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**CITY COUNCIL AGENDA ITEM**

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**TO:** Mayor & City Council

**DATE:** February 14, 2012

**FROM:** John McDonough, City Manager

**AGENDA ITEM:** Discussion of Main Street Alliance Recommended Text Amendments and Proposed Schedule

**MEETING DATE:** For Submission onto the February 21, 2012, City Council Work Session Meeting Agenda

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**BACKGROUND INFORMATION:** (Attach additional pages if necessary)

See attached:

Memorandum  
Exhibit

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**APPROVAL BY CITY MANAGER:**  JFM  **APPROVED**

\_\_\_\_\_ **NOT APPROVED**

**PLACED ON AGENDA FOR:**  2/21/12

**CITY ATTORNEY APPROVAL REQUIRED:** (  ) **YES** (  ) **NO**

**CITY ATTORNEY APPROVAL:**  [Signature]

**REMARKS:**



To: John McDonough, City Manager

From: Angela Parker, Director of Community Development 

Date: February 14, 2012 for Submission onto the February 21, 2012 City Council Work Session

Subject: TA12-006 An Ordinance to Amend Section 8.2, Mixed Use District, Section 4.23.2, Parking Lot Landscaping, and Section 12B.8, Main Street District Standards, of the Sandy Springs Zoning Ordinance

***CMO (City Manager's Office) Recommendation:***

Initiation of an amendment to address the recommendations of the Main Street Alliance regarding various sections of the Sandy Springs Zoning Ordinance.

***Background:***

On April 19, 2011, the Main Street Alliance Report was presented to the Mayor and City Council. The report detailed existing conditions influencing redevelopment in the Main Street Overlay District including aesthetics and sense of place, economics, infrastructure and traffic, and regulatory changes. The report also detailed general recommendations to the Mayor and City Council regarding changes to the Zoning Ordinance.

***Discussion:***

Since the April 2011 presentation, staff has been working with the Main Street Alliance on developing specific recommendations regarding action items that address concerns raised in the report. On January 17, 2012, the Main Street Alliance provided more detailed recommendations as outlined in the attached spreadsheet (Exhibit 1).

Based on these recommendations, staff has developed a tentative schedule of the timeframe for developing and presenting the proposed changes as formal text amendments to the Zoning Ordinance. Staff intends to present these changes in two stages; the first is for minor amendments that do not require much preparation time and for which significant public impact is not anticipated. The second stage addresses changes to the Ordinance that would be best developed as a result of the City Center Master Plan process currently underway. The proposed schedule is as follows:

**Stage 1**

Staff recommends that the following items be considered under an amendment titled "TA12-006 An Ordinance to Amend Section 8.2, Mixed Use District, Section 4.23.2, Parking Lot Landscaping, and Section 12B.8, Main Street District Standards, of the Sandy Springs Zoning Ordinance" to be heard at the March Planning Commission and April City Council regular meetings.

Document	Item	Tentative Schedule
Comprehensive Plan	For LW designations, require retail on ground level and leave other uses in development open	Staff finds that there is no specific reference to design of buildings in the Comprehensive Plan policies and believes this comment is better served being addressed in the Zoning Ordinance as described below.
Zoning Ordinance	<i>Section 8.2, Mixed Use District</i> – For MIX zoning classification, require retail on ground level and leave other uses in development open	Planning Commission – 03/15/12 Mayor & City Council – 04/17/12
Zoning Ordinance	<i>Section 4.23.2, Parking Lot Landscaping</i> – Modify parking lot landscaping requirements -- instead of island every 6th space allow for diamond between 4 spaces or other options	Planning Commission – 03/15/12 Mayor & City Council – 04/17/12
Zoning Ordinance	<i>Section 12B.8, Main Street District Standards</i> – Modify parking maximums in Main Street Overlay (e.g. restaurant 10/1,000 sf, multifamily 2.5/unit)	Planning Commission – 03/15/12 Mayor & City Council – 04/17/12
Zoning Ordinance	<i>Article 33, Signs</i> – Amendments to Sign Ordinance to allow projecting signs and larger suspended signs	Planning Commission – 03/15/12 Mayor & City Council – 04/17/12

## Stage 2

The remaining items should be considered during the master planning process and formal amendments prepared following adoption of that document.

Document	Item
Comprehensive Plan	Increase density in Town Center Node
Zoning Ordinance	Modify streetscape from back of curb -- 5' planted strip with pedestrian lights and trees, 15' sidewalk with allowance for outdoor seating
Zoning Ordinance	Reevaluate street tree choices
Zoning Ordinance	Incentivize installation of streetscape (e.g. reduced parking, fee waivers)
Zoning Ordinance	Modify minimum building height for one-story buildings in Main Street Overlay
Zoning Ordinance	Interparcel access incentives
Zoning Ordinance	Major revision to sign regulations for Main Street Overlay should be updated so they are both progressive and simple to understand (no specific recommendations provided)

### ***Alternatives:***

The Mayor and City Council could choose not to initiate TA12-006 (Stage 1) of the Main Street Alliance recommended amendments at this time.

## Main Street Alliance Recommendations

EXHIBIT 1

Document	Item	Explanation	Potential Community Concern?	Timing
Comprehensive Plan	Increase density in Town Center Node	Current 25,000 sf/acre & 20 u/acre recommendations are not feasible based on land values	Y	Coordinate with Master Plan
Comprehensive Plan	For LW designations, require retail on ground level and leave other uses in development open	Allow market to determine mix of uses in developments	N	March PC, April MCC
Zoning Ordinance	For MIX zoning classification, require retail on ground level and leave other uses in development open	Allow market to determine mix of uses in developments	N	March PC, April MCC
Zoning Ordinance	Modify streetscape from back of curb -- 5' planted strip with pedestrian lights and trees, 15' sidewalk with allowance for outdoor seating	Create more pedestrian-friendly environment	N	Coordinate with Master Plan, Public Works, Utilities, and GDOT
Zoning Ordinance	Reevaluate street tree choices	Need to consider visual impact on storefronts and signage	Y	Coordinate with Master Plan
Zoning Ordinance	Incentivize installation of streetscape (e.g. reduced parking, fee waivers)	Promote investment for developers	N	Coordinate with Master Plan
Zoning Ordinance	Modify parking lot landscaping requirements -- instead of island every 6th space allow for diamond between 4 spaces or other option	Creates incentive for developers	Y	March PC, April MCC
Zoning Ordinance	Modify parking maximums in Main Street Overlay (e.g. restaurant 10/1,000 sf, multifamily 2.5/unit)	Current maximums unrealistic	N	March PC, April MCC
Zoning Ordinance	Modify minimum building height for one-story buildings in Main Street Overlay	Current 25 foot requirement may be problematic	N	Coordinate with Master Plan
Zoning Ordinance	Interparcel access incentives	Creates incentive for developers	N	Coordinate with Master Plan
Zoning Ordinance	Comprehensive rewrite of sign regulations for Main Street Overlay should be updated so they are both progressive and simple to understand (no specific recommendations provided)	Desirable visual impact and streamlining of process	Y	Coordinate with Master Plan
Zoning Ordinance	Amendments to Sign Ordinance to allow projecting signs and larger suspended signs	Allows creative use of signage on facades closer to street	N	March PC, April MCC