

Future of the North End:

North End Revitalization Task Force

Public Visioning Report

July 25, 2018

Overview

The North End Revitalization Task Force held a public visioning meeting on July 25 at the Sherwood Event Hall in Sandy Springs' North End. Approximately 270 citizens attended. In two hours' time, they considered two questions about the North End's future. And working in 15 circles, they offered 347 ideas and images about what the North End could be and how to address part of the Task Force's mission, which is to add new residents to the North End while making a place for those already living there.

Here is a summary of what the citizens said they would like the North End to be. (Note: Like most vision statements, this one is written as if the ideal community were fully realized.)

Environment and Outdoors: The North End takes advantage of its proximity to the Chattahoochee River and protected forests with greater access to these assets. And it creates additional environmental and recreational assets, including green spaces, walking and biking trails, and outdoor recreation. There is a major new park called North End Park that is suitable for concerts and large gatherings.

Transportation and Mobility: Roswell Road is "tamed" so that it is safer, more attractive, and easier to cross on foot, bike or by car. The neighborhoods of the North End are walkable. There is a major expansion of mobility options in the North End, including walking and biking trails, bike lanes on streets, pedestrian traffic signals, and perhaps a new transit option, such as a trolley or monorail.

Urbanism and Quality of Life: The North End is a "complete community" (or series of communities) with retail, restaurants, entertainment, groceries, and offices within walking distance of residences; perhaps with a "small-town feel" (like Roswell and

Decatur). There are different types of residences but throughout the North End, there is attention to landscaping, so people enjoy the walk from one area to another. The offices/work spaces that locate in the North End are attracted for its ambiance and attraction to workers, but they also want access to the North End's high-speed internet offerings.

Arts, Culture and Sports: In the new North End Park, there are regular outdoor concerts and events which attract people from across Sandy Springs and from surrounding cities. There is also a North End Arts Center with classes and galleries. Not far away is a community sports complex with soccer fields, basketball courts and more.

Education: Through a partnership with the City of Sandy Springs government and a coalition of nonprofit organizations, Fulton County Schools are using the North End to pioneer new STEM programs and other magnet-school concepts. One of these programs is a "joint enrollment" option that allows high school students to take college courses for credit. One of the community initiatives in the North End is to make the schools more attractive and inviting, working with families to better understand the value of a public education.

Affordability and Diversity: The North End has found a way to preserve much of the diversity it had in 2018, through affordable housing efforts which created mixed-income communities, even as the North End's population grew significantly. The diversity that resulted was not only by race and ethnicity, but by age, income, education and ability/disability. One key to maintaining the diversity was an active nonprofit presence, which included programs like affordable day care.

Meeting process

The public visioning meeting began with a welcome from North End Revitalization Task Force Chair Steve Soteres. He then turned the

What's ahead for the Task Force

The North End Revitalization Task Force is comprised of 14 volunteer members, appointed by the mayor and city council. It will work for the next six months on creating a vision and plan for the North End project area.

It begins its visioning work with the citizens' ideas outlined in this report, which it may change or add to as the Task Force works toward its mission of creating an "achievable and sustainable" plan for the North End. The Task Force's goal is to deliver a plan to the city council by Jan. 1, 2019.

Here is the mission statement for the Task Force, as drafted by the mayor and city manager's office:

The mission of the North End Revitalization Task Force is to create a vision and plan for revitalizing Sandy Springs' North End that is achievable and sustainable, that benefits the city as a whole, and that creates a place for the families presently living in the neighborhoods. In doing its work, the Task Force will describe the role that the city should play in this plan, the roles that others—including businesses and landowners—will be asked to play, and will recommend a set of actions for the City Council to consider in 2019.

meeting over to the Task Force facilitator, Otis White. Otis began by explaining that the Task Force is comprised of 14 volunteers, appointed by the Sandy Springs mayor and city council, who will work for the next six months on developing a plan for a portion of the North End. The project area is, roughly, from Dalrymple Road north to the Chattahoochee River and from the west side of Roswell Road to Georgia 400.

So far, the Task Force has held one official meeting, at which it discussed its mission and how it wanted to proceed. At that meeting, the Task Force agreed on two things: first, that it wanted to begin by creating a compelling, distinctive vision for the North End—one that would direct its planning work over the months to come. Second, that the best way of creating this vision would be to listen to the citizens' ideas and images. That, Otis said, is the reason for this meeting, "to enlist you, as citizens, in helping the Task Force see the potential of the North End."

For that reason, the Task Force would like citizens to work in small groups at this meeting and answer two questions. The first question dealt with a vision for the North End. The second looked at ways of ensuring those who live in the North End now can find a place in the area as it changes. (Both questions are reproduced below.)

Before the small groups reported out their answers to the visioning question, Otis asked the groups to review their ideas and do two things: Note the ideas that created the greatest amount of energy or consensus within the group, and note an idea or two that seemed "out of the box," but might be worth considering.

As you go through the report, you'll notice that some ideas are **boldfaced** and others are *italicized*. The boldface ideas are consensus ideas identified by members of each circle, and the italicized ones are "out of the box" ideas that the circle felt may have merit.

Visioning questions

1. What will an ideal community look like?

It is 2043, and Sandy Springs' North End is now considered one of the most vibrant and desirable areas in Metro Atlanta. It is attracting attention from outside Atlanta. Newspapers like the New York Times and the Wall Street Journal have written that the North End is "a model for revitalization that finds a place for people of all ages and income ranges."

Here is the question: **What has made the North End such a vibrant and desirable place? How did these newspapers describe it?**

In other words, figure out *as a group* what could make the North End so vibrant and desirable?

Examples:

- If you took a photograph of the North End in 2043, what would it show that isn't there now?
- How do people live in the North End in 2043?
- Where do they shop and work?
- What do they do for recreation?
- How do they get around the North End and from the North End to other parts of Sandy Springs and Metro Atlanta?

2. Addition without subtraction

Part of the Task Force's mission is to revitalize the North End while making a place for those who live there now. Let's assume that we've figured out how to do this.

By 2043, the North End had figured out ways of welcoming new residents and businesses while keeping those who had lived in these neighborhoods since 2018.

- How did it do this?

Summary of ideas about "addition without subtraction"

There were many ideas from the circles of community members about how the Task Force could plan for revitalization and new residents of the North End while making a place for those who live there now. Many dealt with financial or tax incentives for current residents.

There were other ideas for accomplishing this part of the Task Force's mission. Here are some of them:

- High density development (welcome it/plan for it)
- Mixed income development
- Incentivize businesses to invest in local and human infrastructure
- Remove the limit on number of adults in a households, so basements and extra rooms can be rented out
- Communication with community organizations to assess needs of current residents
- Engage public/private partnership to create affordable housing
- Require any new residential construction to have a % of affordable units
- Offer special incentives for Police/fire first responders/Public Safety to buy/rent housing
- High-Rise housing with mixed levels of affordability with retail & walkable
Ex: Avalon
- Modern duplexes/flats: House with multiple levels for multiple inhabitants, multilevel income like the North.

Citizen ideas and images

Here are the thoughts about the two questions we asked (described above). *Note: There were 15 small groups or circles but because of a numbering error, we skip from Circle #12 to Circle #16. (In other words, there were no Circles 13-15.)*

Circle #1

What will an ideal community look like?

- **Spectrum: retail businesses, restaurants, mini-communities, diversity**
- **Environmental friendly community with green spaces, trails, green transportation options and dog friendly**
- **More affordable housing for working families, and encourage more diversity (age, race, income, education, handicap accessibility)**
- Great schools, it's convenient, it's growing and improving
- The City has great sense of safety and has great churches and neighbors
- Great forests, woods, deer, and wildlife along with trails and parks
- Community that promotes recycling and that is well planned and visually appealing
- A community that has a balance between nature and development
- Transportation-friendly
- Distinct communities
- Town-like structures instead of long strip centers
- More dog-friendly community (trails, restaurants with patios)
- *Community sports complex*
- Take a stand against sports that injure children, e.g. football
- "Spectrum" housing – builders encouraged to provide variety of options from started homes-up/ retirement villages
- Find a way to address crime
- Control/reduce government subsidizes/ Section 8 housing (apartments)
- Trail along creek at Huntcliff
- *Attract tech schools for job training*
- Infrastructure for new technology e.g. electric vehicles (tech schools, MARTA)

Boldface = Group consensus ideas

Italics = "Out of the box" ideas worth considering

Addition without subtraction

- Figure out how to develop without compromising ability of lower income residents to remain in the City.
- Tax incentives (elderly don't pay school taxes and exempt veterans)
- Improve code enforcement response
- Keeping all neighborhood environment litter free

Circle #2

What will an ideal community look like?

- **Traffic problem is solved:** Better bike lanes, pedestrian traffic lights, walkways
- Beltline with footbridge over the river
- Sustainability/recycling
- **Shops/restaurants** – no monopoly zoning, grocery stores, Home Depot/Lowes. Why are there empty shopping centers?
- **Places for kids/better parks** – enhanced riverfront
- **Art center/music** – classes and galleries
- **Venue for big outdoor concerts**
- Upscale housing
- Affordable bus
- Affordable/mixed-income housing
- Healthcare
- Farmers' market
- **Excellent schools – STEM, magnet**
- Expand parks by embracing the river – come further
- Many mini police stations/fire
- Library
- Biking/outdoor activities
- Community events/festivals
- Wi-Fi citywide (gig speed)
- Energy efficient options (solar, plug-in car places)
- Underground power lines
- DMV
- 0 tolerance for panhandling – solution for homelessness
- Homegrown businesses
- Redeveloped unused/abandoned properties into parks
- Business incentives for small businesses to move-in, streamline regulations
- Keep existing residential zoning
- Community chorus
- Community pool within a park

Addition without subtraction

- Taskforce needs more diversity
- No overtaxing homeowners, keep low millage rate
 - City needs to find diverse funding
 - Stay within budget (outside the box fundraising for special projects)
- Continue/grow partnership with large corporations
 - Mercedes
 - Rubbermaid

- Salesforce
 - Northside Hospital and other big healthcare
- Bring in/attract more corporations
- Better education = better jobs
 - Stay in City of Sandy Springs
- Affordable/livable housing
- Stricter laws in favor of renters
 - Regulate landlords

Circle #3

What will an ideal community look like?

- Aesthetically retain trees
- **Themed architecture**
- **Sandy Springs Village(Mixed Retail, Movie Theater, Entertainment, Dining, Shopping, Walkable) Along the River**
- **Recreation (Bike Lanes, Greenways Connects, Dream Dog Park, Bocce Ball Courts, Indoor Swim & Tennis facilities)**
- Diverse Food Stores (Grocers)
- Connection to Alpharetta & Roswell Greenways
- Sandy Springs Conservancy Concept Plan should be funded
- Mastery of Crime and traffic
- Wider Sidewalks
- Bike lanes and Go Green efforts
- Creation of Dog Park
- Library/Community Center
- Control over taxes
- Enhanced education for dual language programs
- Farmers market
- Splash pad fountain
- Diverse public art (Artists)
- Mixed Income housing
- Health & Wellness complex
- *Citywide Wi-Fi*
- High Tech jobs
- Outdoor Theatre

Addition without subtraction

- Incentivize Residents and Business owners as dual taxpayers here; Encourage locals to open businesses and give them a tax break if they do so
- Renovate existing schools and invest in schools
- High density development (welcome it/plan for it)

Circle #4

What will an ideal community look like?

- **Nature oasis preserved**
- Pedestrian friendly, with sidewalks
- Connections between existing paths/parks/river, via bike paths
- **Vibrant shopping centers with restaurants; repurposed commercial area to bring desired retail**
- Beautiful curb appeal, clean
- Low population density
- Central recreation area, available to all ages, indoor/outdoor, but not a park
- Excellent public transportation, with MARTA extension
- Excellent access to river with trails
- Nature "Beltline"
- **Diversity in types of residence, in architecture, maintaining the existing low density**
- "Riverwalk" area in a defined space
- Smart city: Top communication technology, automated traffic flow
- Greened-up Roswell Rd
- Fabulous dog park
- Tunnel under Roswell Road for through -commuters

Addition without subtraction

- Tax-free zone for seniors, like offered by Cobb County (property tax for schools)
- Tax break for desirable new businesses (ex: restaurants)
- Sensible infill housing restrictions
- Incentives for new businesses that will attract new residents

Circle #5

What will an ideal community look like?

- Excellent schools
- **Affordable housing**
- Rent control
- Inclusive city –all types of people interact
- Ability to move through the city
- Community center (like a YMCA)
- **Purpose – built community**
- Dig park/farmers market
- Development of tech skills and human potential
- Opportunity to work in the community and be able to walk to work
- *Monorail*
- Go to the river as natural preservation – include development of river area
- Sidewalks and bike lanes
- Incentivize small and medical businesses
- Business incubator and financing programs
- Trails and green space
- Affordable property
- Central parking facility (high-rise) joined with local distribution systems
- Tax structure attractive to desired businesses
- *High speed internet infrastructure*
- Incentivize builders to provide housing for workforce households
- Day care center
- Library
- Aquatic center
- Preserve natural beauty – balance development
- Perhaps restore setbacks
- **Mobility through the community with safety**
- Crime control

Addition without subtraction

- Strategic (freeze) property taxes
- School tax not paid by seniors
- Mixed income development
- Sliding rent scales
- Rent control
- Incentives for affordable housing
- Preferences for local workforce
- Job training programs (feeder for healthcare and other tech industries)
- Invest property tax into affordability
- Incentivize businesses to invest in local and human infrastructure

Circle #6

What will an ideal community look like?

- **Greenspace connecting the national forest, the river, and Morgan Falls; increased pedestrian accessibility**
- Top-tier education system
- Better shopping opportunities, diversity of options, restaurants, walkable destinations, preferably overlooking the river
- Maintain low-rise buildings (vs. Buckhead)
- Maintain a sense of community (vs. Buckhead)
- **Transportation options: Transit** (maybe a new station? – no consensus) **and bike/ped.**
- Widened bridge over the river
- Safe, easy crossings across Roswell Rd, through City/GDOT partnership
- Cultural diversity
- Hotels nearby
- Nature-oriented tourism and recreation (hiking, kayaking)
- Affordable senior housing (ranch condos)
- **Village core with a small-town feel:** Small-scale boutiques, art galleries, cultural restaurants, food pavilion. Ex: Roswell, Decatur
- Redeveloped [today's] apartment complexes
- Saturday market [in the North End, not at City Springs]
- Master plan developed today [2018] is implemented

Addition without subtraction

- Lower property taxes, provide exemptions (in particular for long-term residents)
- Allow personal care homes
- Look at Toronto and Vancouver for successful examples of mixed-income communities
- Look at Serenbe: smaller homes surrounded by nature
- Tiny house community
- Remove the limit on number of adults in a households, so basements and extra rooms can be rented out
- Create a 55+ community

Circle #7

What will an ideal community look like?

- **Activate access to waterfront (World Class)**
- Great public schools
- Access to healthcare
- Senior involvement/Community involvement
- Swim/Facility Water park
- Riverfront access/Recreational
- Bike/pedestrian friendly streetscape
- Wider sidewalks/ skywalks/pedestrian-only thoroughfares/Roads
- Light Rail
- Crosswalks
- More MARTA Stations
- Historical sites, landmarks preserved (including old growth greenspaces, wildlife habitats)
- **Affordable housing; wide range of housing types**
- Greenspace sensitive housing
- Multi-generational
- Scale of new building sensitive to existing
- **Arts flourishing (Historic, events, galleries) - Cultural Amenities**
- Ability to offer different types of transportation technologies
- Access to boating/rowing
- Housing density in appropriate area

Addition without subtraction

- Tax relief for long term residents
- Tax incentives for development of affordable housing
- Incentives for existing property owners to encourage redevelopment; financial/tax/regulations
- Communication with community organizations to assess needs of current residents

Circle #8

What will an ideal community look like?

- Less traffic/better solutions
- **Higher-end Retail (Avalon) on the River, Grocery, Drugstore, Restaurants)**
- Better lighting / Patrols, safety
- Tree trimming
- **Excellent Public Schools**
- Connect Beltline
- Light Roberts Dr. and Roswell Rd.
- Minimize visual Clutter
- Access to River
- More Class A businesses/office space
- More green space
- Dog Park
- High end Grocery
- Drugstore/Hardware Store
- **More balanced residential communities (more single family homes)**

Addition without subtraction

- School tax exemptions for Seniors
- Solve Water Wars
- City needs to provide incentives for residential development similar to Mercedes development area
- Safe neighborhoods – Great Police Dpt.
- Legal Aid services available to tenants of apartments to keep landlords accountable – similar to Fulton County.

Circle #9

What will an ideal community look like?

- Recreational Facility
- **Walkability connecting retail and homes with green spaces and parks into the buildout and tree canopy**
- Make Northridge a gateway
- Create work/live/play like Avalon / Mixed Use
- Farmers market/community garden
- Locally owned businesses
- Involve public schools in community garden
- Co-op park
- **How to connect neighborhoods such as local trolley transportation (Not MARTA)**
- More traffic lights
- Pedestrian crossings needed
- **Lower the speed limit on Roswell Rd**
- Larger /wider sidewalks – feel safer from traffic
- **Create more space for joint enrollment and college course opportunities.**
- **Find ways to make public schools more appealing by making them a community focus-engagement**
- More bike friendly and bike share
- More ways to embrace diversity in Sandy Springs
- How to maintain affordable living in Sandy Springs
- Bike trails- build in middle don't wait for it to come to us.

Addition without subtraction

- Freeze property tax until property sold for residential property
- Intelligent zoning to protect existing neighborhoods
- Redevelop focused on retail area, not residential properties (Single or multi family)
- Engage public/private partnership to create affordable housing
- Require any new residential construction to have a % of affordable units
- Promote inter-generational housing
- Incentivize young people to stay
- Incentivize rehabilitation of existing apartment, condos, townhouses.

Circle #10

What will an ideal community look like?

- **Less Apartments, revitalize what we have, better School System, less density, More affordable housing - Workforce**
- More Sidewalks, safe crosswalks for pedestrians
- Higher Home ownership verses renters
- More ADA compliant homes, Allow Seniors to age in place
- **More waterfront usage**
- Opportunities for nonprofit volunteers
- Independent healthier restaurant options
- **Change appearance of Roswell Rd.**
- More upscale shopping in north end (Boutiques)
- Connectivity with HOAs, more Community events in Public Areas
- Revitalize old , tired retail centers
- Enforce speed limits on Roswell Rd. – SPPD preserve speed limits
- Community architectural designs
- Light rail within neighborhoods/ neighboring cities

Addition without subtraction

- Grandfather property tax for seniors
- Offer tax incentives for commercial developers/property owners
- Rent stabilization
- Percentage of renters with Co-Op
- Zoning Code Land use
- Bury wires / utility lines,
- Offer special incentives for Police/fire first responders/Public Safety to buy/rent housing

Circle #11

What will an ideal community look like?

- **Access to the river and nature , sidewalks, bike trails, lighting**
- Boulevards
- Dispersed low income housing throughout Sandy Springs/Don't limit low income areas to one district
- Access roads to businesses to mitigate traffic
- Adult/Community center in the north. Ex: Alpharetta and Roswell Adult Center
- Aquatic Center: Recreation and Competitive
- **Dine-In Restaurants, Shopping, Vibrant Community, Redevelop Strip Malls, Hold Owners accountable**
- Food trucks
- Arts and art galleries
- Community Art Center/Cultural Center
- **Improving Academic Standards (make them higher)**
- Safe passage across Roswell Rd. Ex: bridge
- Retention of businesses
- Independent water system – apart from Atlanta
- Keep independent Police Dept. & Fire station
- New Fire station
- Upgrade Police and Fire station 6

Addition without subtraction

1.

- Mixed balance of Housing including: Apartments, homes, townhomes
- Events/festivals in Sandy Springs (river centered)
- Informative events with Police / Fire department
- Diversity in leadership Board & Task force

2.

- Well-developed tiny house communities not trailer homes
- Temporary housing for those whose housing is being redeveloped
- High-Rise housing with mixed levels of affordability with retail & walkable Ex: Avalon
- Improve /Revise tax system for housing assessments need to be revised
- Modern duplexes/flats: House with multiple levels for multiple inhabitants, multilevel income like the North.

Circle # 12

What will an ideal community look like?

- **A dog friendly walkable community with beautiful public landscaping where people can live, work and play. A community where people can have good jobs and enjoy unique business (vs. chains) with upscale restaurants, boutiques, and grocery stores.**
- **A community that is environmentally conscious and enforces environmentally preservation policies where people can enjoy clean living, clean air, big trees, and wildlife.**
- **Top graded schools that unite and not separate**
- A community which has more parks on the river with public art and community gathering spaces for indoor/outdoor activities and entertainment. A community that promotes cultural organizations (music and art).
- A community that has more mixed income housing that preserves the character of the neighborhood
- A community that provides incentives to drive less by providing beautiful transit stations with access to other areas, for example, expanding MARTA to the north. A community that improves traffic on Roswell Road (no bottle necks) with more bike friendly roads and crosswalks on Roswell Road as well as sidewalks in all communities. A community with free unobtrusive parking
- City with strong community participation in planning and coordinated community action. A city with good relations with neighbor communities
- Excellent public safety and public services.
- Consistency of signage and no billboards
- *Pollinator friendly community*
- Houses on private roads
- Extended family options

Addition without subtraction

- Tax incentives for current residents
- Property tax reductions based on need or rent control
- Move businesses to front of strip malls
- Research best practices in other communities
- Tax incentives for unique businesses instead of chain stores
- Require new businesses to spend % of profit on community – art, etc.
- Mixed income housing
- Preserve single-family neighborhoods
- Focus on “dead” shopping strips and revitalize
- Greater education about conservation
- Local, state, and federal incentives to preserve affordable housing

Circle # 16

What will an ideal community look like?

- **It has been more expensive to live in the City throughout the years, City should have required zoning for affordable housing to provide a range of housing options for different income levels**
- **Importance of parks and recreational activities**
- **Better traffic management on Roswell Road and alternative modes of transportation such as bicycle and pedestrian**
- Have a better pizza place along Roswell Road
- City has a great planning and development infrastructure that includes the public as well as strong neighborhood associations (civic groups and nonprofits)
- *Want to see the City connected with to neighbor jurisdiction such as City of Atlanta, City of Dunwoody, and City of Roswell and have exchange of culture and resources. City should reach out across borders*
- Want to see mixed-use development by the river and revitalization strategies that bring, for example, upscale restaurants, boutiques, and grocery stores
- Want to see a more diverse community (demographics)

Addition without subtraction

- Expensive property taxes at the City and County level. The City should have taxes incentives for people to stay in the city.
- Strengthen education programs to have a STEM focus
- Improve infrastructure/ amenities that are already there

Circle #17

What will an ideal community look like?

- **Large Park with facilities for Arts & Education**
- **Tax incentives for business growth and tax breaks for home owners.**
- Eliminate Adult entertainment
- Eliminate human trafficking
- **Affordable housing, especially for teachers, public servants and nurses, etc.**
- More levels of prices for home purchases. More diversity of housing stock
- Our version of the Beltline

Addition without subtraction

- Explore all sources of public and private capital so that there is less tax burden on the citizens to pay for the improvements.

Circle # 18

What will an ideal community look like?

- Streets/sidewalks are safe and appealing
- No more potholes anywhere
- **Affordable housing**
- Ecofriendly/solar and diverse community
- **Recycling system for apartment complexes**
- Low rate crime
- Better transportation system
- More public bicycle shares and wider bike lanes
- More pedestrian conscious
- Pedestrian plaza (only pedestrian; city designed for people to work)
- Bus stop with shaded area and benches
- **Community centers (swimming pool; recreational sports; sports center)**
- *Farmers market and community gardens*
- *More affordable day cares*
- Beautiful parks for children
- Centers for the elderly
- Homeless shelter and soup kitchen
- Summer waterpark center for kids and adults
- More solar powering
- Gardening area/community

Addition without subtraction

- Create a program that includes the elderly, welcoming new students who are coming to study here (to feel more included)
- Attracting community college and making it college oriented

Appendix

The Task Force asked those who could not attend the July 25 public visioning meeting but wanted to participate to visit a sandyspringsga.gov web page and answer the same questions that we asked the citizens in the small groups. Here are the answers that were submitted via the web page:

What will an ideal community look like?

- Socially diverse and economically vibrant community with great access to public transportation and multiple bike and walking trails connecting to other local cities. The area has great restaurants and unique shopping opportunities but is also known for its great access to the river via a large park and walking trail on the river with several green spaces for children and adults alike.
- LOW DENSITY AND NICELY WOODED, THUS LOTS OF SHADED AREAS.
- The city encouraged festivals and community events, encouraged locally owned dining options, shops and boutiques and encouraged cultural organizations (art galleries and museums) to locate to Sandy Springs.
- Lots of green space utilized by residents, who are renters and homeowners, rich and poor. Some areas of retail interspersed with boutiques and independent restaurants.
- The city embraced what made it unique in the Atlanta area - the Chattahoochee river. By re-zoning critical areas adjacent to the river with live/work/play boundaries and creating "smart" access corridors for all residents, the area thrives with limited traffic and high utilization of one of Atlanta's most unique outdoor resource. To reduce traffic in the area and still accept high density housing, the city partnered with MARTA, Uber, Lyft, bike and scooter-share programs to design multi-use roadways for all residents. This allowed the area to support both high density housing and its existing residents with little increase in traffic.
- There are a variety of different restaurants and shopping options that are visually appealing. The area is viable, walkable and has a variety of greenspaces. Transportation is easily accessible and crime is low. There is a large amount of middle income housing available and the school is one of the best.
- Pedestrian friendly sidewalks--meaning a sidewalk with trees between street and sidewalk so there is a buffer. A diverse population, diverse ages and socioeconomic diversity. Plenty of public spaces such as parks(including a skate park and dog park), youth recreation centers, perhaps an aquatic center-all open to the public. Affordable housing for this diverse population, or I should say diversity of housing

options so we can enjoy a diverse community that can welcome both the Fortune 500 CEO and a high school teacher. We have amazing public schools (maybe own school system) that community members are proud and excited to have their children attend, eschewing the high dollar private schools. The North End takes full advantage of being so close to the Chattahoochee River and National Park land. There are also independent cafes and shops that are locally owned. As far as the vibrancy, what makes it so vibrant are the diverse people, who feel safe and cared for in the community.

- There needs to be a combination of green space & have access to 400. There is nothing wrong with low density housing. Sandy Springs added an ice rink & a theatre...what else could we attract that is unique? Right now the North End only has a bowling alley & a brewery (both great btw).
- Roswell road is a transportation artery that provides for walking, biking and cars. Sandy springs middle school, Ison springs and North Springs are centers for community gatherings, including gardens, theater, meetings and recreation. They are accessible in various ways. Affordable housing needs have been met with government and private partnerships that allow various income-earning residents to live in the community.
- The aging apartments from the 60s and 70s have been replaced by housing to support higher earning residents, which the influx on allowed for more discretionary spending in local retail and restaurants. By allowing gentrification across the entire north end, without placing artificial limits and restrictions, developers built high quality, tenant owned properties, with a mix of condo, townhome, and single family dwellings. Because the City didn't artificially incent behavior, it was left with sufficient funding from general budget allocations to petition the federal government to allow public development of water front facilities along the river. The increased tax revenue from the redevelopment, increased values among retail and restaurant properties, allowed the city to re-invest into better traffic management, sidewalks, and street scapes.
- The North End or the South End or any other place in Sandy Springs is NOT a place for all ages and all incomes. Get real and quit trying to be all things to all people to be politically correct. Sandy Springs is an affluent suburb of the city of Atlanta.
- They got rid of all of the low-end "affordable" housing that attracted so much crime and social problems to Sandy Springs, which led to a major reduction in crime, safe neighborhoods and shopping centers, and restored it to a prosperous, upscale, low-density community which could support healthy retail shopping areas and businesses.
- The design of the new buildings, cleaning up run down commercial unsightly buildings; also because many of the trees and green spaces have been left. Adding parks to the area and leaving those already established.
- Electrifying - electric Auto and bicycles for daily users has kept the traffic at an unprecedented low level. with a clean environment from the many streams and

green space gives credence to the term "Springs" in the North End. With the growth of the "Live, Work, Play" areas of planned development some 20 years ago - the population is vibrant enjoying daily living - bordering on a resort flavor. With the planned housing developments - Condo, Apartment, Single Family - a sufficient amount of equitable housing exists to allow for the mixing of incomes and ages.

- The school systems are revitalized and now rank among the top in the state. Mixed use developments similar to East Atlanta incorporating walking trails and park space now exist. Areas surrounding the Chattahoochee river are re-developed to maintain wildlife while maximizing usability and access to the river. Park and restaurant access are available with views of the river. Most or all of the low-rise stick built apartments have been re-developed and new low-rise apartments are banned. The community is safe and access to clean grocery stores is a reality.
- Complete the Pedestrian Bridge crossing the Chattahoochee. There's a proposal, yet no action has been made to build it. Sidewalk completions The sidewalk on the north side of Roberts Drive stops short just past Serendipity Way heading west towards Roswell Rd. Complete this for safety and the ability to walk, run etc. Power grid and utility improvements so the technology is in place to support the increase in commercial and residential growth. Review the current power/utility stations to reduce the constant outages that occur in both bad and good weather. It would be great if all lines were buried as they have done in Alpharetta. Traffic Analysis to ensure redevelopment isn't hampered with increased congestion. This should include assessing areas of pre and post development to ensure the best possible options are implemented to allow for an already growing problem to keep from getting worse or even better to see it improve.
- Innovative transportation planning and development, simulating cities of Europe with dedicated bike paths on all roads, similar to Amsterdam, and electric trolley for busier corridors. Also small parks and greenspace located every few blocks with one main park (possibly on the river with pedestrian bridge to Roswell?). Crime is low due to innovative police presence on e-bikes, further attracting good farm to table restaurants, coffee shops and stores.
- Pedestrians-every vibrant area anywhere you visit is pedestrian friendly! Arts, parks, walking paths. Fun casual restaurants-it's such a diverse area-would love to see a food hall highlighting the amazing diversity of people that make up Sandy Springs. Maybe a coffee shop that employs people recovering from addiction-just some simple community minded businesses that are in touch with what people are seeking. Sense of community and enjoyment of place!
- Cities that have a mix of both young and old, creative and those that appreciate creativity, high and low and middle income and mix ethnic groups are the most exciting places to live. My father was involved with the early development of Soho in Manhattan. It became a magnet for artists and policemen because it was affordable and later became a magnet for the young and old who wanted that exciting thriving community to be part of. Sandy Springs has done a wonderful job to date let do

something really spectacular and innovative in the North End..If any new city can bring in and keep the diversity we have it our leadership

- An icon of 1970's urban sprawl and the good life to be found by commuting from the city, SS found itself an area of adjoining but disconnect dead zones where people now just drove by. Seeing the first trends in what was then a shocking development -- car ownership was decreasing in America of all places -- city leaders determined that a remake of the city was needed. Ride sharing and driverless vehicles were just beginning but it was apparent that it would have a negative impact on this one time commuter city. Increasing transportation options was hard. It started with an increase of places to go. Accomplished through redeveloping disconnected dead zones more residents stayed in the city and more people driving by stopped. Revitalizing these dead zones was hard. Owners of shopping centers were reluctant to invest, but when the first one changed, others followed. Parking lots were a turnoff. Trees, scrolling, outside dining made the first center a success, others followed.
- It's a place that attracts visitors, not just residents. It does this by creating a vibrant community of shops, restaurants, greenspace, meandering paths, music, foodtrucks and the likes. It's NOT a place that is filled with offices and apartments in hopes that these will generate visitors. It is the opposite of what was done in the original City Springs. Sadly. But there is still room to make it better. Model the North End like Roswell, Jonquil Village of Smyrna, Historic Marietta, VAHI...not a concrete parking lot.
- Sandy Springs offers accessible transit to the core business centers of Greater Atlanta, including Buckhead, Midtown, Alpharetta and Marietta. Supplying an educated population to the cores, Sandy Springs has nurtured a vibrant, sufficiency-based ecosystem of kiosk-based businesses and public services, melding into, and delivering, gestalt .. where the whole is greater than the sum of the parts.
- The taxes on the elderly living on fixed incomes are making the cost of so high that they are being forced from their homes after twenty to thirty of residency. The spend mentality has made the living conditions favorable only for the young employed residents. This environment has been built on the backs of the elderly.
- Good and strict zoning. People are orienting to the Northside as downtown Sandy Springs is still terribly congested and unattractive.
- Beautiful streetscapes, sidewalks and trees along Roswell Road. Light rail transportation from North end to Buckhead at Wieuca. Nice sidewalk cafes and Fresh market grocers. New affordable housing set back off the street with sidewalks to schools and transit.

Addition without subtraction

- keeping current residents with tax incentives to developers for low income housing, tax breaks for Seniors on their property taxes, offering alternate forms of transportation. a mix of housing options. actively seeking and recruiting retail and restaurant owners to settle in the area (done by a special city business development committee of citizens and staff) and also by hosting city events in the area.
- The city provided zoning and approval for planned communities that would hold or improve in value and did not entertain developers who planned to build the cheapest options possible, guaranteeing neighborhood eyesores in less than 10 years. Neighborhoods were planned with greenscapes and trees were left in place. The city also provided sidewalks and bike paths to make being out in the community inviting and safe.
- Affordable housing and educational facilities.
- The residents do not talk disparagingly of their fellow residents who may not be as educated or well off. There is room for older ranch homes and newer estate homes, older apartment complexes with a mix of residents along with new housing options. There is a mix of apartments, townhomes, condominiums, and mid-rise multi-family ownership residences, including some designed strictly for our senior citizens. The North End is the MOST welcoming area of the entire metro Atlanta region because of this mixed housing.
- Perfect Marriage of all the wonderful things that being on the perimeter entail & a great mix of ITP & OTP conveniences. Pedestrian Trails/Paths that connect down to City Center as well as up to Roswell area that make an enjoyable outing. Local shops and restaurants- bringing in some of the great ATL food brands like Ford Fry, Antico. A few good large hubs like a Target, sprouts would be wonderful. Keeping parking out of sight but maintaining the accessibility. Updating residential with newer townhomes/ apartments/condos to keep SS accessible to all types of families. Great for families- Morgan falls is great but often packed- would love more options or expansion. It would be great if SS had a city pool & other amenities that would cater to families (like Roswell Area Park). Schools need to continue to be leading edge and learn from other GA schools that rank top in the country.
- By embracing the unique characteristic of the area - the Chattahoochee river - and by investing in multi-use roadways that allowed for higher urban density, easy to access workplaces with less traffic.
- The way they wanted. Residents who were engaged in the revitalization of their neighborhood stayed, while other who weren't interested left allowing others who

wanted to move to SS come in. Key to bring good "value" to this area- accessible, perfect for families, vibrant.

- By updating existing dwellings and building middle income housing. By attracting businesses that provided better paying jobs and more opportunities existing residents were able to afford better housing and continue living in the area.
- It is important to improve the North End for the current residents and businesses then others will feel drawn to come to the area. It is not necessary to improve in order to attract others--all improvements should be for those currently here. With happy and secure residents and businesses in place, it is easy to attract and welcome others with open arms b/c there is not a fear of losing what you have.
- I only have bad answers...if you keep all existing residents (including those that pizza places won't deliver to) then you're talking about adding density. Added density means you need more space for schools (so a smaller North Springs doesn't make sense).
- Raising the schools up through community involvement and targeted services will help children and parents ensure future income streams. Older residents without children should be able to downsize into condos that are not more expensive than their larger homes. Developers must be constrained from creating more high-income housing that they were able to build in the central and southern ends. Build and renew where there is already development -retail, parking, apartments- do not cut trees. Thank you!!
- It did this by using tax funds from residents to fund the rents and developments so artificially keep the price down, whereas the total costs far exceed the costs of those who live in those units. In doing so, the city obligated itself to spending the people's money to support developers' profits and renters, when the market is clamoring for higher density and higher quality close in to the perimeter. The city becomes known for its profligate spending that is propped up only by its proximity to 285 and 400.
- It can't. Those of us who are long time (25+ years) residents (property owners) want only one thing from "redevelopment" and that is a change in the demographics, not facelifts for shopping centers with "spas", hookah/dope shops, check cashing, and title loans. Ask any SS Police Officer where 99% of the crime comes from: The Apartments. Get rid of them. Affordable Housing MUST mean \$250k+. Only home ownership or luxury apartments (i.e. \$2500+) is going to make any difference. And to be clear; the owners must always be more important than the renters. The North End of SS is not a social experiment. We don't need political correctness, we need ownership minded people with a drive to make things continually better.

- They didn't "keep all those who had lived there". They bulldozed the high-density, low-end apartment complexes and rental houses which were built in the 90s and 2000s, which led to the current problems. They ran off the hoodlums and gangs, and restored a sense of safety and prosperity to the neighborhood, which then attracted new investment in the businesses and retail shopping centers.
- By listening to the people and having mailings and events to welcome and educate residents
- It is amazing of the forethought of the community leaders to, see and not, allow the growth of the North End to push out / grow over the existing residences and businesses. By providing the tax incentives to the existing businesses and residences instead of offering the breaks to the new businesses and residences. Knowing the benefits of the the North End and the Demand, to be part of once established as a productive member. Creating more of a "buy in " environment instead of a "pay you to come". With the continued turnover due to time in general as residents and businesses moved and attrition occurred plenty of availability for New Growth continued to exist.
- As areas become more appealing and desirable, there are naturally price increases and demographic shifts. This should be welcomed and encouraged. Why should we limit ourselves by attempting to slow healthy economic growth? We should only attempt to help existing neighbors through methods such as grandfathering low property tax rates for existing residents (not including commercial property taxes). Businesses don't turn down growth if they want to thrive, and they don't keep prices artificially low if the market demands a higher price. We should be willing to consider the same reality for growing and developing a revitalized Sandy Springs.
- Good pedestrian transport planning would allow lower income workers to get to work and not have to own a car. Redevelop cheaper housing by using cheaper, compact; however, modern construction methods. New residents would be drawn in by development as stated above, perhaps similar to Aria, however, with dedicated cycling/e-bike/scooter paths.
- Focus on diversity of Sandy Springs. Business incubators, food halls,-give our diverse populations places and reasons to live, work and play here!
- The city sponsored temporarily the business and residents that they thought would create the most exciting and new innovative living area as part of city..ie artist spaces to work, galleries, and diverse ethic and income level people and our current workforce.
- City leaders carefully evaluated previous successes of other areas. Addressing their diversity and "dead spot", areas where you could drive by and never notice what was there, they developed a plan to grow in a different way. One area that intrigued

them in this review as the Adams Morgan area of DC. Once the site of riots, the area revitalized around ethnic restaurants. Simple put the draw of the good food continued to draw people out of their comfort zones and into A.M. Food brings people together. City leaders of recognized they already had a diversity of restaurants: Mexican, Persian, African, Portuguese, Japanese, etc. However, these were hidden in the dead spots and most residents had little knowledge this diversity existed, much less dined there. City leaders also recognized that diversity and vibrancy of a community also included young adults. Cities such as Omaha and Austin thrived with this energy. The revitalization of the dead zones was crucial to this effort.

- By creating inviting RETAIL spaces. Spaces where people walk by and say, GOSH, I could see my business here. Gosh, I can see my restaurant concept here. I want to give this place a shot. Quaint cottages, exposed brick, greenspace that dogs can actually visit. Keep the offices away! And please keep the parking in the rear, alley style!
- Sandy Springs has continually demonstrated generational inclusion through dynamic engagement with indigenous communities across the age spectrum. While "it takes a village" has been largely overused and abused, Sandy Springs has embraced the generational melting pot through easily-accessible public services, readily available for all ages, all while preserving local culture and delivers enjoyment across the ages.
- Thoughtful real estate development and creation.
- With commuter transit/light rail and continuation of the Beltline along 400N. Upscale shopping center w/ a few restaurants, sidewalks, and big box stores similar to The Avenues (E. Cobb) or The Forum (Gwinnett). Affordable housing on Roswell Rd. with greenspace in front and increased set back off the busy street.