



SANDY SPRINGS

GEORGIA

Comprehensive Plan Advisory Committee

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Natan Trief

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Monday, July 20, 2026

Regular Meeting

6:00 p.m.

The Comprehensive Plan Advisory Committee meeting will be held in the Studio Theatre at Sandy Springs City Hall
(1 Galambos Way, Sandy Springs, GA 30328)

Live-stream: www.SandySpringsGA.gov/Stream

I. Call to Order

II. Project Update: Community Engagement

III. Activity: Comprehensive Plan Goals, Needs and Opportunities

IV. Activity: Recreation and Parks Master Plan

V. Next Steps

VIII. Adjournment

Individuals with disabilities who require certain accommodations in order to allow them to observe and/or participate in a public meeting, or who have questions regarding the accessibility of the meeting or facilities should contact the City Clerk at 770-730-5600 promptly for assistance.

The City will make reasonable accommodations for those persons.

1 Galambos Way, Sandy Springs, Georgia 30328 • 770-730-5600 • SandySpringsGA.gov



THE NEXT CHAPTER

Sandy Springs Comprehensive Plan + Recreation & Parks Master Plan 2027

Advisory Committee Meeting #2 | July 20, 2026

Agenda



- **Project Update: Community Engagement (To Date)**
(20 Min)
- **ACTIVITY: Comprehensive Plan Goals, Needs and Opportunities**
(45 Min)
- **ACTIVITY: Recreation and Parks Master Plan** *(45 Min)*
- **Next Steps**

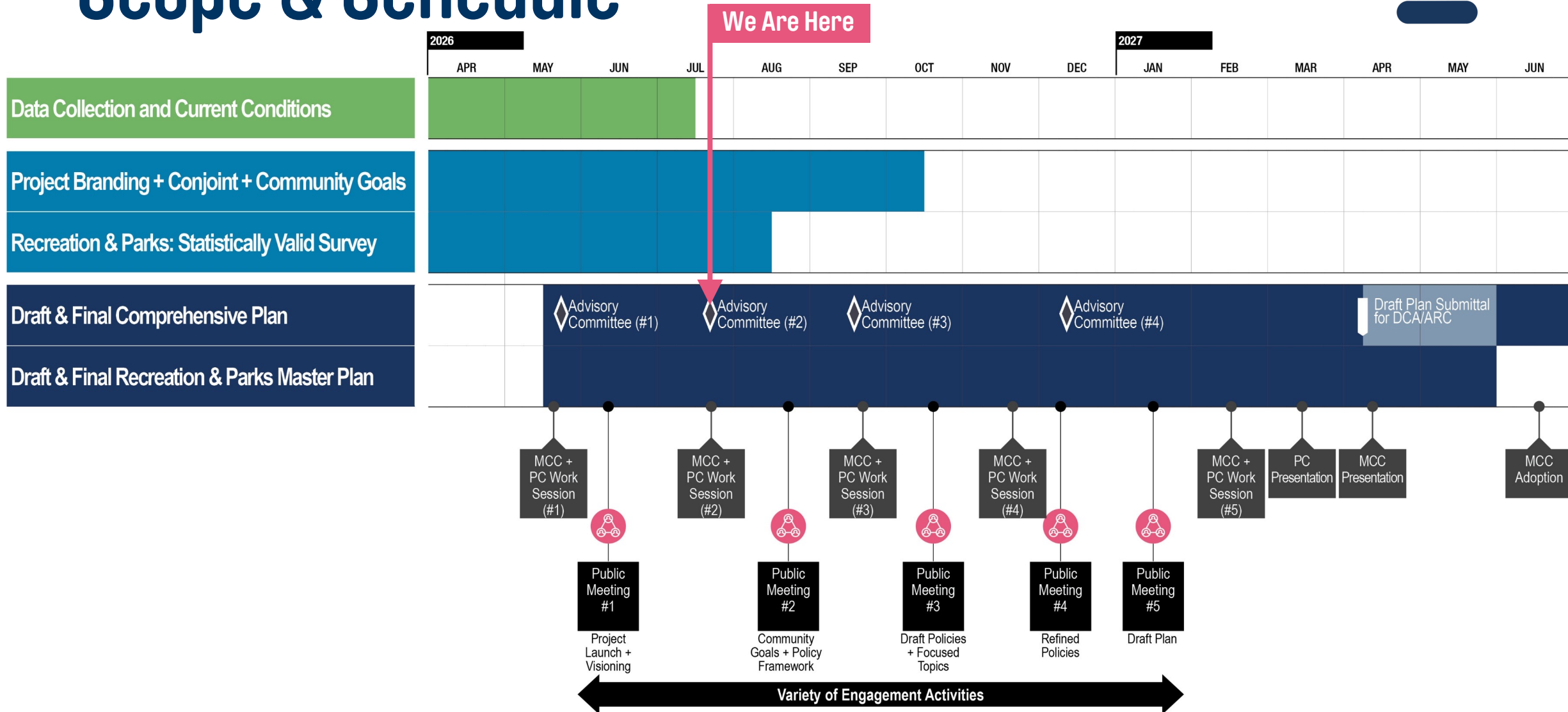




Project Update: Community Engagement (To Date)

20 min

Scope & Schedule



Engagement To Date



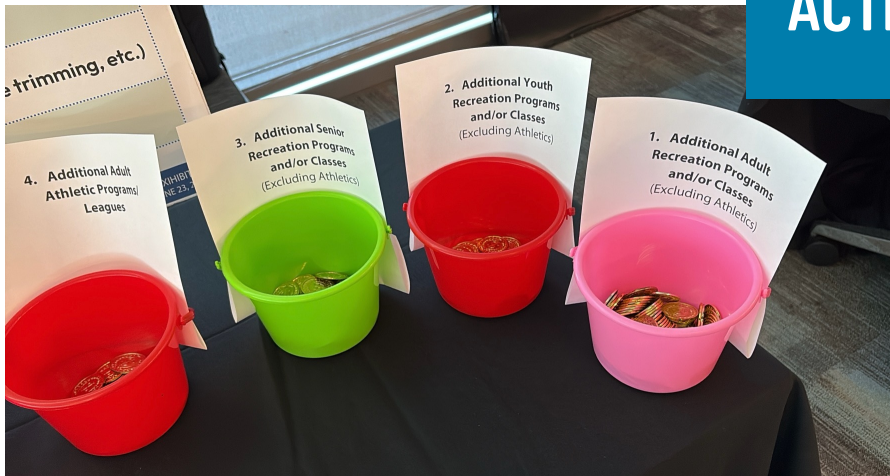
Pop-Ups (May – July 2026)

- Farmer's Markets
- Juneteenth
- Sesame Street Live (June 20)
- Stars & Stripes (July 4)
- Concert Series
- WC Watch Parties
- City Park Pop-Up (Overlook Park) – July 25

Engagement To Date : Public Meeting #1



VARIETY OF
ACTIVITIES



Engagement To Date : Pop-Ups



STARS & STRIPES



STARS & STRIPES



FARMER'S MARKET



JUNETEENTH

Engagement Hub



planthenextchapter.org



THE NEXT
CHAPTER

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THE NEXT
CHAPTER



WE'RE WRITING THE NEXT CHAPTER!

Help shape Sandy Springs' Next Chapter. The **Comprehensive Plan** and **Recreation & Parks Master Plan** will guide decisions about growth, housing, mobility, parks, recreation, and community investment over the coming decades—creating a shared vision for the future and identifying opportunities to strengthen the places and spaces that matter most.



Learn

This page contains information about The Next Chapter, the process, and the answers to some frequently-asked questions.

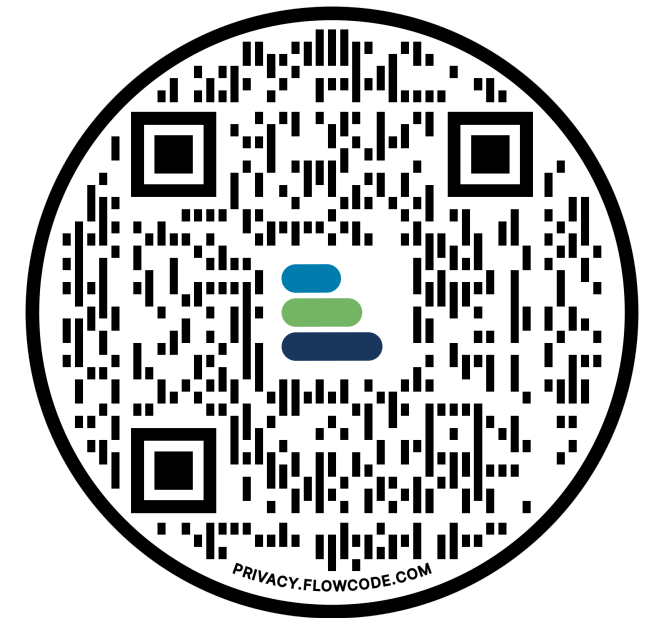
UPCOMING MEETINGS



Public Meeting #1

Jun 23, 2026 6:00 PM
Conference Center at City Springs, 1 Galambos Way, Sandy Springs, GA, USA

Attendees can expect a brief overview of the Comprehensive Plan and Recreation & Parks Master Plan, The Next Chapter planning process, and how the two...



Engagement To Date : By Numbers



~400

Reached at
Pop-Ups
(so far!)



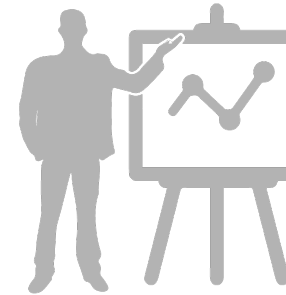
12

Stakeholder
Meetings



94

Public
Meeting #1
Attendees

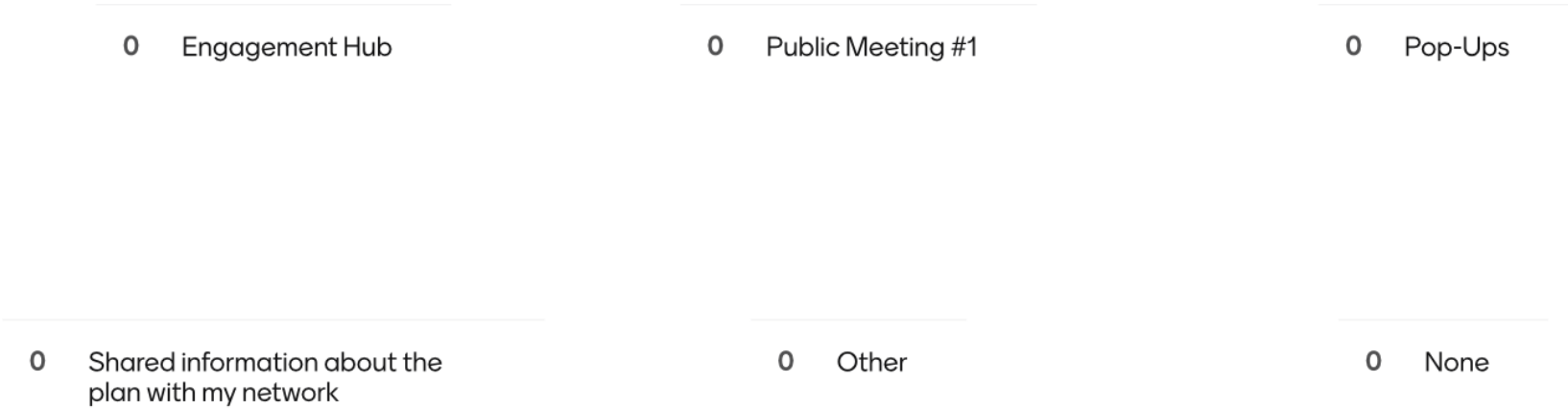


1,700+
Engagement Hub
Visitors

3,248

Total Comments
(and counting!)

As Advisory Committee members, how have you engaged with the plan to date?



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menti.com

7334 6951

Waiting for participants

Preliminary Feedback – A Snapshot!



Summary of Preliminary Feedback



Land Use & Development

- Strong desire for **balanced growth while protecting neighborhood character**
- **Concerns** around **overdevelopment**, building **heights**, and the pace of **multifamily construction**
- Support for **revitalizing underutilized and aging commercial** properties, especially in the North End
- Support for **mixed-use** development
- Support for revitalizing **and improving the appearance of Roswell Road**
- Need for more **neighborhood-serving retail/restaurant** options and “third places”

Summary of Preliminary Feedback



Transportation

- Concerns about **traffic congestion** and safety, especially along Roswell Rd
- Desire for **walkability** and sidewalk/sidepath connections
- Desire for **better regional connectivity**
- Support for **expanding trail network** and bicycle facilities



Economic Development

- Desire to **support a diverse workforce**, including transportation and housing options
- **Concerns around over-commercialization**, which pairs with a preference of revitalizing existing commercial areas
- Desire to enhance Sandy Springs' **regional awareness and identity**, including expanding the number of visitors to the city

Summary of Preliminary Feedback



Housing

- Housing **affordability** is a top concern, with support for more diverse housing types
- Desire to provide affordable housing options for **young families, empty nesters, seniors, and those looking to downsize**
- Opinions on **multifamily are mixed** – some would like to see more apartments, others feel like there are already too many
- **Concern about residential lot assemblages and teardowns**, including impacts on affordability, tree canopy, neighborhood character, and stormwater management



Greenspace, Natural Systems, & Sustainability

- Desire to **preserve, expand, and upgrade parks and green space**
- Support for **protecting and expanding tree canopy**
- Desire to **address flooding/stormwater** challenges and encourage more sustainable development practices
- Support for **improving access to the Chattahoochee River** for outdoor recreation
- Desire for **more playgrounds/places to play**



Comprehensive Plan Community Goals, Needs and Opportunities

45 min

Translating Ideas to Goals, Needs & Opportunities



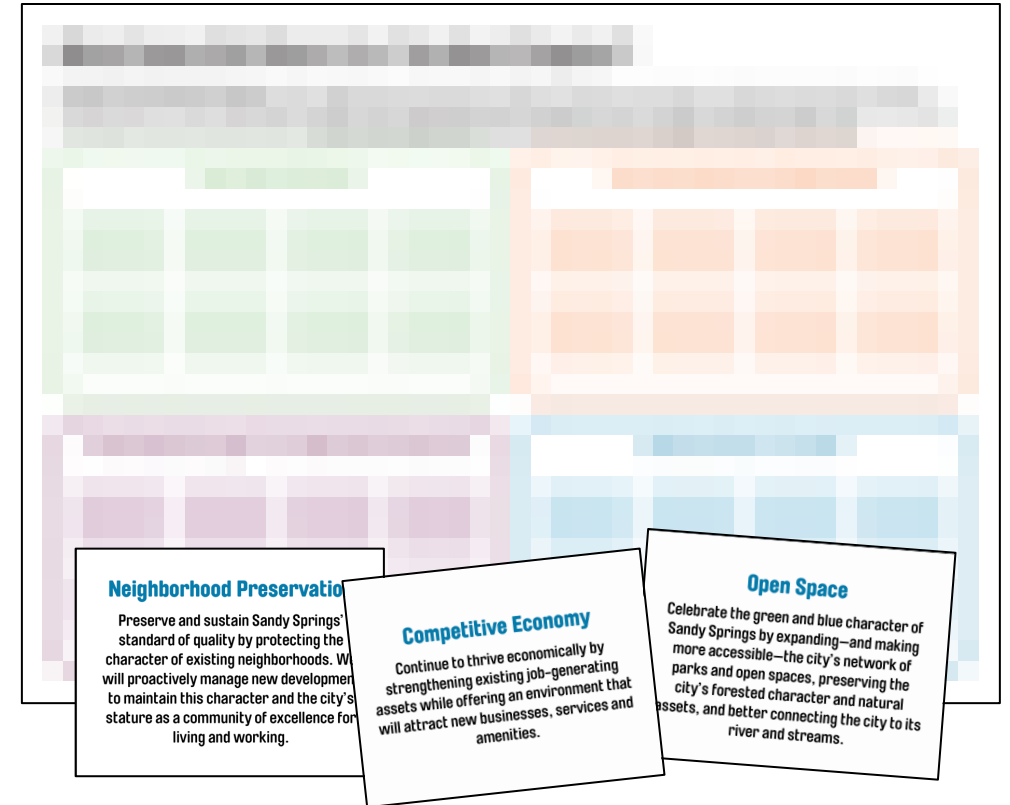
We need to look at our current plan and decide what we want to carry forward in The Next Chapter.

Having direction on the goals will help us frame out the needs and opportunities!

Activity Instructions



- You have a stack of cards that represent The Next Ten goals (10)
- For each goal, we want to know:
 - Which ones are still applicable?
 - Which ones will work with modifications?
 - Which ones no longer fit and should be thrown out?
- Pin the goals into the category that corresponds with your thoughts.
- If you have **goals you would like to suggest**, write them down on the blank cards provided and pin them on the board.





Recreation & Parks Master Plan Findings & Activities

45 min

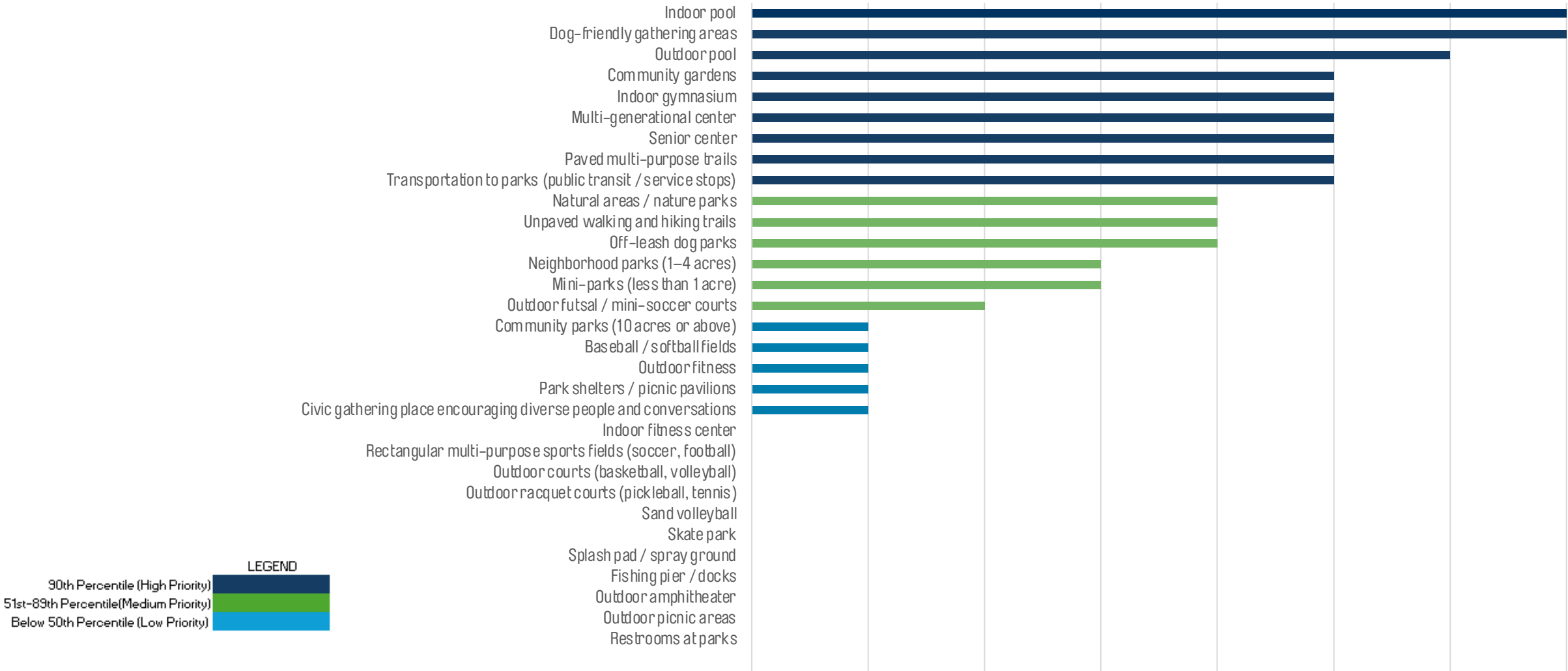
Recreation and Parks Master Plan Activities



1. Facilities/ Amenities Spending Priorities
2. Program/ Operations Spending Priorities
3. Willingness to Pay
4. Preliminary Goal Development

Findings from AC Meeting #1

Findings from Facilities Priorities Exercise



Findings from AC Meeting #1

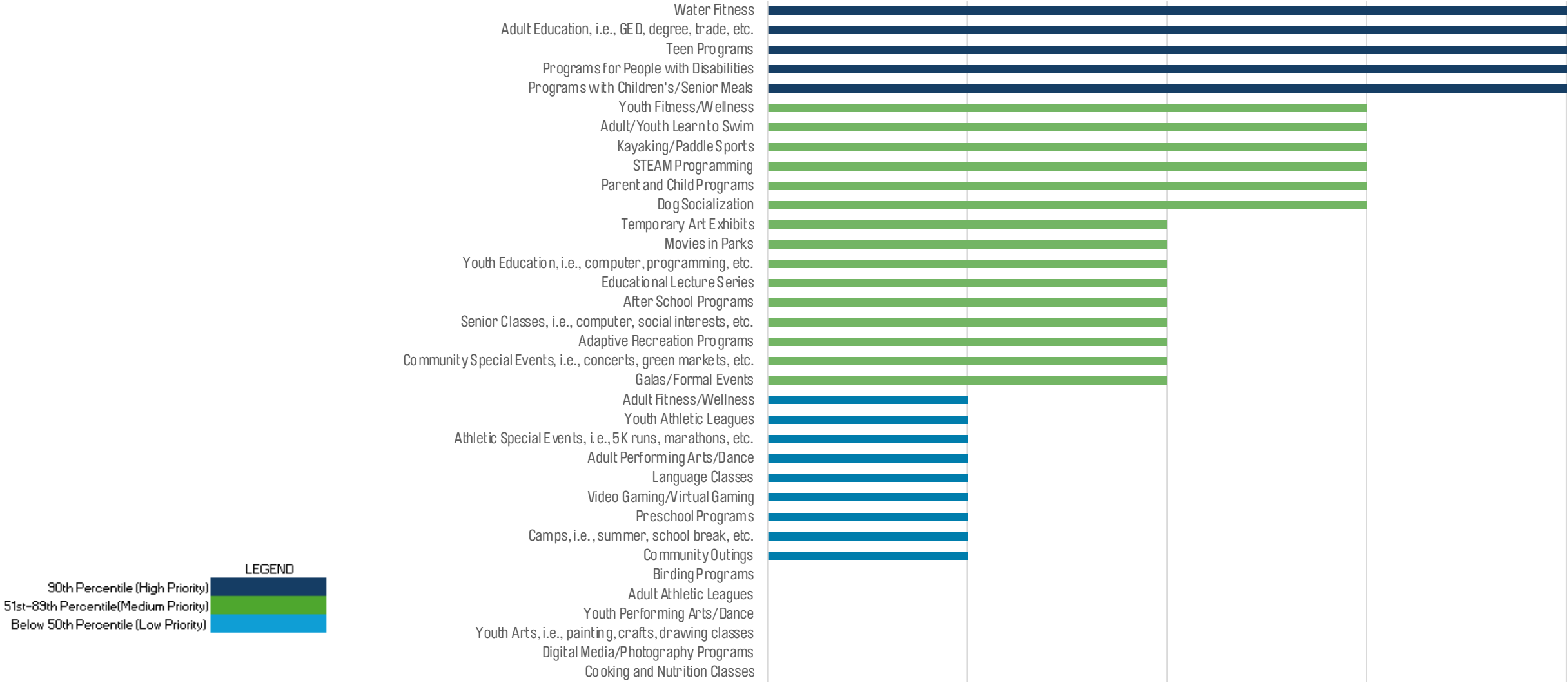
Key Themes



- Strong demand for **aquatic facilities**.
- High priority for **dog-friendly park amenities**.
- Interest in **indoor community** and **recreation spaces**.
- Strong support for **trails** and **improved access to parks**.
- Demand for **nature-based** and **community-focused spaces**.
- Moderate interest in smaller **neighborhood park spaces**.
- Targeted interest in **active recreation amenities**.
- Opportunities for supporting and **specialized amenities**.

Findings from AC Meeting #1

Findings from Programs Priorities Exercise



Findings from AC Meeting #1

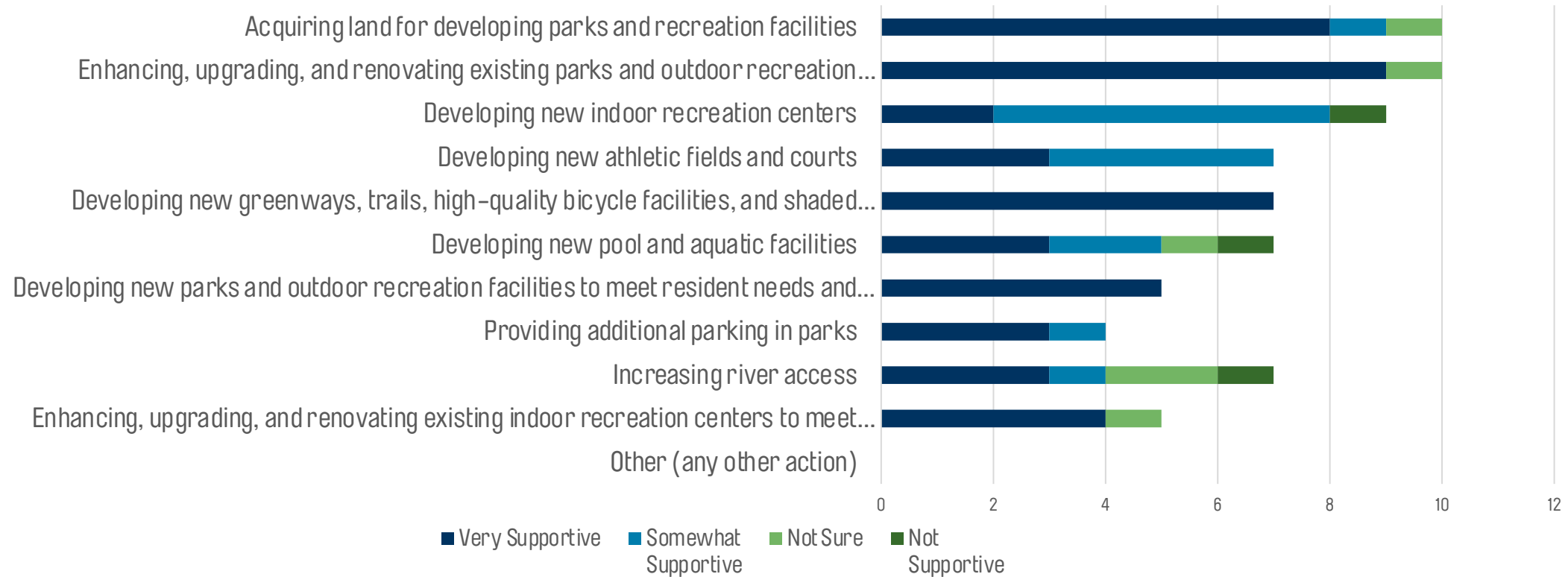
Key Themes



- Strong demand for **inclusive** and **accessible programming**.
- High interest in **aquatic fitness** and **recreation**.
- Significant demand for **education** and **skill-building programs**.
- Strong priority for **teen** and **youth development**.
- Interest in **family** and **intergenerational programming**.
- Demand for **health, fitness,** and **wellness opportunities**.
- Support for **community events** and **social activities**.
- Moderate interest in **arts** and **cultural programming**.
- Lower priority for traditional **athletic leagues** and **digital programs**.

Findings from AC Meeting #1

Findings from Supportive Actions Exercise



Findings from AC Meeting #1

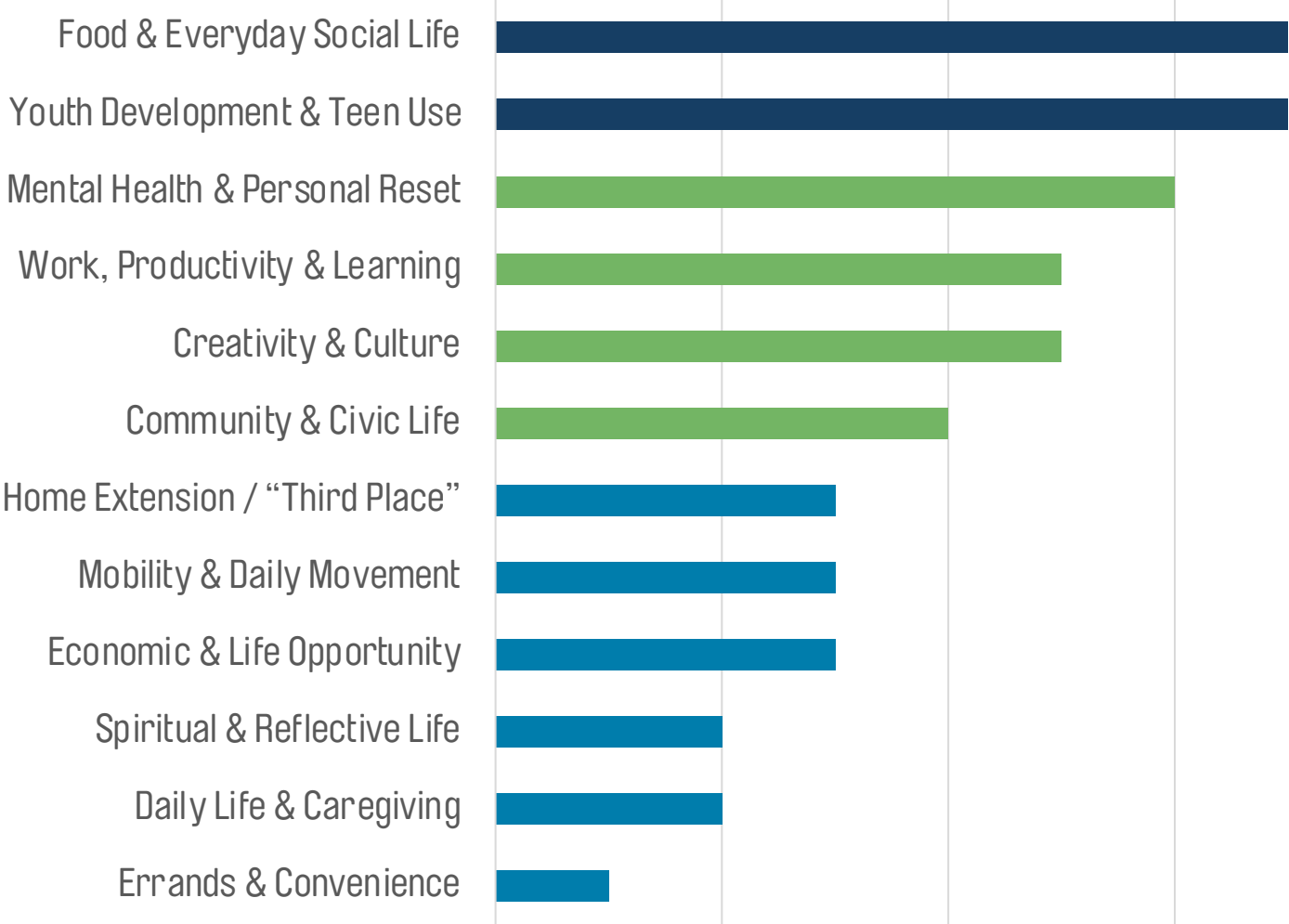
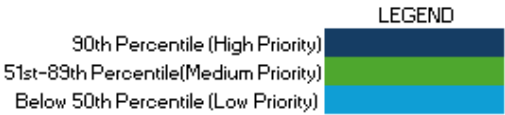


Key Themes

- Strong support for **acquiring additional park land**.
- Strong overall support for **system-wide park improvements** – improving **existing parks** and **outdoor facilities**.
- High demand for **trails, greenways, bicycle facilities**, and **shaded sidewalks**.
- Support for **developing new parks** and **outdoor recreation facilities**.
- General support for **new indoor recreation centers**.
- Interest in **expanding athletic** and **aquatic facilities**.
- Moderate support for **increasing river access**.
- Additional parking was supported but was a lower priority.

Findings from AC Meeting #1

Findings from Park System Use Exercise



Findings from AC Meeting #1

Key Themes



- Overall, participants viewed parks as multifunctional community spaces.
- Strong demand for youth development and teen-focused spaces.
- High priority for food and everyday social activities.
- Significant interest in mental health and personal restoration.
- Support for creativity, culture, work, and learning.
- Interest in community participation and civic connection.
- Moderate demand for everyday movement and economic opportunities.
- Parks are viewed as an extension of home and daily life.
- Lower but meaningful interest in caregiving and reflective uses.
- Limited priority for combining parks with errands and services.

Findings from Public Meeting #1

Findings from Facilities Priorities Exercise

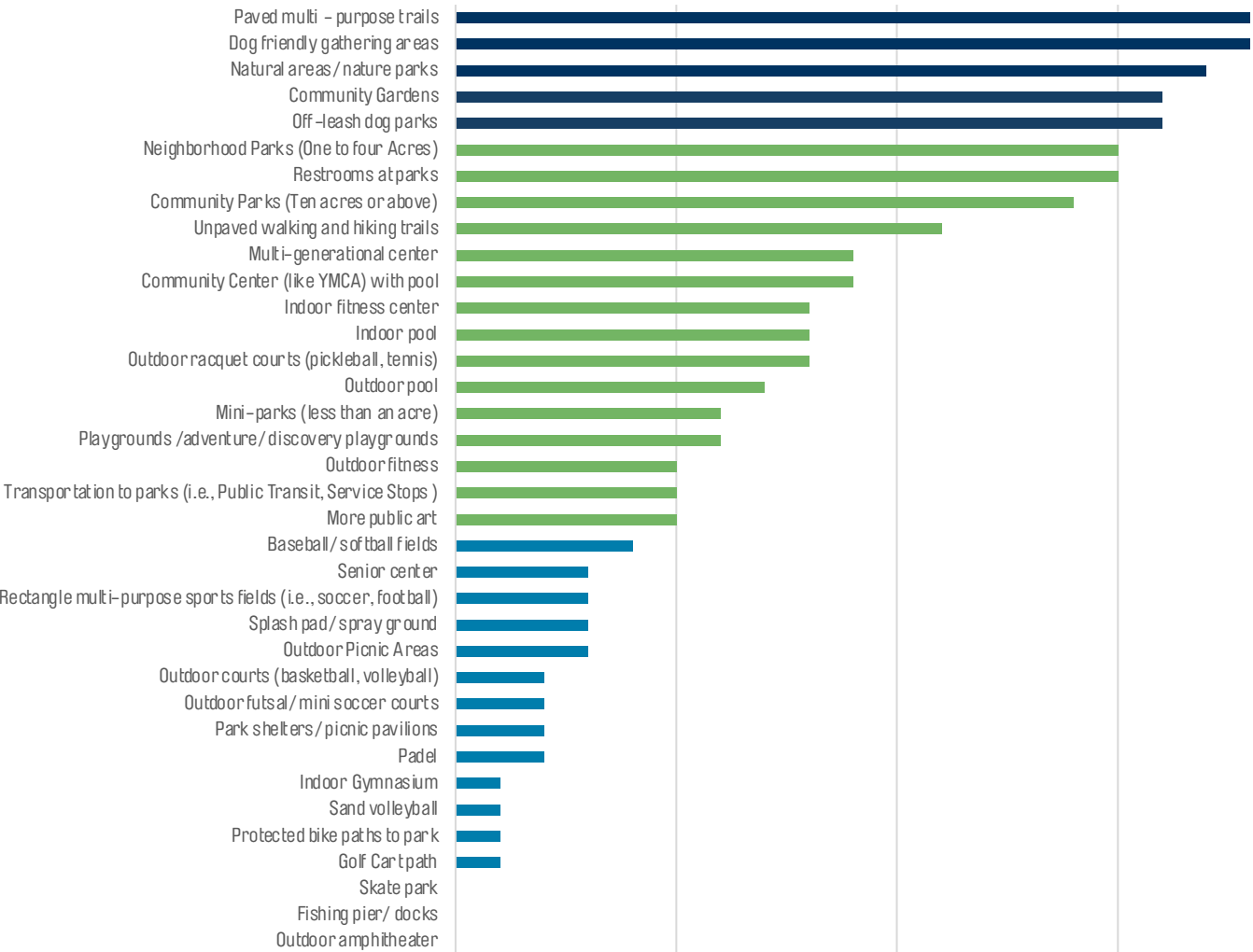


LEGEND

90th Percentile (High Priority)

51st-89th Percentile (Medium Priority)

Below 50th Percentile (Low Priority)



Findings from Public Meeting #1

Key Themes

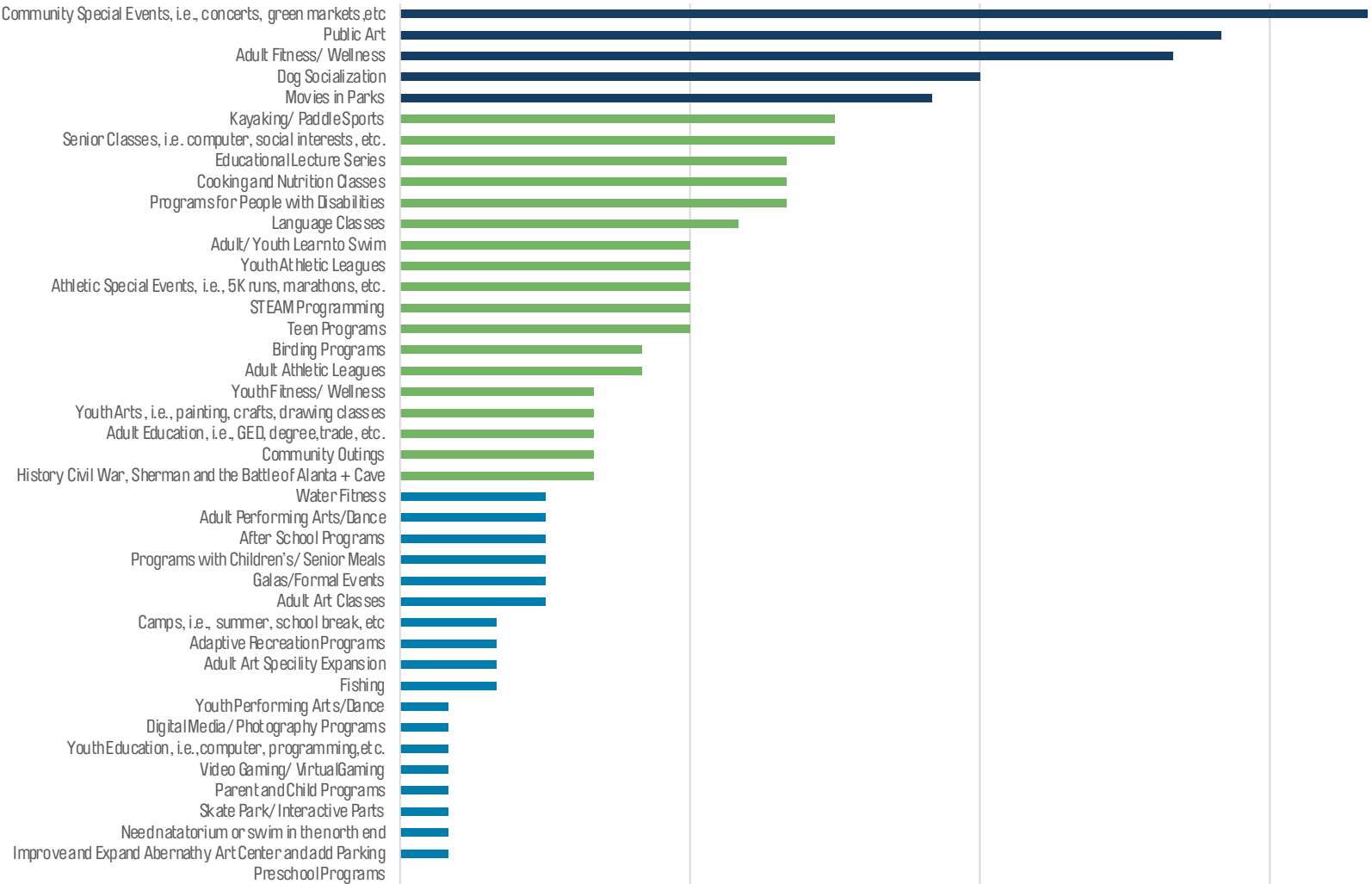
- Strong demand for trails, walking, and park connectivity.
- High priority for dog-friendly park amenities.
- Strong interest in nature-based recreation and environmental spaces.
- Need for accessible neighborhood and community parks.
- Demand for improved park comfort and supporting amenities.
- Interest in community gathering and recreation centers.
- Continued interest in active recreation opportunities.
- Opportunities to expand diverse and specialized amenities.

Themes that
are consistent
with AC#1
Meeting

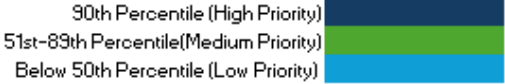


Findings from Public Meeting #1

Findings from Programs Priorities Exercise



LEGEND



Findings from Public Meeting #1

Key Themes

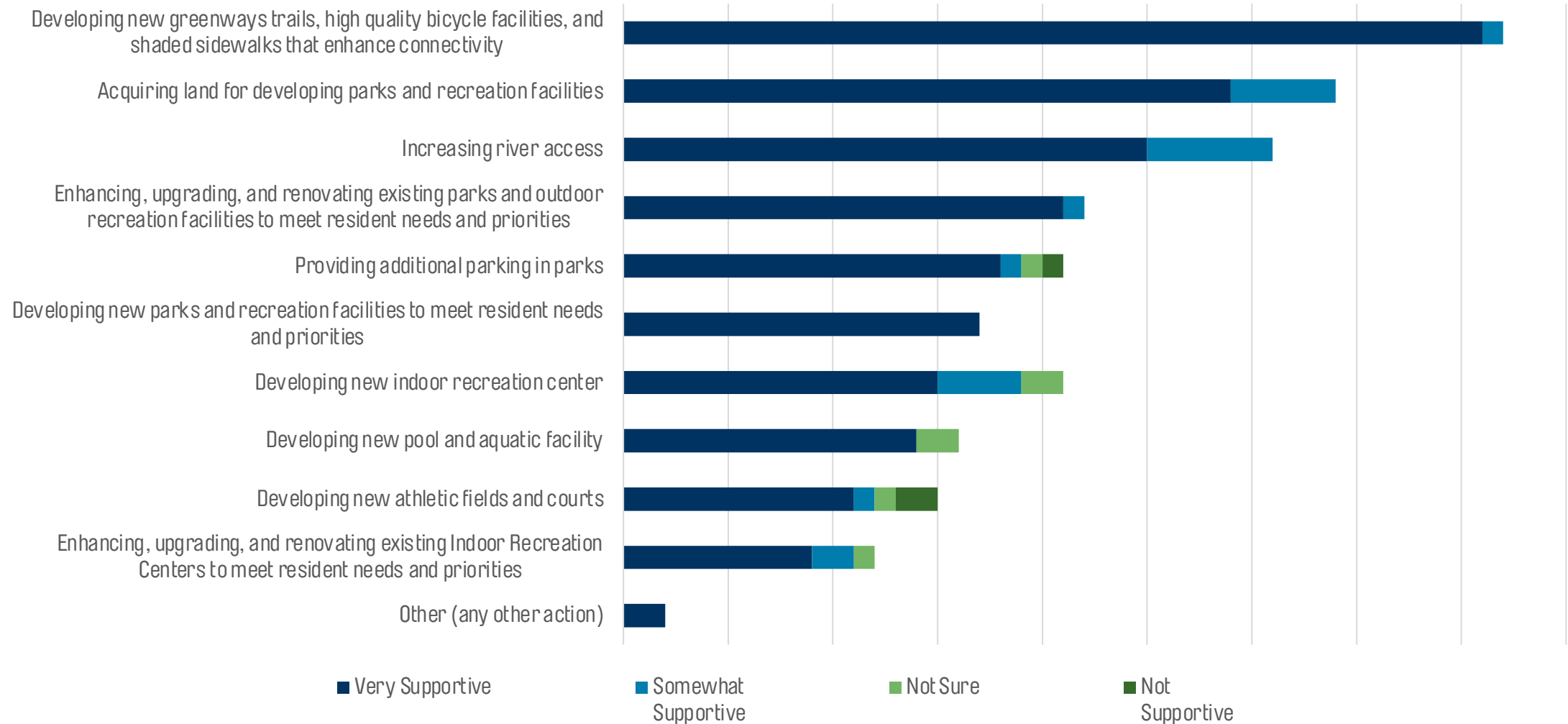


- Strong interest in **community events** and **social gathering opportunities**.
- High demand for **arts, culture**, and **creative programming**.
- Growing emphasis on **health, wellness**, and **active lifestyles**.
- Interest in **outdoor recreation** and **nature-based activities**.
- Need for **inclusive** and **multi-generational programming**.
- Support for **educational** and **skill-building opportunities**.
- Demand for **youth** and **teen programming**.
- Interest in **unique** and **emerging recreation opportunities**.
- Opportunities to **enhance existing cultural facilities** and **programs**.

Themes that
are consistent
with AC#1
Meeting

Findings from Public Meeting #1

Findings from Supportive Actions Exercise



Findings from Public Meeting #1

Key Themes

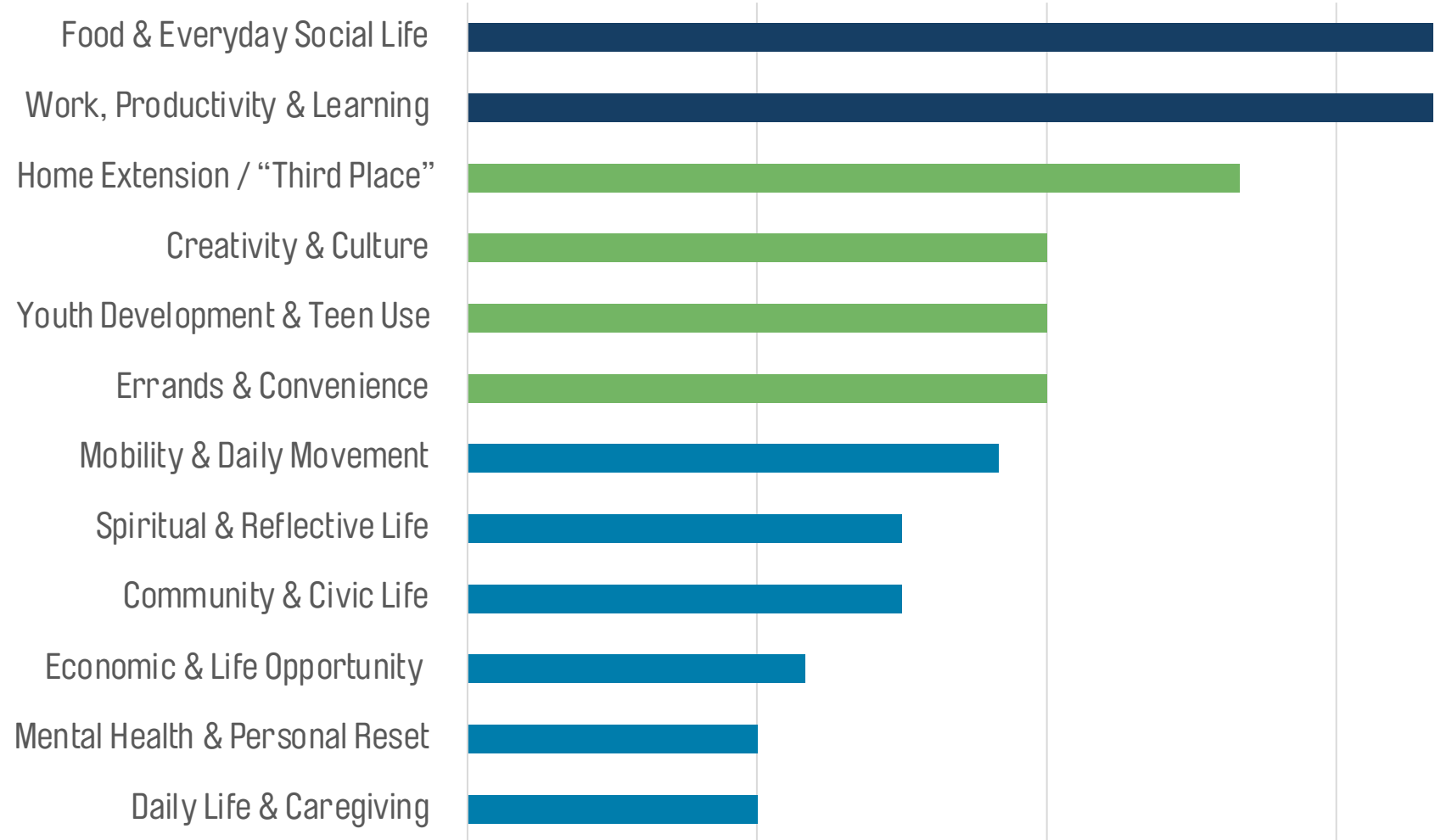
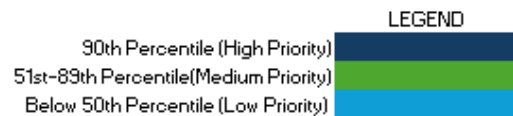


- Overall community support for system improvements.
- Strongest support for expanding multi-modal connectivity and active transportation networks.
- Support for expanding parkland and recreation opportunities.
- Interest in improving river access and outdoor recreation.
- Priority for upgrading existing parks and facilities.
- Need for additional park amenities and infrastructure.
- Support for new recreation facilities.
- Continued investment in existing indoor recreation facilities.

Themes that
are consistent
with AC#1
Meeting

Findings from Public Meeting #1

Findings from Park System Use Exercise



Findings from Public Meeting #1

Key Themes

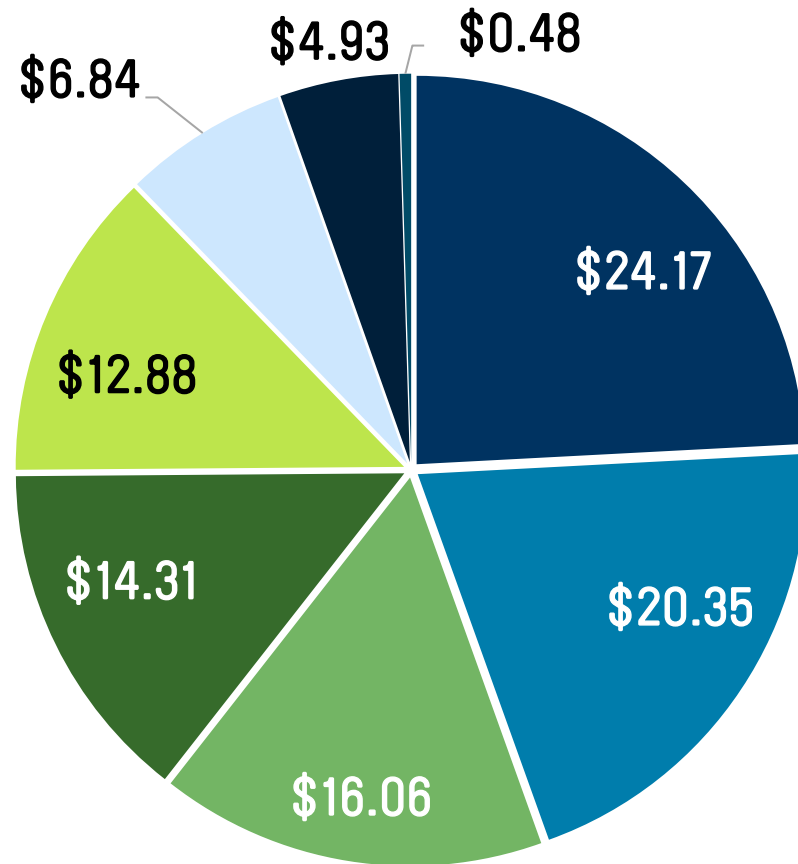


- Strong emphasis on **food, social gathering, and community connections**
- High priority **for flexible work, learning, and productivity spaces**
- Demand for **welcoming "third places"** beyond home and work
- Interest in **creative expression** and **youth-focused spaces**
- Support for **convenient, everyday services** and **mobility**
- Recognition of **parks** as **places for community building** and **reflection**
- Interest in **economic opportunity** and **personal well-being**
- Lower, but notable, interest in **caregiving support** and **personal reset**

Themes that
are consistent
with AC#1
Meeting

Findings from Public Meeting #1

Findings from Capital Funding Priorities Exercise



- Development of New Walking and Biking Facilities (paved and/or unpaved paths)
- Acquiring New Park Land
- Development of New Parks Facilities (e.g., athletic fields, playgrounds, restrooms) in existing parks
- Improvements to Existing Parks and Recreation Facilities (e.g., repairs, replacements, or renovations)
- Development of New Indoor Recreation Centers
- Improvements/Maintenance to Existing Walking and Biking Facilities (e.g., repairs, replacements, or renovations)
- Improvements to Existing Indoor Recreation Centers (e.g., repairs, replacements, or renovations)
- Other

Findings from Public Meeting #1

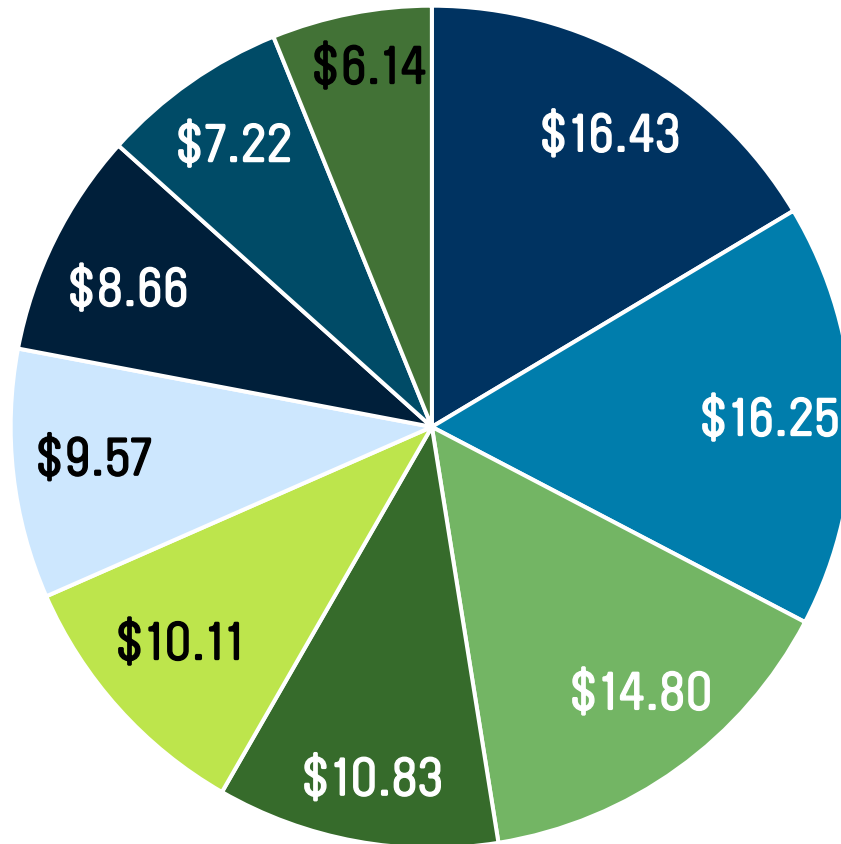
Key Themes



- Overall preference for new outdoor recreation investments
- Strong demand for new walking and biking facilities
- High priority for expanding the city's trail and pathway network
- Support for acquiring additional park land
- Interest in developing new facilities within existing parks
- Continued need to improve existing parks and recreation facilities
- Moderate support for new indoor recreation centers
- Lower priority placed on maintenance of existing trails and indoor centers
- Additional interest in public art and dog-friendly amenities

Findings from Public Meeting #1

Findings from Operations and Services Funding Priorities Exercise



- Additional Adult Recreation Programs and/or Classes (excluding athletics)
- Increase Staff to Improve Maintenance of Parks and Facilities (additional cleaning, mowing, tree trimming, etc.)
- Additional Senior Recreation Programs and/or Classes (excluding athletics)
- Increasing Frequency of Programs/Classes and/or Extended Hours of Programming
- Additional Senior Athletic Programs/Leagues
- Additional Youth Recreation Programs and/or Classes (excluding athletics)
- Additional Adult Athletic Programs/Leagues
- Additional Youth Athletic Programs/Leagues
- Adaptive Recreation Programs

Findings from Public Meeting #1

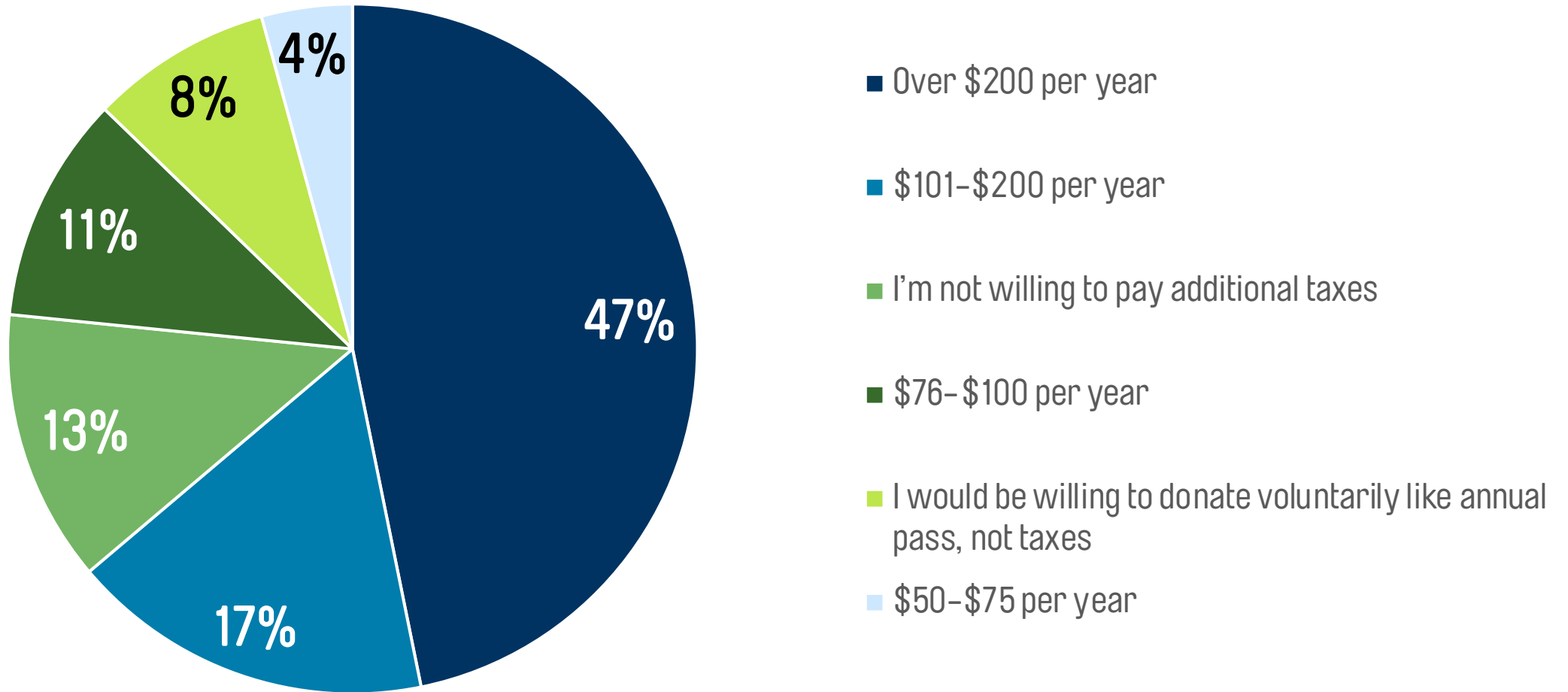


Key Themes

- Overall preference for **adult and senior programming combined with improved park maintenance**
- Strong demand for **additional adult recreation programs and classes**
- High priority for **increasing park and facility maintenance staff**
- Significant interest in **expanded senior recreation programming**
- Support for **more frequent programs and extended operating hours**
- Balanced interest in **senior, youth, and adult athletic programs**
- Moderate demand for **additional youth recreation programs**
- Lower priority placed on **youth athletic and adaptive recreation programs**

Findings from Public Meeting #1

Findings from Willingness to Pay Additional Property Taxes Exercise



Findings from Public Meeting #1



Key Themes

- Overall, **79% of participants supported some form of tax increase or direct financial contribution**
- Clear community support for **investing in higher-quality parks and recreation assets**
- Strong willingness to **financially support park and recreation improvements**
- Nearly half of participants favored contributing **more than \$200 per year**
- Support for **substantial annual tax increases** to improve local parks and facilities
- Moderate preference for contributions between **\$101 and \$200 per year**
- Some opposition to **additional taxes**
- Interest in **voluntary contributions or annual-pass funding options**
- Lower support for smaller annual contribution amounts

Findings from Public Meeting #1



Findings from Park Improvements Exercise



- 25 Park Aerials
- 157 Comments

Findings from Public Meeting #1



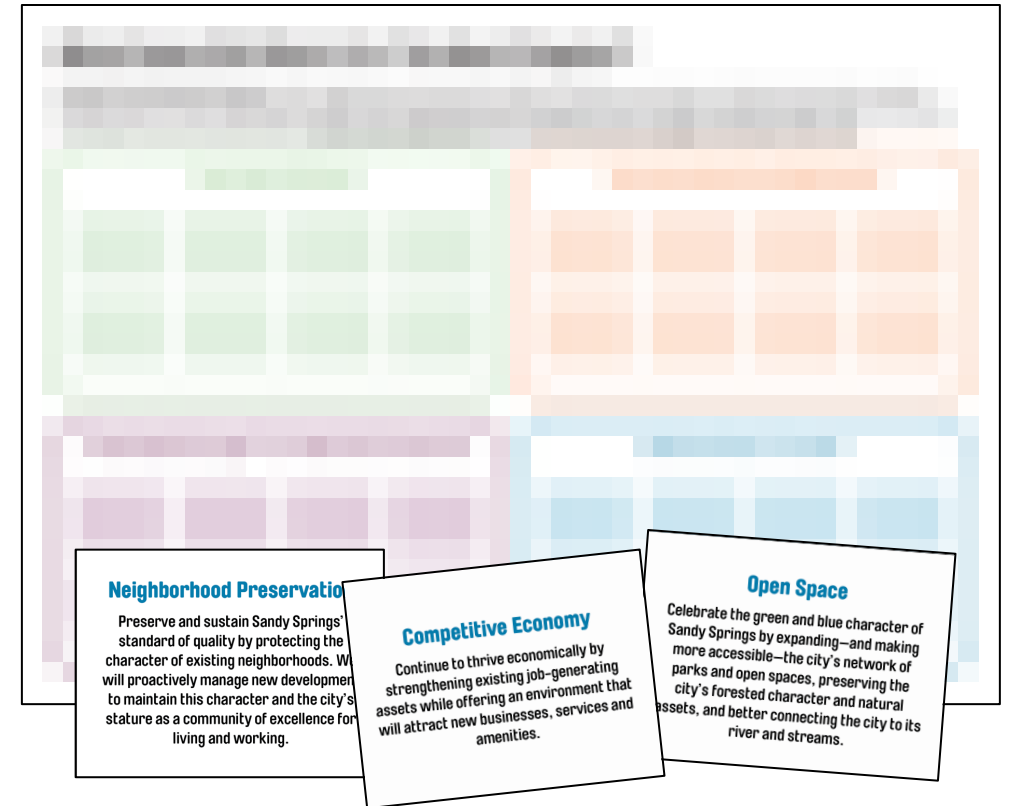
Findings from Park Improvements Exercise

Rank	Major Theme	Representative Issues
1	Improve Access, Visibility & Connectivity	Signage, awareness, trail connections, bike/pedestrian access
2	Upgrade Facility Renewals & Maintenance	Renovations, building upgrades, lighting, security, restrooms
3	Expand Recreation Amenities & Programming	Pickleball, trails, dog parks, pools, playgrounds, community programs
4	Enhance User Comfort & Support Amenities	Seating, shade, water fountains, picnic areas, parking
5	Protect, Expand, and Better Utilize Park Land	Protect greenspace, expand parks, activate underused sites, preserve historic/natural resources

Preliminary Goal Development Exercise



- Break-Up into Groups of 5
- Based on the Comprehensive Plan Goals that are:
 - Still applicable
 - Will work with modifications?
- Create 3 to 5 Preliminary Recreation and Park Goals.
- Assign a scribe to report out what your goals are.





Next Steps

Next Steps



- **Leadership Work Sessions**

- July 21: Mayor & Council Work Session (6PM)
- July 22: Planning Commission Work Session (6PM)

- **Community Engagement**

- Conjoint and Recreation & Parks Survey – will be released to public this week
- Public Meeting #2: August 17 & 20, 2026
- Pop ups and engagement activities

- **Sandy Springs Today + Draft Policies**

Upcoming Advisory Committee Meetings



- **Meeting #3** (Week of Sep 14) – Workshop
 - Draft Policies
 - Focused Topics
- **Meeting #4** (Week of Dec 7)
 - Refined Policies





THANK YOU!

The Next Ten



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Appendices

A. Capital Improvements Element	
B. Public Engagement Summary	
C. Transportation Assessment	
D. Market Analysis	
E. Consistency with the Water District Plans and Other Environmental Regulations	

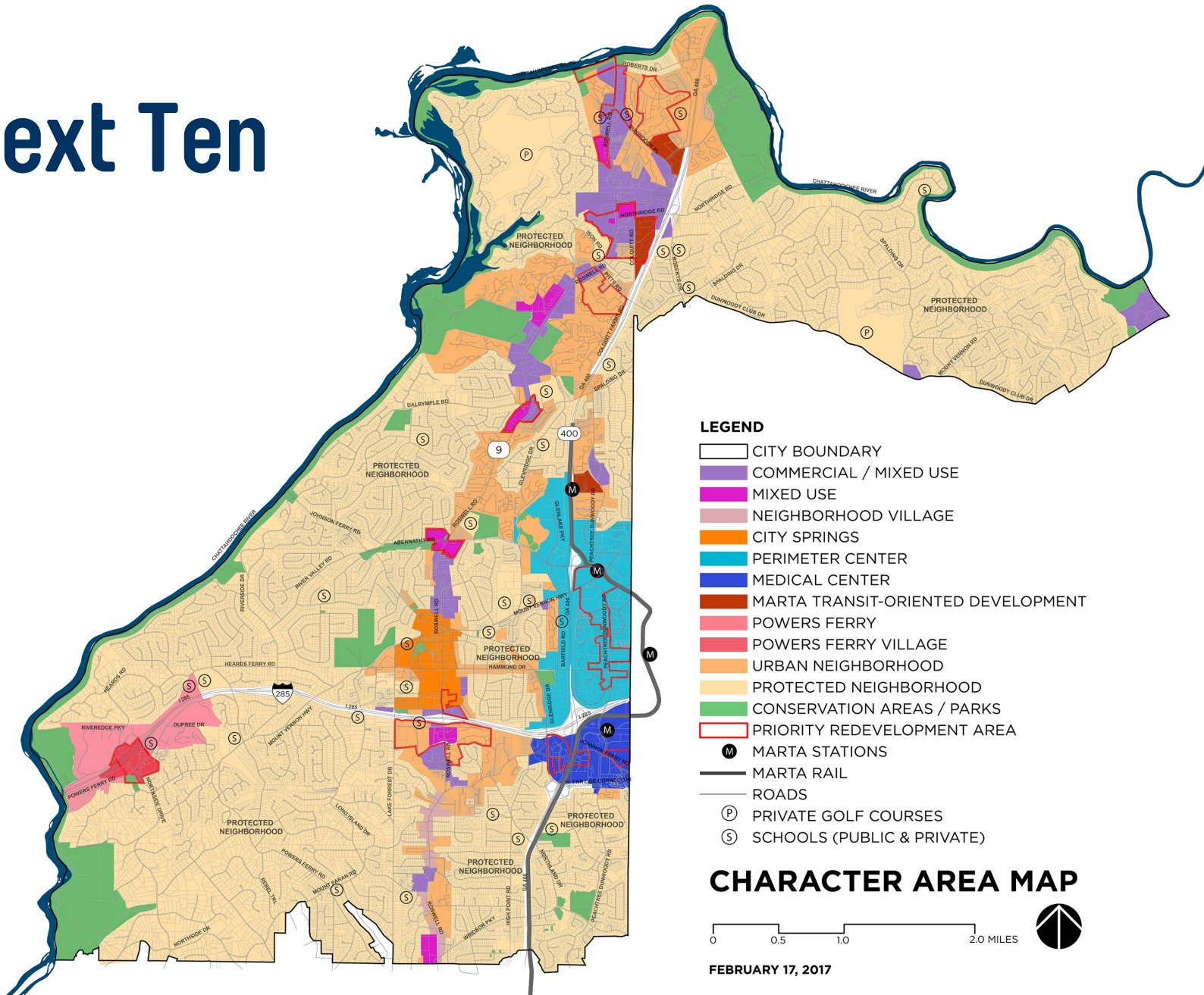
Small Area Plans

Roswell Road Small Area Plan	
Perimeter Center Small Area Plan	
MARTA Stations Small Area Plan	
Powers Ferry Small Area Plan	

• Policies and Actions

- Key Actions: 10 for the Next Ten
- Land Use and Community Character
- Transportation
- Housing
- Economic Outlook
- Green Space, Natural Systems & Sustainability

The Next Ten



Engagement To Date



- **Leadership Meetings (May 18–20, 2026)**

- Mayor and City Council
- Planning Commission
- Board of Appeals
- Advisory Committee #1

- **Public Workshop #1**

- Public Meeting #1 (June 23, 2026)

- **Stakeholder Meetings (June–July 2026)**

- City Departments
- Major Stakeholders such as Council of Neighborhoods, Art Sandy Springs, Conservancy, non-profits, developers, etc.

- **Pop-Up Events (May – July 2026)**

- Farmer's Market
- Juneteenth
- Sesame Street Live (June 20)
- Stars & Stripes (July 4)
- Concert Series
- WC Watch Parties
- City Park Pop-Up (Overlook Park) – July 25