



Proposed Agenda
Mayor and City Council Work Session with the Main Street Alliance
September 7, 2010

Purpose: The goal of the work session is to begin to establish a shared vision for the downtown area of Sandy Springs and to provide a framework for future redevelopment plans.

Main Street Alliance – Main Street’s Mission is to work with the City and community to create a Downtown District that is a sustainable, vibrant destination for our residents and business owners, emphasizing increased walkability, green space and improved aesthetics. The new Downtown District will improve the quality of life for the community as a whole because residents will stay in our community for activities most enjoyed such as shopping, dining, arts, entertainment and recreation.

The following topics have been selected to help identify priority areas of discussion between the City and the Main Street Alliance.

1. Existing Conditions Influencing Development
 - a. Lack of identity
 - b. Aesthetics and energy
 - c. Infrastructure and traffic
 - d. Market
 - e. Economics
 - f. Regulatory challenges

2. Comprehensive Plan, Supporting Policies and Previous Planning Efforts
 - a. Allowable densities and intensities
 - b. Transitions between commercial and residential
 - c. Land use nodes

3. Current City Initiatives/Investment
 - a. Summary of CIP in downtown (projects listed on July 15, 2010 CIP Map)
 - b. Traffic Management Center
 - c. Roswell Road bridge replacement (I-285)

4. Catalyst Projects or Investment to Encourage Redevelopment
 - a. City-Initiated
 - i. City Hall development with associated mixed-uses and structured parking (\$50M potential capital investment)

ii. CIP including streetscape and sidewalk improvements:

Project	Description	Cost Estimate
T-0006	SS Cir @ Hammond Dr Pedestrian Enhanc.	\$2,003,532
T-0008	Roswell Rd Streetscape	\$1,393,867
T-0009	Johnson Ferry Rd Streetscape	\$820,473
T-0010	Johnson Ferry Rd @ SS Cir Intersection Imp.	\$1,000,000
T-0011	Johnson Ferry Rd CD and PE	\$21,947,000
T-0013	Roswell Rd ATMS	\$3,981,000
T-0014/15	SS Cir Pedestrian Enhanc.	\$2,620,369
T-0024	Hammond Dr Widening	\$40,000,000
T-0031	Roswell Rd Bridge Widening	\$5,000,000

iii. Structured parking or strategic parking lots

iv. Access management

b. Initiated by Others

i. Undergrounding of utilities

ii. Revive I-285

iii. Gwinnett Technical College

5. Next Steps

a. Future meetings/workshops/charettes

Main Street Alliance / City of Sandy Springs - Joint Work Session

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Mission - Main Street's Mission is to work with the City and community to create a Downtown District that is a sustainable, vibrant destination for our residents and business owners, emphasizing increased walkability, green space and improved aesthetics. The new Downtown District will improve the quality of life for the community as a whole because residents will stay in our community for activities most enjoyed such as shopping, dining, arts, entertainment and recreation.

Who - The Sandy Springs Main Street Alliance ("Main Street") is comprised of a group of commercial property owners in the downtown area of Sandy Springs, called "Downtown District" throughout this document. Holdings include a combined total of over 50 parcels with close to 1.5 million square feet on 125 acres in the Downtown District.

Area - The specific area targeted by Main Street is the commercial property along the Roswell Road corridor from Glenridge Drive to Abernathy Road including Sandy Springs Crossing Shopping Center on the NWQ, also including the commercial property along Sandy Springs Circle and the east/west connector streets between Sandy Springs Circle and Boylston Drive. Main Street continues to reach out to commercial property owners in the area and strongly encourages participation by all commercial property owners.

Why - Although Sandy Springs is the 9th wealthiest city in America, the Downtown District has been left behind. This truly is the "Tale of Two Cities". It is time for a vibrant downtown that reflects the character of the City's residents and demographic profile, a downtown where residents have an opportunity to shop, work and spend time with loved ones. For decades, residents, community leaders, civic leaders, politicians and business owners in Sandy Springs have wanted downtown Sandy Springs to become that place. Instead of making positive steps toward that goal, many areas in downtown Sandy Springs are deteriorating. This deterioration is highlighted by the worsening physical condition of many buildings; the worsening tenant quality of many properties; and the prolonged vacancy in many properties. As a result, many residents leave Sandy Springs for shopping, dining and entertainment. This started before the current economic crisis. Waiting for the economy to turn around is not the solution.

The Downtown District doesn't currently function adequately. Main Street has identified a number of key priorities to create much needed change. If the City of Sandy Springs provides proper tools to property owners that encourage investment back into the properties, the Downtown District can effectively evolve into the vibrant place we all want. There are very distinct opportunities where the City can be "bold" and jumpstart this change right now.

Main Street believes the time is NOW to bring about a solution. Many communities around the Metropolitan Atlanta area and throughout the country have experienced similar circumstances and have had great success implementing a revitalization plan. The knowledge, ideas, and strategies are available and have been successful in markets all across the country. Main Street stakeholders develop, own, lease and manage commercial property in Sandy Springs and throughout the country. We are commercial real estate professionals who understand successful commercial real estate projects and downtown districts. We also understand how well planned development and re-development projects will revitalize a city. We are very innovative and forward thinking. We have the knowledge and expertise to make this successful. Main Street wants our goals to be embraced by the residents, business owners, city leaders and civic leaders of Sandy Springs.

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Challenges

1. **Lack of Identity:**
 - No sense of place
 - No geography – where is the “Downtown District” of Sandy Springs?

2. **Aesthetics & Energy:**
 - Visually unappealing, unattractive and unpleasant
 - Downtown is cluttered with utility poles, lines and wires that create visual barriers
 - Tenants don’t want their storefronts blocked by “visual clutter”
 - Physical dysfunction that has not accommodated market shifts
 - Buildings / facades are aged and deteriorating and the Downtown District energy reflects this

3. **Infrastructure & Traffic:**
 - Our local roads are overburdened by commuter traffic traveling through Sandy Springs as they connect from their neighborhoods in East Cobb, Buckhead, Roswell/Alpharetta and Dunwoody to employment centers in Cumberland, Buckhead and Central Perimeter
 - Downtown is underserved by an aging, unplanned local road network
 - Ineffective inter-parcel connectivity between properties
 - Street configuration and lack of sidewalk continuity discourage pedestrian’s ability to walk safely from one property to another.
 - Inconsistent, inadequately operating street lights
 - Four and five lane roads are unsafe and difficult for pedestrians

4. **Market:**
 - The majority of residents leave Sandy Springs for shopping, specialty retailers, services, dining and entertainment.
 - The current condition of the Downtown District doesn’t attract the breadth of good quality retailers, restaurants, professional office users.
 - Many businesses struggle financially and ultimately close.

5. **Economics:**
 - The area is developed with existing buildings and existing tenants. The majority of the buildings are 20 to 50 years old and the properties have significant value “as-is” because they are income producing assets.
 - The cost to re-develop is prohibitive given the existing property values and desired type of new development.

6. **Regulatory Challenges:**
 - Current zoning ordinances, development regulations and comprehensive plan are contrary to promoting redevelopment
 - Current development regulations are contrary to attracting desirable tenants

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Attached as a separate document is Chapter 14 from the book Natural Capitalism by Paul Hawken, Amory Lovins and L. Hunter Lovins and submitted to Main Street by Kirk Demetrops. This is a real world example of how Curitiba, Brazil renewed and revitalized itself. The Curitiba example was also featured recently on NPR.

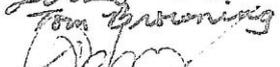
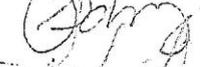
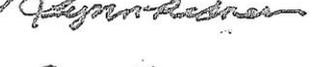
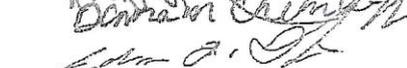
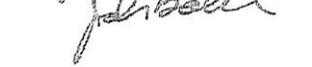
Main Street feels fortunate to have our innovative, forward thinking Mayor, City Council and staff to work with for the betterment of Sandy Springs. We are excited about the co-creation of a Downtown District that is sustainable and vibrant for our residents and business owners. We look forward to working together to develop a dynamic Downtown District in Sandy Springs.

Respectfully submitted,



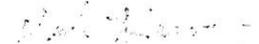
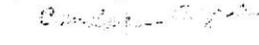
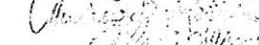
Wanda Morganstein
 Main Street Alliance

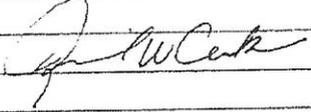
Submitted on August 25, 2010 for inclusion in Work Session documents

SIGNATURES	PROPERTY OWNER	SQ FT	ACREAGE
	Lonnie Mimms, Chairman	485,243	40.65
	Tom Browning	same as above	same as above
	Patti Pearlberg	160,324	18.50
	John Lundeen	same as above	same as above
	David Andes	80,138	12.50
	Jan Saperstein	126,000	9.72
	Regency REIT	62,000	7.21
	Chris Hardy, The Simpson Organization	70,000	6.00
	Bill Dyer	63,300	5.50
	Ron Chanin	same as above	same as above
	Kirk Demetrops	85,556	5.24
	Roger White	same as above	same as above
	Ron Pfohl	same as above	same as above
	Donna Chimberoff	70,000	5.00
	Adam Orkin	42,522	4.22
	Josh Barnes	same as above	same as above
	John Baker	121,520	2.30

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SIGNATURES

	PROPERTY OWNER	SQ FT	ACREAGE
	John Mulvihill / Pacific Life	undeveloped	1.91
	Mark Kanov	6,270	1.00
	Candace Apple	3,800	0.80
	Rick Clark	5,000	0.75
	George Rohrig	6,000	.64
		same as above	same as above
	Fariba Teimori	8,256	0.45
	Marea Battle	5,600	0.20
	Andy Porter	2,116	0.16
	Cheri Morris	(retail condo) 7,500	N/A

Signature	Title/Company
	PRESIDENT - ROSWELL PROPERTIES, INC.

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Atlanta's Experts in Real Estate

Abe Schear



ATLANTA IT IS NOT

Friday, August 6, 2010, 11:51am EDT

Traveling at 35,000 feet on my way back from Brisbane, Australia, where we had two days of meetings, I am reminded of two things. First, you never know who you will sit next to and, rather than have Phil Skinner across the aisle, there was Miss Australia on the way to the Miss Universe pageant. Luck of the draw, I suppose, but life is like that.

Secondly, there is true value of good city planning. Brisbane is a beautiful city with water everywhere, with walking bridges, with accessible parks, with one (1) core business district, and it makes me contemplate the difference between its plan and Atlanta's. Queen Street in Brisbane could be Peachtree Street, yet it is closed to traffic for three blocks, equivalent to that area south of the Hyatt to the southern exit of MARTA on Peachtree. With coffee bars and bar bars in the middle of the street, with stores small and large, good restaurants and fast food all around, the area literally bustles with activity. It is a magnet for the entire community and you want to be there on a pretty day.

Across the river, perhaps the distance from Peachtree Street to our Olympic Park, there was a wonderful outdoor art show, perhaps a hundred artists displaying their wares. These appeared to be successful and well attended, not because of an event but rather due to the atmosphere, the sense of community and the related energy.

Atlanta's comparison is, sadly, lacking in vision, lacking curb appeal. What would it be like if blocks of Peachtree were closed, if the connector between Peachtree Street and our Olympic Park was walking mall, if there was a sense of consistency to the plan, a sense of permanency rather than a carnival feel? Where is the farmers market, the families with strollers, the sidewalk cafés, people pushing their bicycles?

We don't have the water like Brisbane nor a unified zoning plan with one core business district, but we can achieve more by thinking larger, by thinking more permanent, thinking more