

Work Session of the Sandy Springs City Council was held on October 3, 2023 at 6:00 PM, Mayor Rusty Paul presiding.

I. Staff Discussion Items

Mayor Rusty Paul called the meeting to order at 6:00 p.m.

Ann Hanlon, Executive Director, Perimeter Community Improvement Districts (PCIDs) presented PCIDs rebranding initiative.

PCIDs Executive Director Hanlon said we worked with staff at the City of Sandy Springs, Dunwoody, and Brookhaven on the PCIDs branding initiative, and are providing Council an update and background information of how we got here.

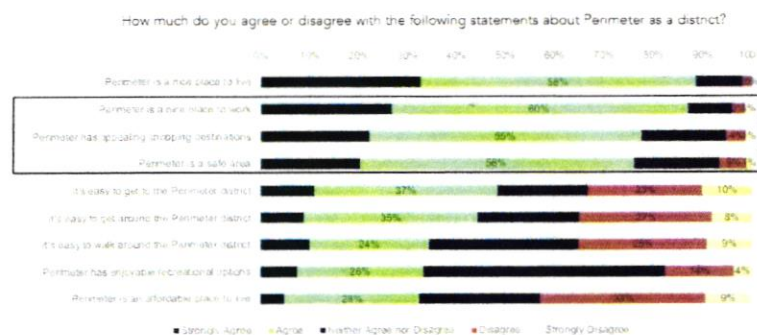
We have been monitoring the leasing rates in the Perimeter as they are down, and have done some public outreach, which includes a survey of all our property owners and property managers. There are two big problems we are facing in the Perimeter Market. The first is construction fatigue from the I-285 at SR-400 project which was supposed to be delivered in December 2019, and we are suffering because of it. Second, getting people back into the office after COVID has been a challenge, especially in the Perimeter Market.

Our Board of Directors recommended that our staff invest in marketing the Perimeter area. This is not marketing for the PCIDs, because this should be something that we are all sharing. The market itself needs a boost, especially as we are competing with other markets, namely The Battery Atlanta where we recently lost a couple of big tenants. These are some challenges, but there are positive things such as the area is considered safe and clean.

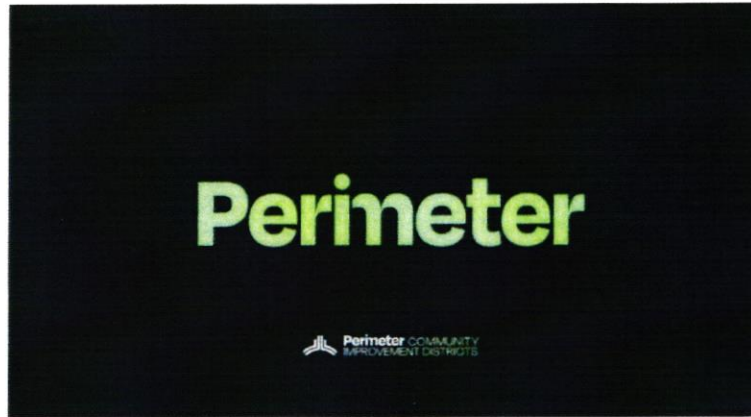
We created a new word brand for the Perimeter Market and would like feedback from this Council, the other two cities, and our Board of Directors on the draft form. We mainly want to drop Central or Center from the vernacular. Since the 1980s, this area has been referred to as Central Perimeter or Perimeter Center, and this is a fresh way to refer to it.

The following are survey results of perceptions of the Perimeter Market.

Perceptions of Perimeter



When we asked people to describe the Perimeter area in three words, as no surprise, traffic, busy, and congested were mentioned. This is not what we want people to associate with the Perimeter Market as it is mostly due to construction and traffic fatigue. Other words included clean, convenient, shopping, safe, and beautiful. This is the data we used to arrive at the new branding.

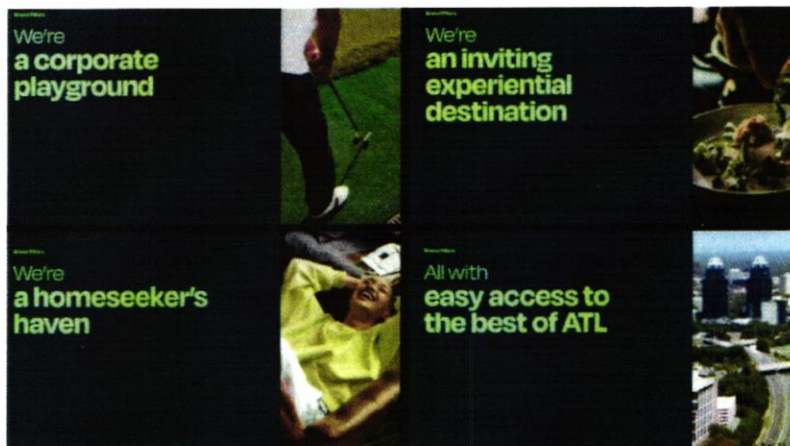


The Perimeter has never had its own logo or brand and we are starting from scratch. In marketing efforts to create the new brand, the rounded letters represent flowing traffic, and a dark green background with lime green letters create a clean and fresh font.

Councilmember Jody Reichel said the 'm' looks like 'n'.

PCIDs Executive Director Hanlon said this was mentioned before and will be reviewed. We are having a work session with Sandy Springs staff tomorrow and have also invited the other cities to participate.

The below are examples of social media campaigns and branding messages we would like to get out about the market, especially about easy access, and geared towards traffic and congestion. The corporate playground is a nod to some of the newer, bigger developments that are coming. On the DeKalb County side of the district, High Street is scheduled to open in January with the first phase, and the redevelopment of the old Gold Kist building at Campus 244, which will be a mixed-use development and is scheduled to open next year.



In targeting people with social media and multi-level marketing, we believe the perception of the market needs to be addressed with the following entities. Potential tenants would probably be number one, followed by Brokers. We want to ensure Brokers are marketing the Perimeter area, and working with Economic Development staff to get site selectors looking at the market. We lost two of our current tenants to the Cumberland area and we are looking out for others that may be doing the same.



Councilmember Andy Bauman asked who were the tenants that left?

PCIDs Executive Director Hanlon said Enterprise Rent-A-Car was one of the big ones lost. With people returning to work, there is a lot of post-COVID consolidation of space. All markets are facing this right now and are trying to retain tenants.

The following is the tagline we are considering. It is a nod to the corporate background of the Perimeter but also casting a positive light on the future.



The following shows branding with the word Perimeter, the watermark of the letter 'P', and color palette pairings.



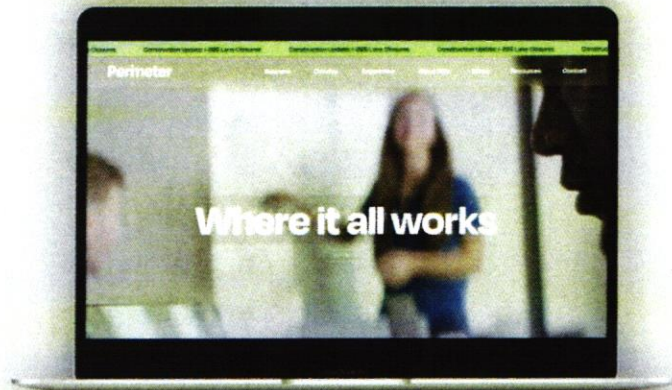
Color Palette | Pairings



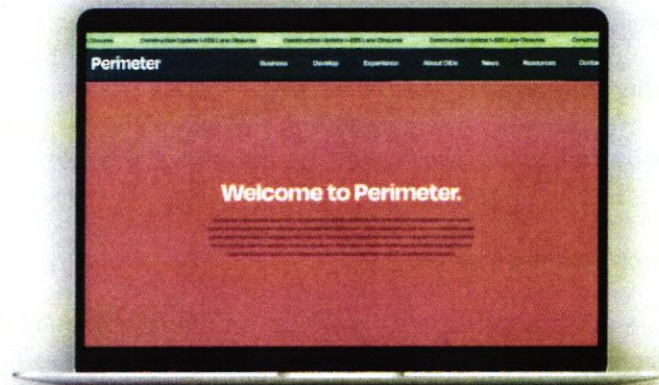
Councilmember Melissa Mular asked will the color palette be used interchangeably for different things?

PCIDs Executive Director Hanlon said the idea is that they would all be used interchangeably. The two greens for instance are business-like color schemes and may be used to target commercial tenants. Other color schemes are playful and may work best for with retail and entertainment entities.

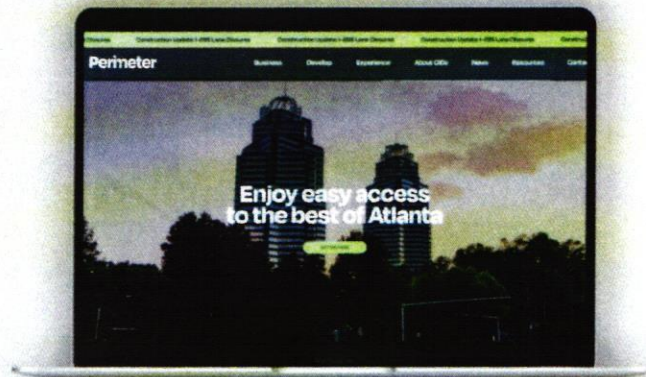
The following are examples of a website mock-up. This is not to compete with what anyone is doing, but this may be a landing page that could be linked out to everyone from this site.



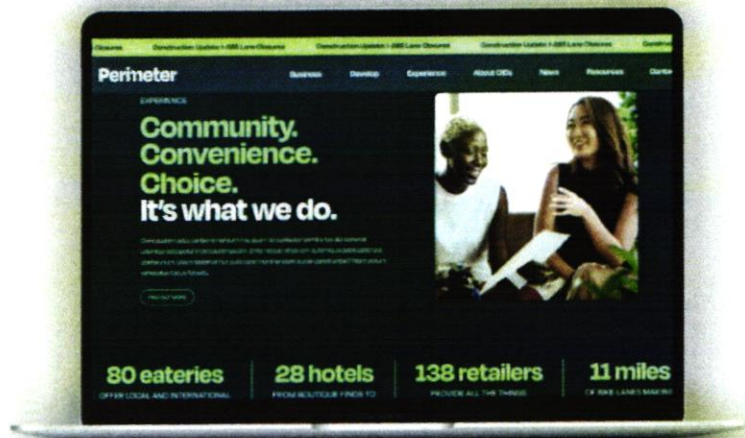
1 PAGE



HOME PAGE



We will partner with retailers, hotels, and restaurants to direct people if they are in the area and want to see what the options are.



Councilmember Mular asked is this a totally new website?

PCIDs Executive Director Hanlon said yes.

Councilmember Mular asked will it be linked to the cities of Sandy Springs, Brookhaven, and Dunwoody?

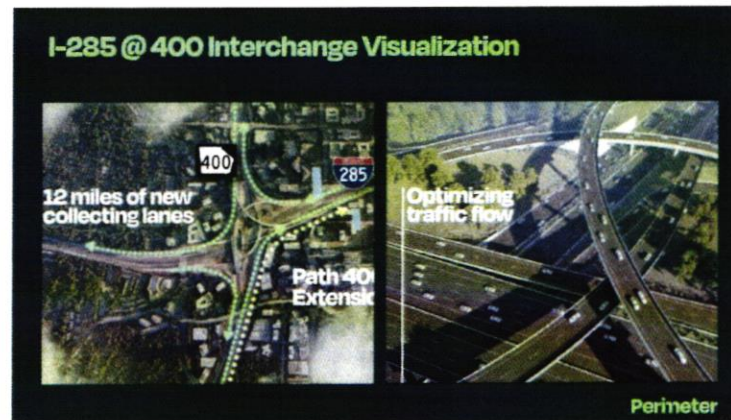
PCIDs Executive Director Hanlon said yes.

The following page would direct people to city websites and all regional partners, and is a platform for everyone working together to cast a fresh light on what Perimeter is.

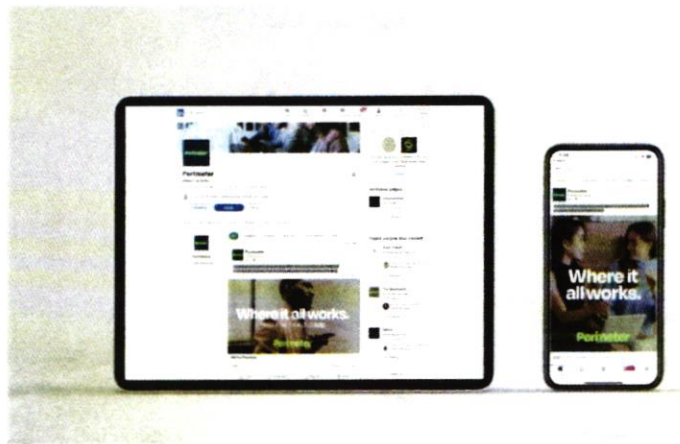


One element of the website will describe the I-285 SR-400 Interchange Project itself, as we have struggled with how to explain the project to tenants and property owners. It is a big and confusing project. A YouTube video from 2014 is available, but the project has changed a lot since then. In the

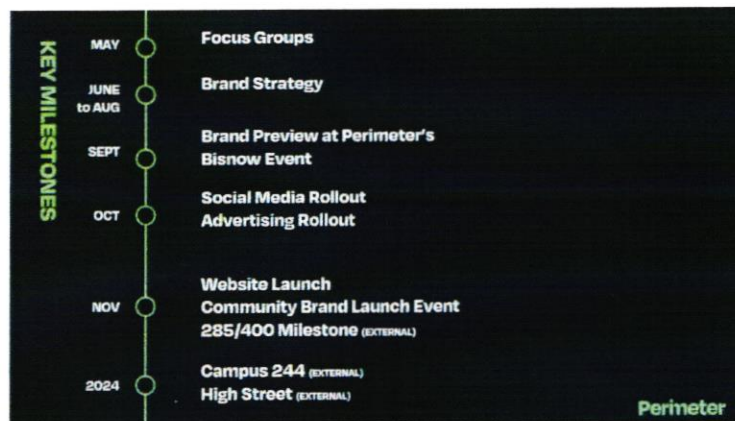
scope of work for our marketing firm, we are creating a visualization tool which is a fly-through video of what the new interchange is going to look like and may include a QR code and a fictitious traffic reporter. Our property managers want something quick and easy to show someone what is going on and what it will look like when finished. Hopefully that is what we will have at the end of this process.



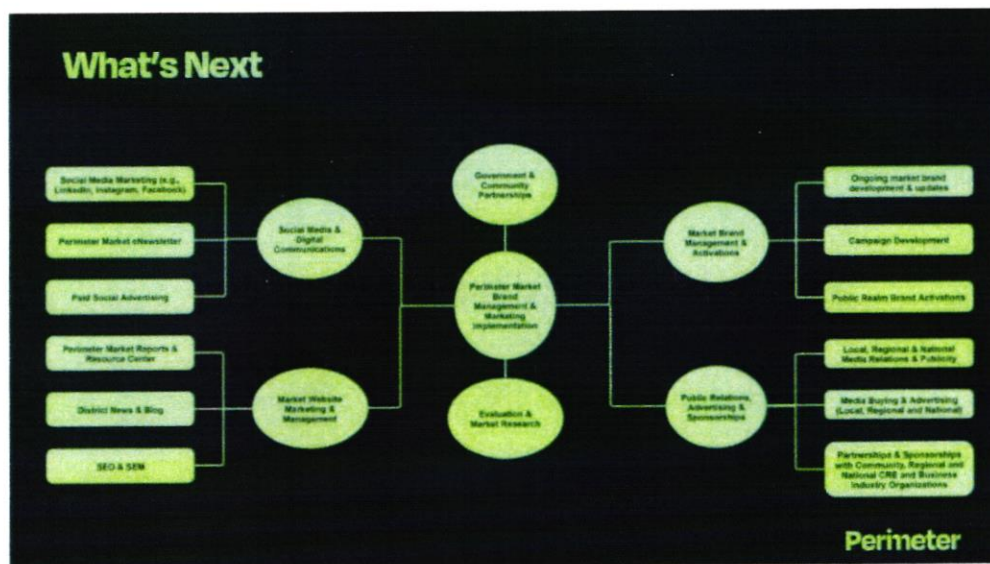
Our plan is for the social media campaign to start by December. According to DOT, the interchange should be significantly complete sometime next year, but we believe the market is in a place where we need to do a positive push before the interchange is complete.



The following are key milestones.



The following are the technical details that we are going to be working through with staff in Sandy Springs and the other two cities. This includes search engine optimization to track where people land on our page, social media, and more.



This is a work in progress, and we are asking for Council feedback. We are facing serious headwinds in the office market, and it is something we want to be aware of and discussing together, because we are watching what is happening in our own buildings and other markets. It will help us all to work together and promote a good, clean, and safe Perimeter area.

Councilmember Mular asked can people ask a question through a form on the website and receive an answer?

PCIDs Executive Director Hanlon said yes. This is also available on our current website.

Mayor Rusty Paul thanked **PCIDs Executive Director Hanlon** for her presentation. We must get some

excitement to re-energize the Perimeter Market because the Battery Atlanta is where everybody wants to be. It is vital to the economic well-being of Sandy Springs, Dunwoody, Brookhaven, and the entire metro Atlanta region. The great thing about the Perimeter is it is easy for everybody to meet, though there is construction fatigue and the absence of bridges. This presentation is not going to fire anybody's imagination and it does not excite me. Accessing the best of Atlanta got me a bit excited but, we are not injecting a lot of energy into the image. There is a timeline and money has been spent, but I would rather get it right than move it out too quickly.

PCIDs Executive Director Hanlon said we want to get people excited and appreciate this feedback.

Councilmember John Paulson said there are forces beyond your control and what market effort is going to do. Why are people leaving the Perimeter Market to go somewhere else? The buildings that were 95% occupied, and are now 50% occupied, did those people go somewhere else, or are they just not going to work anymore? I am suggesting you do not focus on the two that left, when the bigger problem may be getting people interested in coming back here.

Mayor Rusty Paul said I know more who are thinking about leaving because they and their employees are tired of dealing with the construction.

Councilmember Paulson said the pain is almost over, and there are many appealing things about the Perimeter area including restaurants and shops. The number of people that came to the Perimeter area every day to work or shop is staggering. Let us not overreact to the companies leaving unless we know the reason why. Our focus should be the assets.

Councilmember Reichel said the Perimeter area should be defined more clearly and I will share my ideas in email.

Mayor Paul said with The Battery Atlanta, people want to go there and hang out. Many people there during baseball games never go into the stadium but are there for the ambiance. There are no exciting new restaurants that have come into the Perimeter area in a while, and we need to focus on how to make this place enticing. We must figure out how to make the area where people want to work and hang out, and this was not addressed tonight.

PCIDs Executive Director Hanlon said we keep repeatedly hear the word experiential and that is exactly what you are saying.

Mayor Paul said the focus should not be recruiting big companies though this is what fills up office spaces. To make those employees want to come back, you must create some small companies, such as restaurants and shops that are exciting, different, and cannot be found anywhere else.

Councilmember Reichel said we should bring new developments where people get excited, and consider some redevelopments such as Dick's Shopping Center.

PCIDs Executive Director Hanlon said the Georgia City-County Management Association (GCCMA) is having their conference in the Perimeter area and one panel is called Fifty Years of Perimeter to recognize Perimeter Mall, the Gold Kist building, and other fifty-year anniversaries. Collectively, we recognize it is time for a refresh, and we have a good team of partners who want to work together.

Councilmember Mular said this feels more corporate than creative and is like paging through a binder. I

am not sure how to target all the things that Mayor and Council have said.

PCIDs Executive Director Hanlon said thank you for this feedback.

Councilmember Bauman asked can Council receive a separate update on all the incentives that are within our policy control?

Kristin Byars Smith, Assistant City Manager, said we are reviewing the incentives and will provide an update to Council.

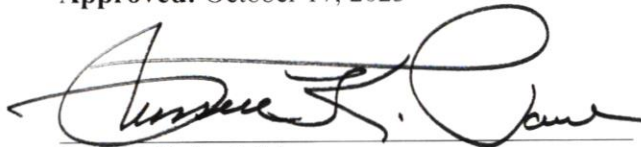
PCIDs Executive Director Hanlon said although we do not have incentives or economic development, we will work with the cities on these updates. Right now, we should collectively agree that we need to cast a fresh vision. We will support whatever the City of Sandy Springs decides to do.

Mayor Paul said the right kind of redevelopment will help the Perimeter. The City of Sandy Springs is dependent economically upon that area from a tax-based perspective and will be actively involved.

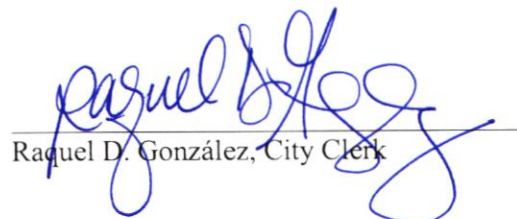
II. City Council Discussion Items

There being no further business, the meeting adjourned at 6:31 p.m.

Approved: October 17, 2023



Russell K. Paul, Mayor



Raquel D. González, City Clerk