



SANDY SPRINGS

CITY CLERK'S OFFICE

CITY COUNCIL

Rusty Paul, Mayor

John Paulson – District 1
Steve Soteres – District 2
Chris Burnett – District 3
Jody Reichel – District 4
Tibby DeJulio – District 5
Andy Bauman – District 6

Tuesday, February 4, 2020

Work Session

6:00 PM

I. Invocation - Rev. Misha Sanders, Northwest UU Congregation

II. Staff Discussion Items

- A. **2020-11** Economic Development Strategy Update
(Presented by Andrea Worthy, Director of Economic Development)
- B. **2020-48** Gateway Park Concepts
(Presented by Jim Tolbert, Assistant City Manager)

III. Public Works

- C. **2020-57** Presentation to Update the TS170 Interstate North Project
(Presented by William H. Martin, Jr., AIA, Public Works Director)

IV. City Council Discussion Items

Sandy Springs, Georgia

KICKOFF MEETING

Strategic Economic Development Plan

February 4, 2020

Presented by:
Kyle Talente, Vice President & Principal

RKG
ASSOCIATES INC



What is
Economic
Development?

What does
**ECONOMIC
DEVELOPMENT**
mean?



What is
Economic
Development?

Housing Diversity

TAX REVENUES

New Residents

Redevelopment

JOBS

Growth

Quality of Life

Building Rehab

Traffic

New Businesses



How is Economic Development Success Defined?

- **Benchmarks vary greatly, but all are relevant**
 - Business attraction
 - Business retention / expansion
 - Job creation
 - Tax base development
 - Quality of life
 - Preservation
 - Entrepreneurial growth
 - Sustainability
 - Environmental enhancement
 - Tourism development
- **LOCAL PRIORITIES DEFINE SUCCESS;
FRAME IMPLEMENTATION**



What Would You Choose?

OPTION A

- **\$2,500,000** of new annual tax base
- **No jobs**

OPTION B

- **\$500,000** of new annual tax base
- **25 jobs** paying **\$50,000**



What Would You Choose?

OPTION A

- **\$2,500,000** of new annual tax base
- **No jobs**

OPTION B

- **\$500,000** of new annual tax base
- **50 jobs** paying **\$50,000**



What Would You Choose?

OPTION A

- **\$2,500,000** of new annual tax base
- **No jobs**

OPTION B

- **\$500,000** of new annual tax base
- **25 jobs** paying **\$50,000**
- **Early Childhood Development Center**



What Would You Choose?

OPTION A

- **\$2,500,000** of new annual tax base
- **No jobs**
- **2-Acre Park**

OPTION B

- **\$500,000** of new annual tax base
- **50 jobs** paying **\$50,000**
- **Early Childhood Development Center**

Economic Development is a
**series of strategic actions and
investments** that leverage
public assets to attract private
investment, **improving the
financial, fiscal, and economic
well being** of the community.



What an Economic Development Plan is...

- **Objective assessment of Sandy Springs**
 - Market climate
 - Competitive position
 - SWOT
 - Workforce
 - Entrepreneurial spirit
- **Identification of opportunities**
 - Testing of existing concepts
 - Target industries
 - Location-based concepts
 - Options / ranges
- **Implementation strategy**
 - Discrete action steps
 - Tools
 - Deployment of assets / leveraging



What an Economic Development Plan is **NOT**...

- **“THE” Answer**
 - Plan must be focused, but flexible
 - Mindful of investment motivations
- **A “Cheerleader”**
 - Honest assessment of all challenges
 - For better or for worse...
- **One size fits all**
 - Concepts relevant to the local community
 - Customized to community / areas of community / vision
- **Parcel by parcel**
 - City-wide
 - Area specific
 - Context appropriate



Work Plan

Where are we?
Where should we go?
How do we get there?

PROVIDING A ROADMAP

AN APPROACH TO ECONOMIC DEVELOPMENT PLANNING

Strategies

What do we need to do to create our impact and tell our story?

1

Capacity

Who can do this, can we do this with current staff, do we need to reorganize?

2

Funding

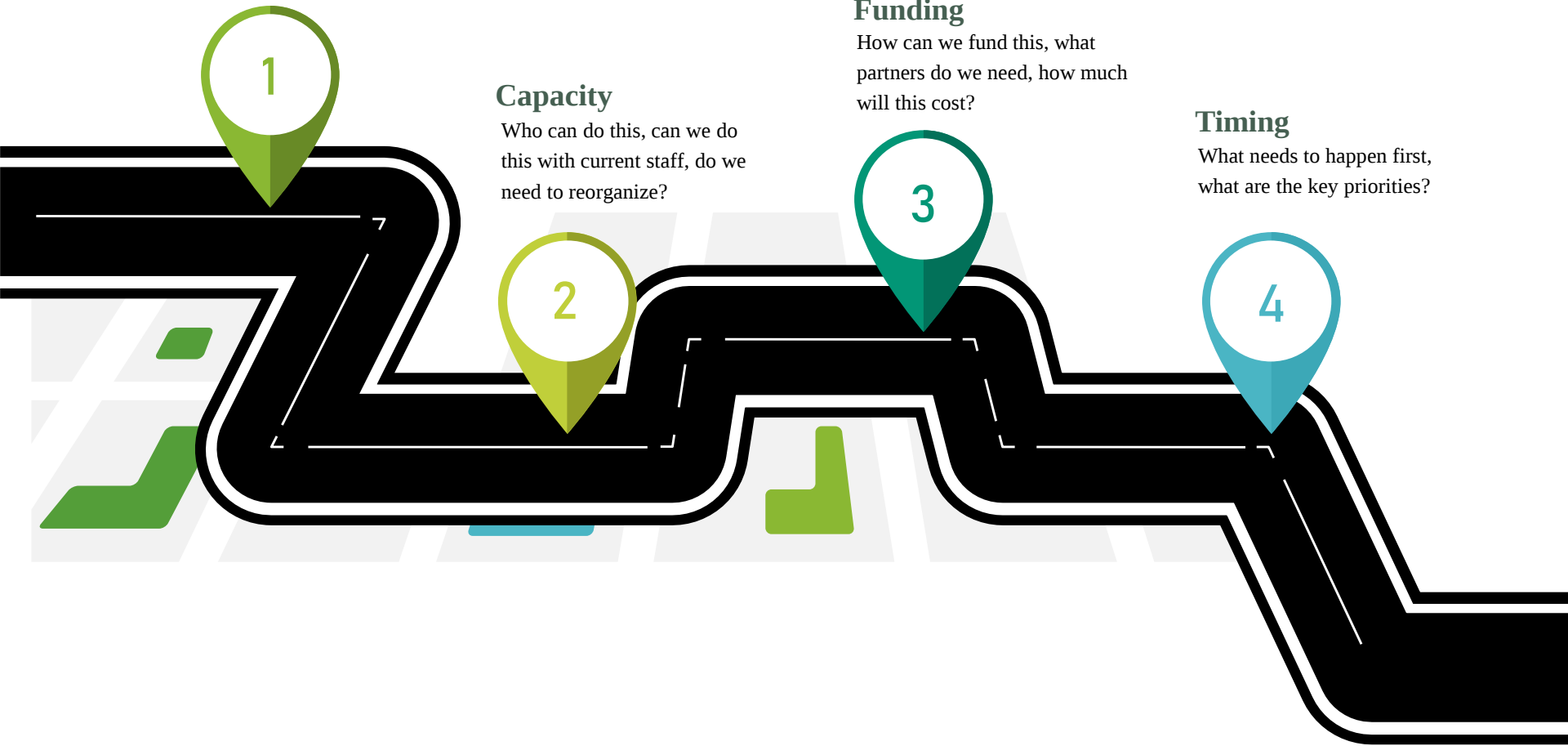
How can we fund this, what partners do we need, how much will this cost?

3

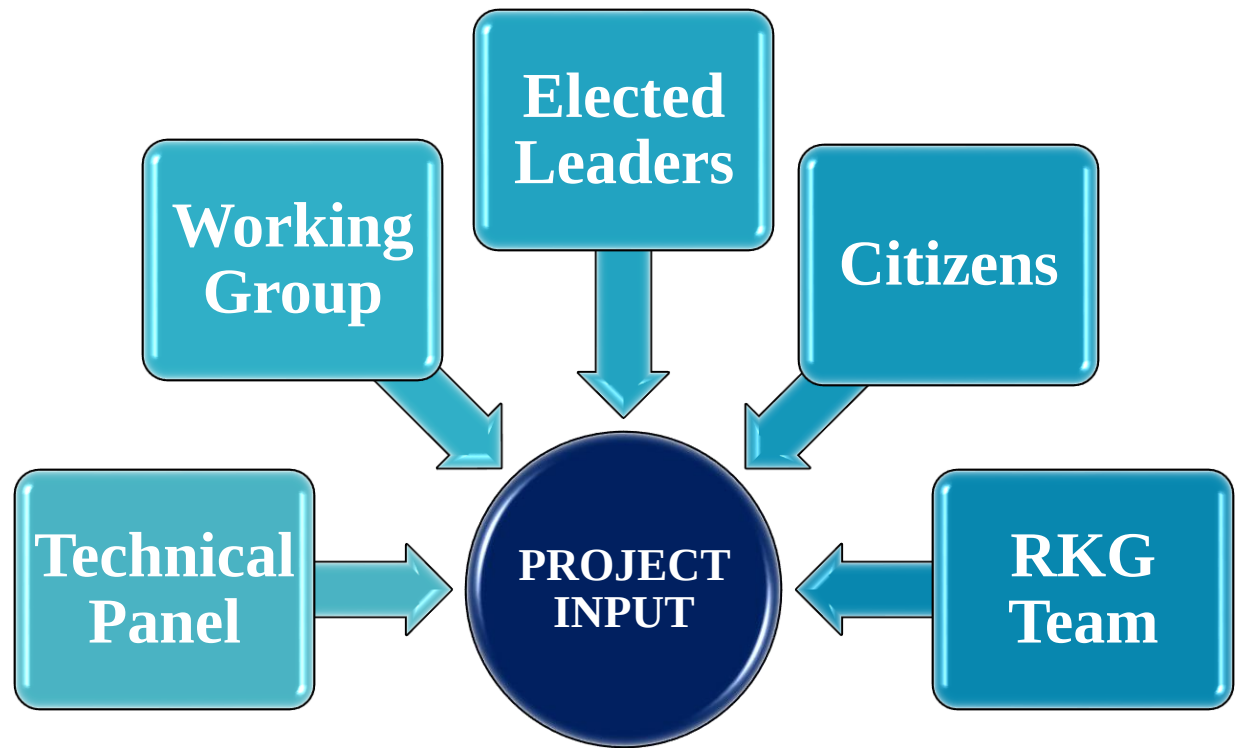
Timing

What needs to happen first, what are the key priorities?

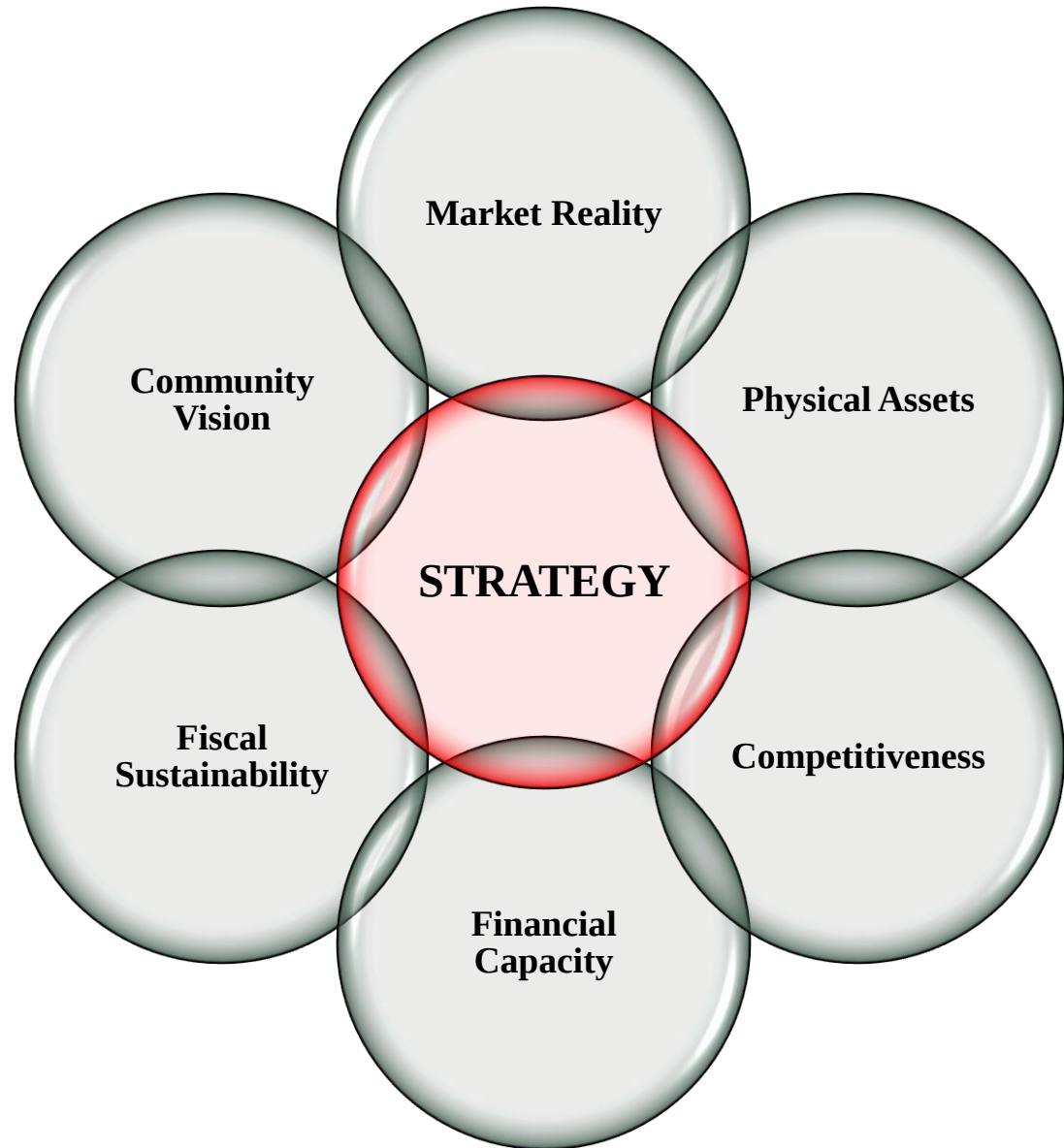
4



Participation



Building to Consensus





Working Group Responsibilities

- **Plan development**

- Listening
- Learning
- Assessing
- Brainstorming
- Challenging

The Working Group informs the plan along with input from elected officials, staff, the Consultant, and input from the community.

- **Plan implementation**

- Supporting
- Championing
- Doing

- **This process is interactive**



Elected Leadership Involvement

- **Plan Development**
 - Interim briefings from staff and the consultant
 - Provide input and feedback
- **Plan Approval**
 - Approve the plan
- **Plan Implementation**
 - Familiarize with the plan contents
 - Champion the cause with constituents
 - Build (up) relationships with stakeholders
 - Enact regulatory policies consistent with goals
 - Promote unity with the message



Other
Thoughts?

**THANK YOU FOR YOUR
PARTICIPATION!**

**Kyle Talente
Vice President and Principal
RKG Associates, Inc.**

kst@rkgassociates.com

City of Sandy Springs, Georgia

Gateway Park - Conceptual Designs

February 4, 2020

John Fish, ASLA, APA
Steve Provost, PLA, LEED AP

Urban Design / Landscape Architecture

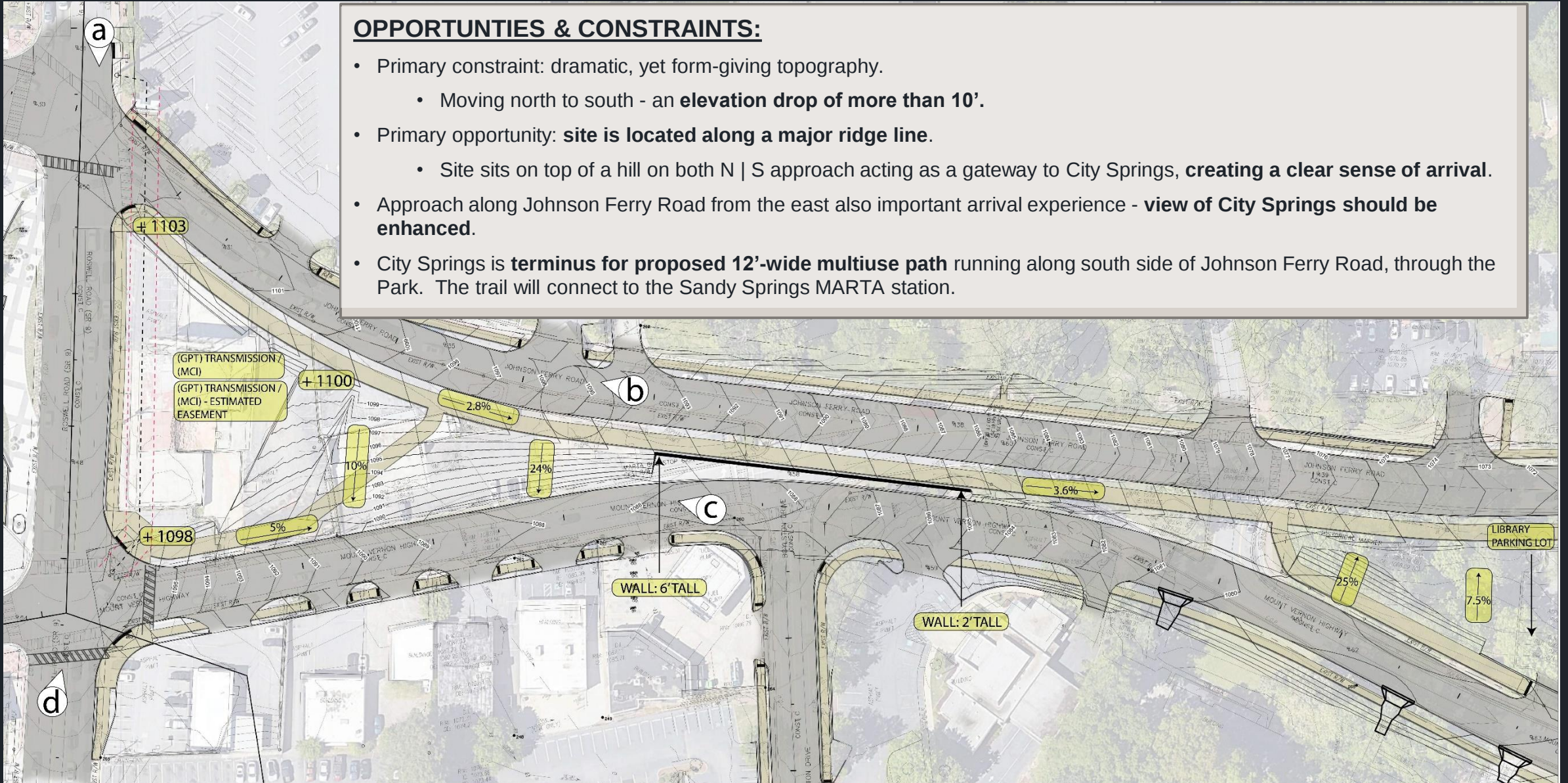


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Existing Conditions

OPPORTUNITIES & CONSTRAINTS:

- Primary constraint: dramatic, yet form-giving topography.
 - Moving north to south - an **elevation drop of more than 10'**.
- Primary opportunity: **site is located along a major ridge line.**
 - Site sits on top of a hill on both N | S approach acting as a gateway to City Springs, **creating a clear sense of arrival.**
- Approach along Johnson Ferry Road from the east also important arrival experience - **view of City Springs should be enhanced.**
- City Springs is **terminus for proposed 12'-wide multiuse path** running along south side of Johnson Ferry Road, through the Park. The trail will connect to the Sandy Springs MARTA station.

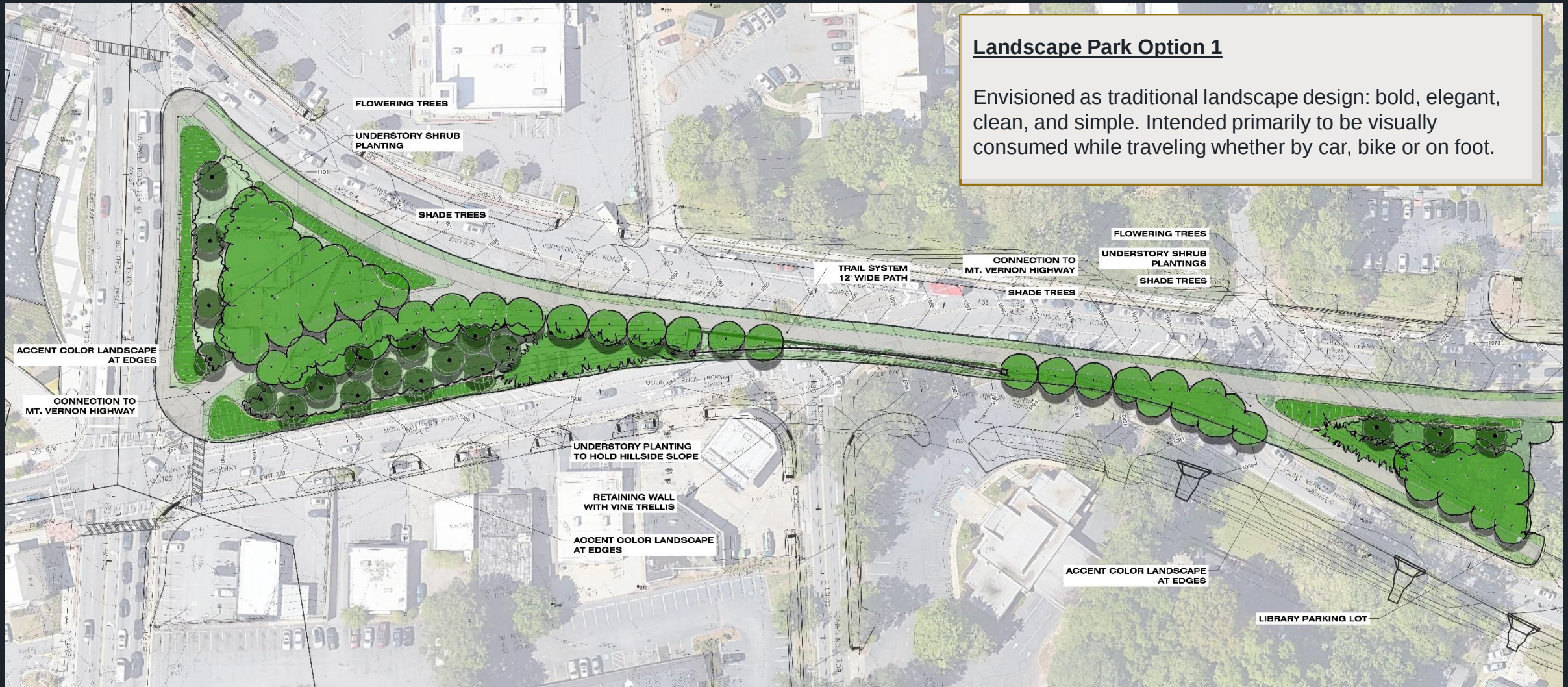


Landscape Park

OPTION 1 – OVERALL

Landscape Park Option 1

Envisioned as traditional landscape design: bold, elegant, clean, and simple. Intended primarily to be visually consumed while traveling whether by car, bike or on foot.



Landscape Park

OPTION 1 – IMAGES

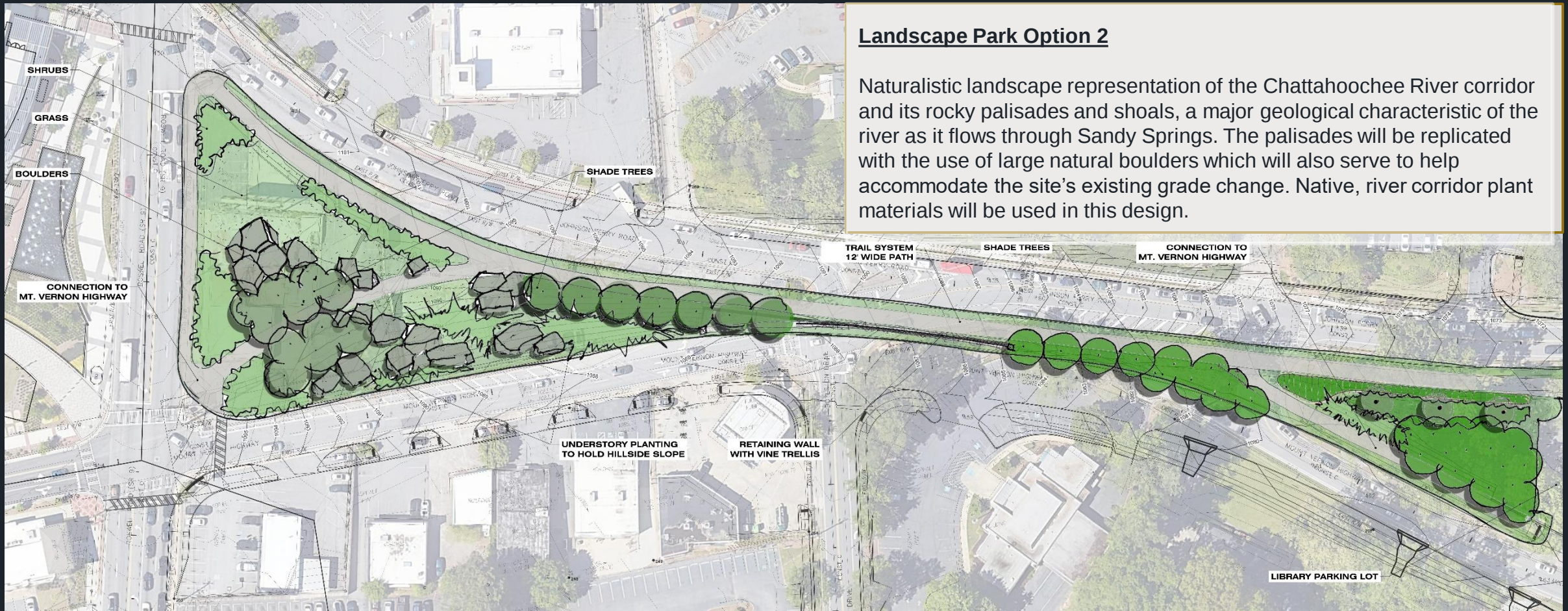


Landscape Park

OPTION 2 – OVERALL

Landscape Park Option 2

Naturalistic landscape representation of the Chattahoochee River corridor and its rocky palisades and shoals, a major geological characteristic of the river as it flows through Sandy Springs. The palisades will be replicated with the use of large natural boulders which will also serve to help accommodate the site's existing grade change. Native, river corridor plant materials will be used in this design.



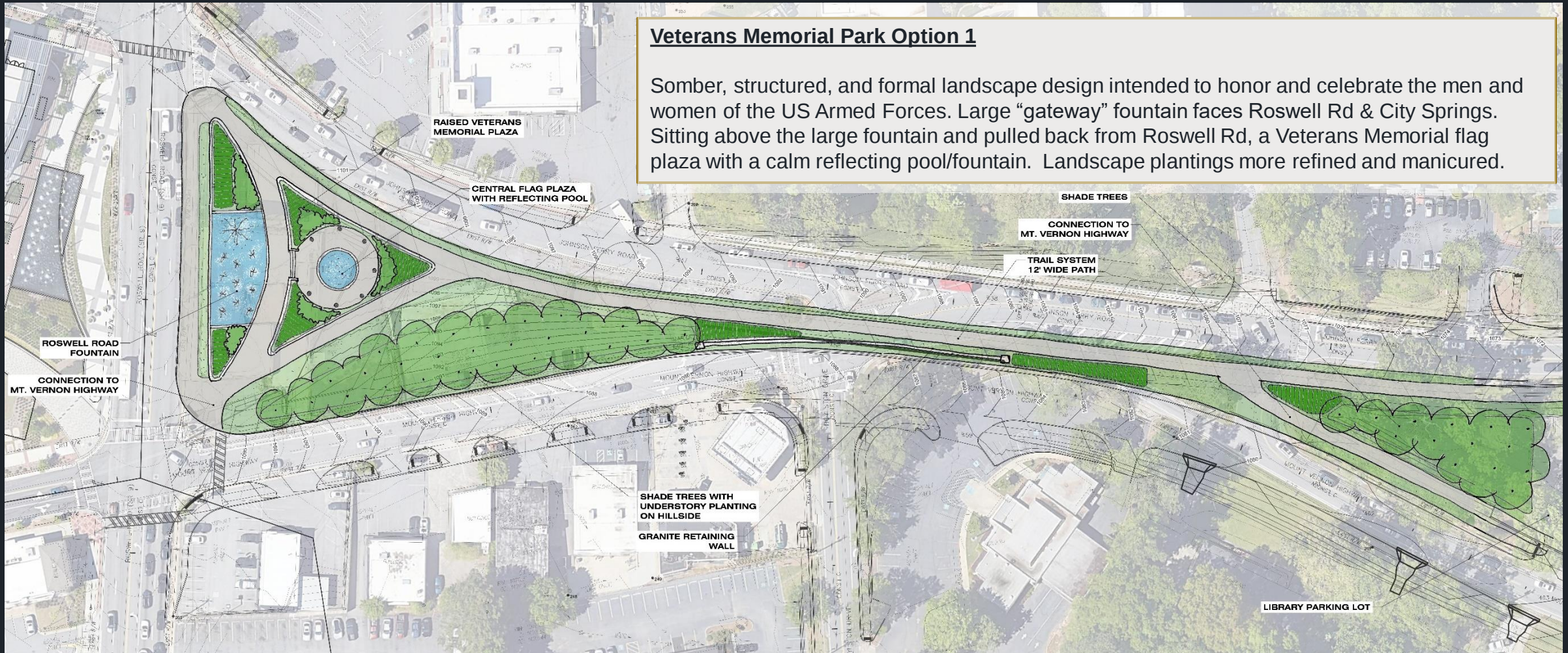
Landscape Park

OPTION 2 – IMAGES



Veterans Memorial Park

OPTION 1 – OVERALL



Veterans Memorial Park

OPTION 1 – IMAGES



Veterans Memorial Park

OPTION 2 – OVERALL



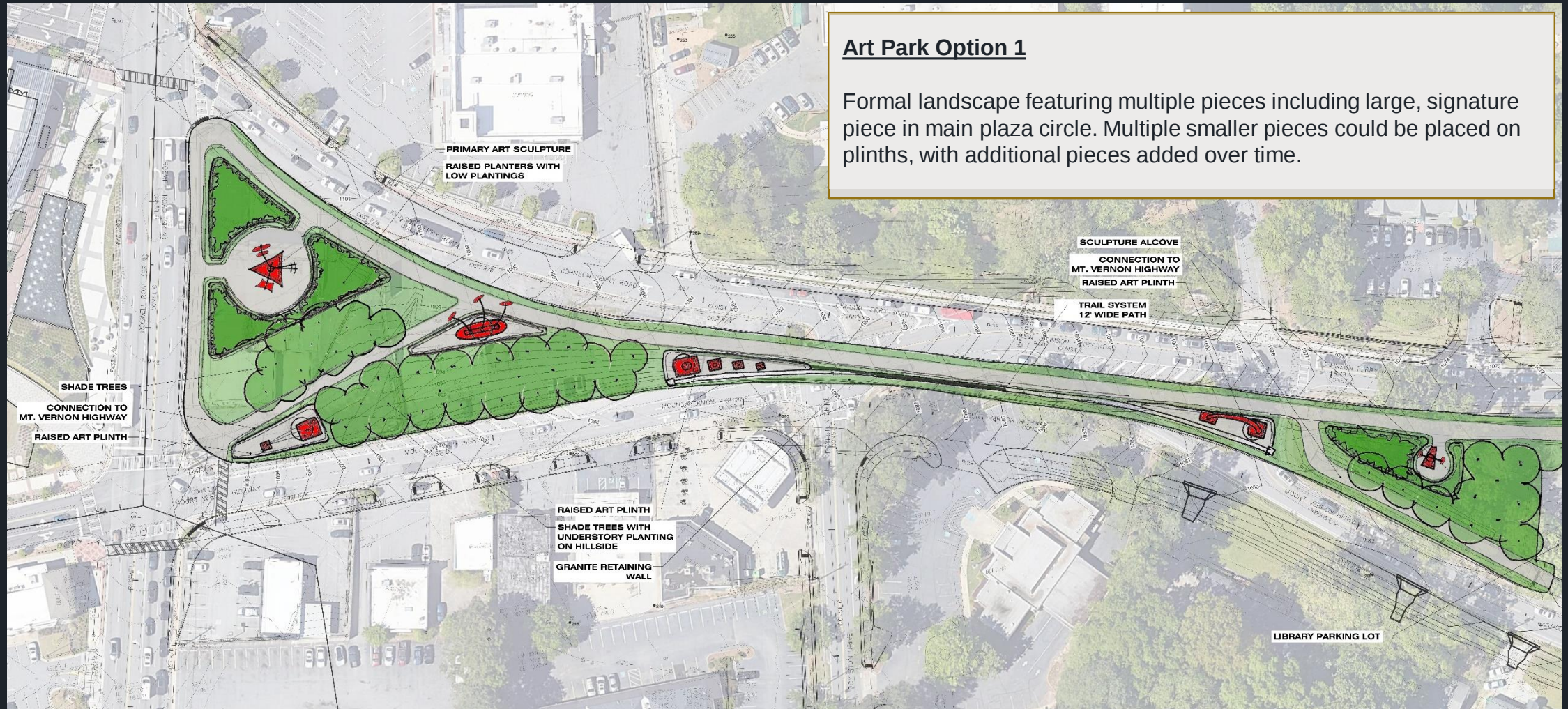
Veterans Memorial Park

OPTION 2 – IMAGES



Art Park

OPTION 1 – OVERALL



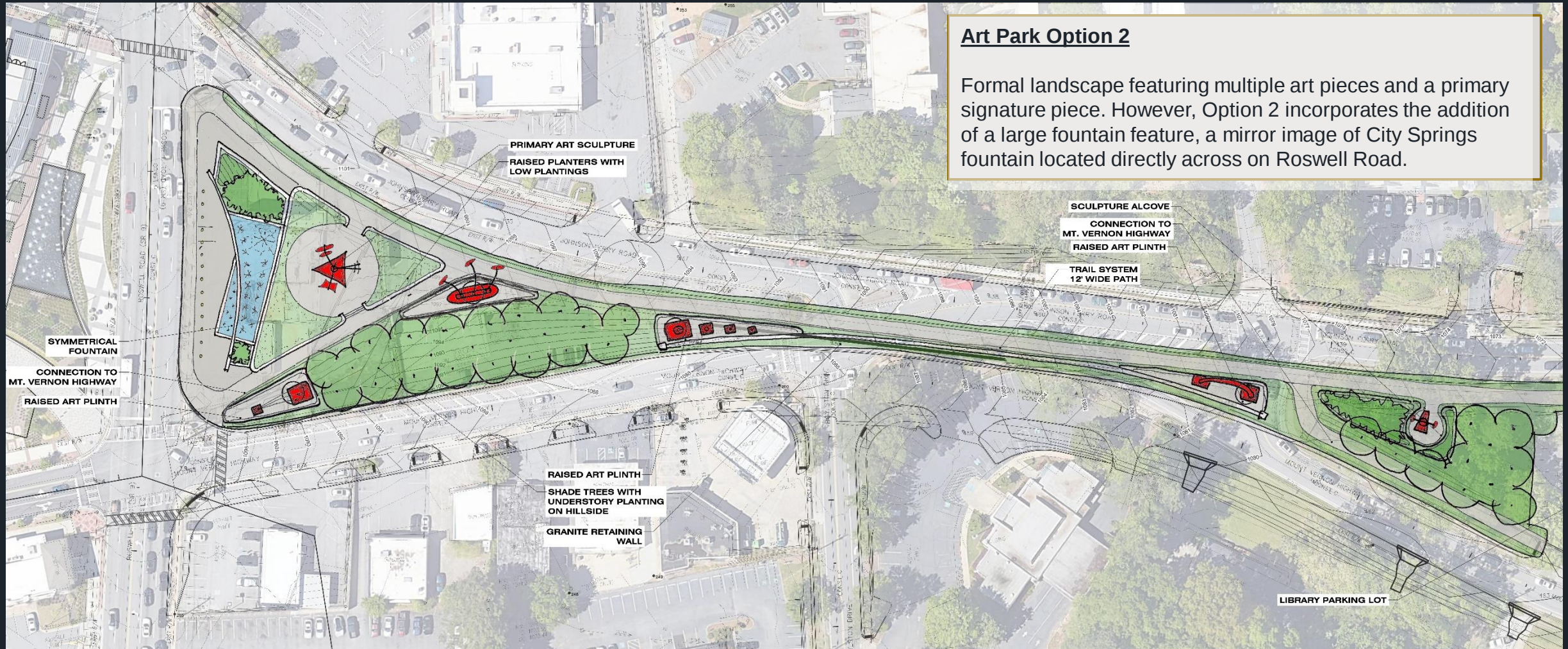
Art Park

OPTION 1 – IMAGES



Art Park

OPTION 2 – OVERALL

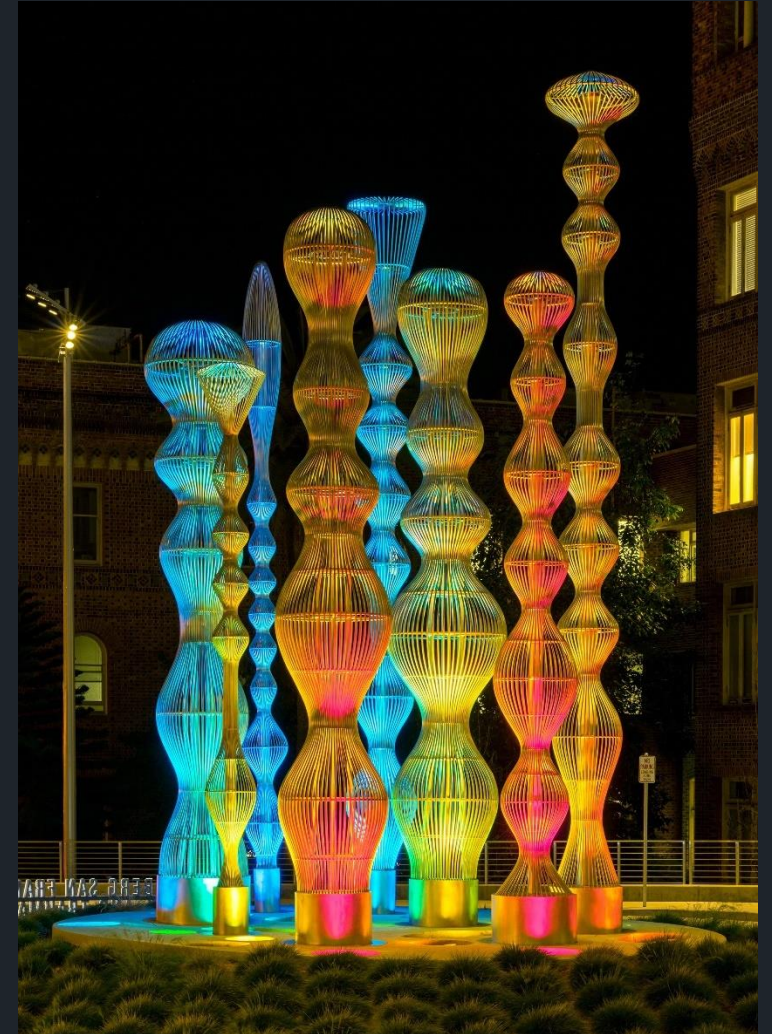


Art Park Option 2

Formal landscape featuring multiple art pieces and a primary signature piece. However, Option 2 incorporates the addition of a large fountain feature, a mirror image of City Springs fountain located directly across on Roswell Road.

Art Park

OPTION 2 – IMAGES



Thank You!



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Interstate North Pkwy Sidewalk (Project TS170)

February 4, 2020

Mayor and Council Meeting – Work Session



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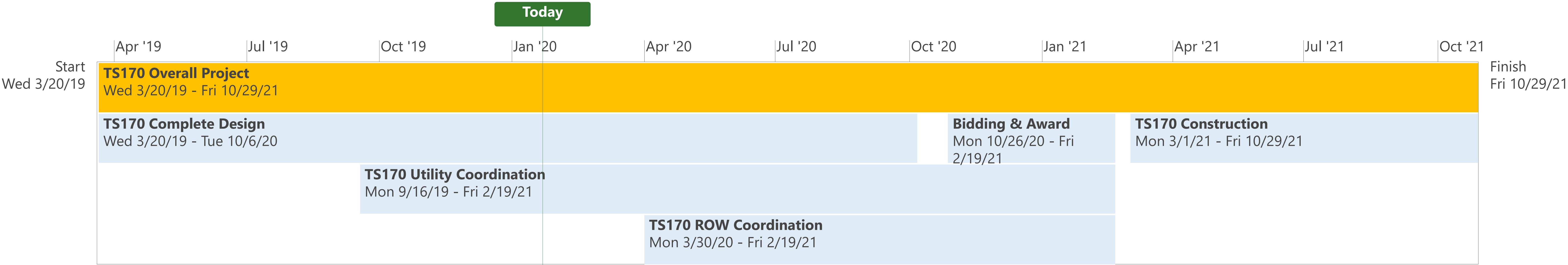
TS170 Interstate North Pkwy . (City Limit to Northside Dr)

Overall Project Budget: \$2,280,040

- Design Cost : \$285,040
- GA Power Light Cost: \$335,000
 - 35 Pedestrian Lights at every 90 LF
 - 4 Intersection Lights
- Utility Cost Estimate: \$114,000
- ROW Cost Estimate: \$114,000
- Construction Cost Estimate: \$1,432,000

Status:

- Connect to existing sidewalk on bridge over Chattahoochee and parks on both sides of the river (Cochran Shoals – Powers Island Park in Sandy Springs and Cochran Shoals – Interstate North in Cobb County).
- Concept design in progress: 3170 LF of 12-ft sidepath with 4-ft landscape strip
- Coordinating with traffic to include adding fibers from Northside Drive to Powers Ferry Road to connect TMC cameras
 - Scope change to be reviewed and approved;
 - Additional scope will maximize resources by combining into one project



TS170 Interstate North Pkwy . (City Limit to Northside Dr)



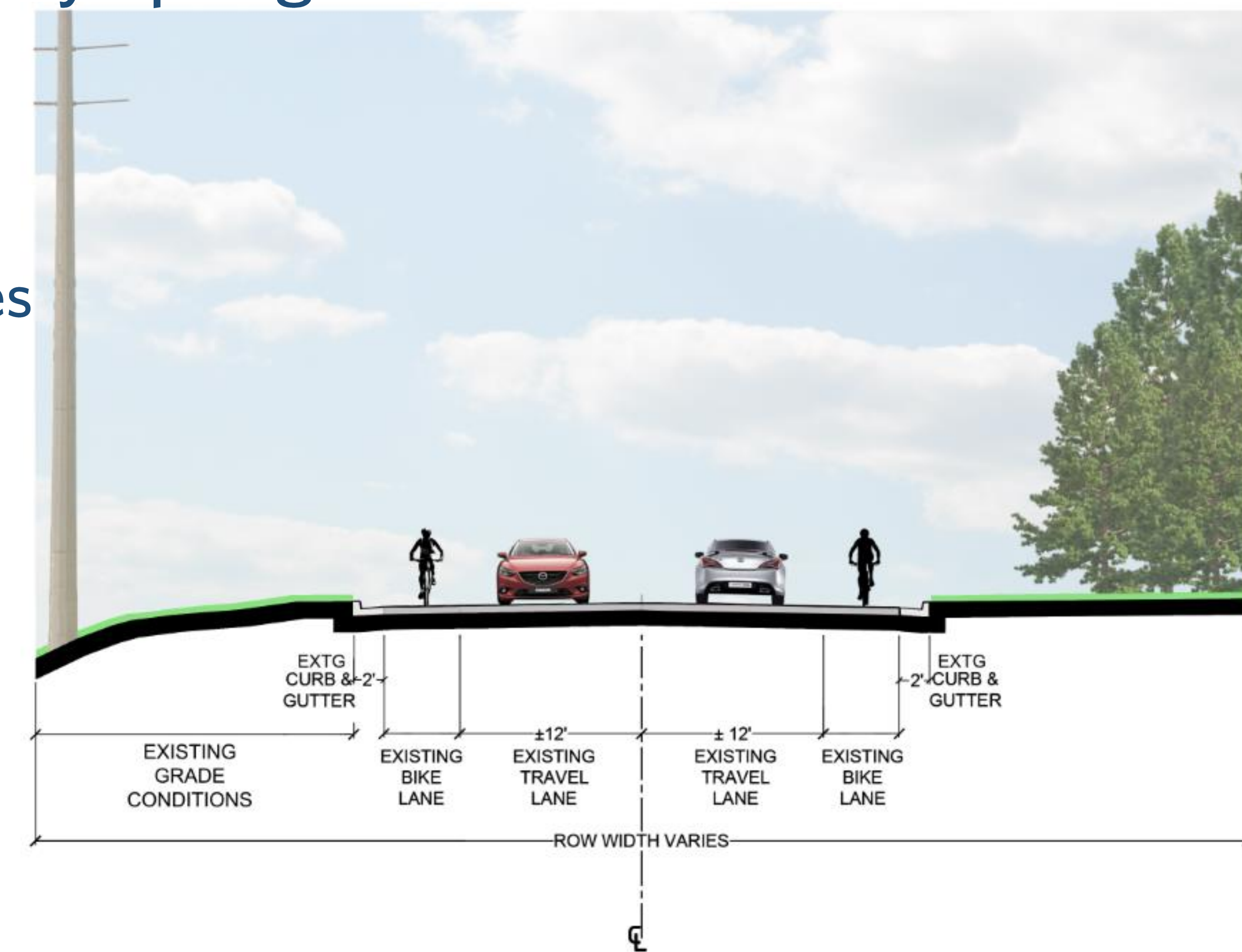
Existing Conditions – Cobb County

- 5-ft Bike Lane
- 9-ft sidewalk with paver band on north side of Interstate North Pkwy from the bridge to Powers Ferry Road



Existing Conditions – City of Sandy Springs

- 5-ft Bike Lane
- No sidewalk on Interstate North Pkwy until Northside Drive.
- GA Power Transmission lines and poles along the entire project with few wooden poles
- Existing flumes behind the shoulder throughout majority of the project



TS170 Interstate North Pkwy . (City Limit to Northside Dr)

4-FT Sidewalk
Connecting to Exist Sidewalk On Bridge

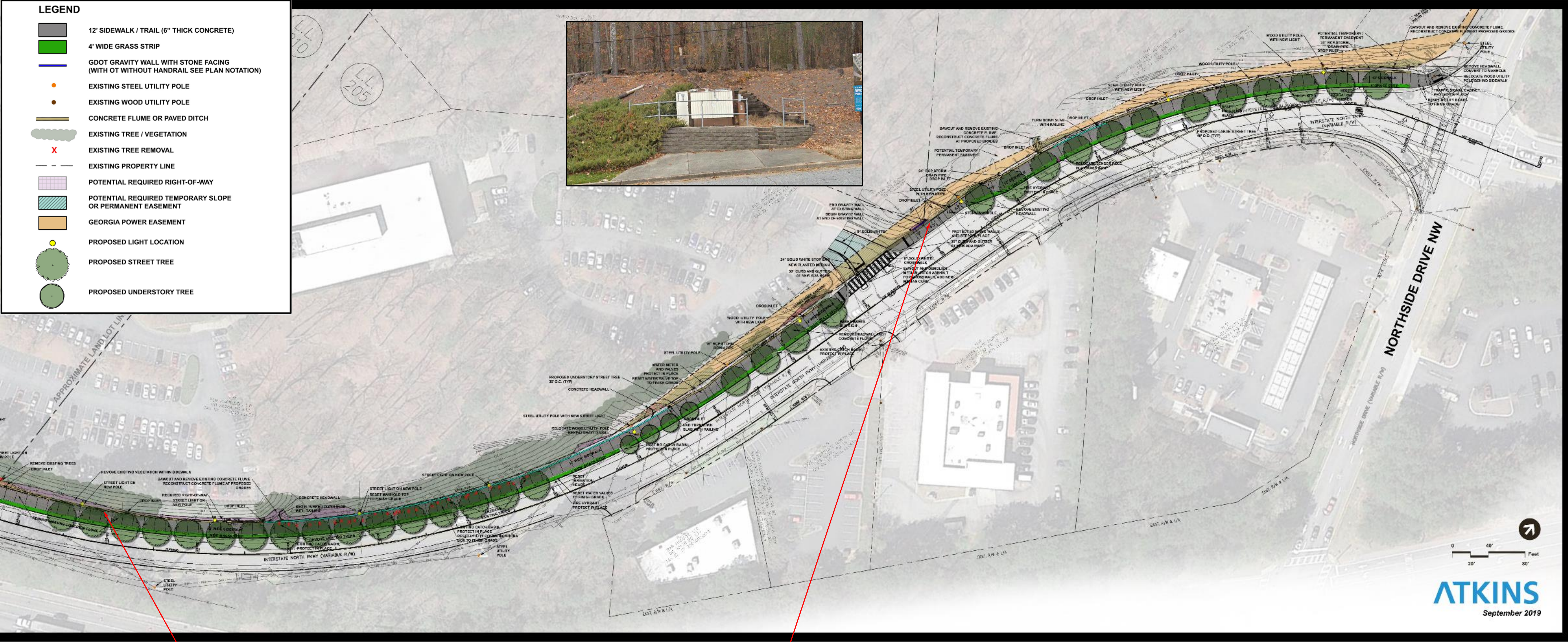
12-FT Sidewalk with 4-FT Landscape Buffer
Street Trees and Street Lights

8-FT Sidewalk with no Landscape Buffer
to avoid GA Power Transmission Pole



Existing Deceleration Lane

TS170 Interstate North Pkwy . (City Limit to Northside Dr)



TS170 Interstate North Pkwy . (City Limit to Northside Dr)

