RHODESIDE HARWELL

MAYOR AND CITY COUNCIL

NOVEMBER 17, 2026

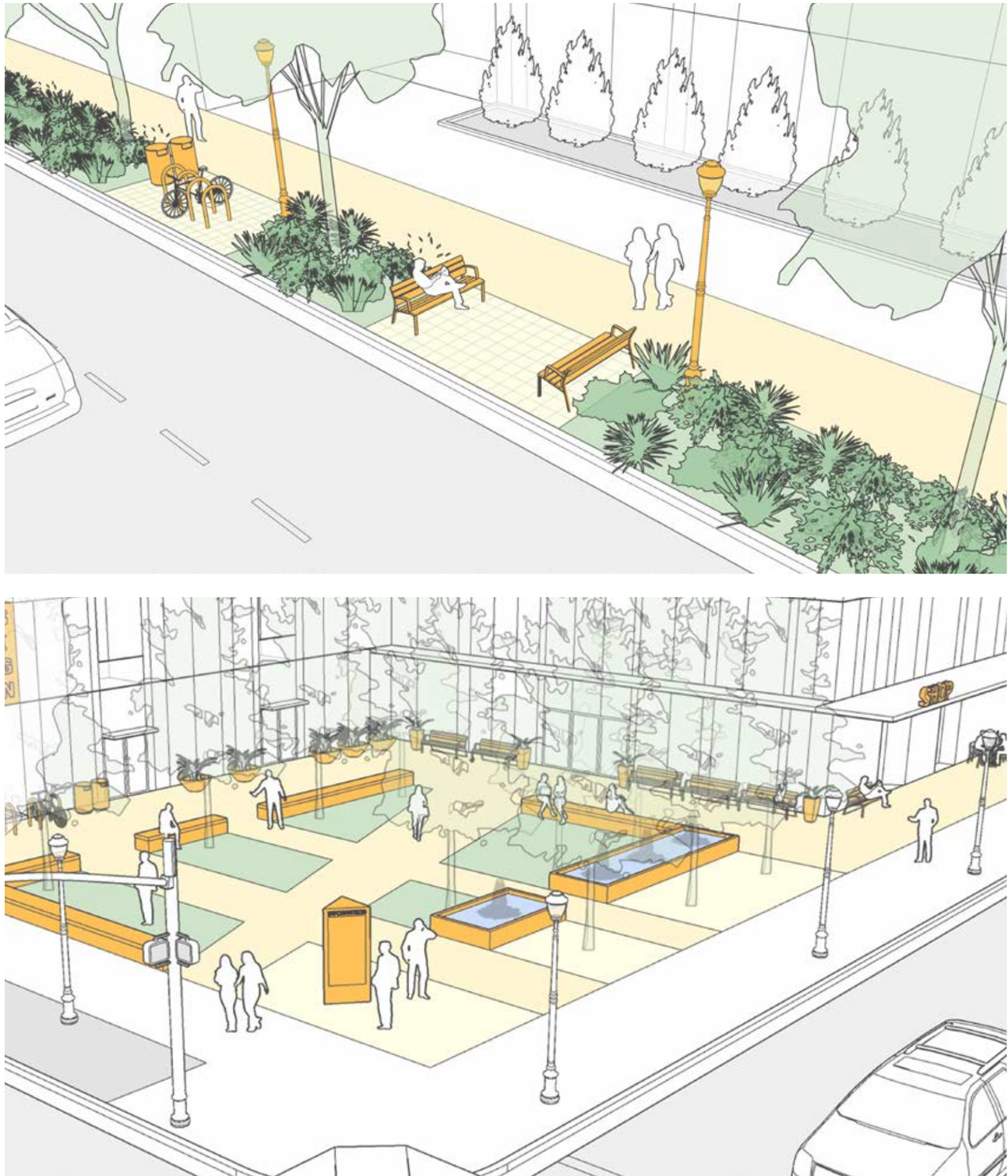


DESIGN GUIDELINES

CITY OF SANDY SPRINGS, GA

AGENDA

- Focus of Design Guidelines
- Components and Document Organization
- Community Engagement
- Key Elements

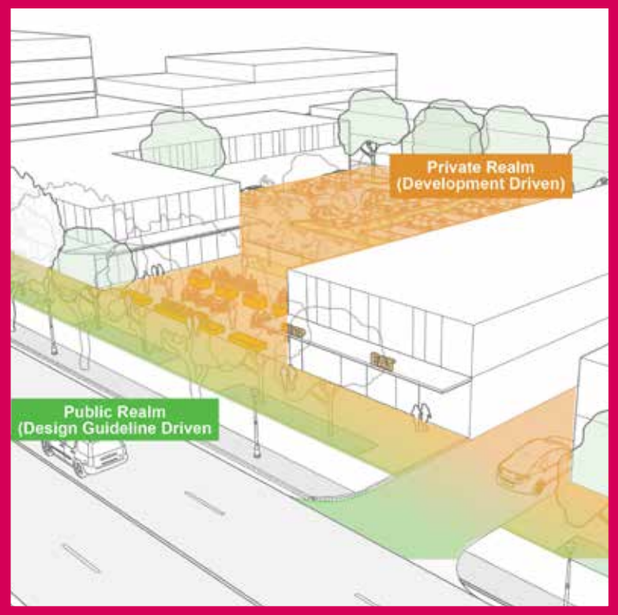


Design Guidelines will guide the **visual identity** and build on the **design character of the city's various districts** and enhance the **distinct identity of Sandy Springs** as a community

Image: City of Sandy Spring

GUIDING CONSIDERATIONS

1



FLEXIBILITY

- Direction from leadership to support continued investment and innovation
- Greater emphasis on design quality along major streets
- Flexibility within development sites

2



INCENTIVES

- Reduce barriers to re/development
- Menu of options - entitlements and design requirements, targeted OASIS adjustments, facade improvements through grants, public art
- Require further evaluation during application

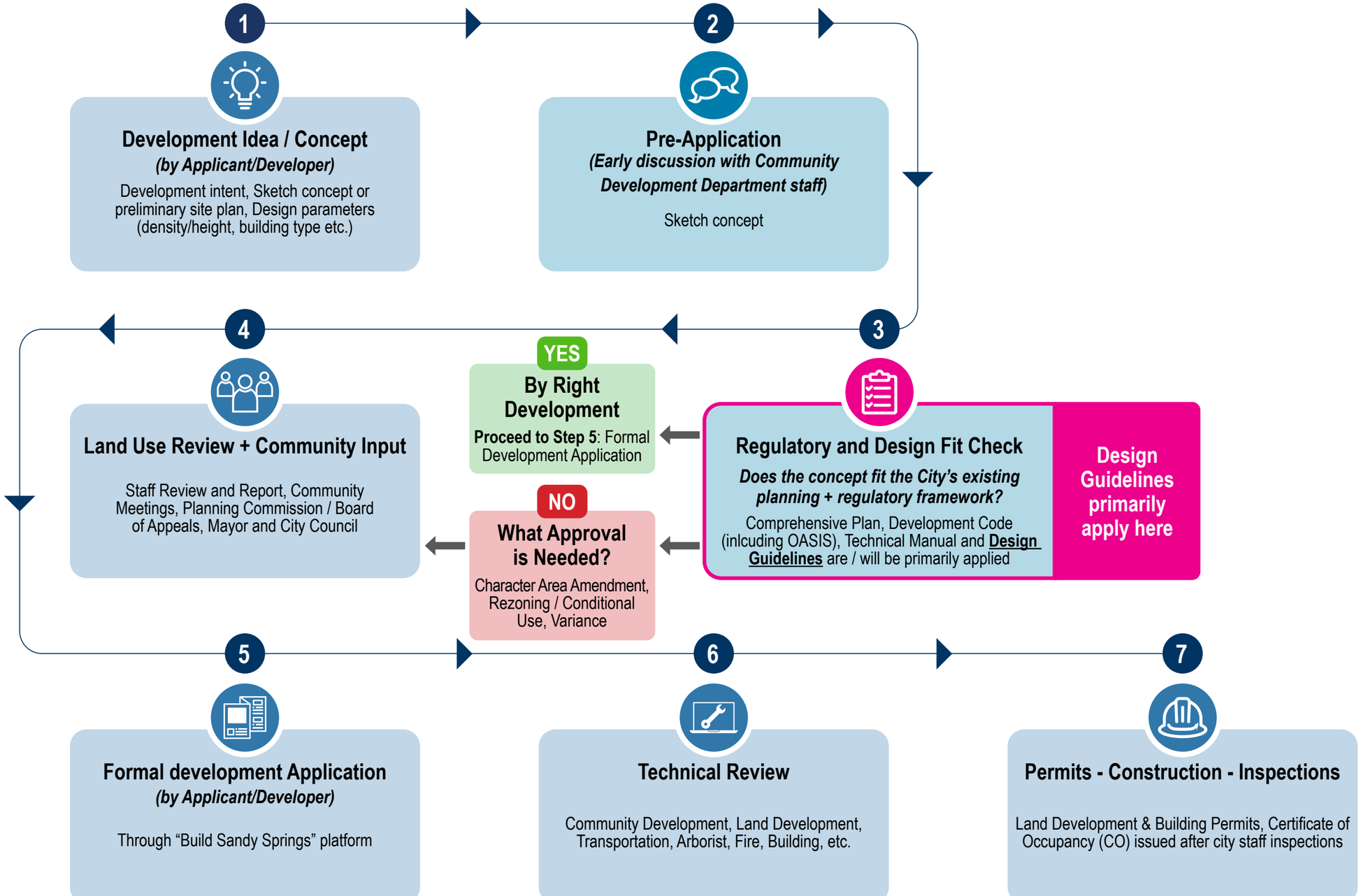
3



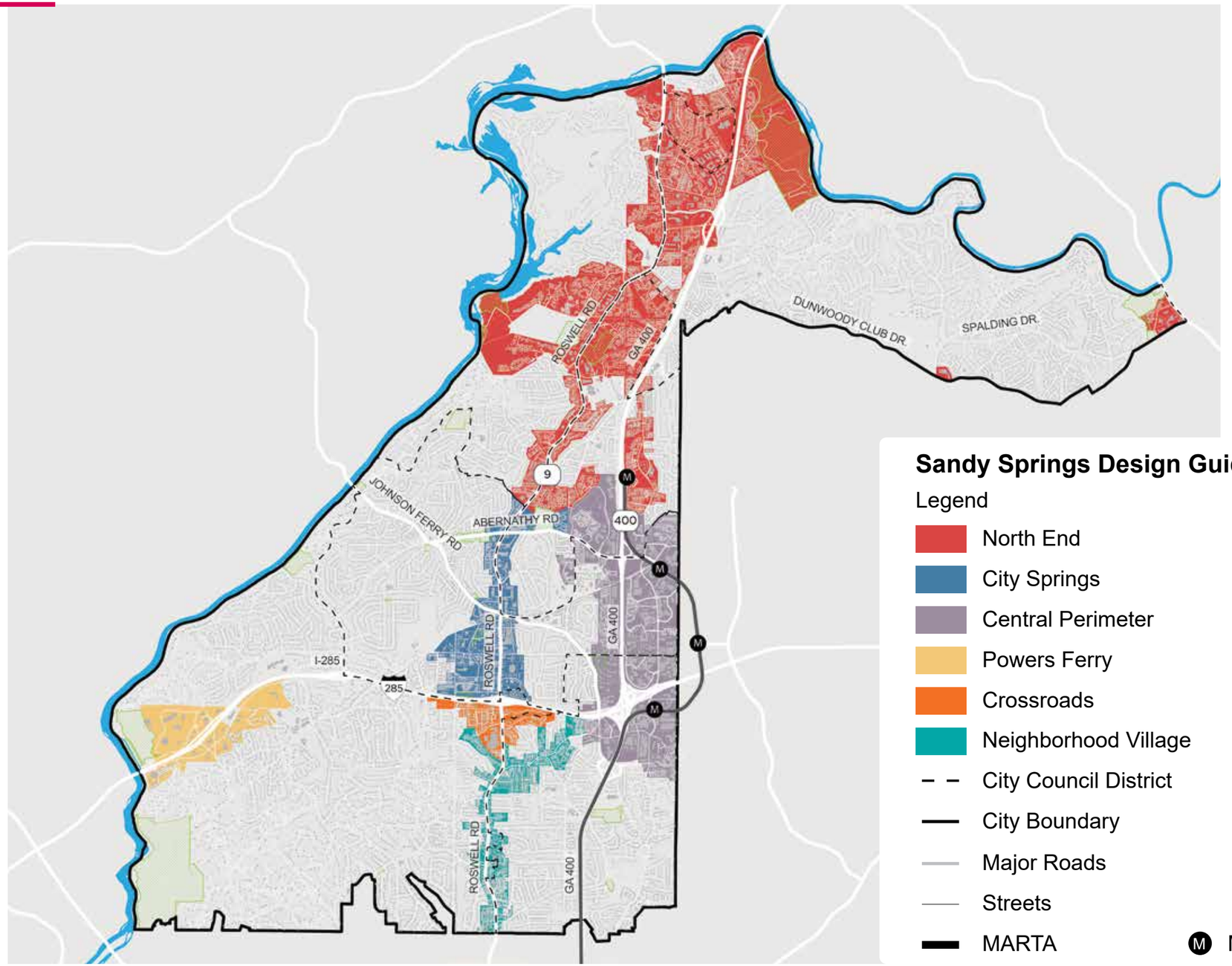
ADVISORY

- Design Guidelines are advisory
- Bridges the gap between policy and regulations (Comprehensive Plan --- Development Code/ Technical Manual's)
- Illustrative guidance

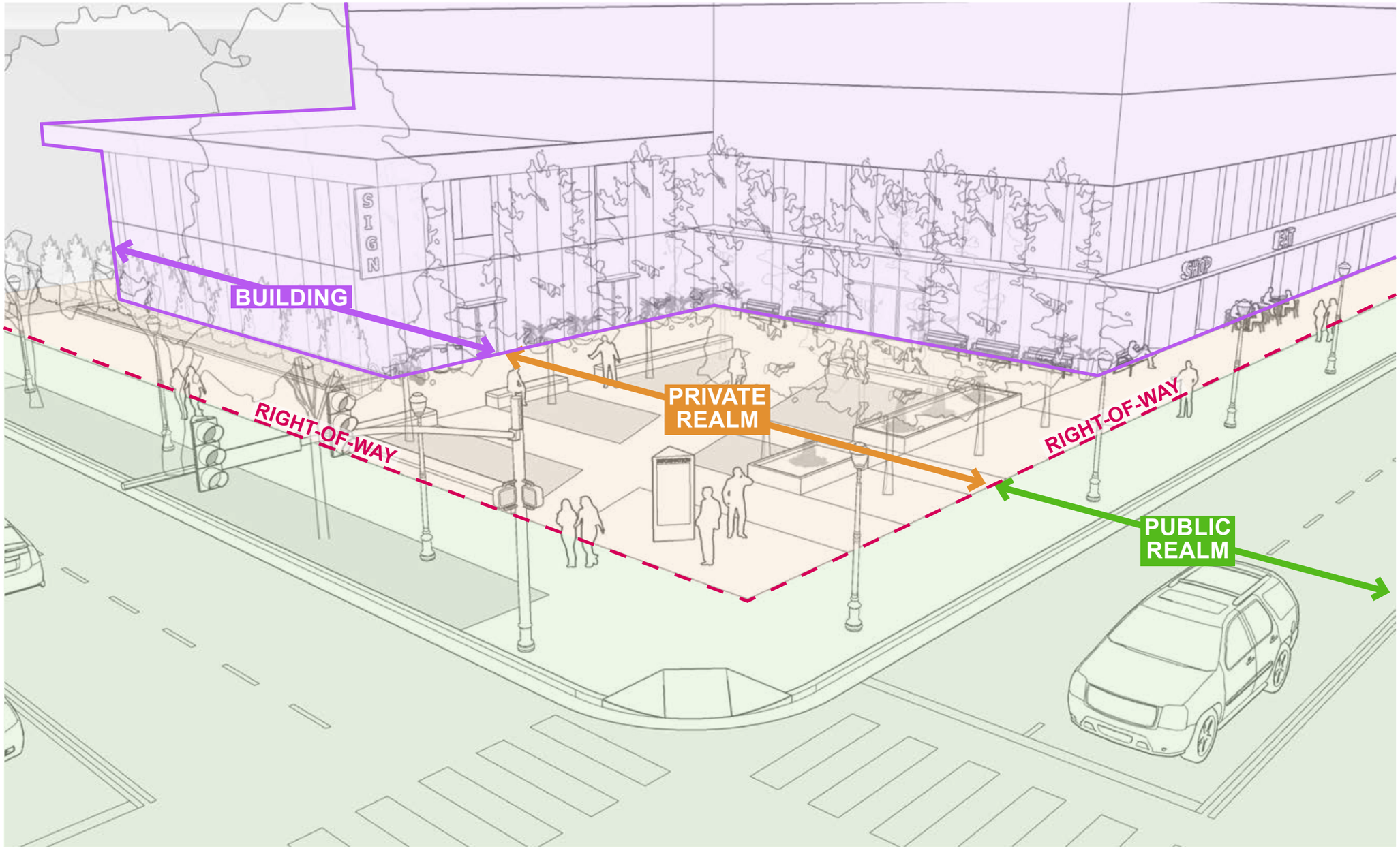
HOW IT FITS IN APPLICATION REVIEW PROCESS



FOCUS AREAS


ROSWELL RD
GA 400
DUNWOODY CLUB DR.
SPALDING DR.
9
JOHNSON FERRY RD
ABERNATHY RD
400
I-285
285
ROSWELL RD
GA 400
ROSWELL RD
GA 400
Sandy Springs Design Guidelines Districts
Legend
North End
City Springs
Central Perimeter
Powers Ferry
Crossroads
Neighborhood Village
City Council District
City Boundary
Major Roads
Streets
MARTA
MARTA Station

ELEMENTS - THE THREE REALMS



PUBLIC REALM

- Sidewalk
- Intersection
- Mid-Block Crossings
- Parking
- Paving
- Furnishings
- Trees and Planting
- Public Art
- Wayfinding Signage
- Utilities

PRIVATE REALM

- Building Zone
- Outdoor Amenity Spaces (including Publicly Accessible Plazas and Courtyards)
- Alleys, Walkways
- Placemaking Elements including Public Art
- Signage
- Parking and Access

BUILDING

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

GUIDELINES: DOCUMENT ORGANIZATION

OVERALL VISION AND FRAMEWORK

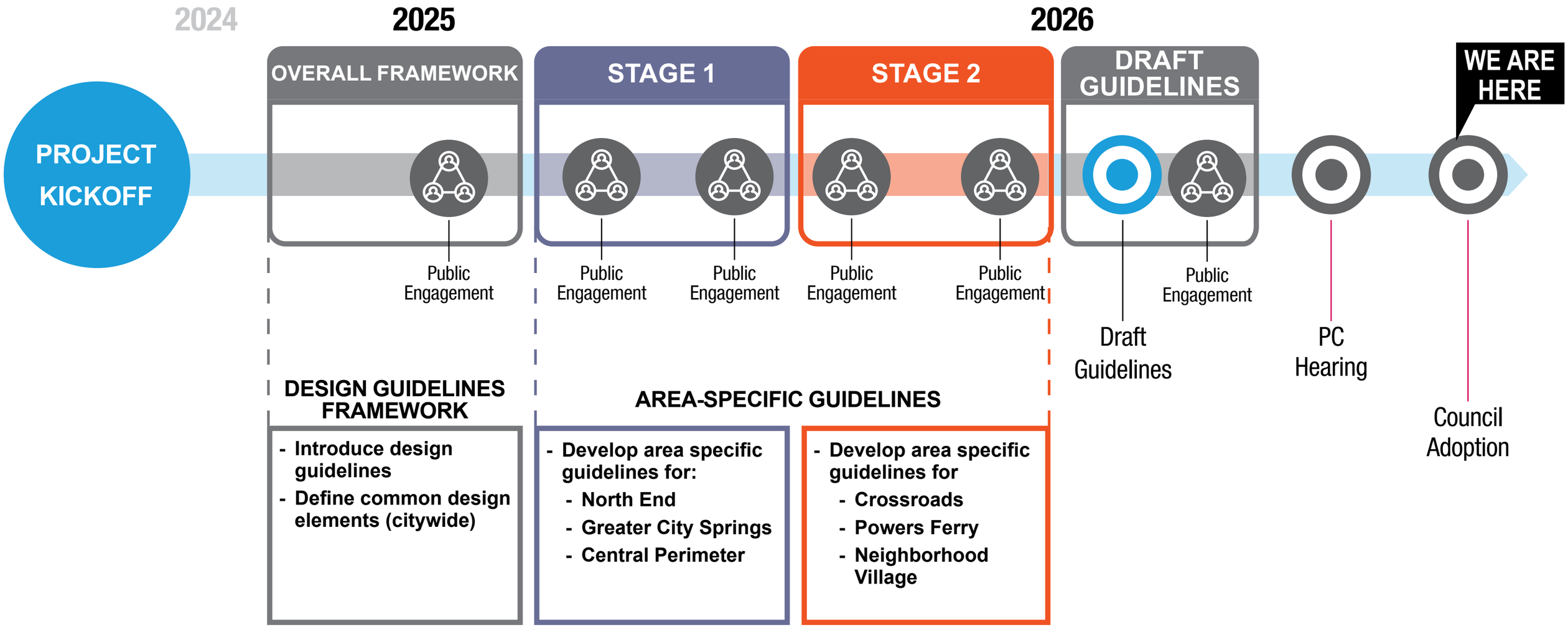
	PUBLIC REALM	PRIVATE REALM	BUILDINGS
1 DESIGN PRINCIPLES			

COMPONENTS	- STREETSCAPE
	  - PAVING
	  - FURNISHINGS
	  - TREES & PLANTING
	  - WAYFINDING SIGNAGE
	  - UTILITIES
	- INTERSECTION
	- MIDBLOCK CROSSING
	- PARKING (ON-STREET)
		- BUILDING ZONE
		- PUBLICLY ACCESSIBLE OPEN SPACES
		- ALLEYS & WALKWAYS
		- PLACEMAKING FEATURES
		- SIGNAGE
		- PARKING & ACCESS
			- MASSING
			- ARTICULATION
			- MATERIALITY
			- TRANSPARENCY
			- BUILDING STYLE + FORM
			- AREA-SPECIFIC GUIDELINES

2 OBJECTIVES + GUIDELINES			

3 AREA-SPECIFIC GUIDELINES — CITY SPRINGS, PERIMETER, NORTH END, CROSSROADS, NEIGHBORHOOD VILLAGE, POWERS FERRY

DESIGN GUIDELINES PROCESS



ENGAGEMENT

- **Kickoff** and Site Visits - Nov ‘24
- **Leadership** Feedback
- **Stakeholder** Meetings (Feb/Mar ‘25, Mar ‘26)
- **Public Meetings (5 Rounds)**
  - **Round #1 (Mar ‘25)**
    - Public Meeting (Mar 13, 2025) + Online Survey #1
  - **Round #2 (May ‘25)**
    - Public Meeting #2 + Online Survey #2
    - Pop-Up Meetings (May 17-18, 2025)
  - **Round #3 (Aug ‘25)**
    - Public Meeting #3 + Online Survey #3
    - Pop-Up Meetings (Aug-Oct, 2025)
  - **Round #4 (Nov ‘25)**
    - Online Comment Form
  - **Round #5 (Apr ‘26)**
    - Online Comment Form





WEBSITE + COMMENTS spr.gs/design

WHAT WE'VE HEARD

A **Create clear and consistent design guidelines:** support a shared framework to guide development while allowing flexibility and creativity

B **Recognize the distinct character of different areas:** the six districts should each reinforce their own identity while including unifying elements of Sandy Springs

C **Make streets more walkable and comfortable:** wider sidewalks, keep and add shade trees, benches, lighting, and safe, well-designed crossings were frequently mentioned as essential improvements

D **Elevate the quality of the public realm:** hardscape, planting, public art, durable materials, and well-designed streetscapes can create a more welcoming and timeless environment

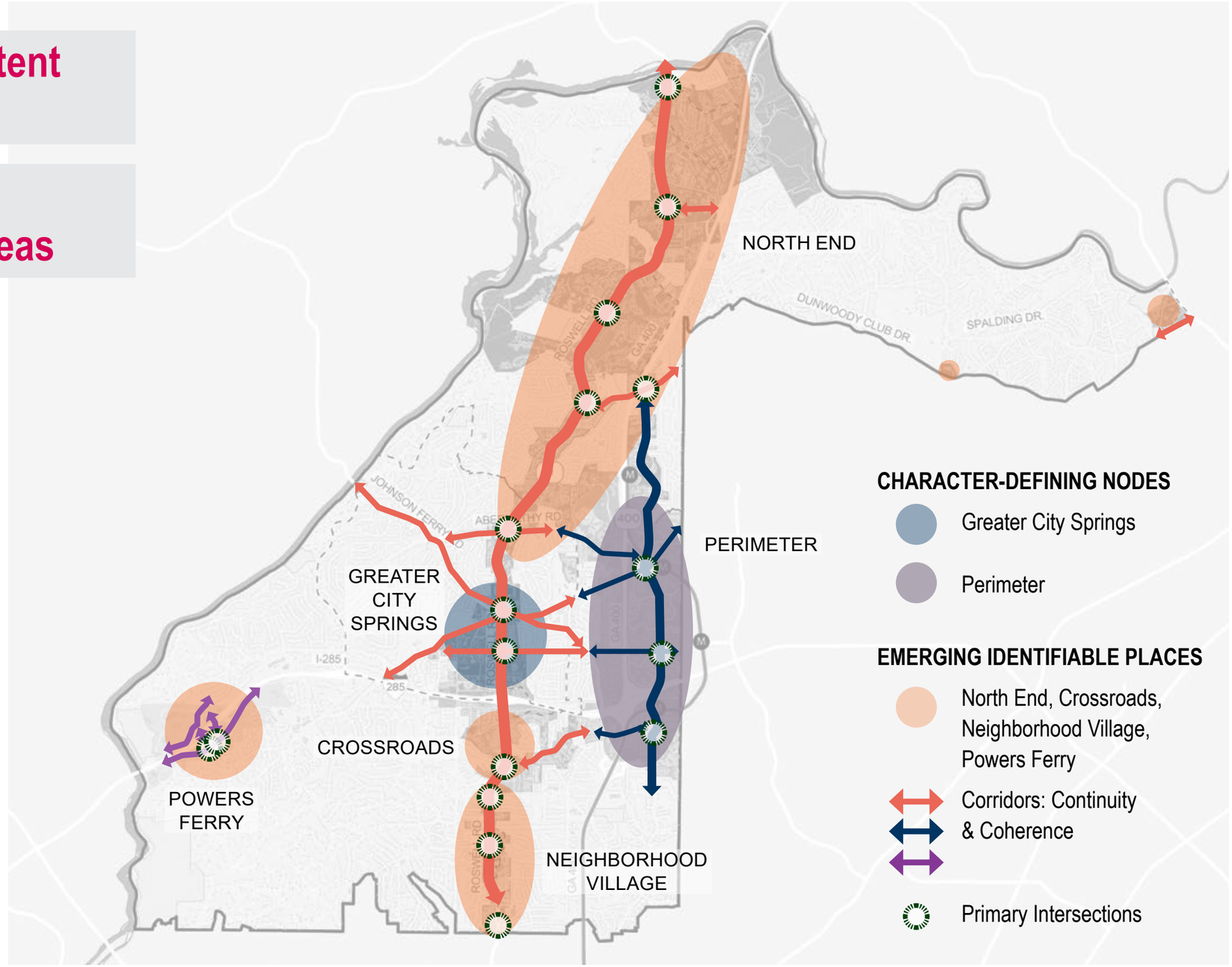
E **Strengthen connections and gathering places:** better pedestrian links, trails, wayfinding, and outdoor spaces for lingering can help unify districts and support local businesses

F **Encourage better building design without overregulating development:** façade quality and materials can improve character without requiring major changes to building layouts

DESIGN GUIDELINES: OVERALL FRAMEWORK

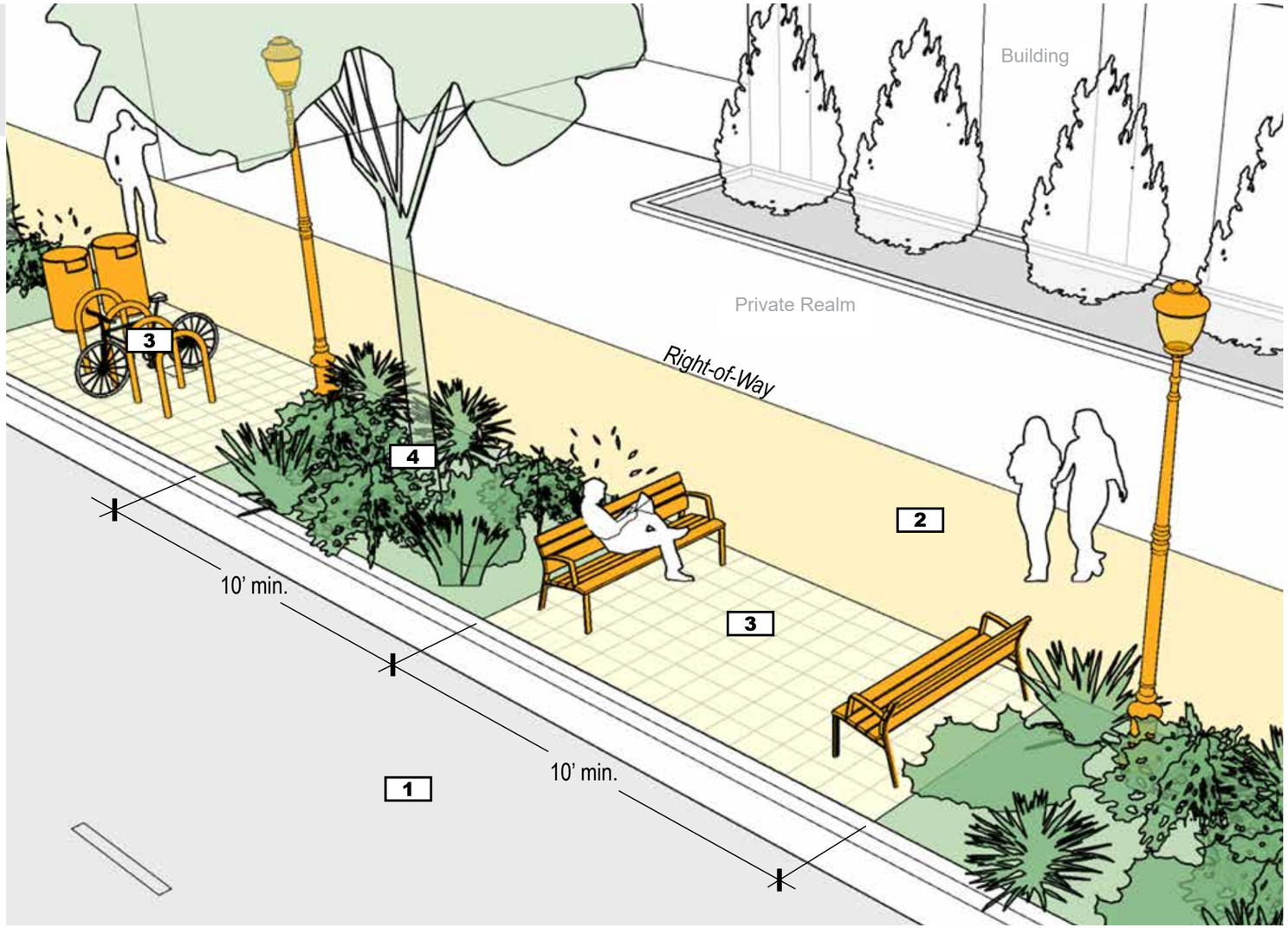
A Create clear and consistent design guidelines

B Recognize the distinct character of different areas



GUIDELINES: KEY CONSIDERATIONS

C Make streets more walkable and comfortable



1 *Travel Lane*
Vehicular travel and turning movements

2 *Sidewalk*
Pedestrian travel zone with no obstructions

3 *Amenity Zone*
Paved area for seating, bike racks, and street furnishing

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

GUIDELINES: KEY CONSIDERATIONS

D Elevate the quality of the public realm

FURNISHINGS

FURNISHING IMAGES

:TH END, NEIGHBORHOOD VILLAGE, POWERS FERRY



ndscape Forms
arborough Bench - Backed
Horizontal Straps w/ Center Arm
ish: Powdercoat, RAL 6012



Landscape Forms
Scarborough Litter
Side Opening, Vertical Strap
Finish: Powdercoat, RAL 6012



Victor Stanley
BRCA-101
Finish: Powdercoat, RAL 6012



Tournesol
Florence Round



(Mid-Block)
Lumec Domus LED Top Light on Hapco 13' Yale Series Pole
(Intersection)
Lumec Pendant Domus on Hapco 22' Stafford Series Pole

(Streetlight)
Lumec Domus LED Pendant Large on Lumec Contemporary Large Bottleneck Pole w/ Bracket

Color: RAL 6012

:IMETER **Refer to Perimeter Community Improvement Districts Design Manual for more information*



ndscape Forms
sidio Bench - Backed
3001-BS-22
ish: Powdercoat, black



Landscape Forms
Presidio Litter
Finish: Powdercoat, black



Landscape Forms
Bola Bike Rack
Finish: Powdercoat, black



Tournesol
Bolinas



Cooper Generation ACN Post Top Fixture on Hapco 12' York Series Lighting Pole
Color: "Dark Green" by Valmont Industries

GREATER CITY SPRINGS, CROSSROADS



Landscape Forms
Towne Square Bench
70" Long, Vertical Strap
Finish: Powdercoat, gloss black



Landscape Forms
Poe Litter
Side Opening, Vertical Strap
Finish: Powdercoat, black



Landscape Forms
Emerson Bike Rack
Finish: Powdercoat, black



Georgia Precast
Fayetteville Round
5' dia, 36"ht / 4' dia, 36"ht
Coloro: 1616
Vinish: VLSB



(Mid-Block Fixture)
Lumec Domus LED Top Light or
Hapco 13' Yale Series Lighting
(Intersection Fixture)
Lumec Pendant Domus on
Hapco 22' Stafford Series Light
Black w/ Banner & Hanging Bask

CITY GREEN, PRADO & OTHER MIXED-USE SPECIAL PLACES



Landscape Forms
Parc Vue - Backed
6' Long w/ Arms
Finish: Powdercoat, silver



Landscape Forms
Poe Litter
Side Opening, Vertical Strap
Finish: Powdercoat, silver



Landscape Forms
Emerson Bike Rack
Finish: Powdercoat, silver



Georgia Precast
Fayetteville Round
5' dia, 36"ht / 4' dia, 36"ht
Coloro: 1616
Vinish: VLSB

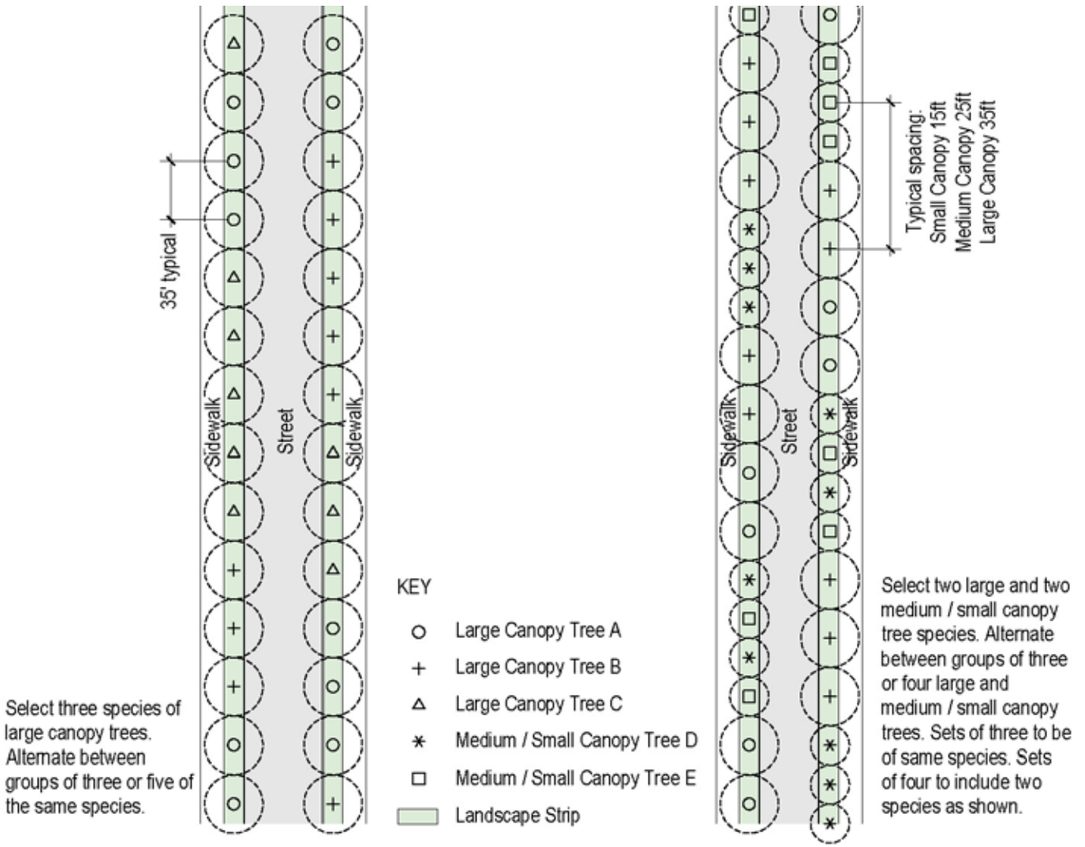


Philips Lumec
UrbanScape LED Post-T
on 13.5'ht APR5 Rou
Aluminum Pole w/ Two-W
Upper and Lower Bann
Arms: Medium Gray Textur

GUIDELINES: KEY CONSIDERATIONS

D Elevate the quality of the public realm

TREES & PLANTING



CORRIDOR TREE PLANTING PATTERN

AREA DEFINING TREE PLANTING PATTERN

STREET TREE IMAGES

NORTH END, NEIGHBORHOOD VILLAGE, POWERS FERRY



PERIMETER



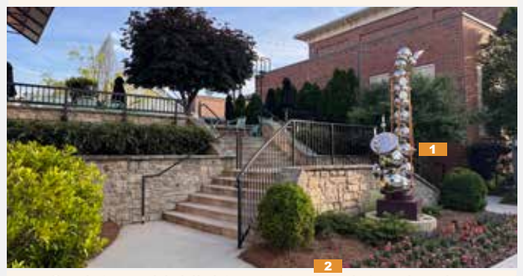
GUIDELINES: KEY CONSIDERATIONS

E Strengthen connections and gathering places

EXAMPLES OF PUBLIC ART & WATER FEATURES

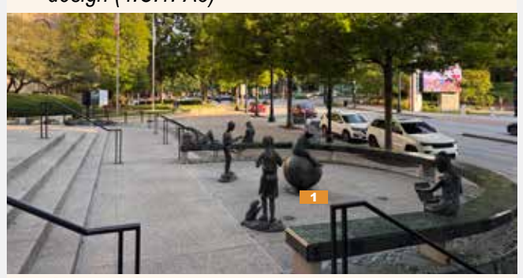


1 *Fountains activate the space invites people in (4.C.1.-A3)*

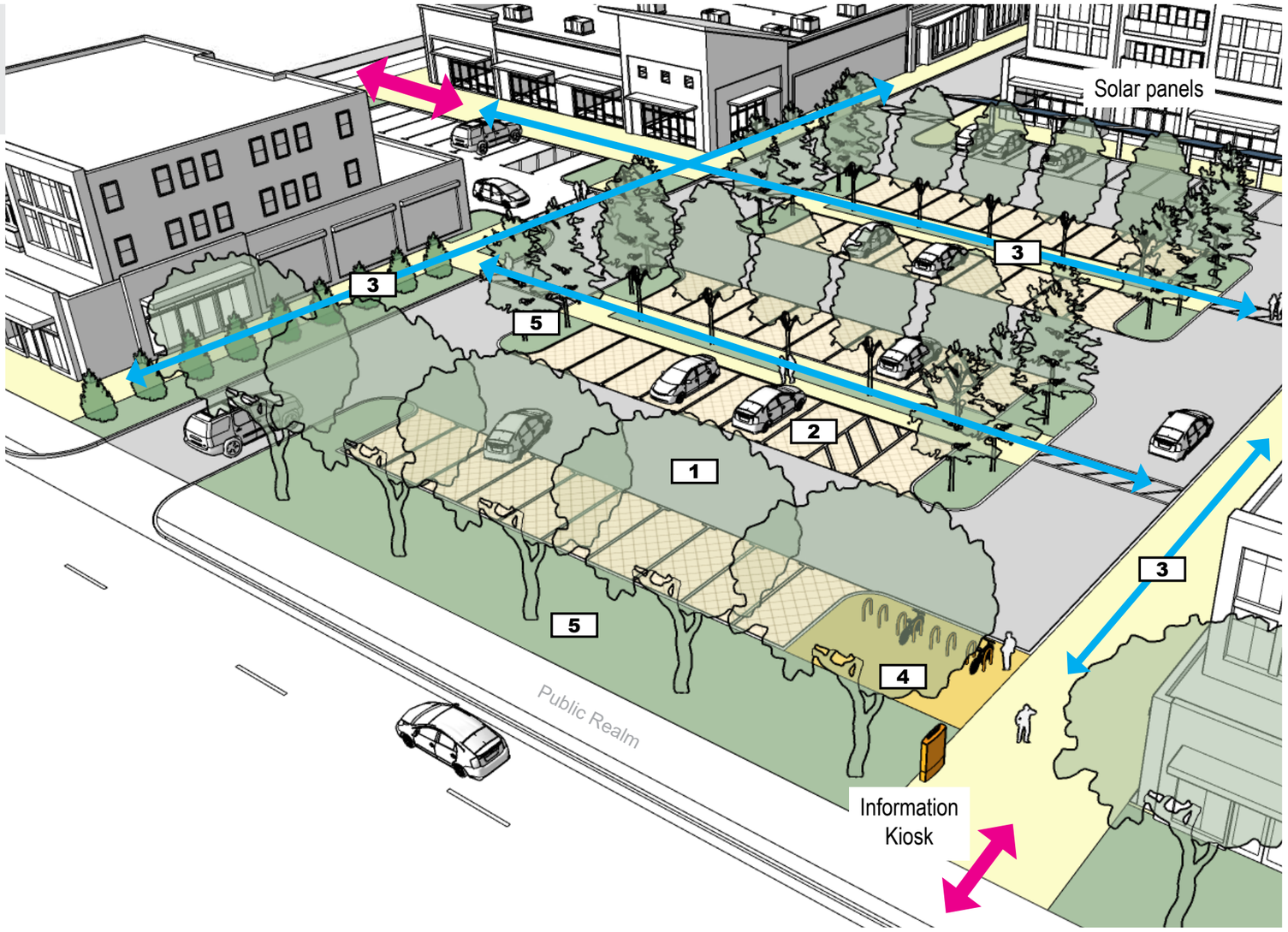


1 *Sculpture highlights entrance into development (4.C.1.-A3)*

2 *Artwork is integrated into planting bed and site design (4.C.1.-A3)*



1 *Series of sculptures activate an outdoor space (4.C.1.-A3)*



1 *Vehicular Zone*
Vehicular travel aisles

2 *Permeable Paving*
Incorporate into parking stalls where possible

3 Pedestrian Walkway
Connect parking to storefronts and to sidewalks

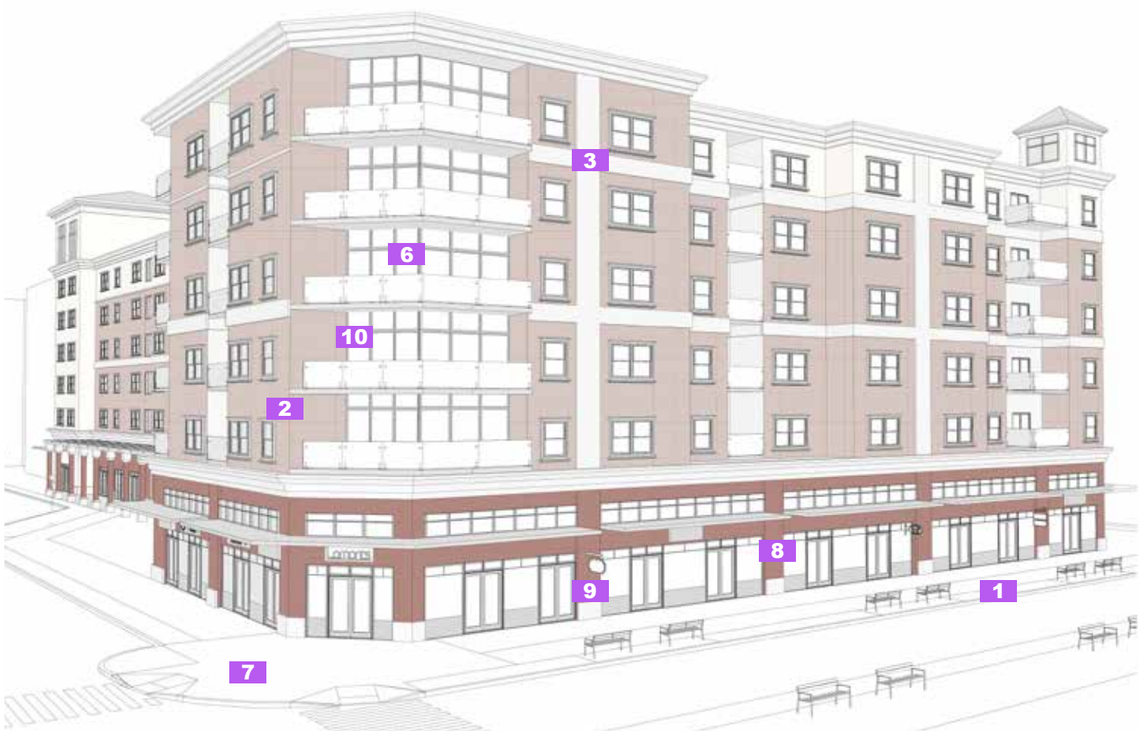
4 Micromobility
Locate near building entrances

5 Planting Areas
Incorporate stormwater management where possible

GUIDELINES: KEY CONSIDERATIONS

F Encourage better building design without overregulating development

MATERIALS, MASSING, ARTICULATION, TRANSPARENCY



5.B.3. MATERIALITY

DEFINITION

Materiality refers to the selection and application of various materials on a building's façade. These guidelines define the desired qualities, aesthetics, and performance standards for materials to ensure durability, visual harmony, and contextual appropriateness.

OBJECTIVE A

Communicate a sense of permanence by using finishes and materials that are of high quality and durability

STRATEGIES:

1 5.B.3-A1 Direct roof drains into stormwater management facilities in an artful manner and select building materials that echo citywide sustainability goals.

2 5.B.3-A2 Opt for finishing that ages gracefully and requires minimal upkeep (e.g., patinated metals, treated wood, brick and stone).

3 5.B.3-A3 Consider concrete, metal framing, or treated timber for pest and mold resistance, as these materials are well-suited for humid southern climates.

4 5.B.3-A4 Integrate green building materials like permeable pavers, green roofs, and solar shading systems into building design.

OBJECTIVE B

Contribute to the diversity of character within the area

STRATEGIES:

5 5.B.3-B1 Use materials that complement or thoughtfully contrast with those found nearby.

6 5.B.3-B2 Integrate translucent or semi-transparent materials where privacy is needed but light and openness are still desired.

OBJECTIVE C

Promote accessibility and safety

STRATEGIES:

7 5.B.3-C1 Use materials with surface finishes that permit ease of use and promote universal accessibility.

8 5.B.3-C2 Use materials with texture, warmth, and detail on the ground floor to create an engaging pedestrian environment.

9 5.B.3-C3 Incorporate fine-grained material articulation at pedestrian eye-level to promote visual interest and wayfinding.

OBJECTIVE D

Use color to highlight structural elements, frame views, or guide movement

STRATEGIES:

10 5.B.3-D1 Use different materials (e.g., brick, wood, glass, metal) to highlight distinct parts of the building.

11 5.B.3-D2 Use texture changes to signal transitions between public and private zones or emphasize vertical/horizontal elements.

12 5.B.3-D3 Apply contrasting or complementary colors to differentiate building components.

13 5.B.3-D4 Combine materials to create visual interest and articulate different programmatic zones.

GUIDELINES: KEY CONSIDERATIONS

F Encourage better building design without overregulating development

EXISTING SMALLER-SCALE BUILDINGS, RETROFITS AND ADJACENT SITE IMPROVEMENTS

1 Buildings: Façade Improvements

2 Private Realm: Outdoor Space Enhancements

3 Public Realm: Planting and Hardscapes





IMPLEMENTATION

Clear Expectations = Better Outcomes

- **Start Early**
  Align projects at pre-application before major costs are locked in
- **Built into City Decisions**
  Guides rezonings, site plans, and Leadership actions
- **Consistent, Staff-Led Review**
  Clear graphical direction of OASIS and Development Code alignment
- **City Sets the Standard**
  Applied to streetscapes and public investments; explore incorporation of targeted guidance into Development Code

Why It Matters, The Benefits

- **Flexibility with Incentives**
  Height/density bonuses and design flexibility
- **Predictable Approvals**
  Less redesign; greater certainty for applicants and developers
- **Reduced Risk for Investment**
  Clear expectations; stronger community and leadership support
- **Stronger, More Cohesive City**
  High-quality development that reinforces Sandy Springs' identity

THANK YOU