they are both currently rated in excellent condition. The plan had several recommendations for the Heritage Sandy Springs Preserve including addressing ADA access issues, making the stream a focal point, improving the connection to the City Springs District, and adding restrooms. Although Hammond and Allen Road Parks are outside of the study area, they do impact the quality of life of current and future City Springs District residents. These parks have several recommendations including improving ADA access and replacing playground equipment. Since the adoption of the Recreation & Parks System Comprehensive Plan, restrooms have been added at Heritage Sandy Springs and the playground equipment has been replaced at Allen Road Park.

Programming the parks is also an important part of this plan as several program categories, including fitness

and wellness, community special events, arts and culture, and outdoor recreation programs are identified as high priority for the city parks.

Recreation & Parks System Comprehensive Plan Short-term (1-10 years) Action Plan

- Aggressively purchase new park property, especially on the Chattahoochee and floodplains
- Expand the Allen Road Park property and redevelop to create a high-quality park.
- Build new dog parks designed specific to suburban and urban node areas.
- Develop a target market communications plan.
- Design and implement improvements to Heritage Sandy Springs.
- Conduct a community-wide art plan and begin to integrate art in all parks.
- Expand “high priority” programming and services as recommended
- Construction of a cultural center near City Springs.

SANDY SPRINGS ARTS IN PUBLIC PLACES PLAN

The City of Sandy Springs is striving to become a destination for the arts in the Metro Atlanta region. The Arts in Public Places Plan assesses the existing arts and cultural programming and outlines how the city can build on these previous investments to advance the arts and quality of life for residents and visitors. The vision for the Arts in Public Places Plan is to enrich the lives of its residents and provide extraordinary amenities to its businesses and visitors through cohesive and intentional investments in high-quality public art. This program will be highly accessible, celebrate the city's diversity, spur creativity, elevate brand identity and create remarkable public spaces.

Ten strategies are identified to carry out this vision, including four that specifically address the City Springs District study area:

1. Continue the Arts Walk annual sculpture competition with placement of purchased art dedicated to existing parks and open spaces or underutilized pieces of right-of-way. This strategy identifies placement opportunities for artwork during the annual event, Arts Walk. Within the City Springs District study area, the following locations are identified:
 - In the soon to be Veterans Park, across from City Springs.
 - Areas outside of the City Green at City Springs.
2. Continue to build the City Springs permanent collection as stated in the City Springs Facilities Art Master Plan adopted in 2018. The Arts in Public Places Plan reinforces the importance of growing the permanent collection specific to the City Springs District and implementing the recommendations of the City Springs Facilities Art Master Plan.
3. Partner with MARTA to integrate public art into transit stations and bus stops throughout Sandy Springs. Three MARTA bus lines and 25 bus stops pass through the City Springs District Master Plan study area, so there are several opportunities to incorporate public art at bus stops.
4. Ensure geographic and artistic diversity through the character areas as outlined in the Next Ten Comprehensive Plan. The City Springs Character Area is identified as a high priority for public art investment and the Arts in Public Places Plan states that the artwork should be vibrant and intended for diverse audiences. Special consideration should be given to the artwork as it needs to be seen and experienced by pedestrians and visitors in the area.



CHAPTER

III.

Vision & Framework

VISION & FRAMEWORK

The City Springs Master Plan is a result of a collaborative process that has engaged residents, business owners, property owners, and members of the public in a conversation about the future of City Springs. This plan forms a framework for continued conversations and consensus-building around how the District looks and feels over the next ten years. As the City builds momentum in attracting desired development and implementing improvements to the public realm, maintaining consistency will be key to ensuring a vibrant, active, and connected experience for residents and visitors.

Visioning

Over the course of the planning process, the City of Sandy Springs and the planning team consulted with stakeholders and the public about the future of the City Springs District. The Vision Statement describes the future of City Springs, encapsulates key themes from community input and informs the execution of plan recommendations.



VISION STATEMENT



City Springs is a vibrant, walkable district for Sandy Springs residents and visitors alike, strategically located along Roswell Road just outside the Perimeter.

Offering an array of food and beverage options, unique shopping, fine arts and entertainment, outdoor spaces, and housing, the City Springs District is a connected, sought-after destination within the metro Atlanta region.

PLANNING PRINCIPLES

The City Springs Master Planning Principles are thematic strategies that guided the planning team in creating policies, projects, and initiatives that provide an overarching approach for transportation improvements, implementing amenities, and guiding future development. Over the 10-year planning horizon, the Planning Principles will provide City leadership with a means to measure the progress of realizing the vision for the City Springs District.

1

Leverage existing and new infrastructure opportunities to promote safe, comfortable, and appealing multi-modal connectivity.

Key Implementation Strategies

- Expand the current network of trails, sidewalks, and side paths to facilitate pedestrian and bicycle access throughout the City Springs District.
- Augment bicycle and pedestrian safety at various conflict points in the study area.
- Explore transportation alternatives for internal circulation (i.e. connection to future bus rapid transit (BRT) and transit stops, alternative bicycle/pedestrian routes, etc.).

2

Reinforce a sense of place and community identity by expanding a network of neighborhoods and outdoor spaces to encourage activity, interaction, and gathering.

Key Implementation Strategies

- Identify opportunities to incorporate parks, pocket parks, squares, and plazas throughout the City Springs District.
- Activate and highlight the area with enhanced amenities such as public art, murals, fountains, playgrounds, and walking paths.

3

Invigorate the District's built environment by encouraging high quality development and implementing pedestrian scale urban design practices.

Key Implementation Strategies

- New development and redevelopment projects should reflect more modern architectural styles.
- Enhance the public realm with shade trees, landscaping, street furnishings, and wide walking paths to encourage pedestrian activity.
- Activate outdoor spaces and reinvigorate the built environment in partnership with private property owners.
- Encourage shared, screened parking in newly developed and altered sites throughout the City Springs District.

4

Continue to catalyze market-driven private investment and foster a vibrant living, dining, entertainment, and shopping destination.

Key Implementation Strategies

- Align market realities and community desires to attract a wide variety of restaurants and shopping experiences.
- Provide entertainment options for all ages - from young professionals to families to seniors.
- Attract multi-generational housing developments and target owner-occupied housing opportunities.
- Partner to create artist studios and co-working/collaboration spaces to support entrepreneurs and new business ideas.



BUILDING UPON PAST SUCCESS

This planning effort recognizes past and recent wins that the City has achieved to establish City Springs as the City of Sandy Springs' true downtown. Since the 2012 City Center Master Plan, Sandy Springs has successfully constructed a municipal facility, the City Green, and the Performing Arts Center. The City also created City Springs District regulations with the intention to apply

urban form elements in new developments throughout the District.

Other physical improvements as a result of the previous plan include aesthetic and functional improvements to Roswell Road, widened sidewalks and new shared-use paths throughout the area and work on the new Veterans Park east of City Hall. The City has also made

a concerted effort to incorporate public art in the City Springs area. All of these notable changes have attributed to the success of City Springs and have built momentum for the continued growth of the City Springs District.

PUBLIC ENGAGEMENT

The City Springs Master Plan Update continues to build upon the legacy that the City of Sandy Springs began ten years ago through a planning process tailored to reflect the voices of the community’s residents and other stakeholders. This Plan entails implementable policies, programs, and projects guided by input from the community. The

planning team worked closely with City Staff, stakeholder groups, and the broader community to reach consensus on a vision for City Springs’ future that honors its past and current success. Throughout the planning process, the consultant-led planning team engaged a city staff Project Management Team (PMT), property and

business owners, elected officials, and the general public to form this living document.

Groups and individuals were engaged to achieve the following goals to provide a final product that focuses on sustainability, livability, and mobility that carries on City Springs’ unique character and vibrancy over the next ten years and beyond.

PUBLIC ENGAGEMENT GOALS

- 1 Actively listen and create dialogue among City staff, stakeholders, and community members to build consensus on key issues and opportunities.
- 2 Increase awareness and educate community members on best practices and potential strategies to positively impact the future of City Springs District.
- 3 Eliminate barriers to stakeholders of various demographic backgrounds (age, race/ethnicity, income, etc.) to collect input that represents the whole community.
- 4 Create exciting, interesting, and accessible ways to provide input, test ideas, and gauge feedback.
- 5 Empower City staff and other champions to ensure that the Plan’s vision for City Springs is achieved.

Stakeholder Engagement

The stakeholder groups engaged pulled various community perspectives and included the Project Management Team, Stakeholder Roundtables, Elected Officials, and the General Public.

Project Management Team (PMT)

The Project Management Team was comprised of the City of Sandy Springs staff and members of the Pond team. This group met bi-weekly over the course of the project to test ideas before bringing them to the general public.

Stakeholder Roundtables

The planning team utilized Stakeholder Roundtables

to build advocacy for the implementation of the Master Plan Update. City Staff provided recommendations for participants representative of the community including property and business owners, community and neighborhood groups, and other community stakeholders. These smaller groups of individuals provided preliminary feedback on public engagement materials so that the planning team could further refine questions, maps, concepts, and other ideas prior to public consumption.

Elected Officials

Elected Officials received project updates throughout

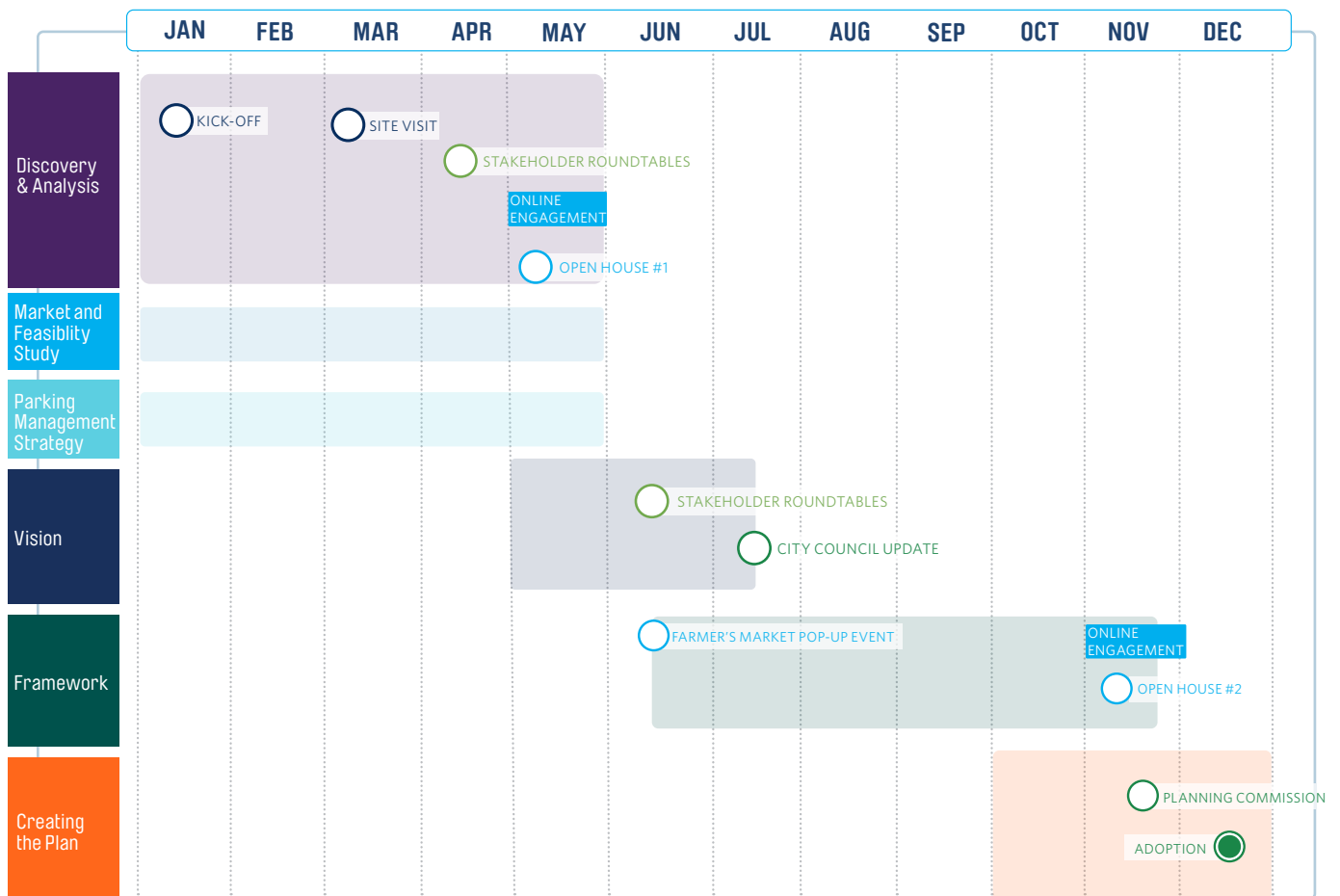
the project and helped to communicate engagement opportunities to their constituents. City Council involvement is crucial to continued consensus-building around a common community vision, and advocacy for implementation after plan adoption.

The General Public

The General Public whose experiences, lives, and work in the study area has an interest in the future of the City Springs District, and their voices serve as the basis for this plan's vision. All members of the public were invited to learn more and provide their input during in-person engagement and on the project website.

Engagement Strategy

The planning team’s involvement strategy aimed to make public participation convenient, easy, and engaging. A variety of engagement activities allowed a range of community members and key stakeholders to be involved in the Master Planning process while also informing some sectors of the community on various topics throughout the process. The City and the planning team worked together to follow the schedule below.



Stakeholder Roundtables

City staff provided contact information for a representative assortment of property owners and business owners within the study area, along with residents of the communities in or near the study area. The planning team conducted five separate roundtable discussions to garner input on key issues and opportunities facing property owners and business owners. The first roundtables were valuable in collecting institutional knowledge and community insights that the planning team used to develop elements of the community vision.

Each of the meetings below included a brief presentation followed by a discussion on issues and opportunities affecting property owners within the City Springs District.

- Property Owner Retail/Mixed-Use Roundtable
- Property Owner Office Roundtable
- Business Owner Retail/Restaurant Roundtable
- Business Owner Office Roundtable
- Resident Roundtable

These discussions occurred on April 12-13, 2022.

The planning team also hosted a second series of stakeholder roundtables to begin collecting feedback on the plan’s vision, preliminary development ideas, and potential project recommendations. Roundtable input informed the method in which the remainder of the planning process was approached. Each group discussed the potential impacts and tradeoffs of plan elements being explored.

- Property Owner Combined Roundtable
- Business Owner Combined Roundtable
- Resident Roundtable

These discussions occurred on June 14, 2022.

City Council Updates & Planning Commission Presentation

Elected and appointed officials were kept in the loop throughout the planning process as the vision and plan elements were developed and near the time of adoption. The groups met regarding the topic on the following dates:

- **City Council Update #1 on June 21, 2022:** Overview of the project, its goals, public outreach efforts and project progress.
- **Planning Commission Presentation on November 16, 2022:** Overview presentation of the Master Plan document for adoption recommendation to the City Council.
- **City Council Public Hearing #3 and City Council Plan Proposal on December 20, 2022:** Final presentation of the Master Plan document to support the final adoption of the Plan.



Public Meetings & Activities

The Planning Team engaged the broader community by providing multiple opportunities to participate in various activities. In addition to public meetings, citizens could provide feedback during two periods of online engagement and with a pop-up event at the Farmer’s Market. This allowed groups who may have otherwise been unable to participate an opportunity to share their input.

Online Engagement

The project website (<http://spr.gs/citysprings>) was an informational dashboard hosted through an engagement platform called Social Pinpoint. Social Pinpoint allowed the project team to engage in live communication with the community regarding general information about the City Springs Master Plan, upcoming events, and interactive activities. Summaries of responses are included in Appendix B of this report.

Online engagement activity example

■ Online Engagement Activity #1

May 2 - May 27, 2022

The planning team created a series of interactive maps on Social Pinpoint to gather feedback on issues, opportunities, and ideas, supplementing solicited input for the first public open house. Community members had several weeks to respond. The interactive mapping activity informed the project team of key themes associated with geographically specific locations which will ultimately guide discussions on plan policies and potential work program items.

■ Online Engagement Activity #2

November 7 - November 18, 2022

The planning team hosted a second online engagement activity collecting feedback on policies and other plan elements through Survey Monkey. Sentiments from this activity paired with the final open house feedback advised the planning team on final plan documentation.

Transportation & Mobility Ideas

Think about your experience as a driver, pedestrian, bicyclist or transit rider within the study area. Be as creative as you'd like, and place your ideas on the map using the provided pins and leave a comment.

- **New Sidewalks/Trail** - Place a pin on the map where sidewalk improvements, new sidewalks or trail connections may benefit those who walk and bike recreationally and for transportation purposes.
- **New Crosswalks/Mid-Block Crossings** - Identify locations where safe crossings should be placed to in an effort to improve pedestrian connectivity.
- **Parking Lot/Deck** - Place a pin on the map where additional parking might be useful.

Meetings and Events

While virtual and online engagement have been a valuable asset for this planning process, the City and planning team have found in-person engagement and the live interpersonal connections made at public events to be informative. They also encourage the public that positive change is wanted across the community. The planning team hosted the following in-person events:



■ **Public Open House #1**

May 10, 2022

This open house introduced the planning process to the public and served as an opportunity to gather initial feedback on the study area. Participants stopped by at their convenience during the meeting timeframe to learn more about the project, view results of the existing conditions analysis, and contribute input regarding opportunities and constraints within the study area.



- **Farmer's Market Pop-Up Event**

June 25, 2022

The planning team used this pop-up event as an educational opportunity for members of the public, and as a platform to confirm needs & opportunities identified by key stakeholders to further inform the framework of the Master Plan Update.



- **Public Open House #2**

November 7, 2022

The planning team conducted a final public open house to showcase the refined concept plan, graphics, recommendations, and strategies where community members were welcome to provide comments. The planning team reviewed and incorporated feedback into the final deliverables as appropriate.





CHAPTER

IV.

Implementation Guide

IMPLEMENTATION GUIDE

This section expands upon the short-, mid-, and long-term actions that the City of Sandy Springs can pursue to begin implementing the vision established by this plan. Action items are organized with identification markers as follows:

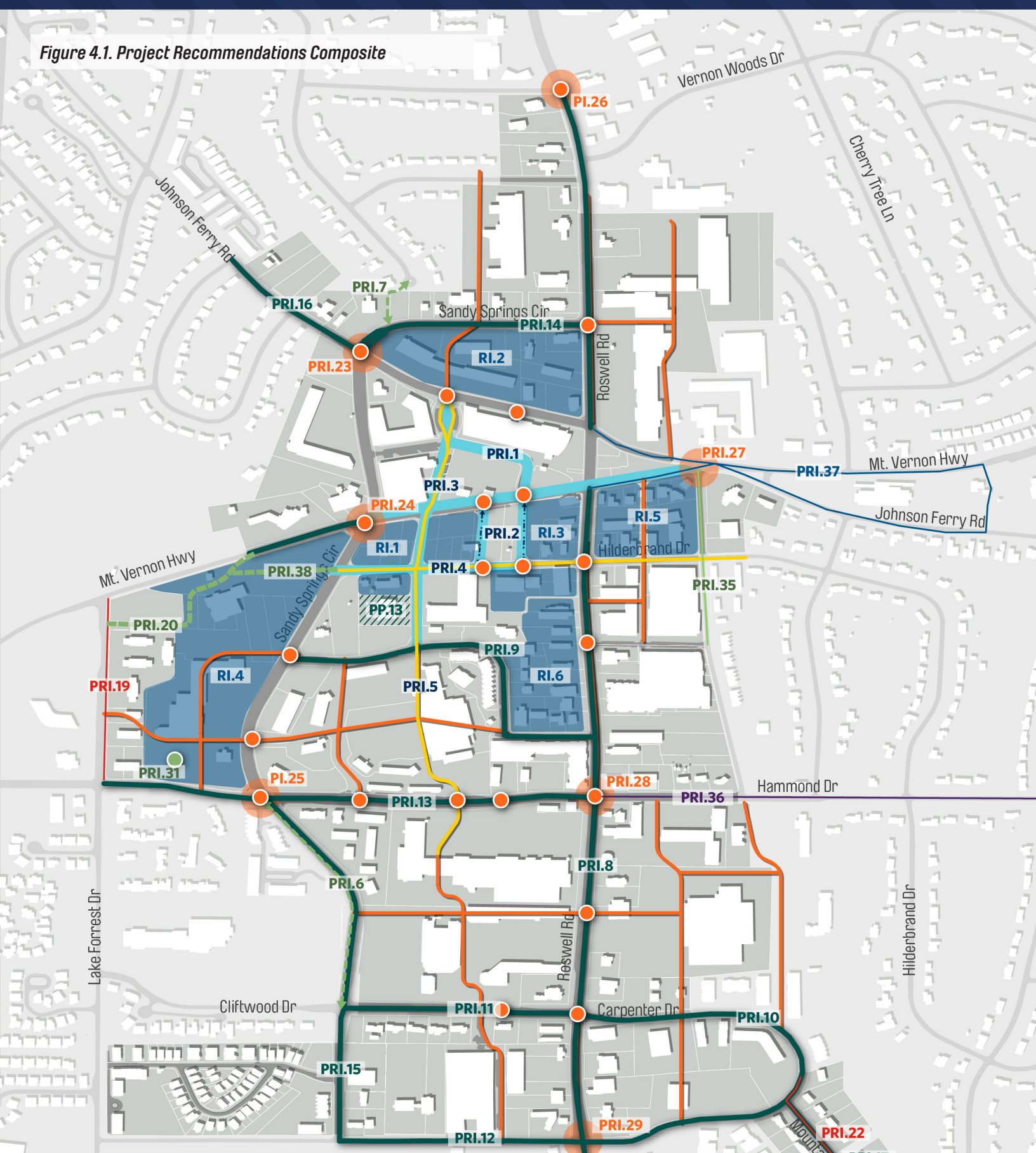
- PP** Program and Policy Recommendations
- RI** Redevelopment and Investment Considerations
- PRI** Public Realm Improvements

The map in Figure 4.1 on page 87 shows all of the physical recommendations and how they interact with one another. Together, these recommendations form the action plan and outline next steps related to land use, transportation, and placemaking.

This document serves as a foundation for decision-making as the City considers policy

changes, development proposals, capital improvements, and infrastructure upgrades for years to come. Making elements of this plan a reality will be made possible by the support of elected leaders, local agencies and organizations, property and business owners, cooperative developers, and the City's residents.

Figure 4.1. Project Recommendations Composite



PROJECT RECOMMENDATIONS

- | | | |
|---|---|--|
|  Green Infrastructure Opportunity |  PRI.30 Pedestrian Improvement |  Main Street |
|  Development Opportunity |  Streetscape Improvement |  Proposed Street Grid |
|  Gateway Improvements |  Sidewalk |  Road Widening Underway |
|  Policy Change/Program |  Multi-Use Path |  Shared Path & Streetscape Underway |
| |  Art Walk/Art Walk Zone |  Road Improvements Underway |

The conceptual diagram in Figure 4.2 reflects a community-driven vision of how areas around the City Springs District could be shaped over time by expanding the character and scale established by this planning process. Key elements include:

- The scale of development maximizing land availability,
- The re-orientation of buildings to become more street-facing which will promote intentional connectivity across the District,
- An expanded street network that will improve multi-modal mobility, and additional open space

All of these elements would not be possible without a concerted effort to make progressive regulatory changes, actively recruit desired development, and execute necessary public improvements.

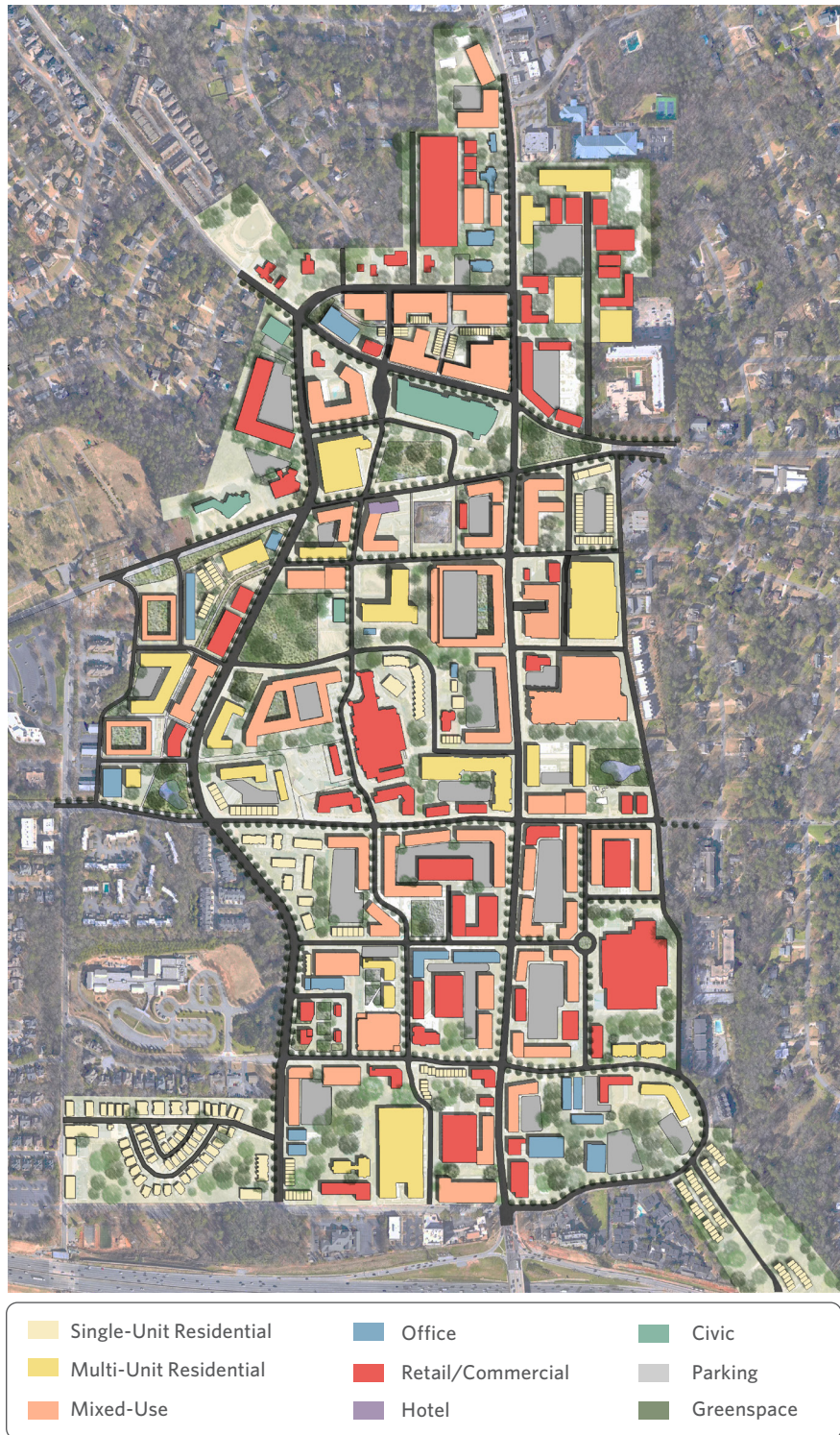


Figure 4.2. Illustrative Master Plan

PROGRAM & POLICY RECOMMENDATIONS

Given input from the public, stakeholders, and City Staff, the planning team identified program and policy actions that the City can implement in the short-term. Policy changes and actionable programs have the potential to result in tangible changes over time and lay the foundation for many other of the plan’s recommendations to be implemented and continue to advance the progress Sandy Springs has already begun.

PP.1 - Continue building out the street grid established by the Sandy Springs Technical Manual.

The City Springs Master Plan aims to align several planning efforts conducted by the City to ensure cohesive implementation over time. The 2012 Master Plan document identified the street grid, and in 2017, City staff and a consultant team prepared the Technical Manual - a document that guides several construction related decisions. The proposed street grid and most of the long-term streetscape updates are intended to reflect previously adopted plans and City streetscape requirements. Implementing an expanded street grid will provide secondary routes for vehicle circulation, including emergency vehicles, and will incorporate walkable blocks. To implement access management improvements on Roswell Road, a secondary network is critical to ensure parcels have access to side streets. For specific anticipated improvements, reference PRI. 5 and PRI. 9 - 17.

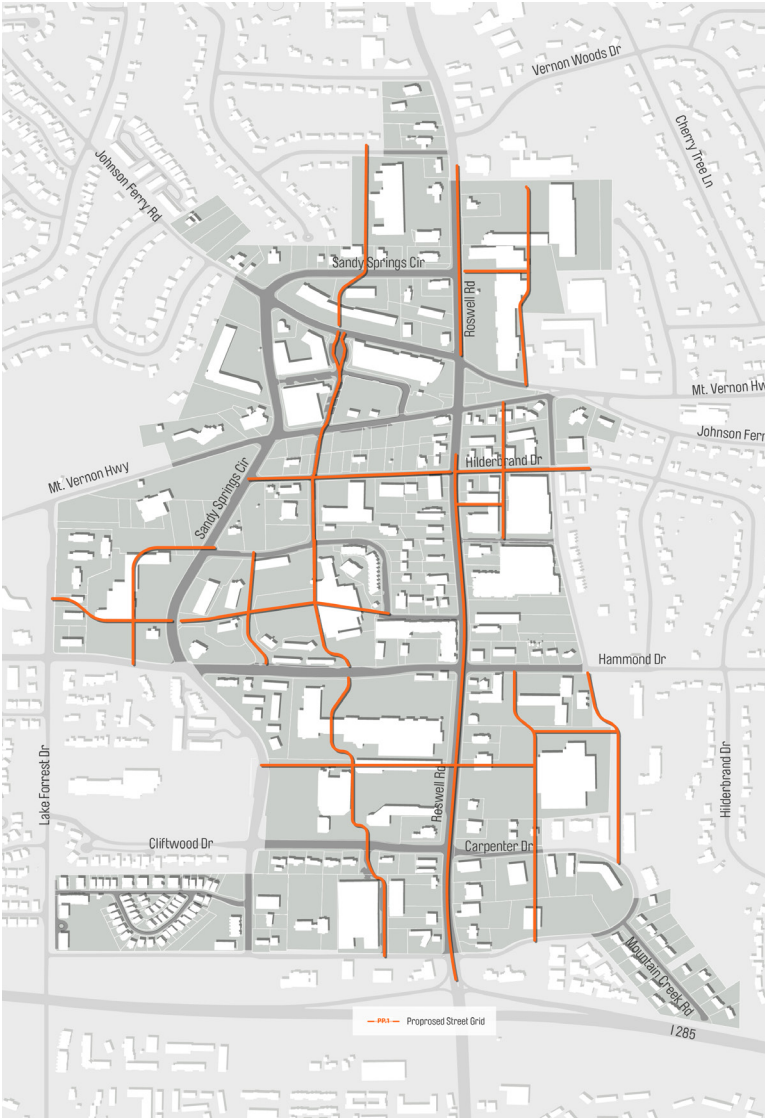


Figure 4.3. Future Proposed Street Grid
The proposed street grid is subject to change based on future development.

PP.2 - Evaluate opportunities for the Development Authority to stimulate diverse, high-quality economic development that may enable new homeownership opportunities as part of redevelopment.

The mission statement of the Sandy Springs Development Authority expresses the intent to support projects that align with City goals and can be used to assist and encourage specific items from the City Springs Master Plan Update. The Development Authority should explore options to create new opportunities

to enable homeownership opportunities as a component of a larger redevelopment project within the City Springs District, when those projects meet base criteria for consideration. This may be accomplished through a guarantee that townhomes or condos are kept for sale to diversify the residential mix in City Springs.

The Development Authority should also consider partnerships with the private development community on an as-needed basis if the projects have a public component and will bring desirable outcomes for the District from a taxation or economic development perspective.

PP.3 - Consider new zoning tools to encourage redevelopment and other site enhancements by providing mutually beneficial incentives to property owners within redevelopment and rehabilitation projects.

These may include an improved development approval process or graduated density and height zoning.

Development Review Streamlining

Many factors are considered before granting approval, including proposed use, previous use, conformity with current zoning ordinances, or requests for amendments to zoning

ordinances to allow the proposed use. Private developers are often deterred by complicated, poorly defined, and time-consuming approval processes, as well as additional barriers to approval by governments and the public.

The additional costs and time associated with entitlement approval, as well as uncertainty and the possibility of delays,

is a major deterrent for some developers who lose potential sales revenue for every month that developments are not under construction. With the potential for impacts to eventual product cost and project feasibility, streamlining the entitlement process is an attractive option.

Streamlining the process could include adjustments or reductions to submission

and review requirements, the timeline for development proposals, and the timeline for review and commenting by governing bodies.

A shorter approval period would cut pre-construction costs as ready-to-redevelop land would sit for shorter periods of time, allowing developers to construct, market, and sell property in a timely fashion.

This would also allow for the elimination of lengthened approval processes, giving projects that meet the standards the chance to proceed to design and permit processes. While much improvement was accomplished as a part of the Development Code rewrite in 2017, continued

efforts to maintain and increase efficiency should be routinely evaluated.

Bonus Height Zoning

Bonus Height Zoning is a method that is used to encourage cooperation in land assembly. Allowances for taller development in some cities encourages developers to assemble adjacent properties to allow for taller building on larger sites, leading to higher land values per square foot. Developers are incentivized to pay more to assemble properties, which encourages landowners to sell their parcels for redevelopment. This may encourage higher density developments on larger sites through voluntary land assembly.

The City Springs District has many small and oddly configured parcels under two acres in size that would be difficult to redevelop on their own. Property owners and developers must be incentivized to purchase multiple properties and amalgamate for larger-scale redevelopment. Bonus Height Zoning will allow developments to become more profitable through additional height if they consist of amalgamated properties.

Developers could also receive additional height if they provide specific items that meet the goals and needs of the City Springs District. This includes:

- Opportunities for home ownership
- Residential affordability
- Public green spaces
- Public art

PP.4 - Consider a property improvement program to provide property owners a means to pursue aesthetic and outdoor amenity enhancements and improve the overall look and experience within the City Springs District. Evaluate opportunities to support such private sector reinvestment through waivers, grants, low-interest loans, and/or tax incentives.

Facade Improvement Programs

Facade Improvement Programs provide funding to commercial and mixed-use property owners and tenants of property to renovate, restore, or redesign the facades on their buildings. This program improves the appearance of commercial and mixed-use buildings by modernizing and enhancing the facades which, in turn, improves the overall streetscape. When successfully implemented in downtown settings, Facade Improvement Programs provide more pleasing environments, a more enjoyable walking experience for visitors, increase lease rates, and generate more tax revenue.

While one-time lump-sum grants are the most common form of the program, low interest loans, tax credits, and design assistance can also be integrated to incentivize owners and tenants to improve the look of their building’s exteriors.

Urban Placemaking Programs

Public spaces are where residents, shoppers, and workers of the City Springs District interact daily, and they need to serve the growing population of the area.

Placemaking is the creation of places and building communities that have a unique identity. It can include urban design, active programming, landscaping, art, and other items. Urban Placemaking

Programs are designed to promote and incentivize privately owned public spaces. Property owners and private developers may not include placemaking enhancements to spaces in their plans as there may be significant upfront costs to construction as well as ongoing upkeep costs upon delivery of the development. These programs are not implemented as often as Facade Improvement Programs since they can be more difficult to define and negotiate.

A successful Urban Placemaking Program requires planning tools approved by council to assist in achieving the objectives of social vibrancy, beautification, connectivity, and the creation of memorable places.



PP.5 - Expand established branding and wayfinding for the City Springs campus to the broader District.

As a result of this initiative, wayfinding signage currently found in the City Springs campus would ultimately be found across the study area along pedestrian pathways and vehicle right-of-way to point to landmarks and public facilities to extend the identity of City Springs beyond the campus grounds.

PP.6 - Establish City Springs Design Guidelines for developers and architects to abide by, guiding cohesive design throughout the District.

To ensure intentional, quality design, the City will create Design Guidelines to supplement the City’s Development Code in regulating design, materials, landscape elements, and aesthetics to maintain a degree of continuity and consistency among developments in the City Springs District. Such standards will also aid in the implementation of a Property Improvement Program (PP.4).

PP.7 - Expand and implement park improvements and encourage future pedestrian connections to Allen Road Park.

Allen Road Park, just outside of the study area, plays an important role to those who live and work nearby. The City will expand the park into adjacent City-owned parcels and work to make improvements to the park to continue leveraging it as an asset to the District.



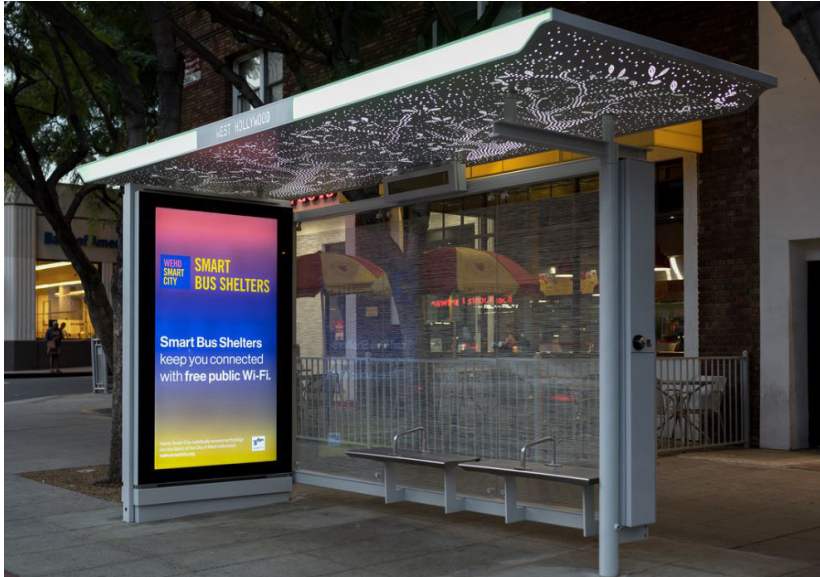
PP.8 - Continue to partner with MARTA for expanded and enhanced transit service.

MARTA currently provides transit access within a walkable distance across the District and has plans to provide bus rapid transit (BRT) service along I-285. The City should explore local circulation within the City Springs District to connect people to and from the new BRT station and the greater City Springs District. This policy will encourage continued coordination to address future transit needs.



PP.9 - Continue to partner with MARTA for additional investment in existing and new transit facilities (i.e. additional bus shelters, benches, etc.).

This policy will enact continued coordination for the addition of bus shelters, upgrades to existing bus shelters, benches, and other bus stop amenities.



PP.12 - Construct a new facility to house the Anne Frank in the World Exhibit, Georgia Holocaust Memorial, and other programming at 6110 Blue Stone Road.

City Council approved a facility to house the Anne Frank in the World Exhibit, the Georgia Holocaust Memorial, and associated programming and office space. The City will also consider other programming needs for the facility. This facility will be a prominent structure along Blue Stone Road and context-sensitive design will be incorporated to reinforce the City Springs vision.

PP.13 - Consider additional opportunities for park network expansion by partnering with property owners and developers and pursuing strategic land acquisition where appropriate.

While the City actively incentivizes developers to provide privately-owned public open space, the City will continue to identify potential land that may be suitable for park space in order to provide expanded park access across the City Springs District.

PP.15 - Conduct feasibility analysis for a regional stormwater management strategy.

Redevelopment of properties will present an opportunity to handle stormwater management in a more sustainable, regional manner, as opposed to the current parcel-by-parcel method. A regional system will also create opportunities for complementary park spaces. The planning team has identified potential locations, as identified in Appendix D, which should be further analyzed for feasibility and partnership opportunities.



Parking Strategy

As the District grows, transit access and pedestrian connectivity are planned to become more prominent methods of navigating City Springs, however parking will still be a vital aspect in new developments. The Master Plan's parking strategy will devise additional policies that remove parking as a barrier to redevelopment while ensuring that the City's broader transportation initiatives are not compromised by an overabundance or mismanagement of parking.

PP.14 -Consider elements of this plan's parking strategy during the development approval process to accommodate district growth and future demand for public parking.

Pursue additional study on opportunities for shared parking to identify potential locations and management methods in addition to an event parking study to support growth of events at the City Springs campus.

- Work with property owners within and near the district to identify additional options for event-overflow parking in the near- and mid-term before redevelopment establishes a more permanent shared parking ecosystem.
- Study options for shuttling and other first- and last-mile connections for any overflow parking that is farther than walking distance.

Consider the following supplements to the City code to regulate private parking and support private development:

- Site plan condition submission through parking management plans, detailing how developers and property managers plan to meet parking requirements.
- Include payments from the developer to fund curbside parking management signs and equipment or require the developer to install needed equipment.

- As development occurs and parking demand rises, monitor parking demand in adjacent residential neighborhoods to determine if new on-street parking management policies or programs are warranted.

Building Height Policy

Through the public engagement process, the planning team heard that City Springs users currently like how the District feels and would like to maintain its character. While the previous plan recommends building heights up to eight stories, this plan is recommending a maximum of six stories. The proposed height tier boundaries on this map are drawn to respect the character of surrounding properties while supporting height needed for City Springs to reach critical mass in terms of population and employment over the next 10 years.

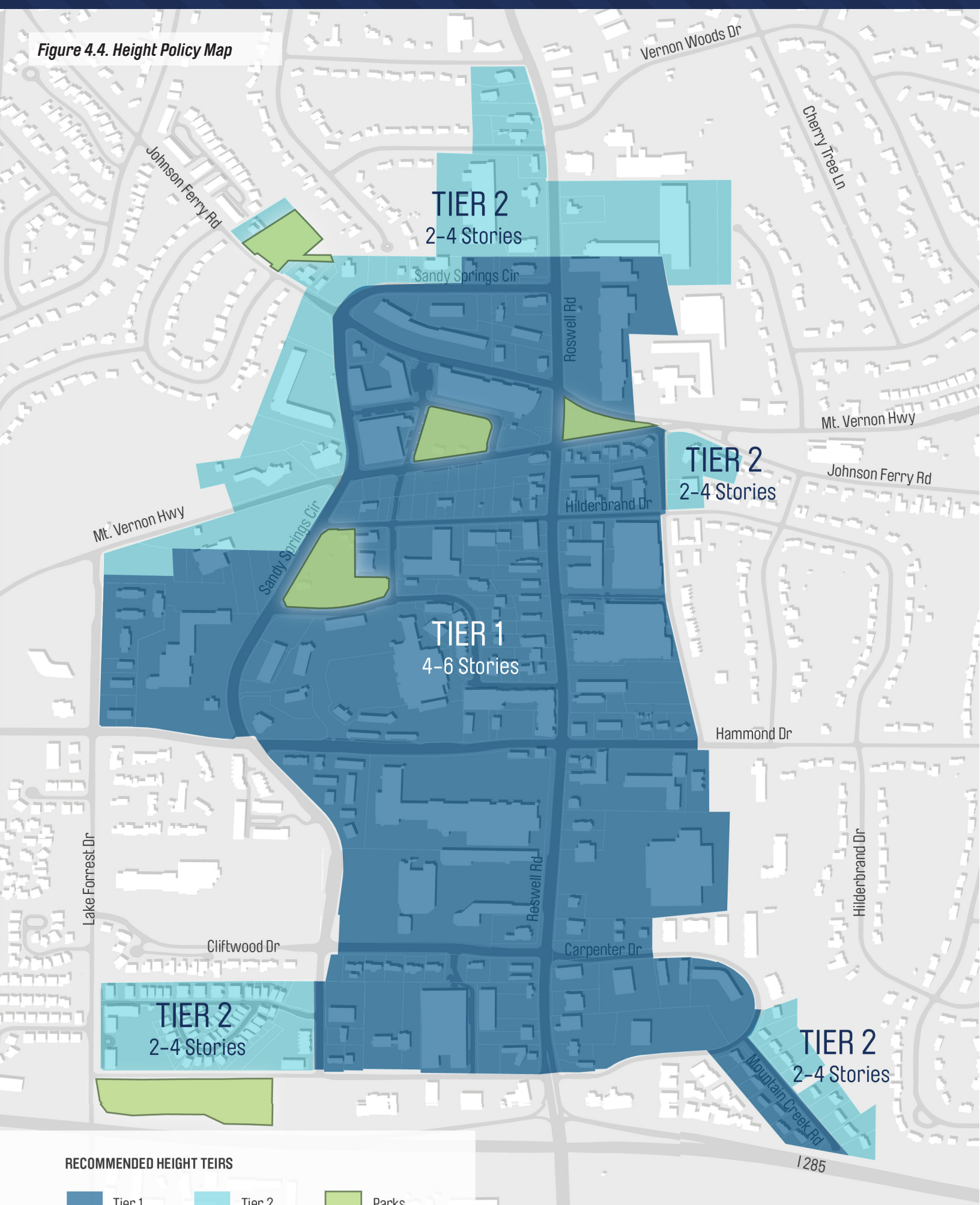
PP.10 - To support the vision for future redevelopment, consider changes to existing zoning to reflect options for 4 to 6 stories in Tier 1 areas of the City Springs District core.

PP.11 - To support the vision for future redevelopment, consider changes to existing zoning to reflect options for 2 to 4 stories in Tier 2 areas of the City Springs District. These areas provide a gradual height transition from City Springs

District core to surrounding protected neighborhoods.

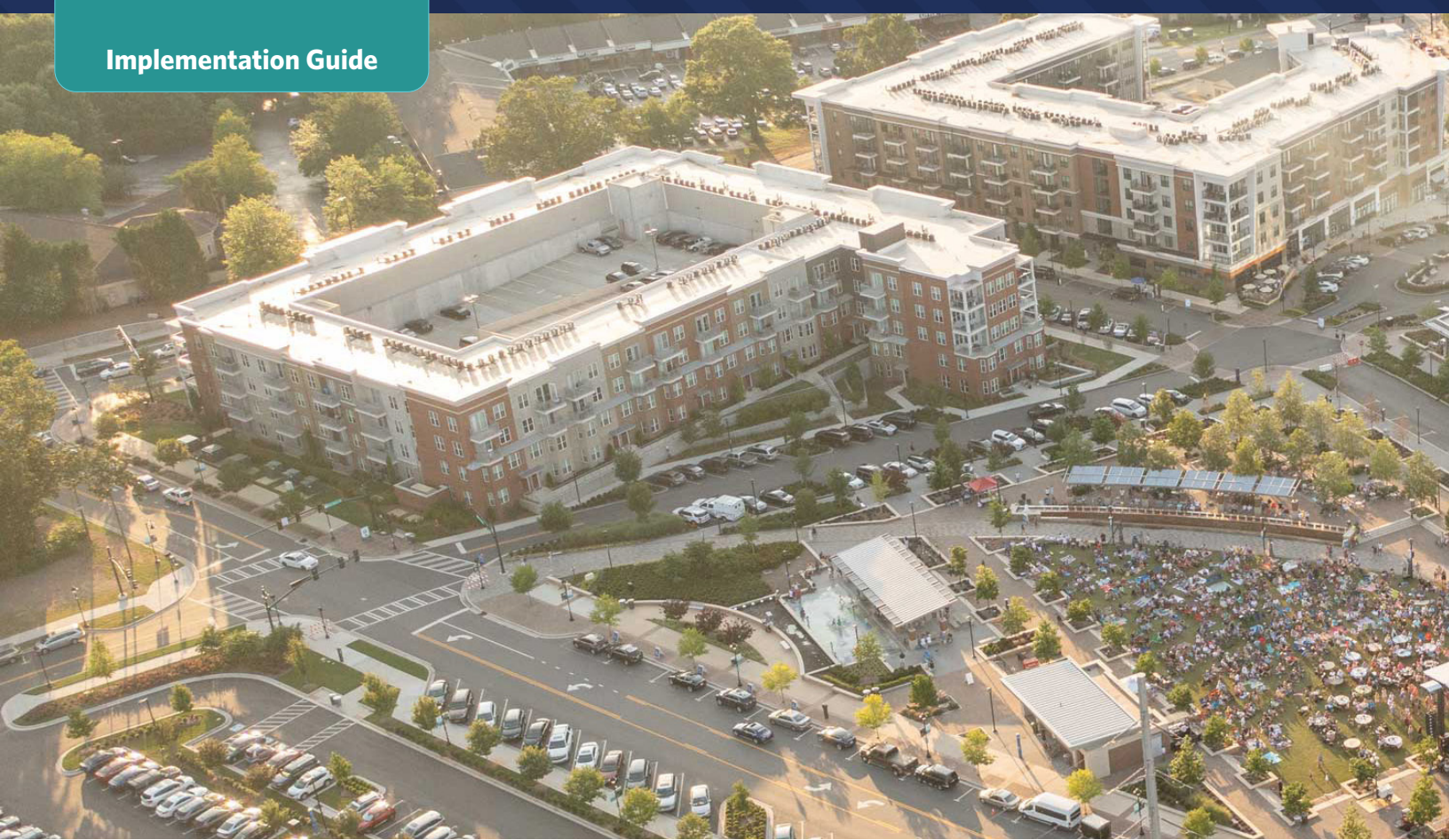
PP.16 - Review and consider alternatives to the steel and concrete construction requirement to mitigate impact on private development due to increased construction cost.

Figure 4.4. Height Policy Map



RECOMMENDED HEIGHT TIERS

- Tier 1
- Tier 2
- Parks



REDEVELOPMENT & INVESTMENT

Over the next decade and beyond, some of the most noticeable transformations to the City Springs District will likely be development and its transition from auto-centric building footprints to a true walkable city center. This would not be possible without the cooperation of private developers. Ultimately, redevelopment and infill opportunities will become mutually beneficial to both property owners and the future of City Springs.

In recent years, various properties in the City Springs District have

experienced redevelopment and rehabilitation, gradually contributing to a new sense of vibrancy and identity. This section provides guidance for future reinvestment into select Opportunity Sites, shown in blue in Figure 4.5 on page 102. While recognizing that new businesses and development projects will also occur beyond the identified Opportunity Sites, targeting these sites will provide City leadership with attainable development aspirations that, if realized, would also spark similar

development patterns on adjacent properties. During the planning process, property owners and representatives were notified of this initiative and engaged in conversations about what potential partnerships or sale of their land could look like. The Opportunity Sites were selected by considering the following criteria:



1. Proximity to City Hall & City Green

Concentrating new development in proximity to the current City Springs campus will leverage its success and cluster new retail and businesses to promote a viable downtown.

2. High Land Value

Now is the time to consider redevelopment options for older properties with property values at or likely to exceed the value of buildings on those sites.

3. Limited Renovations

Properties that have received a lower level of maintenance were also analyzed and may serve as an opportunity for redevelopment to better integrate into the transforming urban fabric of the City Springs District.

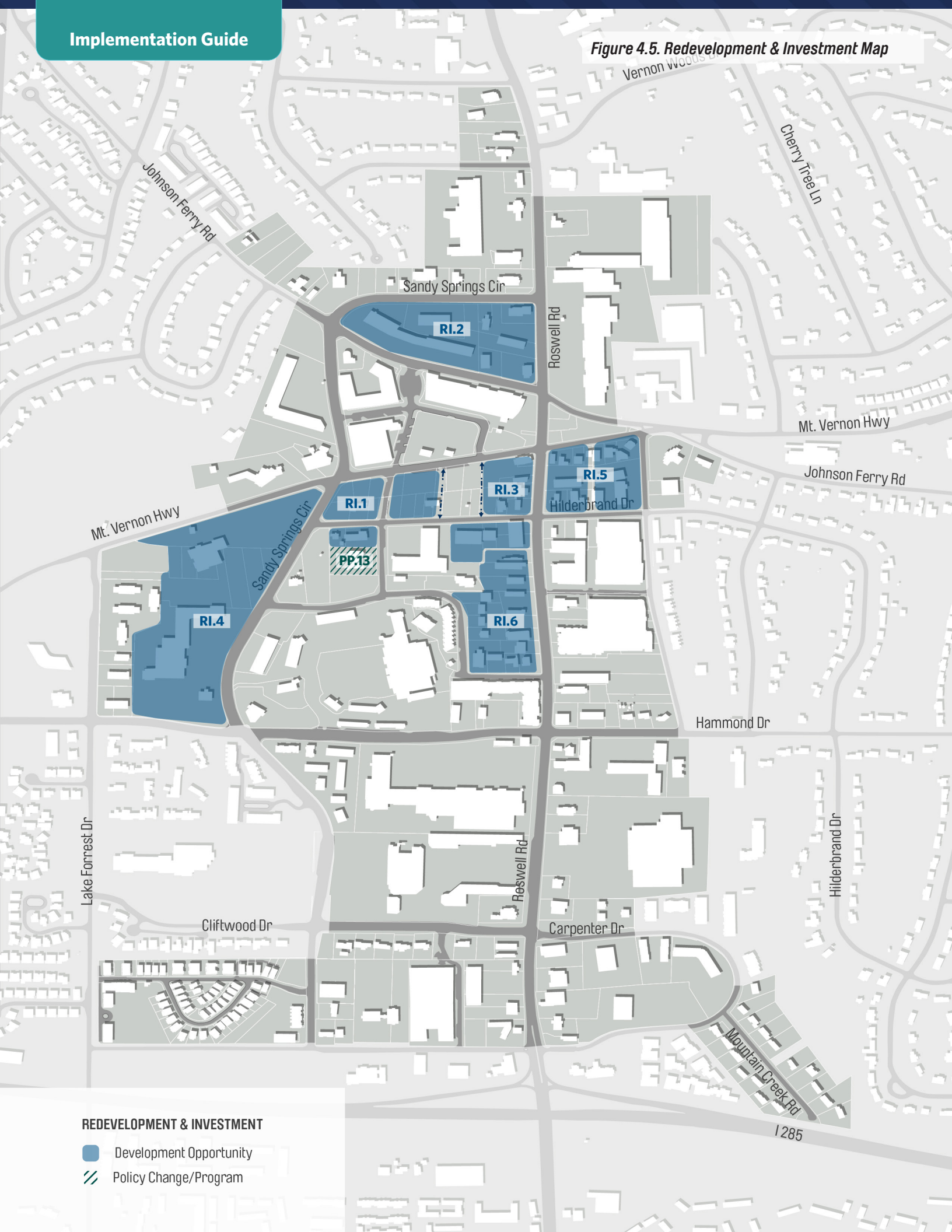
4. Large Surface Parking Lots

Surface parking can take up a substantial amount of developable land that may be better served by additional buildings, open space, and structured parking.

5. Low Floor Area Ratio

Floor Area Ratio (FAR) measures a building's total floor area (including all stories) in relation to the size of the overall lot. Currently, many properties in the District have a low FAR, which means there is less overall built area in proportion to the land it sits on. Increasing this ratio creates more human-centric spaces.

Figure 4.5. Redevelopment & Investment Map



REDEVELOPMENT & INVESTMENT

- Development Opportunity
- Policy Change/Program

Opportunity Sites

While there are many ways to develop these Opportunity Sites, one way to help expedite the process of turning over properties includes Public-private partnerships (PPPs). These partnerships are a form of alliance between government entities and private developers to achieve a common goal. These partnerships may also include other actors such as non-profit associations, non-governmental institutions, and intermediary groups. Citizens and neighborhood groups are also important stakeholders within the process.

Development PPPs have the power to transform

dated or underused sites within a community and are often proactively formed to achieve key public objectives such as downtown revitalization, transit-oriented development, or affordable housing.

These partnerships can be formed by municipalities that have public land for inclusion within a project, or municipalities that wish to repurpose surplus public facilities for private use. These agreements may also be initiated when a developer is unable to undertake a project without assistance from a host municipality. Developers may require assistance from municipalities with

navigating site assembly, overly restrictive zoning, remediation, and public facilities.

However development takes shape, proactive recruitment of developers and investors who may have interest in City Springs, may boost chances for redevelopment in the mid- to long-term. Reaching out to potential partners while exhibiting the vision and opportunity is an act of pre-marketing that will benefit City Springs, and ensure that it is on the radar of the development and investment community.

RI.1 - Facilitate parcel assembly and redevelopment of City-owned properties at Hilderbrand Drive at Blue Stone Road.

The City of Sandy Springs conducted a Highest and Best Use Study for the City-owned parcels at Blue Stone Road and Hilderbrand Drive to target redevelopment to achieve the following goals, which coincide with the strategies and initiatives of the City Springs Master Plan:



Promote Community Interaction

- Provide street & terrace level “destination” retail & dining spaces
- Establish civic spaces for outdoor gathering

Expand Green Space

- Link City Green & Heritage Green via Blue Stone Corridor
- Food truck/farmer’s market retail

Invite Spontaneous Fun

- Make space for interactive outdoor art

Nurture Unique Local Identity

- Improve pedestrian connections to the facility at 6110 Blue Stone Road

Make it Walkable

- Pedestrian Focused Live/Work/Play Development
- Mitigate vehicular traffic



Figure 4.6. City-Owned Property Concept Plan

Proposed Conceptual Development Mix

- | | | |
|--|--|---|
| <p>A Hotel Keys: 120
Residential Units: 65
Restaurant/Retail: ~11,400 Gross Square Feet
Parking Deck Spaces: 325*</p> | <p>B Residential Units: 45
Office: ~56,000 Gross Square Feet
Restaurant/Retail: ~11,000 Gross Square Feet
Parking Deck Spaces: 345*</p> | <p>C Residential Units: 39
Restaurant: ~4,600 Gross Square Feet
Parking Deck Spaces: 80*</p> |
|--|--|---|

* Future public parking would be facilitated in partnership with private redevelopment.



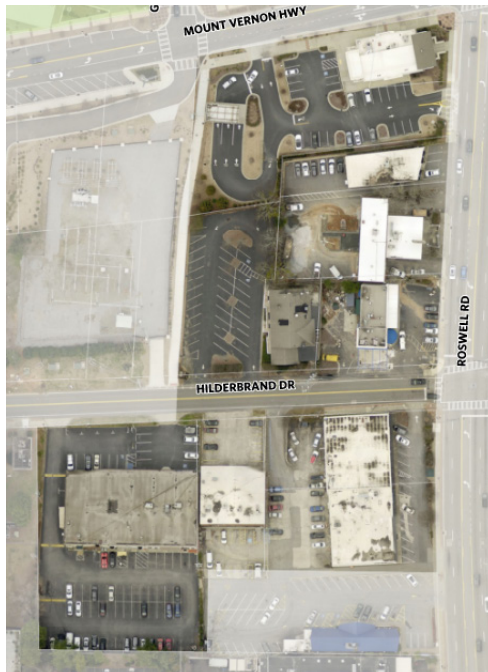
Figure 4.7. City-Owned Property Concept Rendering

The following privately-owned sites differ from RI.1 in that the City does not have direct stake in the redevelopment that occurs. Facilitated redevelopment of the following sites should occur to the extent possible on a case by case basis.

RI.2 - Facilitate parcel assembly and redevelopment of properties within the Sandy Springs Circle, Johnson Ferry Road, and Roswell Road block.



RI.3 - Facilitate parcel assembly and redevelopment of properties along Roswell Road at Mount Vernon Highway.



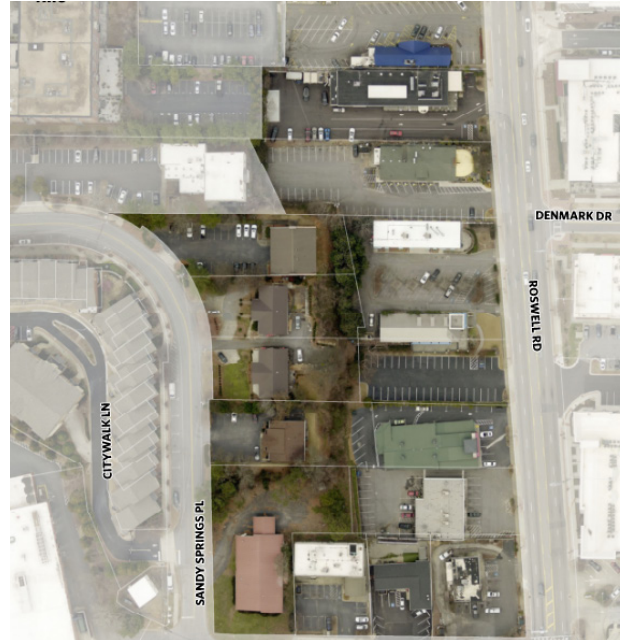
RI.4 - Facilitate redevelopment of properties along Sandy Springs Circle between Mount Vernon Highway and Hammond Drive.



RI.5 - Facilitate parcel assembly and redevelopment of properties along Hilderband Drive between Roswell Road and Boylston Drive.



RI.6 - Facilitate parcel assembly and redevelopment of properties at Roswell Road and Sandy Springs Place.



RI.7 - Conduct in-depth financial feasibility studies to evaluate constructability and implementation potential on each Opportunity Site.

An in-depth understanding of the financial feasibility of potential development on the sites listed above will help to guide the City in regulating height and use within the City Springs core. Market-supported uses are listed on the next page, and should be considered when developing this study.

Market-Supported Use Recommendations

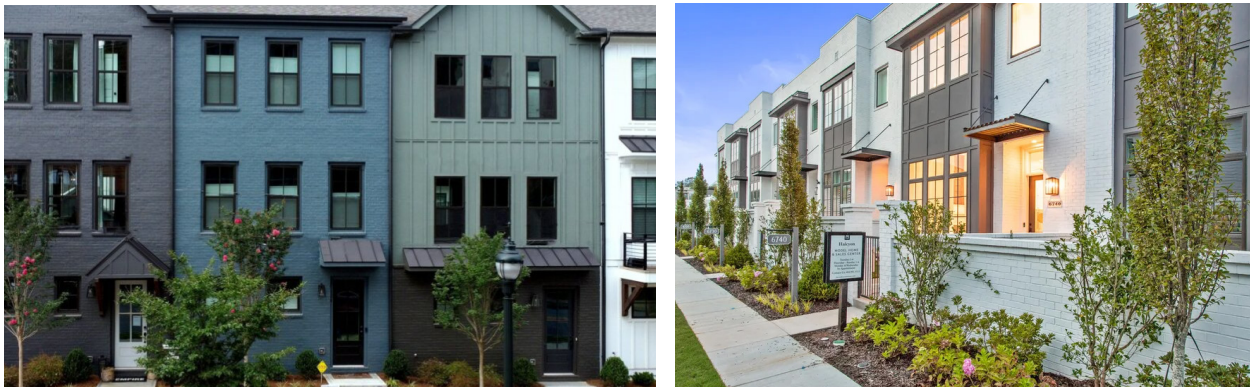
Redevelopment can take on many forms and, in the context of the future of City Springs, should provide a wide array of development formats to make the District unique and inviting. The following suggestions support this plan's principles by promoting new housing options to support future growth, expanding art and culture in Sandy Springs, targeting prospective residents of diverse backgrounds, and enhancing overall quality of life.

RI.8 - To support the development vision, consider amending zoning requirements to incorporate mix of uses within CS-zoned developments.

The current Development Code does not require a mix of uses within new development. The City should continue discussions around potential requirements and their feasibility to continue incorporating mixed-use elements within the City Springs District.

RI.9 - Explore incentives and other tools to provide new space opportunities for and to strategically recruit targeted sectors of retail identified by stakeholders through the public engagement process and by the Market Analysis as suitable for the District.

As a step towards implementation, the City will take active steps to recruit retail options as identified in this plan to ensure vibrancy and diversity throughout the District.



Townhomes Fronting Pedestrian-Oriented Pathways

This 2-4 story single-unit attached housing option will provide a respectful transition to the adjacent single-family neighborhoods. Accessibility to pathways would promote walkability within the City Springs District. During this planning process, members of the community expressed interest in opportunities for homeownership, and townhomes are a desirable option to be included in redevelopment plans.



Mid-Rise Condos/Apartments

New amenities, such as restaurants and retail, are highly unlikely in the District without gaining the critical mass to support new, local businesses. Well-designed apartment buildings and privately-owned condos (4-6 stories) should fill in the housing gaps needed to support future development as identified in the Market Analysis (Appendix E).



Destination Restaurants

City Springs is currently home to many popular food options, and the District is ripe for new-to-market restaurants, especially independent products, that new residents and visitors alike can enjoy.



Brewery Cluster

Breweries offer an inviting experience and attract visitors and patrons to spend their time at surrounding local businesses when in walking distance. Breweries may be single-story structures or part of a 4-6 story mixed-use building.



Mixed-Use Office, Services, Food & Beverage

Locating new office around other services and food and beverage options and other amenities has the potential to draw tenants into the District.



Artist Studio & Co-working Spaces

As art continues to be a priority for the City, locating art studios near the City's core will leverage talent and attract new residents to enjoy a newly established art culture. On the same note, as the need for co-working space increases, they are best located near the City Springs District's amenities to draw from anticipated critical mass. These would also blend into mixed-use 4-6 story buildings.



Active Adult Living & Medical/Wellness Cluster

With Medical Center nearby, the City has an opportunity to leverage proximity to other medical offices or wellness-related uses by incorporating it into the City Springs District. To truly instill City Springs as a mixed-generation District, the City can promote active adult living for those looking to downsize and live near amenities. Such uses would be built from 4-6 stories.



A Boutique Hotel Unique to Sandy Springs

Additional established amenities will promote the District for a hotel development that would serve local events, and leverage critical mass established within the City Springs District. The Performing Arts Center and nearby restaurants will also create synergy with the hotel.

PUBLIC REALM IMPROVEMENTS

Enhancements to the public realm, including parks, pedestrian and bicycle infrastructure, and street network will gradually occur over time to complement the growth that the District is projected to experience. Some of the recommendations included in this comprehensive list are public investments that the City will target, however many of them are action items that will be undertaken by private development, with some dedicated to the City.

Public realm improvements are organized by type: Streetscape Enhancements, Multi-modal Enhancements, and Reinforcing a Sense of Place.

Streetscape Enhancements

The composition of a street including the travel lanes, sidewalks, and amenities make up the streetscape. Streetscape update recommendations focus on enhancing the pedestrian and bicycle experience throughout the study area, with features like lighting, sidewalk buffers, and street trees to create a more walkable environment.

Parallel to Roswell Road, Blue Stone Road provides an alternative north-south route within City Springs' core and leads right to City Hall and the City Green. The street experience will create a space conducive to additional shop fronts

and restaurants, creating a true main street character continuing south of Mount. Vernon Highway. Similarly, Hilderbrand Drive serves as an opportunity for a secondary main street with similar businesses and amenities, expanding the City Springs core southward. As properties are redeveloped, the new streetscapes will feature green infrastructure such as bioswales lining the streets to address pollutants in stormwater runoff. PRI.3 and PRI.4 reflect projects to address needed improvements, and are discussed on pages 114 and 116, respectively.

Bioswales

Bioswales are sustainable landscape features that filter stormwater runoff as it moves downstream and protects our local water sources from pollutants. These may be especially useful as much of the City Springs District lies on a topographic slope.

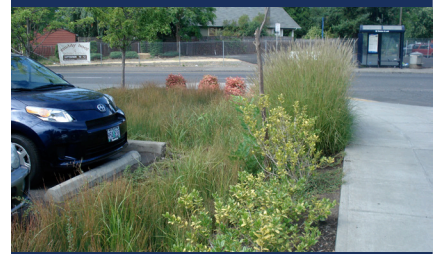
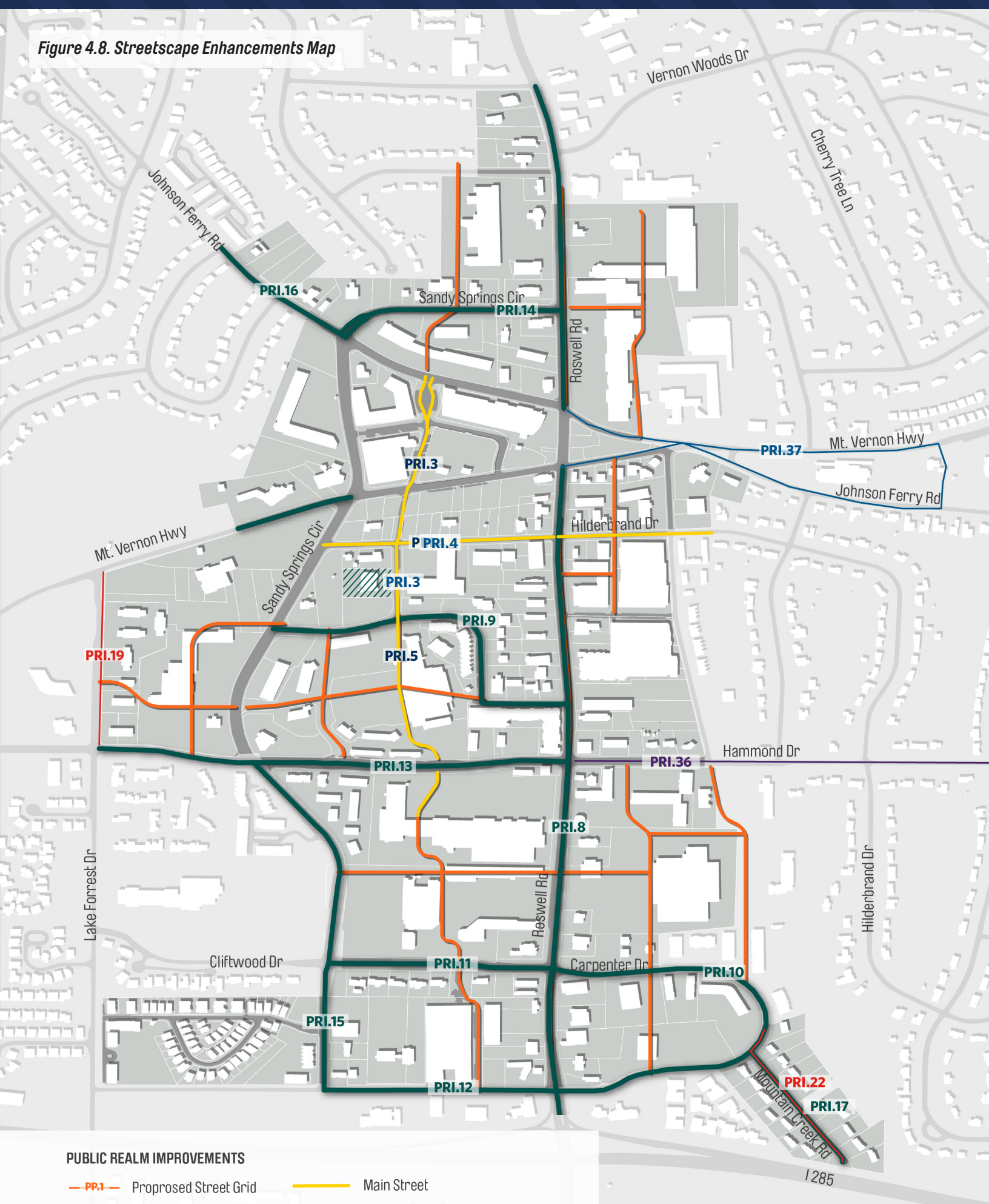


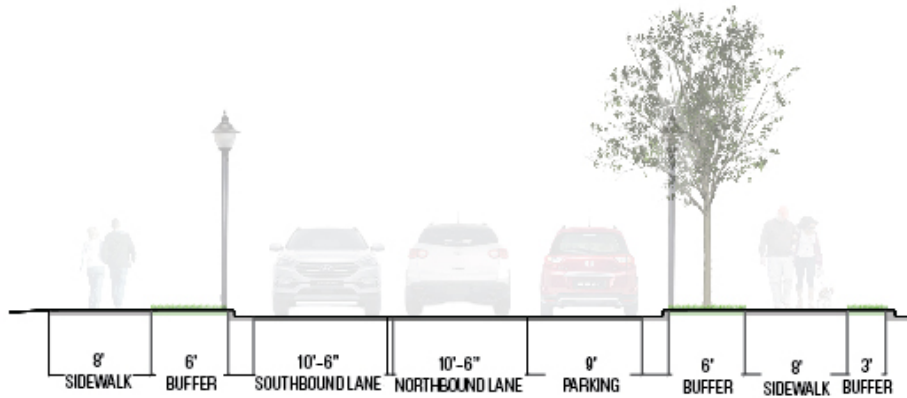
Figure 4.8. Streetscape Enhancements Map



PUBLIC REALM IMPROVEMENTS

- **PP.1** Proposed Street Grid
- Streetscape Improvement
- Sidewalk
- Main Street
- Road Widening (Underway)
- Road Improvements (Underway)

PRI.3 - Activate Blue Stone Road as a main street by incorporating green infrastructure in the streetscape to address water quality, attracting development that brings a new sense of vibrancy and pedestrian activity to the street, and accommodates low vehicular speeds.



Existing Blue Stone Road Cross Section

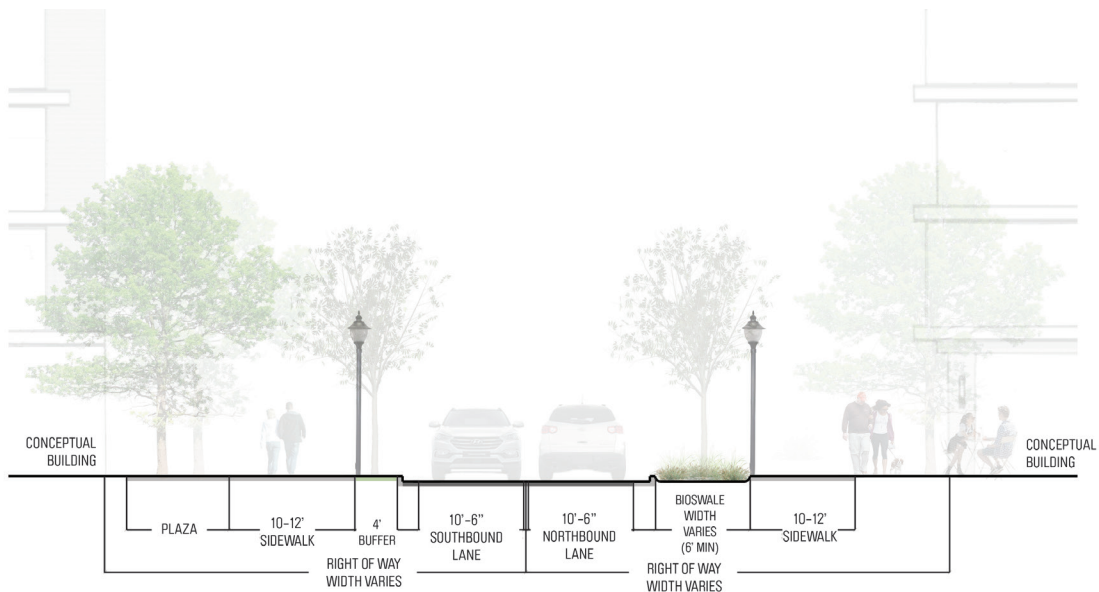


Figure 4.9. Proposed Blue Stone Road Cross Section



Figure 4.10. Proposed Blue Stone Streetscape Road Plan View



PRI.4 - Activate Hilderbrand Drive as a main street by incorporating green infrastructure in the streetscape to address water quality, attracting development that brings a new sense of vibrancy and pedestrian activity to the street, and accommodates low vehicular speeds.

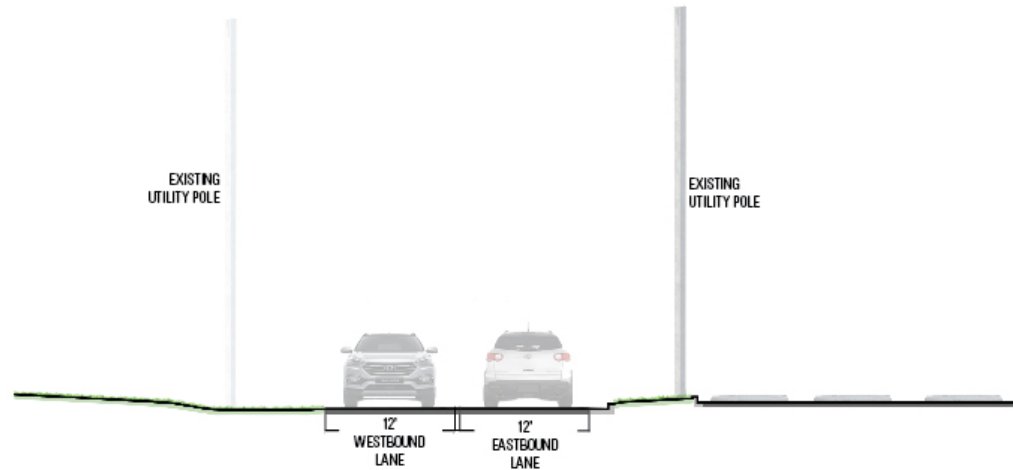


Figure 4.11. Existing Hilderbrand Drive Cross Section

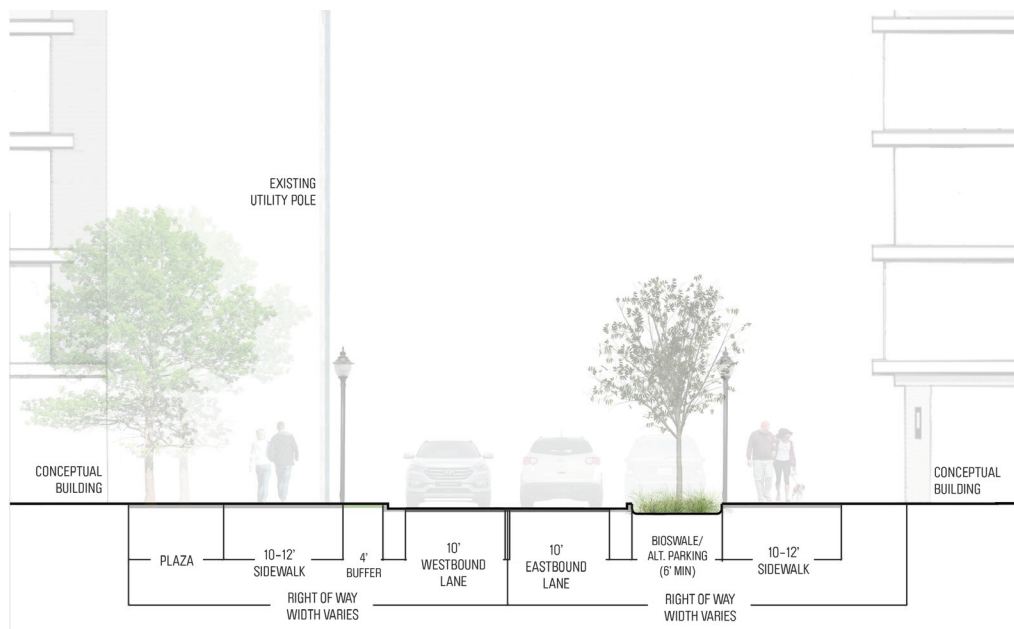


Figure 4.12. Proposed Hilderbrand Drive Cross Section



Figure 4.13. Proposed Hilderbrand Drive Streetscape Plan View



Figure 4.14. Proposed Hilderbrand Drive Streetscape Rendering

Other Incremental Streetscape Improvements

The City should consider partnering with private developers on additional connections across the District when the opportunity arises. PRI.5 below is a long-term priority for the City to monitor.

PRI.5 - *Extend Blue Stone Road south of Sandy Springs Place to Hammond Drive, should redevelopment occur, continuing the main street concept to the south.*

In accordance with the Sandy Springs Technical manual created in 2017 referenced by Policy PP.1, the following includes remaining recommendations regarding streetscape enhancements.

All streetscape enhancements will promote a walkable environment, especially as new development comes online. The following streets have been identified for needed improvements with accordance to the Technical Manual.

PRI.8 - *Roswell Road*

PRI.9 - *Sandy Springs Place*

PRI.10 - *Carpenter Drive*

PRI.11 - *Cliftwood Drive*

PRI.12 - *Allen Road*

PRI.13 - *Hammond Drive*

PRI.14 - *Sandy Springs Circle (Johnson Ferry Road to Roswell Road)*

PRI.15 - *Sandy Springs Circle (Hammond Drive to Allen Road)*

PRI.16 - *Johnson Ferry Road*

PRI.17 - *Mountain Creek Road*

Sidewalks

Sidewalk gaps under consideration in the short term are as follows:

PRI.19 - *Construct sidewalks along Lake Forrest Drive from Mount Vernon Highway to Hammond Drive.*

PRI.22 - *Prioritize sidewalk connections along Carpenter Drive and Mountain Creek Road with any potential redevelopment.*

Capital Improvements Currently Underway

PRI.36 - Widen Hammond Drive east of Roswell Road.

This improvement has been identified to address higher traffic volumes and to mitigate traffic congestion. This is funded by the 2016 and 2021 Transportation Special Purpose Local Option Sales Tax (TSPLOST).

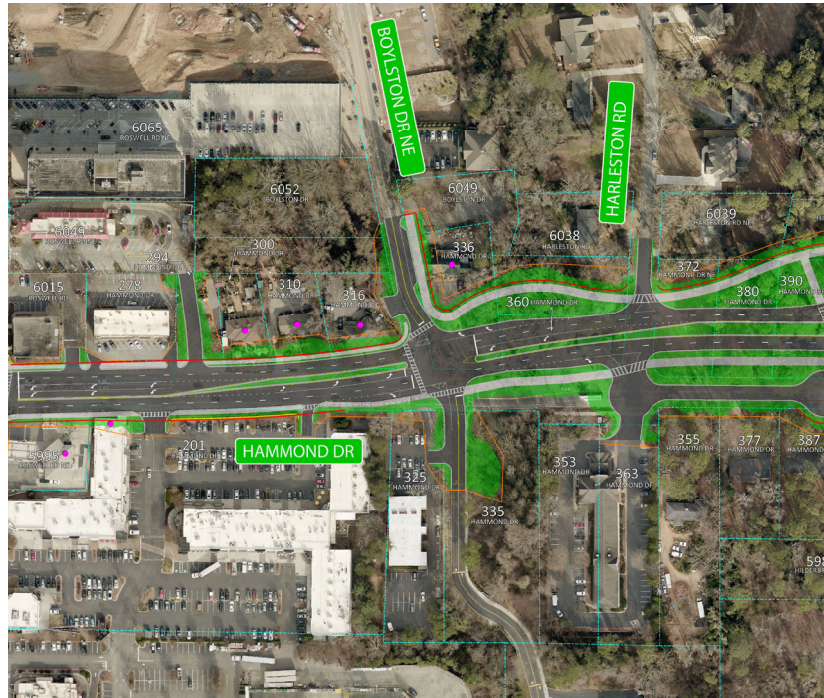


Figure 4.15. Hammond Road Widening (TSPLOST)

PRI.37 - Complete Mount Vernon Highway/Johnson Ferry Rd Intersection Redesign.

This improvement was selected to improve vehicular and pedestrian mobility and to reduce congestion in the City Springs District. This is funded by the 2016 TSPLOST.



Figure 4.16. Mt. Vernon Hwy/Johnson Ferry Rd Intersection Redesign (TSPLOST)

Multi-Modal Enhancements

The City of Sandy Springs has prioritized mobility projects city-wide, in an effort to make Sandy Springs' streets more walkable and bikeable. The recommendations below outline additional improvements to be made in the City Springs District beyond existing streets to improve mobility for visitors and residents alike.



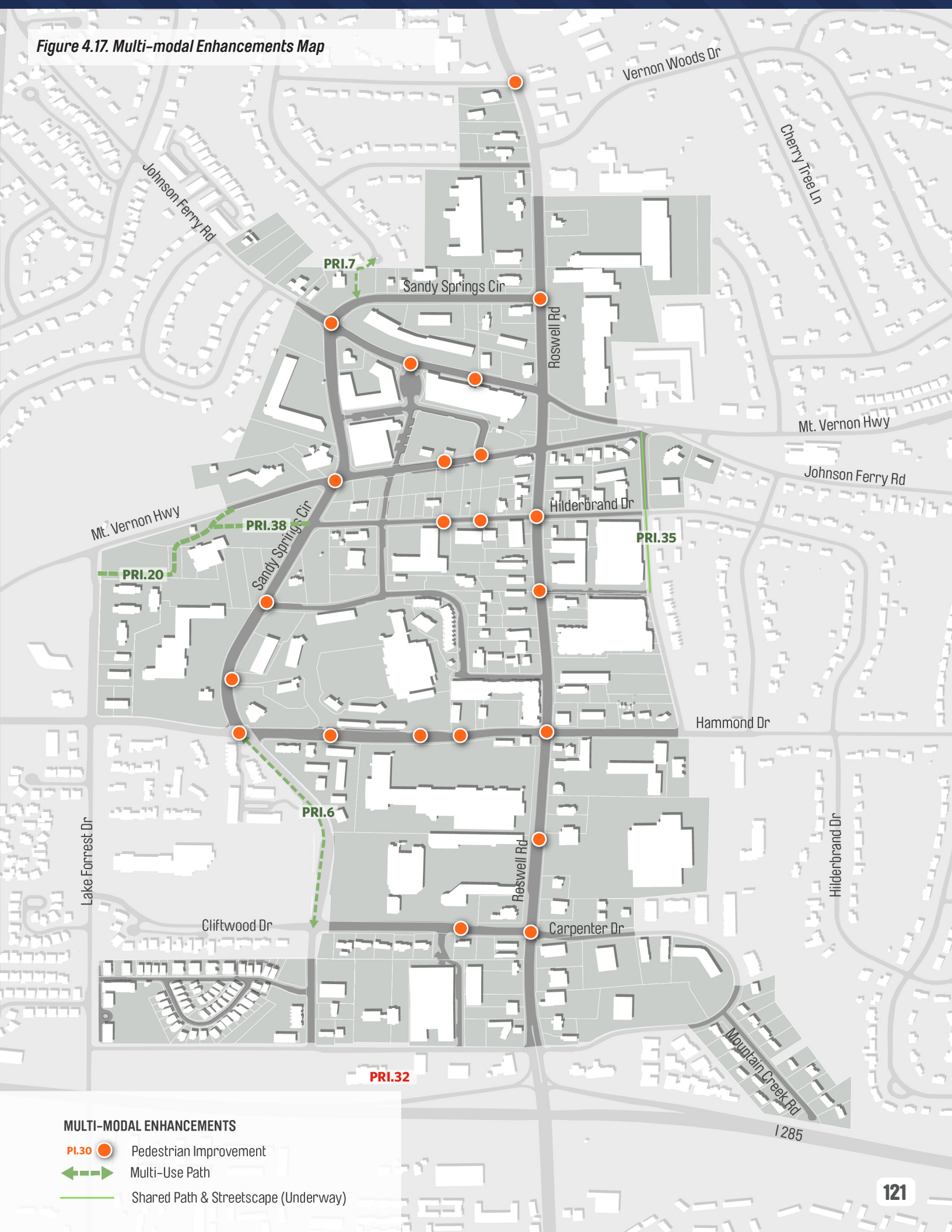
PRI.20 - Partner with private developers to create a pedestrian connection around Arlington Cemetery to form safe pedestrian connection along Mount Vernon Highway.

PRI.38 - Partner with private developers to create continued east-west pedestrian connection from Hilderband Drive to the west.






PRI.30 - Enhance pedestrian crossings across the City Springs District to encourage greater pedestrian connectivity and safety where new intersections may form as the street network continues to form over time.

Figure 4.17. Multi-modal Enhancements Map



MULTI-MODAL ENHANCEMENTS

- PI.30**  Pedestrian Improvement
-  Multi-Use Path
-  Shared Path & Streetscape (Underway)

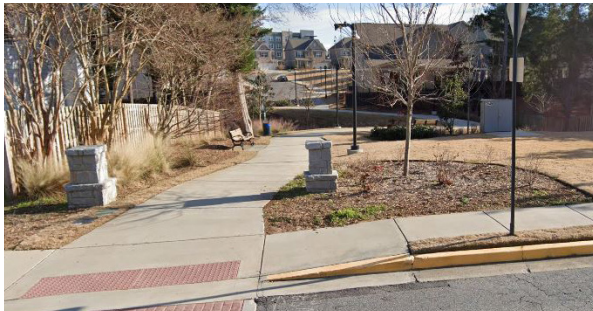


Existing Sandy Springs Circle multi-use path



Existing Sandy Springs Circle multi-use path

PRI.6 - *Extend the multi-use path to connect Hammond Drive to Cliftwood Drive to provide greater connectivity to Allen Road Park.*



Example neighborhood connection



Example neighborhood connection

PRI.7 - *Consider connecting N Hampton Drive to Sandy Springs Circle with a multi-use path.*

PRI.35 - *Complete Boylston Drive multi-use path.*



Existing Boylston Drive multi-use path

PRI.32 - Continue MARTA coordination to thoughtfully integrate the future I-285 Bus Rapid Transit (BRT) Station.

MARTA is planning BRT service along the Top End I-285 Express Lanes which will provide additional transit options for regional trips to and from the City Springs District. The location of the station is to be determined.



Reinforcing Sense of Place

The City of Sandy Springs has made strides in creating a sense of place and destinations around the City Springs campus. Additional placemaking opportunities can be achieved by implementing the following:

PRI.1 - Establish an art walk east and west of the Georgia Power substation from Mount Vernon Highway to Hilderbrand Drive.

One shared use path has already been constructed on the east side of the Georgia Power Substation that creates an opportunity for a more interesting walk between Mount Vernon Highway and Hilderbrand Drive in the near term.

PRI.2 - Implement an experiential, mixed media art district/art walk to provide immersive pedestrian experiences for all City Springs users.

Sandy Springs' commitment to the arts has been evident through its programs, the construction of the Performing Arts Center, and public art installations throughout the City. This idea proposes expanded incorporation of art within the District for all to enjoy and to reinforce a sense of place in the long term.



Figure 4.18. Placemaking Projects Map



PLACEMAKING PROJECTS

- Environmental Park Recommendation
- Existing Parks
- Gateway Improvements
- Art Walk/Art Walk Zone
- Main Street



PRI.31 - Consider opportunities to partner with private developers/property owners to implement an environmental park that expands City Springs' park network and serves as a shared stormwater facility for adjacent future development.

The successful implementation of Marsh Creek Rain Garden Park begs the question: where else can an environmentally-friendly retreat be incorporated within the study area? A similar facility would serve the District well as new development creates additional demand for stormwater management and to increase quality of life through accessible green space.

Gateway Improvements

Various improvements to intersections throughout the City Springs District have been completed recently to include elements such as consistent brick pavers and pedestrian lighting. This plan recommends continued improvements around the district to establish gateways into the City Springs District that signal arrival and define a sense of place through gateway signage, thematic art, lighting, and landscaping at the following locations:



PRI.23 - Intersection of Johnson Ferry Road and Sandy Springs Circle

PRI.24 - Intersection of Mount Vernon Highway and Sandy Springs Circle

PRI.25 - Intersection of Hammond Drive and Sandy Springs Circle

PRI.26 - Intersection of Cromwell Road and Roswell Road

PRI.27 - Intersection of Mount Vernon Highway and Johnson Ferry Road and Boylston Drive

PRI.28 - Intersection of Hammond Drive and Roswell Road

PRI.29 - Intersection of Roswell Road at Allen Road and Carpenter Drive



ACTION PLAN MATRIX

The following matrix organizes all plan recommendations by program or project type and summarizes target planning principles. Timeframes are listed as ongoing, short-term (1-5 Years), mid-term (5-10 years), and long-term (10+ years). This list also indicates organizations, agencies, or City departments responsible for action items.

Table 4-7. Action Plan Matrix

ID	RECOMMENDATIONS	PLANNING PRINCIPLES				TERM	RESPONSIBILITY
		1	2	3	4		
Redevelopment & Investment Recommendations (RI)							
RI.1	Facilitate parcel assembly and redevelopment of City-owned properties at Hilderbrand Drive at Blue Stone Road.		■	■	■	Short-Term	Public-Private Partnership
RI.2	Engage in proactive recruitment of investors and developers and facilitate parcel assembly and redevelopment of properties within the Sandy Springs Circle, Johnson Ferry Road, and Roswell Road block.		■	■	■	Mid-Term	Private Sector/Public-Private Partnership
RI.3	Engage in proactive recruitment of investors and developers and facilitate parcel assembly and redevelopment of properties along Roswell Road at Mount Vernon Highway.		■	■	■	Mid-Term	Private Sector
RI.4	Engage in proactive recruitment of investors and developers and facilitate redevelopment of properties along Sandy Springs Circle between Mt. Vernon Highway and Hammond Drive.		■	■	■	Church Property- Short-Term; Others - Mid-term	Private Sector
RI.5	Engage in proactive recruitment of investors and developers and facilitate parcel assembly and redevelopment of properties along Hilderband Drive between Roswell Road and Boylston Drive.		■	■	■	Mid-Term	Private Sector

Planning Principles

1. Leverage existing and new infrastructure opportunities to promote safe, multi-modal connectivity.
2. Reinforce a sense of place and community identity by expanding a network of neighborhoods and outdoor spaces to encourage activity, interaction, and gathering.
3. Invigorate the District’s built environment by encouraging high quality development and implementing pedestrian scale urban design practices.
4. Continue to catalyze market-driven private investment and foster a vibrant living, dining, entertainment, and shopping destination.

		PLANNING PRINCIPLES					
ID	RECOMMENDATIONS	1	2	3	4	TERM	RESPONSIBILITY
RI.6	Engage in proactive recruitment of investors and developers and facilitate parcel assembly and redevelopment of properties at Roswell Road and Sandy Springs Place.		■	■	■	Mid-Term	Private Sector
RI.7	Conduct in-depth financial feasibility studies to evaluate constructability and implementation potential on each Opportunity Site.				■	Short-Term	Economic Development
RI.8	To support the market-supported development vision, consider amending zoning requirements to incorporate mix of uses within CS-zoned developments.		■	■	■	Short-Term	Community Development
RI.9	Explore incentives and other tools to provide new space opportunities for and to strategically recruit targeted sectors of retail identified by stakeholders through the public engagement process and by the Market Analysis as suitable for the District.		■	■	■	Short-Term	Economic Development, Community Development
Program & Policy Recommendations (PP)							
PP.1	Continue building out the street grid established in the Sandy Springs Technical Manual (Section 2- Street Framework and Mobility Maps: Typical Sections and Details by Street) as new development or major site changes occur.	■				Ongoing	Public Works, Community Development, Private Sector
PP.2	Evaluate opportunities for the Development Authority to stimulate diverse, high-quality economic development that may enable new homeownership opportunities as part of redevelopment.		■	■	■	Ongoing	Economic Development, Development Authority

Planning Principles

1. Leverage existing and new infrastructure opportunities to promote safe, multi-modal connectivity.
2. Reinforce a sense of place and community identity by expanding a network of neighborhoods and outdoor spaces to encourage activity, interaction, and gathering.
3. Invigorate the District's built environment by encouraging high quality development and implementing pedestrian scale urban design practices.
4. Continue to catalyze market-driven private investment and foster a vibrant living, dining, entertainment, and shopping destination.

ID	RECOMMENDATIONS	PLANNING PRINCIPLES				TERM	RESPONSIBILITY
		1	2	3	4		
PP.3	Consider new zoning tools to encourage redevelopment and other site enhancements by providing mutually beneficial incentives to property owners within redevelopment and rehabilitation projects.	■	■			Short-Term	Community Development, Economic Development
PP.4	Consider a property improvement program to provide property owners a means to pursue aesthetic and outdoor amenity enhancements and improve the overall look and experience within the City Springs District. Evaluate opportunities to support such private sector reinvestment through waivers, grants, low-interest loans, and/or tax incentives.			■		Short-Term	Community Development, Economic Development
PP.5	Expand established branding and wayfinding for the City Springs campus to the broader District.			■		Short-Term	City Facilities Department
PP.6	Establish City Springs Design Guidelines for developers and architects to abide by, guiding cohesive design throughout the District.		■			Short-Term	City Staff, Consultant
PP.7	Expand and implement park improvements and encourage future pedestrian connections to Allen Road Park.	■				Short-Term	Recreation & Parks, Public Works, Consultant
PP.8	Continue to partner with MARTA for expanded and enhanced transit service.	■				Ongoing	Public Works, MARTA
PP.9	Continue to partner with MARTA for additional investment in existing and new transit facilities (i.e. additional bus shelters, benches, etc.).	■				Ongoing	Public Works, MARTA
PP.10	To support the vision for future redevelopment, consider changes to existing zoning to reflect options for 4 to 6 stories in Tier 1 areas of the City Springs District core.		■			Short-Term	Community Development

Planning Principles

1. Leverage existing and new infrastructure opportunities to promote safe, multi-modal connectivity.
2. Reinforce a sense of place and community identity by expanding a network of neighborhoods and outdoor spaces to encourage activity, interaction, and gathering.
3. Invigorate the District’s built environment by encouraging high quality development and implementing pedestrian scale urban design practices.
4. Continue to catalyze market-driven private investment and foster a vibrant living, dining, entertainment, and shopping destination.

		PLANNING PRINCIPLES					
ID	RECOMMENDATIONS	1	2	3	4	TERM	RESPONSIBILITY
PP.11	To support the vision for future redevelopment, consider changes to existing zoning to reflect options for 2 to 4 stories in Tier 2 areas of the City Springs District. These areas provide a gradual height transition from City Springs District core to surrounding protected neighborhoods.		■			Short-Term	Community Development
PP.12	Construct a new facility to house the Anne Frank in the World Exhibit, Georgia Holocaust Memorial, and other programming at 6110 Blue Stone Road.		■	■		Short-Term	City Facilities Department
PP.13	Consider additional opportunities for park network expansion by partnering with property owners and developers and pursuing strategic land acquisition where appropriate.		■			Ongoing	Recreation & Parks, Community Development, Private Sector, Consultant
PP.14	Consider elements of this plan's parking strategy during the development approval process to accommodate district growth and future demand for public parking.	■	■	■	■	Ongoing	City Facilities Department, Community Development
PP.14.1	Pursue additional study on opportunities for shared parking to identify potential locations and management methods in addition to an event parking study to support growth of events at the City Springs campus.	■	■	■	■	Short-Term	Public Works, Community Development, CREATE
PP.14.2	Consider development code revisions to regulate private parking and support private development.	■	■	■	■	Short Term	Community Development
PP.15	Conduct feasibility analysis for a regional stormwater management strategy.		■	■		Mid-Term	Public Works, Consultant

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4. Continue to catalyze market-driven private investment and foster a vibrant living, dining, entertainment, and shopping destination.

ID	RECOMMENDATIONS	PLANNING PRINCIPLES				TERM	RESPONSIBILITY
		1	2	3	4		
PP.16	Review and consider alternatives to the steel and concrete construction requirement to mitigate impact on private development due to increased construction cost.			■		Short-Term	Community Development
PP.17	Monitor micromobility (lightweight personal driving devices such as electric scooters and e-bicycles) usage within the city and in the Atlanta region and consider an adoption of a policy to guide micromobility device usage on the city's transportation network. (Carried forward from Transportation Master Plan)	■				Ongoing	Public Works
Public Realm Improvements (PRI)							
PRI.1	Establish an art walk east and west of the Georgia Power substation from Mount Vernon Highway to Hilderbrand Drive. consistent with Sec. 10.4.14 of the City of Sandy Springs Development Code.			■		Short-Term	City Staff, Art Sandy Springs
PRI.2	Implement an experiential, mixed media art district/art walk to provide immersive pedestrian experiences for all City Springs users.			■		Short-Term	City Staff, Private Sector, Art Sandy Springs
PRI.3	Activate Blue Stone Road as a main street by incorporating green infrastructure in the streetscape to address water quality, attracting development that brings a new sense of vibrancy and pedestrian activity to the street, and accommodates low vehicular speeds.	■	■	■		Mid-Term	Community Development, Economic Development, Public Works

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		PLANNING PRINCIPLES					
ID	RECOMMENDATIONS	1	2	3	4	TERM	RESPONSIBILITY
PRI.4	Activate Hilderband Drive as a main street by incorporating green infrastructure in the streetscape to address water quality, attracting development that brings a new sense of vibrancy and pedestrian activity to the street, and accommodates low vehicular speeds.	■	■	■		Mid-Term	Community Development, Economic Development, Public Works
PRI.5	Extend Blue Stone Road south of Sandy Springs Place to Hammond Drive, should redevelopment occur, continuing the main street concept to the south.	■	■	■		Long-Term	Public Works, Community Development, Private Sector
PRI.6	Extend the multi-use path to connect Hammond Drive to Cliftwood Drive to provide greater connectivity to Allen Road Park.	■				Long-Term	Public Works, Community Development, Private Sector
PRI.7	Consider connecting N Hampton Drive to Sandy Springs Circle with a multi-use path.		■	■		Long-Term	Public Works, Community Development, Private Sector
PRI.8	Update streetscape requirements for Roswell Road in the Sandy Springs Technical Manual to incorporate findings from Roswell Road Access Management Plan.	■		■		Short-Term	Public Works, Community Development, Private Sector
PRI.9	Update streetscape along Sandy Springs Place to align with the 2-lane section with sidewalks as established in the Sandy Springs Development Technical Manual Section 2 - Street Framework and Mobility Maps: Typical Sections and Details by Street.	■		■		Long-Term	Public Works, Community Development, Private Sector

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ID	RECOMMENDATIONS	PLANNING PRINCIPLES				TERM	RESPONSIBILITY
		1	2	3	4		
PRI.10	Update streetscape along Carpenter Drive with the 2-lane section with sidewalks as established in the Sandy Springs Technical Manual Section 2 - Street Framework and Mobility Maps: Typical Sections and Details by Street.	■		■		Long-Term	Public Works, Community Development, Private Sector
PRI.11	Update streetscape along Cliftwood Drive with the 2-lane section with sidewalks as established in the Sandy Springs Technical Manual Section 2 - Street Framework and Mobility Maps: Typical Sections and Details by Street.	■		■		Long-Term	Public Works, Community Development, Private Sector
PRI.11.1	Advance the study of Cliftwood Drive and Allen Road roadway redesign.	■		■		Short-Term	Public Works
PRI.12	Update streetscape along Allen Road with the 2-lane section with sidewalks as established in the Sandy Springs Technical Manual Section 2 - Street Framework and Mobility Maps: Typical Sections and Details by Street.	■		■		Long-Term	Public Works, Community Development, Private Sector
PRI.13	Update streetscape along Hammond Drive with the 4-lane section with a landscaped median, on-street parking, and sidewalks as established in the Sandy Springs Technical Manual Section 2 - Street Framework and Mobility Maps: Typical Sections and Details by Street.	■		■		Long-Term	Public Works, Community Development, Private Sector
PRI.14	Update streetscape along Sandy Springs Circle from Johnson Ferry Road to Roswell Road with the 2-lane section with sidewalks as established in the Sandy Springs Technical Manual Section 2 - Street Framework and Mobility Maps: Typical Sections and Details by Street.	■		■		Long-Term	Public Works, Community Development, Private Sector

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		PLANNING PRINCIPLES					
ID	RECOMMENDATIONS	1	2	3	4	TERM	RESPONSIBILITY
PRI.15	Update streetscape along Sandy Springs Circle from Hammond Drive to Allen Road with the 2-lane section with sidewalks as established in the Sandy Springs Technical Manual Section 2 - Street Framework and Mobility Maps: Typical Sections and Details by Street.	■		■		Long-Term	Public Works, Community Development, Private Sector
PRI.16	Update streetscape along Johnson Ferry Road west of Sandy Springs Circle with the 2-lane section with sidewalks as established in the Sandy Springs Technical Manual Section 2 - Street Framework and Mobility Maps: Typical Sections and Details by Street.	■		■		Long-Term	Public Works, Community Development, Private Sector
PRI.17	Update streetscape along Mountain Creek Road with the 2-lane section with sidewalks as established in the Sandy Springs Technical Manual Section 2 - Street Framework and Mobility Maps: Typical Sections and Details by Street.	■		■		Long-Term	Public Works, Community Development, Private Sector
PRI.19	Construct sidewalks along Lake Forrest Drive from Mount Vernon Highway to Hammond Drive.	■				Long-Term	Public Works, Community Development, Private Sector
PRI.20	Partner with private developers to create a pedestrian connection around Arlington Cemetery to form safe pedestrian connection along Mount Vernon Highway.	■				Long-Term	Public Works, Community Development, Private Sector
PRI.22	Prioritize sidewalk connections along Carpenter Drive and Mountain Creek Road with any potential redevelopment.	■				Long-Term	Community Development, Private Sector

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		PLANNING PRINCIPLES					
ID	RECOMMENDATIONS	1	2	3	4	TERM	RESPONSIBILITY
PRI.23	Establish the intersection of Johnson Ferry Road and Sandy Springs Circle as a gateway to signal arrival and a sense of place through gateway signage, thematic art, lighting, landscaping, etc.			■		Long-Term	Public Works, Private Sector, Economic Development
PRI.24	Establish the intersection of Mount Vernon Highway and Sandy Springs Circle as a gateway to signal arrival and a sense of place through gateway signage, thematic art, lighting, landscaping, etc.			■		Long-Term	Public Works, Private Sector, Economic Development
PRI.25	Establish the intersection of Hammond Drive and Sandy Springs Circle as a gateway to signal arrival and a sense of place through gateway signage, thematic art, lighting, landscaping, etc.			■		Long-Term	Public Works, Private Sector, Economic Development
PRI.26	Establish the intersection of Cromwell Road and Roswell Rd as a gateway to signal arrival and a sense of place through gateway signage, thematic art, lighting, landscaping, etc.			■		Long-Term	Public Works, Private Sector, Economic Development
PRI.27	Establish the intersection of Mount Vernon Highway/ Johnson Ferry Road and Boylston Drive as a gateway to signal arrival and a sense of place through gateway signage, thematic art, lighting, landscaping, etc.			■		Short-Term	Public Works, Private Sector, Economic Development
PRI.28	Establish the intersection of Hammond Drive and Roswell Road as a gateway to signal arrival and a sense of place through gateway signage, thematic art, lighting, landscaping, etc.			■		Long-Term	Public Works, Private Sector, Economic Development

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		PLANNING PRINCIPLES					
ID	RECOMMENDATIONS	1	2	3	4	TERM	RESPONSIBILITY
PRI.29	Establish Roswell Road at Allen Road/Carpenter Drive as a gateway to signal arrival and a sense of place through gateway signage, thematic art, lighting, landscaping, etc.			■		Long-Term	Public Works, Private Sector, Economic Development
PRI.30	Enhance pedestrian crossings across the City Springs District to encourage greater pedestrian connectivity and safety where new intersections may form as the street network continues to form over time.	■				Ongoing	Public Works, Private Sector
PRI.31	Consider opportunities to partner with private developers and/or property owners to implement an environmental park that expands City Springs District's park network and serves as a shared stormwater facility for adjacent future development.		■			Long-Term	Recreation & Parks, Public Works, Private Sector
PRI.32	Continue MARTA coordination to thoughtfully integrate the future I-285 Bus Rapid Transit (BRT) Station	■				Long-Term	Public Works, MARTA
PRI.35	Complete Boylston Drive multi-use path. (T0058/S2104)	■				Long-Term	Public Works, Private Sector
PRI.36	Widen Hammond Drive east of Roswell Road (TS193/S2193). (TSPLOST)	■				Mid-Term	Public Works
PRI.37	Complete Mount Vernon Highway/Johnson Ferry Road (TS191) Intersection Redesign. (TSPLOST)	■				Long-Term	Public Works
PRI.38	Partner with private developers to create continued east-west pedestrian connection from Hilderband Drive to the west.	■				Long-Term	Public Works, Community Development, Private Sector

Upon receiving stakeholder feedback **PRI. 33** and **PRI. 34** were omitted from this Action Plan Matrix.

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CITY SPRINGS

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