

**AGENDA FOR MEETING OF THE
CITY OF SANDY SPRINGS DEVELOPMENT AUTHORITY**

City of Sandy Springs Barfield Training Room
Thursday, January 9, 2020
8:30 A.M.

- 1. ROLL CALL**
- 2. APPROVAL OF MEETING AGENDA**
- 3. APPROVAL OF MINUTES FROM MEETING HELD SEPTEMBER 12, 2019**
- 4. NEW BUSINESS**
 - A. ELECTION OF OFFICERS**
 - B. CONSIDERATION OF RESOLUTION ACKNOWLEDGING AND APPROVING, THE SALE AND ASSIGNMENT OF A LEASEHOLD INTEREST IN SANDY SPRINGS GATEWAY, LLC PROJECT**
(PRESENTATED BY JIM WOODWARD, BOND COUNSEL)
- 5. OTHER BUSINESS**
 - A. SANDY SPRINGS INNOVATION CENTER UPDATE** *(PRESENTED BY LEVER STEWART, SANDY SPRINGS INNOVATION CENTER)*
 - B. ECONOMIC DEVELOPMENT UPDATE - 2020 CITY PROJECTS**
(PRESENTED BY ANDREA WORTHY, ECONOMIC DEVELOPMENT DIRECTOR)
- 6. ADJOURN**

Economic Development 2020 Projects

Sandy Springs Development Authority
January 9, 2020



SANDY SPRINGS™
GEORGIA

City Springs Hotel

Background

- The 2012 City Center Master Plan introduces the idea of a boutique hotel in the district
 - City Center would offer a unique setting for a boutique hotel because of its walkable, amenity rich environment.
- 2019 Council Retreat - City Springs: Phase II
 - Explore partnership opportunities for public-private partnership endeavor for boutique hotel near City Springs

Sandy Springs Visitor Profile Study (2018)

- Recommendation: Attract/build a hotel connected to City Springs
 - Lack of hotel space limits the number and type of events that can be held at City Springs
 - Meeting Planners prefer to accommodate their attendees onsite.
 - Connected hotel and walkable restaurants/retail would enable more out of town meetings and conferences to consider City Springs as a viable option.



Hotel Feasibility Study (2018)

- 125 upscale guest rooms
- Services and amenities commensurate with an upscale, full-service property and be affiliated with a nationally recognized soft brand and operated by an experienced professional management company
- Approximately 2,000 square feet of flexible indoor meeting space and could access to the PAC facilities through a mutually beneficial partnership.

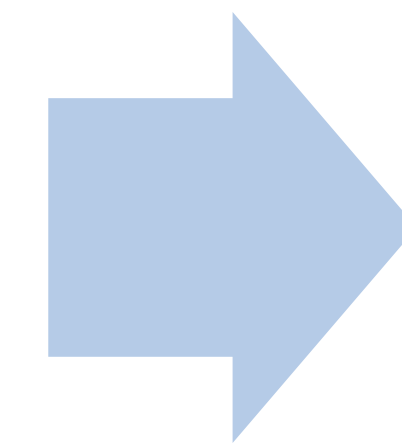


Stylish, residential design illustration

Process

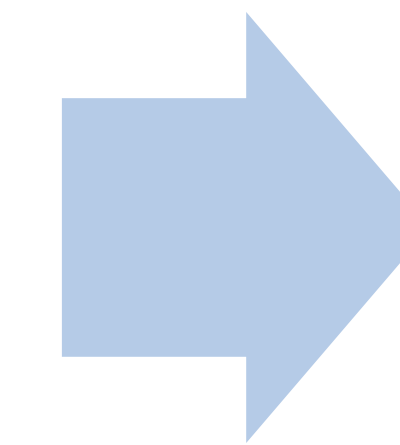
RFQ

Selecting a list of qualified developers from responses submitted



RFP

Qualified Developers will respond to an outline of more specific transaction terms and developer obligations for evaluation



Selection

City Council will make the final decision on the selection of a Master Developer and Project Team, following recommendation of the RFP Evaluation Committee



Estimated Timeline

EVENT	DATE
RFQC Released	January 15, 2020
RFQC Response Due Date	February 20, 2020
RFQC Evaluations Completed	March 5, 2020
RFP Released	March 9, 2020
RFP Proposal Due Date	March 26, 2020
Presentations/Interviews	April 9, 2020
Final Selection	May 2020

Subject to change

RFQ

- Hotel projects that meets community's vision and intent for development of the, as outlined in the City Center Master Plan
- Alternative mixed use development plans may be submitted for consideration, however it must address the primary desire to provide a hotel
- Developer will be required to identify the funding sources, including any required equity. The City is open to responses that consider all types of public-private partnership opportunities and financing alternatives, including taxable or tax-exempt financing or other powers pursuant to the Development Authorities Law (O.C.G.A. § 36-62-1, et seq.)

RFQ Evaluation Criteria

- Developer qualifications and experience
- Conceptual financial structure Financial history/stability
- Strength and demonstrated architectural and engineering design experience and capability to develop mixed-use projects in an urban setting
- Demonstrated construction experience
- Demonstrated financing experience
- Demonstrated ability to construct and operate a hotel or mixed-use project

Economic Development Strategy

Ecn Dev Strategy – RKG Associates

- Community Assessment
 - Analysis of industry and cluster targets
 - SWOT analysis
- Analysis of Current Programs, Services, and Partnerships
 - Complete a comparative analysis of the City against similar communities
 - Identify gaps in current services and recommend solutions
 - Provide recommendations for aligning the City's incentive programs with the goals and objectives
- Implementation Plan
 - Five (5) year strategic plan with implementation schedule identifying short-term (1 year) and long-term goals and milestones.
 - Cost estimates for successful implementation
 - Metrics that can be used to track progress

Internal Working Group

- Working Group will include individuals who are knowledgeable about the economic development needs of the City as a whole; will assist Staff and RKG Associates by participating in (5) session during the six-month project
 - Project Kickoff
 - Demographic and Market Findings; Goal Refinement
 - Target Industry Analysis; Goal and Objective Finalization
 - Implementation / Strategy Refinement
 - Final Presentation

North End Update

River Access

- Council awarded contract to Heath and Lineback Engineers to conduct a feasibility study for trails and access along the Chattahoochee River
 - Identify possible locations and methods to create access to the Chattahoochee River
 - Final plan is expected to include a comprehensive review of existing conditions, including land use and zoning, as well as obtaining preliminary approval from regulatory agencies, which govern those properties in the river corridor

River Access: Estimated Timeline

EVENT	DATE
Project Kickoff	December 2019
Stakeholder meetings / technical analysis	1Q 2020
Public meetings	Spring / Summer 2020
Drafts to Council	Fall 2020

Subject to change; public meetings to be coordinated with North End Conceptual Design Project

Conceptual Design Services

- Council awarded contract to TSW to develop conceptual plans on four (4) focus properties
 - **Former Loehmann's Plaza** (8610 Roswell Road), approximately 13 acres.
 - **Northridge Shopping Center** (8331-8371 Roswell Road), approximately 11 acres
 - **North River Shopping Center** (8765-8897 Roswell Road), approximately 13 acres
 - **Big Lots Center** (7300 Roswell Road), approximately 8.83 acres
- Three conceptual master plans for each of the (4) focus properties (totaling 12 plans)
 - Economic analysis based on market conditions must be included for each plan
 - Extensive public involvement and input
 - Consider how to add additional households within the district

Conceptual Plans: Estimated Timeline

EVENT	DATE
Project Kickoff	January 15
Stakeholder meetings	January - February
Initial public meeting	February TBD
Public open houses at sites	March / April TBD
Second public meeting	Summer TBD
Drafts to Council	Late Summer

Subject to change, based on January 15 internal planning meeting with TSW

North End Revitalization Committee

- Appointed by Mayor on 1/7; will work with Staff:
 - Address regulatory obstacles and create policy recommendations for Mayor and City Council consideration that will encourage mixed-use development projects within a North End Revitalization District
 - Assist outreach/engagement to the local and national development community to raise awareness of opportunities in the north end of Sandy Springs
 - Work with staff and selected consultants who may be working on various projects such as the River Access and the North End Design Study to provide comments on drafts, participate in design charrettes, listen to the community to ensure that the consultant teams are hearing from the broad community, and make recommendations on policy or regulatory or financial considerations necessary to implement team recommendations

