



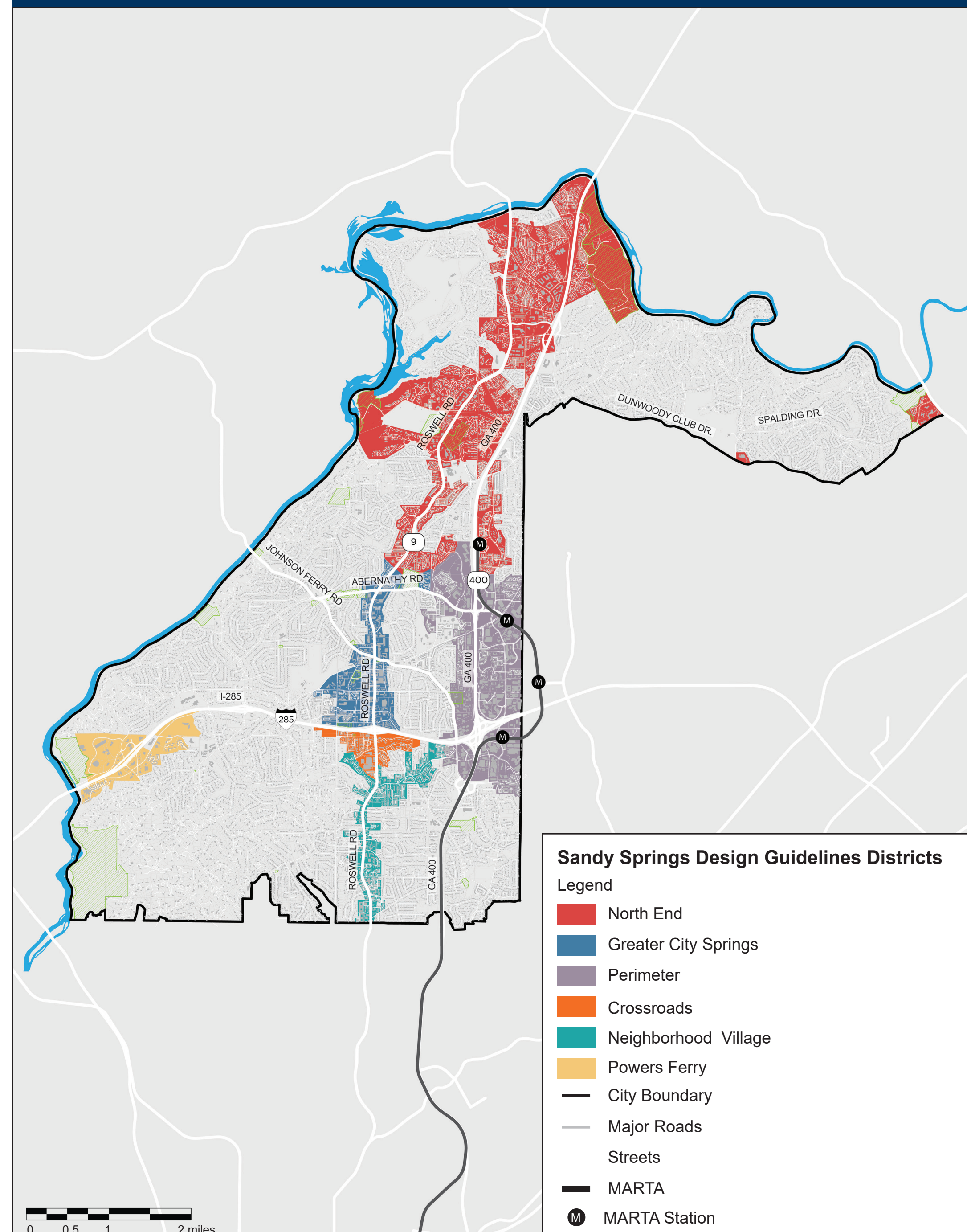
WELCOME

SANDY SPRINGS DESIGN GUIDELINES

FOR COMMERCIAL DISTRICTS - OPEN HOUSE

NOVEMBER 20, 2025

DESIGN GUIDELINES: FOCUS AREAS



TODAY'S ACTIVITIES

SIGN IN

(SEE HANDOUT & INSTRUCTIONS)

ATTEND PRESENTATION

(AT EXHIBIT STATIONS)

PROVIDE FEEDBACK

(ACTIVITIES AT EXHIBIT STATIONS)

LIST OF STATIONS

1 BACKGROUND, PROCESS, AND FEEDBACK TO DATE

An explanation of how design guidelines work and a summary of feedback and takeaways to date.

2 DESIGN GUIDELINES FRAMEWORK

Overall framework and guidelines to define Sandy Springs' design character based on feedback received to date.

3 DESIGN GUIDELINES ELEMENTS

- A** *Public Realm: Elements along streets and sidewalk areas*
- B** *Private Realm: Aspects of privately-owned sites in relationship to public realm*
- C** *Building: Components of building design*
- D** *Focus Areas: Place-specific guidance for Stage 1 and Stage 2 areas*

4 ADDITIONAL THOUGHTS

MEETING AGENDA

6:00 – 6:15PM: SIGN-IN + BROWSE EXHIBITS

6:15 - 6:35PM: PRESENTATION (Q&A AT STATIONS)

6:35 – 8:00PM: BROWSE EXHIBITS + PROVIDE INPUT AT ACTIVITY STATIONS

CONTACT THE PROJECT TEAM FOR MORE INFORMATION

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PROJECT BACKGROUND

The City of Sandy Springs is preparing design guidelines for six primary commercial and mixed-use areas in the city. These guidelines will assist property and business owners, developers, designers, and City staff and leadership in ensuring that future development in the city fulfills the vision of adopted planning documents and the Development Code while fostering a distinct sense of place for Sandy Springs and its commercial areas.

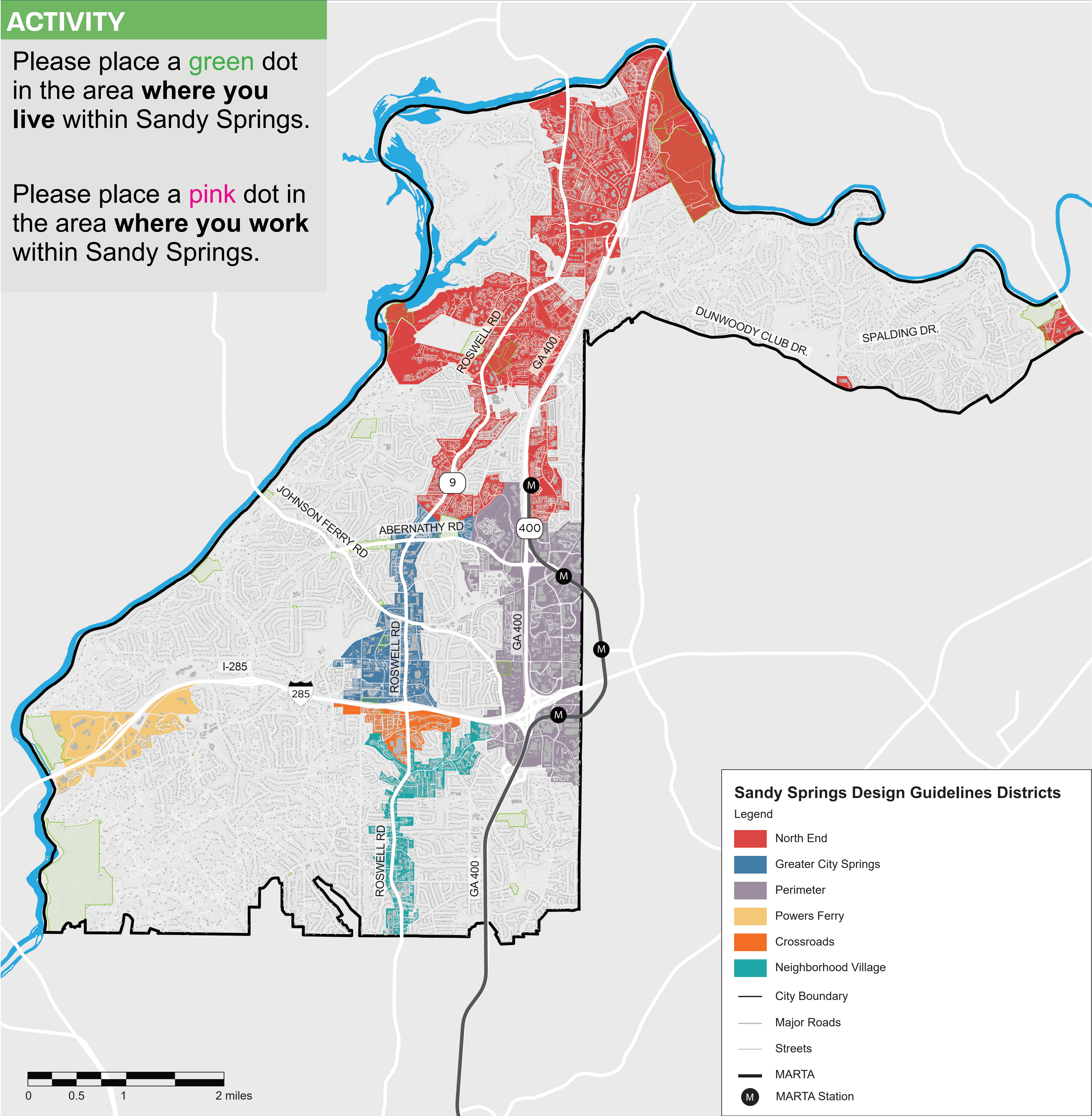
The guidelines will build on standards included in the Development Code and Technical Manual by providing additional design direction for building features, building sites, landscaping, streetscapes, and other elements that shape the appearance and experience of Sandy Springs’ commercial and mixed-use areas.

SANDY SPRINGS DESIGN GUIDELINES FOCUS AREAS

ACTIVITY

Please place a **green** dot in the area **where you live** within Sandy Springs.

Please place a **pink** dot in the area **where you work** within Sandy Springs.



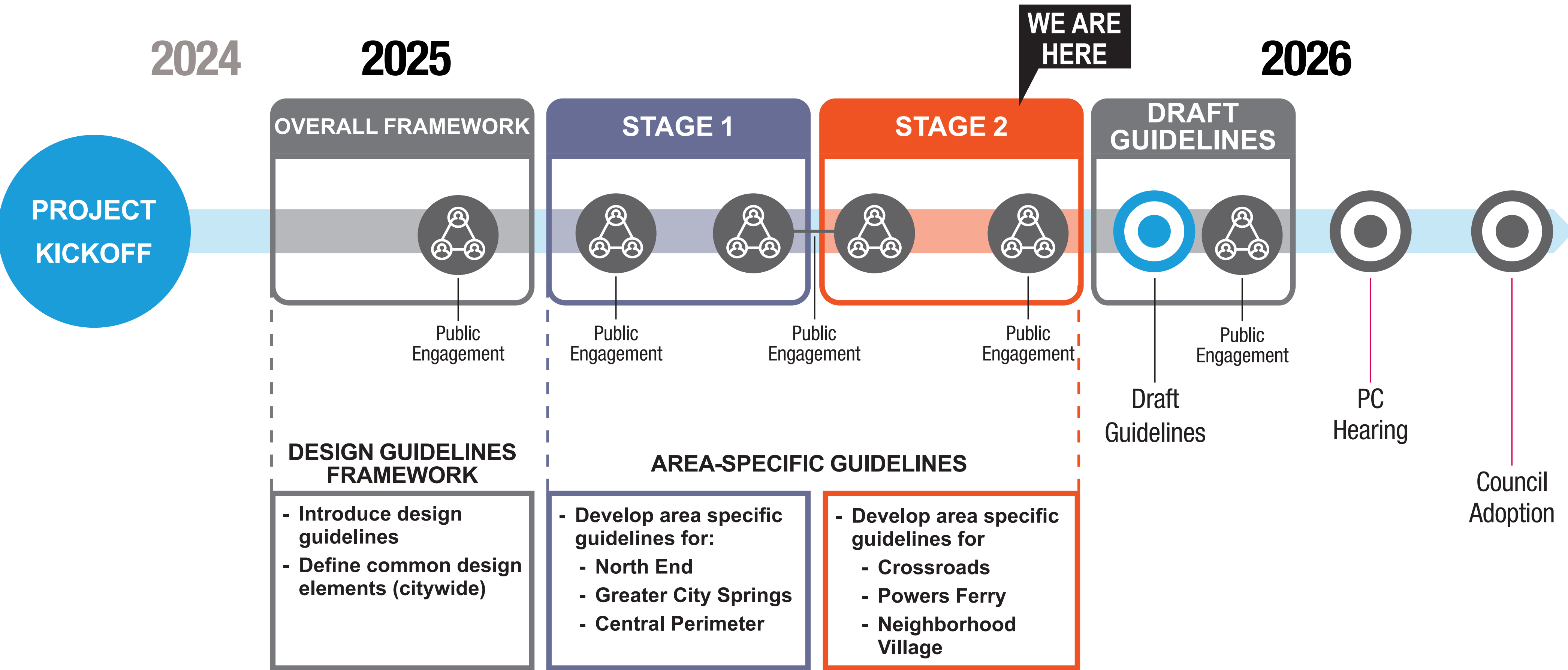
PURPOSE OF TODAY'S MEETING

STATION 1 | BACKGROUND, PROCESS, AND FEEDBACK TO DATE

PURPOSE OF TODAY'S MEETING

- 1. Share community feedback received to date on Stage 1 & 2 Areas.
- 2. Share progress of Design Guidelines since prior round of public engagement including:
 - Vision and Overall Framework
 - Stage 1 & 2 Areas: Draft Framework

TIMELINE OF DESIGN GUIDELINES PROCESS



HOW THIS MEETING BUILDS ON PREVIOUS PUBLIC ENGAGEMENT

- During the March, May, and August open houses and accompanying online surveys, we heard from the Sandy Springs community about the design character they envision for the city as a whole as well as for Stage 1 Areas (North End, City Springs, and Perimeter) and Stage 2 Areas (Crossroads, Neighborhood Village, and Powers Ferry).
- Today's meeting will follow up on the feedback received at the August meeting and share progress developing an overall framework for the guidelines and exploring how the physical character of the Stage 1 and Stage 2 areas can be expressed through the design of buildings and sidewalk areas.



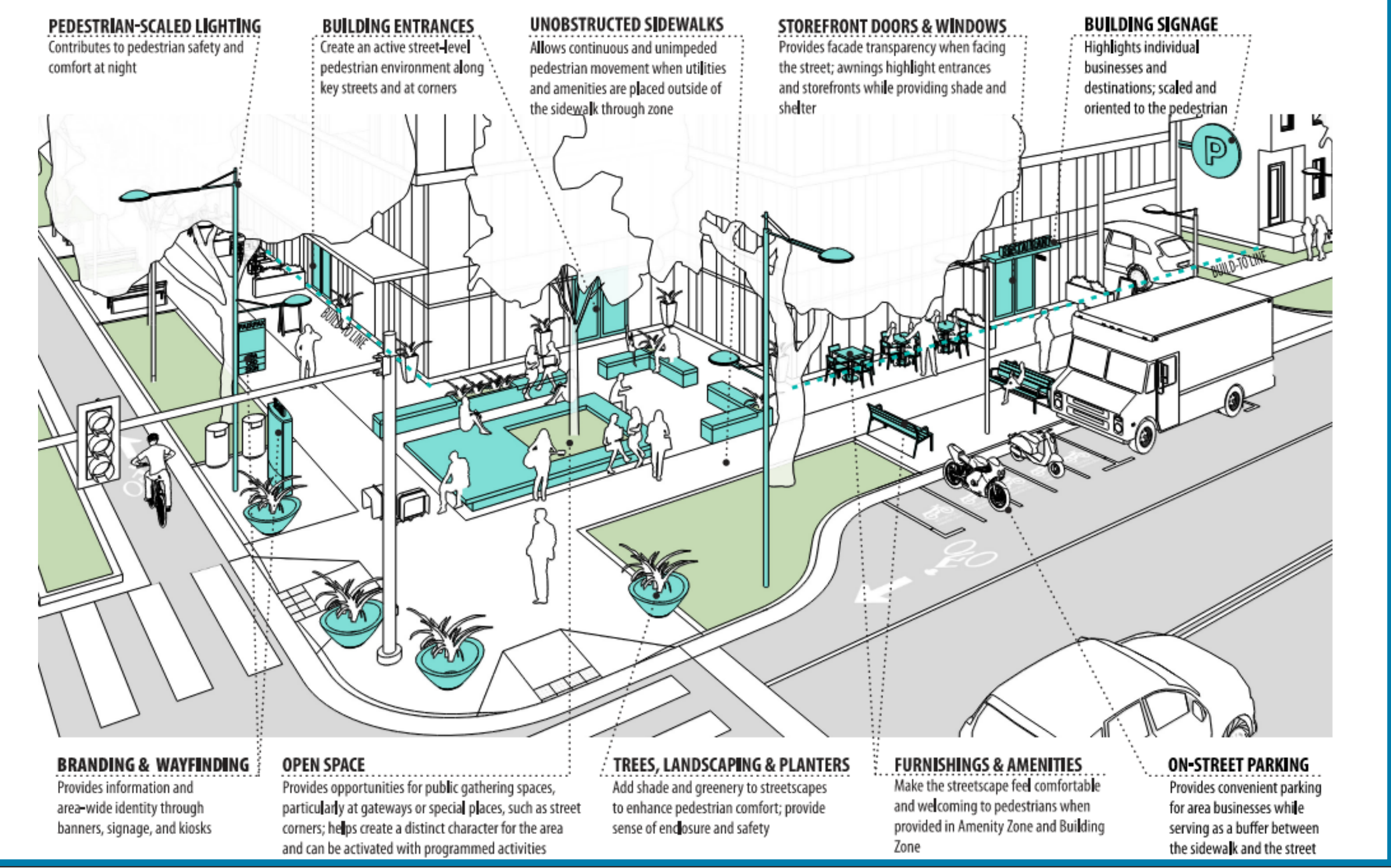
DESIGN GUIDELINE EXAMPLES

STATION 1 | BACKGROUND, PROCESS, AND FEEDBACK TO DATE

PRECEDENTS

Below are selected examples and excerpts from design guideline documents. These guidelines utilize a combination of text, graphics, diagrams, and images to illustrate the intended design outcomes in urban and semi-urban contexts. Key document elements are highlighted in **blue**.

PUBLIC-PRIVATE REALM RELATIONSHIP



A3 HARMONIZE BUILDING DESIGN WITH NEIGHBORING SCALE AND MATERIALITY

New buildings should recognize and respond to existing patterns of scale, form, materials, and proportion to create continuity within a neighborhood and enhance San Francisco's appealing and walkable nature.

Building materials should resonate with San Francisco's soft and diffuse light quality created by its light colored buildings and the atmospheric effects of the bay. Strong contrast draws attention and importance to a building and should be reserved for public facilities.



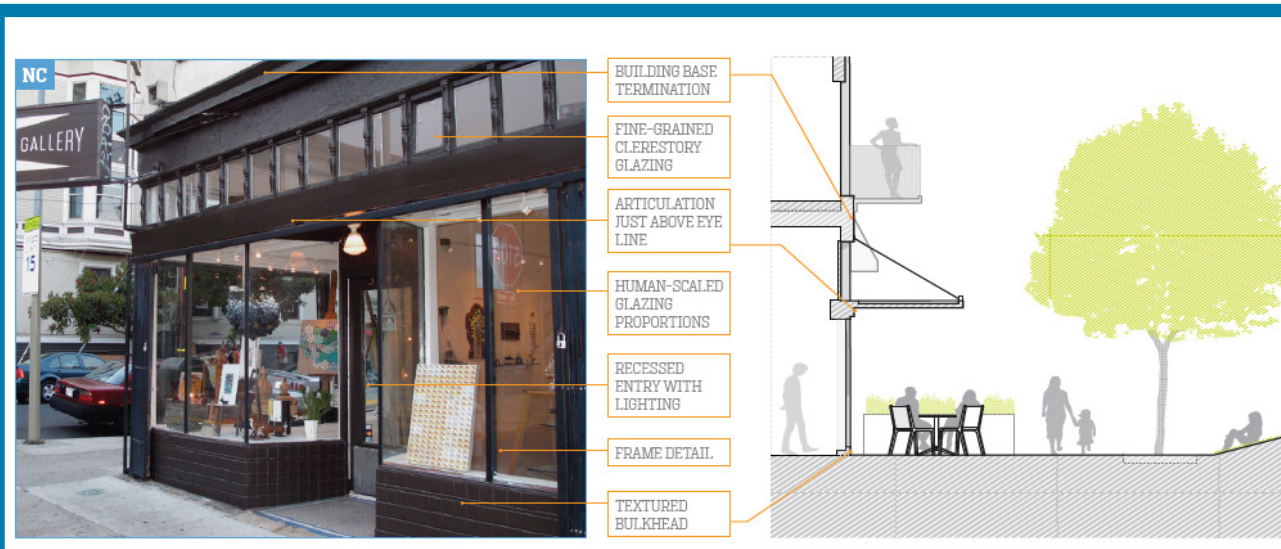
Neighborhood commercial areas typically express a strong residential character above the ground floor.

BUILDING DIAGRAMS

- Either use common neighborhood material types or contemporary material strategies that complement neighborhood material characteristics.
- Balance light and transparent materials with solid, durable materials.
- Avoid or limit the use of dark and highly reflective materials. Large amounts of glazing may appear dark and reflective, particularly on cloudy days. Towers should be predominantly light in color.
- Use high-quality and durable primary materials such as stone, steel, masonry, and concrete for on all visible facades. High-grade wood may be appropriate on larger buildings in residential areas.
- Exhibit human-scaled detailing, components, and features.
- Use joints, panel patterns, and cladding attachments to reinforce a finer scale of material and expression.
- Consider the pattern of glazing, openings and material divisions on a building as a visual and three-dimensional fabric that demonstrates appropriate scale and clear ideas about the use of cladding or structural components.
- Respect neighboring fenestration patterns in the design of building facades through type, proportions, scales, and frequency.
- Employ the number and scale of planes and depths of walls found in the surrounding context to inform the planar variations in new development.



Window and doorway systems should be similar in proportion, scale, and amount to nearby structures.



BUILDING-STREET RELATIONSHIP



Furnishings and openings can connect interior and exterior uses.



Building entrances can activate the public realm.

SPECIFIC ELEMENTS & BUILDING TYPES

DESIGN STRATEGIES (CONTINUED)

- Awnings and canopies should be installed so that the valance is a minimum of 8-feet above the ground in the Building Zone or sidewalk and should not overhang into the Landscape Panel. Placement should avoid conflicts with mature street trees.
- 2. RESIDENTIAL GROUND FLOORS**
- Residential lobby entrances for multi-family buildings should be highlighted through overhangs, special paving, building-mounted signage, landscaping, and/or lighting. The facades of lobbies should be predominately transparent.
 - Individual residential entrances should be used to create breaks in the building facade and increase pedestrian interest along the street. Frequent entryways into individual units along a building's ground floor activate the street frontage by increasing access points where residents come-and-go, and provide opportunities for socializing.
 - Ground floor residential uses and private, individual entrances are encouraged to be grade-separated from the public sidewalk to highlight the individual units, provide privacy for residences, and reinforce the separation between the public and private realms.
 - To provide visual privacy, the ideal vertical grade difference between the sidewalk and the main level of the residence is approximately 3-feet. This creates the opportunity for stoops, bays, porches, or entries that establish a distinct transition between the public realm and private units.
 - When grade separation cannot be achieved, a landscaped or landscaped space should be provided between residential use and the public sidewalk.
 - Stairs, porches, or ramps should not impinge upon the sidewalk and should be located entirely within the Building Zone so as to not limit pedestrian movement.

3. CORNER BUILDINGS

- The ground floors of corner buildings should be designed to anchor and activate street corners.
 - Building entrances should face and open directly onto the corner.
 - The ground floors of buildings should be predominately transparent to strengthen the relationship between the building and adjacent streets.
 - Building design should incorporate large windows, canopies, and building signage.
- Activated ground floors are encouraged to wrap around prominent building corners for added visibility, activate the streetscape on all sides of the building, and provide a visual transition between cross streets.
- Ground floor retail and restaurant uses are encouraged at street corners, as are outdoor seating areas to support these businesses.



Lincoln Park, IL

TABLE 2: SUGGESTED SPECIFICATIONS FOR FURNISHINGS

TYPE	SOUTH AREA (HYBLA VALLEY-GUM SPRING)
Benches (Fixed Seating)	MATERIAL: • Metal (powder coated), hardwood, synthetic wood COLOR: • Black, natural wood FORM: • Curvilinear with horizontal slats, ornamental accents LENGTH: • 48", 72", 75", 96" or 98" LOCATION: • Within the Amenity Zone and in clusters as specified in Design Strategy 2: Placement
Trash Receptacles (including Recycling Receptacles)	MATERIAL: • Metal (powder coated) COLOR: • Black FORM: • Cylindrical with vertical slats and lid CAPACITY: • 24 to 36 gallons LOCATION: • Within the Amenity Zone and in clusters as specified in Design Strategy 2: Placement • Recycling receptacles should be co-located with trash receptacles
Bike Racks	MATERIAL: • Metal (powder coated) COLOR: • Black FORM: • Hoop rack with ground-mounted anchor points SPACING: • 36" (minimum); also, see Fairfax County Bicycle Parking Guidelines for additional spacing standards LOCATION: • Within the Amenity Zone without encroaching on sidewalk areas; at major street intersections

3-20 RICHMOND HIGHWAY DISTRICT DESIGN GUIDELINES

STREET FURNISHINGS

SAMPLE OPTIONS:
• (LEFT & MIDDLE) Victor Stanley: FMBF-324 & FB-324 | (RIGHT) Forms & Surfaces: Trio



SAMPLE OPTIONS:
• (LEFT) Forms and Surfaces: Urban renaissance | (RIGHT) Landscape Forms: Poe



SAMPLE OPTIONS:
• (LEFT) Victor Stanley: BRWS-101 | (RIGHT) Landscape Forms: Ring



BUILDING DESIGN

RESIDENTIAL



- Landscaped buffer between sidewalk and building
- Grade separation of residences from street provides privacy
- Stoops and overhangs highlight entrances and add rhythm to the streetscape



- Ground floor windows and entrances add transparency and activate the street
- Prominent entrance and lobby highlighted by facade treatment and clearly delineated from rest of building
- Entrance design accentuates the importance and visibility of the street corner

RETAIL

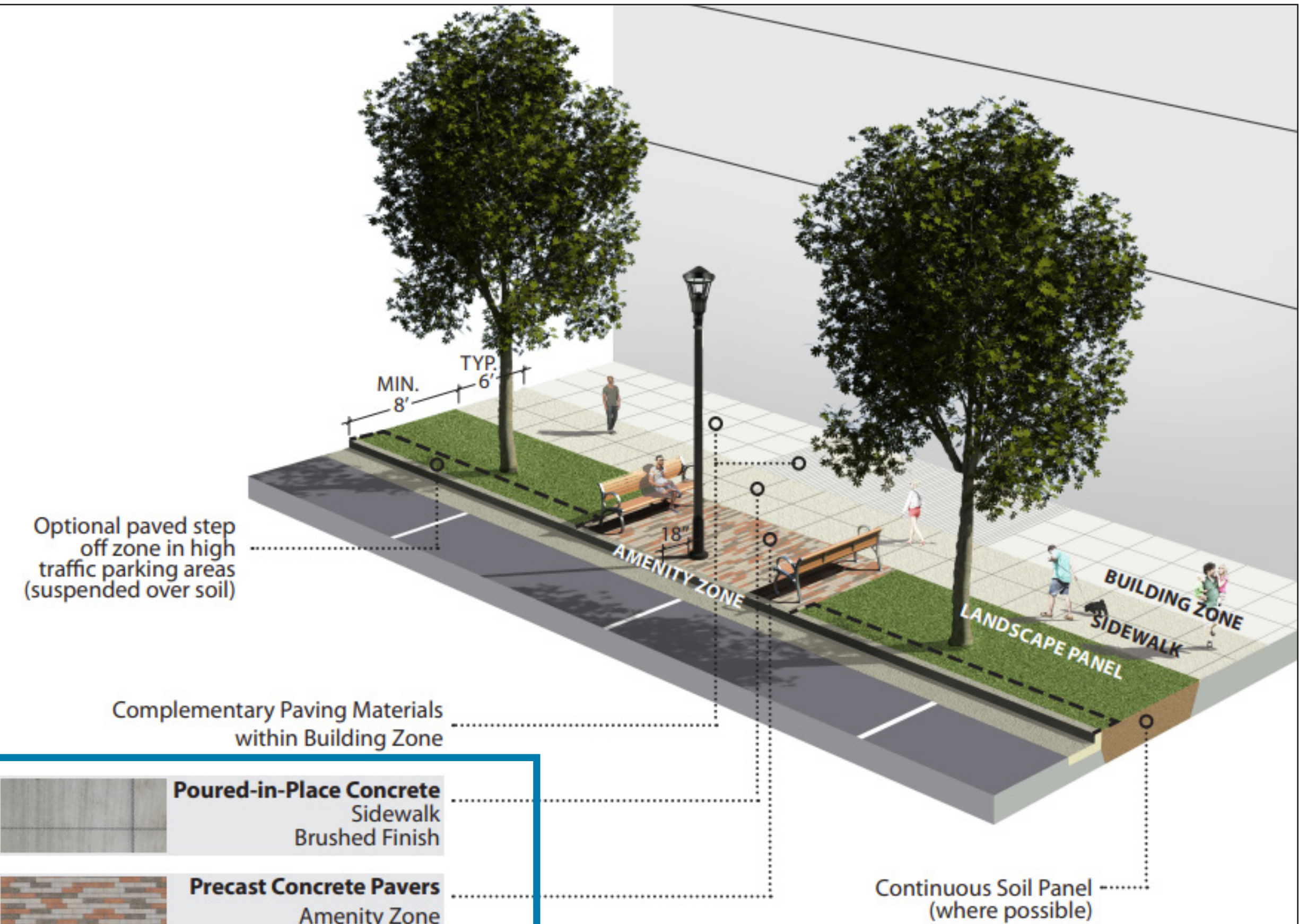


- Storefronts distinguished from other uses above by facade treatment
- Storefronts with large, pedestrian-oriented windows provide transparency and activate the street



- Large windows, glazing and open storefront provide transparency and activate the streetscape
- Pedestrian-scaled signage

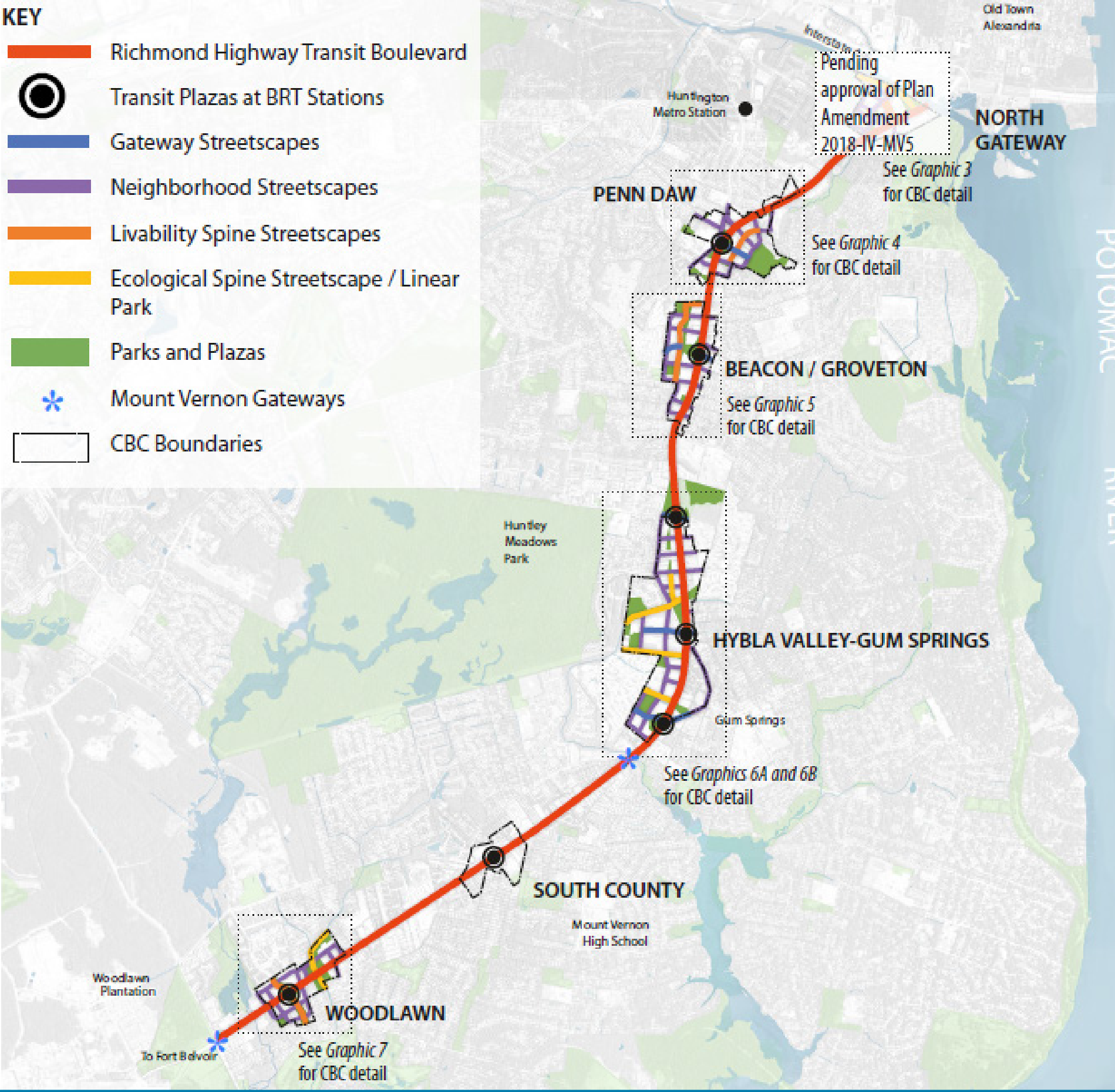
STRATEGIES & PRECEDENT IMAGES



MATERIALS & SPECIFICATIONS

DESIGN GUIDELINES FOR INDIVIDUAL DISTRICTS

- KEY**
- Richmond Highway Transit Boulevard
 - Transit Plazas at BRT Stations
 - Gateway Streetscapes
 - Neighborhood Streetscapes
 - Livability Spine Streetscapes
 - Ecological Spine Streetscape / Linear Park
 - Parks and Plazas
 - Mount Vernon Gateways
 - CBC Boundaries

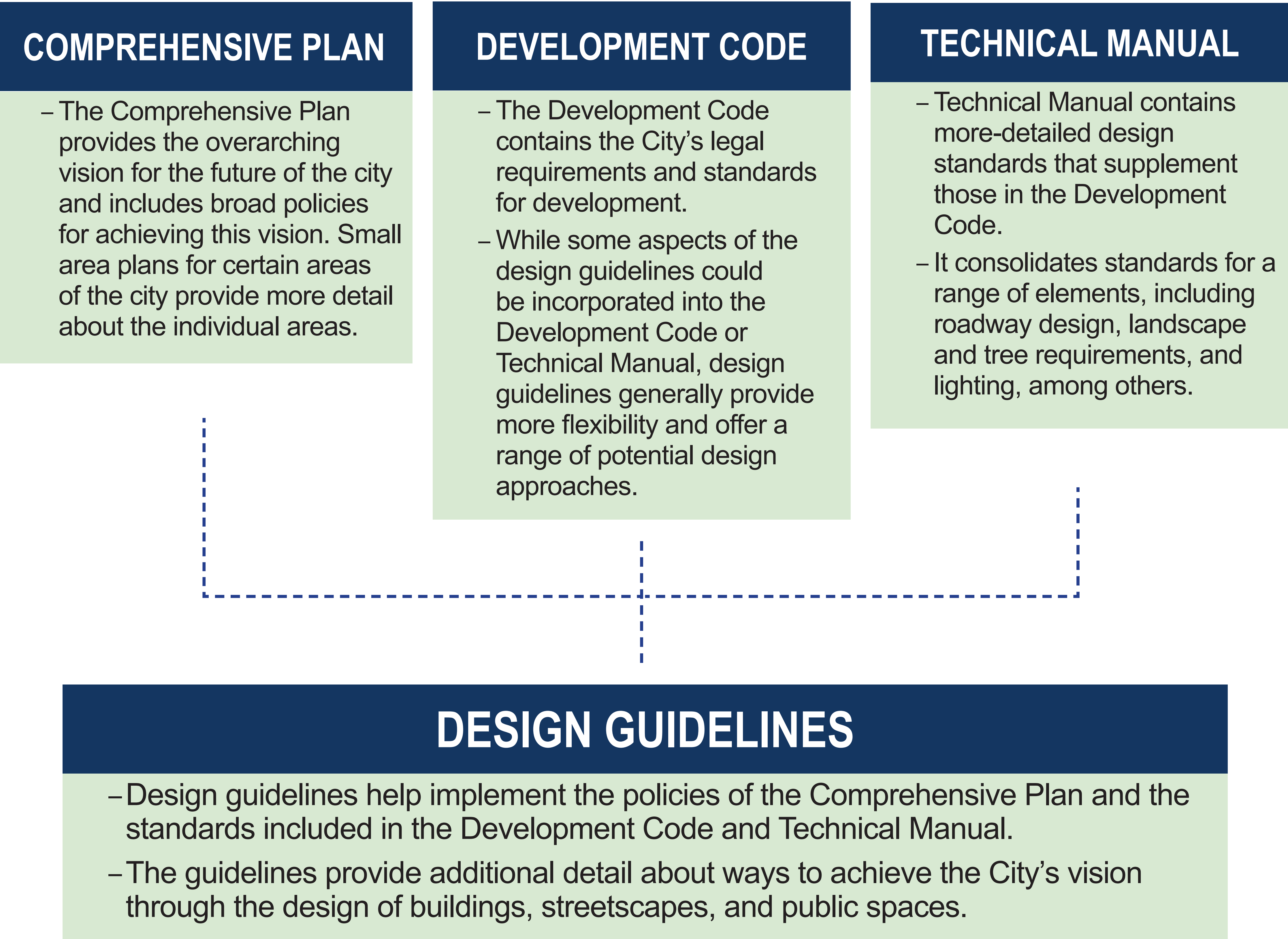


RELATIONSHIP BETWEEN DESIGN GUIDELINES, ZONING, & THE COMPREHENSIVE PLAN

STATION 1 | BACKGROUND, PROCESS, AND FEEDBACK TO DATE

WHAT ARE DESIGN GUIDELINES?

COMPARED TO COMPREHENSIVE PLAN + DEVELOPMENT CODE + TECHNICAL MANUAL



DESIGN GUIDELINES ELEMENTS



PUBLIC REALM

- Sidewalk Paving
- Furnishings
- Landscaping
- Lighting
- Signage



PRIVATE REALM

- Privately-owned open spaces
 - Parks/ Plazas
 - Parking
 - Alleys/ walkways
- Building Zone
 - Streetscape elements in front of buildings



BUILDINGS

- Architectural Style
- Massing
- Articulation
- Materiality
- Transparency

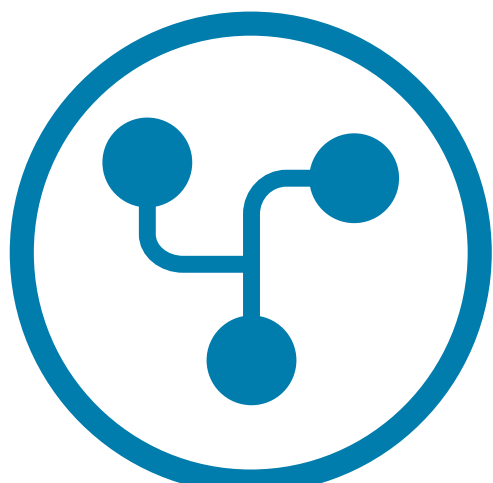
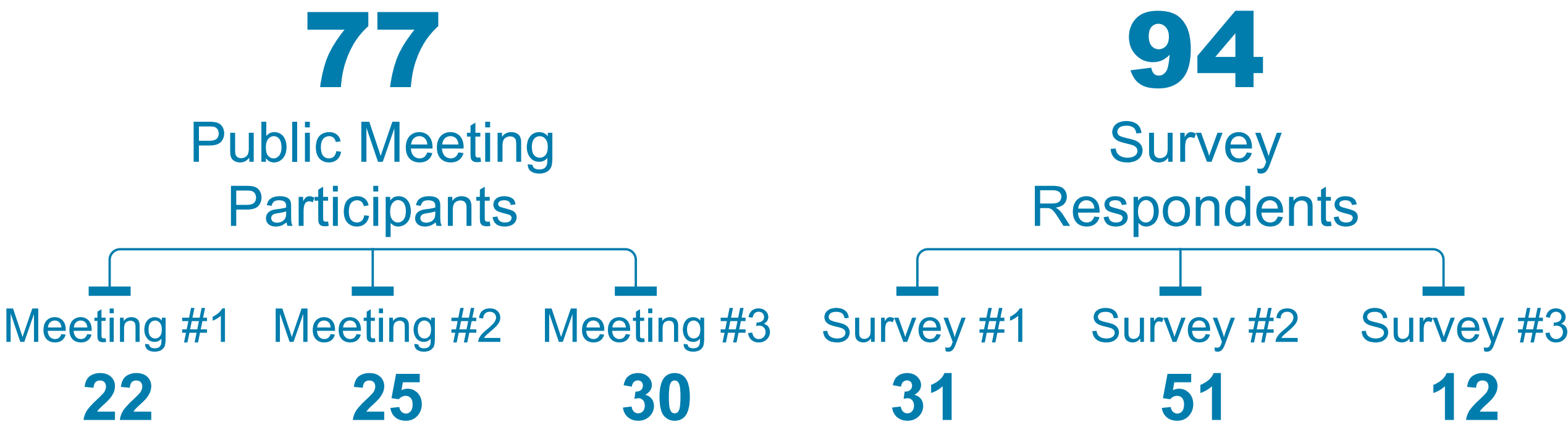
WHAT WE HEARD: PUBLIC MEETINGS & ONLINE SURVEYS

STATION 1 | BACKGROUND, PROCESS, AND FEEDBACK TO DATE

PUBLIC FEEDBACK TO DATE

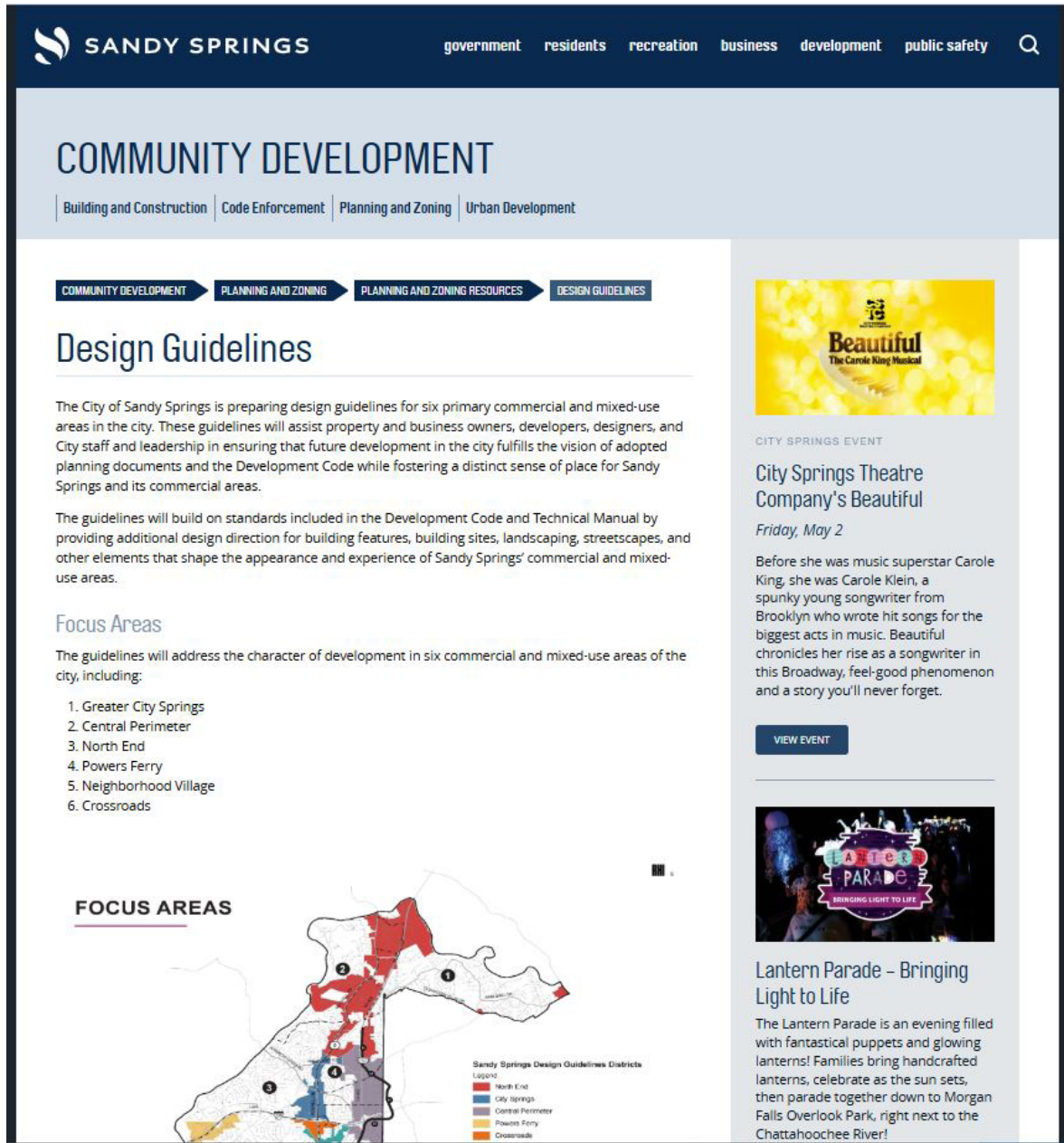


53
Stakeholder
Meeting
Participants

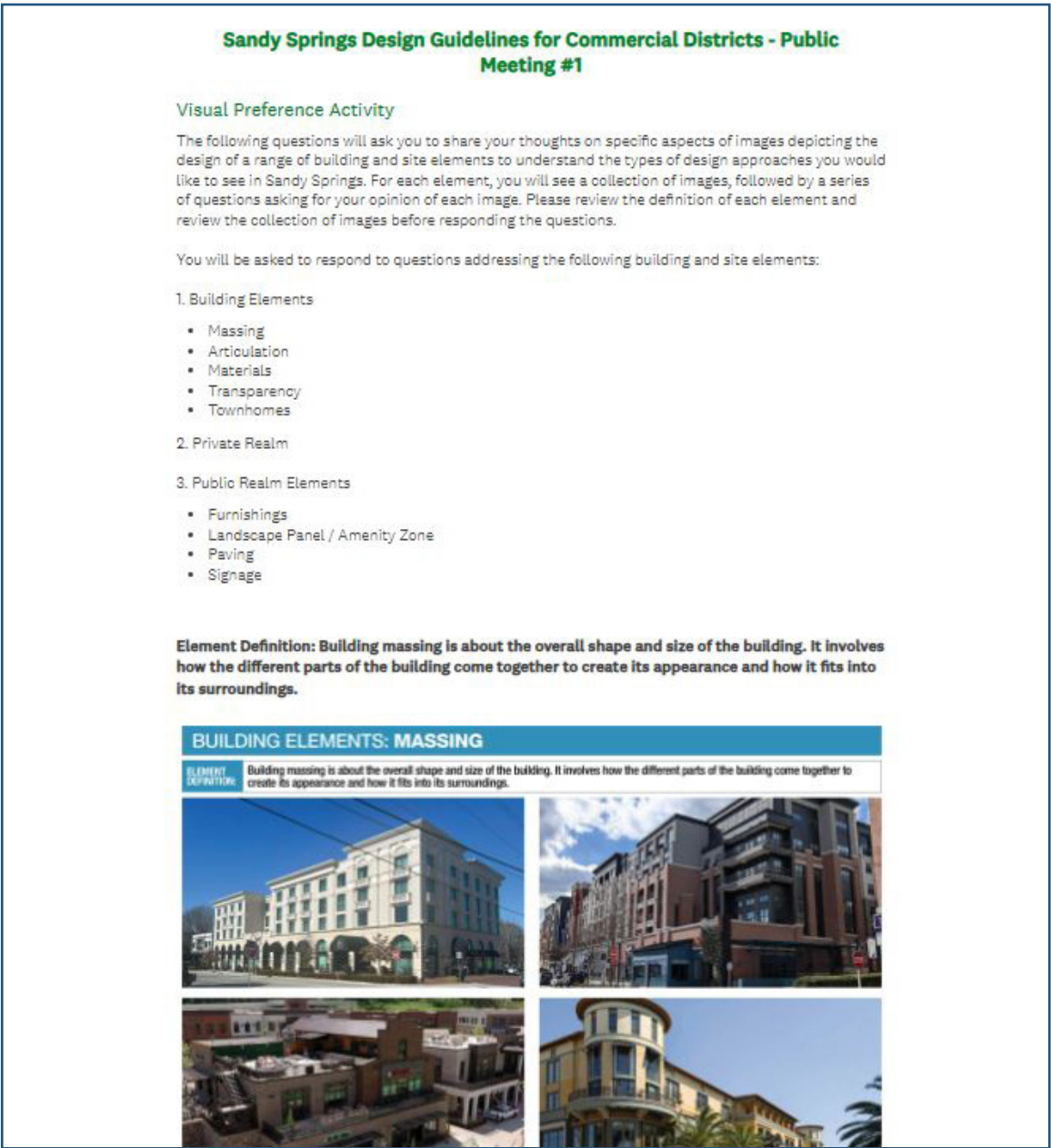


120+
Pop-Up Meeting
Participants

INTERACTIVE AND ENGAGING PROCESS



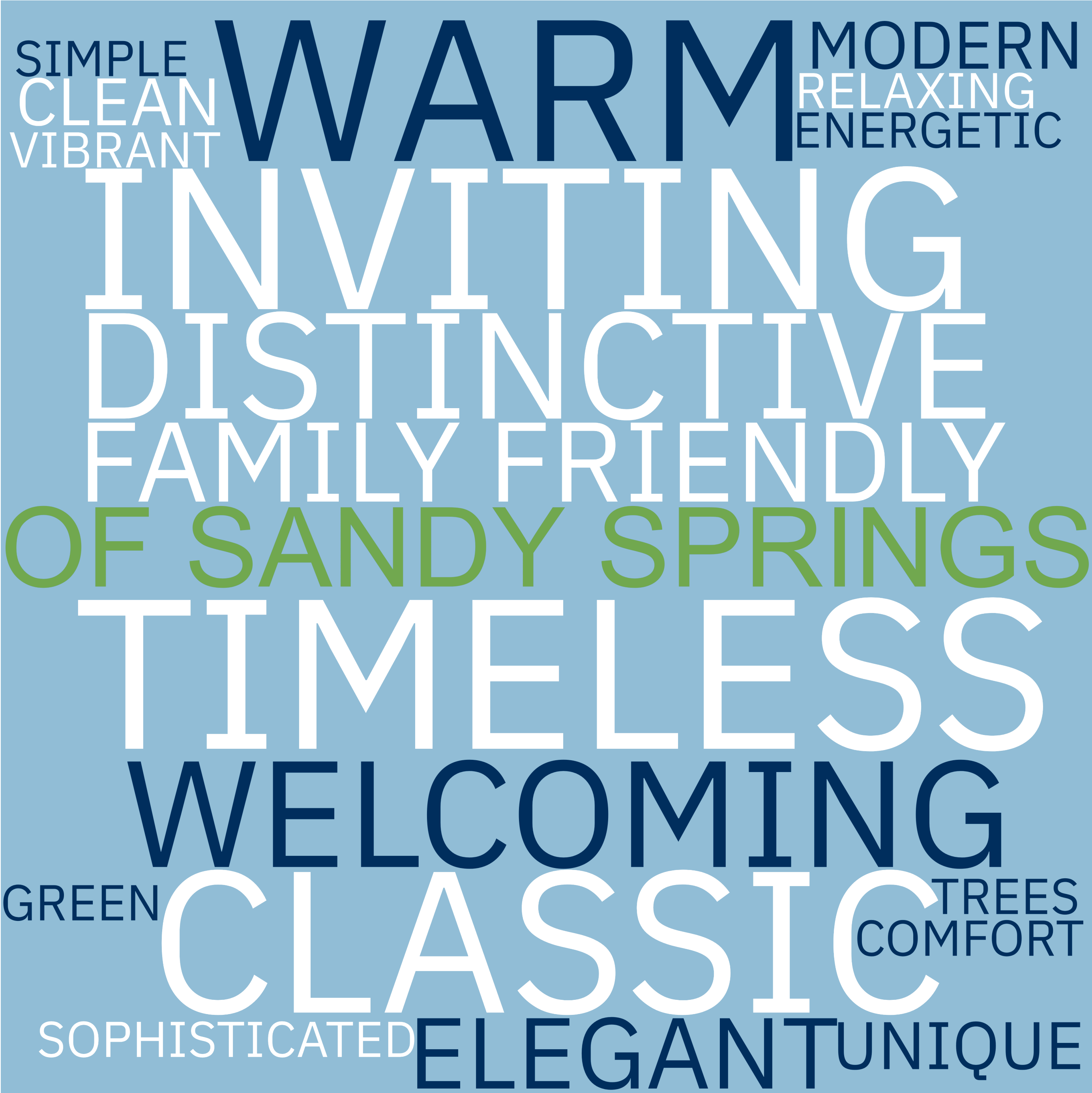
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Online Survey

RECURRING THEMES FROM COMMUNITY FEEDBACK

Design characters favored by meeting participants and survey respondents

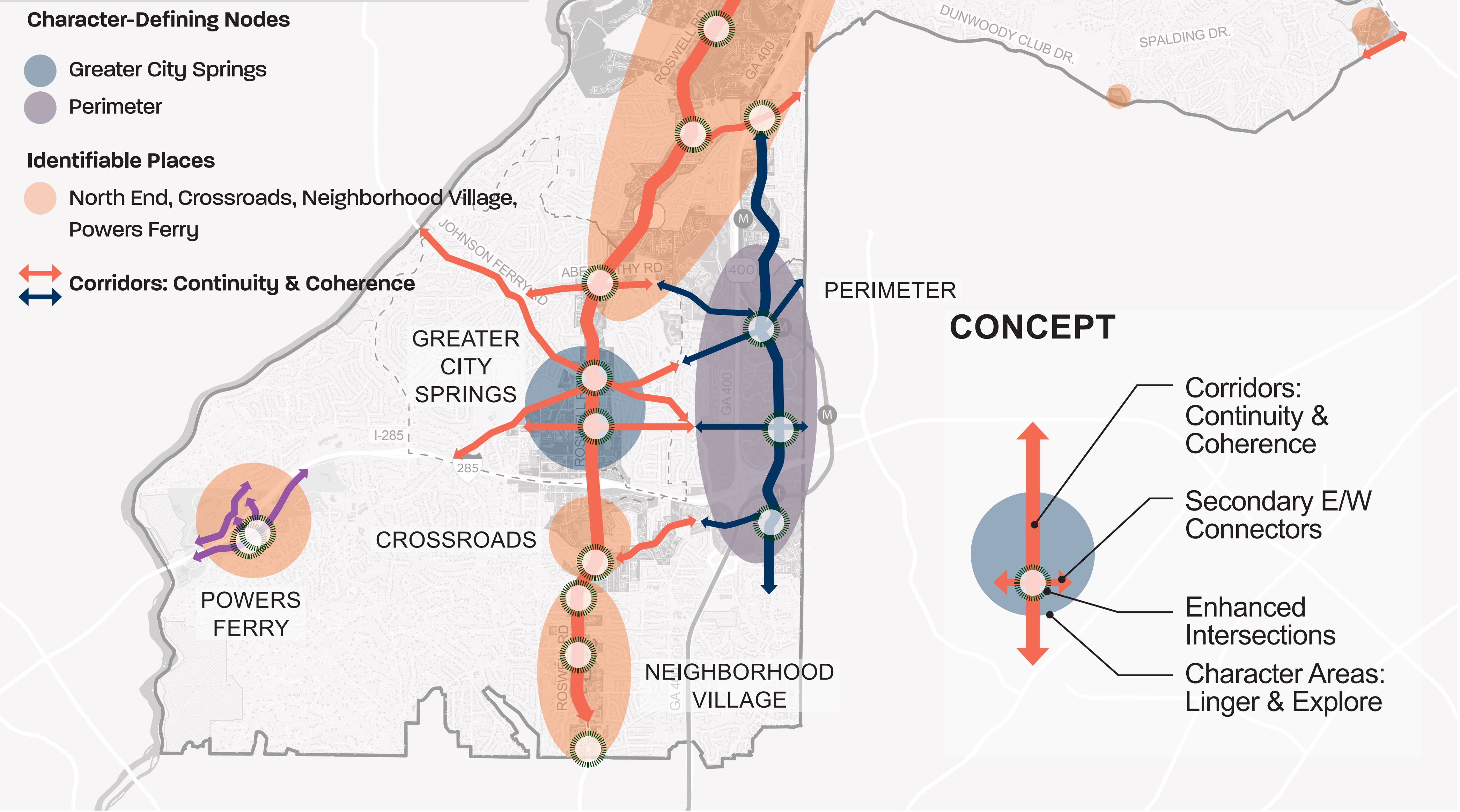


DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 2 | FRAMEWORK

FRAMEWORK PLAN

This design guidelines framework highlights how different areas of Sandy Springs are developing distinct identities, functions, and design characters. City Springs and Perimeter have emerged as destination areas with clearly defined character. Other areas are still evolving, with design identities that are beginning to take shape. Corridors such as Roswell Road, Peachtree Dunwoody Road, and the east-west connecting streets provide continuity and coherence as they weave through multiple districts. Additionally, enhancements at key intersections will further define and distinguish the character of these major corridors. Together, these areas and corridors establish the foundation for design approaches that guide both the public and private realms.



The examples to the right show how different design elements can help create a distinct identity and sense of place.

CHARACTER DEFINING ELEMENTS

BUILDING

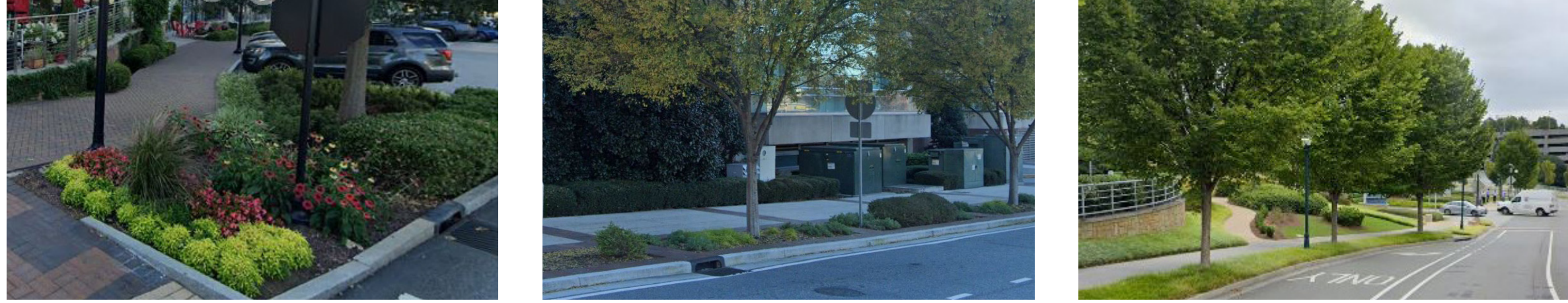


SITE ELEMENTS

• Lighting



• Planting



• Furnishings



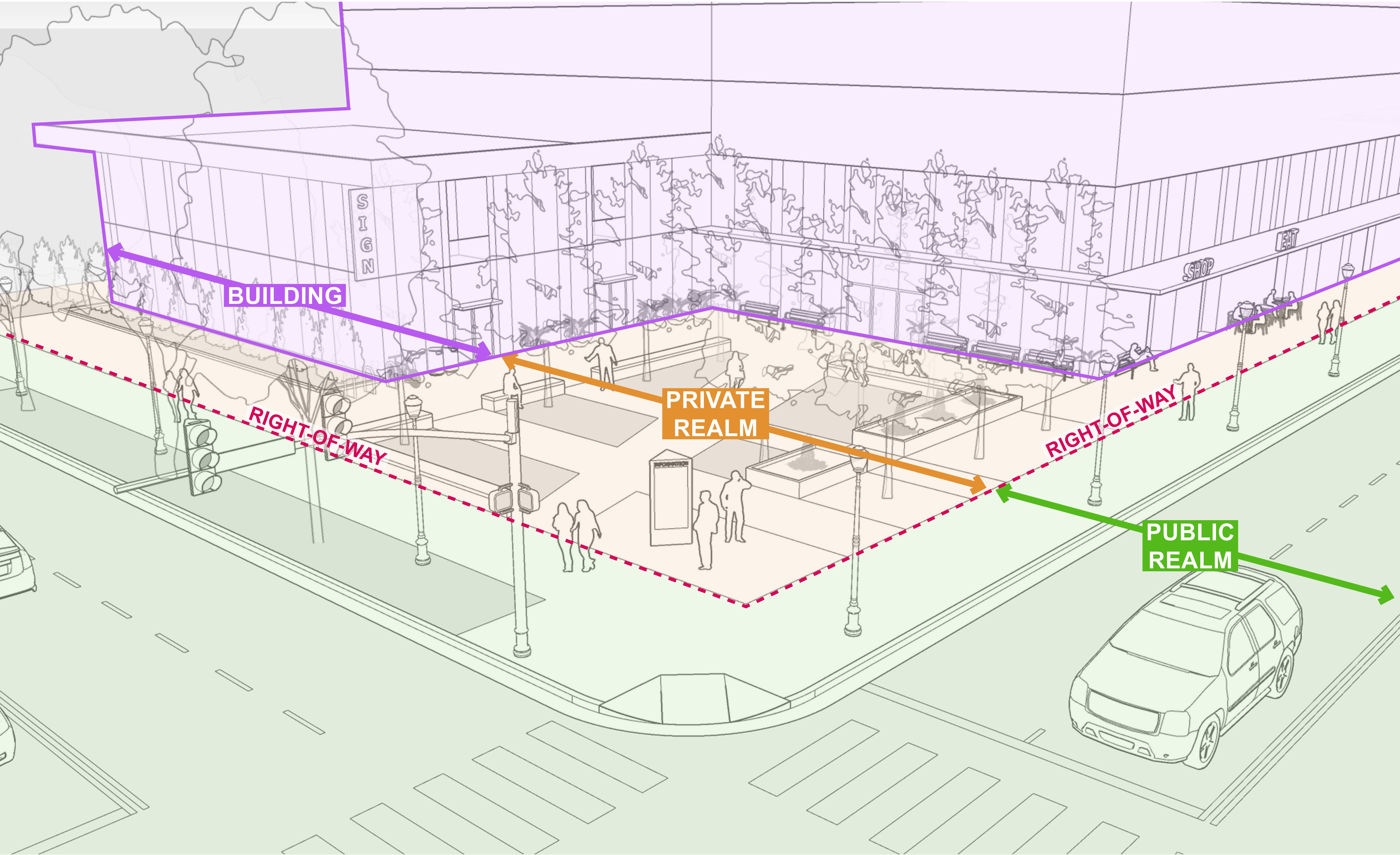
• Paving



DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 2 | FRAMEWORK

THE THREE REALMS IN THE DESIGN GUIDELINE



PUBLIC REALM

- Paving
- Furnishings
- Trees & Planting
- Wayfinding and Interpretative Signage
- Utilities
- Intersection Treatments
- Mid-Block Crossings
- Parking

PRIVATE REALM

- Building Zone
- Outdoor Amenity Spaces Including Publicly Accessible Plazas & Courtyards
- Alleys, Walkways, and Service Drives
- Placemaking Elements
- Signage
- Parking and Access

BUILDING

- Massing
- Articulation
- Materiality
- Transparency
- Form and Style

DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | PUBLIC REALM

PUBLIC REALM PRINCIPLES



Principles define the overarching goals and priorities guiding the design of the public realm. A subsequent set of objectives and associated strategies apply the principles to different the different zones and design elements that make up the public realm.

PU-1: ESTABLISH A COHESIVE VISUAL IDENTITY

Establish a cohesive visual identity that unifies the City’s public realm while allowing distinct commercial nodes to express their own aesthetic and functional character. Use a coordinated palette of materials, streetscape elements, and furnishings that are context-sensitive and complement the character of established or emerging context and adjacent neighborhoods.

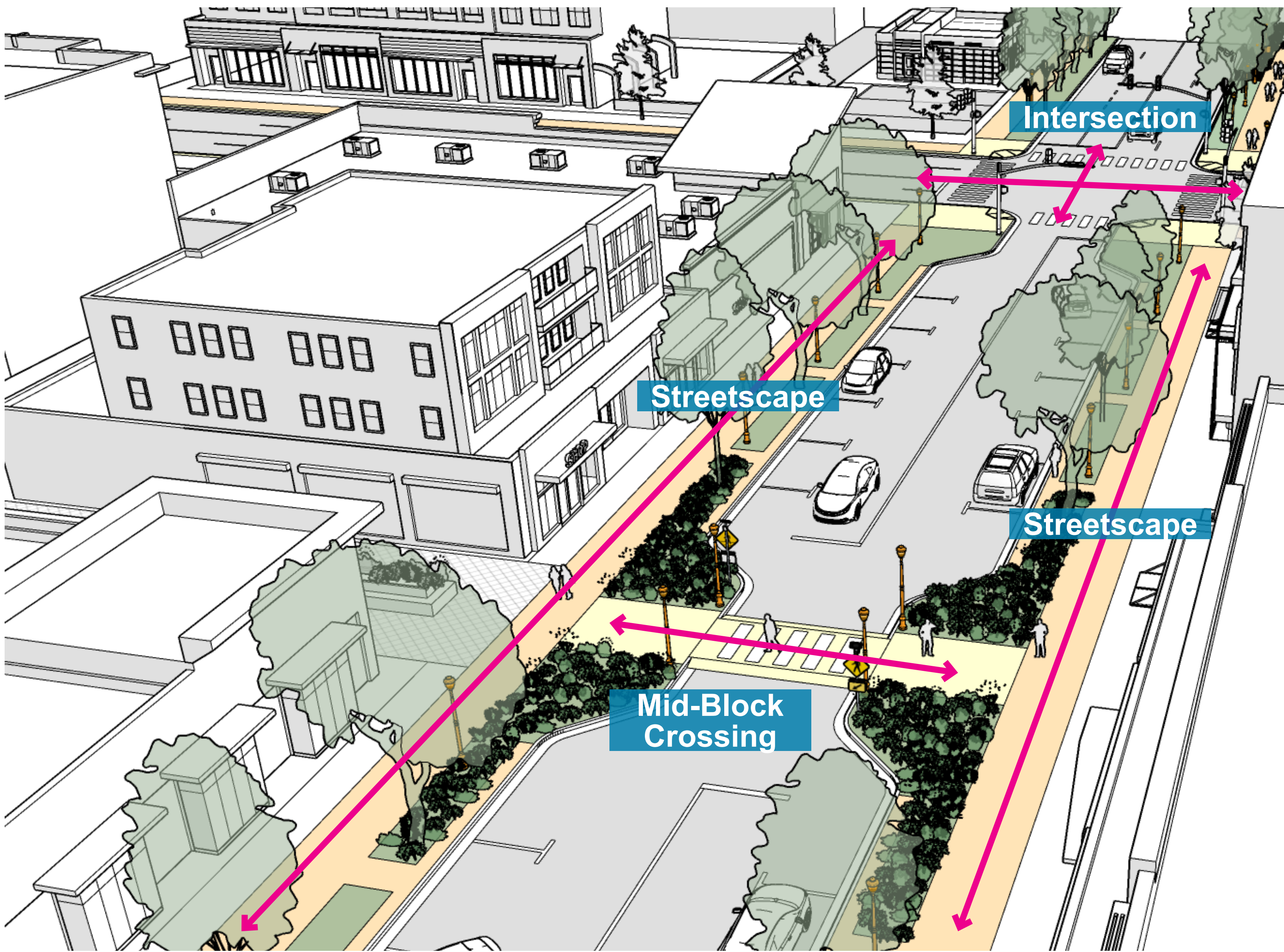
PU-2: PROMOTE COMFORT, SAFETY, AND INTUITIVE WAYFINDING

Promote comfort, safety, and intuitive wayfinding by clearly defining and balancing the Amenity Zone, Landscape Panel, and Sidewalk through zones within the public realm areas through appropriate placement and clustering of such elements. Design circulation patterns that help all users to easily understand where they are and how to navigate the sidewalk areas.

PU-3: SHAPE MULTIMODAL EXPERIENCES

Shape multimodal experiences that integrate the needs of pedestrians, bicyclists, and motorists. Prioritize walkability and bicycle access within the commercial and multifamily zones while ensuring the streetscape experience feels connected, accessible, and engaging from every mode of travel.

PHYSICAL SPACES WITHIN THE PUBLIC REALM



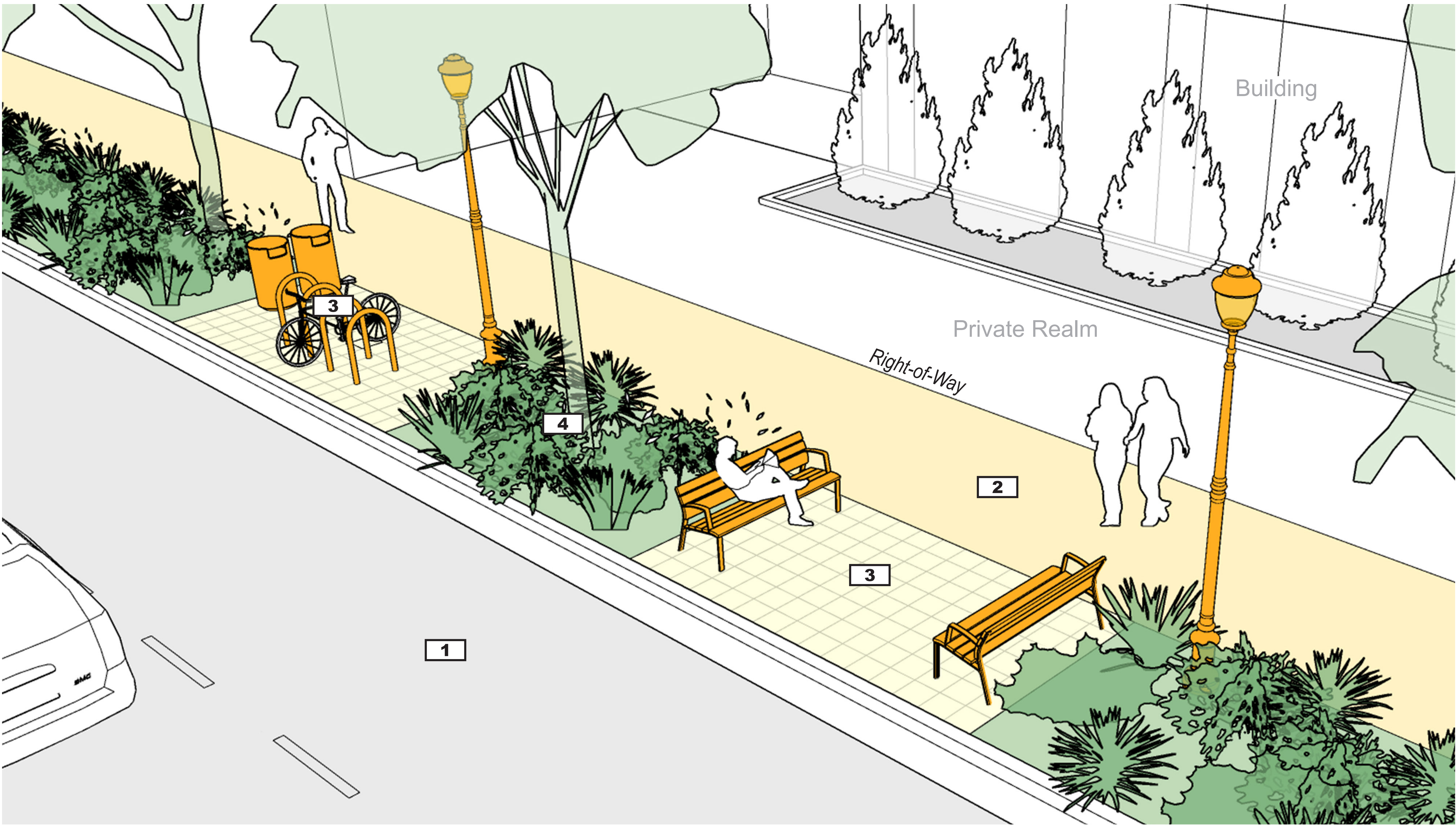
Each of the physical spaces within the public realm are shaped by various design elements. These include:

- Paving
- Furnishing
- Trees & Planting

DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | PUBLIC REALM

PHYSICAL SPACES WITHIN THE PUBLIC REALM – STREETScape



PLACEMAKING

- Paving pattern
- Furnishing style & comfort
- Planting character
- Places to linger

CIRCULATION

- Paving distinguishes pedestrian zones
- Planting and lighting rhythm
- Eliminate obstructions from sidewalk

OTHER CONSIDERATIONS

- Street parking: provide stepout zones, landscape bumpouts. Locate signs in landscape panels where possible.
- Ride-share access: locate on secondary streets, provide stepout zones

1 Travel Lane
Vehicular travel and turning movements

2 Sidewalk
Pedestrian travel zone
with no obstructions

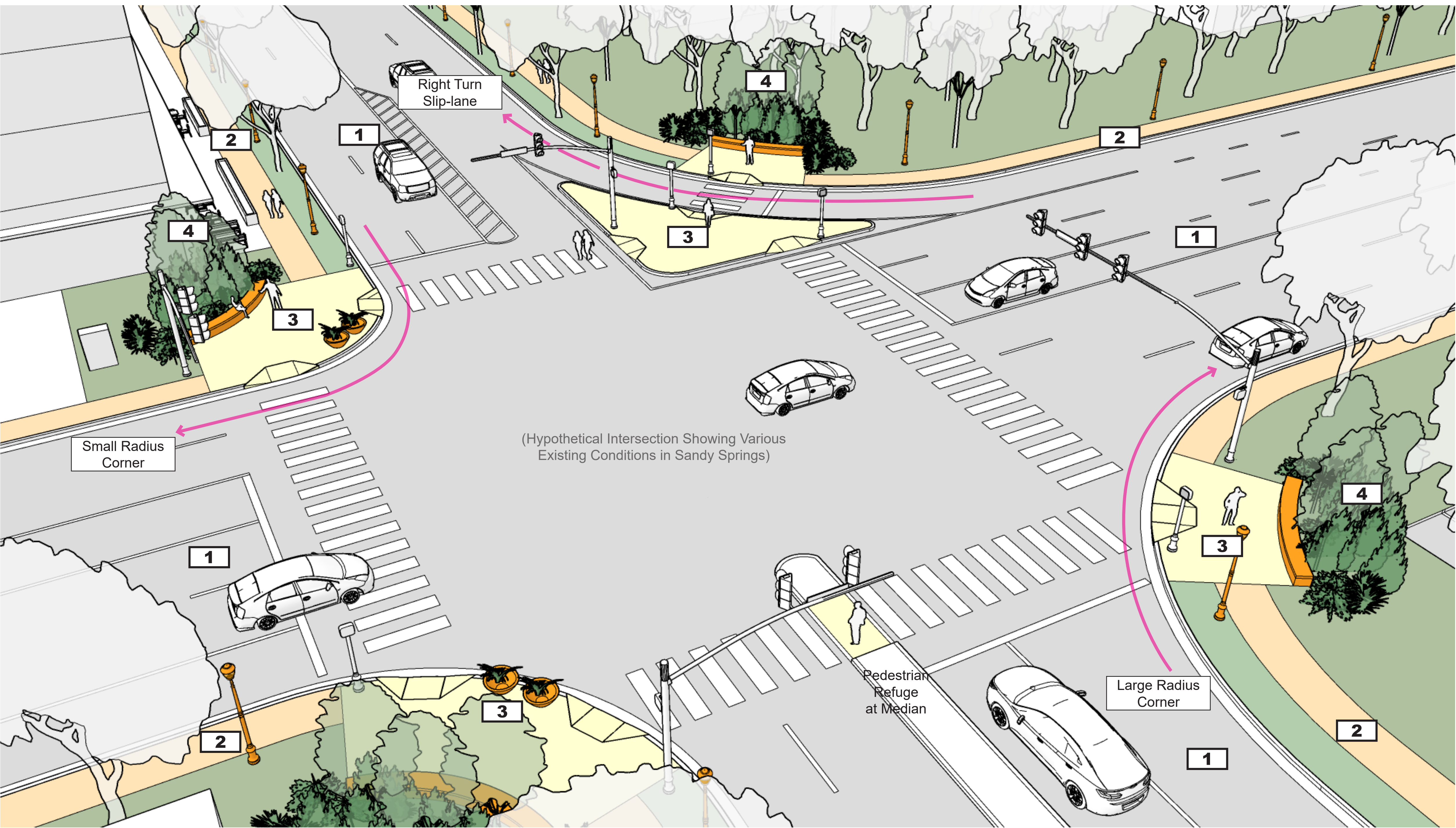
3 Amenity Zone
Space for seating, bike racks,
and street furnishing

4 Landscape Panel
On-grade planting area for street
trees, shrubs, and groundcovers

DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | PUBLIC REALM

PHYSICAL SPACES WITHIN THE PUBLIC REALM – INTERSECTION



PLACEMAKING

- Enlarged special paving zone
- Seatwall
- Planting
- Light poles

SAFETY AND ACCESS

- Accessible curb ramps
- Curbside planters
- Pedestrian refuge medians
- Traffic/pedestrian signals
- Utilities to be located outside of circulation zone, where possible

OTHER CONSIDERATIONS

- Bike lanes: provide protected bike approaches or bike boxes where bike lanes exist
- Commercial signs: locate outside of intersection zone
- Bus stops: locate on far-side of intersection, with seating/shelters independent of intersection design.
- Sight distances: ensure placement of elements do not impede required sight distances

1 Travel Lane
Vehicular travel and turning movements

2 Sidewalk
Pedestrian travel zone leading into intersection. Keep obstructions out of this zone.

3 Special Paving Zone
Flat-top seatwall following radius of curb frames the intersection. Planters provide additional pedestrian safety. Minimize obstructions in this zone.

4 Planting Area
Special planting to highlight intersection. Locate utility boxes and poles here where possible.

DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | PUBLIC REALM

PHYSICAL SPACES WITHIN THE PUBLIC REALM – MIDBLOCK CROSSING



PLACEMAKING

- Locate to connect high-use pedestrian zones
- Enlarged special paving zone
- Planting
- Light poles

SAFETY AND ACCESS

- Raised crosswalk increase visibility, yielding behavior and safety
- Accessible curb ramps at faster-traffic streets
- Landscape bumpouts
- Rectangular Rapid-Flashing Beacon (RRFB) (on cross-walk sign)
- Pedestrian refuge medians on multi-lane streets
- Lighting

1 Travel Lane
Vehicular travel and parking.

2 Sidewalk
Pedestrian travel zone.
Crosswalk connects areas of high pedestrian traffic zones.

3 Special Paving Zone / Crosswalk
Highlights area for greater visibility.
Raised crosswalk eliminates curb ramp and slows down traffic

4 Planting Area
Special planting to highlight mid-block crossing. Plants to be shorter than 2 feet or limbed up above 6 feet to maintain sight lines. Locate signs and light poles here.

DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | PUBLIC REALM

PUBLIC REALM ELEMENTS – PAVING

WHAT WE'VE HEARD:

- Scored concrete has clean appearance
- Brick is great but expensive, need to consider maintenance concerns
- Provide variation in materials and texture to break up large areas of pavement
- Warm-tone preferred, contrast should not be too great
- Keep stormwater management in mind



OBJECTIVE

A

DEFINE A HIERARCHY OF STREET TYPES WITH CORRESPONDING PAVING TREATMENTS THAT ARE APPLIED CONSISTENTLY THROUGHOUT THE CITY.

STRATEGIES:

- Create a **hierarchy of paving patterns** utilizing same or similar materials for continuity and differentiation of key corridors and locations, including:
 - Primary corridors such as Roswell, Peachtree Dunwoody, Mt. Vernon, Abernathy, etc.
 - Intersections, with an emphasis on the intersections of major roads
 - Special places, such as public spaces and other highly-visible destinations
- Ensure **continuity of paving patterns** through consistent paver layout and direction, mix of colors, and concrete scoring patterns.
- **Differentiate amenity zones from sidewalks** through paving materials and patterns
- Designate basis-of-design paving areas to serve as examples for future paving applications.

OBJECTIVE

B

ENSURE ACCESSIBILITY AND SAFETY

STRATEGIES:

- Ensure **consistent application of detectable warning strips** at street crossings and curb ramps.
- Select and install paving that is **slip-resistant and minimizes trip hazards**.

OBJECTIVE

C

SELECT MATERIALS FOR DURABILITY, EASE OF INSTALLATION, MAINTENANCE, AND REPLICABILITY

STRATEGIES:

- Prioritize **simple paving specifications** for ease of implementation, cost efficiency, and ability to replace or replicate materials at scale.
- Utilize standard and **readily-available paver sizes and colors**.
- Employ concrete scoring patterns that contain cracking and **minimize the extent of concrete replacement** that is required.

OBJECTIVE

D

PRIORITIZE ENVIRONMENTAL SUSTAINABILITY AND CLIMATE RESILIENCE IN THE SELECTION AND APPLICATION OF PAVING MATERIALS

STRATEGIES:

- **Mitigate the heat-island effects** by prioritizing light-colored and highly-reflective paving materials that reduce the Universal Thermal Climate Index, particularly in unshaded areas with high surface temperatures.
- Prioritize paving materials and manufacturers with **low carbon emissions**.
- **Minimize solid waste generation** by utilizing recycled materials and designing paving applications for ease of disassembly and end-of-life recycling.

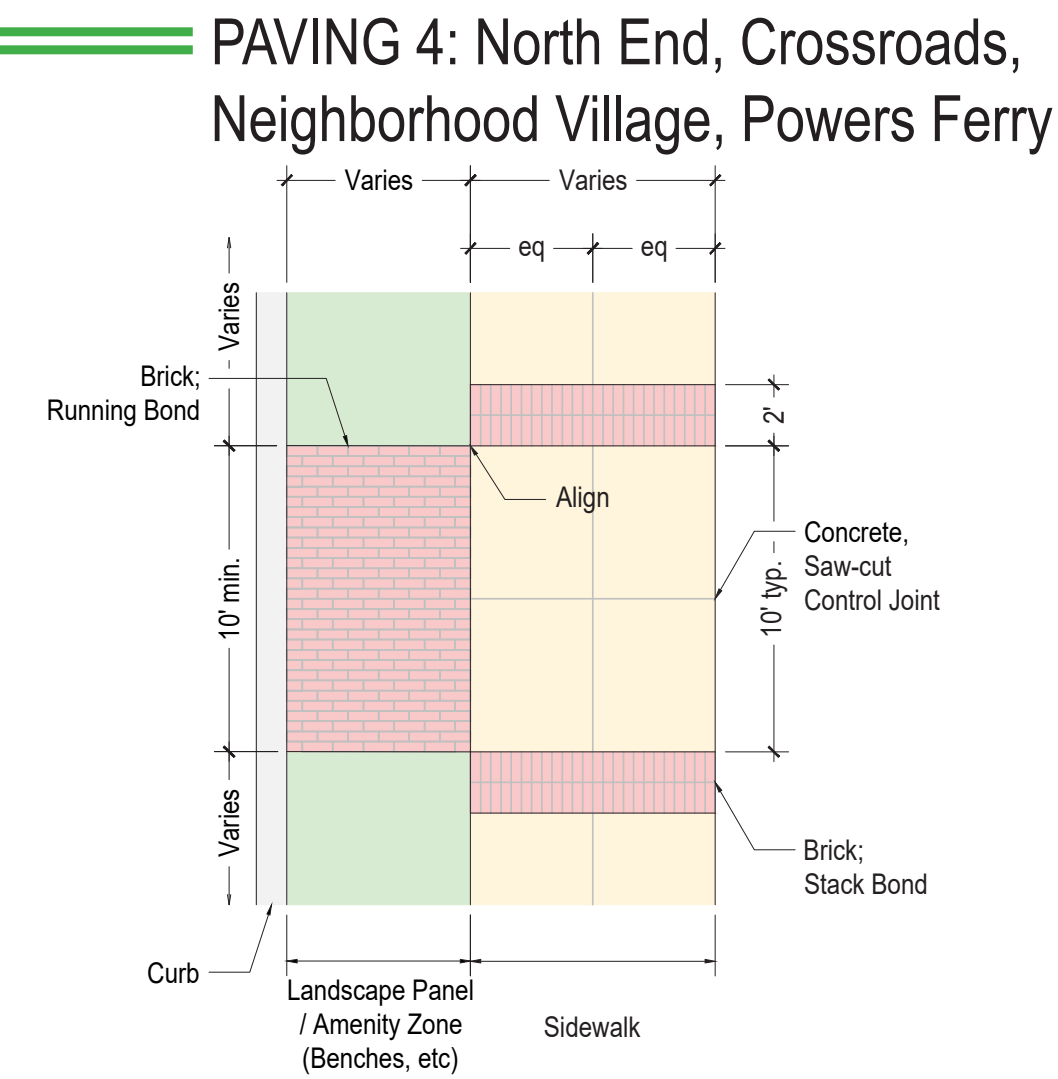
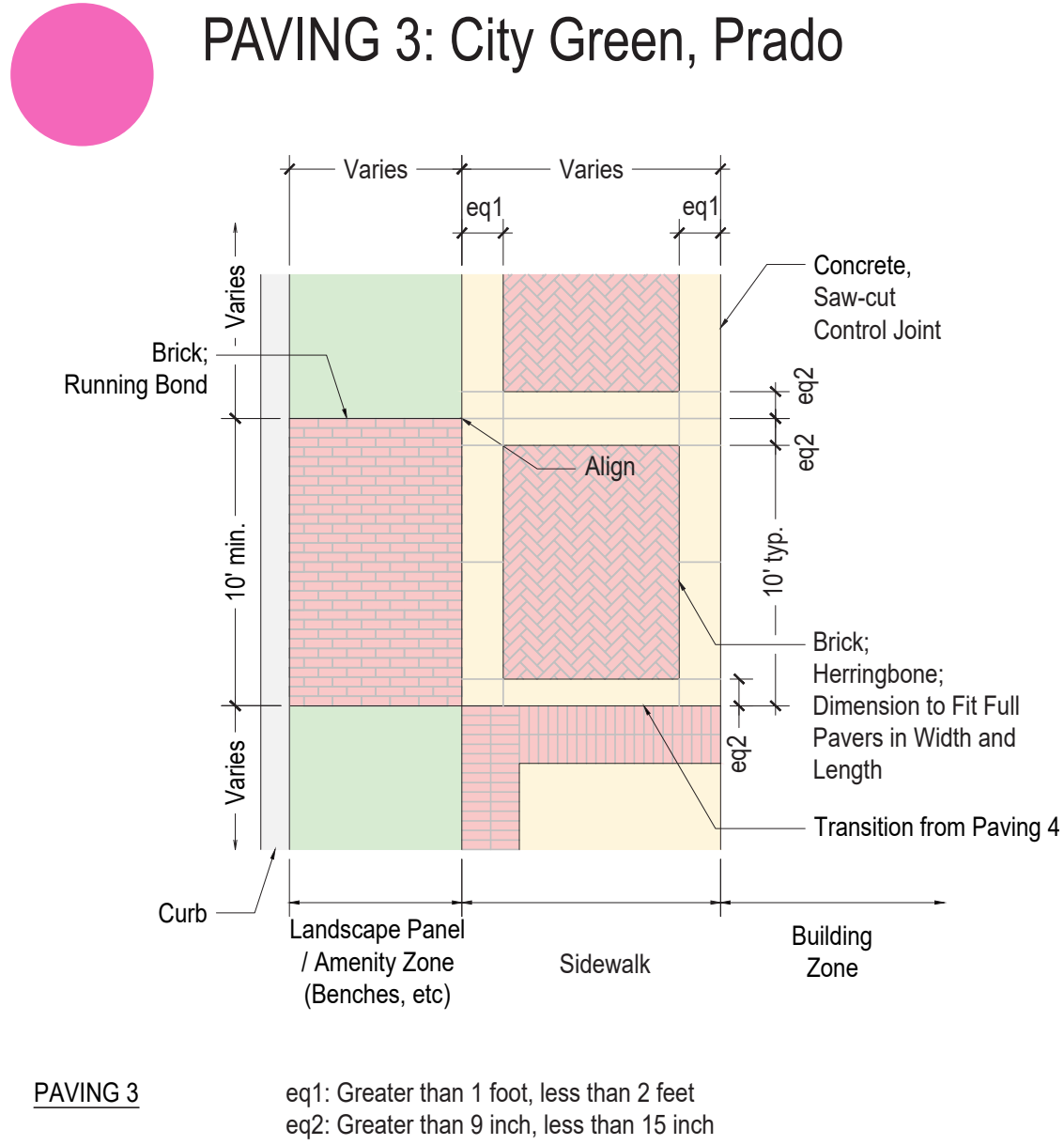
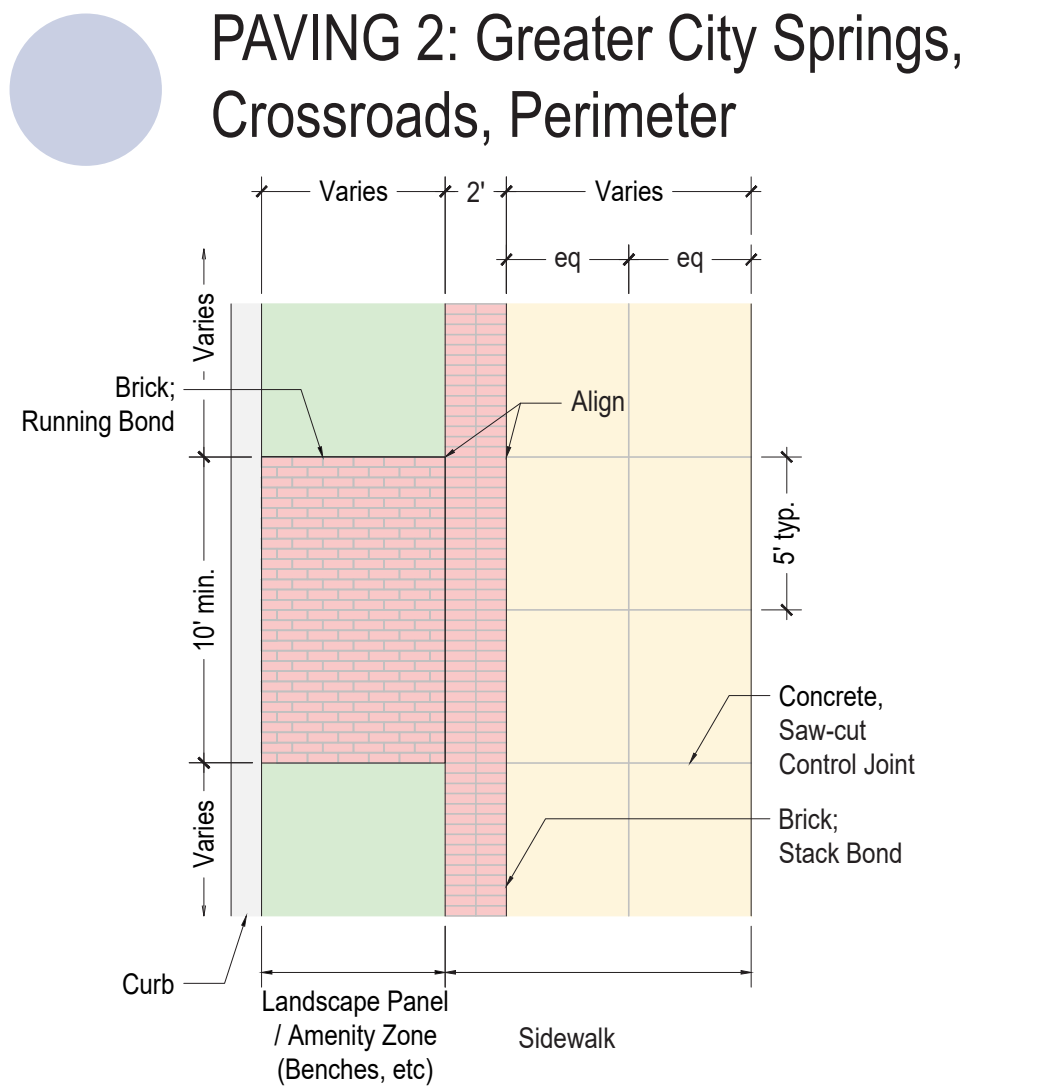
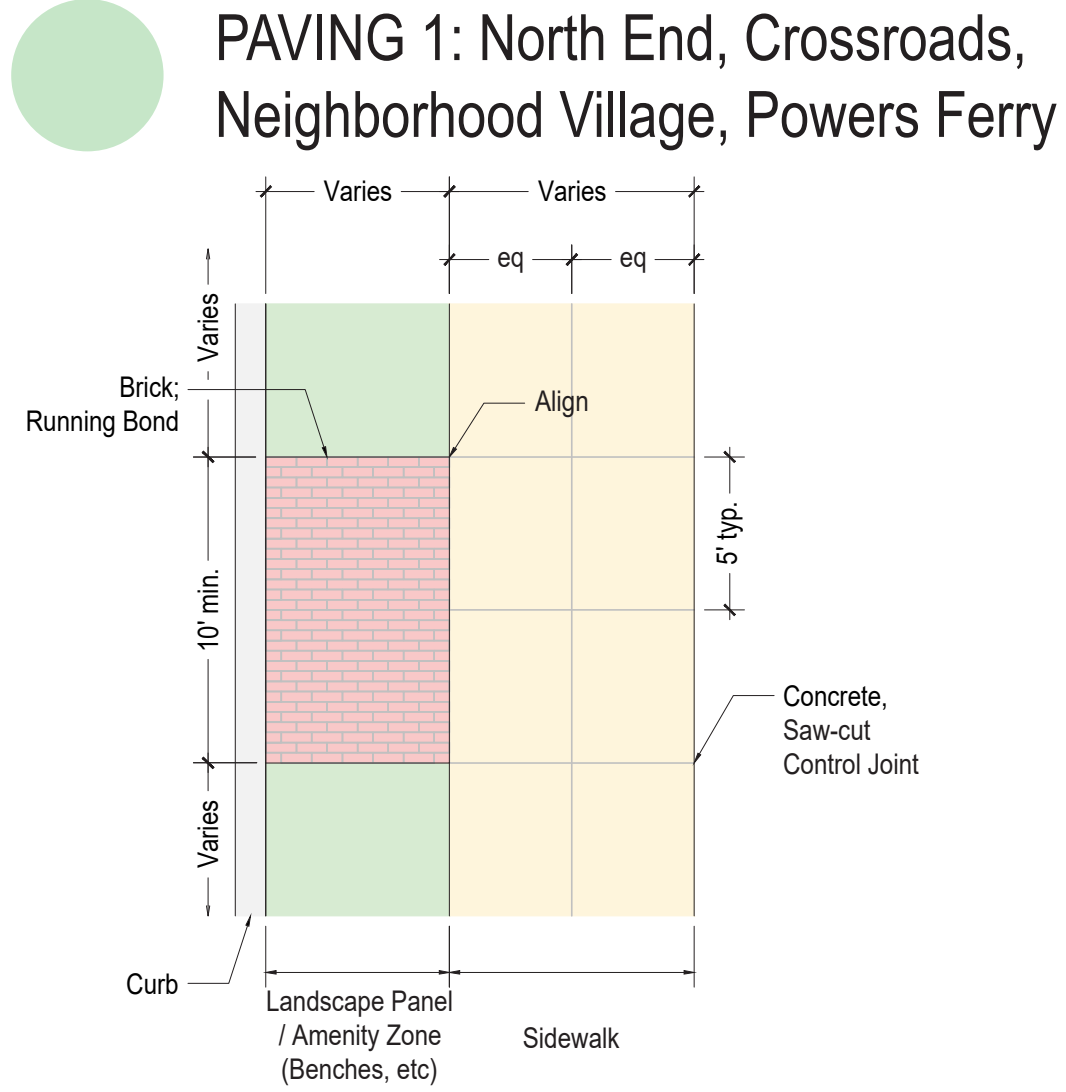
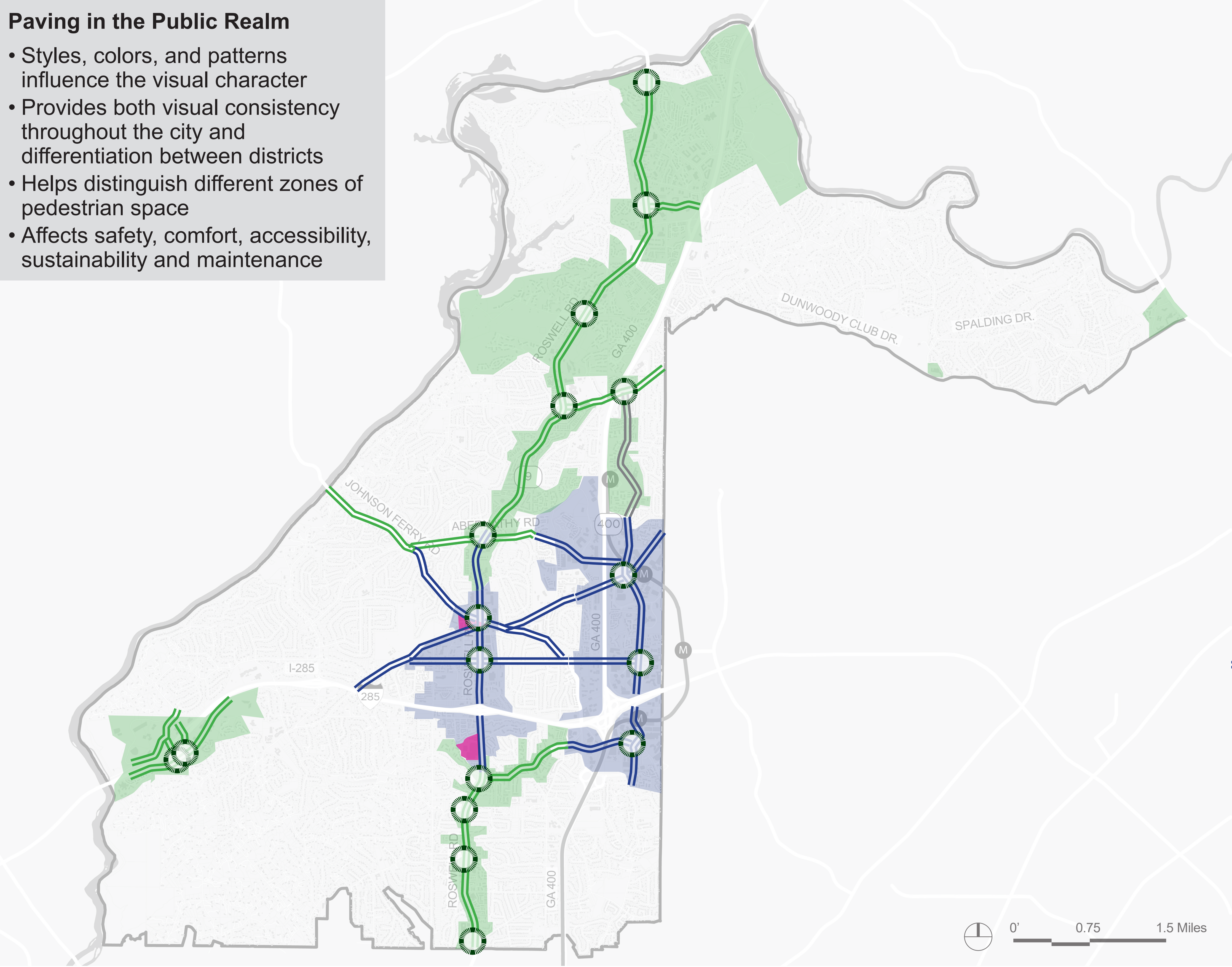
DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | PUBLIC REALM

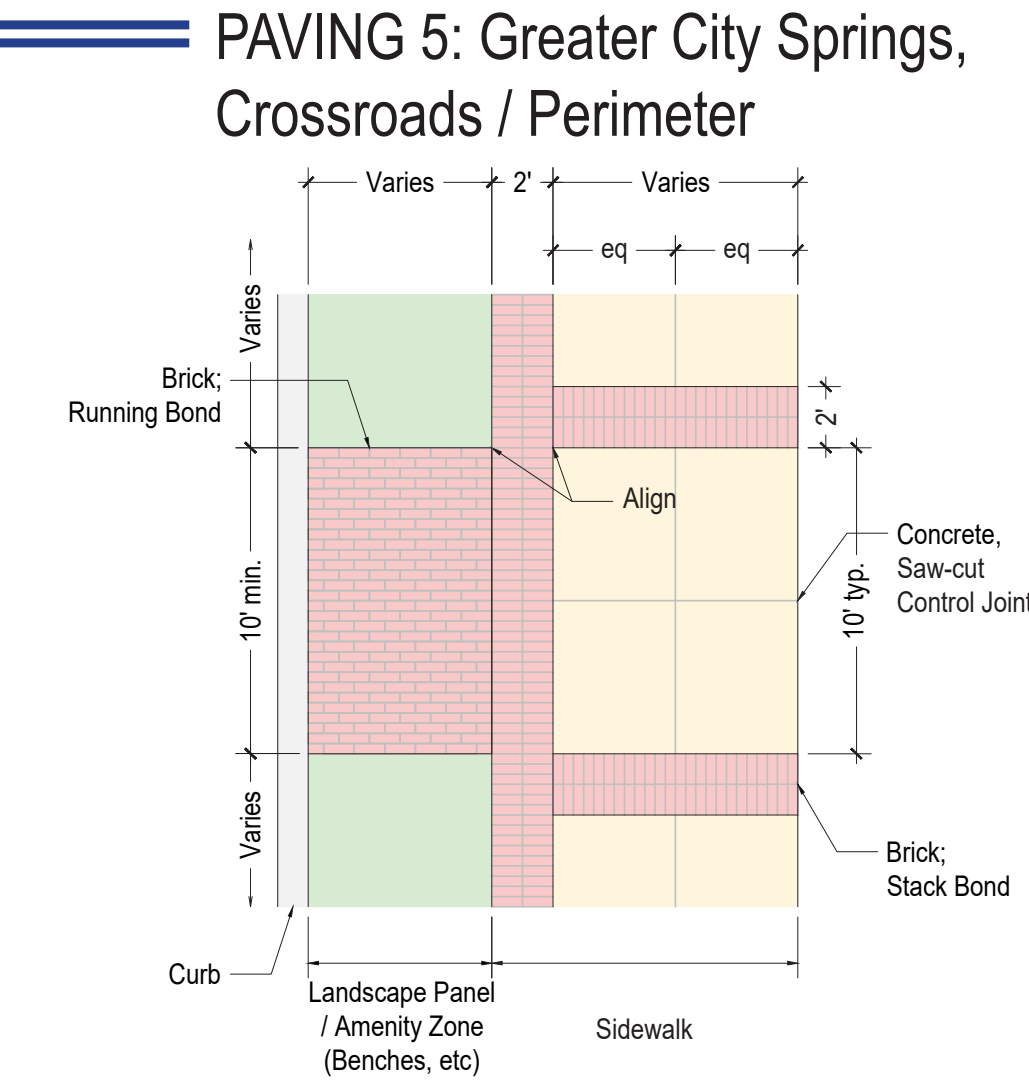
PUBLIC REALM ELEMENTS – PAVING

Paving in the Public Realm

- Styles, colors, and patterns influence the visual character
- Provides both visual consistency throughout the city and differentiation between districts
- Helps distinguish different zones of pedestrian space
- Affects safety, comfort, accessibility, sustainability and maintenance



PAVING 3
eq1: Greater than 1 foot, less than 2 feet
eq2: Greater than 9 inch, less than 15 inch



DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | PUBLIC REALM

PUBLIC REALM ELEMENTS – FURNISHINGS

WHAT WE'VE HEARD:

- Provide consistent style across family of furnishings
- Comfort: physical, thermal & textural
- Should be low maintenance & high durability
- Traditional style city-wide, modern twist in mixed-use special places
- Use branding cues selectively



OBJECTIVE A

UTILIZE A CONSISTENT AND COHESIVE FAMILY OF FURNISHINGS TO UNIFY THE CITY'S VISUAL CHARACTER AND DISTINGUISH INDIVIDUAL AREAS OF THE CITY

STRATEGIES:

- **Employ families of benches, trash and recycling receptacles, and bike racks** in the public realm that are unified by a common style, colors, and materials within individual areas of the city.
- Employ a consistent approach to street lighting and traffic light poles based on both style and color. **Light fixture styles should be largely consistent citywide, while the colors of light fixtures will vary** to distinguish individual areas of the city.

OBJECTIVE C

ENSURE THAT THAT THE FURNISHINGS CONTRIBUTE TO HUMAN COMFORT AND SAFETY

STRATEGIES:

- Select benches, chairs, and tables that contribute to **ergonomic and thermal comfort**.
- Locate furnishings within the amenity zone to ensure pedestrian, stroller and wheelchair **movements are not obstructed**.
- **Maximize available shade** and users' visibility of their surroundings when locating seating.
- Ensure that placement of furnishings does not create visual obstructions for cars and pedestrians, particularly at intersections.
- **Avoid placing seating in locations where slopes exceed 4-5%**; where seating is located on slopes, incorporate features such as leg extensions or rotate the orientation of seating to create a level seating surface.
- Select and locate lighting fixtures to provide **consistent vehicular and pedestrian-oriented lighting**, particular in highly-traveled locations and at intersections.

OBJECTIVE B

ENSURE THAT FURNISHINGS ARE DURABLE AND EASY TO MAINTAIN

STRATEGIES:

- Select furnishings that are made of **durable materials and finishes that are easy to clean** and will withstand impacts related to weather conditions, regular use, animals and their droppings, etc.
- Select furnishing types and manufacturers that ensure **easy replacement and replication** in the future, as well as consistent availability of replacement parts for repairs

OBJECTIVE D

SELECT AND UTILIZE FURNISHINGS TO ENHANCE THE HUMAN EXPERIENCE OF PLACES AND SPACES IN THE CITY, WHILE DISTINGUISHING AND HIGHLIGHTING SPECIAL PLACES

STRATEGIES:

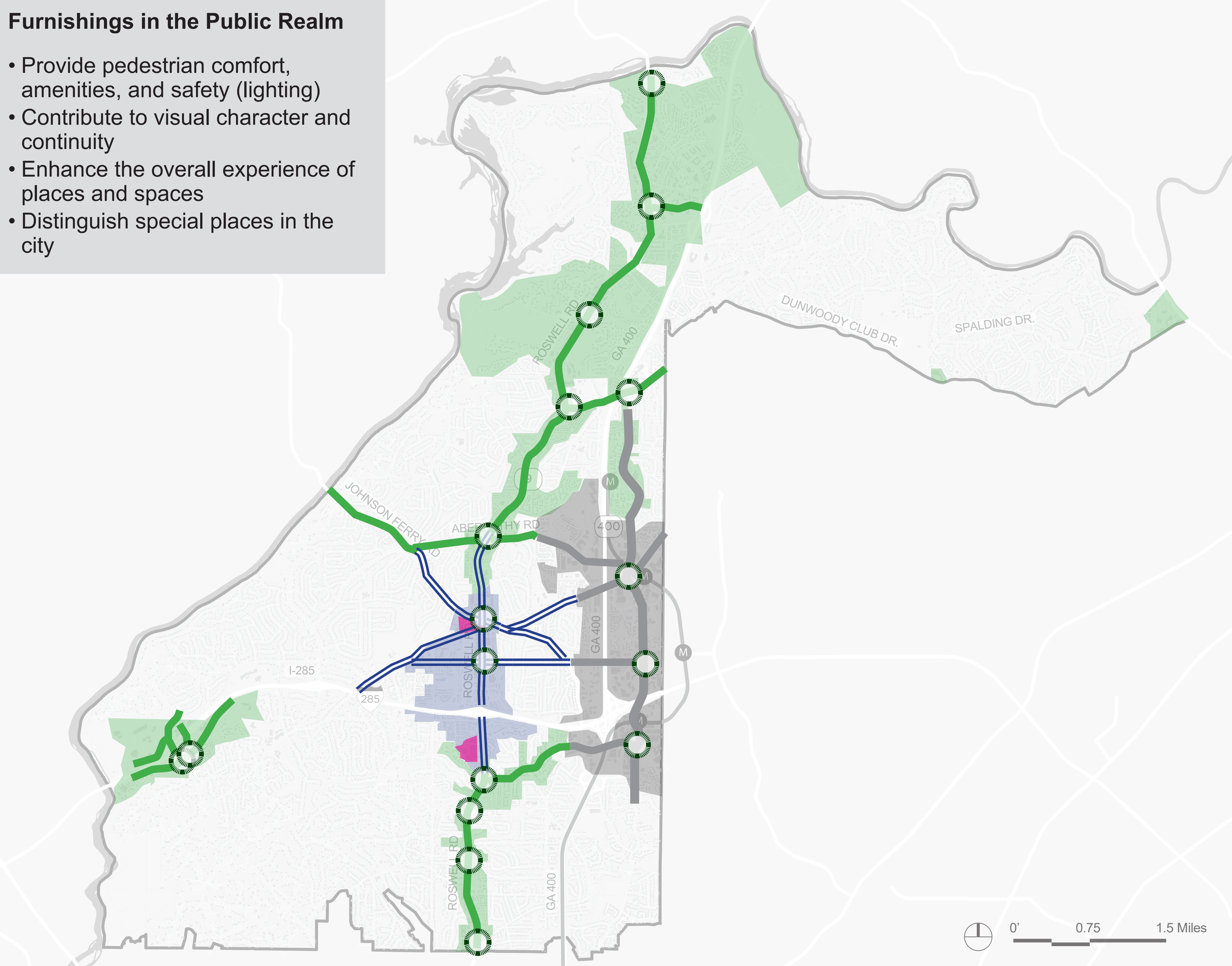
- Provide amenities—such as tables with seating, wifi access, and charging stations for devices—in spaces where people are intended to **linger** for longer periods of time, particularly in pedestrian friendly mixed-use districts.
- **Incorporate artistic elements**, such as public art or artistically designed furnishings to distinguish special places and enhance sense of place (see Sandy Springs Art in Public Places Plan).
- Utilize furnishings to **curate the experience of places and speed of travel** by providing visual cues that welcome visitors and passers-by and invite them to linger.

DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | PUBLIC REALM

PUBLIC REALM ELEMENTS – FURNISHINGS

- Furnishings in the Public Realm**
- Provide pedestrian comfort, amenities, and safety (lighting)
 - Contribute to visual character and continuity
 - Enhance the overall experience of places and spaces
 - Distinguish special places in the city



AREA DEFINING FURNISHINGS

- North End, Neighborhood Village, Powers Ferry
- Greater City Springs, Crossroads
- Perimeter
- City Green, Prado

CORRIDOR LIGHTING

- North End, Neighborhood Village, Powers Ferry
- Greater City Springs, Crossroads
- Perimeter
- Primary Intersections

DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | PUBLIC REALM

PUBLIC REALM ELEMENTS – FURNISHINGS

NORTH END, NEIGHBORHOOD VILLAGE, POWERS FERRY



GREATER CITY SPRINGS, CROSSROADS



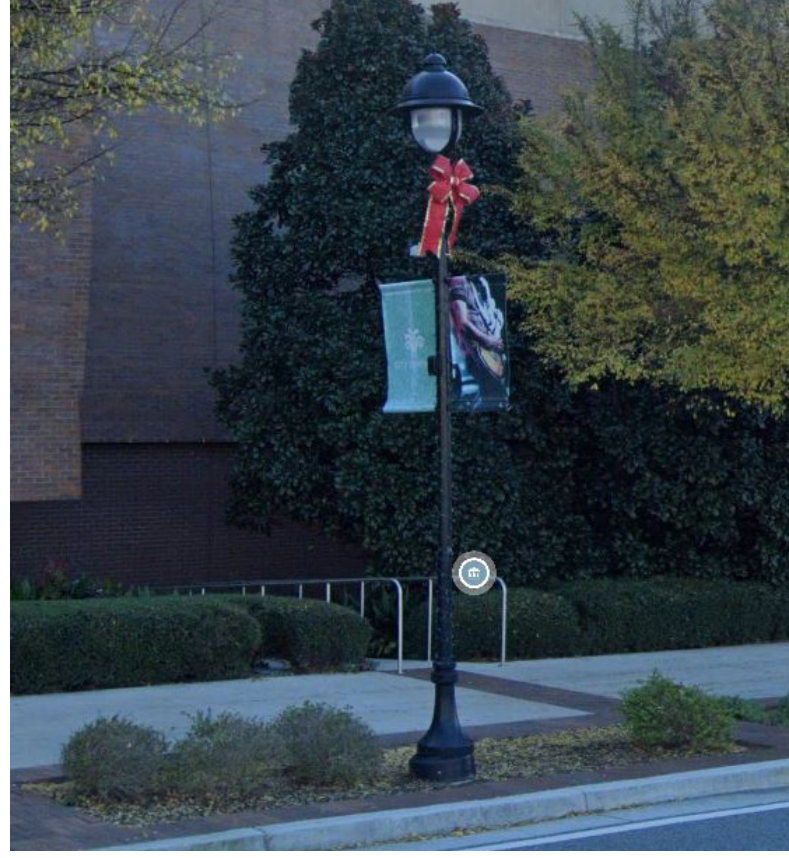
PERIMETER



CITY GREEN, PRADO & OTHER MIXED-USE SPECIAL PLACES



LIGHTING



Standard

Black

Banner

Hanging Baskets

Mixed-Use Special Places

City Springs / Crossroads / Perimeter

**Utilize planters at select locations only, including at primary intersections, in instances where (a) healthy tree or vegetation growth is not feasible due to physical constraints or (b) where planters serve other purposes, such as access, demarcating spaces along the streetscape, or enhancing safety and security. Furnishings should not be located in a way that creates obstructions, visibility issues, or pose other dangers.*

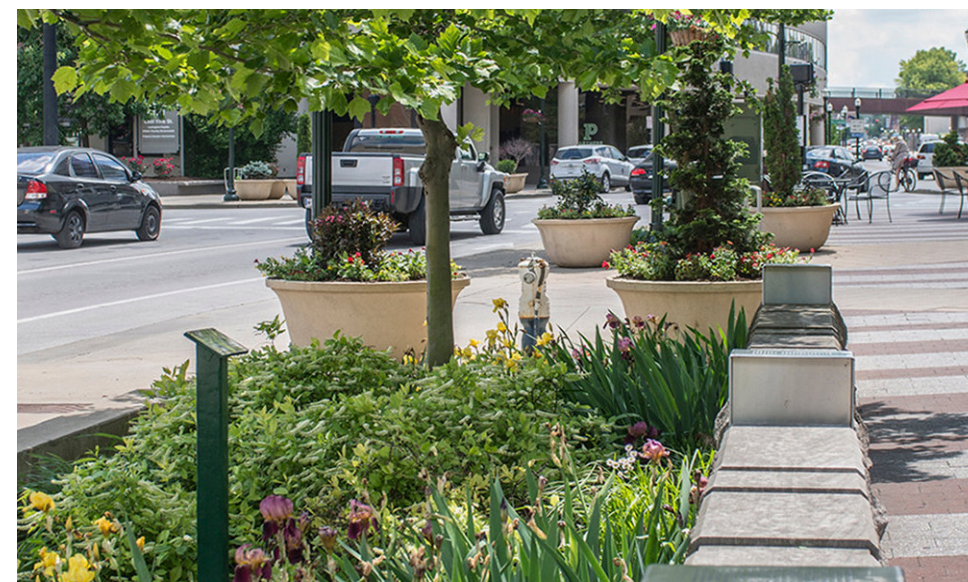
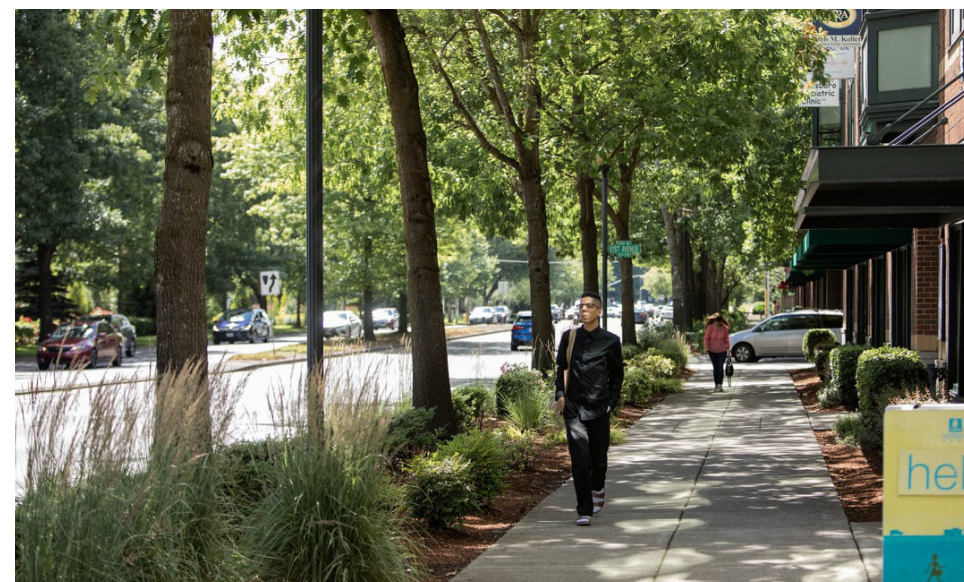
DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | PUBLIC REALM

PUBLIC REALM ELEMENTS – PLANTING

WHAT WE’VE HEARD:

- More green the better
- Trees critical for providing shade
- Incorporate stormwater management
- In-ground planting preferred over movable planters
- Use hanging baskets to highlight unique districts



OBJECTIVE
A

PRIORITIZE URBAN ECOLOGY, SUSTAINABILITY, AND RESILIENCE

STRATEGIES:

- Prioritize planting of **native species and cultivars**.
- Prioritize planting of a mix of approved street trees and understory plantings to ensure **species diversity**.
- Prioritize **pest- and disease-resilient** species.
- Meet or exceed requirements for soil volume, tree spacing, irrigation, and maintenance (see Technical Manual and GDOT requirements).
- **Support stormwater management** through use of raingardens and urban micro-bioretenion facilities.

OBJECTIVE
B

DEFINE THE CITY’S VISUAL CHARACTER AND SENSE OF PLACE THROUGH TREES AND PLANTING, WHILE ENHANCING THE PEDESTRIAN EXPERIENCE

STRATEGIES:

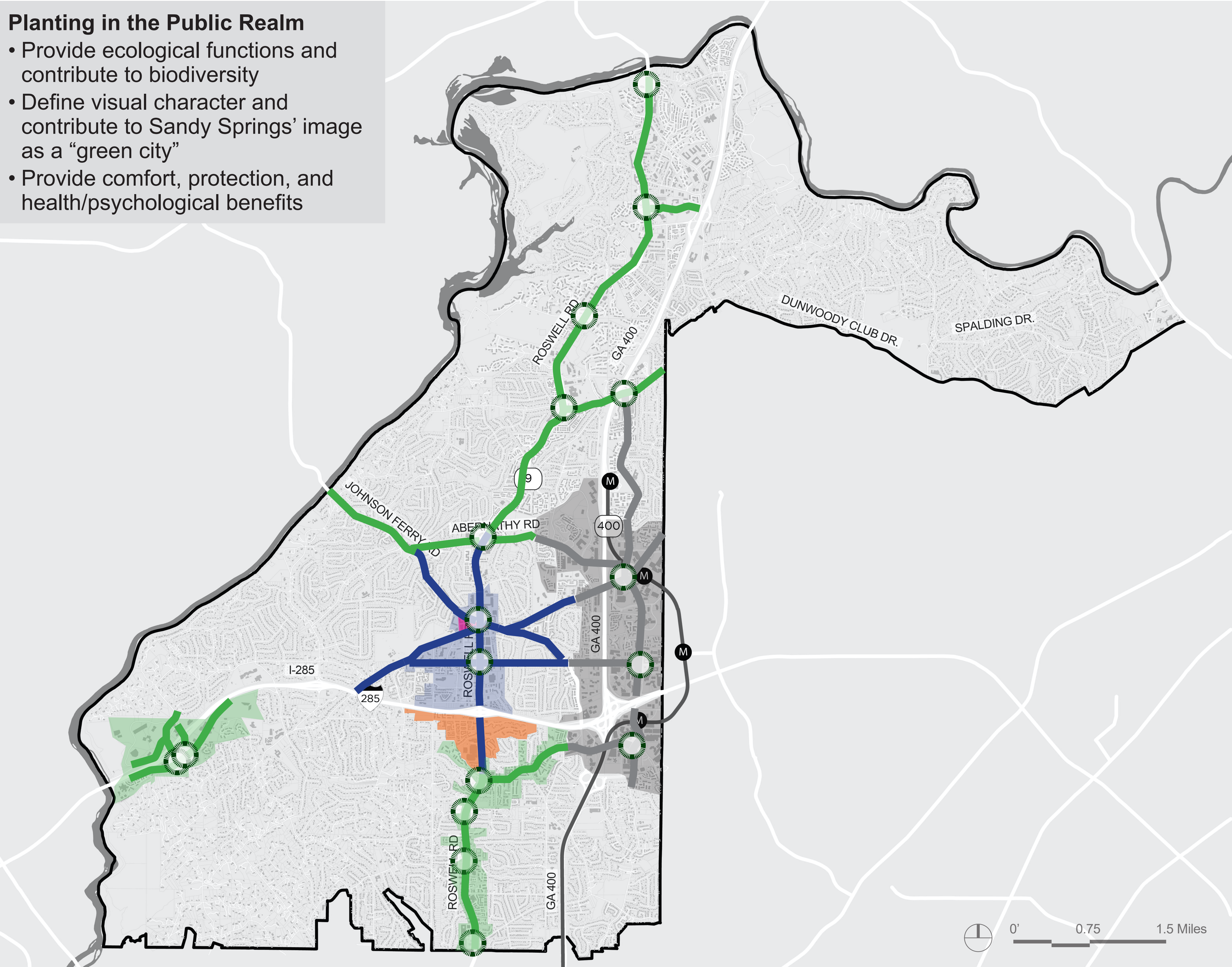
- Incorporate street trees wherever possible to **expand the city’s tree canopy** and reinforce the city’s “green” image.
- Select **city-wide and district specific tree and plant species palettes** to ensure visual continuity and differentiation as well as streetscape coherence.
- Ensure **consistent tree spacing** based on species selection and area-specific guidelines.
- Locate street trees to **maximize shade, pedestrian comfort, and separation from vehicular traffic**.
- **Promote and highlight seasonality** in the selection of trees and planting to ensure noteworthy visual features during all seasons (e.g., flowers, distinctive fall colors, etc.)
- **Utilize planters at select locations**, including at primary intersections, in instances where (a) healthy tree or vegetation growth is not feasible due to physical constraints or (b) where planters serve other purposes, such as access, demarcating spaces along the streetscape, or enhancing safety and security. Planters should not be located in a way that creates obstructions, visibility issues, or pose other dangers.

DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | PUBLIC REALM

PUBLIC REALM ELEMENTS – PLANTING

- Planting in the Public Realm**
- Provide ecological functions and contribute to biodiversity
 - Define visual character and contribute to Sandy Springs' image as a "green city"
 - Provide comfort, protection, and health/psychological benefits



AREA DEFINING PLANTING

- Greater City Springs
- Crossroads
- Perimeter
- Neighborhood Village, Powers Ferry

CORRIDOR PLANTING

- North End, Neighborhood Village
- Greater City Springs, Crossroads, Powers Ferry
- Perimeter
- Primary Intersections

DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | PUBLIC REALM

PUBLIC REALM ELEMENTS – PLANTING

Mixing the characteristics and species of plants can help provide both coherence to the city as well as uniqueness to the districts.

STREET TREES



Form



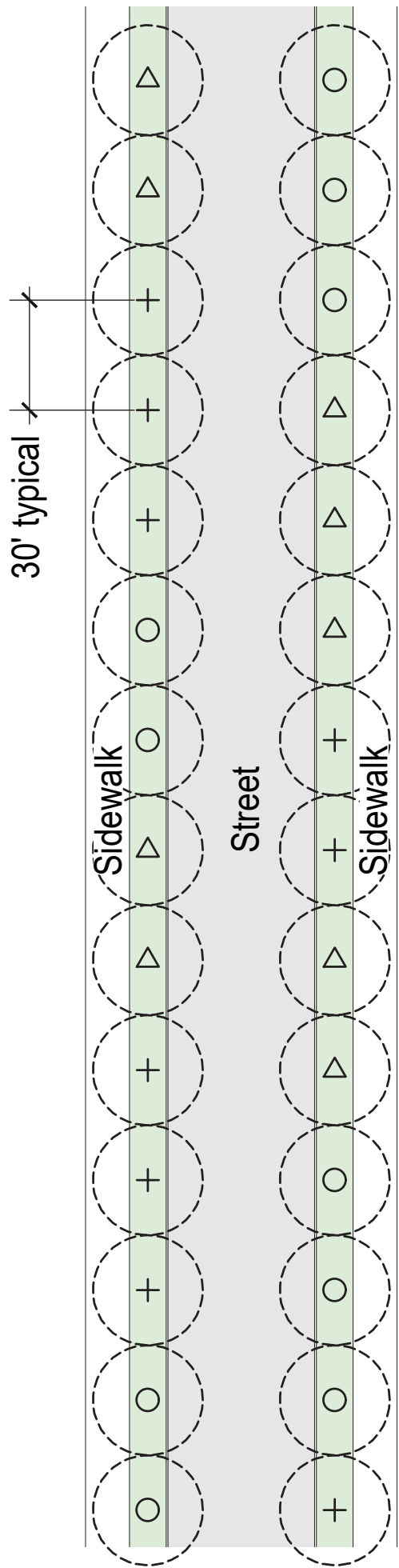
Spacing



Size



Species Mix

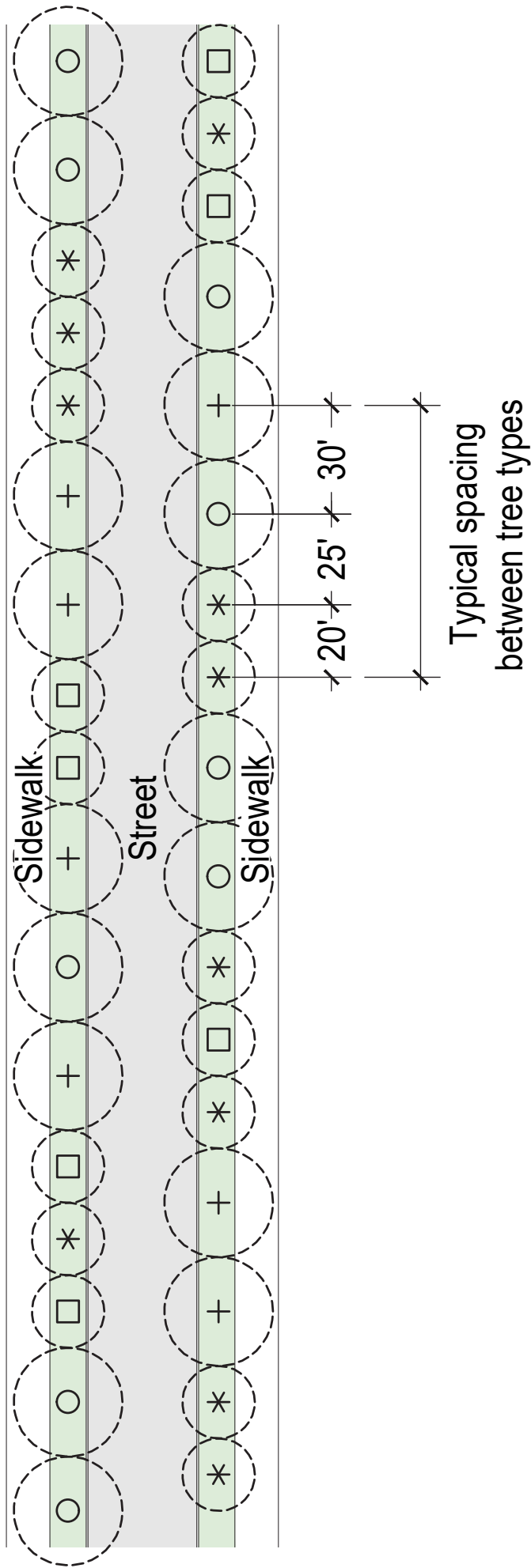


*Coordinate spacing with street lights as needed

- KEY
- Large Canopy Tree A
 - + Large Canopy Tree B
 - △ Large Canopy Tree C
 - * Medium / Small Canopy Tree D
 - Medium / Small Canopy Tree E
 - Landscape Panel

Select three species of large canopy trees. Alternate between groups of two or three of the same species.

CORRIDOR TREE PLANTING PATTERN



Select two large and two medium / small canopy tree species. Alternate between groups of two or three large and medium / small canopy trees.

AREA DEFINING TREE PLANTING PATTERN

UNDERSTORY PLANTING



Color, Form & Seasonality

DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | PRIVATE REALM

PRIVATE REALM PRINCIPLES



Principles define the overarching goals and priorities guiding the design of the private realm. A subsequent set of objectives and associated strategies apply the principles to different the different zones and design elements that make up the public realm.

PR-1: COMPLEMENTARY CHARACTER

Design private development to reflect and complement the character of the adjacent public realm, specifically along sidewalks, plazas, and alleys.

PR-2: QUALITY AND DURABILITY

Establish a consistent baseline of quality in materials, design detailing, safety, and overall aesthetics that aligns with Sandy Springs' vision for a well-crafted and human-scaled urban environment. Private realm designs should support user comfort, accessibility, and wellbeing.

PR-3: GREEN OUTLOOK

Incorporate landscape elements to soften built form, enhance visual appeal, and support environmental performance.

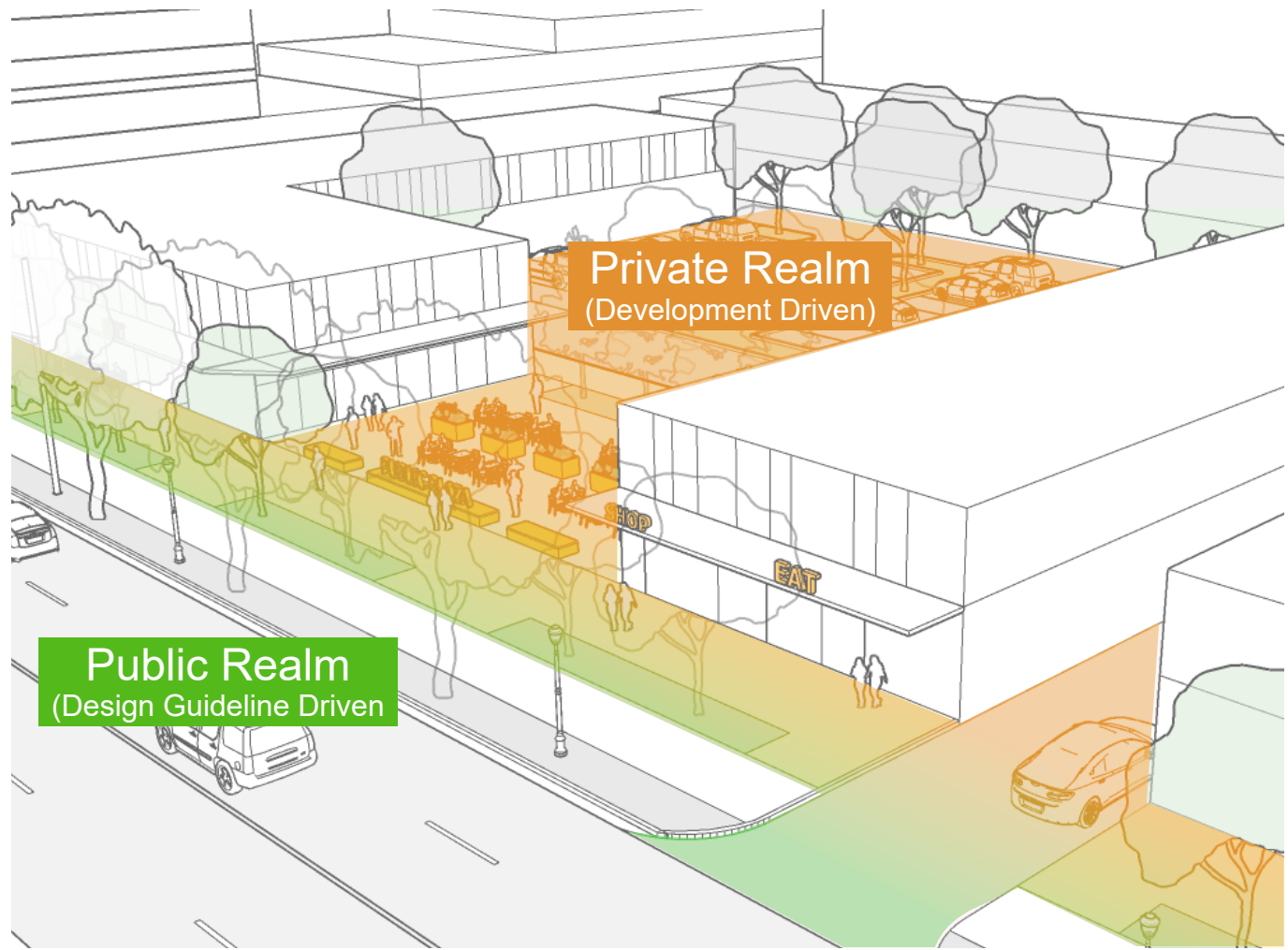
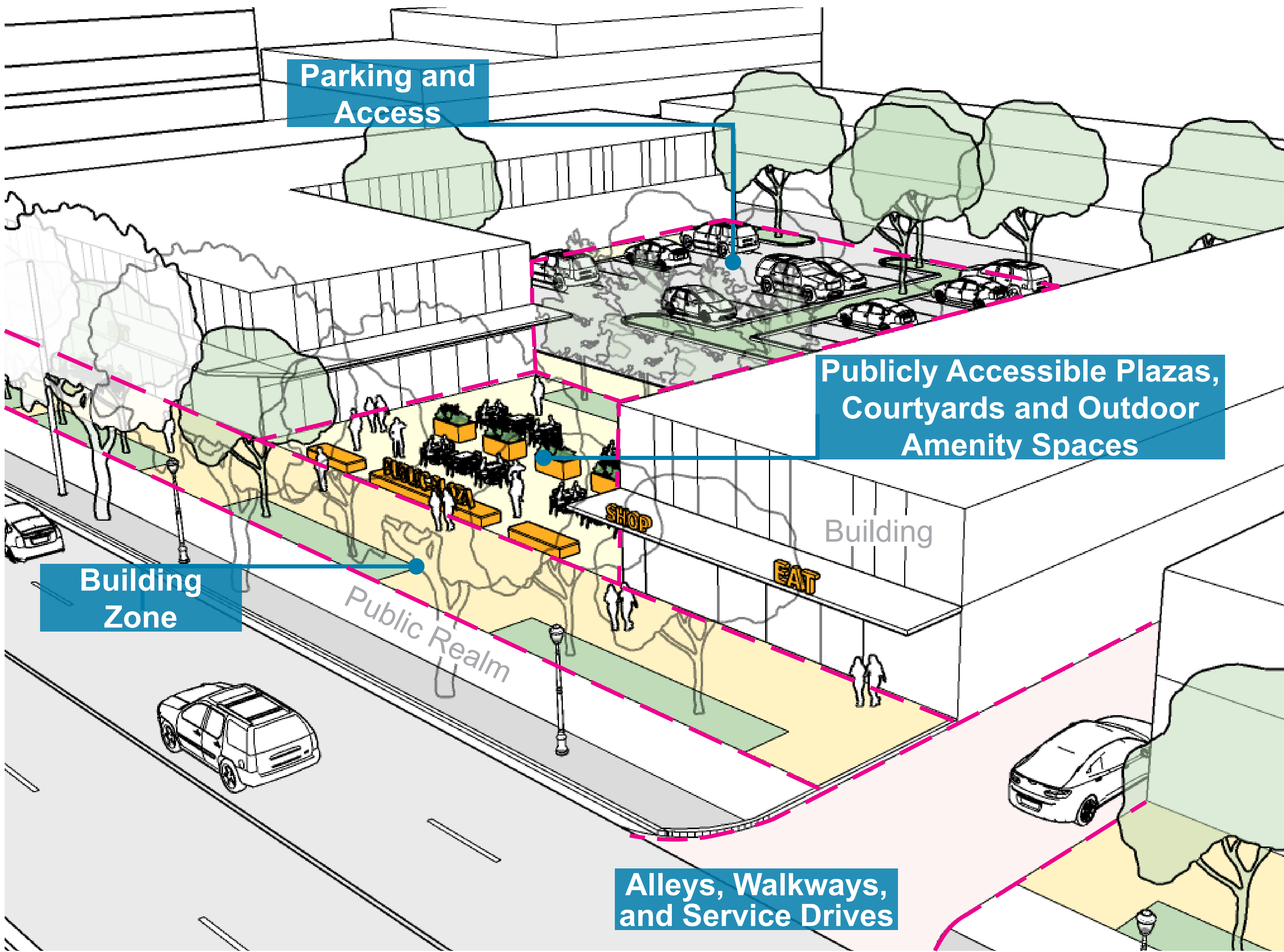
PR-4: VISUAL AND SPATIAL CONNECTION

Ensure that publicly accessible areas within the private realm have visual and spatial clarity as well as clearly defined circulation paths and gathering zones.

PR-5: FLEXIBILITY IN DESIGN

Provide flexibility for private developers and property owners to express their identity. Areas closest to the public realm should have the greatest coherence with the design guidelines of the public realm, with greater flexibility allowed within the private realm as one goes further into the property.

PHYSICAL SPACES WITHIN THE PRIVATE REALM



Degree of Control in the Private Realm

Design of the Private Realm is intended to be flexible to allow developments to express their own character. Areas adjacent to the public realm should consider compatibility with Public Realm elements for a coherent design.

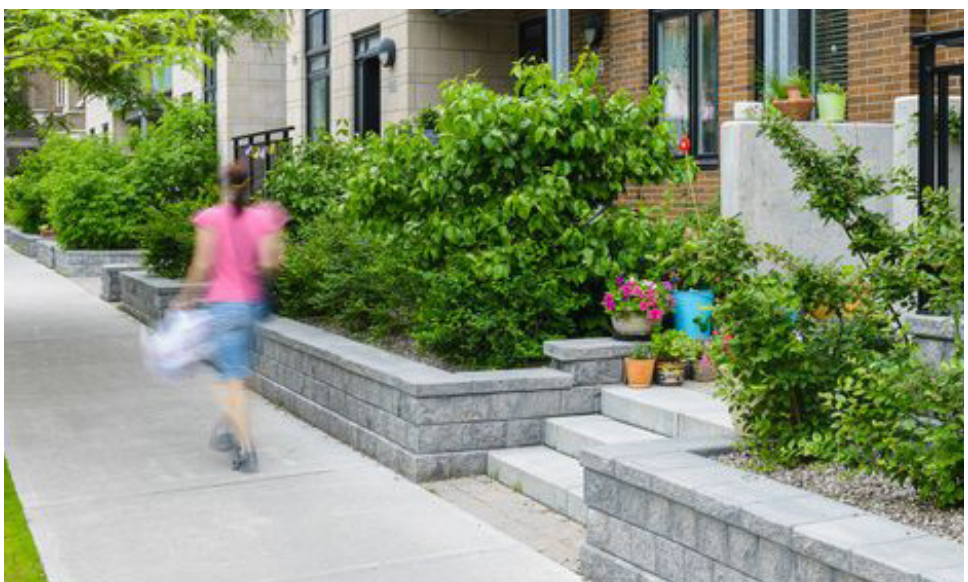
DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | PRIVATE REALM

PRIVATE REALM – BUILDING ZONE

WHAT WE’VE HEARD:

- Clearly define circulation without obstacles
- Provide easy and clear access to building entrances
- Provide outdoor seating areas



WHAT IS THE BUILDING ZONE AND WHY IS IT IMPORTANT? DEFINITION

- Enables private space along the fronts of buildings to function as an **extension of the public realm**.
- **Accommodates amenities** such as outdoor dining, seating, planting.
- Provides a **transition from the public realm** to building entrances and interior spaces.
- **Establishes physical and visual separation**, where needed, between public sidewalks and private uses.

OBJECTIVE A SUPPORT AND ACTIVATE SIDEWALK AREAS IN FRONT OF BUILDINGS AND ALONG PRIMARY STREETS

- STRATEGIES:**
- Along the frontages of commercial uses, **incorporate spaces for outdoor dining, seating, landscaping, planters, and public art and water features**.
 - Coordinate with building design to maximize transparency of windows and entrances at the ground floors of buildings.
 - Minimize blank walls and facades facing the sidewalk, particularly along primary streets.
 - Provide minimal building setbacks and offsets to accommodate outdoor amenities, landscaping and signage in the building zone while **establishing a legible building frontage**.
 - Accommodate stoops and porches at the fronts of residential buildings to **enhance connectivity and provide “eyes on the street”**.
 - Incorporate visually attractive awnings along building frontages to provide shade and shelter.

OBJECTIVE B PROVIDE A SEAMLESS INTERFACE AND TRANSITION BETWEEN THE PUBLIC REALM AND BUILDING FRONTAGES AND ENTRANCES

- STRATEGIES:**
- Enable unobstructed access between the sidewalk and building entrances.
 - Highlight entrances to buildings with paving materials complementary to sidewalk and amenity zones.

OBJECTIVE C DEMARCATÉ PUBLIC AND PRIVATE SPACES TO PROVIDE PHYSICAL AND VISUAL SEPARATION, WHERE NEEDED FOR PRIVACY, SECURITY, AND TO MINIMIZE CONFLICTS BETWEEN PUBLIC ACTIVITIES AND PRIVATE USES

- STRATEGIES:**
- Along multifamily uses, **provide privacy for residences** by accommodating larger setbacks, landscaping, and elevated ground floors to provide vertical separation of ground floors from the sidewalk and street.
 - **Accommodate buffers along building frontages**, where privacy and physical separation is needed, through the application of landscaping, screening, low-height architectural walls, and public art.

DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | PRIVATE REALM

PRIVATE REALM – PUBLICLY ACCESSIBLE PLAZAS, COURTYARDS AND OUTDOOR AMENITY SPACES

WHAT WE’VE HEARD:

- Create a welcoming environment
- Clearly define spaces
- Provide outdoor seating
- Accent lighting creates nice atmosphere
- Greenery is important



DEFINITION WHAT ARE THE PUBLICLY ACCESSIBLE PLAZAS, COURTYARDS AND OUTDOOR AMENITY SPACES AND WHY ARE THEY IMPORTANT?

- **Planted or hardscaped exterior spaces** easily accessible by the public, but located within private property
- Dimensions and minimum planting vs hardscape areas are defined in the OASIS and Pedestrian Amenity Space standards of the city Development Code.
- Provide **comfortable spaces for gathering and rest** for building occupants and the public
- Connect the public realm to private property
- **Provide relief from surrounding buildings and streets**

OBJECTIVE B PROVIDE INDOOR-OUTDOOR CONNECTIONS THAT SUPPORT THE CROSS-ACTIVATION OF INTERIOR AND EXTERIOR SPACES

- **Incorporate complementary active uses** on the ground floor of buildings, such as retail, café, and restaurant uses, to foster human activity and amenities for users of outdoor spaces.
- Incorporate **outdoor dining and gathering spaces**.
- Provide a mix of **functional and decorative lighting** to create a welcoming environment and provide a sense of security
- **Foster a visual relationship between the outdoor spaces and the ground floors** of buildings, minimizing blank walls and fully screened windows
- Provide connections to the outdoor space from adjacent buildings through accessible doors and passageways.
- **Incorporate public art and artistic elements** into the design of outdoor spaces.

OBJECTIVE A PROMOTE PUBLIC GATHERING OPPORTUNITIES AND OPPORTUNITIES FOR REST

- STRATEGIES:**
- Provide a range of comfortable seating options that accommodate both individuals and groups.
 - **Create shaded places to sit** through trees, landscaping, shade structures.
 - **Create a welcoming environment** through use of special paving, accent lighting, and plantings and through building transparency and entrance design.
 - **Incorporate a range of landscaping** throughout the outdoor amenity space, including a mix of trees, groundcover, planters, and planting or planters on walls.
 - Consider the incorporation of water features, such as fountains, where feasible.
 - Locate seating areas away from high-traffic streets.
 - **Locate mechanical equipment away from outdoor amenity spaces** to minimize physical and visual obstructions and noise pollution.

OBJECTIVE C CREATE PHYSICAL AND VISUAL CONNECTIONS TO THE PUBLIC REALM

- STRATEGIES:**
- Clearly **define the boundary between the public and private realms** through changes in paving materials or patterns, or through the use of planting areas, architectural walls, or site furnishing.
 - Select materials and products in the private realm that are **complementary with adjacent public realm** conditions.
 - Locate planting areas, architectural walls, lighting, and public art to highlight the space while providing **clear visual and directional connections** between the public and private realms.

DESIGN GUIDELINES PRELIMINARY FRAMEWORK

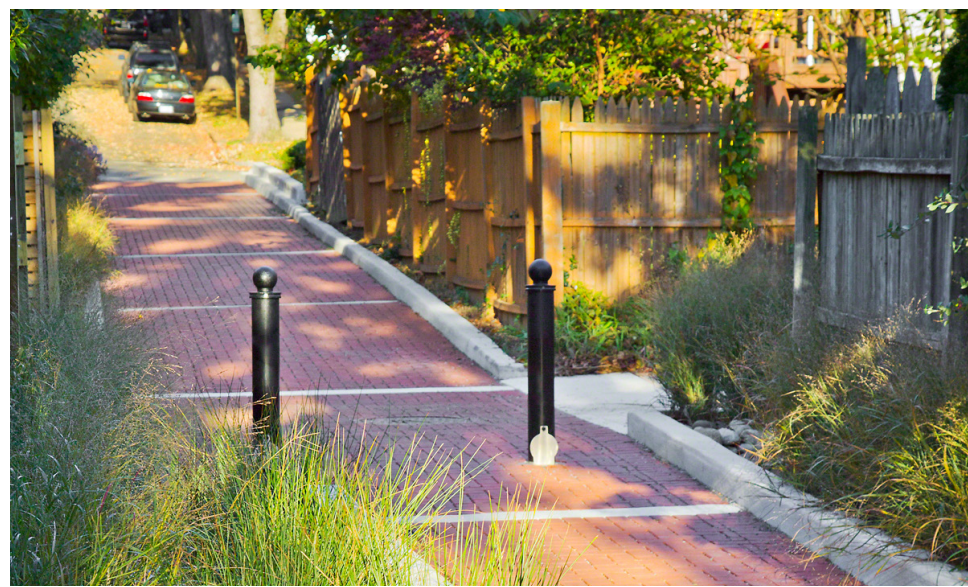
STATION 3 | PRIVATE REALM

PRIVATE REALM – ALLEYS, WALKWAYS AND SERVICE DRIVES

WHAT WE’VE HEARD:

While specific comments regarding alleys, walkways and service drives were not received, some common themes are relevant to this space:

- Consider stormwater management
- Provide greenery
- Clearly define circulation and activate the space



DEFINITION

WHAT ARE THE ALLEYS, WALKWAYS AND SERVICE DRIVES AND WHY ARE THEY IMPORTANT?

- Connections that facilitate **inter-parcel connectivity** and access to buildings.
- **Provide space for services** and functions such as loading, trash and recycling pick-up along the rear and sides of a building.
- Can serve as **pedestrian passages and activity spaces**.
- Can accommodate **greenery and stormwater management features**.

OBJECTIVE
A

CREATE WALKABLE CONNECTIONS THAT ARE WELCOMING AND APPROPRIATELY SCALED FOR PEDESTRIANS, WHILE ALSO ACCOMMODATING VEHICULAR ACCESS WHERE NEEDED

- STRATEGIES:**
- Utilize paving patterns, signage, landscaping, and vertical elements such as bollards and planters to **clearly delineate pedestrian space and slow vehicular traffic**.
 - Incorporate building transparency (windows and doors), articulation, and public art to **minimize blank facades**.
 - **Integrate greenery**—including trees, planting, and moveable planters—to balance the hardscape environment.

OBJECTIVE
B

PROMOTE OPPORTUNITIES FOR ACTIVATION OF SPACE

- STRATEGIES:**
- Integrate attachment points on building facade, light poles, or other fixtures for **hanging string lights, banners or shade sails**.
 - **Design for easy closure to vehicular traffic** for special events and activities through the use of removable bollards, planters or other traffic control features.
 - Integrate active ground floor uses that **generate pedestrian activity** in adjacent buildings.

OBJECTIVE
C

PROMOTE ENVIRONMENTAL SUSTAINABILITY AND CLIMATE RESILIENCE

- STRATEGIES:**
- **Integrate stormwater management facilities** such as raingardens or urban micro-bioretenion.
 - Use **permeable pavement** to infiltrate stormwater.

DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | PRIVATE REALM

PRIVATE REALM – PARKING

WHAT WE’VE HEARD:

While specific comments regarding parking and access were not received, some common themes are relevant to this space:

- Consider stormwater management
- Provide greenery
- Clearly define circulation



OBJECTIVE

A

MINIMIZE THE NEGATIVE VISUAL, PHYSICAL, AND ENVIRONMENTAL IMPACT OF VEHICULAR PARKING ON THE STREETScape

STRATEGIES:

- Visually screen and physically separate parking from the street and adjacent properties with landscaped buffers, low walls, fences, and other aesthetically-pleasing screening materials.
- Integrate trees, planting, and groundcover as buffers along the edges of parking areas and as part of islands within surface parking areas.
- Utilize islands within parking areas for green infrastructure to manage stormwater.
- Integrate solar panels and green roofs as part of parking structures and ancillary structures within surface parking areas.
- Utilize energy-efficient lighting within parking areas.

OBJECTIVE

B

CREATE A SAFE AND INVITING PEDESTRIAN EXPERIENCE BETWEEN PARKING AREAS AND NEARBY DESTINATIONS

STRATEGIES:

- Incorporate clearly-delineated pedestrian connections and refuge areas within parking areas.
- Provide shaded spaces for pedestrians through the incorporation of trees and shade structures into parking areas.
- Create multifunctional, value generating opportunities in underutilized spaces

OBJECTIVE

C

ACCOMMODATE ALTERNATE MODES OF TRANSPORTATION

STRATEGIES:

- Provide spaces and facilities for bicycle parking.
- Accommodate micromobility options, such as e-scooters and electric wheelchairs.
- Co-locate and cluster bicycle and micromobility parking where feasible.

DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | PRIVATE REALM

RENOVATION GUIDANCE - EXISTING SMALLER-SCALE BUILDINGS, RETROFITS AND ASSOCIATED PRIVATE REALM

OBJECTIVE A PROMOTE ACTIVE FRONTAGES

STRATEGIES:

- Encourage transparent storefronts with large windows to engage pedestrians.
- Place entrances directly facing the sidewalk, ideally recessed or framed with architectural detail.
- Use porches, stoops, or small plazas to create transitional spaces between the public and private realms.
- Avoid oversized or out-of-scale additions that disrupt the streetscape.



OBJECTIVE B REFINE AND UPDATE BUILDING FAÇADES

STRATEGIES:

- Highlight primary entrances with canopies, awnings, lighting, and welcoming elements such as planting or paving accents to create clear, inviting, and weather-protected entry points.
- Use material and color variation to define a distinct base, middle, and top, applying heavier materials below and lighter finishes above to reinforce human scale.
- Break long façades into smaller bays through changes in material, color, window rhythm, or recessed planes to avoid monotony and reflect human-scale storefront patterns.
- Maintain transparent, active frontages with generous windows and facade detailing that engage pedestrians, using durable materials and consistent maintenance to ensure lasting visual appeal.



OBJECTIVE C ENCOURAGE PEDESTRIAN-ORIENTED SIGNS

STRATEGIES:

- Use projecting, hanging, and window signs designed for walkable areas, placed at or near eye level for visibility and engagement.
- Select smaller-scale signs designed to be readable from the sidewalk rather than those designed for fast-moving traffic. Limit the number of fonts and colors for clarity.

- Avoid oversized, internally lit box signs or flashing digital displays that detract from the overall streetscape character.
- Position signs to complement the building façade and avoid obstructing architectural features or windows.
- Ensure that signage is professionally designed, regularly cleaned, and promptly replaced when faded, damaged, or outdated.

DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | PRIVATE REALM

RENOVATION GUIDANCE - EXISTING SMALLER-SCALE BUILDINGS, RETROFITS AND ASSOCIATED PRIVATE REALM

OBJECTIVE

D

CREATE INVITING, FUNCTIONAL OUTDOOR AREAS THAT SUPPORT PEDESTRIAN ACTIVITY, ENHANCE VISUAL APPEAL, AND FOSTER A SENSE OF COMMUNITY AROUND SMALL-SCALE COMMERCIAL BUILDINGS.

STRATEGIES:

D-1 Paving Materials: Use durable, visually distinctive materials and patterns to define gathering areas around buildings and enhance walkability.

- Utilize paving materials such as brick, pavers, or similar materials.
- Incorporate welcoming paving accents to clearly mark and guide pedestrians toward building entrances.

D-2 Site Furnishings: Utilize coordinated families of movable furnishings (e.g., seating, tables, umbrellas, and other amenities) and planters to improve both the comfort and appearance of outdoor areas while allowing for flexibility in placement and use. Prioritize the use of site furnishings in areas adjacent to public streets, as well as in interior courtyards, to help activate these spaces.

D-3 Lighting: Incorporate pedestrian-scale and accent lighting to enhance safety, highlight key features such as walkways and building-adjacent sidewalks, and foster a warm, inviting pedestrian-oriented environment.

OBJECTIVE

E

CREATE ATTRACTIVE AND WELL-DEFINED OUTDOOR AREAS THROUGH DESIGN ELEMENTS THAT FRAME BUILDING AND SITE EDGES, ENHANCE PEDESTRIAN EXPERIENCE, AND STRENGTHEN THE RELATIONSHIP BETWEEN PUBLIC AND PRIVATE REALMS.

STRATEGIES:

E-1 Wall: Use low-height walls, raised planters (at select locations where permanent tree and understory planting is not possible), or decorative/architectural screens to define outdoor seating or frontage areas while maintaining visibility to private realm spaces and buildings. Break the wall at key locations to direct entry and circulation into the site.

E-2 Site Planting: Incorporate layered planting with native species to soften the edges of buildings and outdoor areas and to frame the spaces, while adding variety and color to site improvements. Incorporate trees for shade where possible.

E-3 Pedestrian Access & Safety: Use contrasting paving and clear sightlines to guide movement and improve pedestrian safety. Provide well-defined access points from sidewalk areas; such access points can be can be accentuated by features such as welcome signs, planting and public art, as applicable.

E-4 Street Planting: Plant street trees in a coordinated manner to provide shade, a sense of natural enclosure, tree canopy, and visual cohesion and continuity along abutting streetscape areas (refer to “Trees and Planting within “Public Realm” for additional guidance).



DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | BUILDING

BUILDING DESIGN PRINCIPLES



Principles define the overarching goals and significance of the building design for the development of the City of Sandy Springs. Each of the principles are applied to the objectives, guidelines and strategies of the physical areas and individual elements that make up the following sections.

BP-1: PROMOTE CONTEXTUAL INTEGRATION

New buildings in Sandy Springs should promote contextual integration to preserve the city’s evolving yet distinct identity. By aligning new development with the scale, materials, and architectural language of surrounding neighborhoods, new buildings can enhance the look of streetscapes and reinforce a sense of place. This approach respects the community’s history, and fosters public trust in the development process. Contextually integrated buildings also respond better to local climate and topography, contributing to more sustainable and resilient growth in Sandy Springs.

BP-2: ENCOURAGE HUMAN-SCALE DESIGN

New buildings in Sandy Springs should encourage building design centered around the pedestrian experience to create a more welcoming, walkable, and community-oriented environment as the city continues to grow. By incorporating elements like articulated facades, ground-level transparency, and pedestrian scaled signage, buildings can foster a sense of comfort and connection for people on foot.

BP-3: EMPHASIZE AUTHENTIC MATERIALS AND MAINTAIN HARMONIOUS PROPORTIONS & SCALE.

New buildings in the City should promote material authenticity and proportion and harmony of scale to create architecture that feels grounded, enduring, and visually cohesive within the community. Using materials that reflect the region’s character, such as brick, metal, or stone, adds richness and a sense of permanence, while thoughtful proportions and harmonious scaling ensure that buildings relate well to both their neighbors and the human experience. This approach helps beautify the space, supports long-term value, and reinforces the city’s identity as it continues to grow with intention and care.



Each principle drives the set of objective and strategies of the building elements below to ensure consistency, quality, and alignment with the broader community vision.

- Massing
- Articulation
- Materiality
- Transparency
- Placement

BP-4: MINIMIZE ENVIRONMENTAL IMPACT AND PROMOTE OCCUPANT WELL-BEING

Minimizing environmental impact and promoting occupant well-being supports the city’s long-term sustainability goals while enhancing quality of life. By incorporating sustainable materials, buildings can reduce resource consumption and lower operating costs. At the same time, prioritizing natural light, and access to green space fosters healthier, more productive environments for occupants.

DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | BUILDING

BUILDING – MASSING

OBJECTIVE

A

BLEND WITH OR INTENTIONALLY CONTRAST WITH THE BUILDING’S SURROUNDINGS TO MAKE A STATEMENT OR ENHANCE THE URBAN FABRIC

- STRATEGIES:
- 1 Break down large building mass by incorporating dynamic and/or transitional elements such as step downs, height and plane variations, recessed entrances, etc
 - 2 Use setbacks, projections, and cantilevers to create dynamic forms
 - 3 Use unexpected volumes to break away from boxy forms

OBJECTIVE

B

HARMONIZE THE RELATIONSHIP BETWEEN GROUND-LEVEL USES AND PEDESTRIAN AMENITIES

STRATEGIES:

- 4 Avoid large, blank walls; instead, break up facades with windows, doors, and textures
- 5 Include shops, cafes, galleries, or lobbies with transparent glass to create visual interest
- 6 Incorporate details like awnings to provide shade, as well as a pedestrian refuge from the elements
- 7 Make entrances visible and inviting with design cues

OBJECTIVE

C

SPARK CURIOSITY AND INVITE PEOPLE TO INTERACT MORE WITH THE SPACE

STRATEGIES:

- 8 Incorporate detailed elements such as cornices, and detailed parapets to enhance the visual interest between buildings
- 9 Increase the visual interest of the facade through overhangs, and balconies
- 10 Encourage vertical and horizontal variation between buildings, appropriate to context and overall scale
- 11 Building scales and transitions should not be in stark contrast to adjacent context
- 12 First floor building heights of non-residential uses should be consistent with adjacent buildings



DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | BUILDING

BUILDING – MATERIALITY

OBJECTIVE **A**

CONFIRM A SENSE OF PERMANENCE BY USING FINISHES AND MATERIALS THAT ARE OF HIGH QUALITY AND DURABILITY

- STRATEGIES:**
- 1** Incorporate rain gardens, permeable paving, or tree canopies that echo city-wide sustainability goals (refer to chapter: Streetscape Elements)
 - 2** Use materials such as brick or fiber cement that are well suited in humid southern climates
 - 3** Opt for finishes that age gracefully and require minimal upkeep (e.g., patinated metals, treated wood, brick and stone)
 - 4** Consider concrete, metal framing, or treated timber for pest and mold resistance as they are well suited for humid southern climates
 - 5** Green building materials like permeable pavers, green roofs, and solar shading systems should be integrated into the design

OBJECTIVE **B**

CONTRIBUTE TO THE DIVERSITY OF CHARACTER WITHIN THE AREA

STRATEGIES:

- 6** Use materials that complement or thoughtfully contrast those found nearby
- 7** Integrate translucent or semi-transparent materials where privacy is needed but light and openness are still desired

OBJECTIVE **C**

PROMOTE ACCESSIBILITY AND SAFETY

STRATEGIES:

- 8** Use materials with surface finishes that permit ease of use and promote universal accessibility
- 9** Use materials with texture, warmth, and detail on the ground floor to create an engaging pedestrian environment
- 10** Encourage horizon articulation through material changes or breaks
- 11** Incorporate fine-grained material articulation at pedestrian eye-level to promote visual interest and wayfinding
- 12** Emphasize craftsmanship and texture at the pedestrian level to create a tactile, engaging streetscape



OBJECTIVE **D**

USE COLOR TO HIGHLIGHT STRUCTURAL ELEMENTS, FRAME VIEWS, OR GUIDE MOVEMENT

STRATEGIES:

- 13** Use different materials (e.g., brick, wood, glass, metal) to highlight distinct parts of the building
 - Use texture changes to signal transitions between public and private zones or emphasize vertical/horizontal elements
 - Apply contrasting or complementary colors to differentiate building components
 - Combine materials to create visual interest and articulate different programmatic zones

DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | BUILDING

BUILDING – TRANSPARENCY

OBJECTIVE A ENCOURAGE THE USE OF HIGH-QUALITY, AUTHENTIC, AND DURABLE MATERIALS

STRATEGIES:

- 1 Modulate transparency with screens, louvers, or smart glass to balance openness with privacy and climate control
- 2 Avoid tinted or reflective glazing at active storefronts that may reduce visibility and impact street activation
- 3 Incorporate facade elements to optimize daylighting, including overhangs, shading devices, and dynamic window placements.

OBJECTIVE B ENCOURAGE HUMAN INTERACTION BETWEEN INDOOR AND OUTDOOR SPACES BY CREATING VISUAL INTEREST

STRATEGIES:

- 4 Accentuate wall or screen massing through architectural detailing and pedestrian amenities such as seating (refer to chapter 3.B. Streetscape Elements)
- 5 Encourage transparent facades at the ground level to activate streetscapes as use allows
- 6 Use glazing and open facades to highlight public functions and community-oriented spaces
- 7 Layered transparency using screens, balconies, or landscaping can soften the transition between public and private realms

OBJECTIVE C PROMOTE SAFETY IN THE AREA BY PROVIDING VIEWS INTO STOREFRONTS AT THE STREET LEVEL

STRATEGIES:

- 8 Avoid walls and fencing which disrupt views into storefronts or which create unsafe areas due to lack of visibility
- 9 Use transparent facades, windows, and partitions in commercial areas to allow people to see and be seen, which discourages crime and promotes a sense of security while also providing a vibrant and active public realm



- 10 Vary transparency levels to reflect different uses: high visibility for commercial and public spaces, filtered or semi-transparent treatments for residential or private areas
- 11 Align window proportions, spacing and placement with the architectural context and rhythm of surrounding buildings, not necessarily to repeat patterns but compliment and provide visual interest

OBJECTIVE D LEVERAGE MATERIALS AND SPATIAL STRATEGIES THAT ENHANCE ENERGY EFFICIENCY, OCCUPANT WELL-BEING, AND ENVIRONMENTAL PERFORMANCE

STRATEGIES:

- 12 Green screening is encouraged to soften the edge and integrate with natural surroundings, as an alternative to man-made materials for fencing, walls, and screening
- 13 Allow natural light to penetrate deep into the building through windows, reducing reliance on artificial lighting
- 14 Utilize high-performance glazing to exceed energy codes

DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | BUILDING

BUILDING – AREA-SPECIFIC GUIDANCE (STAGE 1 AREAS)

CITY SPRINGS

OBJECTIVE **A**

MAINTAIN THE FEEL OF SIGNATURE BUILDINGS SUCH AS CITY HALL OR THE PERFORMING ARTS CENTER

STRATEGIES:

- 1 Encourage terraced or stepped massing that opens up to green spaces such as the City Green at City Springs, and allows for rooftop gardens or balconies
- 2 Allow for iconic or expressive massing in key locations, but always in dialogue with existing landmarks
- 3 Orient and articulate façades to frame views and access points to adjacent parks and trails
- 4 Use materials that echo the area’s architectural heritage and civic landmarks, such as brick, stone, and glass

PERIMETER

OBJECTIVE **A**

RESPECT AND COMPLEMENT LANDMARK STRUCTURES SUCH AS THE KING AND QUEEN BUILDINGS, THE PARK CENTER, THE RANDSTAD, & GLENN PERIMETER

STRATEGIES:

- 1 Use podium-and-tower or mid-rise typologies to maintain street enclosure without overwhelming the public realm
- 2 Use height transitions and contextual proportions to maintain visual hierarchy
- 3 Allow for iconic or expressive massing in key locations, but always in dialogue with existing landmarks
- 4 Allow buildings to not cluster too close together by integrating plazas, or pocket parks into the site design

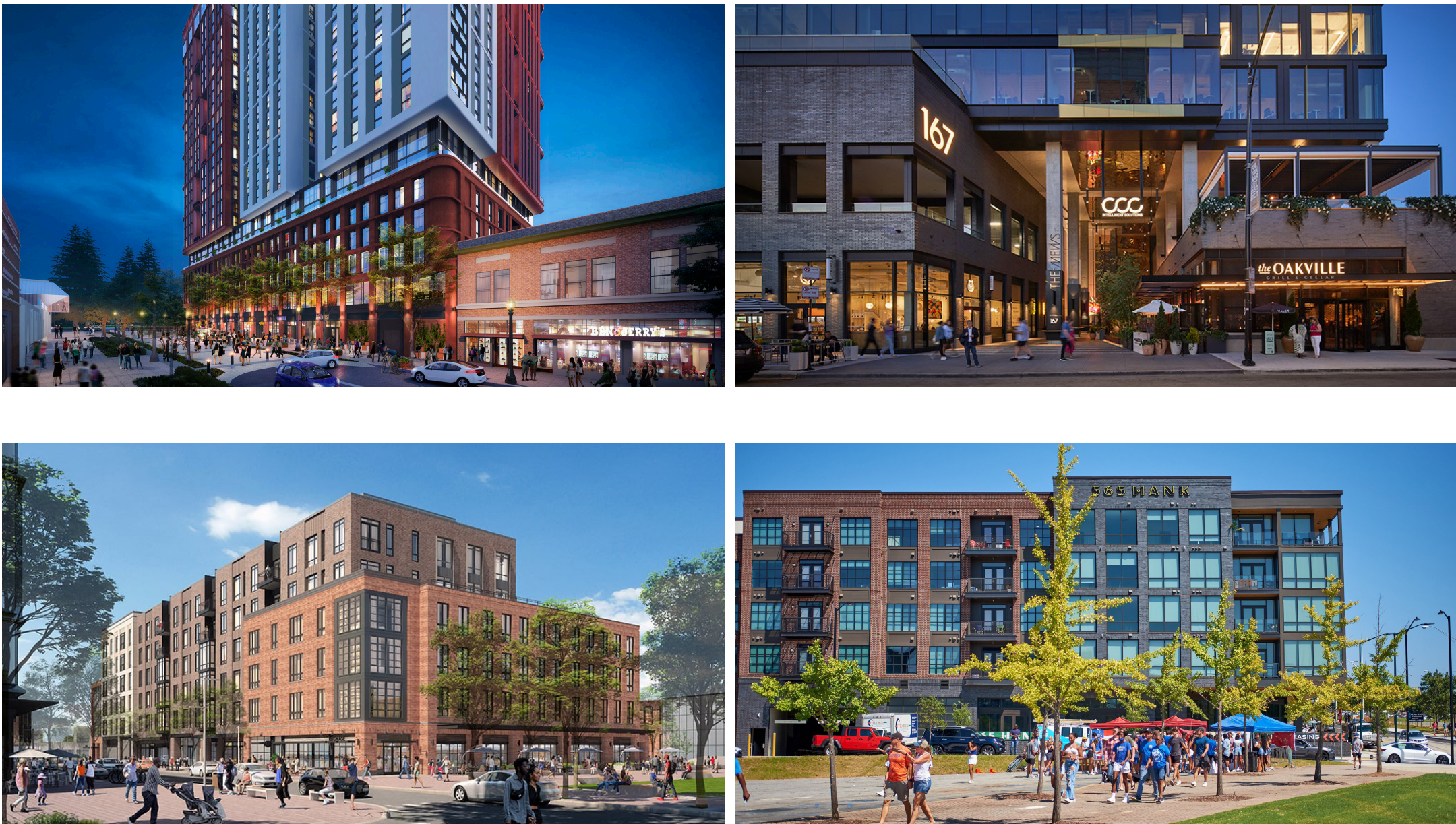
NORTH-END

OBJECTIVE **A**

SUPPORT THE COMPACT, CONNECTED URBAN FABRIC OF NORTH END

STRATEGIES:

- 1 Step down building heights near low density residential areas to maintain North End’s compact, connected residential fabric
- 2 Place taller buildings at corners or nodes to signal importance, while lower massing can preserve openness and sunlight in public spaces



DESIGN GUIDELINES PRELIMINARY FRAMEWORK

STATION 3 | BUILDING

BUILDING – AREA-SPECIFIC GUIDANCE (STAGE 2 AREAS)

CROSSROADS

OBJECTIVE A

SUPPORT PRESERVATION AND REHABILITATION WHILE PROMOTING CONTEXTUAL INTEGRATION OF NEW BUILDINGS

STRATEGIES:

- 1 Ensure new buildings reflect the scale, materials, and character of surrounding structures.
- 2 Require step-downs in building height and massing near existing low-rise residential or historic buildings to maintain neighborhood scale.
- 3 Encourage use of brick, stone, and other traditional materials found in existing buildings to visually tie new development to its context.
- 4 Design ground floors with flexible layouts, high ceilings, and large windows to accommodate retail or community uses.



NEIGHBORHOOD VILLAGE

OBJECTIVE A

ACHIEVE A PEDESTRIAN ORIENTED SCALE AND OVERALL CONSISTENCY IN NEW BUILDING DESIGN

STRATEGIES:

- 1 Limit building heights to 2–5 stories to maintain a comfortable scale for pedestrians.
- 2 Use Arcades or Colonnades to provide shade and rhythm while maintaining continuity.
- 3 Use a consistent material palette (e.g., brick, wood, stucco) that reflects local character.
- 4 Maintain consistent window proportions, cornice lines, and bay spacing across buildings.
- 5 Use pedestrian-scale lighting and signage.



POWERS FERRY

OBJECTIVE A

PRESERVE OPEN SPACE WHILE ENCOURAGING NEW PEDESTRIAN ORIENTED SMALL SCALE RETAIL BUILDINGS

STRATEGIES:

- 1 Encourage buildings to be grouped together on a portion of the site, leaving the rest as preserved green space or natural habitat.
- 2 Orient buildings to preserve views of the river and wooded areas.
- 3 Use wood, stone, and earth-tone finishes that complement the landscape.
- 4 Integrate retail uses near trailheads or along public spaces to encourage foot traffic.



ADDITIONAL THOUGHTS?

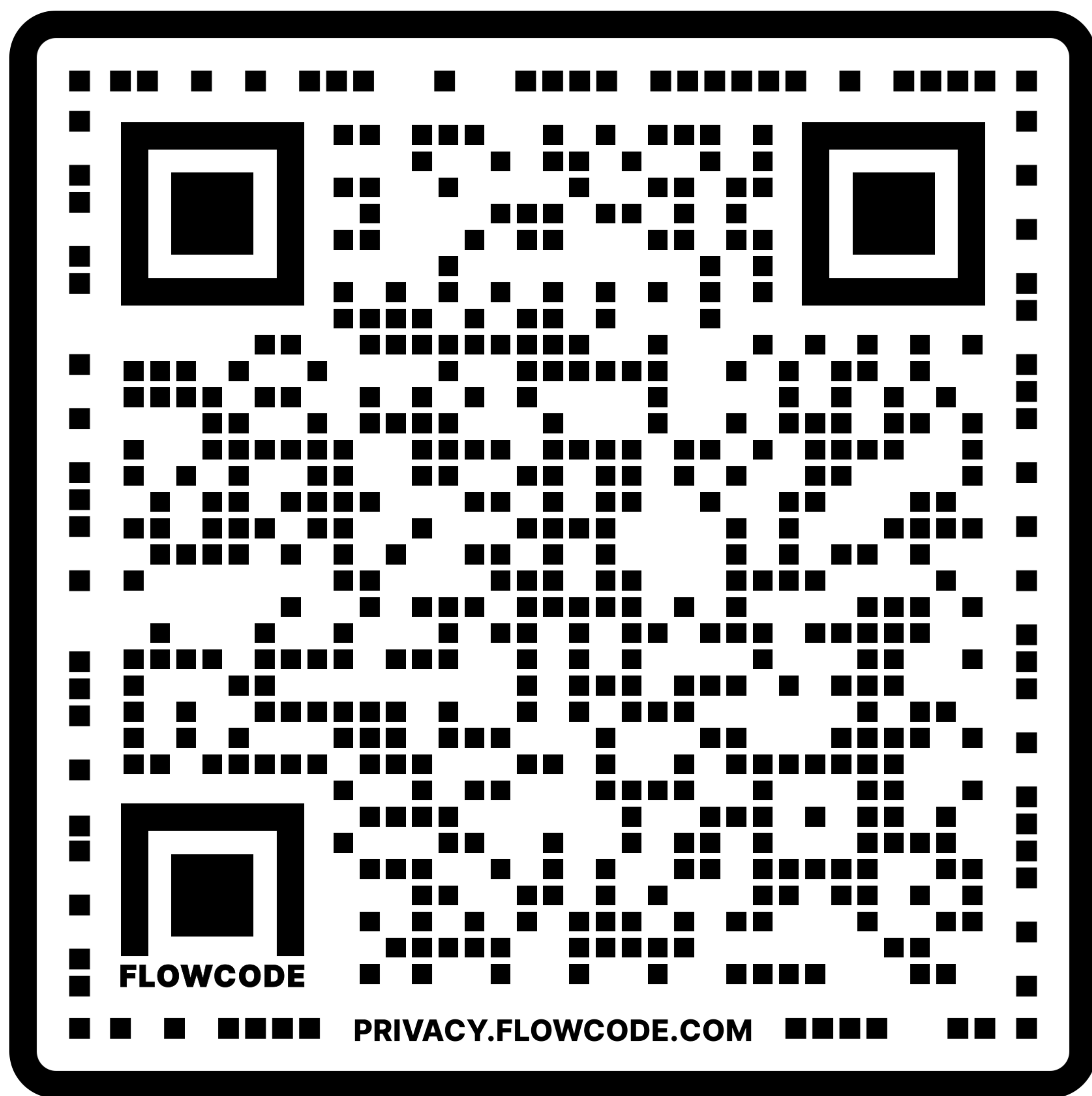
STATION 4

IF YOU HAVE ADDITIONAL COMMENTS/THOUGHTS FOR THE DESIGN GUIDELINES PROJECT, PLEASE WRITE THEM ON A POST-IT/STICKY NOTE AND PLACE THEM BELOW

- Additional comments about what you would like to see
- Examples from other places that you would like to share for potential models for Sandy Springs.....

ADDITIONAL FEEDBACK?

To provide additional feedback on today's activities, please **visit the project webpage** below, and click on the link to the comment form.



THANK YOU FOR ATTENDING TONIGHT'S OPEN HOUSE

website: spr.gs/design

FOR ADDITIONAL INFORMATION & COMMENTS:

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