



SANDY SPRINGS

GEORGIA

Next Ten Advisory Committee Five-year Update

Thursday, March 24, 2022

Meeting Agenda

6:00 p.m.

The Next Ten Advisory Committee will meet in the Barfield Conference Room, 2nd Floor, at Sandy Springs City Hall (1 Galambos Way, Sandy Springs, GA 30328).

Live-stream: **Public Meeting Portal (CivicClerk):** <https://sandyspringsga.civicclerk.com>
Zoom Webinar: <http://spr.gs/ntac>

Teleconference: Phone: (646) 558-8656 **Webinar ID:** 896 9801 7733

- I. Recap**
- II. Economic Development Overview**
- III. Critical Issues in Economic Development for the Next Five**
- IV. Economic Development Vision and Priorities**
- V. Adjournment**

The Next Ten Five-Year Update

Advisory Committee – 3rd Meeting
March 24, 2022



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Instructions



Agenda

- March 17 Meeting Recap
 - Land Use
 - Broadband
- Economic Development
 - Critical Issues for the Next Five
 - Vision and Priorities
- Adjournment

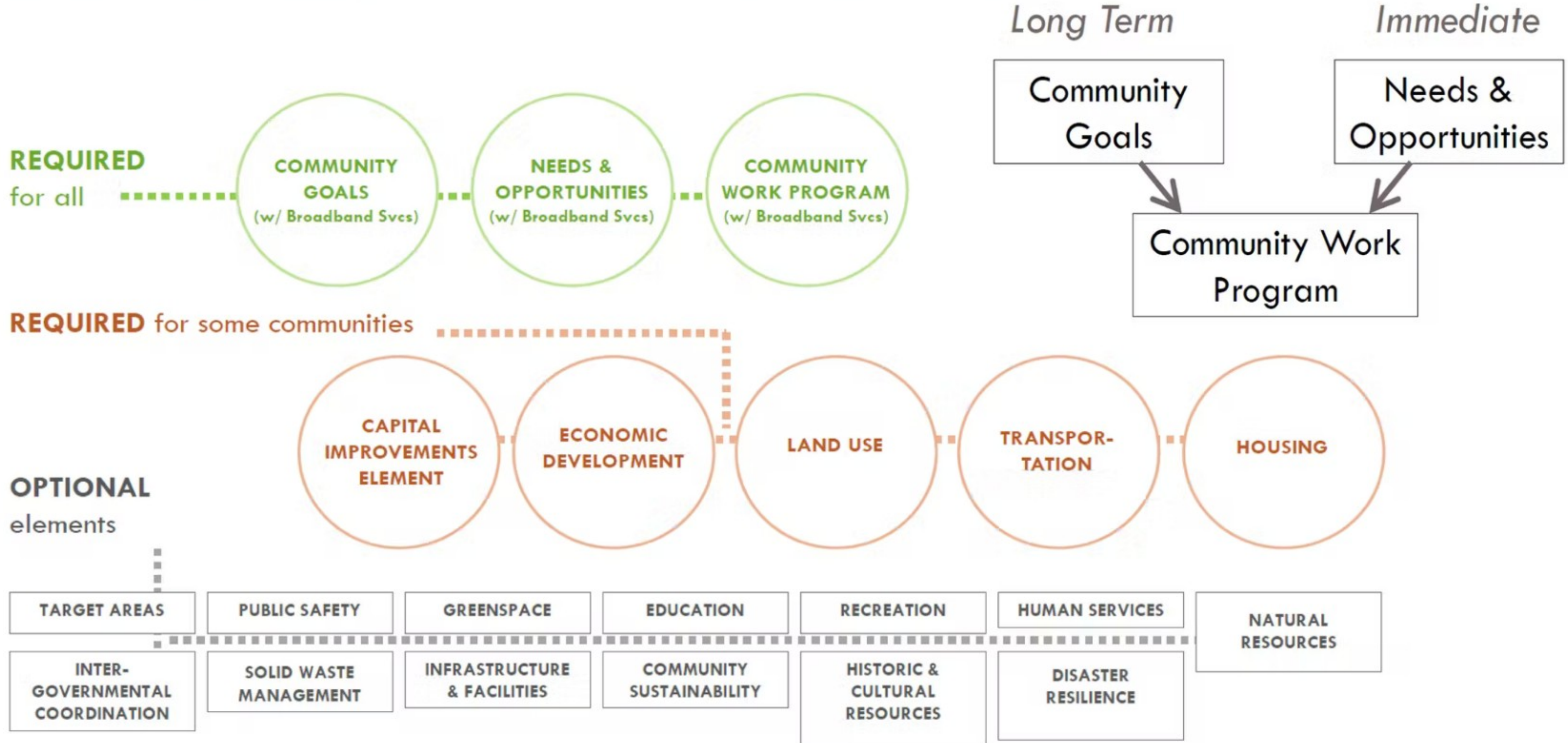
Comprehensive Planning Overview

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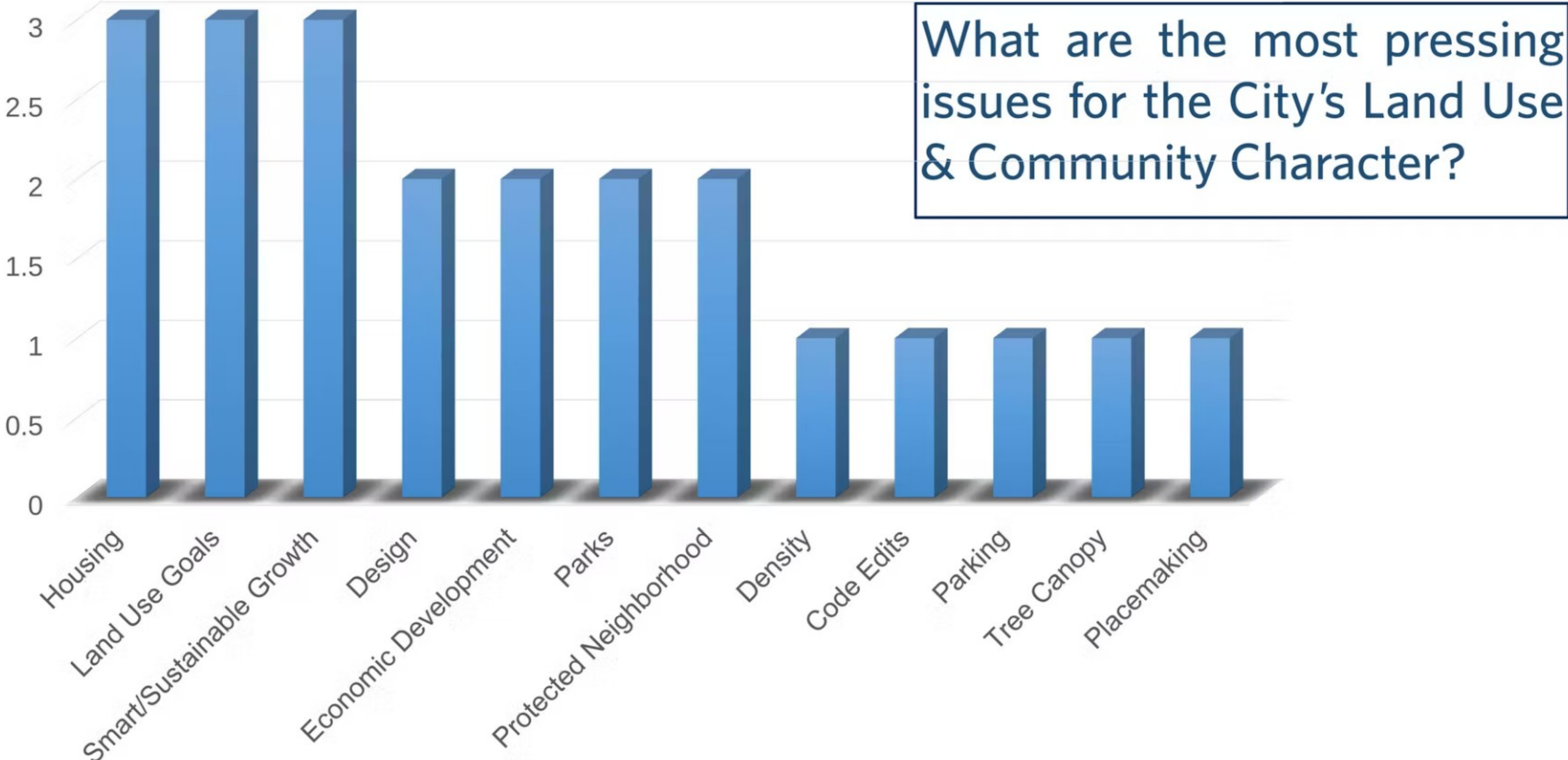
The Next Ten 5-year update must be completed and reviewed by the Atlanta Regional Commission (ARC) with DCA, and adopted by the Mayor and City Council by October 31, 2022.

Recap: Comprehensive Plan “Menu”



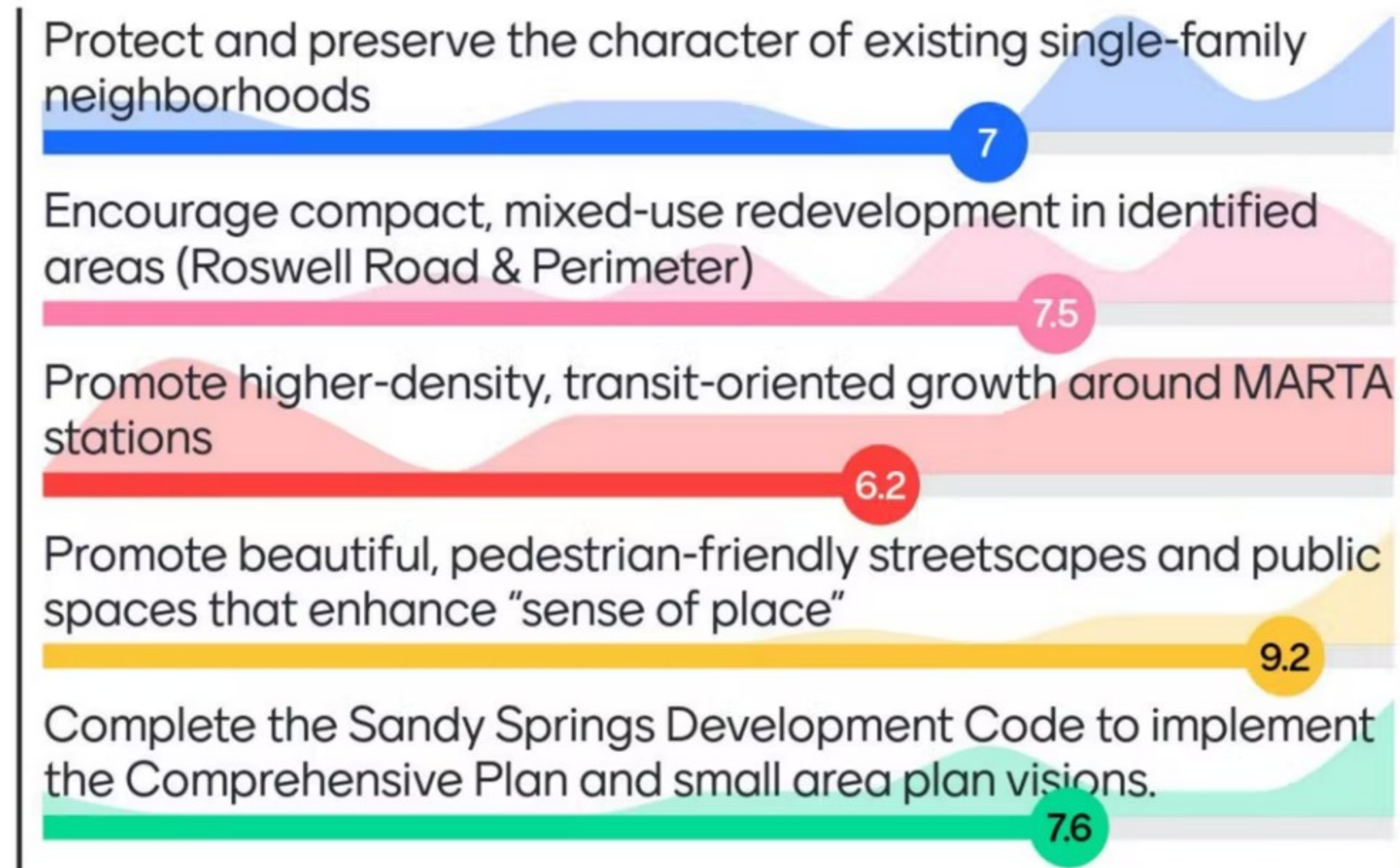
Recap: Land Use and Community Character

Recap Land Use: Menti Results



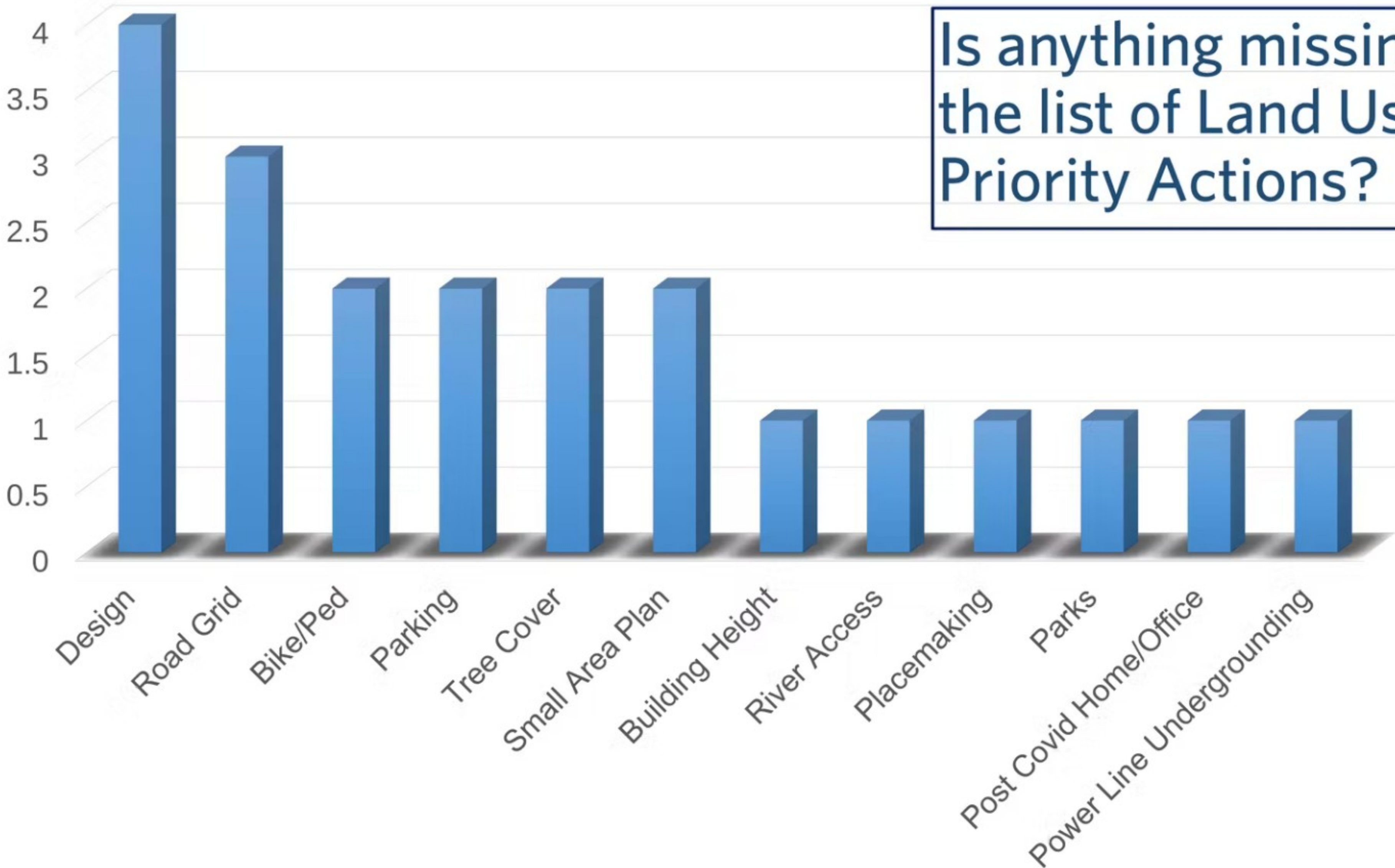
Recap Land Use: Menti Results

Rate each Priority Action



Recap Land Use: Menti Results

Is anything missing from the list of Land Use Priority Actions?



Recap Land Use: Menti Results

What ideas do you have for the Land Use & Community Character Work Program for the Next Five?

Explore adding a Design Review Board

More green space and require new development for green space

Recap: Broadband

Recap Broadband: Menti Results

What are the most pressing issues for Broadband?

Ability to continue to improve the network

Free wireless, improved affordability

Affordability

Recap Broadband: Menti Results

What ideas do you have for the
Broadband Vision & Priority Actions?

Insure the system is consistently
robust across the city

Improvement with technology

Recap Broadband: Menti Results

What ideas do you have for the Broadband Work Program for the Next Five?

None

Economic Development

Vision

- Maintain existing economic competitiveness while creating more high-quality places to live, work, shop, and play. Support economic development by investing in a range of transportation choices.

Last Five: Update on Work Program

ID	Description of Activity	Status	Notes
A. BUILD ON SANDY SPRINGS' ECONOMIC SUCCESS			
ED-A1.1	Conduct an annual assessment of progress toward achieving the objectives identified in the 2012 Economic Development Plan.	Canceled	Task canceled and replaced by consultant-led Strategic Economic Development Plan in 2020 as updated guiding document.
ED-A1.2	Revise development regulations to facilitate compact, connected and walkable redevelopment and mixed use (as part of Sandy Springs Development Code).	Complete	Sandy Springs Development Code adopted 8/15/2017
ED-A1.3	Continue to promote the City Springs District and recruit businesses to this area.	Ongoing	The City Springs District continues to be a popular area for business and residents to locate. City staff is currently working with Pond on the City Springs Master Plan Update.
ED-A1.4	Continue to promote the Opportunity Zone Tax Credits program, as part of a strategy to encourage businesses to locate in the city.	Complete	The Opportunity Zone is a DCA program with a 10-year designation and concluded in 2020. Several businesses in the OZ area applied for the tax credit program and were approved.
ED-A1.5	Actively coordinate economic development activities with regional partners through networking activities, annual events and other activities.	Ongoing	Economic Development staff continue to work collaboratively with local and regional partners on strategic economic development activities.

Last Five: Update on Work Program (cont.)

ID	Description of Activity	Status	Notes
B. PROMOTE ECONOMIC DEVELOPMENT THROUGH TARGETED REDEVELOPMENT AND A GREATER MIX OF USES			
ED-B1.1	Conduct financial analysis and prepare a strategy for public/private investment and incentive packages. Include a housing strategy for improving the local labor market.	Complete	We have both business and housing incentive policies in place. The business incentives have been utilized by companies of all sizes.
ED-B2.1	As part of Sandy Springs Development Code, create zoning to implement mixed-use redevelopment and consider the use of additional incentives such as density bonuses and reduced parking minimums in target redevelopment areas.	See LU-E1.1	See LU-E1.1 in "Land Use and Community Form" Work Program
ED-B2.2	Consider the establishment of a Tax Allocation District (TAD) for redevelopment nodes identified in the Roswell Road Small Area Plan. 2017: Create redevelopment plan per DCA 2018: Establish TAD	Complete	Staff reviewed the option of a TAD for the North End and decision was not to move forward at this time.
C. REALIZE ECONOMIC DEVELOPMENT POTENTIAL THROUGH MULTIMODAL TRANSPORTATION IMPROVEMENTS AND TRANSIT-ORIENTED DEVELOPMENT			
ED-C1.1	Invest in multimodal transportation improvements and transit-oriented development that foster economic development.	Ongoing	See actions in "Transportation" and "Land Use & Community Form" Work Programs

The Last 5 Years

- Incentive Programs & Recruitment
- Strategic Economic Development Plan
- Small Business Relief Assistance Program
- Know & Grow Small Business Education Program

Economic Development for the Next Five

What are the most pressing issues for Economic Development?



Priority Actions

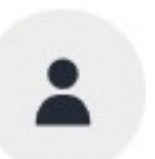
- Attract and retain major employers, small businesses, and entrepreneurs
- Recruit and support new businesses and entrepreneurs
- Cultivate regional partnerships to promote economic development
- Invest in multimodal transportation improvements to support economic development
- Promote a greater mix of uses in select redevelopment areas
- Leverage existing investment in City Springs

Rate each Priority Action

Strongly disagree

Strongly agree

- Attract and retain major employers, small businesses, and entrepreneurs
- Recruit and support new businesses and entrepreneurs
- Cultivate regional partnerships to promote economic development
- Invest in multimodal transportation improvements to support economic development
- Promote a greater mix of uses in select redevelopment areas
- Leverage existing investment in City Springs



Is anything missing from the Priority Actions?



What ideas do you have for Economic Development for the Next Five?



Meeting Schedule

- March 28 at 6:30pm – Public Meeting 3rd Floor Terrace
- April 14 at 11:30am – Advisory Committee Meeting

