



# APPENDICES

October 2022





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# A. REPORT OF ACCOMPLISHMENTS 2017-2022



## The City has been busy since the 2017 adoption of the Next Ten!

The Report of Accomplishments is an account and explanation of all the projects listed in the Community Work Program in the 2017 Next Ten. The projects are identified with the following terminology:

- Items are labeled **Completed** that have been finished within the 5-year reporting period prior to this Next Ten 5-year update.
- items are labeled **Underway** that have been initiated or had partial progress made as of the end of the 5-year reporting period prior to this Next Ten 5-year update. They have been carried over into the new 5-year reporting period for this Next Ten 5-year update.
- Items are labeled **Postponed** that are still priorities for the community and have been carried over into the new 5-year reporting period for this Next Ten 5-year update.
- Items are labeled **Cancelled** that will not be carried over into the new 5-year reporting period for this Next 5-year reporting period for this Next Ten 5-year update.



City Springs



City Springs

## Land Use & Community Character

- Created the Sandy Springs Development Code
  - › Regulated infill within existing residential neighborhoods
  - › Enhanced land use transitions and buffers
  - › Created development tools to facilitate compact connected and walkable redevelopment
- Implemented a comprehensive zoning update for the City
- Purchased property for Fire Station 5 and reconstructed Fire Station 2
- Roswell Road Access Management Plan is underway
- Roswell Road/Grogans Ferry Intersection improvement project is underway to implement vision for the Roswell Road Boulevard
- Enhanced the City's Streetscape requirements
- Sandy Springs Art in Public Places Plan

## Transportation

- Constructed 8.72 miles of sidewalk between 2017 and 2021
- The City has implemented 6 projects from the 2016 consolidated CIE list and several other projects are under construction
- The Roswell Road Access Management is under development

## Housing

- Completed a Housing Needs Assessment
- Established height incentives within the Sandy Springs Development Code to encourage affordable housing units
- Established Economic Development incentive policy for affordable housing
- Created new development patterns within the Sandy Springs Development Code to encourage more diverse housing types

## Economic Development

- Completed a Strategic Economic Development Plan
- City Springs Master Plan Update is in process
- Completed the North End conceptual design study to envision redevelopment opportunities in underutilized shopping centers

## Green Space, Natural Systems & Sustainability

- Completed a comprehensive update to the Recreation and Parks Master Plan
- Completed the Trail Master Plan. Construction anticipated to begin on the first segment in 2022
- Acquired property adjacent to Allen Road Park and along the River at Island Ferry
- Completed Riverfront Vision Plan to develop a strategy to improve access to the Chattahoochee River
- Conducted tree inventories on city-owned properties and established an ongoing partnership with Trees Atlanta to plant on public property and provide free front yard trees to City residents
- Recognized as a Tree City of the World
- Increased the City's Atlanta Regional Commission Green Communities certification level from Silver to Gold

# LAND USE AND COMMUNITY CHARACTER

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>A. PROTECT AND ENHANCE NEIGHBORHOOD CHARACTER AND QUALITY OF LIFE</b>				
LU-A2.1	Conduct detailed study of approaches to regulating residential infill within existing single-family residential neighborhoods.	COSS Community Development / CodeStudio	Completed	Sandy Springs Development Code adopted 8/15/2016.
LU-A2.2	Prepare and adopt development regulations to management residential infill and land use transitions, as part of creation of a Sandy Springs Development Code.	COSS Community Development / CodeStudio	Completed	Sandy Springs Development Code adopted 8/15/2017.
LU-A3.1	Prepare rollout plan and communications plan for new code after the Sandy Springs Development Code is adopted.	COSS Community Development / Communications	Completed	
LU-A3.2	Prepare new applications, checklists, instructions, and user guides after the Sandy Springs Development Code is adopted.	COSS Community Development	Completed	P&Z Applications updated annually, Community Development GIS updated as needed.
<b>B. CREATE COMPACT, WALKABLE AREAS WITH A MIX OF USES</b>				
LU-B1.1	Establish zoning tools to facilitate compact, mixed-use redevelopment where appropriate (as part of Sandy Springs Development Code).	COSS Community Development / CodeStudio	Completed	Sandy Springs Development Code adopted 8/15/2017.
LU-B1.2	Revise development regulations to facilitate compact, connected and walkable redevelopment (per Small Area Plan design standards and as part of Sandy Springs Development Code).	COSS Community Development / CodeStudio	Completed	Sandy Springs Development Code adopted 8/15/2017.

# LAND USE AND COMMUNITY CHARACTER

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>C. CREATE A SERIES OF INTERCONNECTED CENTERS, DESTINATIONS, AND UNIQUE PLACES</b>				
LU-C1.0	As part of a Sandy Springs Development Code, create new zoning to implement small area plan recommendations for Roswell Road, Perimeter Center, MARTA station areas, and Powers Ferry as well as subsequent phases of City Springs Development.	COSS Community Development / CodeStudio	Completed	Sandy Springs Development Code adopted 8/15/2017; new Zoning Map amended 4/17/2018.
LU-C1.1	Rezone parcels identified as redevelopment nodes along Roswell Road.	COSS Community Development / CodeStudio	Completed	Sandy Springs Development Code adopted 8/15/2017; new Zoning Map amended 4/17/2018.
LU-C1.2	Fund and prepare a Market and Feasibility Study for clusters of parcels identified as redevelopment nodes in the Roswell Road Small Area Plan.	COSS Economic Development	Completed	North End Conceptual Design Study focused on four underutilized shopping centers along Rowell Road. Other redevelopment nodes from the SAP have not been prioritized at this time.
LU-C1.3	Update City Center LCI Master Plan (5 year update due 2017).	COSS Community Development	Completed	5 Year LCI Update: City Springs District (Formally City Center) adopted 1/16/2018.
LU-C1.4	Update Roswell Road LCI Master Plan (10 year update due 2018).	COSS Community Development	Completed	5 Year LCI Update: Roswell Road Corridor adopted 1/16/2018.
LU-C2.1	Fund and prepare a Market and Feasibility Study for clusters of parcels identified as redevelopment sites in the Perimeter Center Small Area Plan.	COSS Economic Development	Cancelled	Not prioritized at this time .
LU-C2.2	Conduct a design study to explore feasibility of GA 400 overbuild, as recommended in the Perimeter Center Small Area Plan.	COSS Public Works / Recreation and Parks in coordination with PCID and GDOT	Postponed	This item was postponed due to the GDOT work in the immediate area.
LU-C2.3	Update Perimeter Center LCI Master Plan (5 year update due 2017).	COSS Community Development	Postponed	PCIDs updated LCI in 2017, but the City did not take action on it at the time.



# LAND USE AND COMMUNITY CHARACTER

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>C. CREATE A SERIES OF INTERCONNECTED CENTERS, DESTINATIONS, AND UNIQUE PLACES (continued)</b>				
LU-C3.1	Prepare public/private strategy for TOD at stations in partnership with MARTA.	COSS Community Development	Postponed	Not prioritized at this time.
LU-C3.2	Issue RFPs for the preparation of detailed concept plans for the existing North Springs and future Northridge MARTA station areas.	COSS Community Development	Cancelled	A station at Northridge is no longer under consideration in MARTA's BRT project.
LU-C3.3	Work with MARTA to create detailed concept plans for the existing North Springs MARTA station area, including enhanced pedestrian and bicycle access to the station.	COSS Community Development / MARTA	Postponed	Not prioritized at this time.
LU-C3.4	Work with MARTA to create detailed concept plans for the future Northridge MARTA station area, including enhanced pedestrian and bicycle access to the station from surrounding and commercial areas, including integration of the PATH400 trail into the station area.	COSS Community Development	Cancelled	A station at Northridge is no longer under consideration in MARTA's BRT project.
LU-C4.0	Study and plan locations for replacement of fire stations 1, 2 and 4, as well as replacement of the Panhandle satellite station.	Fire / Administration	See below LU-C4.1 through LU-C4.4	See below LU-C4.1 through LU-C4.4.
LU-C4.1	Study and plan location for replacement of Fire Station 1.	Fire / Administration	Completed	620 Morgan Falls road purchased in 2020 to house Fire Station 1.
LU-C4.2	Study and plan location for replacement of Fire Station 2.	Fire / Administration	Completed	Grand Opening Fall 2022.
LU-C4.3	Study and plan location for replacement of Fire Station 4.	Fire / Administration	Postponed	Future funding plan in the Five Year Capital Improvement Plan for FY24-27.
LU-C4.4	Study and plan location for replacement of Fire Station 5 (Panhandle Satellite Station).	Fire / Administration	Completed	Property is purchased. Construction award anticipated Fall 2022.

# LAND USE AND COMMUNITY CHARACTER

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>D. ENHANCE THE CHARACTER AND IMAGE OF MAJOR CORRIDORS</b>				
LU-D1.1	Create a Roswell Road Urban Boulevard Streetscape Design and Implementation Plan, per Roswell Road Small Area Plan, to advance Roswell Road urban boulevard implementation. Study to include right-of-way survey and acquisition needs, phasing options for engineering and construction, and design plans to a suitable level of completion for project programming.	COSS Public Works / Community Development in coordination with GDOT	Completed	The Roswell Road Access Management Plan is underway and expected to be adopted in October 2022. This plan will be the next step in the process in developing better access management that is an element of the urban boulevard vision. There are several projects on Roswell Road that are incorporating streetscape and access management improvements at certain locations.
LU-D1.2	Begin right-of-way and/or easement acquisition for Roswell Road urban boulevard, where needed.	COSS Public Works	Completed	Roswell Road/Grogans Ferry intersection project has acquired ROW/easement for streetscape and access management for intersection project. It does include the entire corridor. This project only addresses improvements at one intersection along the corridor. Additional actions to follow with completion of LU-D1.1.
LU-D1.3	Implement streetscape design and construction by road segment along Roswell Road urban boulevard, where sufficient right-of-way is available, as recommended in the Roswell Road Small Area Plan. The streetscape will include sidewalks, landscape buffers, and sidepaths.	COSS Public Works	Underway	Roswell Road/Grogans Ferry intersection project is under construction for streetscape and access management for intersection project. This project only addresses improvements at one intersection along the corridor. Additional actions to follow with completion of LU-D1.1.
LU-D1.4	Apply for available funding sources for Roswell Road urban boulevard implementation, such as LCI implementation funds for City Springs section and Transportation Alternatives (or successor) funding. Consider state infrastructure bank (GTIB) grant/loan program as well as federal surface transportation/safety funds.	COSS Public Works	Completed	City has submitted an application for 2021 TIP Solicitation for the Roswell Road North Boulevard Project (between Chattahoochee River and Dunwoody Place) to implement an urban boulevard in the North End.

# LAND USE AND COMMUNITY CHARACTER

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>D. ENHANCE THE CHARACTER AND IMAGE OF MAJOR CORRIDORS (continued)</b>				
LU-D1.5	Prepare Peachtree-Dunwoody Road urban boulevard and greenway detailed design plan, as recommended in the Perimeter Center Small Area Plan.	COSS Public Works / Community Development in coordination with PCID	Completed/Cancelled	<p>In conjunction with PCIDs, bike and pedestrian improvements are programmed on Peachtree Dunwoody Road between Lake Hearn Drive NE and Hammond Dr and a side path project is programmed for Peachtree Dunwoody Road between Hammond Drive and Mt. Vernon Highway. The Perimeter Center Small Area Plan strived to enhance mobility options, which the designed bike and pedestrian improvements are complete per this activity.</p> <p>The cancelled portion of this activity is the portion of the Perimeter Center Small Area Plan that calls for technological and environmental interventions, like building-mounted signage, community kiosks, and bioswales, which were deemed infeasible at this time due to right-of-way and budgetary limitations.</p>
LU-D1.6	Implement Peachtree-Dunwoody urban boulevard and greenway as per detailed design.	COSS Public Works	Cancelled	Task dependent on completion of LU-D1.5.
LU-D1.7	Evaluate Tree Fund to adequately provide funding for street trees, plantings, and maintenance.	COSS Recreation and Parks	Completed	Conducted tree assessments for parks and rights-of-way. Established tree fund accounts for invasive removal, maintenance, planting, etc.
LU-D2.1	Partner with Art Sandy Springs to create a public art plan.	COSS Community Development	Completed	Sandy Springs Art in Public Places Plan adopted 10/6/2020.
<b>E. CREATE A SANDY SPRINGS DEVELOPMENT CODE TO ALIGN WITH AND IMPLEMENT THE COMPREHENSIVE PLAN</b>				
LU-E1.1	Create and adopt a Sandy Springs Development Code that enhances the design quality of development citywide and effectively implements the planning priorities articulated in the Comprehensive Plan and associated small area plans.	COSS Community Development	Completed	Sandy Springs Development Code adopted 8/15/2017.

# TRANSPORTATION

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>A. BETTER MANAGE VEHICULAR TRAFFIC DEMAND TO ENCOURAGE THE USE OF ALTERNATIVE MODES</b>				
T-A1.1	Prepare PCID parking study to include management area feasibility assessment. • Establish study boundary for parking management district and conduct feasibility assessment; establish district through ordinance in partnership with MARTA. • Update zoning requirements to incorporate parking management.	COSS Community Development / Public Works / Partner Cities	Cancelled	Not prioritized at this time.
T-A2.1	Conduct a survey in partnership with PCID/Perimeter Connects and ARC to identify barriers to greater TDM use within the Perimeter district.	COSS Community Development / Public Works	Cancelled	PCID partners with Perimeter Connects to address TDM use within Perimeter. No City action needed at this time.
T-A2.2	Prepare wayfinding plan for Medical Center area with cost estimates for design and fabrication.	COSS Community Development / Public Works	Completed	A wayfinding plan for the Medical Center area was completed in 2021 in conjunction with Medical District Safety Study. More detailed cost estimates needed for implementation.
T-A2.3	In partnership with PCID, design sign packages and secure locations for wayfinding installation in the Perimeter Center business district.	COSS Community Development / Public Works	Completed	Citywide Wayfinding Plan (2020) implementation in progress which includes the Perimeter Center district.
T-A2.4	In partnership with PCID, fabricate and install wayfinding system from Item T-A2.3; conduct evaluation of performance and effectiveness of the wayfinding system.	COSS Community Development / Public Works	Underway	Citywide Wayfinding Plan (2020) implementation in progress which includes the Perimeter Center district.
T-A2.5	Develop and adopt a formal process for permitting private construction efforts and managing/correlating city construction projects to reduce traffic impacts, best accommodate access, and reduce safety concerns.	COSS Community Development / Public Works	Completed	Public Works' projects are vetted through the planning process that emphasizes safety and mobility. All Public Works projects are formally reviewed through the City's LDP process.  Private construction efforts are coordinated with Public Works to ensure consistency with city projects.

# TRANSPORTATION

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>B. EXPAND MOBILITY OPTIONS</b>				
T-B1.1	Identify locations, develop cost estimates for, and install three bicycle parking and service hubs (referred to in PCIDs Bicycle Implementation Strategy as ‘Spoke-Point Pavilions’) in key Perimeter Center locations.	COSS Public Works	Cancelled	Not prioritized at this time.
T-B1.2	Design, prepare cost estimates and secure ROW for MARTA North Springs Station pedestrian bridge across Georgia 400, coordinating with construction schedule for I-285/GA 400 interchange project. 2019: Design 2020: ROW 2021: Target construction year.	COSS Public Works	Cancelled	This project has been removed. The GDOT SR 400 Express Lanes project would preclude a bridge across SR 400 at this location.
T-B1.3	Amend Capital Improvement Program to incorporate priority projects identified in Last Mile Connectivity Study.	COSS Public Works	Completed	Two last mile connectivity projects were added to 2016 TSPLOST list.
T-B1.4	Work with MARTA to identify a preferred alignment for the PATH 400 trail extension relative to a new rail station location at Northridge Road.	COSS Public Works	Cancelled	A station at Northridge is no longer under consideration in MARTA's BRT project. A trail study is part of the TMP 10 year program.
T-B2.2	Add short-term bicycle parking in the City Springs/City Center Master Plan area. Short-term bicycle parking is defined as open racks placed in street right-of-way adjacent to sidewalks, near building entrances, and in easily accessible locations inside parking structures, lots, and stations in the broader City Springs district. Provide a target of 200 spaces.	COSS General Fund	Completed	Bicycle parking installed with City Springs campus development.

# TRANSPORTATION

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>B. EXPAND MOBILITY OPTIONS (continued)</b>				
T-B2.3	Implement Sidewalk Master Plan	COSS Public Works	Underway	Sidewalk Master Plan is implemented through current CIP and TSPLOST projects. \$12 million was approved for sidewalk projects in the 2021 TSPLOST. 8.72 miles of sidewalk have been constructed between 2017 and 2021, excluding those projects constructed at City Springs.
T-B2.4	Perform Vision Zero study and develop plan to reduce fatalities and serious injury crashes within the city to zero by 2020.	COSS Public Works	Cancelled	The City has completed an annual analysis focused on the highest crash locations in the City and locations that have a higher occurrence of fatal and severe crashes. To address these locations, several studies have developed projects that reduce the potential for future fatal and severe crashes including Medical District Safety study, Abernathy and Roswell Road Safety Study, North End Safety Study (underway), Roswell Road Access Management Plan (underway), and Transportation Master Plan. Reducing fatal and serious injury crashes is a complex challenge at the local, regional, state and federal level and it takes more than a few years to achieve. While reducing these types of crashes has become a priority at all levels of government in the past few years, the nation is still seeing an annual increase in these types of collisions.

# TRANSPORTATION

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>B. EXPAND MOBILITY OPTIONS (continued)</b>				
T-B3.1	Prepare east-west transit feasibility and ridership demand study in partnership with Cobb County (first phase of an overall study approach for management of personal mobility on this corridor; second phase is in Action Item T-C2.1).	COSS Public Works / Cobb Community Transit / MARTA / GRTA	Completed	Cross County Commuter Strategies Tech Memo was completed March 2018. Several TDM and zoning recommendations were made to manage travel demand as population and employment grows in the areas. This effort involved COSS only; it did not include Cobb County, MARTA, and GRTA.
T-B3.2	Prepare operations and feasibility study for transit service based on recommendations of COSS-led Phase I Last Mile Connectivity Study to be completed in 2016.	COSS Public Works / PCIDs / Cities of Brookhaven and Dunwoody	Completed	The Mount Vernon Hwy Transit Feasibility Study was completed in 2018. Next steps were identified if the City desired to move forward with providing transit service. This effort involved COSS only; it did not include PCID, City of Brookhaven, and City of Dunwoody.
T-B3.3	Conduct feasibility study for short-term I-285 transit with stops in the City Springs and Powers Ferry areas. This is intended as a means of promoting mobility options to and from the Cumberland/Galleria area and SunTrust Park.	COSS Community Development / Public Works	Completed	Brookhaven led and completed the I-285 Top End Bus Rapid Transit Feasibility Study in 2019. MARTA is currently reviewing connections from Sandy Springs to Cumberland/Galleria through their current Bus Network Redesign study.

# TRANSPORTATION

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>B. EXPAND MOBILITY OPTIONS (continued)</b>				
T-B4.1	Develop Citywide Street Design Standards as part of Sandy Springs Development Code to complement Small Area Plan and Next Ten Street Typology framework.	COSS Community Development / Public Works	Completed	Citywide cross section based on the Street Typology framework and construction requirements were adopted in the City's Technical Manual in 2017.
T-B4.2	Adopt City Complete Streets Policy to accommodate all users with context-sensitive street designs.	COSS Community Development / Public Works	Postponed	Complete Streets Policy has not been adopted. TMP included recommendation to formalize current complete street efforts into formal policy.
T-B4.3	Conduct a planning study of potential locations for access consolidation, with outreach to community members and property owners.	COSS Community Development / GDOT	Underway (See CWP: T-B4.3)	This project is referring to the Roswell Road Access Management Plan which is underway and expected to be adopted in October 2022. (See CWP: T-B4.3)
T-B4.4	Adopt access management policy based on Roswell Road Small Area Plan.	COSS Public Works / GDOT	Underway (See CWP: T-B4.3)	Roswell Road Access Management Plan is underway and expected to be adopted in October 2022. Interparcel access requirements included with the Development Code adopted 08/15/2016. (See CWP: T-B4.3)



# TRANSPORTATION

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>C. IMPROVE EAST-WEST MOBILITY</b>				
T-C2.1	Begin use of mesoscopic model, originally developed in 2015 to help determine extents of impacts by developments on a localized scale.	COSS Public Works; COSS Community Development	Cancelled	Not prioritized at this time.
T-C3.1	Prepare feasibility study for Abernathy-Johnson Ferry Managed Lane corridor (second phase of an overall study approach for management of personal mobility on this corridor; first phase is in Action Item T-B3.1.	COSS Public Works	Cancelled	Removed from consideration during the analysis and evaluation process of the TMP.
T-C4.1	Complete necessary right-of-way acquisition on Hammond Drive corridor between Roswell Road and Glenridge Drive.	COSS Public Works	Underway	ROW acquisition is underway. 30 parcels have been acquired.

# TRANSPORTATION

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>D. INTEGRATE LAND USE CONTEXT AND TRANSPORTATION FUNCTION</b>				
T-D1.1	Adopt Street Design Standards (per Action TB-4.1) as part of the Sandy Springs Development Code and integrate into the development review process.	Mayor and Council / COSS Community Development	Completed	Sandy Springs Development Code adopted 8/15/2016.
T-D2.1	Establish criteria for traffic calming program based on Street Typology and streets prone to cut-through traffic and traffic traveling at neighborhood-inappropriate speeds; prepare cost estimates for projects.	COSS Public Works	Cancelled	Traffic Calming program applies only to neighborhood (local) streets and has established criteria. Traffic calming projects are evaluated when requested by a neighborhood. Cost estimates are prepared for recommended solutions.
T-D2.2	Develop a signage and wayfinding plan for managing traffic on surface streets in the Powers Ferry area that may be connecting to Cobb County via Powers Ferry Road or Interstate North Parkway.	COSS Public Works in partnership with GDOT	Completed	COSS Economic Development created a Citywide Wayfinding Plan in 2020 which includes, wayfinding in the Powers Ferry area. The City is also working the GDOT to develop City branding on bridges over I-285.
T-D3.1	Implement improved developer tools to streamline private infrastructure delivery with public delivery through Capital Improvement Program.	COSS Public Works / Community Development	Cancelled	Not prioritized at this time.
T-D3.2	Create guidelines for performing and reporting transportation impacts, including acceptable methodologies, thresholds for impacts, and mitigation measures. Potentially include new regulations such as adequate facilities and establish performance metrics.	COSS Community Development	Cancelled	Not prioritized at this time.
T-D3.3	Invest in software and knowledge base resources to increase City staff analysis capabilities for better reviewing projects and carrying out analysis.	COSS Public Works	Completed	City provides ArcGIS, AutoCAD, synchro, Nitro and traffic management center software to carry out analysis and review projects.

# TRANSPORTATION

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b><i>E. INCREASE CONNECTIVITY IN THE STREET AND MOBILITY NETWORK</i></b>				
T-E2.1	Implement short-term priority projects from consolidated CIP/CIE.	COSS Public Works	Underway	The City has implemented some of projects from the 2016 consolidated CIE list. Several other projects are under construction.

# HOUSING

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>A. PRESERVE ESTABLISHED SINGLE-FAMILY NEIGHBORHOODS</b>				
H-A1.1	Implement measures to preserve established single-family neighborhoods.	See LU-A2.1 - LU-A2.2 in "Land Use and Community Character" Work Program	Completed	Adopted with the Sandy Springs Development Code.

# HOUSING

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>B. PROVIDE MORE QUALITY HOUSING AND OFFER A GREATER RANGE OF HOUSING CHOICES</b>				
H-B1.1	Adopt a workforce housing definition and policy. Analyze options and prepare a white paper, including financial feasibility.	Mayor and Council / COSS Community Development	Completed	Conducted Housing Needs Assessment.
H-B1.2	As part of Sandy Springs Development Code, establish zoning to encourage both more housing and a greater range of housing choices, including workforce housing.	See LU-E1.1 in “Land Use and Community Character” Work Program	Completed	Sandy Springs Development Code includes a range of housing choices and provides bonus height incentives for workforce housing.
H-B1.3	Adopt a workforce housing ordinance specifying the number / percentage of units to be set aside as workforce housing and the size of projects to which this requirement applies.	Mayor and Council / COSS Community Development	Cancelled	Shifted focus to incentivizing the inclusion of workforce housing units via the creation of bonus height incentives in appropriate zoning districts.
H-B1.4	Prepare update to the City’s Consolidated Plan per HUD requirements. Include housing resources program as part of update.	COSS Community Development	Completed	Maintained focus on sidewalk and connectivity accessibility at this time.
H-B3.1	Provide resources and assistance to encourage the redevelopment of older apartment complexes to include greenspace, small-lot, cottage style single family homes, and other owner occupied housing where feasible.	Mayor and Council / City Manager’s Office / COSS Community Development	Cancelled	Shifted focus to redevelopment of underutilized shopping centers.

# HOUSING

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>C. INCORPORATE RESIDENTIAL USES IN MIXED-USE AREAS</b>				
H-C1.1	As part of the Sandy Springs Development Code, establish zoning to encourage inclusion of residential uses as part of mixed-use redevelopment in applicable character areas.	See LU-E1.1 in “Land Use and Community Character” Work Program	Completed	Residential uses included as part of mixed-use redevelopment in applicable character areas and zoning districts in the Sandy Springs Development Code.

# ECONOMIC DEVELOPMENT

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>A. BUILD ON SANDY SPRINGS' ECONOMIC SUCCESS</b>				
ED-A1.1	Conduct an annual assessment of progress toward achieving the objectives identified in the 2012 Economic Development Plan.	COSS Economic Development	Cancelled	This project was canceled and replaced by another project. ED staff completed a consultant-led Strategic Economic Development Plan in 2020 as a new and 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).	COSS Community Development	Completed	Sandy Springs Development Code adopted 8/15/2017.
ED-A1.3	Continue to promote the City Springs District and recruit businesses to this area.	COSS Economic Development	Underway	This task is ongoing. The City Springs district continues to be a popular area for business and residents to locate. City staff is currently working with Pond as the lead consultant on a 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.	COSS Economic Development	Complete	This program is 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. We did not reapply.
ED-A1.5	Actively coordinate economic development activities with regional partners through networking activities, annual events and other activities.	COSS Economic Development, in coordination with regional partners, as identified in policy ED-A2	Underway	Economic Development staff continue to work collaboratively with local and regional partners on strategic economic development activities.

# ECONOMIC DEVELOPMENT

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>B. PROMOTE ECONOMIC DEVELOPMENT THROUGH TARGETED REDEVELOPMENT AND A GREATER MIX OF USES</b>				
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.	COSS Community Development / COSS Economic Development	Completed	This program is complete. We have both business and housing incentives in place, however we are reviewing both policies this year.
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 in "Land Use and Community Form" Work Program	Completed	Sandy Springs Development Code adopted 8/15/2017.
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.	COSS Community Development / COSS Economic Development	Completed	This task is complete. We have reviewed the option of a TAD for the North End and are not proceeding at this time.
<b>C. REALIZE ECONOMIC DEVELOPMENT POTENTIAL THROUGH MULTIMODAL TRANSPORTATION IMPROVEMENTS AND TRANSIT-ORIENTED DEVELOPMENT</b>				
ED-C1.1	Invest in multimodal transportation improvements and transit-oriented development that foster economic development.	See actions in "Transportation" and "Land Use & Community Form" Work Programs	Underway	Refer to the Transportation Master Plan for more detailed information.



# GREEN SPACE, NATURAL SYSTEMS, AND SUSTAINABILITY

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>A. PRESERVE, ENHANCE, AND EXPAND THE CITY'S NETWORK OF GREEN SPACES, RECREATIONAL FACILITIES, AND PUBLIC GATHERING PLACES</b>				
GS-A1.1	Prepare a comprehensive update to the Recreation and Parks Master Plan, per recommendations in the Green Space, Natural Systems and Sustainability Element. (See also GS-D3.1)	COSS Community Development / Recreation and Parks	Completed	Adopted 02/2019.
GS-A1.2	Define and implement dedicated funding program/strategy for the acquisition, development and maintenance of land and rights-of-way for parks, trails and other green space. (See also GS-D3.1)	Mayor and Council / City Manager / COSS Community Development / Recreation and Parks / Public Works	Completed	Using Capital Improvement budget and dedicated Recreation Impact Fees. Applied for 2021 GOSP grant for trail Segment 2A.
GS-A1.3	Prepare an acquisition plan to acquire land for parks, green space, and recreation facilities, per comprehensive update to the Recreation and Parks Master Plan.	COSS Community Development / Recreation and Parks	Completed	Included in Rec & Parks Master Plan.
GS-A1.4	Acquire land for parks, green space, trails and recreation facilities per comprehensive update to Recreation and Parks Master Plan.	COSS Community Development / Recreation and Parks	Underway	Recently acquired property at Island Ferry Rd and 75-85 Allen Rd.
GS-A1.5	Conduct a study of culturally- and historically-significant landscapes, and scenic views.	COSS Community Development in collaboration with Heritage Sandy Springs	Cancelled	Not prioritized at this time.

# GREEN SPACE, NATURAL SYSTEMS, AND SUSTAINABILITY

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>B. CONNECT THE CITY TO ITS RIVER</b>				
GS-B1.1	Develop an Access Strategy Plan to identify opportunities to improve access to the Chattahoochee River National Recreation Area from Sandy Springs as well as trail connections along the river (joint effort with National Park Service).	COSS Recreation and Parks / Public Works in partnership with National Park Service	Completed	Riverfront Vision Plan completed 12/2021.
GS-B1.2	Pursue federal funding to support implementation of trail connections to and along the Chattahoochee River.	COSS Recreation and Parks / Public Works in partnership with National Park Service / COSS Finance	Underway	Applied for GOSP grant (State). Considering SLAP grant for trail along Roberts Drive. Considering LWDF grant in the future.
GS-B2.1	Fund, design and construct at least one new footbridge across the Chattahoochee River to connect to National Park Service land.	COSS Recreation and Parks / Public Works in partnership with National Park Service, City of Roswell and/or Cobb County	Underway	Pedestrian bridge to Roswell at Roswell Rd (T0035): Construction expected to begin 11/2022.
<b>C. CONNECT PARKS, GREEN SPACES, AND RECREATIONAL FACILITIES THROUGH A MULTIMODAL NETWORK OF TRAILS</b>				
GS-C1.1	Prepare Peachtree-Dunwoody Road urban greenway detailed design plan, as recommended in the Perimeter Center Small Area Plan.	See LU-D1.5 in "Land Use and Community Form" Work Program	Cancelled	See Transportation Master Plan. Sidepath considered instead of urban greenway.

# GREEN SPACE, NATURAL SYSTEMS, AND SUSTAINABILITY

ID	Description of Activity	Department	Status Completed/ underway/ postponed/ cancelled	Notes
<b>D. PROTECT AND ENHANCE THE CITY'S TREE CANOPY AND WATER RESOURCE</b>				
GS-D1.1	Use 2019 Tree Canopy update to assess canopy needs and priority areas for tree funds.	COSS Community Development / GIS	Underway	Using 2019 Tree Canopy Study to plan planting program.
GS-D1.2	Conduct a tree inventory to assess the health and species of trees in public rights-of-way and on City-owned land. Identify historic and/or specimen trees.	COSS Community Development / GIS	Completed	Maintenance Plan based on survey to be completed in FY2023.
GS-D1.3	Establish a tree planting program to fulfill goal of adding 200 trees per year (in strategic locations as identified through the Tree Canopy study) through public and private initiatives.	COSS Community Development / Public Works	Completed	Agreements with Trees Atlanta result in at least 300 trees planted annually.  CIP/TSPLOST project delivery identifies locations to plant trees in ROW on transportation projects and coordinate to have Tree Fund cover the costs.
GS-D1.4	Maintain the City's status as a Tree City USA community.	City Manager / Community Development	Underway	Application filed annually. Became a Tree City of the World in 2020.
GS-D3.1	Prepare a strategy or program for designating and implementing protection of ecological corridors, per policy GS-D3 and the Ecological Corridors character area. (See also GS-A1.1 and GS A1.2)	COSS Community Development	Underway	Will be incorporated in Environmental Sustainability Plan (2023).
GS-D4.1	Develop a stormwater management / Low-Impact Development Best Practices outreach and design program, based on the new stormwater manual.	COSS Community Development	Completed	Green Infrastructure Policy adopted 12/2021. GI Manual for residential sites published 10/2021.
<b>E. FOSTER ENVIRONMENTAL SUSTAINABILITY IN ALL CITY ACTIONS</b>				
GS-E1.2	Increase the City's certification level under the ARC Green Communities Program to the Platinum Level.	COSS Community Development in coordination with other City departments	Underway	Gold achieved in 2019. Seeking Platinum in 2023.

# B. CAPITAL IMPROVEMENTS ELEMENT



Reading: October 19, 2021

STATE OF GEORGIA  
COUNTY OF FULTON

**RESOLUTION FOR THE ADOPTION OF THE CAPITAL IMPROVEMENTS ELEMENT (CIE)**

**WHEREAS**, the City of Sandy Springs has prepared an Annual Update to a Capital Improvements Element and Work Program; and

**WHEREAS**, the Annual Update of the Capital Improvements Element and Work Program was prepared in accordance with the Development Impact Fees Compliance Requirement and the Minimum Planning Standard and Procedures for Local Comprehensive Planning established by the Georgia Planning Act of 1989, and a public hearing was held on August 17, 2021 at City Hall; and

**WHEREAS**, the Annual Update of the Capital Improvements Element and Work Program was approved by the Atlanta Regional Commission Regional Development Center on September 29 of 2021.

**BE IT THEREFORE RESOLVED**, that the Mayor and City Council of the City of Sandy Springs does hereby adopt the annual update of the Capital Improvements Element and Work Program covering the five-year period 2018-2022, as per the requirements of the Georgia Planning Act of 1989.

1.


The Mayor and City Council of the City of Sandy Springs do hereby approve the Resolution for the Adoption of the 2018-2022 Capital Improvements Element (CIE).

2.

This Resolution is effective October 19, 2021; and

**RESOLVED** this the 19<sup>th</sup> day of October, 2021.

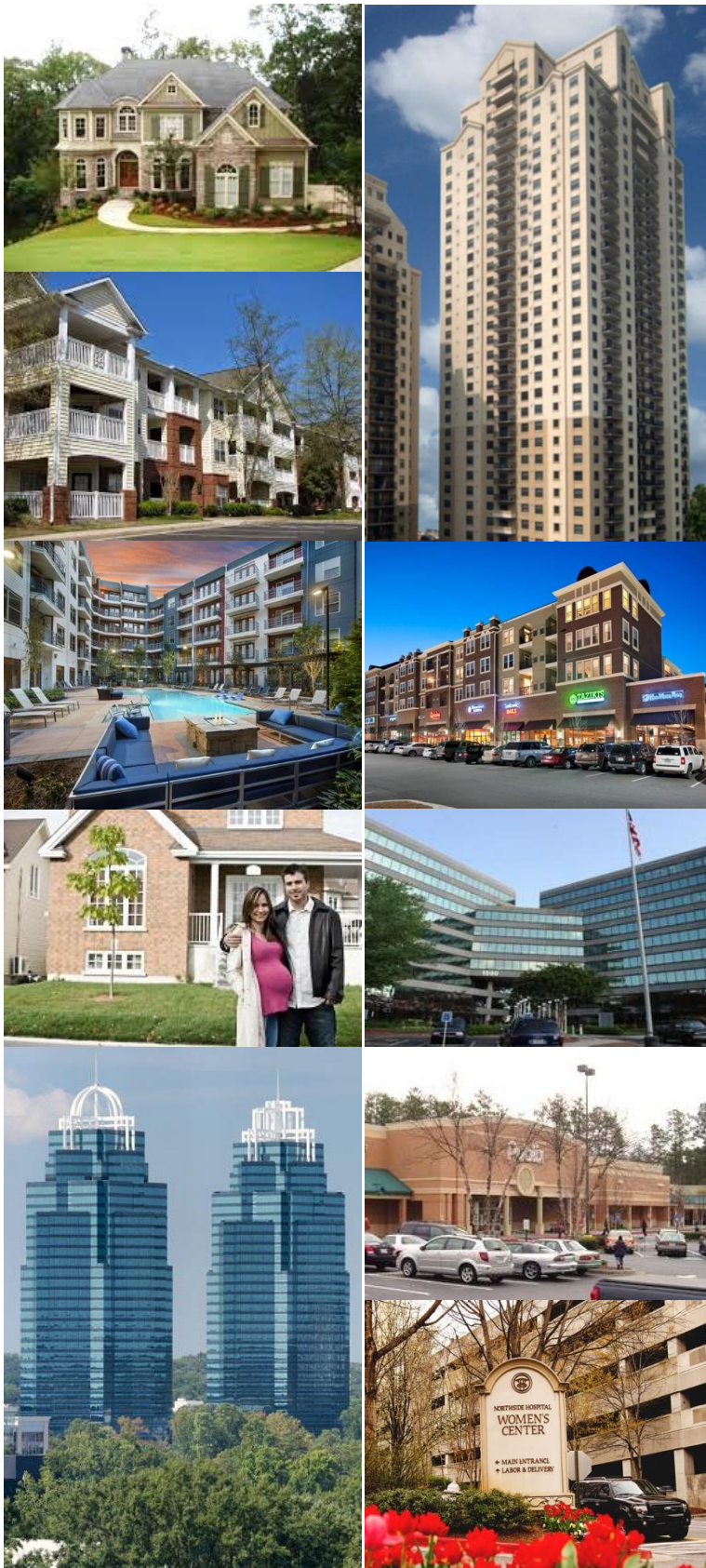
Approved:

  
Russell K. Paul, Mayor

Attest:

  
Raquel D. González, City Clerk  
(Seal)





## Impact Fee Program Update

# CAPITAL IMPROVEMENTS ELEMENT

**Adopted**

October 18, 2016

**ROSS+associates**

urban planning & plan implementation

*in association with*





# Sandy Springs Impact Fee Program Update

## CAPITAL IMPROVEMENTS ELEMENT

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- Population Forecasts
- Housing Forecasts
- Employment Forecasts
- Traffic Demand



## Introduction

The purpose of a Capital Improvements Element (CIE) is to establish where and when certain new capital facilities will be provided within a jurisdiction and the extent to which they may be financed through an impact fee program. This document represents an update to Sandy Spring's Capital Improvements Element, which will be adopted as an amendment to its Comprehensive Plan. The City's original Capital Improvements Element was adopted in 2007 and its impact fee program became effective March 1, 2008, through adoption of the City's Impact Fee Ordinance.

As required by the Georgia Development Impact Fee Act ("State Act" or "DIFA"), and defined by the Department of Community Affairs in its Development Impact Fee Compliance Requirements, the CIE must include the following for each capital facility category for which an impact fee may be charged:

- a **projection of needs** for the 20+ year planning period—2016 to 2040;
- the designation of **service areas**—the geographic area in which a defined set of public facilities provide service to development within the area;
- the designation of **levels of service** (LOS)—the service level that is being and will be provided;
- a **schedule of improvements** listing impact fee related projects and costs for the 20+ year planning period;
- a description of **funding sources** for the 20+ year planning period.

Additionally, in accordance with the State Act and DCA's Development Impact Fee Compliance Requirements, a policy statement regarding potential impact fee exemptions is included in this CIE if the City wishes to adopt or apply such exemptions in the future.

### ■ Impact Fees Authorized

Impact fees are authorized in Georgia pursuant to O.C.G.A. §36-71-1 et seq., the *Georgia Development Impact Fee Act* (DIFA), and are administered by the Georgia Department of Community Affairs pursuant to Chapter 110-12-2, *Development Impact Fee Compliance Requirements*, of the Georgia Administrative Code. Under DIFA, the City can collect money from new development based on that development's proportionate share—the 'fair share'—of the cost to provide the facilities needed specifically to serve new development. This includes the categories of roads, public safety and parks & recreation. Revenue for such facilities can be produced from new development in two ways: through future taxes paid by the homes and businesses that growth creates, and through an impact fee assessed as new development occurs.

### ■ Categories for Assessment of Impact Fees

To assist in paying for the high costs of expanding public facilities and services to meet the needs of projected growth and to ensure that new development pays a fair and reasonable proportionate share of the costs of public facilities, Sandy Springs has developed this CIE for the following public facility categories authorized by the Georgia Development Impact Fee Act:

- Parks, open space and recreation;
- Public safety (including fire protection and law enforcement); and
- Road improvements.

The chapters in this Capital Improvements Element provide population and employment forecasts and detailed information regarding the inventory of current facilities and planned improvements, the levels of service, current estimates of project costs, and the impact of new growth and development on the specific capital improvements within each public facility category.

The following table shows the facility categories that are eligible for impact fee funding under DIFA and that are included in this report. The service area for each public facility category—that is, the geographical area served by the facility category—is also given, along with a description of the factors upon which the level of service to be delivered for each facility category is based.

### Overview of Impact Fee Program Facilities

	Parks and Recreation		Public Safety	Road Improvements
	Park Facilities and Components	Multi-Use Path System		
<b>Eligible Facilities</b>	Park acres and recreation components such as ballfields, tennis courts and recreation structures	Interconnected system of paths, sidewalks & bicycle trails	Fire stations, fire trucks & heavy police vehicles; warning sirens & radio towers; administrative & training space	Road projects creating capacity for Sandy Springs residents and workers
<b>Service Area</b>	Citywide	Citywide	Citywide	Citywide
<b>Level of Service Standard Based on ...</b>	Number of acres and number of recreation components per dwelling unit	Length of trail per 2040 day/night population	Floor area and number of vehicles per 2040 day/night population	LOS "D" for entire road network
<b>Historic Funding Source(s)</b>	Impact Fees, General Fund	General Fund	Impact Fees, General Fund	Impact Fees, General Fund

Terms used in the **Overview Table**:

**Eligible Facilities** under the State Act are limited to capital items having a life expectancy of at least ten years, such as land, buildings and certain vehicles. Impact fees cannot be used for the maintenance, supplies, personnel salaries, or other operational costs, or for short-term capital items such as computers, furniture or most automobiles. None of these costs are included in the impact fee system.

**Service Areas** are the geographic areas that the facilities serve, and the areas within which the impact fee can be collected. Monies collected in a service area for a particular category may only be spent for that purpose, and only for projects that serve that service area.

**Level of Service Standards** are critical to determining new development’s fair share of the costs. The same standards must be applied to existing development as well as new to assure that each is paying only for the facilities that serve it. New development cannot be re-

quired to pay for facilities at a higher standard than that available to existing residents and businesses, nor to subsidize existing facility deficiencies.

**Funding Sources** for capital improvements have historically been General Fund tax collections, net of any grants received (if any), and impact fees. Impact fees will continue to be used to fund all or a portion of eligible impact fee costs. Tax collections include the City's normal annual property tax levy and any special levies for debt instruments (such as bonds) that are intended to provide funding for impact fee projects in whole or in part.

## ■ Editorial Conventions

This report observes the following conventions:

The capitalized word 'City' applies to the government of Sandy Springs, the City Council or any of its departments or officials, as appropriate to the context. An example is "the City has adopted an impact fee ordinance".

The lower case word 'city' refers to the geographical area of Sandy Springs, as in "the population of the city has grown".

The same conventions are applied to the words 'County' and 'county', 'State' and 'state'.

Single quote marks ( ' and ') are used to highlight a word or phrase that has a particular meaning or refers to a heading in a table.

Double quote marks ( " and ") are used to set off a word or phrase that is a direct quote taken from another source, such as a passage or requirement copied directly from a law or report.

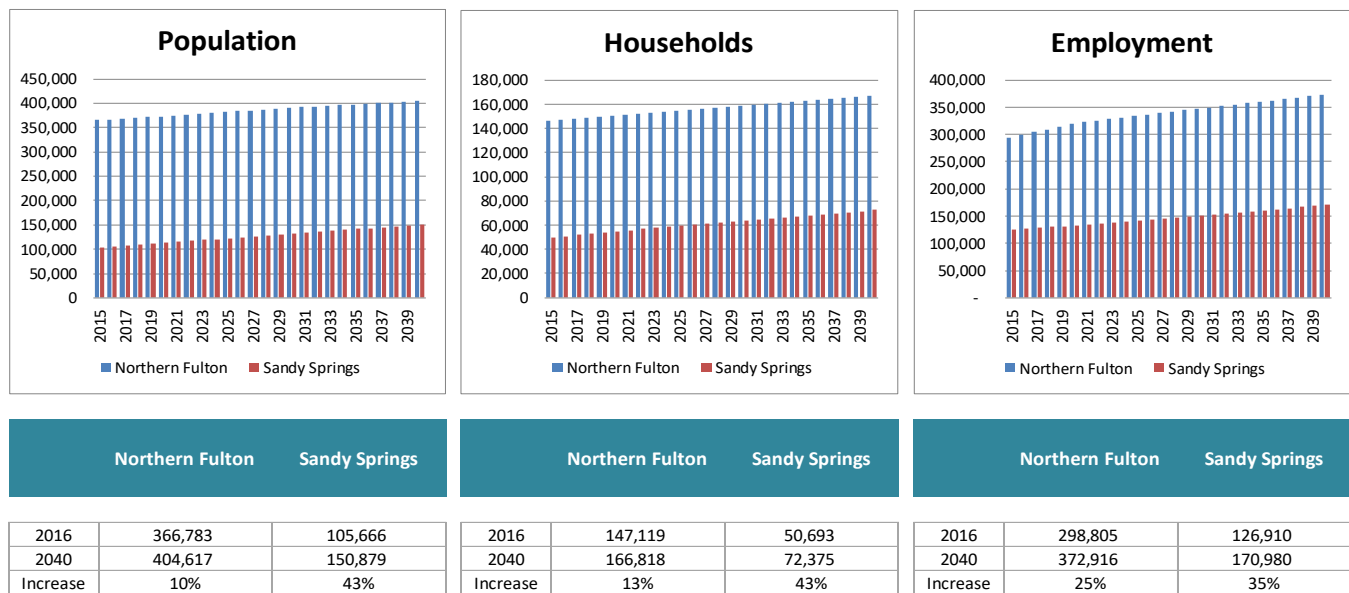
Numbers shown on tables are often rounded from the actual calculation of the figures for clarity, but the actual calculated number of decimal points is retained within the table for accuracy and further calculations.

## Forecasts

In order to accurately calculate the demand for future services in Sandy Springs, new growth and development must be quantified in future projections. These projections include forecasts for population, households, housing units, and employment over the next 20+ years to 2040. The projections provide the base-line conditions from which the current (2016) Level of Service calculations are produced. Also, projections are combined to produce what is known as ‘day/night population’. This is a method that combines resident population and employees to produce an accurate picture of the total number of persons that rely on certain 24-hour services, such as fire protection. The projections used for each public facility category are specified in each public facility chapter.

This chapter presents a summary of the forecasts that have been identified as the most likely for Sandy Springs, based on an analysis of past trends and market demand projections prepared for the City by Robert Charles Lesser & Company (RCLCO) in 2015.<sup>1</sup> The results are detailed in the attached Appendix.

Continuing past trends, Sandy Springs is expected to continue to grow at a faster pace than its immediate neighbors to the north with regard to population, households and jobs. Its neighbors—Roswell, Milton, Alpharetta, Mountain Park and John’s Creek— contain the preponderance of population and housing units in the 6-city Northern Fulton area, but are expected to grow collectively at a slower pace than Sandy Springs, which is expected to increase by 43% in both population and households between 2016 and 2040.



Northern Fulton includes Sandy Springs along with Roswell, Alpharetta, Milton, Mt. Park and John's Creek. ARC Regional projections interpolated by ROSS+associates.

Over the coming 20+ years, the city is expected to increase its share of all residents among the six cities from 28.8% to 37.3%, and grow from 34.5% to 43.4% of all households. Sandy Springs is also forecast to increase its dominance in employment in the area, adding 44,070 new jobs by

<sup>1</sup> Sandy Springs Comprehensive Plan: RCLCO Market Report, Robert Charles Lesser & Company, October 29, 2015.

2040 compared to the job increase among all of the other Northern Fulton cities of 30,041, while increasing Sandy Springs's share of area employment from 42.5% to almost 46%.

For a more detailed description of the methodologies considered in preparing the population, household, housing unit and employment forecasts, see the Appendix to this report. The forecasts cover the 2016 to 2040 time frame in order to be consistent with *The Atlanta Region's Plan 2040* timeframe prepared by the Atlanta Regional Commission (ARC).

## ■ Population and Housing Unit Forecasts

Table 1 presents the forecasts for population for each year from 2016 to 2040 and provides the forecasts for households and housing units over the same period. The figures shown are, in essence, mid-year estimates reflecting Census Bureau practice. In other words, the increase in population between 2016 and 2040 would actually be from July 1, 2016 to July 1, 2040.

The population forecasts represent a projection of the annual population figures reported by the Census Bureau through 2014, guided by the 'high' and 'low' projections in the market report. The number of households is calculated based on the most recently reported average household size in the city, and divided into the population forecasts. Since households are synonymous with 'occupied housing units', the total number of housing units is calculated by applying an occupancy rate to account for vacant units.

**Table 1: Population, Housing and Employment Forecasts**

	Population	Households	Housing Units	Jobs
2016	105,666	50,693	56,226	126,910
2017	107,545	51,744	57,392	128,496
2018	109,425	52,772	58,532	130,102
2019	111,305	53,791	59,663	131,728
2020	113,186	54,809	60,792	133,374
2021	115,067	55,824	61,918	135,041
2022	116,948	56,776	62,973	136,729
2023	118,830	57,699	63,997	138,438
2024	120,712	58,603	65,000	140,167
2025	122,595	59,494	65,988	141,919
2026	124,477	60,373	66,963	143,693
2027	126,361	61,246	67,931	145,489
2028	128,244	62,108	68,887	147,307
2029	130,128	62,952	69,824	149,148
2030	132,013	63,776	70,738	151,012
2031	133,898	64,594	71,645	152,899
2032	135,783	65,402	72,541	154,809
2033	137,669	66,202	73,428	156,744
2034	139,555	67,010	74,325	158,703
2035	141,441	67,831	75,235	160,684
2036	143,328	68,682	76,179	162,692
2037	145,215	69,564	77,157	164,726
2038	147,102	70,473	78,166	166,785
2039	148,990	71,409	79,204	168,869
2040	150,879	72,375	80,275	170,980

## ■ Employment Forecasts

Table 1 also shows the forecasts for employment growth in Sandy Springs, from 2016 to 2040. The employment figures were arrived at through an analysis combining the employment projections for Sandy Springs by the Atlanta Regional Commission and the midpoint between the 'high' and 'low' demand projections derived from the market report.

## ■ Service Area Projections

In Table 2 the service area forecasts are presented for a single citywide service area measured in two ways: citywide housing units (which quantifies Parks and Recreation service demands), and citywide day/night population (for the public safety services categories, fire and law enforcement).

The 'day/night' population calculation is a combination of the population and future employment projections. The use of day/night popula-



tion in impact cost and impact fee calculations is based upon the clear rational nexus between persons and services demanded on a 24-hour basis.

The day/night population is used to determine Level of Service standards for facilities that serve both the resident population and business employment. The police department, for instance, protects one's house whether or not the residents are at home, and protects stores and offices whether or not they are open for business. Thus, this 'day/night' population is a measure of the total services demanded of a 24-hour service provider facility and a fair way to allocate the costs of such a facility among all of the beneficiaries.

**Table 2: Service Area Forecasts**

Year	Housing Units (Recreation & Parks)	Day/Night Population (Public Safety)
2016	56,226	232,576
2017	57,392	236,041
2018	58,532	239,527
2019	59,663	243,033
2020	60,792	246,560
2021	61,918	250,108
2022	62,973	253,677
2023	63,997	257,268
2024	65,000	260,879
2025	65,988	264,514
2026	66,963	268,170
2027	67,931	271,850
2028	68,887	275,551
2029	69,824	279,276
2030	70,738	283,025
2031	71,645	286,797
2032	72,541	290,592
2033	73,428	294,413
2034	74,325	298,258
2035	75,235	302,125
2036	76,179	306,020
2037	77,157	309,941
2038	78,166	313,887
2039	79,204	317,859
2040	80,275	321,859
<b>Increase:</b>	<b>24,049</b>	<b>89,283</b>

The figures on Table 2 are the figures that will be used in subsequent public facility category chapters for Parks and Recreation, and for Public Safety services.

Impact fees for the Road Improvements category are not population based, but based on vehicle trip generation data. As described in the Appendix of this report, future growth and development in the city will account for almost 29% of all city-generated traffic on Sandy Springs's roads by 2040.

# Parks and Recreation Facilities

## ■ Introduction

Public recreational opportunities are available in Sandy Springs through a number of parks and their related recreation components operated by the City of Sandy Springs Recreation and Parks Department, as well as the City’s multi-use path system.

## *Parks and Recreation Components*

**Table 3: Existing Park and Recreation Component Inventory**

Description	Number of Acres	Description	Number of Components
<b>Park/Facility Name</b>		<b>Recreation Components</b>	
Abernathy (Art Center) Park	3.70	Baseball/Softball Field	10
Abernathy Greenway Park - North	7.75	Soccer Field	1
Abernathy Greenway Park - South	14.00	Basketball Court (outdoor)	3
Abernathy Veterinary Property - Greenspace	4.17	Multi-Purpose Field	4
Allen Road Park	3.20	Tennis Court	30
Big Trees Forest Preserve	20.00	Recreation Center	1
City Springs	1.00	Community Building	1
Crooked Creek Park	4.90	Restroom Building	4
Eagle Park	0.10	Concessions/RR Buildings	3
Ed Morey Pocket Park	0.13	Playground	9
Grace Park	0.46	Picnic Shelter	13
Hammond Park	13.71	Park Walking Trail	9
Island Ford Park	10.46	Community Pavilion	1
Johnson Ferry Rd. Greenspace - South	4.13	Grassed Playfield (Free Play Area)	1
Johnson Ferry Rd. Greenspace - North	4.79		
Kitty Hawk Greenspace	0.50		
Lost Corners Preserve	24.00		
Marsh Creek Park	2.20		
Morgan Falls Ball Fields	27.26		
Morgan Falls Overlook Park	27.81		
Morgan Falls River Park/Dog Park	3.42		
Old Riverside Park	23.23		
Powers Ferry Greenspace	3.00		
Ridgeview Park	20.72		
Sandy Springs Historic Site (Heritage Green Park)	5.21		
Sandy Springs Tennis Center	27.66		
Windsor Meadows Park	5.00		
<b>Total Park Acres:</b>			
			<b>262.51</b>

Demand for city parks and their related recreational facilities (such as ball fields, playgrounds and picnic shelters) are almost exclusively related to the city's resident population. Businesses make some incidental use of public parks for office picnics, company softball leagues, etc., but the use is minimal compared to that of the families and individuals who live in the city.

The parks and recreation component impact fee is therefore based on future residential growth. (The city's path system, in contrast, serves both the residents and employees in the city, and is discussed in a subsequent section of this chapter.)

Table 3 provides an inventory of the acreage of parks and number of components under the control of the Recreation and Parks Department in 2016.

### ■ Service Area

All parks and recreation components are operated as a citywide system. Facilities are provided equally to all residents, and often used on the basis of the programs available, as opposed to proximity of the facility. For instance, children active in competitive sports play games at various locations, based on scheduling rather than geography. Other programs are located only at certain centralized facilities, to which any Sandy Springs resident can come. Thus, the entire city is considered a single service area for parks and recreation.

### ■ Level of Service

Level of Service standards for park lands and their related recreational components have been adopted by the City in the Recreation and Parks Master Plan (2007), and are shown in Table 4.

For most facilities, the adopted Level of Service (LOS) standards are expressed in terms of the number of people each acre of land or recreation component is intended to serve. In some cases, the LOS is indicated as the number of components 'per park'. For the latter, the number of people served by 'per park' components is calculated using the current inventory for each component type divided into the current population. In all cases, the LOS 'per population' standards can be recalculated as the number of housing units served by each acre or component based on the city's number of people living in an average household (the average household size). Since impact fees are assessed at the time a building permit is issued (and the impact fee will be applied to residential uses), the LOS then must be converted to a 'per housing unit' basis.

Table 4 shows how the adopted level of service for each recreation component is converted from a 'per population' basis to a 'per housing unit' basis. First, the currently adopted LOS of 1 per a 'certain number of people' for each component is converted to one component per 'X' housing units using the city's current average household size. This number is then divided into '1' to produce the 'per housing unit' figure. By way of example, the adopted LOS for basketball courts is 1 court per 20,000 people. That number—20,000—is divided by the 2016 average household size to convert 'people' into 'housing units'. The result is the converted standard of 1 court per 10,642 housing units. By dividing the component (1) by the number of housing units it serves results in the portion of a basketball court that serves 1 housing unit (0.000094).

[Reversing the calculation, 0.000094 times 10,642 housing units yields 1 basketball court.]

**Table 4: Level of Service Conversion**

Component Type*	Adopted Level of Service**			Level of Service per "X" Housing Units***			Level of Service per Each Housing Unit****		
Park Land (acres)	1 acre per	160	population =	1 acre per	85	Housing Units =	0.0117457	for each Housing Unit	
Baseball/Softball Field	1 per	8,000	population =	1 per	4,257	Housing Units =	0.0002349	for each Housing Unit	
Soccer Field	1 per	12,000	population =	1 per	6,385	Housing Units =	0.0001566	for each Housing Unit	
Basketball Court (outdoor)	1 per	20,000	population =	1 per	10,642	Housing Units =	0.0000940	for each Housing Unit	
Multi-Purpose Field	1 per	40,000	population =	1 per	21,284	Housing Units =	0.0000470	for each Housing Unit	
Tennis Court	1 per	2,500	population =	1 per	1,330	Housing Units =	0.0007517	for each Housing Unit	
Swimming Pool	1 per	30,000	population =	1 per	15,963	Housing Units =	0.0000626	for each Housing Unit	
Community Pavilion	1 per	50,000	population =	1 per	26,606	Housing Units =	0.0000376	for each Housing Unit	
Recreation Center	1 per	30,000	population =	1 per	15,963	Housing Units =	0.0000626	for each Housing Unit	
Community Building	1 per	105,666	population =	1 per	56,226	Housing Units =	0.0000178	for each Housing Unit	
Restroom Building	1 per	26,417	population =	1 per	14,057	Housing Units =	0.0000711	for each Housing Unit	
Concessions/RR Buildings	1 per	35,222	population =	1 per	18,742	Housing Units =	0.0000534	for each Housing Unit	
Playground	1 per	11,741	population =	1 per	6,247	Housing Units =	0.0001601	for each Housing Unit	
Picnic Shelter	1 per	8,128	population =	1 per	4,325	Housing Units =	0.0002312	for each Housing Unit	
Park Walking Trail	1 per	11,741	population =	1 per	6,247	Housing Units =	0.0001601	for each Housing Unit	
Grassed Playfield (Free Play)	1 per	105,666	population =	1 per	56,226	Housing Units =	0.0000178	for each Housing Unit	
Canoe/Kayak Launch	1 per	105,666	population =	1 per	56,226	Housing Units =	0.0000178	for each Housing Unit	
Maintenance Facility	1 per	105,666	population =	1 per	56,226	Housing Units =	0.0000178	for each Housing Unit	

\* Includes existing park facilities as well as facilities that are recommended in the Recreation and Parks Master Plan.

\*\* Level of Service adopted in Recreation and Parks Master Plan: 1 acre per 160 population (park land) & 1 component per population shown. (Exception: Components shown after 'Recreation Center' are based on the current inventory and population due to the Master Plan's use of 'per park' or 'per field' vs. 'per population' standard for these components.)

\*\*\* Converted using average population per housing unit in 2016.

\*\*\*\* "1" divided by the number of housing units for each component under 'Level of Service per "X" Housing Units' column.

**■ Forecasts for Service Area**

Existing and Future Demand Table 5 shows the current and future demand in land and recreation components based on the LOS standards adopted by the City and shown on Table 4.

Existing demand is calculated in order to determine if there are currently more than enough facilities to serve the current (2016) population or if there is a shortfall requiring future facilities to be built to serve today's population.

For the number of acres and facilities to meet future population needs, the increase in housing units between now and 2040 is multiplied by each level of service standard to produce the future demand. The 'new units' figure in the footnote is the citywide increase taken from Table 2.

**Table 5: Existing and Future Demand**

Component Type	Adopted LOS per Housing Unit	Existing Demand (2016)*	New Growth Demand (2016-40)**
Park Land (acres)	0.0117457	660.41	282.47
Baseball/Softball Field	0.0002349	13.21	5.65
Soccer Field	0.0001566	8.81	3.77
Basketball Court (outdoor)	0.0000940	5.28	2.26
Multi-Purpose Field	0.0000470	2.64	1.13
Tennis Court	0.0007517	42.27	18.08
Swimming Pool	0.0000626	3.52	1.51
Community Pavilion	0.0000376	2.11	0.90
Recreation Center	0.0000626	3.52	1.51
Community Building	0.0000178	1.00	0.43
Restroom Building	0.0000711	4.00	1.71
Concessions/RR Buildings	0.0000534	3.00	1.28
Playground	0.0001601	9.00	3.85
Picnic Shelter	0.0002312	13.00	5.56
Park Walking Trail	0.0001601	9.00	3.85
Grassed Playfield (Free Play)	0.0000178	1.00	0.43
Canoe/Kayak Launch	0.0000178	1.00	0.43
Maintenance Facility	0.0000178	1.00	0.43

Note that 'demand' figures are expressed in decimals rather than whole numbers. This allows a high level of accuracy when dealing with cost allocations between existing residents and future growth. For instance, a particular new facility may in part meet a current need and in part serve future growth; each would be responsible for their 'fair share' of the cost. As will be seen, however, ultimately recreation component needs are converted to whole numbers.

\* 2016 Housing Units = 56,226

\*\* New Units (2040) = 24,049

**Impact Fee Eligibility**

New parks and recreation components are eligible for impact fee funding only to the extent that the improvements are needed to specifically serve new growth and development, and only at the level of service applicable citywide. Table 6 shows the number of new park acres and recreation components that are needed to satisfy both current and future needs of the city's residents, and the extent to which fulfillment of those needs will serve future growth demand.

The table begins with the current inventory of park lands and components, and the 'existing' demand for those components to meet the needs of the current (2016) population based on the adopted level of service standards (from Table 5). The 'excess or (shortfall)' column compares the existing demand to the current supply of park acres and recreation components.

Where an 'excess' is identified, that means that more land or components (or portions of components) exist than are needed to meet the recreation needs of the current population, and those 'excesses' create capacity to meet the recreational needs of future growth. Conversely, a 'shortfall' indicates that there are not enough acres or components (or portions of components) to meet the recreational needs of the current population based on the adopted LOS.

**Table 6: Future Park Facility Impact Fee Eligibility**

Component Type	Current Inventory	Existing Demand	Excess or (Shortfall)	New Growth Demand	Net Total Needed	Total Needed*	% Impact Fee Eligible
Park Land (acres)	262.51	660.41	-397.91	282.47	680.38	680.38	41.52%
Baseball/Softball Field	10	13.21	-3.21	5.65	8.86	9	62.77%
Soccer Field	1	8.81	-7.81	3.77	11.57	12	31.39%
Basketball Court (outdoor)	3	5.28	-2.28	2.26	4.54	5	45.20%
Multi-Purpose Field	4	2.64	1.36	1.13	-0.23	-	0.00%
Tennis Court	30	42.27	-12.27	18.08	30.34	31	58.32%
Swimming Pool	0	3.52	-3.52	1.51	5.03	5	30.13%
Community Pavilion	1	2.11	-1.11	0.90	2.02	3	30.13%
Recreation Center	1	3.52	-2.52	1.51	4.03	4	37.66%
Community Building	1	1.00	0.00	0.43	0.43	1	42.77%
Restroom Building	4	4.00	0.00	1.71	1.71	2	85.54%
Concessions/RR Buildings	3	3.00	0.00	1.28	1.28	2	64.16%
Playground	9	9.00	0.00	3.85	3.85	4	96.24%
Picnic Shelter	13	13.00	0.00	5.56	5.56	6	92.67%
Park Walking Trail	9	9.00	0.00	3.85	3.85	4	96.24%
Grassed Playfield (Free Play)	1	1.00	0.00	0.43	0.43	1	42.77%
Canoe/Kayak Launch	1	1.00	0.00	0.43	0.43	1	42.77%
Maintenance Facility	1	1.00	0.00	0.43	0.43	1	42.77%

\* For recreation components: 'Net Total Needed' (fraction) rounded to whole number.

The next column on Table 6, labeled 'new growth demand', shows the total demand in land and components specifically to meet future growth needs (from Table 5), and the 'net total needed' to meet all existing and future needs combined. A current 'excess' in facilities reduces the need for new facilities because the 'excess' is already available to serve new growth. A 'shortfall', however, adds to new growth's needs with facilities to bring the current population up to the adopted level of service required to be available to all—both current and future residents.

For example, the City has 4 multi-purpose fields but the adopted level of service indicates that only 2 fields and a portion of a 3<sup>rd</sup> (0.64 or 64%) are needed to serve the current population, leaving the remainder of the 3<sup>rd</sup> field (.36) and all of the 4<sup>th</sup> field available to serve future growth. Future growth, however, will only need a total of 1.13 fields to fully satisfy its needs, based on the adopted LOS. Since 1.36 existing fields are currently available, there is excess capacity (.23) of fields, and no new fields are therefore needed to meet future demand. Accordingly, any new multi-purpose fields that are added to the city's existing inventory are not impact fee eligible.

On the other hand, the City has only 10 ball fields where, mathematically, 13.21 in field capacity is needed to serve current needs, leaving a 'shortfall' in capacity of 3.21 ball fields. New growth will need 5.65 ball fields for itself, to which is added the current population's shortfall for a total of 8.86 to provide for both current and future needs. Rounded to 9 new ball fields, new growth needs only 62.77% (the 5.65 fields) of the total to satisfy its own demand.

**Future Costs**

Table 7 presents the estimated cost calculations for both the land acquisition and recreation component projects proposed and the maximum extent to which the project costs are impact fee eligible.

The figures in the 'components proposed' column are drawn from the 'total needed' column in Table 6. The 'total cost (2016)' figures on the Table are converted to 'new growth share (2016)' dollars based on the percentage that each improvement is impact fee eligible. Note that this affects most of the recreation components to the extent that partial components identified in the 'net total needed' column of Table 6 had to be rounded to whole components, creating an 'overage' portion of each facility type.

**Table 7: Future Costs to Meet Future Demand**

Component Type	Components Proposed	Net Cost per Unit*	Gross Cost per Unit**	Total Cost (2016)	% Impact Fee Eligible	New Growth Share (2016)	Net Present Value***
<b>Land</b>							
Park Land	680.38	\$ 317,800	\$ 317,800	\$ 216,224,228	41.52%	\$ 89,769,542	\$ 103,181,229
<b>Subtotal Land Acquisition</b>				<b>\$ 216,224,228</b>		<b>\$ 89,769,542</b>	<b>\$ 103,181,229</b>
<b>Recreation Components</b>							
Baseball/Softball Field	9	\$ 317,800	\$ 387,716	\$ 3,489,444	62.77%	\$ 2,190,377	\$ 2,985,795
Soccer Field	12	\$ 254,300	\$ 310,246	\$ 3,722,952	31.39%	\$ 1,168,477	\$ 1,592,800
Basketball Court (outdoor)	5	\$ 82,700	\$ 100,894	\$ 504,470	45.20%	\$ 227,998	\$ 310,793
Multi-Purpose Field	0	\$ 203,400	\$ 248,148	\$ -	0.00%	\$ -	\$ -
Tennis Court	31	\$ 95,400	\$ 116,388	\$ 3,608,028	58.32%	\$ 2,104,085	\$ 2,868,167
Swimming Pool	5	\$ 3,813,289	\$ 4,652,212	\$ 23,261,060	30.13%	\$ 7,008,633	\$ 8,435,895
Community Pavilion	3	\$ 349,551	\$ 426,453	\$ 1,279,358	30.13%	\$ 385,475	\$ 463,974
Recreation Center	4	\$ 7,000,000	\$ 8,540,000	\$ 34,160,000	37.66%	\$ 12,865,650	\$ 15,485,653
Community Building	1	\$ 600,000	\$ 732,000	\$ 732,000	42.77%	\$ 313,091	\$ 376,850
Restroom Building	2	\$ 254,300	\$ 310,246	\$ 620,492	85.54%	\$ 530,794	\$ 638,887
Consessions/RR Buildings	2	\$ 381,400	\$ 465,308	\$ 930,616	64.16%	\$ 597,065	\$ 718,653
Playground	4	\$ 95,400	\$ 116,388	\$ 465,552	96.24%	\$ 448,034	\$ 610,733
Picnic Shelter	6	\$ 57,200	\$ 69,784	\$ 418,704	92.67%	\$ 388,024	\$ 467,043
Park Walking Trail	4	\$ 94,350	\$ 115,107	\$ 460,428	96.24%	\$ 443,102	\$ 604,012
Grassed Playfield (Free Play)	1	\$ 127,110	\$ 155,074	\$ 155,074	42.77%	\$ 66,328	\$ 90,415
Canoe/Kayak Launch	1	\$ 63,555	\$ 77,537	\$ 77,537	42.77%	\$ 33,164	\$ 39,918
Maintenance Facility	1	\$ 222,442	\$ 271,379	\$ 271,379	42.77%	\$ 116,074	\$ 139,712
<b>Subtotal Recreation Component Construction</b>				<b>\$ 74,157,094</b>		<b>\$ 28,886,371</b>	<b>\$ 35,829,300</b>
<b>Totals:</b>				<b>\$ 290,381,322</b>		<b>\$ 118,655,914</b>	<b>\$ 139,010,530</b>

\* Sandy Springs Recreation and Parks Master Plan (2007). Present value ( in 2016 dollars) calculated using 2007-2016 average annual Construction cost Index, rounded up to nearest ten or one hundred dollars, as appropriate.

\*\* Includes contingency at 15% and architectural/engineering services at 7%, except for land acquisition.

\*\*\* Construction dates vary. NPV based on CPI, BCI or CCI as appropriate, in an average construction year of 2025.

To calculate the Net Present Value of the impact fee-eligible cost estimate for non-construction improvements (the new park land), the currently estimated 2016 cost is inflated to the target year

using the U.S. Department of Labor's 10-year average Consumer Price Index (CPI) and then is reduced using the Net Discount Rate. For the construction of the recreation components, the NPVs are calculated by increasing the current (2016) estimated construction costs using the Engineering News Record's (ENR) 10-year average building cost inflation (BCI) rate for buildings (such as recreation centers) and the average construction cost inflation (CCI) rate for all other projects. All project costs are then reduced to current dollars using the Net Discount Rate.

## ***Multi-Use Path System***

Public recreational opportunities are available in Sandy Springs through a number of parks and park-related recreation components maintained by the City. These facilities were addressed in the previous section of this chapter. In addition, the City has planned an extensive system of multi-use paths for walking, jogging and bicycling to serve the recreational needs of residents and workers as they move throughout the city to these parks and other destinations. This path system falls under the public facility category in Georgia's Development Impact Fee Law for "Parks, open space and recreation areas and related facilities".

### **■ Service Area**

The City's multi-use path system is planned and operates as an inter-related citywide system. Thus, the entire city is considered a single service area for the path system as are all other City parks and recreation facilities.

### **■ System Improvements**

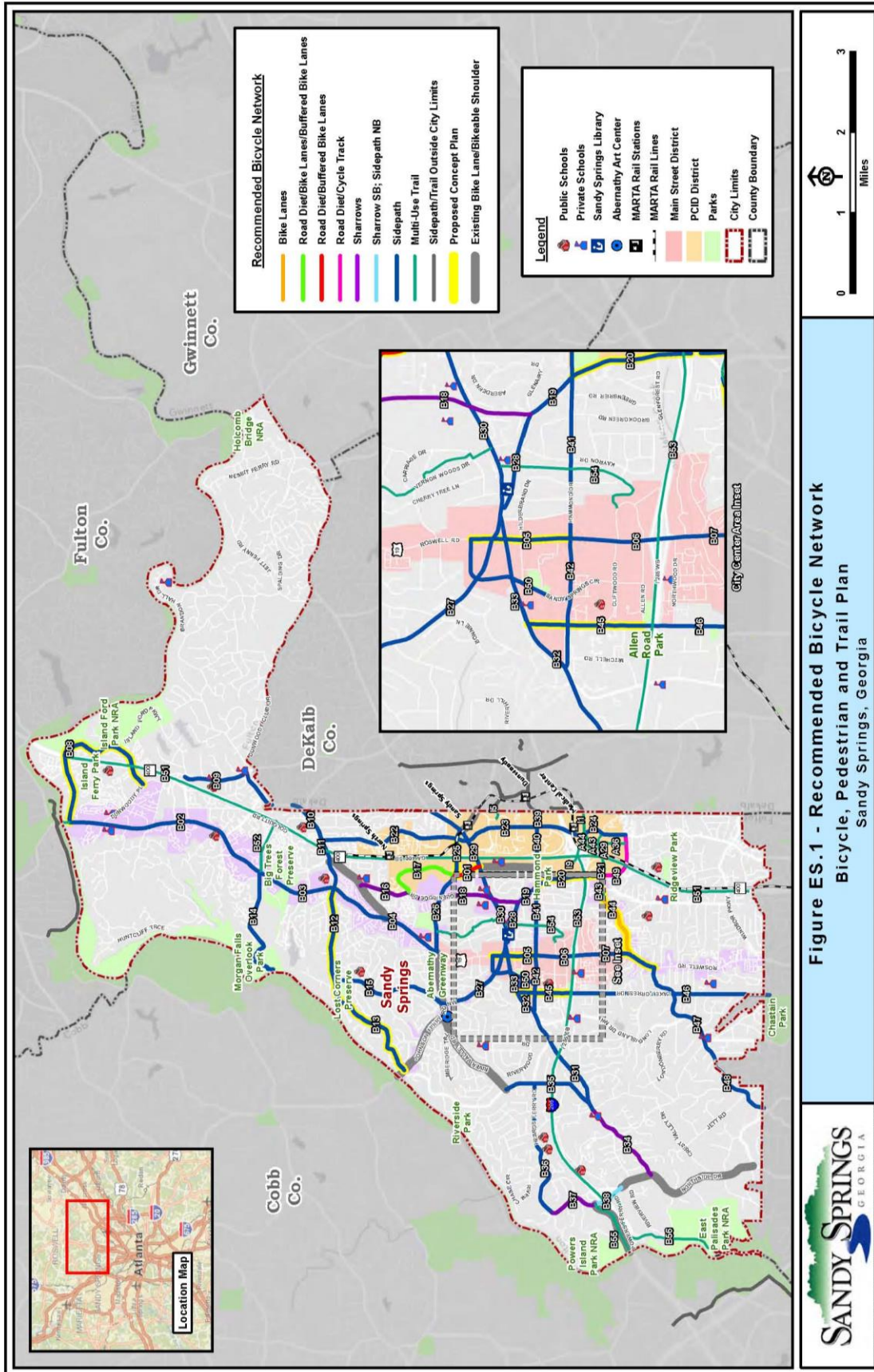
Sandy Springs' path system is designed to connect residential areas to schools, parks and other community uses, business centers, and to each other. Unlike parks and recreational components such as ball fields, picnic pavilions and community centers that are commonly viewed as 'residential' amenities; the City's multi-use paths are intended to be used by residents and local employees alike. There is thus a clear benefit to businesses as residents access the shops and offices in the city using the paths and employees take advantage of the paths to walk or exercise on their time off, to walk to lunch or a shop nearby, or to access local parks or recreation facilities.

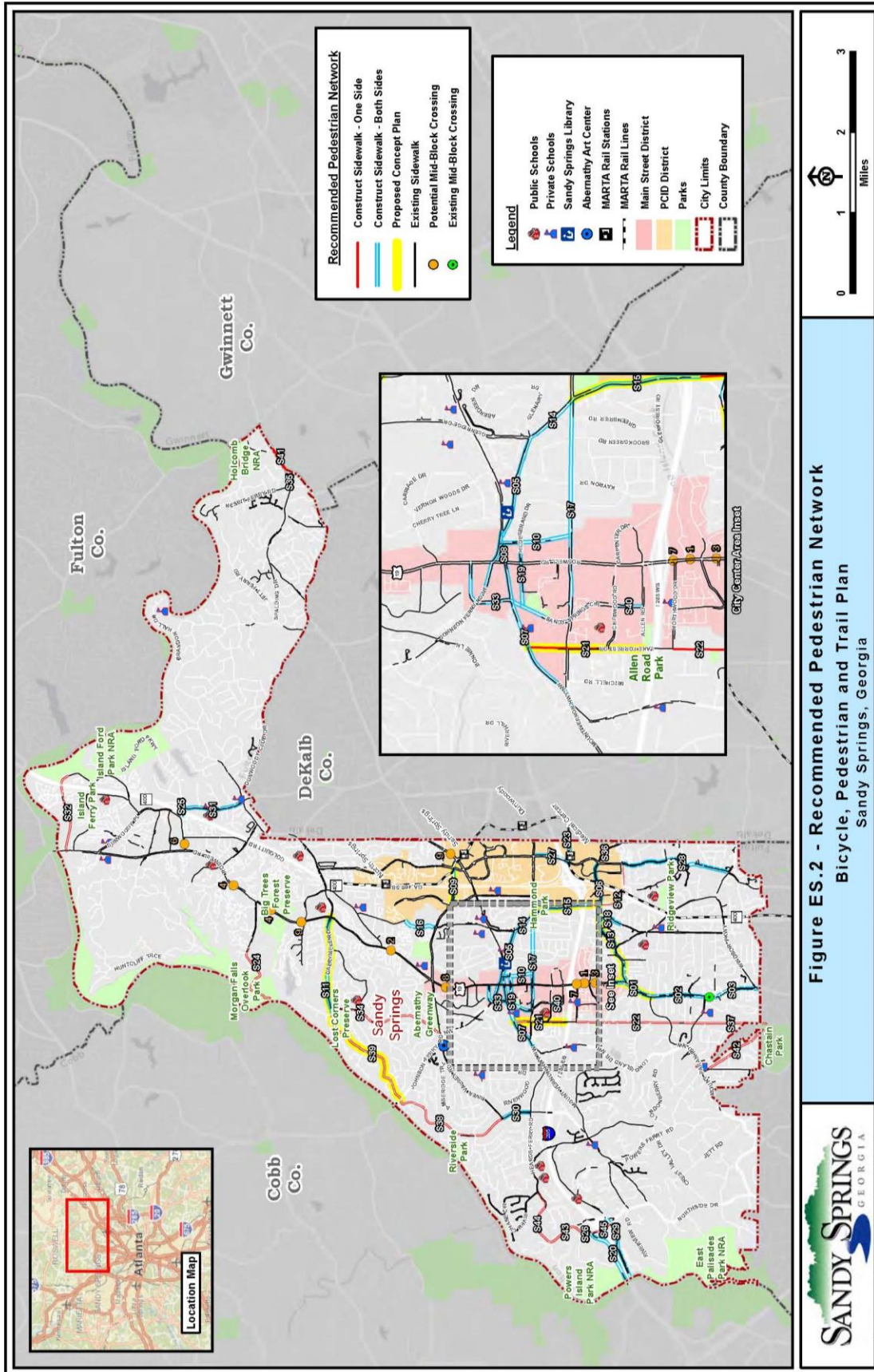
The maps on the following pages are taken from the City's *Bike, Pedestrian and Trail Implementation Plan* (2014) and illustrate the multi-use path system, which incorporates an interrelated bicycle component and a pedestrian component as well as linkages to existing path assets. The system is planned to be completed by 2040.

Following the maps, Table 8 shows the length and estimated cost of each multi-use path project that is planned throughout the city, and needed to complete the system for the city's residents and businesses today and for future growth over the coming 20+ years. Table 8 also includes path projects from the 2013 Sandy Springs LCI 10-Year Update, the FY16 Capital Sidewalk Program, and the FY16 Annual Budget. In miles, the planned system improvements will involve an additional 97.54 miles (515,003 lineal feet).

The project costs shown on Table 8 have been updated to 2016 dollars from the costs included in the 2014 plan using the average ENR Construction Cost Index (CCI), as applicable based on the year each original cost estimate was made, and are rounded to the nearest hundred dollars.







**Table 8: Planned Path System Improvements**

Project*	Start / End Point	Project ID	Linear Feet	Cost**
Abernathy Rd. Bicycle Project	Mount Vernon/Perimeter to Barfield	B25	3,062	\$ 1,118,900
Abernathy Rd. Bicycle Project	Barfield to Roswell Rd.	B26	5,386	\$ 2,166,500
Abernathy Rd. Sidewalks	Peachtree Dunwoody to Barfield	S09	1,109	\$ 171,700
Barfield Rd. Bicycle Project	Abernathy to Mount Vernon	B01	1,795	\$ 82,200
Bluestone Bicycle Project	Hilderbrand to Sandy Springs Pl.	----	470	\$ 99,500
Boylston Dr. Sidewalks	Mount Vernon to Hammond	S10	2,904	\$ 528,700
Brandon Mill Rd. Bicycle Project	Dalrymple to Abernathy/Johnson Ferry	B15	7,762	\$ 3,133,100
Brandon Mill Rd. Sidewalks	Dalrymple to Abernathy/Johnson Ferry	S34	5,438	\$ 1,486,875
Carpenter Dr. Sidewalks	Allen Rd. to Cliftwood Dr.	--	1,405	\$ 1,074,825
Central-Mall Trail	Central Pkwy to City Limits (East)	I5	528	\$ 172,500
Dalrymple Rd. Bicycle Project	Spalding/Trowbridge to Wildercliff	B12	8,395	\$ 3,378,700
Dalrymple Rd. Sidewalks	Roswell Rd. to Wildercliff	S11	6,178	\$ 1,620,125
Dudley Ln. Sidewalks	Powers Ferry to City Limits	S42	3,749	\$ 755,500
Dunwoody Club Dr. Sidewalks	Spalding Dr. to Ex. Walk at Fenimore Cir.	--	1,310	\$ 425,750
Glenlake Pkwy Bicycle Project	Glenridge to Abernathy/Barfield	B17	5,227	\$ 240,000
Glenridge Connector Bicycle Project	Glenridge to Johnson Ferry	B21	739	\$ 292,900
Glenridge Connector Bicycle Project	Johnson Ferry to Peachtree Dunwoody/Glenridge	B49	3,749	\$ 351,900
Glenridge Connector Sidewalks	Glenridge to Peachtree Dunwoody/Glenridge	S12	3,802	\$ 769,400
Glenridge Dr. Bicycle Project	Hammond to I-285 E Glenridge Off Ramp	B20	3,485	\$ 1,392,800
Glenridge Dr. Bicycle Project	Spalding to Glenlake	B16	3,326	\$ 5,000
Glenridge Dr. Bicycle Project	Glenlake to Johnson Ferry/Glenair	B18	7,498	\$ 11,100
Glenridge Dr. Bicycle Project	Johnson Ferry/Glenair to Hammond	B19	1,584	\$ 640,100
Glenridge Dr. Bicycle Project	Johnson Ferry to High Point	B43	211	\$ 89,500
Glenridge Dr. Bicycle Project	High Point to Roswell Rd.	B44	4,910	\$ 128,000
Glenridge Dr. Sidewalks	High Point to Roswell Rd.	S13	2,165	\$ 402,300
Glenridge Dr. Sidewalks	Johnson Ferry/Glenair to Hammond	S14	1,373	\$ 248,300
Glenridge Dr. Sidewalks	Hammond to I-285 E. Glenridge Off Ramp	S15	2,798	\$ 514,000
Glenridge Dr. Sidewalks	Glenlake to Abernathy	S16	3,749	\$ 693,200
Glenridge Drive Trail	Royervista Johnson Ferry	A24	1,584	\$ 1,024,100
Hammond Dr. Bicycle Project	City Limits to Peachtree Dunwoody	B39	1,109	\$ 450,000
Hammond Dr. Bicycle Project	Peachtree Dunwoody to Barfield	B40	2,640	\$ 2,089,000
Hammond Dr. Bicycle Project	Barfield to Roswell Rd.	B41	5,755	\$ 2,325,500
Hammond Dr. Bicycle Project	Roswell Rd. to Mount Vernon	B42	3,696	\$ 1,481,400
Hammond Dr. Sidewalks	Glenridge to Sandy Springs Cir.	S17	6,653	\$ 1,335,800
Heardey Ferry Rd. Bicycle Project	Northside/Winterthur to Riverside	B36	9,293	\$ 3,749,100
Heardey Ferry Rd. Sidewalks	Northside/Winterthur to River Chase	S44	3,379	\$ 734,800
High Point Rd. Sidewalks	Glenridge to Tamarisk	S18	1,373	\$ 247,600
Hildebrand Dr. Sidewalks	Sandy Springs Cir. to Boylston	S19	2,006	\$ 365,900
Hollis Cobb Cir. Trail	Johnson Ferry to Parking Garage Driveway	A43	1,056	\$ 679,100
Hollis Cobb Cir. Trail	Parking Garage Driveway to Peachtree Dunwoody	A44	528	\$ 215,600
I-285 Trail	Northside to SR 400	B53	24,130	\$ 9,710,700
Interstate North Pkwy Sidewalks	Northside/New Northside to City Limits	S20	3,379	\$ 870,925
Interstate North Pkwy Trail	City Limits (West) to Northside	B55	4,118	\$ 1,661,400
Johnson Ferry Rd. Bicycle Project	Glenridge/Glenair to Roswell Rd.	B28	3,590	\$ 1,435,000
Johnson Ferry Rd. Bicycle Project	Roswell Rd. to Abernathy	B27	5,386	\$ 2,162,900
Johnson Ferry Rd. Sidewalks	Peachtree Dunwoody to Glenridge	S06	317	\$ 114,600
Johnson Ferry Rd. Sidewalks	Glenridge/Glenair to Sandy Springs Cir.	S05	4,118	\$ 829,500
Johnson Ferry Rd. Sidewalks	Old Johnson Ferry to Peachtree Dunwoody	S36	1,109	\$ 200,900
Johnson Ferry Rd. Trail	Glenridge to Peachtree Dunwoody/Glenridge	A29	3,379	\$ 2,177,600
Lake Forrest Dr. Bicycle Project	Mount Vernon to Northwood	B45	4,118	\$ 1,648,200
Lake Forrest Dr. Bicycle Project	Northwood to City Limits	B46	12,408	\$ 4,983,200
Lake Forrest Dr. Sidewalks	Mount Vernon to Allen	S21	2,429	\$ 493,400
Lake Forrest Dr. Sidewalks	Northwood to Long Island	S22	6,600	\$ 1,329,300
Lake Forrest Dr. Sidewalks	Long Island to City Limits	S37	3,907	\$ 788,600
Lake Hearn Dr. Sidewalks	Peachtree Dunwoody to City Limits	S23	1,373	\$ 206,900
Lake Hearn-Medical Ctr Trail	Peachtree Dunwoody to City Limits (East)	I1	1,478	\$ 377,300
Lakeside-Medical Ctr Trail	NW Corner of SR 400 Interchange to Hollis Cobb Cir.	I9	1,795	\$ 6,069,200
Livable Sandy Springs Trail	Carpenter to Abernathy	B54	10,032	\$ 4,034,900
Meridian Mark Rd. Trail	Glenridge Connector/Johnson Ferry	A36	1,795	\$ 603,700
Morgan Falls Rd. Bicycle Project	Roswell Rd. to End	B14	8,026	\$ 3,229,400
Morgan Falls Rd. Sidewalks	Harbor Pointe to End	S24	4,118	\$ 760,200
Morgan Falls Trail	Roswell Rd. to City Limits (East)	B52	3,643	\$ 1,465,400
Mount Paran Rd. Bicycle Project	Roswell Rd. to Powers Ferry	B47	6,917	\$ 2,788,400
Mount Paran Rd. Bicycle Project	Powers Ferry to City Limits	B48	6,283	\$ 2,527,800

Project*	Start / End Point	Project ID	Linear Feet	Cost**
Mount Vernon Hwy Bicycle Project	Lisa to Barfield	B29	5,122	\$ 2,902,000
Mount Vernon Hwy Bicycle Project	Barfield to Johnson Ferry	B30	5,544	\$ 2,231,100
Mount Vernon Hwy Bicycle Project	Northside to Powers Ferry/Mount Vernon	B34	5,914	\$ 8,800
Mount Vernon Hwy Bicycle Project	Powers Ferry to City Limits	B31	5,491	\$ 2,205,400
Mount Vernon Hwy Bicycle Project	Heardeys Ferry to Lake Forrest	B32	3,802	\$ 1,535,800
Mount Vernon Hwy Bicycle Project	Lake Forrest to Johnson Ferry	B33	3,168	\$ 1,279,500
Mount Vernon Hwy. Sidewalks	Long Island to Roswell Rd.	S07	4,435	\$ 890,600
Mount Vernon Hwy Sidewalks	Roswell Rd. to Johnson Ferry	S08	1,109	\$ 204,900
Nesbit Ferry Sidewalks	Coles Way S. to Ex. SW	--	628	\$ 204,100
Northridge Rd. Sidewalks	Roberts to Dunwoody / GA400 S Northridge Off Ramp	S25	845	\$ 126,300
Northside Dr. Bicycle Project	Winterthur/Heardeys Ferry to Riveredge	B37	3,274	\$ 4,900
Northside Dr. Bicycle Project	Interstate North/New Northside to New Northside	B38	2,112	\$ 1,691,300
Northside Dr. Sidewalks	Winterthur/Heardeys Ferry to Riveredge	S43	2,165	\$ 431,700
Northside Dr. Sidewalks	Riveredge to Interstate North/New Northside	S26	1,214	\$ 227,400
Northside Dr. Sidewalks	Interstate North / New Northside to Powers Ferry	S45	686	\$ 105,800
Northwood Dr. Sidewalks	Kingsport to Roswell Rd.	--	478	\$ 250,950
Peachtree Dunwoody Bicycle Project	Spalding/Gables to Mount Vernon	B22	9,926	\$ 3,992,000
Peachtree Dunwoody Bicycle Project	Spalding/Gables to Mount Vernon	B23	4,752	\$ 1,922,600
Peachtree Dunwoody Bicycle Project	Spalding/Gables to Mount Vernon	B24	6,072	\$ 2,448,200
Peachtree Dunwoody Sidewalks	Spalding/Gables to Mount Vernon	S27	686	\$ 142,100
Peachtree Dunwoody Sidewalks	Glenridge Connector to Windsor	S28	2,059	\$ 378,900
Pedestrian Trail	Mount Vernon to Sandy Springs Pl.	----	1,000	\$ 148,200
Powers Ferry / River Trail	City Limits (Southwest) to Northside	B56	9,610	\$ 3,869,800
Powers Ferry Sidewalks	City Limits to New Northside	S29	2,587	\$ 476,800
Riverside Dr. Bicycle Project	Dalrymple/Wildercliff to Johnson Ferry	B13	7,814	\$ 3,151,200
Riverside Dr. Bicycle Project	River Valley to Mount Vernon	B35	6,019	\$ 3,130,800
Riverside Dr. Sidewalks	Dalrymple/Wildercliff to Johnson Ferry	S39	6,653	\$ 1,222,500
Riverside Dr. Sidewalks	Johnson Ferry to River Valley	S38	7,181	\$ 1,986,650
Riverside Dr. Sidewalks	River Valley to Heardeys Ferry	S30	1,056	\$ 189,500
Riverside Dr. Sidewalks	I-285 to Mount Vernon	--	2,100	\$ 682,500
Roberts Dr. Bicycle Project	Roswell Rd. to Dunwoody	B08	11,669	\$ 4,686,700
Roberts Dr. Bicycle Project	Northridge to Spalding	B09	4,224	\$ 1,694,500
Roberts Dr. Sidewalks	Northridge to Spalding	S31	2,323	\$ 429,300
Roberts Dr. Sidewalks	Roswell Rd. to 1,000' N/O Summer Crossing	S32	4,435	\$ 1,053,975
Roswell Rd. Bicycle Project	Roberts to 0.2 Mi. S/O Morgan Falls	B02	14,942	\$ 6,003,900
Roswell Rd. Bicycle Project	0.2 Mi S/O Morgan Falls to Dalrymple	B03	4,171	\$ 1,687,800
Roswell Rd. Bicycle Project	Dalrymple to Abernathy	B04	8,078	\$ 3,240,700
Roswell Rd. Bicycle Project	Sandy Springs Cir. to Hammond	B05	2,798	\$ 1,128,900
Roswell Rd. Bicycle Project	Hammond to Lake Placid	B06	3,696	\$ 1,491,200
Roswell Rd. Bicycle Project	Lake Placid to Mount Paran	B07	4,330	\$ 1,733,800
Roswell Rd. Bike/Ped Bridge	Over Chattahoochee River	T-0035	2,500	\$ 725,882
Roswell Rd. Sidewalks	Broad/Wentworth to Mount Paran	S01	1,584	\$ 289,700
Roswell Rd. Sidewalks	Mount Paran to Long Island	S02	1,478	\$ 268,800
Roswell Rd. Sidewalks	Long Island to Meadowbrook	S03	2,059	\$ 382,000
Sandy Springs Cir. Bicycle Project	Roswell Rd. to Hammond	B50	4,013	\$ 1,606,900
Sandy Springs Cir. Sidewalks	Mount Vernon to Johnson Ferry	S33	3,432	\$ 628,300
Sandy Springs Cir. Sidewalks	Cliftwood to Allen	S40	211	\$ 35,300
Sandy Springs Cir. Sidewalks	Hammond Dr. to Roswell Rd.	CC-0010	4,255	\$ 602,230
Spalding Dr. Bicycle Project	Peachtree Dunwoody to Trowbridge/Spalding	B11	1,478	\$ 1,543,100
Spalding Dr. Bicycle Project	Peachtree Dunwoody to Roberts	B10	5,914	\$ 2,389,300
Spalding Dr. Sidewalks	Nesbit Ferry Rd. to River Exchange Dr.	S35, S41	2,376	\$ 600,000
Spalding Dr. Sidewalks	Dunwoody Rd. to Ex. Drive near Dunwoody City Limit	--	185	\$ 41,625
Spalding Dr. Sidewalks	Stables Dr. to N. Spalding Lake Dr.	--	680	\$ 221,000
Spalding Dr. Sidewalks	Jett Ferry Ct. to Ex. SW @ Spalding Heights Dr.	--	3,770	\$ 1,225,250
SR 400 Trail	City Limits (South) to Roberts	B51	47,520	\$ 19,122,100
Windsor Pkwy. Sidewalks	Peachtree Dunwoody Rd. to City Limit	--	1,750	\$ 481,250
<b>Total System:</b>			<b>515,003</b>	<b>\$178,516,512</b>

\*City of Sandy Springs Bicycle, Pedestrian and Trail Implementation Plan (2014), with the exception that "--" in the Project ID column denotes projects in the FY2016 Capital Sidewalk Program and "----" are projects in the Sandy Springs LCI 10-Year Update (2013). In addition, projects with identification numbers CC-0010 and T-0035 are in the FY16 Annual Budget.

\*\*Construction costs only unless in *italics*. Present value (2016) calculated using 2012-2016, 2013-2016 or 2014-2016 average ENR Construction Cost Index (CCI), as applicable based on the year the original cost estimate was made, rounded to the nearest hundred dollars. *Italicized* costs include engineering, right-of-way and construction.

**■ Level of Service**

Table 9 shows the calculation of the Level of Service for the multi-use path system. For these system improvements, the LOS is based on the future day/night population forecasted for 2040 since the entire system, as it is proposed to be expanded, will serve all of the city’s residents and businesses collectively by that target year.

**Table 9: Level of Service Calculation**

Total Linear Feet	2040 Day/Night Population	Feet per 2040 Day/Night Pop
515,003	321,859	1.600089

To determine the LOS, the total length (in feet) of the future system improvements is divided by the day/night population expected to live or work in the city by 2040, resulting in the number of feet per person—resident or employee—that will benefit from the total path system when it is completed.

**■ Forecasts for Service Area**

**Future Demand**

Applying the City’s Level of Service standard to the increase in the day/night population that is projected for the city by 2040 results in a figure that establishes the maximum number of path feet that could be included in an impact fee program. This maximum is shown on Table 10.

**Table 10: New Growth Demand Calculation**

Feet per 2040 Day/Night Pop	Day/Night Pop Increase (2016-2040)	Total Feet for New Growth
1.600089	89,283	142,861

The ‘total feet for new growth’ figure is determined by multiplying the Level of Service standard times the day/night population anticipated to be added to the city between 2016 and 2040. The day/night population figure is the citywide increase taken from Table 2: Service Area Forecasts.

**Future Costs**

As discussed above, there are specific plans for improvements to expand the multi-use path system to accommodate both existing and future development throughout the city.

Table 11 presents the City’s proposed system improvement costs that will benefit the entire city and extend service to its future growth and development. Overall, then, new growth’s ‘proportional share’ of the entire future system (142,861 feet of the total 515,003 feet to be constructed) is 27.74% of the length and therefore 27.74% of the cost of the system improvements.

**Table 11: Future System Improvement Costs**

Year	Facility	Linear Feet	2016 Cost*	% Impact Fee Eligible	Eligible 2016 Cost	Net Present Value**
2024						
2025	New City-Wide Path System	515,003	\$ 178,516,512.00	27.74%	\$ 49,520,191.96	\$ 67,503,067.16
2026						
		<b>515,003</b>	<b>\$ 178,516,512.00</b>		<b>\$ 49,520,191.96</b>	<b>\$ 67,503,067.16</b>

\* Costs for individual projects vary (see *Planned Path System Improvements* Table). Overall average is \$344 per linear foot.

\*\* Average construction year of 2025 used. Net Present Value = 2016 cost estimate inflated to target year using the ENR Construction Cost Index (CCI), reduced to 2016 NPV using the Discount Rate.

The Net Present Value of the construction of the new multi-use paths is calculated by increasing the current (2016) estimated construction costs using the Engineering News Record’s 10-year average construction cost inflation (CCI) rate, and then discounting the future amounts back to 2016 dollars using the Net Discount Rate. Since progress on the new construction will span the coming 20+ years, an ‘average’ construction year roughly midway through the process—2025—is used for the NPV calculation.

## Public Safety

### ■ Introduction

Public safety services (fire protection and law enforcement) are provided by the City through its Fire Rescue Department, Police Department, and Municipal Court.

### ■ Service Area

The city is considered a single service area for the provision of public safety services because all residents and employees in the city have equal access to the benefits of the services provided.

### ■ Level of Service

The capital value of public safety services is based upon facility square footage, vehicles and emergency communication structures.

#### Fire Protection

Fire protection is provided by the City through its Fire Rescue Department. The capital value of fire protection is based upon fire stations, administrative office space, and fire apparatus (vehicles).

Emergency medical services are administered by the Fire Rescue Department, but are provided under contract to a private vendor that provides and maintains the ambulances. Emergency 911 service (ChattComm) is also provided under contract to a private vendor, which manages operations out of its stand-alone call center facility that is supported solely by 911 revenues. The facility also houses the city's Emergency Operations Center. The city is partner in a broader public safety communications radio system, the North Fulton Regional Radio System Authority (NFRRSA), that includes telecommunication towers funded by the participating cities.

Currently, public safety facilities that are owned by the City include its four fire stations with a combined square footage of 54,900, utilizing a total of 12 public safety vehicles (that is, vehicles having a service life of 10 years or more).

In addition, 13 tornado warning sirens (operated by the Fire Rescue Department) are located throughout the city, and 9 NFRRSA public safety radio towers are located across the four participating municipalities. The city's weighted share of capital contributions for the radio system (based on population, land mass, and subscriber radios) is 29.68%. That percentage multiplied by the 9 towers identifies the city's 'share' of the overall system, which is 2.67 towers.

#### Law Enforcement

The Police Department provides primary law enforcement throughout the city. Through a variety of active law enforcement, community outreach and educational programs, the Police Department serves all of the population and employees within the city. The Police Department headquarters and training facilities currently occupy leased space, and are proposed to be relocated to a new Public Safety Complex along with the Fire Rescue Department and Municipal Court.

#### Existing and Planned Improvements

Table 12 presents the current inventory of public safety facilities, vehicles, sirens and towers, as well as planned system improvements. The planned improvements include a fire training facility, 2 fire stations, and 4 fire apparatus. In addition, the proposed public safety complex is intended to accommodate Fire Rescue administration and all city law enforcement staff, functions and training space. The Police and Fire Rescue Departments and Municipal Court currently occupy leased facility

space and are slated to relocate to a larger facility. It has been determined that 106,000 square feet would be adequate to meet current and future needs of the city’s public safety departments.

**Table 12: Public Safety System Improvements**

Description	Square Feet or Number	Description	Square Feet or Number
<b>Existing System</b>		<b>Planned System Improvements</b>	
<i>Fire Facilities</i>		<i>New Fire Facilities</i>	
Station 1 - Spalding Dr.	9,000	Fire Training Facility	9,000
Station 2 - Johnson Ferry Rd.	16,900	Panhandle Fire Station	10,000
Station 3 - Raider Dr.	9,000	PCID Fire Station	10,000
Station 4 - Wieuca Rd.	20,000	<i>Total New Fire Facilities</i>	<b>29,000</b>
<i>Total Existing Floor Area</i>	<b>54,900</b>	<i>Public Safety Complex</i>	<b>106,000</b>
<i>Public Safety Vehicles*</i>		<i>New Public Safety Vehicles*</i>	
Fire Engines	2	Fire Engine	1
Ladder Truck	3	Ladder Truck	1
Aerial Ladder Truck	1	Heavy Rescue Vehicle	1
Mini-Pumper	1	High Pressure Pumper Truck	1
Light Rescue Vehicle	3	<i>Total Planned Vehicles</i>	<b>4</b>
SWAT Vehicle	1	<b>Total Existing and Future System</b>	
CSI Van	1	Total Floor Area - Fire Facilities	<b>83,900</b>
<i>Total Public Safety Apparatus</i>	<b>12</b>	Total Public Safety Vehicles	<b>16</b>
<i>Other</i>		Total Warning Sirens	<b>13</b>
Tornado Warning Siren	<b>13</b>	Total Public Safety Radio Towers	<b>2.67</b>
Public Safety Radio Tower**	<b>2.67</b>	Public Safety Complex	<b>106,000</b>

\* Vehicles having a service life of 10 years or more.  
 \*\* City's share of 9 towers throughout North Fulton County.

**Service Level Calculations**

The level of service for public safety facilities in Sandy Springs is measured in terms of the number of public safety vehicles, the number of square feet of fire station and training space, the number of emergency tornado warning sirens, the number of communication towers serving the city, and the floor area of the new public safety complex, per day/night population in the service area.

Day/night population is used as a measure in that fire protection is a 24-hour service provided continuously to both residences and businesses in the service area. The level of service for the public safety complex is based on the planned, new facility.

Table 13 presents the calculation of the current level of service for each of the facility types.



**Table 13: Level of Service Calculation**

Facility	Service Population*	Level of Service
<b>Existing &amp; Proposed Square Feet (Fire Facilities)</b>	<b>2040 Day/Night Population</b>	<b>Square Feet per Day/Night Population (Fire Facilities)</b>
83,900	321,859	0.2607
<b>Existing &amp; Proposed Public Safety Vehicles</b>	<b>2040 Day/Night Population</b>	<b>Fire Apparatus per Day/Night Population</b>
16	321,859	0.000050
<b>Existing Tornado Warning Sirens</b>	<b>2040 Day/Night Population</b>	<b>Tornado Warning Siren per Day/Night Population</b>
13	321,859	0.000040
<b>Existing Radio Towers**</b>	<b>2040 Day/Night Population</b>	<b>Radio Tower per Day/Night Population</b>
2.67	321,859	0.000008
<b>Proposed Square Feet (Public Safety Complex)</b>	<b>2040 Day/Night Population</b>	<b>Square Feet per Day/Night Population (Public Safety Complex)</b>
106,000	321,859	0.329337

\* The level of service for all improvements is based on the future 2040 day/night population, as the existing and future improvements are expected to serve the City for the next 20+ years.

\*\* The city's share of the North Fulton Regional Radio Authority radio tower system (29.68% of 9 towers).

The level of service calculated for the Fire Rescue Department’s floor area and the public safety vehicles is based on the 2040 day/night population. This is because the existing fire stations and public safety vehicles, combined with the proposed square footage (fire training facility and 2 new fire stations) and 4 additional vehicles identified in Table 12, are expected to serve the current and future population to 2040.

Since the coverage of each tornado warning siren is related to a geographical area (i.e., how far away the siren can be heard), it is estimated that all 13 will also serve the entire city to 2040. Accordingly, the level of service is based on the 2040 day/night population.

Like the sirens, the radio towers are expected to serve the city to 2040, making the 2040 day/night population the basis for the level of service calculation. In essence working backwards, new growth’s share of the total expense for the exist-

ing sirens and towers can be determined (as shown in the following Section).

The level of service for the new public safety complex is also calculated based on the 2040 day/night population, as the facility is expected to serve the current and future population to 2040.

**■ Forecasts for Service Area**

**Future Demand**

The Level of Service standards from Table 13 are multiplied by the forecasted day/night population increase to produce the expected future demand in Table 14. As discussed in the previous section,

the current level of service for fire facility space and public safety vehicles is based on the entire system (existing facilities and planned improvements) that will serve the population to 2040. New growth's share of the emergency warning sirens, public safety radio towers, and the planned public safety complex is also based on the level of service that will exist in 2040, covering both existing and future populations. The result – for the sirens, towers, and new public safety complex – is that 27.74% of the sirens, towers, and the new facility are specifically needed to serve future growth and development.

The 'day/night population increase' figures are taken from Table 2: Service Area Forecasts.

**Table 14: Future Demand Calculation**

Level of Service	Future Population	New Growth Demand
<b>Square Feet per Day/Night Population (Fire Facilities)</b>	<b>Day/Night Population Increase (2016-40)</b>	<b>Net New Square Feet Demanded</b>
0.2607	89,283	23,274
<b>Public Safety Vehicles per Day/Night Population</b>	<b>Day/Night Population Increase (2016-40)</b>	<b>Net New Public Safety Vehicles Demanded</b>
0.000050	89,283	4.438
<b>Tornado Warning Siren per Day/Night Population</b>	<b>Day/Night Population Increase (2016-40)</b>	<b>Number of Sirens for New Growth*</b>
0.000040	89,283	3.606
<b>Radio Tower per Day/Night Population</b>	<b>Day/Night Population Increase (2016-40)</b>	<b>Number of Towers for New Growth**</b>
0.000008	89,283	0.74
<b>Square Feet per Day/Night Population (Public Safety Complex)</b>	<b>Day/Night Population Increase (2016-40)</b>	<b>Net New Square Feet for New Growth***</b>
0.329337	89,283	29,404

As previously shown in Table 12, the Fire Rescue Department plans to add 4 vehicles to its fleet to meet future public safety needs. This is slightly less than the 'actual' demand (4.438 vehicles) based on the forecasted population increase. Thus, new growth's share of the vehicles equates to 100% of 4 vehicles. If a fifth vehicle is acquired, it will be only partially impact fee eligible (43.8%). This is because 'more' new vehicles would be added than are technically demanded by new growth, but vehicles only come in 'whole' numbers.

\* New growth's 'share' of the 13 sirens is 3.606 (or 27.74% of the total 13).

\*\* New growth's 'share' of the radio towers is .74 (or 27.74% of the 2.67 that are the city's 'share' of the 9 towers in the overall system).

\*\*\* New growth's 'share' of the building to be constructed is 29,404 sf (or 27.74% of the total 106,000 sf).

Table 15 provides an annual breakdown of the public safety improvements that are planned and the future demand for facilities and equipment following the adopted level of service standards. The facility projects shown in Table 15 are based on the City’s desire to increase the inventory of facilities in a balanced way; the final projects could be reconfigured, with 23,274 square feet of space for fire facilities and 29,404 square feet of the planned public safety complex ultimately being impact fee eligible.

**Table 15: Future Public Safety Facility Projects**

Year	Project	Total Square Feet Proposed	Eligible Square Footage	Eligible Number
2016	Emergency Warning Sirens*			3.606
	Radio Towers*			0.74
2017				
2018	Panhandle Fire Station	10,000	10,000	
	Fire Engine			1
2019	Ladder Fire Truck			1
2020	Public Safety Complex**	106,000	29,404	
	Heavy Rescue Vehicle			1
2021				
2022	Fire Training Facility	9,000	9,000	
2023				
2024				
2025	PCID Fire Station**	10,000	4,274	
	High Pressure Pumper			1
2026				
2027				
2028				
2029				
2030				
2031				
2032				
2033				
2034				
2035				
2036				
2037				
2038				
2039				
2040				

Note that a portion of the fire station project shown in 2025 is only partially impact fee eligible. Overall, only 23,274 square feet is required to serve new growth, but 29,000 square feet total is planned for the fire training facility and the 2 new fire stations. Assuming that the first 2 new facilities are 100% eligible, the third is only 42.74% eligible (providing only 4,274 square feet of the station’s total 10,000 square feet to meet new growth demand). In addition, a portion of the public safety complex shown in the year 2020 is not 100% impact fee eligible; only the square footage needed to serve new growth is impact fee eligible (as shown on Table 14).

Of the emergency warning sirens and public safety radio towers in place, the portions that are eligible for impact fee consideration (i.e., new growth’s ‘proportional share’) are shown to serve new growth. These are listed as 2016 since they already exist.

**Future Costs**

New facility floor area and the number of new vehicles needed to meet the demand created by new growth and development in the future are transferred from Table 15 to Table 16, including the years in which the various facility improvements are anticipated to be needed.

Fire Facilities:	29,000	23,274	
Public Safety Complex:	106,000	29,404	
Public Safety Vehicles:			4.000

\* Only the impact fee eligible sirens and towers are shown.  
 \*\* The impact fee eligible portion is that which will meet the needs of new growth, as determined in the the Future Demand Calculation table.

**Table 16: Project Costs to Meet Future Demand**

Year	Improvements Needed				Total Building Cost in 2016 Dollars****	Total Equipment Cost in 2016 Dollars	Impact Fee Eligible		Impact Fee Cost in 2016 Dollars	Net Present Value
	Facilities (Sq Feet)*	Public Safety Vehicles	Warning Sirens**	Radio Towers***			Building	Equipment		
2016	-	-	13	2.67	\$ -	\$ 4,420,984.00	-	27.74%	\$ 1,226,371.53	\$ 1,226,371.53
2017	-	-			\$ -	\$ -	-	-	\$ -	\$ -
2018	10,000	1			\$ 4,050,400.00	\$ 600,000.00	100%	100%	\$ 4,650,400.00	\$ 4,839,573.51
2019	-	1			\$ -	\$ 1,200,000.00	-	100%	\$ 1,200,000.00	\$ 1,257,009.25
2020	106,000	1			\$ 39,054,640.00	\$ 600,000.00	27.74%	100%	\$ 11,433,673.82	\$ 12,402,237.41
2021	-	-			\$ -	\$ -	-	-	\$ -	\$ -
2022	9,000	-			\$ 3,645,360.00	\$ -	100%	-	\$ 3,645,360.00	\$ 4,124,825.94
2023	-	-			\$ -	\$ -	-	-	\$ -	\$ -
2024	-	-			\$ -	\$ -	-	-	\$ -	\$ -
2025	10,000	1			\$ 4,050,400.00	\$ 675,000.00	42.74%	100%	\$ 2,406,011.76	\$ 2,859,366.60
2026	-	-			\$ -	\$ -	-	-	\$ -	\$ -
2027	-	-			\$ -	\$ -	-	-	\$ -	\$ -
2028	-	-			\$ -	\$ -	-	-	\$ -	\$ -
2029	-	-			\$ -	\$ -	-	-	\$ -	\$ -
2030	-	-			\$ -	\$ -	-	-	\$ -	\$ -
2031	-	-			\$ -	\$ -	-	-	\$ -	\$ -
2032	-	-			\$ -	\$ -	-	-	\$ -	\$ -
2033	-	-			\$ -	\$ -	-	-	\$ -	\$ -
2034	-	-			\$ -	\$ -	-	-	\$ -	\$ -
2035	-	-			\$ -	\$ -	-	-	\$ -	\$ -
2036	-	-			\$ -	\$ -	-	-	\$ -	\$ -
2037	-	-			\$ -	\$ -	-	-	\$ -	\$ -
2038	-	-			\$ -	\$ -	-	-	\$ -	\$ -
2039	-	-			\$ -	\$ -	-	-	\$ -	\$ -
2040	-	-			\$ -	\$ -	-	-	\$ -	\$ -

\$332 = Avg Cost per Square Foot\*\*\*\*\*     
 **\$58,296,784.00**     
 **\$ 24,561,817.12**    **\$ 26,709,384.25**

\* Includes square footage for fire-related facilities and the public safety complex.  
 \*\* All 13 existing emergency warning sirens are shown, of which 3.606 (27.74%) are impact fee eligible.  
 \*\*\* All towers that represent the city's share of the radio communication system are shown, of which 0.74 (27.74%) are impact fee eligible.  
 \*\*\*\* Includes contingency at 15% and architectural/engineering services at 7%.  
 \*\*\*\*\* Includes building and land acquisition costs. Source: City of Sandy Springs (Avg costs per square foot: \$320, building + \$12, land acquisition), with the exception that the avg building cost per square foot for the public safety complex (\$290.63 + \$12 per square foot for land acquisition) is based on the 2016 *BNI Green Building Square Foot Cost Book*.

Estimated improvement costs under the 'total cost in 2016 dollars' column of Table 16 are based on the following:

- For new fire station facility space, prevailing construction costs averaging \$320 per square foot plus land acquisition costs average \$12 per square foot are used, reflecting cost estimates provided by the Fire Rescue Department. An exception is the construction cost for the public safety complex, which averages \$290.63 based on cost estimates for similar facilities in the 2016 BNI Green Building Square Foot Cost Book. Note that a portion of the fire station project shown in the year 2025 is only partially impact fee eligible.
- For the public safety vehicles, current costs for the various vehicle categories were provided by the Fire Rescue Department.
- For the tornado warning sirens and the public safety radio towers, the actual total purchase and installation cost to the City (exclusive of federal and state assistance) is shown.

The total cost figures are then converted to 'impact fee cost in 2016 dollars' based on the percentage that each improvement is impact fee eligible. As noted above, portions of one fire station, the public safety complex, and one vehicle are not 100% impact fee eligible under the adopted LOS. As such, the costs for those improvements are reduced accordingly. In addition, the total cost for the sirens and towers is reduced to new growth's share, which is 27.74% of the total.

The Net Present Value of the cost estimates for new building construction are calculated by increasing the current (2016) impact fee costs using the Engineering News Record's 10-year average building cost inflation (BCI) rate, and then discounting this future amount back to 2016 dollars using the Net Discount Rate. For non-construction improvements (all vehicles) the currently estimated costs are inflated to their target years using the 10-year average CPI and then reduced using the Net Discount Rate to produce the Net Present Value.

## Road Improvements

### ■ Introduction

The information in this chapter is derived from capital project information contained in the *Sandy Springs Fiscal Year (FY) 2016 Budget*, project data for future years based on the City's *Transportation Master Plan (2008)*, the *North Fulton Comprehensive Transportation Plan (2010)* and projects identified in the City's other plans and project listings (2016).

### ■ Service Area

The service area for these road projects is defined as the entire city, in that these road projects are recognized as providing primary access to all properties within the city as part of the citywide network of principal streets and thoroughfares. All new development within the city will be served by this citywide network, such that improvements to any part of this network to relieve congestion or to otherwise improve capacity will positively affect capacity and reduce congestion throughout the city.

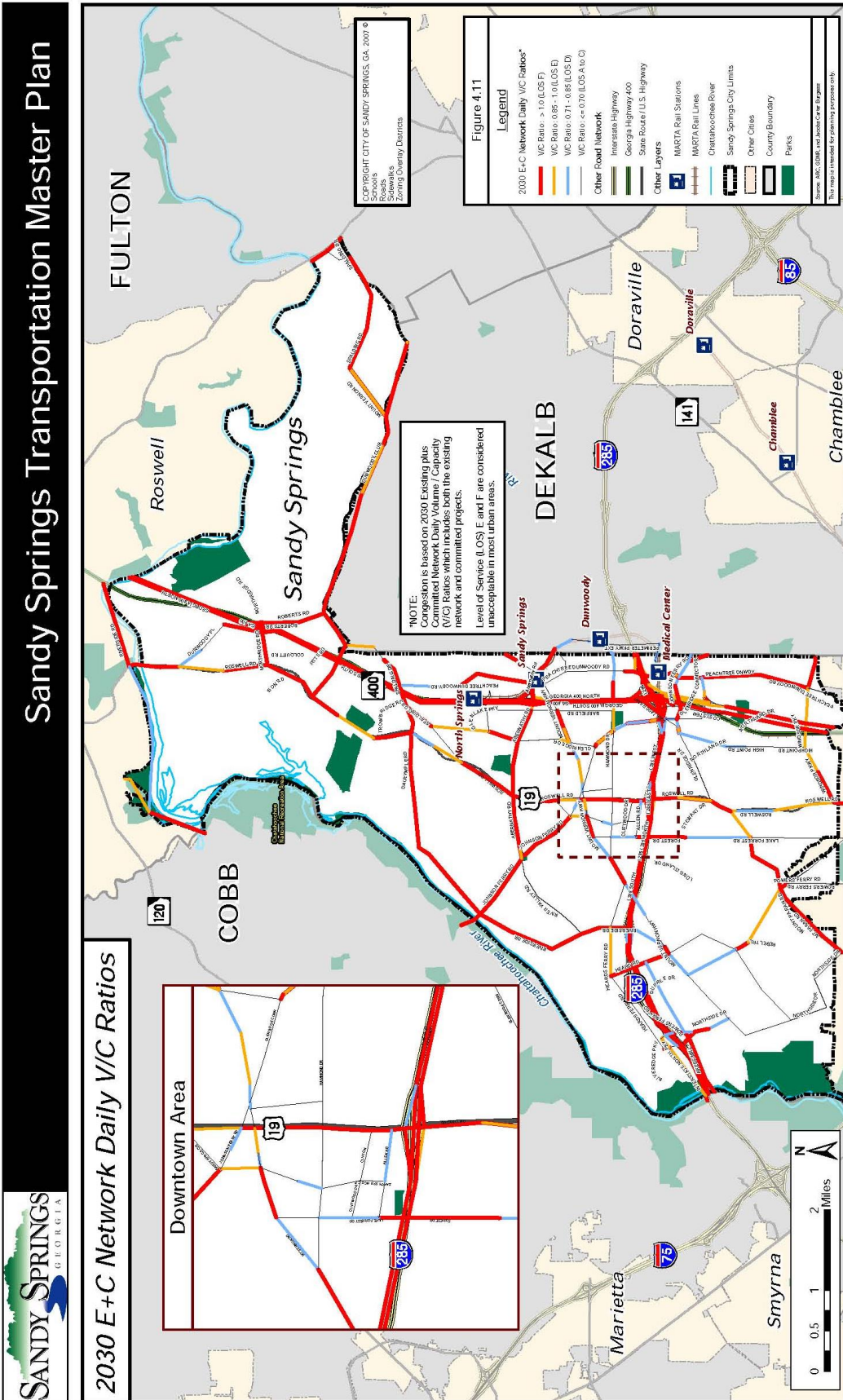
### ■ Level of Service Standards

Level of Service for roadways and intersections is measured on a 'letter grade' system that rates a road within a range of service from A to F. Level of Service A is the best rating, representing unencumbered travel; Level of Service F is the worst rating, representing heavy congestion and long delays. This system is a means of relating the connection between speed and travel time, freedom to maneuver, traffic interruption, comfort, convenience and safety to the capacity that exists in a roadway. This refers to both a quantitative measure expressed as a service flow rate and an assigned qualitative measure describing parameters. *The Highway Capacity Manual, Special Report 209*, Transportation Research Board (1985), defines Level of Service A through F as having the following characteristics:

1. LOS A: free flow, excellent level of freedom and comfort;
2. LOS B: stable flow, decline in freedom to maneuver, desired speed is relatively unaffected;
3. LOS C: stable flow, but marks the beginning of users becoming affected by others, selection of speed and maneuvering becomes difficult, comfort declines at this level;
4. LOS D: high density, but stable flow, speed and freedom to maneuver are severely restricted, poor level of comfort, small increases in traffic flow will cause operational problems;
5. LOS E: at or near capacity level, speeds reduced to low but uniform level, maneuvering is extremely difficult, comfort level poor, frustration high, level unstable; and
6. LOS F: forced/breakdown of flow. The amount of traffic approaching a point exceeds the amount that can transverse the point. Queues form, stop & go. Arrival flow exceeds discharge flow.

The traffic volume that produces different Level of Service grades differs according to road type, size, signalization, topography, condition and access.

The map on the following page, taken from the City's *Transportation Master Plan*, shows anticipated LOS on the City's thoroughfares in 2030.



## ■ Level of Service Adopted

Consistent with generally accepted Level of Service industry standards, the City has set its Level of Service for road improvements at LOS "D" (an equivalent vehicle-to-capacity ratio of no more than 0.85), a level to which it will strive ultimately. However, interim road improvement projects that do not result in a LOS of "D" will still provide traffic relief to current and future traffic alike, and are thus eligible for impact fee funding.

All road improvement projects benefit existing and future traffic proportionally to the extent that relief from over-capacity conditions eases traffic problems for everyone. For example, since new growth by 2040 will represent a certain portion of all 2040 traffic, new growth would be responsible for that portions' cost of the road improvements.

It is noted that the cost-impact of non-Sandy Springs generated traffic on the roads traversing the city (cross commutes) is off-set by state and federal assistance. The net cost of the road projects that accrues to Sandy Springs reasonably represents (i.e., is 'roughly proportional' to) the impact on the roads by Sandy Springs residents and businesses.

The basis for the road impact fee would therefore be Sandy Springs's cost for the improvements divided by all traffic in 2040 (existing today plus new growth)—i.e., the cost per trip—times the traffic generated by new growth alone. For an individual land use, the cost per trip (above) would be applied to the number of trips that will be generated by the new development when a building permit is issued, assuring that new growth would only pay its 'fair share' of the road improvements that serve it.

## ■ Road Improvement Costs

Projects that provide road capacity that will serve new growth are shown on Table 17. This is not a list of all City capital road projects. These projects were selected for inclusion in the City's impact fee program because the specific improvements proposed will increase traffic capacity and reduce congestion to some extent, whether through road widening, improved intersection operations or upgraded signalization.

The cost figures in Table 17 are expressed in current (2016) dollars (including the 'Net City Cost') and in Net Present Value. The Net Present Value of each cost estimate for each future road improvement is calculated by projecting the current (2016) estimated construction cost to the year of completion using the Engineering News Record's 10-year average construction cost inflation (CCI) rate, and then discounting this future amount back to 2016 dollars using the Net Discount Rate.



**Table 17: Road Projects and Estimated Costs – Current Dollars and Net Present Value**

Project Description	Estimated Total Cost*	Total City Cost**	Expenditures to Date***	Net City Cost	Projected Year of Completion	Net Present Value****
Johnson Ferry Rd. Widening & Intersection Improvements (Sandy Springs Cir. to Mount Vernon Hwy.)	\$ 27,133,500	\$ 13,355,657	\$ 1,436,039	\$ 11,919,618	2019	\$ 13,216,285
Hammond Dr. Road Widening (Roswell Rd. to Glenridge Dr.)	60,000,000	60,000,000	1,649,698	58,350,302	2025	79,539,763
Hammond Dr. Road Widening (SR400 to Dunwoody city limits)	10,000,000	10,000,000	-	10,000,000	2027	14,602,904
Intersection - Glenridge Dr. @ Roswell Rd.	2,587,000	1,325,000	198,787	1,126,213	2020	1,292,459
Abernathy Rd. Widening (Roswell Rd. to Barfield Rd.)	20,000,000	20,000,000	-	20,000,000	2026	28,217,608
City Center Transportation Network (new roads)	79,200,000	79,200,000	1,321,928	77,878,072	2017	80,605,414
Glenridge Dr. Widening (Roswell Rd. to Glenridge Connector)	27,331,600	27,331,600	-	27,331,600	2027	39,912,073
Sandy Springs Cir. / I-285 Bridge	40,000,000	8,000,000	-	8,000,000	2031	13,406,805
Barfield Rd. Widening (Hammond Dr. to Mount Vernon Hwy.)	19,572,200	19,572,200	-	19,572,200	2030	31,690,270
Johnson Ferry Capacity Imps (Abernathy to Sandy Springs Cir.)	579,100	579,100	-	579,100	2022	711,947
Johnson Ferry Capacity Imps (Mount Vernon Rd. to Glenridge Dr.)	5,443,200	5,443,200	-	5,443,200	2028	8,227,020
Intersection - Roswell Rd. @ Roberts Dr.	1,239,200	247,840	-	247,840	2020	284,425
Intersection - Roswell Rd. @ North River Pkwy.	1,239,200	247,840	-	247,840	2020	284,425
Intersection - Roswell Rd. @ Hightower Trail	1,239,200	247,840	-	247,840	2020	284,425
Intersection - Roswell Rd. @ Pitts Rd.	1,239,200	247,840	-	247,840	2020	284,425
Intersection - Roswell Rd. @ Morgan Falls Rd.	1,239,200	247,840	-	247,840	2020	284,425
Intersection - Roswell Rd. @ Trowbridge Rd.	1,239,200	247,840	-	247,840	2020	284,425
Intersection - Roswell Rd. @ Dalrymple Rd.	1,239,200	247,840	-	247,840	2020	284,425
Intersection - Roswell Rd. @ Mount Paran Rd.	1,239,200	247,840	-	247,840	2019	274,801
Intersection - Glenridge Dr. @ Johnson Ferry Rd.	1,389,800	1,389,800	-	1,389,800	2022	1,708,624
Intersection - Hammond Dr. @ Lake Forrest Dr.	1,389,800	1,389,800	-	1,389,800	2022	1,708,624
Intersection - Mount Paran Rd. @ Powers Ferry Rd.	1,389,800	1,389,800	-	1,389,800	2022	1,708,624
Intersection - Spalding Dr. @ Pitts Rd.	1,389,800	1,389,800	-	1,389,800	2022	1,708,624
Intersection - Spalding Dr. @ Jett Ferry Rd.	1,389,800	1,389,800	-	1,389,800	2022	1,708,624
Spalding Dr. Widening (Spalding / Winters Chapel)	3,283,400	1,641,700	-	1,641,700	2028	2,481,316
IJR for new I-285 Interchange (half interchange at Powers Ferry Rd)	1,000,000	1,000,000	-	1,000,000	2018	1,071,268
Expansion of Advanced Traffic Management System (ATMS)	3,150,000	3,150,000	-	3,150,000	2019	3,492,671
	<b>\$ 316,142,600</b>	<b>\$ 259,530,177</b>	<b>\$ 4,606,452</b>	<b>\$ 254,923,725</b>		<b>\$ 329,276,696</b>

\* In Present Value (2016) dollars, calculated from year originally proposed - 2008 Transportation Plan, North Fulton CTP (2010) or current budget or plan (2016).

\*\* Total cost of project less grants or other non-city assistance. If not shown at 100%, the city's share is assumed to be 20% of the total cost (with the exception that the Spalding Dr. Widening is 50% due to shared costs with the City of Peachtree Corners).

\*\*\* City (capital) funds expended on project.

\*\*\*\* Net Present Value = 2016 cost estimate inflated to target year using the ENR Construction Cost Index, reduced to 2016 NPV using the Discount Rate.

## ■ Eligible Costs

As discussed thoroughly in the *Traffic Demand* section of the Appendix, new growth and development will represent 28.7% of the traffic on Sandy Springs's road network in 2040. To that extent, new growth's fair share of the road project costs that are attributed to new growth are shown on the following Table 18.

**Table 18: Eligible Cost Calculation - Road Projects**

Project	Net Present Value	% Impact Fee Eligible*	New Growth Cost
Johnson Ferry Rd. Widening & Intersection Improvements (Sandy Springs Cir. to Mount Vernon Hwy.)	\$ 13,216,285	28.7%	\$ 3,798,722
Hammond Dr. Road Widening (Roswell Rd. to Glenridge Dr.)	79,539,763	28.7%	22,861,904
Hammond Dr. Road Widening (SR400 to Dunwoody city limits)	14,602,904	28.7%	4,197,274
Intersection - Glenridge Dr. @ Roswell Rd.	1,292,459	28.7%	371,488
Abernathy Rd. Widening (Roswell Rd. to Barfield Rd.)	28,217,608	28.7%	8,110,513
City Center Transportation Network (new roads)	80,605,414	28.7%	23,168,202
Glenridge Dr. Widening (Roswell Rd. to Glenridge Connector)	39,912,073	28.7%	11,471,822
Sandy Springs Cir. / I-285 Bridge	13,406,805	28.7%	3,853,483
Barfield Rd. Widening (Hammond Dr. to Mount Vernon Hwy.)	31,690,270	28.7%	9,108,651
Johnson Ferry Capacity Imps (Abernathy to Sandy Springs Cir.)	711,947	28.7%	204,633
Johnson Ferry Capacity Imps (Mount Vernon Rd. to Glenridge Dr.)	8,227,020	28.7%	2,364,671
Intersection - Roswell Rd. @ Roberts Dr.	284,425	28.7%	81,751
Intersection - Roswell Rd. @ North River Pkwy.	284,425	28.7%	81,751
Intersection - Roswell Rd. @ Hightower Trail	284,425	28.7%	81,751
Intersection - Roswell Rd. @ Pitts Rd.	284,425	28.7%	81,751
Intersection - Roswell Rd. @ Morgan Falls Rd.	284,425	28.7%	81,751
Intersection - Roswell Rd. @ Trowbridge Rd.	284,425	28.7%	81,751
Intersection - Roswell Rd. @ Dalrymple Rd.	284,425	28.7%	81,751
Intersection - Roswell Rd. @ Mount Paran Rd.	274,801	28.7%	78,985
Intersection - Glenridge Dr. @ Johnson Ferry Rd.	1,708,624	28.7%	491,105
Intersection - Hammond Dr. @ Lake Forrest Dr.	1,708,624	28.7%	491,105
Intersection - Mount Paran Rd. @ Powers Ferry Rd.	1,708,624	28.7%	491,105
Intersection - Spalding Dr. @ Pitts Rd.	1,708,624	28.7%	491,105
Intersection - Spalding Dr. @ Jett Ferry Rd.	1,708,624	28.7%	491,105
Spalding Dr. Widening (Spalding / Winters Chapel)	2,481,316	28.7%	713,198
IJR for new I-285 Interchange (half interchange at Powers Ferry Rd)	1,071,268	28.7%	307,912
Expansion of Advanced Traffic Management System (ATMS)	3,492,671	28.7%	1,003,889
	<b>\$ 329,276,696</b>		<b>\$ 94,643,132</b>

\* See the *Traffic Demand* section in the Appendix.

## Exemption Criteria

The Georgia Development Impact Fee Act provides that the City's "impact fee ordinance may exempt all or part of particular development projects from development impact fees if:

- (1) Such projects are determined to create extraordinary economic development and employment growth or affordable housing;
- (2) The public policy which supports the exemption is contained in the municipality's or county's comprehensive plan; and
- (3) The exempt development project's proportionate share of the system improvement is funded through a revenue source other than development impact fees."

The following Exemption Policy is included in this CIE and thus becomes part of the City's Comprehensive Plan:

The City of Sandy Springs recognizes that certain office, retail trade, hospitality and other business development projects provide extraordinary benefit in support of the economic advancement of the city's citizens over and above the access to jobs, goods and services that such uses offer in general. In addition, the City recognizes that fees, in some circumstances, can negatively affect the affordability of housing, particularly "workforce" housing. To encourage such development projects of public benefit to Sandy Springs, the Mayor and City Council may consider granting a reduction in the impact fee for a business development project upon the determination and relative to the extent that the project represents extraordinary economic development and employment growth, or that the affordability of a housing project may be increased, in accordance with exemption criteria the City may adopt by ordinance. It is also recognized that the cost of system improvements otherwise foregone through exemption of any impact fee must be funded through revenue sources other than impact fees.

While this policy provides that exemption criteria may be approved by the City Council as part of its Impact Fee Ordinance, the adoption of such criteria is elective on the part of the City Council and may or may not be activated through inclusion in the Ordinance.

## Annual CIE Review and Reports

As part of an impact fee program, State law requires that the program be reviewed at least once a year after adoption and that an annual report “describing the amount of any development impact fees collected, encumbered, and used during the preceding year by category of public facility and service area” be prepared.

### ■ Annual CIE Update

To facilitate the annual report requirement, DCA’s *Development Impact Fee Compliance Requirements* sets out the parameters for the report, which it calls the Annual CIE Update. To complete the update, two elements are required:

1. **Financial Report.** The City must provide a Financial Report—based on the City’s most recent annual audit—that shows the amount of impact fees collected, expended, encumbered, or saved for the year. The funds expended and encumbered are matched up with the projects funded.
2. **Community Work Program.** The 5-Year Community Work Program (CWP) is a component of the City’s *Comprehensive Plan*. If the City collects impact fees, the CWP must be updated annually to maintain its 5-year horizon (by adding a new last year and dropping the year just passed). The CWP describes the anticipated capital improvements to be undertaken in that timeframe. Estimated project costs are included, and sources of funding are identified. For impact fee eligible projects, the percentage of funds expected from impact fees must be shown.

The DCA guidelines require that the Annual CIE Update report be submitted to ARC and the Dept. of Community Affairs each year. This report is to include the Financial Report and the update to the Community Work Program described above.

### ■ CIE Amendments

Beyond the required Annual Update, a full amendment of the CIE will sometimes be in order. The population and employment forecasts, any debt service calculations, and tax base forecasts should be reviewed. Any changes in the basic assumptions of the CIE should be reflected in a full amendment of the CIE. If projects or project costs have changed, or if City policies have changed (i.e. a change in the adopted level of service), then the CIE would need to be amended. By law, the City can charge no more than the ‘fair share’ of capital improvements to the new development served by those facilities. The methodology of the CIE can be used to re-calculate the impact fee amount, based on any changes made.

DCA’s current *Minimum Standards and Procedures for Local Comprehensive Planning* require that a community’s Comprehensive Plan must be updated every 5 years, based on a schedule prepared by DCA. (Sandy Springs’s next due date is to adopt its Comprehensive Plan update by the end of October, 2017.) Since a CIE is a required chapter in any Comprehensive Plan for a community that has adopted impact fees, an amendment to the CIE itself following the 5-year schedule would be appropriate. Alternately, a CIE can be amended at any time that changing conditions warrant, and inserted into the subsequent 5-year Comprehensive Plan update accordingly.

## Community Work Program

The City is scheduled to update its Comprehensive Plan in 2017, which will entail a new Community Work Plan (CWP) covering the years 2017 to 2021.

Because the City’s CWP is required to be updated with the impact fee eligible projects anticipated to be undertaken over the coming 5 years, the following listing of impact fee projects is adopted as an Addendum to the CWP through adoption of this Capital Improvements Element. The listing includes the year 2016 to account for projects anticipated to begin prior to 2017.

In 2017, the new Community Work Program within the Comprehensive Plan update will be revised for all project activities, including the specific impact fee eligible projects below.

### 5-Year Work Program Addendum: Impact Fee Eligible Projects

Project Description	2016	2017	2018	2019	2020	2021	Responsible Party (City Dept)	Estimated Cost	Funding Source	Notes/ Explanation
<b>Parks and Recreation</b>										
1 new park walking trail at Abernathy-Greenway Linear Park	X	X					Recreation and Parks	\$115,107	96.24% impact fees; General Fund	Capital Project #P0002
4 new tennis courts at Sandy Springs Tennis Center				X	X		Recreation and Parks	\$424,320	58.32% impact fees; General Fund	Addition of courts to existing tennis facility; Capital Project #P0006
Old Riverside Drive Park improvements:							Recreation and Parks	\$721,276 total:	Impact fees and General Fund:	Capital Project #P0019
1 new playground			X	X				\$116,388	96.24% impact fees; General Fund	
1 new grassed playfield			X	X				\$155,074	42.77% impact fees; General Fund	
2 new picnic shelters			X	X				\$139,568	92.67% impact fees; General Fund	
1 new restroom building			X	X				\$310,246	85.54% impact fees; General Fund	
1 new park walking trail at Crooked Creek Park		X	X				Recreation and Parks	\$115,107	96.24% impact fees; General Fund	Capital Project #P0020
1 new park walking trail at Windsor Meadows Park	X	X					Recreation and Parks	\$115,107	96.24% impact fees; General Fund	Capital Project #P0021
Sandy Springs Cir. side-walks (Hammond Rd. to Roswell Rd.)	X	X	X				Public Works	\$602,230	27.74% impact fees; General Fund	Capital Project #CC0010

Project Description	2016	2017	2018	2019	2020	2021	Responsible Party (City Dept)	Estimated Cost	Funding Source	Notes/ Explanation
Roswell Rd. sidewalks (Broad/Wentworth to Mount Paran)	X	X	X				Public Works	\$289,700	27.74% impact fees; General Fund	Capital Project #T0019
Roswell Rd. bike/ped bridge (over Chattahoochee River)	X	X	X	X	X		Public Works	\$725,882	27.74% impact fees; General Fund	Capital Project #T0035
Dudley Ln. sidewalks (Powers Ferry to City Limits)	X	X					Public Works	\$755,500	27.74% impact fees; General Fund	
Glenridge Dr. sidewalks (High Point to Roswell Rd.)	X	X	X	X			Public Works	\$402,300	27.74% impact fees; General Fund	To be completed in phases
Spalding Dr. sidewalks (Dunwoody Rd. to Ex. Drive near Dunwoody city limits)	X	X					Public Works	\$41,625	27.74% impact fees; General Fund	
Johnson Ferry Rd. sidewalks (Peachtree Dunwoody to Glenridge)		X	X				Public Works	\$114,600	27.74% impact fees; General Fund	
Windsor Pkwy sidewalks (Peachtree Dunwoody Rd. to city limits)		X	X				Public Works	\$481,250	27.74% impact fees; General Fund	
Northwood Dr. sidewalks (Kingsport to Roswell Rd.)		X	X				Public Works	\$250,950	27.74% impact fees; General Fund	
Spalding Dr. sidewalks (Nesbit Ferry to River Crossing Dr.)		X	X				Public Works	\$600,000	27.74% impact fees; General Fund	To be completed in phases
Brandon Mill Rd. sidewalks (Dalrymple to Abernathy/Johnson Ferry)			X	X	X	X	Public Works	\$1,486,875	27.74% impact fees; General Fund	To be completed in phases
Dunwoody Club Dr. sidewalks (Spalding Dr. to Ex. Walk at Fenimore Cir.)			X	X			Public Works	\$425,750	27.74% impact fees; General Fund	
Interstate North Pkwy sidewalks (Northside/New Northside to City Limits)				X	X		Public Works	\$870,925	27.74% impact fees; General Fund	
Roberts Dr. sidewalks (Northridge to Spalding)				X	X		Public Works	\$429,300	27.74% impact fees; General Fund	To be completed in phases
Dalrymple Rd. sidewalks (Roswell Rd. to Wildercliff)					X	X	Public Works	\$1,620,125	27.74% impact fees; General Fund	To be completed in phases

Project Description	2016	2017	2018	2019	2020	2021	Responsible Party (City Dept)	Estimated Cost	Funding Source	Notes/ Explanation
<b>Public Safety</b>										
Construct Panhandle Fire Station			X	X			Fire / Administration	\$4,050,400	100% impact fees	
Purchase fire engine			X				Fire Rescue	\$600,000	100% impact fees	
Purchase ladder fire truck				X			Fire Rescue	\$1,200,000	100% impact fees	
Construct Public Safety Complex					X	X	Fire/Police/ Administration	\$39,054,640	27.74% impact fees; General Fund	
Purchase heavy rescue vehicle					X		Fire Rescue	\$600,000	100% impact fees	
<b>Road Improvements</b>										
City Center Transportation Network		X	X	X	X	X	Public Works	\$80,605,414	28.7% impact fees; General Fund	
Bolyston Rd. Connector		X	X				Public Works	\$3,510,659	28.7% impact fees; General Fund	Capital Project #T0058
IJR for new I-285 half-interchange at Powers Ferry Rd.			X	X			Public Works	\$1,071,268	28.7% impact fees; General Fund	Capital Project #T0056
Expansion of Advanced Traffic Management System (ATMS)				X			Public Works	\$3,492,671	28.7% impact fees; General Fund	
Johnson Ferry Rd. widening and intersection improvements				X	X	X	Public Works	\$13,216,285	28.7% impact fees; General Fund	Sandy Springs Cir. to Mount Vernon Hwy; Capital Project #T-0011
Intersection - Roswell Rd. @ Mount Paran Rd.				X			Public Works	\$274,801	28.7% impact fees; General Fund	
Intersection - Roswell Rd. @ Roberts Dr.					X		Public Works	\$284,425	28.7% impact fees; General Fund	
Intersection - Roswell Rd. @ North River Pkwy.					X		Public Works	\$284,425	28.7% impact fees; General Fund	
Intersection - Roswell Rd. @ Hightower Trail					X		Public Works	\$284,425	28.7% impact fees; General Fund	

Project Description	2016	2017	2018	2019	2020	2021	Responsible Party (City Dept)	Estimated Cost	Funding Source	Notes/ Explanation
Intersection - Roswell Rd. @ Pitts Rd.					X		Public Works	\$284,425	28.7% impact fees; General Fund	
Intersection - Roswell Rd. @ Morgan Falls Rd.					X		Public Works	\$284,425	28.7% impact fees; General Fund	
Intersection - Roswell Rd. @ Trowbridge Rd.					X		Public Works	\$284,425	28.7% impact fees; General Fund	
Intersection - Roswell Rd. @ Dalrymple Rd.					X		Public Works	\$284,425	28.7% impact fees; General Fund	



## Glossary

*The following terms are used in this and other impact fee reports. Where possible, the definitions are taken directly from the Development Impact Fee Act.*

**ARC:** The Atlanta Regional Commission.

**Capital improvement:** an improvement with a useful life of ten years or more, by new construction or other action, which increases the service capacity of a public facility.

**Capital improvements element:** a component of a comprehensive plan adopted pursuant to Chapter 70 of the Development Impact Fee Act which sets out projected needs for system improvements during a planning horizon established in the comprehensive plan, a schedule of capital improvements that will meet the anticipated need for system improvements, and a description of anticipated funding sources for each required improvement.

**DCA:** The Georgia Department of Community Affairs.

**Development:** any construction or expansion of a building, structure, or use, any change in use of a building or structure, or any change in the use of land, any of which creates additional demand and need for public facilities.

**Development impact fee:** a payment of money imposed upon development as a condition of development approval to pay for a proportionate share of the cost of system improvements needed to serve new growth and development.

**Eligible facilities:** capital improvements in one of the following categories:

- (A) Water supply production, treatment, and distribution facilities;
- (B) Waste-water collection, treatment, and disposal facilities;
- (C) Roads, streets, and bridges, including rights of way, traffic signals, landscaping, and any local components of state or federal highways;
- (D) Storm-water collection, retention, detention, treatment, and disposal facilities, flood control facilities, and bank and shore protection and enhancement improvements;
- (E) Parks, open space, and recreation areas and related facilities;
- (F) Public safety facilities, including police, fire, emergency medical, and rescue facilities; and
- (G) Libraries and related facilities.

**Impact cost:** the proportionate share of capital improvements costs to provide service to new growth, less any applicable credits.

**Impact fee:** the impact cost plus surcharges for program administration and recoupment of the cost to prepare the Capital Improvements Element.

**Level of service:** a measure of the relationship between service capacity and service demand for public facilities in terms of demand to capacity ratios or the comfort and convenience of use or service of public facilities or both.

**Project improvements:** site improvements and facilities that are planned and designed to provide service for a particular development project and that are necessary for the use and convenience of

the occupants or users of the project and are not system improvements. The character of the improvement shall control a determination of whether an improvement is a project improvement or system improvement and the physical location of the improvement on site or off site shall not be considered determinative of whether an improvement is a project improvement or a system improvement. If an improvement or facility provides or will provide more than incidental service or facilities capacity to persons other than users or occupants of a particular project, the improvement or facility is a system improvement and shall not be considered a project improvement. No improvement or facility included in a plan for public facilities approved by the governing body of the municipality or county shall be considered a project improvement.

**Proportionate share:** means that portion of the cost of system improvements which is reasonably related to the service demands and needs of the project.

**Rational nexus:** the clear and fair relationship between fees charged and services provided.

**Service area:** a geographic area defined by a municipality, county, or intergovernmental agreement in which a defined set of public facilities provide service to development within the area. Service areas shall be designated on the basis of sound planning or engineering principles or both.

**System improvement costs:** costs incurred to provide additional public facilities capacity needed to serve new growth and development for planning, design and engineering related thereto, including the cost of constructing or reconstructing system improvements or facility expansions, including but not limited to the construction contract price, surveying and engineering fees, related land acquisition costs (including land purchases, court awards and costs, attorneys' fees, and expert witness fees), and expenses incurred for qualified staff or any qualified engineer, planner, architect, landscape architect, or financial consultant for preparing or updating the capital improvement element, and administrative costs, provided that such administrative costs shall not exceed 3 percent of the total amount of the costs. Projected interest charges and other finance costs may be included if the impact fees are to be used for the payment of principal and interest on bonds, notes, or other financial obligations issued by or on behalf of the municipality or county to finance the capital improvements element but such costs do not include routine and periodic maintenance expenditures, personnel training, and other operating costs.

**System improvements:** capital improvements that are public facilities and are designed to provide service to the community at large, in contrast to 'project improvements.'



# CITY OF SANDY SPRINGS

## ANNUAL FINANCIAL REPORT FOR 2021

Public Facility Type	Total Impact Fee Fund	Transportation	Parks & Recreation	Public Safety
Service Area	City Wide	City Wide	City Wide	City Wide
Beginning Impact Fee Fund Balance	\$4,850,412.67	\$1,022,285.98	\$3,799,003.62	\$29,123.07
Impact Fees Collected	\$676,095.63	\$350,317.17	\$281,418.06	\$44,360.40
Interest Income Current and Prior Years	\$74,707.43	\$12,889.00	\$57,754.15	\$4,064.28
Project Expenditures	\$277,437.52	\$12,940.10	\$264,497.42	\$0.00
Administrative Costs	\$0.00	\$0.00	\$0.00	\$0.00
Impact Fee Refund	\$0.00	\$0.00	\$0.00	\$0.00
Ending Impact Fee Fund Balance	\$5,323,778.21	\$1,372,552.05	\$3,873,678.41	\$77,547.75
Impact Fees Encumbered	\$0.00	\$0.00	\$0.00	\$0.00

# CITY OF SANDY SPRINGS

## 5-YEAR WORK PROGRAM ADDENDUM: IMPACT FEE ELIGIBLE PROJECTS

Project Description	2022	2023	2024	2025	2026	Responsible Party (City Dept.)	Estimated Cost	Funding Source	Notes/ Explanation
<b>Parks and Recreation</b>									
4 new tennis courts at Sandy Springs Tennis Center	x	x	x	x		Recreation and Parks	\$424,320	58.32% impact fees; General Fund	Capital Project #P0006
Old Riverside Drive Park Improvements							\$721,276	Impact fees and General Fund:	Capital Project #P0019
1 new playground	x	x	x	x		Recreation and Parks	\$116,388	96.24% impact fees; General Fund	
1 new grassed playfield	x	x	x	x			\$155,074	42.77% impact fees; General Fund	
2 new picnic shelters	x	x	x	x			\$139,568	92.67% impact fees; General Fund	
1 new restroom building	x	x	x	x			\$310,246	85.54% impact fees; General Fund	
1 new park walking trail at Crooked Creek Park	x					Recreation and Parks	\$600,000	96.24% impact fees; General Fund	Capital Project #P0020
Roswell Road bike/ped bridge (over Chattahoochee River)	x					Public Works	\$850,000	27.74% impact fees; General Fund	Capital Project #T0035
Glenridge Drive sidewalks (High Point to Roswell Rd.)						Public Works	\$402,300	27.74% impact fees; General Fund	COMPLETE
Glenridge Drive Sidepath, Hammond to south of Wellington Trace	x	x	x	x		Public Works	\$2,750,000	27.74% impact fees; General Fund	TSPLOST II List
Lake Forrest Sidewalk	x	x	x	x		Public Works	\$1,500,000	27.74% impact fees; General Fund	TSPLOST II List
Johnson Ferry Rd Sidepath, Glenridge Dr to Peachtree Dunwoody Rd			x	x		Public Works	\$4,010,000	27.74% impact fees; General Fund	TSPLOST II, Tier 2, list
Roberts Drive Sidepath, Roswell Rd to Dunwoody Pl			x	x		Public Works	\$10,950,000	27.74% impact fees; General Fund	TSPLOST II, Tier 2, list
SR 400 Multi-Use Trail	x	x	x			Public Works	\$4,400,000	27.74% impact fees; General Fund	TSPLOST II List

**CITY OF SANDY SPRINGS**

**5-YEAR WORK PROGRAM ADDENDUM: IMPACT FEE ELIGIBLE PROJECTS**

Project Description	2022	2023	2024	2025	2026	Responsible Party (City Dept.)	Estimated Cost	Funding Source	Notes/ Explanation
Park Land Acquisition	x					Recreation and Parks	\$4,242,375	100.00% impact fees	Capital Project #P0031

# CITY OF SANDY SPRINGS

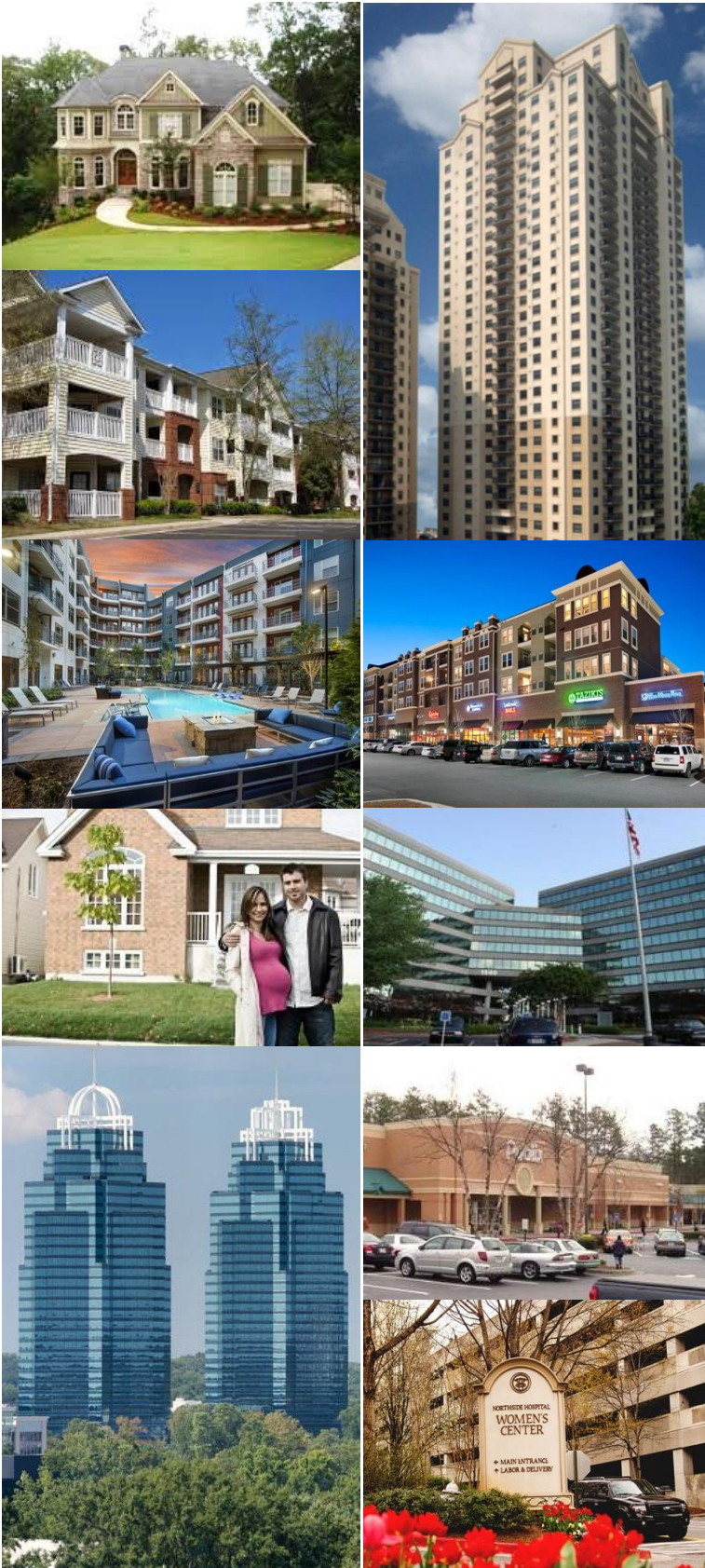
## 5-YEAR WORK PROGRAM ADDENDUM: IMPACT FEE ELIGIBLE PROJECTS

Project Description	2022	2023	2024	2025	2026	Responsible Party (City Dept.)	Estimated Cost	Funding Source	Notes/ Explanation
<b>Public Safety</b>									
Construct Panhandle Fire Station	x	x	x	x		Fire / Administration	\$4,050,400	100% impact fees	
Purchase ladder fire truck	x					Fire Rescue	\$1,400,000	100% impact fees	
Construct Public Safety Complex	x					Fire / Police / Administration	\$38,634,728	27.74% impact fees; General Fund	Capital Project #F0009
<b>Road Improvements</b>									
Boylston Rd. Connector						Public Works	\$5,860,659	28.7% impact fees; General Fund	COMPLETE
Boylston Road at Hammond Drive Intersection and Streetscape (Phase 2)	x	x				Public Works	\$4,400,000	28.7% impact fees; General Fund	Capital Project #T0058-1; TSPLOST II List
Expansion of Advanced Traffic Management System (ATMS)						Public Works	\$3,492,671	28.7% impact fees; General Fund	COMPLETE
Johnson Ferry Rd. widening and intersection improvements	x					Public Works	\$18,973,000	28.7% impact fees; General Fund	In conjunction with Capital Project TS-191
Abernathy Rd. road and intersection improvements						Public Works	\$1,027,000	28.7% impact fees; General Fund	Short term improvements already GDOT funded. REMOVE
Roswell Road North Boulevard Project	x	x	x			Public Works	\$9,680,000	28.7% impact fees; General Fund	TSPLOST II List
Roswell Road at Glenridge Intersection Improvement						Public Works	\$4,292,850	28.7% impact fees; General Fund	REMOVE because no more \$ needed
Holcomb Bridge/River Exchange @ Spalding Dr Intersection						Public Works	\$3,000,000	28.7% impact fees; General Fund	REMOVE - GDOT is funding construction
Intersection - Roswell Rd. @ Roberts Dr.						Public Works	\$5,500,000	28.7% impact fees; General Fund	REMOVE- incorporated into Roswell Road North Boulevard Project

5-YEAR WORK PROGRAM ADDENDUM: IMPACT FEE ELIGIBLE PROJECTS

Project Description	2022	2023	2024	2025	2026	Responsible Party (City Dept.)	Estimated Cost	Funding Source	Notes/ Explanation
Intersection - Roswell Rd. @ North River Pkwy.						Public Works	\$1,000,000	28.7% impact fees; General Fund	REMOVE - incorporated into Roswell Road North Boulevard Project
Intersection - Roswell Rd. @ Morgan Falls Rd.						Public Works	\$1,000,000	28.7% impact fees; General Fund	REMOVE - not in current TMP
Intersection - Roswell Rd. @ Dalrymple Rd.	x					Public Works	\$1,700,000	28.7% impact fees; General Fund	Capital Project TS-108
Intersection - Colquitt Rd. @ Pitts Rd.						Public Works	\$500,000	28.7% impact fees; General Fund	Impacted by 400 Express Lanes. REMOVE.
Intersection - Peachtree Dunwoody Rd. @ Crestline						Public Works	\$1,000,000	28.7% impact fees; General Fund	Not in current TMP, but PCID priority. REMOVE.
Intersection - Johnson Ferry Rd. @ Peachtree Dunwoody Rd.	x	x				Public Works	\$3,300,000	28.7% impact fees; General Fund	TSPLOST II List
Intersection - Roswell Rd. @ Lake Placid						Public Works	\$500,000	28.7% impact fees; General Fund	Not capacity adding - REMOVE
Intersection - Dunwoody Pl @ Roswell Rd			x	x		Public Works	\$2,000,000	28.7% impact fees; General Fund	TMP 5 year
Intersection - Northridge Rd @ Roswell Rd			x	x		Public Works	\$2,200,000	28.7% impact fees; General Fund	TMP 5 year
Peachtree Dunwoody Road @ Lake Hearn Multimodal Intersection Improvements	x	x				Public Works	\$5,225,000	28.7% impact fees; General Fund, PCID	5 year CIP





## Impact Fee Program Update

# APPENDIX

- Population Forecasts
- Housing Forecasts
- Employment Forecasts
- Traffic Demand



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# Sandy Springs Impact Fee Program Update

## APPENDIX

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## Summary of Forecasts

### ■ Population, Housing and Employment Forecasts

	Population	Households	Housing Units	Jobs
2016	105,666	50,693	56,226	126,910
2017	107,545	51,744	57,392	128,496
2018	109,425	52,772	58,532	130,102
2019	111,305	53,791	59,663	131,728
2020	113,186	54,809	60,792	133,374
2021	115,067	55,824	61,918	135,041
2022	116,948	56,776	62,973	136,729
2023	118,830	57,699	63,997	138,438
2024	120,712	58,603	65,000	140,167
2025	122,595	59,494	65,988	141,919
2026	124,477	60,373	66,963	143,693
2027	126,361	61,246	67,931	145,489
2028	128,244	62,108	68,887	147,307
2029	130,128	62,952	69,824	149,148
2030	132,013	63,776	70,738	151,012
2031	133,898	64,594	71,645	152,899
2032	135,783	65,402	72,541	154,809
2033	137,669	66,202	73,428	156,744
2034	139,555	67,010	74,325	158,703
2035	141,441	67,831	75,235	160,684
2036	143,328	68,682	76,179	162,692
2037	145,215	69,564	77,157	164,726
2038	147,102	70,473	78,166	166,785
2039	148,990	71,409	79,204	168,869
2040	150,879	72,375	80,275	170,980

Year	Housing Units (Recreation & Parks)	Day/Night Population (Public Safety)
2016	56,226	232,576
2017	57,392	236,041
2018	58,532	239,527
2019	59,663	243,033
2020	60,792	246,560
2021	61,918	250,108
2022	62,973	253,677
2023	63,997	257,268
2024	65,000	260,879
2025	65,988	264,514
2026	66,963	268,170
2027	67,931	271,850
2028	68,887	275,551
2029	69,824	279,276
2030	70,738	283,025
2031	71,645	286,797
2032	72,541	290,592
2033	73,428	294,413
2034	74,325	298,258
2035	75,235	302,125
2036	76,179	306,020
2037	77,157	309,941
2038	78,166	313,887
2039	79,204	317,859
2040	80,275	321,859

**Increase:**                    **24,049**                    **89,283**

### ■ Service Area Forecasts

For recreation facilities and park lands, the Level of Service standards are based on the number of housing units in the city. In contrast, Public Safety (Fire Protection and Police Services) combines population and employment into a 'day-night' population to reflect their 24-hour service demand. Road improvement fees, of course, are based on traffic demand calculations resulting from housing unit and employment growth.

## Market Demand

An exhaustive market demand study was prepared as part of the Comprehensive Plan Update process by a leading national real estate advisory company, Robert Charles Lesser & Company.<sup>1</sup>

The report covers the 2015-2035 time frame, and includes household demand forecasts as well as forecasted demand for retail and office floor area and hotel rooms. All of the demand forecasts address both a 'baseline' and an 'aggressive growth' scenario (labeled as 'low' and 'high' forecasts for simplicity, below).

Table 1 is based on the RCLCO market demand forecasts, and translates those forecasts into population and employment figures, which are necessary for calculating impact fees.

**Table 1: Market Demand 2015-2035**

	2015*	2035 Total	
		Low	High
Total Population	98,184	136,976	154,662
Total Households	44,454	62,066	70,096
Retail Employment	6,454	7,683	8,217
Office Employment	120,636	143,664	162,048
Hotel Employment	1,187	3,638	3,638
Total Employment	128,276	154,984	173,902

\* 2015 population and households taken from RCLCO Market Report. Nonresidential employment calculated using 2015 occupied floor area and hotel rooms in Market Report.

Table 1 shows the population and the number of households in 2015, taken from the Market Report. To convert the number of households into future resident population, the city's population-per-household averages from the 2010 Census were used (being the latest available). Overall, the 2010 Census averages compare favorably with the average household size of 2.20 used in the Market Report to 2035.

The Market Report also projected retail and office floor area and hotel rooms from 2015 to 2035 for the 'low' (base-

line) and 'high' (aggressive growth) scenarios.

To convert retail floor area and the number of hotel rooms into employment, average employees-per-1,000-square feet of retail and employees-per-hotel room were derived from the latest edition of the *Trip Generation* manual, a universally used resource.<sup>2</sup> For office employment, the Market Report determined that each new employee generates 184 square feet of floor area, which equates to 5.43 employees per 1,000 square feet.

These resulting 'new population' and 'new employment' increases for each scenario are added to the 2015 totals to arrive at totals for 2035.

There are some dissonances with the more detailed population, housing unit and employment forecasts made in this Appendix for impact fee purposes, including the time frame covered, the 2015 population and number of households estimates, and the 2015 'existing' employment figures. However, the figures from the Market Report provide useful and professionally prepared brackets between the 'low' and 'high' scenarios to guide the results of the more detailed forecasts in this Appendix, and to provide a 'reality check' between market demand and projected growth trends.

<sup>1</sup> *Sandy Springs Comprehensive Plan: RCLCO Market Report*, Robert Charles Lesser & Company, October 29, 2015.

<sup>2</sup> *Trip Generation*, Institute of Transportation Engineers, 9th Ed.

## Population Forecasts

The purpose of the analysis that follows is to select the most appropriate population forecast for Sandy Springs, which will be used in establishing Level of Service calculations for the City's impact fee program update. The population forecasts will subsequently influence the housing unit forecasts used in this Update.

To accomplish this, several statistical projection approaches were prepared for comparison and consideration. Historic city population data from the US Bureau of the Census were used extensively as benchmarks from the past and considered in two different timeframes. Reference is also made to the forecasts prepared by the Atlanta Regional Commission in support of the latest regional plan, which extends to 2040.<sup>3</sup>

The various approaches presented in the methodology below are:

- 2000–2014 Census population data projected to 2040 using three different trend line regression methods.
- Nearer term 2006–2014 Census population data projected to 2040, also using three different trend line regression methods.
- An analysis of the regional forecasts prepared by ARC compared to past trends and most recent population estimates by the Census Bureau.

### ■ Conclusion

Sandy Springs' population growth proceeded at a relatively steady pace during the past decade, and 'up-ticked' in 2014.<sup>4</sup> Building permitting for housing units has totaled more than every other city in the northern part of the county, particularly for multi-family units, since 2013. Sandy Springs commands a unique position for future growth due to the city's attraction for mid-rise and high-rise multi-family developments in such 'hot' market areas as Perimeter Center, Roswell Road at Windsor Parkway, the creation of the new City Center currently under way, and the living-working initiatives in the Roswell Road LCI Corridor. Recent major development approvals and prospective development announcements in the city, along with post-recession financing opportunities and improving market conditions, suggest that this trend will continue for some time to come. Future population growth in the coming 24 years to 2040 is expected to continue within the city at a pace at least equal to the historic growth rate experienced over the past decade. The Great Recession is over in Sandy Springs. This is reflected in the city's rebound in building permit activity in 2013, 2014 and 2015, and the flurry of development commitments and optimism that have occurred in recent times.

### Alternate Population Forecasts

The table and graph below summarize the results of the three forecasting approaches described above and detailed in the following description of the methodology.

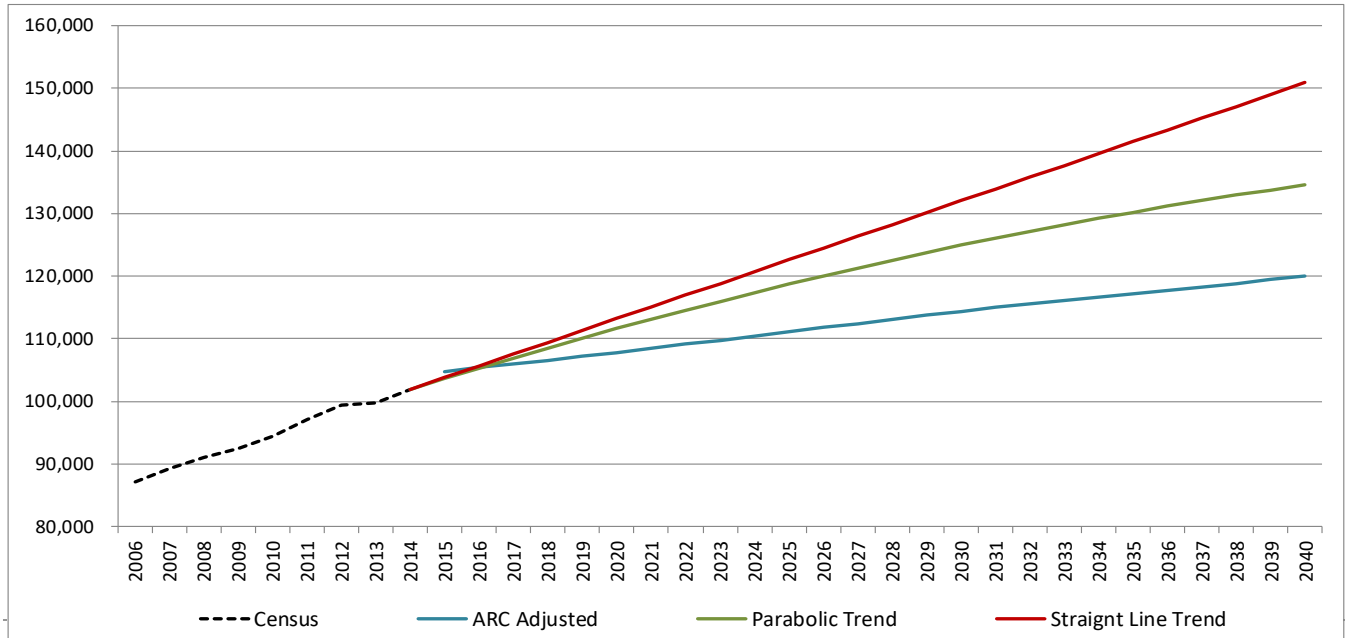
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<sup>3</sup> *The Atlanta Region's Plan*, Atlanta Regional Commission, 2016.

<sup>4</sup> Population estimates for 2015 have not yet been reported by the Census Bureau but, based on the continued pace of development approvals and housing unit permitting, the city's continuation of its rapid growth over the recent several years is highly likely.

### Summary - Alternate Population Projections

Approach	2016	2020	2025	2030	2035	2040	2016 - 2040 Change		
							Increase	Percent	Avg/Year
ARC Adjusted	105,392	107,770	111,085	114,400	117,186	119,971	14,579	13.8%	0.58%
Parabolic Trend	105,294	111,630	118,733	124,927	130,211	134,586	29,292	27.8%	1.16%
Straight Line Trend	105,666	113,186	122,595	132,013	141,441	150,879	45,213	42.8%	1.78%



The growth rate figures above the graph are particularly revealing. While the ARC regional forecast has Sandy Springs growing at a rate about only one-quarter of the rate experienced historically, a straight-on projection of the population growth since 2006 yields a 2040 population over 40% larger than the number of people living in the city today.

#### Recommendation

Comparison to the 'brackets' established by low and high scenarios in RCLCOs market demand study are particularly relevant. The calculated population forecasts for 2035 range from (rounded) 137,000 to 155,000 derived from the market study. For the same year as projected in this report, the figures are over 130,000 for the parabolic curve and 141,000 for the straight line trend. Thus, the 'higher' straight line trend projection is higher than but closer to the 'low' growth scenario posited by market demand. By 2040, the straight line trend projection approaches the 'aggressive growth' scenario responding to market demand, at 151,000 versus 155,000 under the 'high' scenario.

For the purposes of the impact fee study and update, the 'higher' forecast—labeled the 'straight line trend'—will be used for service area calculations and to quantify future demand for public facilities attributable to new growth and development.



The methodology followed in preparing the population forecasts is described below:

### ■ Historic Population Growth

On Table 2 the latest population estimates prepared by the Census Bureau as part of their Annual Estimates program are shown for each year between 2000 and 2014 for each city in Fulton County north of Atlanta, and Northern Fulton County as a whole. These particular figures are from the Intercensal Estimates for 2000-2009 (the Bureau revises its annual estimates for the preceding decade after a Decennial Census to correct individual errors) and from the Census Bureau's Annual Estimates Program for 2010 to 2014. (When the 2014 annual estimates were published, the 2010 estimate was slightly revised.)

It is important to note that Census Bureau estimates are made as of July 1 of each year, so they are slightly off from the Decennial Census figures for 2000 and 2010. Each Decennial Census is taken as of April 1. For instance, the population figure for '2007' on Table 1 would be as of July 1, 2007, covering the previous 12 months from June 30, 2006.

Data for all of the cities in the northern area of the county are shown in order to provide some context to historic trends and future projections for Sandy Springs, and for comparison to forecasts prepared by the Atlanta Regional Commission.

Also shown on Table 2 is each city's percentage of the total Northern Fulton County population each year.

As can be seen on the graphs below Table 2, Sandy Springs and Roswell have been in virtual lock step since 2000, both in terms of population growth and their respective percentages of the total northern county population. Unlike Roswell (and all of the other cities for that matter), Sandy Springs experienced an 'up-tick' in 2014.

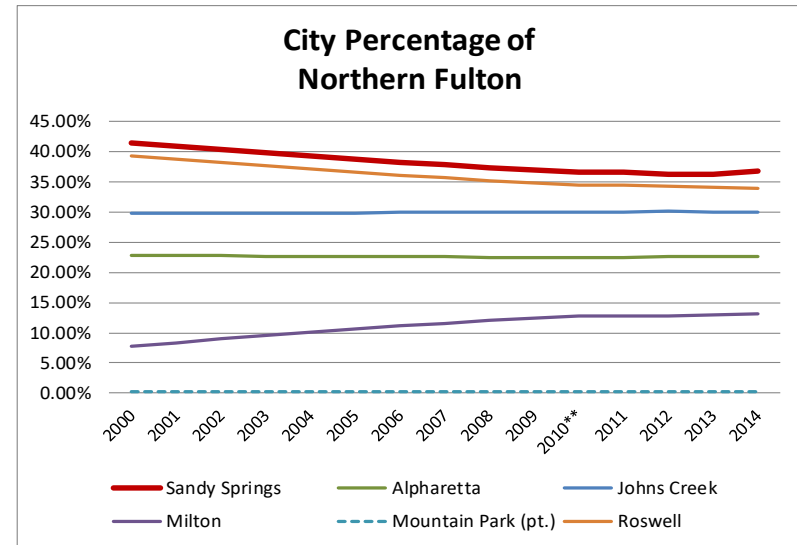
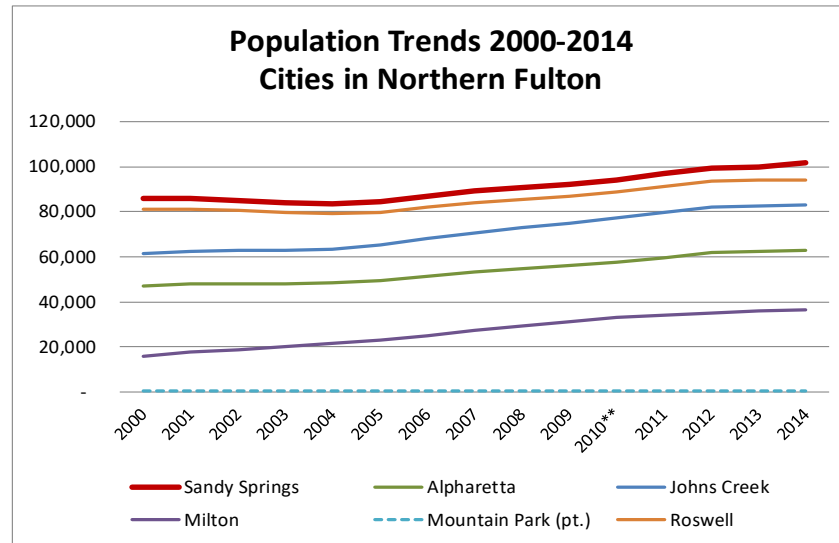
The graphs also reveal that the city of Milton maintained the highest growth rate throughout the 14-year period, increasing its percentage 'share' of Northern Fulton County from about 8% to over 13%. Population growth in Johns Creek and Sandy Springs basically maintained those cities share of the total at roughly 30% and 23% each. Comparatively slower growth in Roswell and Sandy Springs resulted in a drop in share of 5.5 and 4.8 percentage points respectively.

The figures on the next table, Table 3, provide further information on historic growth in the northern portion of the county. Looking at total population growth over the 14 year period (and ignoring tiny Mountain Park), Roswell had the lowest population increase of 15.6%, surpassed by Sandy Springs at 18.8%. When the more recent period is examined (beginning in the year of Sandy Springs' incorporation), the relative percentage 'rankings' among the cities remains the same, but the average annual increase for Sandy Springs notably increases.

**Table 2: Census Estimates of Population 2000 - 2014**

	Population Estimates*														
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010**	2011	2012	2013	2014
<b>Sandy Springs</b>	<b>85,809</b>	<b>85,930</b>	<b>85,099</b>	<b>84,273</b>	<b>83,631</b>	<b>84,504</b>	<b>87,059</b>	<b>89,252</b>	<b>90,980</b>	<b>92,466</b>	<b>94,339</b>	<b>97,011</b>	<b>99,420</b>	<b>99,771</b>	<b>101,908</b>
Alpharetta	47,229	47,895	48,011	48,096	48,279	49,339	51,390	53,239	54,830	56,286	57,827	59,424	61,977	62,224	63,038
Johns Creek	61,522	62,566	62,891	63,163	63,562	65,116	67,978	70,580	72,844	74,929	77,200	79,521	82,296	82,745	83,102
Milton	16,035	17,592	18,913	20,170	21,432	23,064	25,183	27,246	29,210	31,119	32,910	33,917	35,016	35,900	36,662
Mountain Park (pt.)	518	514	505	497	489	490	502	510	516	521	529	542	556	556	557
Roswell	81,361	81,411	80,563	79,739	79,075	79,826	82,172	84,183	85,751	87,089	88,844	91,196	93,689	93,994	94,089
<b>Total - Northern Fulton</b>	<b>206,665</b>	<b>209,978</b>	<b>210,883</b>	<b>211,665</b>	<b>212,837</b>	<b>217,835</b>	<b>227,225</b>	<b>235,758</b>	<b>243,151</b>	<b>249,944</b>	<b>257,310</b>	<b>264,600</b>	<b>273,534</b>	<b>275,419</b>	<b>277,448</b>

	Percent of Northern Fulton														
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010**	2011	2012	2013	2014
<b>Sandy Springs</b>	<b>41.52%</b>	<b>40.92%</b>	<b>40.35%</b>	<b>39.81%</b>	<b>39.29%</b>	<b>38.79%</b>	<b>38.31%</b>	<b>37.86%</b>	<b>37.42%</b>	<b>36.99%</b>	<b>36.66%</b>	<b>36.66%</b>	<b>36.35%</b>	<b>36.23%</b>	<b>36.73%</b>
Alpharetta	22.85%	22.81%	22.77%	22.72%	22.68%	22.65%	22.62%	22.58%	22.55%	22.52%	22.47%	22.46%	22.66%	22.59%	22.72%
Johns Creek	29.77%	29.80%	29.82%	29.84%	29.86%	29.89%	29.92%	29.94%	29.96%	29.98%	30.00%	30.05%	30.09%	30.04%	29.95%
Milton	7.76%	8.38%	8.97%	9.53%	10.07%	10.59%	11.08%	11.56%	12.01%	12.45%	12.79%	12.82%	12.80%	13.03%	13.21%
Mountain Park (pt.)	0.25%	0.24%	0.24%	0.23%	0.23%	0.22%	0.22%	0.22%	0.21%	0.21%	0.21%	0.20%	0.20%	0.20%	0.20%
Roswell	39.37%	38.77%	38.20%	37.67%	37.15%	36.65%	36.16%	35.71%	35.27%	34.84%	34.53%	34.47%	34.25%	34.13%	33.91%
<b>Total - Northern Fulton</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>



\* As of July 1 of each year. 2000 and 2010 differ from Census counts, which are as of April 1.

\*\* Revised by Census Bureau in 2014.

Sources: Intercensal Estimates 2000-2009, US Bureau of the Census.

Census Estimates Program, 2010-2014, US Bureau of the Census.

**Table 3: Comparative Growth Rates - Northern Fulton Cities**

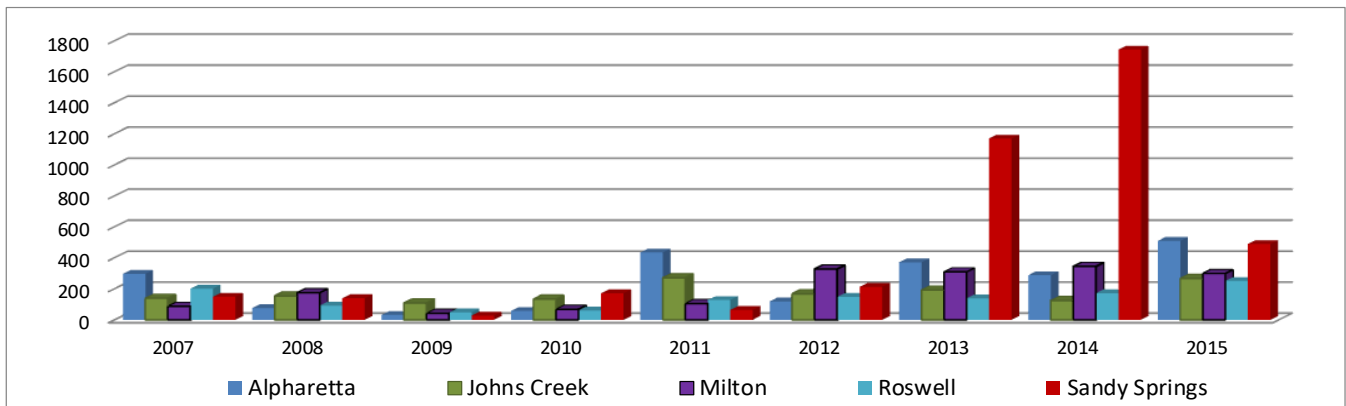
	Population			2000-2014 Increase			2006-2014 Increase		
	2000	2006	2014	Number	Percent	Avg/Year	Number	Percent	Avg/Year
<b>Sandy Springs (Superdistrict)</b>	<b>85,809</b>	<b>87,059</b>	<b>101,908</b>	<b>16,099</b>	<b>18.8%</b>	<b>1.3%</b>	<b>14,849</b>	<b>17.1%</b>	<b>2.1%</b>
Alpharetta	47,229	51,390	63,038	15,809	33.5%	2.4%	11,648	22.7%	2.8%
Johns Creek	61,522	67,978	83,102	21,580	35.1%	2.5%	15,124	22.2%	2.8%
Milton	16,035	25,183	36,662	20,627	128.6%	9.2%	11,479	45.6%	5.7%
Mountain Park (pt.)	518	502	557	39	7.5%	0.5%	55	11.0%	1.4%
<b>North Fulton (Superdistrict)</b>	<b>125,304</b>	<b>145,053</b>	<b>183,359</b>	<b>58,055</b>	<b>46.3%</b>	<b>3.3%</b>	<b>38,306</b>	<b>26.4%</b>	<b>3.3%</b>
<b>Roswell (Superdistrict)</b>	<b>81,361</b>	<b>82,172</b>	<b>94,089</b>	<b>12,728</b>	<b>15.6%</b>	<b>1.1%</b>	<b>11,917</b>	<b>14.5%</b>	<b>1.8%</b>
Total - Northern Fulton	206,665	227,225	277,448	70,783	34.3%	2.4%	50,223	22.1%	2.8%

Population figures for Sandy Springs, Milton and Johns Creek prior to incorporation estimated by US Bureau of the Census.

The quickening pace of population growth in Sandy Springs is also reflected in the number of building permits issued for residential units, beginning in 2007.

**Table 4: Housing Units Permitted - 2007-2015**

	North Fulton Cities									
	2007	2008	2009	2010	2011	2012	2013	2014	2015*	
Alpharetta	297	76	32	57	434	119	371	288	509	
Johns Creek	139	154	109	134	271	168	192	125	267	
Milton	87	175	43	68	105	328	309	344	299	
Roswell	201	91	48	60	128	148	138	172	251	
Sandy Springs	149	140	27	172	64	213	1,169	1,743	489	



\* Figures for 2015 are through November.

Note: The number of permits issued in Mt. Park were insignificant and are not shown.

Source: US Census Bureau Building Permits Survey, based on data submitted by each city to the Bureau.

The vast majority of housing units issued building permits by all of the cities, except for Sandy

Springs, was for single-family residences (coupled with some low-rise multi-family units in Milton). The major increases in housing permits issued in the past few years in Sandy Springs, on the other hand, have included a large number of multi-family units. This reflects the unique position of the city in attracting mid-rise and high-rise multi-family developments to such 'hot' market areas as Perimeter Center, Roswell Road at Windsor Parkway, the new Downtown area, and the Roswell Road Corridor itself. Recent major rezoning approvals and development announcements in the city, along with post-recession financing opportunities and improving market conditions, suggest that this trend will continue for some time to come.

Building permits do not generate new population until the units have been built and occupied, and the build-out of a high-rise project can span several years. Although the Census Bureau has not yet released its estimates for 2015, the increase in permits issued over the past three years, along with further increases in development activity, are expected to maintain a relatively higher population growth rate than in years past.

## ■ Regional Forecasts

The Atlanta Regional Commission has prepared population forecasts to the year 2040 in relation to its preparation of *The Atlanta Region's Plan* (adopted this year). For statistical and transportation planning purposes, ARC does not publish its data on a city-by-city basis, but by 'superdistricts'. Northern Fulton County is covered by three Superdistricts: North Fulton (nominally encompassing Milton, Sandy Springs and John's Creek), Roswell, and Sandy Springs. The Sandy Springs Superdistrict most closely correlates to the city's incorporated area, while the other two only approximate actual city limit lines.

ARC's forecasts are shown under the Total Population heading on Table 5 for the four benchmark years that are reported by the Commission. In addition, the 2015-2040 numerical increase, the percentage increase and the average annual increase<sup>5</sup> have been calculated and are also shown on the table.

**Table 5: Regional Forecasts 2015-2040**

	Total Population				2015-2040 Increase		
	2015	2020	2030	2040	Number	Percent	Avg/Year
N Fulton Superdistrict	159,938	163,059	171,490	178,468	18,530	11.59%	0.46%
Roswell Superdistrict	107,316	109,088	112,254	113,966	6,650	6.20%	0.25%
Sandy Springs Superdistrict	97,995	100,774	106,974	112,183	14,188	14.48%	0.58%
Total - Northern Fulton	365,249	372,921	390,718	404,617	39,368	10.78%	0.43%

Source: Atlanta Regional Commission, Forecasts for *The Atlant Region's Plan*.

Notably, the average annual percentage increases reflected in the regional forecasts are well below the annual increases experienced by the cities that comprise Northern Fulton County between 2000 and 2014, and particularly since 2006, by a wide margin. Sandy Springs alone, which the Census

<sup>5</sup> For comparison purposes, the average annual increase is simply the total percent increase divided by the number of years.

Bureau estimates suggest has been growing at an average annual rate of more than 2% per year, is projected by ARC to grow at only 27% of that rate in the future.

In spite of this startling result, it is also notable that the 2015 population estimated by ARC for Sandy Springs was, according to the Census Bureau estimates, surpassed by the city sometime in late 2011.

To adjust for this discrepancy, the ARC forecast has been modified to account for a higher 'starting' population. To do this, the 'base year' population estimate for the city in 2016 is used to increase the ARC population numbers across the board.

The methodology and results are shown on Table 6. Since only benchmark years were reported by ARC, the intervening years were filled in on a straight-line incremental basis between benchmarks. For the 2016 base year, the ARC figure is lower by almost 7%. Thus, each following year is increased by that 'shortfall' percentage.

**Table 6: Regional Forecast Adjustment**

	Adjusted Trend Line	ARC Forecast	Adjustment Factor	Adjusted Forecast
2015		<b>97,995</b>	106.942%	104,798
2016	105,392	98,551	106.942%	105,392
2017		99,107	106.942%	105,987
2018		99,663	106.942%	106,582
2019		100,219	106.942%	107,176
2020		<b>100,774</b>	106.942%	107,770
2021		101,394	106.942%	108,433
2022		102,014	106.942%	109,096
2023		102,634	106.942%	109,759
2024		103,254	106.942%	110,422
2025		103,874	106.942%	111,085
2026		104,494	106.942%	111,748
2027		105,114	106.942%	112,411
2028		105,734	106.942%	113,074
2029		106,354	106.942%	113,737
2030		<b>106,974</b>	106.942%	114,400
2031		107,495	106.942%	114,957
2032		108,016	106.942%	115,514
2033		108,537	106.942%	116,072
2034		109,058	106.942%	116,629
2035		109,579	106.942%	117,186
2036		110,100	106.942%	117,743
2037		110,621	106.942%	118,300
2038		111,142	106.942%	118,857
2039		111,663	106.942%	119,415
2040		<b>112,183</b>	106.942%	119,971

Given the much higher average annual increase experienced in the past by Sandy Springs, and its superior position for attracting future high-density growth, the disconnect with the regional forecasts may well be exponential rather than merely a percentage shift. However, the role played by the regional forecast numbers is to establish a 'low estimate' out of a low-middle-high scenario of alternate projections.

### ■ Projecting Historic Trends into the Future

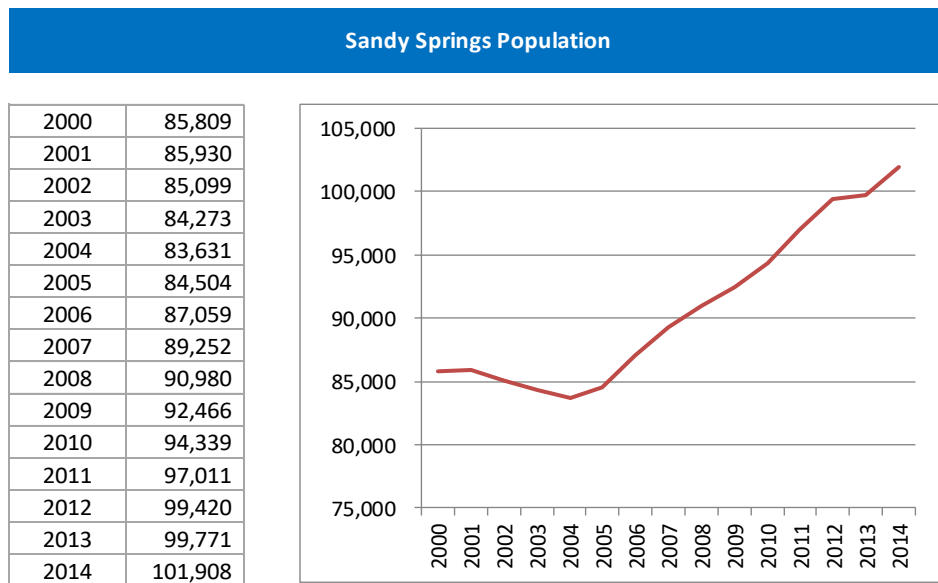
In order to get a better ‘handle’ on population projections for Sandy Springs, the population figures from the Census Bureau (from Table 2) are projected to the year 2040 using two applications of regression analysis (often called ‘trend analysis’ and referred to by mathematicians as using the ‘least squares’ method).

In each application, 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> order regressions were calculated, which (in order) assume a straight line relationship among the data, a relationship that produces a parabolic curve, and an ‘ess’ curve function. The point is to find the function that ‘best fits’ the data. This is represented by the correlation between the actual data and the data points calculated by the regression. Positive correlations range from 0.0, which reflects absolutely no relationship at all, to 1.0, which is a perfect fit.

- The first set of regressions was calculated against the annual population estimates for 2000 to 2014.
- The second set of regressions was calculated against the annual population estimates for the more recent period of 2006-2014.

Obviously, when fitting curves to data points, the inherent ‘curve’ in the data has a dramatic effect on the results, particularly since the regression is extended forward as a projection for many more years than the range of years covered by the data.

**Table 7: Sandy Springs Population since 2000**



The graph of Sandy Springs’ population reflects a decided shape, which shows a loss in population beginning to dip in 2001 and recovering in 2004, followed by relatively steady growth (with a bit of a slowing during the recession years) until about 2012, a strange plateau to 2013, and the resumption of growth after that.

For both data sets examined (2000-2014 and 2006-2014), the curve inherent in the data

points causes ‘ess’ curve regressions to initially increase and then decrease, resulting in a zero population in future years. The correlations for the two ‘ess’ curves are high, since they fit the historic data very well, but obviously project an impossible future. A straight line regression against the 2006-2014 data stream, however, projects a much brighter future and is consistent with the demand projected in the Market Report.

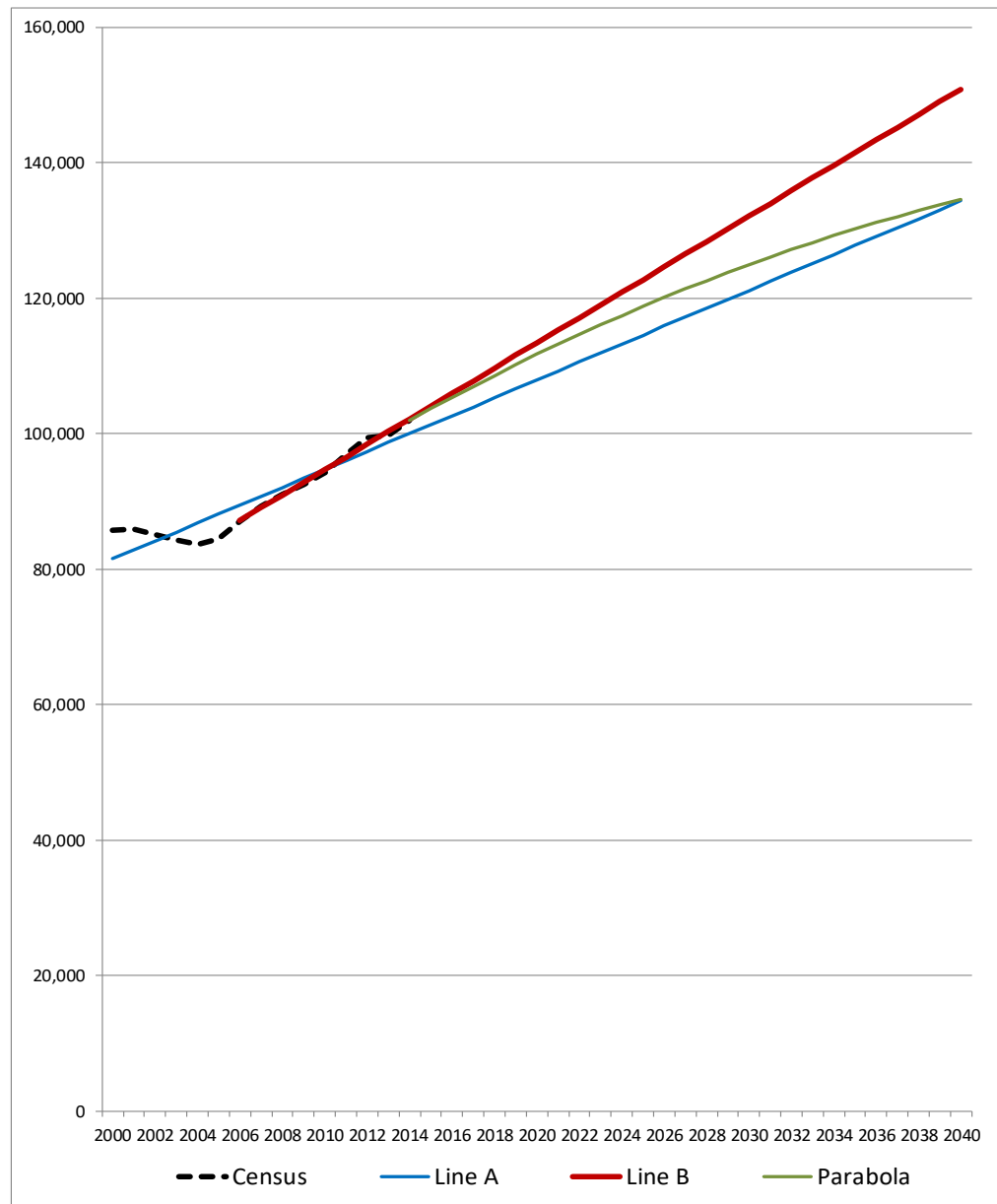
Both sets of the full population regressions for the two time periods are included as an exhibit to this appendix. Bearing in mind the application of common sense, development trends and market/economic opportunities, three of the 'most likely' trend lines are shown on Table 8.

The first, Line A, is the straight line projection based on the 2000-2014 data. Its correlation is relatively low (remembering the inherent curve in the data points), but is included here because of the fact that its 2040 projected population is almost the same as that projected by the parabolic curve based on the 2006-2014 data (around 134,500). A straight line projection of the 2006-2014 data (Line B) results in a much higher projected population (almost 151,000), which lies a little over mid-way between the Market Report's 'low' and 'high' population forecasts of market demand.

**Table 8: Population Trend Analysis - Sandy Springs**

	Census	2000-14 Base		2006-2014 Base	
		Line A	Line B	Parabola	
2000	85,809	81,507			
2001	85,930	82,829			
2002	85,099	84,152			
2003	84,273	85,474			
2004	83,631	86,796			
2005	84,504	88,119			
2006	87,059	89,441	87,198		
2007	89,252	90,763	89,071		
2008	90,980	92,086	90,944		
2009	92,466	93,408	92,817		
2010	94,339	94,731	94,690		
2011	97,011	96,053	96,563		
2012	99,420	97,375	98,435		
2013	99,771	98,698	100,308		
2014	101,908	100,020	102,181	102,011	
2015		101,342	104,054	103,720	
2016		102,665	105,927	105,392	
2017		103,987	107,800	107,028	
2018		105,310	109,673	108,628	
2019		106,632	111,546	110,191	
2020		107,954	113,419	111,717	
2021		109,277	115,292	113,207	
2022		110,599	117,165	114,660	
2023		111,921	119,038	116,077	
2024		113,244	120,911	117,458	
2025		114,566	122,784	118,802	
2026		115,889	124,657	120,110	
2027		117,211	126,530	121,381	
2028		118,533	128,403	122,615	
2029		119,856	130,276	123,814	
2030		121,178	132,149	124,975	
2031		122,500	134,022	126,100	
2032		123,823	135,895	127,189	
2033		125,145	137,768	128,241	
2034		126,468	139,641	129,257	
2035		127,790	141,514	130,237	
2036		129,112	143,387	131,179	
2037		130,435	145,260	132,086	
2038		131,757	147,133	132,956	
2039		133,079	149,006	133,789	
2040		134,402	150,879	134,586	

Correlation:            0.8693            0.9914            0.9918





Because regressions convert the actual data points to their individual points along their 'best fit' curves (which, by definition, are averages calculated amongst the actual data), none of the regressions agree exactly with the 2014 Census population figure. The data streams are therefore adjusted to the 2014 population to create continuous lines of progression between 2014 and 2040.

These adjustments are shown on Table 9. Because of their very high correlations to the data, only the parabolic curve and the straight line B are adjusted; Line A is redundant as to its projected 2040 population, and has a much lower correlation.

The adjustment process is mathematically simple. For each regression, the percentage that the 2014 Census estimate is different from the regression's 2014 figure is first calculated. This percentage is then incrementally increased until it reaches the regressions projected 2040 population. The 'difference' percentages are applied to each year's regression data point to produce the adjusted figure for each year. Since ultimately the point is to arrive at the 2040 population projected by the regression, the adjustment percentage for 2040 would be 100% (i.e., the adjusted population figure would be the same as the regression's projected number). Between 2014 and 2040, each year's adjustment percentage is incrementally increased until it reaches 100% in 2040.

**Table 9: Sandy Springs Population Trend Forecast Adjustments**

	Census	Parabola			Line B		
		Trend Line Projection	Adjustment Factor	Adjusted Forecast	Trend Line Projection	Adjustment Factor	Adjusted Forecast
2014	101,908	102,011	99.899%	101,908	102,181	99.732%	101,908
2015		103,720	99.903%	103,619	104,054	99.743%	103,787
2016		105,392	99.907%	105,294	105,927	99.753%	105,666
2017		107,028	99.911%	106,932	107,800	99.763%	107,545
2018		108,628	99.914%	108,535	109,673	99.774%	109,425
2019		110,191	99.918%	110,101	111,546	99.784%	111,305
2020		111,717	99.922%	111,630	113,419	99.794%	113,186
2021		113,207	99.926%	113,123	115,292	99.804%	115,067
2022		114,660	99.930%	114,580	117,165	99.815%	116,948
2023		116,077	99.934%	116,001	119,038	99.825%	118,830
2024		117,458	99.938%	117,385	120,911	99.835%	120,712
2025		118,802	99.942%	118,733	122,784	99.846%	122,595
2026		120,110	99.946%	120,044	124,657	99.856%	124,477
2027		121,381	99.949%	121,319	126,530	99.866%	126,361
2028		122,615	99.953%	122,558	128,403	99.876%	128,244
2029		123,814	99.957%	123,761	130,276	99.887%	130,128
2030		124,975	99.961%	124,927	132,149	99.897%	132,013
2031		126,100	99.965%	126,056	134,022	99.907%	133,898
2032		127,189	99.969%	127,150	135,895	99.918%	135,783
2033		128,241	99.973%	128,206	137,768	99.928%	137,669
2034		129,257	99.977%	129,227	139,641	99.938%	139,555
2035		130,237	99.981%	130,211	141,514	99.949%	141,441
2036		131,179	99.984%	131,159	143,387	99.959%	143,328
2037		132,086	99.988%	132,070	145,260	99.969%	145,215
2038		132,956	99.992%	132,945	147,133	99.979%	147,102
2039		133,789	99.996%	133,784	149,006	99.990%	148,990
2040		134,586	100.000%	134,586	150,879	100.000%	150,879

## ■ Summary of Population Forecasts

The regional forecast prepared by ARC, as adjusted in a preceding section, and the two trend analysis forecasts as adjusted above, are brought together on Table 10.

### The Regional Forecast

The regional forecast, even as adjusted to the higher 'base' year, appears to be seriously unrealistic. The line extends at a sudden angle to the population estimates published by the Census Bureau, creating a notable 'break' in continuity to historic trends. To be considered realistic, growth and development in Sandy Springs would have to slump immediately to only a quarter of its current pace, when the opposite is the case given building permitting, development and recent project announcements.

### The Straight Line Trend

At the upper end, the 'straight line trend' seems achievable, on the one hand, given its overall continuity with past trends, its comparison to future market demand, and, especially, the major increase in development activity and housing unit permitting that the city is currently experiencing. To achieve the projected population in 2040, however, the city would have to add over 40% the number of people that live there now—a daunting prospect awaiting only development and construction activity to respond to the high level of market demand that living in Sandy Springs presents. We consider this the 'higher', but not unrealistic, projection. The overall growth rate to 2040 works out to 1.8%, compared to the 2006-2014 rate of 2.1% per year. On the other hand, developable land resources, whether vacant property, redevelopment opportunities that become economically feasible, or densification of currently developed land, may put the 'squeeze' on the ultimate pace of growth over the coming 24 years. In other words, the projected increase in growth may not be sustainable in the long run, but this 'straight line trend' projection still falls short of the 'aggressive growth' scenario posited by the market demand study by more than 13,000 in 2035, and does not meet the projected 2035 demand even by 2040.

### The Parabolic Curve

The 'medium' forecast—the parabolic curve—would be the most realistic only if market demand is severely thwarted. The downward slope of the curve suggests a gradual slowing of development activity, possibly the result of dwindling land resources and increasing infrastructure limitations (such as road capacity) created by future growth. In the broad view, this forecast reflects an average annual rate of growth of 1.2%, which compares favorably with the 1.3% experienced over the longer historic period of 2000-2014 (but much lower than the rebounding rate after 2006), and results in a total population increase of 27% over 2014. On the one hand, we are impressed that the parabolic curve has a correlation statistically indistinguishable from the 'straight line trend' regression, but, on the other hand, the 2035 population forecast by the parabolic curve is almost 7,000 people less than the lowest population (the 'baseline' forecast) suggested by the market demand study.

**Table 10: Alternate Population Forecasts**

	Census	ARC Adjusted	Parabolic Trend Line	Straight Trend Line
2006	87,059			
2007	89,252			
2008	90,980			
2009	92,466			
2010	94,339			
2011	97,011			
2012	99,420			
2013	99,771			
2014	101,908		101,908	101,908
2015		104,798	103,619	103,787
2016		105,392	105,294	105,666
2017		105,987	106,932	107,545
2018		106,582	108,535	109,425
2019		107,176	110,101	111,305
2020		107,770	111,630	113,186
2021		108,433	113,123	115,067
2022		109,096	114,580	116,948
2023		109,759	116,001	118,830
2024		110,422	117,385	120,712
2025		111,085	118,733	122,595
2026		111,748	120,044	124,477
2027		112,411	121,319	126,361
2028		113,074	122,558	128,244
2029		113,737	123,761	130,128
2030		114,400	124,927	132,013
2031		114,957	126,056	133,898
2032		115,514	127,150	135,783
2033		116,072	128,206	137,669
2034		116,629	129,227	139,555
2035		117,186	130,211	141,441
2036		117,743	131,159	143,328
2037		118,300	132,070	145,215
2038		118,857	132,945	147,102
2039		119,415	133,784	148,990
2040		119,971	134,586	150,879

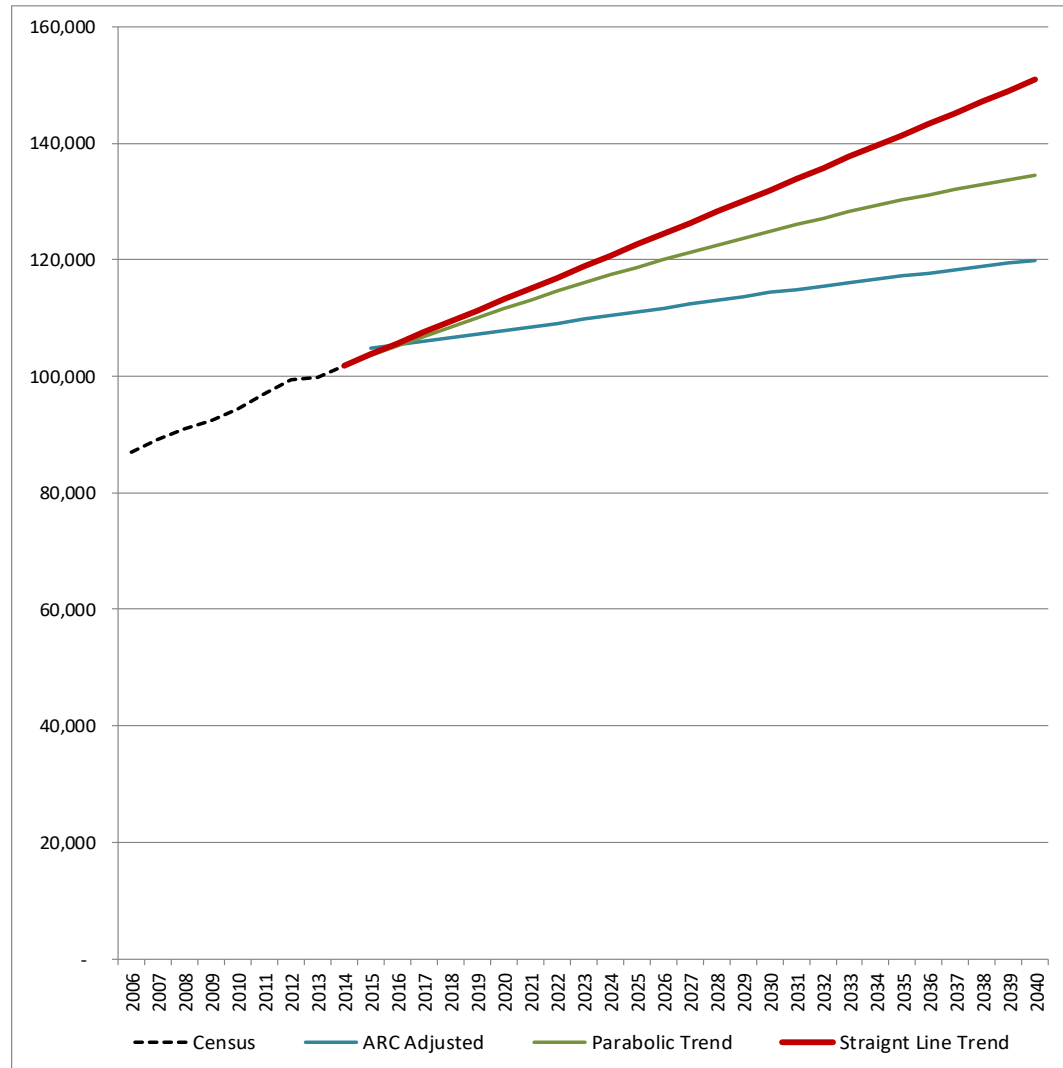


Figure 1: Regressions against 2000-2014 Data

	Census	Line A	Parabola	Ess Curve
2000	85,809	81,507		
2001	85,930	82,829		
2002	85,099	84,152		
2003	84,273	85,474		
2004	83,631	86,796		
2005	84,504	88,119		
2006	87,059	89,441		
2007	89,252	90,763		
2008	90,980	92,086		
2009	92,466	93,408		
2010	94,339	94,731		
2011	97,011	96,053		
2012	99,420	97,375		
2013	99,771	98,698		
2014	101,908	100,020	103,482	101,779
2015		101,342	106,516	102,699
2016		102,665	109,778	103,099
2017		103,987	113,269	102,885
2018		105,310	116,987	101,963
2019		106,632	120,934	100,241
2020		107,954	125,110	97,625
2021		109,277	129,513	94,020
2022		110,599	134,145	89,334
2023		111,921	139,005	83,473
2024		113,244	144,093	76,344
2025		114,566	149,410	67,852
2026		115,889	154,954	57,905
2027		117,211	160,727	46,408
2028		118,533	166,728	33,269
2029		119,856	172,958	18,393
2030		121,178	179,415	1,687
2031		122,500	186,101	
2032		123,823	193,015	
2033		125,145	200,157	
2034		126,468	207,528	
2035		127,790	215,127	
2036		129,112	222,954	
2037		130,435	231,009	
2038		131,757	239,292	
2039		133,079	247,804	
2040		134,402	256,544	

Correlation:      0.8693      0.9647      0.9895

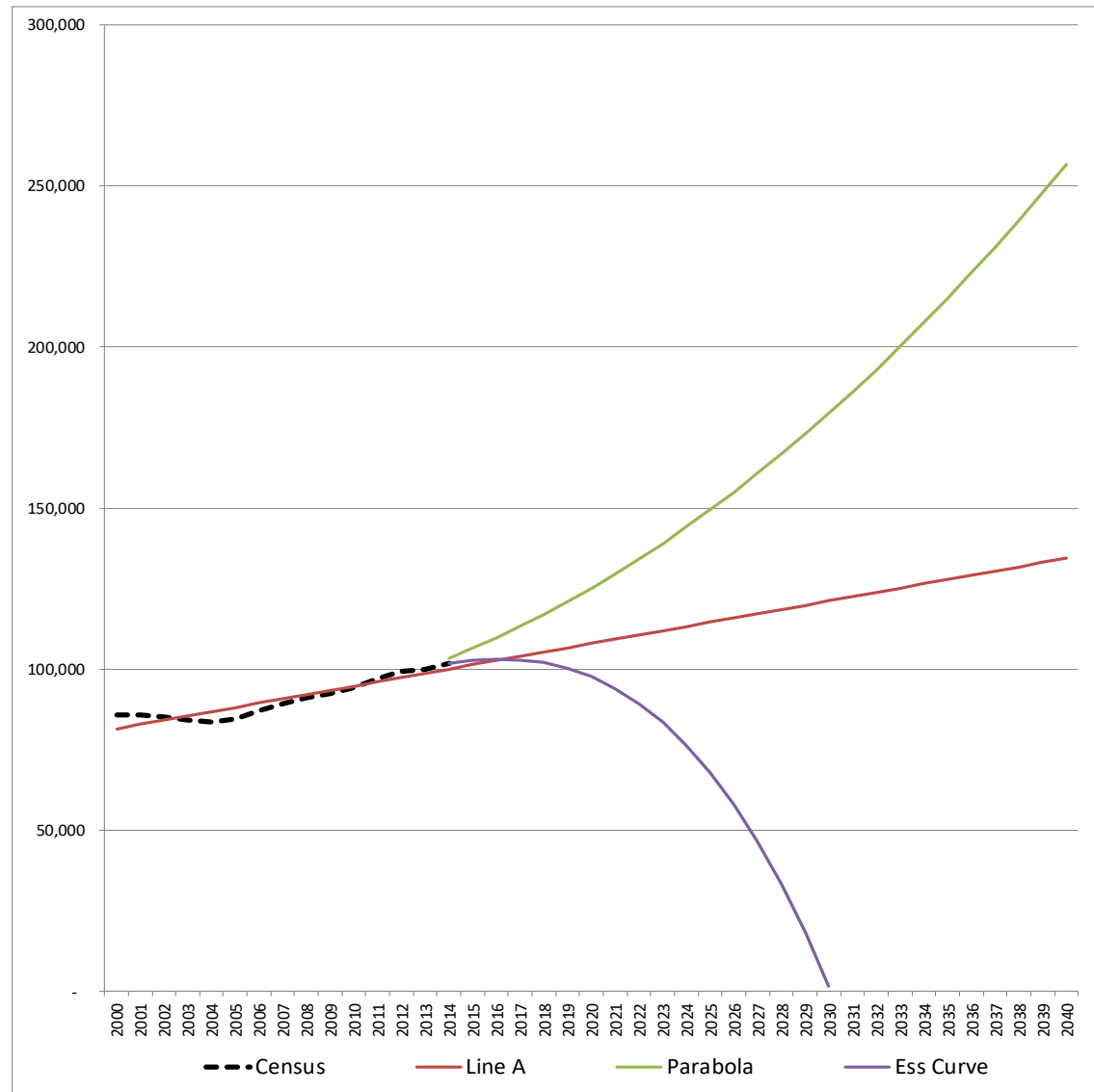
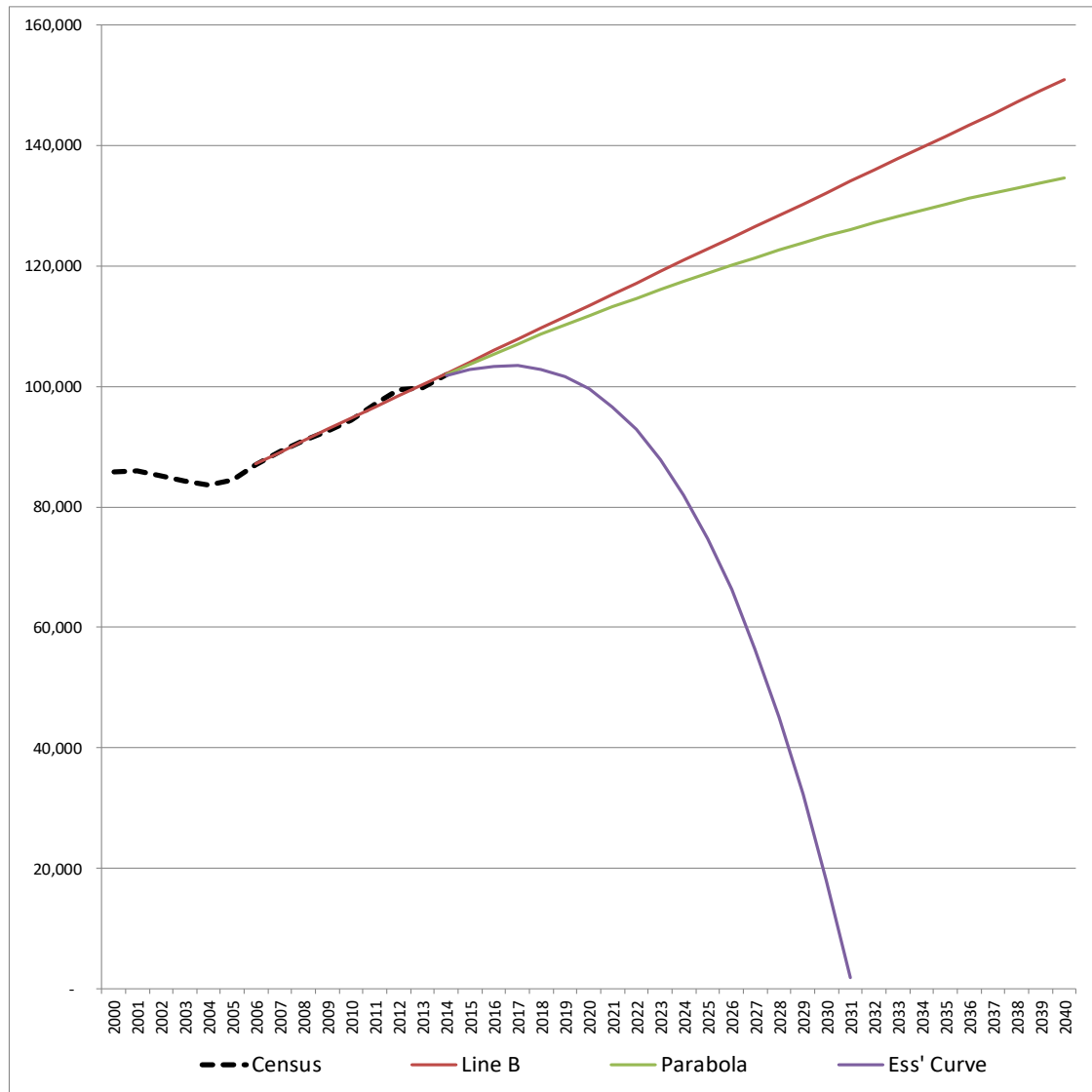


Figure 2: Regressions against 2006-2014 Data

	Census	Line B	Parabola	Ess' Curve
2000	85,809			
2001	85,930			
2002	85,099			
2003	84,273			
2004	83,631			
2005	84,504			
2006	87,059	87,198		
2007	89,252	89,071		
2008	90,980	90,944		
2009	92,466	92,817		
2010	94,339	94,690		
2011	97,011	96,563		
2012	99,420	98,435		
2013	99,771	100,308		
2014	101,908	102,181	102,011	101,780
2015		104,054	103,720	102,810
2016		105,927	105,392	103,391
2017		107,800	107,028	103,440
2018		109,673	108,628	102,873
2019		111,546	110,191	101,608
2020		113,419	111,717	99,562
2021		115,292	113,207	96,653
2022		117,165	114,660	92,798
2023		119,038	116,077	87,914
2024		120,911	117,458	81,919
2025		122,784	118,802	74,730
2026		124,657	120,110	66,264
2027		126,530	121,381	56,439
2028		128,403	122,615	45,171
2029		130,276	123,814	32,378
2030		132,149	124,975	17,978
2031		134,022	126,100	1,888
2032		135,895	127,189	
2033		137,768	128,241	
2034		139,641	129,257	
2035		141,514	130,237	
2036		143,387	131,179	
2037		145,260	132,086	
2038		147,133	132,956	
2039		149,006	133,789	
2040		150,879	134,586	

Correlation:      0.9914      0.9918      0.9931



## Housing Forecasts

Based on the population forecast recommended in the previous section for the impact fee calculations (the adjusted 'straight line trend' forecast), estimates have been made of the future number of households and housing units in the city to 2040. Note that for recreation facilities and park lands, the Level of Service standards will be based on the number of housing units in the city. In contrast, public safety facilities (Fire Protection and Police Services) will combine population and employment into a 'day-night' population to reflect their 24-hour service demand. (Road improvement fees, of course, are based on traffic demand calculations resulting from housing unit and employment growth).

### ■ Households

The table on the next page shows how the housing projections were calculated. The approach is to calculate the number of households (which equates to the number of occupied housing units) and then to expand that to the total number of housing units by adding in vacant units.

The 2010 Census reported that, at that time, there were 327 people living in 'group quarters'. These are not housing units. People living in group quarters may have their own rooms, but meals are served from a central kitchen (such as in a detention facility) or in a community dining room (such as an assisted care facility or retirement home). The 327 people amounted to 0.3484% of the total population, leaving 99.6516% of the population living in households in 2010. For future years (2015-2040), this percentage is assumed to be constant and is applied to each year's total projected population to estimate the household population.

To arrive at the number of households in the city each year, the household population figure is divided by the average household size. The only data available regarding the average household size in Sandy Springs, however, is drawn from the 2010 Census. At that time, the average calculated out to be 2.2092 people per household per the Census. The only reliable resource that makes household size forecasts is the countywide projections prepared by Woods & Poole Economics. Their forecasts for Fulton County are shown on the table, as well as the countywide average household size for 2010.

Our assumption is that the average population-per-household sizes in Sandy Springs will 'track' proportionally the countywide trend projected by Woods & Poole. In 2010, the average population-per-household size in Sandy Springs was almost 2.21 people, compared to the countywide figure of 2.54. The Sandy Springs 2010 figure is a hair over 86.9989% of the countywide figure; this percentage is applied to the countywide averages through 2040 to arrive at future average population-per-household sizes for Sandy Springs. These average household sizes are then divided into the Sandy Springs projected population in households every year to arrive at the household forecasts.

### ■ Housing Units

To arrive at the total housing unit estimates each year, including vacant units, the number of households (i.e., occupied housing units) is divided by the applicable occupancy rate. The housing occupancy rate for Sandy Springs in 2010 is calculated by dividing the total number of households by the total number of housing units reported by the Census, which resulted in an occupancy rate of almost 90.16%. For want of any historic or more recent data, this occupancy rate is applied each year to the projected number of households to estimate the number of housing units, both occupied and vacant.

**Table 11: Housing Unit Forecast: 2015-2040**

	Total Population	Population in Households	Avg HH Size - Woods & Poole	Avg HH Size - Sandy Springs	Total Households	Occupancy Rate	Total Housing Units
2010	93,853	93,526	2.54	2.2092	42,334	90.1587%	46,955
2015	103,787	103,425	2.40	2.0842	49,624	90.1587%	55,041
2016	105,666	105,298	2.39	2.0772	50,693	90.1587%	56,226
2017	107,545	107,170	2.38	2.0711	51,744	90.1587%	57,392
2018	109,425	109,044	2.38	2.0663	52,772	90.1587%	58,532
2019	111,305	110,917	2.37	2.0620	53,791	90.1587%	59,663
2020	113,186	112,792	2.37	2.0579	54,809	90.1587%	60,792
2021	115,067	114,666	2.36	2.0541	55,824	90.1587%	61,918
2022	116,948	116,541	2.36	2.0526	56,776	90.1587%	62,973
2023	118,830	118,416	2.36	2.0523	57,699	90.1587%	63,997
2024	120,712	120,291	2.36	2.0526	58,603	90.1587%	65,000
2025	122,595	122,168	2.36	2.0534	59,494	90.1587%	65,988
2026	124,477	124,043	2.36	2.0546	60,373	90.1587%	66,963
2027	126,361	125,921	2.36	2.0560	61,246	90.1587%	67,931
2028	128,244	127,797	2.37	2.0576	62,108	90.1587%	68,887
2029	130,128	129,675	2.37	2.0599	62,952	90.1587%	69,824
2030	132,013	131,553	2.37	2.0627	63,776	90.1587%	70,738
2031	133,898	133,431	2.37	2.0657	64,594	90.1587%	71,645
2032	135,783	135,310	2.38	2.0689	65,402	90.1587%	72,541
2033	137,669	137,189	2.38	2.0723	66,202	90.1587%	73,428
2034	139,555	139,069	2.39	2.0753	67,010	90.1587%	74,325
2035	141,441	140,948	2.39	2.0779	67,831	90.1587%	75,235
2036	143,328	142,829	2.39	2.0796	68,682	90.1587%	76,179
2037	145,215	144,709	2.39	2.0802	69,564	90.1587%	77,157
2038	147,102	146,589	2.39	2.0801	70,473	90.1587%	78,166
2039	148,990	148,471	2.39	2.0792	71,409	90.1587%	79,204
2040	150,879	150,353	2.39	2.0774	72,375	90.1587%	80,275

Sources: 2010 City data - 2010 Decennial Census, US Bureau of the Census.

2015-2040 City Population - straight line trend forecast, ROSS+associates.

Fulton County projections by Woods & Poole Economics, Inc., *2015 State Profile: Georgia*.

## Employment Forecasts

The Atlanta Regional Commission, as part of its newest regional plan for its 10-County area, has produced employment forecasts from 2015 to 2040. As noted above in the Population Forecasts section, for statistical and transportation planning purposes ARC does not publish its data on a city-by-city basis, but by 'superdistricts'. Northern Fulton County is covered by three Superdistricts: North Fulton (nominally encompassing Milton, Sandy Springs and John's Creek), Roswell, and Sandy Springs. The Sandy Springs Superdistrict most closely correlates to the city's incorporated area, while the other two only approximate actual city limit lines.

### ■ Regional Forecasts for Northern Fulton Superdistricts

ARC's forecasts are shown under the Total Employment heading on Table 12 for the four benchmark years that are reported by the Commission. In addition, the 2015-2040 numerical increase and the percentage increase are also shown on the table.

**Table 12: ARC Employment Forecasts - Benchmark Years**

Total Employment	2015	2020	2030	2040	2015-2040 Increase	
					Number	Percent
N. Fulton Superdistrict	122,135	132,849	142,578	151,191	29,056	19.2%
Roswell Superdistrict	48,555	53,376	59,268	64,695	16,140	24.9%
<b>Sandy Springs Superdistrict</b>	<b>122,795</b>	<b>133,858</b>	<b>145,305</b>	<b>157,030</b>	<b>34,235</b>	<b>21.8%</b>
Northern Fulton County	293,485	320,083	347,151	372,916	79,431	21.3%

Value-Added Jobs	2015	2020	2030	2040	2015-2040 Increase	
					Number	Percent
N. Fulton Superdistrict	119,359	129,265	138,750	146,983	27,624	18.8%
Roswell Superdistrict	47,361	51,809	57,577	62,808	15,447	24.6%
<b>Sandy Springs Superdistrict</b>	<b>120,306</b>	<b>130,652</b>	<b>141,891</b>	<b>153,307</b>	<b>33,001</b>	<b>21.5%</b>
Northern Fulton County	287,026	311,726	338,218	363,098	76,072	21.0%

Source: Atlanta Regional Commission, Draft Forecasts, *The Atlant Region's Plan* .

The second portion of Table 12 shows the 'value-added' jobs figures for the benchmark years, based on ARC's breakdowns of employment by 'industry' for each superdistrict. There are several types of jobs that would not be associated with an impact fee (such as agricultural workers and itinerant construction workers). Subtracting these jobs from the total employment figures results in a 'net' number of jobs, called the 'value-added' jobs for the purpose of this analysis.

The ARC forecasts indicate that Sandy Springs will experience the largest number of new employees compared to the other two superdistricts in Northern Fulton County. The Roswell Superdistrict, although having the smallest number of new employees, is forecast by ARC to experience the largest percentage of growth, while the N. Fulton Superdistrict (nominally Sandy Springs, Milton and



John's Creek) are closer to Sandy Springs numerically but have the lowest percentage increase. ARC's view of the relative strength of the Perimeter Center market and other growth centers in Sandy Springs is evident in the forecasts, compared to other parts of the Northern Fulton area.

### ■ Detailed ARC Forecasts for Sandy Springs

ARC's employment forecasts by industry type for Sandy Springs are shown on Table 13. The preponderance of office-type categories—information, finance, real estate, professional services, administrative, and health care—is notable and consistent with the findings and projections of RCLCO's Market Report.

**Table 13: ARC Employment Forecasts - Sandy Springs**

Industry	2015	2020	2030	2040
Agriculture, Forestry, Fishing & Hunting	31	32	32	10
Mining, Quarrying, and Oil & Gas Extraction	28	32	37	41
Utilities	403	414	373	327
Construction	2,430	3,142	3,345	3,672
Manufacturing	1,234	1,268	1,265	1,267
Wholesale Trade	7,916	8,566	9,068	9,393
Retail Trade	5,814	6,296	6,844	7,173
Transportation & Warehousing	2,157	2,250	2,193	2,161
Information	8,303	8,522	8,613	8,704
Finance & Insurance	16,317	17,467	18,212	18,692
Real Estate and Rental & Leasing	10,312	11,267	12,431	13,376
Professional, Scientific, & Technical Services	14,300	15,365	16,781	18,894
Management of Companies & Enterprises	2,560	3,240	3,384	3,525
Administrative & Support, Waste Management	9,843	10,592	11,518	12,786
Educational Services	4,312	4,956	6,403	7,017
Health Care & Social Assistance	22,310	24,780	27,898	32,291
Arts, Entertainment, and Recreation	1,592	1,699	1,651	1,623
Accommodations & Food Services	7,513	8,291	8,874	9,227
Other Services (except Public Administration)	2,552	2,557	2,700	2,826
Public Administration	2,868	3,122	3,683	4,025
<b>Total Employment</b>	<b>122,795</b>	<b>133,858</b>	<b>145,305</b>	<b>157,030</b>
<b>Value-Added Jobs</b>	<b>120,306</b>	<b>130,652</b>	<b>141,891</b>	<b>153,307</b>

Source: Atlanta Regional Commission, Draft Forecasts, *The Atlant Region's Plan* .  
Value-Added Jobs exclude agriculture, mining and construction.

'Value-added' jobs, as discussed above, are also shown on Table 13 and the industry categories excluded from the total figures are noted.

### ■ Employment Forecasts to Meet Future Market Demand

As detailed as the ARC forecasts are, they fall well short of the market demand projected for Sandy Springs (shown on Table 1). This is rectified through a process illustrated on Table 14 (on the next page) and described below.

ARC's employment forecasts for Sandy Springs are shown for each of their benchmark years in the 'Benchmark' column of Table 14. In the next column, employment for each of the intervening years between each of ARC's benchmark figures is calculated on a straight-line basis.<sup>6</sup> These 'interpolated' employment figures are graphed on the chart accompanying the table.

Under ARC's scenario, there appears to be a growth spurt to 2020, after which the forecast takes a sharp 'turn' to a much lower growth rate.

ARC's forecast is 'adjusted' to the Market Report's demand projections in the 'Adjusted to Market' column. While the Market Report's 2015 employment figure is used as the base, the future 2035 figure (164,443) represents the mid-point between the Market Report's 'baseline' and 'aggressive growth' scenarios (the 'low' and the 'high' projections). The intervening years are calculated using an average annual increase formula assuming the forecasts reflect a curvilinear result, as in fact they do. The employment totals are then extended to 2040 (to be consistent with the ARC time frame) using the same average annual increase formula.

Lastly, the 'market demand' figures are reduced to 'value-added' job figures by excluding the proportion of the total that is projected to be in the agriculture, mining and construction industry categories each year. This is accomplished by using the average of the proportions for such jobs projected by ARC in their detailed employment calculations by industry for each benchmark year.

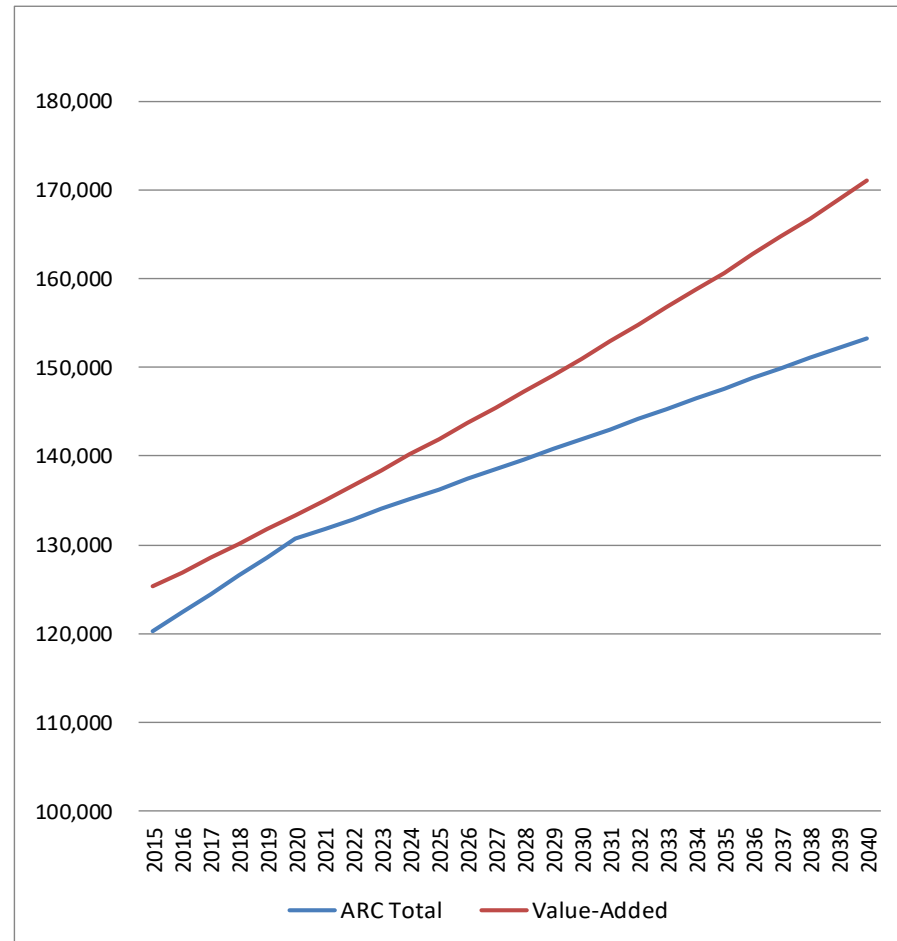
The 'value-added' jobs figures are used in the impact fee calculations of future growth demand, and shown on the Summary tables on page 1.

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<sup>6</sup> Although some 'curvature' could be supposed in the early years, the 2020-2040 forecast numbers demonstrate a notably straight line.

**Table 14: Annualized Employment Forecast - Sandy Springs**

	Benchmark	Interpolated	Adjusted to Market	Adjusted to Value-Added
2015	<b>120,306</b>	<b>120,306</b>	<b>128,276</b>	125,344
2016		122,375	129,879	126,910
2017		124,444	131,502	128,496
2018		126,513	133,145	130,102
2019		128,582	134,809	131,728
2020	<b>130,652</b>	<b>130,652</b>	136,494	133,374
2021		131,776	138,200	135,041
2022		132,900	139,927	136,729
2023		134,024	141,676	138,438
2024		135,148	143,446	140,167
2025		136,272	145,239	141,919
2026		137,396	147,054	143,693
2027		138,520	148,892	145,489
2028		139,644	150,753	147,307
2029		140,768	152,637	149,148
2030	<b>141,891</b>	<b>141,891</b>	154,544	151,012
2031		143,033	156,475	152,899
2032		144,175	158,430	154,809
2033		145,317	160,410	156,744
2034		146,459	162,415	158,703
2035		147,601	<b>164,443</b>	160,684
2036		148,743	166,498	162,692
2037		149,885	168,579	164,726
2038		151,027	170,686	166,785
2039		152,169	172,819	168,869
2040	<b>153,307</b>	<b>153,307</b>	174,979	170,980



## Traffic Demand

In order to calculate new growth and development's fair share of the cost of road improvements, it is necessary to establish how much of the future traffic on Sandy Springs's roads will be generated by new growth, over and above the traffic generated by the city's residents and businesses today. This Section describes the process through which this determination is made.

### ■ Summary

A Level of Service must be established for road improvements in order to assure that, ultimately, existing development and new growth are served equally. This Section also presents the process through which new growth and development's 'fair share' of road improvement costs is calculated, and tables summarizing the technical portions of this methodology are included.

### Level of Service

The City has set its Level of Service for road improvements at LOS 'D', a level to which it will strive ultimately. However, interim road improvement projects that do not result in a LOS of 'D' will still provide traffic congestion relief to current and future traffic alike, and are thus eligible for impact fee funding.

All road improvement projects benefit existing and future traffic proportionally to the extent that relief from over-capacity conditions eases traffic problems for everyone. For example, since new growth by 2040 will represent a certain portion of all 2040 traffic, new growth would be responsible for that portion's cost of the road improvements.

It is noted that the cost-impact of non-Sandy Springs generated traffic on the roads traversing the city (cross commutes) is off-set by state and federal assistance. The net cost of the road projects that accrues to Sandy Springs reasonably represents (i.e., is 'roughly proportional' to) the impact on the roads by Sandy Springs residents and businesses.

The basis for the road impact fee would therefore be Sandy Springs' cost for the improvements divided by all traffic in 2040 (existing today plus new growth)—i.e., the cost per trip—times the traffic generated by new growth alone. For an individual land use, when a building permit is issued, this cost per trip would be applied to the number of trips that will be generated by the new development, assuring that new growth would only pay its 'fair share' of the City's net costs of the road improvements that serve it.

### Approach

The methodology proceeds along the following lines:


- Total traffic currently generated by Sandy Springs residents and businesses on the road system within the city is calculated from trip generation and commuting data for 2010, and extended to 2016.
- Future Sandy Springs-generated traffic from new growth in the city is calculated from housing unit and employment forecasts to 2040. The portion of total 2040 traffic that is generated by new housing units and employment in the city is calculated.
- Lastly, 'primary' trip ends are calculated using percentages of total traffic from ITE's *Trip Generation* manual. Primary trip ends are the appropriate connection to actual impact on the city's road network by its existing and future land uses. The overall percentage of new

primary trips establishes the percentage of Sandy Springs' cost of the future road improvements that can be included in an impact fee.

### Summary Tables

The first table below shows how the portion of total 2040 traffic generated by new growth (i.e., Total Trip Ends) is calculated. By 2040, 28.1% of all trips generated by Sandy Springs residents and businesses will come from new growth and development in the city.


**Table 15: Average Daily Trip Ends Generated by New Growth**

	2016	2040	Increase	Percent New Growth Trip Ends
Residential (For-Sale Housing)	238,704	340,806	102,102	
Residential (For-Rent Housing)	207,161	295,765	88,604	
Commercial	210,679	272,745	62,066	
Office	541,588	721,198	179,610	
Hotels	15,937	51,354	35,417	
Less: Internal Commutes*	(205,401)	(279,490)	(74,089)	
<b>Net Daily Trip Ends</b>	<b>1,008,668</b>	<b>1,402,378</b>	<b>393,710</b>	

\* Residents who work in Sandy Springs. These trips to and from work are included in the residential trips, above.

From the total trip generation figures above, Table 16 calculates the Primary Trip Ends generated by existing and future traffic by deleting pass-by and diverted trips, as discussed below.

**Table 16: Primary Daily Trip Ends Generated by New Growth**

	Percent Primary Trip Ends*	Primary Trip Ends			Percent New Growth Primary Trip Ends
		2016	2040	Increase	
Residential (For-Sale Housing)	79%	188,556	269,208	80,652	
Residential (For-Rent Housing)	92%	189,898	271,118	81,220	
Commercial	49%	103,233	133,645	30,412	
Office	92%	498,261	663,502	165,241	
Hotels	100%	15,937	51,354	35,417	
Less: Internal Commutes	100%	(205,401)	(279,490)	(74,089)	
<b>Net Primary Trip Ends</b>		<b>790,483</b>	<b>1,109,337</b>	<b>318,854</b>	

\* Derived from 'Trip Generation Handbook' chapter, *Trip Generation*, 9th Edition, Institute of Transportation Engineers.

Excluding pass-by and diverted trips, new growth and development in the city will generate 28.7% of all primary trip traffic generated by Sandy Springs residents and businesses. Thus, new growth's 'fair share' of the cost to the City to provide road improvements to the existing road network cannot exceed 28.7%.

### Pass-by and Diverted Trips

The impact of new growth and development on Sandy Springs' road network is the increased number of vehicles added to the system, expressed by transportation engineers as 'trips'. Every 'trip' has two ends—a beginning at its origin and an end at its destination (known as 'trip ends'). There are three types of trips, defined as:

A Primary Trip (and its trip ends)—a vehicle travelling from its original beginning to its intended final destination without an intermediate stop. Driving from one's home directly to one's place of work is an example of a primary trip.

A Pass-by Trip—a vehicle travelling along its usual route from its origin to its final destination that stops off at an intermediate location for any reason. A trip from home to work that stops along the way for gas, dropping off a child at daycare, picking up coffee or dinner, or for any other reason, represents a 'pass-by' trip at the intermediate location.

A Diverted Trip (previously called a 'diverted link' trip)—a vehicle that diverts from its normal primary trip route between its origin to its final destination, and takes a different route to stop off at an intermediate location for any reason. While a pass-by trip remains on its normal route, a diverted trip changes its route to other streets to arrive at the intermediate stop.

New primary trips add vehicles to the road network. Pass-by and diverted trips involve the same vehicles stopping off between their original beginnings and their final destinations, and therefore do not add new vehicles to the road network—the vehicles were already there on their way to their destinations.

These different types of trips result in different types of 'trip ends'. On a home-to-daycare-to-work trip, for instance, there are two primary trip ends (home and work) and two pass-by or diverted trip ends: arriving at the daycare center and leaving from there to drive to work. The net impact on the road network, however, is created by the one vehicle and its two primary trip ends.

Impact fee calculations take note of these pass-by and diverted trip ends as not adding to the overall traffic on the road network, and deletes them from the total trip ends reported in ITE's *Trip Generation* manual. While Table 16, above, uses overall average percentages of primary trip ends derived from ITE for broad land use categories, the actual percentage for each land use listed on the impact fee schedule for roads is applied to the total trip ends to determine the primary trip ends attributed to that particular land use.

Although both summary tables above reflect about the same percentage of 2040 traffic that will be generated by new growth, the increase in primary trip ends from the second table will play an important role in calculating the per-trip road impact fee.

### ■ Residential Trip Generation

Average trip generation rates published by the Institute of Transportation Engineers (ITE) differentiate between 'single-family detached housing' and 'apartments'. The closest correlations with the US Census definitions are 'single-family units' and 'multi-family units', and the closest approxima-

tion with the housing categories in the previously cited Market Report<sup>7</sup> are 'for-sale housing' and 'for-rent housing', which are shown on the following table.

**Table 17: Residential Units by Type: 2016 and 2040**

	2016	Percent*	2040	Increase 2016-2040
For-Sale Housing Units	25,074	44.59%	35,799	10,725
For-Rent Housing Units	31,152	55.41%	44,476	13,324
Total Housing Units	56,226	100.00%	80,275	24,049


\* Percentage derived from split by unit type in the RCLCO Market Report.

The total 2016 number of housing units on the table to the left is taken from the projections of housing units described in a previous Section of this Appendix. The breakdown by housing type is calculated using the percentages of housing units by type established in the Market Report. It is assumed in the Market Report

and this methodology that these percentages will persist into the future, producing a breakdown of the projected 24,049 new housing units forecast for the 2016-2040 period.

The next table, below, calculates the amount of traffic that is generated by the city's housing stock today, and the amount that will be generated in 2040.

**Table 18: Residential Trip Generation: 2016-2040 New Growth Increase**

	ADT* Trip Ends	2016 Units	2016 ADT Trip Ends	2040 Units	2040 ADT Trip Ends	Increase 2016-2040	Percent New Growth Trip Ends
For-Sale Housing Units	9.52	25,074	238,704	35,799	340,806	102,102	
For-Rent Housing Units	6.65	31,152	207,161	44,476	295,765	88,604	
Total Housing Units		56,226	445,865	80,275	636,571	190,706	29.96%

\*Average Daily Traffic (trip ends) on a weekday; Institute of Transportation Engineers *Trip Generation*, 9th Edition. Rate for single-family assumed for sales housing, and multi-family rate for rental housing. Totals include trips to/from work.

The calculations are made on the basis of 'average daily traffic' on a normal weekday, using average trip generation rates derived through multiple traffic studies (350 for single-family and 86 for apartments) and published by ITE. The rates are expressed for 'trip ends'—that is, traffic both leaving and coming to a housing unit.

Comparing traffic in 2016 to 2040, the future increase in trip ends can be calculated, which will represent 29.96% of all residential trip ends generated by housing units located in the city.

It should be noted that the traffic generated includes trips to and from work and, more particularly, residents who work at a business within the city.

<sup>7</sup> *Sandy Springs Comprehensive Plan: RCLCO Market Report*, Robert Charles Lesser & Company, October 29, 2015.

## ■ Nonresidential Trip Generation

Calculating traffic generated by businesses located in Sandy Springs is more problematical than residential trips because there is no breakdown of types of businesses in the city that is adequately detailed and readily available. In addition, while employment forecasts have been made in terms of broad land use categories, there is no data available for jobs or floor areas by detailed type of use.

The alternate is to view nonresidential traffic generation on a broad 'average' basis. For this, there is data available from ITE for a number of individual uses relating to the total number of trips generated per employee. These trips, of course, include not only trips taken by the employee (to/from work, lunch, etc.) but also customers and others that are attracted to the use or serve it in some way.

The following table shows the 'trips per employee' for those uses for which impact fees are commonly collected and for which the data is available.

**Table 19: Average Daily Trips-per-Employee Data**

	ITE Code	Land Use	Trip Ends per Employee	Average by Category
<i>Office and Medical</i>	610	Hospital	4.50	4.54
	620	Nursing Home	3.26	
	630	Clinic	8.01	
	710	General Office Building	3.32	
	714	Corporate Headquarters Building	2.33	
	715	Single-Tenant Office Building	3.70	
	720	Medical-Dental Office Building	8.91	
	760	Research and Development Center	2.77	
	770	Business Park	4.04	
<i>Lodging</i>	310	Hotel or Conference Motel	14.34	13.58
	320	Motel	12.81	
<i>Retail Commercial</i>	812	Building Materials and Lumber Store	32.12	33.00
	814	Variety Store	66.70	
	815	Free-Standing Discount Store	28.84	
	816	Hardware/Paint Store	53.21	
	817	Nursery (Garden Center)	21.83	
	818	Nursery (Wholesale)	23.40	
	826	Specialty Retail Center	22.36	
	841	Automobile Sales	21.14	
	850	Supermarket	87.82	
	854	Discount Supermarket	40.36	
	860	Wholesale Market	8.21	
	861	Discount Club	32.21	
875	Department Store	11.56		
890	Furniture Store	12.19		

Source: *Trip Generation*, 9th Edition, Institute of Transportation Engineers, where survey results given for key land uses.



The Market Report addresses nonresidential uses in three broad categories: commercial, office and hotels. The individual land uses and their employee trip end rates are grouped in Table 19 by these three categories. Since the rates vary from one use within a category to another, all of the rates within a category are averaged together to produce an average rate to use for each category. For instance, the average trip generation rate of all retail commercial uses listed in Table 19 is 33.00 trip ends per employee.

We know from the 2010 Census how many people worked in Sandy Springs based on commuting patterns that year—how many employees commuted into the city, how many residents commuted to work outside the city, and how many both lived and worked in Sandy Springs.

**Table 20: Commuting Patterns - 2010**

Sandy Springs	Employed Persons	Percent
Total Employment	80,864	
Residents working in City	13,566	16.8%
Workers commuting in	67,298	83.2%
Employed Residents	50,737	
Residents working in City	13,566	26.7%
Workers commuting out	37,171	73.3%


Source: US Bureau of the Census, 2010 Decennial Census.

The number of city residents that work in Sandy Springs is an important factor in assigning vehicle trip generation rates to existing and future residents because 'internal' commuting trips are counted twice. Average primary trips from and to a residence (going to work) are also counted as primary trips to and from the workplace itself. This is, essentially, counting one car on the road twice a day going to work from a residence, and the same car on the road twice a day arriving at work and leaving. While not a problem when a resident works outside the city or a commuter arrives from outside the city, a double count results when the resident and the

worker are the same person (driving the same car). These internal commutes are addressed in the next table.

Table 21 provides a breakdown between commercial, office and hotel employment in the city and calculates trip ends generated by each using the average rates calculated in Table 19. The table calculates the total number of trip ends that will be generated by new nonresidential growth within the city in terms of future traffic on Sandy Springs' roads.

**Table 21: Nonresidential Trip Generation: 2016-2040 New Growth Increase**

	ADT per Employee	2016 Employees	2016 Trip Ends	2040 Employees	2040 Trip Ends	2016-2040 Increase	Percent New Growth Trip Ends
Commercial	33.00	6,385	210,679	8,266	272,745	62,066	
Office	4.54	119,351	541,588	158,932	721,198	179,610	
Hotels	13.58	1,174	15,937	3,783	51,354	35,417	
<b>Total</b>		126,910	768,204	170,980	1,045,297	277,093	
Less: Internal Commutes at		26.74%	(205,401)		(279,490)	(74,089)	
<b>Net Nonresidential Trip Ends</b>			562,803		765,807	203,004	26.5%

The number of trip ends currently generated by Sandy Springs businesses based on 2016 employment is shown on Table 21. The 2016 number of employees is distributed among the three categories using the same percentages derived from the Market Report for 2015. When multiplied by the average daily traffic rates from Table 19, total trip ends for each category are determined.

The same calculations are made for the year 2040 based on projected employment in the city (using the 2035 percentage distribution from the Market Report), and the differences between 2016 and 2040 represent trip ends generated in each land use category by future growth and development.

Lastly, the number of trips to/from work generated by city residents is deducted from the total of all nonresidential trips, since these 'internal' commuting trips have already been calculated as part of the residential trip generation rates. The net result is that new growth and development will generate 26.5% of all nonresidential trip ends produced by residents and businesses in the city in 2040.

The results of the residential and nonresidential trip generation analyses are combined on the Summary Table 15 at the beginning of this Section for an overall calculation of new growth's share of future traffic generated by Sandy Springs residents and businesses. From these figures, pass-by and diverted trip ends are deleted to determine primary trip ends, shown on Summary Table 16, which more closely relates to vehicles on the road and thus contribute directly to traffic congestion.

## ■ Terminology

This Traffic Demand Section uses the term 'average daily traffic' (ADT) for a weekday, which is defined by ITE as the 'average weekday vehicle trip ends', which are "the average 24-hour total of all vehicle trips counted from a study site from Monday through Friday."

Additionally, ITE defines a 'trip or trip end' as "a single or one-direction vehicle movement with either the origin or the destination (exiting or entering) inside a study site. For trip generation purposes, the total trip ends for a land use over a given period of time are the total of all trips entering plus all trips exiting a site during a designated time period".

Lastly, ITE defines 'average trip rate' as "the weighted average of the number of vehicle trips or trip ends per unit of independent variable (for example, trip ends per occupied dwelling unit or employee) using a site's driveway(s). The weighted average rate is calculated by dividing the sum of all independent variable units where paired data is available. The weighted average rate is used rather than the average of the individual rates because of the variance within each data set or generating unit. Data sets with a large variance will over-influence the average rate if they are not weighted".



# C. PUBLIC ENGAGEMENT SUMMARY 2017

The Next Ten was designed to be a robust, transparent and inclusive community process, informed and driven by input and participation from a wide range of stakeholders. The highly interactive and participatory process guided the development of the plan and reflects the community's vision for the next 20 years, with an emphasis on actions that can be accomplished within The Next Ten.

Beginning in June 2015, meetings and events, both large and small, were held throughout the city. Some meetings were focused on needs and opportunities for the entire city, while others focused on developing visions for certain areas of the city. Online interaction, via social media and website engagement tools, was heavily utilized, to allow even more people to share their input and ideas for the City's future. An Advisory Committee, representing a cross-section of community stakeholders in Sandy Springs, met five times throughout the process to review plan progress and guide the development of the plan and its supporting vision. To reach the city's large Spanish-speaking population, outreach materials were created in both Spanish and English, and translation services were available at community meetings and at the mobile workshops. The planning team also held a series of formal public hearings with the City Council and Planning Commission at the beginning and end of the planning process.

This section of the Appendix contains a brief summary of the community engagement process, including the dates and types of meetings that took place as well as the range of outreach tools employed throughout the Next Ten process. Summaries of public workshops, stakeholder meetings, and online engagement activities are included in a subsequent section.

**We heard from  
many people in  
many ways...**

610

**COMMENTS VIA EMAIL, WEB + TEXT POLL RESPONSES**

952

**COMMENTS ON THE INTERACTIVE MAP**

1050+

**ATTENDEES AT FOCUS GROUPS, INTERVIEWS, MEETINGS,  
MOBILE WORKSHOPS AND OPEN STUDIOS**

9300+

**UNIQUE WEBSITE VISITORS**

# COMPREHENSIVE PLAN MEETINGS

In addition to the meetings listed below, the consultant team met with relevant City staff from different departments at each step of the planning process to discuss progress and gain consensus before moving forward. The team also engaged regularly with members of the Council and Planning Commission through a series of meetings and work sessions throughout the process.

## CITY-WIDE MEETINGS

June 22, 2015	Visioning Meeting 1: Neighborhood Representatives (Public Hearing #1)
June 23, 2015	Visioning Meeting 2: Civic Discussion
June 24, 2015	Visioning Meeting 3: Community Forum
August - September 2015	Stakeholder Meetings
October 16-18, 2015	Mobile Workshops
January 27, 2016	Community Workshop: Conceptualization
July 20, 2016	Community Meeting: Draft Final Plan
November 16, 2016	Community Meetings: Final Plan (two meetings)
November 17, 2016	Planning Commission Meeting (Public Hearing #2)
December 6, 2016	City Council Meeting (Public Hearing #3)

## AREA-FOCUSED MEETINGS

October 14, 2015	Roswell Road Open Studio
October 15-16, 2015	Roswell Road North & South Stakeholders
October 15-16, 2015	PCID Business Leaders
March 29, 2016	Roswell Road North Stakeholders
March 28, 2016	MARTA Station Area Community Meeting
March 30, 2016	Powers Ferry Stakeholders
March 30, 2016	PCID Stakeholders
March 30, 2016	Roswell Road South Stakeholders
July 18, 2016	MARTA Station Area Workshop
July 19, 2016	Powers Ferry Stakeholders

## ADVISORY COMMITTEE MEETINGS

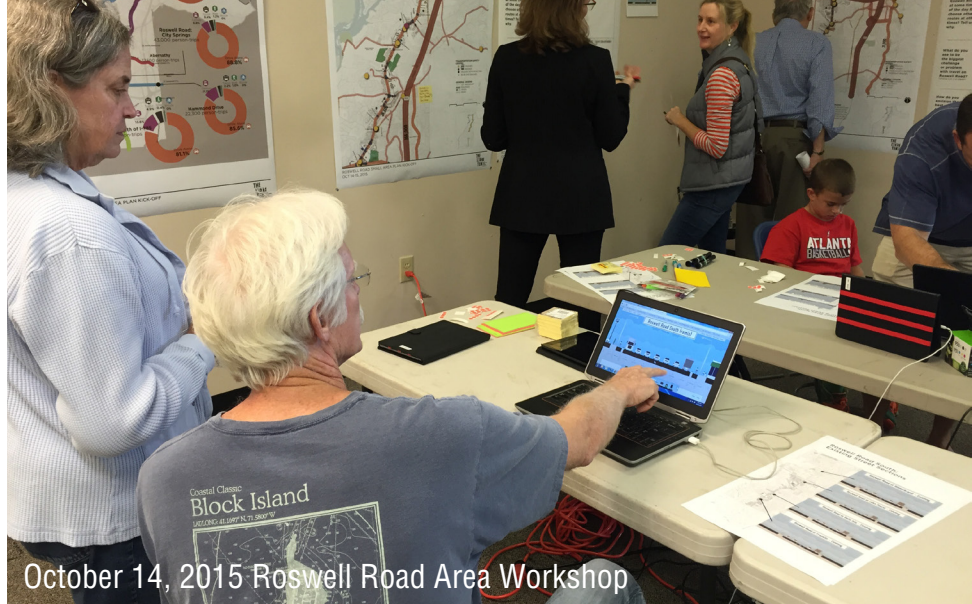
August 10, 2015	Advisory Committee Meeting #1
January 27, 2016	Advisory Committee Meeting #2
March 29, 2016	Advisory Committee Meeting #3
July 19, 2016	Advisory Committee Meeting #4
November 17, 2016	Advisory Committee Meeting #5

## OTHER EVENTS

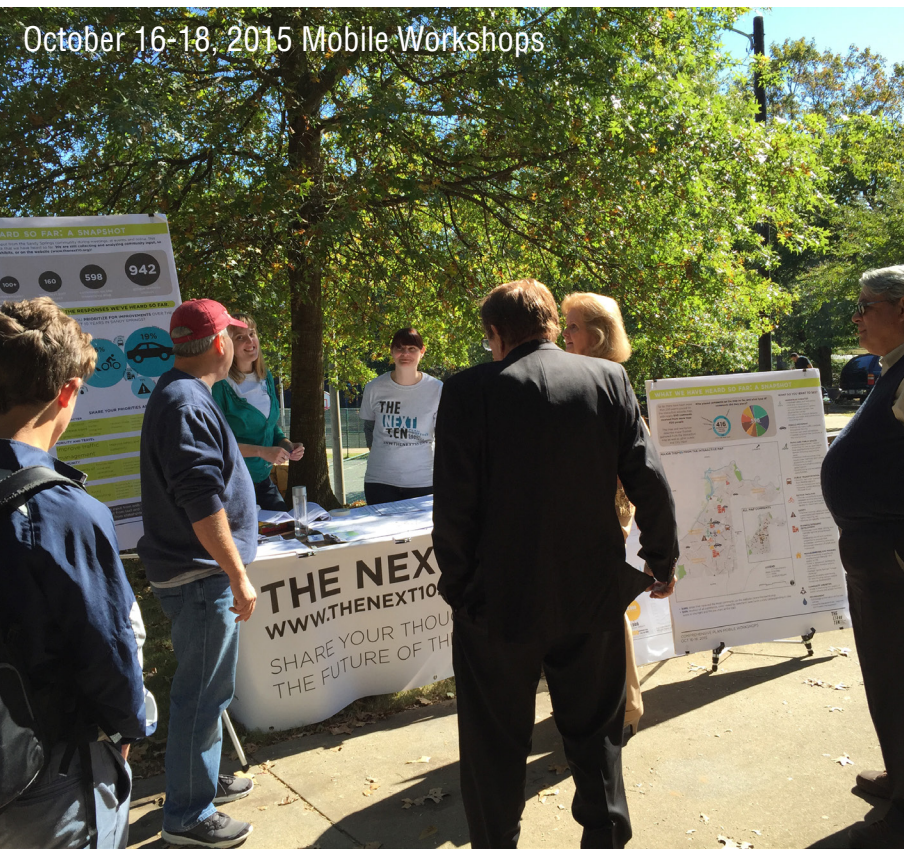
October 9 and 13, 2015	Leadership Sandy Springs & Youth Leadership Sandy Springs
October 16, 2015	MARTA Rider Survey & Shopping Center Survey
September 19-20, 2015	Sandy Springs Festival 2015
March 29, 2016	Millennials Focus Group
March 29, 2016	Chamber of Commerce
September 17-18, 2016	Sandy Springs Festival 2016



September 19, 2015 Sandy Springs Festival



October 14, 2015 Roswell Road Area Workshop



October 16-18, 2015 Mobile Workshops



January 27, 2016 Community Workshop



July 18, 2016 MARTA Station Area Workshop



November 11, 2016 Community Meeting

# OUTREACH TOOLS

The Next Ten process was designed to be interactive and engaging in a variety of ways.

## Website

The website for The Next Ten ([thenext10.org](http://thenext10.org)) contained several options for sharing and gathering information, including interactive tools for community input and educational materials related to the planning process. The website was updated frequently to ensure that the community had the latest information, and was kept informed about the progress of the planning process.

## Email Blasts

The team utilized the City of Sandy Springs' existing email network, and gathered new emails using the website. Email updates were sent to announce upcoming meetings and opportunities to review the draft plan.

## Social Media

The Next Ten utilized Twitter (@PlanTheNext10) and the official City of Sandy Springs Facebook page ([facebook.com/sandyspringsga](https://www.facebook.com/sandyspringsga)) to share information about upcoming meetings and website updates.

## Interviews and Focus Groups

Small group meetings and interviews were utilized to obtain input from identified key stakeholders and representatives of specific segments of the Sandy Springs community.

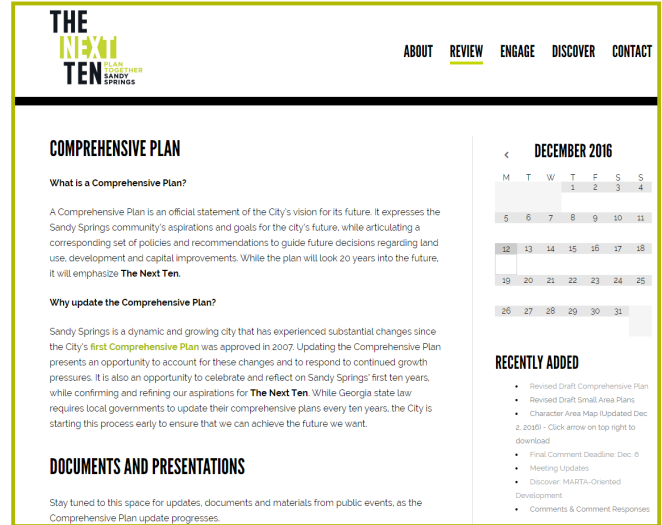
## Community Workshops and Meetings

Community workshops and meetings at both the city-wide and area-specific scale allowed members of the community to come out and meet with the planning team, giving opportunities to both learn about the plan and give input.

## Community Events

The Next Ten team went out into the community to solicit feedback at events including the Sandy Springs Festival and a series of Mobile Workshops, which were held at nine locations throughout the City during a three-day period.

### Website



### Twitter



### Focus Group (e.g., Leadership Sandy Springs, shown here)



# PUBLIC ENGAGEMENT SUMMARY DOCUMENTS

## CONTENTS

- Shaping Sandy Springs: Summary of 2015 Citywide Visioning Process
- August-September 2015 Stakeholder Meeting Takeaways
- October 14, 2015 Roswell Road Open Studio Small Area Plan Kick-Off Summary
- October 15-16, 2015 Roswell Road and PCID Stakeholder Meetings Comment Summary
- October 16-18, 2015 Mobile Workshops Summary
- December 2015 Interactive Map Findings Summary
- January 27, 2016 Community Workshop Summary
- March 28, 2016 MARTA Station Area Small Area Plan Public Kick-Off Summary
- March 30, 2016 Powers Ferry Stakeholder Meeting
- July 18, 2016 MARTA Station Area Small Area Plan Public Workshop Summary
- July 19, 2016 Powers Ferry Small Area Plan Public Meeting Summary
- July 20, 2016 Community Meeting Summary
- November 16, 2016 Community Meeting Comments (Morning and Evening Meetings)
- Website Poll Results



# Shaping Sandy Springs

## Summary of 2015 Citywide Visioning Process



August 2015

## Overview

Residents of the City of Sandy Springs *care deeply* about their community—and with good reason. Most find it a welcoming and safe place to live and work. The city is home to a large number of tree-lined neighborhoods resembling botanical gardens, a world-class medical center, miles of national river corridor, international consulates, and a new city center offering a vibrant downtown in which to live, work, enjoy the arts, and gather as a community. Residents enjoy a low tax rate and award-winning municipal services. The city’s location in Atlanta’s dynamic Metro North, offers ready access to a wide-range of employment opportunities, cultural and sports venues, and the world’s busiest airport.

For all these positive qualities of life Sandy Springs residents enjoy, one notable quality held by many residents is the desire to continually seek ways to make their lives, and their community, better. Perhaps the best expression of this can be seen in the community’s efforts to incorporate as a new city a decade ago.

In keeping with this quality of consistently seeking new ways to create better lives and community, in the spring of 2015, City leaders launched a yearlong process to revise its citywide Comprehensive Plan for improving life in Sandy Springs for years to come. In doing so, City leaders determined the first step should be to ask residents and representatives of civic organizations and business community to share their vision for the city. The City then set into motion a ‘Community Visioning’ process that included organizing a series of public meetings and publishing a resident survey.

This report presents a summary of the major aspirations, concerns and ideas expressed by those who participated in the process. While this summary cannot reflect a full accounting of the opinions of the nearly 100,000 residents of Sandy Springs, since many of those that participated in the process are leaders of neighborhood organizations, civic groups, and business community, it does provide City leaders with a sense of widespread community priorities and ideas about how to further shape the city for the better.



## **Executive Summary**

In the spring of 2015, the City of Sandy Springs launched a community visioning process in support of the City's decision to revise its original comprehensive plan that was developed in 2007, two years after the City's founding. The visioning process included an online survey, and a series of meetings in which members of the public, neighborhood representatives, and civic leaders shared hopes and concerns for the city's future.

The visioning process was multifaceted, comprehensive and rich with detail concerning the aspirations of residents for the future of the City. The value of this early visioning phase is that it brings to the surface recurring themes for further investigation and public discussion during in future Comprehensive Plan public involvement activities.

Notable major themes are as follows:

### **Broad Support for Growth Management**

Most Sandy Springs residents value living in the city and wish to retain, strengthen and extend to others the high quality of life large numbers enjoy. High on the public's mind is the question of how to manage future growth to continue to produce benefits such as the creation of a new City Center and delivery of excellent public services, while limiting the negative aspects of development, such as increased traffic.

### **Original Vision Affirmed**

There remains general agreement around the basic vision elements set forth in the City's original Comprehensive Plan. Briefly these are:

- A city characterized by neighborhoods of primarily single-family detached homes on large lots with substantial tree cover and low vehicular traffic.
- Single-family neighborhoods to receive limited population increase, infill and 'tear-downs.'
- Redevelop Roswell Road into compact, mixed-use, pedestrian-friendly places served by bicycle, walking and public transit with a grid network of streets anchored by City Center.
- Roswell Road corridor and live/work areas connected to MARTA, including PCID, to receive major population and job increases guided by redevelopment plans.
- Acquire land to form citywide open space system connecting parks, work places and neighborhoods, while protecting streams and city's forested character.



## **Vision 2.0: The Next 10 Years**

- More clearly define tools, policies, and programs for making happen the original vision elements.
- Explore ways to strengthen educational opportunities offered the City's youth, as well as adults seeking to expand their academic capabilities and skills.
- Work with partners to create opportunities for individuals and families to afford to live and work in city.
- Invest more in developing the City's open space and recreational infrastructure into a unified network. In doing so, focus on: creating opportunities for people of all ages to enjoy healthier life styles; improving the visual character of the City, especially along the Roswell Road Corridor; integrating art and cultural elements into new and existing public spaces; and enhancing the quality of natural environment, including the air, soil, water, and wildlife habitats.
- Apply existing and new strategies for limiting existing and future vehicular traffic, while maximizing the efficiency and safety of existing and future circulation systems to move people and goods.



## Community Visioning Process

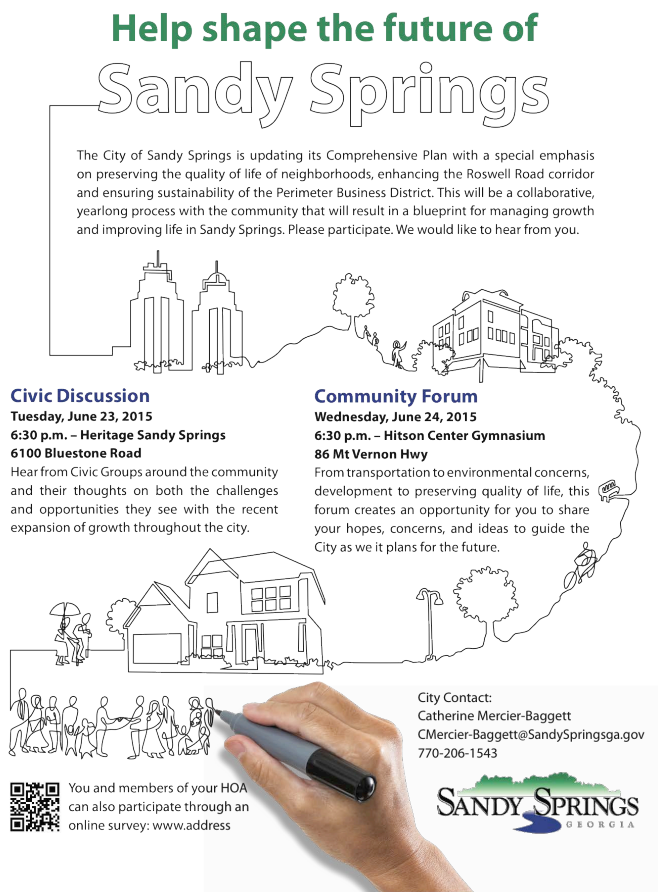
**A. Survey:** A survey was conducted consisting of 10 basic questions that ranged from asking respondents to identify the city’s greatest strengths to questions about such topics as the environment, the future of Roswell Road, and Perimeter Business District. The results are summarized in this report.

**B. Public Meetings:** Three public meetings were organized and the results have been synthesized and summarized in this report. The meetings included:

**Meeting 1: Neighborhood Representatives**  
 Sandy Springs City Hall, Council Chambers  
 Monday, June 22

**Meeting 2: Civic Discussion**  
 Heritage Sandy Springs  
 Tuesday, June 23

**Meeting 3: Community Forum**  
 United Methodist Church Activities Center  
 Wednesday, June 24



**Help shape the future of  
Sandy Springs**

The City of Sandy Springs is updating its Comprehensive Plan with a special emphasis on preserving the quality of life of neighborhoods, enhancing the Roswell Road corridor and ensuring sustainability of the Perimeter Business District. This will be a collaborative, yearlong process with the community that will result in a blueprint for managing growth and improving life in Sandy Springs. Please participate. We would like to hear from you.

**Civic Discussion**  
 Tuesday, June 23, 2015  
 6:30 p.m. – Heritage Sandy Springs  
 6100 Bluestone Road  
 Hear from Civic Groups around the community and their thoughts on both the challenges and opportunities they see with the recent expansion of growth throughout the city.

**Community Forum**  
 Wednesday, June 24, 2015  
 6:30 p.m. – Hitson Center Gymnasium  
 86 Mt Vernon Hwy  
 From transportation to environmental concerns, development to preserving quality of life, this forum creates an opportunity for you to share your hopes, concerns, and ideas to guide the City as we it plans for the future.

City Contact:  
 Catherine Mercier-Baggett  
 CMercier-Baggett@SandySpringsga.gov  
 770-206-1543

**SANDY SPRINGS**  
 GEORGIA

 You and members of your HOA can also participate through an online survey: [www.address](http://www.address)

Newspaper ads and flyers invited residents to participate in the visioning meetings and survey.

**A. Survey:** Approximately 150 residents completed an online survey published on the City's website. Residents learned of the survey through ads published in two local newspapers and via flyers distributed through civic organizations. Because those who responded were 'self-selecting' and not contacted by a random process, the results cannot be viewed as a scientific representation of community makeup and interests. That said, the information has value and is worth consideration when general consensus appears among the respondents.

### **General Survey Findings:**

#### ***Topic 1: Community Strengths and Challenges***

Nearly 30% of total 'mentions' indicate that **geographic location and accessibility** as an important positive quality about living in the city. Approximately 10% cite quality of City services, another 10% the sense of community; and about 9% identify the 'character' of the city as its greatest strength. Other qualities identified as being important include: schools, the diversity of places, and the new City Center.

Approximately one quarter of respondents identify **traffic delays as the biggest negative quality**. Another 25% feel it is the lack of pedestrian and bicycle amenities. Just over 10% feel it is the lack of parks, and just less than that feel it is erosion of character.

Approximately 90% of respondents want to see a **larger variety of restaurants**, and a comparable percentage would like **greater variety in cultural activities**. About 85% want to see **more open space**. Just over 80% want to make sure there are a **variety of employment opportunities**.

There were a variety of narrative responses to the question: 'What makes Sandy Springs unique? These were condensed and consolidated into phrases designed to reflect the strength and frequency of the ideas put forward. The following summary reflects a certain degree of editing to reduce repetitiveness while at the same time retaining as much of the richness and emphasis of the original comments as possible.

#### *Location*

- Centrally located; proximity to Perimeter, Atlanta and everywhere else.
- Strategically located; MARTA access is a positive.
- Strategic metro area location; easy access to highways and the city.



### *Government*

- Great, forward-thinking government; wise and fiscally responsible.
- The public/private partnership; privatization of city services.
- Top notch police and fire departments; Police and Fire do an amazing job.

### *Character*

- Size of the city; mix of small town and big city feel; perfect blend between city and suburbia.
- Appropriate mix of commercial and residential; charm and warmth in certain areas of the city.
- A small town—quiet and family oriented with a bustling metro city flair.
- Established old-style neighborhoods; remaining old homes; our old buildings.
- Lovely mature single-family residential areas; sense of an upscale community.
- “Lots of mature trees and landscaping; largely wooded area near Atlanta and highways.
- Large lot sizes, tree canopy and mature trees and landscape; a decent amount of green space.
- Access to natural resources enhanced by tree canopy; pecan trees on Johnson Ferry.

### *Quality of Life*

- A strong sense of community.
- A close, caring family-oriented community; safe place to live and raise kids; neighbors who care.
- The ease of living here; many opportunities for good family life.
- Pill Hill is a mecca for healthcare; many corporate headquarters provide jobs.
- Perimeter District
- Chattahoochee River; access to parks; the bigger parks (Abernathy and Morgan Falls).
- Access to live music.

### *Diversity*

- Population is a mix of old and young; singles and married.
- Cultural, social and economic and ethnic diversity.

### *History*

- Families remaining in Sandy Springs.
- The unique history and heritage of the area.



### ***Topic 2: City Services***

It is noteworthy that nearly 60% of respondents felt there are enough City or public services to meet the needs of residents of all ages, with 20% responding “no” and approximately 20% registering no opinion.

### ***Topic 3: Environment***

Approximately 75% of respondents feel that more should be done to **protect streams and rivers, open space is insufficient, and action should be taken to reduce greenhouse gases.**

### ***Topic 4: Roswell Road***

Respondents were asked to identify areas of the Roswell Road Corridor they like and explain why. These comments were then organized into 3 sections corresponding approximately to the North, Middle and South segments of Roswell Road.

#### *North (Abernathy N. to the River)*

- The Big Trees preserve is an oasis among the hodge-podge.
- The area around North Fulton Annex is probably the nicest in appearance.
- Between Dalrymple and river is less congested and not such an eye sore.
- Between Spalding and Northridge is cleaner with more trees than other sections.
- North of Abernathy because traffic moves faster.

#### *Middle (Abernathy to Hammond)*

- Abernathy/Hammond area: cleaner and shopping areas are in better condition.
- The Trader Joe's Shopping Center; the Starbucks near Johnson Ferry.
- At Sandy Springs Circle: sidewalks and appealing updated landscaping.
- The Hildebrand area: a diversity of stores.
- Between Hammond and Vernon Woods: walkable, and streetscape is pleasant.

#### *South (Hammond to Buckhead)*

- The Prado area
- At Dunwoody Place; improved road and intersection.
- Roswell and Peachtree--easy to navigate, doesn't get backed up.
- Between Windsor Parkway and Elden Dr.; diverse shops, nice neighborhoods.
- Between Long Island and Glenridge; traffic flows more smoothly with few stoplights.
- Windsor Parkway/Wieuca; coffee shop, sidewalks, walking destination.





Respondents were also asked to identify what they felt were issues related to Roswell Road. The responses shown below reflect a digest of general comments followed by more specific comments organized geographically.

*General Negative Responses:*

- I do not like any of it; it is all car oriented, commercial and not inviting to walk or linger; I avoid it whenever possible; too much traffic; it is horrible aesthetically; it is all embarrassing—a disaster; has absolutely no character or charm—just a mess from end to end; drivers are reckless along the entire corridor; [exemplifies] poor planning, traffic congestion, lack of enforcement; it is a nightmare every day from 3 PM to 7PM.
- Between 285 and Abernathy is frustratingly congested during peak traffic hours.
- Dumpy businesses, traffic delays, narrow sidewalks, no shade along sidewalks.
- Ugly signage and too much paved parking with little or no landscaping.
- The entire roadway is an eyesore, with no charm or character; lots of crime.
- There are too many low quality businesses and vacant buildings and parking lots.
- Despite many improvements, it still looks and feels like a low income area.
- Poor retail, poor access, horrible traffic and pedestrians jay-walking.
- There are too many shabby stores (check cashing, smoke shops, etc.).

*North (Abernathy N. to the River)*

- Between Cliftwood and Northridge, too much development for the road.
- Area between Northridge and the River could use some development.
- South of Northridge-dangerous traffic converging with no signals.
- Near North Springs High; ugly, dying, or abandoned businesses.
- Northridge to the River; too much auto, fast food, abandoned gas station, etc.
- Dalrymple intersection congested; Big Lots development has a blighted feel.
- Between Dalrymple and Abernathy: too narrow; abandoned businesses.
- North of Northridge is unattractive, but streetscapes have made improvement.

*Middle (Abernathy to Hammond)*

- At Abernathy intersection; construction work; very congested.
- Carpenter Drive, Hammond and Johnson Ferry intersections; hard to cross.
- At Johnson Ferry intersection; traffic creates a big backup on Mount Vernon Hwy.
- At Sandy Springs Circle at the Trader Joe's mall; awful sidewalk and pavement.
- Between Sandy Springs Circle and Abernathy: cluttered with low-rent businesses.

- Between Hammond and Abernathy, ugly, congested, trashy, old apartments.
- Near Mt. Vernon, congestion and buildings in disrepair.
- Intersection with Hammond is unattractive and congested.
- At Abernathy and Sandy Springs Circle; Publix parking lot dangerous to exit.
- Area between Glenridge and Hammond has too much development for the road.
- Between Johnson Ferry and Mt Vernon Highway; backups due to left turns.
- Between Hammond and 285; dangerous, unconnected shopping areas; crowded nearly all hours.
- Nothing between Abernathy to 285 that is at all pleasing.

*South (Hammond to Buckhead)*

- I 285 junction and 1/2 mile to the N and S. traffic, cars, traffic, cars....
- Between the Carpenter Drives: empty lots, cheap buildings, looks awful.
- Between I-285 and Johnson Ferry Rd.—a “hodgepodge” look and lots of traffic.
- Congestion at Peachtree/Dunwoody and Perimeter to Vernon Woods; too much stop and go.
- Between 285 and Northwood near new Target; diminishes character of Sandy Springs.
- Hammond Road from Roswell down to Hammond and Johnson Ferry.
- The entire Northwood Rd is run down.
- Wieuca area is very congested; stop lights not timed well.
- Piedmont Rd; gets backed up and so people block the intersection.
- Between Azalea Dr. and Northridge Rd., dilapidated areas, high crime makes area feel unsafe.
- At Hanover Park, lights often fail; during heavy traffic, Dunwoody Place backs up.
- At Cliftwood Dr.; a disjointed intersection which causes congestion.
- From 285 southward to Glenridge, the old housing needs to go.

***Topic 5: Perimeter Community Improvement District (PCID):***

- Approximately 60% of respondents felt that further **development of the PCID should be encouraged**. Over 80% felt that **MARTA should be extended**, and over 70% believe that **development should be encouraged around MARTA stations**.

- **Information on Respondents:**

- Nearly 80% of the respondents identified themselves as “European Americans” or “Caucasian,” compared to 65% reported in the 2010 U.S. Census. Those reporting as “African American” were 1%, compared with 20% in the U.S. Census. Latinos and Native Americans were also at the 1% level, compared with 14% and .3%, respectively in the U.S. Census for the city. It is noteworthy that nearly 50% of respondents have lived in the city for more than 15 years; 27% have lived there for less than 5 years, and approximately 70% plan on staying in the city for more than 15 years. A third of the respondents do three-quarters of their shopping in the city. Of approximately 70% who work outside their homes, almost the same amount work outside Sandy Springs. Nearly 60% report knowing their neighbors either “well” or “very well.” One third have volunteered in the last 12 months.

The age distribution of survey respondents is dominated by those in the middle of the life cycle, with 72% of respondents between the ages of 31 and 65. This is highly over-representative of the actual Sandy Springs ‘actual’ 31-65 age range when compared with 2010 U.S. Census figures. The Census shows approximately 48% of the population falling into the 31-65 age range, 20 percentage points below the survey population. This is consistent with the finding that both the 18-30 and over-65 age ranges are underrepresented in the survey population. For example, the 18-30 range is 8% of the survey population, while an approximation taken from the U.S. Census shows the “actual” level for that range to be closer to 18%. Similarly, the over-65 age range is drastically underrepresented among the survey respondents, with 18% falling into that range compared to the 11% as reported in the 2010 U.S. Census.

The skewness in the sample, due to the self-selected nature, should be kept in mind in the interpretation of certain data items in the survey. For example, perceptions about the adequacy of elder services in Question 5 may be understated, a conclusion that would be consistent with the relative lack of mention of senior-related issues in Questions 1 and 2.

The respondent population appears also to be skewed in the case of income, with 56% of respondents reporting household income of over \$130,000.

## B. Public Meetings

### Meeting 1: Neighborhood Representatives

On Monday, June 22, approximately 70 representatives of neighborhood organizations convened for two hours at Sandy Springs City Hall. Facilitators led discussion groups of 15-20 participants. At the outset of the meeting, participants joined groups that reflected approximately where they lived in the city. These included north, central and south. Each



person was allocated a “budget” of 3 colored beads and could “invest” these in one, two, or three priorities from a list of seven issue areas identified prior to the meeting. These were:

- Addressing Infill Development Issues
- Fixing Roswell Road
- Redeveloping Older Apartments
- Addressing the Interface between Residential and Commercial Areas
- Managing Access Points Along Roadway Corridors
- Emphasizing Transit Oriented Development
- Transportation Mobility

The results of the informal poll of neighborhood residents showed that their number one priority was ‘Fixing Roswell Road.’ The second major area of support was for ‘Addressing Infill Development.’ There was also considerable support for efforts to improve ‘Transportation Mobility,’ for ‘Redeveloping Older Apartments,’ and ‘Addressing the Interface between Residential and Commercial Areas. The following shows the priority rankings:

1. Fixing Roswell Road	25%
2. Addressing Infill Development Issues	20%
3. Transportation Mobility	17%
4. Redeveloping Older Apartments	15%
5. Addressing the Interface between Residential and Commercial Areas	12%
6. Managing Access Points Along Roadway Corridors	8%
7. Emphasizing Transit Oriented Development	3%

## Meeting 2: Civic Associations

On Tuesday, June 23, thirteen leaders of Sandy Springs civic associations shared their thoughts on both the challenges and opportunities facing the City today and in the future. Approximately 60 members of the public attended the two-hour event at Heritage Sandy Springs.



Participating organizations included:

- Leadership Sandy Springs, Jan Paul, Executive Director
- Community Assistance Center, Tamara Carrera, CEO
- Sandy Springs Society, Karen Meinzen-McEnerny, President
- Sandy Springs Conservancy, Linda Bain, Executive Director
- Council of Neighborhoods, Trisha Thompson, President
- Sandy Springs Education Force, Irene Schweiger, Executive Director
- Watershed Alliance of Sandy Springs, Sherry Epstein, President
- Art Sandy Springs, Cheri Morris, Former President
- Sandy Springs Chamber of Commerce, Tom Mahaffey, Executive Director
- PCID, Yvonne Williams, Executive Director
- Sandy Springs Environmental Project, Bill Cleveland, President
- Kiwanis Club of Sandy Springs, Patty Voelz, Board Member
- Rotary Club of Sandy Springs, Lisa Stueve, President-Elect

Several themes raised by multiple organization representatives are integrated and organized by topic areas below:

### *Community Development*

- **Guide growth** to appropriate development zones to **preserve residential “small town” feeling** of city.
- Redo Roswell Road to **eliminate unattractive sprawl** development.
- Guide future growth along Roswell Road in ways that **creates a welcoming and walkable concentrations of mixed-use development.**



- Find ways to **embrace community diversity** by supporting success of all residents through **strong schools, job training and apprenticeship initiatives**, and ensuring the availability of **affordable workforce housing**.
- Seek opportunities to **celebrate the city's heritage and cultural life**, including incorporating elements of the city's past into future development decisions, and by integrating permanent and temporary expressions of art into the public realm.

#### *Economic Development*

- Increase awareness of link between **strong economic development, strong local schools and strong base of affordable workforce housing**.
- Actively engage and **welcome millennials**.

#### *Environment*

- City should **revise its open space and recreation plan** aimed at achieving original vision of, and continued high level of interest in, creating a **citywide open space system connecting parks, work places and destinations to neighborhoods, and that protects streams and city's forested character**.
- Create a **New Capital Improvement Fund for Open Space and Parks** acquisition and improvements.
- The revised Comprehensive Plan should include increased measures for guiding development decisions that **reduce the loss of city's tree canopy, protect the city's waterways** from increased water runoff and associated erosion, and limit contaminated water runoff and air pollution associated with increased automobile traffic.

Major recommendations made by each organization include:

#### *Leadership Sandy Springs*

- Engage civic groups, leverage resources and promote citywide collaborations.
- Recognize diversity.
- Adopt "360 degree points of view" approach.

#### *Community Assistance Center*

- Help roughly 30,000 residents of City who are financially in need of some level of assistance to achieve greater success.



- Build on efforts to create more jobs with a living wage, offer job training and apprenticeship programs, promote the development of affordable workforce housing, broaden transit alternatives, ensure availability of childcare, and invest in improving local schools and after school programs.

#### *Sandy Springs Society*

- Preserve the city's heritage and historic resources when making development decisions.
- Purchase more open space and parkland.
- Develop more streetscapes and walkable places.
- Do more to ensure the availability of affordable housing.

#### *Sandy Springs Conservancy*

- City needs to work with community to create a new "Trail and Open Space Plan."
- A key focus of the plan should be to connect existing natural and recreational resources.
- High priority should be given to establishing a dedicated fund for purchasing open space, parks and trails, including making "opportunistic purchases" of low performing previously developed land for restoration back into open space.
- City and partners should "think big on transit and multimodal alternatives," such as taking steps now to connect to the Atlanta Beltline.

#### *Council of Neighborhoods*

- Redo the City's Land Use Plan to support redevelopment projects that enhance the quality of life in the city.
- Future development decisions need to do more to reduce the loss of tree canopy and limit automobile traffic.
- Create more green space!
- Give greater attention to the visual appearance of future developments to ensure 'fit' with the character of the area of the city where the development is occurring.

#### *Education Task Force*

- Efforts should be taken to encourage a more skilled workforce.
- Partnerships promoting greater educational opportunities need to be strengthened between the schools, business community and larger community.
- Resources are needed to support more constructive afterschool activities between 4-6 PM.



- Steps should be take to promote the development of affordable housing.

#### *Watershed Alliance*

- City should establish a stormwater utility.
- Development guidelines and funding needs to be made available to maintain the city's tree canopy.
- Enforcement of existing ordinances should remain a priority.

#### *Arts Sandy Springs*

- Significantly upgrade the appearance of Roswell Road.
- Guide development along Roswell Road to promote a greater sense of place.
- Public spaces at the new City Center should be viewed as "working gallery" with permanent and changing art pieces integrated into its design.
- City and partners should create a "Public Art Plan" aimed at making Sandy Springs a "City of Art."
- Funding mechanisms including impact fees.
- Public art requirement for new development.

#### *Chamber of Commerce*

- Goal should be "balanced growth."
- As city grows, more needs to be done to ensure residents and employees can get to their destinations with relative ease.
- There is a need for workforce housing.

#### *Perimeter Community Improvement District (PCID)*

- Future attractiveness of PCID to businesses depends, in part, on ensuring access to and from District.
- More investment is needed in expanding roadway access, as well as transit options, including extending MARTA, increasing links to MARTA, and developing additional pedestrian and bicycle facilities.

#### *Environmental Project*

- Recommends creating a citywide water-quality plan.
- City should develop a methodology for analyzing the impact of different future growth scenarios on water quality.





- Use bio-filtration devices to control water runoff and water quality from development.
- Continue to develop the March Creek Greenway.

*Kiwanis Club*

- Future development should also preserve 'small town' feel of city.

*Rotary Club*

- City Center offers opportunities for attracting high-quality businesses and the millennial workforce.

**Meeting 3: Community Forum**

On Wednesday, June 24, approximately 75 members of the public convened for two hours at the United Methodist Church Activities Center. Facilitators led small discussion groups of 8-10 participants organized to address the following topics:



- A. Residential Quality of Life
- B. Environment
- C. Roswell Road Corridor
- D. Perimeter Business Area
- E. Powers Ferry
- F. Other

Residents rotated from topic to topic approximately every 20 minutes, enabling each participant to speak to the six topics. A summary of issues raised and recommendations made by each group is presented on the following pages.

## A. Residential Quality of Life

The questions posed to stimulate discussion were:

What are important positive qualities of living in Sandy Springs?

- What would you like to see be done to preserve and improve the quality of life?



As expected, this category attracted extremely wide-ranging comments. Included in this category were a number of environment-related comments. For ease of interpretation, we elected to re-assign these to the Environment category. Those comments not explicitly of an environmental nature were allocated among the following three sub-categories:

- *City Character*
- *Mobility and Travel*
- *Community*

The comments received were condensed as follows:

### *City Character*

- Preserve low density wooded character with old trees and greenspace; improve protection of old trees, tree canopy; need better setbacks and buffers; reclaim ugly parking and excess parking into greenspace.
- Stick to village character rather than urban character; maintain character of what Sandy Springs was before incorporated: keep older buildings; don't tear down and build new; maintain the City's historic assets and character .
- Preserve single family homes; preserve older ranch-style single-family homes; increase owner occupied housing, large lots, ranch houses and older single family homes; increase diversity in aesthetics; create incentives for renovation of older homes vs. new construction; the City should set standard of design quality and maintain green/LEED standards.
- There is too much infill and clear cutting.
- Commercial area buffers are needed to protect neighborhoods.



- Too many variances are allowed; need more consistent zoning; better code. enforcement to halt deterioration of older multifamily residences.
- Place utilities underground.
- Define character/image for town green; higher residential density in City Center would be desirable.
- Need impact fees increased to fund community parks and open/greenspaces.

### *Mobility and Travel*

- Better sidewalks, crosswalks, islands are needed; more traffic calming; impact fees from new development to fund traffic calming solutions.
- Improve walkability; bike lanes; build more real bike paths; need a bike facilities sharing program; improved trail connectivity to other cities.
- Create an environment conducive to non-auto options; improve accessibility without using major roads; improve multimodal connectivity, alternative transportation (shuttles, trolley, train circulator with hop on/hop off options); improve connections among neighborhoods, City Center and perimeter; consider a free jitney/circulator around downtown from centralized parking.
- Add an interchange to 285.
- Improve turning/deceleration lanes; improved bus pull overs on Roswell Rd; more frequent crosswalks to limit dangerous jaywalking.
- Consider smart parking technologies.

### *Community*

- Maintain older apartment complexes for highest and best use.
- Increase affordable housing; diversity/accessibility in housing; workforce. housing; improve accessibility and affordability for young people/millennials; expand housing diversity with single family starter homes; increase senior housing options, i.e., smaller single family dwellings.
- Create more recreational and social opportunities, such as community events- festivals, art, music; more gathering places-coffee shops, bookstores, libraries; programming of activities at City Center; encourage and incentivize the artist community.
- Allow/foster community gardens in higher density multifamily areas
- Improve opportunities for alfresco dining.
- Improve community engagement by city government.
- Improve quality of public schools.



## B. Environment

The questions posed to stimulate discussion were:

Do you think protecting the environment should be more of a priority and what types of activities would you be willing to support?

Comments were condensed as follows:



- Need formal “Open Space and Greenspace Plan” with guidelines for greenspace acquisition funding greenspace; parks, linear, parks, neighborhood parks, possible purchase by City of land along Roswell Road to make more attractive and to promote connectivity.
- Preserve watershed with blue infrastructure; buffers and setbacks; use the Chattahoochee as an amenity; implement a streamside trail; Marsh Creek greenway.
- Improve/update stormwater management; pursue green drainage solutions; create a stormwater utility with onsite filtering; a stormwater fee for new development; prohibit clear cutting and mass grading; encourage pervious paving.
- Optimize opportunities for solar, geothermal; create solar panel incentives; create more public electric charging stations.
- Encourage recycling with a recycling center; create more opportunities to recycle hazardous waste.
- Reduce light pollution.

### C. Roswell Road corridor

The question posed to stimulate discussion was:

What areas of the Roswell road corridor you like or not like, and why?

Comments were condensed as follows:



do

- Need a feasibility study for a walking park behind Marshall’s: Roswell/Abernathy to North Mt. Vernon to Abernathy.
- Needed are bike rentals and bike racks at local businesses; zip cars; bicycle lanes separated from roads (in median); bike access behind commercial corridor.
- Transit circulator system is needed, with designated locations for transportation to MARTA; a shuttle from Cobb County to Perimeter Center.
- Maintain walkability: (European styled developments); imitate Atlanta parks/Highlands; wider sidewalks; pedestrian bridges for walking/transit; larger setbacks; safe pathways across roadways; more well-lit and safe crosswalks; more sidewalks (no sidewalks along Mt. Paran to Prado); need safer ways for pedestrians to cross Roswell Rd; midblock crossings for pedestrians.
- Moratorium on new businesses; build around existing buildings; integrate existing/local businesses into redevelopment projects; support local businesses.
- Improve aesthetics, development standards; south of 285, encourage 2 stories-height restrictions to avoid tunnel effect; preserve historical character; improve storefronts; incorporate stronger character in architectural designs; improve diversity in architecture (aesthetics standards without standardization); fewer curb cuts; break up blocks to enhance human scale (e.g., Downtown Decatur); avoid clear-cutting of lots/trees; get rid of telephone poles.
- Traffic management; get traffic off of Roswell Road; separate through traffic; balance traffic to maintain businesses; create overpass/underpass to assist with traffic flow; bridges for improved traffic flow; improve operation of traffic signals—implement “smart” traffic signals; add two lanes and a median; reduce number of car trips.
- Need more surface parking lots and greenspace; parking lots are along the road—they need to be behind buildings instead; also, move on-street parking to rear of buildings.



- Create more centralized parking; public parking/decks behind building/business; between Hammond and Mt. Vernon; future buildings to have parking behind or underneath buildings; economic incentives for buildings to share driveways.
- Attract more independent businesses/restaurants; maintain character of established businesses.
- Need improved ways to cross Roswell East/West without using intersections (drive without getting stuck).

•

**D. Perimeter Business Area**

The questions posed to stimulate discussion were as follows:

Are you in favor of encouraging continued development within the Perimeter Business District?

Are there types of development you would like to see in the vicinity of the Perimeter Business District (up to a mile away)?

Are you in favor of encouraging development around potential new MARTA stations?

Comments were condensed as follows:



- We need to know the City’s vision for the CID; do not allow expansion/overspill of CID; vacant areas near MARTA should receive higher density; the impacts of vertical density and mix of uses on road infrastructure must be investigated; transit-oriented development policies are needed to promote density around stations only; increase options to park once and walk to multiple destinations.
- The CID is an asset, leave it as is; less desirable development should be moved to Roswell Rd.
- East-West circulation is difficult; last mile access is difficult; need to provide shuttles for East-West travel; improve pedestrian amenities and connectivity to CID; need better park-and-ride that is closer to 285.
- Use PCID for shopping and eating; create an avenue-style shopping experience, with more trees in parking areas; pedestrian shopping streets, outdoor seating, plazas;

promote walking, leisure, reasons to stay after business hours; more greenspace; shuttles circulating through PCID; missing are activities for children, like carousel, parks; also a small sports venue, outdoor theater, etc.

- North Springs station neighbors would oppose higher density; MARTA extension north would alleviate through traffic; could benefit local residents, but east-west connection still poor; MARTA needs to improve its reputation/image to increase patronage.
- MARTA extension could be a positive asset but not necessarily an immediate benefit; would not be as useful as a network going to other destinations like Decatur; MARTA might appeal more to younger generation; need pedestrian and bike bridge across 400 to reach the MARTA station; bike paths must be separate from vehicular circulation.
- High-rise office should be along major corridors; King and Queen should be the max height allowable; PCID boundary should not expand—do not allow intense activity to overspill; density can be part of the solution, but there will be public opposition; expand PCID to include Mercedes.
- Infrastructure is over-capacity; traffic issues must be addressed before more development is approved; large employers need to provide shuttles; alternative transit (shuttles) to heavy rail, at neighborhood scale; businesses should be incentivized to alter their opening hours to alleviate traffic; large developments should provide “last mile” access to transit.

### E. Powers Ferry

The question posed to stimulate discussion was:

What do you perceive are the greatest strengths, and threats to, the Powers Ferry area?

Comments were condensed as follows:



- The area does not feel like part of the City; community feeling/identity is lacking; businesses are not thriving; need to make this area more of a destination; connectivity can be an issue—the cut through from Cobb is bad; mobility is good; wooded area is nice; sewer smell is negative; topography is difficult.

- Ray's and Publix are good features but the area around Publix is forgotten; restaurants (e.g., BBQ) are an asset; could benefit from new restaurant.
- Area is an ideal location for new businesses; we should embrace the current heavy commercial use; limit commercial to the north side of 285; utilize vacant land and current developed areas; avoid removing trees; area is an alternative to development on Roswell and source of tax base expansion.
- Contrasting view: area should not be a major commercial center (hide them); keep uses as they are to avoid generating additional traffic.
- New development should embrace the river— the river is an amenity for residents, offices, schools; utilize the natural beauty and improve access; but need improved public access to the river; need walking trails, landscaping and access from private development; promote parks.
- The National Park should be utilized as a city asset; area would benefit from improved connectivity to the National Park, with trails on both sides; create a connection to the park on either side of 285; need improved access to the river from the Park, with walking trails such as Silver Comet trail and a pedestrian bridge across the river; however, enhancements are needed, including: auto parking, bike and pedestrian facilities; sidewalks and bike lanes are needed along Powers Ferry; also needed are improved access across street; lighting for safety; dog parks; play areas and exercise stations; existing facilities should be upgraded.
- It is critical to assess the impact of Braves stadium on the Park; need to communicate more with Cobb County; need to assess Braves stadium traffic impacts on highways and surface streets as an addition to current traffic problems on highways.
- The MARTA line from Braves stadium needs Sandy Springs stop; traffic will be terrible; need bus alternatives to and from stadium (private company); shuttle, BRT or other mobility enhancements are will be needed.
- Normal traffic backs up here and on surface streets such as Herds Ferry at 285; navigating is not easy; need also to assess traffic impacts of new school location
- Walkability is lacking; more sidewalks are needed; is there potential for walking trails that use private land?
- Mid-rise development and medium density residential are positive factors; mixed use in existing developed locations would be ideal, but with neighborhood stores, not major chains; need a balance of residential and other uses, including restaurants and independent businesses; maintain single-family homes.



**F. Other**

This topic area was created to ensure the sharing of concerns that might not be adequately captured by other topics. Where comments under “Other” were directly applicable to earlier topics, they were reassigned to wherever it seemed they would add appropriate depth and meaning. In cases where “Other” respondents repeated previously-made points with particular emphasis, attempt were made to reflect that degree of emphasis in the list that follows:



- Improve quality of lower achieving public schools in Sandy Springs; attract public workers by improving schools; density leads to school overcrowding; need to charge apartment properties impact fees for schools.
- Define what a land use plan is; need a land use plan with teeth; stick with the stated vision elements; make very judicious use of overlays—overlays should follow the land use plan; council should follow development rules; too many variances are granted; need to control commercial creep; outlaw mass grading.
- Refocus on safety for pedestrians, especially South of 285; improve pedestrian safety at big intersections; need more neighborhood sidewalks; need more environmentally friendly public realm lighting; more and better bus shelters, benches; ensure sidewalks are ADA-compliant.
- Need a dog park.
- City should take over some county functions (libraries, schools).
- Impose a percentage limit on property tax value increases; reduce sewer/water fees; keep millage rate the same.
- Build public-private partnerships with schools.
- Don’t obsess on millennials.
- Congestion @ Johnson Ferry Rd = P/R @ River to Perimeter.

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## APPENDIX

1. Visioning Press Release
2. Flyer Announcing Meeting with Neighborhood Representatives
3. Ads in *Sandy Springs Reporter* and *Sandy Springs Neighbor* publicizing 'Civic Discussion' and 'Community Forum' Public Meetings
4. Online Survey
5. Survey Results Summary

## 1. Visioning Press Release

### VISIONING AN IMPROVED SANDY SPRINGS

*City of Sandy Springs announces a prelude initiative in support of updates to its Comprehensive Plan*

SANDY SPRINGS (May xx, 2015) – Now almost 10 years old, the City of Sandy Springs is embarking on a yearlong effort to update its Comprehensive Plan guiding the City’s future growth and development. To kick off the project, city leaders are inviting the public to join two public forums this summer. On Tuesday, June 23, 2015, Civic Group Leaders will gather as part of a public discussion, and on Wednesday, June 24, 2015 the entire community is invited to join the conversation.

“When we began as a city in 2005, we adopted many of Fulton County’s regulations. We’ve made adjustments along the way; but it is time, especially as we develop our downtown, to hear what else residents, businesses and community organizations want the City to focus on in the years ahead.” said Sandy Springs Mayor Rusty Paul.

The first phase of that planning process will be the June Visioning sessions providing Civic leaders, residents, business owners, and other interested groups the opportunity to share their ideas for neighborhood preservation and improvement. Participants will be asked to share their thoughts on issues from transportation to environmental concerns, development to preserving quality of life. The Workshops will take a look at Sandy Springs from a wide lens, but as importantly, the conversation will also focus on smaller work areas including the Roswell Road Corridor, the Perimeter Business District, Northern Sandy Springs and Powers Ferry areas.

“Each area of Sandy Springs is unique in its needs and its aspirations, whether that’s more open space, increased density to meet business demand, or better planning of underutilized lots. Our goal is to bring those concerns and ideas to the table – everything is open for discussion,” added Paul.

The Civic Group Conversation will be Tuesday, June 23, 2015  
6:30 p.m. at Heritage Sandy Springs  
6110 Bluestone Road



## 2. Flyer Announcing Meeting with Neighborhood Representatives

# Help shape the future of Sandy Springs

The City of Sandy Springs is updating its Comprehensive Plan with a special emphasis on preserving the quality of life of neighborhoods, enhancing the Roswell Road corridor and ensuring sustainability of the Perimeter Business District. This will be a collaborative, yearlong process with the community that will result in a blueprint for managing growth and improving life in Sandy Springs.

**Join Mayor Rusty Paul and City Manager John McDonough** for an evening to discuss the neighborhood goals, challenges, opportunities as they related to the future of Sandy Springs. Help us kick off the public involvement process by helping us identify and rank those issues most important to your community.

**Monday, June 22, 2015**

**6:30 pm**

**Sandy Springs City Hall  
Council Chambers  
7840 Roswell Rd, Bldg 500**

### Please participate.

We would like to hear from you.



City Contact: Dan Coffey  
DCoffey@SandySpringsga.gov  
770-206-1476



You and members of your HOA can also participate through an online survey: [www.address](http://www.address)



Community Visioning

**3. Ad in *Sandy Springs Reporter* and *Sandy Springs Neighbor* publicizing ‘Civic Discussion’ and ‘Community Forum’ Public Meetings**

# Help shape the future of Sandy Springs

Now 10 years old, the City of Sandy Springs is updating its Comprehensive Plan with a special emphasis on preserving the quality of life of neighborhoods, enhancing the Roswell Road corridor and ensuring sustainability of the Perimeter Business District. This will be a collaborative, yearlong process with the community that will result in a blueprint for managing growth and improving life in Sandy Springs. Please participate. We would like to hear from you.

### Civic Discussion

**Tuesday, June 23, 2015**

**6:30 pm • Heritage Sandy Springs**

**6110 Blue Stone Road**

Hear from Civic Groups around the community and their thoughts on both the challenges and opportunities they see with the recent expansion of growth throughout the city.

### Community Forum

**Wednesday, June 24, 2015**

**6:30 pm • Hitson Center Gymnasium**

**85 Mt. Vernon Highway**

From transportation and environmental concerns, to development and preserving quality of life, this forum creates an opportunity for you to share your hopes, concerns, and ideas to guide the City as we plan for the future.



City Contact: Dan Coffey  
DCoffey@SandySpringsga.gov • 770-206-1476



You can also participate through an online survey at:  
[www.sandyspringsga.gov/visioning](http://www.sandyspringsga.gov/visioning)



**4. Online Survey**

**SANDY SPRINGS RESIDENT SURVEY**

Now 10 years old, the City of Sandy Springs is updating its Comprehensive Plan and would like to hear from you about how you would like Sandy Springs to further evolve over the next 10 years and beyond. Please either answer online below or print out and send it back to the Community Development Department in the City Hall at 7840 Roswell Road, Building 500, Sandy Springs, GA 30350 by September 30, 2015. Thank you. **Individuals will not be identified in this survey.** This survey is intended to supplement, not duplicate, information already received in the course of community workshops being conducted as part of the Comprehensive Plan Update process. Feel free to pass along the link to this online survey to other residents.

1. Check the **three** most important positive qualities of Sandy Springs. Add any you think are missing.
- |  |  |
|--|--|
| <input type="checkbox"/> sense of community  | <input type="checkbox"/> economic and ethnic diversity of population |
| <input type="checkbox"/> diversity of places and activities, including homes, retail, commercial development parks and open spaces | <input type="checkbox"/> character and feel                          |
| <input type="checkbox"/> history   | <input type="checkbox"/> new City Center underway                    |
| <input type="checkbox"/> access to MARTA   | <input type="checkbox"/> access to Atlanta's urban assets            |
| <input type="checkbox"/> quality of City services  | <input type="checkbox"/> schools                                     |
| <input type="checkbox"/> cost of City services   | <input type="checkbox"/> easy access to highways                     |
|  | <input type="checkbox"/> cost of living                              |

Other: \_\_\_\_\_

2. Check the **three** most important negative qualities of Sandy Springs. Add any you think are missing:
- |   |  |
|---|--|
| <input type="checkbox"/> lack of continuous pedestrian/bike paths | <input type="checkbox"/> lack of walkable shopping districts       |
| <input type="checkbox"/> inadequate parks and open space          | <input type="checkbox"/> lack of range of restaurants              |
| <input type="checkbox"/> traffic delays                           | <input type="checkbox"/> lack of parking in commercial areas       |
| <input type="checkbox"/> erosion of community character           | <input type="checkbox"/> schools                                   |
| <input type="checkbox"/> cost of living                           | <input type="checkbox"/> quality of City services                  |
| <input type="checkbox"/> cost of City services                    | <input type="checkbox"/> lack of range of employment opportunities |
| <input type="checkbox"/> inadequacy of workforce housing          |  |

Other: \_\_\_\_\_



3. Which of the following would you like to see more of in Sandy Springs? Please check one for each item. If you would like to add to or comment on any one of these, please do so at the end of this question.

Open space, e.g., meadows, wooded areas, active recreation	Yes	No	No Opinion
Detached single family homes	Yes	No	No Opinion
Attached single family homes	Yes	No	No Opinion
Protection and preservation of historic homes	Yes	No	No Opinion
Apartments and condominiums	Yes	No	No Opinion
Workforce housing	Yes	No	No Opinion
Variety of shops and services, e.g., food stores, doctors, pharmacies, hardware stores, apparel stores, automotive services?	Yes	No	No Opinion
Variety of restaurants e.g., fast food, family, gourmet, ethnic	Yes	No	No Opinion
Variety of employment, e.g., commercial, retail, services?	Yes	No	No Opinion
Variety of existing and new homes and buildings?	Yes	No	No Opinion
Variety of cultural activities in Sandy Springs, e.g., theater, art exhibits, concerts, music venues?	Yes	No	No Opinion
Diversity of population in Sandy Springs, e.g., socio-economic, ethnicity, age?	Yes	No	No Opinion



4. What makes Sandy Springs Unique? (Please no more than 250 words.)
5. Do you feel there are enough City or other public services to meet the needs of residents of all ages? (Please check one)    Yes    No    No Opinion

If not, list three service areas that are in your opinion least adequately met:

Which age categories experience the greatest deficiencies in having its needs met?

Young Children      Teens      Young Adults      Middle Age People      Seniors

6. **Environment**

The City government would like to know if you think protecting the environment should be more of a priority and what types of activities you would be willing to support.

Do you think more should be done to protect streams and rivers?                      Yes    No    No Opinion

If yes, what type of actions do you think the City should take?

- \_\_\_ Better regulations to preserve land adjacent to waterways
- \_\_\_ Annual volunteer events
- \_\_\_ City-sponsored environmental education events
- \_\_\_ City-sponsored recreational activities
- \_\_\_ Improved cooperation with neighboring communities
- \_\_\_ Planning efforts focused on stream and river protection

Do you think there is sufficient open space?    Yes    No    No Opinion

If no, what type of actions do you think the City should take?

- \_\_\_ Allocate budget items for open space acquisition
- \_\_\_ Improve access to open space assets
- \_\_\_ Improve linkages among open space assets
- \_\_\_ City-sponsored environmental education events
- \_\_\_ City-sponsored outdoor recreational activities





\_\_\_Planning efforts focused on open space protection

Are you willing to support actions by Sandy Springs to reduce Greenhouse gases? Yes    No    No Opinion

**7. Roswell Road Corridor**

The City government would like to know if you think improving the Roswell Road corridor should be more of a priority and what types of activities you would be willing to support. When answering, please identify areas by cross-streets (.g., Roswell between X Street and Y Street).

Please identify areas of the Roswell Road corridor that you like and please briefly explain why:

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Please identify areas of the Roswell Road corridor that you do not like and please briefly explain why:

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Beyond the development of the new City Center, do you think more should be done to create smaller ‘village centers’ or more walkable live/work/shopping areas along Roswell Road?

Yes    No    No Opinion

If yes, where along the corridor do you think such village centers might best be located? Please list them in order of priority by cross-streets: \_\_\_\_\_

What type of service/destination would be most likely to attract you to visit a village center?

Shopping    Dining    Household Errand    Social engagement    Personal Business

Other \_\_\_\_\_

What factors would be most likely to dissuade you from visiting a village center?

Lack of Parking    Traffic congestion    Travel Distance    Lack of Public Transportation

Other \_\_\_\_\_



Are there areas of Roswell Road where you would like to see less development? If so, please identify those areas and describe the type of activities and character you would prefer to see in those locations.

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**8. Perimeter Business District**

The City government would like to know what you think about development in and around the Perimeter Center Improvement District (Perimeter Business District)?

Are you in favor of encouraging continued development within the Perimeter Business District?  
 Yes    No    No Opinion

Please rank the types of development/land uses you would like to see in the vicinity of the Perimeter Business District (up to 1 mile away) Please rank using: 2 = preferred, 1 = neutral; 0 = do not support.

- |                 |                           |
|-----------------|---------------------------|
| ___ residential | ___ office                |
| ___ retail      | ___ open space/recreation |

Add any you think are missing: \_\_\_\_\_

Are you in favor of extending MARTA north along GA 400?  
 Yes    No    No Opinion

Are you in favor of encouraging development around potential new MARTA stations?  
 Yes    No    No Opinion

Please rank the types of development/land uses you would like to see in the vicinity of MARTA stations (up to ¼ mile from station). Please rank using: 2 = preferred, 1 = neutral; 0 = do not support.

- |                 |                               |
|-----------------|-------------------------------|
| ___ residential | ___ office                    |
| ___ retail      | ___ natural open space        |
| ___ restaurants | ___ active recreational space |

Add any you think are missing: \_\_\_\_\_

**9. Live, Work and Volunteer**

How long have you lived in City? 1 – 5 Years 6 – 10 Years 11 - 15 Years More than 15 Years

How long do you plan to remain in Sandy Springs? 1 – 5 Years 6 – 10 Years More than 10 Years  
Don't Know

How much of your outside-the home shopping (excluding e-mail and mail-order shopping) do you do in Sandy Springs?

Less than 25% About 50% More than 50% Almost all

Do you work outside the home? Yes No

If yes, where do you work? In Sandy Springs Outside of Sandy Springs

Would you prefer working in Sandy Springs? Yes No No

Opinion

How well do you know your neighbors? Very Well Well Somewhat Not At All

Were you involved in a volunteer activity over the last 12 months? Yes No

If yes what type of volunteer activities? City Schools Church Other: \_\_\_\_\_

What factors restrict your involvement in volunteering? Check all that apply.

- lack of time
- language
- not sure exactly what to do
- lack of transportation
- not sure how to find information

Other: \_\_\_\_\_

What kinds of things can the City do to increase civic involvement of its residents?

\_\_\_\_\_



## 10. Questions of Fact

The following questions are asked so we may judge how well the survey responses match socio-economic data provided by the most recent U. S. Census data. **Please remember, no individuals will be identified in this survey.**

Your age category: 18– 30 Years 31–45 Years 46–65 Years 66–80 Years Over 80 Years

Your annual household income category: (Thousands) \$10-\$40 \$41–\$70 \$71-\$100 \$101-\$130 \$130+

Your ethnic heritage? African East Asian European Latino Middle Eastern  
Native-American South Asian Mixed Other: \_\_\_\_\_ Prefer not to answer

## 5. Survey Results Summary

The following is a more detailed summary of the results of the community survey.

### **Question 1: Most important positive quality about COSS:**

Approximately 28% of mentions relate to geographic location or accessibility; 10% cite quality of City services; 11% for sense of community; 8.8% for character.

### **Question 2: Most important negative quality:**

Traffic delays, 25%; lack of bike/ped amenities, 24% (bike paths, 14% plus walkable shopping, 12%); inadequate parks, 11% and erosion of character, 9%.

### **Question 3: What do you want to see more of in COSS?:**

Percentage of respondents answering "yes": variety of restaurants, 91%; variety of cultural activities, 86%; open space, 83%; variety of employment, 82% and protection of historic homes, 81%.

### **Question 4: What makes COSS unique?**

We received a variety of narrative responses to the question of: 'What makes Sandy Springs unique? We condensed and consolidated these into phrases designed to reflect the strength and frequency of the ideas put forward. The summary reflects a certain degree of editing to reduce repetitiveness while at the same time retaining as much of the richness and emphasis of the original comments as possible.

- *Location*
  - Centrally located; proximity to Perimeter, Atlanta and everywhere else.
  - Strategically located; MARTA access is a positive.
  - Strategic metro area location; easy access to highways and the city.
- *Government*
  - Great, forward-thinking government; wise and fiscally responsible.
  - The public/private partnership; privatization of city services.
  - Top notch police and fire departments; Police and Fire do an amazing job.

- *Character*
  - Size of the city; mix of small town and big city feel; perfect blend between city and suburbia.
  - Appropriate mix of commercial and residential; charm and warmth in certain areas of the city.
  - A small town—quiet and family oriented with a bustling metro city flair.
  - Established old-style neighborhoods; remaining old homes; our old buildings.
  - Lovely mature single-family residential areas; sense of an upscale community.
  - “Lots of mature trees and landscaping; largely wooded area near Atlanta and highways.
  - Large lot sizes, tree canopy and mature trees and landscape; a decent amount of green space.
  - Access to natural resources enhanced by tree canopy; pecan trees on Johnson Ferry.
- *Quality of Life*
  - A strong sense of community.
  - A close, caring family-oriented community; safe place to live and raise kids; neighbors who care.
  - The ease of living here; many opportunities for good family life.
  - Pill Hill is a mecca for healthcare; many corporate headquarters provide jobs.
- Perimeter District
  - Chattahoochee River; access to unique parks; the bigger parks (Abernathy and Morgan Falls).
  - Access to live music.
- *Diversity*
  - Population is a mix of old and young; singles and married.
  - Cultural, social and economic and ethnic diversity.
- *History*
  - Families remaining in Sandy Springs.
  - The unique history and heritage of the area.

**Question 5: Respondents were asked to share opinions on the adequacy and quality of services.**

The first part of the question asked for views on whether there are enough City or public services to meet the needs of residents of all ages. It is noteworthy that 59% of respondents answered “yes” to this question, with 20% responding “no” and 21% registering no opinion. When asked to list 3 service areas in which needs are least adequately met, the 91 (out of a possible 147) responses were widely distributed among such categories as traffic control, senior services, police, teen services and more than 10 others. Reinforcing a theme that has been heavily emphasized throughout the visioning process, only traffic control exceeded 6% of mentions, with senior services following with 4%. Police, code enforcement, teen services and public transportation options all came in at under 3%, with no other category exceeding 2% of total mentions.

By contrast, responses to the question regarding the age group experiencing the greatest service deficiencies were quite evenly distributed across the age range. The responses were as follows: Young Children: 18%, Teens: 22%, Young Adults: 19%, Middle Age People: 15% and Seniors: 26%.

**Question 6: Environment:**

Approximately 77% felt that more should be done to protect streams and rivers; 74% felt that open space is insufficient; 74% feel that action should be taken to reduce greenhouse gases.

**Question 7: Respondents were asked to identify areas of the Roswell Road Corridor they like and explain why.**

Comments were organized into 3 sections corresponding approximately to the North, Middle and South segments of Roswell Road.

*North (Abernathy N. to the River)*

- The Big Trees preserve is an oasis among the hodge-podge.
- The area around North Fulton Annex is probably the nicest in appearance.
- Between North Dalrymple and river is less congested and not such an eye sore.
- Between Spalding and Northridge is cleaner with more trees than other sections.
- North of Abernathy; because traffic moves faster.



*Middle (Abernathy to Hammond)*

- Abernathy/Hammond area; cleaner and shopping areas are in better condition.
- The Trader Joe's Shopping Center; the Starbucks near Johnson Ferry.
- At Sandy Springs Circle; sidewalks and appealing updated landscaping.
- The Hildebrand area; a diversity of stores.
- Between Hammond and Vernon Woods; walkable, and streetscape is pleasant.

*South (Hammond to Buckhead)*

- The Prado area
- At Dunwoody Place; improved road and intersection.
- Roswell and Peachtree--easy to navigate, doesn't get backed up.
- Between Windsor Parkway and Elden Dr.; diverse shops, nice neighborhoods.
- Between Long Island and Glenridge; traffic flows more smoothly with few stoplights.
- Windsor Parkway/Wieuca; coffee shop, sidewalks, walking destination.

Many respondents found it challenging to detach their negative opinions of Roswell Road from the process of identifying its positive attributes. The following is a digest of the negative responses received.

•

*Negative Responses:*

- I do not like any of it; it is all car oriented, commercial and not inviting to walk or linger; I avoid it whenever possible; too much traffic; it is horrible aesthetically; it is all embarrassing—a disaster; has absolutely no character or charm—just a mess from end to end; drivers are reckless along the entire corridor; [exemplifies] poor planning, traffic congestion, lack of enforcement; it is a nightmare every day from 3 PM to 7PM.
- Between 285 and Abernathy is frustratingly congested during peak traffic hours.
- Dumpy businesses, traffic delays, narrow sidewalks, no shade along sidewalks.
- Ugly signage and too much paved parking with little or no landscaping.
- The entire roadway is an eyesore, with no charm or character; lots of crime.
- There are too many low quality businesses and vacant buildings and parking lots.
- Despite many improvements, it still looks and feels like a low income area.
- Poor retail, poor access, horrible traffic and pedestrians jay-walking.
- There are too many shabby stores (check cashing, smoke shops, etc.).





*North (Abernathy N. to the River)*

- Between Cliftwood and Northridge, too much development for the road.
- Area between Northridge and the River could use some development.
- South of Northridge-dangerous traffic converging with no signals.
- Near North Springs High; ugly, dying, or abandoned businesses.
- Northridge to the River; too much auto, fast food, abandoned gas station, etc.
- Dalrymple intersection congested; Big Lots development has a blighted feel.
- Between Dalrymple and Abernathy: too narrow; abandoned businesses.
- North of Northridge is unattractive, but streetscapes have made improvement.

*Middle (Abernathy to Hammond)*

- At Abernathy intersection; construction work; very congested.
- Carpenter Drive, Hammond and Johnson Ferry intersections; hard to cross.
- At Johnson Ferry intersection; traffic creates a big backup on Mount Vernon Hwy.
- At Sandy Springs Circle at the Trader Joe's mall; awful sidewalk and pavement.
- Between Sandy Springs Circle and Abernathy: cluttered with low-rent businesses.
- Between Hammond and Abernathy, ugly, congested, trashy, old apartments.
- Near Mt. Vernon, congestion and buildings in disrepair.
- Intersection with Hammond is unattractive and congested.
- At Abernathy and Sandy Springs Circle; Publix parking lot dangerous to exit.
- Area between Glenridge and Hammond has too much development for the road.
- Between Johnson Ferry and Mt Vernon Highway; backups due to left turns.
- Between Hammond and 285; dangerous, unconnected shopping areas; crowded nearly all hours.
- Nothing between Abernathy to 285 that is at all pleasing.

*South (Hammond to Buckhead)*

- I 285 junction and 1/2 mile to the N and S. traffic, cars, traffic, cars....
- Between the Carpenter Drives: empty lots, cheap buildings, looks awful.
- Between I-285 and Johnson Ferry Rd.—a “hodgepodge” look and lots of traffic.
- Congestion at Peachtree/Dunwoody and Perimeter to Vernon Woods; too much stop and go.
- Between 285 and Northwood near new Target; diminishes character of Sandy Springs.
- Hammond Road from Roswell down to Hammond and Johnson Ferry.
- The entire Northwood Rd is run down.

- Wieuca area is very congested; stop lights not timed well.
- Piedmont Rd; gets backed up and so people block the intersection.
- Azalea Dr. and Northridge Rd., dilapidated areas, high crime makes area feel unsafe.
- At Hanover Park, lights often fail; during heavy traffic, Dunwoody Place backs up.
- At Cliftwood Dr.; a disjointed intersection which causes congestion.
- From 285 southward to Glenridge, the old housing needs to go.

**Question 8: Perimeter:**

Approximately 60% of respondents felt that further development should be encouraged; 81% felt that MARTA should be extended; 71% believe that development should be encouraged around new MARTA stations.

**Question 9: Live, Work Volunteer:**

Approximately 47% of respondents have lived in COSS for more than 15 years; 27% have lived there for less than 5 years; but, 69% plan on staying in COSS for more than 15 years (!); 34% do more than 75% of their shopping in COSS and 11% do less than 25%; of those working outside the home (approx. 68%) 66% work outside COSS; 59% report knowing their neighbors either “well” or “very well.”; of those that have volunteered in the last 12 months (30%), 28% report volunteering for their church, while 31% report “other”; 57% say that lack of time is what restricts their involvement.

**Question 10: General Socioeconomic Data:**

Those reporting “European” or “Caucasian” totaled 78% of respondents, compared to 65% reported for COSS in the 2010 U.S. Census; those reporting “African” were 1%, compared with 20% in the U.S. Census; Latino and Native American were also at the 1% level, compared with 14% and .3%, respectively in the U.S. Census; those reporting being of mixed race were 4%, compared with 2.7% reporting of “two or more races” in the U.S. Census.

Age distribution of the respondents:

*The age distribution of survey respondents* is dominated by those in the middle of the life cycle, with 72% of respondents between the ages of 31 and 65. (Nearly evenly split between the 31-45 range, 37%, and the 45-65 range, 35%). This is highly over-representative of the actual Sandy Springs “actual” 31-65 age range when compared with 2010 U.S. Census figures, which show approximately 48% of the population falling into the 31-65 age range, 20 percentage points below the survey population.

This is consistent with the finding that both the 18-30 and over-65 age ranges are underrepresented in the survey population. For example, the 18-30 range is 8% of the survey population, while an approximation taken from the U.S. Census shows the “actual” level for that range to be closer to 18%. Similarly, the over-65 age range is drastically underrepresented among the survey respondents, with 18% falling into that range compared to the 11% as reported in the 2010 U.S. Census.

The skewness in the sample, due to the self-selected nature, should be kept in mind in the interpretation of certain data items in the survey. For example, perceptions about the adequacy of elder services in Question 5 may be understated, a conclusion that would be consistent with the relative lack of mention of senior-related issues in Questions 1 and 2.

*Income distribution of the respondents:*

The respondent population appears also to be skewed in the case of income, with 56% of respondents reporting household income of over \$130,000. (We will complete the analysis of the degree of skewness of survey respondent income as we obtain U.S. Census age distribution data.)



## August-September 2015 Stakeholder Meeting Takeaways

On August 10-12, 2015 and September 21, 2015, the Next Ten team met with numerous key stakeholders in Sandy Springs to understand the range of goals for The Next Ten planning process and to identify challenges and opportunities to be addressed as part of the Comprehensive Plan and Small Area Plans. Stakeholder meeting participants included the Mayor, City Manager and City Council members; members of the Planning Commission; the Comprehensive Plan Advisory Committee; HOA leaders; members of the Economic Development Advisory Committee; the Sandy Springs Conservancy; the Perimeter Community Improvement Districts; Art Sandy Springs; Sandy Springs Education Force; and the Community Assistance Center.

The following is a summary of major themes that emerged during these conversations, organized by categories of comments.

### **GENERAL OBSERVATIONS**

Meeting participants offered the following general observations regarding needs and goals for the future:

- General goals for the planning process and the future of Sandy Springs include:
  - Maintenance of existing “small town”/village character.
  - Maintenance of neighborhood character and quality of life.
  - A Sandy Springs that is balanced (high/low income, older/younger populations), green, connected, and livable.
  - Addressing traffic congestion issues, development, and the quality of schools.
  - Protecting quality of life (green space, mobility, magnificent neighborhoods) in an area that is urbanizing, with the balance tilting toward preserving neighborhoods.
  - Defining the city’s character in the future, incorporating the existing small-town, residential feel of much of the city.
  - Policies that address traffic, density, and connectivity, as well as finding the proper balance between single-family and multifamily residential.

- A stronger unification of purpose and a knitting together of Sandy Springs.
- A greater sense of place, given that the city feels like a cut-through to many.
- Sustainability, congestion relief, and connectivity.
- Diversity.
- Helping the community understand traffic dynamics and density.
- Coordination between Sandy Springs and Dunwoody, as both are working on Comprehensive Plans.
- A plan that looks into the future – the farther the better.
- More citywide demand management.
- Residents love the location of Sandy Springs and the convenience it provides.
- People come to Sandy Springs because of schools, safety and MARTA rail accessibility.

### **NEIGHBORHOOD CHARACTER AND HOUSING**

- There are concerns about the number of apartments in Sandy Springs.
- The city's housing challenge is bad for the long-term health of the community.
- There is a lot of low-income housing and high-end housing, but a hole in the middle of the housing stock.
- The city lacks generational diversity and opportunities to live close to work.
- There is a need for middle-class housing stock, including small single-family lots.
- Teachers, policemen, firemen need to be able to live here.
- Encourage more people to live near their work.
- There is a need for more owner-occupied housing, and a better diversity of housing options.
- There are opportunities for new infill residential development in the Perimeter Center that will reflect a larger demographic shift (e.g., large numbers of people have elected to move to rental housing, including millennials who prefer to live near mass transit and people looking to downsize)
- Pill Hill is seen as an independent node where affordable housing for staff is critical to the success of the hospital.
- Poverty will keep growing, even if there are fewer low-income apartments.
- It is better to be a mixed city than one with extremes. The City should encourage mixed housing – by age, disability, and income.
- The loss of low-income apartments affects schools and rents.
- The old apartments need to be fixed, but replacements need to be mixed. We need opportunities for everyone, not just the rich.
- There should be a dispersal of low-income housing, particularly in the north of the city.
- The only way to redevelop the apartments is to increase density.

## **LAND USE AND ZONING**

- There is a wave of growth coming, and Sandy Springs will look dramatically different in the future; however, it is likely that District 1 and two-thirds of the city will not change significantly.
- There is too much density, too many apartments, too much office space: some areas have hit their thresholds and there is a need to determine how to responsibly manage growth.
- Reduce the number of zoning variances and increase code enforcement. There has been a bad pattern of “land use decisions by zoning,” variances, and decision-making on a case-by-case basis.
- Place a control on the level and quality of growth, avoiding “growth for growth’s sake.”
- Explore code flexibility that allows for innovative practices.
- Identify strategies to manage teardowns without destroying property values.
- Identify catalysts for redevelopment, where needed (e.g., north end of Roswell Road)
- Provide more opportunities for people to live near where they work.
- Consider phased implementation of recommendations to ensure quality of life.
- Explore opportunities for high-rise development around MARTA stations.

## **TRANSPORTATION**

- Stated transportation goals include:
  - Address traffic congestion (including flow to/from Cobb County) and the “pass-through” nature of the city.
  - Improve transit connections:
    - Manage the current car focus and become more transit-centric.
    - Encourage more use of, and connectivity to, MARTA.
    - Focus on transit and multimodal options to get to/from City Springs, including opportunities for free shuttle service and trolleys.
    - Provide incentives to use the transit/multimodal system, including office and hotel shuttles as well as the Perimeter Connects program.
    - Increase interconnectivity – perhaps a City-run transit system.
    - Improve last-mile connectivity to MARTA stations
    - A regional focus on creating attractive mass transit is required. Conduct conversations on transportation with other jurisdictions to explore opportunities.
    - Consider dedicated bus lanes as one potential solution.
  - Improve the pedestrian realm.
  - Upgrade bike facilities.
  - Improve multimodal connectivity, including traffic management, walkability, and bikeability.
  - Address parking concerns, including ensuring that the City’s expectations are consistent with the rest of the market.

- Improve transportation infrastructure (e.g., at the south end of Roswell Road)

## **ECONOMIC AND COMMUNITY DEVELOPMENT**

- There is a need to retain existing business:
  - As most businesses rent and came from somewhere else, they have no connection to the community and can go elsewhere if mobility and quality of life suffer.
  - If there is a lack of available space in the future, the companies that want to grow will choose to grow elsewhere.
- Support local and independent small businesses.
- The city is oversaturated with employment, and there is a need to understand the number of new employment bodies relative to the number of new housing units.
- Identified areas with active development include Roswell Road, Perimeter Center, Pill Hill, North Springs, Power's Ferry, the river corridor between Morgan Falls and the bridge to Roswell, and the Powers Ferry Landing area.
- The north end of Roswell Road is seen as an opportunity for new development, consisting primarily of single-family homes, with some mixed use.
- The Powers Ferry area will be positively impacted by the Braves Stadium, potentially providing an opportunity for high-rise development.
- The south end of Roswell Road has a variety of development and business conditions. One of the primary concerns is east-west connectivity.
- There are many ongoing projects in and near PCID. In 10-20 years, this area will look like Midtown; this is where the market is headed.
- Focus on economic benefits and benefits from sales tax dollars: there is a need to tell people that congestion and a full parking lot is not necessarily a bad thing, even though some residents think the city is at a breaking point (due to traffic, etc).
- Explain how the City will pay for proposed future improvements.
- The "Sandy Springs syndrome" is the presence of large single-family lots, obsolete apartments and obsolete retail, with nothing in the middle.
- "Live-work-play" does not work when 90% of the population leaves Sandy Springs for work. If people are coming to work here but don't feel like they belong, there's not a sense of pride.
- The current public process lacks certainty from a developer point of view.

## **PARKS, OPEN SPACE AND NATURAL RESOURCES**

- Stated goals for parks and open space include:
  - Greater access to parks and open space.
  - More green spaces and recreational facilities.
  - More social and recreational opportunities (e.g., festivals, parks programming).
  - Safe, accessible recreational trails.
  - Infusing green space into a connectivity system of trails and sidewalks.

- A policy framework for stream corridor protection and connectivity.
- A list of priorities and opportunities for open space, as well as a stated City commitment to green space.
- Protect and enhance the city’s tree canopy.
- Street trees along Roswell Road and other major corridors.
- Low-cost, high-impact park projects, such as pocket parks.
- Sandy Springs residents currently have to go to other jurisdictions for bike trails and cycle tracks.
- Planning should consider the wealth of open space just outside Sandy Springs’ borders.
- Historically, challenges to creating additional green spaces have included concerns about impacts on private property and a belief that the City should not spend money on green space.
- Although the city has more river frontage than any other jurisdiction in Georgia, it is underappreciated and untouchable due to the large-lot single-family residences along the Chattahoochee and restrictions on the use of land by the river.

### **COMMUNITY FACILITIES AND SERVICES**

- There is a need to improve the quality of local public schools:
  - This is key to retaining and attracting families.
  - There is a perception problem: we need good public schools to have a thriving city.
  - School quality affects people’s desire to live in Sandy Springs and near their work.
  - The schools have a large mobility rate: for example, 30% of the students change over each year, either coming in or leaving the district because they have moved.
  - Encourage diverse schools (Heards Ferry is a good example).
  - The entire city needs to embrace the schools: there is a need for better PR and for resident volunteers (e.g., reading programs)
- The City should explore the feasibility of taking over some County functions (e.g., libraries, schools).
- The City could implement educational programs and work-study programs (e.g., welding,) with scholarships for workforce training.
- Incorporate training and collaborations with local organizations.

### **ARTS AND CULTURE**

- Arts-related opportunities include:
  - A public art plan or a maintenance plan/budget.
  - The arts can spur economic development, and should be considered mission critical for the Comprehensive Plan.
  - Replace planters with pedestals that are purchased from existing artists inventories.
  - Installation of community pianos, with donors.
  - Create an “art path,” with a phone tour.
  - Gateway art installations to create a sense of place.



- Downtown art gallery.
- There is a need for greater rallying around the arts in Sandy Springs, including general operating funds from the city.

### **COMMUNITY INVOLVEMENT**

- The name/brand for the planning process should emphasize the future.
- Outreach should clearly state the purpose of events/activities and the next steps.
- Education, and helping to separate fact from myth, will be important (e.g., explaining the pros and cons of a no-growth policy; what is within the City's control in terms of addressing traffic)
- Many people do not come to public meetings due to issues of access, income, or power. There is a need to involve people in resolving these problems, and to give people a reason to stop and give input.
- Give people a reason to stop and give input: give them something (e.g., goodie bags) because they are giving their time; give them name tags.



**October 14, 2015**

**Roswell Road Open Studio**

**Small Area Plan Kick-Off**

**Summary**

## Overview of Event

On Wednesday, October 14, 2015, the project team kicked off the Roswell Road Small Area Plan with a public open studio event. This drop-in event aimed to share information about the Small Area Plan process and outcomes, and to begin to gather observations and ideas specific to a defined corridor around Roswell Road.

**THE NEXT TEN**  
PLAN TOGETHER  
SANDY SPRINGS  
WWW.THENEXT10.ORG

**ROSWELL ROAD  
PUBLIC OPEN STUDIO**

**WHEN:**  
WEDNESDAY, OCTOBER 14, 2015  
5:00-8:00 PM

**WHERE:**  
SANDY SPRINGS NORTH SHOPPING CENTER  
6317 ROSWELL ROAD (BEHIND HUDSON GRILL)

The City of Sandy Springs **INVITES** you to participate in the **ROSWELL ROAD PUBLIC OPEN STUDIO**.

The Roswell Road Small Area Plan is part of the city's larger effort for planning The Next Ten, which includes an update to the 2007 Comprehensive Plan in addition to four Small Area Plans. The Roswell Road Small Area Plan will provide a vision and detailed recommendations to achieve the community's desired character for this corridor.

Please join us at the Public Open Studio as a kick-off process to shape the vision for the future of Roswell Road.

**STAY CONNECTED:**  
WWW.THENEXT10.ORG  
@planthenext10  
/SandySpringsGA

*Image: Advertisement for the Open Studio*

More than 60 people attended the event, which featured background information about the Small Area Plan process, as well as the Comprehensive Plan process, in addition to a summary of what the project team has heard so far, and a high-level demographic analysis for Sandy Springs and Roswell Road.

There were a range of activities to gather public input, including visual preference surveys, dot surveys about how people currently use Roswell Road, interactive street design exercises, and other mapping exercises and activities intended to draw out visions and ideas for the corridor. Most activities were conducted twice: once for Roswell Road North (north of Abernathy) and once for Roswell Road South (south of 285), which comprise the Study Area for the Roswell Road Small Area Plan<sup>1</sup>.

All exhibits displayed at the meeting can be found in a separate document.

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<sup>1</sup> Because the area between Abernathy and 285 was included in the Center City Master Plan, it is not included as part of the Roswell Road Small Area Plan (SAP), but strategies and recommendations from the Center City Master Plan are being taken into consideration for the SAP.

## Summary of Public Feedback and Observations

### I. Urban Design and Character

Exercise #1: Participants were asked to validate the land use nodes developed in the current (2007) Comprehensive Plan and note other existing features and potential improvements that could be considered in the Small Area Plan development process.

#### *Roswell Road North*

Generally, workshop participants added new areas between the existing land use nodes to create a more complete and cohesive corridor along Roswell Road North. Existing boundaries were typically expanded, although a number of participants felt that the area south of Dunwoody Place, north of Hightower Trail, and east of Hope Road should be removed from the existing land use node.

Three major categories of observations were made for the Roswell Road North Study Area:

- 1) **Strip centers and parking lots dominate the landscape, and need to be redeveloped.** Many are vacant, underutilized, or do not provide the types of retail, restaurant, or entertainment amenities desired in the community. Some participants indicated that the strip centers feel uninviting and unsafe, and are therefore avoided. Additionally, these large, single-use parcels effectively create barriers between Roswell Road and the adjacent residential neighborhoods. Participants indicated that many of the large strip sites are contaminated as a result of past and present uses, which hinders redevelopment opportunities.
- 2) **Bikeway, greenway, and pedestrian improvements.** Many workshop participants indicated where they thought greenway and bikeway connections could be made. East-west pedestrian connections are lacking along the corridor, hampering easy movement to and from residential neighborhoods.
- 3) **Traffic is problematic.** Although traffic was a relatively minor point of discussion, participants indicated that the northern portion of Roswell Road is primarily a through-way for commuters from outside of Sandy Springs, with little economic benefit to the community. There was little discussion among participants concerning transit or connections to North Springs MARTA station.

#### *Roswell Road South*

Generally, workshop participants did not recommend any adjustments to the land use nodes, though many did reference recent and planned construction projects in this area. Therefore, it is likely that one or two nodes will be eliminated from the Small Area Plan recommendations moving forward, as some areas have recently been redeveloped.

Three major categories of observations were made for the Roswell Road South Study Area:

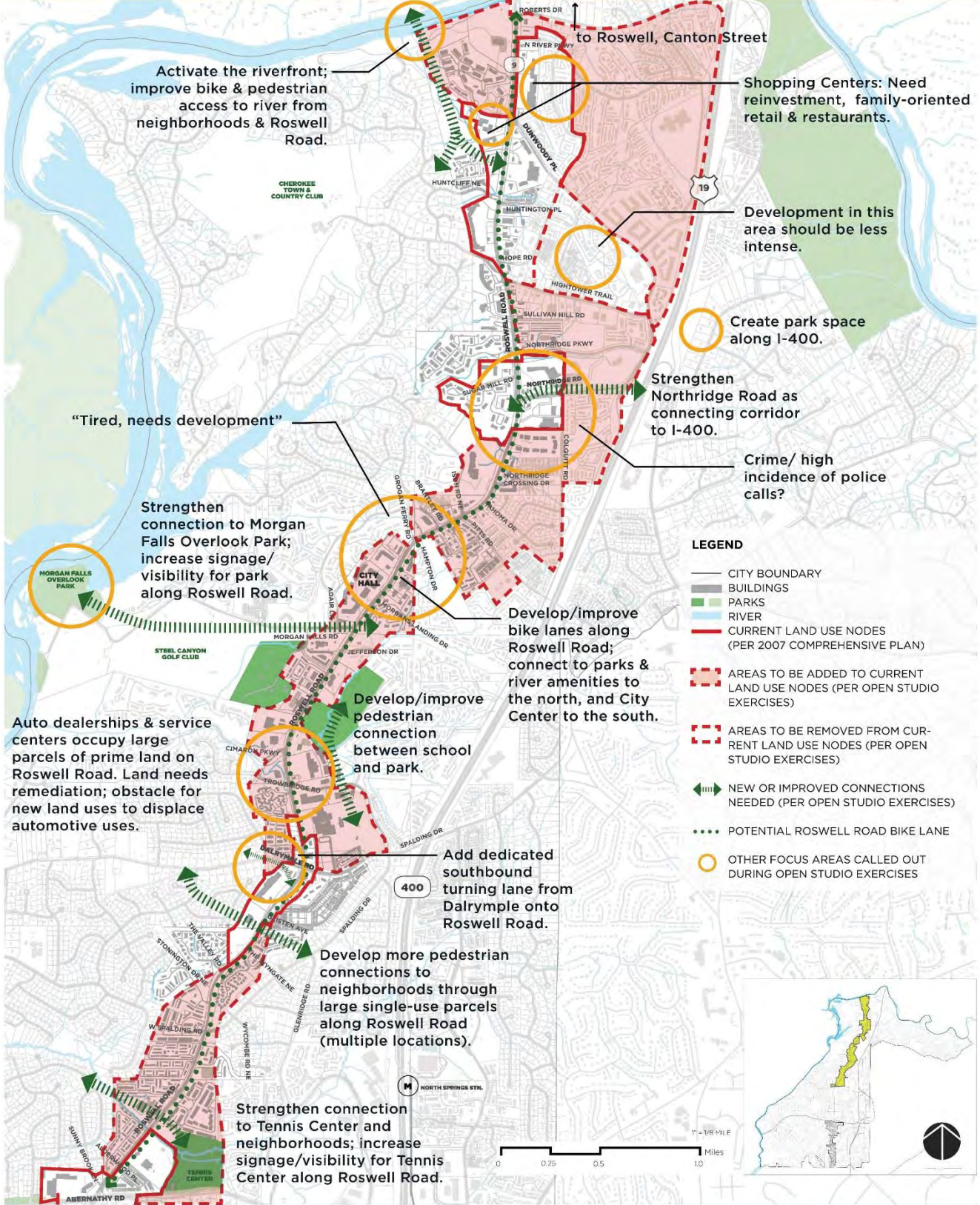
- 1) **Traffic and intersections.** Participants noted a number of problematic intersections (poor visibility, limited turning, etc) that could benefit from improvements. In addition, the area

between I-285 and Hammond was identified as a particularly problematic traffic area, as it provides an overflow route for I-285 traffic. Lake Forest Drive was referenced several times as a bypass for Roswell Road. It was also identified as a corridor that could provide pedestrian and cycle connectivity.

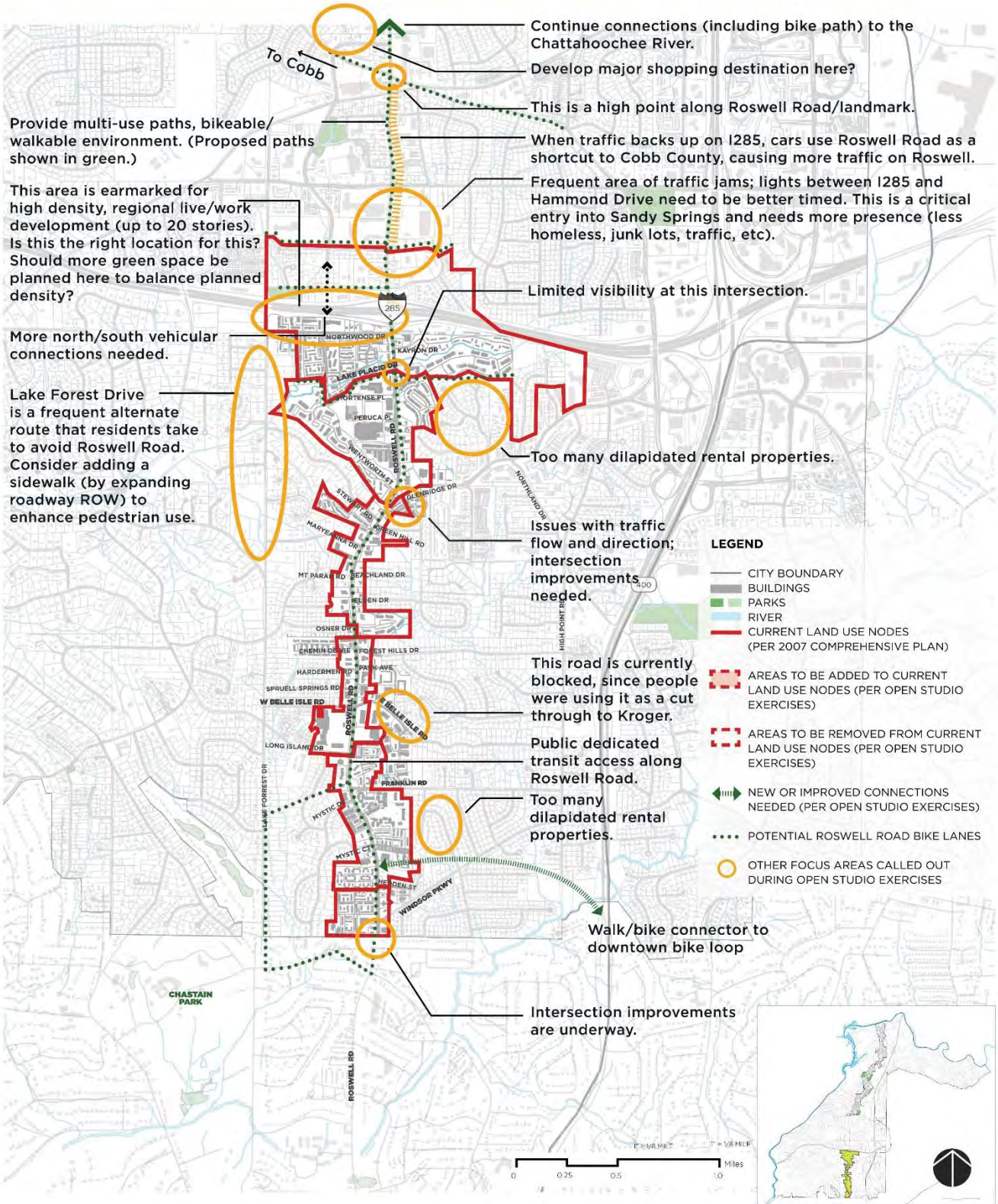
- 2) **Bikeway, greenway, and pedestrian improvements.** Many workshop participants indicated where they thought greenway and bikeway connections could be made. A number of people indicated the importance of connecting these routes north to the Chattahoochee River and south to the bikeway being constructed from Atlanta.
- 3) **Higher density mixed-use development.** A zone immediately south of I-285 was mentioned as a likely location for higher density development and buildings up to 20 stories. A number of suggestions were made for this area, including providing green spaces as a way to offset density and planning for affordable workforce housing.

The following graphics summarize the input received for each portion of the Roswell Road Small Area Plan Study Area.

# ROSWELL ROAD NORTH - STUDY AREA



# ROSWELL ROAD SOUTH - STUDY AREA



Exercise #2: Participants were asked to place five green dots on images that they thought demonstrated development that would be appropriate for Roswell Road North and five red dots on images that they did not think would be appropriate. The selected images were consistent with the development guidelines and recommendations for the respective Land Use Nodes set forth in the 2007 Comprehensive Plan.

#### *Roswell Road North*

- In the **Low Density Residential** column, the most favorably rated images were single family and townhomes with more traditional architectural styles and pitched rooflines. The least favorably rated image was of stand-alone single family houses on large lots.
- In the **High Density Residential** column, the most favorably rated image was that which showed a 5-6 story multifamily building with a mix of contemporary and traditional architectural details. Images of high-rise buildings (6 stories and above) with both traditional and contemporary styles received almost unanimously negative ratings. Some participants questioned why there was no Live-Work/Commercial category for Roswell Road North (as there is with Roswell Road South), and expressed a desire to see such product in the area.
- In the **Mixed-Use Environments** column, the most favorably reviewed image indicated an auto-oriented, big box retail center with high rise buildings, while an image of a more pedestrian-scaled shopping environment received mixed reviews. The least favorably reviewed image indicated an outdoor event in a densely-populated plaza framed by glassy, contemporary mid-rise residential buildings. Images with more traditional streetscapes, public spaces, and architectural styles were generally well-received.
- In the **Public Space** column, no image received a primarily negative response. Images indicated a mixture programmed and flexible green space, hardscaped plazas, active and passive recreation, and varying scales of architecture.
- In the **Pedestrian Realm** column, the most favorably identified images indicated tree-lined pedestrian walkways with street furniture, in both urban and non-urban settings. An image of an urban street with a protected bike lane received a number of green dots, although no trees are visible in the image. The least favorably rated image indicated a narrow sidewalk alongside a street with no buffer between cars and pedestrians.

#### *Roswell Road South*

- In the **Low Density Residential** column, the most favorably rated images were single family homes and townhomes with more traditional architectural styles and pitched rooflines. Less favorably rated images were modern housing with flat roofs and stand-alone single family houses on large lots.
- In the **Live-Work & Commercial** column, the most favorably rated images were those that indicated more of a traditional small town center. Less popular images were those showing modern townhouses and high-end shopping.



- In the **Mixed-Use Environments** column, the most favorably identified images were again those with more traditional streetscapes, public spaces, and architectural styles, with retail on the ground floor and housing or office above. The least favorably reviewed image indicated a glass and terracotta-clad large format shop and parking structure in front of a park. Feedback on the remainder of the images, showing a combination of entirely pedestrian and auto-focused shopping environments, was mixed.
- In the **Public Space** column, the most favorably rated image was of a small square with five- to six-story buildings surrounding it. Another positively received image indicated a water feature in a more traditional square. Less popular and mixed-reaction images showed a playing field integrated as part of an urban landscape and a jumping fountain.
- In the **Pedestrian Realm** column, the most favorably identified images were pedestrian walkways located in a green and wooded environment. In addition, an image showing a downtown streetscape with sidewalk, planting zone, and street parking received a number of green dots. Images receiving mixed and negative feedback included those that depicted an on-street bike-lane (between parking and traffic lanes) and a sidewalk next to an off-street bikeway.

On the graphics that follow, each image that received substantial feedback (more than two dots) has been circled. Images circled in red received primarily negative feedback. Those circled in green received primarily positive feedback. For those circled in yellow, the feedback was mixed. “Primarily” has been defined as receiving fewer than two dots of an opposing color. All boards and graphics from the Open Studio can be found in a separate document on the website.

## ROSWELL ROAD NORTH - STUDY AREA



**Red** = received primarily negative feedback.

**Green** = received primarily positive feedback.

**Yellow** = received mixed feedback.

*"Primarily" has been defined as receiving fewer than two dots of an opposing color.*

# ROSWELL ROAD SOUTH - STUDY AREA



**Red** = received primarily negative feedback.

**Green** = received primarily positive feedback.

**Yellow** = received mixed feedback.

*“Primarily” has been defined as receiving fewer than two dots of an opposing color.*

## II. Transportation and Mobility

### Overview

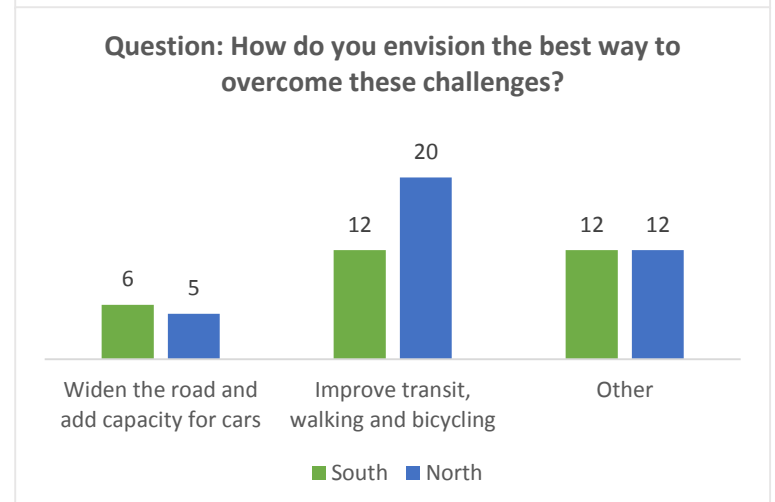
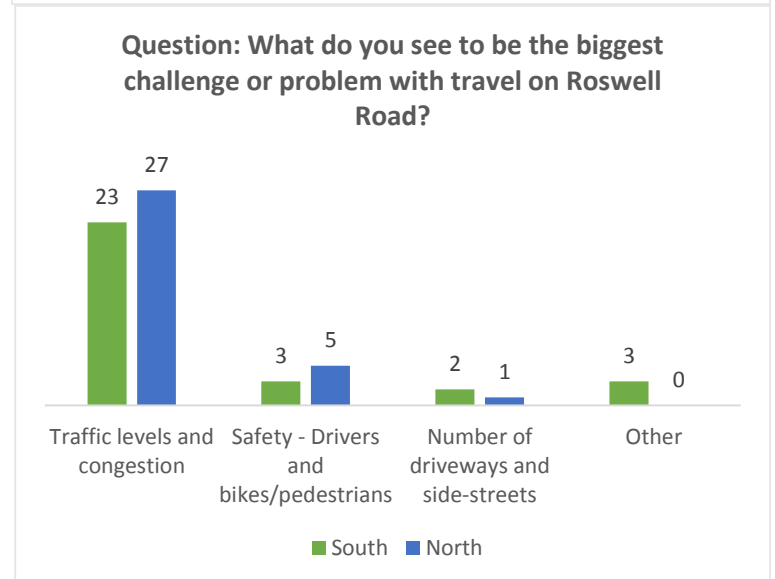
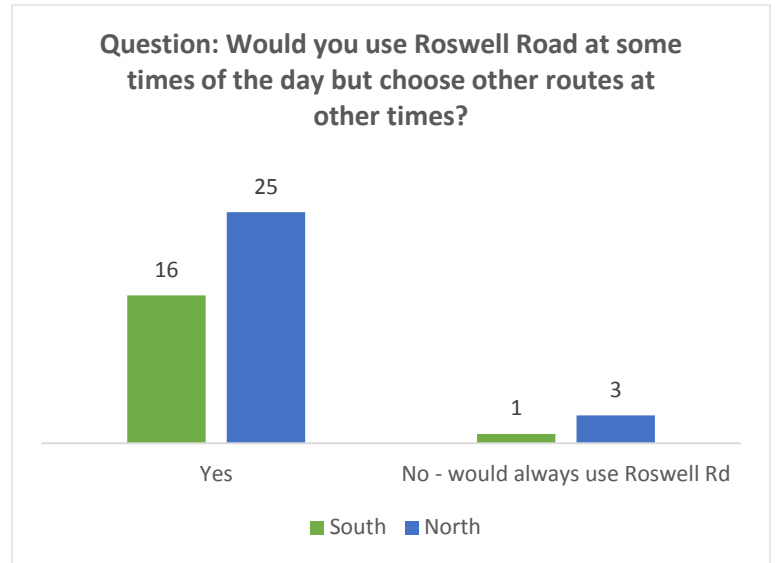
In general, participants expressed concern over the corridor’s traffic congestion and vehicle-related challenges such as speeds in off-peak periods and pedestrian access.

### Traffic Congestion and Alternatives

Roswell Road’s traffic congestion is well understood, even outside of the central corridor between I-285 and Abernathy Road. Participants expressed concern not only that congestion is a challenge to mobility, but also a potential risk to safety as motorists sometimes try to clear traffic signals turning red and take other similar time-saving measures to reduce further delay.

**Some open house participants indicated that widening Roswell and adding capacity would likely be the most effective solution**, but few participants who shared this idea did not also comprehend the critical trade-offs involved in such a solution, especially the loss of private property for right-of-way and the high cost associated with any capital projects. The tradeoffs seem to be more immediately apparent to the community in the central corridor around City Springs, where off-street parking for businesses often overlaps with sidewalks and driveway spacing is frequent; participants did not seem to perceive the tradeoffs as clearly on the northern extent of the Roswell corridor where setbacks and landscape buffers are more extensive.

Several participants expressed alternatives to either accompany capacity increases or forestall the need for them altogether:



- **Better public transit options.** Participants recognized that MARTA's rail infrastructure in Sandy Springs is a potential asset, but seemed to agree that the rail stations are not connected enough to Roswell Road and are too far (in terms of a walking distance) to be practical travel solutions for the corridor. They pointed to increased bus service, neighborhood-serving smaller vehicles, and potentially even capital enhancements on Roswell Road as ways to increase transit service levels and make it a more viable option for serving travel need on the corridor. Direct service to Buckhead and Downtown/Midtown Atlanta were often cited as needs, but service from central Sandy Springs to connect to major destinations in Cobb County was also seen as important – especially along the Johnson Ferry Road and I-285 corridors.
- **Supporting streets and vehicle paths** around congested intersections. A small number of participants proposed site-specific ideas for how private properties might allow added vehicle rights-of-way and passages to let motorists avoid congested intersections. Project team members who met with these open house participants discussed potential ideas for supporting street network and site redevelopment opportunities. Participants were generally receptive to this idea and indicated that the plan could explore specific opportunities.

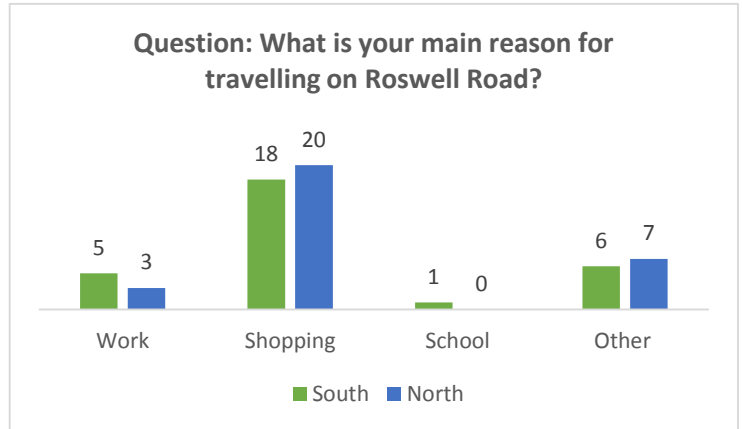
### *Quality of the Street*

Several participants expressed concern that Roswell Road's current visual appearance is a deterrent to economic development and stronger performance for existing businesses. Many pointed to operating characteristics of the road as a reason for this: traffic speeds are too high, congestion leads to an unreliable transportation system, and the lack of streetscaping and presence of a continuous two-way left turn lane along the corridor's entire length suggests to some stakeholders and participants that the corridor will not attract investment. Several stakeholders offered ideas for approaches that might help to address these; some of these are as follows:

- **Medians and better landscaping.** In many locations along the corridor, especially in the section north of Abernathy Road where prevailing land use patterns are residential, workshop participants expressed that an improved aesthetic character would be an enhancement to the community. Project team members offered advice on how many design treatments that can improve aesthetics, such as landscaped medians, can also improve corridor safety and traffic operations – e.g., medians can, when placed in key locations, coordinate access management and reduce the risk of collisions on corridors. Participants expressed enthusiasm for any measures that could address safety challenges.
- **Greater sense of identity.** Several participants indicated that Roswell Road feels like a generic and non-descript suburban corridor that could be anywhere in the United States. They are interested in seeing the corridor contribute to an enhanced sense of place, perhaps through streetscaping and other design treatments.

*Travel Demand Generators*

There is concern throughout the community (from elected officials and business leaders as well as citizens who reside or work in Sandy Springs) that added growth in the City and in the region cannot be accommodated through existing transportation infrastructure. There were multiple specific concerns offered, including the Gateway development project at the southern end of the Roswell Road corridor and the City’s forthcoming City Springs mixed-use development, although the factor mentioned most commonly was multi-family residential uses.



The state of the City’s current supply of multi-family residential properties on the Roswell Road corridor and perceptions of crime and social problems related to them are issues that have been raised in other focus areas of the small area planning process. To some degree, a generally negative or critical perception that some community members seem to have might have influenced the broader thinking on multi-family residential as an inappropriate land use for Sandy Springs overall. However, even apart from these issues, participants are concerned that density and further residential growth, even related to higher-quality development, will produce traffic that will only compound existing problems.

One point on which some participants seemed to agree was that mixed-use development offers better potential to manage travel impacts from new development, and when asked about what specific examples they envisioned, these participants mentioned projects or districts with a broad mix of residential, retail, and employment uses. Avalon in Alpharetta and Town Brookhaven were cited as examples, though open house participants pointed out traffic and access-related challenges with these developments as well. They see this kind of a mix as benefitting Roswell Road for multiple reasons, though remain cautious in their outlook of how the City will accommodate the new travel demand that these developments create.





## INITIATION OF SMALL AREA PLAN DISCUSSIONS FOR ROSWELL ROAD AND PERIMETER COMMUNITY IMPROVEMENT DISTRICT

### SUMMARY OF COMMENTS FROM OCTOBER 15<sup>TH</sup>-16<sup>TH</sup> STAKEHOLDER MEETINGS

The team initiated the planning process for two of the Small Areas (Roswell Road and Perimeter Center) on October 14<sup>th</sup> and 16<sup>th</sup>. As part of this effort, the team held a Roswell Road Public Open Studio on Wednesday evening, October 14<sup>th</sup> (notes from this session are posted separately). Then, a series of stakeholder sessions took place on October 15<sup>th</sup> and 16<sup>th</sup> and the key points learned from these sessions are summarized below. These sessions brought a broad range of stakeholders to the table, including those living, working and owning properties on or near North Roswell Road; developers, landowners and land use attorneys working in both the Roswell Road and PCID areas; employers and employees working in PCID; and PCID staff. The notes below reflect the key points coming out of these discussions.

- ***ROSWELL ROAD DISCUSSIONS***

- **ISSUES**

- Roswell Road currently functions as a highway. People travel THROUGH Sandy Springs as quickly as possible; they don't want to stop
- Too many car dealerships, mattress stores, dry cleaners
- North and South Roswell are seen as completely different areas
- North Roswell: "severely underutilized but a tremendous opportunity"
- South Roswell corridor is ripe for change; now much of it is deteriorated commercial space

- **OPPORTUNITIES**

- Maximize access to the River – an asset
- Create a boulevard with trees along the curb (convince GDOT). Create new mixed use zones for vitality (like Buckhead has done)
- Improve all pedestrian connections
- Move development up to the street, not set back
- Underground overhead power lines
- Reduce the number of Class C apartments; offer tax incentives to foster redevelopment (City should be proactive in attracting the types of businesses it wants to have here)

- Reduce speed limit on Roswell Road (think Alpharetta, Milton)
- Stay competitive: rethink density; invest in schools
- Create more of an urban place with new zoning code and design standards; lower street speeds
- Adopt urban street standards --- coordinate with GDOT
- Think Canton Street

- **PERIMETER CENTER (PCID) DISCUSSIONS**

- **ISSUES**

- Northside Hospital
  - Traffic and parking are big issues
  - No affordable housing close to the area --- a problem since some employees travel very long distances and work long hours at the hospital
  - Hospital has close to 1,000 MARTA travelers; hospital is located across the street from the station
- Some concern that the new housing being provided in PCID will not be affordable for younger PCID workers
- The biggest challenge is how to create more density without the traffic impacts

- **OPPORTUNITIES**

- Very strong office market --- intersection of GA-400 and I-285
- Sandy Springs has a stronger connection to GA-400 than Dunwoody
- The current market appears to support residential construction at not more than 5 stories (stick built) in PCID
- The new State Farm development is a good model for future development at PCID
- Make it more walkable, with green places and public spaces
- PCID has taken the following recent actions to help alleviate traffic:
  - Have started a program called Perimeter Connect to provide transportation management consulting services to PCID businesses who wish to have it. The program will work with each firm to tailor a commuting program that meets its employees' needs (carpooling, flexible work hours, etc.)
  - PCID is trying to improve walkability in the area, particularly around the MARTA station
- PCID is promoting live/work/play as they bring in new development:
  - The Mall is the centerpiece; will contain a 4-acre park
  - PCID is trying to make the area more attractive for millennials to live/work/play; feels the attractions are the 3 MARTA stations, and new, attractive apartments (e.g., The Loft)

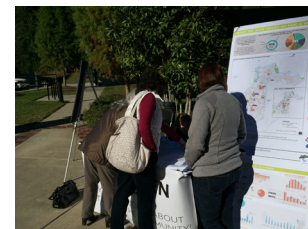


- Create additional bike lanes throughout PCID --a combination of recreation and utility

# MOBILE WORKSHOPS

## October 16-18, 2015

*Thank you!* to those who participated in one of the mobile workshops conducted from October 16-18, 2015. The Next Ten team visited nine locations throughout Sandy Springs, conversed with approximately 60 members of the Sandy Springs community, and recorded 47 comments and ideas on maps.



## WHAT WE LEARNED

- Locations where sidewalks and pedestrian crossings are needed
- Areas in need of traffic calming
- Traffic congestion concerns and ideas for specific roadway improvements
- Areas with open space needs and opportunities, as well as needed park improvements
- Ideas regarding redevelopment opportunities
- Thoughts on the need to preserve existing single-family neighborhoods and small, local businesses
- Community facility and public services needs
- Ideas and concerns regarding MARTA station locations and safety
- Ideas for bicycle facilities and trail connections
- Public transit opportunities
- Tree preservation concerns
- Public safety issues



### STAY CONNECTED:

[WWW.THENEXT10.ORG](http://WWW.THENEXT10.ORG)

 @planthenext10

 /SandySpringsGA



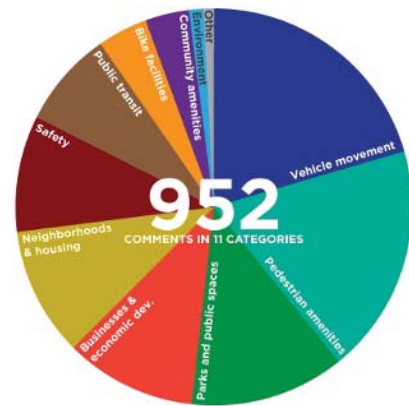
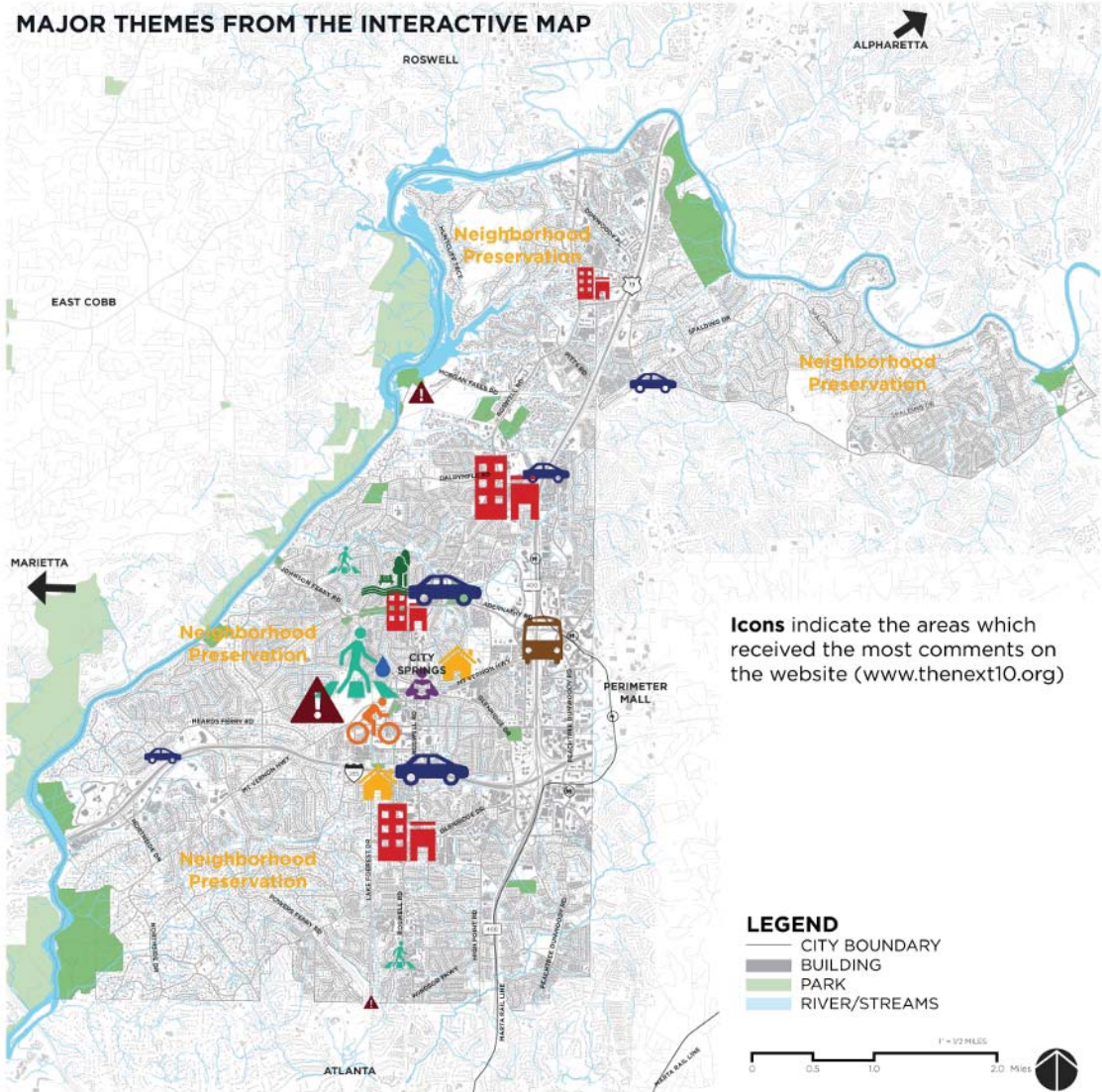
## INTERACTIVE MAP RESULTS - SUMMARY

December 30, 2015

An interactive map was available on the website ([thenext10.org](http://thenext10.org)) from mid-September until mid-November 2015. There were more than 300 points placed on the interactive map, with 952 comments received from 558 people. Each point represented things that people liked, did not like, or wanted to see changed in Sandy Springs.



### MAJOR THEMES FROM THE INTERACTIVE MAP



The text below summarizes the major themes gathered from the interactive map.

#### VEHICLE MOVEMENT

- Address the many traffic concerns throughout the city
- Improve east-west connections
- Consider potential new solutions at key intersections

#### PEDESTRIAN AMENITIES

- Improve safety and walkability
- Create walkable connections to community destinations (parks, schools, farmers market, new development areas)
- Fill gaps in the sidewalk network
- Provide new trails and connections to existing trails

#### PUBLIC TRANSPORTATION

- Resolve “last mile” connections to/ from MARTA stations
- Improve connections between Perimeter Center and City Springs / Roswell Road

#### BICYCLE FACILITIES

- Provide connections to and between existing bike lanes
- Add new bicycle facilities on, or parallel to, important routes

#### PARKS AND PUBLIC SPACES

- Acquire undeveloped / vacant properties for use as open space
- Add neighborhood-scale green spaces, including dog/pocket parks
- Maximize Chattahoochee River assets (new riverfront open space, accessibility to river)
- Preserve and enhance existing green spaces
- Expand social and recreational opportunities

#### SAFETY

- Improve roadway safety, including speed reduction measures, street lights, repaving, etc.
- Resolve site-specific crime issues

#### BUSINESS/ECONOMIC DEVELOPMENT

- Encourage more retail, dining, and nightlife options along Roswell Road
- Redevelop vacant and rundown properties to provide new businesses, community amenities
- Encourage retention of small, local businesses

#### NEIGHBORHOODS AND HOUSING

- Preserve existing single-family neighborhood character and quality of life
- Foster a “balanced” community (age, income, housing options, diversity)
- Maintain Sandy Springs’ “village character”
- Identify locations appropriate for new housing options and/or mixed-use development

#### COMMUNITY AMENITIES

- Invest in improving the quality of public schools and school facilities

#### ENVIRONMENT

- Encourage preservation of the tree canopy
- Preserve the watershed / improve stormwater management



**January 27, 2016**

**Community Workshop**

**Summary**

## Overview of Event

On January 27, 2016 Sandy Springs conducted another community work session for The Next Ten, the citywide planning process for Sandy Springs. As part of this effort, the City will update its Comprehensive Plan and prepare four Small Area Plans, in order to guide decisions for the coming decade. At the session on the 27th, there was an opportunity for attendees to browse a series of stations focused on different aspects of the planning effort. Participants had the opportunity to provide input regarding the goals, needs and opportunities for the Comprehensive Plan, market conditions, and initial concepts related to citywide planning, transportation, and open space and sustainability. In addition, attendees had a chance to review and comment on concepts for improving Roswell Road and the Perimeter Center District. The agenda for the meeting was as follows:

6:00-7:00 pm Sign In and Visit Stations

7:00-7:20 pm Presentation

7:20-7:30 pm Q and A

7:30 pm + Continue to Visit Stations

In total, **74** members of the general public (not including City staff and consultants) attended the Community Workshop, according to sign-in sheets.

*All exhibits displayed at the meeting can be found in a separate document posted on The Next Ten website.*

## Summary of Activities, Public Feedback and Observations

### **Station 1: Orientation**

This station provided background on *The Next Ten*, including an explanation of why the City is doing an update to its Comprehensive Plan and how Sandy Springs citizens have been engaged in this effort. A brief explanation of what a comprehensive plan and a small area plan are was included. Additionally, the station included a schedule of The Next Ten project, what has been done up to this point and what will be completed in the coming months. This Station was informational in nature and did not have any specific activities associated with it.

## Station 2: Goals and Opportunities

The Comprehensive Plan’s “Community Goals” and “Needs & Opportunities” are important parts of this document. The Goals articulate the overarching vision of the Comprehensive Plan and reflect the major themes that emerged from the community engagement process and technical analysis. The Needs & Opportunities, also identified through community engagement and analysis, reflect the major issues and opportunities that the Comprehensive Plan will need to address, and provide a general framework for more-specific policy and action recommendations. Participants were asked to review the goals. Comments provided by attendees are listed below.

### *Comments:*

1. Preserve apartments and community along Northwood Drive and Kingsport Drive (1 other person agreed)
2. Keep residential zones around Northwood Drive and do not rezone school district (1 other person agreed)
3. Protect existing neighborhoods from encroachment and cut through traffic (1 other person agreed)
4. Improve walkability on major streets
5. Sidewalks, bike lanes, reduced speed limits, traffic circles
6. Redevelop, or tear down and rebuild, lower-end apartments
7. Bike paths connecting parks, especially Chastain to Cochran Shoals
8. Provide more housing for purchase: condos/townhomes/homes
9. Make sure the plans keep in mind the reality of displacement of working class families (who get priced out)
10. Make sure that school districting looks like the city, not like a segmented version of the city
11. Dog park
12. Find alternative to Johnson Ferry/ Mt. Vernon Highway roundabouts. They will not work.
13. We need a discussion of what is the “healthy mix” of rental and owner housing.
14. Provide housing for downsizers (1-level living) at reasonable prices (senior/millennial housing).

In addition, participants were asked to review a board highlighting Needs & Opportunities. Using dots, participants voted for the top three Needs & Opportunities they prioritized. The dot votes are tallied in the chart below and the Needs & Opportunities receiving the highest vote totals are highlighted in green:



<b>COMPREHENSIVE PLAN NEEDS &amp; OPPORTUNITIES</b>	
<b>LAND USE &amp; COMMUNITY FORM</b>	<b>DOT VOTE COUNTS</b>
Preserve and enhance existing neighborhood character and quality of life	<b>17</b>
Promote infill redevelopment in select locations	3
Enhance the character and image of major corridors	0
Establish a series of interconnected centers, destinations and unique places	4
Foster a greater mix of uses at key nodes and activity centers	1
Ensure appropriate transitions and connections between land uses	0
Revise the City's zoning and subdivision regulations to align with the Comprehensive Plan and Small Area Plans	1
<b>TRANSPORTATION</b>	<b>DOT VOTE COUNTS</b>
Better manage and strive to reduce vehicular traffic	6
Provide a full, viable range of multimodal transportation alternatives (pedestrian, bicycle and transit) for travel to, from and within Sandy Springs	<b>17</b>
Enhance the viability and attractiveness of transit	3
Improve east-west mobility	<b>8</b>
Guide new land development to create greater proximity and ease of access between people and their destinations	0
Build regional partnerships to manage transportation demand and ensure adequate transportation services	6
<b>ECONOMIC DEVELOPMENT</b>	<b>DOT VOTE COUNTS</b>
Realize the development potential around transit stations	4
Leverage Roswell Road improvements to create a vibrant live-work-shop environment	4
Seek out and provide support for small businesses and entrepreneurs	1
Redevelop areas of existing office development to include a greater mix of commercial and residential uses	1
Create nodes of mixed use that serve today's shoppers, residents, and small business owners	3
<b>HOUSING</b>	<b>DOT VOTE COUNTS</b>
Provide more housing and offer a greater range of housing choices, so that more homes are attainable to working professionals and families	<b>7</b>
Redevelop existing open-air retail shopping centers and office parks to include residential uses, where appropriate	4
Leverage developer interest in building housing in targeted growth areas	0
<b>OPEN SPACE, NATURAL SYSTEMS &amp; SUSTAINABILITY</b>	<b>DOT VOTE COUNTS</b>
Preserve, enhance and expand the city's network of open spaces and public gathering places	<b>7</b>
Connect the city to its river and streams	6
Connect open space and recreational amenities through a multimodal network of trails, streetscapes and footbridges	<b>7</b>
Protect and enhance the city's tree canopy and water resources	<b>11</b>
Foster environmental sustainability in all City actions	2

### Station 3: Market Understanding

This station provided an overview of major findings from the market analysis, including citywide findings and information on the market potential of the Roswell Road and PCID planning areas. A member of the market analysis team was available to discuss the market findings, answer questions, and collect suggestions regarding areas participants would like to see redeveloped.

#### *Station 3 Activity:*

- *Do you have any suggestions regarding areas that you would like to see redeveloped? Write this on an index card.*
  
- **Roswell Road North Comments**
  1. Big Lots Shopping Center (3 total comments about Big Lots)
  2. The old Wendy's on Roswell Rd
  3. North River Shopping Center and the apartments behind them
  4. Dunwoody Place Apartments. Section 8 housing. Historically, crime issues that could be removed with redevelopment
  5. Across from Publix/Northridge and beyond
  6. The former car dealership
  7. Replace the unused car dealership and ugly strip mall with residential, single-family and affordable housing to attract teachers, fire fighters, and public workforce.
  8. The area behind Publix north of Northridge borders a national park and the Chattahoochee River. With a MARTA station as the catalyst for redevelopment, Sandy Springs has a unique area to transform! Please encourage MARTA west of 400 and use tax incentives to speed redevelopment and additional city parks along the river.
  9. DMV Shopping Center
  10. Redevelop the retail space on Roswell Road in the north
  11. A place on the Chattahoochee River with restaurants, ice cream shops, kayaking, canoeing, rafting, swimming, trails
  12. I'd like to see major redevelopment on the far north end of Sandy Springs, on Roswell. That dreadful shopping center where Strikes is located.
  13. Sidewalks on Brandon Mill Road. This will connect two signature parks. Spalding Drive ES is on Brandon Mill. It's the only ES w/o sidewalks
  14. Redevelop Roswell Rd North – new uses for existing spaces in old strip centers that can serve local residents. This will serve as an attractive gateway to Sandy Springs from the north.
  15. Assemble Roswell Road from Chick-fil-a through the Rusty Nail
  16. On Roswell Road, south of Northridge, east side of Roswell, "Down in hole," mini strip with auto repair and the adjacent lot is storage facility. Behind that are apartments/former condos that are very run down. Access from Roswell Road or Dunwoody Place.

- **Roswell Road South Comments**

1. I oppose redevelopment along Kingsport Drive and Northwood Drive
2. The stretch of Roswell Road south of 285 and north of new Sprouts. People call this a dead no-man's land, strip clubs, liquor stores. Why isn't this nice retail/mixed-use/residential to serve the local population?
3. Redevelopment of apartments southeast and southwest quadrant of Roswell Road.
4. I-285 & Roswell Rd, SW & SE quadrants – redevelopment equals mixed-use, like The Prado development
5. Roswell Road south of 285, east side
6. I would love to see development near 285 & Roswell Rd
7. Turn the former "Copeland Road" into an attractive destination – Mexican restaurants, crafts – such as a Chinatown – an ethnic center
8. I am not in favor of redevelopment of Northwood and Kingsport Dr area.
9. Although the idea of "redevelopment" is necessary within the community of Northwood and Kingsport Drive, I am afraid that newly remodeled apartments and/or condos would become unaffordable to those residents that already occupy that space.
10. Please give caution to the development of Roswell Road South so that working migrant families have viable options for housing.

- **City Springs Comments**

1. Around Hilderbrand, a two-story retail center with a dentist across from a comedy club is a good redevelopment site.
2. Boylston and Hilderbrand
3. Need a street of restaurants, sidewalk cafes, and shops near the town center
4. Get rid of strip club at Chaseland & Roswell Road, and the tattoo parlors

- **Perimeter Center Improvement District Comments**

1. Barfield Road – empty lot for eight years. It should be a dog park or coffee shop.
2. In Perimeter – no additional development until current transportation issues are solved.

- **General Comments - Residential**

1. What will happen with any low income residents in apartments that will be redeveloped?
2. City should explore public-private development to purchase commercial acreage and convert to affordable single-family housing
3. More homes under \$400k
4. Redevelop old apts along Roswell Rd to newer, mixed-use developments
5. At least 50% of the lowest end apartments need to go. It is affecting home values by 10 – 30%
6. "Gentrification" simply means to renovate and improve (especially a house or district) so that it "conforms" to a "middle-class" taste. That is quite sickening. It is of pointless desperation!!!

- **General Comments - Commercial**

1. New development only brings more nail salons. We have enough of these.

2. I don't want to give away my good locations, but I want a nonprofit developer to build local retail shops and keep the rents low.
3. Make Roswell Road walkable. Stay away from developments like Gateway but instead more unique, individual places/shops
4. Intersection Shopping Center
5. Redevelopment should allow for storage facilities. It's a limited use in demand.

#### Station 4: Transportation Vision

This station provided an opportunity to learn about the range of potential strategies to improve the transportation system in Sandy Springs. Team members were available to discuss a conceptual vision for a system of transit services that responds to the particular needs of the City's corridors and districts. This station also provided background on the nature of commuting traffic in Sandy Springs and how achievable changes can help to restore functional reliability in the City's street network. The station further provided information on different types of transit and which of these might best achieve the transportation vision while fitting within Sandy Springs' community expectations. Participants learned about transportation conditions on Roswell Road and how overcoming smaller-scale challenges can begin to achieve the conceptual vision for this major city corridor. And, finally, the station discussed transportation connections in Perimeter Center that can help unlock opportunities to reduce driving demand, take advantage of the area's retail and dining opportunities, and link to other districts of Sandy Springs.

#### *Comments:*

1. Reverse T Monorail running east-west from 75 to 85 and north to Alpharetta to encourage folks to park there and ride into Perimeter Center
2. Rapid buses can only be rapid if they don't have a million stops and don't get stacked in regular traffic lanes
3. Fix 285/400 interchange

#### Station 5: Open Space, Natural Systems & Sustainability

The series of drawings at this station presented a citywide conceptual framework for open space, natural resources and sustainability. Major elements of the framework included proposed priority open spaces, enhanced streetscape and trail connections, natural resource-based connections along ecological corridors such as stream valleys, and multimodal "cultural" corridors linking recreation and open spaces. The conceptual framework also identified footbridge connections across the Chattahoochee River and opportunities for urban public spaces, gathering places, and gateways into the city.

*Comments from maps and comment sheets:*

1. Neighborhood Parks/Needs
  - a. At Long Island and Mitchell Road
  - b. Small neighborhood parks families can walk to
  - c. Parks sprinkled all over the city. Pitts/Colquitt Roads have no green space in walking distance.
2. Dog Parks
  - a. The one at Morgan Falls is a jail, not a park!
  - b. Can be “city” type like Philadelphia
  - c. Develop a dog park on the 14-acre property donated to the city
3. Make connections to Atlanta and Dunwoody
4. Sandy Springs needs to be connected to the Beltline to keep young people moving here!
5. Trail access along the river!
6. Open space priorities: Abernathy/Johnson Ferry river valley, gateway intersection landscaping, public art, transit stop, coffee and bagel option.
7. Need to help prevent erosion along streams and creeks – especially in residential plots. We are watching the land literally wash away.
8. Would some parking be at proposed footbridges across the Chattahoochee?
9. Add an outdoor gathering space by Morgan Falls fishing pier.
10. Build east-west road GRTA recommended for Mercedes site (Mercedes wants just private drive)
11. Encourage more daytime pedestrian traffic by using pedestrian bridges so people can walk to and from local restaurants in their lunch hour rather than waiting at a light every 50 feet!

**Station 6: Citywide Concept**

This station presented a conceptual citywide vision that serves as an organizing framework for citywide planning. Key elements of the concept include: transforming Roswell Road into a great boulevard with a series of compact, mixed-use villages; building on MARTA station area nodes while introducing premium dedicated transit along the city’s east-west corridors and looking at opportunities to “connect” various parts of the City through new transportation, trail and open space opportunities. East-west connections are strengthened by a series of ecological and “cultural” trail connections linking the Chattahoochee River, neighborhoods and open spaces, while mixed-use villages are connected by multimodal transportation (pedestrian and bicycle facilities as well as rail).

*Comments maps and comment sheets:*

1. Think about more free wireless internet connections in City. Would attract more users. Think about this for City Center with projector screens/gathering places. ROAM – like meeting spaces in PCID.
2. MARTA at Mansell rather than Northridge - If at Northridge, place closer to Dunwoody Place
3. Opposition to Element 1 of Citywide Concept (Live-work Neighborhoods) and Element 2 (Roswell Road as a great boulevard).
4. More parks near intersection of Roswell Road and Morgan Falls Road

## Station 7: Roswell Road

Roswell Road is the central “spine” of Sandy Springs, but many members of the community have identified the need to improve its character and how it functions as both a major transportation corridor and “main street.” The concepts at this station presented ideas for transforming Roswell Road into a pedestrian-friendly boulevard that includes a series of redeveloped nodes, or “villages.” The concept also envisions improved connections to neighborhoods, major transportation corridors and MARTA stations. Accompanying drawings summarized existing conditions, neighborhood preservation areas, and potential redevelopment opportunities along the northern and southern portions of Roswell Road. In addition, a series of conceptual cross-sections illustrated how individual segments of Roswell Road could be transformed into a boulevard. These concepts also identify ways to better connect Roswell Road to City Springs.

### *Roswell Road North Comments:*

#### **Redevelopment and Transportation Opportunities**

1. Need affordable single-family residential detached homes. There are too many expensive/unaffordable ones.
2. Don't create something that looks like another “downtown”
3. Brewery/distillery need to be connected with commercial redevelopment and mixed use – not near a park
4. Need to focus efforts on redeveloping North Roswell Road area's apartments including affordable housing, maximizing a mix of uses to create change
5. “Please get this going!”
6. Need park space for families to walk to in the Pitts Road/Roswell/ Colquitt area. There is nothing currently.
7. Add off-street parking in back of Roswell Road
8. Tram up middle of Roswell Road
9. Still do green! Use east side to widen Roswell Road
10. More street lights for pedestrian safety
11. Fix dead-end sidewalks on Pitts Road east of 400 and add street lights in dark areas along Pitts

### *Station 7 Activity 2: Precedent Images*

- *Place a GREEN dot next to the place images that you think would be appropriate for the redevelopment areas along Roswell Road North, and a RED dot next to those you would not like to see there.*

The images with the most positive responses have been identified with a green circle, negative responses identified with a red circle, and mixed responses identified with a yellow circle (*see following page*):

# ROSWELL ROAD NORTH: PRECEDENT IMAGES

## USES

### RESIDENTIAL NEIGHBORHOODS

CONDOMINIUMS, TOWNHOMES ●●●●●

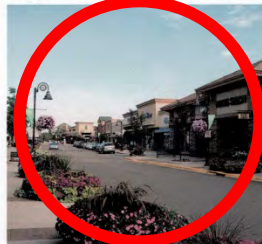


SMALL LOT SINGLE-FAMILY ●

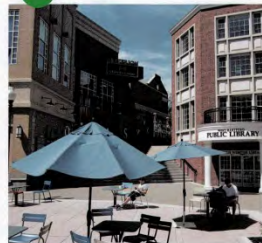


ADAPTABLE!!!!  
SFE DETACHED  
HOMES  
\$300K  
There are too many  
SFE \$250K

### COMMERCIAL CENTERS ●



### MIXED-USE DEVELOPMENT ●●●●●



### RIVERFRONT ●●●●●



Don't make  
SFE look like  
"brown"  
and then make  
it look like  
"green"

COMMUNITY WORKSHOP  
JAN 27, 2016

THE  
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# ROSWELL ROAD NORTH: PRECEDENT IMAGES

## CONNECTIVITY

### ROSWELL BOULEVARD



### MULTI-MODAL GREEN STREETS



### GREENWAYS/TRAILS





*Roswell Road South Comments:*

**Redevelopment Opportunities**

1. Sidewalk/bike lane on Forest Hills Drive – high usage for pedestrians/cyclists
2. Lots of younger families are moving in (or moving out of apartments) and want to own a home for less than the \$500,000 single-family homes – need more modern condos + townhomes
3. Not in favor of Northwood area redevelopment
4. Sewer concerns for planning Sandy Springs
5. Affordable housing in this area – too many high end/luxury developments
6. 6' bike/ped along Windsor Parkway – it is a major bicycle artery
7. More parks/playgrounds and public event space
8. Concerns about the displacement of persons on Northwood Drive – please make sure that income awareness goes into development
9. I oppose redevelopment along Northwood Drive and Kingsport Drive including surrounding area.
10. Connect Buckhead and Roswell center

**Transportation Opportunities**

11. Sidewalk on Forest Hills drive: make more pedestrian friendly. Lots of families walk to temple on this street!
12. Large Orthodox Jewish community behind Franklin Road and Glenridge Drive: 2 synagogues and 2 private Jewish schools. More street lights are sorely needed. The very dark neighborhood streets on a Sabbath nights make walking very dangerous, especially when families wear black suits and nice evening wear. Cars don't see people until very last second.
13. Many Jewish families walk on Roswell Road on Saturdays (especially between Glenridge and Windsor Parkway) the lack of continuous sidewalks and walking spaces directly adjacent to the road makes this walk very dangerous, especially for families with children (especially at Roswell + Franklin) for this reason also.
14. Many people walk up to 1.5 miles more than necessary to avoid walking on Roswell Road because of the dangerous pedestrian experience

*Station 7 Activity 4: Precedent Images*

- *Place a GREEN dot next to the place images that you think would be appropriate for the redevelopment areas along Roswell Road South, and a RED dot next to those you would not like to see there.*

The images with the most positive responses have been identified with a green circle, negative responses identified with a red circle, and mixed responses identified with a yellow circle (see following page):

# ROSWELL ROAD SOUTH: PRECEDENT IMAGES

## USES

### RESIDENTIAL NEIGHBORHOODS

CONDOMINIUMS, TOWNHOMES



SMALL LOT SINGLE-FAMILY



### COMMERCIAL CENTERS



### MIXED-USE DEVELOPMENT



# ROSWELL ROAD SOUTH: PRECEDENT IMAGES

## CONNECTIVITY

### ROSWELL BOULEVARD



### MULTI-MODAL GREEN STREETS



### GREENWAYS/TRAILS



## Station 8: Perimeter Center Improvement District

Today, the Perimeter Center is a thriving office hub, with an increasing amount of residential and retail offerings. This station presented a proposed strategy for the Perimeter Center moving forward, one that encourages a more balanced mix of uses in a walkable environment. An improved urban boulevard, with enhanced street and pedestrian connections, creates a central spine with clear links to the MARTA stations and better automobile access.

### *Comments:*

1. PCIDs are leading grant for Lake Hearn Drive/Perimeter Summit Pkwy (bike/ped) \$4 million connecting Dunwoody to MARTA Medical Center Station. First in region to be awarded April 2016 – all cities and MARTA endorsed
2. Commuter trail system in works in PCIDs district.
3. Transit stations have last mile connectivity goals in process with MARTA
4. Central Park at Perimeter Mall now in process (4 acre improvement) – City of Dunwoody to partner on maintenance (\$6-8 million improvement)
5. Bike strategy plan in place
6. Walkability master plan adopted in 2010
7. Need picnic tables and shade tree/structures for folks to use at lunch and families on nights and weekends

### *Station 8 Activity 2: Precedent Images*

- *Place a GREEN dot next to the images that you think are appropriate for the future PCID, and add your comments with a sticky.*

The images with the most positive responses have been identified with a green circle (*see following page*):

# PCID: INSPIRATIONAL IMAGERY

MIXED-USE ENVIRONMENT



URBAN BOULEVARD



OPEN SPACE



IMPROVED CONNECTIONS



COMMUNITY WORKSHOP  
JAN 27, 2016

**THE  
NEXT  
TEN**  
PLAN  
TOGETHER  
SAND  
SPRINGS  
www.thenextten.com

## PARTICIPANT COMMENT CARDS

**Total Responses = 20**

### Zip Code

30076 =	1
30115 =	1
30327 =	2
30328 =	2
30329 =	1
30342 =	5
30350 =	7
30398 =	1

### How did you learn about this community meeting? (Some selected multiple)

A. Print or On-Line Newspaper.	9
B. E-Mail Announcement	10
C. Neighborhood or Business Association	4
D. Other	4

### How useful did you find this meeting?

Very	14
Somewhat	6
Not At All	0

### Comments/Questions

1. Great presentation!
2. Excellent presentation, well designed visuals. Great opportunities to see emerging plans.
3. Large area ideas – necessary – but no room for comments on small areas at the time.
4. The vision for Sandy Springs is fantastic. Love the multi-use and other trails. Also increase in rail.
5. Very well presented with opportunities for input.
6. Well prepared. Nice layout.
7. Found info about traffic and MARTA helpful.
8. Great info and knowledgeable staff
9. When is the next meeting?
10. Nice to know what the plans are.
11. I enjoy seeing a vision for the City and what the City can become! I love the rough concepts! I need to go to the website and then I may have some questions. I'll contact you when I do.
12. Seems like a good starting point. Suggest one roundabout and existing traffic light changed to level 4 to regulate traffic flow into roundabout so it doesn't become gridlock. Queue line to Roswell Road doesn't need to be any longer than the length of cars that can pass onto RR in one cycle of light. Others (cars) can wait behind the traffic light. Boylston would be one leg of roundabout.
13. What is going to happen with a work labor force of services that lives in the actual affordable housing?
14. What is going to happen with affordable housing?
15. How will the new zoning code affect existing density adjacencies?
16. There was a lack of specifics on implementation



## **PUBLIC KICK-OFF MEETING SUMMARY**

**NORTH SPRINGS AND THE NEW MARTA STATION SMALL AREA PLANS**

**MONDAY, MARCH 28<sup>TH</sup>, 2016, 6:00 PM TO 8:00 PM**

## **OVERVIEW OF EVENT**

On March 28, 2016 the City of Sandy Springs conducted a public meeting to kick-off the MARTA Station area plans for The Next Ten, the citywide planning process for Sandy Springs. As part of this effort, the City will update its Comprehensive Plan and prepare four Small Area Plans (including MARTA area plans as one of the four small area plans), in order to guide decisions for the coming decade. At the session on the March 28th, there was an opportunity for attendees to browse a series of exhibits to introduce the planning process and the MARTA small area plan. The agenda for the meeting was as follows:

- **6:00 to 6:15 PM:** Welcome and Browse Exhibits
- **6:15 to 6:45 PM:** Presentation – Project Introductions, Existing Conditions and Initial Thoughts
- **6:45 to 7:30 PM:** Small Group Discussions (details of the group discussions and outcome from each group are summarized below)

In total, **28** members of the general public (not including City staff and consultants) attended the Public Kick-off Meeting, according to sign-in sheets.

*The presentation slides shared at the meeting can be found in a separate document posted on The Next Ten website.*

## **GROUP DISCUSSION QUESTIONS**

Each group was provided with the following questions to coordinate and organize their discussions. At the end of the discussions, each group reported back the responses to the questions.

### **North Springs Station Area**

1. If you live in this area, please show this location with a **RED** dot.
2. Please identify the areas that you believe are **potential locations** for new development around this Marta station.
3. The station area provides an opportunity to bring **additional amenities** to its surrounding location (e.g., shops, better walking and biking connections, additional open space, etc.). What are the amenities that you would like to see included in a plan for the North Springs Marta area?
4. Please list **the concerns** that you have with regard to new transit-related development coming to this area.

### **New North Marta Station Area**

1. Where do you think the station might occur in this area? (**Locate on map**)
2. If you live in this area, please show this location with a **RED** dot.
3. Please identify the areas that you believe are **potential locations** for new development around this Marta station.
4. The station area provides an opportunity to bring **additional amenities** to its surrounding location. What are the amenities that you would like to see included in a plan for the North Springs Marta area?
5. Please list **the concerns** that you have with regard to new transit-related development coming to this area.



**RESPONSES TO GROUP DISCUSSION QUESTIONS**

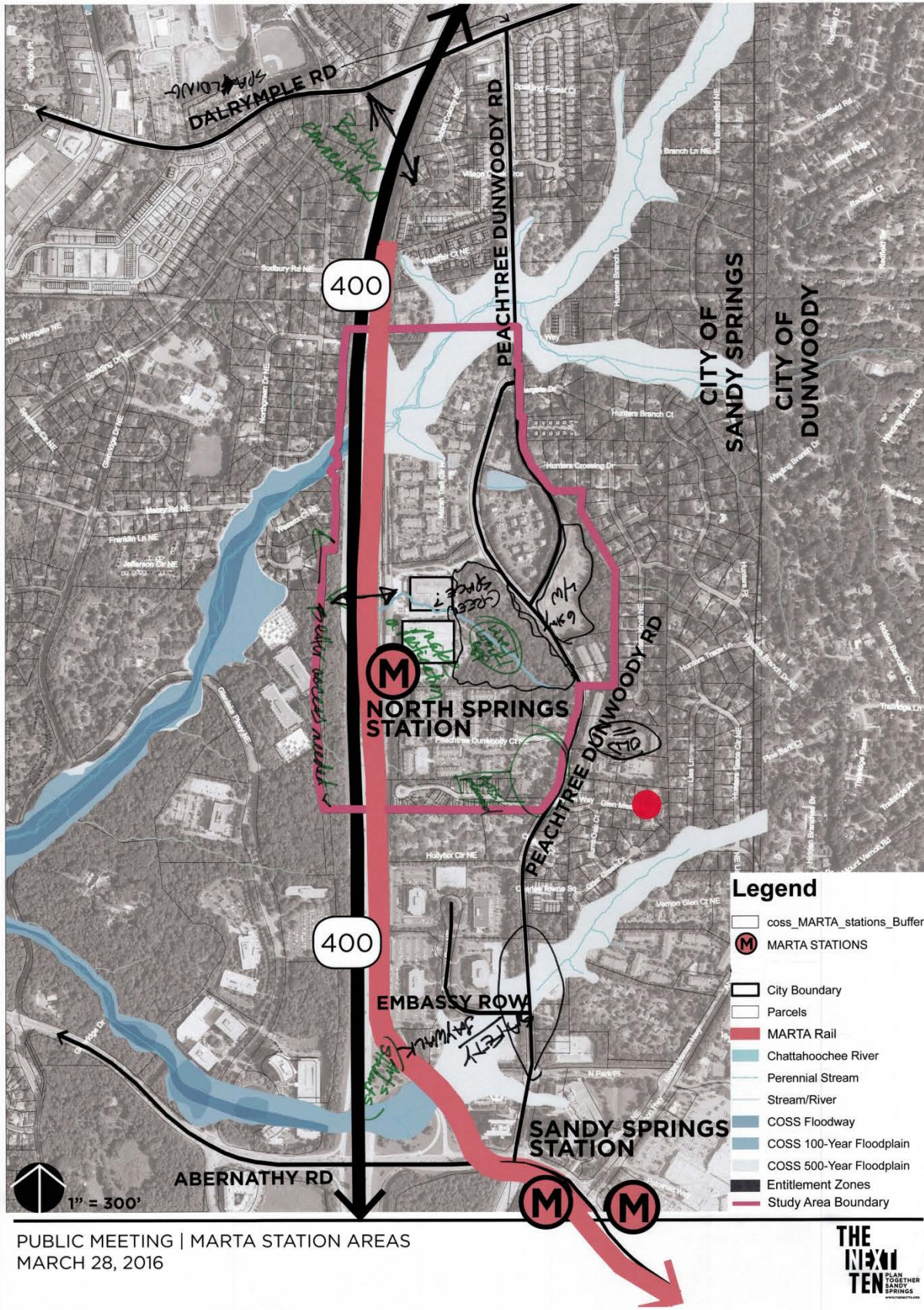
**GROUP #1**

**North Springs Station Area**

1. If you live in this area, please show this location with a **RED** dot.
  - See map below
2. Please identify the areas that you believe are **potential locations** for new development around this Marta station.
  - See map below
3. What are the **amenities** that you would like to see included in a plan for the North Springs Marta area?
  - Opportunities for dedicated green space
    - Parks interspersed with development
    - “Squares”
  - Opportunities for new connections to walk/drive to
  - Improved sidewalk on Peachtree-Dunwoody Road
  - Better lighting
  - Townhouses on redeveloped sites
  - Make the station area a destination!
  - Better connections between stations on the ground and to their surroundings
4. Please list **the concerns** that you have with regard to new transit-related development coming to this area.
  - More development is a concern
  - Widening of roads
  - Density: define where it is appropriate to have higher density
  - Respect and compliment existing levels of density

GROUP #1

**NORTH SPRINGS MARTA STATION AREA**

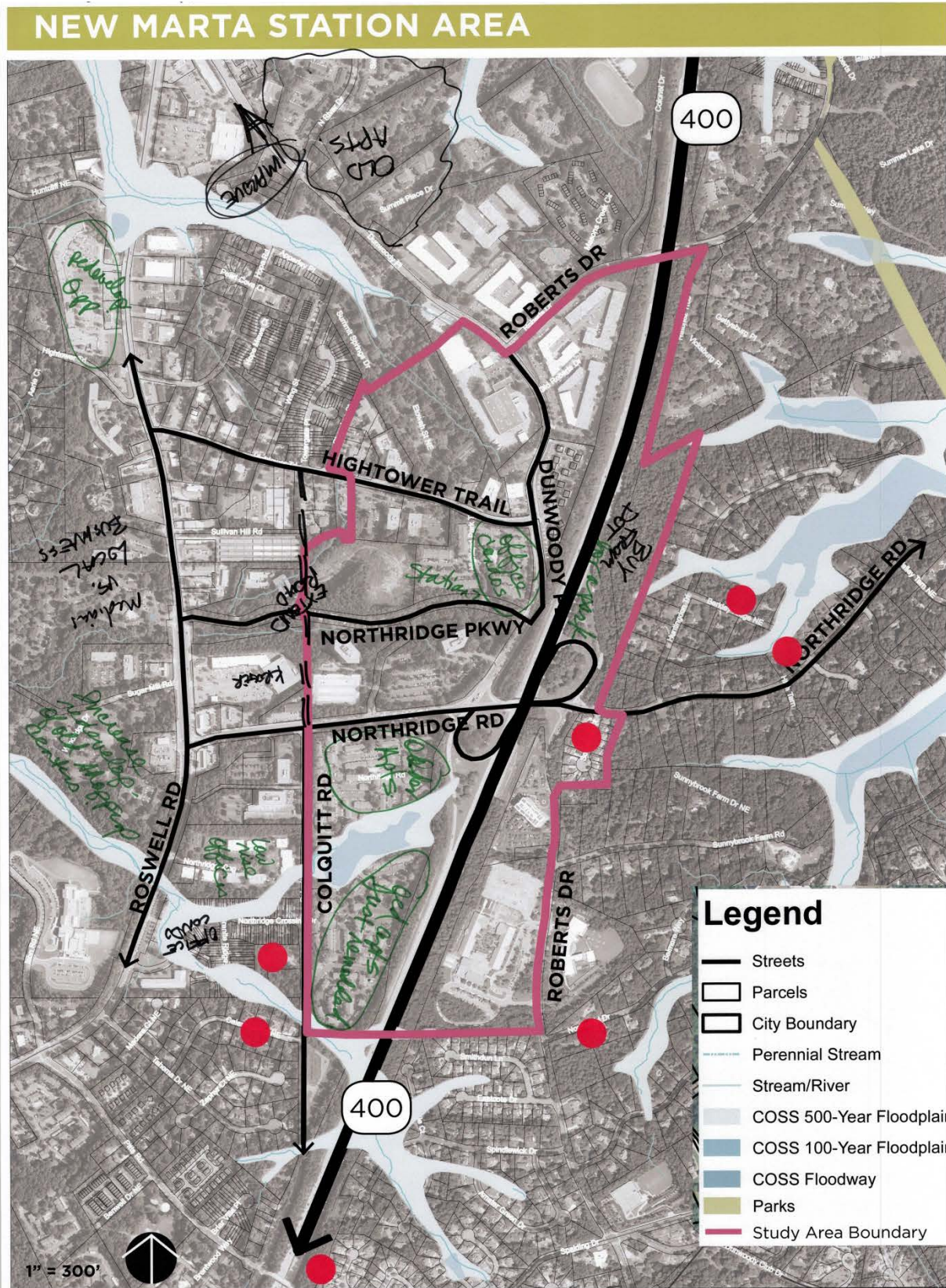


## GROUP #1

### New Marta Station Area

1. Where do you think the station might occur in this area? (**Locate on map**)
  - See map below
2. If you live in this area, please show this location with a **RED** dot.
  - See map below
3. Please identify the areas that you believe are **potential locations** for new development around this Marta station.
  - See map below
  - Need condominiums for older residents
4. What are the **amenities** that you would like to see included in a plan for the North Springs Marta area?
  - Connections for bikes/sidewalks
  - Higher quality retail, restaurants on Roswell Road
  - Sidewalks
  - Things that will appeal to young families (day care, etc.)
  - Design for **affordable** housing for all ages (e.g. workforce housing)
  - Can the community have more green space at Sandy Springs middle school?
5. Please list **the concerns** that you have with regard to new transit-related development coming to this area.
  - That things will not redevelop, will just get worse
  - That new roads won't happen and traffic will get worse
  - People need to **walk** here("neighborhood station") not park here

GROUP #1



PUBLIC MEETING | MARTA STATION AREAS  
MARCH 28, 2016



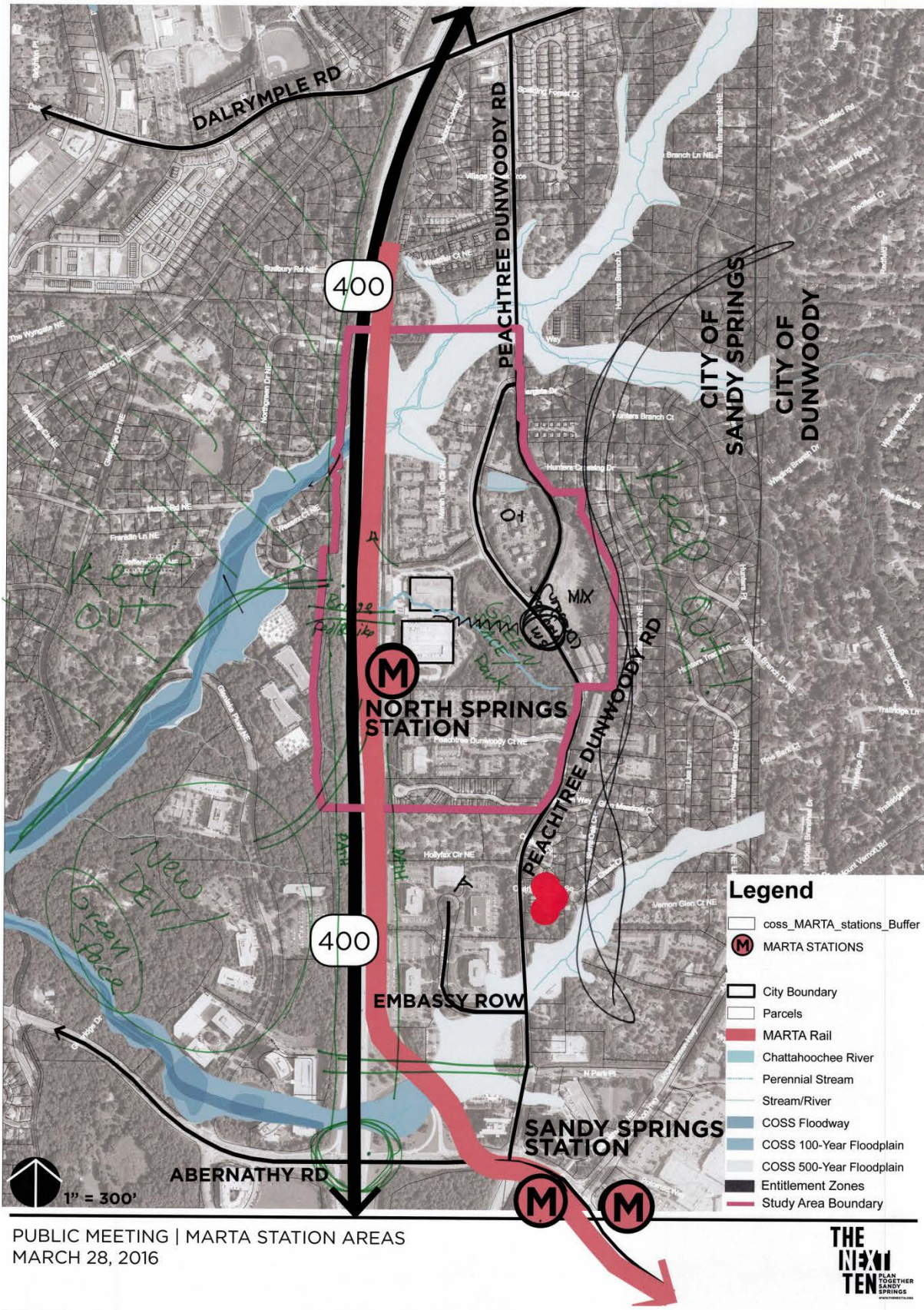
## GROUP #2

### North Springs Station Area

1. If you live in this area, please show this location with a **RED** dot.
  - See map below
2. Please identify the areas that you believe are **potential locations** for new development around this Marta station.
  - See map below (small development at Peachtree-Dunwoody Road)
3. What are the **amenities** that you would like to see included in a plan for the North Springs Marta area?
  - Green Space
  - Pedestrian Bridge
  - Path 400
  - Small Neighborhood (such as Dresden) – No commercial (no big box)
  - Dog park
  - Local/independent restaurant/café (with patio)
  - No big parking lots
  - Tree lined avenue
4. Please list **the concerns** that you have with regard to new transit-related development coming to this area.
  - Traffic, traffic!!!
  - Parking
  - Quality development (signage aka on Roswell, no billboards)
  - Bike paths not on road (safety/usage)

GROUP #2

**NORTH SPRINGS MARTA STATION AREA**



PUBLIC MEETING | MARTA STATION AREAS  
MARCH 28, 2016

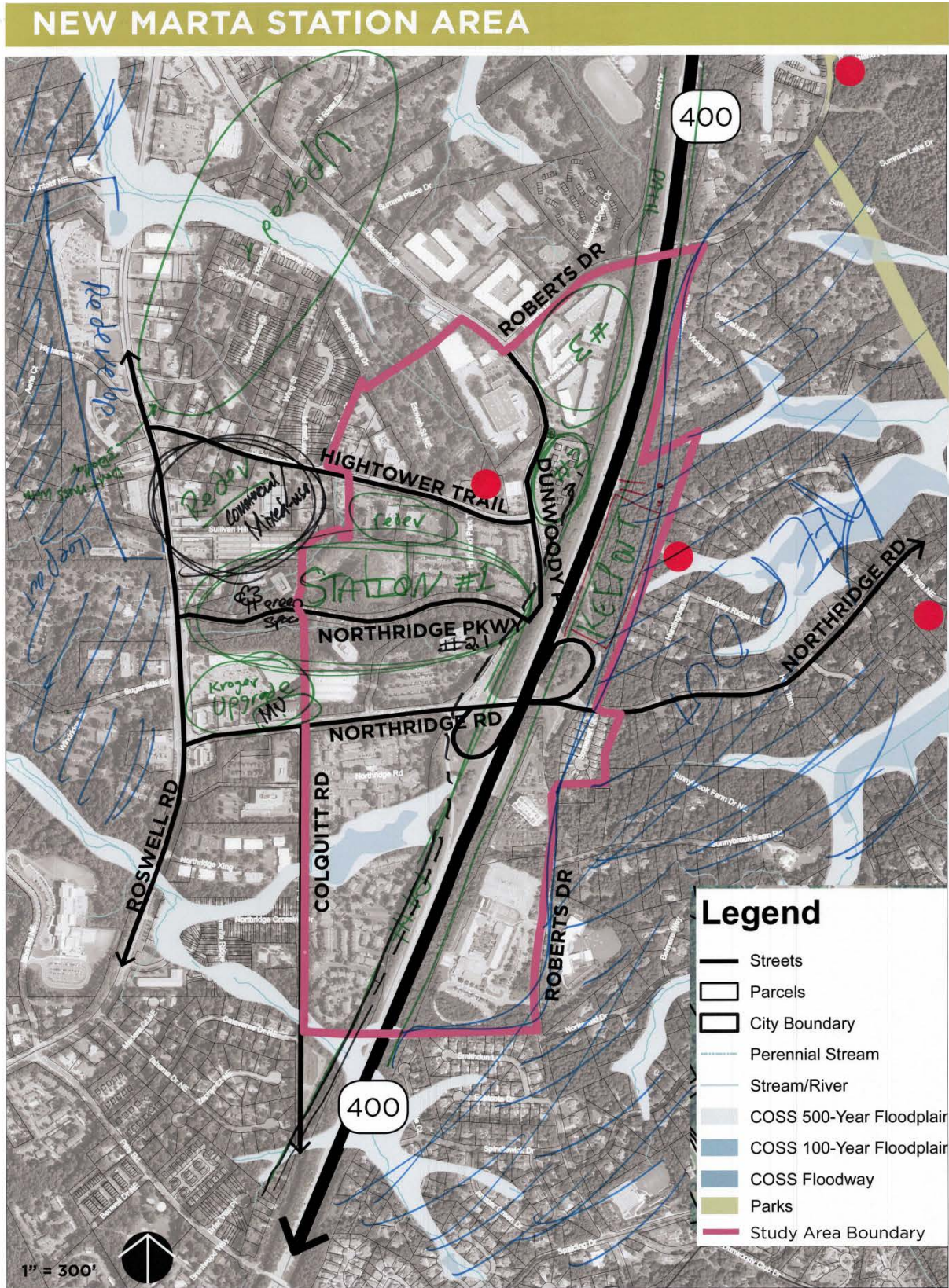


## GROUP #2

### **New Marta Station Area**

1. Where do you think the station might occur in this area? (**Locate on map**)
  - See map below
2. If you live in this area, please show this location with a **RED** dot.
  - See map below
3. Please identify the areas that you believe are **potential locations** for new development around this Marta station.
  - See map below (shows alternate locations for the station areas)
4. What are the **amenities** that you would like to see included in a plan for the North Springs Marta area?
  - Green Space
  - Redeveloped mixed-use/commercial
  - Take advantage of Roswell Road development
  - Connect Morgan Falls Park to River Park (with trails)
  - Create landscaped area around GA 400 interchange
  - Redevelopment in the above-mentioned character should occur even if MARTA doesn't happen!
5. Please list **the concerns** that you have with regard to new transit-related development coming to this area.
  - Traffic
  - Deteriorating high density residential west of GA 400
  - Pedestrian crossing on Roswell Road

GROUP #2



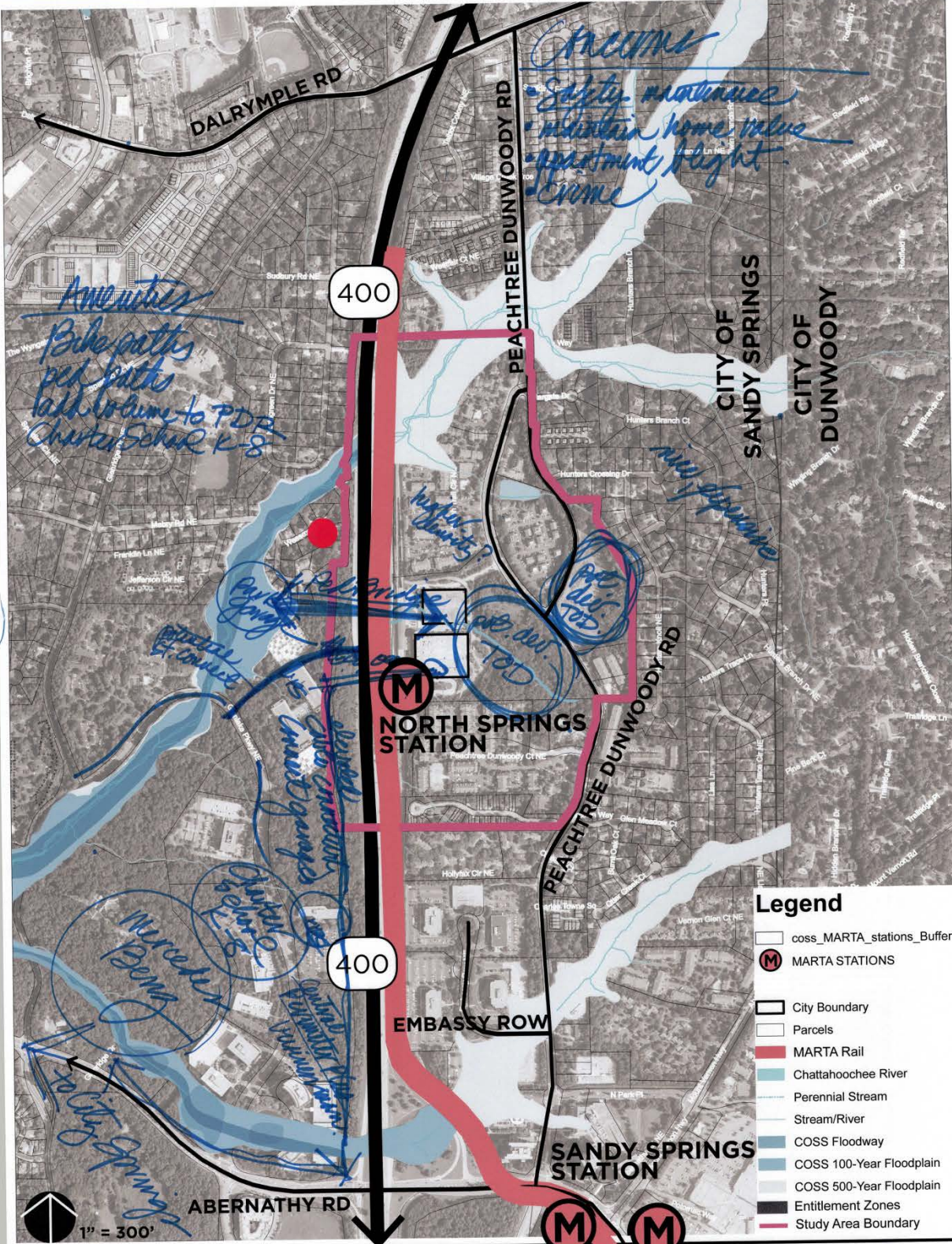


## GROUP #3

### North Springs Station Area

1. If you live in this area, please show this location with a **RED** dot.
  - See map below
2. Please identify the areas that you believe are **potential locations** for new development around this Marta station.
  - See map below
3. What are the **amenities** that you would like to see included in a plan for the North Springs Marta area?
  - Bike paths
  - Pedestrian paths
  - Add volume to Peachtree-Dunwoody Road
  - Charter school K-8
4. Please list **the concerns** that you have with regard to new transit-related development coming to this area.
  - Safety maintenance
  - Maintain home values
  - Apartment heights
  - Crime

# NORTH SPRINGS MARTA STATION AREA

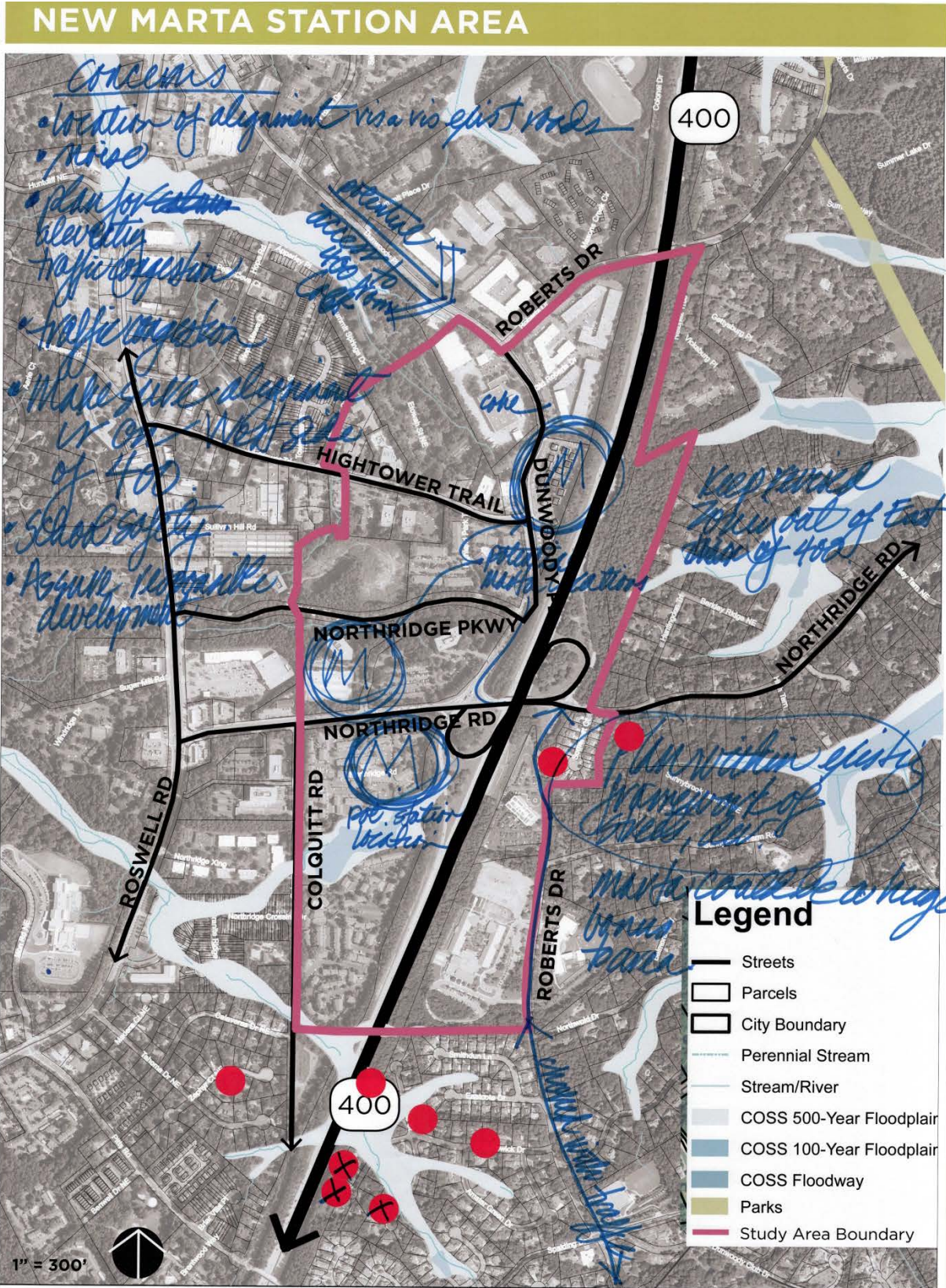


## GROUP #3

### *New Marta Station Area*

1. Where do you think the station might occur in this area? (***Locate on map***)
  - See map below
2. If you live in this area, please show this location with a **RED** dot.
  - See map below
3. Please identify the areas that you believe are ***potential locations*** for new development around this Marta station.
  - See map below
4. What are the ***amenities*** that you would like to see included in a plan for the North Springs Marta area?
  - See map below
5. Please list ***the concerns*** that you have with regard to new transit-related development coming to this area.
  - Location of railroad alignment vis-à-vis existing roads
  - Noise
  - Plan for relieving traffic congestion
  - Traffic congestion
  - Make sure alignment is on west side of GA 400
  - School safety
  - Assure responsible development

GROUP #3





## **MEETING SUMMARIES**

**MARCH 29-30, 2016**

## **POWERS FERRY - STAKEHOLDER MEETING**

**March 30<sup>th</sup>, 2016**

**8:00 AM – 9:30 AM**

### **Format of the meeting**

- Brief presentation to show current market understanding, overview transportation data, and preliminary ideas
- Discussions and recording of comments by attendees on maps and flip charts

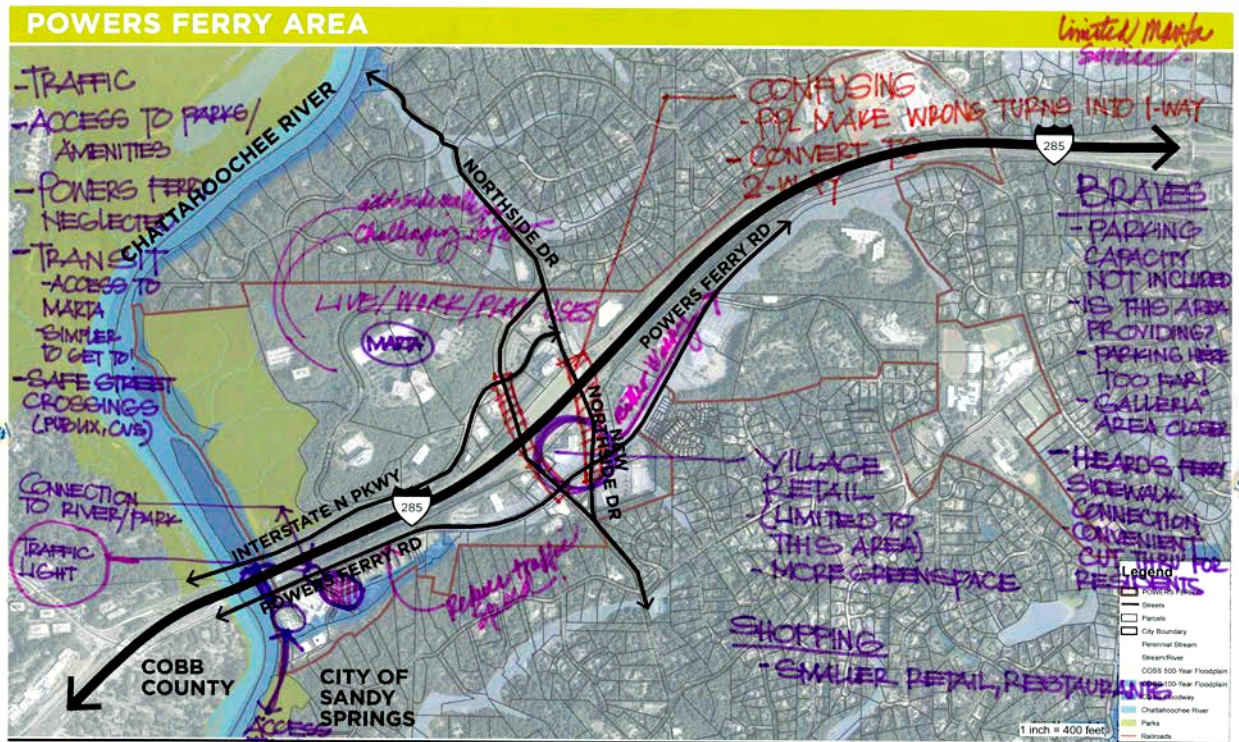
### **Comments on presentation**

- What are interchange design modifications on I-285?
- Is the traffic data most up to date?
- Need improved access to Roswell Road
- What is the feasibility of Riverfront entertainment?

### **Discussion**

- Refer to discussion session map below
- Major concerns
  - Traffic caused by more development specifically with the new baseball stadium
  - Current traffic management is inadequate
  - Bridge is an issue – the road is too narrow; need time to cross; sidewalks are too narrow
  - Spectacular riverfront that is completely inaccessible to pedestrians
    - “Greatest asset that we are not allowed to use”
  - Cobb County has achieved more successful pedestrian connections to NPS site
- Opportunities
  - Provide good access to NPS land and parks
  - Better walkability along Powers Ferry Road
  - Create “village” retail around Wyndham Hotel area, with more greenspace
  - Smaller retail and restaurants; don’t need large retail as Cumberland is 6 min away
  - Need mid-block crosswalk on Powers Ferry Road
  - Add sidewalks along Northside Drive/Heards Ferry Road
  - Look at Columbus, Ohio as an example for an “overbuild” precedent at Powers Ferry Road
    - Need similar improved/more green space
  - Need safe street crossings
  - Provide traffic light at the intersection of Powers Ferry Road and River Vista Drive
  - Reduce traffic speed on Powers Ferry Road going toward the river
  - Promote live/work/play uses north of I-285 with potential MARTA location.
  - Make access to MARTA simpler
- Comments from Commuters/Visitors
  - Limited access route in/45 minutes from Buckhead
  - Cobb County & MARTA transit do not connect
    - Helps recruitment for employees
  - Powers Ferry Road neglected by City
    - Led to MARTA Bus station
  - Access to river would benefit hotel guests
  - Hotel employees could benefit from MARTA

- Incomplete sidewalks
- People would prefer to walk more but can't
- Retail village should be in Wyndhm Hotel area, not riverfront
- Limited MARTA service
- Residents
  - New Northside Drive
    - Visitors go wrong way
    - Not clear enough
    - Convert to 2-way street
    - Impact access to/from properties on both sides
  - River edge parkway cut-through from residential subdivisions
  - Powers Ferry Road
    - Variable direction lane? GDOT moving away from practice
    - Sound deadening wall on 285
- Stadium Related Discussions
  - "Egress" plan to move residents and workers on game days – needs coordination with Cobb County
  - Stadium plans don't accommodate capacity for parking
  - Parking facilities for the stadium in Sandy Springs?
    - Interstate North Area? (this area might be too far)
    - Galleria? (this is closer)



Bridge is an issue: too narrow! Need to plan time to cross -> sidewalk too narrow!

STAKEHOLDER MEETING | POWERS FERRY AREA  
 MARCH 30, 2016



# **PUBLIC WORKSHOP SUMMARY**

**MARTA STATIONS SMALL AREA PLAN**

**MONDAY, JULY 18<sup>TH</sup>, 2016, 6:00 PM TO 8:00 PM**



## OVERVIEW OF EVENT

On July 18, 2016 the City of Sandy Springs conducted a public workshop to share and receive feedback on the initial concepts for the MARTA small area plan.

- **6:00 to 6:30 PM:** Sign In and Browse Display Boards
- **6:30 to 7:00 PM:** Presentation and Q&A
- **7:00 to 7:30 PM:** Break Out Groups
- **7:30 to 8:00 PM:** Reporting Back/Discussion

In total, **72** members of the general public (not including City staff and consultants) attended the Public Workshop, according to sign-in sheets.

## GROUP DISCUSSION QUESTIONS

Each group was provided with the following questions to coordinate and organize their discussions. At the end of the discussions, each group reported back the responses to the questions.

1. **One concept** has been proposed for the **existing North Springs Station area**. With regard to this concept:
  - a. What elements of this concept do you particularly like and would like to see retained in a Small Area Plan for this area?
  - b. What elements of this concept would you like to see changed, and what changes would you recommend?
  - c. Overall, do you feel that this concept is heading in the right direction and why do you feel this way?
  
2. Two concepts showing different station location options have been proposed for the **potential Northridge Station area**: one south of Northridge Road and one along Dunwoody Road. For each of these concepts, please discuss the following:
  - a. What do you feel are the strongest elements of each concept shown?
  - b. Are there elements of each concept that you would like to see changed? If so, what are these?
  - c. For the Northridge Road station option, do you prefer Scenario 1 (maximizing residential density) or Scenario 2 (maximizing parking) and why?
  - d. Which of the two overall station location concepts do you prefer and why?
  - e. Are there ideas from each concept that you like and would like to see merged into a new, consolidated concept?

**RESPONSES TO GROUP DISCUSSION QUESTIONS**

**TABLE #1**

**North Springs Station Area**

1. What elements of this concept do you particularly like and would like to see retained in a Small Area Plan for this area?
  - a. The green space, but worry about the buffer
  - b. GA 400 pedestrian crossing
    - i. Need to get input/buy-in from UPS and other offices
    - ii. New townhome development
  - c. Townhomes
  - d. Greenspace
    - i. Walkway along creek
    - ii. Walking track in park
    - iii. Active uses: small dog park
2. What elements of this concept would you like to see changed, and what changes would you recommend?
  - a. More pervious surfaces
  - b. Limit access from the GA 400 flyover
    - i. Gate is down
    - ii. Limit neighborhood parking
  - c. More trees in the plaza
  - d. Do something more for pedestrian crossing
    - i. Safety island
    - ii. Elevated tunnel
  - e. Townhomes w/ green front and buffer point
  - f. Potential issue with cycle crossing at Pro and Abe
  - g. Distributor/collector access into station
3. Overall, do you feel that this concept is heading in the right direction and why do you feel this way?

**Northridge Station Area**

1. What do you feel are the strongest elements of each concept shown?
  - a. Multifamily could accommodate 'missing middle' workforce housing in town
  - b. Taking demand off of North Springs
2. Are there elements of each concept that you would like to see changed? If so, what are these?
  - a. More retail or neighborhood draw
  - b. Demand of 510 multi-family - is that additional? Because Ecco and Circa are being removed
  - c. Consider vehicular access directly to station and parking.

3. For the Northridge Road station option, do you prefer Scenario 1 (maximizing residential density) or Scenario 2 (maximizing parking) and why?
  - a. Scenario 1: would spur positive redevelopment
  - b. Scenario 2: Hightower trail would need to be improved
4. Which of the two overall station location concepts do you prefer and why?
5. Are there ideas from each concept that you like and would like to see merged into a new, consolidated concept?
  - a. Marta extension to be double-tracked for express
    - i. Potential for more than 1000 parking spots

## TABLE #2

### North Springs Station Area

1. What elements of this concept do you particularly like and would like to see retained in a Small Area Plan for this area?
  - a. Greenway connection to UPS would be a good idea
  - b. Eliminate surface parking or creating walking-good!
  - c. TH good idea-(quality and low obesity are important)
2. What elements of this concept would you like to see changed, and what changes would you recommend?
  - a. Accessory retail concept is too broad.
  - b. Services (mail, coffee shops), “airport like” shops
3. Overall, do you feel that this concept is heading in the right direction and why do you feel this way?
  - a. Open up walkway towards neighborhoods
  - b. Consider access over 40 ft. Colonial pipeline easement

### Northridge Station Area

1. What do you feel are the strongest elements of each concept shown?
  - a. Behind Colquitt, area is larger. Prefer that site for MARTA.
2. Are there elements of each concept that you would like to see changed? If so, what are these?
  - a. Collector plan is a poor idea
  - b. Dunwoody Place/Roberts is gridlocked + poor location given schools.
3. For the Northridge Road station option, do you prefer Scenario 1 (maximizing residential density) or Scenario 2 (maximizing parking) and why?
  - a. Option 2 is not good
4. Which of the two overall station location concepts do you prefer and why?
  - a. LA – concept plan preferred.
    - i. More land + access
    - ii. Increase greenspace and walking to stations

5. Are there ideas from each concept that you like and would like to see merged into a new, consolidated concept?
  - a. Higher quality retail/restaurant
  - b. Great connectivity is key on any plan
  - c. Walkable, safe pathways
  - d. Bike racks, bike paths (safe, intelligent biking)
  - e. Shade to encourage walking

### **TABLE #3**

#### **North Springs Station Area**

1. What elements of this concept do you particularly like and would like to see retained in a Small Area Plan for this area?
  - a. Greenspace-more of it
  - b. Development reduces need to drive
  - c. Having housing
  - d. Increasing access to 400 is good
2. What elements of this concept would you like to see changed, and what changes would you recommend?
  - a. Increase density of housing; high rises.
  - b. Who maintains greenspace?
  - c. Capacity may not be sufficient with current parking structures
  - d. Increase technology to manage current parking
3. Overall, do you feel that this concept is heading in the right direction and why do you feel this way?
  - a. Overall, it is heading in the right direction

#### **Northridge Station Area**

1. What do you feel are the strongest elements of each concept shown?
  - a. Walkability from house to station.
  - b. Town center
  - c. Having a community instead of just parking.
  - d. Opportunity for more mixed-use
  - e. Having station in Northridge
  - f. Like the idea of revitalizing the area.
  - g. Adding the bike + walking paths to Roswell Rd.
2. Are there elements of each concept that you would like to see changed? If so, what are these?
  - a. Adequate parking
  - b. To widen road
  - c. Road access to this station

3. For the Northridge Road station option, do you prefer Scenario 1 (maximizing residential density) or Scenario 2 (maximizing parking) and why?
4. Which of the two overall station location concepts do you prefer and why?
  - a. Option 2 could be gateway to Sandy Springs on the North side.
  - b. Option 2 increase of continuity to river park.
    - i. Concern: would Atlanta need more land?
    - ii. MARTA should be planning to go into North in Fulton County
5. Are there ideas from each concept that you like and would like to see merged into a new, consolidated concept?

## TABLE #4

### North Springs Station Area

1. What elements of this concept do you particularly like and would like to see retained in a Small Area Plan for this area?
  - a. Ped access-needed
  - b. Pocket retail
  - c. Increased low intensity lighting
2. What elements of this concept would you like to see changed, and what changes would you recommend?
3. Overall, do you feel that this concept is heading in the right direction and why do you feel this way?
  - a. Yes

### Northridge Station Area

1. What do you feel are the strongest elements of each concept shown?
2. Are there elements of each concept that you would like to see changed? If so, what are these?
  - a. Promote redevelopment vs access
  - b. Integrate to Path 400
  - c. Questionable need for station
  - d. Colquit/Northridge section
  - e. View of parking decks
  - f. Traffic from North?
3. For the Northridge Road station option, do you prefer Scenario 1 (maximizing residential density) or Scenario 2 (maximizing parking) and why?
4. Which of the two overall station location concepts do you prefer and why?
  - a. Prefer option 2
5. Are there ideas from each concept that you like and would like to see merged into a new, consolidated concept?
  - a. Like the wraparound of 1a, but the greenspace of 1b

## TABLE #5

### North Springs Station Area

1. What elements of this concept do you particularly like and would like to see retained in a Small Area Plan for this area?
  - a. Pedestrian crossing over 400
  - b. Like some artistic treatment on garages
2. What elements of this concept would you like to see changed, and what changes would you recommend?
  - a. Even more connections to station (multimodal)
  - b. Little to no \$\$ for parking garages. Needs to be sound deadening
  - c. Improve existing ped pathways to MARTA
3. Overall, do you feel that this concept is heading in the right direction and why do you feel this way?

### Northridge Station Area

1. What do you feel are the strongest elements of each concept shown?
  - a. Green space
  - b. Northern option
  - c. Density
  - d. Walkability
  - e. Multiple road access points/connected network
2. Are there elements of each concept that you would like to see changed? If so, what are these?
  - a. Future development parcel would be good for grocery
  - b. Better bike access
  - c. Emphasize local access over commuter
3. For the Northridge Road station option, do you prefer Scenario 1 (maximizing residential density) or Scenario 2 (maximizing parking) and why?
4. Which of the two overall station location concepts do you prefer and why?
  - a. Prefer 1a or 1b-more green
  - b. Would be okay with 2 if North Springs transitions away from commuter collector
  - c. Prefer north side of North Ridge
5. Are there ideas from each concept that you like and would like to see merged into a new, consolidated concept?
  - a. Better bus connections to get to existing North Springs Station
  - b. Consider last mile connections to station
  - c. Affordable grocery/food service near MARTA is desirable
  - d. Allow North Ridge to be collector station to enable North Springs to develop

- e. Objectives
  - i. Improve access to MARTA to make more part of life (like connection across GA 400)
  - ii. More walkability
  - iii. Better comfort/amenity for existing bus riders
  - iv. Improve bus transfers
  - v. Improve bus connectivity + local park and ride
  - vi. Ensure bicycle access as an option for connection
  - vii. Preserve a mixed income community-minimize displacement/gentrification
  - viii. Station option should have same vision around workforce housing/affordable

## TABLE #6

### **North Springs Station Area**

1. What elements of this concept do you particularly like and would like to see retained in a Small Area Plan for this area?
  - a. Walkway-secure, visible
  - b. Increased lighting – PD RD
  - c. Express train to airport
  - d. Missing Middle housing, BALANCE
  - e. Ped + bike to path 400, west side of GA 400
  - f. Roadway connection to west of GA 400
  - g. MARTA-toll option to get to PD Road; also objection
2. What elements of this concept would you like to see changed, and what changes would you recommend?
  - a. No multi-family, only condos & townhomes.
  - b. Future dev proposition
    - i. North of Trammel Crow
    - ii. Missing Middle Housing
    - iii. Senior housing
  - c. Keep parking cheaper than at airport
3. Overall, do you feel that this concept is heading in the right direction and why do you feel this way?
  - a. Concept aligns with residential idea
  - b. Small retail
  - c. Little higher end retail
  - d. Preservation of greenspace

### **Northridge Station Area**

1. What do you feel are the strongest elements of each concept shown?
  - a. Like commuter better than collector
  - b. Single-owner occupancy, townhome-good!
  - c. Consider 'green' options (solar)
  - d. EV charging
  - e. Turnarounds for buses
2. Are there elements of each concept that you would like to see changed? If so, what are these?
  - a. Get rid of multi-family
  - b. Option 2
    - i. Spur redevelopment north of Dunwoody/Northridge
    - ii. Restructure streets-not a good thing!
    - iii. Like the 'commuter station'
3. For the Northridge Road station option, do you prefer Scenario 1 (maximizing residential density) or Scenario 2 (maximizing parking) and why?
  - a. South of Northridge
  - b. Opposition to redeveloping older multi-family housing
  - c. Better mixed-use dev
  - d. No multi-family: prefer ownership
4. Which of the two overall station location concepts do you prefer and why?
  - a. Pedestrian and bike connection into location 1
    - i. 2 ways North & South 400
  - b. Police are at every intersection
  - c. Retail/restaurant (small) at station
  - d. Single-family housing
5. Are there ideas from each concept that you like and would like to see merged into a new, consolidated concept?





## **PUBLIC MEETING SUMMARY**

**DRAFT POWERS FERRY SMALL AREA CONCEPTS**

**TUESDAY, JULY 19<sup>TH</sup>, 2016, 8:00 AM TO 9:30 AM**

## **OVERVIEW OF EVENT**

On July 19, 2016 the City of Sandy Springs conducted a community meeting to share the initial policies and concepts for the draft Powers Ferry small area plan. The agenda for the meeting was as follows:

- **8:00 to 8:15 AM:** Sign In and Browse Display Boards
- **8:15 to 9:00 AM:** Presentation and Q&A
- **9:00 to 9:30 AM:** Provide Your Comments

In total, **14** members of the general public (not including City staff and consultants) attended the Powers Ferry Small Area Plan Meeting, according to sign-in sheets.

**A survey was handed out during the meeting, which included the following three (3) questions:**

1. What elements of the Powers Ferry concept shown this morning do you particularly like, and would like to see implemented in the future?
2. Do you have any concerns about any aspects of the Powers Ferry concept? If so, please explain.
3. Is there anything missing from this concept that you think should be considered for inclusion?

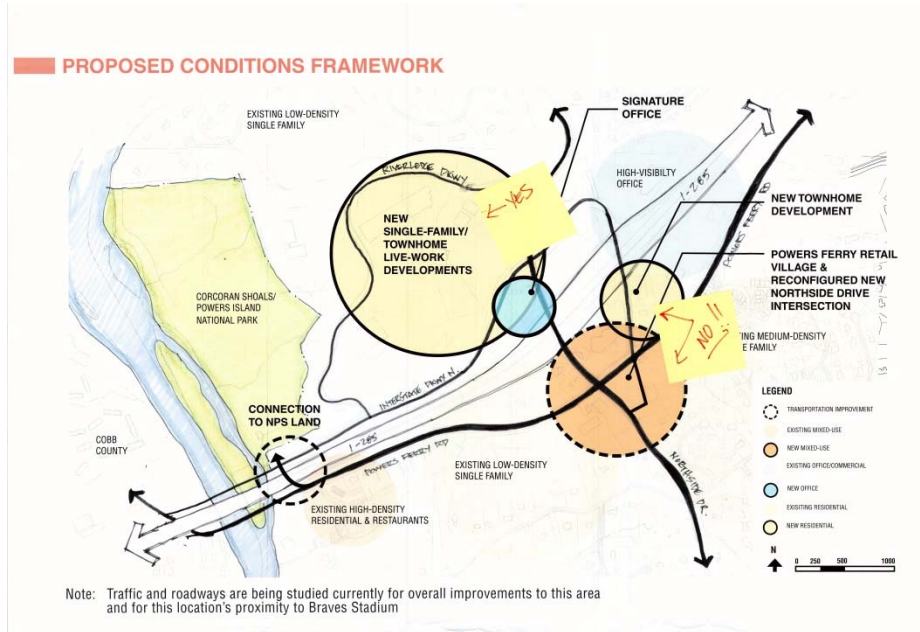
**Following are the responses to the survey questions:**

- **What elements of the Powers Ferry concept shown this morning do you particularly like, and would like to see implemented in the future?**
  - Support for existing residents will require solutions to significant current concerns
  - Access from Powers Ferry to Park
  - Like redo of intersection of new Northside, but think it should go straight between bank and Waffle House before making a right turn; don't do a right through the village.
  - The fact that we are being included
  - The concept of retail space is nice but no immediate plans for that area
- **Do you have any concerns about any aspects of the Powers Ferry concept? If so, please explain.**
  - Fear that future concepts are being developed with flawed information about problems that need to be addressed first.
  - Retail is pie in the sky.

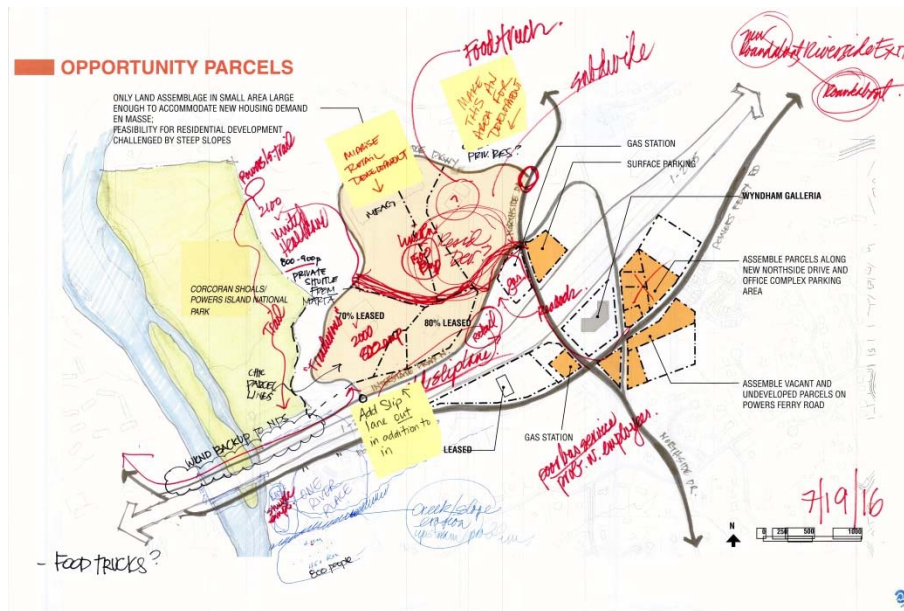
- Too early for these concepts --- the area is already too congested, with empty retail.
  - Do not like a plan that increases density and traffic without addressing current traffic issues. More traffic is unacceptable.
  - Don't like anything about the concept because it addresses a false perceived need. We don't want more shopping or anything that increases traffic.
  - Your entire audience is screaming about today's traffic. The stadium is only going to contribute to gridlock. I-75N is a parking lot today and no apparent solution is being suggested.
  - Do not need more residents or traffic
  - No 285 signage that redirects traffic onto Powers Ferry Rd or New Northside Dr.
  - Don't like it. Want to see traffic fixed before adding to chaos
- 
- **Is there anything missing from this concept that you think should be considered for inclusion?**
    - What the community desires, not pie in the sky whimsy.
    - Additional traffic studies
    - The "resident" is missing. Only consideration of retail and business
    - Want immediate options for traffic on Powers Ferry Rd.
    - Traffic studies --- this plan creates a problem, not a solution.

The following is a compilation of the display boards with public comments and summary of those comments with the respective display boards.

### DISPLAY BOARD: Proposed Conditions Framework



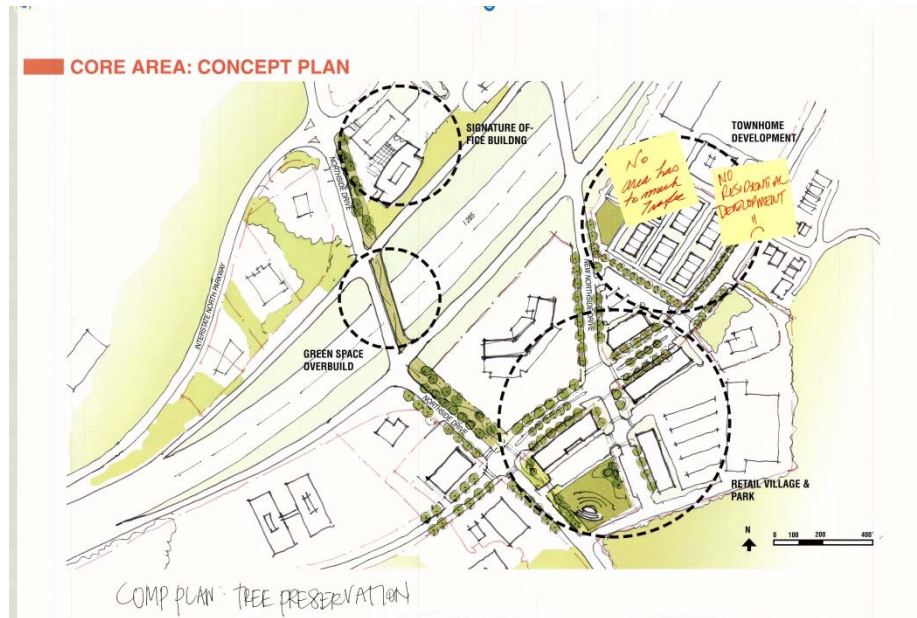
### DISPLAY BOARD: Opportunity Parcels



## COMMENTS

- Midrange retail development
- Add slip lane out in addition to in
- Make this an area for development

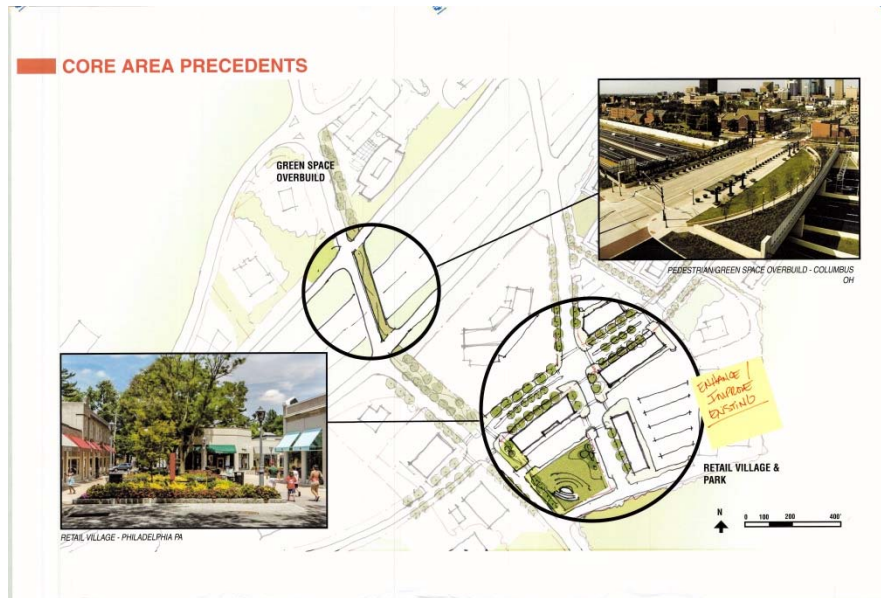
## DISPLAY BOARD: Core Area: Concept Plan



## COMMENTS

- No area has too much traffic
- No residential development

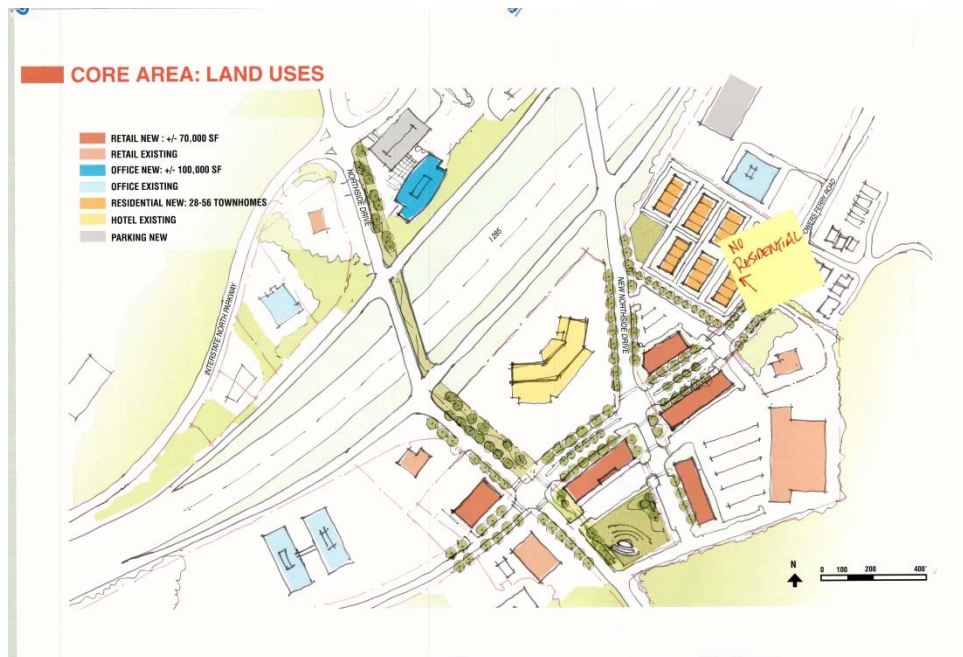
## DISPLAY BOARD: Core Area Precedents



## COMMENTS

- Enhance/improve existing

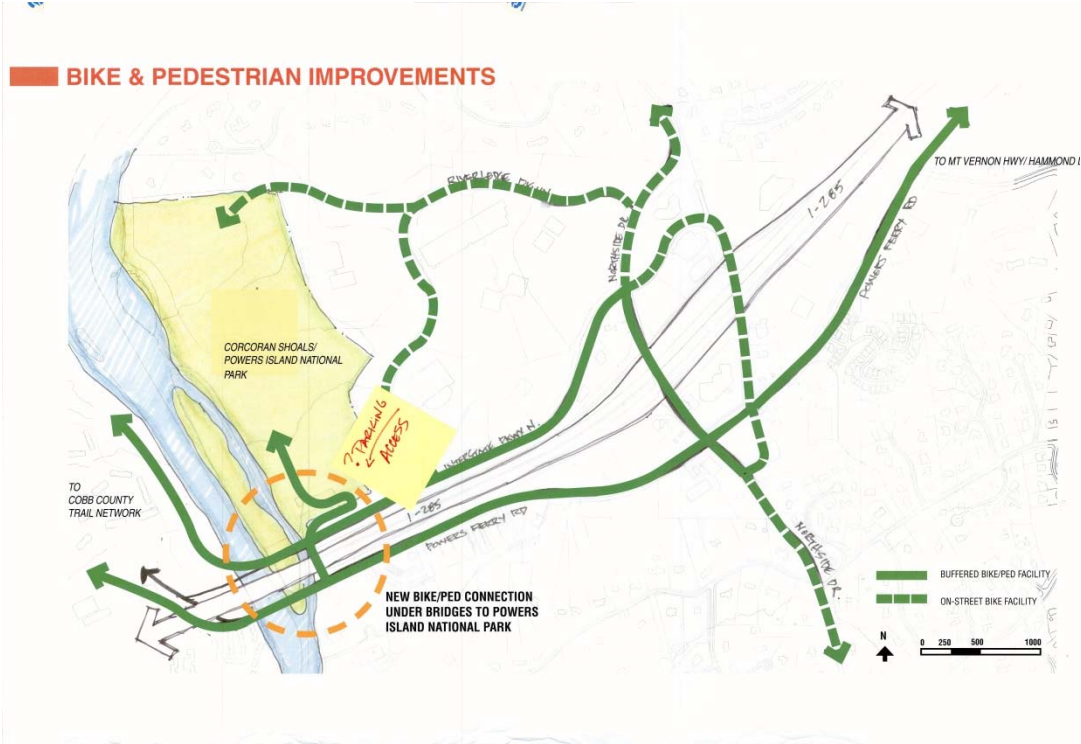
## DISPLAY BOARD: Core Area: Land Uses



## COMMENTS

- No existing

**DISPLAY BOARD: Bike & Pedestrian Improvements**



**COMMENTS**

- Parking access?



# **COMMUNITY MEETING SUMMARY**

**DRAFT COMPREHENSIVE PLAN AND SMALL AREA PLANS**

**WEDNESDAY, JULY 20<sup>TH</sup>, 2016, 6:00 PM TO 8:00 PM**



## OVERVIEW OF EVENT

On July 20, 2016 the City of Sandy Springs conducted a community meeting to share the initial policies and concepts for the draft comprehensive plan and the draft small area plans. The agenda for the meeting was as follows:

- **6:00 to 6:30 PM:** Sign In and Browse Display Boards
- **6:30 to 7:15 PM:** Presentation and Q&A
- **7:15 to 8:00 PM:** Provide Your Comments

In total, **160** members of the general public (not including City staff and consultants) attended the Community Meeting, according to sign-in sheets.

**A survey was handed out during the meeting, which included the following four (4) questions:**

1. Overall, do you feel that the draft Comprehensive Plan addresses the most critical needs facing Sandy Springs today and in the next 10-20 years? If not, please explain.
2. Which of the Needs and Opportunities presented in the Plan do you most strongly agree with?
3. Is there anything that you feel was not included in the Plan, and that you think should be added?
4. Is there anything proposed in the Plan that you strongly disagree with?

**Following are the responses to the survey questions:**

1. ***Overall, does the plan address the most critical needs today and in the next 10-20 years?***
  - Yes
  - Think Transportation is wishful thinking. This town drives. I work with many builders and zoning is a mess and permitting has added cost, making the housing too expensive. I also represent 55+ developers and the land is just too expensive to do one story homes.
  - Do not micromanage or try to replace the HOA's.
  - For the most part. However, there seems to be a bias to *maximize* residential and commercial development rather than to *optimize* it.
  - The general concepts are interesting and have merit. I am concerned with implementation --- if not successful, the ideas don't have merit.
  - Need E-W transportation plans; N-S corridors are already beyond capacity and topography of terrain in West Sandy Springs is limiting to roads, to walking and to biking.

- Yes, except the Plan lacks a material effort and vision to utilize the river as a lifestyle enhancement. The river is our greatest natural resource.
- Roswell Boulevard is excellent --- do it!
- Please put the Character Area map on line in a way that it can be enlarged to see more individual streets.
- Plan is close; however, we are going to need higher density on many of the housing options, especially on the North end in order to it to be economically viable.
- The plan is very complete and extensive, but it does not seem to consider the need for lower income workforce needs.
- How much conversation have you had with retail thought leaders to consider the future of retail? What if Perimeter Mall no longer existed?
- Good presentation. Will provide comments on line.
- Love the zoning categories and trust they will be enforced.
- Need to ensure more action on multimodal transportation.
- Seems this was a guide to developing the plan vs some ideas of what might be proposed. Expected to see more “concepts” versus guidelines to develop a plan.
- The intent is good.
- I like the ideas to make this a walkable City, but the cityscapes and walking areas are all in full sun. The plan does not address the clear cutting issues that are ruining our green space; increasing pollution and creating a desert-like environment. The mindset should be to maintain the integrity of Sandy Springs. --- “enhance” is an important part of creating here. We have an amazing environment that we should build within rather than create something new.

**2. Needs and Opportunities with which you strongly agree**

- Housing – we are in a single family home with ¾ acre. Now no longer need 4 BR, 3 baths and the land, but don’t see many downsizing options in COSS (either that are affordable or any at all!)
- Creating “unique” areas; creating great streets and attractive roads
- Need mixed use on and off Roswell Road at 285.
- The need to improve traffic --- especially limiting parking in Perimeter area and Hospital area.
- Protect and Enhance Neighborhood Character and Quality of Life; Create a unified development code aligned with the comp plan, but it has to be followed by the City Council --- no more exceptions; Expand Parks and Green Space.
- MARTA North Springs redevelopment nodes. Focus on ownership and green space. Enable walk/bike lifestyle.

- Most strongly agree with the transportation aspect. I am a strong proponent of public transportation and would like to see more of these options. I am very pleased with the plans for providing and improving non-car options.
- Roswell Road is our Main Street --- development here should be encouraged.
- Traffic improvements.
- Getting people working in Perimeter Center in and out with transit instead of cars; pedestrian bridges across river; focused density; live-work-play integration.
- Need a greater variety of housing --- both for sale and rental for lower/mid income residents.
- Green space and bike lanes separated from traffic.
- More and better mass transit ; connections through trails; encouraging home ownership; maintaining communities; increasing parks and access to them; enhancing streetscapes; connectivity between neighborhoods; upgrading apartments.

### **3. *Anything missing?***

- Sandy Springs talks about preserving the tree canopy but every development (commercial and residential – even in “protected neighborhoods”) bulldozes everything up to the property line. This must stop now! The trees and greenery are major elements of the City’s character.
- Old office buildings, like on Sandy Springs Circle, need to be dense, mixed use (e.g., Ace Hardware Shopping Center).
- Underground utilities and put limitations on signage. Where are the details on lot splitting?
- Protecting tree canopy should be explicit in the code. Also, there does not seem to be sufficient consideration of impact of residential development on transportation capacity. All of these people will use cars – not just bikes and transit. We do not want wider roads or
- gridlock. You can “promote and enable” but it doesn’t mean people will use it. Please don’t overbuild our city.
- Preserve the “Springs” in Sandy Springs while construction is happening. Don’t ruin the Springs.
- No enough detailed focus on: river access, use and development of private and public uses on the river; bicycle mobility; costs/budget to support the plan, plan performance component (how to measure success); on-going feedback mechanism for the subsequent plan in 2026.
- Character area map does not show new Roswell/Windsor intersection.
- We need mixed income housing --- not blocks of affordable and blocks of high income, but all mixed together in the same building.

- I like more affordable housing options, but in 10 years we won't have any low income housing left, so we need to plan for quality low income housing as well.
- I am concerned about the replication of the same or similar architectural design being repeated all over the City. We need to require developers to offer "unique" designs for exterior of buildings.
- Public education needs for the City for all residents.
- Enhancements to motivate EV usage (charging stations, etc.); stacked deck parking to reduce "asphalt oceans"; plant selection to promote bird and pollinator sustainability in all areas, especially residential and commercial.
- Dog parks – not seeing them anywhere.
- AG-1 needs to stay.
- Connectivity to Cobb County.
- Tree maintenance ordinance. Too many trees are being wasted in construction.
- Gateways – greening at all city entrances (Rusty Paul's original idea)
- A section that stands alone to address traffic, parking, traffic flow, new technology for traffic lights, driverless cars, new kinds of transportation, etc.
- The zoning uses shown are very vague. The Small Area Plans are supposed to be more detailed – tell us what is allowed, especially in mixed use and commercial areas, uses, heights.
- Address school bus traffic (rush hour starts at 2:30 PM); provide education on green living to public; provide for safety on paths and roads; zoning that preserves area greenspace (not replants it); encourage small businesses (boutiques, restaurants); solve the transportation issues before you add more development.

**4. *Anything you disagree with?***

- Careful when expanding roads to keep purpose in mind --- not barren, wide roads, but create neighborhoods, bike and walking places, trees, corridors that are user friendly. "Create great streets."
- How do you get older offices and current O/I zoning to do mixed use? Traffic is awful and there is no MARTA near Riverside and Heard's Ferry, Mt. Parran and Powers Ferry. What can we do in these areas?
- Sounds like I am supposed to take the bus --- not gonna happen. Also, disagree that we need any low income housing --- yes to middle.
- Developing fine-grained street networks is a bad idea. We must not create additional opportunities to cut-through or work-around commuters to avoid major thoroughfares by using our neighborhood streets.
- Overemphasis on walking and biking; there is no such option for Riverside Drive area.

- Apartments should not be constructed immediately adjacent to single family homes. Consider townhomes as a buffer. Need to have a buffer between protected areas and non-protected areas so you don't end up with high-rise offices immediately adjacent to owner occupied homes.
- Option 1A and 1B of the Northridge MARTA station concepts in much less desirable because both of those are restrictive for redevelopment. Option #2 gives us many more choices for an attractive redevelopment.
- The devil is in the detail – nowhere does it mention lower income housing for workforce.
- Rezoning recommendations are too restrictive for property owners.
- I disagree with so much public push back on density.
- Yes, the blanket designation of the southern section of Roswell Road as purple. This is adjacent to residential property on the east side of Roswell. What happened to “protect the neighborhoods?” (which is our #1 concern. My neighborhood’s former designation was as a protected neighborhood.
- The pictures of multi-use and residential areas are concrete blocks of homes. This is too dense, too hot and not characteristic of the present neighborhoods that we want to maintain. Think Decatur, not Detroit. The pictures of walkways have no sun protection.

The following is a compilation of the display boards with public comments and summary of those comments with the respective display boards.

### DISPLAY BOARD: The Next Ten: Comprehensive Plan

**THE NEXT TEN : COMPREHENSIVE PLAN**

**WHAT IS A COMPREHENSIVE PLAN?**

- An official statement of the City's vision for its future.
- An expression of the community's aspirations and goals for the city's future.
- A set of policies and recommendations to guide future decisions regarding land use, development, and capital improvements.

While the plan will look 20 years into the future, it will emphasize The Next Ten.

**KEY FEATURES OF THE PLAN**

- **IMPLEMENTATION-ORIENTED** : Comprehensive Plan and implementation tools (Small Area Plans and Unified Development Code) developed at the same time.
- **DETAILED VISIONS FOR NODES AND ACTIVITY CENTERS**
  - » Roswell Road corridor
  - » Perimeter Center
  - » MARTA (North Springs & Northridge) Station Areas
  - » Powers Ferry
- **MAXIMIZING CONNECTIONS** : Multimodal transportation + vibrant nodes/centers + open space/natural resource areas.
- **ACHIEVING BALANCE AND PROVIDING OPTIONS** : A broader range of transportation, housing and recreation options to address to solve today's problems and address future needs
- **CELEBRATING NATURAL RESOURCES**: Protecting and highlighting the city's natural resource assets.

**Public Comments:**

- Who is... who... like... large... things... things?
- Who is... Not... what... what... core... what... want... what?
- This will be... to be... in... summer
- ... to be... in... summer

## COMMENTS

- Who is Sandy Springs + what is the core? The heart of all this? Not evident!
- Where are the large existing trees?
- Without shade, people are not going to be out on foot/bike/relaxing in the sun. It's too hot!

## DISPLAY BOARD: Community Goal: Ten For The Next Ten

**COMMUNITY GOALS: TEN FOR THE NEXT TEN**

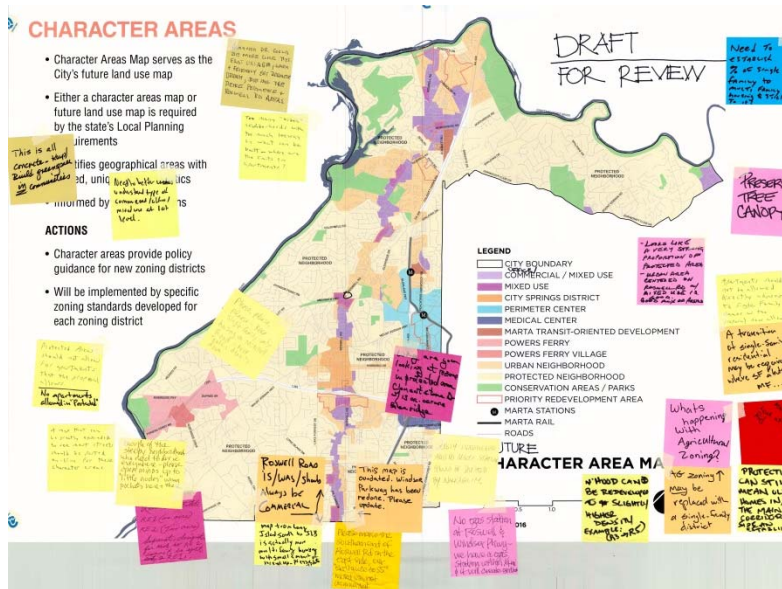
- 1. NEIGHBORHOOD PRESERVATION**  
 Preserve and sustain Sandy Springs' standard of quality by protecting the character of existing neighborhoods. We will proactively manage new development to maintain this character.  
*Handwritten notes:* "If most of area is 'protected', how can we expect different travel patterns?"
- 2. MOBILITY**  
 Improve citywide mobility by managing and reducing vehicular traffic, while providing transportation alternatives that relieve pressures on existing corridors and make the city less dependent on the automobile.  
*Handwritten notes:* "What can be done to reduce traffic on Riverside Dr?!"
- 3. CONNECTIONS**  
 Create a connected city in which the physical form of Sandy Springs enhances mobility and supports the creation of a connected series of neighborhoods.  
*Handwritten notes:* "Please protect quality of life for those who live near the coming restaurants, bars, businesses!"
- 4. OPEN SPACE**  
 Celebrate the green and blue character of Sandy Springs by expanding—and making more accessible—the city's network of parks and open spaces, preserving the city's forested character and natural assets, and better connecting the city to its river.
- 5. BALANCED COMMUNITY**  
 Create a balanced and attainable Sandy Springs that serves as a home for all generations and income levels. Provide a full range of housing choices, as well as quality education options, to encourage a diverse mix of individuals and families to live in the city.
- 6. COMPACT DEVELOPMENT**  
 Continue to thrive economically by strengthening existing job-generating assets while offering an environment that attracts new businesses.  
*Handwritten notes:* "If we say we care about TREES, why was every one of them cut down at Lake Forrest?"
- 7. TRANSIT**  
 Use the city's existing infrastructure systems, complemented by new transit options, to provide access to these systems.  
*Handwritten notes:* "Do NOT allow utilities to dictate city laws implementing the comprehensive plan!"
- 8. REDEVELOPMENT**  
 Promote redevelopment in select locations of the city that achieves compact, walkable development patterns and a distinct sense of place.
- 9. QUALITY OF PLACE/QUALITY OF LIFE**  
 Create a constellation of unique places throughout the city that distinguish Sandy Springs and enhance the city's quality of life.  
*Handwritten notes:* "What about...?"
- 10. DEVELOPMENT (ZONING)**  
 Develop tools to manage development and implement the vision for The Next Ten. Revise the City's zoning code and subdivision regulations to align with the Comprehensive Plan and regulate development in a manner that is responsive, user-friendly, efficient and equitable.

## COMMENTS

- Neighborhood Preservation
- If the city wants to preserve neighborhoods they shouldn't keep buying up properties on Hammond and bulldoze them. They are destroying the look and feel of our neighborhood.
- If most of area is 'protected', how can we expect different travel patterns?
- What can be done to reduce Cobb City traffic on Riverside Dr.?
- When repaving, we can restripe to create bike lanes at no extra cost. Dunwoody did it!
- Find balance with traffic flow, urbanism + tree canopy
- If we say we care about "trees" why was every one of them cut down at Lake Forrest and Hammond for new development?
- Do not allow utilities to dictate/trump city laws implementing the comprehensive plan!
- Please protect quality of life for those who live near the coming restaurants, bars, businesses!

- Make streets beautiful with trees
- People don't want to live in a concrete barren landscape. It's sad and depressing and will increase turnover.

## DISPLAY BOARD: Character Areas



## COMMENTS





- This is all concrete- build green space in communities
- Need to better understand type of commercial/mixed-use [categories] at lot level
- Hammond Dr. could be more like East Village, warm and friendly yet urban, joining the dense perimeter + Roswell Road areas
- Too many 'urban' neighborhoods with too much leeway on what can be built-where are the limits on apartments?
- Please, please, please-keep single-family only housing on Mitchell Road-keep traffic density down
- Protected areas should not allow for apartments that the proposal allows. No apartments allowed in "protected".
- A map that be greatly expanded to see most streets should not be posted on-line for these character areas
- Enough of the sleepy neighborhoods who need to drive everywhere-please open minds up to 'little nodes' urban pockets here and there.
- Residential Estate

- RE1 (one acre)
- RE2 (two acres)
- Separate designations for each so RE2 cannot be split into 2.
- Roswell Road is/was/should always be commercial
- The commercial mixed-use on map from Long Island South to JLB is actually more multi-family housing with small amount of mixed-use-please update
- Please make the southern end of Roswell Rd. on the east side, “entrance to SS” mixed use, not commercial
- This map is outdated. Windsor Parkway has been redone. Please update
- Why are you looking at rezoning in protected area
- Density intensities around MARTA station should be dictated b walkability.
- No gas station at Roswell and Windsor Parkway-we have a gas station within ¼ mi and it will create gridlock
- Neighborhood can be redeveloped to slightly higher density
- Need to establish % of single family to multi-family housing and stick to it.
- Preserve tree canopy
- Looks like a very strong proportion of protected area-urban area centered on Roswell Rd with mixed-use is a good mix in areas.
- Apartments should not be allowed directly adjacent to single family homes as the proposal now allows.
- A transition of single-family residential may be required
- What’s happening with agricultural zoning?
- No more apartments. Look at Roswell Road.
- Protection can still mean older homes in/on the main corridor outside an establishment



## DISPLAY BOARD: Character Areas

### CHARACTER AREAS




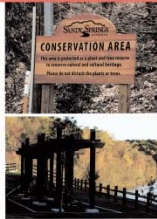

1. PROTECTED NEIGHBORHOOD	2. URBAN RESIDENTIAL	3. MIXED USE	4. COMMERCIAL/ MIXED USE
 <p style="font-size: small;">Disincentive / Limited but allowed or not? All existing houses could be replaced w/ all that meets zoning requirements</p>	 <p style="font-size: small;">Less grass More trees &amp; ground cover etc.</p>		
<p><b>DESCRIPTION</b></p> <ul style="list-style-type: none"> <li>Low-density, single-family residential</li> <li>Neighborhoods to retain existing character</li> <li>Rezoning and zoning variances discouraged</li> <li>Limited infill development to renew housing stock, but must be compatible with existing zoning</li> </ul> <p><b>LAND USES</b></p> <ul style="list-style-type: none"> <li>Single-family, detached homes</li> <li>Existing civic uses that support residential uses, such as schools and places of worship</li> </ul> <p style="font-size: small;">Limit helicopter use to emergency vehicles and news. Not private or MD's.</p>	<p><b>DESCRIPTION</b></p> <ul style="list-style-type: none"> <li>Existing residential areas where reinvestment in community can/should occur</li> <li>Focus on range of higher-density housing types that enable homeownership and maintain proximity to Roswell Road, MARTA stations, and Perimeter Center</li> <li>Addresses "missing middle," workforce housing and needs of a range of demographic groups (millennials, seniors)</li> <li>More compact building typologies to foster walkability and efficient use of land</li> </ul> <p><b>LAND USES</b></p> <ul style="list-style-type: none"> <li>Existing residential areas where reinvestment in community can/should occur</li> <li>Focus on range of higher-density housing types that enable homeownership and maintain proximity to Roswell Road, MARTA stations, and Perimeter Center</li> <li>Addresses "missing middle," workforce housing and needs of a range of demographic groups (millennials, seniors)</li> <li>More compact building typologies to foster walkability and efficient use of land</li> </ul> <p style="font-size: small;">Discourage further building of McMansions. Demographics won't support resale 5-10 years from now</p> <p style="font-size: small;">Infill of affordable homes for active 55+ year olds (huge amount of this demographic coming)</p> <p style="font-size: small;">Try to get contiguous awnings to support year-round walking</p>	<p><b>DESCRIPTION</b></p> <ul style="list-style-type: none"> <li>Compact, walkable, mixed-use centers with highest allowable minimum and maximum building heights</li> <li>Applicable to priority redevelopment areas along Roswell Road</li> <li>Fosters human-scale pedestrian environment and sense of place along Sandy Springs Boulevard</li> <li>Buildings facing the street based on pre-determined build-to line</li> </ul> <p><b>LAND USES</b></p> <ul style="list-style-type: none"> <li>Mixed use (including residential, office and ground-floor retail/commercial)</li> </ul> <p style="font-size: small;">This is a mostly vertical mixed use</p>	<p><b>DESCRIPTION</b></p> <ul style="list-style-type: none"> <li>Compact, walkable mixed-use centers, at lower intensities/heights than "Mixed Use" character areas</li> <li>May include free-standing commercial uses, provided that buildings reinforce a pedestrian-oriented scale (e.g., heights equivalent to two stories)</li> <li>Fosters human-scale pedestrian environment and sense of place, with buildings facing the street</li> <li>Applies to commercial properties along Roswell Road, MARTA station areas and Perimeter shopping centers</li> </ul> <p><b>LAND USES</b></p> <ul style="list-style-type: none"> <li>Mixed Use (including residential, office and ground-floor retail/commercial)</li> <li>Commercial (pedestrian-oriented)</li> </ul> <p style="font-size: small;">This is a mostly vertical mixed use</p>

## COMMENTS

- All existing houses could be replaced. Infill that meets zoning requirements
- Less grass, more trees + ground cover.
- Limit helicopter use to emergency vehicles and news. Not private or MD's.
- Discourage further building of McMansions. Demographics won't support resale 5-10 years from now
- Infill of affordable homes for active 55+ year olds (huge amount of this demographic coming)
- Try to get contiguous awnings to support year-round walking

# DISPLAY BOARD: Character Areas

## CHARACTER AREAS

5. PERIMETER CENTER	6. MEDICAL CENTER	7. CITY SPRINGS DISTRICT	8. PARKS/CONSERVATION AREAS	9. ECOLOGICAL CORRIDORS
				
<p><b>DESCRIPTION</b></p> <ul style="list-style-type: none"> <li>Will remain a thriving and diversified employment center, but will transition to "live-work" environment with a greater mix of land uses</li> <li>Higher-density mixed-use and multifamily residential development that provides opportunities to live closer to work</li> <li>More connected and multimodal district with expanded street network, smaller blocks, and improved connections to MARTA</li> <li>Building frontage primarily with zero setback from build-to line</li> <li>Reactive Dunwoody "Smart Street" serves as central spine</li> </ul> <p><b>LAND USES</b></p> <ul style="list-style-type: none"> <li>Mixed use (residential, office, retail)</li> <li>Residential (multifamily residential, townhouses)</li> <li>Office</li> <li>Open space</li> </ul>	<p><b>DESCRIPTION</b></p> <ul style="list-style-type: none"> <li>Emphasis on medical-related land uses while integrating more residential to support medical uses</li> <li>Higher-density mixed-use and multifamily residential development that provides opportunities to live closer to work</li> <li>More connected and multimodal district with expanded street network, smaller blocks, and improved connections to MARTA</li> <li>Building frontage primarily with zero setback from build-to line</li> <li>Overbuilt park above GA-400 serves as area amenity and improves connections across GA-400</li> </ul> <p><b>LAND USES</b></p> <ul style="list-style-type: none"> <li>Mixed use (residential, office, retail)</li> <li>Residential (multifamily residential, townhouses)</li> <li>Open space</li> </ul>	<p><b>DESCRIPTION</b></p> <ul style="list-style-type: none"> <li>Based on vision of City Center Master Plan and City Center Phase I Implementation Plan</li> <li>A unique, vibrant, and walkable district</li> <li>Cultural center, focal point for community activity and identity</li> <li>Includes mixed-use neighborhoods, new City offices, a performing arts center, a studio theater, meeting space, retail and residential uses</li> <li>Tied together and linked to surrounding areas by a green space network and central plaza (City Green)</li> <li>Supported by comprehensive infrastructure</li> </ul> <p><b>LAND USES</b></p> <ul style="list-style-type: none"> <li>Mixed Use: Residential (multifamily, townhouses, small-lot single family), Retail (free-standing retail and ground floor retail below other uses), Office, Hotel, Civic, cultural/community uses, Open space</li> </ul>	<p><b>DESCRIPTION</b></p> <ul style="list-style-type: none"> <li>Corresponds with existing parkland and conservation land designated for future parks, as well as other privately- or publicly-owned open space</li> <li>Includes important natural resources and recreational amenities, as well as critical links in Sandy Springs' open space network</li> <li>Land should be protected and maintained as parks and open space</li> </ul> <p><b>LAND USES</b></p> <ul style="list-style-type: none"> <li>Public and private open space</li> <li>Recreation (passive or active) including golf courses</li> <li>Forested land</li> <li>Conservancy</li> <li>Buildings, structures and/or limited commercial uses that support or activate parks and recreation facilities</li> </ul>	<p><b>DESCRIPTION</b></p> <ul style="list-style-type: none"> <li>Undeveloped buffers along Chattahoochee River and perennial/intermittent stream corridors</li> <li>Envisioned as a network of protected ecological corridors, as part of a larger natural asset protection strategy</li> <li>Land is intended to remain in a natural state and constitutes a priority area for protection and tree canopy enhancement</li> </ul> <p><b>LAND USES</b></p> <ul style="list-style-type: none"> <li>Natural resource protection</li> <li>Trails or open space (where feasible and appropriate)</li> </ul>

## COMMENTS

### 5. Perimeter Center

Need bike lane connectivity to Dunwoody and other parts of Sandy Springs and Brookhaven

### 7. City Springs District

Green Space?? Green space should not be boring grass. Incorporate native plants, trees, and shrubs and the wildlife will come and people will stay to watch and enjoy

### 9. Ecological Corridors

Contiguous ecological corridors

## DISPLAY BOARD: Policies Land Use and Community Form

**POLICIES LAND USE & COMMUNITY FORM**

**A. PROMOTE NEIGHBORHOOD CHARACTER AND QUALITY OF LIFE**  
 LH-A1 MAINTAIN THE INTEGRITY OF EXISTING SINGLE-FAMILY RESIDENTIAL NEIGHBORHOODS  
 LH-A2 LIMIT CHANGE WITHIN EXISTING SINGLE-FAMILY NEIGHBORHOODS  
 LH-A3 MANAGE LAND USE TRANSITIONS

**B. PROMOTE MIXED-USE AND COMPACT REDEVELOPMENT**  
 LH-B1 FOSTER A GREATER MIX OF USES AND ADDITIONAL HOUSING OPTIONS THROUGH REDEVELOPMENT  
 LH-B2 ESTABLISH A COMPACT, CONNECTED AND WALKABLE COMMUNITY FORM

**C. CREATE A SERIES OF INTERCONNECTED CENTERS, DESTINATIONS AND UNIQUE PLACES THROUGH TARGETED REDEVELOPMENT**  
 LH-C1 REVITALIZE RODWELL ROAD THROUGH MIXED-USE REDEVELOPMENT AND THE CONTINUED TRANSITION OF CITY SPRINGS DISTRICT  
 LH-C2 TRANSFORM THE PERIMETER CENTER INTO A WALKABLE, LIVE-WORK ENVIRONMENT  
 LH-C3 PROMOTE TRANSIT-ORIENTED DEVELOPMENT AROUND MARTA STATIONS

**D. ENHANCE THE CHARACTER AND IMAGE OF MAJOR CORRIDORS**  
 LH-D1 CREATE GREAT STREETS AND STREETSCAPES  
 LH-D2 ENHANCE SENSE OF PLACE IN THE PUBLIC REALM

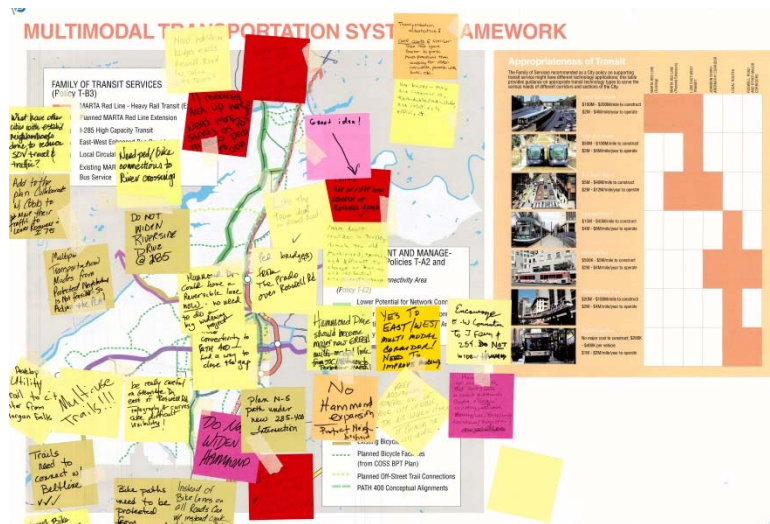
**E. CREATE A UNIFIED DEVELOPMENT CODE TO ALIGN WITH AND IMPLEMENT THE COMPREHENSIVE PLAN**  
 LH-E1 CREATE A NEW CODE  
 LH-E2 BRING MORE PREDICTABILITY AND CERTAINTY TO THE DEVELOPMENT APPROVAL PROCESS  
 LH-E3 REDUCE THE EXTENT OF EXISTING, BUT UNBUILT, ENTITLEMENTS

**Handwritten Notes:**  
 - "Protect all neighborhoods including those near Marta Station. The traffic affects quality of life."  
 - "If they want to protect 'neighborhood character' the city needs to stop development along the neighborhood borders. Stop removing our trees and putting up more vacant buildings."  
 - "Expand bike lanes to overcome gap in networked bus/rail networks"  
 - "Thank you for increasing density to reduce sprawl. Build a lot more densely"  
 - "Exceedingly poor transition projections from I Rouse/A to 3-5/A"  
 - "Little consideration of topography"  
 - "Make the housing affordable! I was born here I want to be able to afford to stay here. Efficient land use should allow for lower costs and prices."  
 - "Finish building out sidewalk network!"  
 - "Required buffers too little"  
 - "Special to..."  
 - "k you for..."  
 - "Make the housing affordable! I was born here I want to be able to afford to stay here. Efficient land use should allow for lower costs and prices."  
 - "Finish building out sidewalk network!"  
 - "Required buffers too little"

## COMMENTS

- Protect all neighborhoods including those near Marta Station. The traffic affects quality of life.
- If they want to protect “neighborhood character” the city needs to stop development along the neighborhood borders. Stop removing our trees and putting up more vacant buildings.
- Expand bike lanes to overcome gap in networked bus/rail networks
- Thank you for increasing density to reduce sprawl. Build a lot more densely
- Exceedingly poor transition projections from I Rouse/A to 3-5/A
- Little consideration of topography
- Make the housing affordable! I was born here I want to be able to afford to stay here. Efficient land use should allow for lower costs and prices.
- Finish building out sidewalk network!
- Required buffers too little

## DISPLAY BOARD: Multimodal Transportation System Framework



### COMMENTS

- Need pedestrian bridges across Roswell Road for safe public transit
- Revitalized area needs more signals on Roswell to allow peds to cross
- Pedestrian bridges over Roswell Rd. North of Abernathy
- Transportation alternative: golf carts & similar
  - Takes up less space
  - Easier to park
  - More practical than walking for elderly, parents with kids, etc.
- Revitalized area up here need more signals on Roswell to allow peds to cross
- Need ped/bike connections to River crossing
- What have other cities with established neighborhoods don't to reduce SOV travel and traffic
- Add to the plan-collaborate with Cobb to move their traffic to lower Roswell & I 75
- Multiple transportation modes from protected neighborhood is not feasible-so adjust the plan
- Develop utility trail to city center from Morgan Falls
- Multi-use trails!
- Trails need to connect with beltline
- Be really careful on Glendale Dr. east of Roswell Rd. Topography and curves create difficult visibility
- Hammond Dr could be a reversible lane now – no need to do a big widening project.
- Need connectivity to Path 400-find a way to close the gap

- Multiple transportation nodes from protected neighborhood is not feasible-so adjust the plan
- Insert bike rental & zip car nodes & electric charge stations. Also, pickup/drop-off areas for protected neighborhoods.
- Bike paths need to be protected from motorists
- Instead of bike lanes on all roads can we instead create dedicated bike paths and separate cars from bikes
- Do not widen Hammond
- Improve bike lanes to protect cyclists-more family friendly
- Plan N-S path wider new 285-400 Intersection
- Hammond Dr should become major new green multi-modal link from SSC/Mt Vernon to perimeter Marta to perimeter Marta.
- Like the tram idea on Roswell Road
- Ped bridges from the Prado over Roswell Road.
- Use buses-they are inexpensive, expendable/constructable, and relatively efficient
- Tram hop on/hop off length of Roswell Rd
- Please don't consider a trolley-much too old fashioned, expensive and difficult to change as business and residential environmental change.
- Keep additional traffic out of your am center. Do not widen Hammond. It protects the city center.
- Hammond- yes, move people but don't create a desert boulevard. Create "unique", inviting, attractive housing.

## DISPLAY BOARD: Policies: Transportation

**POLICIES: TRANSPORTATION**

**A. BETTER MANAGE VEHICULAR TRAFFIC DEMAND TO ENCOURAGE THE USE OF ALTERNATIVE MODES**

1) DEVELOP, IMPLEMENT, PROMOTE AND SUPPORT TRANSPORTATION DEMAND MANAGEMENT PROGRAMS IN MAJOR EMPLOYMENT AND ACTIVITY CENTERS

2) INCORPORATE TRANSPORTATION DEMAND MANAGEMENT INTO THE LAND DEVELOPMENT PROCESS

T-43 EXPAND THE KNOWLEDGE OF AND OPPORTUNITY FOR NON-DRIVE-ALONE TRAVEL

T-44 SHIFT AUTO TRIPS AWAY FROM CONCENTRATED ACTIVITY CENTERS

*Handwritten notes:*  
 - Spend the \$ to connect to path add all the way to Loridans Dr.  
 - This is how we'll connect to the beltline!  
 - Be very careful when messing with Glenridge Dr. east of Roswell Rd-topographic and visibility are bad  
 - It's good to have a traffic calming measures. Widening Hammond will not calm any traffic. Instead it would only make it worse.  
 - Adding roofs to existing MARTA bus stops ma do more for ridership than anything else  
 - We need futuristic, sleek monorail trains connecting areas. But build them above street level so they don't get bogged in traffic as streetcar does!  
 - By improving E/W mobility, you will in essence be destroying neighborhood streets and changing street typology. You can't get one without the other.  
 - Bike lanes needed on bridge.

**B. TRANSPORTATION AND MOBILITY OPTIONS**

1) INCREASE ACCESS TO EXISTING AND PLANNED RAIL TRANSIT STATIONS

2) IMPLEMENT BICYCLE AND PEDESTRIAN IMPROVEMENTS

3) DEVELOP AND ADOPT A TRANSIT SYSTEM PLAN FOR A FAMILY OF TRANSIT SERVICES

T-45 PLAN, DESIGN AND IMPLEMENT KEY CORRIDORS AS EFFICIENT AND COMPLETE STREETS WITH ENHANCED PERSON-CAPACITY

*Handwritten notes:*  
 - We need futuristic, sleek monorail trains connecting areas. But build them above street level so they don't get bogged in traffic as streetcar does!

**C. IMPROVE EAST-WEST MOBILITY**

1) ENHANCE CONNECTIONS OVER AND ACROSS GA 400

2) ENHANCE EAST-WEST OPERATIONS

*Handwritten notes:*  
 - It's good to have a traffic calming measures. Widening Hammond will not calm any traffic. Instead it would only make it worse.

**D. INTEGRATE LAND USE CONTEXT AND TRANSPORTATION FUNCTION**

1) DEVELOP AND ADOPT A STREET TYPOLOGY SYSTEM

2) PROTECT NEIGHBORHOOD STREETS FOR NEIGHBORHOOD USES

3) INCLUDE STREET ENHANCEMENTS IN THE LAND DEVELOPMENT PROCESS

**E. INCREASE CONNECTIVITY IN THE STREET AND MOBILITY NETWORK**

1) ENCOURAGE A FINER-GRAINED AND CONNECTED NETWORK OF STREETS

2) INCREASE CONNECTIVITY BETWEEN EXISTING NEIGHBORHOODS

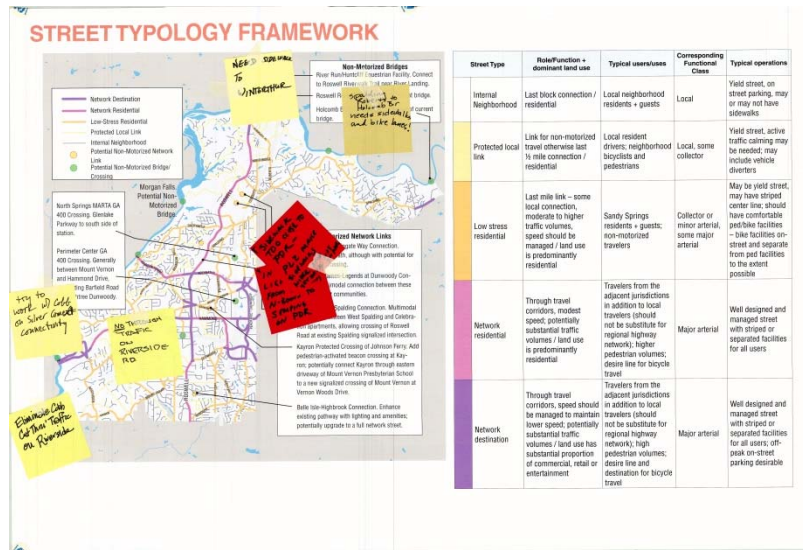
*Handwritten notes:*  
 - It would only make it worse.

*Images on board:*  
 - A MARTA bus stop with a bicycle rack.  
 - A sleek monorail train on an elevated track.  
 - A streetcar on a city street.  
 - A pedestrian walking on a sidewalk.  
 - A bridge with a railing.  
 - A streetcar on a city street.  
 - A MARTA bus on a city street.

## COMMENTS

- Spend the \$ to connect to path add all the way to Loridans Dr.
- This is how we'll connect to the beltline!
- Be very careful when messing with Glenridge Dr. east of Roswell Rd-topographic and visibility are bad
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- By improving E/W mobility, you will in essence be destroying neighborhood streets and changing street typology. You can't get one without the other.
- Bike lanes needed on bridge.

## DISPLAY BOARD: Street Typology Framework



## COMMENTS

- Need sidewalk to Winterthur
- Spalding Roberts to Holcomb Br needs sidewalks and bike lanes!
- Try to work with Cobb on Silver connectivity
- No through traffic on Riverside Rd
- Eliminate Cobb cut-through traffic on Riverside
- Sidewalk too close to PDR-please make sidewalks wider and get back N+S on PDR
- Include lighting from Abernathy

## DISPLAY BOARD: Housing



## COMMENTS

- We still have no brand, no identity! Just strategies. Who are we? Why Sandy Springs?
- Expand the true affordability to both middle and low income people. Don't make Sandy Springs primarily a place only for the rich or the poor but through having truly affordable housing. Make sure there's room for us all to make a dynamic community.

## DISPLAY BOARD: Policies: Housing





## COMMENTS

- Preserve tree canopy
- What about apartment conversions to condos?
- Too many “luxury” apartments being built now. See article in last weekend’s DD newspaper
- Include “for sale” homes at all levels-not just rental
- Look at demographics trend when issuing building permits. Millennials, aging boomers, Gen X’ers will want smaller.
- Housing options for all incomes.
- Need patio homes. One story or master on main floor. Plans for seniors and those wanting to stay in Sandy Springs
- We don’t need so many apartments!
- Many Chastain Park area residents looking to downsize but stay near park area-no real options here.
- Don’t just set aside truly affordable housing. Deliberately plan + build it as a priority.
- Need more housing options for middle and mixed incomes
- Need mixed income housing to avoid clusters of similar income housing.

## DISPLAY BOARD: Policies: Economic Development


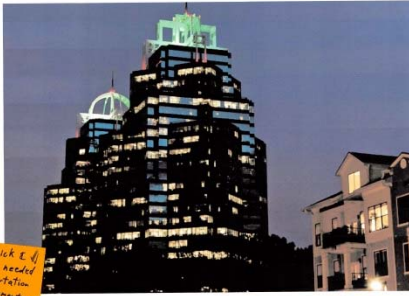
**POLICIES : ECONOMIC DEVELOPMENT**

**A. BUILD ON SANDY SPRINGS' ECONOMIC SUCCESS**  
ED-41 ATTRACT AND RETAIN BUSINESSES  
ED-42 CULTIVATE LOCAL AND REGIONAL PARTNERSHIPS

**B. PROMOTE ECONOMIC DEVELOPMENT THROUGH TARGETED REDEVELOPMENT AND A GREATER MIX OF USES**  
ED-61 REVITALIZE AGING AND UNDERUTILIZED PROPERTIES WITH A GREATER MIX OF USES  
ED-62 MAXIMIZE THE CITY'S INVESTMENT IN CITY SPRINGS

**C. REALIZE ECONOMIC DEVELOPMENT POTENTIAL THROUGH MULTIMODAL TRANSPORTATION IMPROVEMENTS AND TRANSIT-ORIENTED DEVELOPMENT**  
ED-63 INCREASE ECONOMIC ACTIVITY BY IMPROVING MOBILITY  
ED-64 FOCUS TRANSIT-ORIENTED USES AROUND MARTA STATIONS AND IMPROVE ACCESS TO MARTA

*3 quick E.D. much needed transportation improvement work in the steps which are contained.*



## COMMENTS

- 1 quick and much needed transportation improvement would be bus stops which are covered.

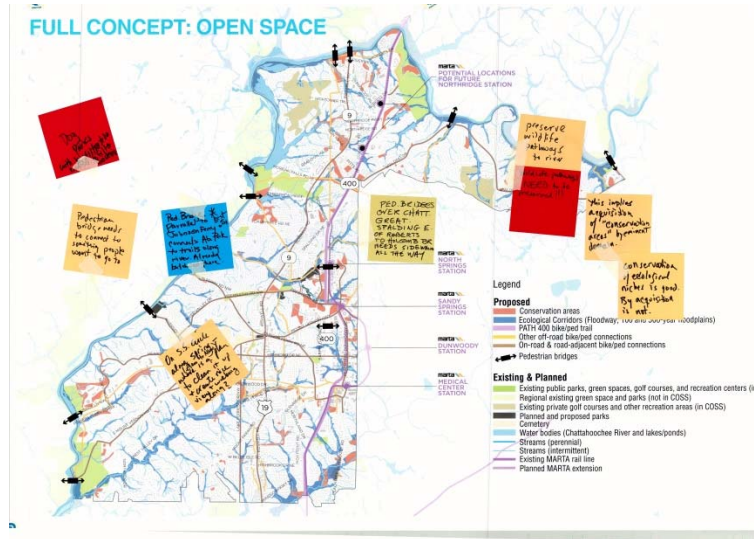
## DISPLAY BOARD: Green Space, Natural Systems & Sustainability



## COMMENTS

- Please plant only native trees & plants in our parks. Exotic plants and trees bring in exotic diseases which damage native trees and plants. Exotics also invade native tree & plant habitats with their seeds/progeny. Keep Sandy Springs green-plant native!
- Need 1 or 2 major new green spaces where residents can gather, throw Frisbees
- Keep trying to get river and green space access. Work with Cobb County for river destinations.
- Places like Columbus recreational area that connects with Alabama. If they can cross.
- State lines we can do county/city lines. (They even have a zip line attraction!)

## DISPLAY BOARD: Full Concept: Open Space



## COMMENTS

- Dog parks with infiltration to filter bacteria
- Pedestrian bridge needs to connect to something people want to go to
- Ped bridge parallel to Johnson Ferry connects Ab. Park to trails along river. Already butchered there
- On S.S. circle along spring where is a plan to clean it up and create nice view and walk along to.
- Ped bridges over Chatt. Great. Spalding E. of Roberts to Holcomb Br needs sidewalks all the way.
- Preserve wildlife pathways to river
- Wildlife pathways need to be preserved!!
- This implies acquisition of 'conservation areas' by eminent domain.
- Conservation of ecological niches is good. By acquisition is not.

## DISPLAY BOARD: Policies: Green Space, Natural Systems & Sustainability



### COMMENTS

- A. Preserve, enhance and expand the city's network of green spaces, recreational facilities and public gathering places
  - a. But please also-primarily-protect the river
  - b. Optimize greenspace dedicated and marginal land and native plants. Not just grass plains!
  - c. We need to incorporate more native plantings and less pesticide use. Invasives are taking over the neighborhoods. Change needs to start at the city level especially in city garden spaces.
  - d. Promote urban ecology policy, native plants to conserve water.
  - e. When do we get the Windsor Parkway ped bridge completed?
  - f. Encourage pollinators & wildlife/ bird refuges
- B. Promote economic development through targeted redevelopment and greater mix of uses
  - a. Preserve wildlife, not just 'green space'
  - b. Ban clear cutting-new trees do not replicate the canopy lost
  - c. Yes!
  - d. Need consideration for wildlife impact. All wildlife to and from river. Hawks, birds, owls, deer and bears.
- C. Connect parks, green space and recreational facilities through a multimodal network of trails

- a. Climate adaptive planning: trail infrastructure as green infrastructure. “trail networks”. Tree Canopy.
- D. Protect and enhance the city’s tree canopy and water resources
  - a. OS-D4. All redevelopment should retain 1<sup>st</sup> inch of [svl on silp?]
  - b. Add stormwater into line item on budget so we could do more than just be an add on big projects
  - c. Improve tree ordinances
  - d. Where is stream protection + cleanup? Remove 303d streams from federal regulation.
  - e. How is the city going to protect the tree canopy when all they do is approve development that requires mass removal of old growth trees? Young saplings do not contribute to canopy
- E. Foster environmental sustainability in all city actions
  - a. Plant selection must include bird & pollinator friendly species in all areas
  - b. Use existing natural tree cover rather than bulldozing all the trees than planting new ones.

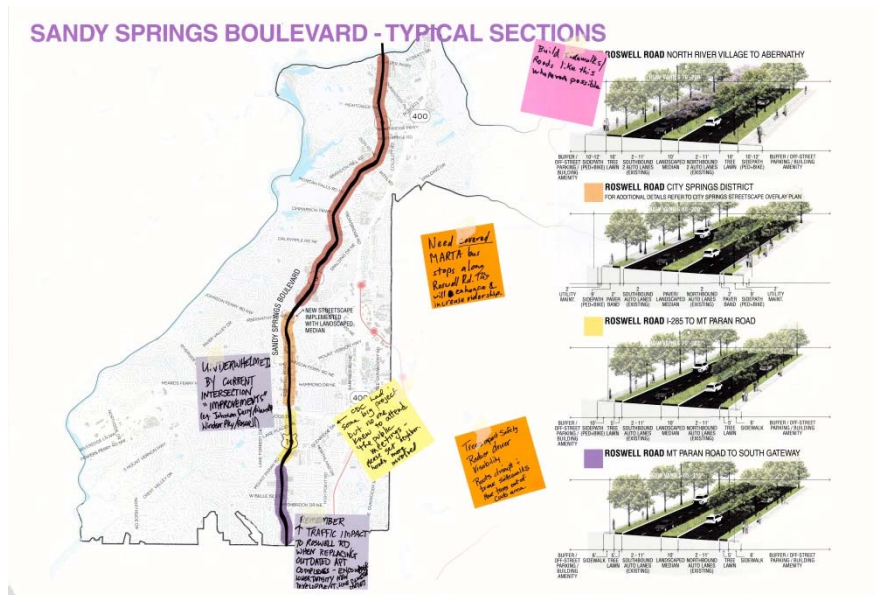
**DISPLAY BOARD: Roswell Road**



## COMMENTS

- Make Roswell Road able to be crossed on foot at less than a dead run. Calm its traffic.
- Create multiple crossing sites each mile along it.
- Promote the beltline
- Add elder generational housing
- The new sidewalks are coming along nicely but the massive removal of all greenery is depressing and unnecessary
- Don't need more gas stations + storage units or mattress stores!
- Incorporate mixed income + use at all levels
- Unless new "home ownership" options are going to be truly affordable don't take any of our apartments.

## DISPLAY BOARD: Sandy Springs Boulevard-Typical Sections

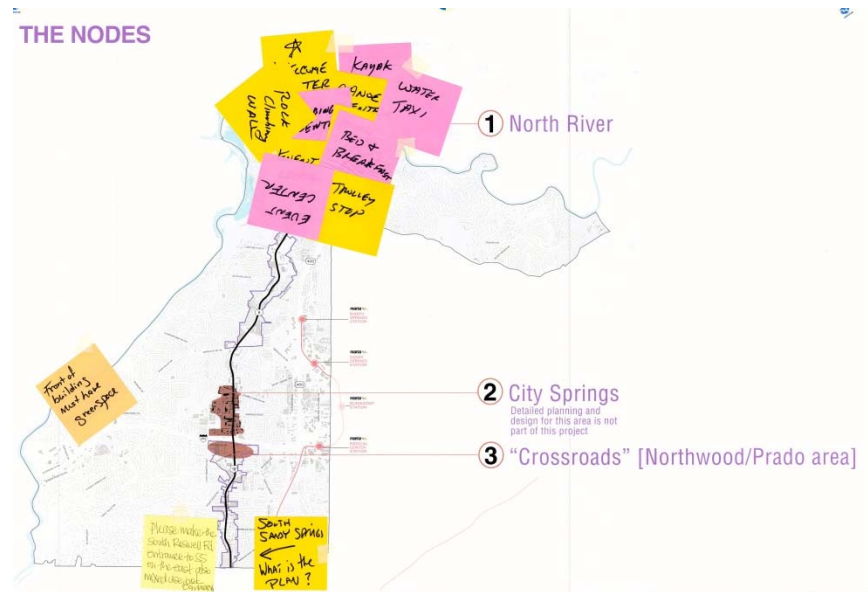


## COMMENTS

- Build sidewalks/roads like this wherever possible
- Need covered MARTA bus stops along Roswell Rd. This will enhance and increase ridership
- Trees impact safety, reduce driver visibility. Roots disrupt and break sidewalks. Move trees out of curb area
- Underwhelmed by current intersection 'improvements' (eg Johnson Ferry/Windsor Parkway/Roswell)

- CDC had some big project but no one knew to attend the public meetings – please get neighborhoods more involved.
- Remember, traffic impact to Roswell Rd. when replacing outdated apartment complexes-encourage lower density new development, like clustered homes

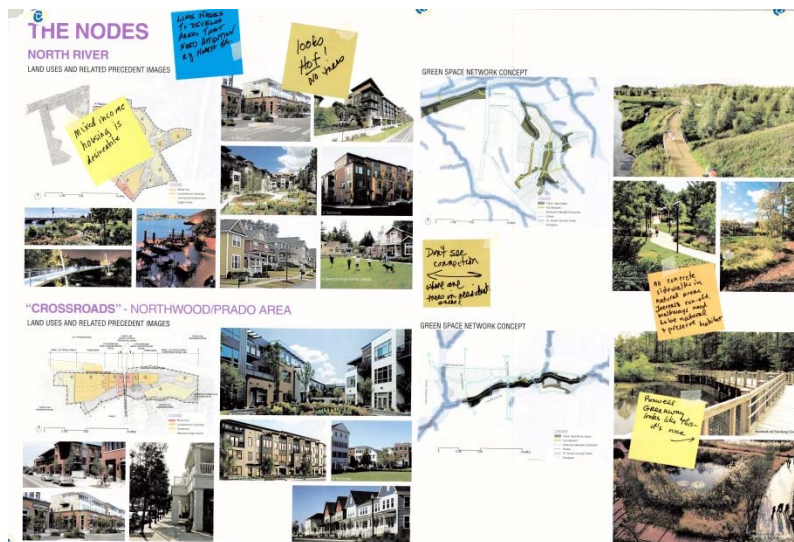
### DISPLAY BOARD: The Nodes



### COMMENTS

- Front of building must have greenspace
- Please make the South Roswell Rd. entrance to SS on the east also mixed use-not combined.
- South Sandy Springs. What is the plan?
- Water Taxi
- Trolley Stop
- Event Center
- Rock Climbing Wall
- Welcome Center
- Kayak
- Bed and breakfast
- Paddle Board Center
- Bike Rental
- Tubing Center

## DISPLAY BOARD: The Nodes (North River)

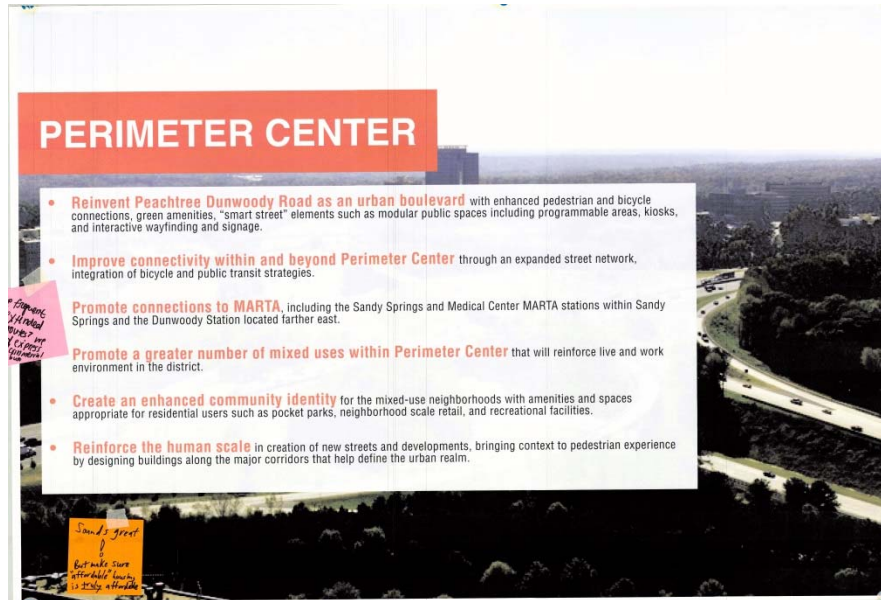


## COMMENTS

- Mixed income housing is desirable
- Looks hot! No trees
- Like nodes to develop areas that need attention e.g. North SS
- Don't see connection. Where are trees in residential areas?
- No concrete sidewalks in natural areas. Increase runoff. Walkways need to be natural and preserve habitat.
- Roswell greenway looks nice.



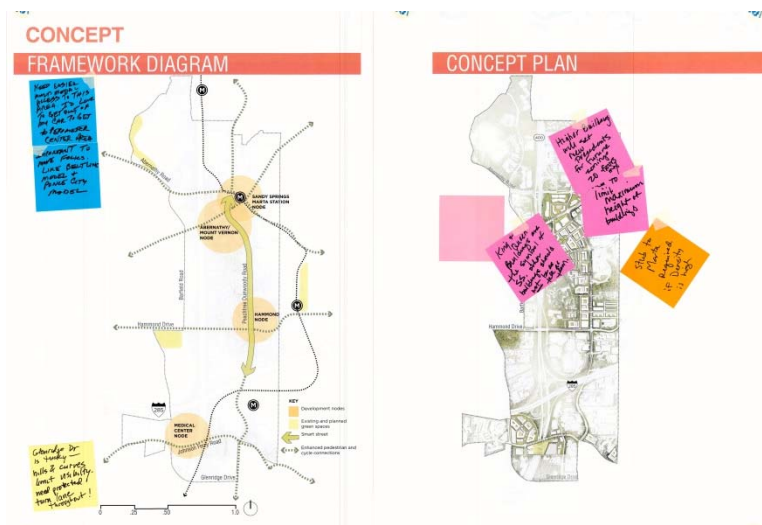
## DISPLAY BOARD: Perimeter Center



## COMMENTS

- More frequent or extended bus routes? We need express and commercial zone buses.
- Sounds great! But make sure 'affordable' housing is truly affordable

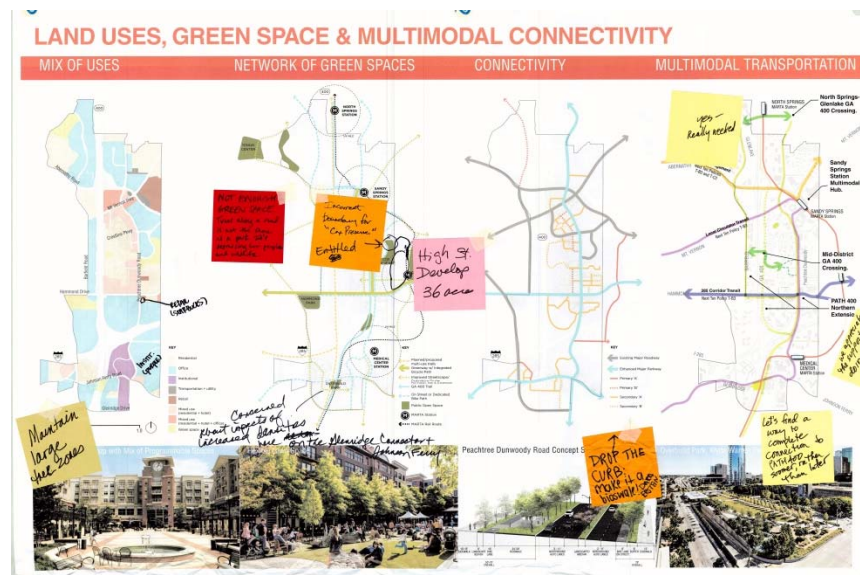
## DISPLAY BOARD: Concept (Framework Diagram + Concept Plan)



## COMMENTS

- Need easier multi-modal access to this area. I'd love to get out of my car to Perimeter Center area. Important to move folks. Like beltline model + Ponce City model.
- Glenridge Dr is tricky-hills and curves limit visibility-need protected turn lane throughout!
- Higher buildings would set new precedents for future zonings
- King and Queen buildings are the symbol of Sandy Springs. Other buildings should not be as tall as them.
- Need to limit maximum height of buildings.

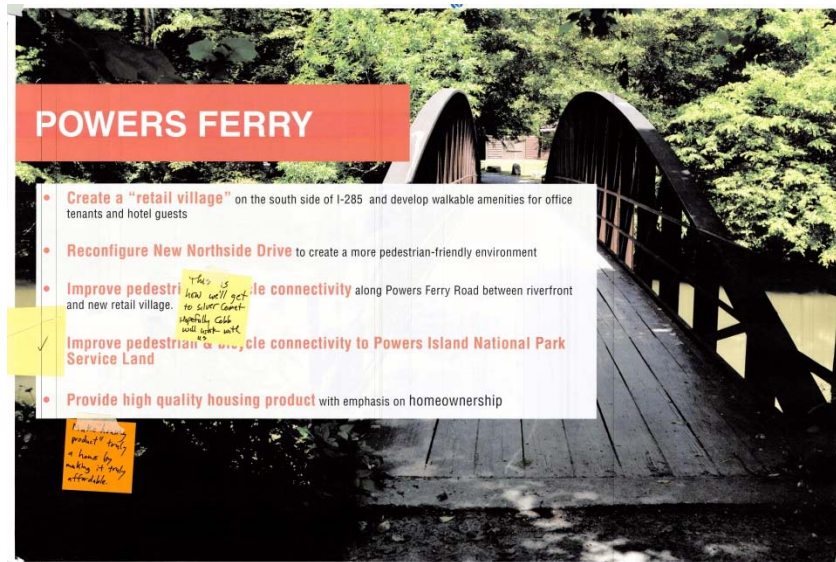
## DISPLAY BOARD: Land Uses, Greenspace, and Multimodal Connectivity



## COMMENTS

- Not enough green space. Trees along a road are not the same as a park. It's depressing for people and wildlife.
- Maintain large tree zones
- Incorrect boundary for "Cox Preserve"
- Convert curb to bioswale
- Lets find a way to complete connection to Path 400 sooner rather than later.

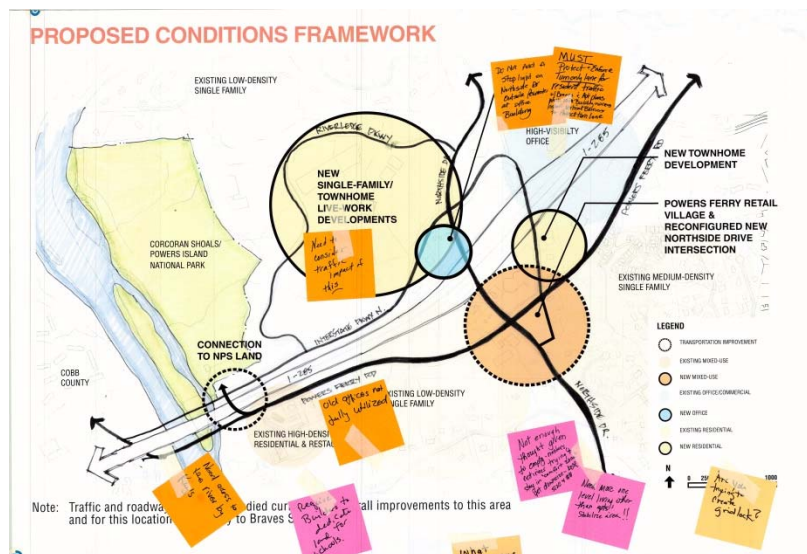
## DISPLAY BOARD: Powers Ferry



## COMMENTS

- This is how we'll get to Silver Comet. Hopefully Cobb will work with us.
- Make "housing product" truly a home by making it truly affordable

## DISPLAY BOARD: Proposed Conditions Framework

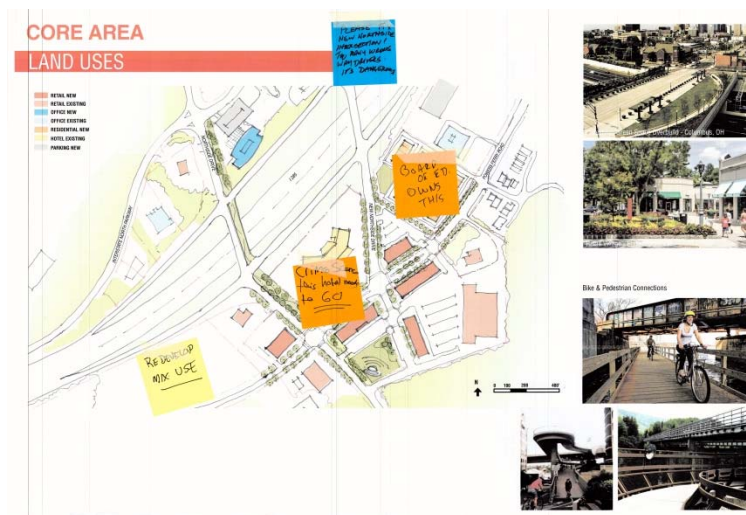


## COMMENTS

- Do not add a spotlight on Northside Dr. outside perimeter at office building

- Must protect + enforce turn only lane for resident traffic with Braves and apartment plans work with building owners. Install vertical barriers to protect turn lane.
- Need to consider traffic impact of this
- Old offices not fully utilized
- Need access to the river by Kay's
- Require builders to dedicate land for schools
- What homeowners were consulted? Who was on this group?
- Not enough thought given to empty-nesters, retirees trying to stay in 'comfort zone' yet downsize both size + \$\$
- Need more one level living other than apartments! Stabilize area!!
- Are you trying to create gridlock?

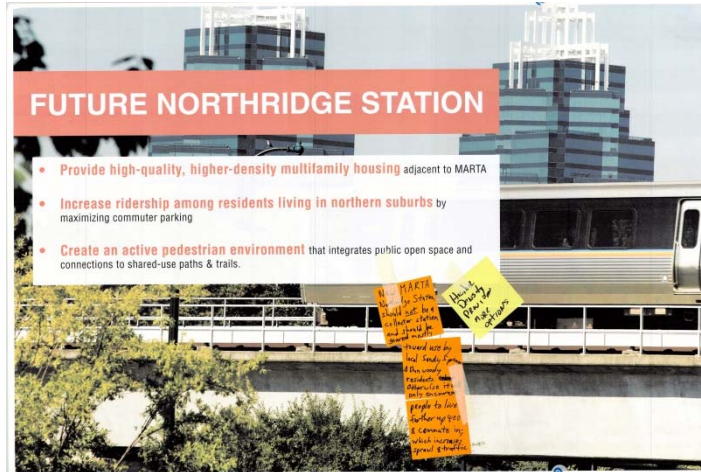
## DISPLAY BOARD: Core Area-Land Uses



## COMMENTS

- Redevelop mixed-use
- Crime scene, this hotel needs to go
- Board of Ed owns this
- Please fix new Northside intersection! Too many wrong-way drivers. Its dangerous

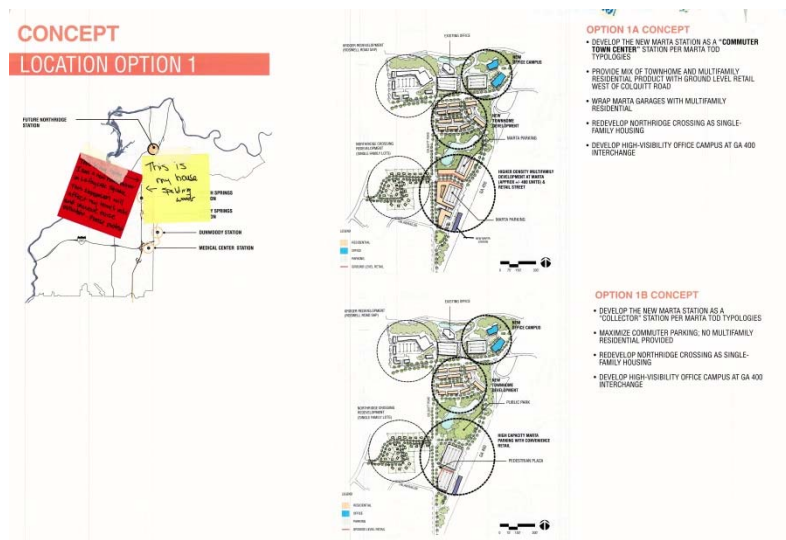
## DISPLAY BOARD: Future Northridge Station



## COMMENTS

- New MARTA Northridge Station should not be a collector station and should be geared mostly toward use by local Sandy Springs and Dunwoody residents. Otherwise it will only encourage people to live further up 400 and commute in; which increases sprawl + traffic.
- High density provides more options.

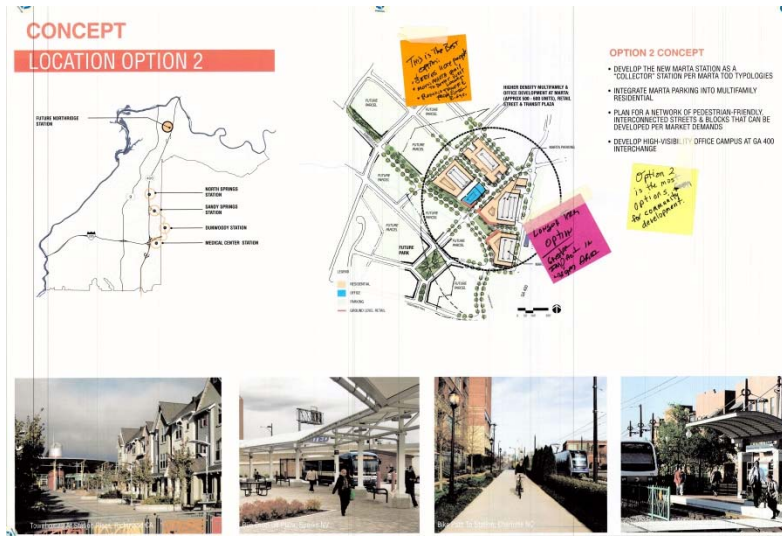
## DISPLAY BOARD: Concept: Location Option 1



## COMMENTS

- I am a new homeowner in Lafayette Square. This expansion will affect my home's value and increase noise pollution. Please protect.

## DISPLAY BOARD: Concept-Location Option 2



## COMMENTS

- This is the best option:
  - Serves more people
  - More MARTA rail to better west location
  - Removes traffic from North Ridge
- Longer term option: greater impact in larger area
- Option 2 [provides for] the most options for community development



# **COMMUNITY MEETING COMMENTS**

**DRAFT COMPREHENSIVE PLAN AND SMALL AREA PLANS**

**WEDNESDAY, NOV 16<sup>TH</sup>, 2016**

**WEDNESDAY, NOV 16<sup>TH</sup>, 2016**

**Morning Session Comments**

1. Great that all of this has come together but nothing on architectural design limitations – not always enough room for sidewalk, some areas look like mish-mash, etc. What do we want neighborhoods and city to look like? Believe these things need to be built into plan.
2. Storage needed in heart of city in appropriate place. Would like to designate someplace appropriate.
3. City Springs is moving further east and west; not happy with these things.
4. Schools are missing from plan and should be demarcated – social centers, places for kids, multi-use spaces. These are assets. Commercial schools on Roswell should be modulated because of traffic. Also, nothing on plan designates big employers and engines of economic activity (ex. UPS, Mercedes-Benz). Perhaps a census should be taken of people who work there so plans can be more regional. Also, there is displacement of affordable housing. Lastly, applauds overbuild park – we should think bolder, perhaps a park over I-285 and GA 400.
5. Cannot lose track of human element.
6. Concern about number of townhouses and apartments in the plan – hasn't seen demographic projections for who will live in these. Nowhere in Sandy Springs to live when in retirement stage – no condos. Wonders if anyone has done studies of demographics. Would like to see planning that includes where might be best for apartments.
7. Schools generate traffic. Hopes to see city policy for future schools or expansions that mandate school buses picking up at accumulation sites.
8. Protected Neighborhoods and property rights: Quoted pages 82-83 (“new code minimum standards...”) – suggests “new” be changed to “existing” or “greater” code minimums. Maintain existing code minimum standards. Also, Character Area Map colors should reflect two top zoning colors (brown). Wants to make sure Protected Neighborhoods are protected.
9. What is difference between future land use and Character Area Map? Secondly, neighborhood parks – is there a policy?
10. Concerned about apartments – perhaps helpful if describe ratios per Character Area and set saturation limits.
11. Hopes vigilance and mindset are maintained for trees and greenspace and preservation. We have to do things to proactively preserve resources and green spaces. Creation of parks and greenspace. Dog parks also – upscale amenity, quality of life. Some great park-like areas in Sandy Springs are in backyards. Be mindful in protecting these areas.
12. Opportunities to use power line easements.



13. Wants policy that requires new development to have sidewalks. No one wants to ride on bike lanes on roads, and they take up car space. Need to have protected bike paths with barriers. Commercial properties should have bike paths that allow bikers to stay safe.
14. Need to be mindful that there is reasonable access on and off roads in Urban Neighborhoods. Perhaps, left turn lane. Also, who is responsible for detailed design work? Connectivity to Silver Comet Trail? Is Hammond Drive redevelopment a done deal? What is biggest challenge to finishing and implementing the Comp Plan?
15. Wanted to point out a property on Sunnybrook Lane north of Abernathy and Roswell Road – it is like spot zoning. Wants this to be reconsidered – there should be reasonable transition – mixed use, higher density residential, and single-family home on Roswell. Possibly create connectivity and better access. Wants consideration of what was in existing land plan.
16. Protected Neighborhoods need to be protected, particularly at edges.
17. Plans do not seem to take GDOT plans into consideration.
18. What is the philosophy in regards to population growth and density – dealing with it or controlling and managing it? Thinks determination should be made of ideal numbers and that status quo should be established.
19. Has determination been made of ideal city population? This could be controlled by density caps. Interest of property owners vs. developers and impact on property rights.
20. Does Council set caps on density?
21. Has written for some properties zoned R-4 in her neighborhood to remain Protected Neighborhood, and this has not been reflected. Has submitted petitions and map. Appreciates addition of Neighborhood Village category.
22. 9755 Roberts Drive – they are putting bike bridge on property, designated as park setting but it is not a park setting.
23. In North River node, it does not show all commercial and office properties going down to river – this needs to be reflected. Trying to get event facility at 9755 Roberts Drive – need North River corridor to go down further. Area is not all parkland. There is only a little river corridor. We do not want to show property as park.
24. Aberdeen Forest area is being squeezed between City Springs and Perimeter Center and needs to be considered.
25. No U-turn locations at Roswell Road. Does not think right to have a single-family house on Roswell. Protecting neighborhoods is important, but does not want a property being pigeonholed. Median on Roswell to allow for U-turns may alleviate problems. Protect neighborhood but also property rights.

**WEDNESDAY, NOV 16<sup>TH</sup>, 2016**

**Evening Session Comments**

1. Chattahoochee River area and greenspace – wonders if City of Roswell owns some of the property by the river. Corner of Roswell Road and Roberts – what is the zoning?
2. Traffic and thru-traffic on Roswell Road, bottleneck of bridge at Azalea and Riverside – getting traffic on side roads will help. Has there been any partnership with Roswell?
3. Michael Weber with Elizabeth Heights HOA: A seasoned landscape gated community adjacent to Protected Neighborhood Princeton Square on Dalrymple – on Character Area Map. Suggests relooking at Elizabeth Heights as Urban Neighborhood. Would love to meet with the City face-to-face on his property. Suggests going from Commercial Mix to Urban Neighborhood.
4. Concerns about purple on Character Area Map. Lives at 8690 Hope Mews Court.
5. People J-walking and walking across crosswalks – crosswalks need improvement.
6. Delighted to see east-west component. Doesn't come to north part of Sandy Springs, doesn't believe rail addresses local traffic issues. Hasn't seen anything about radical arterial additions east-west from East Cobb to Gwinnett County – are there any?
7. Regarding north of park along Abernathy (Johnson Ferry Road between Brandon Mill Road and Riverside Drive – Brandon Mill to Breakwater) – was told that streetlights would be continued but it is still dark. Can lights be continued? Wants to know timeline.
8. Seems like PATH400 is dependent on MARTA. Off-network trails – what is the feasibility? Wonders about the trail across the river to Cobb County.
9. Is there a possibility of extending sidewalks down Powers Ferry – New Northside Drive, Riverwood, Heard's Ferry Road, Northside Drive to Powers Ferry Village?
10. Wants to see improvements on roads and road widening. A lot of roads with bottlenecks. Wants to list road corridors to look at: Spalding Drive from Roswell Road to east limit of Sandy Springs is a bottleneck, Glenridge Drive from Spalding to Hammond is two lanes and continuation is 4 lanes, Peachtree Dunwoody from Spalding to Hammond, intersection of Spalding/Trowbridge/Dalrymple is a bottleneck (was told that something would be done there).
11. Loves how Roswell Road will look with median but thinks perhaps median should be another turn lane. Beautifying the City at expense of thoroughfare and being able to move? May get more congested with median. Also, multimodal path proposed between Roswell Road and MARTA Station – what will it be used for, and who will use it? People mover is cheap way to get people from one place to another.
12. Excited about City Springs but worried that when create critical mass is going to be there, how make Roswell Road safe and walkable? Is there room to make sidewalks wider?

13. There is a need to get rid of signs that prohibit shared parking to enhance interconnectivity.
14. Lost Corner and Abernathy look great. When will they be landscaped?
15. South Cobb County put in a median – how difficult will these medians make things?
16. Transition points where people turn back up every morning and afternoon. Is there relief? Also, wonders about Peachtree Dunwoody Road.
17. Thinks images would be viable if starting from scratch – but how will these things happen now? Eminent domain? Wonders about condos.
18. Wants team to meet with people that live in north to refine Character Area Map, particularly area between Dunwoody Place, Roswell Road, and Hightower Tr. Will let City officials know.
19. Wants to know how team will handle discrepancies in Character Area Map. Thinks there needs to be a process to amend it.
20. Is there anything in the works on Mount Vernon into Dunwoody – any cooperation? Also, grateful for the realigning of Carpenter into Cliftwood.
21. North River shopping center – eyesore. What is going on with it?
22. Need shade for the kids at Abernathy Park and more parking. Maybe more small playthings for little kids instead of grassy area.
23. Is there an architectural/aesthetic vision for the branding? Is there a “Sandy Springs look”?
24. Millennials want a place where there is a mixture of buildings.

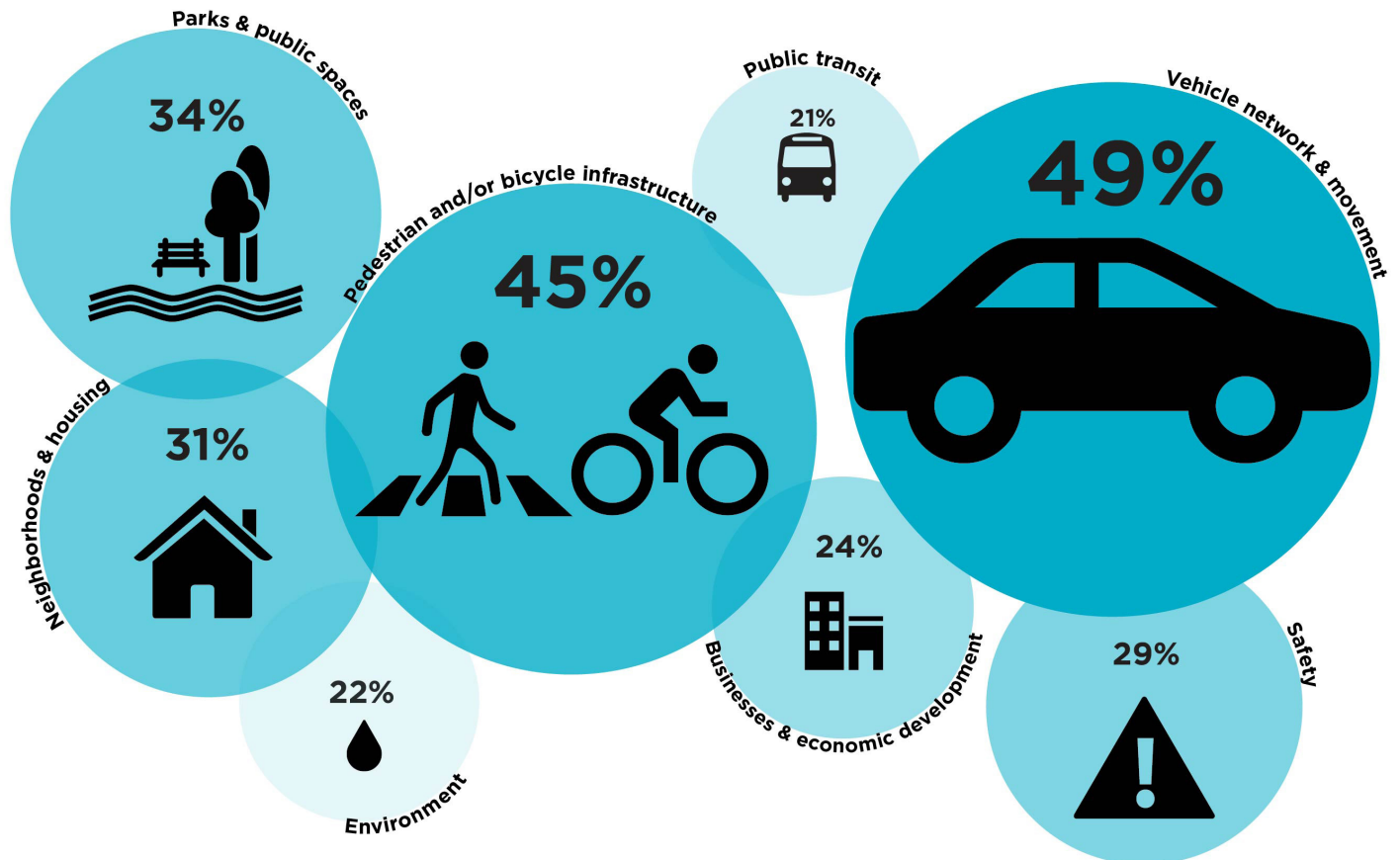


## Website Poll Results

Poll #1: What one word best describes what you love about Sandy Springs today?

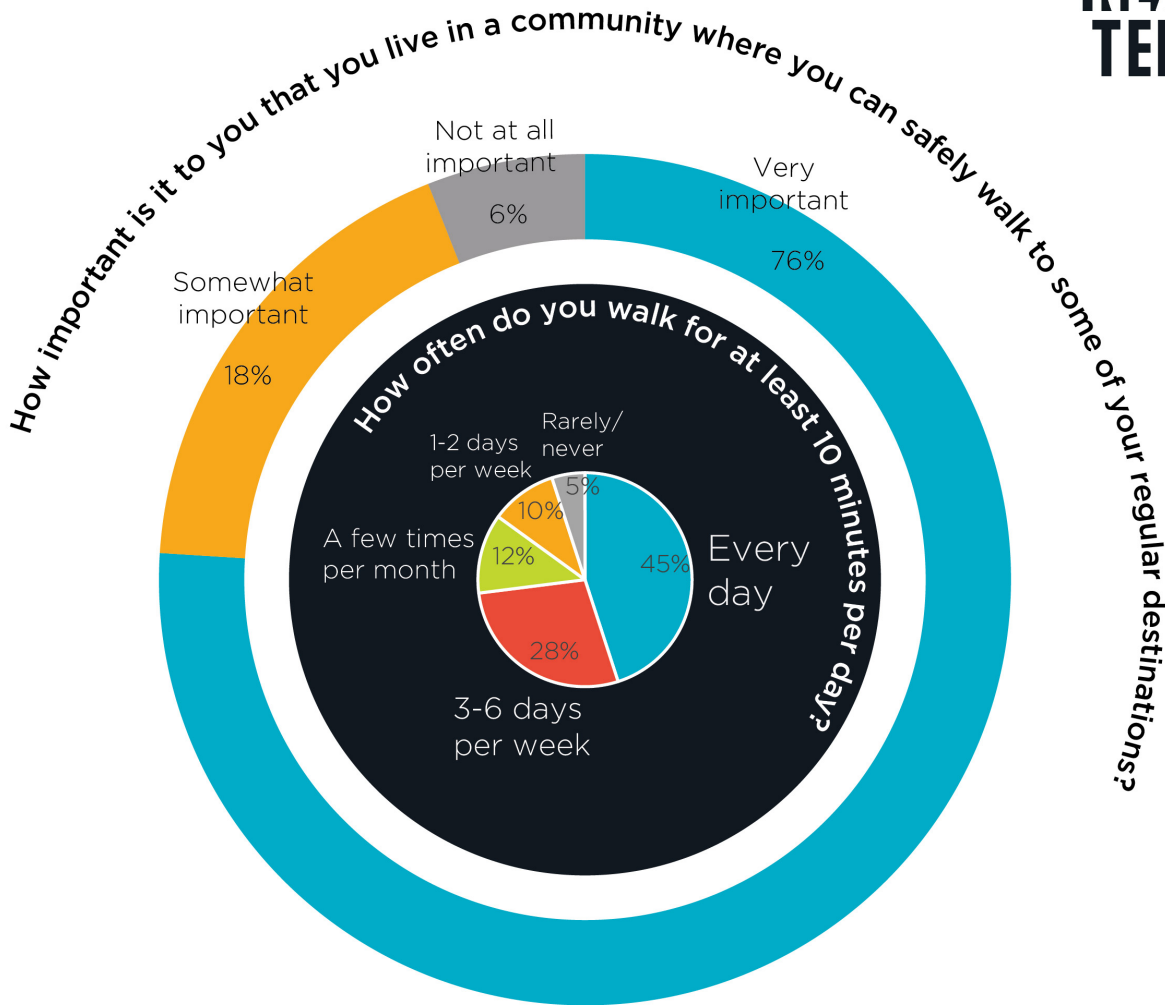


Poll #2: Which three of the following would you prioritize for improvements over the next 10 years?

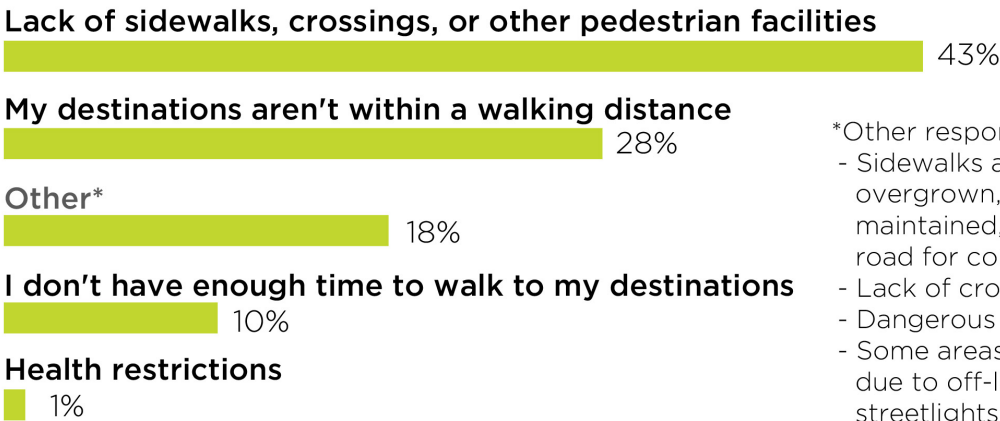


## Poll #3: Walkability

We asked three questions about walking in Sandy Springs, and we received 87 responses. Here's what we learned:



**Have you experienced any of the following barriers to walking?**  
(Select all that apply.)



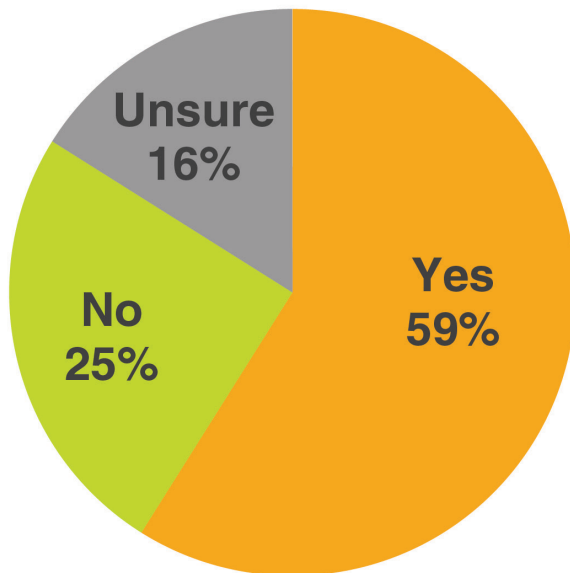
- \*Other responses include:
- Sidewalks are blocked, overgrown, or otherwise not maintained, or are too close to the road for comfort
  - Lack of crosswalks/sidewalks
  - Dangerous drivers/Traffic issues
  - Some areas are dangerous, e.g., due to off-leash dogs or lack of streetlights.

## Poll #4: Housing

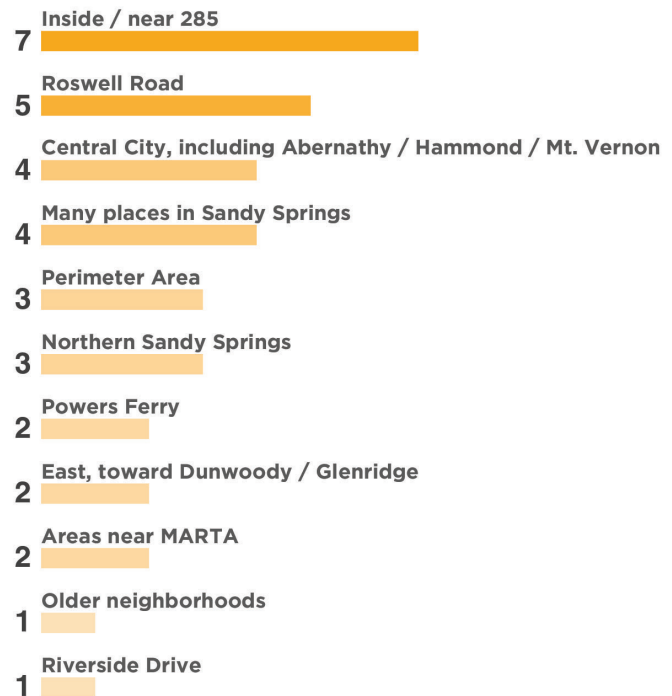
We posted information about the “missing middle” in housing\*, and asked you some questions. We received 56 responses. Here’s what we learned:



Do you think Sandy Springs has a “missing middle” in terms of housing options?



Which areas of Sandy Springs do you think have gaps in housing options?



\* For more info, see <http://thenext10.org/discover-housings-missing-middle/>

5-YEAR UPDATE  
PUBLIC ENGAGEMENT  
SUMMARY 2022



# COMMUNITY FEEDBACK

## ONLINE PUBLIC ENGAGEMENT SUMMARY

This exhibit includes a summary of the community feedback received through online public engagement.

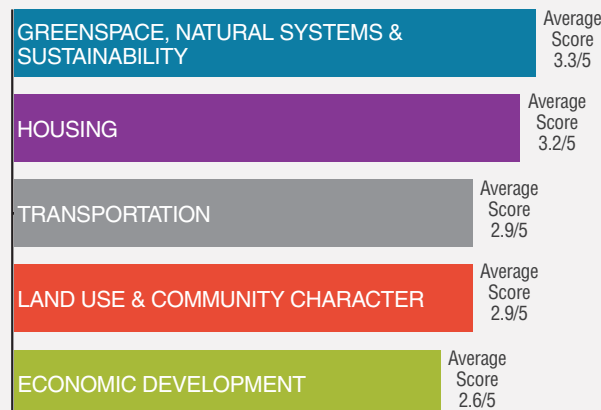


### ONLINE ENGAGEMENT - WHAT WE HEARD

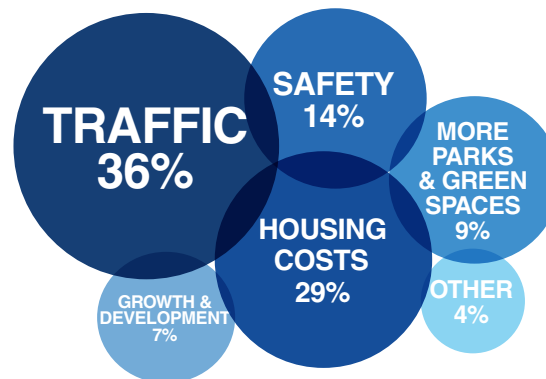
Between March 28, 2022 and May 9, 2022, an online public survey was open to collect feedback from the Sandy Springs community about the current state of Sandy Springs and to understand the needs, concerns, and wants of the community. We received over 520 responses across 6 surveys and collected invaluable information that has been incorporated into the 5-Year Comprehensive Plan Update.

Overall, survey respondents felt that the **most urgent areas that need to be addressed in the future are Greenspace, Natural Systems & Sustainability and Housing.** Respondents also noted **concerns about traffic.** Regarding major accomplishments, respondents felt that the **development of City Springs has been the most positive development in the last 5 years.**

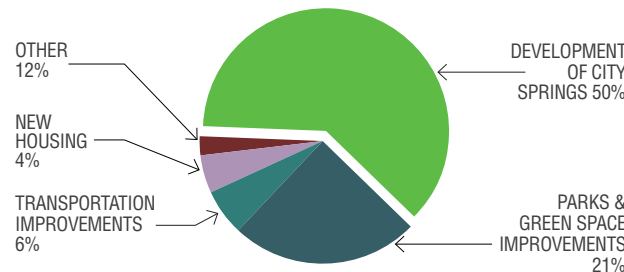
### WHICH OF THESE CATEGORIES NEED THE MOST URGENT ATTENTION IN SANDY SPRINGS?



### WHAT IS YOUR BIGGEST CONCERN ABOUT SANDY SPRINGS AS IT BEGINS TO UPDATE ITS COMPREHENSIVE PLAN?



### WHAT HAS BEEN THE MOST POSITIVE CHANGE IN SANDY SPRINGS IN THE PAST 5 YEARS?



### WHAT ARE THE WORDS YOU WOULD USE TO DESCRIBE SANDY SPRINGS IN THE FUTURE?



### HOW WE USED WHAT WE LEARNED

Through a series of open house meetings, online surveys, pop-up at the park events, and other public discussion forums, the planning team gathered the communities' opinions about the City, existing plans, and thoughts about how the City should grow into the future. Based on the data collected, staff reviewed the comments and identified the common themes and general ideas. The team used these to edit existing policy recommendations and key actions and create new recommendations and actionable projects, as appropriate.

# COMMUNITY FEEDBACK ENGAGEMENT SUMMARY

This exhibit includes a summary of the community feedback received through several meetings with the Advisory Committee as well as community meetings.



## LAND USE & COMMUNITY CHARACTER

- Encourage mixed-use development and place-making opportunities within target redevelopment areas and on property adjacent to MARTA stations
- Consider requiring a greater mix of uses in new development
- Encourage a variety of residential unit types
- Implement the Roswell Road Boulevard
- Conduct a review of the Sandy Springs Development Code
- Establish community design standards to encourage high-quality development
- Ensure appropriate neighborhood land-use and height transitions
- Encourage multi-modal connectivity between parks, transit stations, and key commercial nodes
- Desire for community centers, like a YMCA

## ECONOMIC DEVELOPMENT

- Encourage business friendly climate, with emphasis on incentives for small businesses and local entrepreneurs
- Economic development efforts, like retail recruitment, should be tailored to various character areas
- Encourage active corporate citizenship
- Consider options for last-mile connectivity to MARTA stations
- Encourage live, work, play environments where appropriate, like City Springs, and pursue place-making opportunities
- Interest in greater restaurant selection, including chef-driven restaurants
- Ensure alcohol restrictions align with desires for live-work-play goals

## HOUSING

- Preserve and enhance the quality of multi-family housing
- Encourage inclusive, affordable housing opportunities
- Consider additional incentives to create workforce housing opportunities in new development
- Pursue Housing policy studies and consider regional solutions
- Promote home ownership opportunities
- Consider options to allow conversion of underutilized office buildings to residential
- Consider programs and policies to enhance living conditions and improve property maintenance
- Preserve naturally occurring affordable housing

## GREEN SPACE, NATURAL SYSTEMS & SUSTAINABILITY

- Preserve and protect existing green spaces, forested lands, and public spaces
- Pursue opportunities for strategic land acquisition
- Pursue development of new pocket parks
- Incentivize public access to privately developed amenity spaces
- Implement the Trail Master Plan
- Encourage on and off road linkages and regional connections, like PATH400 and the Beltline
- Increase public access to the river
- Reduce clear cutting and strengthen the tree ordinance
- Establish tree canopy goals
- Encourage stormwater green infrastructure within the Roswell Road Boulevard implementation
- Encourage sustainable development practices, including green parking lots, green infrastructure for stormwater retention, and native plantings and pollinator habitats
- Enhance educational programs on green infrastructure and sustainability initiatives
- Create partnerships with local organizations
- Incentivize electric vehicle infrastructure



## Comments received during the second virtual engagement series regarding the proposed updates to the Next Ten Comprehensive Plan.

### 1. How do you feel about the proposed Community Goals?

- I would like to see sandy springs become a model for green living and innovation so we can meet the needs of individuals and the community as we cope with climate change.
- I'm offering these comments on behalf of Church of the Redeemer located at 5185 Peachtree Dunwoody Road. Our church would like to add 1.5 stories building to replace an aging single-family home used for office & meeting space. We're unable to build under the 2017 development code due to set-back requirements w/ adjoining property owners. In fact, under this code there is very little buildable area such that the existing buildings could not be built today. This is due to the set-back requirements not taking into consideration a land parcel with a narrow width. Therefore, Church of the Redeemer would like to recommend that the next code incorporate a provision for reasonable and common-sense variances.
- Neighborhood Preservation only applies to single-family neighborhoods. This is a biased goal an disenfranchises our apartment neighborhoods. Preservation of neighborhoods needs to extend to multi-family rentals. This is where our workforce lives, employers need housing that there employees can afford
- Truly, as a resident of sandy springs having lived here for one year. I would love to see investments made toward the restoration of Big Trees; Nature Preserve I would like to see investments made towards, Implementing a task force to support transparency in housing code enforcement process with the department of community development. One that focus on trauma-informed and cultured sensitivity for minorities residing in sandy springs
- Too many goals-not enough action
- Protecting character of existing neighborhoods- should be all neighborhoods, including multi-family housing
- mixed-income housing and multimodal transportation need to be top priorities
- Crime Increased already, traffic can't get out on my street in a timely manner (Hammond) Speeders!!
- retrofit/ upgrade Marta station to have better kiosks, improve safety, upgrade station environment and access points
- Neighborhood preservation should include apartment complexes/multifamily communities. I do not see housing affordability as a key community goal, seems like it should be.
- When you say you plan to "preserve and sustain" the character of existing neighborhoods" you are referring to multi-family apartments and or condo neighborhoods as well- correct?
- Protected neighborhoods continue to be encroached upon by condominiums and apartments that get approved by City Council. Please stop this. Also, the "park" on the south side of the Abernathy greenway area that is designated for adults needs some improvements as it looks no better than a dirt path through the grass. Would like to see more emphasis on stopping crime in the area, particularly that which occurs along the Roswell Rd corridor.
- I'm all for affordable housing and appropriate development but we already have too many apartments, especially on Roswell Road.
- Please do not Eminent Domain my front lawn
- We need to worry less about protecting single family neighborhoods that take up 75% of our land but represents less than 50% of our residents.
- I agree with the revisions to goal #5
- Please expand on the definition of "protecting the character of existing neighborhoods"-- Does that include controlling the removal of established hardwoods in older neighborhoods?

## 2. How do you feel about the proposed Key Actions?

- #5 Housing types need to include low-middle income housing, along with a clear definition of what AMI we are addressing when we use these terms-MANY AMBIGUOUS-AND needs to be more transparent about what income level will be able to live here.
- I am a new resident, recently relocated to sandy springs within the last year. I grew up in a small-town Cedar Grove, NJ the municipality had their own local channel. Where community events were aired 24/7. Graduation, sporting events, community events, town hall meetings etc. All of these key actions are somewhat new to me, almost foreign. Repetition, consisting continuity can build and garner public interest? Perhaps coordinated events for screened civilians with an interest in public works, community development, parks and recs etc. to meet their officials, spend a day learning in real time?
- A boulevard construction looks good
- DO NOT incentivize/ encourage redevelopment, i.e. demolition, of existing apartment complexes, hence displacement of residents. Renters- much of our population- are honorable, contributing citizens. Not the enemy or 2nd class sandy-springers.
- I agree with density around transit. Again, make sure that its equitable. Housing that's affordable that meets the diverse need of sandy springs residents (cost affordability, quality construction and safe environment.).
- Why is Hammond Drive being widened into a drug strip (which will encourage even more car use) while sandy spring circle is being reduced in size to increase walkability? The former project is stupid, but the latter makes sense.
- If anything, Roswell Rd needs more lanes for cars. If creating a pedestrian-friendly urban boulevard or medians should not take away any lanes of traffic. I'd prefer more lanes of traffic on that road than any pedestrian walkways or medians since that road is already way too congested.
- Please do not Eminent Domain my front lawn
- We need a housing strategy, with a full range of housing policies. Our development code already places too many emphases on single family neighborhoods. We need to focus on improving lives of all residents of our city. If design standards should not increase the costs of building or renovating. It seems we worry too much about how the city looks vs the quality of life it provides.
- Strengthen step 5 to penalize landlords who do not maintain properties
- I understand affordable housing, but I think focusing on develop a comprehensive transportation plan is more realistic.

3. How do you feel about the proposed revisions and/or new items to the Land Use & Community Character chapter?

- Support residential agriculture. Develop a mixed use vibrant everything you could need in one place TOD at Sandy Springs Marta
- We need at least two open, unstructured green space where kids can run, kick a ball, come together in a safe environment. We also need to find a place for our kids the “hangout” in a safe place. Supervised, don’t need to wait until we build something.
- No pun intended, but again very green to the city. My immediate interest involves restoration investments in Big Trees, Nature preserve and Residential developer accountability in effectively and professionally restoring older building and multi-family apartments complexes
- Please cleanup 285 south Roswell sidewalks
- In general- the south end situation is underutilized. Empty lots, abandon buildings, The city is not making an effort to resolve these issues
- We need to focus on affordable housing and improve public transit
- Not a fan of bike lanes, better to have widened 8ft sidewalks to keep bikes separate from car traffic
- I would like to see a community center that is inclusive for families and also has a space dedicated to special needs children and adults
- Marta train expansion will be great, create an open green space in the north end will be wonderful, transform underutilized/uncensured building into a community center, community garden, again there was a lot of emphasis on single family homes; what about apartment communities
- Don’t forget to also preserve multi-family housing (you know you left it out on purpose no matter how much you pretend that you came about this issue. I just find it such a complex issue which is a lame excuse
- We’re reviewing the Development Code way more than was planned. What happened to the ten-year plan? It seems like less than a year later; we were tweaking it and now it’s time for yet another review? Residents are tired of having to attend meetings to deal with all of the proposed changes which typically are creating more density and less protection to existing neighborhoods.
- Mixed use developments on Roswell road sound a lot like more apartments. There are too many already and way too much traffic. Also, the types of properties and locations make no sense. Like the townhomes between Zaxbys and what used to be steak and shake? Mid-rise buildings everywhere... it’s too much
- However, Please do not Eminent Domain my front lawn
- We need a housing strategy, with a full range of housing policies. Our development code already places too much emphasis on single family neighborhoods. We need to focus on improving lives of all residents of our city. If design standards should not increase the costs of building or renovating. It seems we worry too much about how the city looks vs the quality of life it provides.
- Glad to see consideration given to ROI of developers to encourage smart, and safe build and renovation
- Guidelines for development is so important or the city will lose the little character that it has left.

4. How do you feel about the proposed revisions to the Housing chapter?

- Give incentives for green building
- Increase density in non-protected neighborhoods. More housing type, lofts, live/work, mixed condo and hotel buildings. Mixed office and residential buildings.
- Need more affordable housing in city springs area. Need affordable housing throughout city-not just in the north end. We need a housing staff person that has expertise in affordable housing finance, as well what other cities are doing to meet this challenge. Create an affordable housing fund to help with affordable housing, and also create a land bank for permanent affordable home ownership. Incentivize conversion of office building to residential

- In today's housing market, In my opinion there is rising demand for mixed use residential complexes. Could the city discuss implementing variances for existing residential developers to invest in reinventing their public image by adopting similar styles of mixed-use retail friendly options on site: increasing hopefully a competitive edge? Further incentivizing residents to shop work and pay where they live?
- Affordable housing is being ignored- keep apartments are bring rented without affordable housing component's City managers stated in a meeting its a regional issue' what does that mean? No action
- Redevelop commercial properties, not existing residential properties. Add- keep current affordable housing affordable.
- Need to balance the need for affordable housing and existing neighborhood preservation
- I am wondering if a "tiny house" development has been looked at as a practical solution to affordability and community building
- Urgently focus on converting underutilized buildings to residential. Pandemic had lead to a lot of low utilized office space
- Need more apartments to reduce cost
- I would like to see the city incorporate a housing authority of staff to assist in finding and offering affordable housing solutions. Housing needs are interconnected with all facets of the Next Ten and without it, our city will be sustainable.
- We need affordable housing stock and laws to prevent high cost of hoedowning and/ or renting
- Designate/ appoint a person to address issue of housing affordability, manages a housing program that address the diverse needs of sandy springs residents. AFFORDABLE, EQUITABLE + SAFE HOUSING SHOULD BE INTEGRAL TO THE VISIONING PROCESS
- I don't like it at all the preservation of multi-family housing was not even mentioned. Does your silence here serve as code for you planning to eliminate such housing or to at best not protect it?
- Please stop allowing the addition of stacked condos and in particular, apartments, to areas designated protected neighborhoods.
- Sandy springs already is one of the most sought-after places to live... we don't need to change it to make it better, we just need to not mess it up.
- Do not alter existing Zoning Codes that could negatively affect existing middle-income single family homes' compliance. Grandfather them "as-built" instead.
- We need a housing strategy, with a full range of housing policies including anti displacement policies. We should support growing housing low- and middle-income levels. Our development code already places too much emphases on single family neighborhoods. We need to focus on improving lives of all residents of our city. If design standards should not increase the costs of building or renovating. It seems we worry too much about how the city looks vs the quality of life it provides.

5. How do you feel about the proposed revisions to the Economic Development chapter?

- Boutique hotel at City Springs.
- Create an “anchor institution” on the north-end to stimulate the economy could possibly be a college or technical school’s satellite campus
- Well Done. Is there any way to invite or even create a similar farmers market and invite a diverse number of culturally diverse, minority centric, small businesses to advertise, market and engage with the community?
- Opportunities for small business development/contracts with sandy springs. Minority, woman, veteran owned business owners
- Help keep small business open
- In order to market property better incentives and encouragement needs to be offered More proactive marketing
- Economic development is welcome but considers effects on property values. Mortgages and rents cant keep skyrocketing.
- Be sure to incorporate people’s desire to work from home. This has decreased demand for office space everywhere.
- Too much alcohol restrictions are bad, but we can’t swing to much on the other end
- Bringing in a different element already apartments are always transcend clientele- already a lack of concern for our city is on the rise
- We need LGBTQ place and more places that promote equity and social justice. business establishments
- Support and help encourage small business “mom and pop”, small family owned/ unique restaurants shops and etc., create community- small business plus residents (example a restaurant offering cooking classes, maybe using locally grown ingredients from a sandy springs community garden.
- We need more local, unique restaurants and stores rather than all these same ole, same ole national brand stores and restaurants you find everywhere. This would give us a sense of place
- Businesses want to come to Sandy Springs. The City should provide very few, if any, tax incentives to do so.
- We should review the strategic economic study consider the issues and risks identified around housing in our plans.
- Where does encouraging collaboration of nonprofits with the city fit? A community center?
- local events are very important, the city is doing a great job

6. How do you feel about the proposed revisions to the Green Space, Natural Systems & Sustainability chapter?

- Pursue river access while preserving the private property rights of homeowners.
- Floats green space bond to fund additional parks.
- We need more open spaces for parks where kids can play in unstructured area-just gras in an open area. Low maintenance for the city and fun for the kids
- I appreciate these items. Truly I do. My question, since the Cox foundation donated over 200 million dollars towards the expansion of the Beltline, is the city move likely to join in with the recession of he beltline?
- Walkable trails, Morgan falls was a nice project
- AS LONG AS EMINENT DOMAIN IS NOT ABUSED
- The parks are already suffering from excess traffic (i.e. trail erosion, wildlife) Cancel pedestrian bridges across Chattahoochee- this would greatly increase foot and bike traffic in the area.
- Prioritize existing tree canopies over new green development.
- Trail master plan should be accelerated
- Get rid of excess driveways and access pts on Roswell Rd/ Sandy Springs area to promote flow of traffic
- We need more amenities at the dog park at Morgan Falls: benches, tables, shade, water (drinking) access.


- Maintain/ reserve tree canopy; keep old growth trees. Do not cut them. Get rid of invasive species like Kudzu, English ivy. Do not plant invasive species/ or non-native species. Create a green space in the Northend! A community garden will be nice
- Quit cutting down big native trees to plant small non-native invasive trees and plants, preserve existing canopy trees for new parks (such as near the library)
- If greening Roswell Road means adding a median or at all restricting traffic flow, I'm against it. Roswell Road is already a congested mess to travel. It needs to be widened.
- Bike / walking / stroller / wheelchair paths isolated from traffic is mandatory for modern municipal improvement
- We need to care as much or more about all our residents as we do about trees. With this year's budget we will have 3 positions focused on trees and zero focused on housing. We need to determine the utilization of existing parks prior to creating new parks. Costs of parks should consider the ongoing maintenance when making budget decisions. We need to tell the truth about the total cost of Veterans Park and stop saying the majority of costs are Tsplost. That park is costing over \$12 million and regardless of the pocket its coming from, it's still taxpayer dollars.
- Preserve the forested character of established, older neighborhoods



# Presentation boards from the second Public Information Open House.

## COMMUNITY FEEDBACK ENGAGEMENT SUMMARY

This exhibit includes a summary of the community feedback received through several meetings with the Advisory Committee as well as community meetings.



### LAND USE & COMMUNITY CHARACTER

- Encourage mixed-use development and place-making opportunities within target redevelopment areas and on property adjacent to MARTA stations
- Consider requiring a greater mix of uses in new development
- Encourage a variety of residential unit types *price ranges*
- Implement the Roswell Road Boulevard
- Conduct a review of the Sandy Springs Development Code
- Establish community design standards to encourage high-quality development
- Ensure appropriate neighborhood land-use and height transitions
- Encourage multi-modal connectivity between parks, transit stations, and key commercial nodes
- Desire for community centers, like a YMCA

### ECONOMIC DEVELOPMENT


- Encourage business friendly climate, with emphasis on incentives for small businesses and local entrepreneurs
- Economic development efforts, like retail recruitment, should be tailored to various character areas
- Encourage active corporate citizenship
- Consider options for last-mile connectivity to MARTA stations
- Encourage live, work, play environments where appropriate, like City Springs, and pursue place-making opportunities
- Interest in greater restaurant selection, including chef-driven restaurants
- Ensure alcohol restrictions align with desires for live-work-play goals

### HOUSING

- Preserve and enhance the quality of multi-family housing
- Encourage inclusive, affordable housing opportunities
- Consider additional incentives to create workforce housing opportunities in new development
- Pursue Housing policy studies and consider regional solutions
- Promote home ownership opportunities
- Consider options to allow conversion of underutilized office buildings to residential
- Consider programs and policies to enhance living conditions and improve property maintenance
- Preserve naturally occurring affordable housing

### GREEN SPACE, NATURAL SYSTEMS & SUSTAINABILITY

- Preserve and protect existing green spaces, forested lands, and public spaces
- Pursue opportunities for strategic land acquisition
- Pursue development of new pocket parks
- Incentivize public access to privately developed amenity spaces
- Implement the Trail Master Plan
- Encourage on and off road linkages and regional connections, like PATH400 and the Beltline
- Increase public access to the river
- Reduce clear cutting and strengthen the tree ordinance
- Establish tree canopy goals
- Encourage stormwater green infrastructure within the Roswell Road Boulevard implementation
- Encourage sustainable development practices, including green parking lots, green infrastructure for stormwater retention, and native plantings and pollinator habitats
- Enhance educational programs on green infrastructure and sustainability initiatives
- Create partnerships with local organizations
- Incentivize electric vehicle infrastructure



**MEETING**  
THE NEXT TEN DRAFT COMPREHENSIVE PLAN 5-YEAR UPDATE


**EXHIBIT**  
3

*Electric vehicles are not green vehicles as long as most electricity is made from coal.*

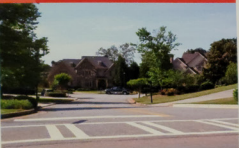
*City needs to lobby state to increase share of renewables in GA.*

## COMMUNITY GOALS 10 FOR THE NEXT TEN

This exhibit includes the Community Goals identified in the 2017 Comprehensive Plan. Goals that have been modified as part of the 5-Year Update are highlighted below as red outlined boxes.




**1 NEIGHBORHOOD PRESERVATION**




**Preserve and sustain** Sandy Springs' standard of quality by protecting the character of existing neighborhoods. We will proactively manage new development to maintain this character and the city's stature as a community of excellence for living and working.

**2 MOBILITY**




**Improve citywide mobility** by managing and reducing vehicular traffic, while providing transportation alternatives that relieve pressures on existing corridors and make the city less dependent on the automobile.

**3 CONNECTIONS**




**Create a connected city** in which the physical form of Sandy Springs enhances mobility and supports the creation of a connected series of neighborhoods, green spaces and destinations.

**4 OPEN SPACE**




**Celebrate the green and blue character** of Sandy Springs by expanding—and making more accessible—the city's network of parks and open spaces, preserving the city's forested character and natural assets, and better connecting the city to its river.

**5 BALANCED COMMUNITY**




**Create a balanced and sustainable** Sandy Springs that serves as a home for all generations and income levels, and strives to be a welcoming and inclusive community. Provide a full range of housing choices, as well as quality education options, to encourage a diverse mix of individuals and families to live and work in the City.

**6 COMPETITIVE**




**Continue to thrive economically** by strengthening existing job-generating assets while offering an environment that will attract new businesses, services and amenities.

**7 TRANSIT**




**Maximize the potential of the city's transit infrastructure** by managing transit systems, concentrating development around existing and future MARTA stations, and providing better access to these transit assets.

**8 REDEVELOPMENT**




**Promote redevelopment** in select locations of the city that achieves compact, walkable development patterns and a distinct sense of place.

**QUALITY OF PLACE/  
QUALITY OF LIFE**




**Create a constellation of unique places** throughout the city that distinguish Sandy Springs and enhance the city's quality of life.

**10 DEVELOPMENT MANAGEMENT TOOLS**



**Continue to utilize the Development Code** as a tool to manage development according to the community goals of the Next Ten. Review the development management tools to ensure continued functionality and consistency.



**MEETING**  
THE NEXT TEN DRAFT COMPREHENSIVE PLAN 5-YEAR UPDATE PUBLIC MEETING | JUNE 9, 2022

**EXHIBIT**  
4

*When new parks are developed old trees should be kept & not replaced with new landscapes.*

# COMMUNITY FEEDBACK ONLINE PUBLIC ENGAGEMENT SUMMARY

This exhibit includes a summary of the community feedback received through online public engagement.



## ONLINE ENGAGEMENT - WHAT WE HEARD

Between March 28, 2022 and May 9, 2022, an online public survey was open to collect feedback from the Sandy Springs community about the current state of Sandy Springs and to understand the needs, concerns, and wants of the community. We received over 520 responses across 6 surveys and collected invaluable information that has been incorporated into the 5-Year Comprehensive Plan Update.

Overall, survey respondents felt that the most urgent areas that need to be addressed in the future are **Greenspace, Natural Systems & Sustainability** and **Housing**. Respondents also noted concerns about **traffic**. Regarding major accomplishments, respondents felt that the **development of City Springs** has been the most positive development in the last 5 years.

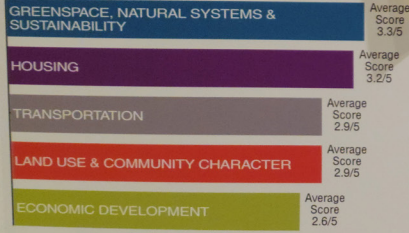
## WHAT IS YOUR BIGGEST CONCERN ABOUT SANDY SPRINGS AS IT BEGINS TO UPDATE ITS COMPREHENSIVE PLAN?



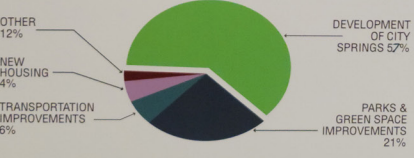
## WHAT ARE THE WORDS YOU WOULD USE TO DESCRIBE SANDY SPRINGS IN THE FUTURE?



## WHICH OF THESE CATEGORIES NEED THE MOST URGENT ATTENTION IN SANDY SPRINGS?



## WHAT HAS BEEN THE MOST POSITIVE CHANGE IN SANDY SPRINGS IN THE PAST 5 YEARS?



## HOW WE USED WHAT WE LEARNED

Through a series of open house meetings, online surveys, pop-up at the park events, and other public discussion forums, the planning team gathered the communities' opinions about the City, existing plans, and thoughts about how the City should grow into the future. Based on the data collected, staff reviewed the comments and identified the common themes and general ideas. The team used these to edit existing policy recommendations and key actions and create new recommendations and actionable projects, as appropriate.

# KEY ACTIONS

This exhibit includes the key actions identified in the 2017 Comprehensive Plan. Actions that have been added or modified that are part of the 5-Year Update are highlighted below.



- 1** Conduct a comprehensive review of the Sandy Springs Development Code to ensure it adequately defines the expectations and standards for achieving high-quality development through a process that is orderly, predictable, clear and reliable, and focuses on the protection of Sandy Springs' neighborhoods. **REVISED**
- 2** Revitalize Roswell Road into a dynamic main street, through incentivizing mixed-use redevelopment in target redevelopment areas, with a focus on the North End, and through creation of a pedestrian-friendly urban boulevard. **REVISED**
- 3** Transform Perimeter Center and the Medical Center area into a vibrant, human-scaled and connected live-work district that is supported by a range of feasible mobility options. This should include integration of residential uses, establishment of a multimodal urban greenway along Peachtree-Dunwoody Road, and consider modifications to allow conversion of underutilized office buildings to residential.
- 4** Focus high-quality, higher-density uses around MARTA stations.
- 5** Achieve a better housing balance, with a focus on encouraging a greater variety of housing types and price ranges to enable middle-income and workforce individuals to both live and work in Sandy Springs. Consider programs and policies to enhance living conditions and improving property maintenance.
- 6** Begin implementation of the Hammond Drive corridor improvements between Glenridge Drive and Boylston Drive, and continue to acquire right-of-way on an opportunity basis, in order to provide a multimodal connection between the Perimeter Center and City Springs districts. **REVISED**
- 7** Mitigate traffic congestion through provision of a viable and attractive range of transportation options, community linkages and "last mile" connections that encourage people to walk, bike and use alternative transit modes.
- 8** Create citywide design guidelines. **NEW**
- 9** Develop an expanded trail network to connect neighborhoods to green spaces and natural areas, and fund construction of at least one footbridge across the Chattahoochee River.
- 10** Enhance and beautify the City's public places, including its streets and open/green spaces, through the generous use of canopy trees, landscaping, flower displays, public art and attractive signage, to provide vibrancy to these places and as a demonstration of city pride and "sense of place."

*Handwritten note:*  
 Don't make sense to build Hammond & to narrow road for bridge



# ECONOMIC DEVELOPMENT

This exhibit summarizes proposed updates to the Economic Development chapter. Policies that have been added or modified that are part of the 5-Year Update are highlighted below.

### VISION

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

### PRIORITY ACTIONS

- Recruit and grow new businesses and entrepreneurs
- Attract and retain major employers in target sectors
- 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 and promote local events and destinations
- Promote redevelopment opportunities in the North End and other targeted areas
- Work closely with other departments to help clients efficiently navigate the planning and design of projects, and the development and permitting process

### POLICIES

**A. BUILD ON SANDY SPRINGS' ECONOMIC SUCCESS**

- NEW/REVISED → ED-A1. Support and grow businesses
- NEW/REVISED → ED-A2. Recruit and retain major employers
- ED-A3. Cultivate local and regional partnerships

**B. PROMOTE ECONOMIC DEVELOPMENT THROUGH TARGETED REDEVELOPMENT AND A GREATER MIX OF USES**

- REVISED → ED-B1. Revitalize aging and underutilized properties with a greater mix of uses
- ED-B2. Maximize the city's investment in City Springs

**C. REALIZE ECONOMIC DEVELOPMENT POTENTIAL THROUGH MULTIMODAL TRANSPORTATION IMPROVEMENTS AND TRANSIT-ORIENTED DEVELOPMENT**

- ED-C1. Focus transit-oriented uses around MARTA stations and improve access to MARTA

*Need to encourage more businesses that can survive in low contact building environment*

MEETING  
THE NEXT TEN DRAFT COMPREHENSIVE PLAN 5-YEAR UPDATE PUBLIC MEETING | JUNE 9, 2022

EXHIBIT  
8

# COMMUNITY WORK PROGRAM: ECONOMIC DEVELOPMENT

The Community Work Program must be updated every 5 years. The activities listed below are proposed as work program items for the period starting 2022 through 2026.

Description of Activity	
<b>New Community Work Program Items</b>	
<b>NEW ITEMS</b>	Identify opportunities to increase marketing for Sandy Springs local events and destinations.
	Identify opportunities to increase community engagement with large corporations.
	Evaluate existing Economic Development incentive programs.
	Expand Know and Grow Program.
<b>Retained Community Work Program Items</b>	
<b>RETAINED ITEMS</b>	Continue to promote the City Springs District and recruit businesses to this area.
	Actively coordinate economic development activities with regional partners through networking activities, annual events and other activities.
	Invest in multimodal transportation improvements and transit-oriented development that foster economic development.

MEETING  
THE NEXT TEN DRAFT COMPREHENSIVE PLAN 5-YEAR UPDATE PUBLIC MEETING | JUNE 9, 2022

EXHIBIT  
12

# GREEN SPACE, NATURAL SYSTEMS & SUSTAINABILITY



This exhibit summarizes proposed updates to the Green Space, Natural Systems & Sustainability chapter. Policies that have been added or modified that are part of the 5-Year Update are highlighted below.

## VISION

Expand—and make more accessible—the city's network of parks and green spaces, while preserving the city's forested character and natural resources, better connecting the city to its river and streams, and promoting environmental sustainability citywide.

## PRIORITY ACTIONS

- Create off-road links to local and regional parks, green space, and trails
- Enhance on-road links to local and regional parks and green space
- Transform Roswell Road into a green, multimodal urban boulevard
- Connect across the Chattahoochee River
- Protect and enhance the tree canopy
- Restore the ecological corridors
- Create an urban greenway and boulevard along Peachtree-Dunwoody Road
- Fund and incentivize green space preservation and creation
- Partner with neighborhoods, companies, and schools to develop and protect green space
- Partner with civic and non-profit organizations, such as the Sandy Springs Conservancy, Chattahoochee Riverkeeper and others, to develop and protect open space

REVISED

Keep the hamlocks located at the bottom of Dunwoody

KEEP OLD GROWTH TREES DO NOT REMOVE NATURAL/FOREST SPECIES

REMOVE AND REPAIR IN THE WATERSHED AND TRAIL NETWORKS

Keep the hamlocks located at the bottom of Dunwoody

## POLICIES

### A. PRESERVE, ENHANCE AND EXPAND THE CITY'S NETWORK OF GREEN SPACES, RECREATIONAL FACILITIES AND PUBLIC GATHERING PLACES

- GS-A1. Acquire and protect land for green space
- GS-A2. Expand and maintain recreational opportunities
- GS-A3. Ensure access and equity
- GS-A4. Create great urban public places and spaces
- GS-A5. Preserve and interpret cultural landscapes
- GS-A6. Preserve and enhance scenic views

What are we asking our residents to do to conserve water at home?

so that we are not in crisis as in the west?

What are our water reduction strategies? Minimizing plastic and less?

What are our water reduction strategies? Minimizing plastic and less?

### B. CONNECT THE CITY TO ITS RIVER

- GS-B1. Link to and along the Chattahoochee River
- GS-B2. Cross the Chattahoochee
- GS-B3. Access and enjoy the river

### C. CONNECT PARKS, GREEN SPACE AND RECREATIONAL FACILITIES THROUGH A MULTIMODAL NETWORK OF TRAILS

- GS-C1. Connect the green space network within Sandy Springs
- GS-C2. Support and linking to regional trail networks

Increase monitoring of # of animals that have nesting results within down trees in forest, or other

### D. PROTECT AND ENHANCE THE CITY'S TREE CANOPY AND WATER RESOURCES

- D-1. Preserve and enhance the tree canopy
- D-2. Protect and restore the Chattahoochee River watershed
- GS-D3. Improve stormwater management
- GS-D4. Manage and improve water quality and water resources

Passive English

### E. FOSTER ENVIRONMENTAL SUSTAINABILITY IN ALL CITY ACTIONS

- GS-E1. Make Sandy Springs a sustainability leader
- GS-E2. Promote energy-efficiency
- GS-E3. Build green
- GS-E4. Improve air quality and reduce greenhouse gas emissions

Reduce energy consumption

## MEETING

THE NEXT TEN DRAFT COMPREHENSIVE PLAN 5-YEAR UPDATE PUBLIC MEETING | JUNE 9, 2022

EXHIBIT 9

# COMMUNITY WORK PROGRAM: GREEN SPACE, NATURAL SYSTEMS & SUSTAINABILITY



The Community Work Program must be updated every 5 years. The activities listed below are proposed as work program items for the period starting 2022 through 2026.

Description of Activity	
NEW ITEMS	<b>New Community Work Program Items</b>
	Explore feasibility of a Recreation, Parks, and Greenspace Bond.
	Continue the efforts toward greening Roswell Road through implementation of the Roswell Road Boulevard.
	Evaluate opportunities to enhance the Tree Conservation Ordinance.
	Pursue strategic land acquisition, with a focus on providing additional Chattahoochee River access.
Complete the Sustainability Master Plan.	
RETAINED ITEMS	<b>Retained Community Work Program Items</b>
	Acquire land for parks, green space, trails and recreation facilities per Recreation and Parks Master Plan.
	Pursue federal funding to support implementation of trail connections to and along the Chattahoochee River.
	Fund, design and construct at least one new footbridge across the Chattahoochee River to connect to National Park Service land.
	Use 2019 Tree Canopy update to assess canopy needs and priority areas for tree funds.
	Maintain the City's status as a Tree City USA and Tree City of the World.
	Prepare a strategy or program for designating and implementing protection of ecological corridors, per policy GS-D3 and the Ecological Corridors character area.
	Create enhanced educational programs focused on green infrastructure, native plantings and pollinator habitats, and other sustainability initiatives.
Increase the City's certification level under the ARC Green Communities Program to the Platinum Level.	

Preserving native and sensitive tree species

DO NOT REMOVE OLD GROWTH TREES CREATE AN INDEPENDENT PLAN TO GET RID OF INVASIVE AND EXOTIC SPECIES



MEETING THE NEXT TEN DRAFT COMPREHENSIVE PLAN 5-YEAR UPDATE PUBLIC MEETING | JUNE 9, 2022

EXHIBIT 10

# HOUSING

This exhibit summarizes proposed updates to the Housing chapter. Policies that have been added or modified that are part of the 5-Year Update are highlighted below.

## VISION

Ensure that Sandy Springs continues to be one of the most sought-after places to live in the region by preserving its beautiful neighborhoods, encouraging a mix of uses and range of housing options in areas appropriate for redevelopment. At the same time, take steps to expand the City's affordability to middle-income residents and provide support for seniors and special-needs populations.

## PRIORITY ACTIONS

- Preserve established single-family neighborhoods
- Increase the supply of housing and the range of housing choices
- Promote opportunities and incentives for workforce and mixed-income housing in mixed-use and targeted redevelopment areas
- Ensure zoning and Development Code regulations allow the provision of housing options to complement local employment growth and improve the city's jobs-housing balance
- Ensure zoning and Development Code regulations allow the provision of housing for seniors and special-needs populations

## POLICIES

- A. PRESERVE ESTABLISHED SINGLE-FAMILY NEIGHBORHOODS**
  - H-A1. Manage growth to locate new housing in selected areas
- B. PROVIDE MORE QUALITY HOUSING AND OFFER A GREATER RANGE OF HOUSING CHOICES**
  - H-B1. Increase the supply and range of housing choices for middle income households
  - H-B2. Balance local job and household growth
  - H-B3. Provide resources and assistance for senior residents, empty-nesters and special-needs populations
- C. INCORPORATE RESIDENTIAL USES IN MIXED-USE AREAS**
  - H-C1. Focus new housing supply in vibrant, mixed-use districts

Plan to more apartment development to reduce housing costs

Best corporations can buy homes. This makes housing unaffordable for the low income people.

↑ for every dollar

preservation of middle family houses or apartment buildings as single-family neighborhood

prices

PROVIDE MORE AFFORDABLE HOUSING TO THE MIDDLE CLASS



# COMMUNITY WORK PROGRAM: HOUSING

The Community Work Program must be updated every 5 years. The activities listed below are proposed as work program items for the period starting 2022 through 2026.

Description of Activity
<b>New Community Work Program Items</b>
Consider a housing policy study to evaluate local options to encourage opportunities for workforce and affordable housing.
Work with regional partners to consider regional housing policy solutions to encourage opportunities for workforce and affordable housing.
Evaluate opportunities to encourage development of single-unit housing types, like cottage-court.
Consider modifications to the Development Code to allow the conversion of existing underutilized office buildings to residential uses.
Evaluate options to enhance living conditions for existing multifamily housing, such as incentives for property improvements, resident education, and Code Enforcement programs.

NEW ITEMS

Regional affordable solutions for housing to encourage workforce and affordable housing

Good Idea

\$ reduce rent prices so living standards can rise!

Hire someone to address issues of reducing affordability: work on housing affordability issues



# LAND USE & COMMUNITY CHARACTER

This exhibit summarizes proposed updates to the Land Use & Community Character chapter. Policies that have been added or modified that are part of the 5-Year Update are highlighted below.



## VISION

Protect and enhance neighborhood character and quality of life while concentrating compact, mixed-use redevelopment along major corridors and in commercial centers. Sandy Springs' development patterns and physical form will support transportation choices—including walking, bicycling and transit—while accommodating an expanded range of high-quality housing options. As a whole, the city's built environment will impart a distinctive sense of place and positive image for Sandy Springs.

## PRIORITY ACTIONS

- Protect and preserve the character of existing single-family neighborhoods
- Encourage compact, mixed-use redevelopment in identified areas:
  - Revitalize Roswell Road through the establishment of new mixed-use community nodes and the continued realization of the City Springs district
  - Transform the Perimeter Center into a more human-scaled, walkable, connected, live-work place
- Promote higher-density, transit-oriented growth around MARTA stations
- Promote beautiful, pedestrian-friendly streetscapes and public spaces that enhance "sense of place"
  - Convert Roswell Road into a pedestrian-friendly boulevard
  - Transform Peachtree-Dunwoody Road into a multimodal urban boulevard and greenway
- Consider comprehensive updates to the Sandy Springs Development Code
- Create citywide Design Guidelines

NEW REVISED

Sounds Good But Make It Affordable!

All neighborhoods should be protected, including the Perimeter Center in Sandy Springs

## POLICIES

### A. PROTECT AND ENHANCE NEIGHBORHOOD CHARACTER AND QUALITY OF LIFE

- LU-A1. Maintain the integrity of existing single-family residential neighborhoods
- LU-A2. Limit change within existing single-family neighborhoods

### B. CREATE COMPACT, WALKABLE AREAS WITH A MIX OF USES

- LU-B1. Foster a greater mix of uses and additional housing options through redevelopment
- LU-B2. Establish a compact, connected and walkable community form

### C. CREATE A SERIES OF INTERCONNECTED CENTERS, DESTINATIONS AND UNIQUE PLACES

- LU-C1. Revitalize Roswell Road through mixed-use redevelopment and the continued transformation of the city springs district
- LU-C2. Transform the Perimeter Center into a walkable, live-work environment
- LU-C3. Promote transit-oriented development around MARTA stations

### D. ENHANCE THE CHARACTER AND IMAGE OF MAJOR CORRIDORS

- LU-D1. Create great streets and streetscapes
- LU-D2. Enhance sense of place in the public realm

### E. REVIEW DEVELOPMENT MANAGEMENT TOOLS TO ENSURE THEY ARE FUNCTIONING AS DESIGNED TO IMPLEMENT THE VISION AND GOALS OF THE NEXT TEN COMPREHENSIVE PLAN, SMALL AREA PLANS, AND OTHER PLANNING DOCUMENTS

- NEW LU-E1. Consider comprehensive updates to the Sandy Springs Development Code
- NEW LU-E2. Consider creation of citywide design guidelines

## MEETING

THE NEXT TEN DRAFT COMPREHENSIVE PLAN 5-YEAR UPDATE PUBLIC MEETING | JUNE 9, 2022

EXHIBIT

# COMMUNITY WORK PROGRAM: LAND USE & COMMUNITY CHARACTER

The Community Work Program must be updated every 5 years. The activities listed below are proposed as work program items for the period starting 2022 through 2026.



Description of Activity	
NEW ITEMS	<b>New Community Work Program Items</b>
	Conduct a comprehensive review of the Development Code.
	Conduct a review of building height limitations within Corridor & Node and Perimeter Center Districts to ensure heights allow adequate ROI for development while maintaining appropriate neighborhood transitions.
	Create Citywide Design Guidelines.
	Consider Development Code modifications to allow conversion of existing underutilized office buildings to residential uses.
RETAINED ITEMS	Consider modifications to the Development Code to require or incentivize mix of uses for new development.
	Review and Update the Small Area Plans.
	<b>Retained Community Work Program Items</b>
	Conduct a design study to explore feasibility of GA 400 overbuild, as recommended in the Perimeter Center Small Area Plan.
	Update Perimeter Center LCI Master Plan.
Prepare public/private strategy for TOD at stations in partnership with MARTA.	
Work with MARTA to create detailed concept plans for the existing North Spring including enhanced pedestrian and bicycle access to the station.	

Extend TOD to the north

Expand MARTA create accessible transit oriented development

TOD limited only to Perimeter Center

Yes! A good idea. Building is being done. So should we

SANDY SPRINGS GEORGIA

MEETING

EXHIBIT

# REPORT OF ACCOMPLISHMENTS SUBSEQUENT TO COMPLETION OF 2017 PLAN

This exhibit includes a list of accomplishments pursuant to the completion of the 2017 Comprehensive Plan. This includes completed projects, plans, policies, etc.

## LAND USE & COMMUNITY CHARACTER

- Created the Sandy Springs Development Code
  - Regulated infill within existing residential neighborhoods
  - Enhanced Land use transitions and buffers
  - Created development tools to facilitate compact connected and walkable redevelopment
- Implemented a comprehensive zoning update for the City.
- Purchased property for Fire Station 5 and reconstructed Fire Station 2
- Roswell Road Access Management Plan is underway
- Roswell Road/Grogans Ferry Intersection improvement project is underway to implement vision for the Roswell Road Boulevard
- Enhanced the City's Streetscape requirements
- Sandy Springs Art in Public Places Plan

## HOUSING

- Completed a Housing Needs Assessment
- Established height incentives within the Sandy Springs Development Code to encourage affordable housing units
- Established Economic Development incentive policy for affordable housing
- Created new development patterns within the Sandy Springs Development Code to encourage more diverse housing types.

## ECONOMIC DEVELOPMENT

- Completed a Strategic Economic Development Plan
- City Springs Master Plan Update is in process
- Completed the North End conceptual design study to envision redevelopment opportunities in underutilized shopping centers

## GREEN SPACE, NATURAL SYSTEMS & SUSTAINABILITY

- Completed a comprehensive update to the Recreation and Parks Master Plan
- Completed the Trail Master Plan. Construction anticipated to begin on the first segment in 2022.
- Acquired property adjacent to Allen Road Park and along the River at Island Ferry.
- Completed Riverfront Vision Plan to develop a strategy to improve access to the Chattahoochee River
- Conducted tree inventories on city-owned properties and established an ongoing partnership with Trees Atlanta to plant on public property and provide free front yard trees to City residents. Recognized as a Tree City of the World.
- Increased the City's Atlanta Regional Commission Green Communities certification level from Silver to Gold

*The only sustainable tree/plant is a native non-invasive tree or plant.*



City Springs



City Springs



# D. TRANSPORTATION ASSESSMENT







# THE NEXT TEN

Sandy Springs  
Comprehensive Plan Overview  
*Transportation Assessment*

**THE  
NEXT  
TEN**  
PLAN  
TOGETHER  
SANDY  
SPRINGS  
[WWW.THENEXT10.ORG](http://WWW.THENEXT10.ORG)

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# TRANSPORTATION

The City of Sandy Springs is one of the most dynamic and prosperous communities in the Atlanta metropolitan region. Roughly a quarter-million people live or work in Sandy Springs. More than 100,000 people reside in the city, while the concentration of retail and employment centers draws a large daytime population from other parts of the region.

Sandy Springs was traditionally a bedroom community to Atlanta. Although travel demand has increased commensurately with the city's rising economic activity, travel patterns have remained definitively suburban with most trips being made in single-occupant automobiles.

However, the city has many advantages and assets apart from automobile travel to help it meet these transportation challenges in the next ten years. These include three MARTA rail stations with direct connections to major city streets, and ongoing investment in better sidewalks and bicycle connections. The following discussion puts the city's challenges and opportunities into perspective.

## SANDY SPRINGS AND THE REGION

Sandy Springs' location immediately north of the City of Atlanta and in the 'neck' of north Fulton County places it between several key locations in the Atlanta region. It is directly north of the three major business districts of Atlanta, generally five miles to Buckhead and ten miles to Downtown and Midtown. It is connected to both of these destinations, as well as to Hartsfield-Jackson Atlanta International Airport, by the region's freeway network as well as by MARTA heavy rail transit. However, Sandy Springs is also directly east of the Cumberland/Galleria business and retail district, which in addition to a large concentration of employment today will also feature the new Atlanta Braves stadium and entertainment complex by 2017. The city also shares the Perimeter Center employment district with neighboring cities Dunwoody and Brookhaven; the primary concentration of Perimeter's hospitals and healthcare facilities are located in Sandy Springs.

As shown in Figure 1 on the following page, Sandy Springs is located in a highly active and dynamic part of the metropolitan area, at the interchange of two of the region's primary freeways and at the end of the north line of MARTA's rail system. This location in the region is both a tremendous asset—the

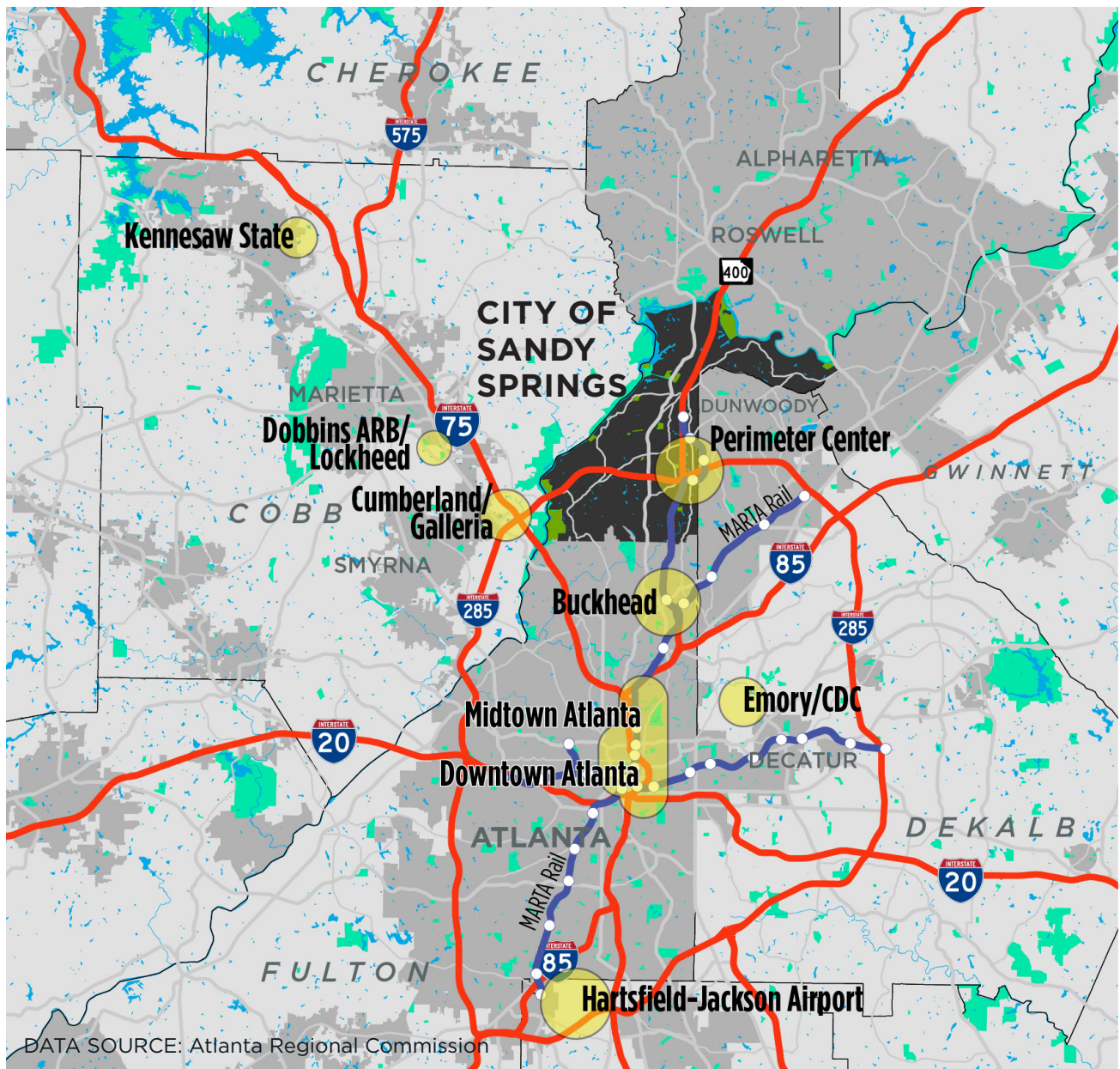
Perimeter Center area is the largest office real estate sub-market in the southeast, having approximately 130,000 jobs—but also presents significant challenges. Georgia 400 and Georgia State Route 9 (Roswell Road) both pass directly through the city connecting north Fulton County to Atlanta, and with them comes significant traffic and congestion that spills over onto the Sandy Springs local street network. In addition, the city's location along the Chattahoochee River limits the number of ways in and out to the north and west, and Interstate 285 and Georgia 400 both limit the street network that connects through the city.

The following discussions present Sandy Springs's transportation context within the larger region and provide a detailed look at what the city faces from its location in a busy and dynamic part of the metropolitan area.

### COMMUTE FLOWS TO, FROM AND THROUGH SANDY SPRINGS

Each of the major thoroughfares in Sandy Springs connects to a neighboring jurisdiction and, as such, carries both local traffic and regional commuters. This is an important part of understanding the transportation challenges the city faces, as it is related to traffic congestion, available capacity in the transportation system for growth and development in Sandy Springs, and quality of life for Sandy Springs residents.

Figure 1 Sandy Springs in the Region



## SANDY SPRINGS AND THE REGION

The City of Sandy Springs is shown in Figure 1 in dark grey relative to the Atlanta region's major transportation corridors and jobs centers. Historically a bedroom community to Atlanta, today Sandy Springs is home to a major employment center of its own and is located near other centers apart from the historic metropolitan core of downtown Atlanta. This has led to a dynamic, complex series of travel patterns for Sandy Springs, as it is all at once a place of residence, a destination and a crossroads.

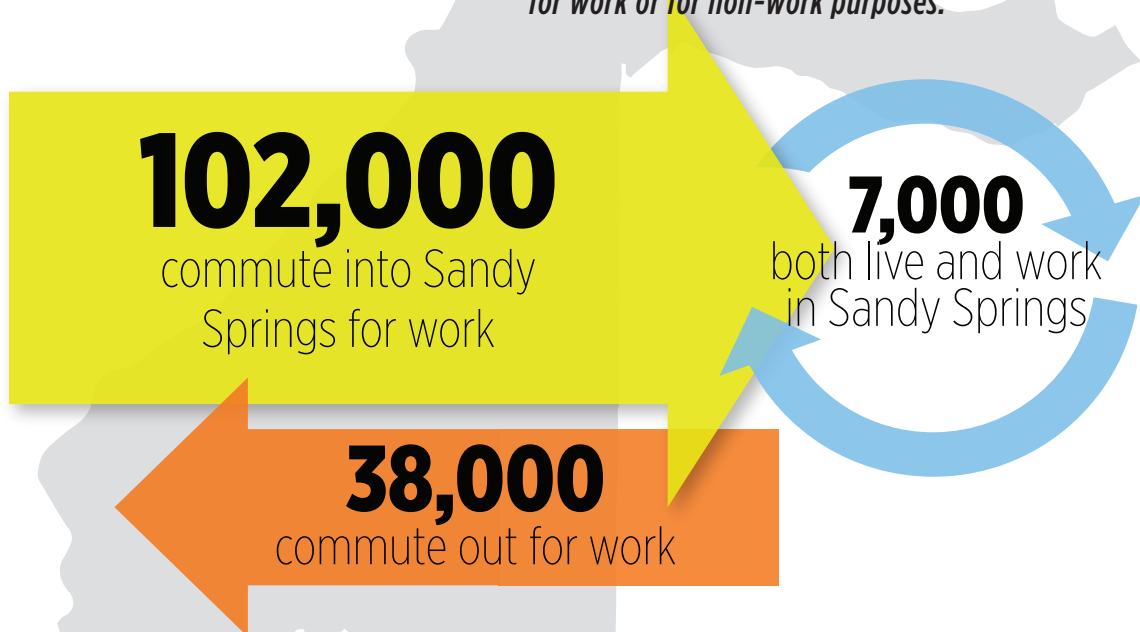
## TRANSPORTATION — EXISTING CONDITIONS

Figure 2 Commute Patterns in Sandy Springs

### INFLOW AND OUTFLOW OF WORKERS

COMMUTERS AND RESIDENTS AND  
THEIR PLACES OF WORK, PER DAY

*Figures 2 and 3 illustrate both commuters (persons traveling for work) in and out of the city each day as well as trips (one-way journeys). It is important to keep in mind that one person who commutes may make multiple trips in a day, and that trips may be for work or for non-work purposes.*



SOURCE: US Census (Longitudinal Employer-Household Dynamics)

Commute patterns to jobs represent a key dynamic in how Sandy Springs and the region interact, and despite having a high number of jobs within the city limits, much of Sandy Springs' resident workforce works elsewhere. Illustrated in Figure 2 above, data from the US Census indicate that, of the nearly 110,000 jobs in the city limits, only around 7,000 of these are held by Sandy Springs residents (of whom a total of 45,000 are in the workforce). Over 100,000 workers commute into the city for jobs, many of which are located in the Perimeter Center district and along the Roswell Road corridor.

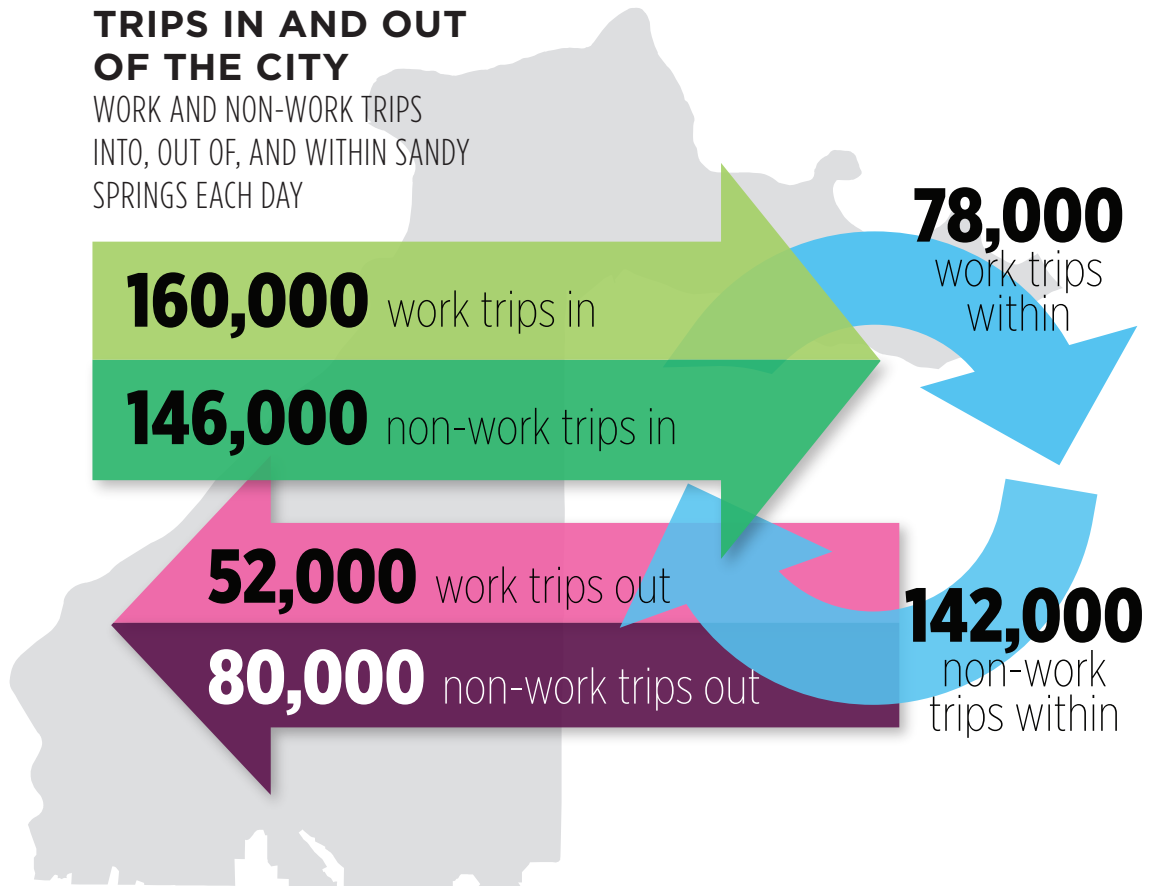
The Atlanta Regional Commission (ARC) travel demand forecasting model provides a more expansive view of regional travel and commute activity, estimating and forecasting not only work trips but also non-work trips into, out of and within the city. This model estimates similar levels of travel demand (shown in Figure 3), with approximately 212,000 work trips and approximately 226,000 non-work trips in and out of the city each day. Another 220,000 trips both begin and end inside the city each day.



Figure 3 Travel Patterns in Sandy Springs

### TRIPS IN AND OUT OF THE CITY

WORK AND NON-WORK TRIPS INTO, OUT OF, AND WITHIN SANDY SPRINGS EACH DAY



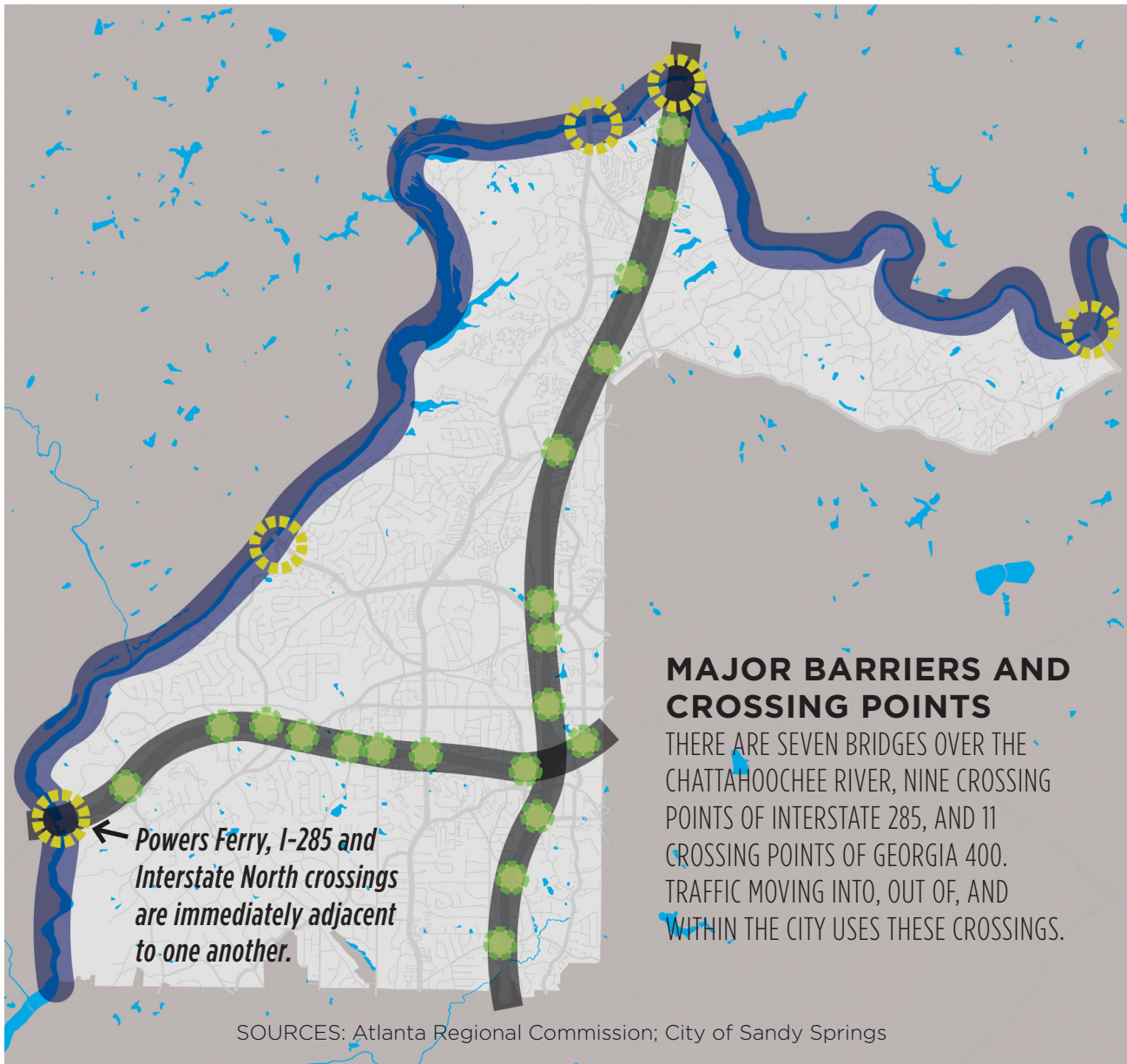
SOURCE: Atlanta Regional Commission Travel Demand Forecasting Model

#### NETWORK LIMITATIONS WITHIN THE CITY

The traffic coming into and out of Sandy Springs uses a combination of the city's two freeways (I-285 and Georgia 400) and its surface street network to reach its destinations. However, the city's geographic location along the river and the freeways themselves limit how completely this network serves the city. There are only 11 crossing points of Georgia 400 in the city (over a length of over nine miles), with some of these being local neighborhood-focused streets not designed to carry large volumes of traffic.

I-285 has a similarly limited number of crossings (nine street network crossings in six miles). Most notably, there are only seven crossings of the Chattahoochee River. Two of those crossings are Georgia 400 and I-285, while another two are local access streets abutting I-285 (Powers Ferry Road and Interstate North Pkwy). Roswell Road, Johnson Ferry Road and Holcomb Bridge Road are the only surface-street crossings throughout the rest of the city. This places a significant burden on the expressways and provides a limited number of connecting streets to

Figure 4 Major Barriers and Crossing Points



serve traffic within Sandy Springs and accommodate the large number of trips being made into and out of the city each day.

The diagram in Figure 4 illustrates the limited barrier crossings in the city, and the diagrams in Figure 5 on the following page show figure-ground representations of the Sandy Springs street network: the upper

diagram is the full street network and the lower diagram is the effective network of only those streets and highways that provide true connections through the city. Some of these may be shortcuts around major intersections or through neighborhoods, but they illustrate that true crosstown connectivity in Sandy Springs is limited.

Figure 5 Street Networks and Travel Options



## STREET NETWORKS AND TRAVEL OPTIONS

Although Sandy Springs has an extensive street network, only a limited portion of this network provides a true connecting function within the city. Many of the streets that comprise its effective connecting network are neighborhood streets, and the major thoroughfares that link neighborhoods and employment and business districts serve the bulk of the city's travel needs.

## TRANSPORTATION — EXISTING CONDITIONS

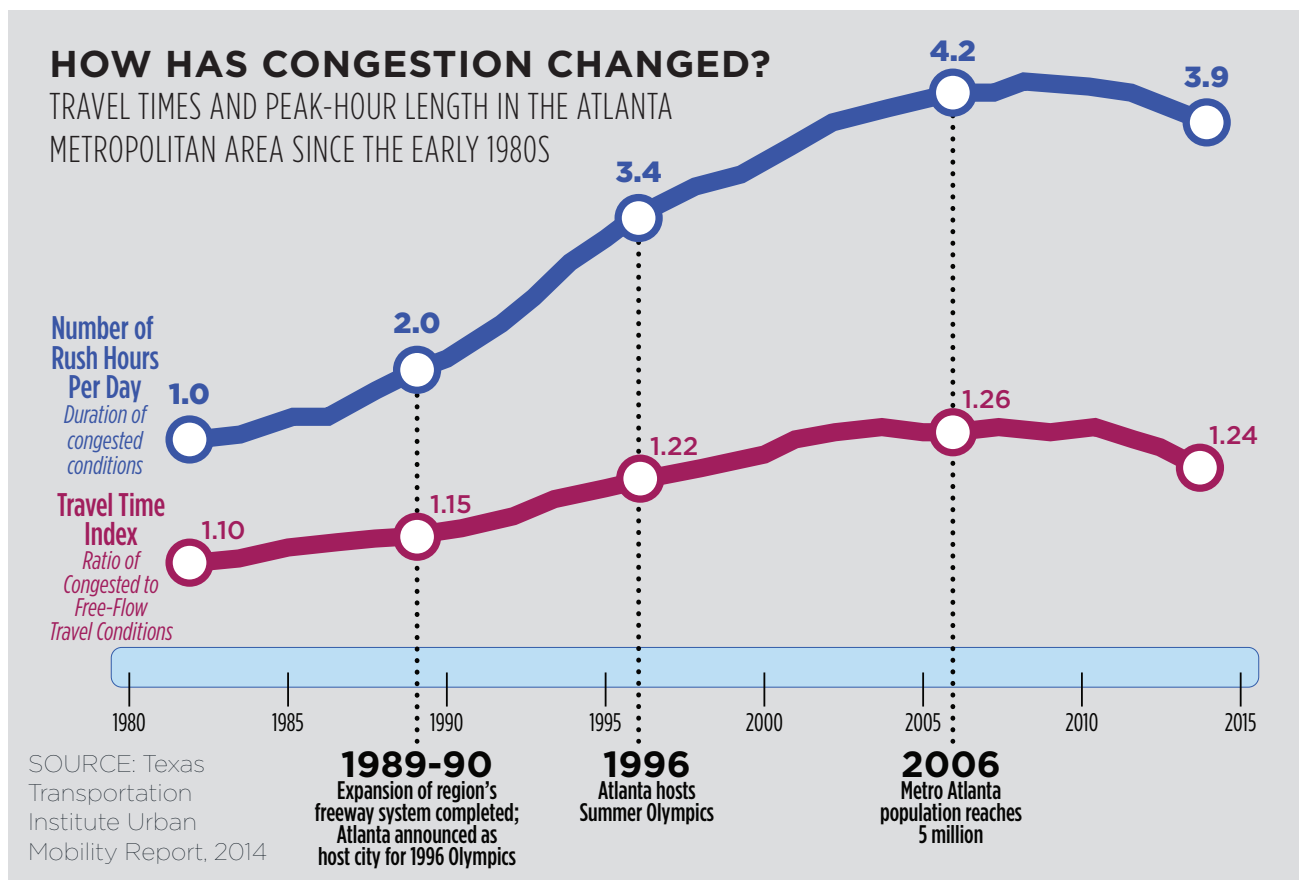
### CHANGES IN TRAVEL OVER TIME

Certain thoroughfares in Sandy Springs have long been primary commuting routes for northern metro Atlanta. Where Roswell Road has historically carried the heaviest volumes of traffic, the opening of the Buckhead extension of Georgia 400 in 1993 diverted some of this travel demand. However, the advent of that road, and its freeway connection to communities to the north, greatly facilitated the development of the Perimeter Center and Buckhead business districts, leading to more travel demand to these areas—and consequently through Sandy Springs.

### CONGESTION AND THE PEAK PERIOD

To be sure, this has contributed to the traffic congestion that most Sandy Springs residents recognize and experience frequently. This problem is not limited to Sandy Springs—the overall Atlanta region has seen an increase in congestion levels over the last three decades, with a one-hour rush hour in the early 1980s extending to nearly four hours by the early 2000s. Closely related to the length of the rush hour is the degree to which metro Atlantans experience congestion relative to free-flowing (or uncongested) conditions on the region’s roadway network.

Figure 6 Congestion in Atlanta Since the Early 1980s



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The diagram in Figure 6 illustrates these conditions at a select number of significant milestones since the early 1980s and the congestion levels—and the consequent length of the peak commuting period when congestion is greatest.

What is notable about traffic congestion, however, is its concentration in the peak travel periods in Sandy Springs. As the diagrams in Figure 7 on the following pages illustrate, peak travel periods feature higher volumes, a typical phenomenon in most communities, although some roads have a higher concentration of traffic during the peak than others. Major commuting corridors and those serving employment and retail land uses, such as Roswell Road and Peachtree-Dunwoody Road, carry higher volumes throughout the day than primarily residential corridors like Johnson Ferry Road, although these still have high peak-period concentrations as they are heavily-used commuting routes into and around the Perimeter Center area. When considered over the course of the entire day, many of these same streets feature levels of use that are typical for urban thoroughfares, and most are not at congested levels of use.

The diagrams in Figure 8 illustrate how the roadway system operates throughout the day, depicting levels of congestion as a function of traffic volume and roadway capacity. Heavier lines in the diagrams represent higher volume-to-capacity relationships, with key regional

thoroughfares such as I-285, Georgia 400 and Abernathy Road showing high levels of traffic throughout the day. When considering these relationships in peak travel periods, not only do these same corridors show high levels of congestion, but other key corridors locally known to be major commuting routes, such as Johnson Ferry Road from Cobb County, indicate a similar pattern of congestion. Access points to the freeway system show congestion during these peak travel times as well, as the freeway-related congestion pushes back onto the surface street system.

This is an important phenomenon to understand for two reasons. First, traffic and congestion on the freeway system are regional and state-level concerns and not entirely in the control of Sandy Springs. Decisions and policies in managing travel and traffic congestion on the freeway system may have effects on Sandy Springs insofar as the city's local streets connect to the freeway system. Second, although many key corridors do not experience congestion on an ongoing basis during the day, some (such as portions of Roswell Road) do, suggesting that transportation challenges that come from a limited roadway network and a high level of regional travel demand into and out of Sandy Springs are not entirely related to commuting traffic. This suggests, in turn, that a broader set of approaches is needed to ensure a reliable transportation system.

## TRANSPORTATION — EXISTING CONDITIONS

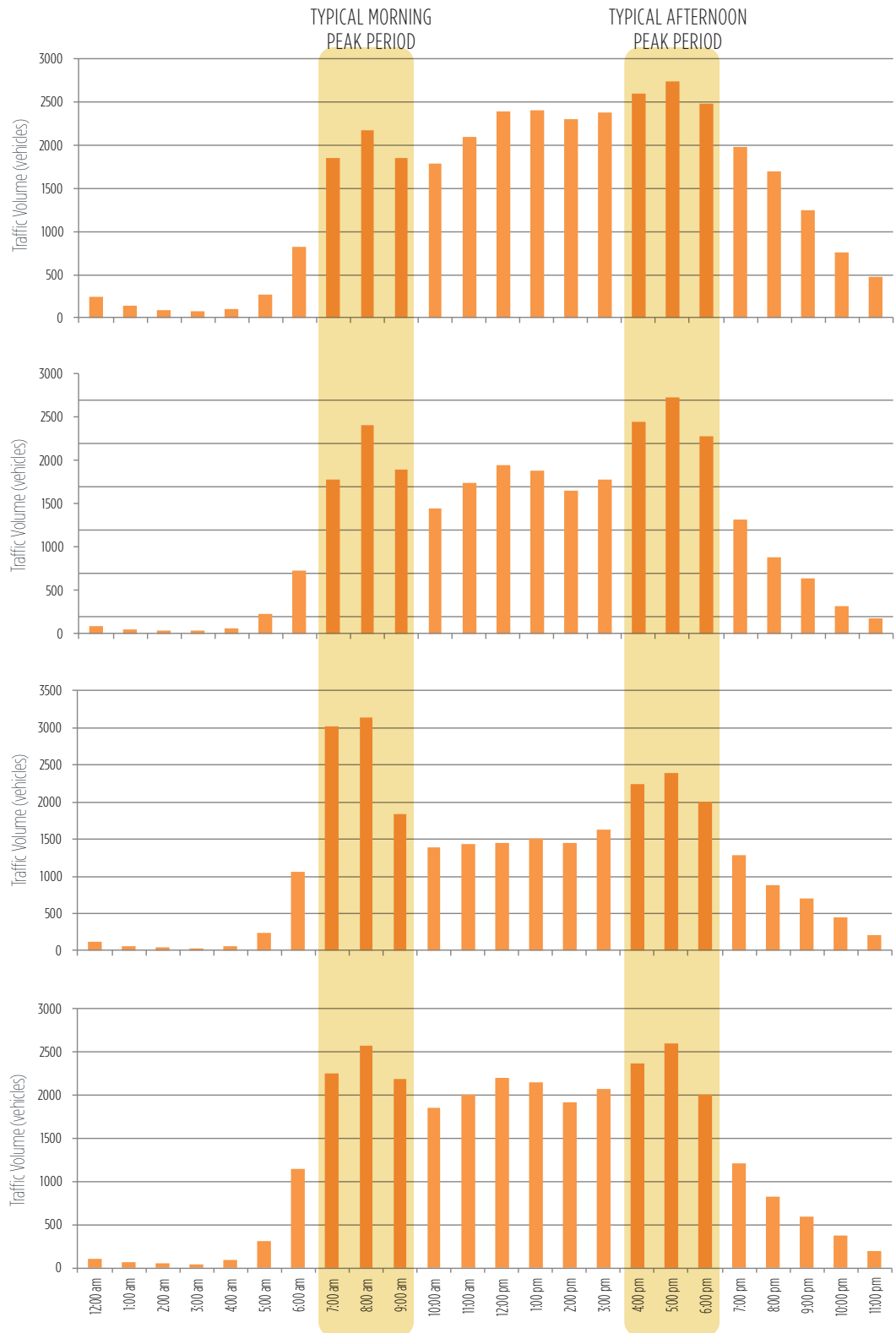
Figure 7 Average Traffic Volumes by Hour on Major Corridors

**ROSWELL ROAD  
AT HILDERBRAND  
DRIVE**

**HAMMOND DRIVE  
AT GLENRIDGE DRIVE**

**JOHNSON FERRY ROAD  
AT NORTH MILL ROAD**

**PEACHTREE-DUNWOODY ROAD  
AT HAMMOND DRIVE**

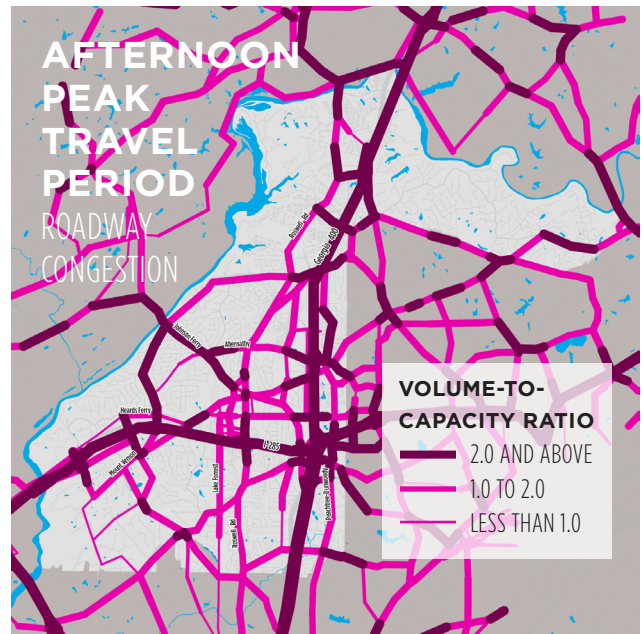
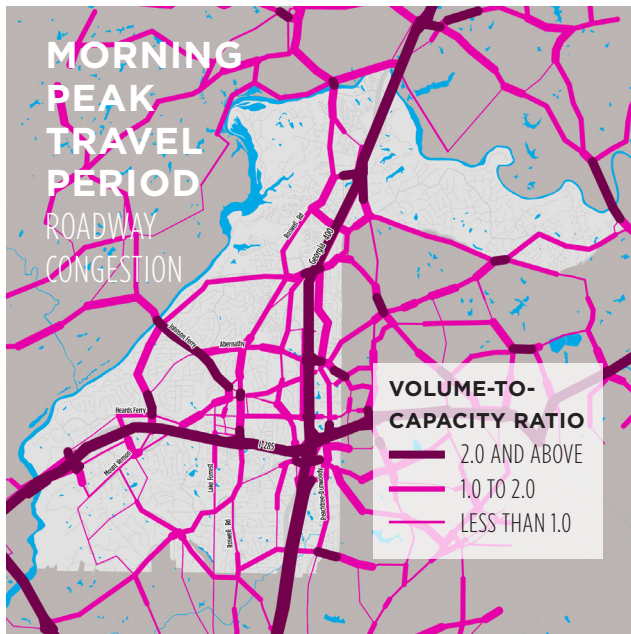
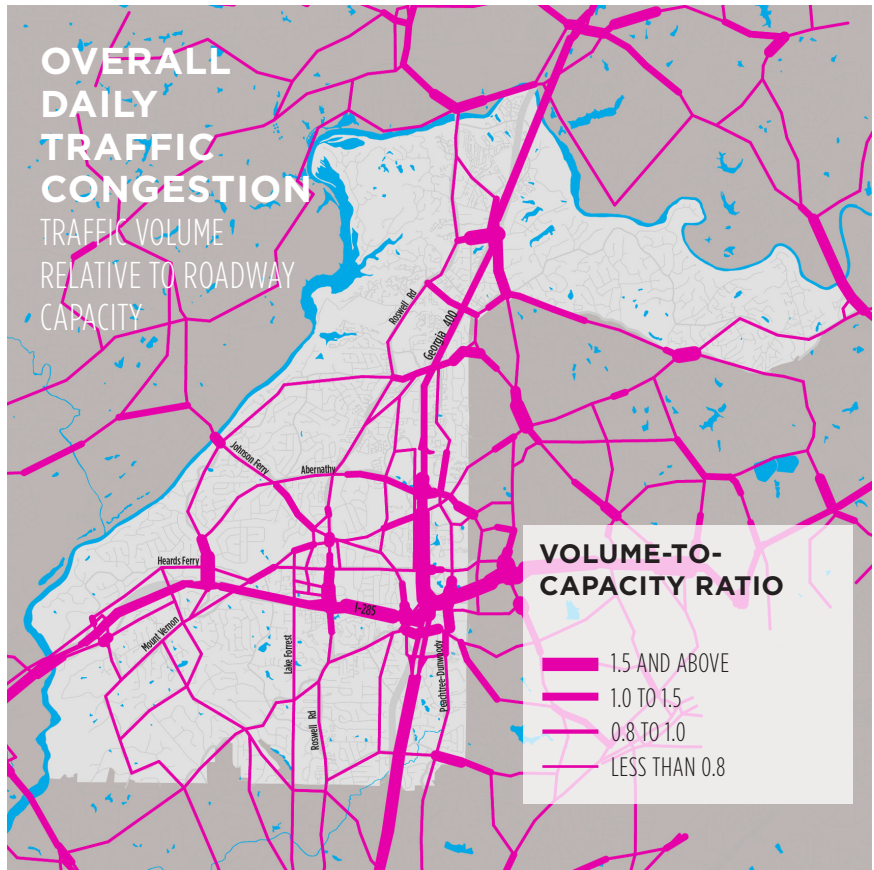


SOURCE: Georgia Department of Transportation, Annualized Average Daily Traffic Count Reports

## CONGESTION THROUGHOUT THE DAY

Congestion does not happen evenly throughout the day in Sandy Springs, although some corridors experience longer periods of congestion than others. On the diagrams shown in Figure 8, heavier lines indicate a higher degree of traffic relative to a road's capacity, both throughout the day (right) and in the peak travel hours (below). A volume-to-capacity ratio of greater than 1 indicates that there is demand that exceeds current capacity, and more than one signal cycle may be required to pass through an intersection. Ratios less than 0.8 indicate that adequate capacity is available and no delay is expected. Ratios between 0.8 and 1 indicate a stable and acceptable traffic flow.

Figure 8 Congestion Throughout the Day



SOURCE: Atlanta Regional Commission Travel Demand Forecasting Model (2015 Network)

## THE SANDY SPRINGS TRANSPORTATION NETWORK

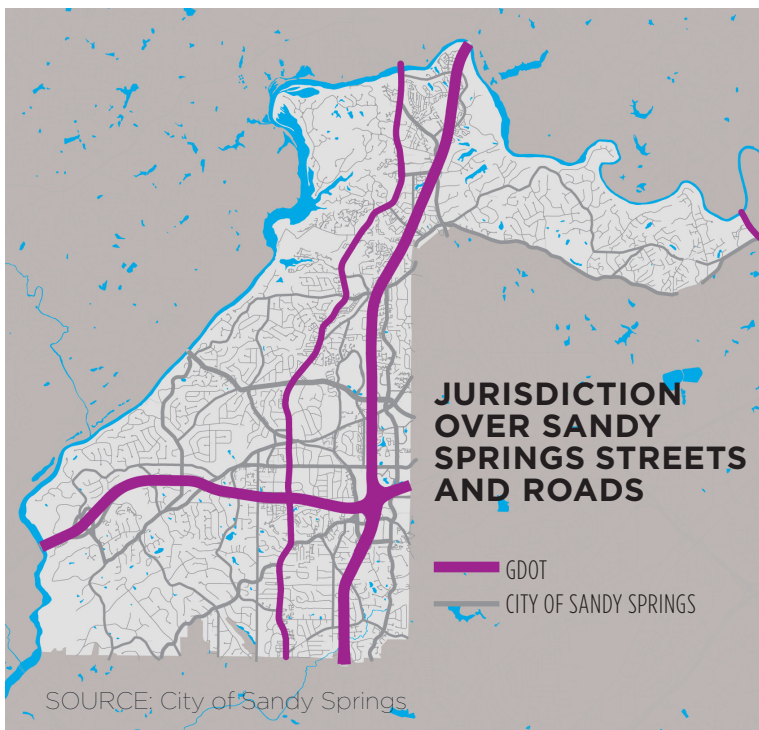
The Sandy Springs transportation system reflects the City’s roots as a suburban bedroom community. The suburban street pattern, most notably the limited number of connecting thoroughfares through the city, presents challenges as the community has grown and urbanized.

### THE STREET NETWORK

Surface streets in Sandy Springs largely reflect the societal preferences for single-family residential subdivisions that gained popularity in the mid-20th century.

The network features many dead-end and cul-de-sac streets and relies heavily on a limited number of connecting thoroughfare streets, in contrast to the connected streets and blocks of older cities.

Figure 9 Jurisdiction Over Sandy Springs Streets and Roads



As the Sandy Springs community grew prior to the city’s incorporation, these subdivisions grew along historic rural roads, such as Johnson Ferry Road and Mount Vernon Highway, that generally followed natural topography and were not designed to carry large volumes of traffic. Along with the new subdivisions, large portions of these roads were developed with single-family residential housing, which has made it difficult to consider widening them as traffic levels have grown over the years.

### FUNCTIONAL CLASSIFICATION

In addition to the form of the network, the way Sandy Springs’ streets function as a system also reflects the community’s suburban development pattern. As with all communities in the United States,



streets in Sandy Springs are assigned a functional classification (based on definitions used by state and federal transportation agencies) that describes their primary intended purpose: freeway and arterial streets are intended to serve a mobility function, whereas local streets are focused on providing local access to properties and land uses. Although local streets are typically the most common in a community, in Sandy Springs they account for approximately three-quarters of all streets in the city and approximately two-thirds of all lane-miles (refer to Figure 10 to the right).

Primary streets such as Roswell and Abernathy Roads are also the location of most of the non-residential land uses, especially commercial and office uses, as shown in Figure 11. This is significant, as these land use patterns drive demand for local property access that the streets must serve in addition to their intended function as through-traffic corridors.

Overall, functional classification in Sandy Springs is distributed as shown in the following table.

Roadway Classification	Centerline-Miles	Lane Miles
Interstate/Freeway	17.7	141.6
Principal Arterial	15.4	77.0
Minor Arterial	40.7	122.1
Major/Minor Collector	45.0	90.0
Local (includes private streets)	364.5	729

Figure 10 Street Functional Classification

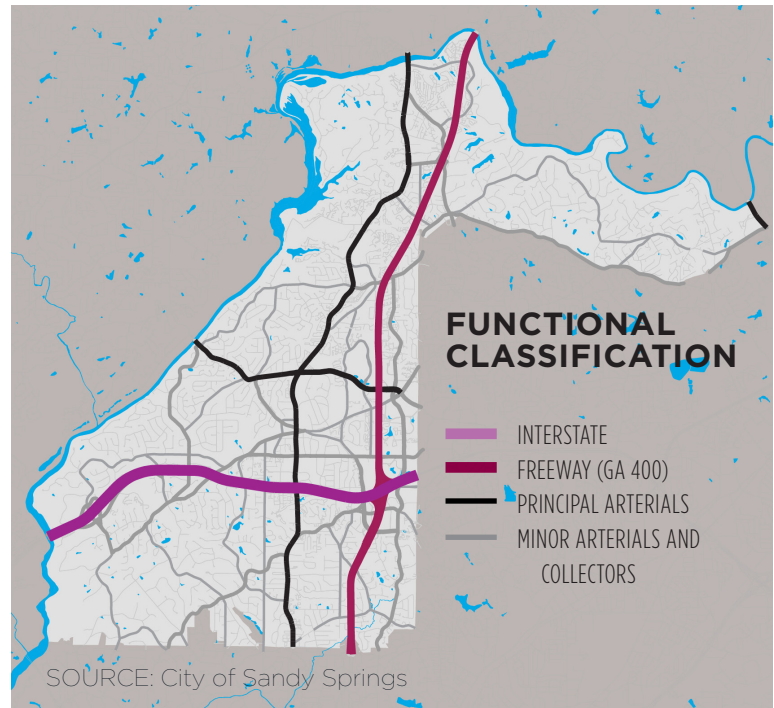


Figure 11 Functional Classification and Land Use

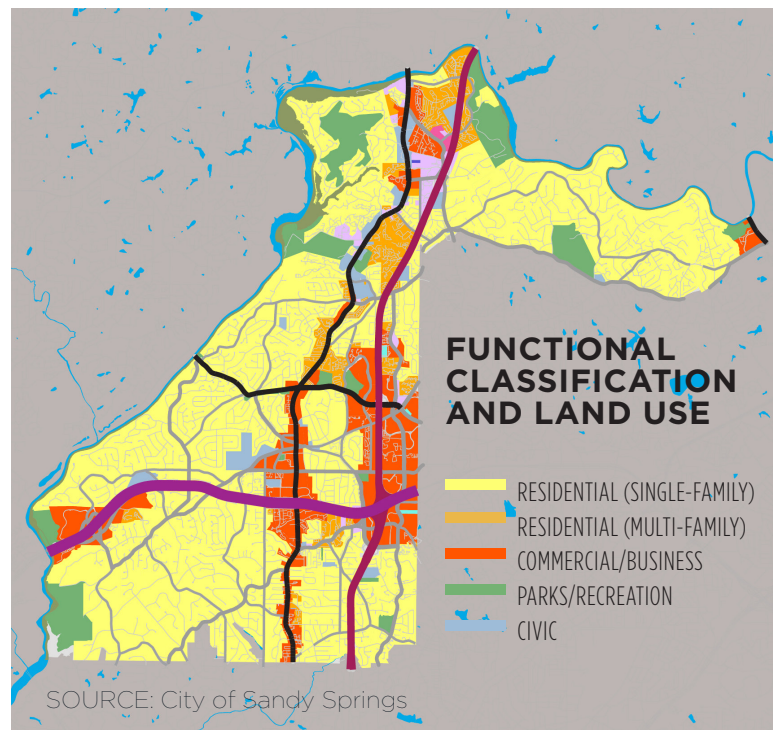
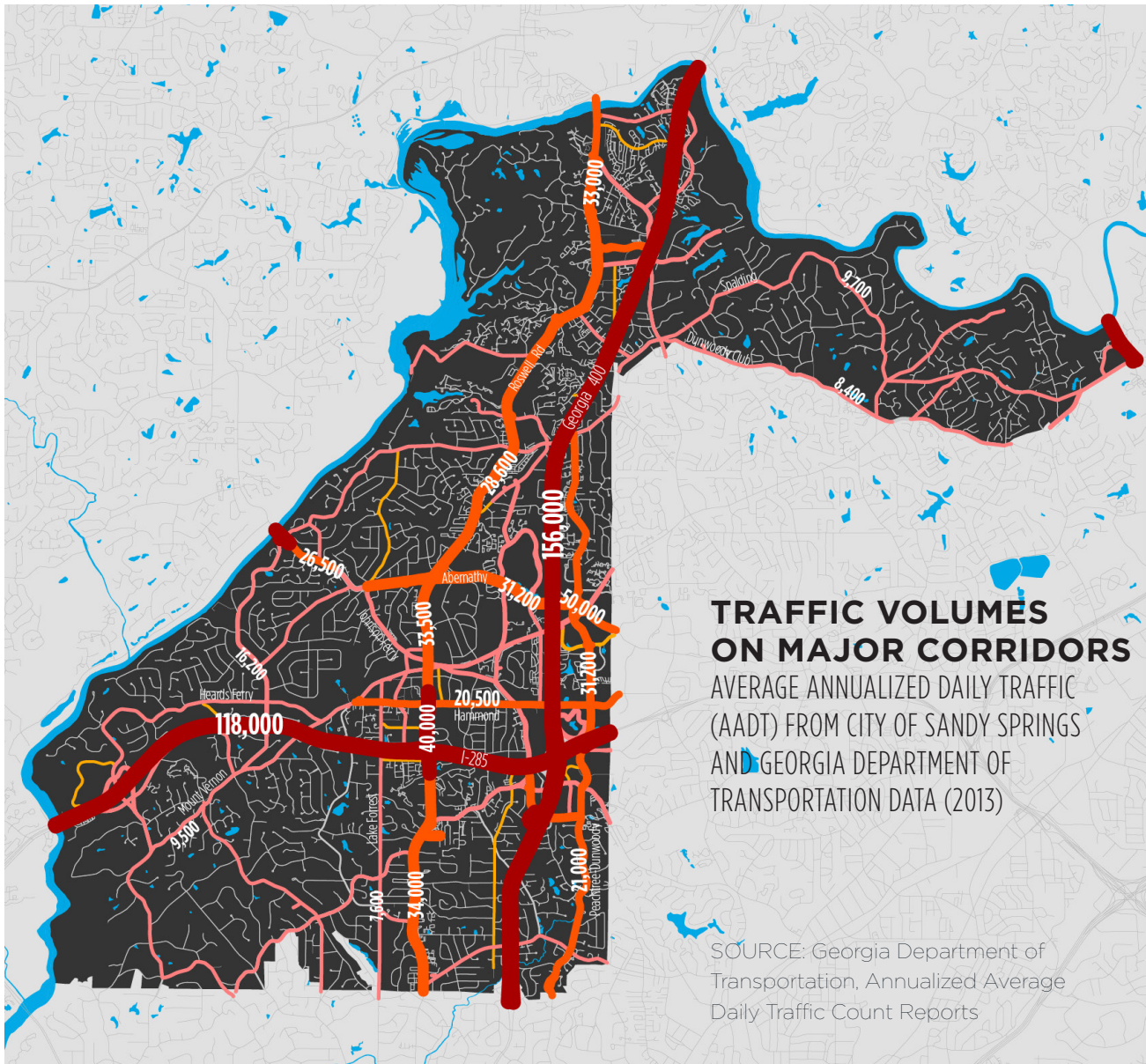


Figure 12 Traffic Volumes on Major Corridors

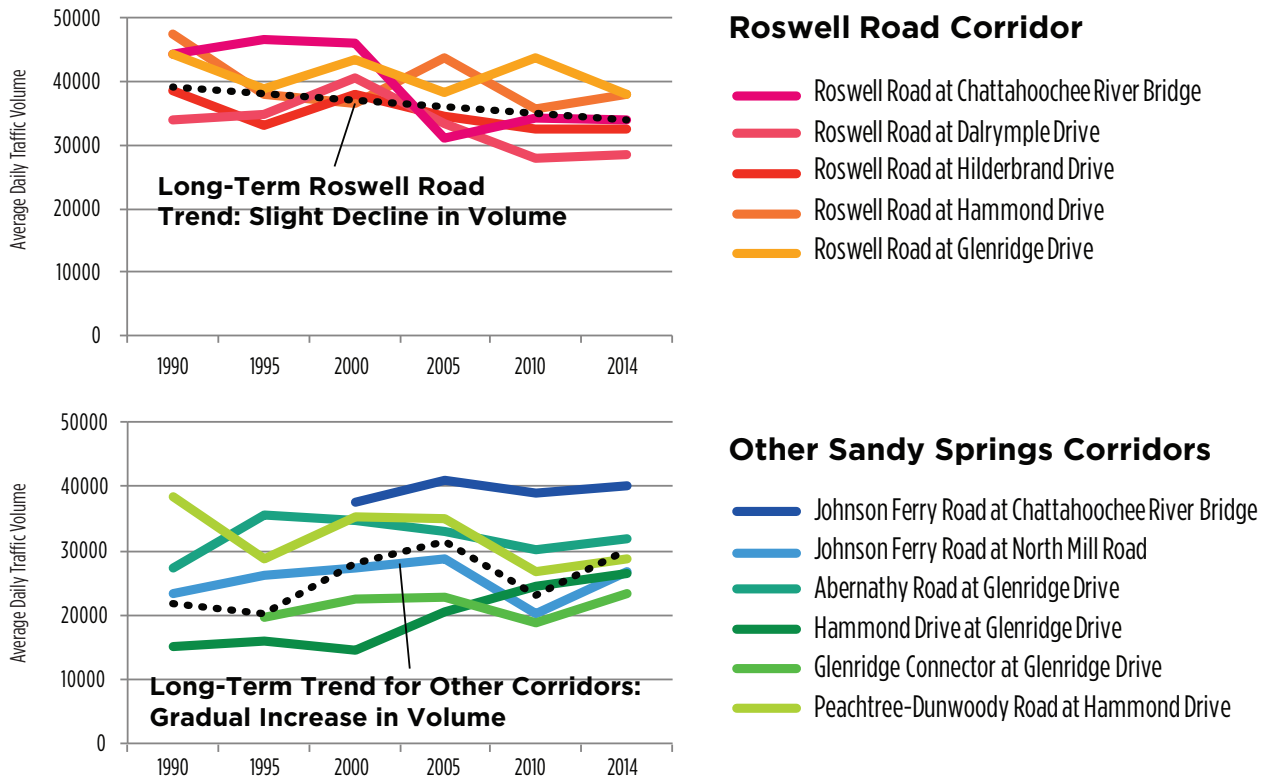


**TRAFFIC**

Currently, most of Sandy Springs' local and collector streets carry relatively modest traffic volumes (under 10,000 vehicles per day). However, the major thoroughfare streets carry much greater traffic volumes—typically over 20,000 vehicles per day—and Roswell Road

generally has the highest volumes of any of the city's surface streets, with between 30,000 and 40,000 vehicles per day throughout most of its length. Other key locations, shown in the citywide map in Figure 12, also carry high traffic volumes, such as Johnson Ferry Road immediately east of the Chattahoochee River

**Figure 13** Change in Traffic Over Time on Major Corridors



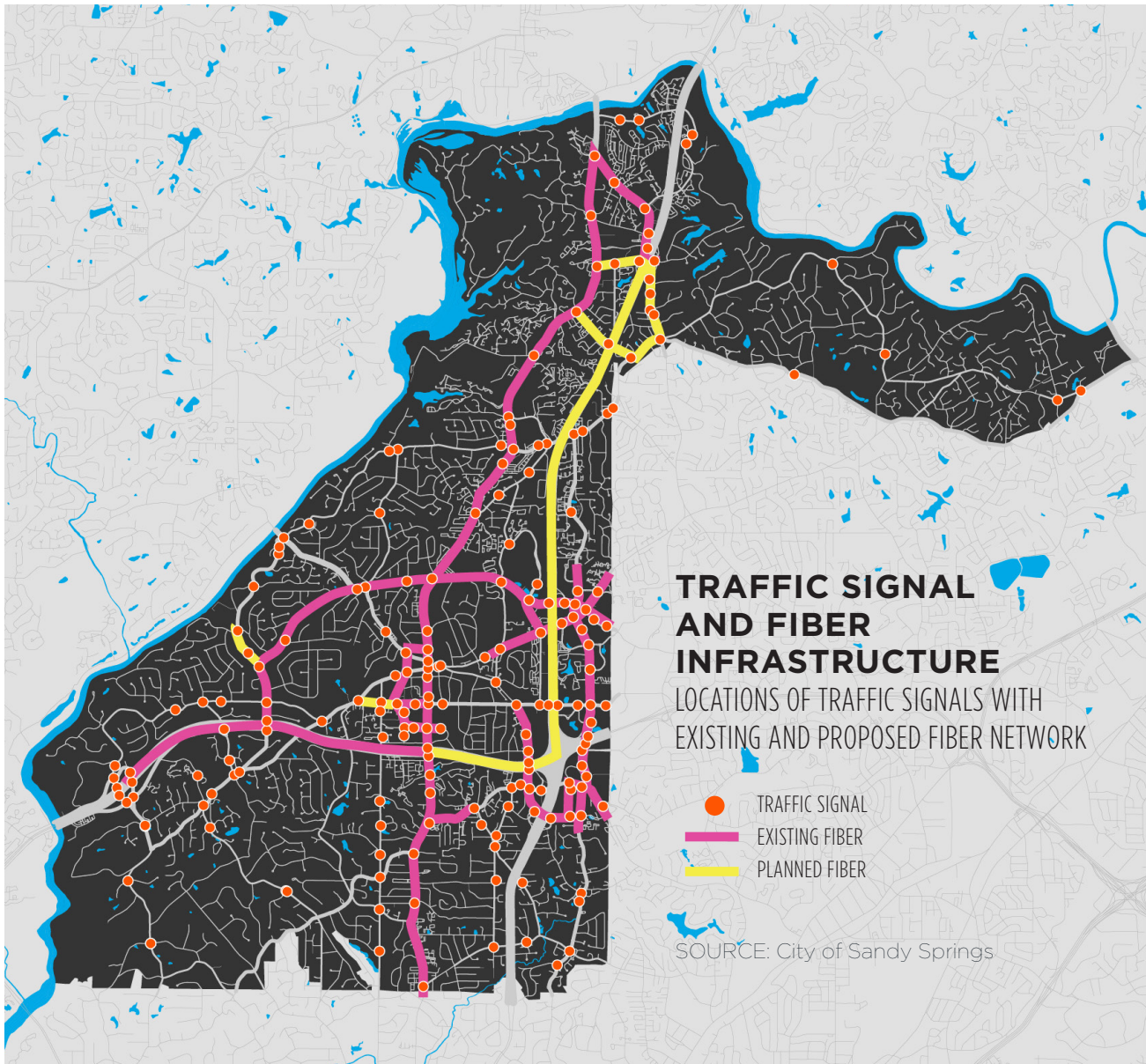
SOURCE: Georgia Department of Transportation, Annualized Average Daily Traffic Count Reports

bridge, and Abernathy Road between the Perimeter Center district and Georgia 400 (with volumes of over 50,000 vehicles per day in some locations).

Just as the general profile for the Atlanta region’s commuting patterns has shown a slight decrease in congestion and rush-hour length, traffic volumes on some Sandy Springs corridors, especially Roswell Road, have been declining gradually through the 2000s after

years of increase (as shown in the diagram in Figure 13). However, many of the city’s other major thoroughfares have seen volumes stay relatively constant, with some corridors’ volumes even increasing slightly over the last 25 years. Even when discounting for changes in regional traffic due to the 2008-2011 economic downturn, traffic volumes on many major Sandy Springs thoroughfares have grown since 1990.

Figure 14 Traffic Signal Infrastructure

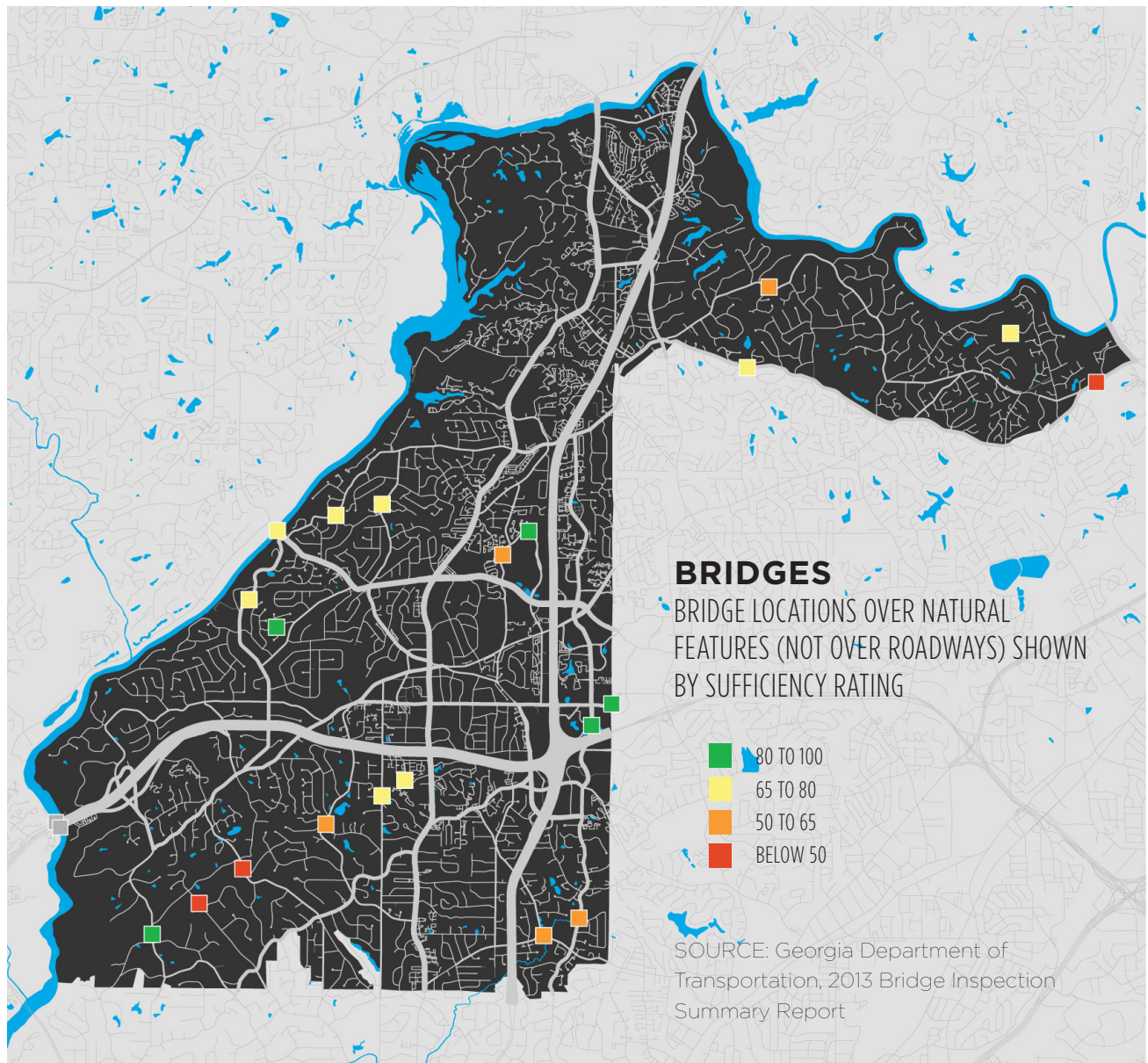


### TRAFFIC SIGNAL AND MANAGEMENT INFRASTRUCTURE

The City has invested in an extensive system of traffic control infrastructure, complementing over half of its nearly 200 traffic signals with a fiber-optic network to help coordinate signal operations and consolidate control in the City's traffic management center.

This system, the Advanced Traffic Management System, is being implemented in a phased approach and currently includes 32 miles of fiber-enhanced roadways (illustrated in Figure 14 above). It includes major corridors such as Roswell Road and Abernathy Drive and streets within the Perimeter Center area as well as streets providing access to the regional freeway network.

Figure 15 Bridge Conditions



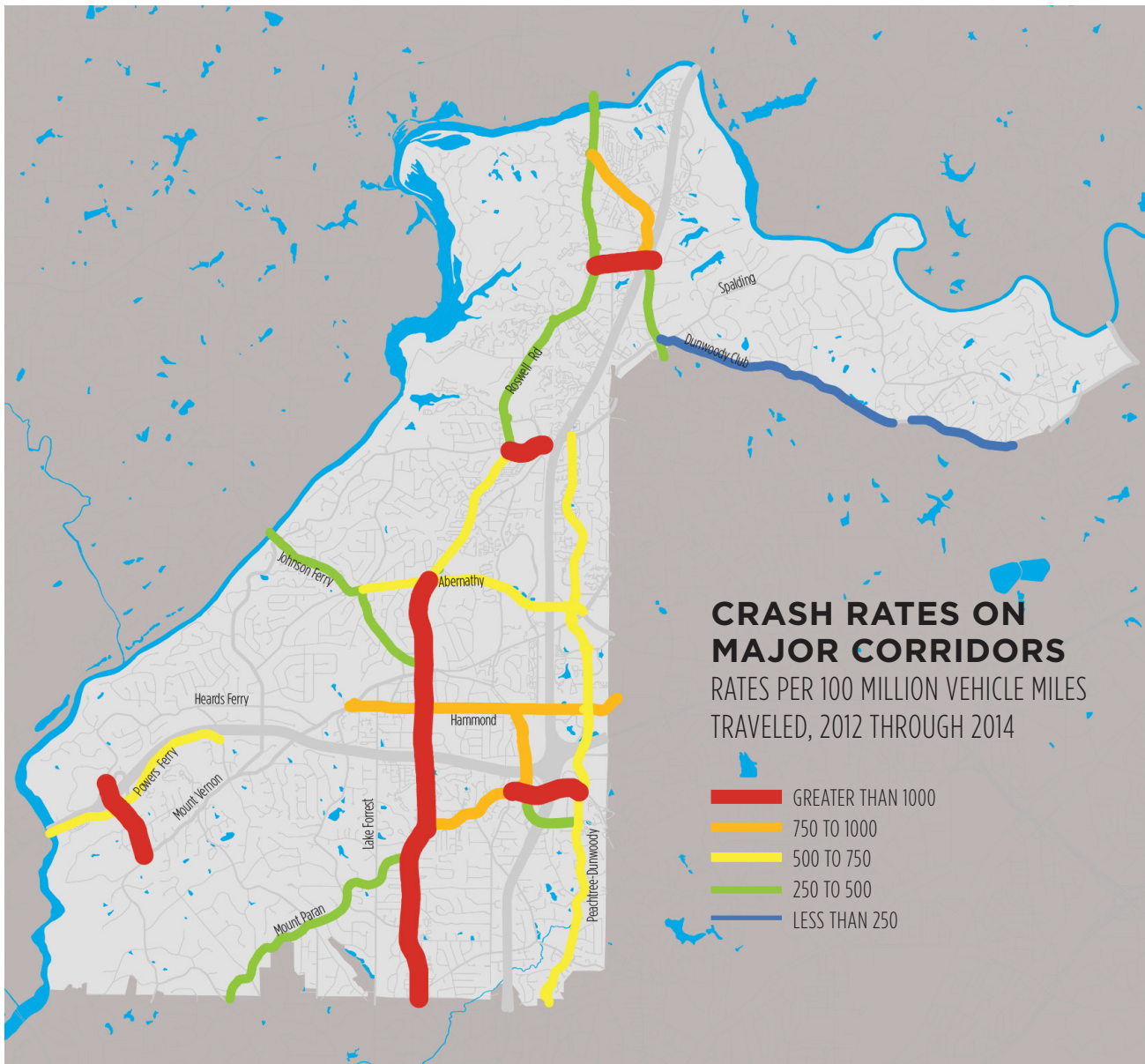
### ROADWAY PAVEMENT AND BRIDGE CONDITIONS

In the Sandy Springs City limits, the roadway network comprises nearly 500 miles of street length and over 1,100 lane-miles. Approximately 175 lane-miles are under the jurisdiction of GDOT and the remainder are maintained by the City.

The City's bridges, although mostly on local streets, are assessed for

sufficiency by GDOT. In the most recent available report, all bridges in Sandy Springs are described in fair to good condition; only two of the 23 bridges in the inventory have sufficiency ratings below 50 (on a scale of 0 to 100) and none have been recommended for replacement. The locations and sufficiency ratings of these bridges are shown in Figure 15 above.

Figure 16 Crash Rates on Major Corridors



**SAFETY AND HIGH-CRASH CORRIDORS**

Several of Sandy Springs’s major thoroughfares, in addition to carrying high traffic volumes, also feature high crash rates that compare to or even exceed statewide averages for different classifications of streets and roads.

The diagram in Figure 16 illustrates some of the highest rates of crashes on key Sandy Springs corridors. Roswell Road south of Abernathy is a dominant corridor in the city, with the extent from Hammond Drive

*text continues on page 24*

Figure 17 Crash Statistics from 2012-2014 for Major Sandy Springs Corridors

		Number of Crashes	Injuries	Fatalities	Average Daily Volume	Crash Rate (per 100 million VMT)	Comparison to Statewide Rate
<b>Principal Arterial</b> Statewide Average: 1017 crashes per 100MVM	JOHNSON FERRY RD: Roswell Rd to City Limits	282	77	0	26600	453	Below
	ROSWELL RD: Abernathy Rd to Darlymple Rd	348	115	0	35200	559	Below
	ROSWELL RD: Darlymple Rd to Chattahoochee River	765	243	1	32200	468	Below
	ROSWELL RD: Hammond Dr to Abernathy Rd	1445	439	2	37600	2028	Above
	ROSWELL RD: Meadowbrook Dr to I-285	997	323	2	35100	1055	Above
<b>Minor Arterial</b> Statewide Average 610 crashes per 100MVM	ABERNATHY RD: Mount Vernon Hwy to Johnson Ferry Rd	767	242	0	31800	557	Below
	DUNWOODY CLUB DR: Spalding Dr to Happy Hollow Rd	31	12	0	6200	131	Below
	DUNWOODY PL: Roswell Rd to Northridge Rd	228	88	0	16000	993	Above
	GLENRIDGE CONNECTOR: Glenridge Dr to Peachtree Dunwoody Rd	167	51	0	24200	381	Below
	HAMMOND DR: Mount Vernon Hwy to City Limits	775	261	0	25800	999	Above
	JOHNSON FERRY RD: Glenridge Dr to Peachtree Dunwoody Rd	191	39	0	20700	1247	Above
	MOUNT PARAN RD: Roswell Rd to City Limits	56	17	0	5200	400	Below
	NORTHRIDGE RD: Roswell Rd to Roberts Dr	595	236	0	23000	4136	Above
	PEACHTREE DUNWOODY RD: Hollis Cobb Cir to Spalding Dr	722	207	0	23700	535	Below
	PEACHTREE DUNWOODY RD: Hollis Cobb Cir to Trimble Rd	235	48	0	21300	529	Below
	PEACHTREE DUNWOODY RD: Trimble Rd to City Limits	104	26	0	14500	506	Below
	POWERS FERRY RD: Heards Rd to City Limits	173	39	0	14100	553	Below
	<b>Collector</b> Statewide: 455/100MVM	DALRYMPLE RD: Roswell Rd to Spalding Dr	99	39	0	18500	949
NORTHSIDE DR: Mount Vernon Hwy to New Northside Dr		356	91	0	6200	4183	Above
ROBERTS DR: Northridge Rd to City Limits		48	7	0	8400	295	Below
<b>Local</b> State:315/100MVM	GLENRIDGE DR: Hammond Dr to Roswell Rd	487	136	0	15300	296	Below

SOURCE: Georgia Department of Transportation Crash Data for Fulton County (2012-14)

The table in Figure 17 provides additional detail on high-crash corridors compared to the statewide average. Crash rates represent the number of crashes per 100 million vehicle miles traveled on the selected section of roadway annually (abbreviated as 100MVM in the left-hand

header column), and statewide averages are compiled per major functional classification category: numbers in the left-hand column indicate the statewide average to which each of the corridor segments is compared.

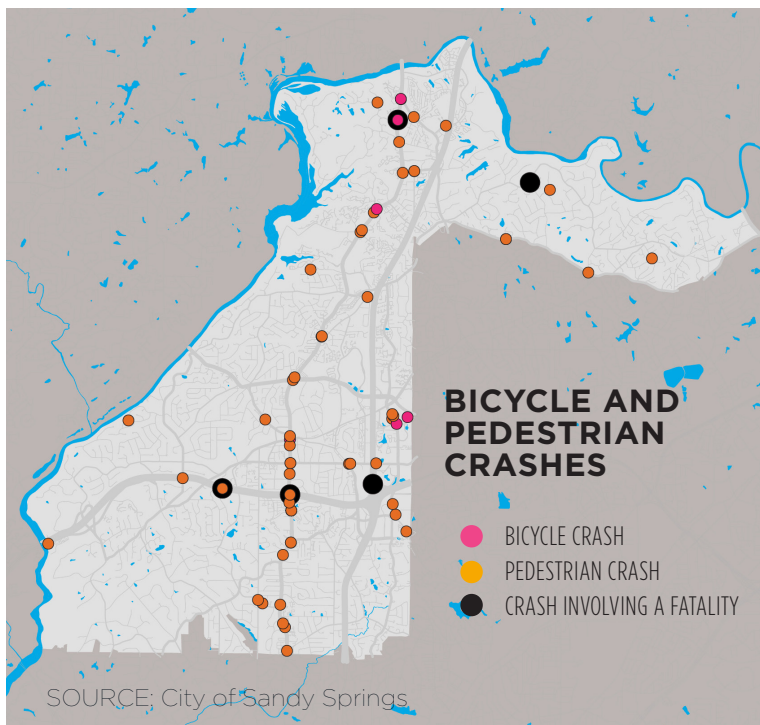
## TRANSPORTATION — EXISTING CONDITIONS

to Abernathy experiencing a crash rate at twice the Georgia statewide average for principal arterials. This is a striking statistic for the main street of Sandy Springs, and the types of crashes that occurred in this extent of the corridor suggest that the complex vehicle movements resulting from Roswell Road’s dual role as a traffic-moving thoroughfare and a primary commercial access street are largely the reason for the high number of accidents. Of the nearly 1,000 crashes in this extent of the corridor from 2012 through 2014, approximately 350 were angle crashes and 400 were rear-end collisions: the former point to the difficulty of turning

across oncoming traffic, and the latter are due in part to areas of congestion and in part to differences in speeds between through-moving vehicles and vehicles entering or exiting driveways or side streets. Other high-crash locations include streets providing access to the freeways in Sandy Springs, including Northside Drive at Interstate 285 and Northridge Drive at Georgia 400.

The diagram in Figure 18 illustrates the location of crashes involving more vulnerable users of the transportation system—bicyclists and pedestrians. It also illustrates the location of crashes involving fatalities, of which five occurred in Sandy Springs between 2012 and 2014 (inclusive). Most of these pedestrian crashes occurred on Roswell Road, pointing to both a high degree of pedestrian demand along that corridor as well as higher traffic volumes and motorist behavior not amenable to pedestrians. However, concentrations of crashes in other high-demand locations, especially in the Perimeter Center area, also underscore the potential for conflict and a need to address safety risks.

Figure 18 Bicycle and Pedestrian Crashes





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## ADDITIONAL TRANSPORTATION OPTIONS

Although vehicle traffic and commuting patterns clearly affect the function and reliability of the city's transportation network, they do not represent the only means of transportation in Sandy Springs. Transit users, bicyclists and pedestrians are also part of the city's transportation system; as with the system as a whole, each of these specific travel modes faces both opportunities and challenges in today's transportation environment.

### TRANSIT

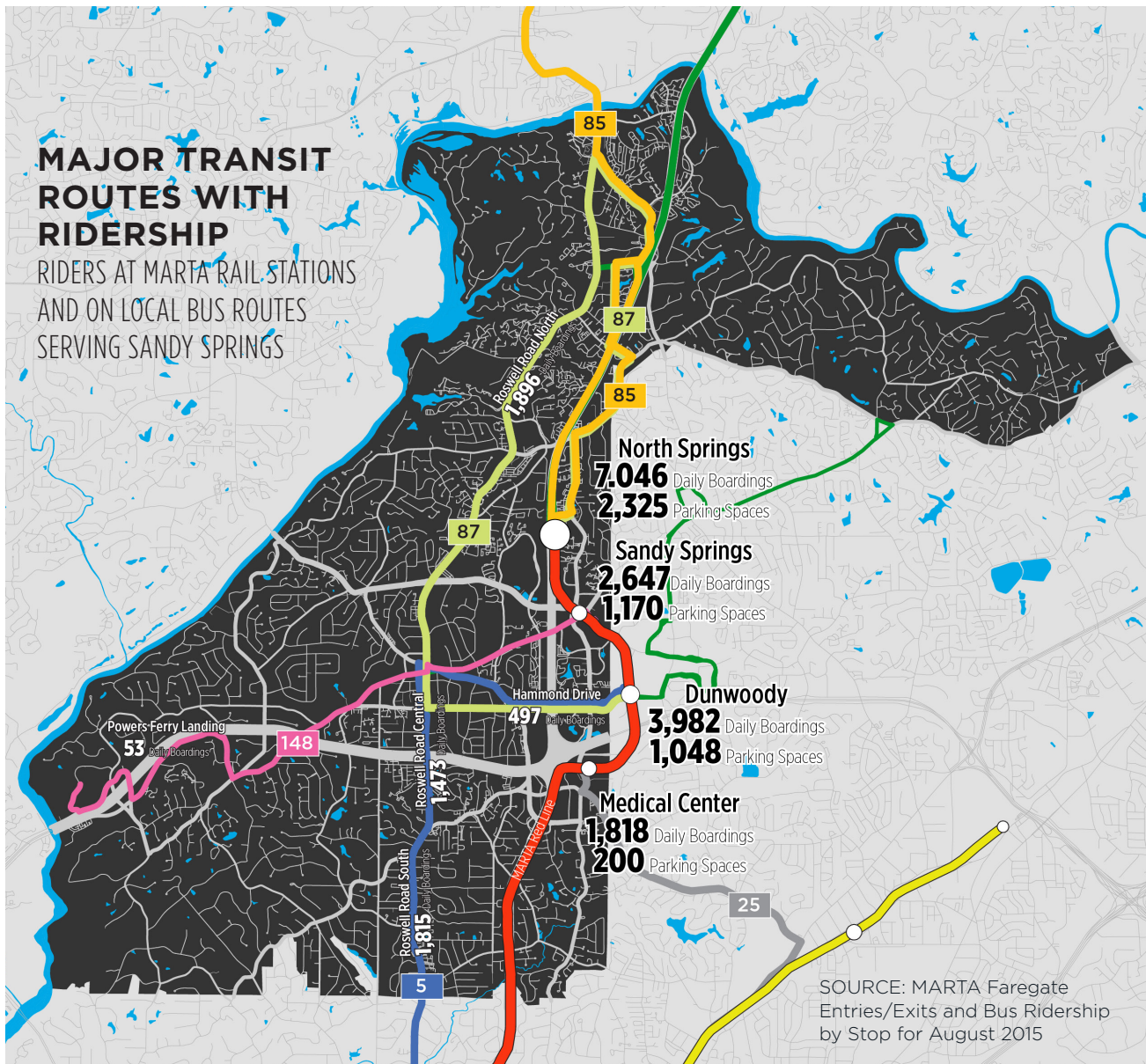
As a municipality in Fulton County, Sandy Springs is served by the Metropolitan Atlanta Rapid Transit Authority (MARTA), with direct access to both bus and rail services. The city benefits from having three MARTA rail stations in its city limits—more stations than in any of the region's other cities except Atlanta—and two of these (Medical Center and Sandy Springs) are positioned directly adjacent to major employment and community destinations. The North Springs station is the system's newest and was constructed with over 2,300 spaces exclusively for MARTA users and direct ramp access to the station from Georgia 400. A fourth station, Dunwoody, lies just outside of Sandy Springs in the City of Dunwoody, although it is accessed directly from Hammond Drive and thus connected to one of Sandy Springs's major east-west streets. Figure 19 on the following page provides additional information on services and stations.

There is the potential, however, to better utilize these stations as transportation assets. All three of the stations directly in the Perimeter Center core area (Medical Center, Dunwoody and Sandy Springs) have average to low levels of ridership relative to other MARTA stations, despite their locations in a major business district. North Springs, on the other hand, has among the highest ridership of any of the stations in the system (surpassed only by the Airport and Five Points stations), owing to its functional role as a major park-and-ride station.

Connecting local bus transit is also provided by MARTA, largely along Roswell Road and Hammond Drive. This service consists largely of MARTA's Routes 5 and 87, each of which terminates at the Dunwoody rail station just outside the Sandy Springs city limits. MARTA also provides service to the Powers Ferry Landing business district through its express, peak-hour-only Route 148, and provides local and express service to the north via the North Springs rail station.

Overall, Route 5 has some of the highest ridership in the MARTA system and, throughout its extent on Roswell Road in Sandy Springs, it generates over 1,000 average weekday boardings per mile and nearly 100 boardings per revenue service hour.

Figure 19 Major Transit Routes and Ridership

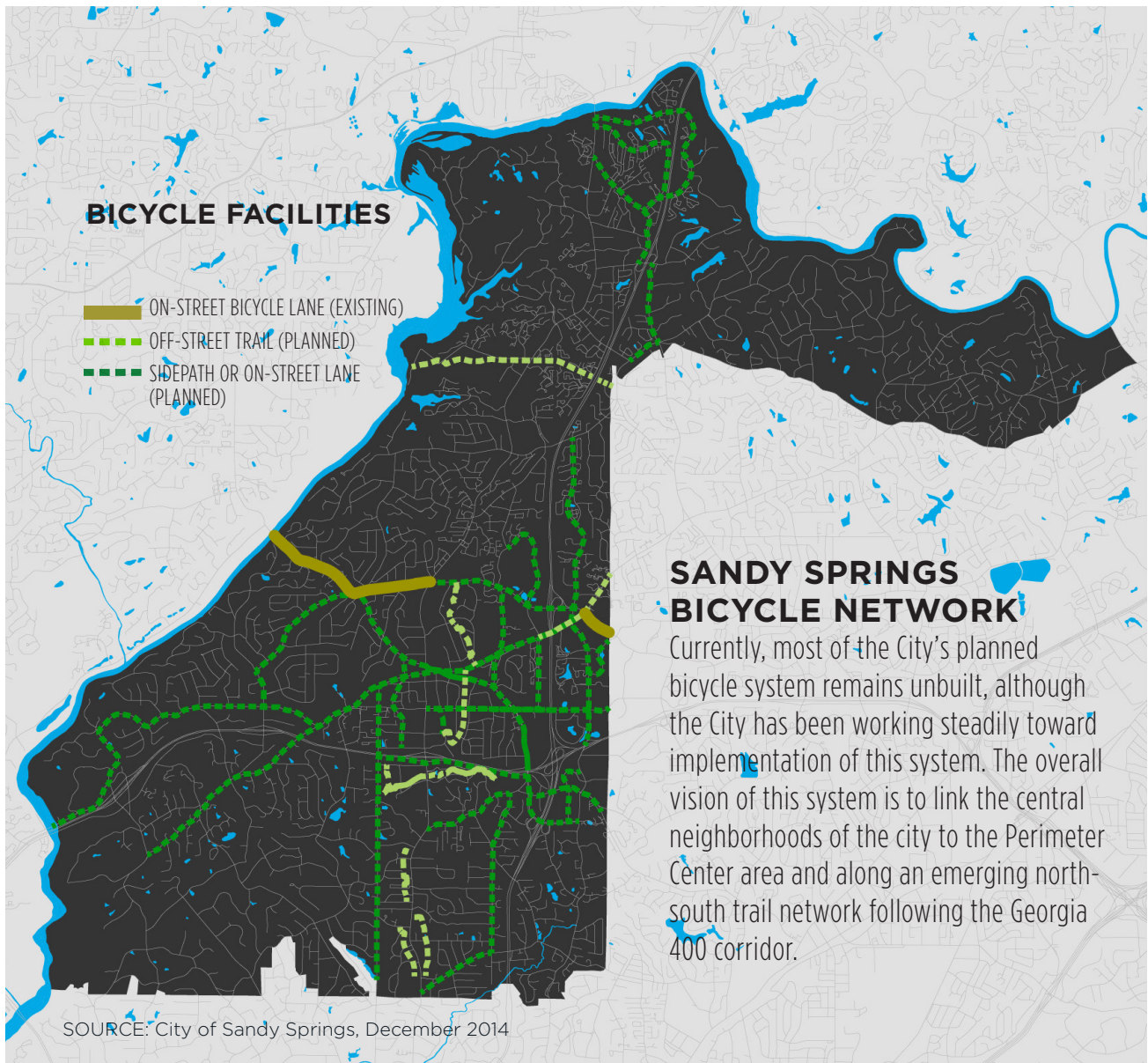


Nonetheless, none of the system’s bus routes provide service more frequently than every 20 minutes in peak hours; weekend frequencies are never more than every 30 minutes. Although rail service is offered at greater levels of frequency and provides Sandy Springs connections with major destinations in the City of Atlanta and Hartsfield-Jackson

Atlanta International Airport, it is accessible to most of Sandy Springs by connection on the local bus routes or by driving and accessing one of the rail stations.

In addition to MARTA’s rail and fixed-route bus service, Sandy Springs is served by MARTA Mobility demand-responsive paratransit

Figure 20 Sandy Springs Bicycle Network



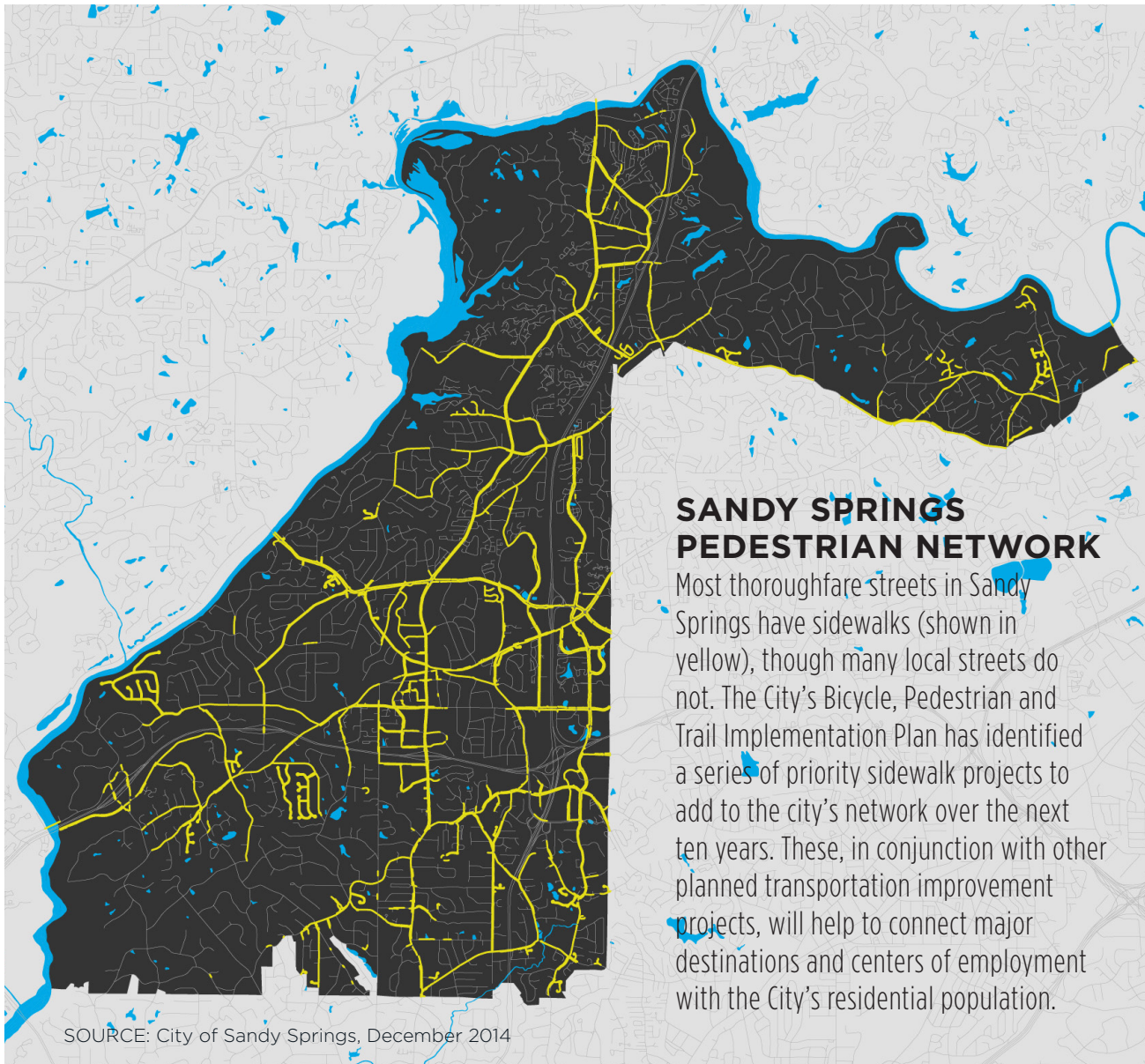
service within a three-quarter mile distance of all fixed routes, a type of service required of all public transit agencies by the Americans with Disabilities Act of 1990. Sandy Springs is also served by the Georgia Regional Transportation Authority's Xpress commuter bus service, which provides the 428 service from two park-and-ride locations on the

eastern I-20 corridor (West Conyers and Panola Road) to Perimeter Center.

### **BICYCLE NETWORK**

The Sandy Springs bicycle network is currently limited. However, the City's Bicycle, Pedestrian, and Trail Implementation Plan, adopted in December 2014, calls for an

Figure 21 Sandy Springs Pedestrian Network



expanded network of facilities. Many of these are side-paths parallel to the roadway edge.

Currently, the primary routes in this system that are already constructed are in the Perimeter Center area and along Abernathy Road and Johnson Ferry Road. The plan offers

a framework for implementation of these projects (shown in Figure 20), with many identified as priorities for the next ten years.

In addition to these efforts from the City, non-governmental groups such as the Sandy Springs Conservancy continue to lead efforts to develop a recreation-based trail system

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that will better connect parks and outdoor amenities to the rest of the Sandy Springs community. Looking forward, there will be opportunities for the City to integrate the Bicycle, Pedestrian, and Trail Implementation plan with the Atlanta region's emerging trail network. The major transportation project to reconstruct the I-285/Georgia 400 interchange will include a bicycle and pedestrian connection through the interchange as a way of connecting different projects along the 400 corridor. This offers potential for greatly increased non-motorized access to the Perimeter Center and hospital/medical district (known as Pill Hill) areas of Sandy Springs, complementing the service that MARTA already offers through its rail network and reaching an area of the Atlanta region currently not immediately served by a rail station.

### **PEDESTRIAN NETWORK**

Likewise, since its 2005 incorporation, Sandy Springs has made commendable progress in adding sidewalks to its street network, spending \$8 million on sidewalk implementation in 2013 alone. The Bicycle, Pedestrian and Trail Implementation Plan identifies a series of priority projects for future implementation. Many of these are on key streets where existing sidewalk gaps limit options for non-motorized travel and have led to potential safety concerns.

### **Connectivity and Suitability**

The city's current bicycle and pedestrian systems are largely concentrated around the City Springs area and along major

thoroughfares. However, numerous community facilities in Sandy Springs, especially schools and parks, lie outside of this area and have more limited sidewalk networks. The figures on the following pages illustrate the areas accessible by bicycle (yellow) and pedestrian (orange) from schools and parks. Figures 22, 24 and 26 illustrate a comfortable walking or bicycling distance (one mile for bicyclists and one half-mile for pedestrians) from schools, parks, and transit, respectively, along the existing street network. Figures 23, 25 and 27 illustrate that walking distance against the actual sidewalk network, displaying where the lack of sidewalks might be a limitation to an even greater level of pedestrian access to these facilities.

### **GREENWAYS AND PARKS**

Greenways have been another focus in Sandy Springs, though their implementation has been led more by civic groups and local advocates than by the City. Organizations such as the Sandy Springs Conservancy have focused on development of trails and parks, with a particular emphasis on improving access to the Chattahoochee River National Recreation Area.

In addition, the City has other opportunities for trails that can connect with the larger region. The reconstruction of the I-285-Georgia 400 interchange will include a non-motorized trail connection, allowing the emerging system along the 400 corridor, such as the Path 400 trail being planned in the City of Atlanta, to connect through Sandy Springs.

## TRANSPORTATION — EXISTING CONDITIONS

Figure 22 Access to Schools via Street Network

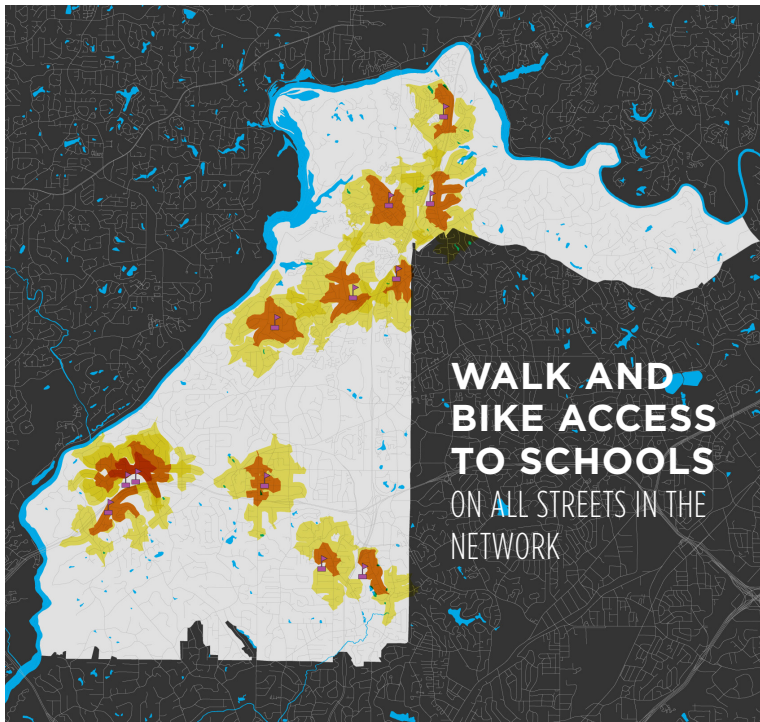


Figure 23 Access to Schools via Sidewalk or Bike Facility



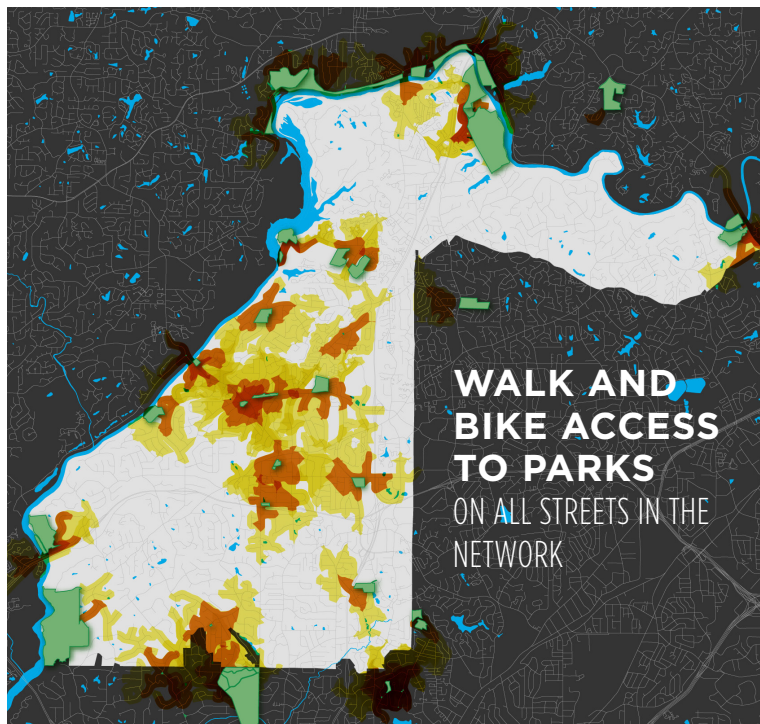
## THE REACH OF THE BICYCLE AND PEDESTRIAN NETWORKS

Complete bicycle and pedestrian systems can greatly contribute to a community's overall set of mobility options, especially when they connect the destinations and land uses serving populations less prone to drive. The diagrams to the left and on the following page illustrate where public schools and parks are located and the walking (orange) and bicycling (yellow) sheds within a reasonable distance (one half-mile for pedestrians and one mile for cyclists) along the street network.

However, the network on streets that actually have sidewalks or protected bicycle facilities is more limited, as shown in the lower diagrams.

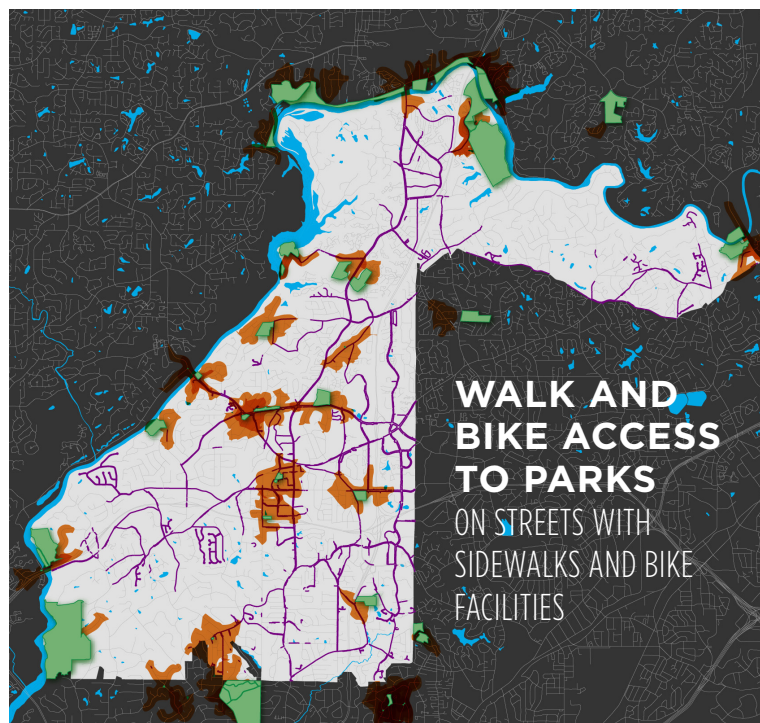
SOURCE: City of Sandy Springs, December 2014

Figure 24 Access to Parks via Street Network



Based on current enrollment in Sandy Springs schools, eliminating the need to drive students to and from school could reduce up to 40,000 vehicle trips from the Sandy Springs street network each day. Although the City's Bicycle, Pedestrian and Trail Implementation Plan has identified high-priority projects and a framework for how they are to be completed, continued focus on connections to these community-serving land uses will contribute to building a balanced transportation system for Sandy Springs.

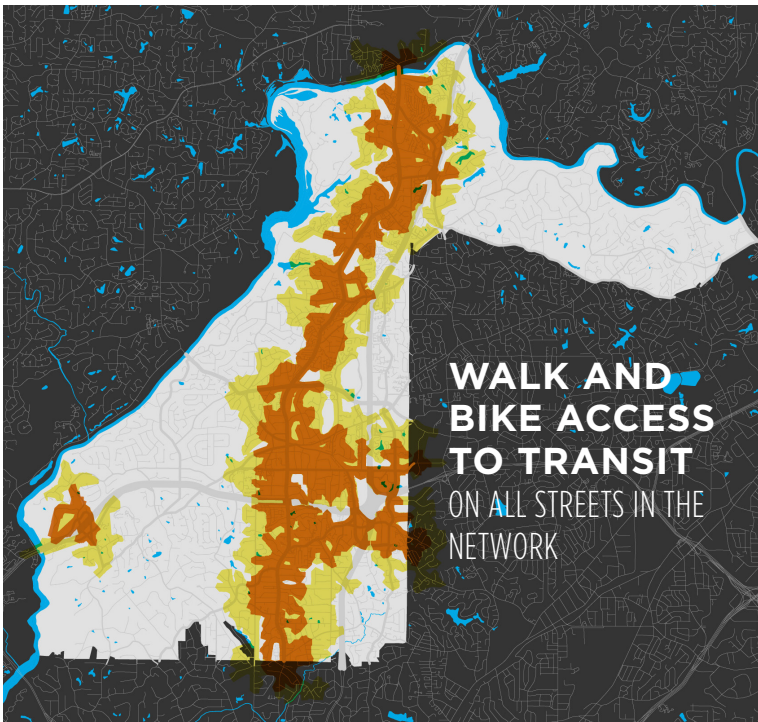
Figure 25 Access to Parks via Sidewalk or Bike Facility



SOURCE: City of Sandy Springs, December 2014

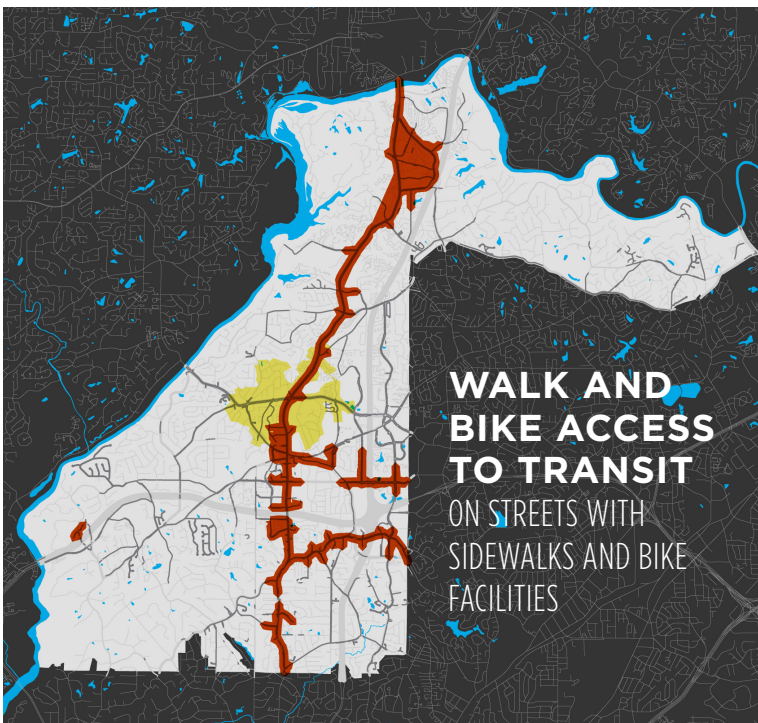
## TRANSPORTATION — EXISTING CONDITIONS

Figure 26 Access to Transit via Street Network



Likewise, additional enhancements to the bicycle and pedestrian networks can greatly help to improve access to transit. Few streets that connect with transit corridors such as Roswell and Hammond Roads have sidewalks or dedicated bicycle facilities today, limiting the potential for transit ridership to a much smaller area than it could be.

Figure 27 Access to Transit via Sidewalk or Bike Facility





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## BALANCE OF TRAVEL IN SANDY SPRINGS

Travel in Sandy Springs already includes walking, bicycling, and transit use, and this share can be increased if policy decisions focus on the capacity of major corridors to move people instead of simply vehicles.

The diagram in Figure 28 illustrates the current state of travel on selected corridors in the city and how individual person-trips are balanced between different travel modes. Comparing this to the daily traffic volumes presented in Figure 12, these corridors currently carry a number of people that is greater than the number of cars due to transit use, carpooling and other travel modes. However, in each of these corridors, drive-alone travel is the dominant mode of transportation. Complementary modes vary in their degree of serving person-trips in these corridors, reflecting the level of transit service and bicycle and pedestrian facility coverage these corridors have available.

### ORIGINS AND DESTINATIONS

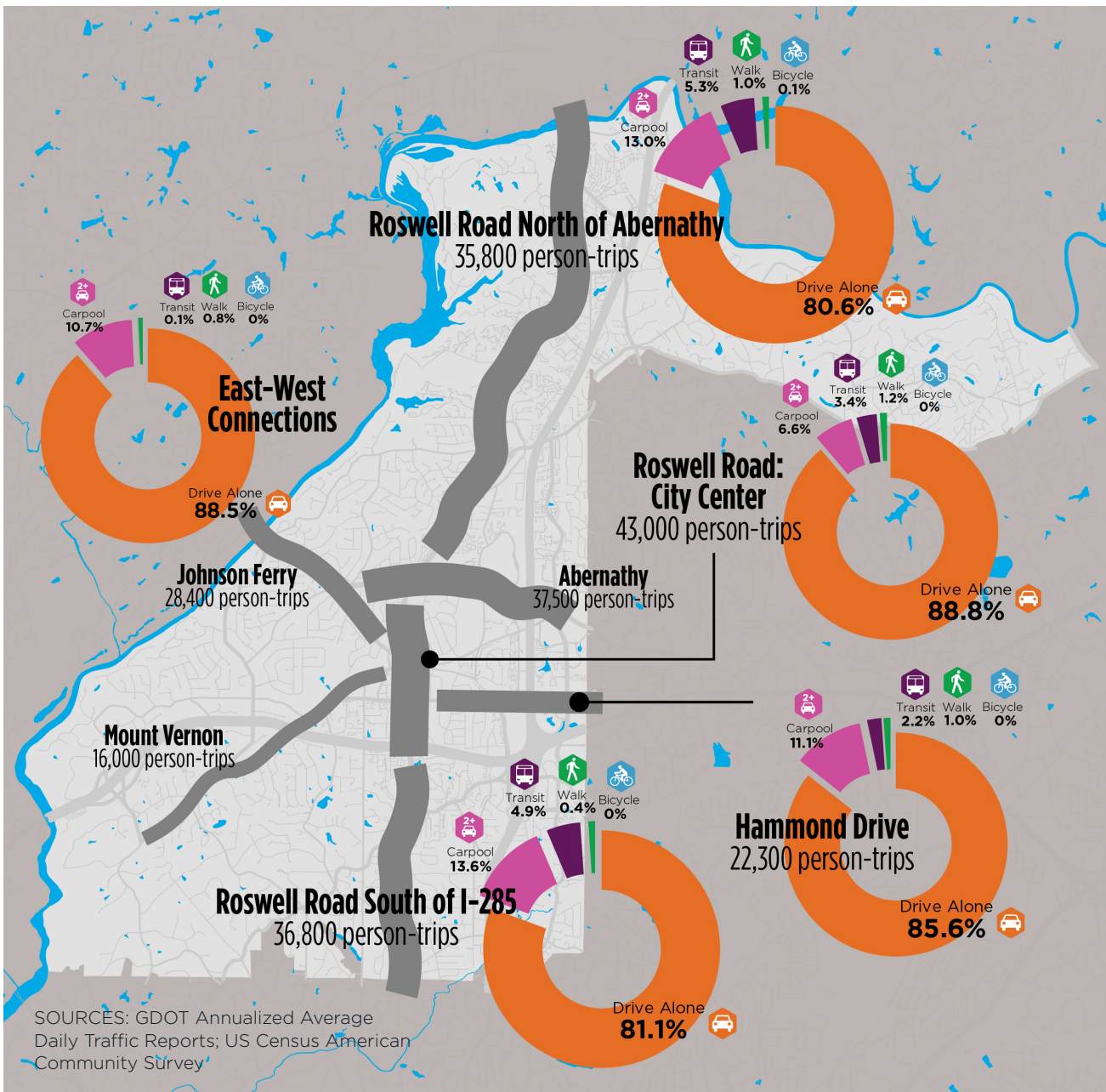
As discussed previously, regional demand for inter-city travel met by using the Sandy Springs transportation system presents a challenge in addressing traffic congestion and safety concerns. Even apart from Interstate 285 and Georgia 400, commuters from other parts of the region use local

streets in Sandy Springs—such as Roswell Road, Johnson Ferry Road and Hammond Drive—to reach employment and retail destinations. The City does not have immediate control over this traffic, but must absorb its impact nonetheless.

These traffic patterns are due in part to the limited roadway network in the city and the north Atlanta region. As the Atlanta metropolitan area grew outward from the City of Atlanta after World War II, and previously-separate towns expanded with suburban growth, the region did not make systematic improvements to the regional thoroughfare network. Roads that had previously been rural in character became primary routes for vehicle traffic as towns around the Atlanta area added population, and the development of the region's freeway system beginning in the 1950s not only diverted some of this metropolitan traffic away from surface roads but also facilitated the growth of the metropolitan area even further outward.

# TRANSPORTATION — EXISTING CONDITIONS

Figure 28 Person-Moving Function of Major Corridors



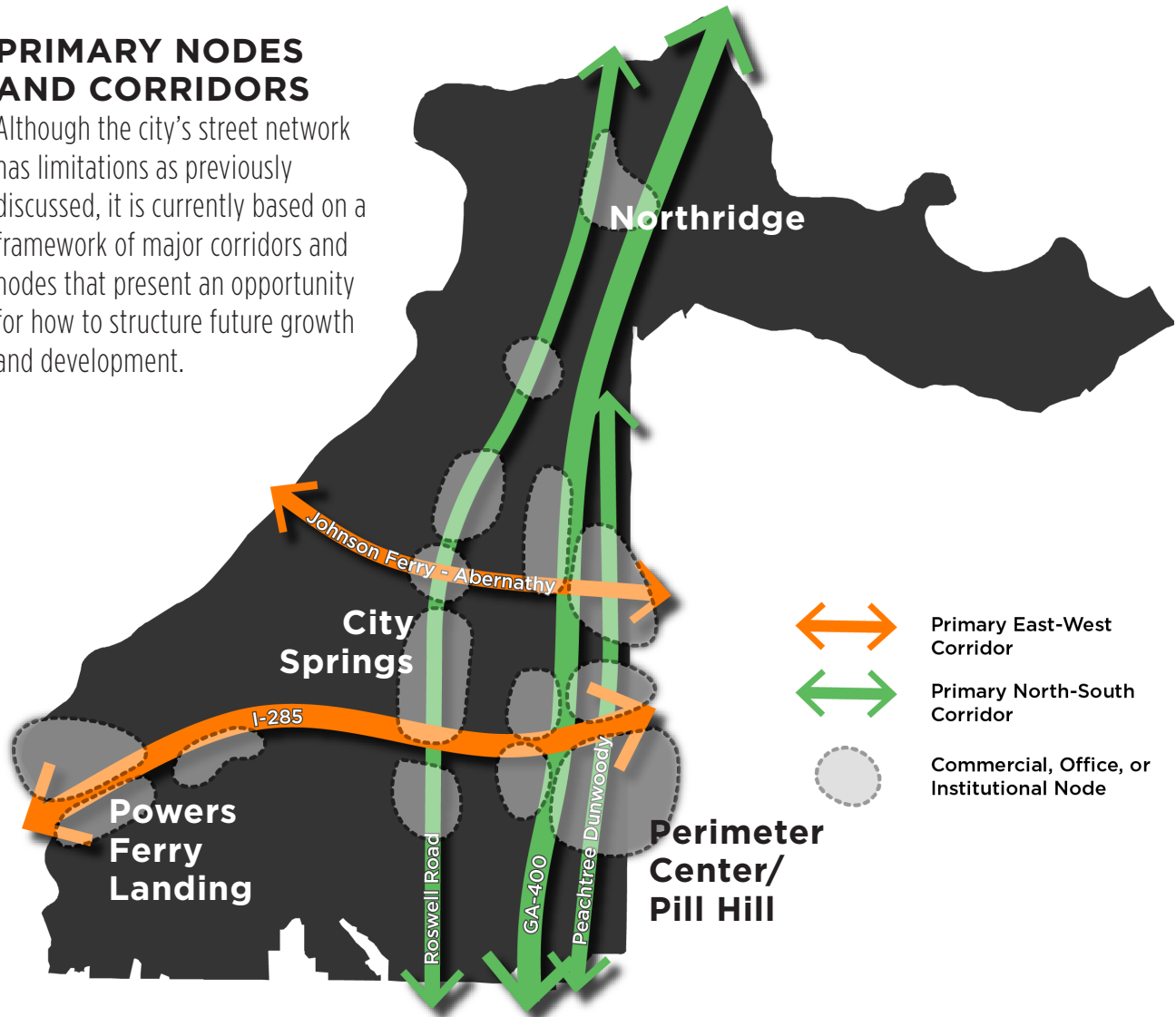
Single-occupant automobile travel is not the only means of transportation in Sandy Springs, even if it is dominant today. The city’s primary corridors are able to carry a greater number of **persons** than vehicles through carpooling, transit, and non-motorized travel. Person-trips were derived

by using Census data on means of transportation; the count of vehicles per day was divided between drive-alone and carpool trips, assuming two passengers per carpool, and trips made by other modes are estimated by the proportional share of all commuters they represent.

Figure 29 Primary Nodes and Corridors in Sandy Springs

## PRIMARY NODES AND CORRIDORS

Although the city's street network has limitations as previously discussed, it is currently based on a framework of major corridors and nodes that present an opportunity for how to structure future growth and development.



As the City looks forward to the next ten years, it is critical to understand ways to manage this external traffic while preserving the Sandy Springs' quality of life and the character of its residential neighborhoods.

### NODES AND CORRIDORS

Overall, the city's street and transportation network is largely

oriented to Roswell Road, with additional north-south corridors that focus on primarily regional travel (Georgia 400) or local travel (Peachtree-Dunwoody Road), as shown in Figure 29 above.

East-west travel in the city is more limited, with only one main surface thoroughfare corridor (Abernathy

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## TRANSPORTATION — EXISTING CONDITIONS

Road and Johnson Ferry Road), which functions as a hybrid local-regional connection as it is one of a limited number of crossings of both the Chattahoochee River and Georgia 400.

This limited network of thoroughfares not only connects traffic through, and in and out of, the city, but also serves the city's primary nodes of activity, especially Perimeter Center and the smaller retail and employment concentrations along Roswell Road. The importance of these corridors as the backbone of the Sandy Springs transportation network is clear, but they are physically and politically constrained from simple expansion. Policy approaches to address transportation need in Sandy Springs will need to explore a broader range of options than just capacity-adding capital projects.

However, the concentration of major commercial, institutional and employment centers in major nodes throughout the city presents an opportunity for meeting future travel demand in different ways. These nodes are currently locations where

zoning and land use policy would allow additional intensity. Although current traffic and congestion levels on some of the major corridors connecting these nodes suggests limits to absorbing new growth, changes in how growth areas meet their travel needs are more likely when these areas feature a mix of uses, land use intensities to support better transit service, and ways to manage parking and service access that reduce the need for direct access off of major corridors.

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# SANDY SPRINGS AND THE STATE OF THE TRANSPORTATION PRACTICE

There are significant challenges in the current conditions of the Sandy Springs transportation system, but the City has numerous opportunities for addressing these challenges—and through strategies that are different from conventional, often highly costly, solutions that have been used in the past.

## MEASURING PERSON-CAPACITY OF DIFFERENT MODES

Many development policies and regulations focus on understanding and managing transportation impact but define this simply as vehicle trips. Furthermore, these also tend to focus on intersections and vehicle-based travel delay and do not look more broadly at how other travel modes can meet travel demand. To be sure, automobile travel is dominant throughout the United States, especially in suburban communities like Sandy Springs, but different types of community context, and land use environment, might appropriately be able to draw on a more extensive set of measures and criteria for understanding and managing transportation impact.

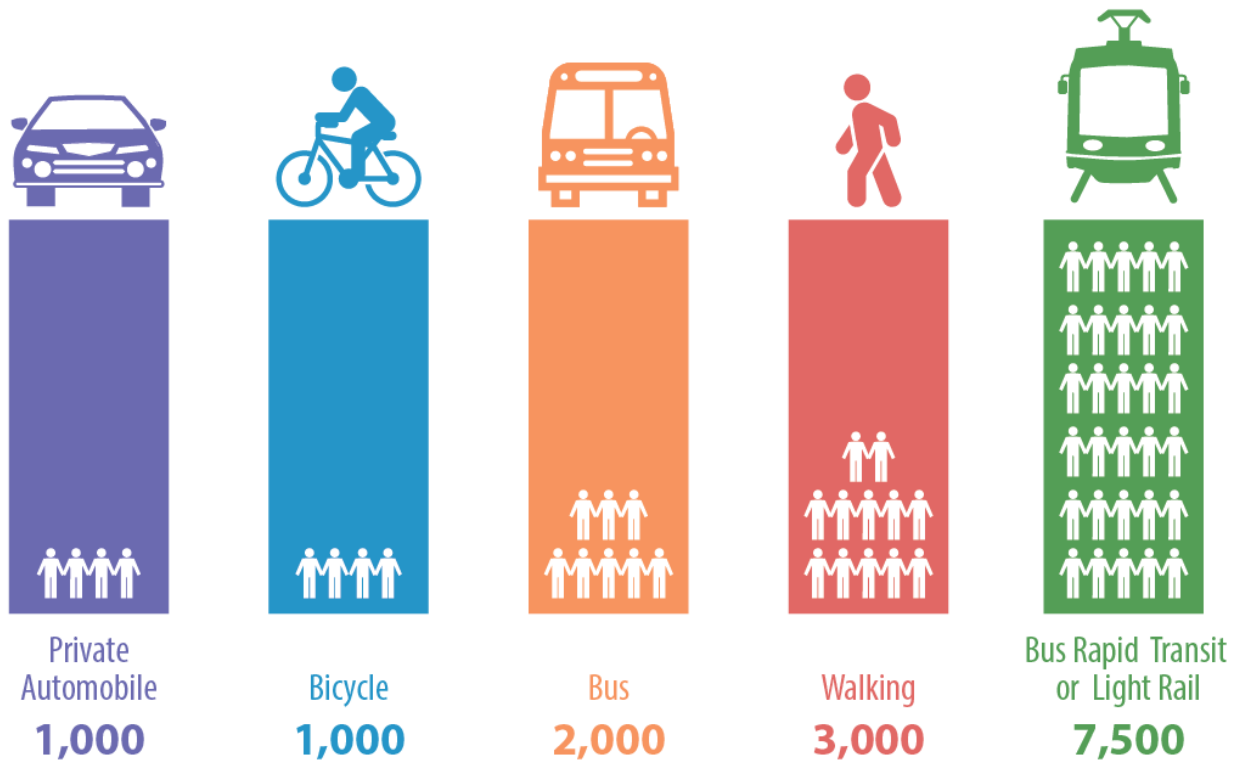
As discussed previously, the major corridors in Sandy Springs already carry a greater number of person-trips than their vehicle traffic counts

might suggest. Roswell Road is one of the Atlanta region's busiest corridors for bus riders, and the three MARTA rail stations in the city point to opportunities to increase walk and bike travel, even for commuting trips, to access other parts of the region.

The City should continue to explore this concept as a basis for policy approaches to manage the capacity and operational performance of key thoroughfares. It has already made important steps in this direction, allowing credit against vehicle-based traffic impact for development projects that contribute to the pedestrian and bicycle networks or that are served by transit. Looking forward to the next ten years of the City's growth, however, strategies might range from development review efforts that encourage broader sets of development review steps for mitigating transportation

## TRANSPORTATION — OPPORTUNITIES

Figure 30 Person Throughput by Mode



### Number of people traveling in one-lane in an urban environment during a one-hour period

Note: The numbers represent a daily average throughput per hour. They are calculated as daily demand divided by the number of operating hours for each facility. Data source is city and transit agency data on real facilities from U.S. and Latin American cities.

impacts to working with partner agencies, especially MARTA, GRTA, and Cobb Community Transit, to introduce transportation services intended to reduce the drive-alone need on key corridors that experience high levels of congestion.

The diagram in Figure 30 provides general information on how a broader, more multimodal approach to evaluating transportation impacts

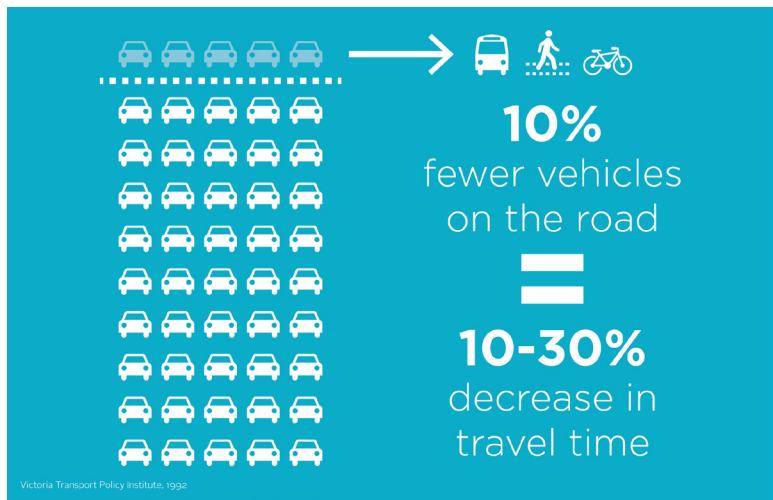
might be able to help the City in managing transportation impacts and challenges, especially on key corridors. By considering multiple travel modes as potential partners in urban mobility solutions focused on person-travel capacity, the City can extend the infrastructure utility of its constrained transportation network.

### MANAGING THE NEED TO TRAVEL ALONE, OR AT CERTAIN TIMES

Sandy Springs is not alone in facing the dual challenges of traffic congestion and a limited, constrained roadway network whose expansion would necessarily impact community character. Many communities throughout the United States have addressed similar challenges by looking beyond conventional roadway expansion and greater amounts of vehicle travel to solve congestion and demand challenges. The general practice of managing the need for drive-alone automobile travel for all travel needs—especially for peak-period work commuting—is referred to in the transportation industry as transportation demand management (TDM), and it is gaining acceptance throughout the country as more and more communities need to look to less costly ways to provide travel alternatives to driving alone or during peak hours.

Sandy Springs is well positioned to benefit from ongoing TDM efforts of two key agency partners: the

Figure 31 Impact of Mode Split on Travel Time



SOURCE: Victoria Transport Policy Institute

Perimeter Center Improvement Districts in Sandy Springs and Dunwoody, who are redefining their TDM-based transportation management services as a program called Perimeter Connects, and Georgia Commute Options, an organization that provides regional TDM assistance and manages incentives programs intended to reduce peak-hour and drive-alone travel throughout metropolitan Atlanta.

## TRANSPORTATION — OPPORTUNITIES

Figure 32 Impact of Location on Transit Use

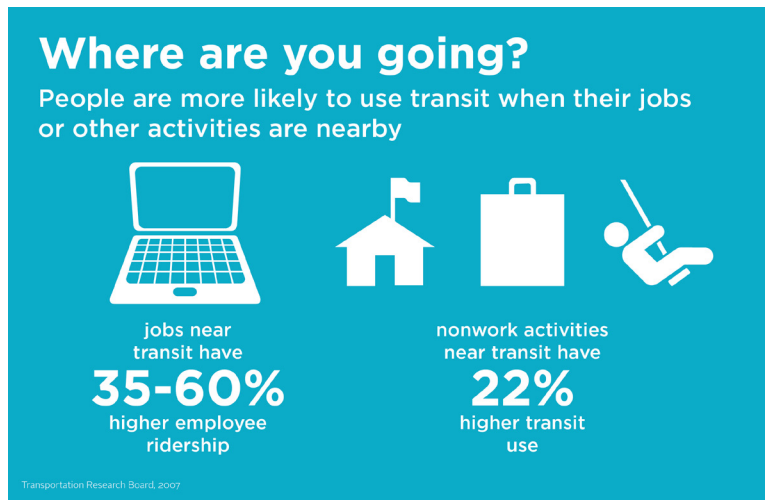
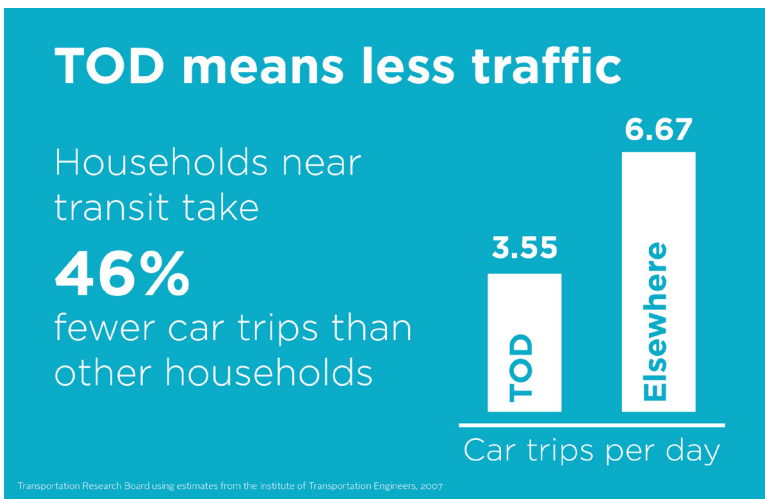


Figure 33 TOD Impact on Congestion



SOURCE: Transportation Research Board

### TRANSIT FOCUSED ON COMMUNITY SERVICE

In metropolitan Atlanta, transit in the last 35 years has been focused on either connecting neighborhoods to MARTA’s heavy rail network or, more recently, providing long-distance express commuting service from suburban communities to major employment centers. However, MARTA has recently begun to shift the organization of its bus system away from simply feeding to the rail network and toward a family of services that offers express and limited-stop routes on major corridors, as well as neighborhood circulators and connectors that may not interface with a rail station.

Sandy Springs can take advantage of these potential changes to the MARTA bus system, as the city not only has rail stations that might be better utilized with stronger transit connections, but also an emerging civic center that is designed to complement the retail and employment concentration already in place in the Perimeter Center area.

In so doing, Sandy Springs can also focus land use and redevelopment policies to identify key areas where transit service can play a greater role in meeting travel demand, especially for peak-hour commuting to work and for short trips to other destinations in the city.



# CURRENT STATE OF SANDY SPRINGS CAPITAL IMPROVEMENT PROJECTS

The City’s current Capital Improvement Plan (CIP) defines a series of transportation projects to be implemented over a multi-year period. The Next Ten plan will provide a new Capital Improvements Element and will combine any forthcoming projects with new capital project recommendations. This section provides a basic overview of the current state of project development and implementation.

Transportation projects in the CIP range from sidewalks and streetscape projects to larger roadway capacity improvements and interchange modifications that involve coordination with the Perimeter Community Improvement Districts and the the Georgia Department of Transportation. Since adoption of the current CIP, ten of the 38 projects in the CIP have been completed, with most others either under construction or in some other stage of project development. Major project completions from the current CIP include the widening of Abernathy and Johnson Ferry Roads, the installation of much of the City’s Advanced Traffic Management

System, and addition of the Hammond Road access ramps to Georgia 400.

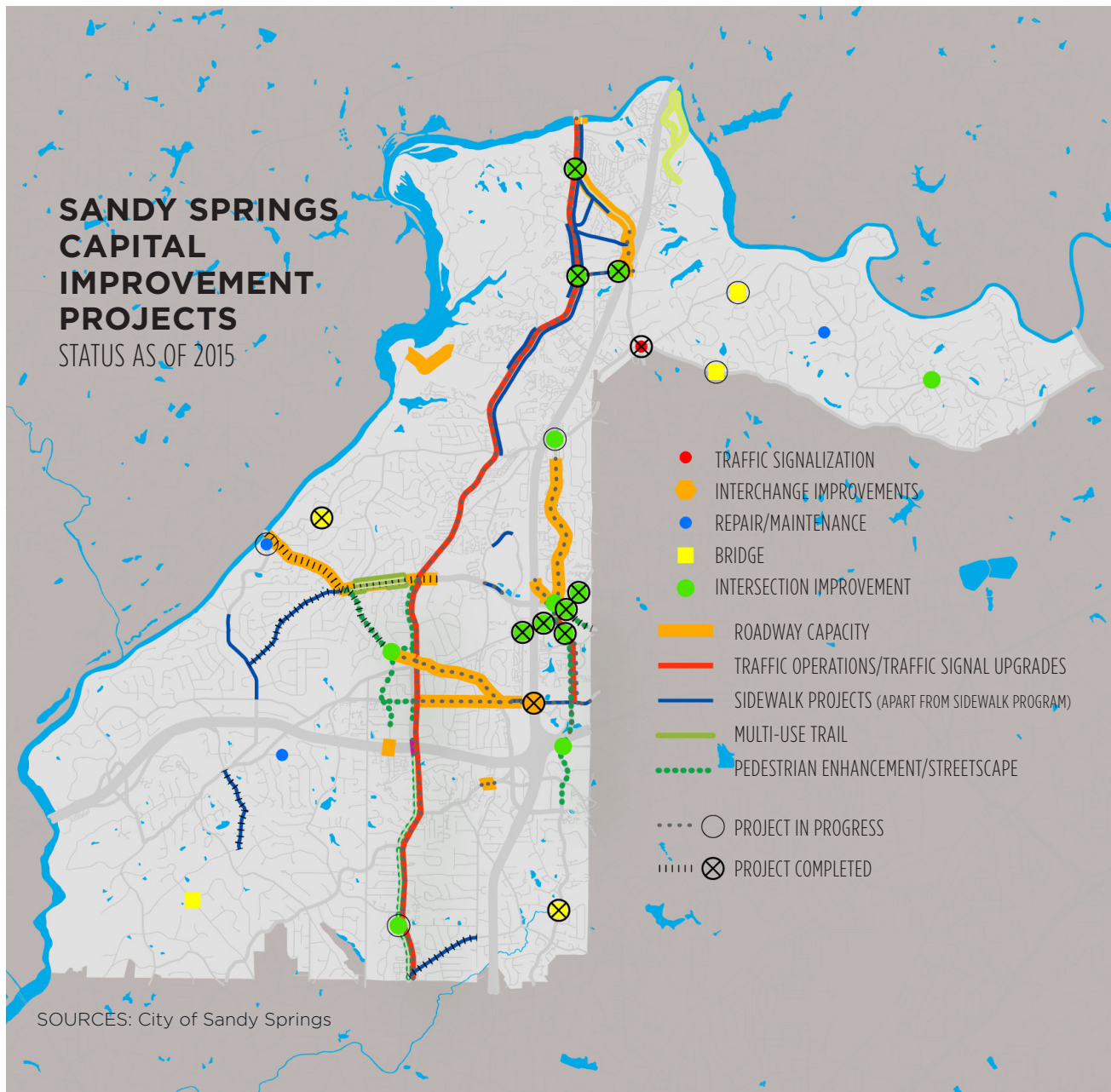
Figures 34 and 35 provide additional detail on current status of projects.

**Figure 34 Status of CIP Project Types**

Project Type	Completed	In Progress
Signal Control/Advanced Traffic Management System	32 miles (first two phases) installed; progress is ongoing	
New Traffic Signals	1	0
Road Capacity	1	5
Sidewalks	2	7
Pedestrian Enhancements/ Streetscapes	0	3
Interchange and Intersection Improvements	3	4
Greenways and Trails	2	0

# TRANSPORTATION — EXISTING CONDITIONS

Figure 35 Map of CIP Project Types and Current Status



# E. MARKET ANALYSIS



# **Sandy Springs Comprehensive Plan Update RCLCO Market Report**

Prepared for City of Sandy Springs, Georgia | September 28, 2015

# CITY OF SANDY SPRINGS

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# CITY OF SANDY SPRINGS

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## MARKET REPORT

### Background and Objectives

RCLCO is part of the Rhodeside & Harwell team working on the Sandy Springs Comprehensive Plan Update; preparing small area plans for the Roswell Road corridor, Perimeter Center Improvement District, the North Springs MARTA station, the new northern MARTA stations, and the Powers Ferry Landing Area Plan; and preparing new zoning tools and transit-oriented development guidelines to implement planning goals for each of the small area plans.

Any comprehensive planning effort must consider the economic realities of the market. RCLCO's market analysis will inform the land uses, development programs, and the scale and character of development opportunities for each of the small area plans. This analysis, in conjunction with the transportation, urban design, and branding efforts of the team, will inform recommendations regarding appropriate uses for each corridor and character themes for each small planning area.

RCLCO prepared a market study to support the planning efforts above. This document is a summary of the market study for the City of Sandy Springs. It does not include information on the small planning areas, but only on city-wide information. Small area plan information will be included in subsequent documents.

### Methodology

The tasks necessary to fulfill the market and economic development analyses were as follows:

- Prepare a regional and local socioeconomic analysis;
- Complete a market analysis for each of the following land uses: for-sale residential, for-rent multifamily, retail, office, industrial, and hotel;
- Translate the market research into overall city-wide development conclusions for each land use, specifying: market position, products, typical unit types and sizes for residential uses, annual absorption by land use, and likely achievable pricing;
- Our next step will be to provide land use recommendations for each of the small area plan areas.

### Summary of Market Opportunities

The real estate market outlook for Sandy Springs is very positive. Sandy Springs is a desirable market area for a variety of land uses. It is centrally located within the Atlanta region and has excellent access to GA400, I-285, and MARTA. With its neighboring city, Dunwoody, it is home to one of the region's

# CITY OF SANDY SPRINGS

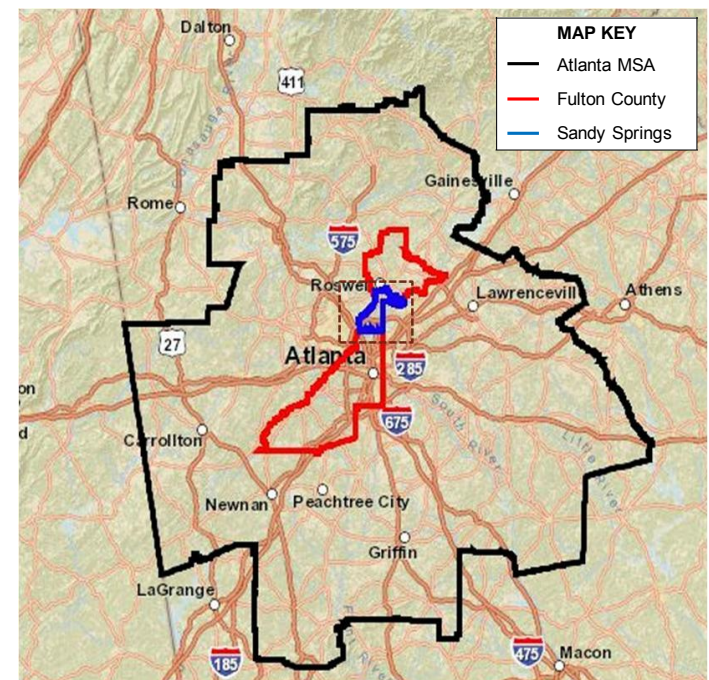
largest employment concentrations (Perimeter Center). It also has good access to retail, services, medical, and amenities. The center of Sandy Springs along Roswell Road, GA400, and near the Perimeter Center features fairly dense development, while the edges of the city provide high-end single-family detached product.

There has been a significant amount of new development within the city including retail, office, for-rent residential, and in-fill single-family detached. One of the challenges for future growth in the city is the lack of available land. In the future, a significant portion of development will have to be smaller scale, in-fill redevelopment of older, outdated buildings and parking lots.

## Regional Location

- Sandy Springs has a strong regional location in the northern portion of Atlanta. Many assert that Atlanta’s “center of gravity” is where I-285 and GA400 intersect, putting Sandy Springs in the middle of the region, with good access to the surrounding counties as well as Midtown and Downtown Atlanta.
- As Atlanta continues to grow outward, particularly north, Sandy Springs is transitioning from an outlying, suburban location to a close-in, urban area. This has implications for the type of development that is likely to be built—namely, smaller in-fill and redevelopment projects.
- Sandy Springs has strong access to points north and south—including downtown, Midtown, and Buckhead—via I-285, as well as east-west access to Gwinnett County and Cobb County, respectively, via GA400. These corridors are heavily congested, however. Traffic is one of the major concerns of residents and business owners in Sandy Springs.
- MARTA rail access is also strong and will become increasingly important in employers’ and residents’ decision to locate in Sandy Springs. MARTA rail’s direct connection to Hartsfield-Jackson Atlanta International airport is another benefit to employers, particularly with the business travel generated by Sandy Spring’s large company headquarters.

**Figure 1** *Sandy Springs’ Regional Location*





# CITY OF SANDY SPRINGS

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## Sandy Springs Strengths and Challenges

### ***Strengths***

Sandy Springs has a wealth of strengths to draw upon. These include:

- Strong regional location that is attractive for both residents and businesses.
- MARTA access as well as GA400 and I-285.
- The Chattahoochee River provides an opportunity for recreation, open space, and green space. The river could also provide opportunities for riverside dining, gathering places, and residential views.
- We have heard that the city is fairly easy to do business with, and that developers do not have a hesitation building within the community. The current moratorium on new rezoning applications could hurt this reputation, but at this point, it is too early to tell the implications.
- Sandy Springs enjoys a reputation as a top Atlanta submarket for office space.
- There has been a significant amount of development in rental apartments since the recession, helping to draw younger professionals to the area.

### ***Challenges***

Similar to any other city, although the majority of qualities in Sandy Springs are highly desirable for real estate development, there are some challenges the city will have to face, including:

- Although one of Sandy Springs' biggest strengths is its central location and highway access, perhaps its biggest current and future challenge is traffic. A limited street grid puts significant pressure on existing through corridors, such as Roswell Road and Abernathy Road, particularly where these and other roads connect to I-285 and GA400.
- Another challenge will be to make sure the city maximizes development opportunities around current and future MARTA rail stations so that MARTA becomes a more viable transportation choice for the area.
- Sandy Springs' resident profile is skewed to the extremes. Residents tend to either be affluent and live in large, single-family homes or be low-income and live in the city's aging rental stock; there is very little population in the middle. This sharp divide complicates the politics surrounding development and redevelopment opportunities in the city.
- As mentioned above, regional development patterns are causing Sandy Springs to transition from a suburban area to an urban area. This has important implications for the demand for and character of new development in the city. For example, with undeveloped land now scarce, more

# CITY OF SANDY SPRINGS

future development will be smaller scale, in-fill redevelopment of older, outdated buildings and parking lots. The challenge is to continue to develop while still embracing many of the things that made the city great in the first place, like its reputation for safe, beautiful neighborhoods.

## Market Opportunities by Land Use

### For-Sale Residential Housing

There is a strong opportunity to develop for-sale residential housing in Sandy Springs given the employment base, transit access, highway access, school quality, and the reputation for Sandy Springs as a good place to live. The products in demand range from condominiums and townhomes in denser areas to single-family detached in the less dense areas of the city. The target market audience would be a wide range of buyers from young singles and couples to families to empty-nesters and retirees. Part of attracting each of these demographics is providing the type of product and environment where they will want to purchase a home. Generally speaking (and there is a wide range of buyers across all age groups), younger buyers without children tend to prefer more urban areas with denser housing while older buyers with children tend to gravitate towards single-family detached in less urban areas. Sandy Springs, given the wealth of amenities and services provided, could be a good location for more urban “lite” product targeting empty nesters and retirees, many of whom are interested in having a walkable lifestyle in a safe, urban “lite” location. Additionally, there is an opportunity to build smaller lot single-family homes to provide more options for buyers who are currently priced out of Sandy Springs. The smaller lots would increase density somewhat but also allow developers to price their homes more affordably.

Figure 2

For-Sale Residential Housing Opportunity Matrix

<b>Strengths</b>	<ul style="list-style-type: none"> <li>• Well-known location for for-sale housing</li> <li>• Generally well-maintained, attractive housing stock</li> <li>• Plenty of tree cover and topography</li> <li>• Chattahoochee River</li> <li>• Aging stock of townhomes and condominiums provides affordable ownership opportunities</li> <li>• Sandy Springs is an attractive place to live for Perimeter Center employees who do not want to commute far to work</li> </ul>
<b>Challenges</b>	<ul style="list-style-type: none"> <li>• Lack and price of available land</li> <li>• Price of housing unattainable for middle and lower income buyers</li> <li>• Potential issue with schools in some areas</li> <li>• Most opportunity for new development is based upon tearing down existing single-family homes in high-end areas, thus requiring the new home to be even higher priced than the one torn down</li> </ul>
<b>Potential Future Locations in City</b>	<ul style="list-style-type: none"> <li>• Close to the Chattahoochee River</li> <li>• Within existing single-family neighborhoods</li> </ul>

# CITY OF SANDY SPRINGS

<b>Average Annual Future Demand Potential 2015-2035<sup>1</sup></b>	<ul style="list-style-type: none"> <li>• 390-560 units</li> </ul>
<b>Cumulative Future Demand Potential 2015-2035<sup>1</sup></b>	<ul style="list-style-type: none"> <li>• 8,200-11,800 units</li> </ul>
<b>New Development Market Position and Products</b>	<p>There is a wide-range of price points and sizes for each of the product types. The below is a potential range of typical product sizes and prices. A specific development parcel within the city could be above or below the typical ranges:</p> <ul style="list-style-type: none"> <li>• Condos: \$200,000-\$450,000; 800-1,800 square feet</li> <li>• Townhomes: \$300,000-\$450,000; 1,700-2,500 square feet</li> <li>• Entry Level/Small lot SFD: \$350,000-\$600,000; 1,850-3,500 square feet</li> <li>• Move-up SFD: \$600,000-\$950,000; 2,800-4,800 square feet</li> <li>• Luxury SFD: \$1.2 million and higher; 4,000+ square feet</li> </ul>

<sup>1</sup> Lower number in range indicates demand in baseline demand scenario; higher number indicates demand in aggressive growth scenario.

## ***For-Rent Residential Housing***

There is a strong opportunity to develop for-rent residential housing in Sandy Springs given the employment base, transit access, highway access, and the reputation for Sandy Springs as a good place to live. There has been a significant amount of apartment development in Sandy Springs in the last few years. Land is relatively expensive, which requires developers to build communities of greater density than walk-up/garden construction allows; however, current rents in Sandy Springs/Perimeter are too low to justify the cost of podium or high-rise construction. As a result, all new deliveries in Sandy Springs/Perimeter have been wrap construction. Assuming that these market conditions continue, RCLCO would expect new apartments in Sandy Springs in the near-term to also be wrap construction. As the area continues to mature and rents increase, there could be the opportunity for podium or high-rise construction in prime locations. The primary market audience for new apartments in Sandy Springs will likely consist of high-income young professional singles, couples, and roommates, with a secondary segment consisting of more mature singles and couples and some empty nester households.

**Figure 3**

***For-Rent Residential Housing Opportunity Matrix***

<b>Strengths</b>	<ul style="list-style-type: none"> <li>• Up-and-coming location for new apartments</li> <li>• The newer apartments are generally well-maintained and attractive</li> <li>• The City Center will be a compelling location for new rental to create a walkable live/shop/play environment</li> <li>• Sandy Springs is an attractive place to live for Perimeter Center employees who do not want to commute far to work</li> <li>• Sandy Springs is well positioned to attract professional renters who are priced out of Buckhead</li> </ul>
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# CITY OF SANDY SPRINGS

<b>Challenges</b>	<ul style="list-style-type: none"> <li>• Lack and price of available land</li> <li>• Zoning requirements in the city typically don't allow for higher density rental which would be required with higher land costs</li> <li>• Resident perception that Sandy Springs already has its fair share of rental units makes approval of new development politically difficult</li> <li>• Aging existing stock in certain areas of the city</li> <li>• Current moratorium on new rezoning applications could impact the city's positive reputation with developers and have longer-term consequences for the amount of housing units the city is able to provide to meet demand among new households</li> </ul>
<b>Potential Future Locations in City</b>	<ul style="list-style-type: none"> <li>• Close to office and retail, MARTA rail, and major transportation arterials</li> </ul>
<b>Average Annual Future Demand Potential 2015-2035<sup>1</sup></b>	<ul style="list-style-type: none"> <li>• 490-700 units</li> </ul>
<b>Cumulative Future Demand Potential 2015-2035<sup>1</sup></b>	<ul style="list-style-type: none"> <li>• 10,200-14,700 units</li> </ul>
<b>New Development Market Position and Products</b>	<ul style="list-style-type: none"> <li>• Current pricing for the newest apartments in the Sandy Springs/Perimeter area (built since 2008) ranges from approximately \$1.50/SF to \$2.00/SF. Further, three communities have been built since 2014, and they are earning \$1.77/SF to \$1.97/SF. RCLCO would expect new apartment units to also earn top-of-market rents of approximately \$2.00/SF.</li> <li>• The type of product being built is a wrap-style apartment product with parking in the middle and apartments surrounding the parking garage.</li> </ul>

<sup>1</sup> Lower number in range indicates demand in baseline demand scenario; higher number indicates demand in aggressive growth scenario.

## **Retail**

There is a strong opportunity over the time period of the Comprehensive Plan to develop neighborhood and community retail, including restaurants, grocery stores, pharmacies, specialty food stores, and other retail that meets the needs of the local residents and workers. Roswell Road is also a strong current and future location for “mom and pop” businesses, given the neighborhood orientation of existing retail and the more affordable rents compared to Perimeter Mall. Most large and regional retailers will continue to locate in Dunwoody to be near Perimeter Mall, where there is already a strong core of such retail. Until there is sufficient demand to warrant two locations of stores such as Ann Taylor, Macys, Pier One, Sports Authority, Restoration Hardware, etc. in the market area, there will not be a need for these types of stores to the west of GA400 along Roswell Road. It may be possible, in certain strong locations, to create a mixed-use “town center.” These types of locations often attract high-end retailers who are interested in a new environment. It would be necessary to review the companies currently located in the Perimeter Mall area, determine if there are any missing tenants, and attract them to the location. Certain tenants such as Chico’s, Pottery Barn, Williams Sonoma, and Apple tend to gravitate towards these types of areas.

# CITY OF SANDY SPRINGS

Figure 4

Retail Opportunity Matrix

<b>Strengths</b>	<ul style="list-style-type: none"> <li>• High income population fuels the demand for additional retail</li> <li>• Roswell Road has strong traffic counts</li> <li>• City Center will help anchor and provide a sense of place to the Roswell Road retail corridor that is currently lacking</li> <li>• Several older shopping centers on Roswell Road are good candidates for redevelopment</li> </ul>
<b>Challenges</b>	<ul style="list-style-type: none"> <li>• Through-commuters on Roswell Road do not stop to shop but contribute to congestion along the corridor</li> <li>• Some struggling shopping centers along Roswell Road are held in trusts, which makes them more difficult to rehab or redevelop</li> <li>• The Perimeter Mall and surrounding retail in Dunwoody makes it very challenging to compete for community and regional retail along Roswell Road</li> </ul>
<b>Potential Future Locations in City</b>	<ul style="list-style-type: none"> <li>• Redevelopment of older underperforming shopping centers on Roswell Road</li> <li>• City Center</li> <li>• Powers Ferry</li> <li>• Transit-oriented development (TOD) planning areas around MARTA rail</li> </ul>
<b>Average Annual Future Demand Potential 2015-2035<sup>1</sup></b>	<ul style="list-style-type: none"> <li>• 35,000-50,000 SF (from new household growth)</li> <li>• There may be the opportunity to a) fulfill some of the under supply from the Sandy Springs/Dunwoody area and/or b) replace some of the existing, outdated, older retail in addition to the retail demand generated from new households</li> </ul>
<b>Cumulative Future Demand Potential 2015-2035<sup>1</sup></b>	<ul style="list-style-type: none"> <li>• 735,000-1,050,000 SF</li> </ul>
<b>New Development Market Position and Products</b>	<ul style="list-style-type: none"> <li>• Average lease rates in Sandy Springs are approximately \$18/SF triple net NNN, which does not include property taxes, property insurance, or maintenance costs. The newest centers in the market lease for an average of \$25-\$32/SF NNN.</li> <li>• Products in demand will be strip centers and mixed-use town centers. Ideally, new developments would be required to help create a sense of place, walkability, and scale along Roswell Road.</li> </ul>

<sup>1</sup> Lower number in range indicates demand in baseline demand scenario; higher number indicates demand in aggressive growth scenario.

## Office

There is a strong opportunity to develop office in Sandy Springs, especially in the Perimeter Center area, the medical center area, Powers Ferry area, and selectively along Roswell Road and MARTA stations as a part of mixed-use projects. Perimeter Center should be examined for continuing opportunities for densification and redevelopment. Existing and future MARTA rail stations also represent particularly strong opportunities for additional development as demand for transit grows among commuters. Sandy Springs should continue to focus on the types of tenants that have been successful in the past including medical and biotechnology, headquarters, business services and logistics, small businesses, insurance, and technology companies. The strategy of retention, expansion, and attraction of businesses laid out in the 2012 Economic Development Plan is sound.

# CITY OF SANDY SPRINGS

Figure 5

Office Opportunity Matrix

<b>Strengths</b>	<ul style="list-style-type: none"> <li>Sandy Springs has a strong reputation in the market as the location of large company headquarters and the majority of the office space in Perimeter Center</li> <li>Strong outlook for Sandy Springs' largest office-using industries (business/professional services, finance)</li> <li>Planned infrastructure projects are expected to mitigate congestion near I-285</li> <li>Plenty of high-end, executive housing to attract business owners</li> </ul>
<b>Challenges</b>	<ul style="list-style-type: none"> <li>Limited space remains for campus style development and/or new development</li> <li>Existing campus style developments are not particularly walkable, which limits the potential impact of MARTA stations nearby</li> <li>Providing housing for all income levels will be important for the long-term health of the PCID and the office market overall</li> </ul>
<b>Potential Future Locations in City</b>	<ul style="list-style-type: none"> <li>Perimeter Center Improvement District</li> <li>Near MARTA rail stations</li> <li>Powers Ferry</li> <li>Medical center</li> </ul>
<b>Average Annual Future Demand Potential 2015-2035<sup>1</sup></b>	<ul style="list-style-type: none"> <li>200,000-360,000 SF</li> </ul>
<b>Cumulative Future Demand Potential 2015-2035<sup>1</sup></b>	<ul style="list-style-type: none"> <li>4,240,000-7,620,000 SF</li> </ul>
<b>New Development Market Position and Products</b>	<ul style="list-style-type: none"> <li>Rents for office will vary depending on the type of office and the desirability of the location</li> <li>Top Perimeter properties exceed \$30/SF gross (North Park, Concourse)</li> <li>Other, less well-located locations would be lower</li> <li>New office will likely be high rise and dense. There could also be demand for locally-serving office in mixed-use town centers that would be lower density</li> </ul>

<sup>1</sup> Lower number in range indicates demand in baseline demand scenario; higher number indicates demand in aggressive growth scenario.

## Industrial

There is limited opportunity for future industrial in the city due to cost of land, access to interstates, and current land use patterns. There is very little industrial currently in the city; industrial tends to be located in places with good road and rail access, but lower land values. Sandy Springs' industrial uses will likely continue to transition to a more flex-style industrial building, with more of the space being devoted to office uses.

# CITY OF SANDY SPRINGS

**Figure 6**

**Industrial Opportunity Matrix**

<b>Strengths</b>	<ul style="list-style-type: none"> <li>The industrial property in Sandy Springs is 100% occupied and has been since 2012</li> </ul>
<b>Challenges</b>	<ul style="list-style-type: none"> <li>There is very little existing industrial space, which makes it difficult to attract new industrial users or for residents to accept the addition of industrial uses</li> <li>Land values and rents are too high for industrial development</li> </ul>
<b>Potential Future Locations in City</b>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
<b>Average Annual Future Demand Potential 2015-2035</b>	<ul style="list-style-type: none"> <li>Negligible</li> </ul>
<b>Cumulative Future Demand Potential 2015-2035</b>	<ul style="list-style-type: none"> <li>Negligible</li> </ul>
<b>New Development Market Position and Products</b>	<ul style="list-style-type: none"> <li>N/A</li> </ul>

## Hotel

The demand for new office development will drive future hotel opportunities in Sandy Springs. While metro Atlanta overall hosts a large amount of leisure travel, the majority of demand for hotels in the Sandy Springs area is tied to the number of businesses located in the area. With that said, Sandy Springs' hotels do attract a number of groups on the weekends including SMERF (Social, Military, Educational, Religious, Fraternal) groups, weddings, and family reunions. There is the possible opportunity for additional conference center space in any of the new hotels. Event space is somewhat limited in the existing hotel stock; however, this demand may be mitigated with the new Performing Arts Center planned for City Center.

**Figure 7**

**Hotel Opportunity Matrix**

<b>Strengths</b>	<ul style="list-style-type: none"> <li>Perimeter Center generates significant demand from business travelers</li> <li>The hospitals in the medical center area ("Pill Hill") also generate hotel demand</li> <li>The same quality of life that attracts businesses and residents is attractive to hotel guests</li> <li>Seen as a safe alternative, with good access, to downtown Atlanta for groups</li> </ul>
<b>Challenges</b>	<ul style="list-style-type: none"> <li>Leisure travelers who visit Atlanta's major tourist attractions (World of Coca Cola, Atlanta Aquarium, etc.) are not likely to stay in Sandy Springs, given the number of hotel options in downtown and Midtown</li> <li>Sandy Springs does not have significant meeting/convention space</li> </ul>

# CITY OF SANDY SPRINGS

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<b>Potential Future Locations in City</b>	<ul style="list-style-type: none"> <li>• Office and medical cores (Perimeter Center, Powers Ferry)</li> <li>• Mixed-use centers and areas</li> </ul>
<b>Average Annual Future Demand Potential 2015-2035<sup>1</sup></b>	<ul style="list-style-type: none"> <li>• 390 rooms</li> </ul>
<b>Cumulative Future Demand Potential 2015-2035<sup>1</sup></b>	<ul style="list-style-type: none"> <li>• 4,300 rooms</li> </ul>
<b>New Development Market Position and Products</b>	<ul style="list-style-type: none"> <li>• Hotel rates vary widely by hotel chain</li> <li>• The new Homewood Suites' standard rate is \$150-200/night</li> <li>• Higher-end hotels would command higher rates</li> </ul>

<sup>1</sup> Lower number in range indicates demand in baseline demand scenario; higher number indicates demand in aggressive growth scenario.



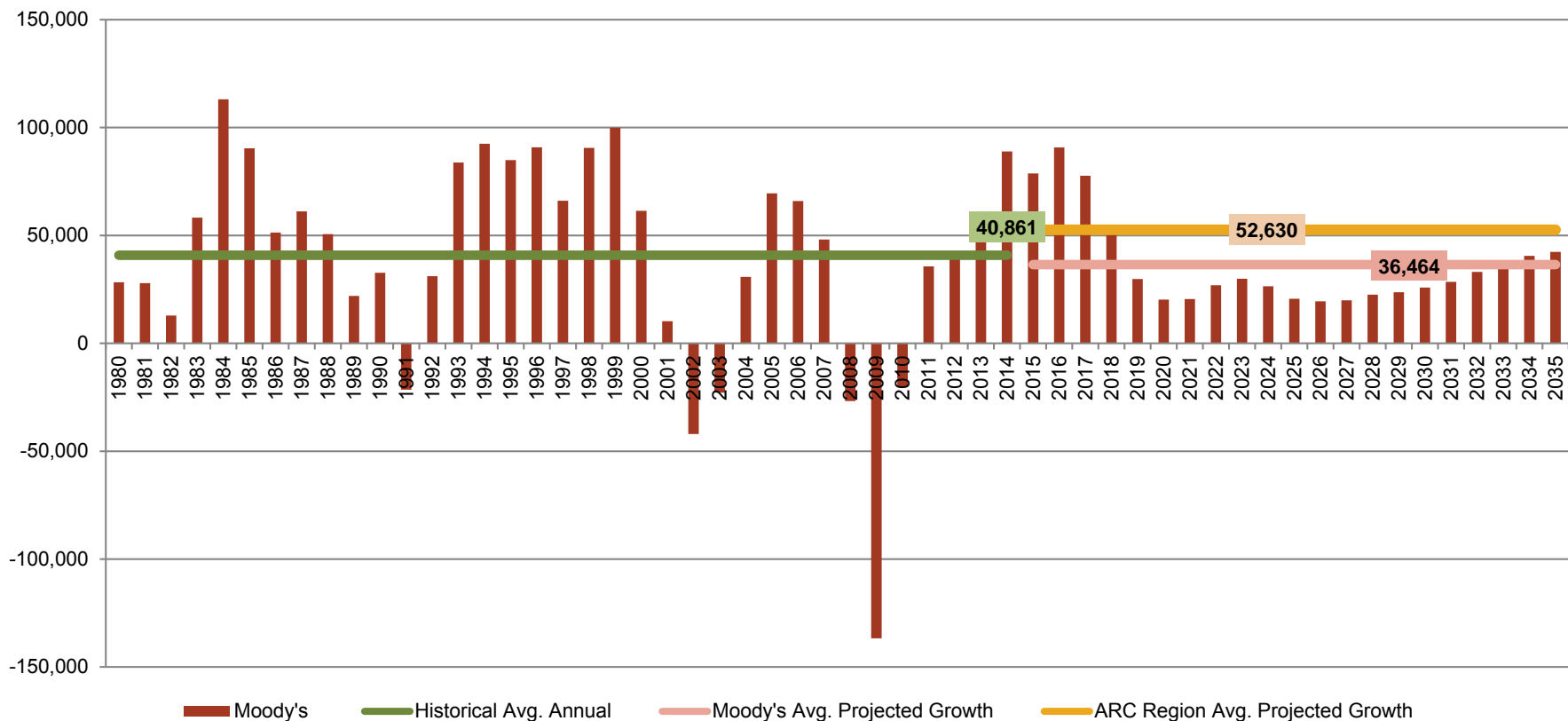
# CITY OF SANDY SPRINGS

## Economic Analysis

The Atlanta region has experienced significant employment growth in the past two years after a sluggish recovery from the Great Recession. Atlanta added 88,000 jobs during 2014, which is the highest job growth seen since the 1990s. Robust gains in employment are expected to continue through 2018, adding an average of 75,000 jobs annually. Moody's, a national data provider, predicts a slowdown in new jobs after 2018, though growth should still be positive.

Figure 8

Atlanta MSA Non-Agricultural Employment Growth, 1980-2035



Source: Moody's; Atlanta Regional Commission

# CITY OF SANDY SPRINGS

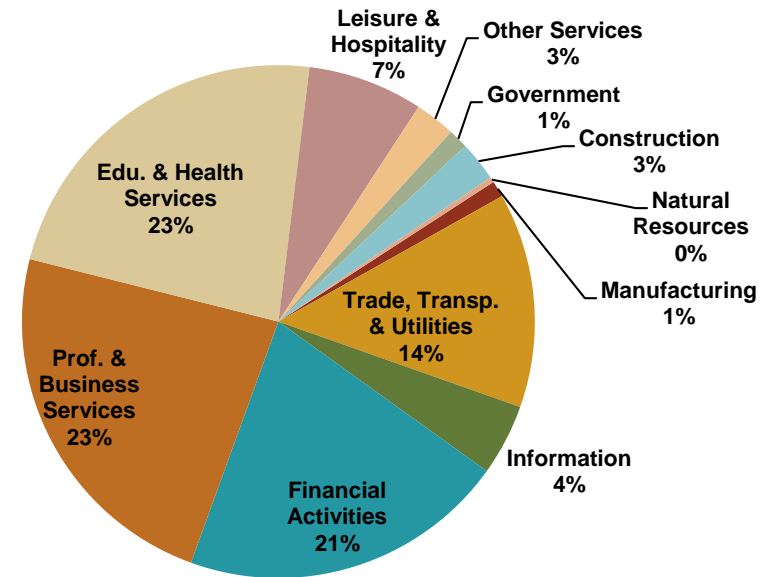
The outlook for employment is strong overall, and perhaps even more favorable when considering much of the growth over the next five years will be in professional level, high-income jobs. Over the next five years, the professional services sector is expected to grow by over 75,000 new jobs. Education and health services and trade, transportation, and utilities will also experience strong growth, with each sector adding 50,000 new jobs.

The MSA is expected to add 270,000 net new jobs between 2015 and 2020. This strong employment growth makes the Atlanta region a prime market for housing and office development. Specifically, the Sandy Springs/Perimeter Center area will benefit from the strong growth in professional services sectors as it is already established as one of Atlanta’s largest office cores. These high-income jobs in the area will be a strong driver for rental apartment, for-sale housing, and office demand.

The largest concentrations of jobs in Sandy Springs are Professional and Business Services (23%), Education and Health Services (23%), and Financial Activities (21%). Employment in Sandy Springs is concentrated around the Perimeter Center area, the medical center (“Pill Hill”), and in the Powers Ferry area.

The bulk of job growth in Sandy Springs will continue to be in these three largest sectors as well, particularly Education and Health Services.

**Figure 9** *Sandy Springs Employment Profile, 2014*

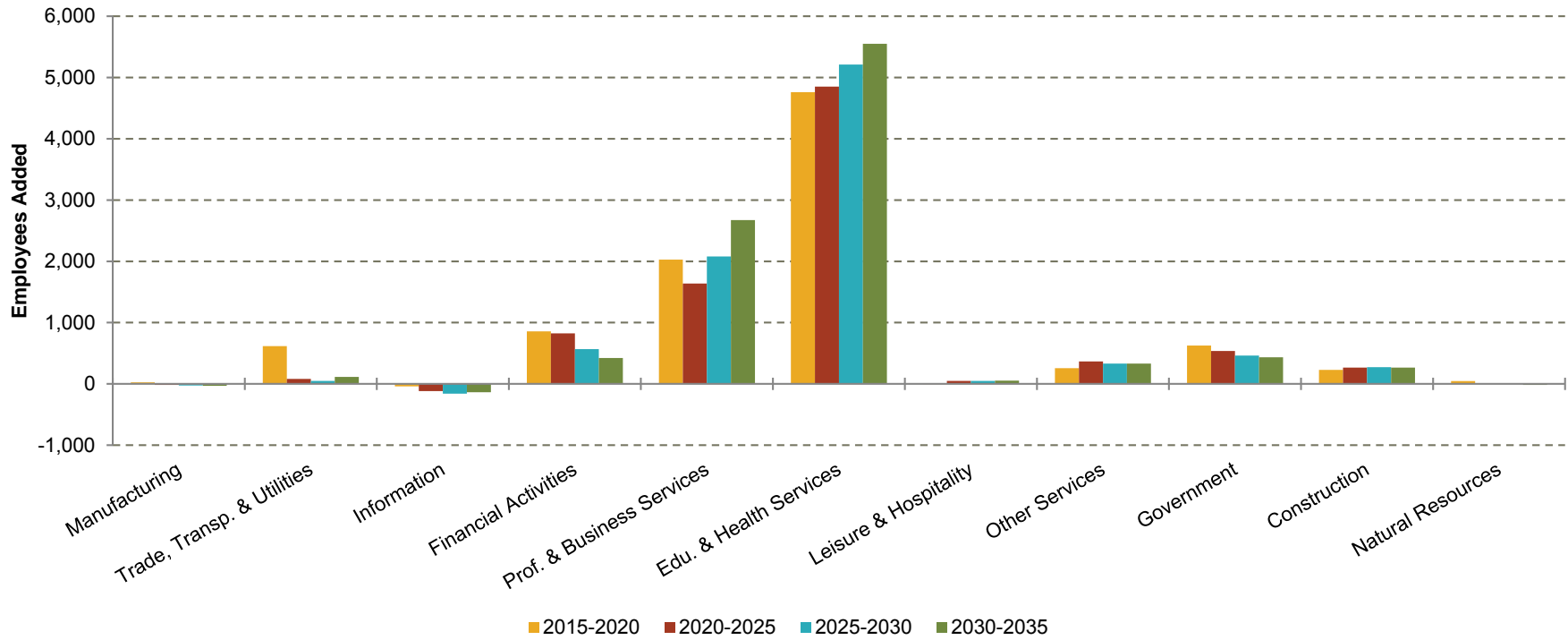


Source: Atlanta Regional Commission

# CITY OF SANDY SPRINGS

Figure 10

Employment Growth in Sandy Springs, 2015-2035



Source: Atlanta Regional Commission

Additional information on the economy of the region and Sandy Springs is located in Section I of the Appendix.

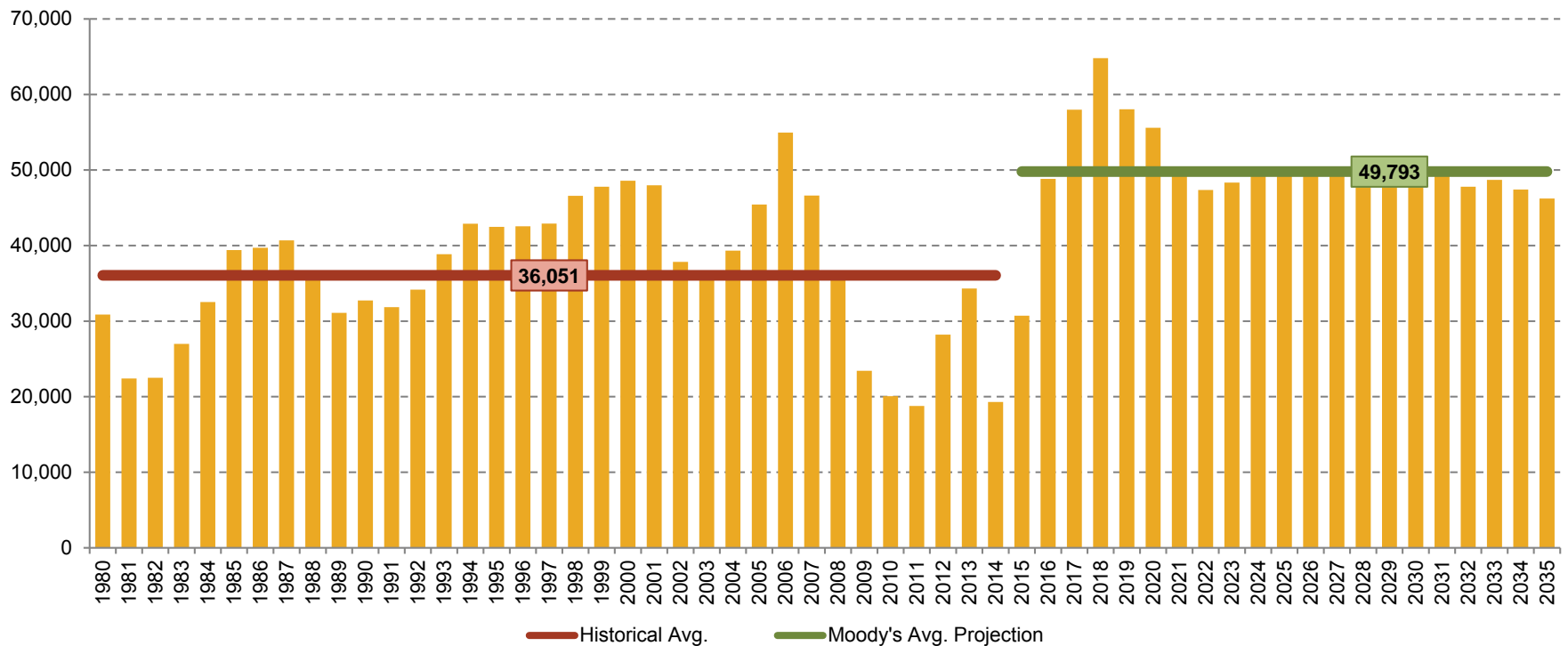
# CITY OF SANDY SPRINGS

## Demographic Analysis

As of 2015, the Atlanta-Sandy Springs-Roswell MSA has 2.1 million households. Household growth is anticipated to grow at a pace of 19,299 households in 2015, peaking with growth of 64,805 households in 2018, before moderating at average growth of 49,000 households annually. This household growth will drive a tremendous amount of demand for housing and retail.

Figure 11

Atlanta MSA Household Growth, 1980-2035



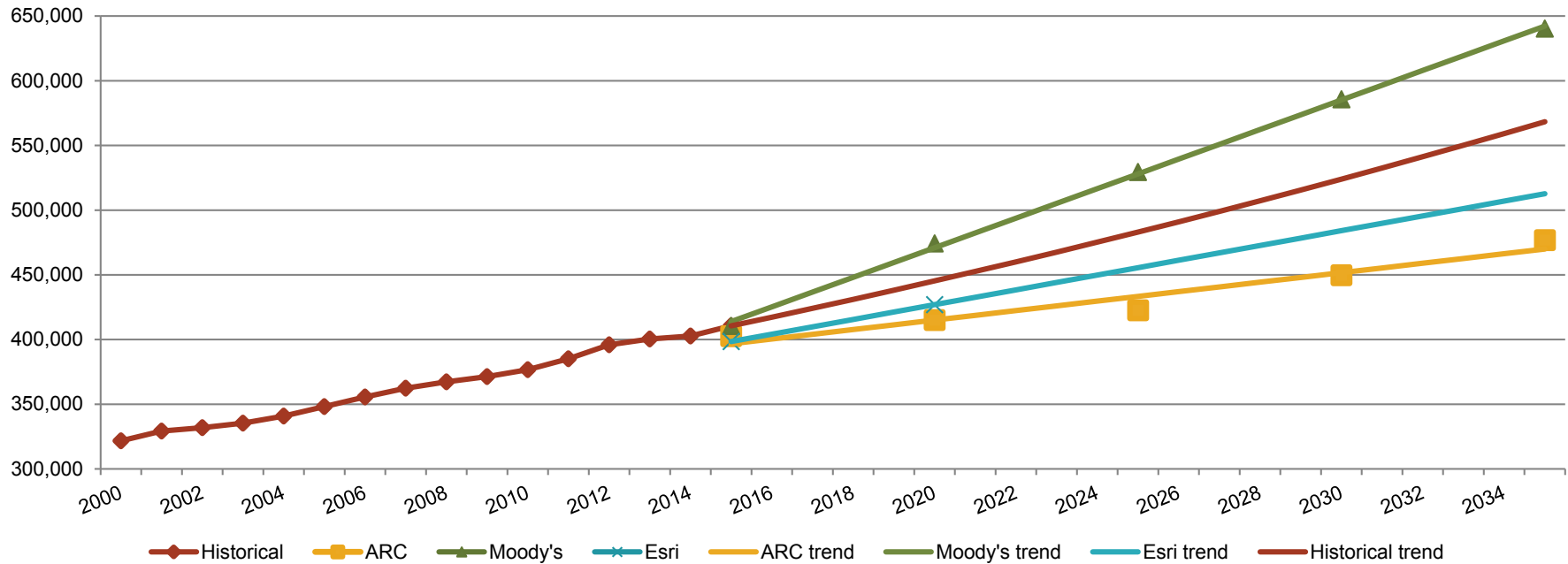
Source: Moody's

Moody's household projections are likely too aggressive, however. Upon examining household projections from several data sources, we have determined that it is most likely that Sandy Springs will continue to grow at the same rate it has experienced since 2000 (in red, below). As such, we have modeled the long-term demand for housing and retail using the historical trend as a baseline scenario and Moody's projections as an alternative, more aggressive scenario.

# CITY OF SANDY SPRINGS

Figure 12

Fulton County Household Projections, 2000-2035



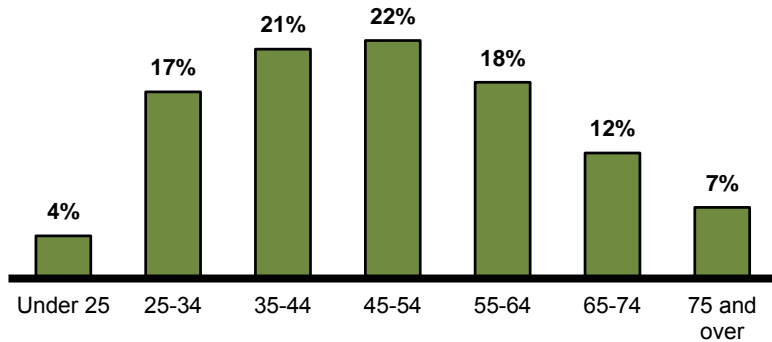
Source: Moody's, Atlanta Regional Commission, Esri

Driven by rapid employment growth, strong household growth will bolster demand for rental apartments and for-sale housing as new households move to the area seeking jobs, and new households are formed as Millennials continue to unbundle from their parent's homes and live independently.

Sandy Springs has a high distribution of residents age 25 to 34 as compared to the Atlanta MSA. This is, perhaps, not surprising considering the concentrations of multifamily buildings in the area and Sandy Springs' proximity to employment cores and entertainment destinations like Buckhead.

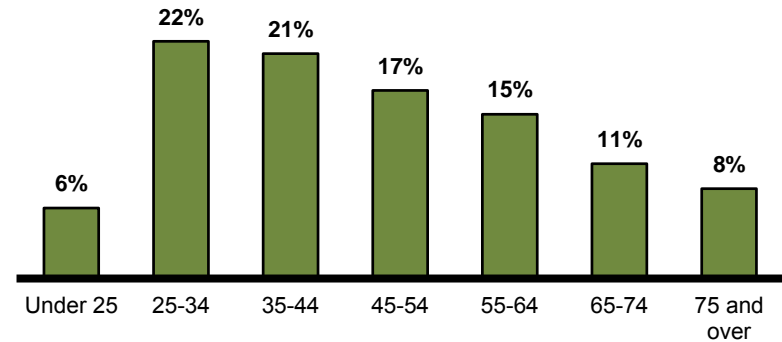
# CITY OF SANDY SPRINGS

**Figure 13A** *Atlanta MSA Households by Age, 2015*



Source: Esri Business Analyst

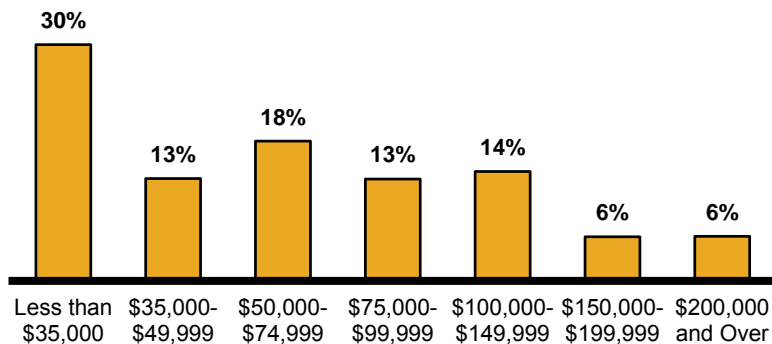
**Figure 13B** *Sandy Springs Households by Age, 2015*



Source: Esri Business Analyst

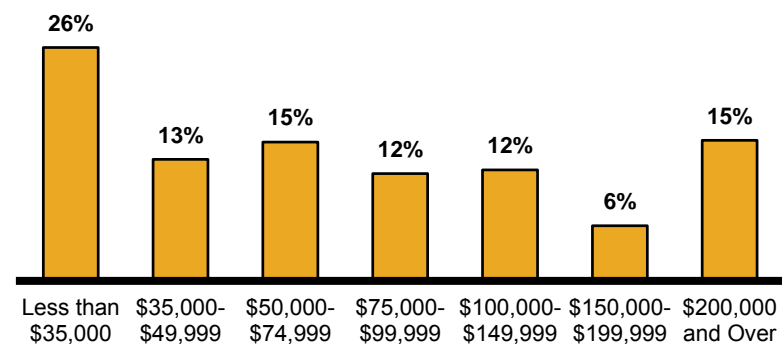
The median household income in Sandy Springs is \$65,913. An impressive 34% of households earn more than \$100,000, as compared to 25% of households in the MSA. As a prime residential submarket, new, well-located rental and for-sale housing projects in Sandy Springs should be able to command top-of-market rents and prices and support very high quality communities.

**Figure 14A** *Atlanta MSA Households by Income, 2015*



Source: Esri Business Analyst

**Figure 14B** *Sandy Springs Households by Income, 2015*



Source: Esri Business Analyst

Additional information on the demographics of the region and Sandy Springs is located in Section I of the Appendix.

# CITY OF SANDY SPRINGS

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## Census Housing Analysis

In addition to the typical demographic analysis we complete, RCLCO took a deeper dive into the housing and Sandy Springs' residents based upon Census data. This analysis gives us a strong understanding of the renters and the owners in the market as well as the housing stock. The numbers do not always add up the same total since the American Community Survey (ACS) makes estimates, and different years were used for different analyses. In addition, on the household segmentation analysis, RCLCO utilized the 2015 household number estimate from Esri, a national data provider, with the ACS percentages.

The largest market segments in Sandy Springs are either renters who make less than \$65,000 per year in household income or owners how make over \$100,000 per year. Sandy Springs' population thus has a barbell distribution of incomes—most residents fall either at the low or high end of the income range, with relatively few falling in the middle. See following chart.

# CITY OF SANDY SPRINGS

Figure 15

Household Segmentation, Sandy Springs, GA, 2015

		Renters					Owners					TOTAL
		Young Professionals 18-34, No Kids	Mature Professionals 35-54, No Kids	Families 18-64, Kids	Empty Nesters 55-64, No Kids	Retirees 65+, No Kids	Young Professionals 18-34, No Kids	Mature Professionals 35-54, No Kids	Families 18-64, Kids	Empty Nesters 55-64, No Kids	Retirees 65+, No Kids	
Household Income	<\$25K	964 2.2%	1,751 3.9%	923 2.1%	786 1.8%	775 1.7%	42 0.1%	146 0.3%	160 0.4%	128 0.3%	908 2.0%	6,582 14.8%
	\$25K-\$50K	3,046 6.9%	1,223 2.8%	1,465 3.3%	485 1.1%	1,031 2.3%	136 0.3%	448 1.0%	269 0.6%	569 1.3%	1,318 3.0%	9,989 22.5%
	\$50K-\$65K	1,049 2.4%	973 2.2%	1,019 2.3%	84 0.2%	667 1.5%	115 0.3%	327 0.7%	194 0.4%	302 0.7%	480 1.1%	5,211 11.7%
	\$65K-\$80K	724 1.6%	321 0.7%	208 0.5%	126 0.3%	137 0.3%	235 0.5%	428 1.0%	213 0.5%	298 0.7%	499 1.1%	3,190 7.2%
	\$80K-\$100K	403 0.9%	202 0.5%	443 1.0%	0 0.0%	76 0.2%	228 0.5%	404 0.9%	444 1.0%	207 0.5%	338 0.8%	2,746 6.2%
	\$100K-\$200K	881 2.0%	597 1.3%	356 0.8%	304 0.7%	199 0.4%	872 2.0%	1,168 2.6%	2,062 4.6%	912 2.1%	1,397 3.1%	8,748 19.7%
	\$200K-\$300K	37 0.1%	55 0.1%	168 0.4%	142 0.3%	176 0.4%	91 0.2%	413 0.9%	1,162 2.6%	610 1.4%	639 1.4%	3,494 7.9%
	\$300K+	89 0.2%	192 0.4%	61 0.1%	34 0.1%	52 0.1%	17 0.0%	603 1.4%	2,024 4.6%	961 2.2%	462 1.0%	4,494 10.1%
	<b>TOTAL</b>	7,193 16.2%	5,316 12.0%	4,643 10.4%	1,961 4.4%	3,113 7.0%	1,736 3.9%	3,937 8.9%	6,528 14.7%	3,986 9.0%	6,041 13.6%	44,454 100.0%

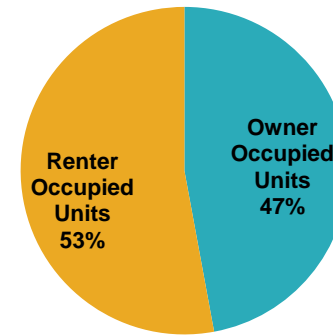


# CITY OF SANDY SPRINGS

There are approximately 42,000 housing units in the city. Of those, 22,000 are renter-occupied, and 20,000 are owner-occupied. The city is 53% renters.

**Figure 16**

**Sandy Springs Housing Units, 2013**

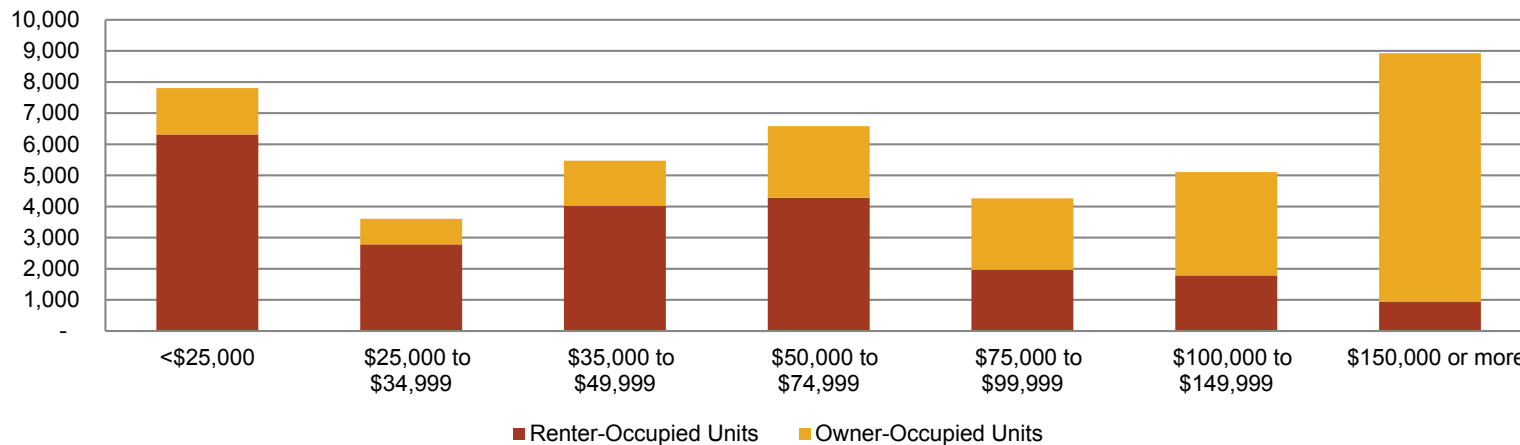


Source: American Community Survey, 2009-2013

Not surprisingly, the renter households tend to be lower income than the ownership households.

**Figure 17**

**Sandy Springs Renter- and Owner-Occupied Units by Household Income**

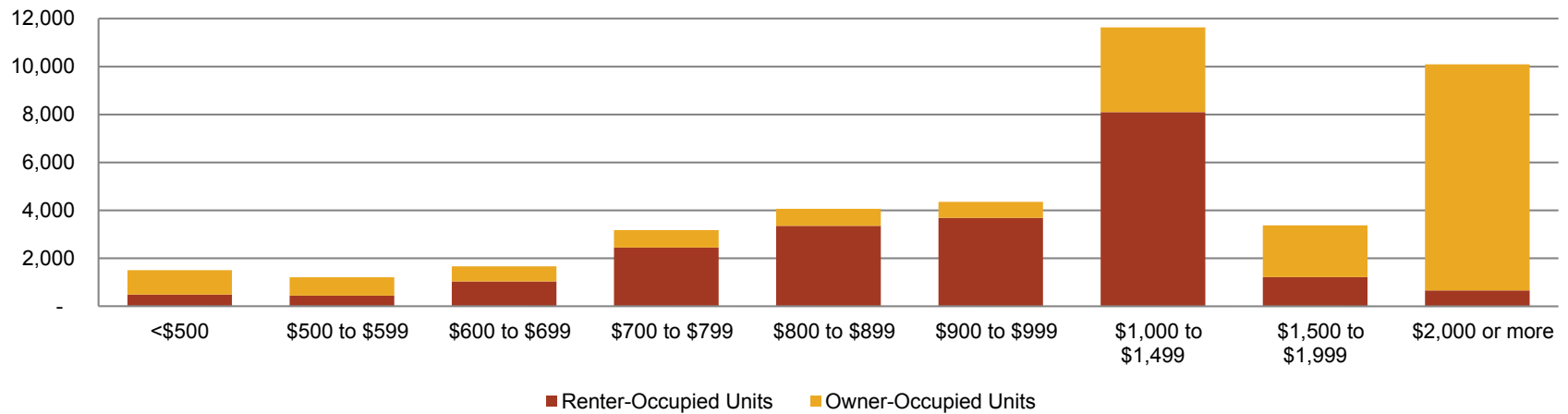


Source: American Community Survey, 2009-2013

# CITY OF SANDY SPRINGS

The majority of renters have a monthly housing cost of \$800 to \$1,500 per month. Most owners pay \$2,000 or more per month. There are approximately 7,600 units of housing in the city with a cost of less than \$800 per month.

**Figure 18** *Sandy Springs Renter- and Owner-Occupied Units by Monthly Housing Cost*



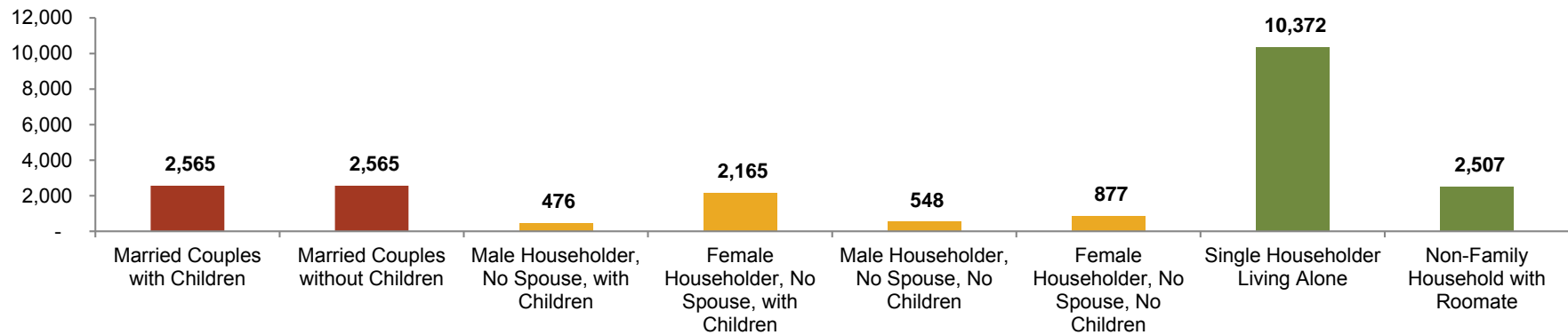
Source: American Community Survey, 2009-2013

# CITY OF SANDY SPRINGS

Renters are racially diverse (46% white, 31% black, and 13% Hispanic/Latino), while owners are largely white (86%). Most owners (73%) live in a single-family detached unit. Most renters (63%) live in a multifamily building with more than nine units. 50% of renters are a single householder living alone.

**Figure 19**

**Sandy Springs Renters by Family Type**

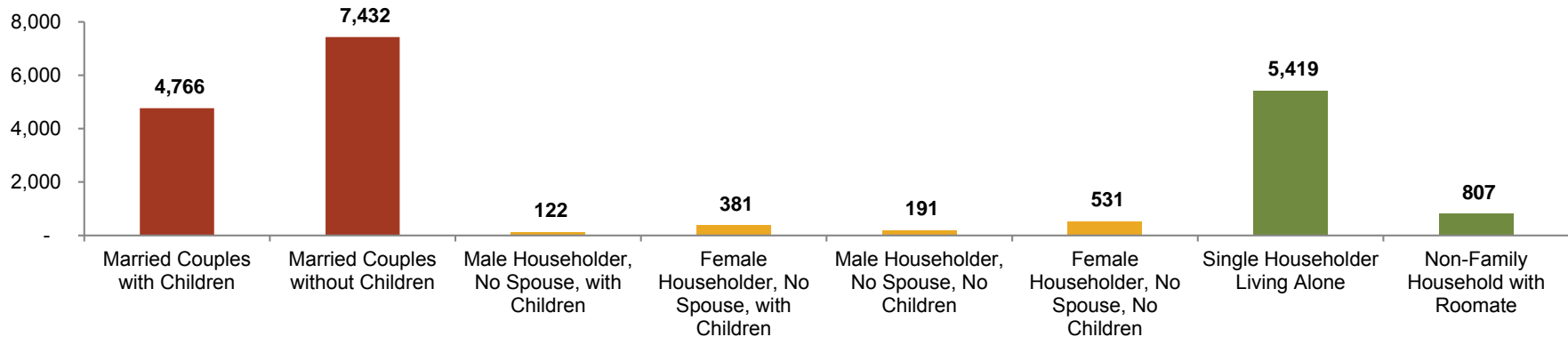


Source: American Community Survey, 2009-2013

Owners, on the other hand, tend to be married couples with or without children.

**Figure 20**

**Sandy Springs Owners by Family Type**



Source: American Community Survey, 2009-2013

# CITY OF SANDY SPRINGS

Additional Census information regarding housing in Sandy Springs is located in Section I of the Appendix.

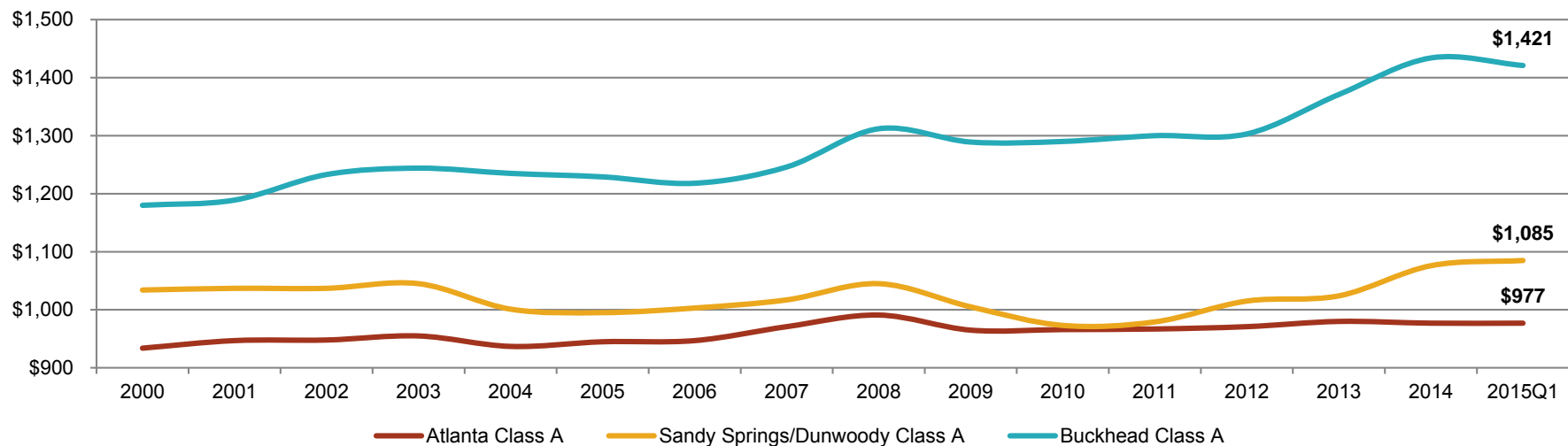
## For-Rent Housing Analysis

The current apartment market in Sandy Springs is very strong: vacancies are low, rents are up, and new apartments are leasing well (20-25 units per month). Future demand for new apartments is also strong, due to strong projected job and household growth at the MSA level, as well as locally.

The Sandy Springs/Dunwoody apartment market has performed at consistently strong levels in recent years, with an occupancy rate above 95% and continuing rental rate growth. This strong performance in the apartment market has been in part fueled by lagging new deliveries in the years following the Great Recession and strong employment growth beginning in 2012.

Figure 21

Class A Asking Rental Rates, 2000-Q1 2015



Source: CoStar

Current monthly rents for the newest apartments in the Sandy Springs/Perimeter area (built since 2008) range from approximately \$1.50/SF to \$2.00/SF. Further, three communities have been built since 2014 (Indigo House, Citizen Perimeter, and 1160 Hammond), and they are earning \$1.77/SF to \$1.97/SF.

# CITY OF SANDY SPRINGS

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One-bedroom units and one-bedroom with den/loft units generally comprise 50%-70% of the overall unit mix for new apartments in Sandy Springs/Perimeter. Only 1160 Hammond currently offers studio apartments, and only Alexander at the Perimeter has three-bedroom apartments. This is due to the target market audience which is primarily professional, young singles and couples. Unlike older apartment buildings which often have a larger percentage of lower income families, new apartment communities tend to attract a younger, single or couple demographic. The units are typically smaller, and are higher rent. Families that rent tend to need larger apartments as well as outside space.

Land is relatively expensive, which requires developers to build communities of greater density than garden construction allows; however, current rents in Sandy Springs/Perimeter are too low to justify the cost of podium or high-rise construction. As a result, all new deliveries in Sandy Springs/Perimeter have been wrap construction. These are projects where the apartments are wrapped around the parking garage.

Given household growth forecasts, RCLCO anticipates demand for new rental units to range between 490 and 700 units per year from 2015 to 2035, resulting in a cumulative demand of 10,200 to 14,700 units.

Additional information regarding for-rent residential in Sandy Springs is located in Section II of the Appendix. The demand is found in Section VII of the Appendix.

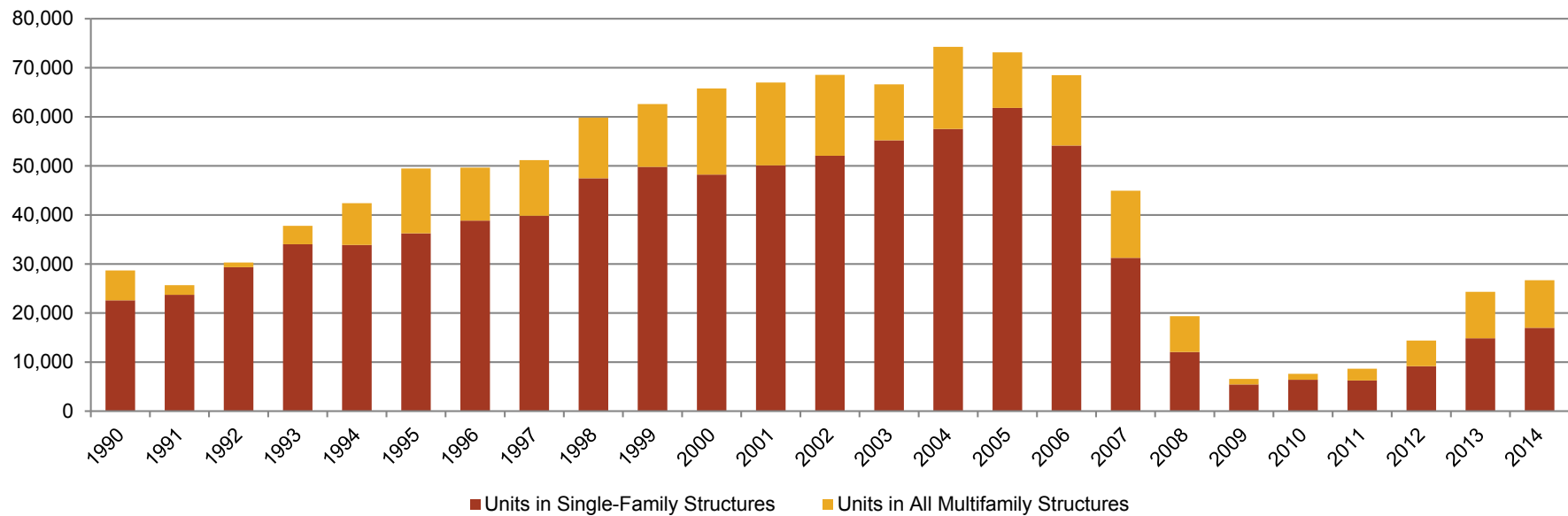
# CITY OF SANDY SPRINGS

## For-Sale Housing Analysis

Residential permitting (single-family and multifamily) for the Atlanta MSA remains significantly down from pre-recession levels. There were 16,984 single-family permits in 2014, which is only 27% of 2005 levels (the previous peak year for single-family permits). There were 9,699 multifamily permits in 2014, which is close to 60% of the levels seen in the early 2000s. Multifamily permits can be either rental or for-sale. The same pattern is seen at the Fulton County level.

**Figure 22**

**Atlanta MSA Residential Permitting Activity, 1990-2014**



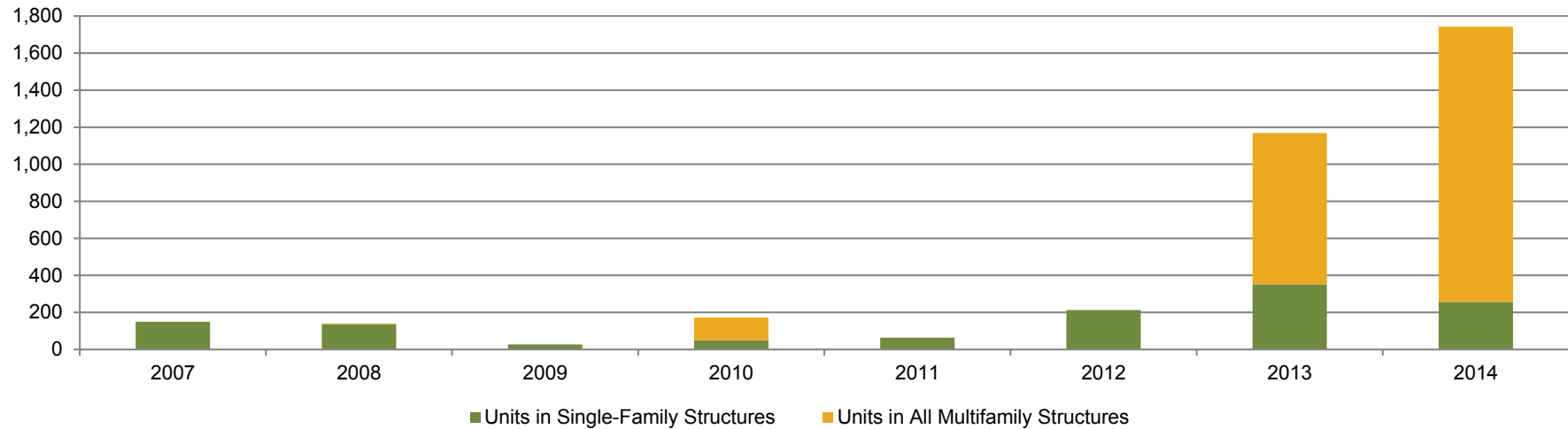
Source: HUD SOCDS

Permitting in Sandy Springs is much stronger than the region. 2014 single-family permits were almost twice 2007 levels (data for Sandy Springs permitting is not available prior to 2007). Moreover, while there were only 126 multifamily permits issued between 2007 and 2012, there were 2,304 issued between 2013 and 2014. This multifamily activity has generated significant concern from residents and officials in Sandy Springs. There is currently a moratorium on any new rezoning applications in the city.

# CITY OF SANDY SPRINGS

Figure 23

Sandy Springs Residential Permitting Activity, 1990-2014



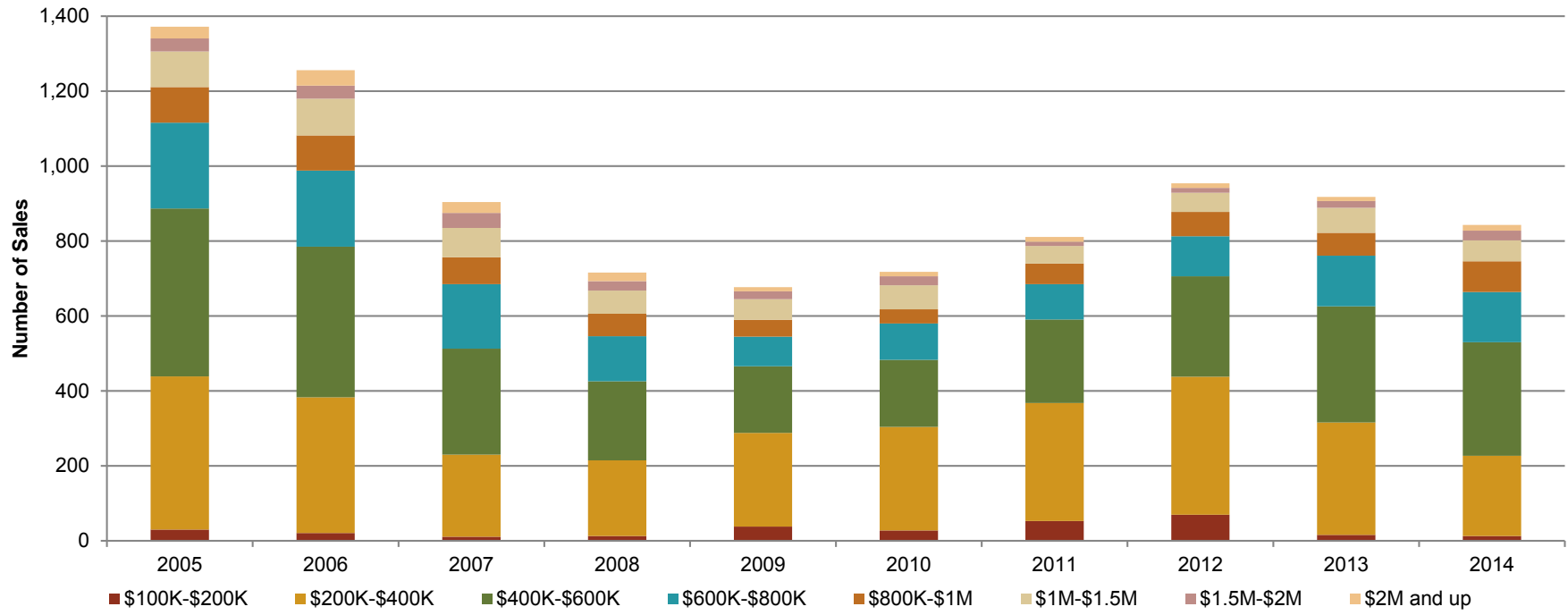
Source: HUD SOCDS

Based upon Fulton County appraiser data, single-family home sales in Sandy Springs remain approximately 600 sales per year below the previous peak in 2005. From 2005-2014, sales of homes priced \$100K-\$400K dropped from 32% of sales to 27% of sales. Sales of \$600K and higher, however, represent nearly the same proportion of all sales in 2014 that they did in 2005 (35% and 37%, respectively).

# CITY OF SANDY SPRINGS

Figure 24

Single-Family Detached Home Sales by Price in Sandy Springs, 2005-2014



Source: Fulton County Assessors Office

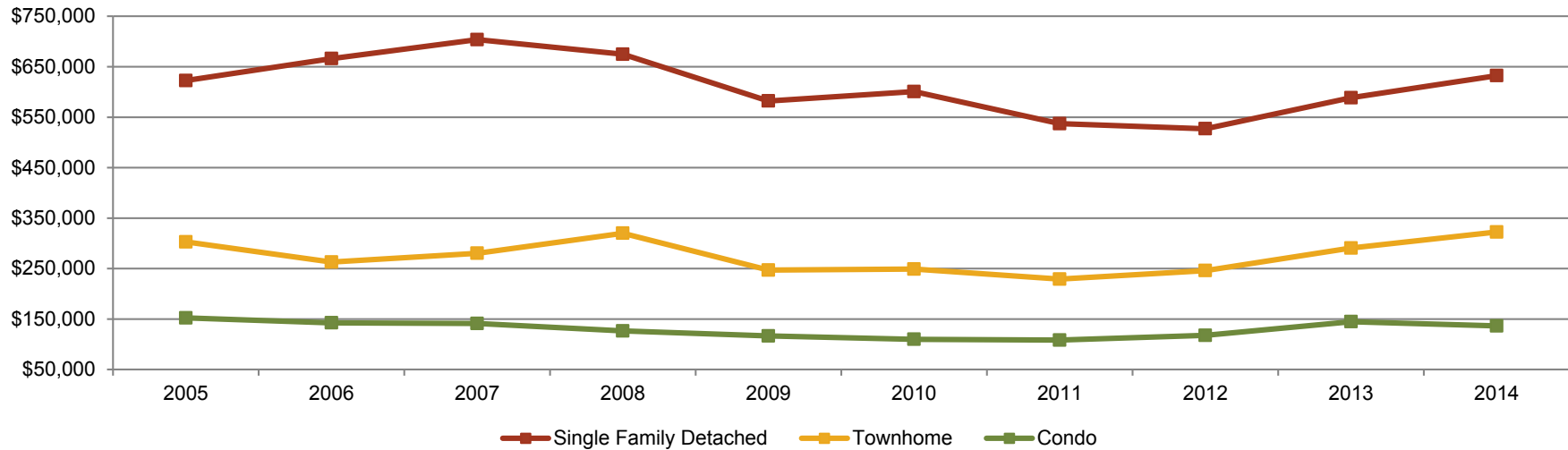
Average sales prices in Sandy Springs today are very similar to those seen before the recession. The average single-family home price in 2014 was approximately \$632,000. The average townhome in 2014 sold for approximately \$322,000. The average condo sold for \$136,000.



# CITY OF SANDY SPRINGS

Figure 25

Average Sale Price by Product Type in Sandy Springs, 2005-2014



Source: Fulton County Assessors Office

New single-family homes currently selling in Sandy Springs are priced at an average of \$864,000, over \$200,000 above average price for all single-family sales. However, there are only 250 units of new supply currently on the market.

New townhomes in Sandy Springs and adjacent areas are priced at an average of \$448,000, also over \$100,000 more than the average price for all townhome sales. Again, however, there are only 141 units of actively selling new supply.

There have only been two new condo projects in the area since 2010—the Serrano (Sandy Springs, 2010) and Parkside on Canton (Roswell, 2015). The Parkside condos had an average price of \$460,000, far above the condominium average price in the market. Some older apartments have been converted into condominiums, providing a less expensive for-sale option in the market.

Given household growth trends and assuming that Sandy Springs continues to represent 10% of all owner households in Fulton County, RCLCO projects average annual demand for 390 to 560 units of new for-sale housing between 2015 and 2035, resulting in a cumulative total of 8,200 to 11,800 new for-sale units demanded over that time period.

# CITY OF SANDY SPRINGS

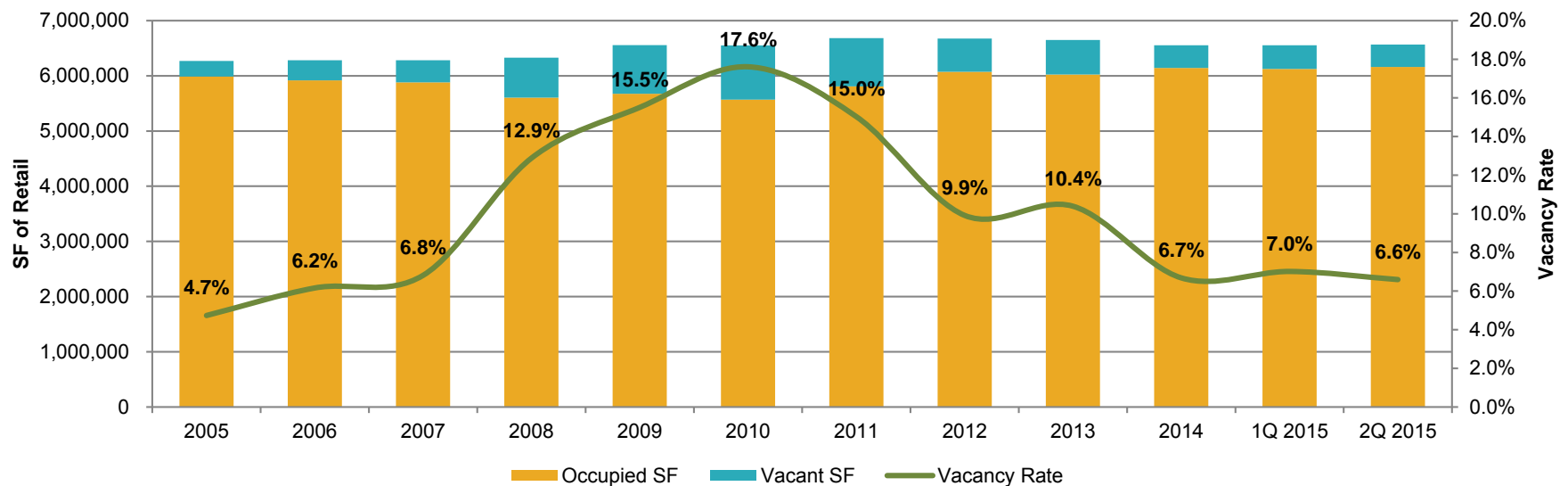
Additional information regarding for-sale residential in Sandy Springs is located in Section III of the Appendix. The demand is found in Section VII of the Appendix.

## Retail Analysis

Sandy Springs is located in the Sandy Spring/North Central retail submarket of Atlanta. The retail submarket is performing relatively well.

- Vacancies are low at 6% as of 2Q 2015, down from a high of 11% in 2010.
- Rental rates have been fairly flat for the last few years, and have not yet reached their pre-recession maximum of \$19/SF average. As of 2Q 2015, rents in the submarket average \$17.8/SF.
- Since 2005, the submarket has absorbed almost 700K SF of retail space.

**Figure 26** *Occupied and Vacant Retail Space (All Types), Sandy Springs, 2005-2015*



Source: CoStar

Sandy Springs has approximately 6.6 million SF of retail space; the larger Sandy Springs/North Central Atlanta submarket has 11 million SF of space. The trends in Sandy Springs, in terms of vacancy at rental rates, mirror the submarket.

# CITY OF SANDY SPRINGS

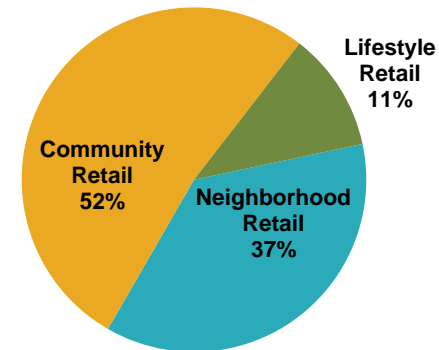
Retail in Sandy Springs is primarily neighborhood serving (i.e., grocery stores, drug stores, daily needs) and community serving (i.e., big box stores) in nature. Regional shopping malls for Sandy Springs residents are in the City of Dunwoody at the Perimeter Mall and in Buckhead at the Lenox Square Mall and Phipps Plaza.

Retail in Sandy Springs is concentrated along Roswell Road, with some in the Perimeter area west of GA400.

Given historical conditions and household growth projections (because household spending drives retail demand), RCLCO forecasts demand for an average of 35,000 to 50,000 SF of new retail space per year between 2015 and 2035. Cumulative total demand will be 735,000 to 1,050,000 SF of retail space.

Additional information regarding the retail market in Sandy Springs is located in Section IV of the Appendix. The demand is found in Section VII of the Appendix.

**Figure 27** *Sandy Springs Retail Supply by Gross Leasable Area (GLA), July 2015*



Source: CoStar

## Office Analysis

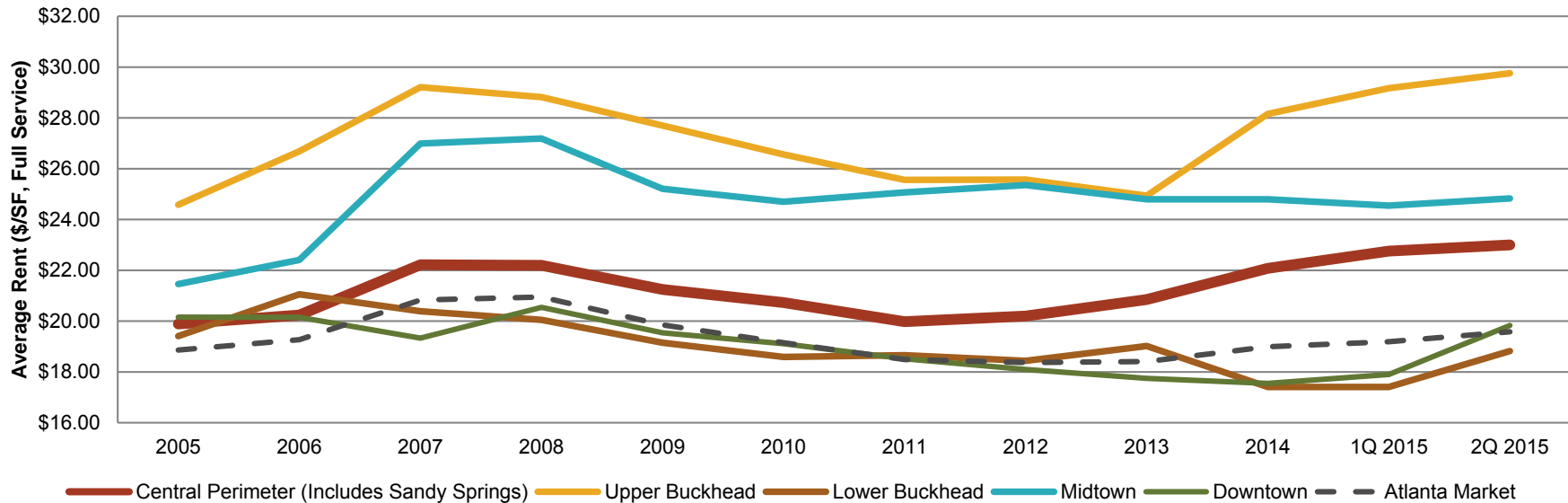
Sandy Springs is located within the Central Perimeter office submarket of Atlanta. Office areas within Sandy Springs include: Perimeter, Northridge (which is a business park), Roswell Road (where office spaces are mixed in with retail and smaller than office spaces found in Perimeter Center), and the Powers Ferry area. The Central Perimeter office submarket is performing well:

- Absorption has been strong. With the submarket absorbing almost 1.5 million SF of space since 2011.
- Vacancies are down to 13% as of 2Q 2015 compared to a high of 23% in 2011.
- Rents are above pre-recession levels at an average of \$23/SF as of 2Q 2015. Only Buckhead and Midtown have higher average rents than the Perimeter area.

# CITY OF SANDY SPRINGS

Figure 28

Office Rental Rates by Submarket, 2005-2015



Source: CoStar

Of the almost 35 million SF of office located in the Central Perimeter submarket, 26 million SF is located in the City of Sandy Springs. The trends in the Central Perimeter are mirrored in Sandy Springs.

Of the new companies that have moved to Sandy Springs in the last few years, many have been headquarters, in the tech industry, medical, or in information technology. The average number of employees for these new companies was approximately 430.

Given historical and projected employment growth trends, RCLCO expects Sandy Springs to see demand for an average of 200,000 to 360,000 SF of new office space per year over the next 20 years. This results in a cumulative total demand for 4.2 million to 7.6 million SF of office demand between 2015 and 2035.

Additional information regarding the office market in Sandy Springs is located in Section V of the Appendix. The demand is found in Section VII of the Appendix.

# CITY OF SANDY SPRINGS

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## Industrial Analysis

Sandy Springs is part of the Central Perimeter Market. The industrial market is very small in this area. There is a total of just over 800,000 SF of industrial in the submarket, and 180,000 SF of industrial in Sandy Springs. Industrial tends to be in a business park format and is quasi-office, storage, and flex space. It is not heavy industrial (manufacturing, outdoor storage, utilities, etc.). The industrial in the market is performing well. Vacancies are low and rents are some of the highest in the market, on average.

The demand for new industrial is limited. Sandy Springs has only absorbed a net 3,200 SF of industrial space since 2006, and it has not absorbed any new industrial space since 2012.

Additional information regarding the industrial market in Sandy Springs is located in Section V of the Appendix.

## Hotel Analysis

There are 20 hotels with a total of 2,800 rooms in Sandy Springs. In the Atlanta Perimeter Center/Roswell Georgia hotel submarket, there are 34 hotels with 5,089 rooms. The hotel market is performing well:

- The Average Daily Rate (ADR), which represents the average rental income per paid occupied room in a given time period, has increased from a low of \$81 in 2011 to \$107 as a June 2015.
- Occupancy has increased from a low of 58% in 2009 to 74% in 2014.

Hotel demand in Sandy Springs is driven by business travelers during the week and leisure travelers on the weekends. Sandy Springs is popular with groups, weddings, family reunions, and religious activities, such as Bar Mitzvahs. There is also some spill-over from Atlanta conventions. Overall tourism has been increasing in the Atlanta region for the last four years by 6% annually.

Future demand for hotels is strong given the occupancy trends, tourism trends, and projected job growth. RCLCO projects that the market could absorb on average 392 new hotel rooms per year from 2015 to 2025.

Additional information regarding the hotel market in Sandy Springs is located in Section VI of the Appendix. The demand is found in Section VII of the Appendix.

# CITY OF SANDY SPRINGS

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## CRITICAL ASSUMPTIONS

Our conclusions are based on our analysis of the information available from our own sources and from the client as of the date of this report. We assume that the information is correct, complete, and reliable.

We made certain assumptions about the future performance of the global, national, and local economy and real estate market, and on other factors similarly outside either our control or that of the client. We analyzed trends and the information available to us in drawing these conclusions. However, given the fluid and dynamic nature of the economy and real estate markets, as well as the uncertainty surrounding particularly the near-term future, it is critical to monitor the economy and markets continuously and to revisit the aforementioned conclusions periodically to ensure that they are reflective of changing market conditions.

We assume that the economy and real estate markets will grow at a stable and moderate rate to 2020 and beyond. However, stable and moderate growth patterns are historically not sustainable over extended periods of time, the economy is cyclical, and real estate markets are typically highly sensitive to business cycles. Further, it is very difficult to predict when an economic and real estate upturn will end.

With the above in mind, we assume that the long term average absorption rates and price changes will be as projected, realizing that most of the time performance will be either above or below said average rates.

Our analysis does not consider the potential impact of future economic shocks on the national and/or local economy, and does not consider the potential benefits from major "booms" that may occur. Similarly, the analysis does not reflect the residual impact on the real estate market and the competitive environment of such a shock or boom. Also, it is important to note that it is difficult to predict changing consumer and market psychology.

As such, we recommend the close monitoring of the economy and the marketplace, and updating this analysis as appropriate.

Further, the project and investment economics should be "stress tested" to ensure that potential fluctuations in revenue and cost assumptions resulting from alternative scenarios regarding the economy and real estate market conditions will not cause failure.

In addition, we assume that the following will occur in accordance with current expectations:

- Economic, employment, and household growth.
- Other forecasts of trends and demographic and economic patterns, including consumer confidence levels.
- The cost of development and construction.
- Tax laws (i.e., property and income tax rates, deductibility of mortgage interest, and so forth).
- Availability and cost of capital and mortgage financing for real estate developers, owners and buyers.
- Competitive projects will be developed as planned (active and future) and that a reasonable stream of supply offerings will satisfy real estate demand.
- Major public works projects occur and are completed as planned.

Should any of the above change, this analysis should be updated, with the conclusions reviewed accordingly (and possibly revised).

# CITY OF SANDY SPRINGS

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## GENERAL LIMITING CONDITIONS

Reasonable efforts have been made to ensure that the data contained in this study reflect accurate and timely information and are believed to be reliable. This study is based on estimates, assumptions, and other information developed by RCLCO from its independent research effort, general knowledge of the industry, and consultations with the client and its representatives. No responsibility is assumed for inaccuracies in reporting by the client, its agent, and representatives or in any other data source used in preparing or presenting this study. This report is based on information that to our knowledge was current as of the date of this report, and RCLCO has not undertaken any update of its research effort since such date.

Our report may contain prospective financial information, estimates, or opinions that represent our view of reasonable expectations at a particular time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by RCLCO that any of the projected values or results contained in this study will be achieved.

Possession of this study does not carry with it the right of publication thereof or to use the name of "Robert Charles Lesser & Co." or "RCLCO" in any manner without first obtaining the prior written consent of RCLCO. No abstracting, excerpting, or summarization of this study may be made without first obtaining the prior written consent of RCLCO. This report is not to be used in conjunction with any public or private offering of securities or other similar purpose where it may be relied upon to any degree by any person other than the client without first obtaining the prior written consent of RCLCO. This study may not be used for any purpose other than that for which it is prepared or for which prior written consent has first been obtained from RCLCO.

# CITY OF SANDY SPRINGS

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## **APPENDIX: SUPPORTING EXHIBITS**



# CITY OF SANDY SPRINGS

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## LIST OF EXHIBITS

### I. MACROECONOMY & DEMOGRAPHICS

- Exhibit I-1* Map of Sandy Springs, Fulton County, and Atlanta MSA; Atlanta, Georgia; 2015
- Exhibit I-2* Historical and Forecasted Non-Agricultural Employment Growth; Atlanta MSA and United States; 2000-2035
- Exhibit I-3* Historical and Forecasted Non-Agricultural Employment Growth; Atlanta MSA; 1980-2035;
- Exhibit I-4* Historical and Forecasted Non-Agricultural Employment Growth; Fulton County, Georgia; 1980-2035;
- Exhibit I-5* Historical and Forecasted Non-Agricultural Employment and Household Growth; Atlanta MSA; 2000-2035
- Exhibit I-6* Local Employment Projections; Sandy Springs, Georgia; 2015-2035
- Exhibit I-7* Historical Non-Agricultural Employment Growth; Sandy Springs, Fulton County, and Atlanta MSA; 1990-2014
- Exhibit I-8* Employment by Industry; Atlanta MSA and Sandy Springs, Georgia; 2014
- Exhibit I-9* Forecasted Employment Growth by Industry; Atlanta MSA and Sandy Springs, Georgia; 2015-2030
- Exhibit I-10* Location Quotient; Atlanta MSA and Sandy Springs, Georgia; 2015
- Exhibit I-11* Employment Density (Per Square Mile); Sandy Springs, Georgia; 2014
- Exhibit I-12* Comparative Socioeconomic Characteristics; Sandy Springs, Fulton County, and Atlanta MSA; 2000-2020
- Exhibit I-13* Historical and Forecasted Household Growth; Fulton County and Atlanta MSA; 2000-2035
- Exhibit I-14* Household Growth; Atlanta MSA; 1980-2035
- Exhibit I-15* Household Growth; Fulton County, Georgia; 1980-2035

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- Exhibit I-16* Household Projections; Fulton County, Georgia; 2000-2035
- Exhibit I-17* Population and Household Projections; Sandy Springs, Georgia; 2015-2035
- Exhibit I-18* Households by Age and Income; Atlanta MSA; 2015
- Exhibit I-19* Households by Age and Income; Fulton County, Georgia; 2015
- Exhibit I-20* Households by Age and Income; Sandy Springs, Georgia; 2015
- Exhibit I-21* Commute Patterns of 30328 Residents and Workers; 30328 Zip Code; 2012
- Exhibit I-22* Languages Spoken At Home; Sandy Springs, Georgia; 2013
- Exhibit I-23* Median Household Income; Sandy Springs, Georgia; 2015
- Exhibit I-24* Housing Tenure; Sandy Springs, Georgia; 2015
- Exhibit I-25* Households by Tenure and Size of Household; Sandy Springs, Georgia; 2015
- Exhibit I-26* Tenure Propensity by Age and Income; Sandy Springs, Georgia; 2012-2013
- Exhibit I-27* Household Density; Sandy Springs, Georgia; 2014
- Exhibit I-28* Rentership Affordability; Sandy Springs, Georgia; 2015
- Exhibit I-29* Homeownership Affordability; Sandy Springs, Georgia; 2015
- Exhibit I-30* Actively Selling and Recently Sold New For-Sale Residential Product; Sandy Springs, Georgia; July 2015
- Exhibit I-31* Household Segmentation by Tenure, Age, Income, and Presence of Children; Sandy Springs, Georgia; 2015
- Exhibit I-32* Renter Household Segmentation by Age, Income, and Presence of Children; Sandy Springs, Georgia; 2015
- Exhibit I-33* Owner Household Segmentation by Age, Income, and Presence of Children; Sandy Springs, Georgia; 2015

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- Exhibit I-34* Segmentation by Tenure, Age, Income, and Presence of Children for Households That Moved Last Year; Sandy Springs, Georgia; 2015
- Exhibit I-35* Household Segmentation by Age, Income, and Presence of Children -- Renters That Moved; Sandy Springs, Georgia; 2015
- Exhibit I-36* Household Segmentation by Age, Income, and Presence of Children -- Owners That Moved; Sandy Springs, Georgia; 2015
- Exhibit I-37* Rental Households That Moved by Age and Income and Bedroom Preference; Sandy Springs, Georgia; 2015
- Exhibit I-38* Short-Term Rental Demand; Sandy Springs, Georgia; 2015-2020
- Exhibit I-39* Short-Term Owner Demand; Sandy Springs, Georgia; 2015-2020
- Exhibit I-40* Number of Owner and Renter Housing Units; Sandy Springs, Georgia; 2013
- Exhibit I-41* Number of Renter or Owner-Occupied Units by Annual Household Income; Sandy Springs, Georgia; 2013
- Exhibit I-42* Number of Renter or Owner-Occupied Units by Monthly Housing Cost; Sandy Springs, Georgia; 2013
- Exhibit I-43* Number of Renter or Owner-Occupied Units by Age of Head Householder; Sandy Springs, Georgia; 2013
- Exhibit I-44* Number of Renter or Owner-Occupied Units by Race of Head Householder; Sandy Springs, Georgia; 2013
- Exhibit I-45* Number of Renter or Owner-Occupied Units by Persons in Household; Sandy Springs, Georgia; 2013
- Exhibit I-46* Renters by Family Type; Sandy Springs, Georgia; 2013
- Exhibit I-47* Owners by Family Type; Sandy Springs, Georgia; 2013
- Exhibit I-48* Renters by Family Type and Age; Sandy Springs, Georgia; 2013
- Exhibit I-49* Owners by Family Type and Age; Sandy Springs, Georgia; 2013
- Exhibit I-50* Geographic Mobility for Population 1 Year and Older by Tenure; Sandy Springs, Georgia; 2013

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- Exhibit I-51* Number of Renter or Owner Occupied Units by Building Size; Sandy Springs, Georgia; 2013
- Exhibit I-52* Number of Renter or Owner-Occupied Units by Year Structure Built; Sandy Springs, Georgia; 2013
- Exhibit I-53* Number of Renter or Owner-Occupied Units by Number of Bedrooms per Unit; Sandy Springs, Georgia; 2013

## **II. FOR-RENT RESIDENTIAL MARKET**

- Exhibit II-1* Rental Apartment Submarket Maps; Atlanta Region and Sandy Springs, Georgia; 2015
- Exhibit II-2* Rental Apartment Submarket Comparison; Atlanta Region; Q1 2015
- Exhibit II-3* Historical and Projected Completions and Net Absorption; Atlanta Apartment Market; 2000-2019
- Exhibit II-4* Historical and Projected Completions and Net Absorption; Sandy Springs/Dunwoody and Buckhead Submarkets; 2000-2019
- Exhibit II-5* Class A and B/C Asking Rental Rates; Atlanta Region and Sandy Springs/Dunwoody Submarket; 2000-Q1 2015
- Exhibit II-6* Class A and Class B/C Vacancy Rates; Atlanta Region and Sandy Springs/Dunwoody Submarket; 2000-Q1 2015
- Exhibit II-7* Map of Recent Rental Apartment Deliveries; Sandy Springs/Perimeter, Buckhead, and Brookhaven; August 2015
- Exhibit II-8* Recently Delivered Rental Apartment Projects; Sandy Springs/Perimeter, Buckhead, and Brookhaven; August 2015
- Exhibit II-9* Rent To Size Relationship -- New Studio Apartments; Sandy Springs/Perimeter, Buckhead, and Brookhaven; August 2015
- Exhibit II-10* Rent to Size Relationship -- Newest 1Br and 1Br+Den Apartments; Sandy Springs/Perimeter; August 2015
- Exhibit II-11* Rent To Size Relationship -- Newest 1Br and 1Br+Den Apartments; Sandy Springs/Perimeter, Buckhead, and Brookhaven; August 2015

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- Exhibit II-12* Rent-To-Size Relationship -- Newest 1Br+Den Apartments; Sandy Springs/Perimeter, Buckhead, and Brookhaven; August 2015
- Exhibit II-13* Rent to Size Relationship -- Newest 2Br and 2Br+Den Apartments; Sandy Springs/Perimeter; August 2015
- Exhibit II-14* Rent To Size Relationship -- Newest 2Br Apartments; Sandy Springs/Perimeter, Buckhead, and Brookhaven; August 2015
- Exhibit II-15* Rent To Size Relationship -- New 2Br+Den and 3Br Apartments; Sandy Springs/Perimeter, Buckhead, and Brookhaven; August 2015
- Exhibit II-16* Planned and Proposed Rental Apartments; Sandy Springs and Perimeter Center; August 2015
- Exhibit II-17* Planned and Proposed Rental Apartment Projects; Sandy Springs and Perimeter Center; August 2015

### **III. FOR-SALE RESIDENTIAL MARKET**

- Exhibit III-1* Multifamily and Single-Family Permits; Atlanta MSA; 1990-2014
- Exhibit III-2* Multifamily and Single-Family Permits; Fulton County, Georgia; 1990-2014
- Exhibit III-3* Total Permits; Atlanta MSA and Fulton County, Georgia; 1990-2014
- Exhibit III-4* Multifamily and Single-Family Permits; Sandy Springs, Georgia; 2007-2014
- Exhibit III-5* Total Permits; Fulton County and Sandy Springs, Georgia; 2007-2014
- Exhibit III-6* Single Family Detached Home Sales by Price (Sales Over \$100K Only); Sandy Springs, Georgia; 2005-2014
- Exhibit III-7* Townhome Sales by Price (Sales Over \$30K Only); Sandy Springs, Georgia; 2005-2014
- Exhibit III-8* Condominium Home Sales by Price (Sales Over \$30K Only); Sandy Springs, Georgia; 2005-2014

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## IV. RETAIL

- Exhibit IV-1* Costar Retail Market Definitions; Atlanta, Georgia; 2015
- Exhibit IV-2* All Retail -- Total Occupied Square Feet and Vacancy Rate; Select Atlanta Markets; 2005-2015
- Exhibit IV-3* Retail Vacancy Rates by Submarket; Atlanta, Georgia; 2005-2015
- Exhibit IV-4* Retail Lease Rates by Submarket (Triple Net); Atlanta, Georgia; 2005-2015
- Exhibit IV-5* Sandy Springs/North Central and City of Sandy Springs Retail Markets; Atlanta, Georgia; 2005-2015
- Exhibit IV-6* Occupied and Vacant Retail Space (All Types); Sandy Springs, Georgia; 2005-2015
- Exhibit IV-7* Annual Direct Net Absorption of Retail Space (All Types); Sandy Springs, Georgia; 2005-2015
- Exhibit IV-8* Sandy Springs Retail Supply Profile; Sandy Springs, Georgia; July 2015
- Exhibit IV-9* Average Lease Rates by Retail Type (Triple Net); Sandy Springs, Georgia; 2005-2015
- Exhibit IV-10* Occupied and Vacant Neighborhood Center Retail; Sandy Springs, Georgia; 2005-2015
- Exhibit IV-11* Occupied and Vacant Community Center Retail; Sandy Springs, Georgia; 2005-2015
- Exhibit IV-12* Occupied and Vacant Lifestyle Center Retail; Sandy Springs, Georgia; 2005-2015
- Exhibit IV-13* Total Retail Net Absorption; Sandy Springs, Georgia; 2006-2015 YTD
- Exhibit IV-14* Key Retail Centers; Sandy Springs, Georgia; August 2015
- Exhibit IV-15* Summary of Lifestyle, Community, and Neighborhood Retail Centers Over 100,000 Sq. Ft.; Sandy Springs, Georgia; August 2015
- Exhibit IV-16* Local Grocery Stores; Sandy Springs, Georgia; August 2015
- Exhibit IV-17* Local Superstores and Convenience Retail; Sandy Springs, Georgia; August 2015
- Exhibit IV-18* Starbucks Locations; Sandy Springs, Georgia; August 2015

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*Exhibit IV-19* Daily Traffic Count Map; Sandy Springs, Georgia; 2015

*Exhibit IV-20* Planned, Proposed, and Under Construction New Retail Developments; Sandy Springs, Georgia; August 2015

*Exhibit IV-21* Current Retail Under and Over Supply; Sandy Springs, Georgia; August 2015

*Exhibit IV-22* Current Retail Under and Over Supply; 5-Mile Radius Around Perimeter Mall; August 2015

*Exhibit IV-23* Summary of Short-Term Demand for Retail; Sandy Springs, Georgia; 2015-2025

*Exhibit IV-24* Short-Term Demand for Retail; Sandy Springs, Georgia; 2015-2025

## **V. OFFICE & INDUSTRIAL**

*Exhibit V-1* Costar Office Market Definitions; Atlanta, Georgia; 2015

*Exhibit V-2* Atlanta Office Market; Atlanta Market by Submarket; Mid-Year 2015

*Exhibit V-3* Occupied Office Space by Submarket; Atlanta, Georgia; 2005-2015

*Exhibit V-4* Office Vacancy Rates by Submarket; Atlanta, Georgia; 2005-2015

*Exhibit V-5* Office Rental Rates by Submarket; Atlanta, Georgia; 2005-2015

*Exhibit V-6* Annual Direct Net Absorption of Office Space (All Office); Central Perimeter Submarket, Atlanta, Georgia; 2005-2015

*Exhibit V-7* Sandy Springs and Central Perimeter Office Markets; Atlanta, Georgia; 2005-2015

*Exhibit V-8* Occupied and Vacant Office Space (All Classes); Sandy Springs, Georgia; 2005-2015

*Exhibit V-9* Occupied Square Feet of Office Space and Vacancy Rate (All Classes); Sandy Springs, Georgia; 2005-2015

*Exhibit V-10* Annual Direct Net Absorption of Office Space (All Classes); Sandy Springs, Georgia; 2005-2015

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- Exhibit V-11* Class A Office Buildings Built Since 2000; Sandy Springs, Georgia; July 2015
- Exhibit V-12* Major New Office Tenants; Sandy Springs, Georgia; 2012-2015
- Exhibit V-13* Planned, Proposed, and Under Construction Office Space; Sandy Springs, Georgia; August 2015
- Exhibit V-14* Selected Office Cores For Regions with Over 1 Million Jobs; Perimeter Center Improvement District and Other Office Cores; Data Gathered 2011-2015
- Exhibit V-15* Costar Industrial Market Definitions; Atlanta, Georgia; 2015
- Exhibit V-16* Occupied Industrial Space by Submarket; Atlanta, Georgia; 2005-2015
- Exhibit V-17* Industrial Vacancy Rates by Submarket; Atlanta, Georgia; 2005-2015
- Exhibit V-18* Industrial Rental Rates by Submarket; Atlanta, Georgia; 2005-2015
- Exhibit V-19* Annual Direct Net Absorption of Industrial Space; Central Perimeter Submarket, Atlanta, Georgia; 2006-2015
- Exhibit V-20* Sandy Springs and Central Perimeter Industrial Markets; Atlanta, Georgia; 2005-2015
- Exhibit V-21* Occupied and Vacant Industrial Space; Sandy Springs, Georgia; 2005-2015
- Exhibit V-22* Annual Direct Net Absorption of Industrial Space; Sandy Springs, Georgia; 2006-2015
- Exhibit V-23* Industrial Space Inventory; Sandy Springs, Georgia; July 2015

## **VI. HOTEL**

- Exhibit VI-1* Visitor and Hotel Data; Atlanta Metro; August 2015
- Exhibit VI-2* Characteristics of Domestic Visitors; Atlanta Metro; 2013
- Exhibit VI-3* Characteristics of Domestic Visitors -- Overnight Trips Only; Atlanta Metro; 2013



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- Exhibit VI-4* Average Daily Rate Trends; Hotels in Perimeter Center/Roswell, Georgia Submarket; January 2000-June 2015
- Exhibit VI-5* Occupancy Trends; Hotels in Perimeter Center/Roswell, Georgia Submarket; January 2000-June 2015
- Exhibit VI-6* Supply versus Demand Trends; Hotels in Perimeter Center/Roswell, Georgia Submarket; January 2000-June 2015
- Exhibit VI-7* Map of Area Hotels; Sandy Springs/Perimeter Center; July 2015
- Exhibit VI-8* Information Regarding Select Hotels; Sandy Springs/Perimeter Center; July 2015
- Exhibit VI-9* Planned, Proposed, and Under Construction Hotels; Sandy Springs/Perimeter Center; August 2015
- Exhibit VI-10* Demand for Hotel Rooms; Hotels in Perimeter Center/Roswell, Georgia Submarket; 2015-2025

## **VII. DEMAND**

- Exhibit VII-1* Residential For-Sale Demand - Baseline Scenario; Sandy Springs, Georgia; 2015-2035
- Exhibit VII-2* Residential For-Sale Demand - Aggressive HH Growth Scenario; Sandy Springs, Georgia; 2015-2035
- Exhibit VII-3* Residential For-Rent Demand - Baseline Scenario; Sandy Springs, Georgia; 2015-2035
- Exhibit VII-4* Residential For-Rent Demand - Aggressive HH Growth Scenario; Sandy Springs, Georgia; 2015-2035
- Exhibit VII-5* Total Retail Demand – Baseline Scenario; Sandy Springs, Georgia; 2015-2035
- Exhibit VII-6* Total Retail Demand – Aggressive HH Growth Scenario; Sandy Springs, Georgia; 2015-2035
- Exhibit VII-7* Total Office Demand – Baseline Scenario; Sandy Springs and Small Areas; 2015-2035
- Exhibit VII-8* Total Office Demand – Aggressive Local Capture Scenario; Sandy Springs and Small Areas; 2015-2035

# CITY OF SANDY SPRINGS

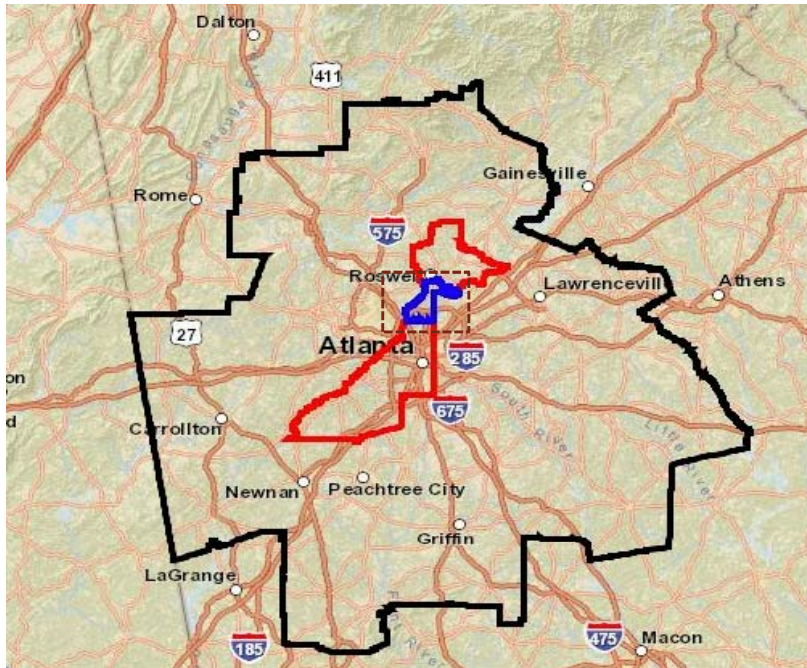
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## I. MACROECONOMY & DEMOGRAPHICS

# CITY OF SANDY SPRINGS

Exhibit I-1

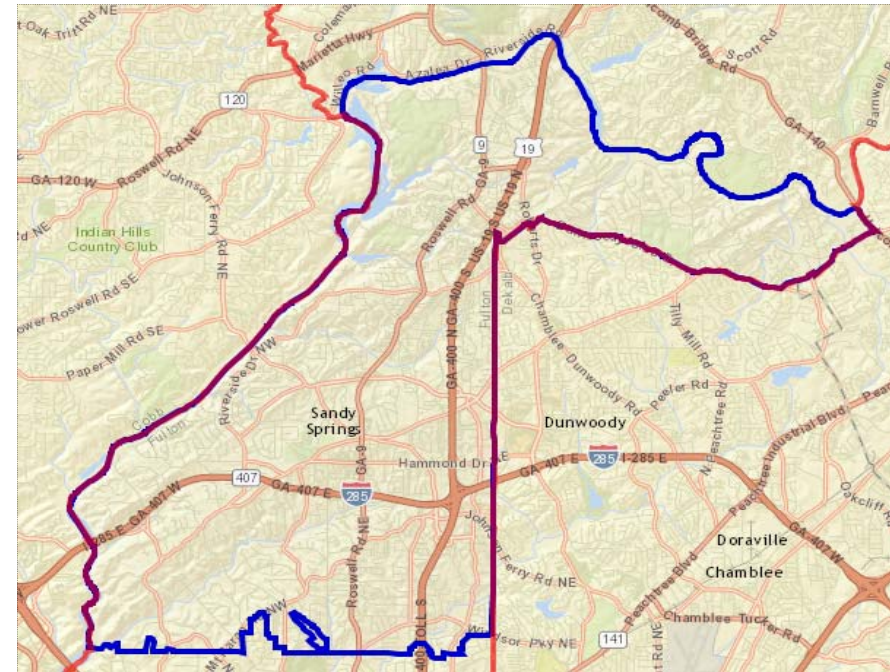
MAP OF SANDY SPRINGS, FULTON COUNTY, AND ATLANTA MSA  
ATLANTA, GEORGIA  
2015



- Atlanta MSA
- Fulton County
- Sandy Springs

SOURCE: ESRI Business Analyst; RCLCO

Inset Map

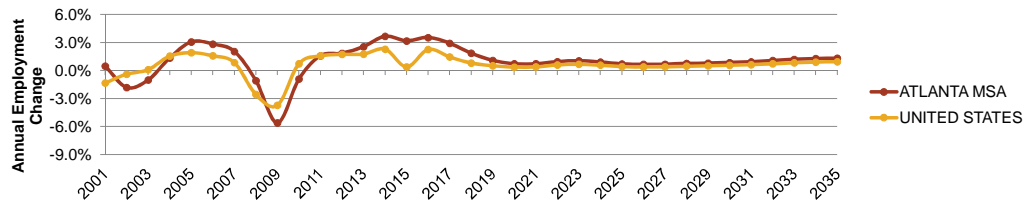


# CITY OF SANDY SPRINGS

## Exhibit I-2

### HISTORICAL AND FORECASTED NON-AGRICULTURAL EMPLOYMENT GROWTH ATLANTA MSA AND UNITED STATES 2000-2035

YEAR	ATLANTA MSA			UNITED STATES		
	TOTAL	ANNUAL CHANGE	PERCENT CHANGE	TOTAL	ANNUAL CHANGE	PERCENT CHANGE
2000	2,299,667	--	--	133,547,000	--	--
2001	2,310,467	10,800.0	0.5%	131,756,000	-1,791,000.0	-1.3%
2002	2,268,233	-42,233.3	-1.8%	131,233,000	-523,000.0	-0.4%
2003	2,245,275	-22,958.3	-1.0%	131,351,000	118,000.0	0.1%
2004	2,275,408	30,133.3	1.3%	133,376,000	2,025,000.0	1.5%
2005	2,344,842	69,433.3	3.1%	135,923,000	2,547,000.0	1.9%
2006	2,410,983	66,141.7	2.8%	138,065,000	2,142,000.0	1.6%
2007	2,459,892	48,908.3	2.0%	139,231,000	1,166,000.0	0.8%
2008	2,433,058	-26,833.3	-1.1%	135,656,000	-3,575,000.0	-2.6%
2009	2,296,525	-136,533.3	-5.6%	130,606,000	-5,050,000.0	-3.7%
2010	2,275,617	-20,908.3	-0.9%	131,556,000	950,000.0	0.7%
2011	2,311,158	35,541.7	1.6%	133,625,000	2,069,000.0	1.6%
2012	2,353,592	42,433.3	1.8%	135,938,000	2,313,000.0	1.7%
2013	2,413,350	59,758.3	2.5%	138,327,000	2,389,000.0	1.8%
2014	2,501,583	88,233.3	3.7%	141,484,000	3,157,000.0	2.3%
2015	2,580,595	79,011.4	3.2%	142,023,520	539,520.0	0.4%
2016	2,671,358	90,763.5	3.5%	145,219,870	3,196,350.0	2.3%
2017	2,749,001	77,642.5	2.9%	147,330,843	2,110,972.5	1.5%
2018	2,799,730	50,729.0	1.8%	148,491,095	1,160,252.5	0.8%
2019	2,829,501	29,771.5	1.1%	149,249,320	758,225.0	0.5%
2020	2,849,787	20,285.3	0.7%	149,782,320	533,000.0	0.4%
2021	2,870,299	20,512.3	0.7%	150,368,798	586,477.5	0.4%
2022	2,897,227	26,928.3	0.9%	151,262,895	894,097.5	0.6%
2023	2,927,174	29,946.8	1.0%	152,277,900	1,015,005.0	0.7%
2024	2,953,636	26,461.8	0.9%	153,147,680	869,780.0	0.6%
2025	2,974,280	20,644.0	0.7%	153,783,925	636,245.0	0.4%
2026	2,993,751	19,471.5	0.7%	154,376,125	592,200.0	0.4%
2027	3,013,661	19,909.8	0.7%	154,989,033	612,907.5	0.4%
2028	3,036,229	22,568.5	0.7%	155,716,653	727,620.0	0.5%
2029	3,059,902	23,672.5	0.8%	156,496,850	780,197.5	0.5%
2030	3,085,736	25,834.3	0.8%	157,367,228	870,377.5	0.6%
2031	3,114,235	28,499.0	0.9%	158,345,375	978,147.5	0.6%
2032	3,147,305	33,069.8	1.1%	159,493,825	1,148,450.0	0.7%
2033	3,184,663	37,357.8	1.2%	160,809,348	1,315,522.5	0.8%
2034	3,225,202	40,539.0	1.3%	162,251,703	1,442,355.0	0.9%
2035	3,267,588	42,386.8	1.3%	163,773,600	1,521,897.5	0.9%

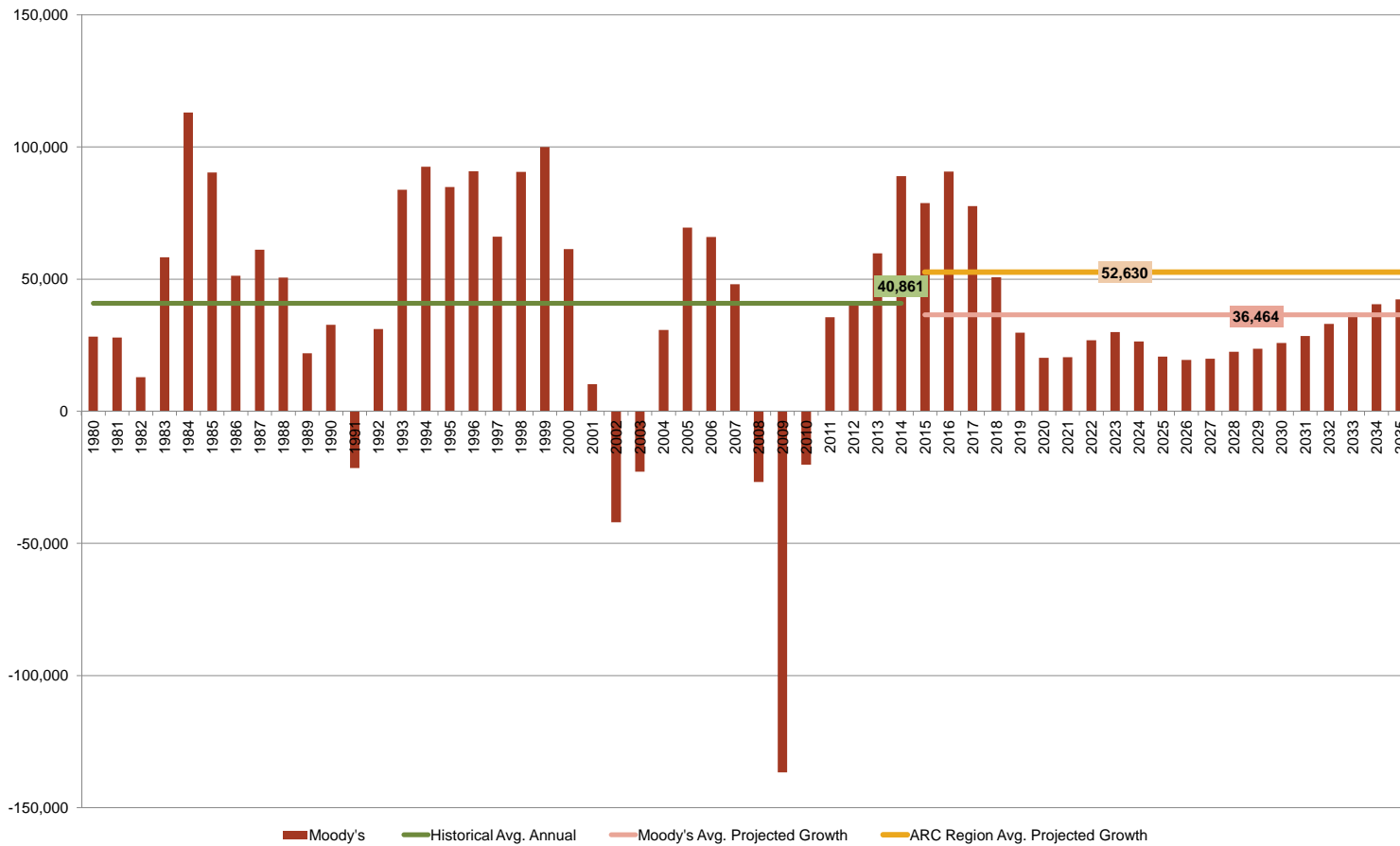


SOURCE: U.S. Bureau of Labor Statistics; Moody's Analytics; RCLCO

# CITY OF SANDY SPRINGS

Exhibit I-3

## HISTORICAL AND FORECASTED NON-AGRICULTURAL EMPLOYMENT GROWTH ATLANTA MSA 1980-2035

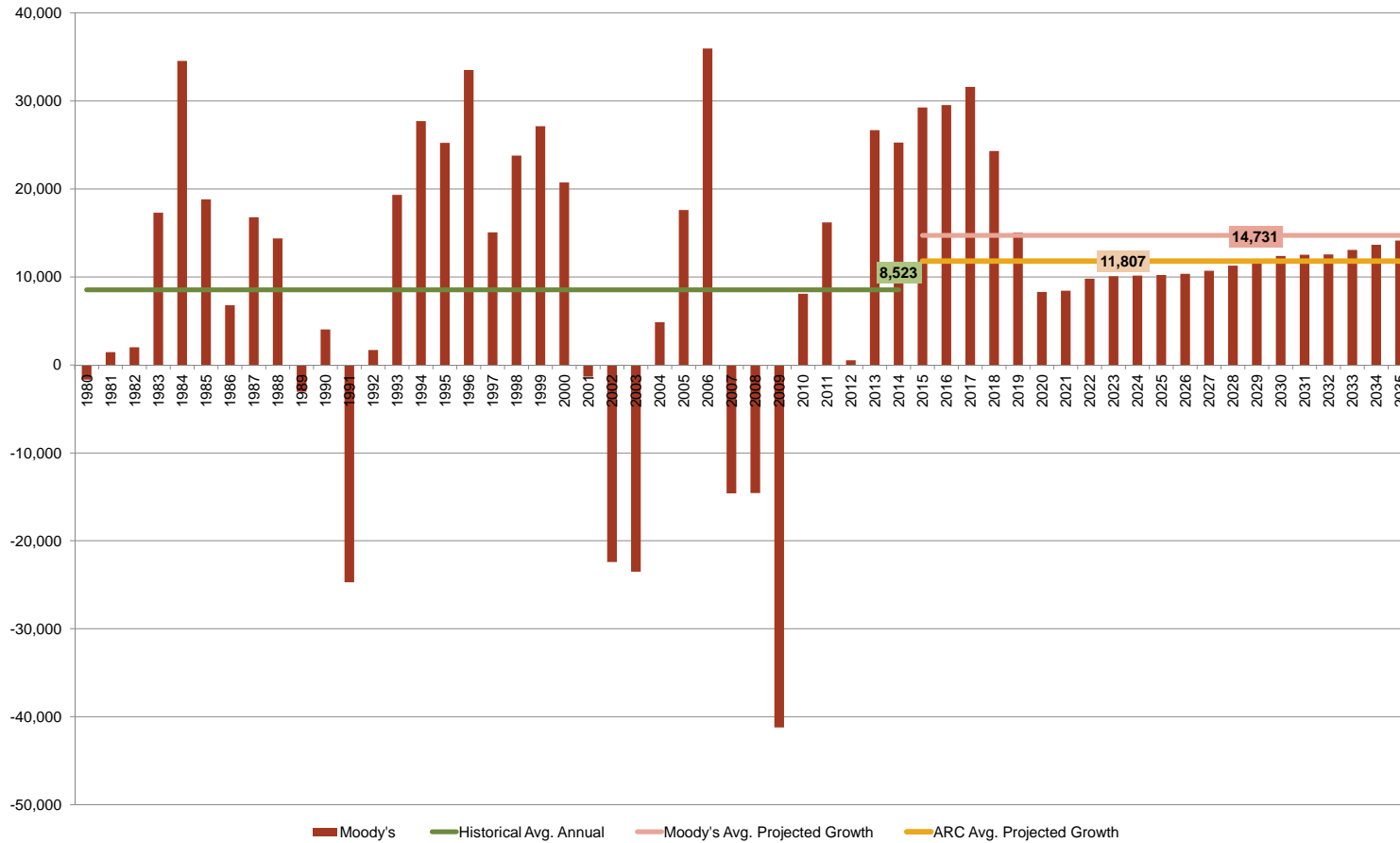


SOURCE: Moody's Analytics; Atlanta Regional Commission; RCLCO

# CITY OF SANDY SPRINGS

Exhibit I-4

## HISTORICAL AND FORECASTED NON-AGRICULTURAL EMPLOYMENT GROWTH FULTON COUNTY, GEORGIA 1980-2035



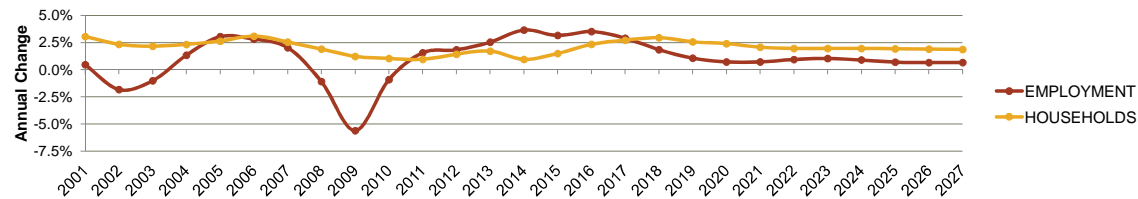
SOURCE: Moody's Analytics; Atlanta Regional Commission; RCLCO

# CITY OF SANDY SPRINGS

## Exhibit I-5

### HISTORICAL AND FORECASTED NON-AGRICULTURAL EMPLOYMENT AND HOUSEHOLD GROWTH ATLANTA MSA 2000-2035

YEAR	EMPLOYMENT			HOUSEHOLDS			JOB GROWTH/ HH GROWTH
	TOTAL	ANNUAL CHANGE	PERCENT CHANGE	TOTAL	ANNUAL CHANGE	PERCENT CHANGE	
2000	2,299,667	--	--	1,571,894	--	--	
2001	2,310,467	10,800	0.5%	1,619,878	47,985	3.1%	0.2
2002	2,268,233	-42,233	-1.8%	1,657,723	37,845	2.3%	-1.1
2003	2,245,275	-22,958	-1.0%	1,693,639	35,916	2.2%	-0.6
2004	2,275,408	30,133	1.3%	1,732,973	39,333	2.3%	0.8
2005	2,344,842	69,433	3.1%	1,778,413	45,440	2.6%	1.5
2006	2,410,983	66,142	2.8%	1,833,359	54,946	3.1%	1.2
2007	2,459,892	48,908	2.0%	1,879,989	46,630	2.5%	1.0
2008	2,433,058	-26,833	-1.1%	1,915,637	35,648	1.9%	-0.8
2009	2,296,525	-136,533	-5.6%	1,939,067	23,430	1.2%	-5.8
2010	2,275,617	-20,908	-0.9%	1,959,136	20,069	1.0%	-1.0
2011	2,311,158	35,542	1.6%	1,977,901	18,765	1.0%	1.9
2012	2,353,592	42,433	1.8%	2,006,115	28,214	1.4%	1.5
2013	2,413,350	59,758	2.5%	2,040,432	34,317	1.7%	1.7
2014	2,501,583	88,233	3.7%	2,059,731	19,299	0.9%	4.6
2015	2,580,595	79,011	3.2%	2,090,455	30,724	1.5%	2.6
2016	2,671,358	90,764	3.5%	2,139,277	48,822	2.3%	1.9
2017	2,749,001	77,643	2.9%	2,197,262	57,985	2.7%	1.3
2018	2,799,730	50,729	1.8%	2,262,067	64,805	2.9%	0.8
2019	2,829,501	29,771	1.1%	2,320,103	58,036	2.6%	0.5
2020	2,849,787	20,285	0.7%	2,375,703	55,600	2.4%	0.4
2021	2,870,299	20,512	0.7%	2,424,988	49,285	2.1%	0.4
2022	2,897,227	26,928	0.9%	2,472,345	47,357	2.0%	0.6
2023	2,927,174	29,947	1.0%	2,520,673	48,328	2.0%	0.6
2024	2,953,636	26,462	0.9%	2,570,002	49,329	2.0%	0.5
2025	2,974,280	20,644	0.7%	2,619,419	49,417	1.9%	0.4
2026	2,993,751	19,472	0.7%	2,669,242	49,823	1.9%	0.4
2027	3,013,661	19,910	0.7%	2,718,982	49,740	1.9%	0.4
2028	3,036,229	22,569	0.7%	2,767,966	48,984	1.8%	0.5
2029	3,059,902	23,673	0.8%	2,816,940	48,974	1.8%	0.5
2030	3,085,736	25,834	0.8%	2,866,013	49,073	1.7%	0.5
2031	3,114,235	28,499	0.9%	2,915,287	49,274	1.7%	0.6
2032	3,147,305	33,070	1.1%	2,963,076	47,789	1.6%	0.7
2033	3,184,663	37,358	1.2%	3,011,761	48,685	1.6%	0.8
2034	3,225,202	40,539	1.3%	3,059,165	47,404	1.6%	0.9
2035	3,267,588	42,387	1.3%	3,105,387	46,222	1.5%	0.9



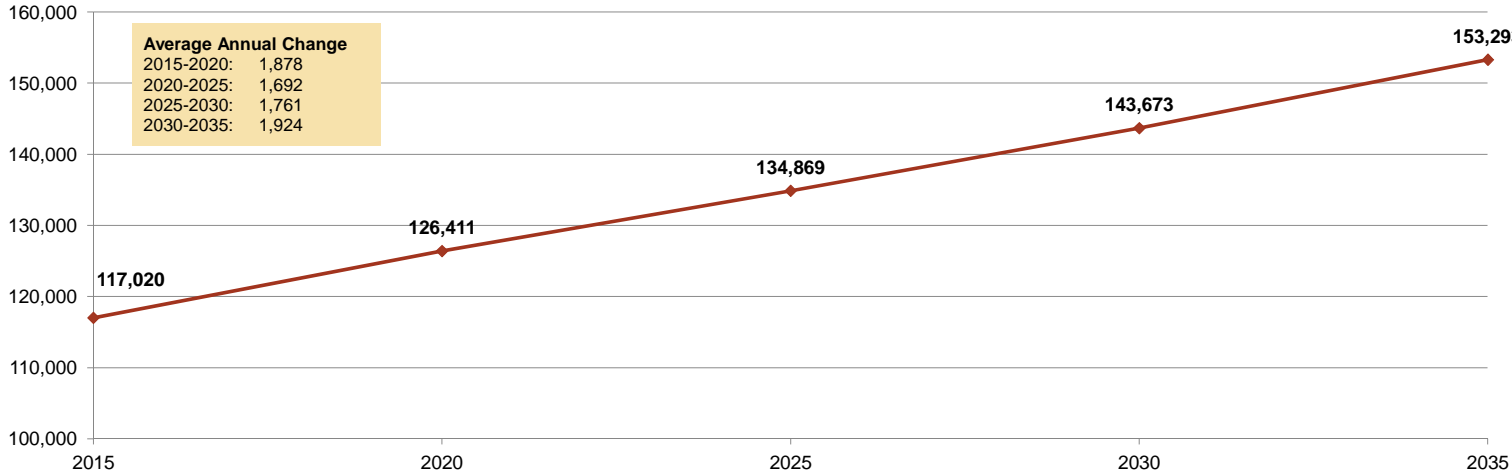
SOURCE: Moody's Analytics; RCLCO

# CITY OF SANDY SPRINGS

Exhibit I-6

## LOCAL EMPLOYMENT PROJECTIONS SANDY SPRINGS, GEORGIA 2015-2035

Sandy Springs Total Employment



SOURCE: Atlanta Regional Commission

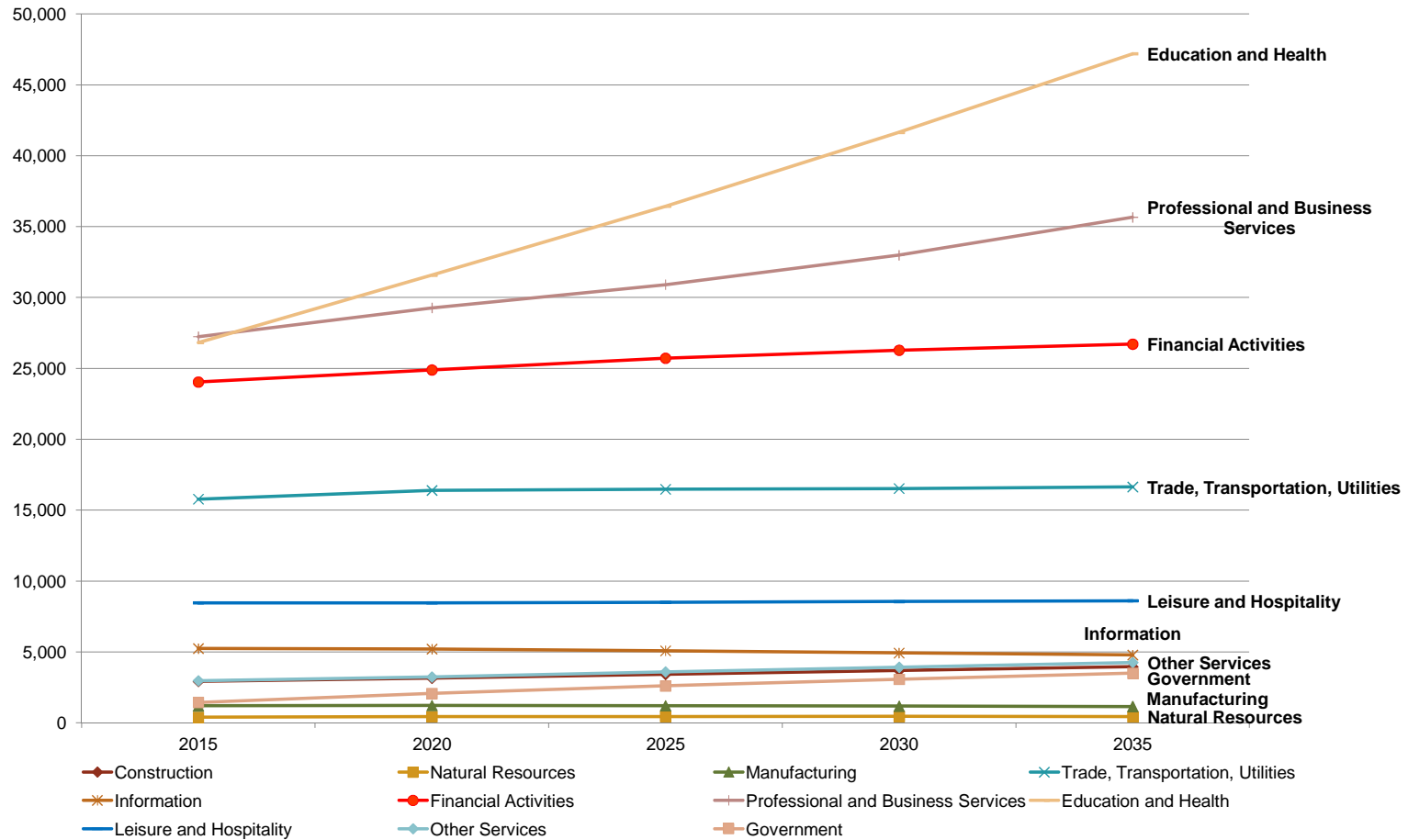


# CITY OF SANDY SPRINGS

Exhibit I-6

## LOCAL EMPLOYMENT PROJECTIONS SANDY SPRINGS, GEORGIA 2015-2035

Sandy Springs Employment by Sector



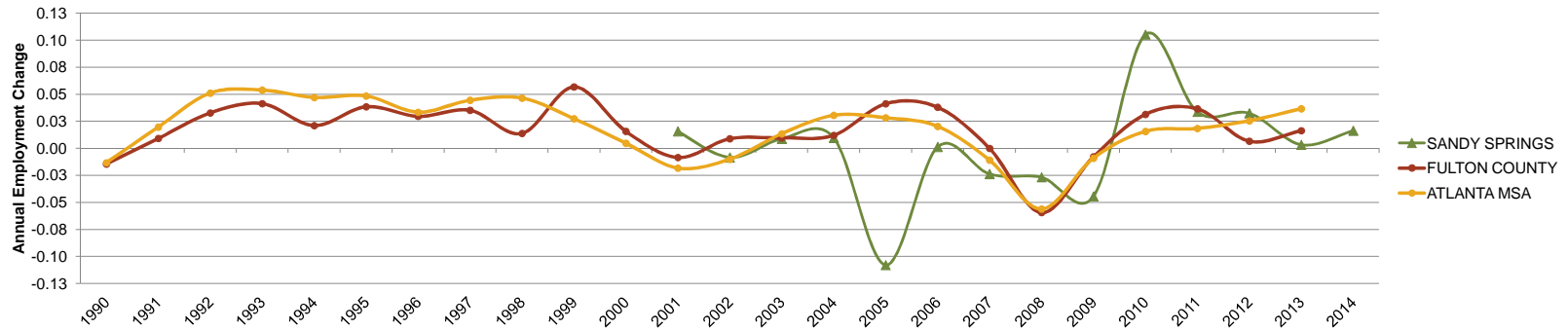
SOURCE: Atlanta Regional Commission

# CITY OF SANDY SPRINGS

## Exhibit I-7

### HISTORICAL NON-AGRICULTURAL EMPLOYMENT GROWTH SANDY SPRINGS, FULTON COUNTY, AND ATLANTA MSA 1990-2014

YEAR	SANDY SPRINGS			FULTON COUNTY			ATLANTA MSA			FULTON COUNTY SHARE OF MSA EMP. GROWTH
	TOTAL	ANNUAL CHANGE	PERCENT CHANGE	TOTAL	ANNUAL CHANGE	PERCENT CHANGE	TOTAL	ANNUAL CHANGE	PERCENT CHANGE	
1990				320,341			1,620,467			21%
1991				315,693	-4,647	-1.5%	1,598,850	-21,617	-1.3%	9%
1992				318,585	2,892	0.9%	1,630,292	31,442	2.0%	9%
1993				329,009	10,424	3.3%	1,713,500	83,208	5.1%	13%
1994				342,611	13,603	4.1%	1,805,775	92,275	5.4%	15%
1995				349,806	7,195	2.1%	1,890,675	84,900	4.7%	8%
1996				363,261	13,455	3.8%	1,982,133	91,458	4.8%	15%
1997				374,007	10,746	3.0%	2,048,192	66,058	3.3%	16%
1998				387,165	13,158	3.5%	2,139,175	90,983	4.4%	14%
1999				392,495	5,330	1.4%	2,238,442	99,267	4.6%	5%
2000				414,781	22,286	5.7%	2,299,667	61,225	2.7%	36%
2001				421,301	6,520	1.6%	2,310,467	10,800	0.5%	60%
2002				417,741	-3,560	-0.8%	2,268,233	-42,233	-1.8%	8%
2003				421,444	3,702	0.9%	2,245,275	-22,958	-1.0%	-16%
2004				425,535	4,092	1.0%	2,275,408	30,133	1.3%	14%
2005				430,634	5,098	1.2%	2,344,842	69,433	3.1%	7%
2006				50,601	67	0.1%	2,410,983	66,142	2.8%	27%
2007				49,402	-1,199	-2.4%	2,459,892	48,908	2.0%	35%
2008				48,080	-1,322	-2.7%	2,433,058	-26,833	-1.1%	0%
2009				45,947	-2,134	-4.4%	2,296,525	-136,533	-5.6%	20%
2010				50,781	4,834	10.5%	2,275,617	-20,908	-0.9%	16%
2011				52,490	1,710	3.4%	2,311,158	35,542	1.6%	38%
2012				54,192	1,702	3.2%	2,353,592	42,433	1.8%	39%
2013				54,375	183	0.3%	2,413,350	59,758	2.5%	5%
2014				55,263	888	1.6%	2,501,583	88,233	3.7%	9%

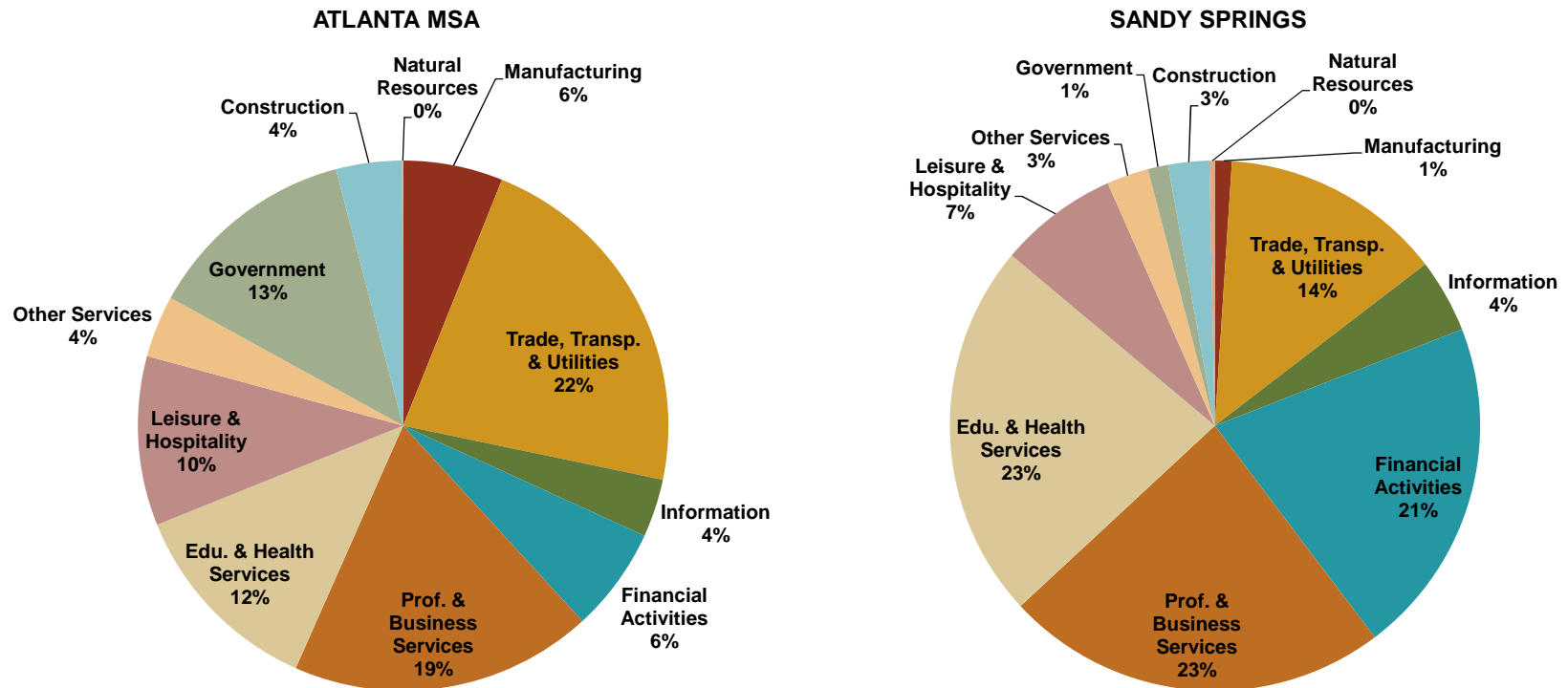


SOURCE: U.S. Bureau of Labor Statistics; RCLCO

# CITY OF SANDY SPRINGS

Exhibit I-8

## EMPLOYMENT BY INDUSTRY ATLANTA MSA AND SANDY SPRINGS, GEORGIA 2014

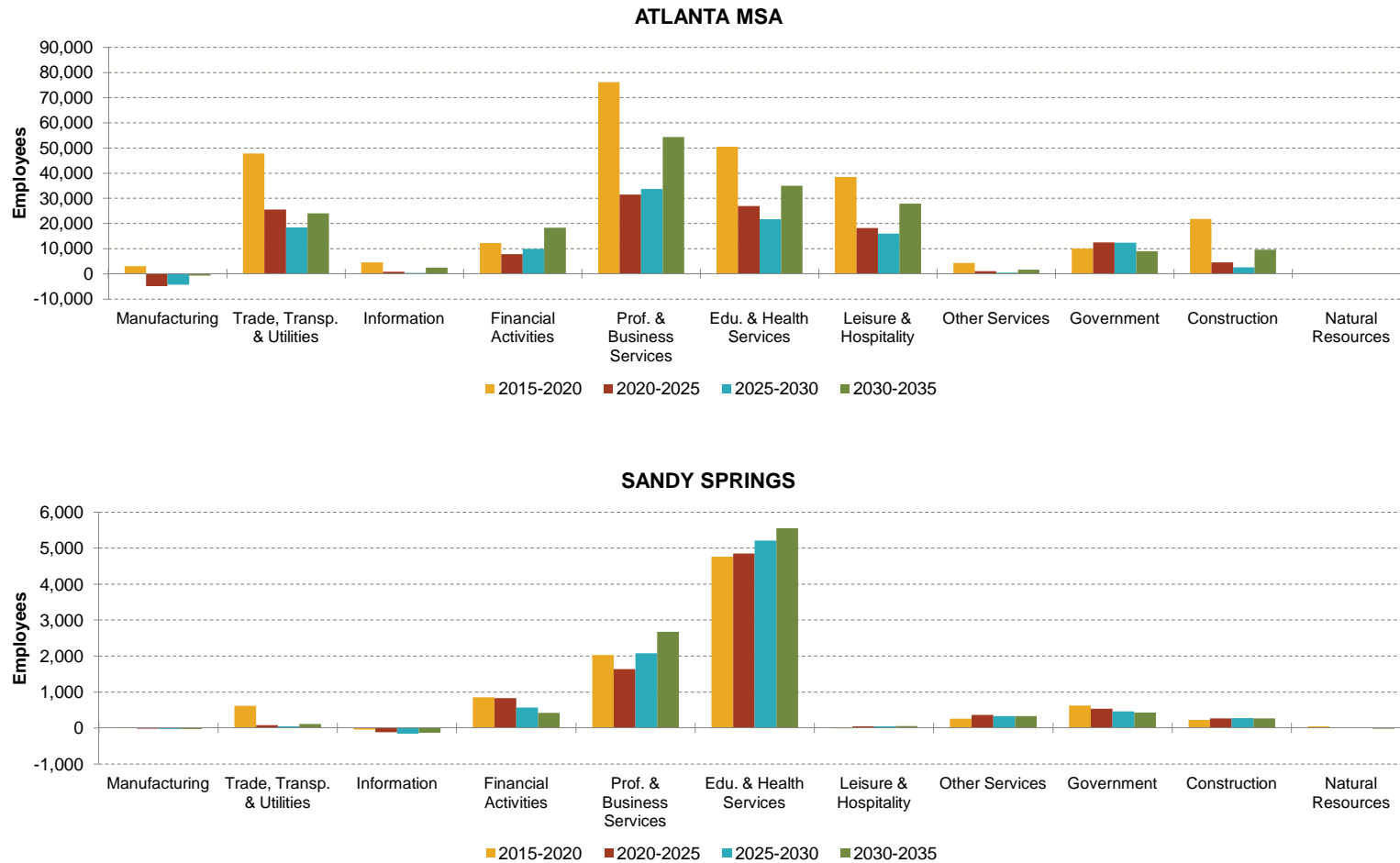


SOURCE: Moody's Analytics; Atlanta Regional Commission; RCLCO

# CITY OF SANDY SPRINGS

Exhibit I-9

## FORECASTED EMPLOYMENT GROWTH BY INDUSTRY ATLANTA MSA AND SANDY SPRINGS, GEORGIA 2015-2030



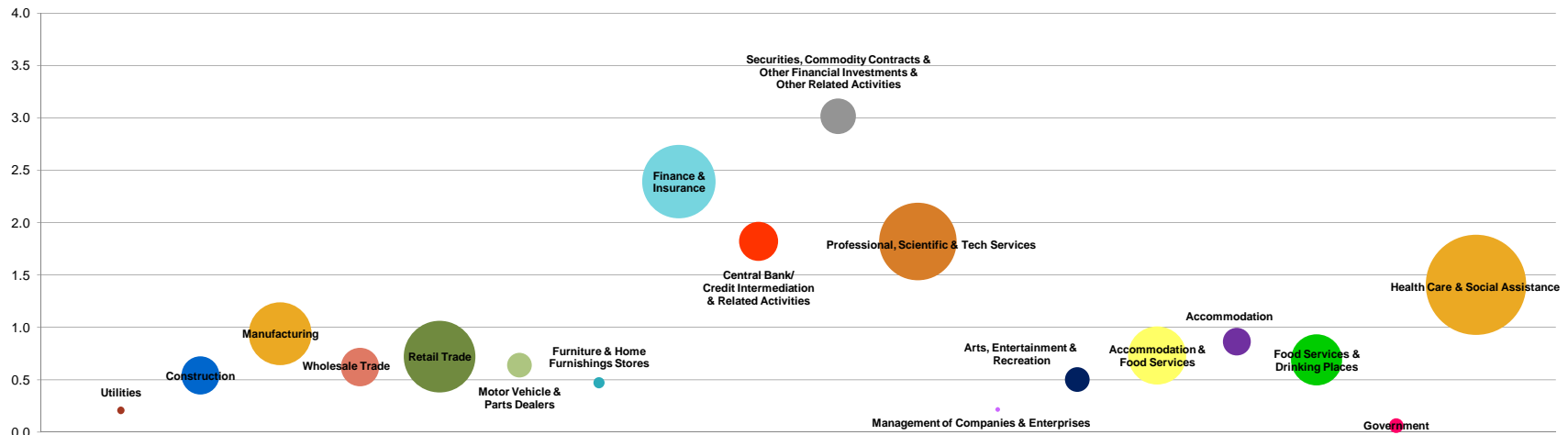
SOURCE: U.S. Bureau of Labor Statistics; Moody's Analytics; Atlanta Regional Commission; RCLCO

# CITY OF SANDY SPRINGS

Exhibit I-10

## LOCATION QUOTIENT ATLANTA MSA AND SANDY SPRINGS, GEORGIA 2015

INDUSTRY	SANDY SPRINGS EMPLOYMENT		ATLANTA MSA EMPLOYMENT		UNITED STATES EMPLOYMENT		LOCATION QUOTIENT RELATIVE TO:	
	TOTAL	PCT.	TOTAL	PCT.	TOTAL	PCT.	ATLANTA MSA	TO USA
Utilities	113	0.1%	13,955	0.5%	831,775	0.5%	0.2	0.2
Construction	3,002	2.8%	139,270	5.1%	8,096,424	5.1%	0.5	0.5
Manufacturing	8,179	7.5%	186,757	6.9%	12,681,852	8.0%	1.1	0.9
Wholesale Trade	3,039	2.8%	133,057	4.9%	7,157,910	4.5%	0.6	0.6
Retail Trade	10,662	9.8%	404,129	14.8%	21,632,162	13.6%	0.7	0.7
Motor Vehicle & Parts Dealers	1,252	1.2%	48,937	1.8%	2,870,346	1.8%	0.6	0.6
Furniture & Home Furnishings Stores	256	0.2%	16,189	0.6%	808,471	0.5%	0.4	0.5
Finance & Insurance	11,181	10.3%	40,584	1.5%	6,771,878	4.3%	6.9	2.4
Central Bank/Credit Intermediation & Related Activities	3,171	2.9%	38,047	1.4%	2,614,451	1.6%	2.1	1.8
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	2,623	2.4%	72,295	2.7%	1,344,575	0.8%	0.9	3.0
Professional, Scientific & Tech Services	12,463	11.5%	221,076	8.1%	10,001,901	6.3%	1.4	1.8
Management of Companies & Enterprises	47	0.0%	8,858	0.3%	265,251	0.2%	0.1	0.2
Arts, Entertainment & Recreation	1,258	1.2%	33,910	1.2%	3,645,083	2.3%	0.9	0.5
Accommodation & Food Services	6,999	6.4%	15,852	0.6%	13,964,783	8.8%	11.1	0.7
Accommodation	1,598	1.5%	65,063	2.4%	2,620,264	1.7%	0.6	0.9
Food Services & Drinking Places	5,401	5.0%	27,917	1.0%	11,344,519	7.2%	4.8	0.7
Government	443	0.4%	7,401	0.3%	10,400,564	6.6%	1.5	0.1
Health Care & Social Assistance	20,807	19.1%	286,228	10.5%	21,619,586	13.6%	1.8	1.4

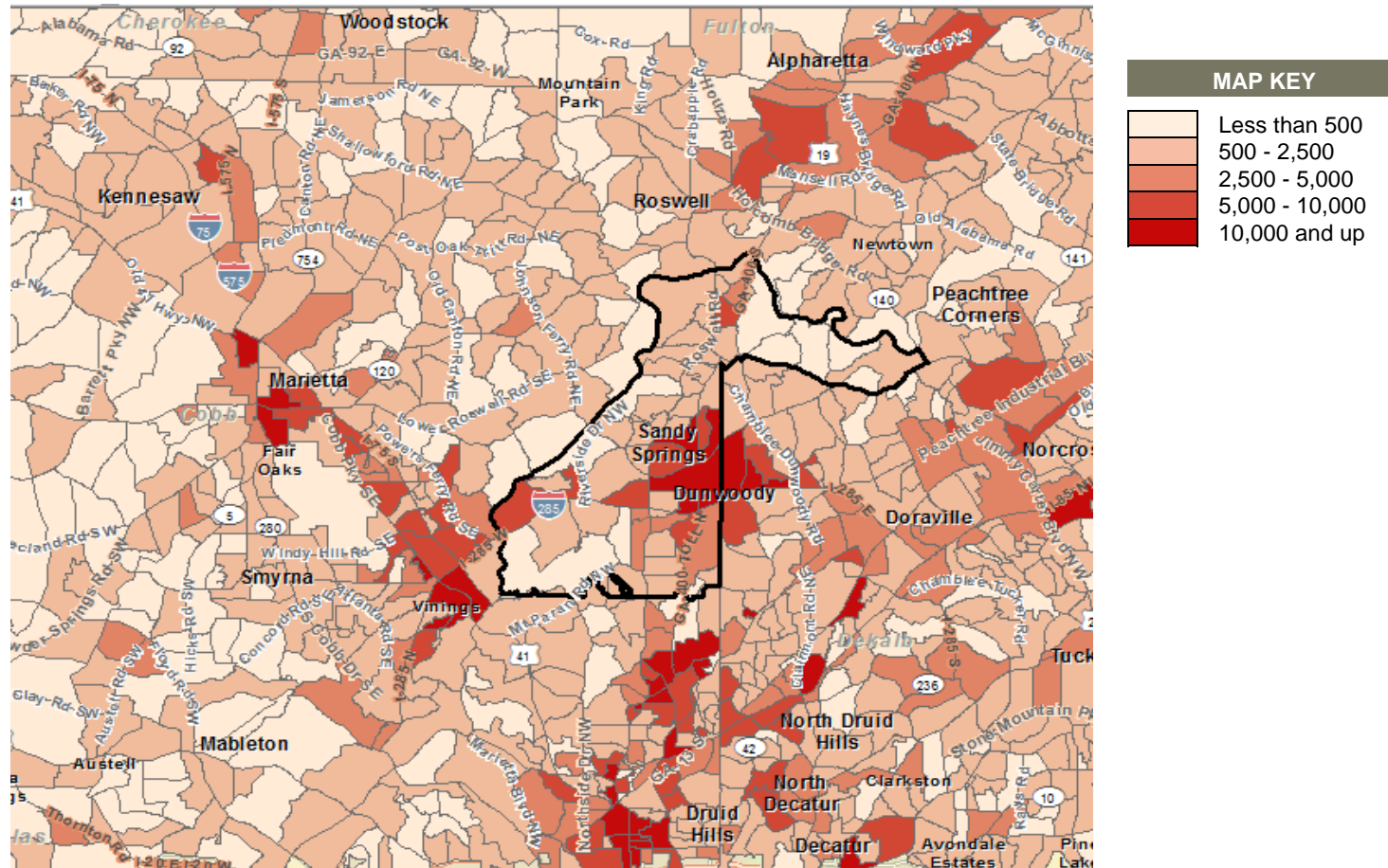


SOURCE: Esri Business Analyst

# CITY OF SANDY SPRINGS

Exhibit I-11

## EMPLOYMENT DENSITY (PER SQUARE MILE) SANDY SPRINGS, GEORGIA 2014



SOURCE: Esri Business Analyst

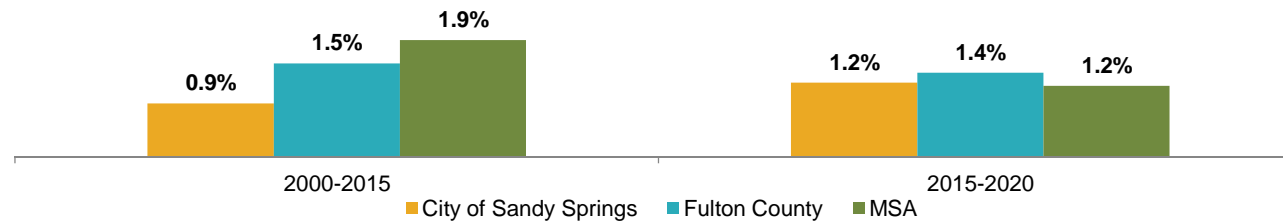
# CITY OF SANDY SPRINGS

## Exhibit I-12

### COMPARATIVE SOCIOECONOMIC CHARACTERISTICS SANDY SPRINGS, FULTON COUNTY, AND ATLANTA MSA 2000-2020

CHARACTERISTIC	SANDY SPRINGS	FULTON COUNTY	ATLANTA MSA	ATLANTA MSA (Moody's)
2000 Population	85,702	816,006	4,247,981	4,293,475
2010 Population	93,853	920,581	5,286,728	5,304,207
2015 Population	98,184	969,375	5,527,230	5,709,512
2020 Population	103,980	1,031,685	5,852,718	6,411,034
Pop. Growth Rate, 2000-2015	1.0%	1.2%	1.9%	2.1%
Pop. Growth Rate, 2015-2020	1.2%	1.3%	1.2%	2.3%
2000 Households	39,296	321,242	1,554,154	1,571,894
2010 Households	42,334	376,377	1,943,885	1,959,136
2015 Households	44,454	398,398	2,033,479	2,090,455
2020 Households	47,258	426,967	2,156,032	2,375,703
Number of Net New Households, 2000-2015	5,158	77,156	479,325	518,561
Number of Net New Households, 2015-2020	2,804	28,569	122,553	285,248
Household Growth Rate, 2000-2015	0.9%	1.5%	1.9%	2.1%
Household Growth Rate, 2015-2020	1.2%	1.4%	1.2%	2.6%
2015 Household Size	2.20	2.35	2.68	2.73
2015 Per Capita Income	\$49,862	\$37,355	\$29,318	--
2015 Median Household Income	\$65,913	\$54,780	\$56,889	--
2015 Average Household Income	\$110,308	\$89,731	\$79,222	--

Average Household Growth Rates, 2000-2020



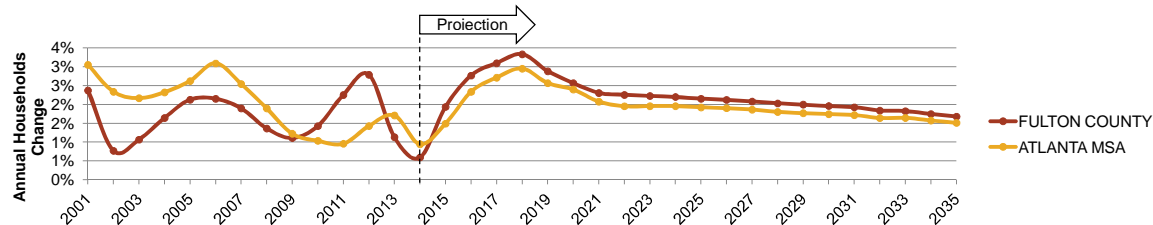
SOURCE: Esri Business Analyst; Moody's Analytics; RCLCO

# CITY OF SANDY SPRINGS

Exhibit I-13

## HISTORICAL AND FORECASTED HOUSEHOLD GROWTH FULTON COUNTY AND ATLANTA MSA 2000-2035

YEAR	FULTON COUNTY			ATLANTA MSA			COUNTY SHARE OF MSA HH GROWTH
	TOTAL HHs	ANNUAL CHANGE	PERCENT CHANGE	TOTAL HHs	ANNUAL CHANGE	PERCENT CHANGE	
2000	321,653	--	--	1,571,894	--	--	
2001	329,283	7,630	2.4%	1,619,878	47,985	3.1%	15.9%
2002	331,818	2,535	0.8%	1,657,723	37,845	2.3%	6.7%
2003	335,357	3,539	1.1%	1,693,639	35,916	2.2%	9.9%
2004	340,864	5,507	1.6%	1,732,973	39,333	2.3%	14.0%
2005	348,115	7,250	2.1%	1,778,413	45,440	2.6%	16.0%
2006	355,602	7,488	2.2%	1,833,359	54,946	3.1%	13.6%
2007	362,348	6,745	1.9%	1,879,989	46,630	2.5%	14.5%
2008	367,287	4,939	1.4%	1,915,637	35,648	1.9%	13.9%
2009	371,363	4,076	1.1%	1,939,067	23,430	1.2%	17.4%
2010	376,659	5,296	1.4%	1,959,136	20,069	1.0%	26.4%
2011	385,140	8,481	2.3%	1,977,901	18,765	1.0%	45.2%
2012	395,881	10,742	2.8%	2,006,115	28,214	1.4%	38.1%
2013	400,364	4,482	1.1%	2,040,432	34,317	1.7%	13.1%
2014	402,739	2,375	0.6%	2,059,731	19,299	0.9%	12.3%
2015	410,535	7,796	1.9%	2,090,455	30,724	1.5%	25.4%
2016	421,894	11,360	2.8%	2,139,277	48,822	2.3%	23.3%
2017	434,950	13,056	3.1%	2,197,262	57,985	2.7%	22.5%
2018	449,436	14,486	3.3%	2,262,067	64,805	2.9%	22.4%
2019	462,384	12,948	2.9%	2,320,103	58,036	2.6%	22.3%
2020	474,246	11,862	2.6%	2,375,703	55,600	2.4%	21.3%
2021	485,175	10,929	2.3%	2,424,988	49,285	2.1%	22.2%
2022	496,111	10,936	2.3%	2,472,345	47,357	2.0%	23.1%
2023	507,151	11,040	2.2%	2,520,673	48,328	2.0%	22.8%
2024	518,308	11,156	2.2%	2,570,002	49,329	2.0%	22.6%
2025	529,452	11,145	2.2%	2,619,419	49,417	1.9%	22.6%
2026	540,688	11,236	2.1%	2,669,242	49,823	1.9%	22.6%
2027	551,931	11,243	2.1%	2,718,982	49,740	1.9%	22.6%
2028	563,125	11,195	2.0%	2,767,966	48,984	1.8%	22.9%
2029	574,371	11,246	2.0%	2,816,940	48,974	1.8%	23.0%
2030	585,631	11,260	2.0%	2,866,013	49,073	1.7%	22.9%
2031	596,906	11,276	1.9%	2,915,287	49,274	1.7%	22.9%
2032	607,870	10,963	1.8%	2,963,076	47,789	1.6%	22.9%
2033	618,945	11,075	1.8%	3,011,761	48,685	1.6%	22.7%
2034	629,761	10,816	1.7%	3,059,165	47,404	1.6%	22.8%
2035	640,337	10,576	1.7%	3,105,387	46,222	1.5%	22.9%



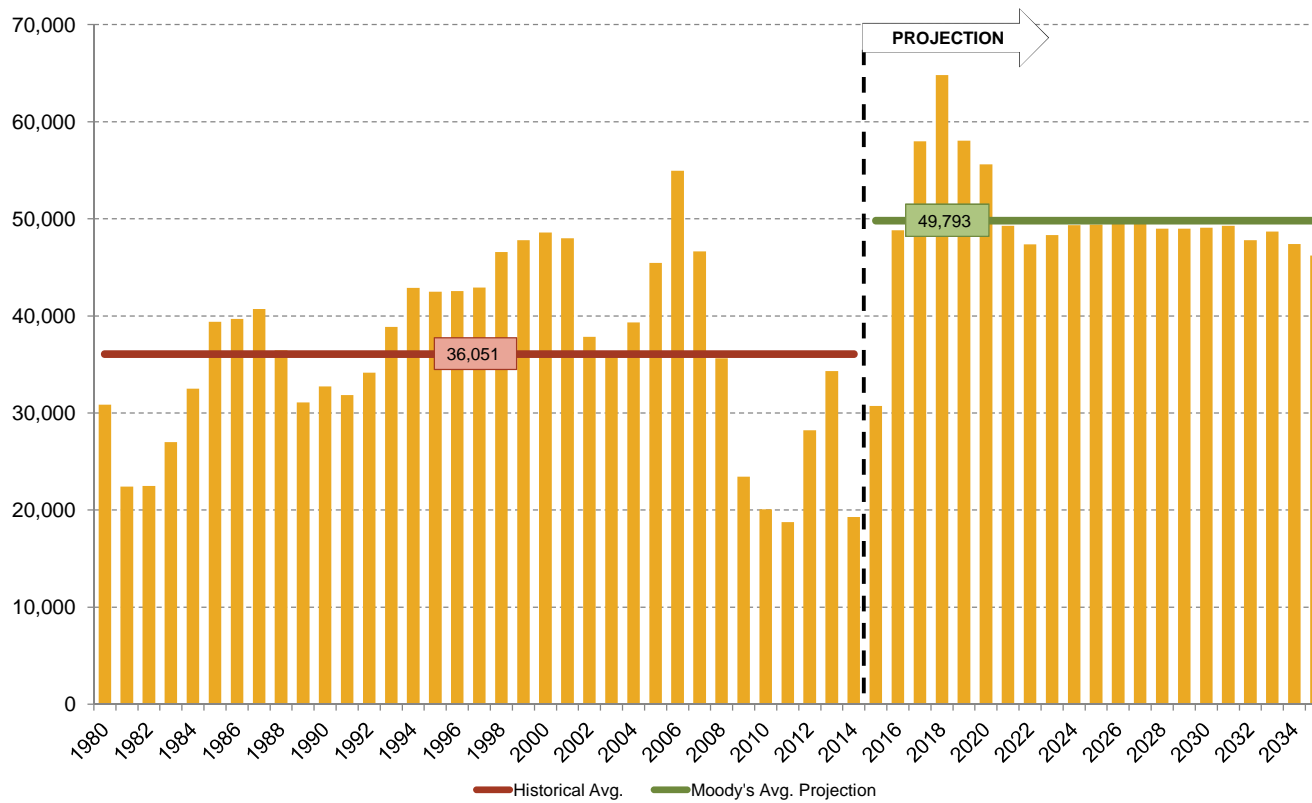
SOURCE: Moody's Analytics; RCLCO



# CITY OF SANDY SPRINGS

Exhibit I-14

## HOUSEHOLD GROWTH ATLANTA MSA 1980-2035



YEAR	TOTAL HOUSEHOLDS
1980	828,799
1985	972,618
1990	1,153,281
1995	1,343,499
2000	1,571,894
2005	1,778,413
2010	1,959,136
2015	2,090,455
2020	2,375,703
2025	2,619,419
2030	2,866,013
2035	3,105,387

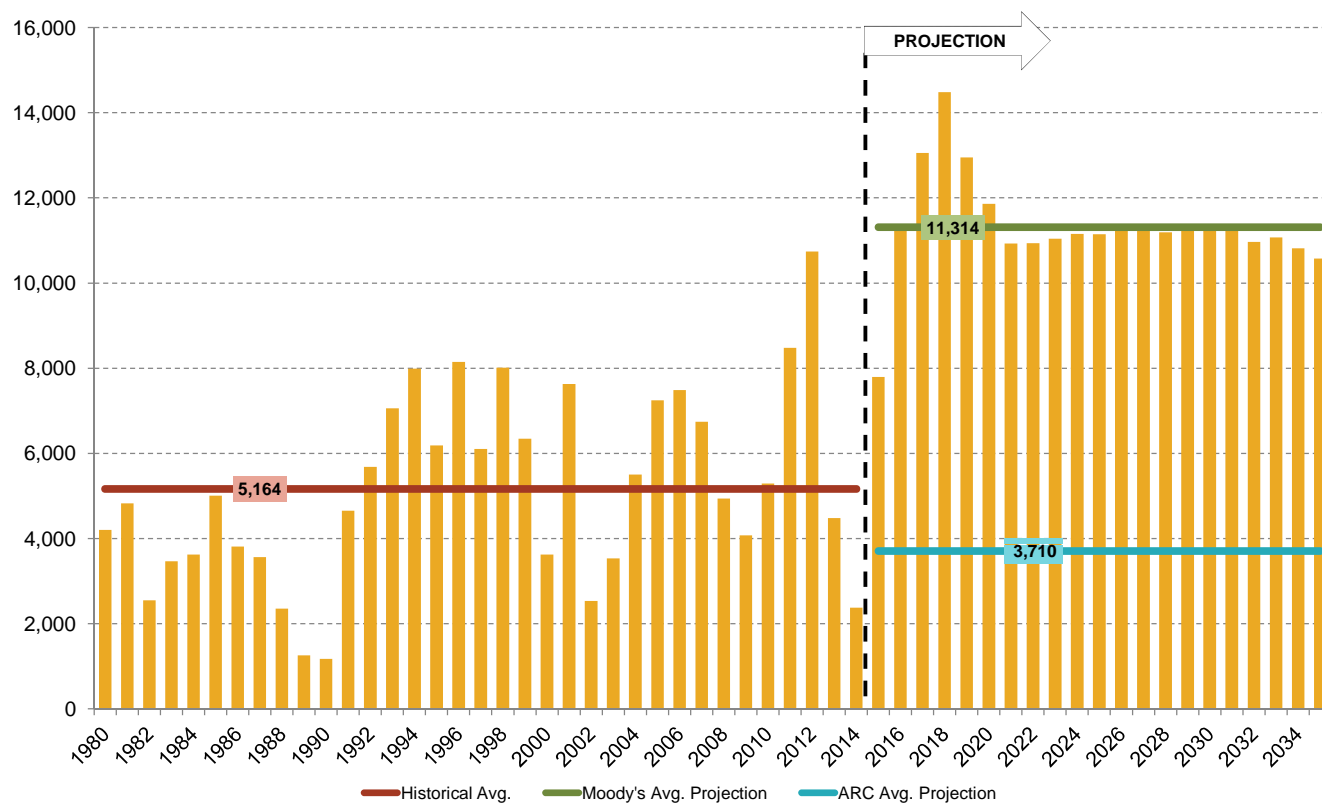
AVG. ANNUAL GROWTH	
1980-1990	32,448
1990-2000	41,861
2000-2010	38,724
2010-2020	41,657
2020-2030	49,031
2030-2035	47,875

SOURCE: Moody's Analytics; RCLCO

# CITY OF SANDY SPRINGS

Exhibit I-15

## HOUSEHOLD GROWTH FULTON COUNTY, GEORGIA 1980-2035



TOTAL HOUSEHOLDS		
YEAR	Moody's	ARC Forecast
1980	226,190	--
1985	245,664	--
1990	257,839	--
1995	289,420	--
2000	321,653	--
2005	348,115	--
2010	376,659	376,377
2015	410,535	402,596
2020	474,246	415,023
2025	529,452	422,551
2030	585,631	449,677
2035	640,337	476,802

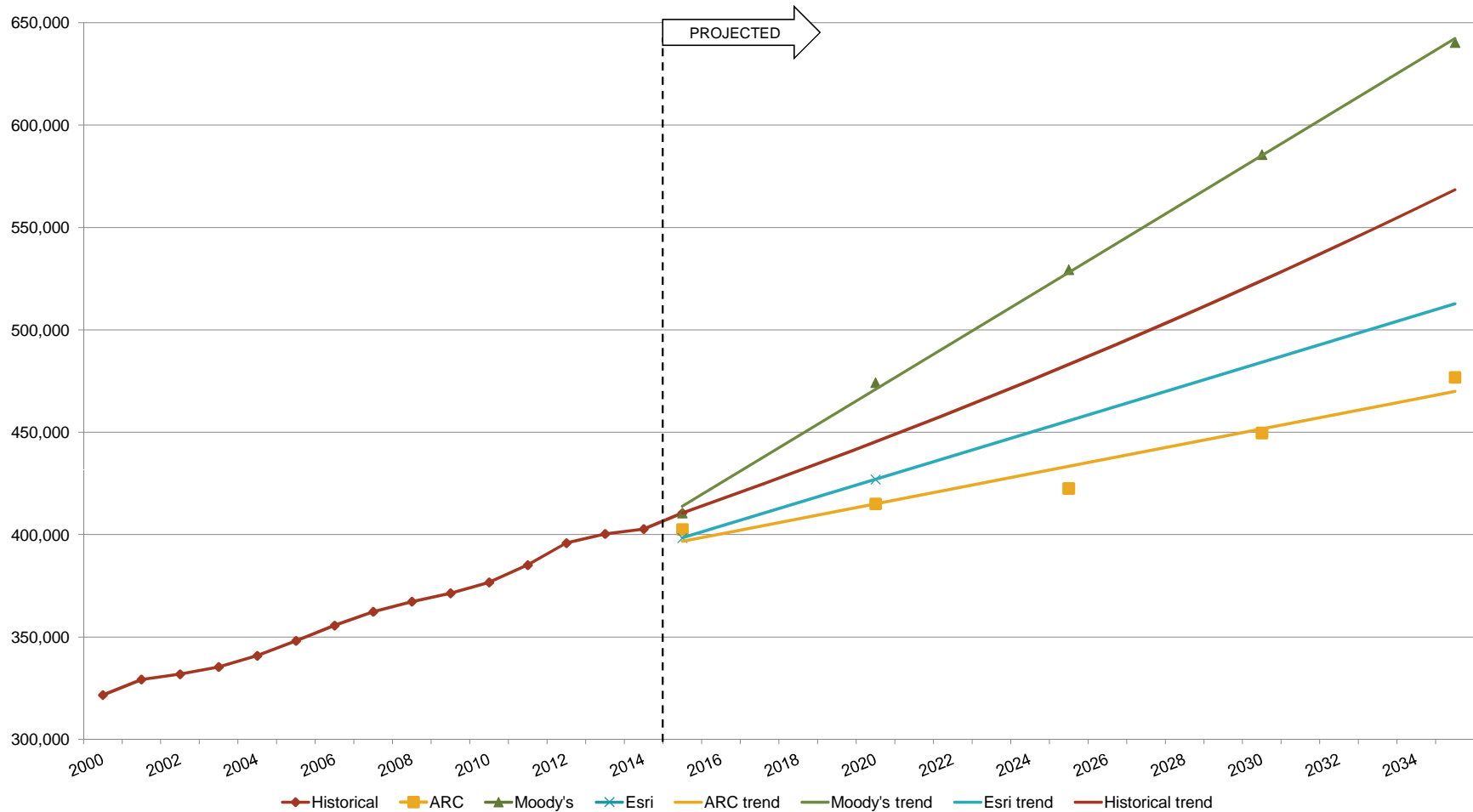
AVG. ANNUAL GROWTH		
PERIOD	Moody's	ARC Forecast
1980-1990	3,165	--
1990-2000	6,381	--
2000-2010	5,501	--
2010-2020	9,759	3,865
2020-2030	11,139	3,465
2030-2035	10,941	5,425

SOURCE: Moody's; Atlanta Regional Commission; RCLCO

# CITY OF SANDY SPRINGS

Exhibit I-16

## HOUSEHOLD PROJECTIONS FULTON COUNTY, GEORGIA 2000-2035



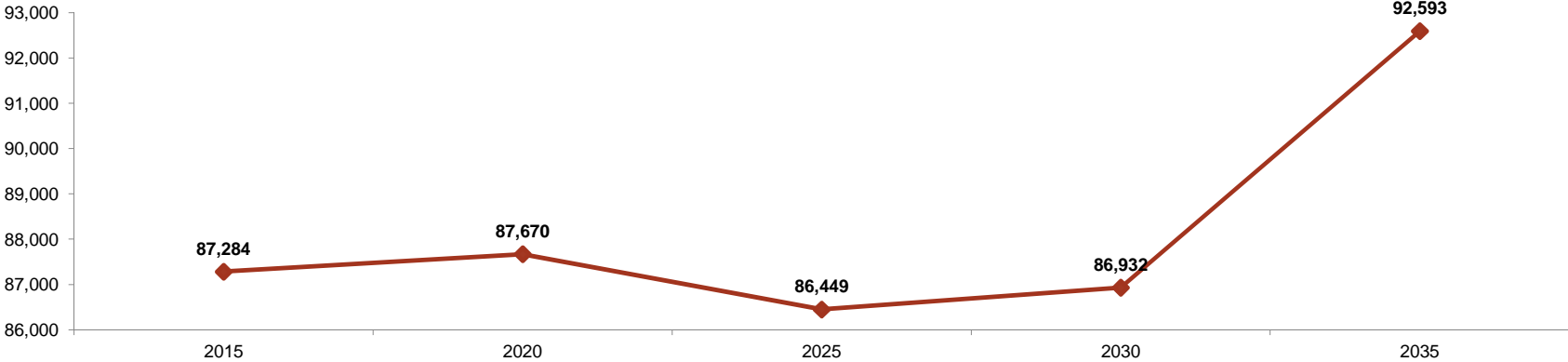
SOURCE: Atlanta Regional Commission; Moody's Analytics; Esri Business Analyst

# CITY OF SANDY SPRINGS

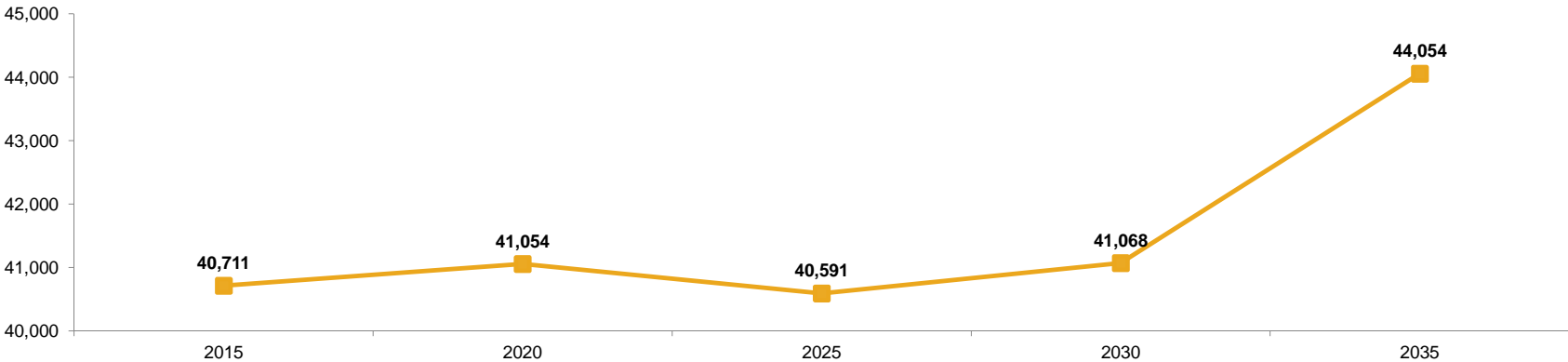
Exhibit I-17

## POPULATION AND HOUSEHOLD PROJECTIONS SANDY SPRINGS, GEORGIA 2015-2035

Population



Households



SOURCE: Atlanta Regional Commission; RCLCO

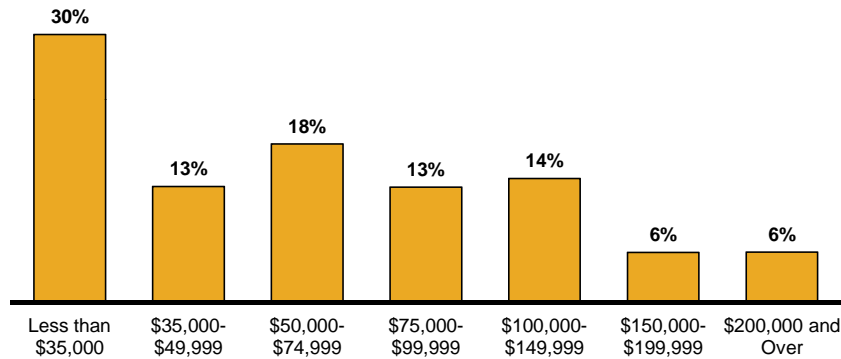
# CITY OF SANDY SPRINGS

## Exhibit I-18

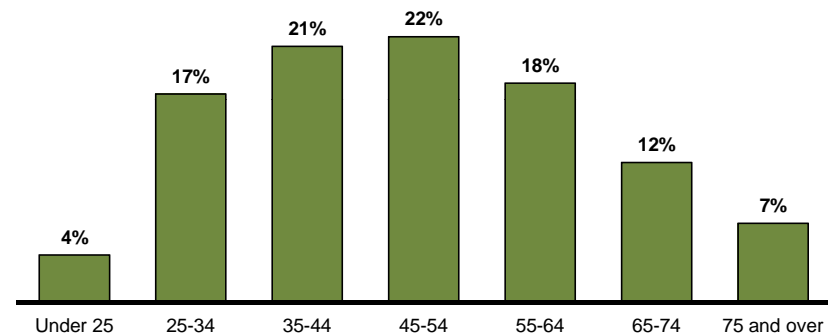
### HOUSEHOLDS BY AGE AND INCOME ATLANTA MSA 2015

INCOME RANGE	UNDER 25		PROFESSIONALS				EMPTY NESTERS				RETIREES				TOTAL	
	TOTAL	PCT.	25-34		35-44		45-54		55-64		65-74		75 AND OVER		TOTAL	PCT.
			TOTAL	PCT.	TOTAL	PCT.	TOTAL	PCT.	TOTAL	PCT.	TOTAL	PCT.	TOTAL	PCT.		
Less than \$25,000	30,392	38%	74,264	21%	66,714	16%	65,251	15%	77,506	21%	53,908	23%	46,185	35%	414,220	20%
\$25,000 - \$34,999	12,801	16%	40,874	12%	33,960	8%	32,674	7%	31,797	9%	28,327	12%	22,867	17%	203,300	10%
\$35,000 - \$49,999	13,752	17%	54,703	16%	53,393	12%	48,968	11%	39,000	11%	34,739	15%	22,946	17%	267,501	13%
\$50,000 - \$74,999	11,917	15%	70,403	20%	78,863	18%	78,238	18%	60,395	16%	45,626	19%	19,704	15%	365,146	18%
\$75,000 - \$99,999	5,726	7%	49,381	14%	62,851	15%	66,295	15%	46,819	13%	26,297	11%	8,589	6%	265,958	13%
\$100,000 - \$149,999	3,935	5%	39,355	11%	75,027	18%	77,785	18%	56,775	15%	24,837	11%	8,207	6%	285,921	14%
\$150,000 - \$199,999	743	1%	12,440	4%	30,857	7%	36,107	8%	24,133	7%	8,986	4%	1,847	1%	115,113	6%
\$200,000 and Over	355	0%	6,890	2%	26,363	6%	39,003	9%	29,952	8%	11,490	5%	2,246	2%	116,299	6%
<b>TOTAL</b>	<b>79,621</b>	<b>100%</b>	<b>348,310</b>	<b>100%</b>	<b>428,028</b>	<b>100%</b>	<b>444,321</b>	<b>100%</b>	<b>366,377</b>	<b>100%</b>	<b>234,210</b>	<b>100%</b>	<b>132,591</b>	<b>100%</b>	<b>2,033,458</b>	<b>100%</b>
<b>Percent of Total</b>	<b>4%</b>		<b>17%</b>		<b>21%</b>		<b>22%</b>		<b>18%</b>		<b>12%</b>		<b>7%</b>		<b>100%</b>	

HOUSEHOLDS BY INCOME



HOUSEHOLDS BY AGE



SOURCE: Esri Business Analyst; RCLCO

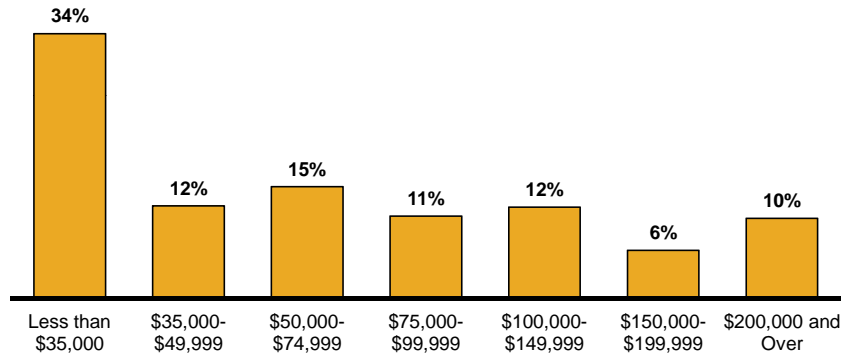
# CITY OF SANDY SPRINGS

## Exhibit I-19

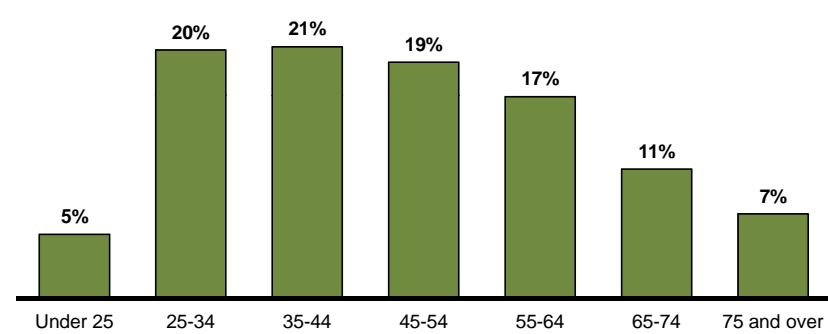
### HOUSEHOLDS BY AGE AND INCOME FULTON COUNTY, GEORGIA 2015

INCOME RANGE	UNDER 25		PROFESSIONALS				EMPTY NESTERS				RETIREES				TOTAL	
	TOTAL	PCT.	25-34		35-44		45-54		55-64		65-74		75 AND OVER		TOTAL	PCT.
			TOTAL	PCT.	TOTAL	PCT.	TOTAL	PCT.	TOTAL	PCT.	TOTAL	PCT.	TOTAL	PCT.		
Less than \$25,000	9,063	43%	19,452	24%	14,458	18%	13,448	17%	16,822	25%	12,731	30%	12,023	43%	97,997	25%
\$25,000 - \$34,999	2,986	14%	9,504	12%	6,790	8%	5,733	7%	5,586	8%	4,631	11%	3,459	12%	38,689	10%
\$35,000 - \$49,999	3,376	16%	12,296	15%	9,741	12%	7,665	10%	6,001	9%	5,341	13%	3,443	12%	47,863	12%
\$50,000 - \$74,999	2,450	12%	14,224	17%	13,490	16%	10,123	13%	7,939	12%	5,968	14%	3,593	13%	57,787	15%
\$75,000 - \$99,999	1,519	7%	10,681	13%	11,387	14%	7,419	10%	5,855	9%	3,914	9%	1,774	6%	42,549	11%
\$100,000 - \$149,999	1,156	5%	8,762	11%	9,867	12%	12,427	16%	8,529	13%	4,353	10%	2,117	8%	47,211	12%
\$150,000 - \$199,999	296	1%	3,932	5%	7,624	9%	6,113	8%	4,619	7%	1,868	4%	448	2%	24,900	6%
\$200,000 and Over	175	1%	2,508	3%	9,045	11%	14,455	19%	10,758	16%	3,545	8%	903	3%	41,389	10%
<b>TOTAL</b>	<b>21,021</b>	<b>100%</b>	<b>81,359</b>	<b>100%</b>	<b>82,402</b>	<b>100%</b>	<b>77,383</b>	<b>100%</b>	<b>66,109</b>	<b>100%</b>	<b>42,351</b>	<b>100%</b>	<b>27,760</b>	<b>100%</b>	<b>398,385</b>	<b>100%</b>
<b>Percent of Total</b>	<b>5%</b>		<b>20%</b>		<b>21%</b>		<b>19%</b>		<b>17%</b>		<b>11%</b>		<b>7%</b>		<b>100%</b>	

HOUSEHOLDS BY INCOME



HOUSEHOLDS BY AGE



SOURCE: Esri Business Analyst; RCLCO

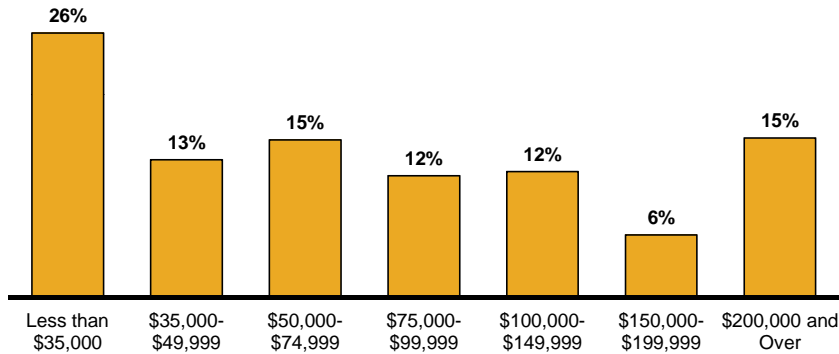
# CITY OF SANDY SPRINGS

## Exhibit I-20

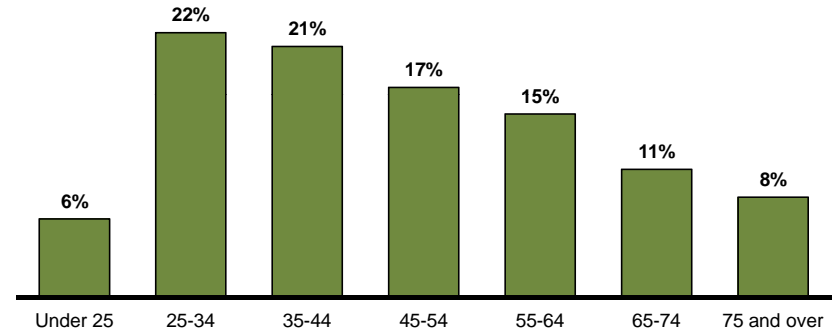
### HOUSEHOLDS BY AGE AND INCOME SANDY SPRINGS, GEORGIA 2015

INCOME RANGE	UNDER 25		PROFESSIONALS				EMPTY NESTERS				RETIREES				TOTAL	
	TOTAL	PCT.	25-34		35-44		45-54		55-64		65-74		75 AND OVER		TOTAL	PCT.
			TOTAL	PCT.	TOTAL	PCT.	TOTAL	PCT.	TOTAL	PCT.	TOTAL	PCT.	TOTAL	PCT.		
Less than \$25,000	835	29%	1,661	17%	1,117	12%	860	11%	952	14%	781	17%	1,070	29%	7,276	16%
\$25,000 - \$34,999	527	18%	1,208	12%	718	8%	526	7%	408	6%	356	8%	409	11%	4,152	9%
\$35,000 - \$49,999	648	23%	1,857	19%	1,258	14%	769	10%	460	7%	382	8%	581	16%	5,955	13%
\$50,000 - \$74,999	373	13%	1,660	17%	1,633	18%	1,001	13%	764	11%	692	15%	679	19%	6,802	15%
\$75,000 - \$99,999	278	10%	1,429	15%	1,268	14%	695	9%	644	10%	638	14%	301	8%	5,253	12%
\$100,000 - \$149,999	168	6%	1,001	10%	1,008	11%	1,249	16%	949	14%	675	14%	387	11%	5,437	12%
\$150,000 - \$199,999	34	1%	546	6%	784	9%	494	6%	459	7%	309	7%	71	2%	2,697	6%
\$200,000 and Over	12	0%	316	3%	1,390	15%	2,082	27%	2,069	31%	848	18%	167	5%	6,884	15%
<b>TOTAL</b>	<b>2,875</b>	<b>100%</b>	<b>9,678</b>	<b>100%</b>	<b>9,176</b>	<b>100%</b>	<b>7,676</b>	<b>100%</b>	<b>6,705</b>	<b>100%</b>	<b>4,681</b>	<b>100%</b>	<b>3,665</b>	<b>100%</b>	<b>44,456</b>	<b>100%</b>
<b>Percent of Total</b>	<b>6%</b>		<b>22%</b>		<b>21%</b>		<b>17%</b>		<b>15%</b>		<b>11%</b>		<b>8%</b>		<b>100%</b>	

HOUSEHOLDS BY INCOME



HOUSEHOLDS BY AGE



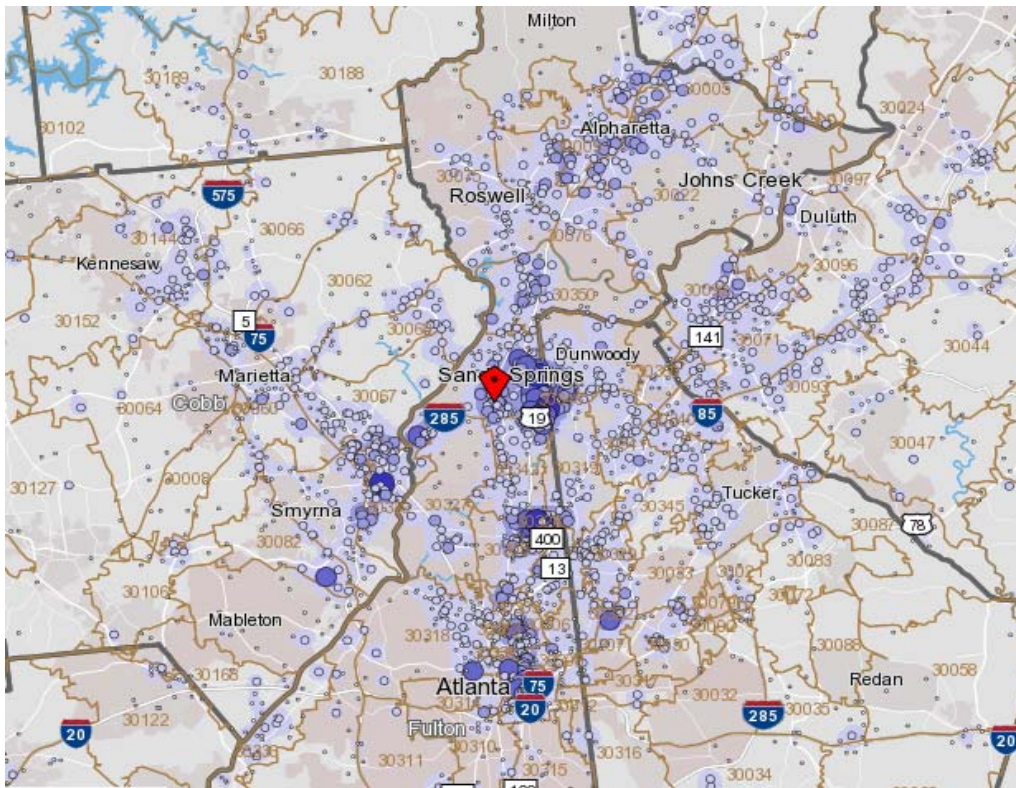
SOURCE: Esri Business Analyst; RCLCO

# CITY OF SANDY SPRINGS

## Exhibit I-21

### COMMUTE PATTERNS OF 30328 RESIDENTS AND WORKERS 30328 ZIP CODE 2012

#### WHERE 30328 RESIDENTS WORK



SOURCE: U.S. Census OnTheMap

Top 10 Zip Codes Where 30328 Residents Are Employed			
30328	Sandy Springs	1,649	11.9%
30342	Pill Hill/Chastain Park	646	4.7%
30326	Lenox Square Mall	574	4.1%
30339	Cumberland/Vinings	566	4.1%
30303	Atlanta CBD	494	3.6%
30309	Midtown/Colonial Homes	491	3.5%
30022	Johns Creek	329	2.4%
30305	Buckhead	320	2.3%
30346	Perimeter (Dunwoody)	306	2.2%
30308	Tech Square/Civic Center	305	2.2%
All Other Locations		8,191	59.1%
<b>TOTAL</b>		<b>13,871</b>	<b>100%</b>

Commutes by Distance (Miles)		
< 10	7,669	55.3%
10 - 24	4,862	35.1%
25 - 50	418	3.0%
> 50	922	6.6%
<b>TOTAL</b>	<b>13,871</b>	<b>100.0%</b>

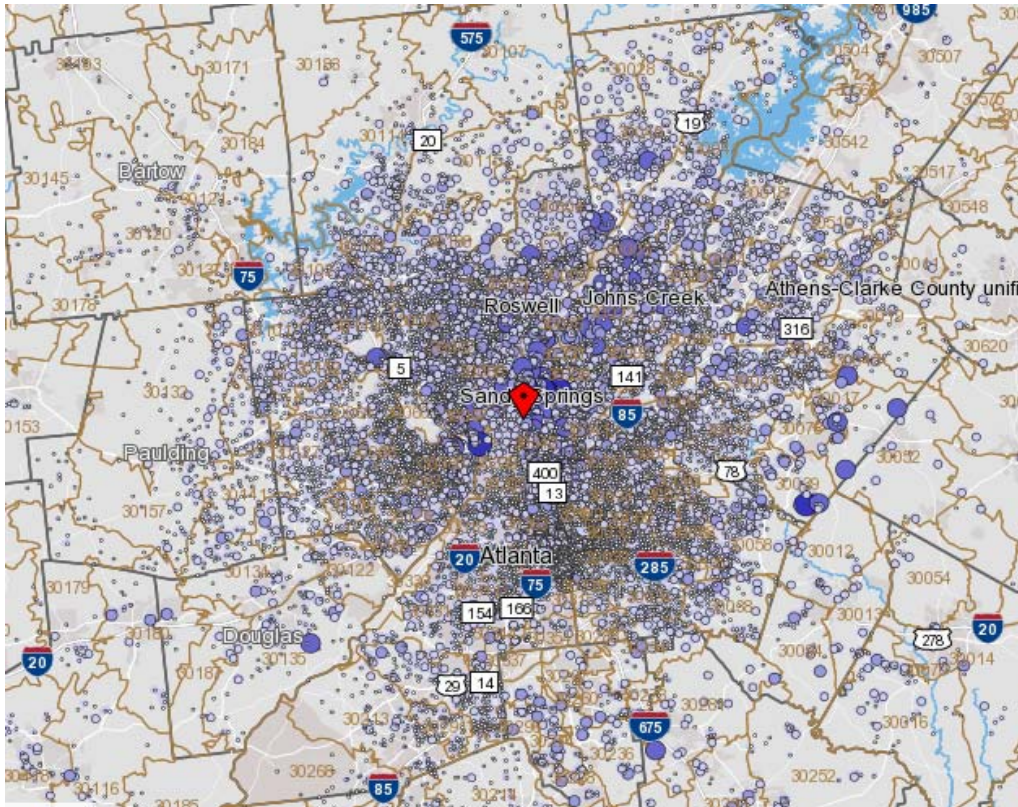


# CITY OF SANDY SPRINGS

## Exhibit I-21

### COMMUTE PATTERNS OF 30328 RESIDENTS AND WORKERS 30328 ZIP CODE 2012

WHERE 30328 EMPLOYEES LIVE



SOURCE: U.S. Census OnTheMap

Top 10 Zip Codes Where 30328 Employees Live			
30328	Sandy Springs	1,649	3.3%
30062	E Cobb County	1,228	2.5%
30075	Roswell/Mountain Park	1,195	2.4%
30022	Johns Creek	1,188	2.4%
30350	Sandy Springs Panhandle	1,084	2.2%
30338	Dunwoody	1,006	2.0%
30004	Milton	978	2.0%
30319	Brookhaven	916	1.8%
30066	NE Cobb County	820	1.6%
30080	Smyrna	815	1.6%
All Other Locations		39,238	78.3%
<b>TOTAL</b>		<b>50,117</b>	<b>100%</b>

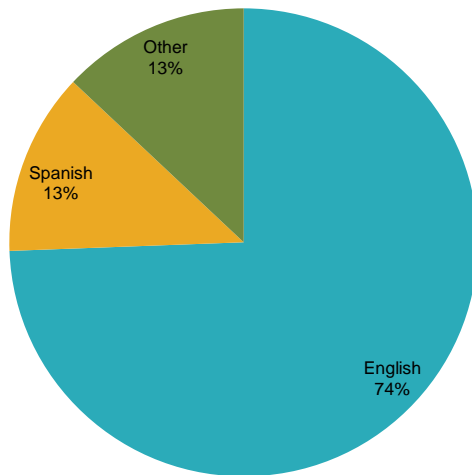
Commutes by Distance (Miles)		
< 10	16,809	33.5%
10 - 24	23,200	46.3%
25 - 50	6,631	13.2%
> 50	3,477	6.9%
<b>TOTAL</b>	<b>50,117</b>	<b>100.0%</b>

# CITY OF SANDY SPRINGS

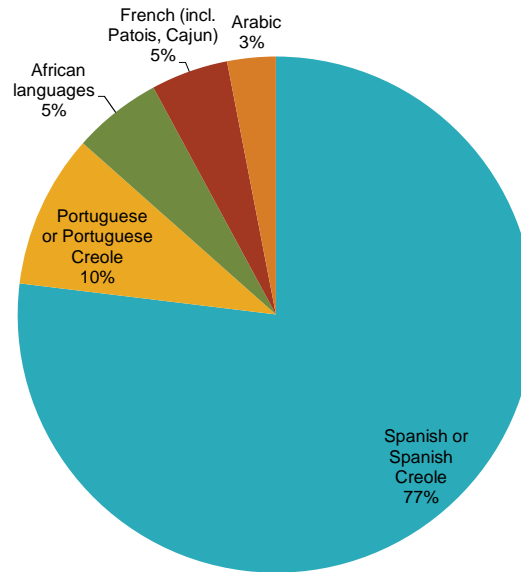
Exhibit I-22

## LANGUAGES SPOKEN AT HOME SANDY SPRINGS, GEORGIA 2013

Primary Language Spoken at Home



Top Languages Spoken Among Those Who Do Not Speak English Well



Languages Spoken Among Residents (Age 5+) Who Do Not Speak English Very Well

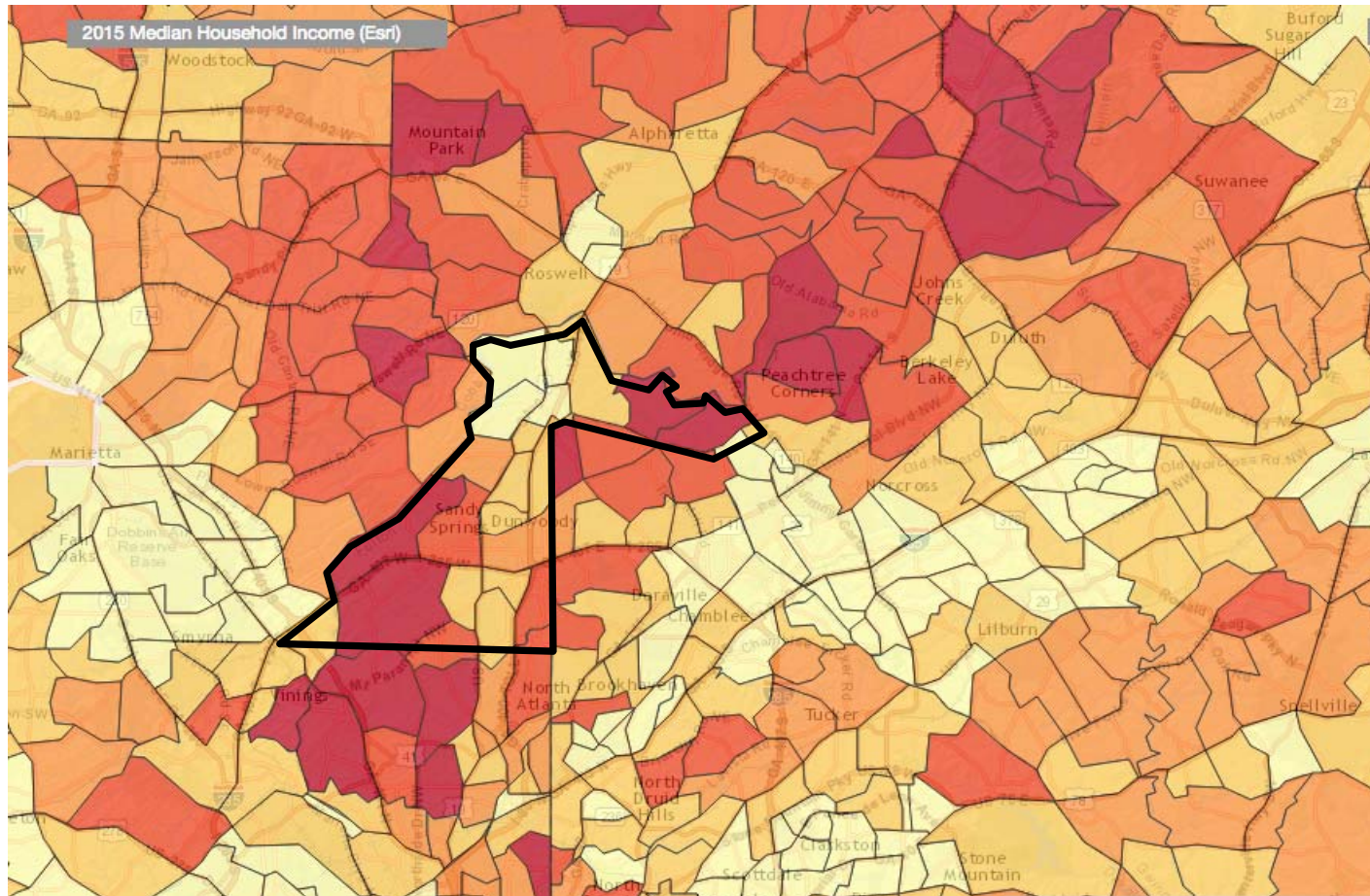
Spanish or Spanish Creole	6,041
Portuguese or Portuguese Creole	756
African languages	437
French (incl. Patois, Cajun)	381
Arabic	238
Other Asian languages	224
Chinese	195
Other Indo-European languages	162
Russian	160
Persian	158
Japanese	141
Korean	118
French Creole	113
Serbo-Croatian	109
Other Indic languages	107
Hindi	86
Vietnamese	82
Other Pacific Island languages	81
German	50
Other West Germanic languages	47
Hmong	40
Other Slavic languages	32
Polish	29
Greek	18
Hungarian	15
Tagalog	12

SOURCE: 2009-2013 American Community Survey

# CITY OF SANDY SPRINGS

## Exhibit I-23

### MEDIAN HOUSEHOLD INCOME SANDY SPRINGS, GEORGIA 2015



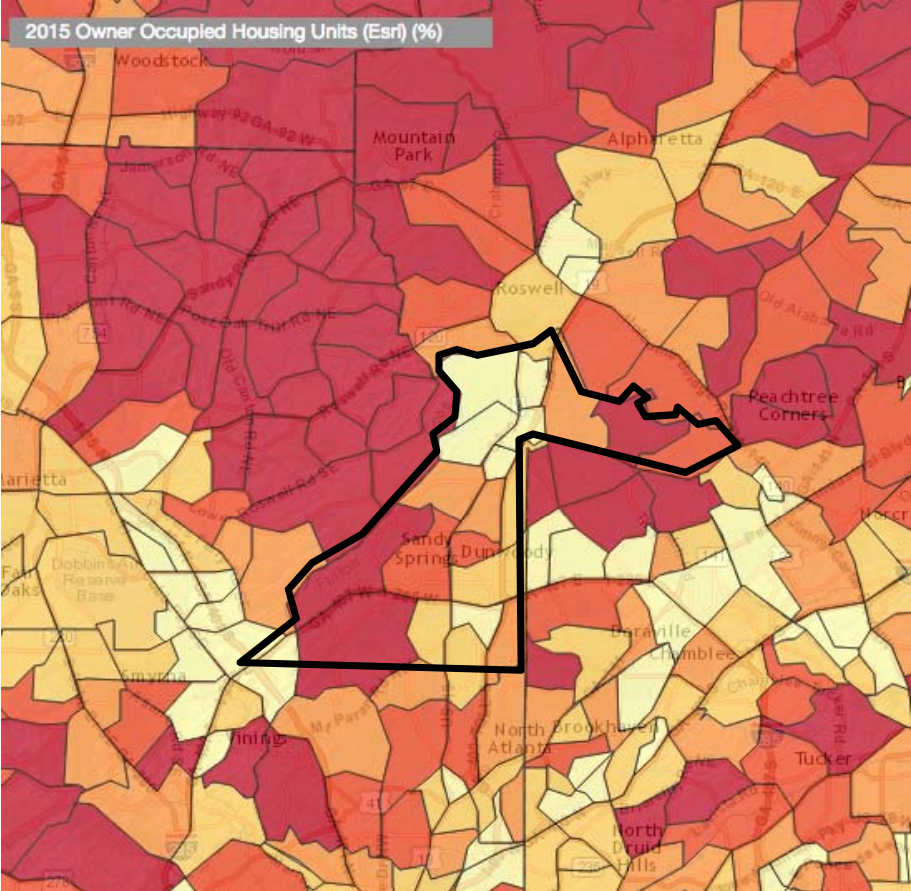
Note: City border is approximate.  
SOURCE: Esri Business Analyst

# CITY OF SANDY SPRINGS

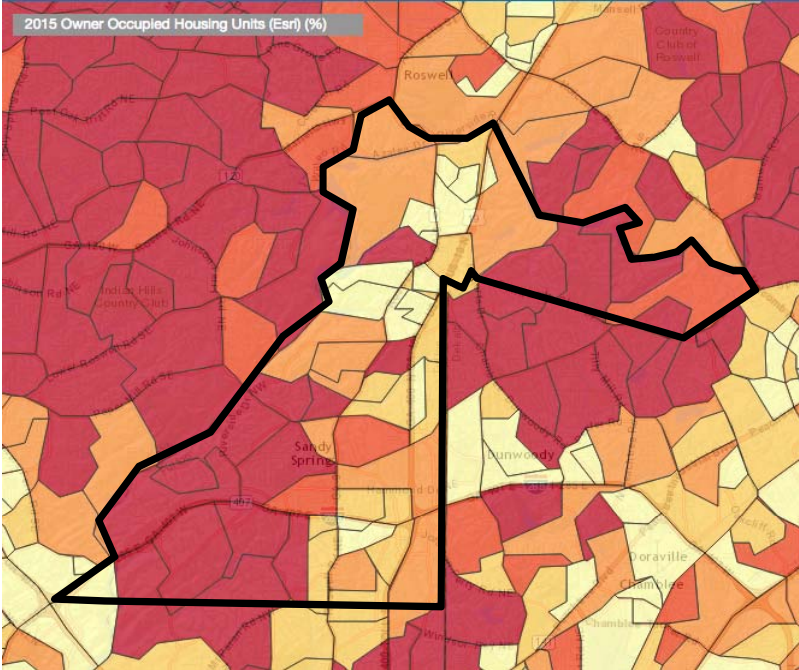
Exhibit I-24

## HOUSING TENURE SANDY SPRINGS, GEORGIA 2015

Regional View by Census Tract



Local View by Block Group



SOURCE: Esri Business Analyst

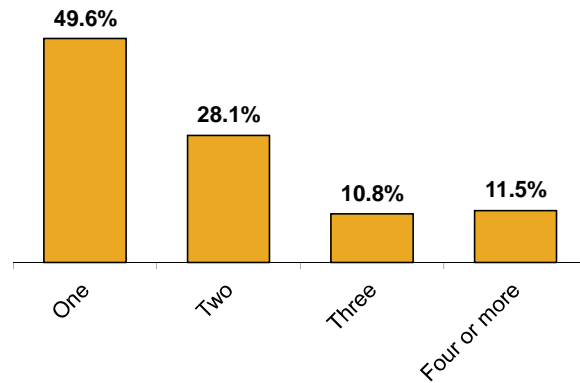
# CITY OF SANDY SPRINGS

## Exhibit I-25

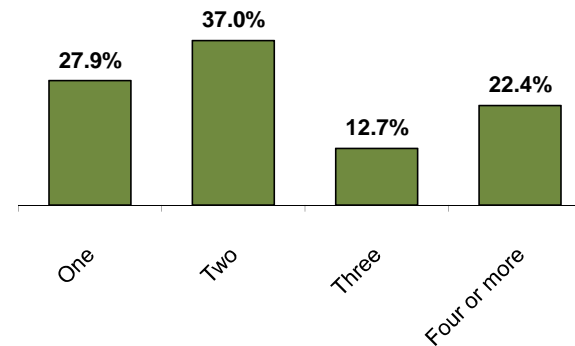
### HOUSEHOLDS BY TENURE AND SIZE OF HOUSEHOLD SANDY SPRINGS, GEORGIA 2015

SIZE	Renter Households		Owner Households		Total Households	
	#	%	#	%	#	%
1 Person	12,209	50%	5,538	28%	17,747	40%
2 Persons	6,926	28%	7,328	37%	14,254	32%
3 Persons	2,656	11%	2,523	13%	5,179	12%
4+ Persons	2,839	12%	4,435	22%	7,274	16%
	<b>24,630</b>	<b>100%</b>	<b>19,824</b>	<b>100%</b>	<b>44,454</b>	<b>100%</b>

RENTER HOUSEHOLDS DISTRIBUTION



OWNER HOUSEHOLDS DISTRIBUTION



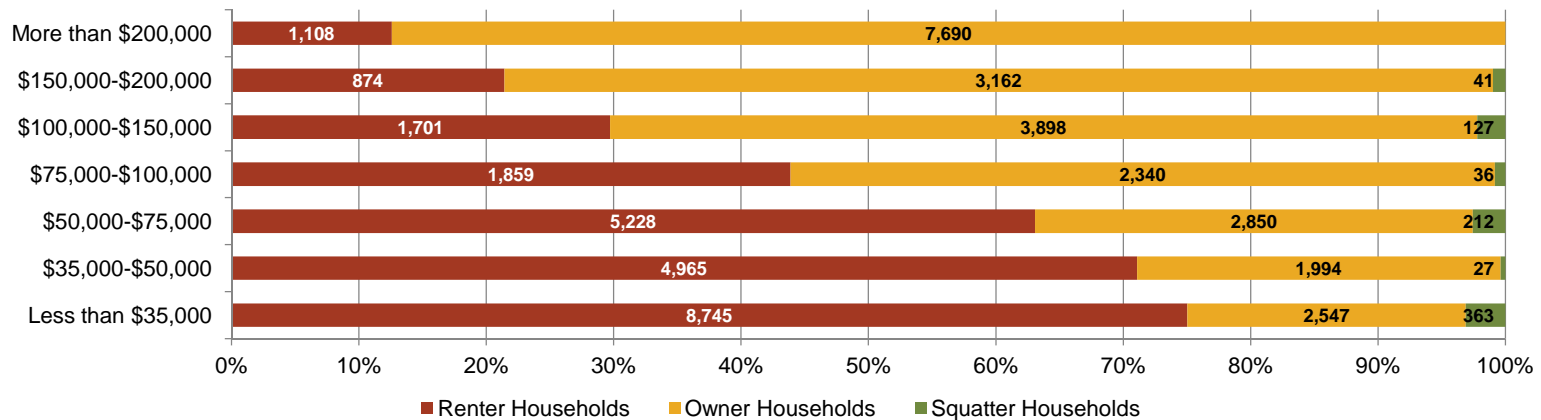
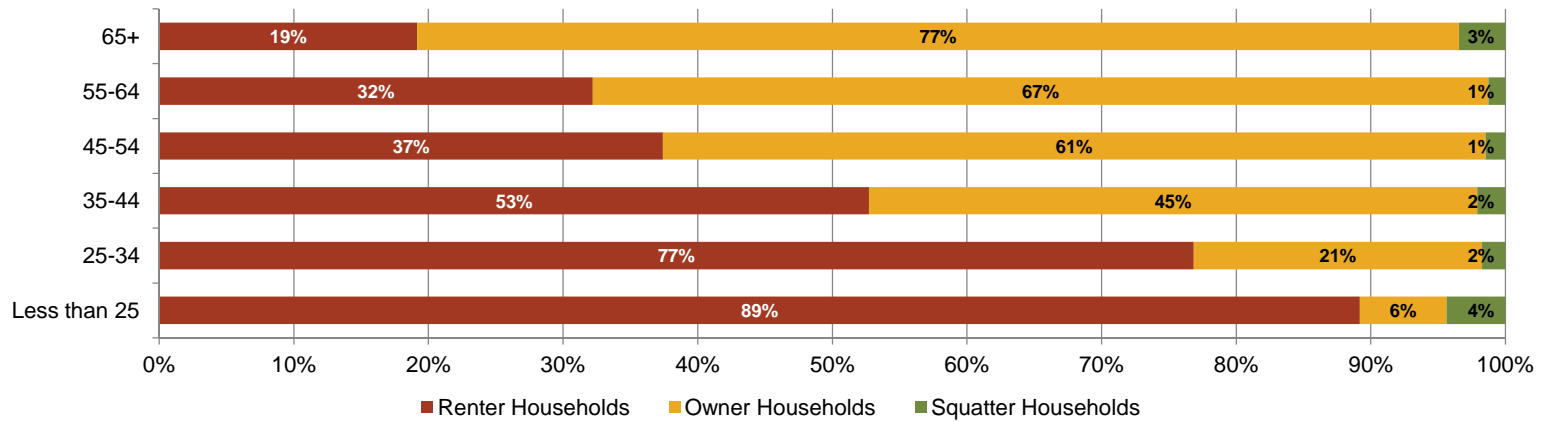
Note: Total number of renter and owner households is based on 2015 data. Distribution by number of people is based on 2012-2013 ACS data.

SOURCE: Esri Business Analyst; American Community Survey, 2012-2013; RCLCO

# CITY OF SANDY SPRINGS

Exhibit I-26

## TENURE PROPENSITY BY AGE AND INCOME SANDY SPRINGS, GEORGIA 2012-2013

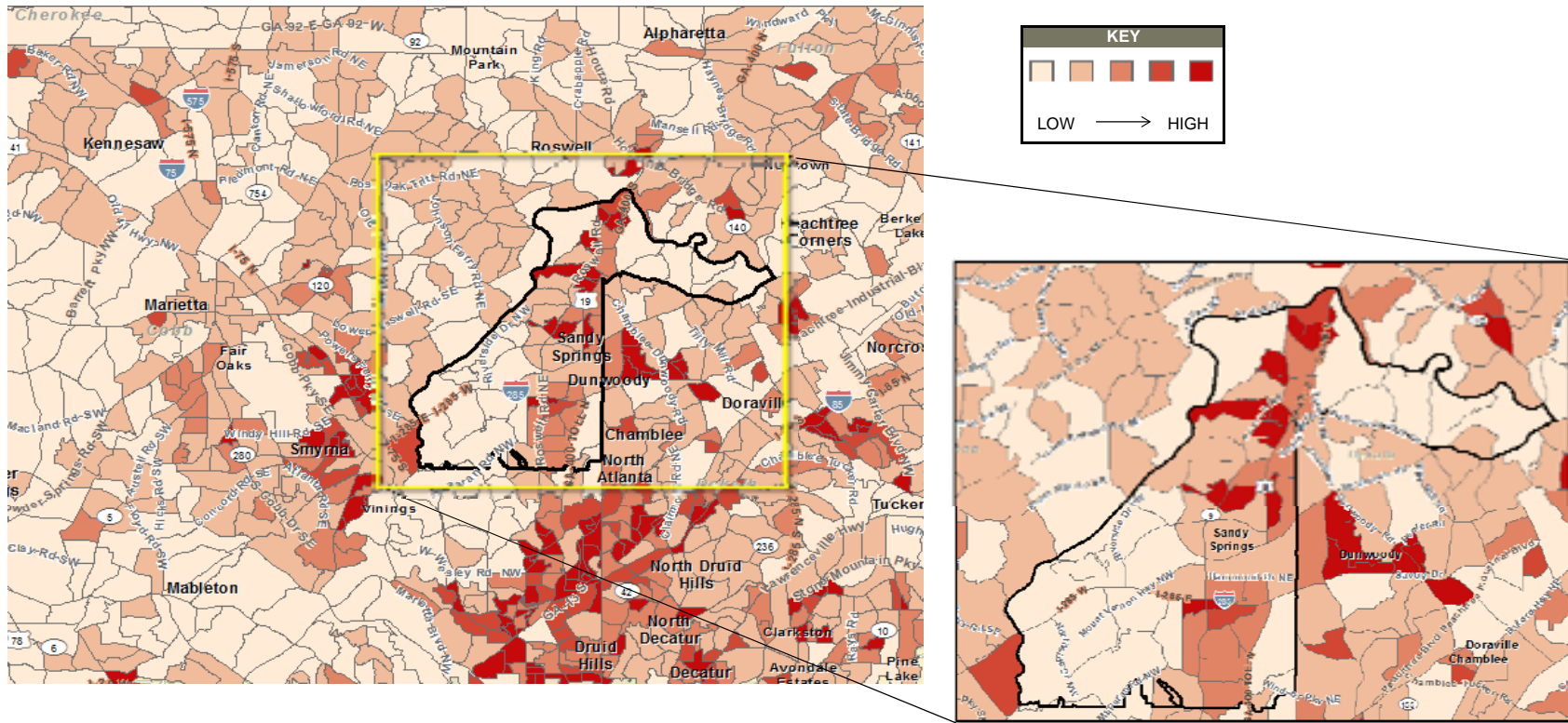


SOURCE: American Community Survey, 2012-2013; RCLCO

# CITY OF SANDY SPRINGS

Exhibit I-27

## HOUSEHOLD DENSITY SANDY SPRINGS, GEORGIA 2014



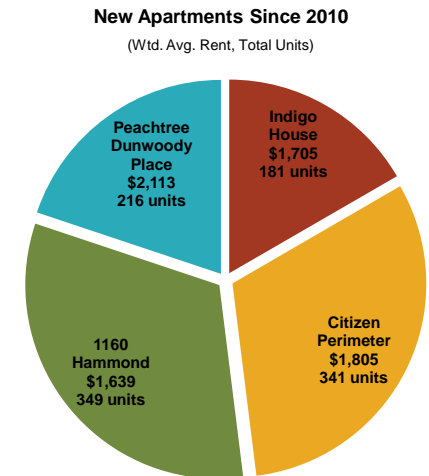
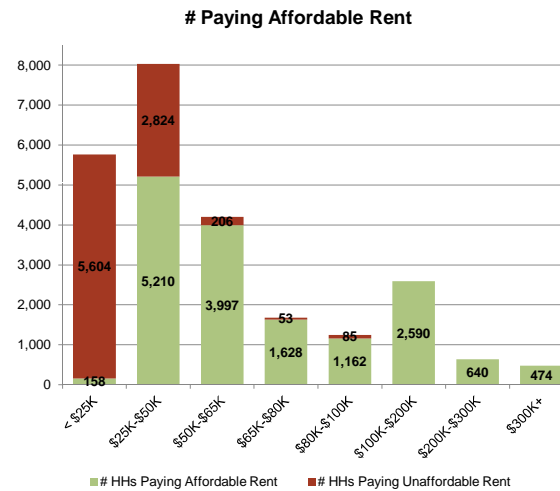
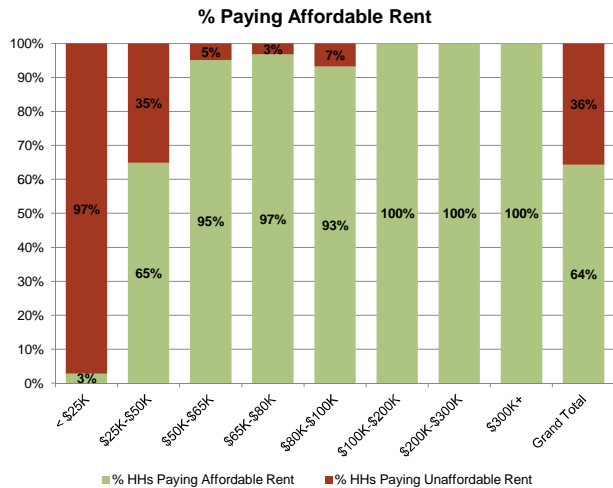
SOURCE: Esri Business Analyst for ArcMap

# CITY OF SANDY SPRINGS

## Exhibit I-28

### RENTERSHIP AFFORDABILITY SANDY SPRINGS, GEORGIA 2015

Annual Household Income	Approximate % AMI Range	Maximum Affordable Monthly Rent <sup>1</sup>	Units of Supply in Rent Range (2012-2013) <sup>2</sup>	Renters				Units and Pricing of New Supply, 2010-2015 <sup>4</sup>			
				% HHs Paying Affordable Rent <sup>2</sup>	% HHs Paying Unaffordable Rent <sup>2</sup>	# HHs Paying Affordable Rent <sup>3</sup>	# HHs Paying Unaffordable Rent <sup>3</sup>	Studio	1 BR, 1 BR+D	2 BR, 2 BR+D	3 BR
\$0 - \$25,000	0% - 40%	\$0 - \$625	3,253	3%	97%	158	5,604				
\$25,000 - \$50,000	40% - 80%	\$625 - \$1,250	18,014	65%	35%	5,210	2,824				
\$50,000 - \$65,000	80% - 100%	\$1,250 - \$1,625	2,338	95%	5%	3,997	206	60	511		
\$65,000 - \$80,000	100% - 120%	\$1,625 - \$2,000	183	97%	3%	1,628	53		127		
\$80,000 - \$100,000	120% - 150%	\$2,000 - \$2,500	490	93%	7%	1,162	85			340	29
\$100,000 - \$200,000	150% - 300%	\$2,500 - \$5,000	551	100%	0%	2,590	0			7	13
\$200,000 - \$300,000	300% - 450%	\$5,000 - \$7,500	0	100%	0%	640	0				
\$300,000 +	450% +	\$7,500 +	0	100%	0%	474	0				
<b>Total</b>			<b>24,828</b>	<b>64%</b>	<b>36%</b>	<b>15,838</b>	<b>8,792</b>	<b>60</b>	<b>638</b>	<b>347</b>	<b>42</b>



<sup>1</sup> As defined by HUD, housing costs are affordable if they are less than 30% of household income.

<sup>2</sup> American Community Survey, 2012-2013

<sup>3</sup> Esri Business Analyst

<sup>4</sup> Based on average asking rents, July 2015. Source: Leasing agents.

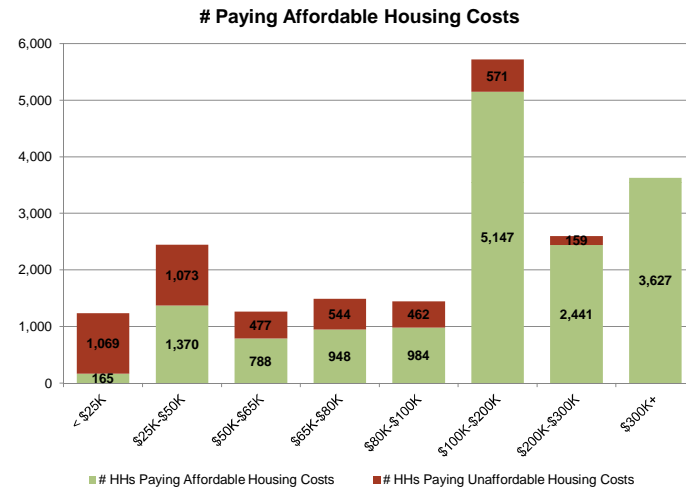
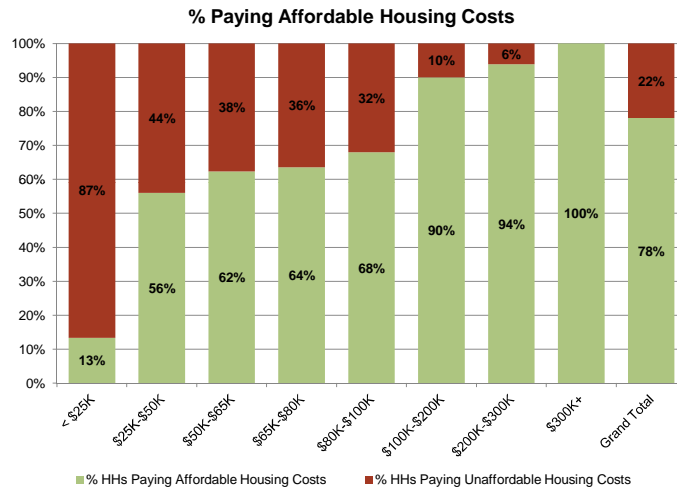


# CITY OF SANDY SPRINGS

Exhibit I-29

## HOMEOWNERSHIP AFFORDABILITY SANDY SPRINGS, GEORGIA 2015

Annual Household Income	Approximate % AMI Range	Affordable Monthly Housing Costs <sup>1</sup>	2012-2013 Units of Supply <sup>2</sup>	Owners			
				% HHs Paying Affordable Housing Costs <sup>3</sup>	% HHs Paying Unaffordable Housing Costs <sup>3</sup>	# HHs Paying Affordable Housing Costs <sup>4</sup>	# HHs Paying Unaffordable Housing Costs <sup>4</sup>
\$0 - \$25,000	0% - 40%	\$0 - \$625	2,573	13%	87%	165	1,069
\$25,000 - \$50,000	40% - 80%	\$625 - \$1,250	5,812	56%	44%	1,370	1,073
\$50,000 - \$65,000	80% - 100%	\$1,250 - \$1,625	2,705	62%	38%	788	477
\$65,000 - \$80,000	100% - 120%	\$1,625 - \$2,000	1,685	64%	36%	948	544
\$80,000 - \$100,000	120% - 150%	\$2,000 - \$2,500	3,002	68%	32%	984	462
\$100,000 - \$200,000	150% - 300%	\$2,500 - \$5,000	6,905	90%	10%	5,147	571
\$200,000 - \$300,000	300% - 450%	\$5,000 - \$7,500	1,778	94%	6%	2,441	159
\$300,000 +	450% +	\$7,500 +	21	100%	0%	3,627	0
<b>Total</b>			<b>24,479</b>	<b>78%</b>	<b>22%</b>	<b>15,470</b>	<b>4,354</b>



<sup>1</sup> As defined by HUD, housing costs are affordable if they are less than 30% of household income.

<sup>2</sup> Fulton County Assessors Office sales data

<sup>3</sup> American Community Survey, 2012-2013

<sup>4</sup> Esri Business Analyst

# CITY OF SANDY SPRINGS

## Exhibit I-30

### ACTIVELY SELLING AND RECENTLY SOLD NEW FOR-SALE RESIDENTIAL PRODUCT SANDY SPRINGS, GEORGIA JULY 2015

		\$100K-\$200K	\$200K-\$300K	\$300K-\$400K	\$400K-\$500K	\$500K-\$600K	\$600K-\$700K	\$700K-\$800K	\$800K-\$1M	\$1M-\$1.5M	\$1.5M-\$2M	\$2M+
Condo	Parkside on Canton (Roswell)			\$299,900-\$599,900								
	Cobblestone Manor (Marietta)					\$549,000-\$569,900						
Townhome	Terraces at Glenridge			\$374,900-\$378,900								
	Lafayette Square			\$374,000-\$440,000								
	Cobblestone Manor (Marietta)						\$659,900-\$777,400					
Single-Family Detached	Heritage at Dunwoody (Dunwoody)								\$809,900-\$879,900			
	Austin Place					\$558,900-\$682,190						
	Dunwoody Green (Dunwoody)				\$424,900-Mid \$700s							
	Enclave at Jett Ferry									\$1,396,000-\$1,781,800		
	Oliver Row							\$755,000-\$850,000				
	Enclave at Long Island								\$895,000-\$1,033,000			
	Country Hills Estates									\$1,250,000-\$1,600,000		
	Falkirk (Dunwoody)							\$730,000-\$740,000				

SOURCE: Sales agents; RCLCO

# CITY OF SANDY SPRINGS

## Exhibit I-31

### HOUSEHOLD SEGMENTATION BY TENURE, AGE, INCOME, AND PRESENCE OF CHILDREN SANDY SPRINGS, GEORGIA 2015

		Renters					Owners					TOTAL
		Young Professionals 18-34, No Kids	Mature Professionals 35-54, No Kids	Families 18-64, Kids	Empty Nesters 55-64, No Kids	Retirees 65+, No Kids	Young Professionals 18-34, No Kids	Mature Professionals 35-54, No Kids	Families 18-64, Kids	Empty Nesters 55-64, No Kids	Retirees 65+, No Kids	
Household Income	< \$25K	964 2.2%	1,751 3.9%	923 2.1%	786 1.8%	775 1.7%	42 0.1%	146 0.3%	160 0.4%	128 0.3%	908 2.0%	6,582 14.8%
	\$25K-\$50K	3,046 6.9%	1,223 2.8%	1,465 3.3%	485 1.1%	1,031 2.3%	136 0.3%	448 1.0%	269 0.6%	569 1.3%	1,318 3.0%	9,989 22.5%
	\$50K-\$65K	1,049 2.4%	973 2.2%	1,019 2.3%	84 0.2%	667 1.5%	115 0.3%	327 0.7%	194 0.4%	302 0.7%	480 1.1%	5,211 11.7%
	\$65K-\$80K	724 1.6%	321 0.7%	208 0.5%	126 0.3%	137 0.3%	235 0.5%	428 1.0%	213 0.5%	298 0.7%	499 1.1%	3,190 7.2%
	\$80K-\$100K	403 0.9%	202 0.5%	443 1.0%	0 0.0%	76 0.2%	228 0.5%	404 0.9%	444 1.0%	207 0.5%	338 0.8%	2,746 6.2%
	\$100K-\$200K	881 2.0%	597 1.3%	356 0.8%	304 0.7%	199 0.4%	872 2.0%	1,168 2.6%	2,062 4.6%	912 2.1%	1,397 3.1%	8,748 19.7%
	\$200K-\$300K	37 0.1%	55 0.1%	168 0.4%	142 0.3%	176 0.4%	91 0.2%	413 0.9%	1,162 2.6%	610 1.4%	639 1.4%	3,494 7.9%
	\$300K+	89 0.2%	192 0.4%	61 0.1%	34 0.1%	52 0.1%	17 0.0%	603 1.4%	2,024 4.6%	961 2.2%	462 1.0%	4,494 10.1%
<b>TOTAL</b>	7,193 16.2%	5,316 12.0%	4,643 10.4%	1,961 4.4%	3,113 7.0%	1,736 3.9%	3,937 8.9%	6,528 14.7%	3,986 9.0%	6,041 13.6%	44,454 100.0%	

SOURCE: RCLCO; Esri Business Analyst; American Community Survey, 2012-2013

# CITY OF SANDY SPRINGS

## Exhibit I-32

### RENTER HOUSEHOLD SEGMENTATION BY AGE, INCOME, AND PRESENCE OF CHILDREN SANDY SPRINGS, GEORGIA 2015

		Renters					TOTAL
		Young Professionals 18-34, No Kids	Mature Professionals 35-54, No Kids	Families 18-64, Kids	Empty Nesters 55-64, No Kids	Retirees 65+, No Kids	
Household Income	< \$25K	1,069 4.3%	1,940 7.9%	1,022 4.2%	871 3.5%	859 3.5%	5,762 23.4%
	\$25K-\$50K	3,375 13.7%	1,355 5.5%	1,623 6.6%	538 2.2%	1,143 4.6%	8,034 32.6%
	\$50K-\$65K	1,162 4.7%	1,078 4.4%	1,129 4.6%	94 0.4%	740 3.0%	4,202 17.1%
	\$65K-\$80K	802 3.3%	356 1.4%	231 0.9%	139 0.6%	152 0.6%	1,681 6.8%
	\$80K-\$100K	447 1.8%	224 0.9%	491 2.0%	0 0.0%	85 0.3%	1,247 5.1%
	\$100K-\$200K	976 4.0%	662 2.7%	395 1.6%	337 1.4%	220 0.9%	2,590 10.5%
	\$200K-\$300K	41 0.2%	61 0.2%	187 0.8%	157 0.6%	195 0.8%	640 2.6%
	\$300K+	99 0.4%	213 0.9%	67 0.3%	37 0.2%	57 0.2%	474 1.9%
TOTAL		7,971 32.4%	5,891 23.9%	5,145 20.9%	2,173 8.8%	3,450 14.0%	24,630 100.0%

SOURCE: RCLCO; Esri Business Analyst; American Community Survey, 2012-2013

# CITY OF SANDY SPRINGS

## Exhibit I-33

### OWNER HOUSEHOLD SEGMENTATION BY AGE, INCOME, AND PRESENCE OF CHILDREN SANDY SPRINGS, GEORGIA 2015

		Owners					TOTAL
		Young Professionals 18-34, No Kids	Mature Professionals 35-54, No Kids	Families 18-64, Kids	Empty Nesters 55-64, No Kids	Retirees 65+, No Kids	
Household Income	< \$25K	38 0.2%	130 0.7%	143 0.7%	114 0.6%	809 4.1%	1,233 6.2%
	\$25K-\$50K	121 0.6%	400 2.0%	240 1.2%	507 2.6%	1,175 5.9%	2,443 12.3%
	\$50K-\$65K	102 0.5%	292 1.5%	173 0.9%	270 1.4%	428 2.2%	1,265 6.4%
	\$65K-\$80K	209 1.1%	382 1.9%	190 1.0%	266 1.3%	445 2.2%	1,492 7.5%
	\$80K-\$100K	204 1.0%	360 1.8%	396 2.0%	185 0.9%	301 1.5%	1,446 7.3%
	\$100K-\$200K	777 3.9%	1,041 5.3%	1,839 9.3%	813 4.1%	1,246 6.3%	5,717 28.8%
	\$200K-\$300K	81 0.4%	368 1.9%	1,036 5.2%	544 2.7%	570 2.9%	2,600 13.1%
	\$300K+	15 0.1%	538 2.7%	1,805 9.1%	857 4.3%	412 2.1%	3,627 18.3%
TOTAL	1,548 7.8%	3,511 17.7%	5,822 29.4%	3,555 17.9%	5,388 27.2%	19,824 100.0%	

SOURCE: RCLCO; Esri Business Analyst; American Community Survey, 2012-2013

# CITY OF SANDY SPRINGS

## Exhibit I-34

### SEGMENTATION BY TENURE, AGE, INCOME, AND PRESENCE OF CHILDREN FOR HOUSEHOLDS THAT MOVED LAST YEAR SANDY SPRINGS, GEORGIA 2015

		Renters					Owners					TOTAL
		Young Professionals 18-34, No Kids	Mature Professionals 35-54, No Kids	Families 18-64, Kids	Empty Nesters 55-64, No Kids	Retirees 65+, No Kids	Young Professionals 18-34, No Kids	Mature Professionals 35-54, No Kids	Families 18-64, Kids	Empty Nesters 55-64, No Kids	Retirees 65+, No Kids	
Household Income	< \$25K	455 4.6%	709 7.2%	307 3.1%	368 3.7%	69 0.7%	0 0.0%	0 0.0%	0 0.0%	30 0.3%	36 0.4%	1,975 20.0%
	\$25K-\$50K	1,130 11.4%	395 4.0%	459 4.6%	136 1.4%	527 5.3%	48 0.5%	0 0.0%	0 0.0%	0 0.0%	49 0.5%	2,744 27.8%
	\$50K-\$65K	360 3.6%	271 2.7%	581 5.9%	0 0.0%	338 3.4%	63 0.6%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1,612 16.3%
	\$65K-\$80K	365 3.7%	201 2.0%	208 2.1%	0 0.0%	56 0.6%	36 0.4%	0 0.0%	22 0.2%	0 0.0%	0 0.0%	888 9.0%
	\$80K-\$100K	257 2.6%	36 0.4%	89 0.9%	0 0.0%	76 0.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	458 4.6%
	\$100K-\$200K	273 2.8%	381 3.9%	170 1.7%	86 0.9%	0 0.0%	0 0.0%	228 2.3%	171 1.7%	36 0.4%	0 0.0%	1,344 13.6%
	\$200K-\$300K	37 0.4%	0 0.0%	79 0.8%	0 0.0%	0 0.0%	0 0.0%	35 0.3%	29 0.3%	0 0.0%	68 0.7%	247 2.5%
	\$300K+	0 0.0%	192 1.9%	0 0.0%	0 0.0%	0 0.0%	17 0.2%	105 1.1%	184 1.9%	84 0.8%	34 0.3%	616 6.2%
<b>TOTAL</b>	2,877 29.1%	2,185 22.1%	1,892 19.1%	590 6.0%	1,066 10.8%	163 1.7%	368 3.7%	406 4.1%	150 1.5%	187 1.9%	9,884 100.0%	

SOURCE: RCLCO; Esri Business Analyst; American Community Survey, 2012-2013

# CITY OF SANDY SPRINGS

## Exhibit I-35

### HOUSEHOLD SEGMENTATION BY AGE, INCOME, AND PRESENCE OF CHILDREN -- RENTERS THAT MOVED SANDY SPRINGS, GEORGIA 2015

		Renters					TOTAL
		Young Professionals 18-34, No Kids	Mature Professionals 35-54, No Kids	Families 18-64, Kids	Empty Nesters 55-64, No Kids	Retirees 65+, No Kids	
Household Income	< \$25K	504 5.3%	786 8.2%	340 3.6%	408 4.3%	77 0.8%	2,115 22.2%
	\$25K-\$50K	1,253 13.1%	438 4.6%	509 5.3%	150 1.6%	584 6.1%	2,933 30.7%
	\$50K-\$65K	399 4.2%	300 3.1%	643 6.7%	0 0.0%	374 3.9%	1,717 18.0%
	\$65K-\$80K	404 4.2%	223 2.3%	231 2.4%	0 0.0%	62 0.6%	920 9.6%
	\$80K-\$100K	284 3.0%	40 0.4%	99 1.0%	0 0.0%	85 0.9%	507 5.3%
	\$100K-\$200K	302 3.2%	422 4.4%	188 2.0%	96 1.0%	0 0.0%	1,008 10.6%
	\$200K-\$300K	41 0.4%	0 0.0%	87 0.9%	0 0.0%	0 0.0%	128 1.3%
	\$300K+	0 0.0%	213 2.2%	0 0.0%	0 0.0%	0 0.0%	213 2.2%
<b>TOTAL</b>	3,188 33.4%	2,421 25.4%	2,097 22.0%	654 6.9%	1,181 12.4%	9,541 100.0%	

SOURCE: RCLCO; Esri Business Analyst; American Community Survey, 2012-2013

# CITY OF SANDY SPRINGS

## Exhibit I-36

### HOUSEHOLD SEGMENTATION BY AGE, INCOME, AND PRESENCE OF CHILDREN -- OWNERS THAT MOVED SANDY SPRINGS, GEORGIA 2015

		Owners					TOTAL
		Young Professionals 18-34, No Kids	Mature Professionals 35-54, No Kids	Families 18-64, Kids	Empty Nesters 55-64, No Kids	Retirees 65+, No Kids	
Household Income	< \$25K	0 0.0%	0 0.0%	0 0.0%	27 2.4%	32 2.8%	59 5.2%
	\$25K-\$50K	43 3.7%	0 0.0%	0 0.0%	0 0.0%	44 3.9%	86 7.6%
	\$50K-\$65K	56 4.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	56 4.9%
	\$65K-\$80K	32 2.9%	0 0.0%	19 1.7%	0 0.0%	0 0.0%	52 4.6%
	\$80K-\$100K	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
	\$100K-\$200K	0 0.0%	203 17.9%	152 13.4%	32 2.8%	0 0.0%	388 34.1%
	\$200K-\$300K	0 0.0%	31 2.7%	26 2.3%	0 0.0%	60 5.3%	117 10.3%
	\$300K+	15 1.3%	94 8.3%	164 14.5%	75 6.6%	30 2.7%	378 33.3%
<b>TOTAL</b>	146 12.8%	328 28.9%	362 31.9%	134 11.8%	166 14.7%	1,136 100.0%	

SOURCE: RCLCO; Esri Business Analyst; American Community Survey, 2012-2013



# CITY OF SANDY SPRINGS

## Exhibit I-37

### RENTAL HOUSEHOLDS THAT MOVED BY AGE AND INCOME AND BEDROOM PREFERENCE SANDY SPRINGS, GEORGIA 2015

		Young Professionals 18-34, No Kids		Mature Professionals 35-54, No Kids		Families 18-64, Kids		Empty Nesters 55-64, No Kids		Retirees 65+, No Kids		TOTAL	
		%	#	%	#	%	#	%	#	%	#	%	#
		<\$50K	Studio	0%	0	22%	268	0%	0	0%	0	0%	0
1 Bedroom	43%	749	31%	377	11%	96	83%	465	23%	149	36%	1,836	
2 Bedroom	52%	918	33%	402	61%	516	9%	50	47%	310	44%	2,196	
3+ Bedroom	5%	90	14%	176	28%	236	8%	43	31%	202	15%	747	
\$50-\$80K	Studio	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
1 Bedroom	8%	63	0%	0	12%	108	0%	0	30%	129	11%	300	
2 Bedroom	92%	740	96%	500	30%	263	0%	0	70%	308	69%	1,811	
3+ Bedroom	0%	0	4%	23	58%	504	0%	0	0%	0	20%	527	
\$80-\$100K	Studio	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
1 Bedroom	0%	0	100%	40	0%	0	0%	0	0%	0	8%	40	
2 Bedroom	100%	284	0%	0	100%	99	0%	0	100%	85	92%	468	
3+ Bedroom	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	
>\$100K	Studio	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
1 Bedroom	0%	0	34%	213	0%	0	57%	54	0%	0	0%	267	
2 Bedroom	52%	180	56%	357	0%	0	43%	41	0%	0	0%	578	
3+ Bedroom	48%	163	10%	65	100%	275	0%	0	0%	0	0%	503	
<b>TOTAL</b>			3,187		2,421		2,097		653		1,183		9,541

SOURCE: RCLCO; Esri Business Analyst; American Community Survey, 2012-2013

# CITY OF SANDY SPRINGS

## Exhibit I-38

### SHORT-TERM RENTAL DEMAND SANDY SPRINGS, GEORGIA 2015-2020

		HOUSEHOLD INCOME RANGES					
		\$0 \$49,999	\$50,000 \$64,999	\$65,000 \$79,999	\$80,000 \$99,999	\$100,000 \$199,999	\$200,000 and up
<b>Existing 2015 Households <sup>1</sup></b>							
% Renters by Income <sup>2</sup>	100.0%	56%	17%	7%	5%	11%	5%
Renters	24,630	13,795	4,202	1,681	1,247	2,590	1,114
Turnover Rate <sup>2</sup>	39%	37%	41%	55%	41%	39%	31%
Renters in Turnover	9,541	5,048	1,717	920	507	1,008	341
<b>Annual New Households <sup>1</sup></b>		561					
Distribution <sup>1</sup>	100%	37%	12%	7%	6%	20%	18%
Households by Income	561	209	66	40	35	110	101
% Renters of all Households <sup>2</sup>	55%	83%	81%	53%	45%	30%	14%
New Renters	311	174	53	21	16	33	14
<b>Annual New Renter Households</b>	9,852	5,222	1,770	941	523	1,041	355
		MONTHLY GROSS RENT RANGES					
		\$0 \$749	\$750 \$999	\$1,000 \$1,499	\$1,500 \$1,999	\$2,000 \$2,499	\$2,500 and up
<b>% Choose Different Rent Ranges by Income <sup>2</sup></b>							
\$0-\$50K	100%	43%	41%	10%	3%	2%	1%
\$50K-\$65K	100%	15%	46%	32%	4%	2%	1%
\$65K-\$80K	100%	12%	42%	34%	6%	3%	3%
\$80K-\$100K	100%	3%	33%	43%	10%	7%	4%
\$100K-\$200K	100%	1%	20%	45%	17%	10%	7%
\$200K+	100%	1%	15%	30%	15%	25%	13%
Total	100%	27%	38%	23%	6%	4%	3%
\$0-\$50K	5,222	2,244	2,141	529	139	104	62
\$50K-\$65K	1,770	259	814	570	76	35	18
\$65K-\$80K	941	113	395	320	56	28	30
\$80K-\$100K	523	18	173	225	52	35	21
\$100K-\$200K	1,041	8	208	468	177	104	75
\$200K+	355	4	53	106	53	90	48
Total	9,853	2,645	3,785	2,219	553	397	253
Choose New <sup>3</sup>	3.6%	2.0%	3.0%	4.0%	8.0%	8.0%	10.0%
MF Demand (new)	357	53	114	89	44	32	25

<sup>1</sup> Esri Business Analyst

<sup>2</sup> American Community Survey, 2012-2013

<sup>3</sup> RCLCO estimate based upon permitting, national experience, and new construction trends

# CITY OF SANDY SPRINGS

## Exhibit I-39

### SHORT-TERM OWNER DEMAND SANDY SPRINGS, GEORGIA 2015-2020

		HOUSEHOLD INCOME RANGES					
		\$0 \$49,999	\$50,000 \$64,999	\$65,000 \$79,999	\$80,000 \$99,999	\$100,000 \$199,999	\$200,000 and up
<b>Existing 2015 Households <sup>1</sup></b>							
% Owners by Income <sup>2</sup>	100.0%	19%	6%	8%	7%	29%	31%
Owners	19,824	3,677	1,265	1,492	1,446	5,717	6,227
Turnover Rate <sup>2</sup>	7%	5%	5%	5%	5%	8%	9%
Owners in Turnover	1,367	175	66	70	78	433	545
<b>Annual New Households <sup>1</sup></b>		561					
Distribution <sup>1</sup>	100%	37%	12%	7%	6%	20%	18%
Households by Income	561	209	66	40	35	110	101
% Owners of all Households <sup>2</sup>	45%	22%	24%	47%	53%	65%	78%
New Owners	250	46	16	19	18	72	79
<b>Annual New Owner Households</b>	1,617	221	82	89	96	505	624
		HOME VALUE RANGES					
		\$0 \$100,000	\$100,000 \$250,000	\$250,000 \$500,000	\$500,000 \$750,000	\$750,000 \$1,000,000	\$1,000,000 and up
<b>% Choose Different Home Values by Income <sup>2</sup></b>							
\$0-\$50K	100%	24%	23%	27%	13%	10%	2%
\$50K-\$65K	100%	16%	34%	37%	9%	2%	2%
\$65K-\$80K	100%	18%	31%	28%	10%	4%	8%
\$80K-\$100K	100%	16%	28%	28%	22%	4%	2%
\$100K-\$200K	100%	4%	17%	44%	22%	6%	6%
\$200K+	100%	2%	5%	22%	33%	19%	19%
Total	100%	8%	16%	31%	24%	11%	10%
\$0-\$50K	221	54	52	59	29	23	5
\$50K-\$65K	82	13	28	30	8	2	2
\$65K-\$80K	89	16	27	25	9	4	7
\$80K-\$100K	96	15	27	27	21	4	2
\$100K-\$200K	505	22	87	220	112	32	32
\$200K+	624	13	31	140	203	118	118
Total	1,617	133	252	501	381	182	167
Choose New <sup>3</sup>	15%	0%	0%	15%	25%	25%	20%
SFD Demand (new)	249	0	0	75	95	46	33

<sup>1</sup> Esri Business Analyst

<sup>2</sup> American Community Survey, 2012-2013

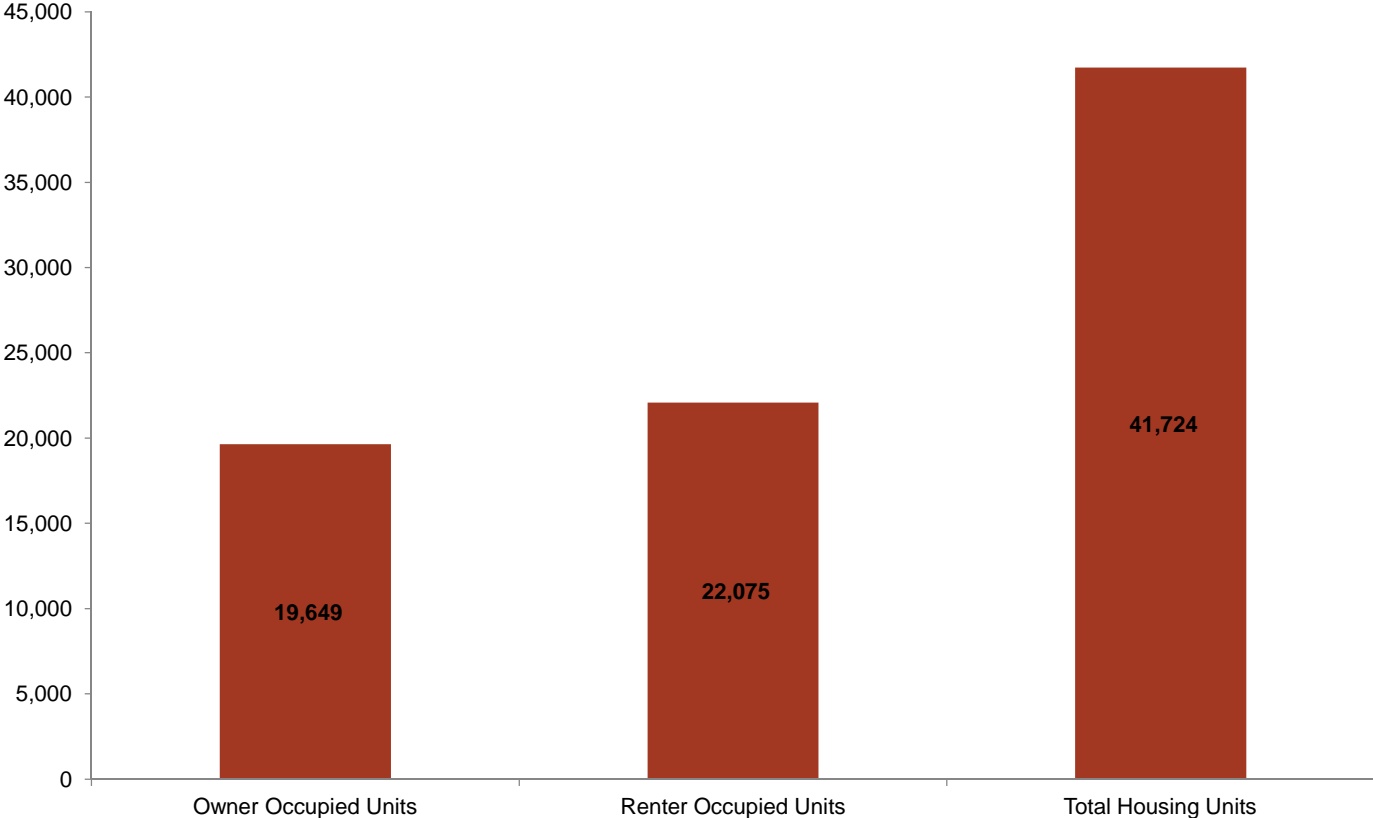
<sup>3</sup> RCLCO estimate based upon permitting, national experience, and new construction trends

# CITY OF SANDY SPRINGS

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Exhibit I-40

## NUMBER OF OWNER AND RENTER HOUSING UNITS SANDY SPRINGS, GEORGIA 2013

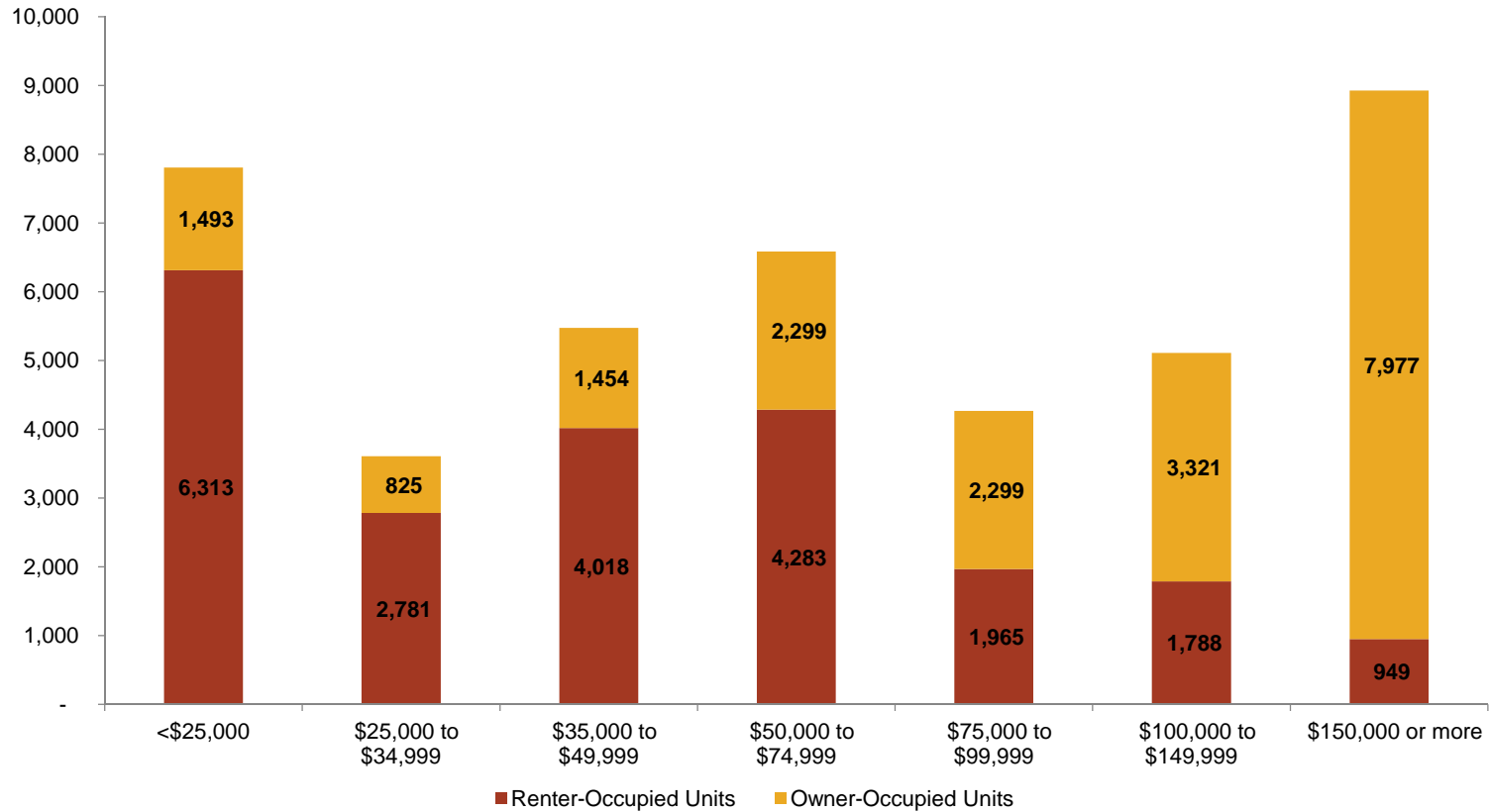


NOTE: Total Renter-Occupied Units = 22,075; Total Owner-Occupied Units = 19,649. Values may not sum given rounding and estimation errors  
SOURCE: 2009-2013 American Community Survey 5-Year Estimates

# CITY OF SANDY SPRINGS

Exhibit I-41

NUMBER OF RENTER OR OWNER-OCCUPIED UNITS BY ANNUAL HOUSEHOLD INCOME  
SANDY SPRINGS, GEORGIA  
2013

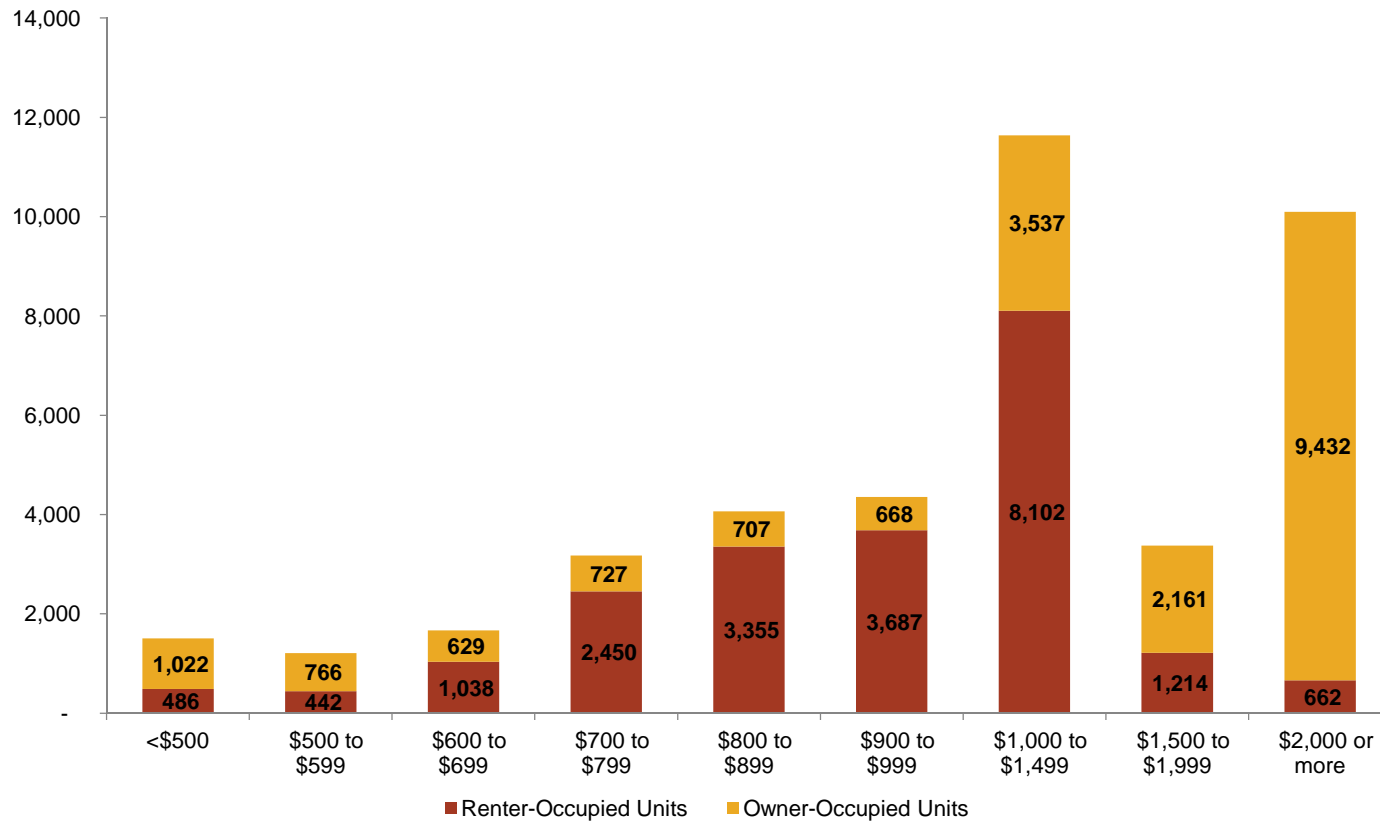


NOTE: Total Renter-Occupied Units = 22,075; Total Owner-Occupied Units = 19,649. Values may not sum given rounding and estimation errors  
SOURCE: 2009-2013 American Community Survey 5-Year Estimates

# CITY OF SANDY SPRINGS

Exhibit I-42

NUMBER OF RENTER OR OWNER-OCCUPIED UNITS BY MONTHLY HOUSING COST  
SANDY SPRINGS, GEORGIA  
2013

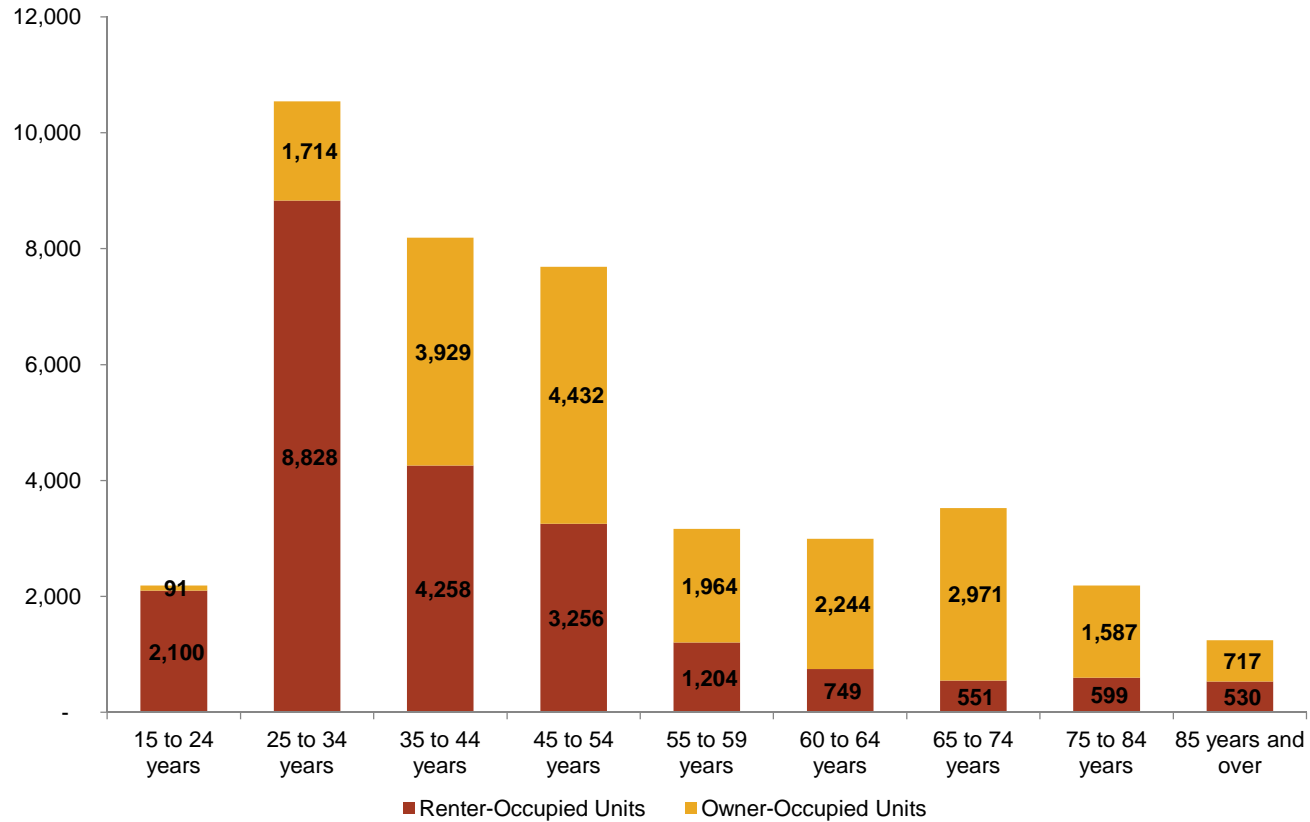


NOTE: Total Renter-Occupied Units = 22,075; Total Owner-Occupied Units = 19,649. Values may not sum given rounding and estimation errors  
SOURCE: 2009-2013 American Community Survey 5-Year Estimates

# CITY OF SANDY SPRINGS

Exhibit I-43

NUMBER OF RENTER OR OWNER-OCCUPIED UNITS BY AGE OF HEAD HOUSEHOLDER  
SANDY SPRINGS, GEORGIA  
2013

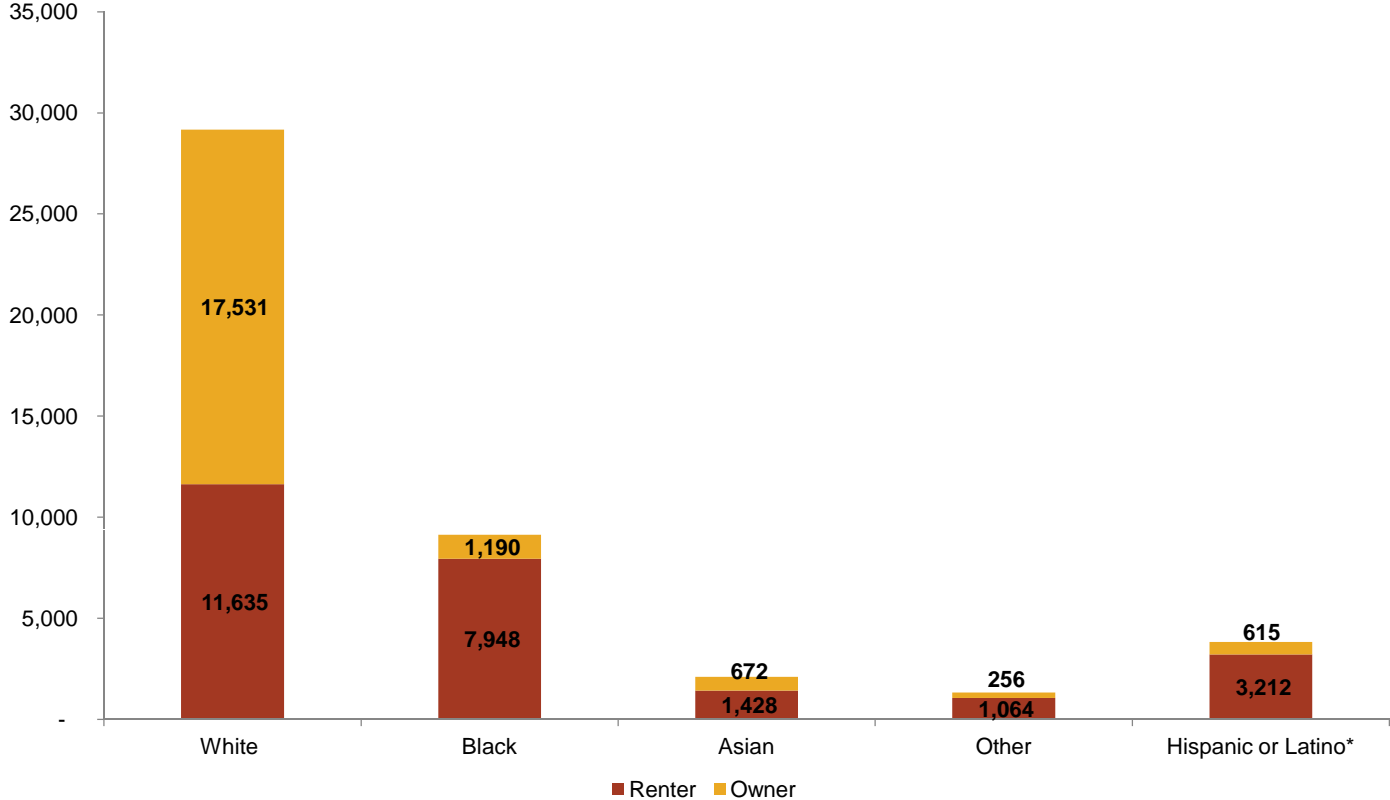


NOTE: Total Renter-Occupied Units = 22,075; Total Owner-Occupied Units = 19,649. Values may not sum given rounding and estimation errors  
SOURCE: 2009-2013 American Community Survey 5-Year Estimates

# CITY OF SANDY SPRINGS

Exhibit I-44

NUMBER OF RENTER OR OWNER-OCCUPIED UNITS BY RACE OF HEAD HOUSEHOLDER  
SANDY SPRINGS, GEORGIA  
2013



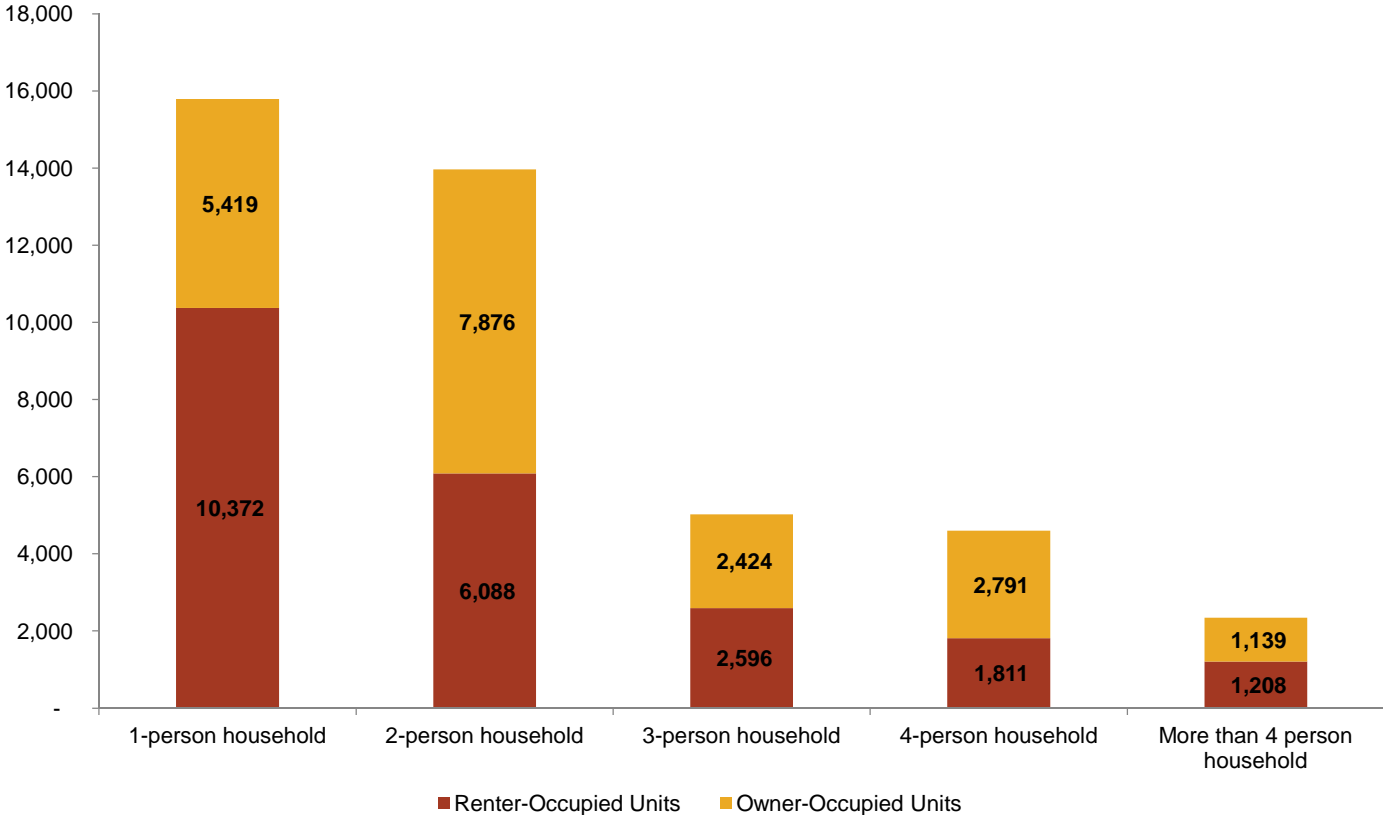
\* Hispanic or Latino can be any race  
NOTE: Total Renter-Occupied Units = 22,075; Total Owner-Occupied Units = 19,649. Values may not sum given rounding and estimation errors  
SOURCE: 2009-2013 American Community Survey 5-Year Estimates



# CITY OF SANDY SPRINGS

Exhibit I-45

NUMBER OF RENTER OR OWNER-OCCUPIED UNITS BY PERSONS IN HOUSEHOLD  
SANDY SPRINGS, GEORGIA  
2013

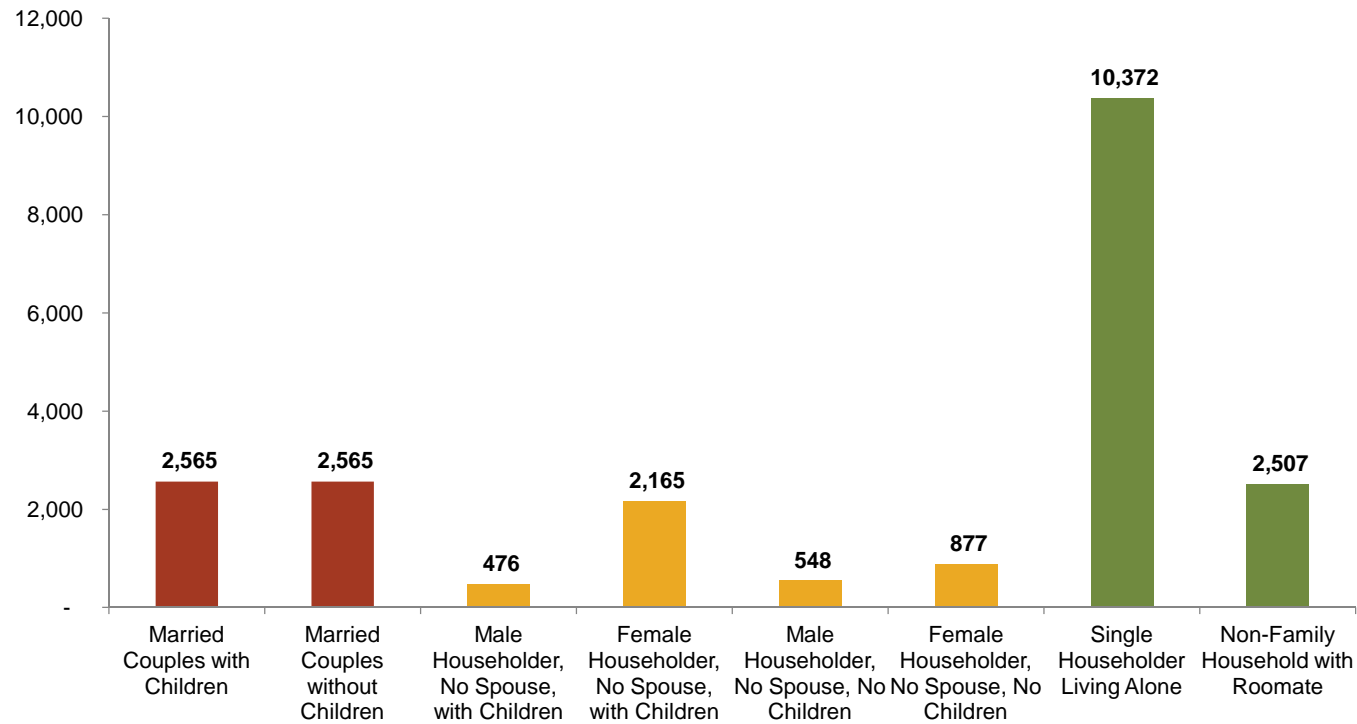


NOTE: Total Renter-Occupied Units = 22,075; Total Owner-Occupied Units = 19,649. Values may not sum given rounding and estimation errors  
SOURCE: 2009-2013 American Community Survey 5-Year Estimates

# CITY OF SANDY SPRINGS

Exhibit I-46

## RENTERS BY FAMILY TYPE SANDY SPRINGS, GEORGIA 2013

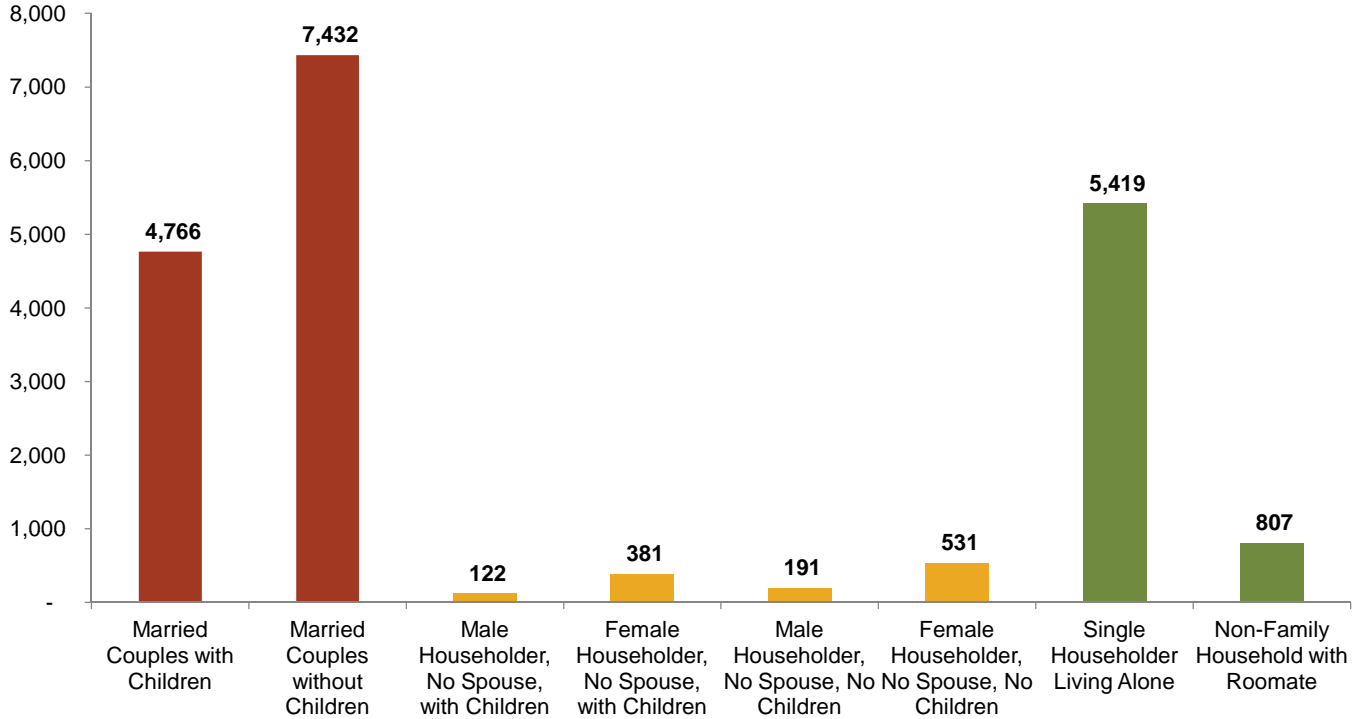


NOTE: Total Renter-Occupied Units = 22,075; Total Owner-Occupied Units = 19,649. Values may not sum given rounding and estimation errors  
SOURCE: 2009-2013 American Community Survey 5-Year Estimates

# CITY OF SANDY SPRINGS

Exhibit I-47

## OWNERS BY FAMILY TYPE SANDY SPRINGS, GEORGIA 2013

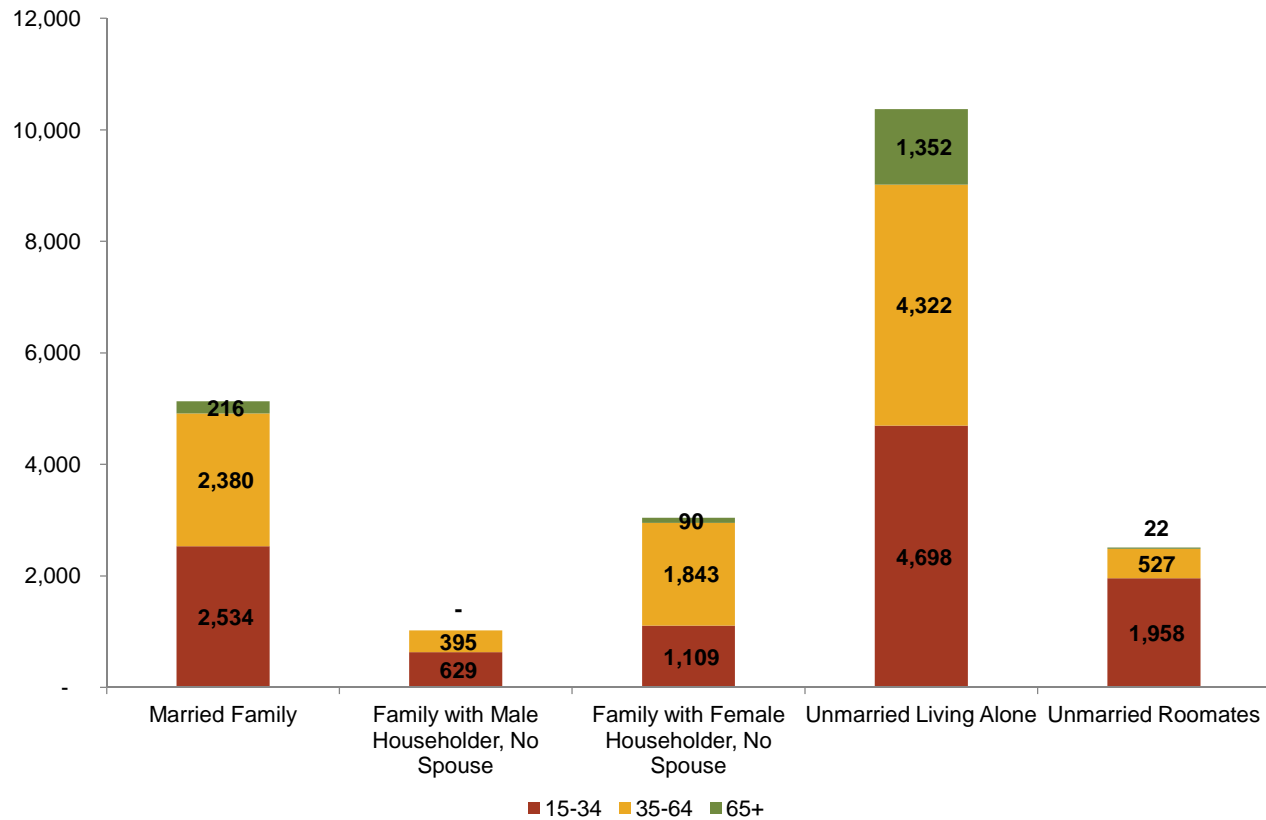


NOTE: Total Renter-Occupied Units = 22,075; Total Owner-Occupied Units = 19,649. Values may not sum given rounding and estimation errors  
 SOURCE: 2009-2013 American Community Survey 5-Year Estimates

# CITY OF SANDY SPRINGS

Exhibit I-48

## RENTERS BY FAMILY TYPE AND AGE SANDY SPRINGS, GEORGIA 2013



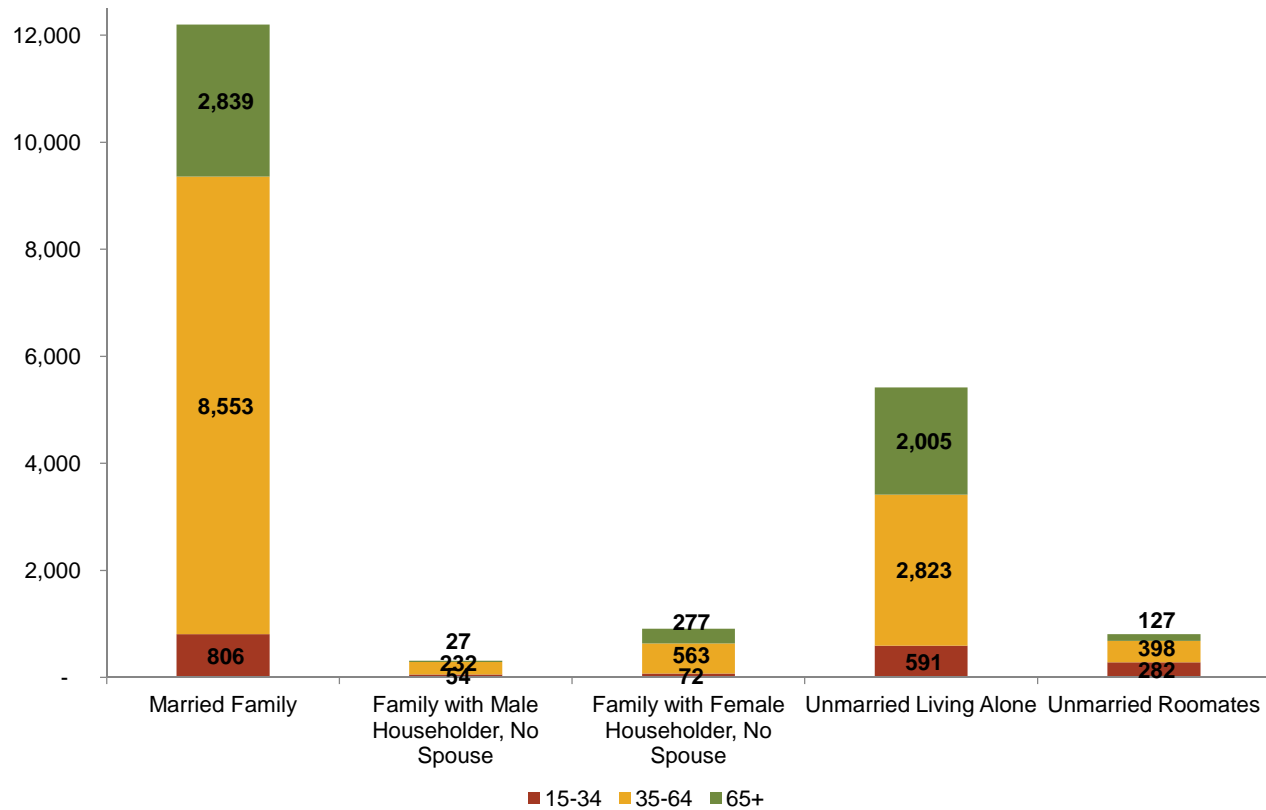
NOTE: Total Renter-Occupied Units = 22,075; Total Owner-Occupied Units = 19,649. Values may not sum given rounding and estimation errors

SOURCE: 2009-2013 American Community Survey 5-Year Estimates

# CITY OF SANDY SPRINGS

Exhibit I-49

## OWNERS BY FAMILY TYPE AND AGE SANDY SPRINGS, GEORGIA 2013



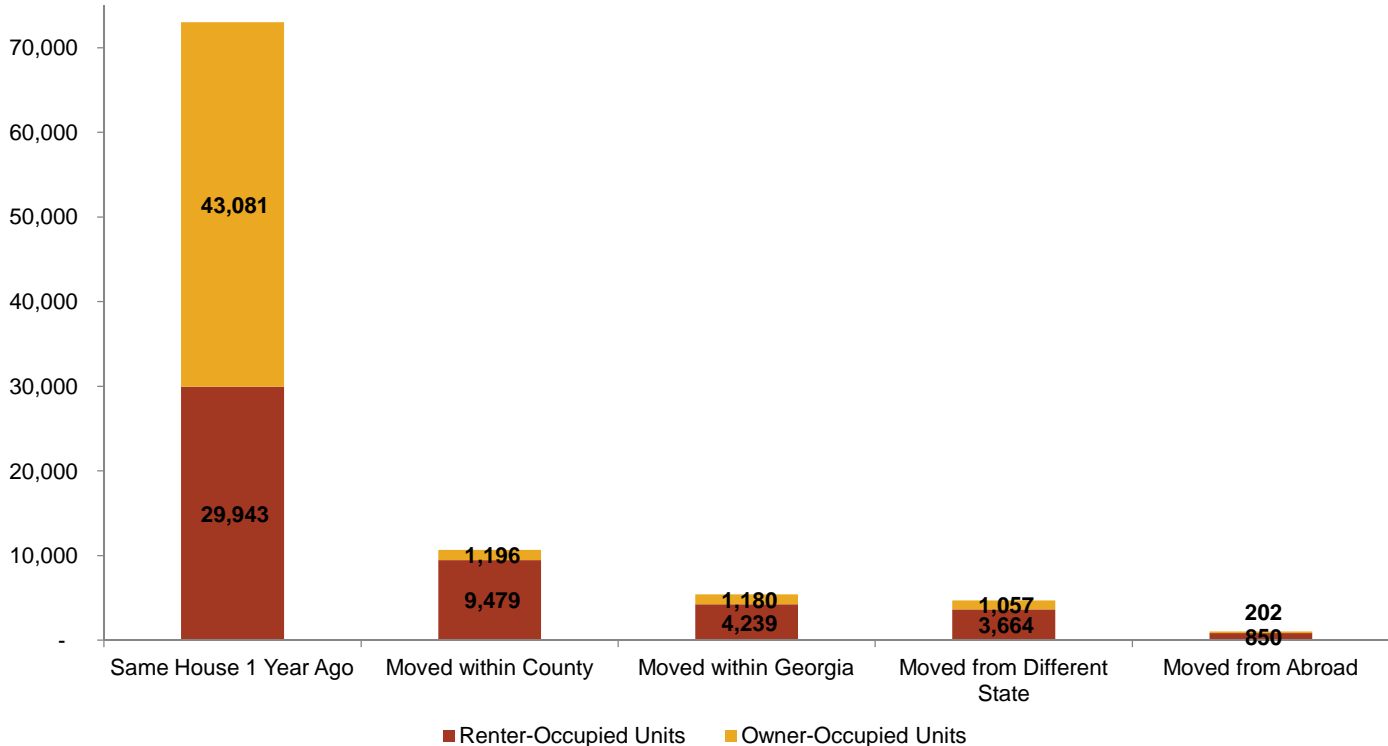
NOTE: Total Renter-Occupied Units = 22,075; Total Owner-Occupied Units = 19,649. Values may not sum given rounding and estimation errors

SOURCE: 2009-2013 American Community Survey 5-Year Estimates

# CITY OF SANDY SPRINGS

Exhibit I-50

## GEOGRAPHIC MOBILITY FOR POPULATION 1 YEAR AND OLDER BY TENURE SANDY SPRINGS, GEORGIA 2013

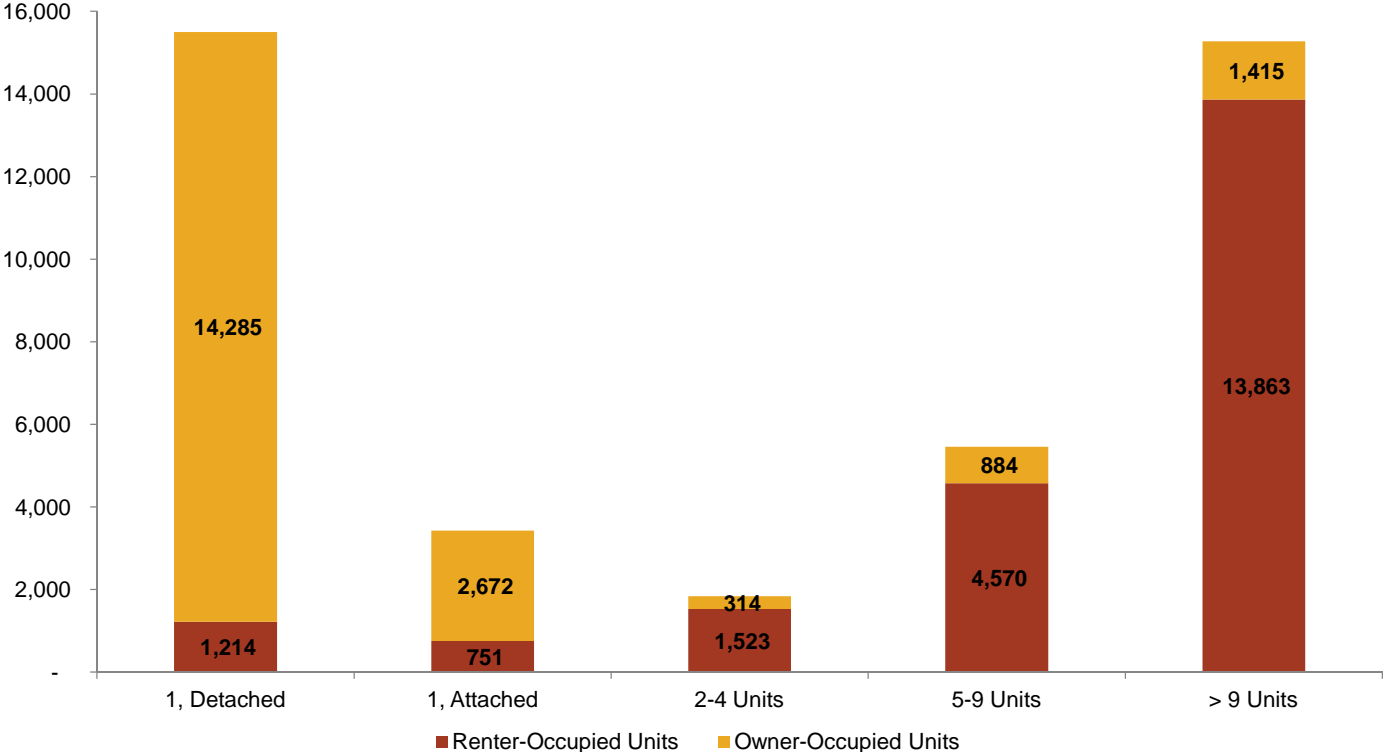


NOTE: Total Renter-Occupied Units = 22,075; Total Owner-Occupied Units = 19,649. Values may not sum given rounding and estimation errors  
SOURCE: 2009-2013 American Community Survey 5-Year Estimates

# CITY OF SANDY SPRINGS

Exhibit I-51

NUMBER OF RENTER OR OWNER OCCUPIED UNITS BY BUILDING SIZE  
SANDY SPRINGS, GEORGIA  
2013

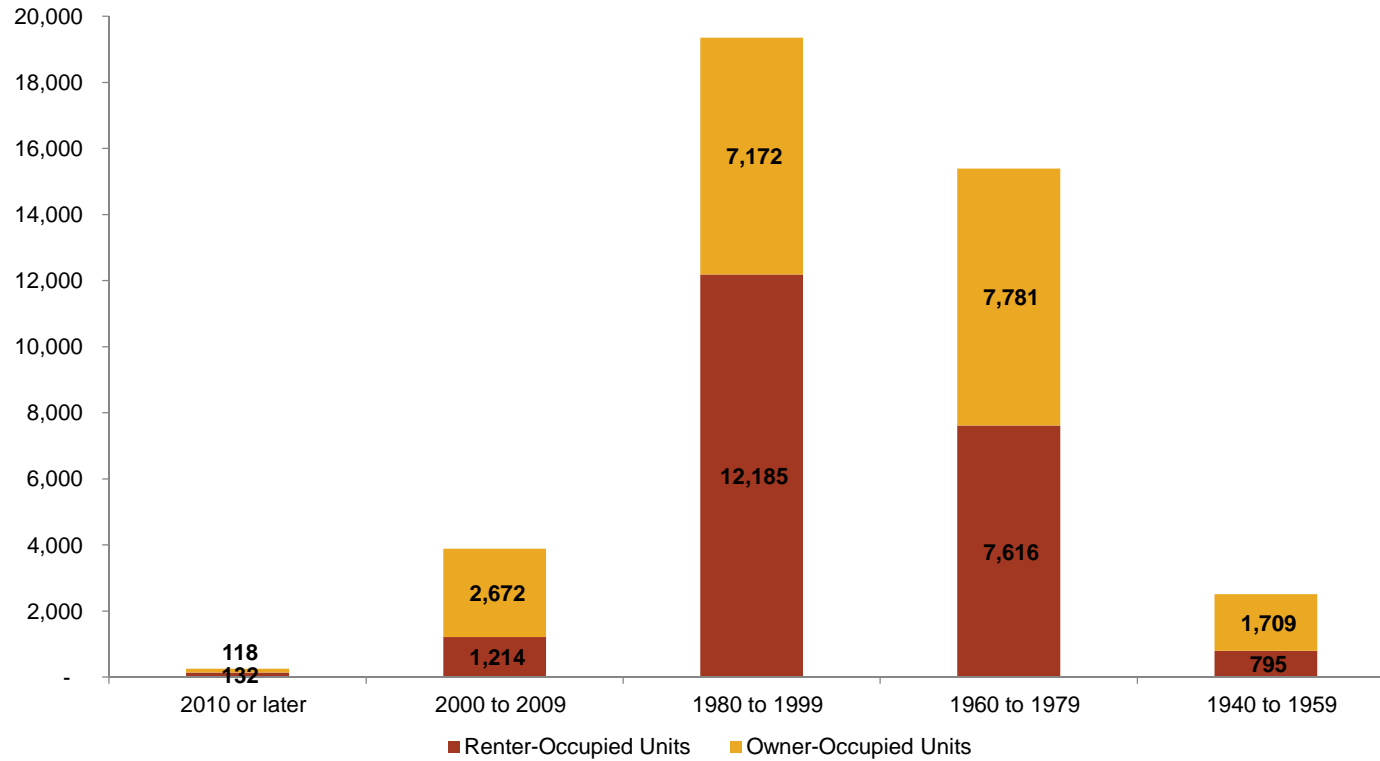


NOTE: Total Renter-Occupied Units = 22,075; Total Owner-Occupied Units = 19,649. Values may not sum given rounding and estimation errors  
SOURCE: 2009-2013 American Community Survey 5-Year Estimates

# CITY OF SANDY SPRINGS

Exhibit I-52

NUMBER OF RENTER OR OWNER-OCCUPIED UNITS BY YEAR STRUCTURE BUILT  
SANDY SPRINGS, GEORGIA  
2013



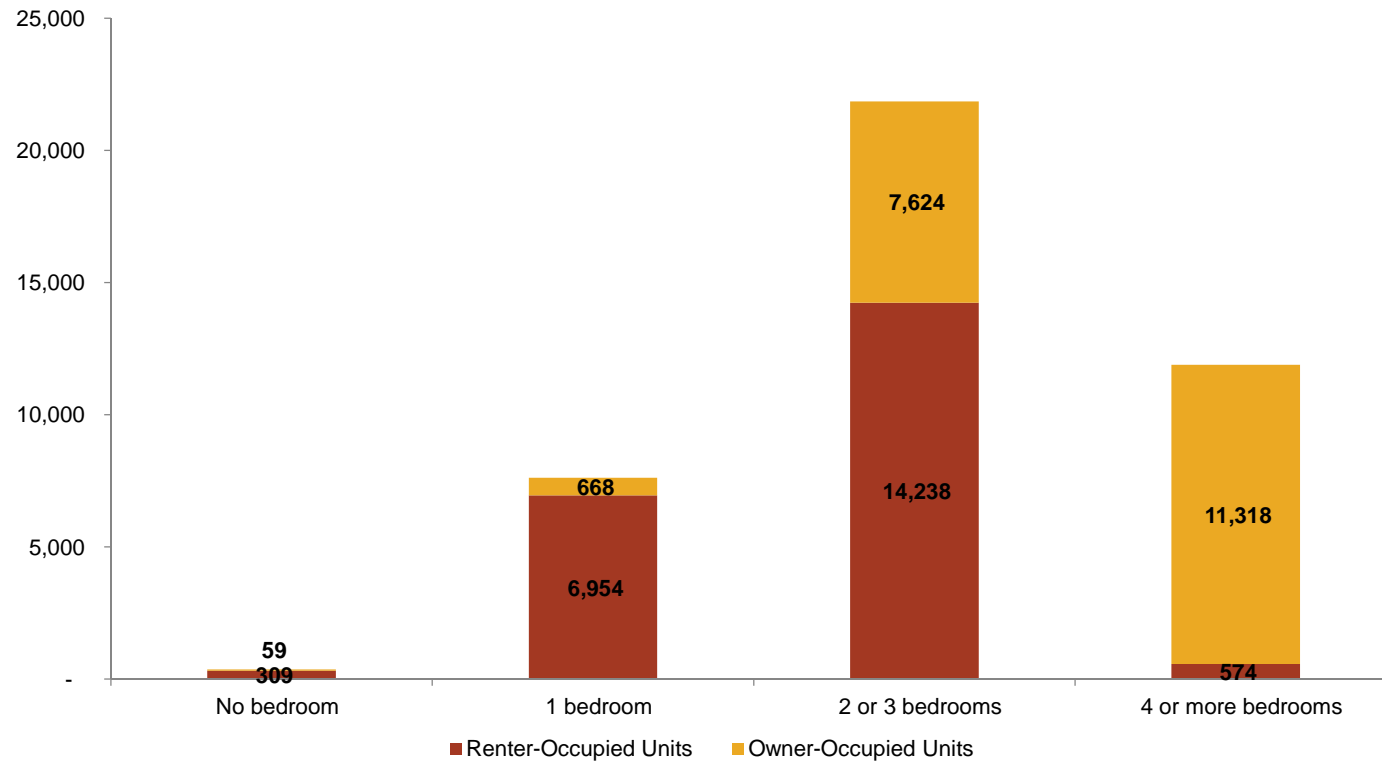
NOTE: Total Renter-Occupied Units = 22,075; Total Owner-Occupied Units = 19,649. Values may not sum given rounding and estimation errors  
SOURCE: 2009-2013 American Community Survey 5-Year Estimates



# CITY OF SANDY SPRINGS

Exhibit I-53

NUMBER OF RENTER OR OWNER-OCCUPIED UNITS BY NUMBER OF BEDROOMS PER UNIT  
SANDY SPRINGS, GEORGIA  
2013



NOTE: Total Renter-Occupied Units = 22,075; Total Owner-Occupied Units = 19,649. Values may not sum given rounding and estimation errors  
SOURCE: 2009-2013 American Community Survey 5-Year Estimates

# CITY OF SANDY SPRINGS

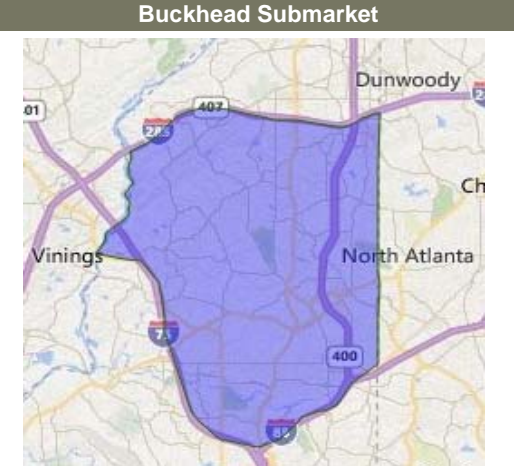
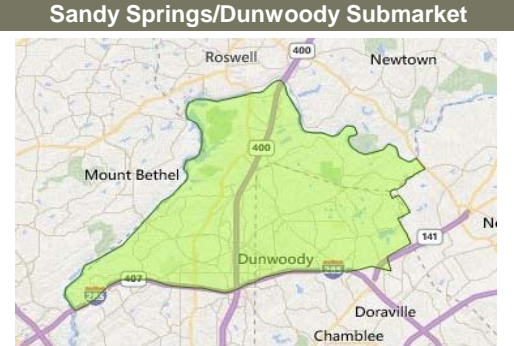
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## II. FOR-RENT RESIDENTIAL MARKET

# CITY OF SANDY SPRINGS

Exhibit II-1

## RENTAL APARTMENT SUBMARKET MAPS ATLANTA REGION AND SANDY SPRINGS, GEORGIA 2015



SOURCE: Reis, Inc.

# CITY OF SANDY SPRINGS

## Exhibit II-2

### RENTAL APARTMENT SUBMARKET COMPARISON ATLANTA REGION Q1 2015

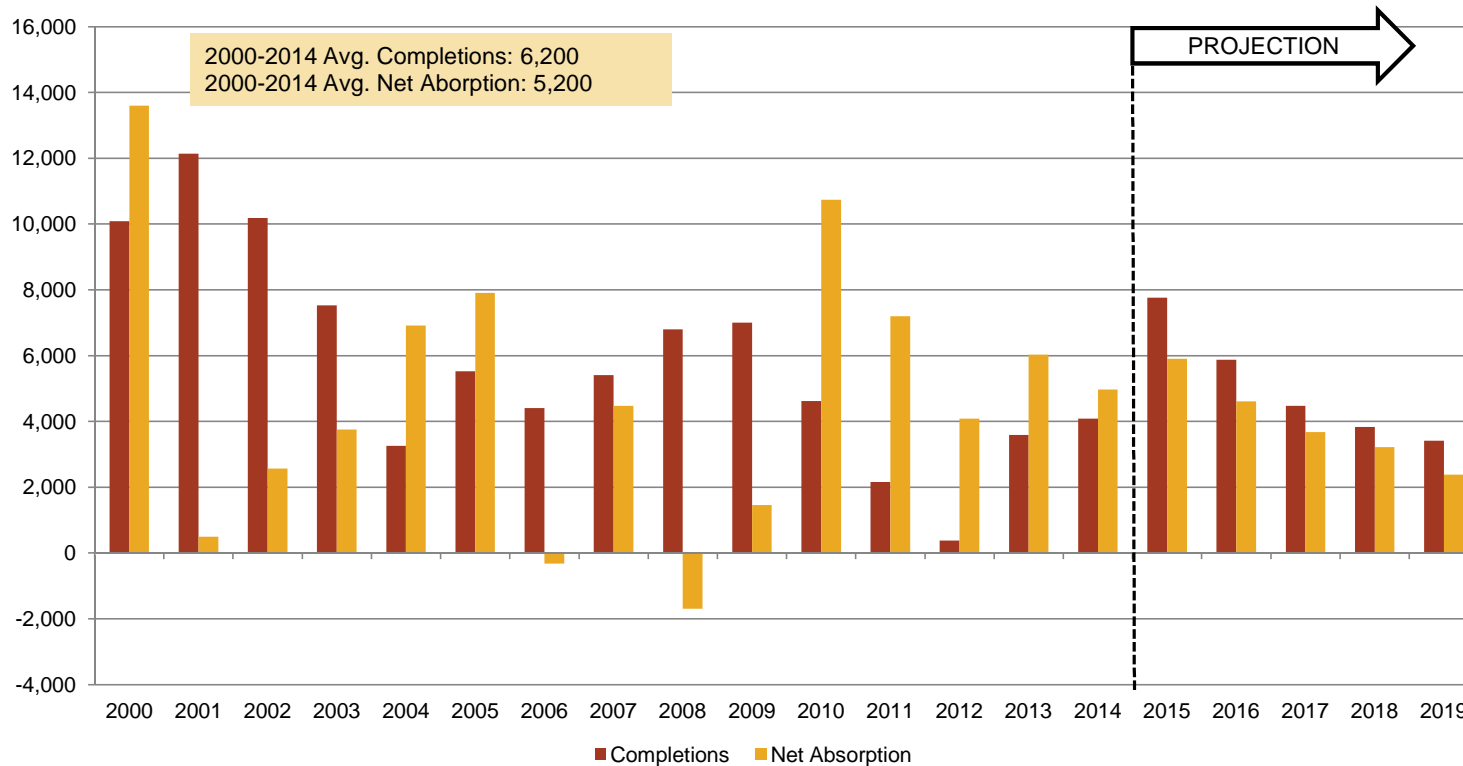
Sorted by Asking Rent				
SUBMARKET	INVENTORY (BUILDINGS)	INVENTORY (SF/UNITS)	ASKING RENT (\$)	VACANCY (%)
Buckhead	89	20,326	\$1,330	4.2%
Midtown	95	17,611	\$1,319	8.5%
North DeKalb	175	35,976	\$1,037	4.1%
Central I-75 West	55	9,445	\$1,030	7.6%
Sandy Spg/Dunwoody	94	26,007	\$1,029	4.2%
Roswell/Alpharetta	81	23,380	\$1,014	3.8%
North Gwinnett	86	23,307	\$931	4.2%
Marietta	153	35,150	\$917	3.6%
Smyrna	94	23,862	\$912	3.6%
Cherokee County	26	4,679	\$910	3.5%
Decatur/Avondale	95	16,470	\$875	7.5%
South Gwinnett	116	27,399	\$846	3.8%
I-20 East	55	12,081	\$839	3.5%
South Fulton	209	33,573	\$794	9.6%
Clayton/Henry	169	31,220	\$791	6.2%
I-20 West	46	9,046	\$780	4.8%
Clarkston/Stn Mtn	81	17,210	\$727	7.9%
South DeKalb	20	4,726	\$707	17.2%

SOURCE: Reis, Inc.

# CITY OF SANDY SPRINGS

*Exhibit II-3*

## HISTORICAL AND PROJECTED COMPLETIONS AND NET ABSORPTION ATLANTA APARTMENT MARKET 2000-2019



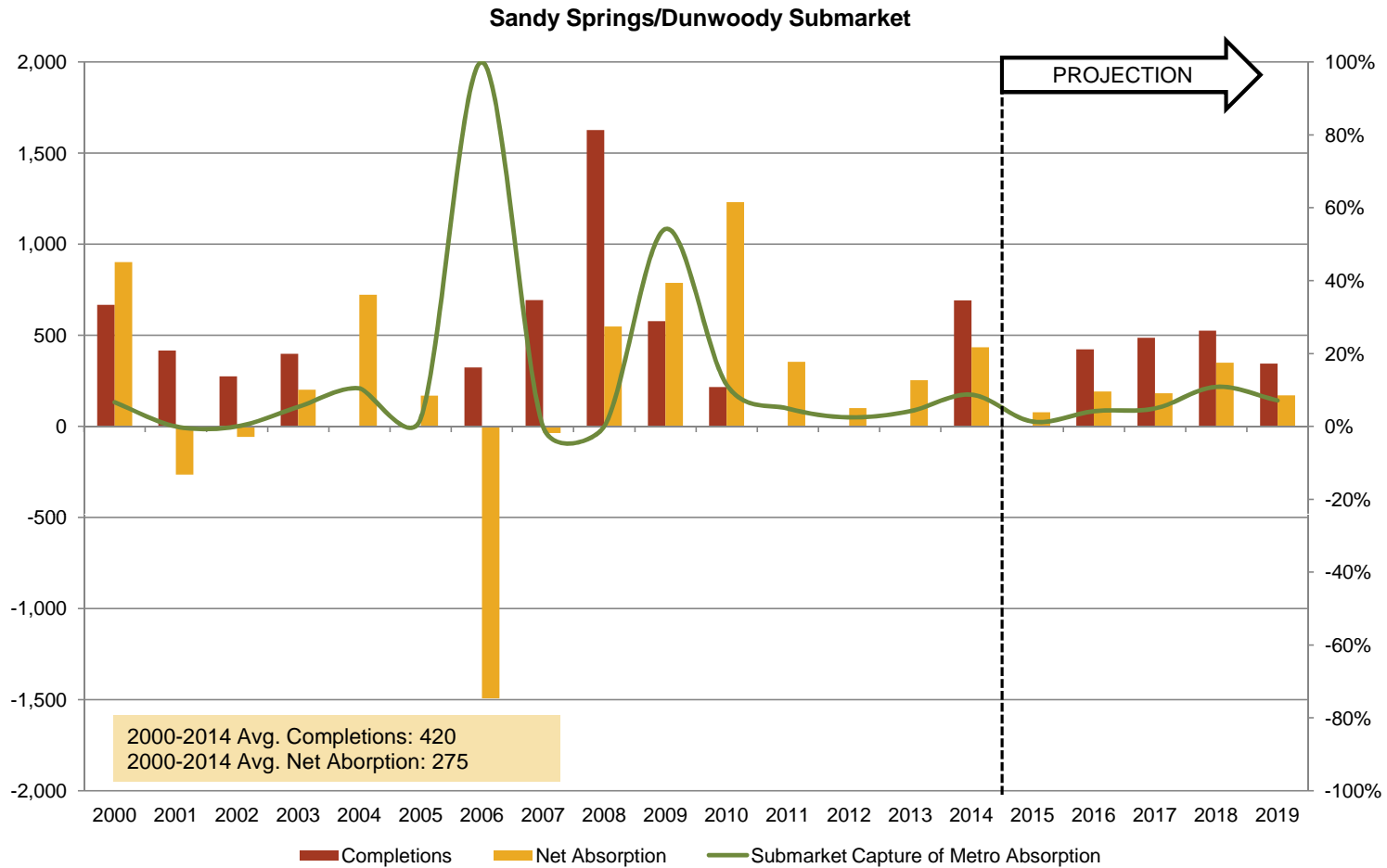
The Reis Atlanta metro apartment market includes: Clayton, Cobb, DeKalb, Fulton, Gwinnett, Henry, and portions of Cherokee, Douglas, Fayette, Forsyth, and Rockdale counties. The following Census Bureau MSA counties are excluded: Barrow, Bartow, Butts, Carroll, Coweta, Dawson, Haralson, Heard, Jasper, Lamar, Meriwether, Newton, Paulding, Pickens, Pike, Spaulding, and Walton.

SOURCE: Reis, Inc.; RCLCO

# CITY OF SANDY SPRINGS

Exhibit II-4

## HISTORICAL AND PROJECTED COMPLETIONS AND NET ABSORPTION SANDY SPRINGS/DUNWOODY AND BUCKHEAD SUBMARKETS 2000-2019

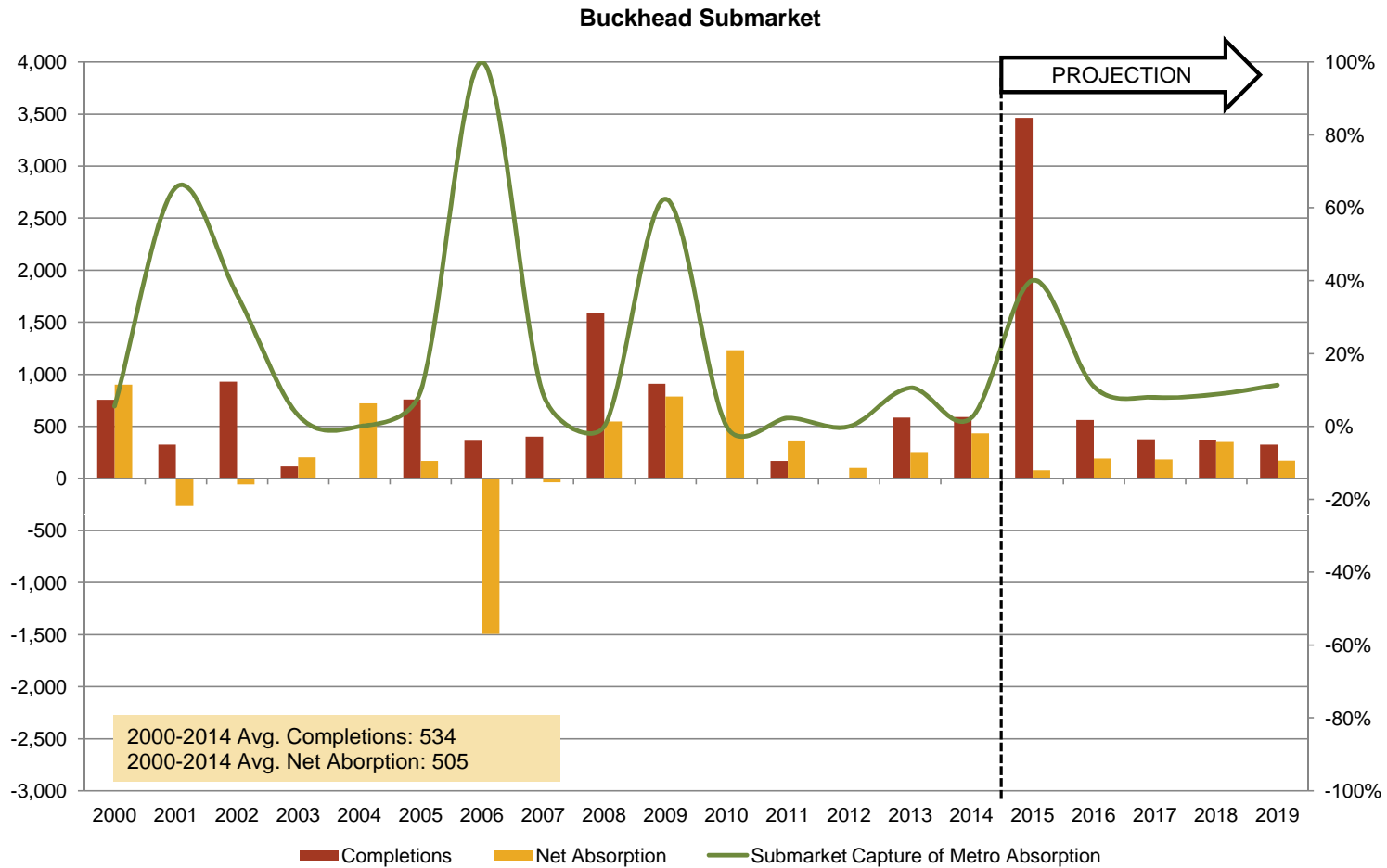


SOURCE: Reis, Inc.; RCLCO

# CITY OF SANDY SPRINGS

Exhibit II-4

## HISTORICAL AND PROJECTED COMPLETIONS AND NET ABSORPTION SANDY SPRINGS/DUNWOODY AND BUCKHEAD SUBMARKETS 2000-2019

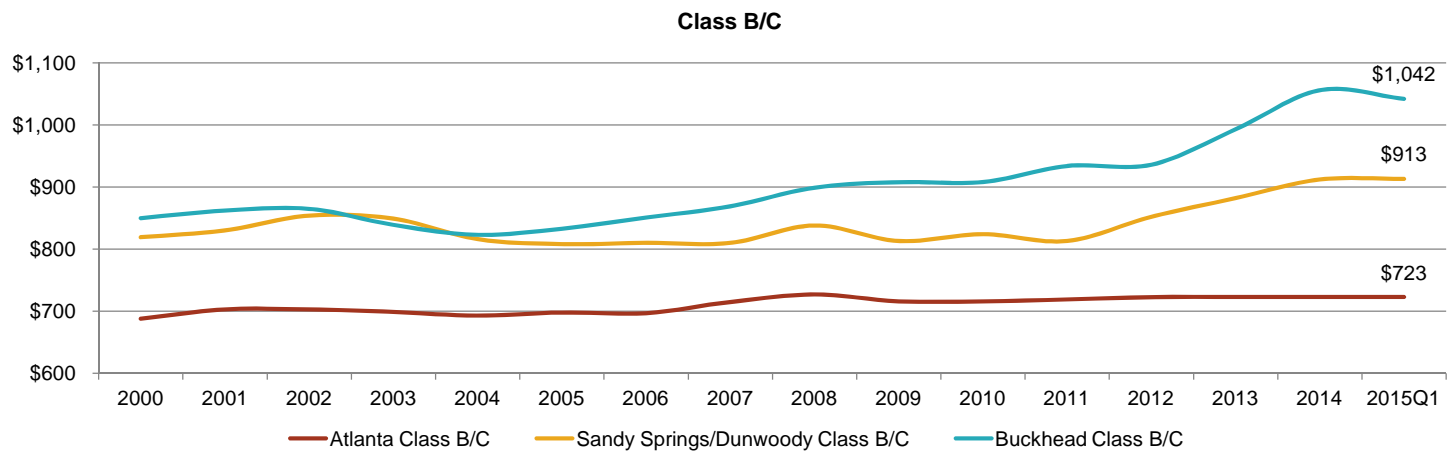
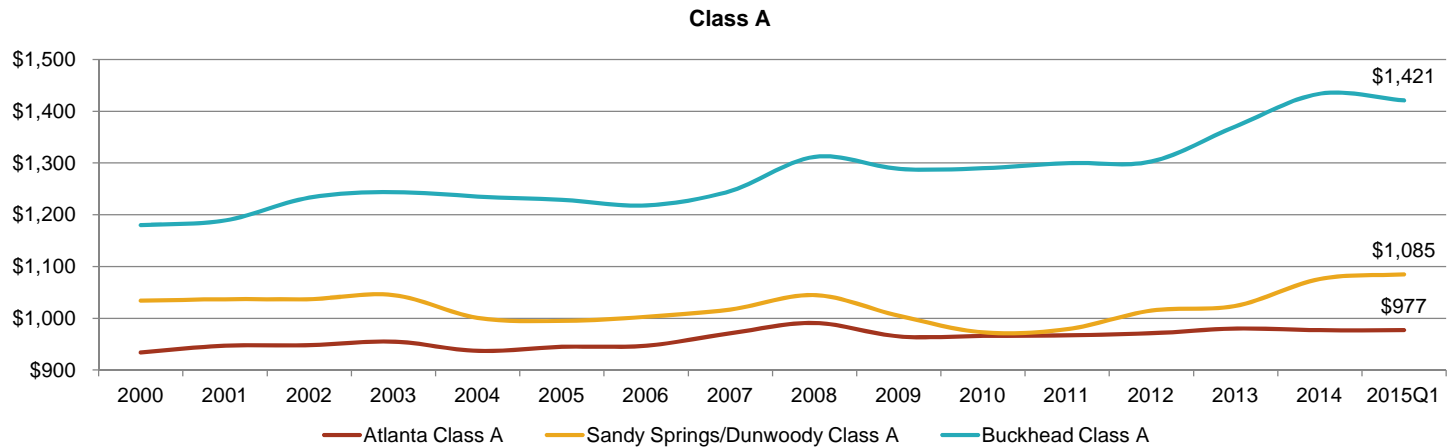


SOURCE: Reis, Inc.; RCLCO

# CITY OF SANDY SPRINGS

Exhibit II-5

## CLASS A AND B/C ASKING RENTAL RATES ATLANTA REGION AND SANDY SPRINGS/DUNWOODY SUBMARKET 2000-Q1 2015



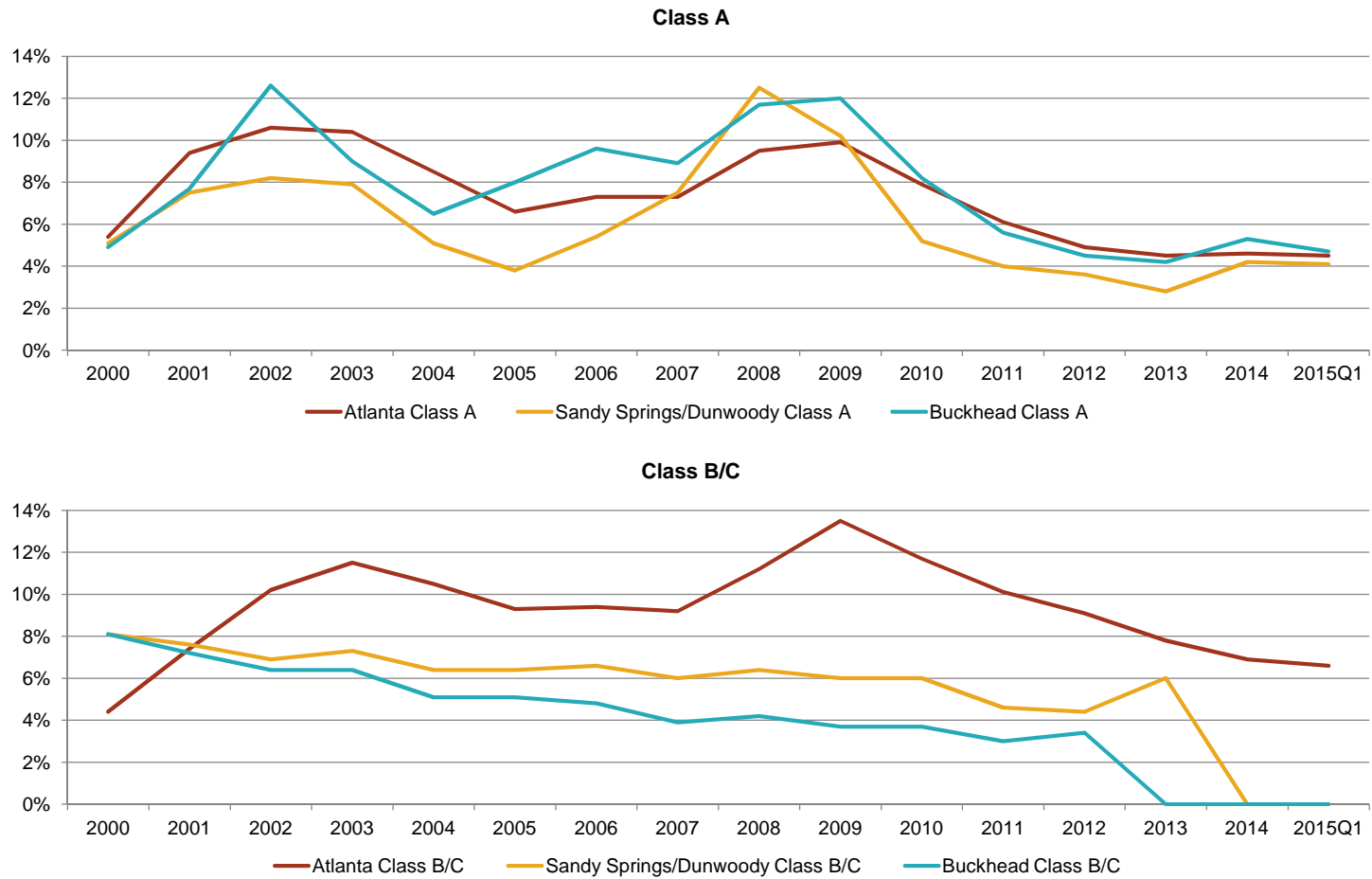
SOURCE: Reis, Inc.; RCLCO



# CITY OF SANDY SPRINGS

Exhibit II-6

## CLASS A AND CLASS B/C VACANCY RATES ATLANTA REGION AND SANDY SPRINGS/DUNWOODY SUBMARKET 2000-Q1 2015

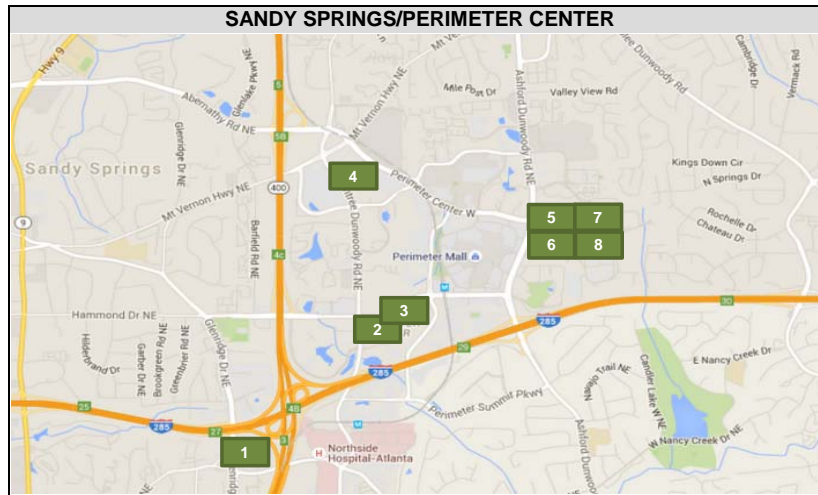


SOURCE: Reis, Inc.; RCLCO

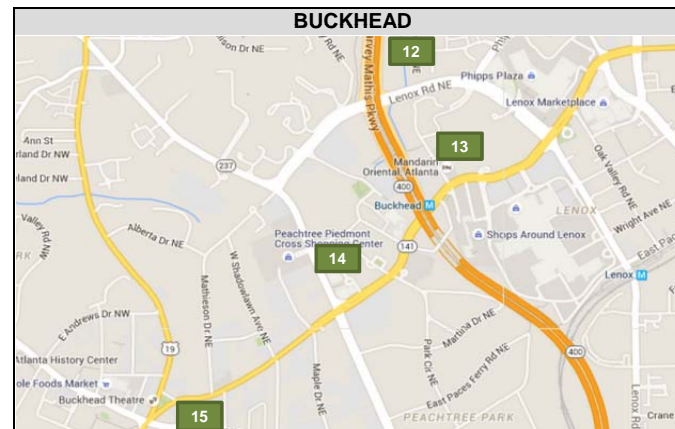
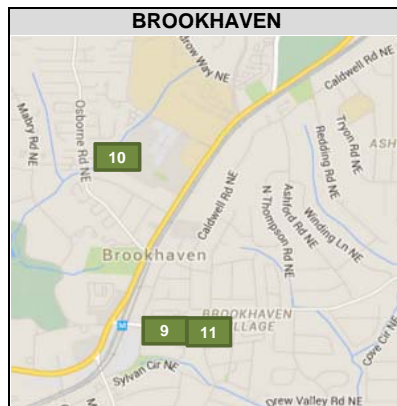
# CITY OF SANDY SPRINGS

Exhibit II-7

## MAP OF RECENT RENTAL APARTMENT DELIVERIES SANDY SPRINGS/PERIMETER, BUCKHEAD, AND BROOKHAVEN AUGUST 2015



KEY	
1	Indigo House
2	Citizen Perimeter
3	1160 Hammond
4	Peachtree Dunwoody Place
5	Axis at Perimeter
6	Alexander at the Perimeter
7	The Heights Perimeter Center
8	The Drexel
9	@1377 Apartments
10	1105 Town Brookhaven
11	Alta Brookhaven
12	High Rise at Post Alexander
13	Cyan on Peachtree
14	Berkshire Terminus
15	Residences at Buckhead



SOURCE: Google, RCLCO

# CITY OF SANDY SPRINGS

## Exhibit II-8

### RECENTLY DELIVERED RENTAL APARTMENT PROJECTS SANDY SPRINGS/PERIMETER, BUCKHEAD, AND BROOKHAVEN AUGUST 2015

MAP KEY	PROJECT NAME LOCATION	TOTAL UNITS	YEAR BUILT	STORIES	OCC.	LEASE UP PACE (MO)	NO. UNITS	MIX	UNIT TYPE	SIZE RANGE	AVG UNIT SIZE	ASKING RENT RANGE	AVG. ASKING RENT	ABSOLUTE VALUE RATIO
<b>SANDY SPRINGS AND PERIMETER CENTER COMPETITIVE DELIVERIES SINCE 2008</b>														
<b>1</b>	<b>Indigo House</b> 111 Glenridge Pt Pkwy NE Atlanta, Georgia 30342 844-823-6344	181	2015	6	13% 23% leased	20	121	67%	1B/1b	622 - 854	738	\$1,194 - \$1,635	\$1,415	\$1.91 - \$1.92
							53	29%	2B/2b	1,032 - 1,361	1,197	\$1,800 - \$2,594	\$2,197	\$1.74 - \$1.91
							7	4%	2B/2b+Den	1,458 - 1,458	1,458	\$3,000 - \$3,000	\$3,000	\$2.06 - \$2.06
							181	100%	Range	622 - 1,458	900	\$1,194 - \$3,000	\$1,705	\$1.74 - \$2.06
												Estimated Avg./SF		\$1.90
<b>2</b>	<b>Citizen Perimeter</b> 1125 Hammond Dr Sandy Springs, GA 30328 855-534-5690	341	2014	6	80%	23	215	63%	1B/1b	638 - 879	759	\$1,220 - \$1,700	\$1,460	\$1.91 - \$1.93
							126	37%	2B/2b	1,020 - 1,288	1,154	\$1,790 - \$3,000	\$2,395	\$1.75 - \$2.33
							341	100%	Range	638 - 1,288	905	\$1,220 - \$3,000	\$1,805	\$1.75 - \$2.33
												Estimated Avg./SF		\$1.97
<b>3</b>	<b>1160 Hammond</b> 1600 Hammond Dr NE Sandy Springs, GA 30328 770-395-9757	349	2014	5	70%	20	60	17%	Studio	547 - 678	613	\$1,100 - \$1,450	\$1,275	\$2.01 - \$2.14
							175	50%	1B/1b	650 - 987	819	\$1,190 - \$1,610	\$1,400	\$1.63 - \$1.83
							85	24%	2B/2b	1,132 - 1,327	1,230	\$1,885 - \$2,335	\$2,110	\$1.67 - \$1.76
							29	8%	3B/2b	1,450 - 1,628	1,539	\$2,300 - \$2,600	\$2,450	\$1.59 - \$1.60
							349	100%	Range	547 - 1,628	943	\$1,100 - \$2,600	\$1,639	\$1.59 - \$2.14
												Estimated Avg./SF		\$1.77
<b>4</b>	<b>Peachtree Dunwoody Place</b> 6355 Peachtree Dunwoody Rd NE Atlanta, GA 30328 770-522-0012	216	2010	7	N/A	N/A	65	30%	1B/1b	754 - 1,211	983	\$1,385 - \$2,075	\$1,730	\$1.71 - \$1.84
							62	29%	1B/2b+Den	1,218 - 1,666	1,442	\$1,690 - \$2,330	\$2,010	\$1.39 - \$1.40
							38	18%	2B/2b	1,225 - 1,556	1,391	\$1,795 - \$2,336	\$2,066	\$1.47 - \$1.50
							38	18%	2B/2b+Den	1,477 - 1,750	1,614	\$2,195 - \$2,250	\$2,223	\$1.29 - \$1.49
							13	6%	2B/3b+Den PH	2,437 - 2,437	2,437	\$4,340 - \$4,340	\$4,340	\$1.78 - \$1.78
							216	100%	Range	754 - 2,437	1,385	\$1,385 - \$4,340	\$2,113	\$1.29 - \$1.84
												Estimated Avg./SF		\$1.55
<b>5</b>	<b>Axis at Perimeter</b> 8 Perimeter Center E Atlanta, GA 30346 844-469-4710	313	2009	5	96%	N/A	128	41%	1B/1b	659 - 844	752	\$1,160 - \$1,395	\$1,278	\$1.65 - \$1.76
							55	18%	1B/1b+Den	836 - 870	853	\$1,375 - \$1,410	\$1,393	\$1.62 - \$1.64
							130	42%	2B/2b	1,021 - 1,155	1,088	\$1,500 - \$1,675	\$1,588	\$1.45 - \$1.47
							313	100%	Range	659 - 1,155	909	\$1,160 - \$1,675	\$1,426	\$1.45 - \$1.76
												Estimated Avg./SF		\$1.59

SOURCE: Leasing agents; Google Earth; RCLCO

# CITY OF SANDY SPRINGS

## Exhibit II-8

### RECENTLY DELIVERED RENTAL APARTMENT PROJECTS SANDY SPRINGS/PERIMETER, BUCKHEAD, AND BROOKHAVEN AUGUST 2015

MAP KEY	PROJECT NAME LOCATION	TOTAL UNITS	YEAR BUILT	STORIES	OCC.	LEASE UP PACE (MO)	NO. UNITS	MIX	UNIT TYPE	SIZE RANGE	AVG UNIT SIZE	ASKING RENT RANGE	AVG. ASKING RENT	ABSOLUTE VALUE RATIO
6	<b>Alexander at the Perimeter</b> 70 Perimeter Center E Atlanta, GA 30346 855-807-3436	380	2008	4	99%	N/A	161	42%	1B/1b	636 - 973	805	\$1,100 - \$1,350	\$1,225	\$1.39 - \$1.73
							203	53%	2B/2b	1,020 - 1,253	1,137	\$1,515 - \$1,760	\$1,638	\$1.40 - \$1.49
							16	4%	3B/3b	1,526 - 1,588	1,557	\$2,000 - \$2,400	\$2,200	\$1.31 - \$1.51
							380	100%	Range	636 - 1,588	1,014	\$1,100 - \$2,400	\$1,486	\$1.31 - \$1.73
												Estimated Avg./SF	\$1.49	
7	<b>The Heights Perimeter Center</b> 100 Perimeter Trace Dunwoody, GA 30346 770-399-9920	266	2008	5	94%	N/A	174	65%	1B/1b	632 - 839	736	\$1,210 - \$1,505	\$1,358	\$1.79 - \$1.91
							4	2%	1B/1b+Loft	893 - 893	893	\$1,500 - \$1,500	\$1,500	\$1.68 - \$1.68
							84	32%	2B/2b	1,072 - 1,200	1,136	\$1,740 - \$2,030	\$1,885	\$1.62 - \$1.69
							4	2%	2B/2b+Loft	1,165 - 1,165	1,165	\$2,000 - \$2,000	\$2,000	\$1.72 - \$1.72
												Estimated Avg./SF	\$1.79	
8	<b>The Drexel</b> 100 Drexel Pt Dunwoody, GA 30346 770-817-8300	157	2008	5	96%	N/A	43	27%	1B/1b	895 - 895	895	\$1,331 - \$1,560	\$1,446	\$1.49 - \$1.74
							12	8%	1B/1b+Den	1,072 - 1,072	1,072	\$1,802 - \$1,856	\$1,829	\$1.68 - \$1.73
							88	56%	2B/2b	1,251 - 1,447	1,349	\$2,040 - \$2,257	\$2,149	\$1.56 - \$1.63
							14	9%	2B/2b+Den	1,477 - 1,702	1,590	\$2,600 - \$2,800	\$2,700	\$1.65 - \$1.76
												Estimated Avg./SF	\$1.62	

SOURCE: Leasing agents; Google Earth; RCLCO

# CITY OF SANDY SPRINGS

## Exhibit II-8

### RECENTLY DELIVERED RENTAL APARTMENT PROJECTS SANDY SPRINGS/PERIMETER, BUCKHEAD, AND BROOKHAVEN AUGUST 2015

MAP KEY	PROJECT NAME LOCATION	TOTAL UNITS	YEAR BUILT	STORIES	OCC.	LEASE UP PACE (MO)	NO. UNITS	MIX	UNIT TYPE	SIZE RANGE	AVG UNIT SIZE	ASKING RENT RANGE	AVG. ASKING RENT	ABSOLUTE VALUE RATIO
<b>REPRESENTATIVE BROOKHAVEN NEW DELIVERIES</b>														
<b>9</b>	<b>@1377 Apartments</b> 1377 Dresden Dr Brookhaven, GA 30319 404-949-5555	215	2014	4	93%	N/A	3	1%	Studio	468 - 468	468	\$1,045 - \$1,045	\$1,045	\$2.23 - \$2.23
							119	55%	1B/1b	654 - 725	690	\$1,145 - \$1,475	\$1,310	\$1.75 - \$2.03
							40	19%	1B/1b+Den	947 - 1,086	1,017	\$1,560 - \$1,700	\$1,630	\$1.57 - \$1.65
							50	23%	2B/2b	1,054 - 1,347	1,201	\$1,835 - \$2,295	\$2,065	\$1.70 - \$1.74
							3	1%	2B/2b+Den	1,537 - 1,537	1,537	\$3,045 - \$3,070	\$3,058	\$1.98 - \$2.00
							215	100%	Range	468 - 1,537	878	\$1,045 - \$3,070	\$1,566	\$1.57 - \$2.23
												Estimated Avg./SF		<b>\$1.81</b>
<b>10</b>	<b>1105 Town Brookhaven</b> 1105 Town Blvd Atlanta, GA 30319 1-866-648-1577	299	2014	6	74%	25	153	51%	1B/1b	682 - 880	781	\$1,435 - \$1,700	\$1,568	\$1.93 - \$2.10
							27	9%	1B/1b+Loft or Den	932 - 996	964	\$1,825 - \$1,825	\$1,825	\$1.83 - \$1.96
							99	33%	2B/2b	1,097 - 1,468	1,283	\$1,981 - \$2,605	\$2,293	\$1.77 - \$1.81
							20	7%	2B/2b+Loft or Den	1,264 - 1,376	1,320	\$2,500 - \$2,650	\$2,575	\$1.93 - \$1.98
							299	100%	Range	682 - 1,468	1,000	\$1,435 - \$2,650	\$1,898	\$1.77 - \$2.10
												Estimated Avg./SF		<b>\$1.93</b>
<b>11</b>	<b>Alta Brookhaven</b> 1295 Dresden Dr NE Brookhaven, GA 30319 404-458-1400	230	2014	4	48%	40	38	17%	Studio	627 - 704	666	\$1,205 - \$1,335	\$1,270	\$1.90 - \$1.92
							112	49%	1B/1b	732 - 819	776	\$1,405 - \$1,580	\$1,493	\$1.92 - \$1.93
							80	35%	2B/2b	1,044 - 1,194	1,119	\$1,855 - \$2,120	\$1,988	\$1.78 - \$1.78
							230	100%	Range	627 - 1,194	877	\$1,205 - \$2,120	\$1,628	\$1.78 - \$1.93
												Estimated Avg./SF		<b>\$1.87</b>

SOURCE: Leasing agents; Google Earth; RCLCO

# CITY OF SANDY SPRINGS

## Exhibit II-8

### RECENTLY DELIVERED RENTAL APARTMENT PROJECTS SANDY SPRINGS/PERIMETER, BUCKHEAD, AND BROOKHAVEN AUGUST 2015

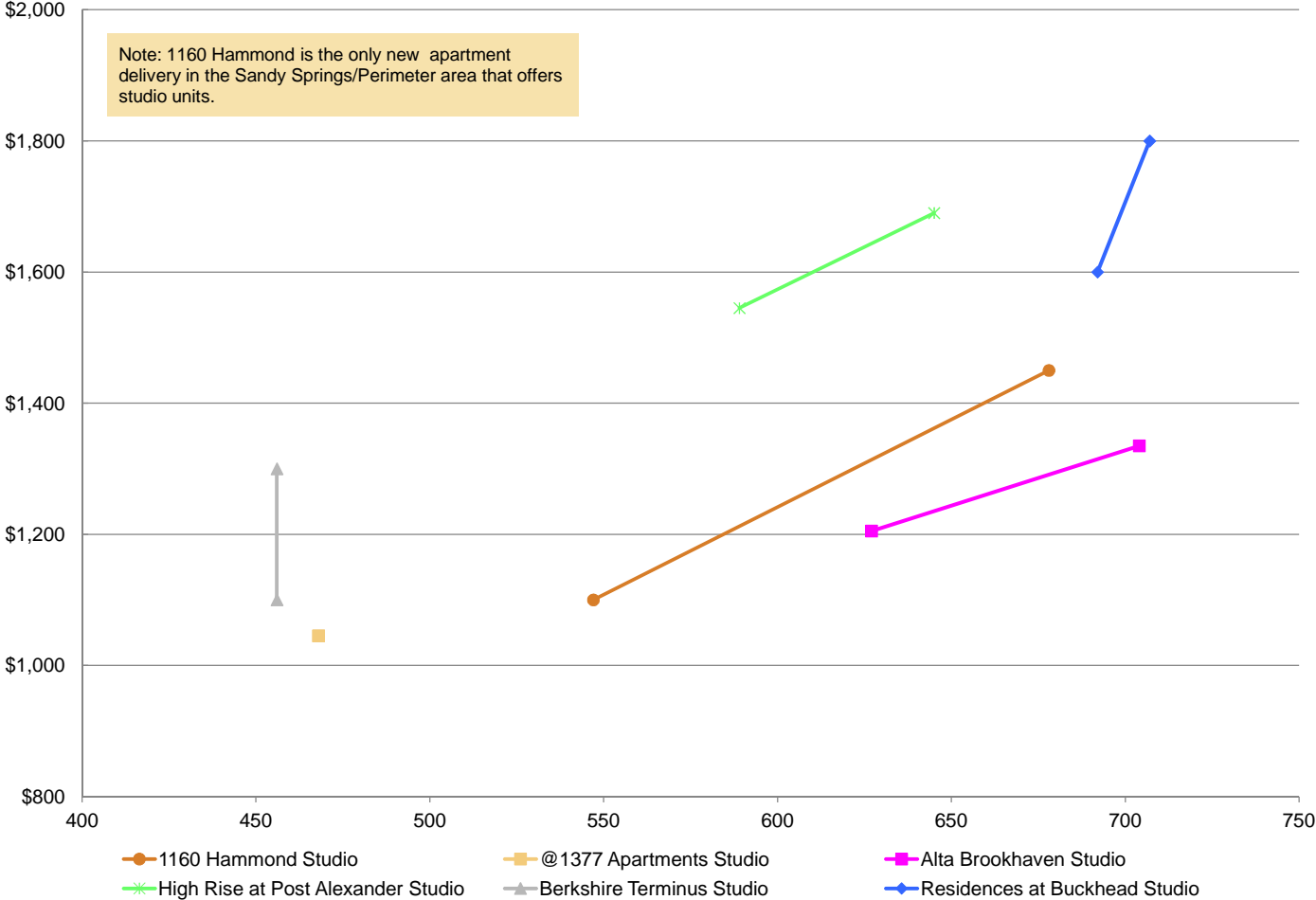
MAP KEY	PROJECT NAME LOCATION	TOTAL UNITS	YEAR BUILT	STORIES	OCC.	LEASE UP PACE (MO)	NO. UNITS	MIX	UNIT TYPE	SIZE RANGE	AVG UNIT SIZE	ASKING RENT RANGE	AVG. ASKING RENT	ABSOLUTE VALUE RATIO
<b>REPRESENTATIVE BUCKHEAD NEW DELIVERIES</b>														
12	<b>High Rise at Post Alexander</b> 600 Phipps Blvd Atlanta, GA 30326 404-841-0872	340	2015	26	15%	20	136	40%	Studio	589 - 645	617	\$1,545 - \$1,690	\$1,618	\$2.62 - \$2.62
							85	25%	1B/1b	698 - 751	725	\$1,735 - \$1,885	\$1,810	\$2.49 - \$2.51
							119	35%	2B/2b	892 - 1,202	1,047	\$2,135 - \$2,925	\$2,530	\$2.39 - \$2.43
							340	100%	Range	589 - 1,202	794	\$1,545 - \$2,925	\$1,985	\$2.39 - \$2.62
												Estimated Avg./SF	\$2.52	
13	<b>Cyan on Peachtree</b> 3380 Peachtree Rd NE Atlanta, GA 30326	329	2015	23	30%	30	188	51%	1B/1b	580 - 751	666	\$1,590 - \$1,930	\$1,760	\$2.57 - \$2.74
							38	10%	2B/1b	802 - 802	802	\$1,760 - \$1,935	\$1,848	\$2.19 - \$2.41
							82	22%	2B/2b	1,034 - 1,054	1,044	\$2,225 - \$2,450	\$2,338	\$2.15 - \$2.32
							21	6%	3B/3b	1,323 - 1,466	1,395	\$5,000 - \$5,250	\$5,125	\$3.58 - \$3.78
329	89%	Range	580 - 1,466	731	\$1,590 - \$5,250	\$1,893	\$2.15 - \$3.78							
												Estimated Avg./SF	\$2.29	
14	<b>Berkshire Terminus</b> 20 Terminus Pl Atlanta, GA 30305 404-504-4000	355	2014	5	54%	15	58	16%	Studio	456 - 456	456	\$1,100 - \$1,300	\$1,200	\$2.41 - \$2.85
							230	65%	1B/1b	616 - 1,005	811	\$1,525 - \$2,119	\$1,822	\$2.11 - \$2.48
							67	19%	2B/2b	1,012 - 1,361	1,187	\$2,095 - \$2,625	\$2,360	\$1.93 - \$2.07
							355	100%	Range	456 - 1,361	824	\$1,100 - \$2,625	\$1,822	\$1.93 - \$2.85
												Estimated Avg./SF	\$2.29	
15	<b>Residences at Buckhead</b> 297 East Paces Ferry Rd Atlanta, GA 30305	370	2014	20	55%	21	24	6%	Studio	692 - 707	700	\$1,600 - \$1,800	\$1,700	\$2.31 - \$2.55
							198	54%	1B/1b	707 - 985	846	\$1,683 - \$2,966	\$2,325	\$2.38 - \$3.01
							132	36%	2B/2b	1,212 - 1,422	1,317	\$2,804 - \$3,910	\$3,357	\$2.31 - \$2.75
							16	4%	3B/3b	1,433 - 1,997	1,715	\$7,770 - \$7,770	\$7,770	\$3.89 - \$5.42
370	100%	Range	692 - 1,997	1,042	\$1,600 - \$7,770	\$2,888	\$2.31 - \$5.42							
												Estimated Avg./SF	\$2.70	

SOURCE: Leasing agents; Google Earth; RCLCO

# CITY OF SANDY SPRINGS

Exhibit II-9

## RENT TO SIZE RELATIONSHIP -- NEW STUDIO APARTMENTS SANDY SPRINGS/PERIMETER, BUCKHEAD, AND BROOKHAVEN AUGUST 2015

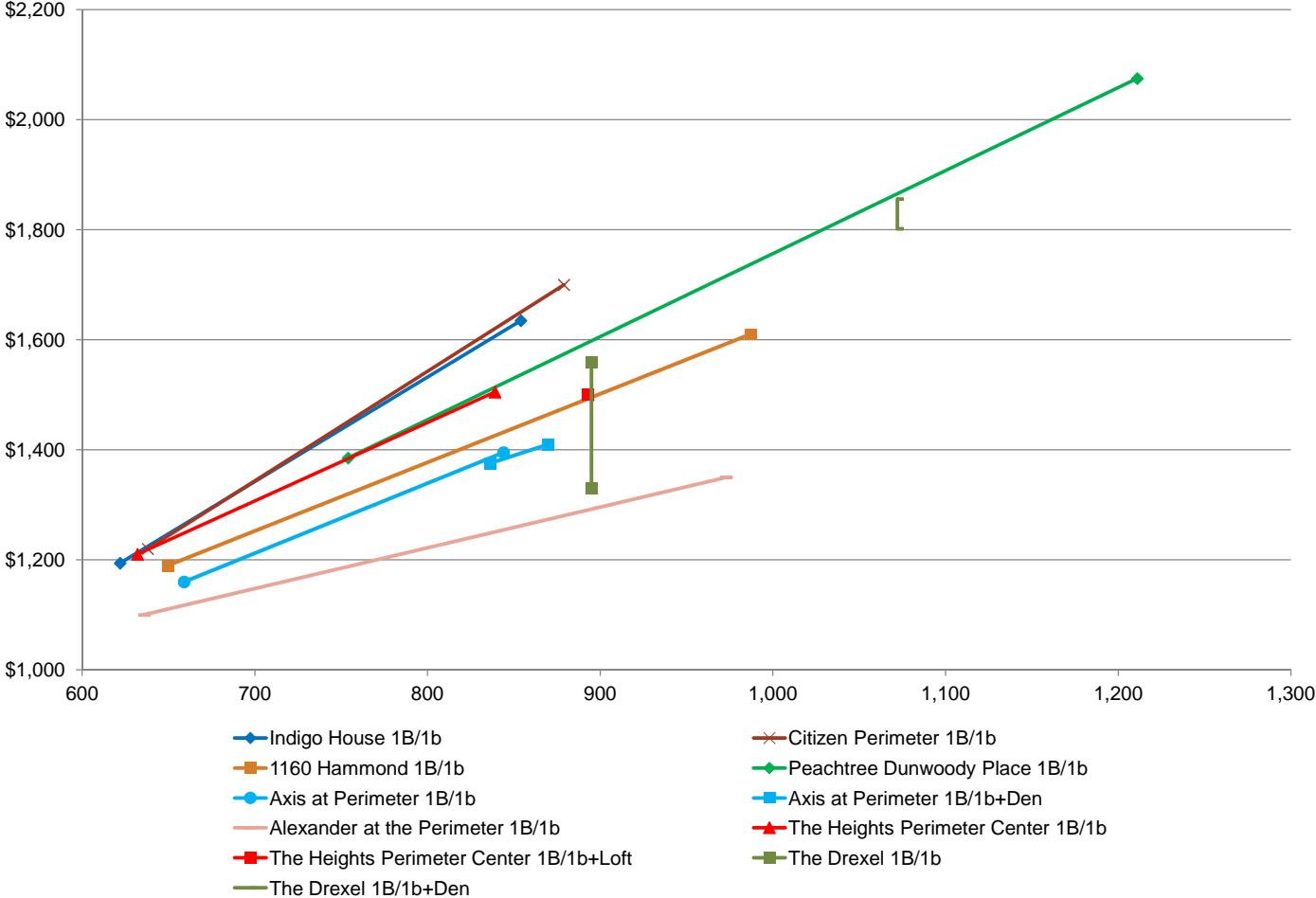


SOURCE: RCLCO

# CITY OF SANDY SPRINGS

Exhibit II-10

## RENT TO SIZE RELATIONSHIP -- NEWEST 1BR AND 1BR+DEN APARTMENTS SANDY SPRINGS/PERIMETER AUGUST 2015



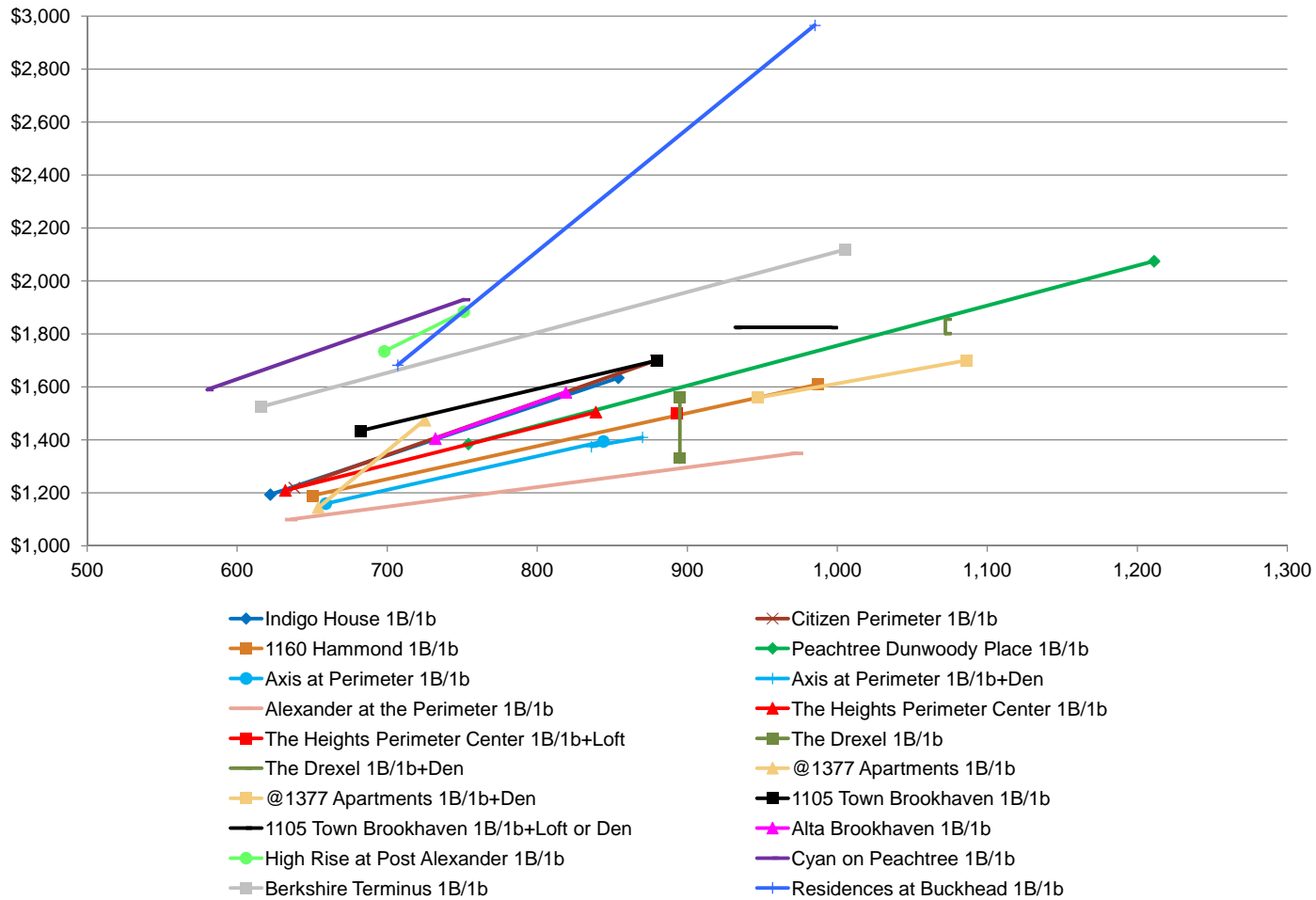
SOURCE: RCLCO



# CITY OF SANDY SPRINGS

Exhibit II-11

## RENT TO SIZE RELATIONSHIP -- NEWEST 1BR AND 1BR+DEN APARTMENTS SANDY SPRINGS/PERIMETER, BUCKHEAD, AND BROOKHAVEN AUGUST 2015

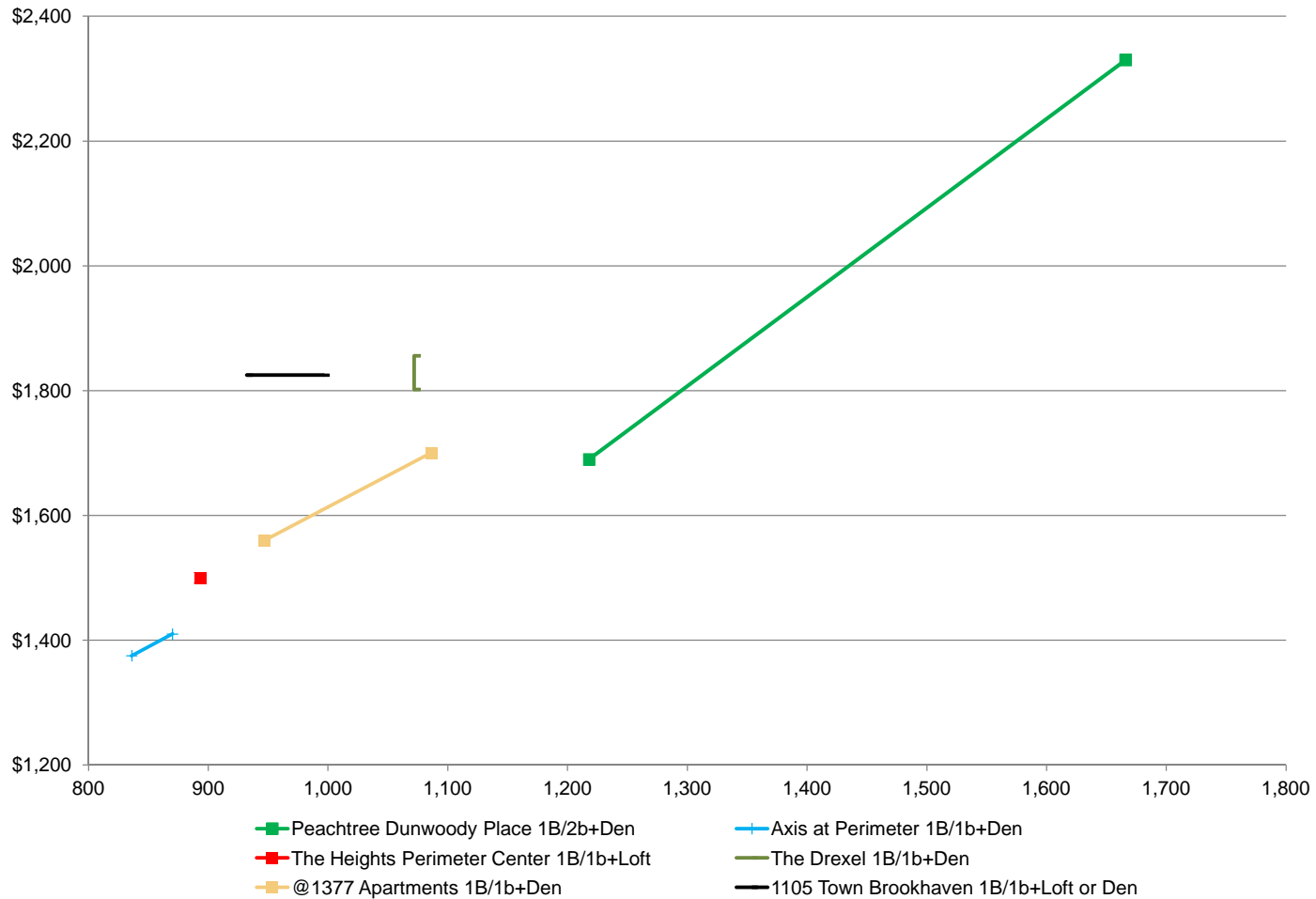


SOURCE: RCLCO

# CITY OF SANDY SPRINGS

Exhibit II-12

## RENT-TO-SIZE RELATIONSHIP -- NEWEST 1BR+DEN APARTMENTS SANDY SPRINGS/PERIMETER, BUCKHEAD, AND BROOKHAVEN AUGUST 2015

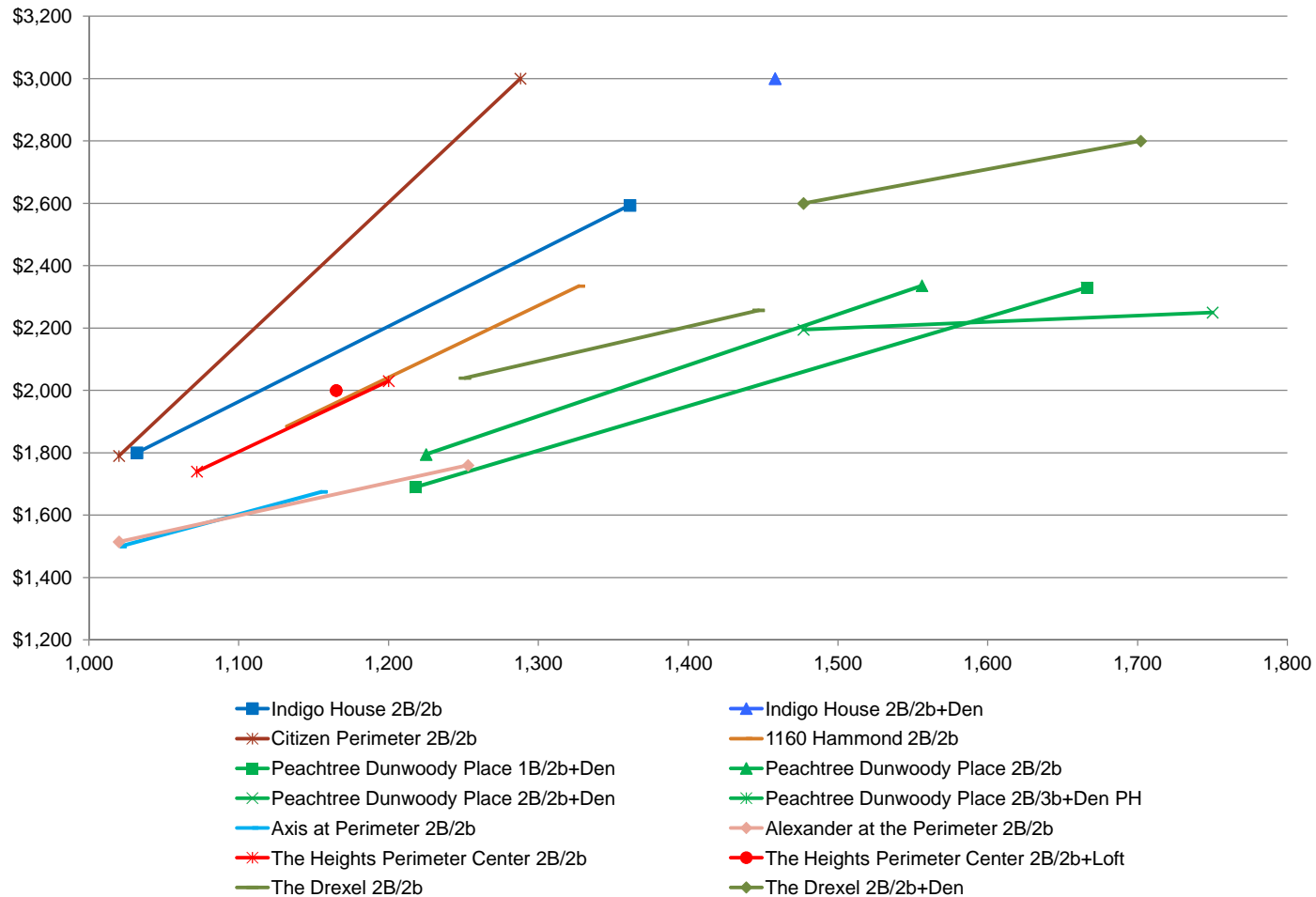


SOURCE: RCLCO

# CITY OF SANDY SPRINGS

Exhibit II-13

## RENT TO SIZE RELATIONSHIP -- NEWEST 2BR AND 2BR+DEN APARTMENTS SANDY SPRINGS/PERIMETER AUGUST 2015

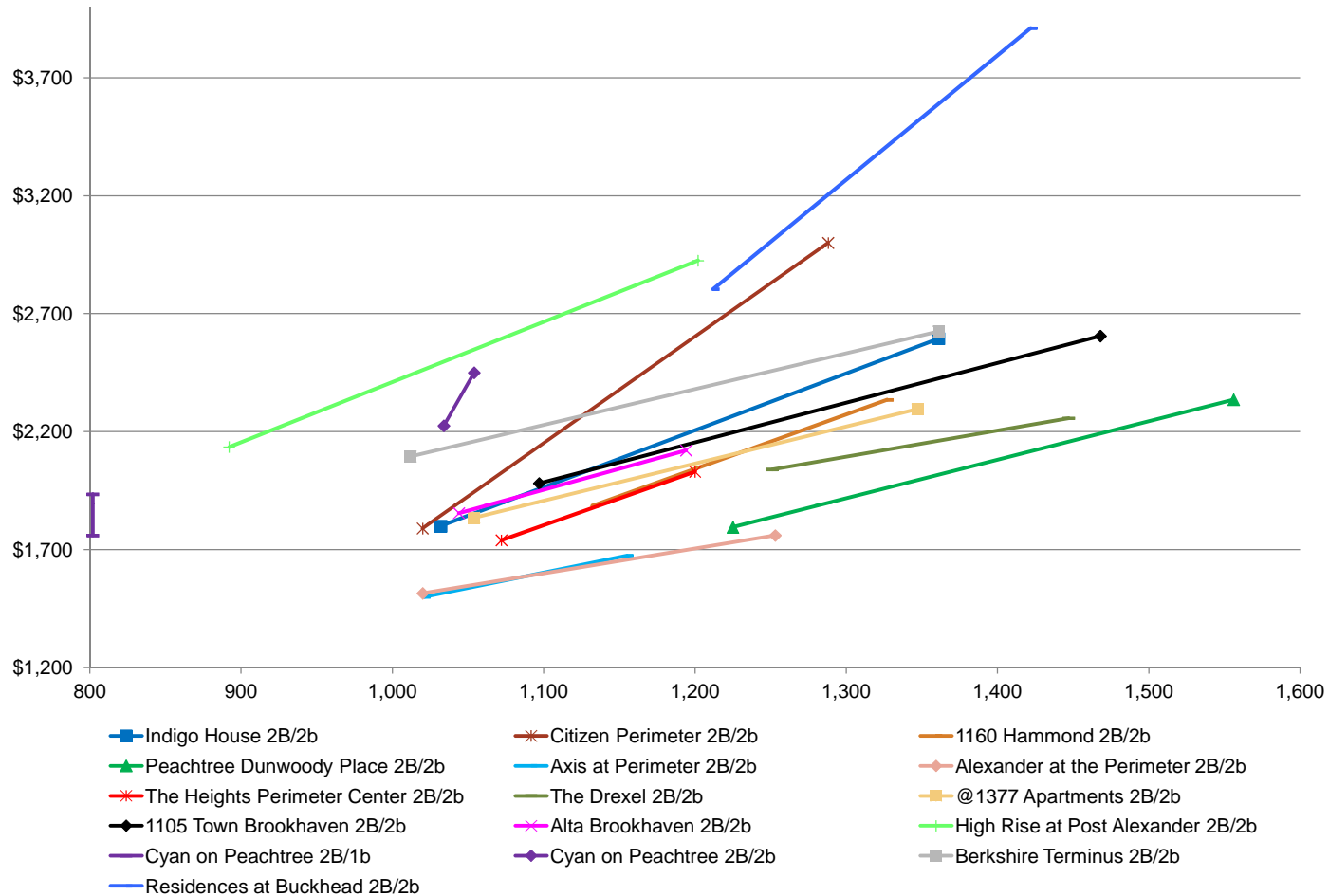


SOURCE: RCLCO

# CITY OF SANDY SPRINGS

Exhibit II-14

## RENT TO SIZE RELATIONSHIP -- NEWEST 2BR APARTMENTS SANDY SPRINGS/PERIMETER, BUCKHEAD, AND BROOKHAVEN AUGUST 2015

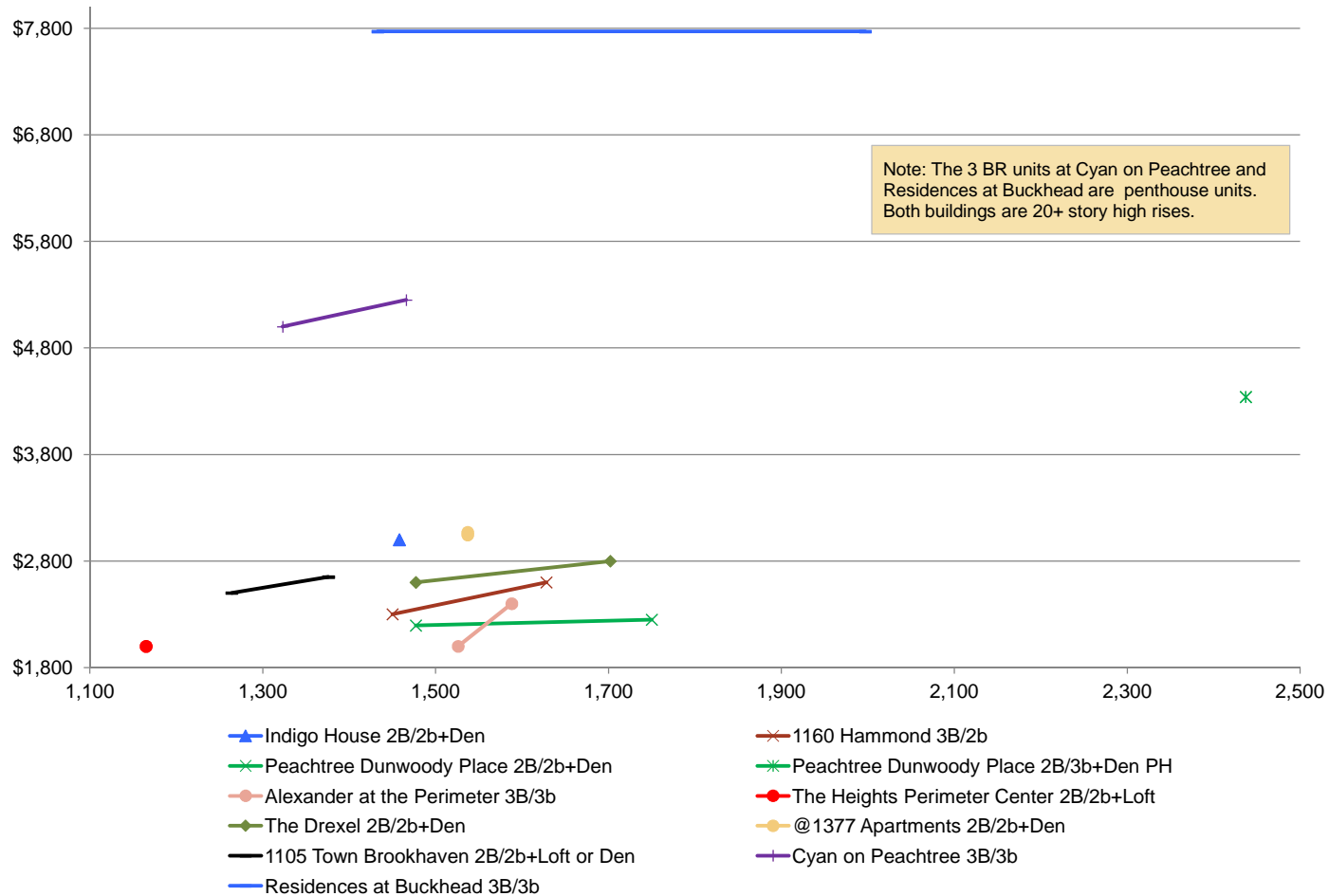


SOURCE: RCLCO

# CITY OF SANDY SPRINGS

Exhibit II-15

## RENT TO SIZE RELATIONSHIP -- NEW 2BR+DEN AND 3BR APARTMENTS SANDY SPRINGS/PERIMETER, BUCKHEAD, AND BROOKHAVEN AUGUST 2015

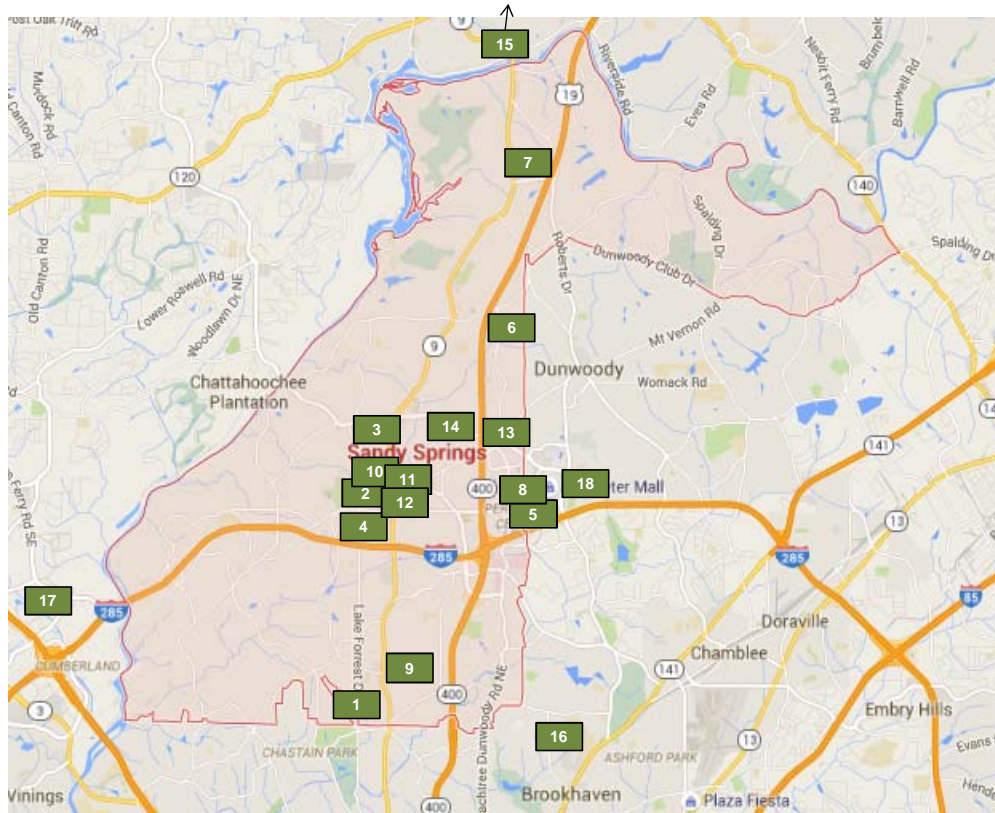


SOURCE: RCLCO

# CITY OF SANDY SPRINGS

## Exhibit II-16

### PLANNED AND PROPOSED RENTAL APARTMENTS SANDY SPRINGS AND PERIMETER CENTER AUGUST 2015



MAP KEY	PROJECT
1	THE COLLECTION /GATEWAY APARTMENTS PH. 1
2	ONE CITY WALK
3	BROADSTONE S.S.
4	CLIFTWOOD
5	CONCOURSE CORPORATE CENTER APARTMENTS
6	NORTH SPRINGS PROJECT-APARTMENTS
7	NORTHRIDGE APARTMENTS
8	HANOVER AT PERIMETER TOWN CENTER
9	CHASTAIN HEIGHTS (AKA "PROVIDENCE GROUP")
10	MILL CREEK
11	CITY CENTER
12	CAMDEN
13	100 NORTHPARK (APARTMENTS)
14	ASHTON WOODS SITE
15	ROSWELL CITY WALK PH. 2
16	GABLES OGELTHORPE
17	THE METRO
18	84 PERIMETER CENTER EAST

SOURCE: Google

# CITY OF SANDY SPRINGS

## Exhibit II-17

### PLANNED AND PROPOSED RENTAL APARTMENT PROJECTS SANDY SPRINGS AND PERIMETER CENTER AUGUST 2015

MAP KEY	PROJECT	STATUS	EXPECTED COMPLETION	TOTAL UNITS	# OF FLOORS
<b><i>In Sandy Springs</i></b>					
1	THE COLLECTION /GATEWAY APARTMENTS PH. 1	UC	Q3 2015	316	5
2	ONE CITY WALK	UC	Q2 2016	202	6
3	BROADSTONE S.S.	UC	2017	232	4
4	CLIFTWOOD	UC	2017	248	
5	CONCOURSE CORPORATE CENTER APARTMENTS	Planned		210	5
6	NORTH SPRINGS PROJECT-APARTMENTS	Planned		236	
7	NORTHRIDGE APARTMENTS	Planned		220	6
8	HANOVER AT PERIMETER TOWN CENTER	Planned		385	6
9	CHASTAIN HEIGHTS (AKA "PROVIDENCE GROUP")	Planned		300	
10	MILL CREEK	Planned		340	
11	CITY CENTER	Planned	2018	277	
12	CAMDEN	Planned		291	
13	100 NORTHPARK (APARTMENTS)	Proposed		315	
14	ASHTON WOODS SITE	Proposed			
<b><i>Near Sandy Springs</i></b>					
15	ROSWELL CITY WALK PH. 2	UC	Q3 2015	239	3
16	GABLES OGELTHORPE	UC	Q3 2015	369	5
17	THE METRO	UC	Q2 2015	200	2
18	84 PERIMETER CENTER EAST	Planned		330	23

Note: UC stands for "Under Construction"  
SOURCE: City of Sandy Springs; Reis; CoStar

# CITY OF SANDY SPRINGS

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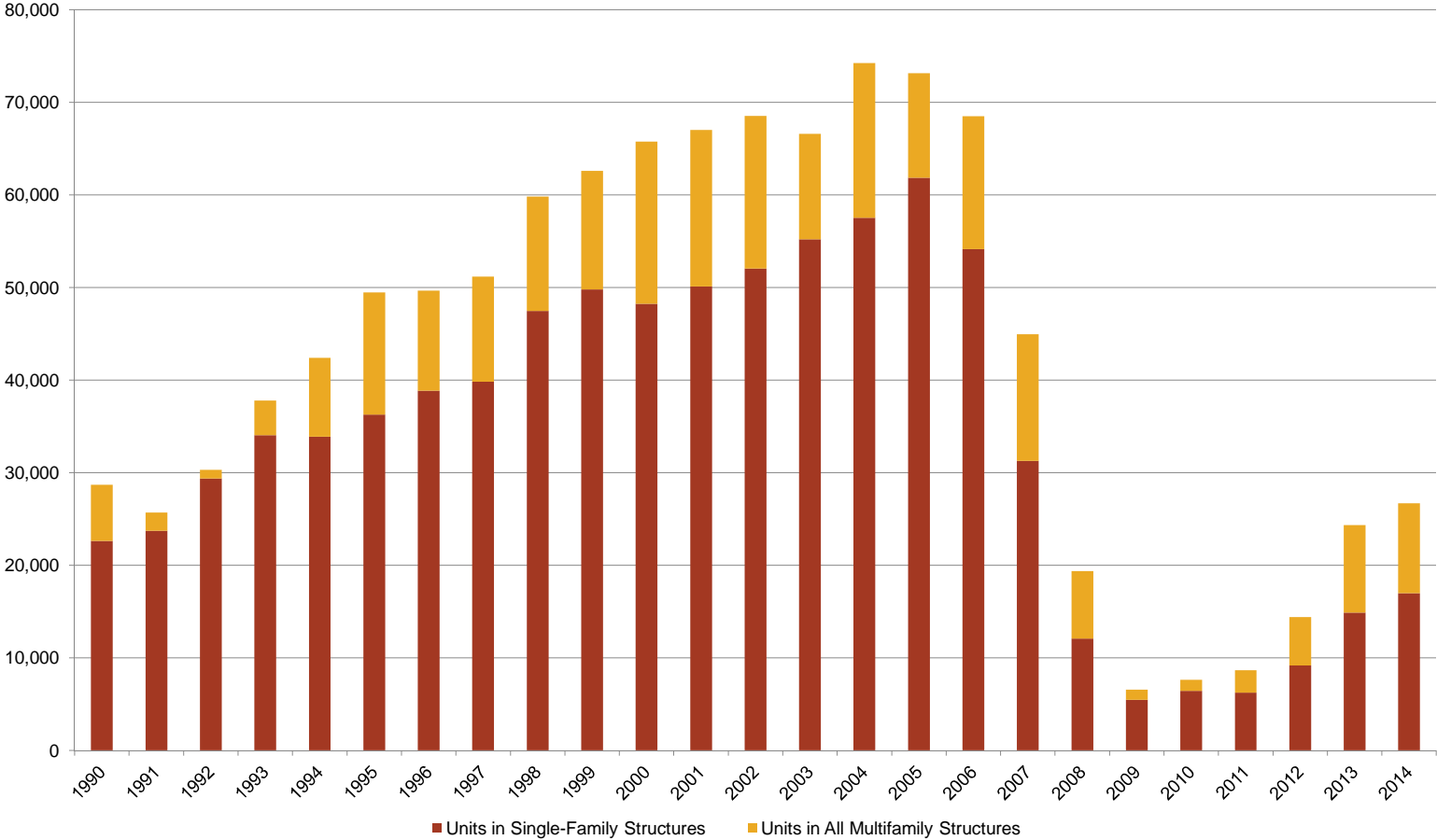
## III. FOR-SALE RESIDENTIAL MARKET



# CITY OF SANDY SPRINGS

Exhibit III-1

## MULTIFAMILY AND SINGLE-FAMILY PERMITS ATLANTA MSA 1990-2014

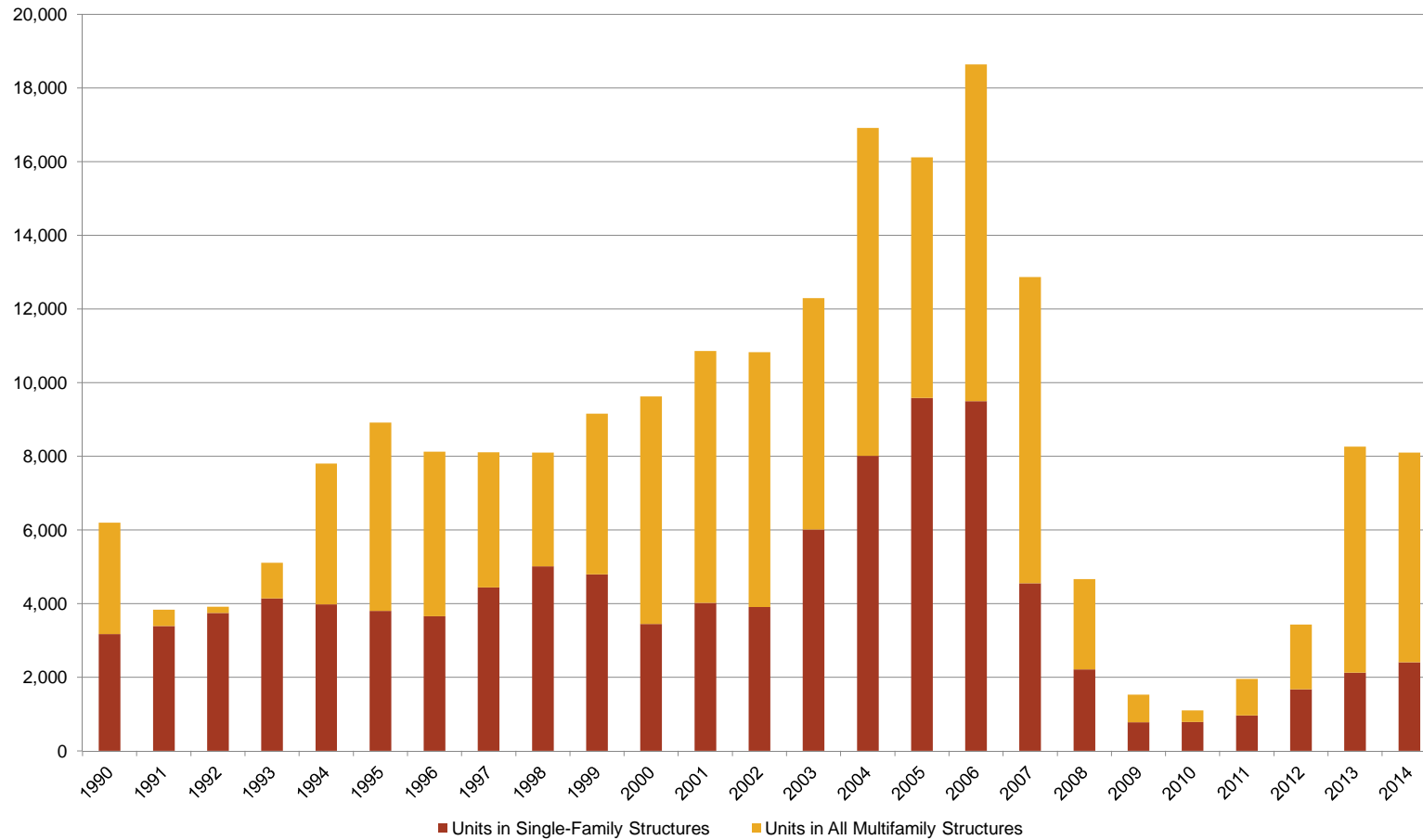


SOURCE: HUD State of the Cities Data Systems (SOCDS)

# CITY OF SANDY SPRINGS

Exhibit III-2

## MULTIFAMILY AND SINGLE-FAMILY PERMITS FULTON COUNTY, GEORGIA 1990-2014

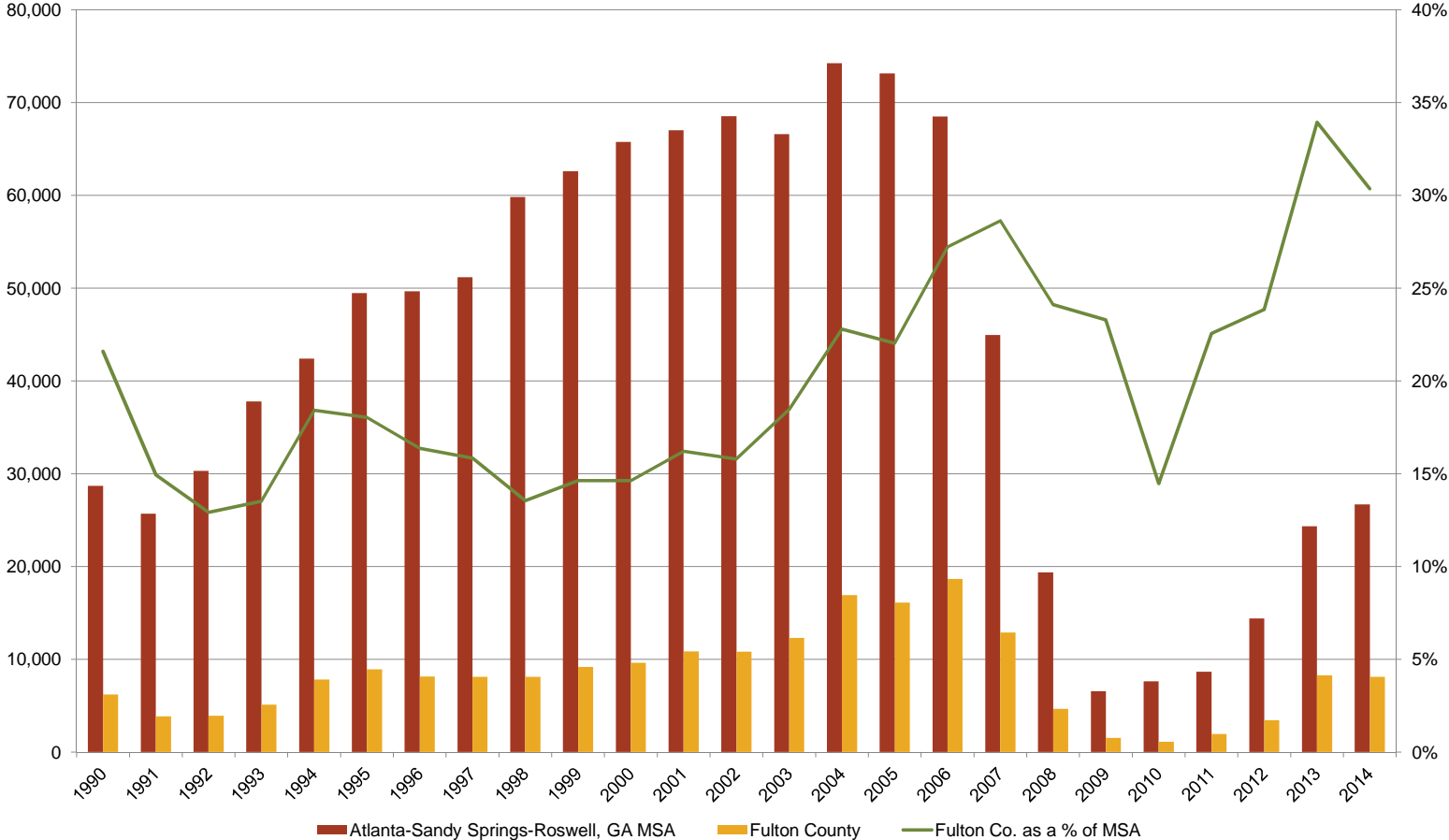


SOURCE: HUD State of the Cities Data Systems (SOCDS)

# CITY OF SANDY SPRINGS

Exhibit III-3

## TOTAL PERMITS ATLANTA MSA AND FULTON COUNTY, GEORGIA 1990-2014

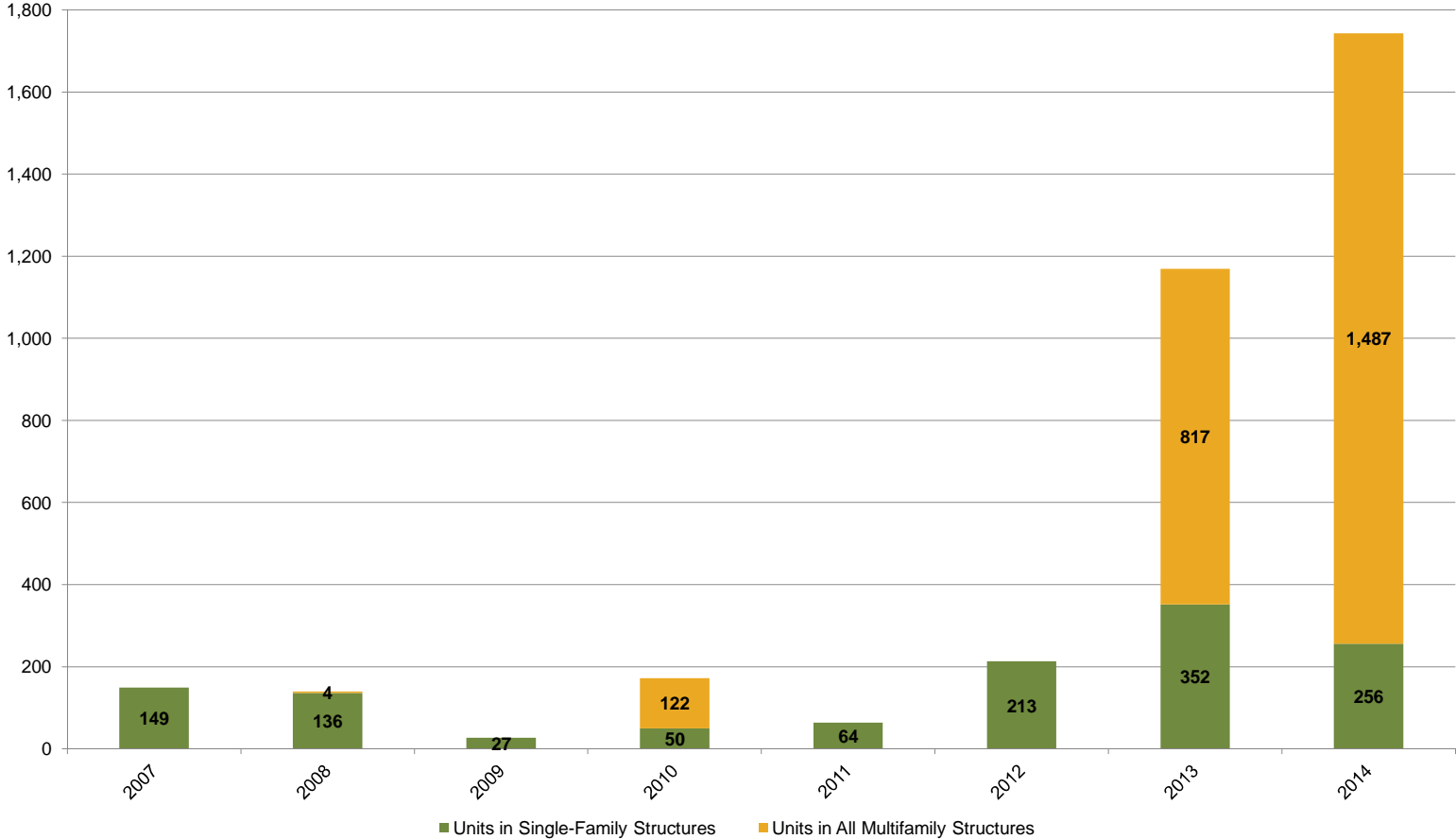


SOURCE: HUD State of the Cities Data Systems (SOCDS)

# CITY OF SANDY SPRINGS

Exhibit III-4

## MULTIFAMILY AND SINGLE-FAMILY PERMITS SANDY SPRINGS, GEORGIA 2007-2014

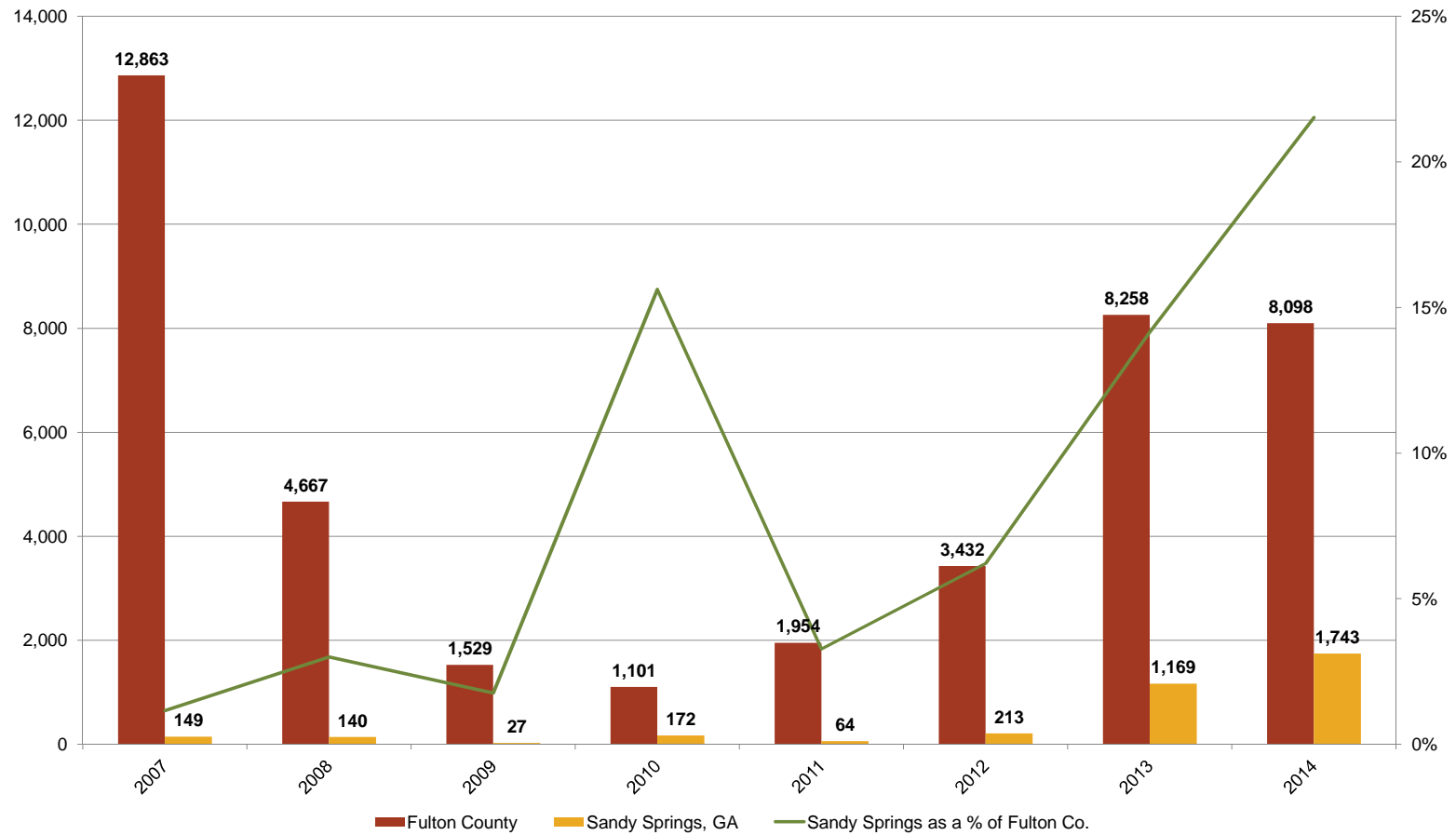


Note: Prior to 2007, permits were recorded as a portion of unincorporated Fulton County  
SOURCE: HUD State of the Cities Data Systems (SOCDS)

# CITY OF SANDY SPRINGS

Exhibit III-5

## TOTAL PERMITS FULTON COUNTY AND SANDY SPRINGS, GEORGIA 2007-2014

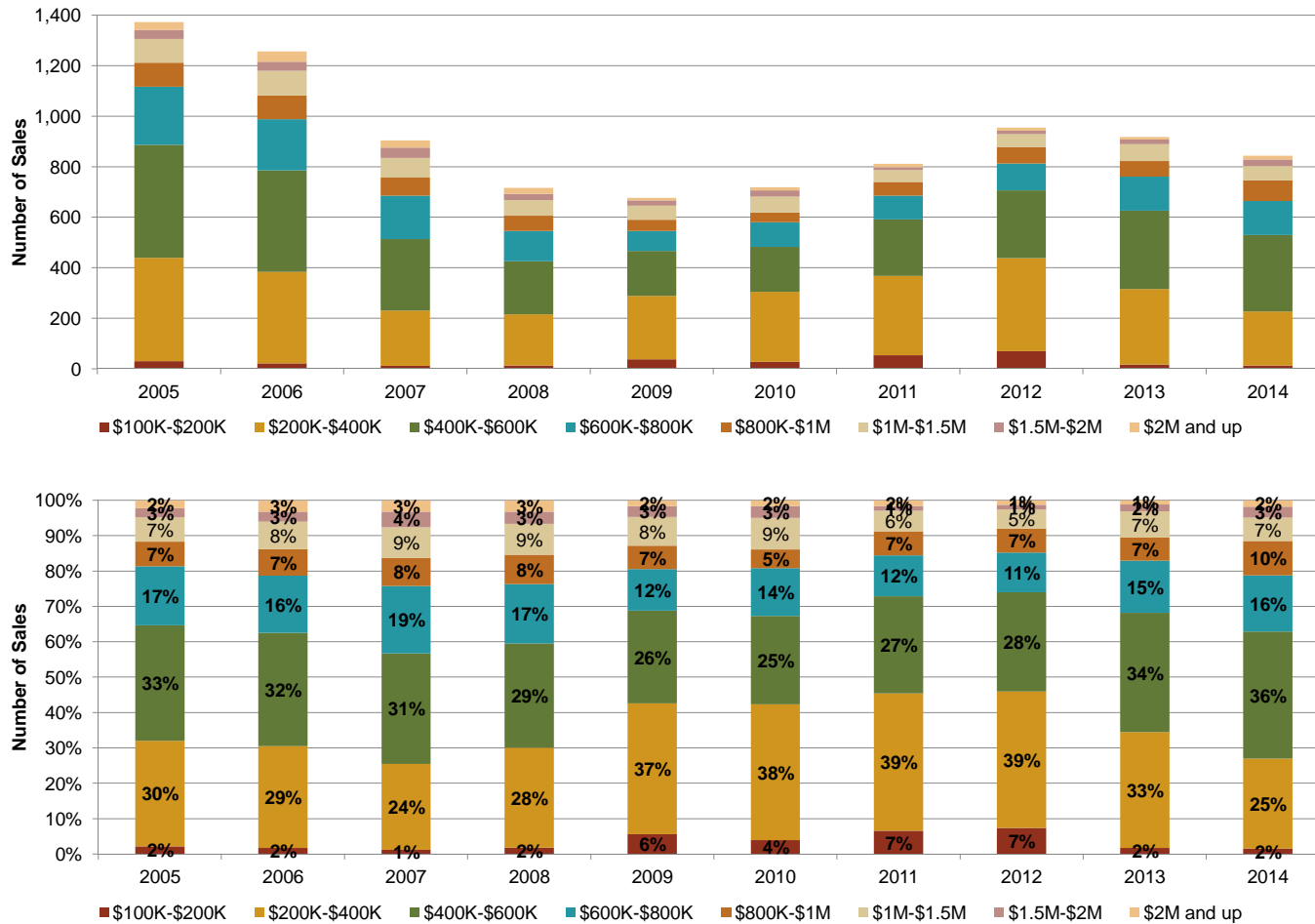


Note: Prior to 2007, permits were recorded as a portion of unincorporated Fulton County  
SOURCE: HUD State of the Cities Data Systems (SOCDS)

# CITY OF SANDY SPRINGS

Exhibit III-6

## SINGLE FAMILY DETACHED HOME SALES BY PRICE (SALES OVER \$100K ONLY) SANDY SPRINGS, GEORGIA 2005-2014

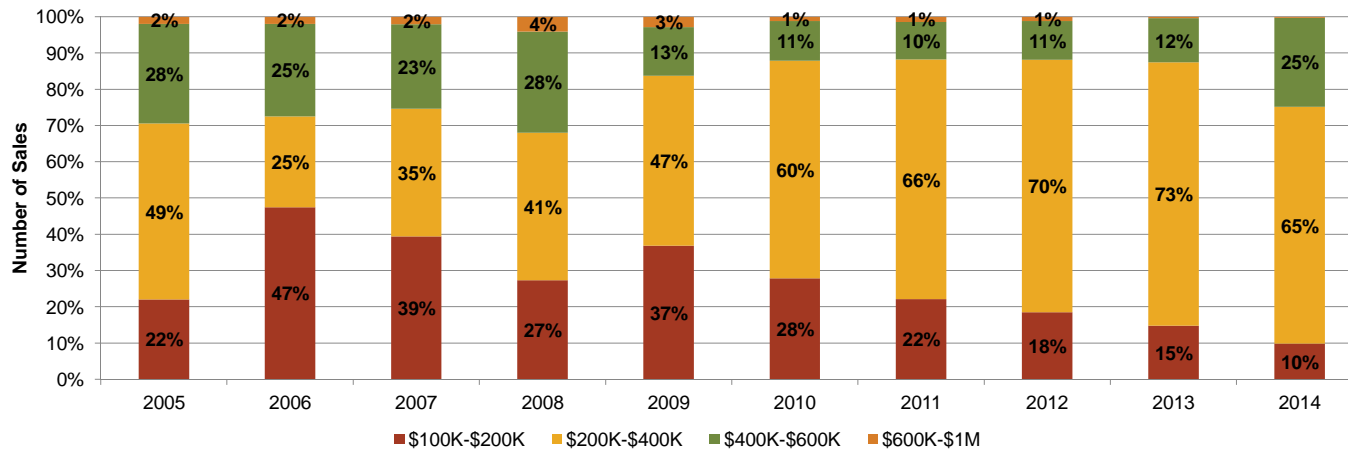
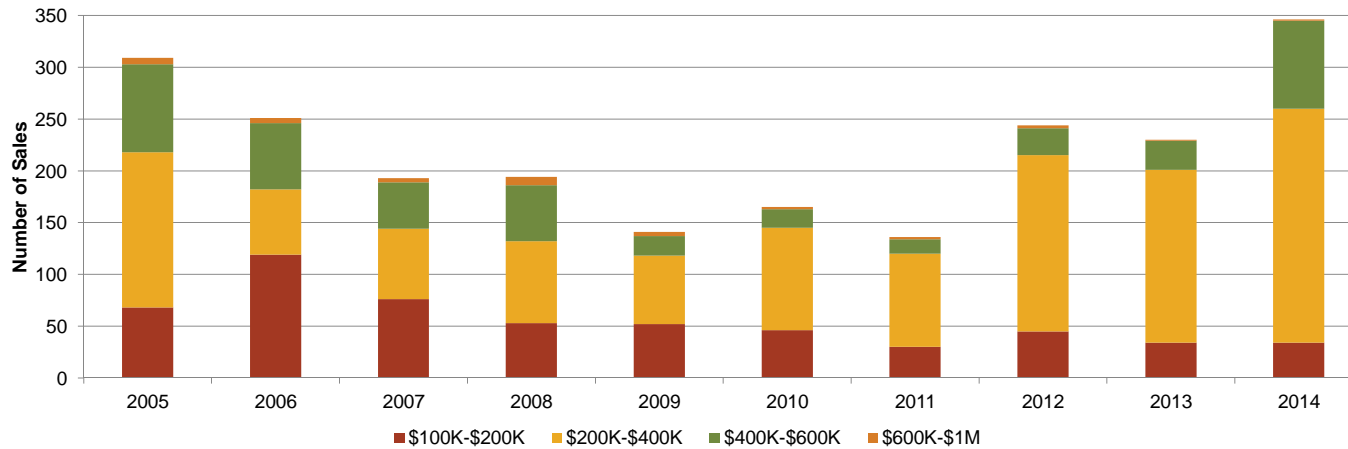


Note: Efforts were made to include qualified sales only but data may still include a small number of non-qualified sales.  
SOURCE: Fulton County Assessors Office; RCLCO

# CITY OF SANDY SPRINGS

Exhibit III-7

## TOWNHOME SALES BY PRICE (SALES OVER \$30K ONLY) SANDY SPRINGS, GEORGIA 2005-2014



Note: Efforts were made to include qualified sales only but data may still include a small number of non-qualified sales.  
SOURCE: Fulton County Assessors Office; RCLCO

# CITY OF SANDY SPRINGS

Exhibit III-8

## CONDOMINIUM HOME SALES BY PRICE (SALES OVER \$30K ONLY) SANDY SPRINGS, GEORGIA 2005-2014



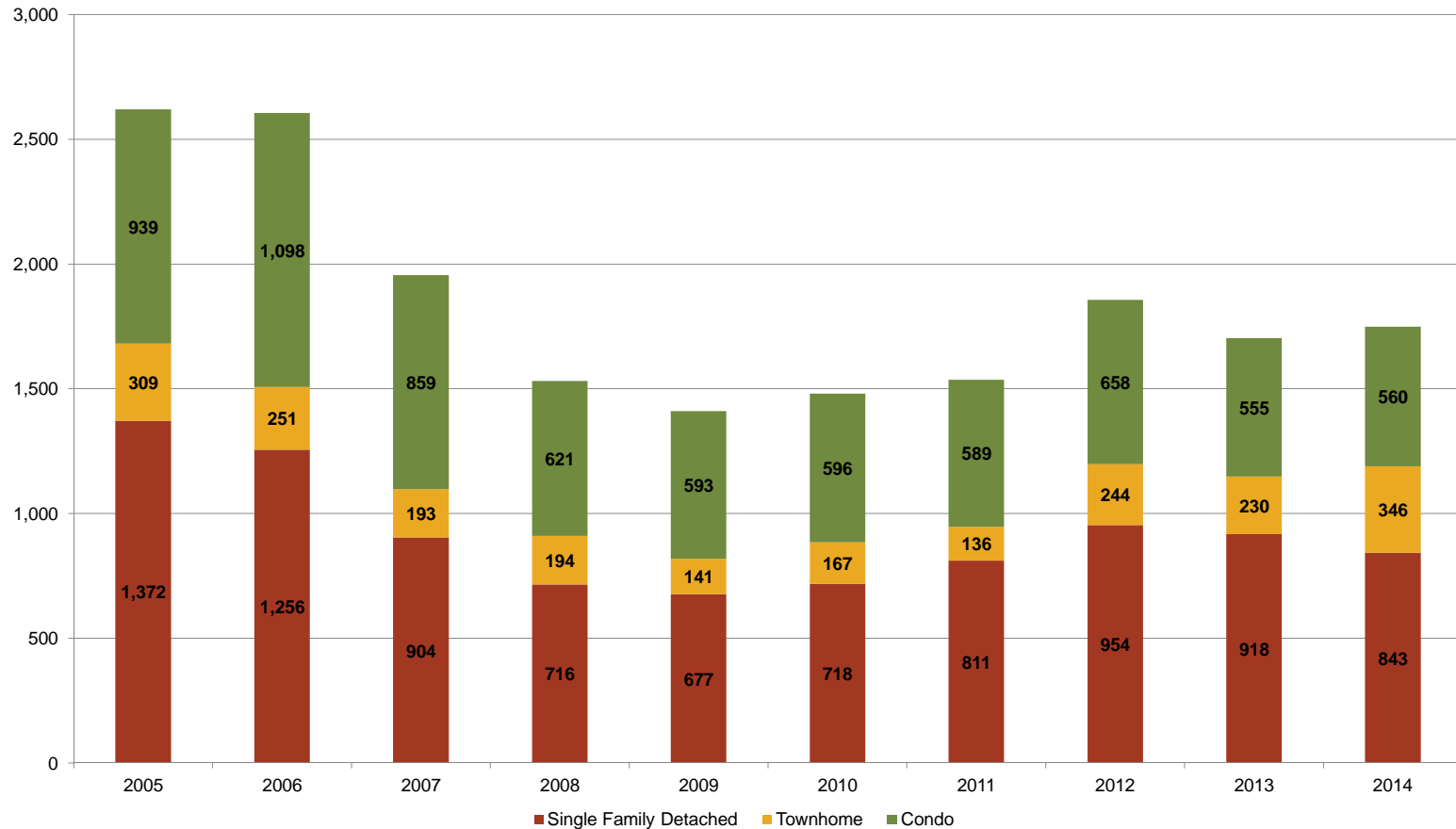
Note: Efforts were made to include qualified sales only but data may still include a small number of non-qualified sales.  
SOURCE: Fulton County Assessors Office; RCLCO



# CITY OF SANDY SPRINGS

Exhibit III-9

## SALES VOLUME BY PRODUCT TYPE SANDY SPRINGS, GEORGIA 2005-2014



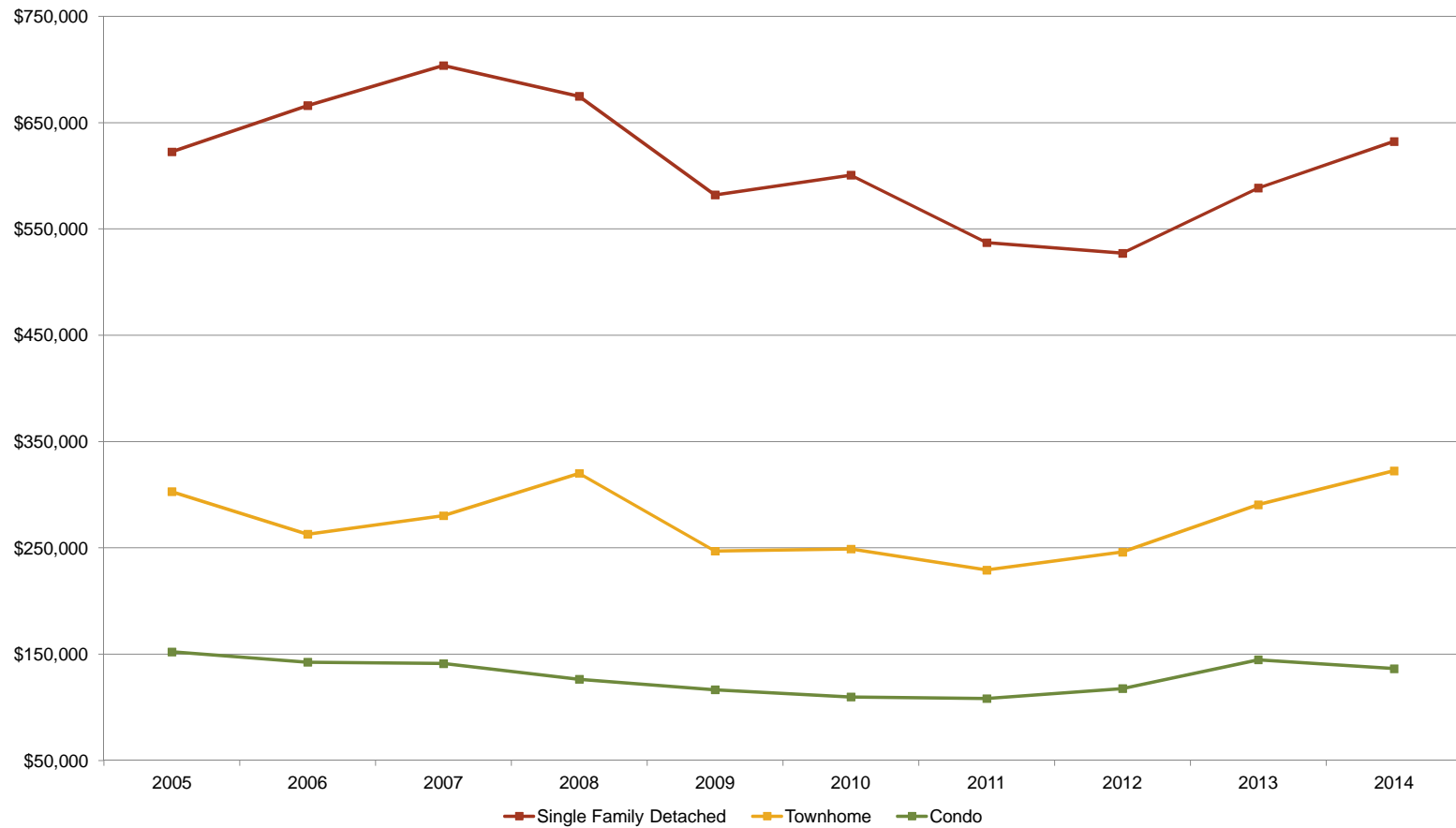
Note: Includes only SFD sales for \$100K or more. Includes only TH and Condo sales for \$30K or more. Efforts were made to include qualified sales only but data may still include a small number of non-qualified sales.

SOURCE: Fulton County Assessors Office; RCLCO

# CITY OF SANDY SPRINGS

Exhibit III-10

AVERAGE SALE PRICE BY PRODUCT TYPE  
SANDY SPRINGS, GEORGIA  
2005-2014



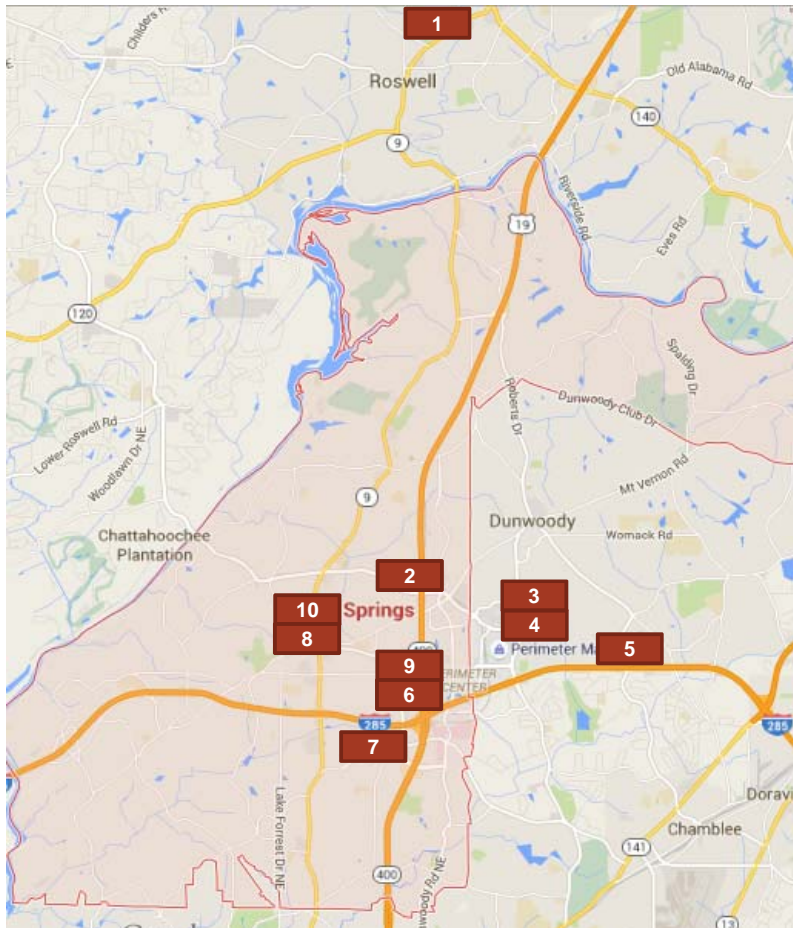
Note: Includes only SFD sales for \$100K or more. Includes only TH and Condo sales for \$30K or more. Efforts were made to include qualified sales only but data may still include a small number of non-qualified sales.

SOURCE: Fulton County Assessors Office; RCLCO

# CITY OF SANDY SPRINGS

## Exhibit III-11

### MAP OF NEWEST CONDOMINIUM PROJECTS SANDY SPRINGS, GEORGIA JULY 2015



MAP KEY	PROJECT
1	Parkside on Canton
2	Serrano Condominiums
3	The Manhattan Condominiums
4	Prescott at Park
5	Madison Square Condominiums
6	Park Towers Place Condominiums
7	Carlyle Ridge
8	Blue Stone Lofts
9	Park Towers Condominiums
10	Mount Vernon Towers

SOURCE: Google

# CITY OF SANDY SPRINGS

## Exhibit III-12

### FOR-SALE CONDOMINIUMS SANDY SPRINGS, GEORGIA VICINITY JULY 2015

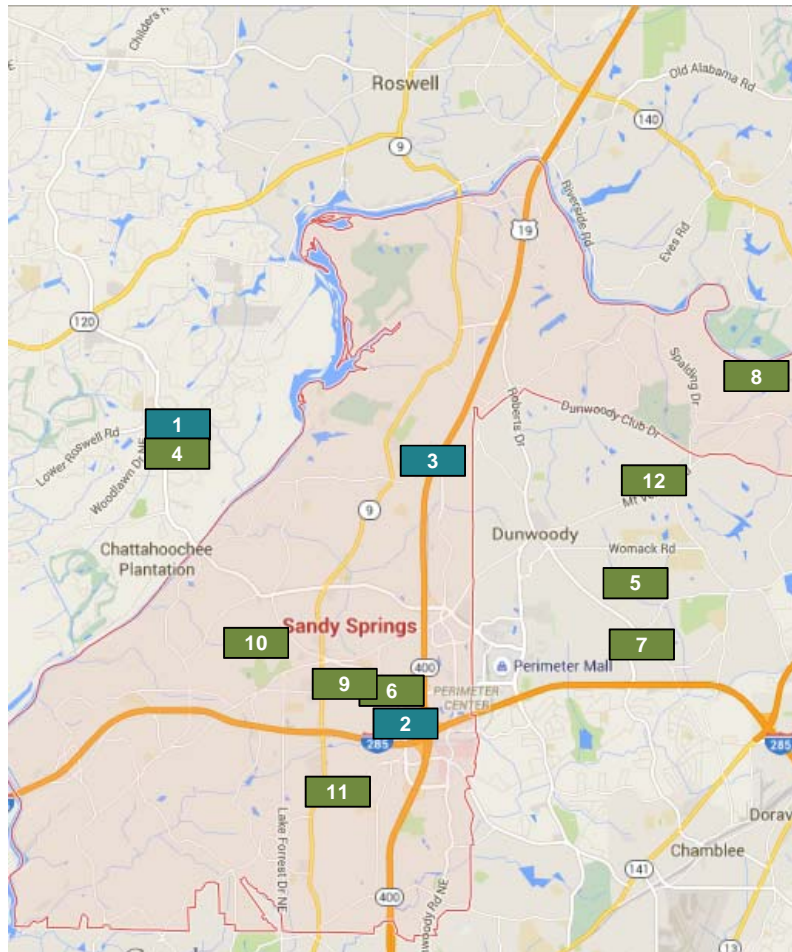
MAP KEY	NAME ADDRESS	TYPE	YEAR BUILT	ANNUAL SALES (JUNE 2014-JUNE 2015)	AVG. UNIT SIZE	AVG. UNIT PRICE	AVG. \$/SF
1	<b>Parkside on Canton</b> 1247 Canton St Roswell, GA 30075	Condo TH	2015	N/A	2,160	\$460,300	\$213
4	<b>Serrano Condominiums</b> 901 Abernathy Road NE Sandy Springs, GA 30328	5 stories	2010	13	1,257	\$206,992	\$165
6	<b>The Manhattan Condominiums</b> 4561 Olde Perimeter Way Atlanta, GA 30346	High Rise	2006	11	1,207	\$308,764	\$256
10	<b>Prescott at Park</b> 11 Perimeter Center East Atlanta, GA 30346		2006	0	N/A	N/A	N/A
7	<b>Madison Square Condominiums</b> 1850 Cotillion Drive Atlanta, GA 30338	4 story walk-up	2004	24	1,094	\$119,334	\$109
9	<b>Park Towers Place Condominiums</b> 799 Hammond Drive NE Atlanta, GA 30328	4 story over podium	2004	14	1,069	\$173,950	\$163
2	<b>Carlyle Ridge</b> 5559 Glenridge Drive, NE Sandy Springs, GA 30342	4 stories	2000	9	987	\$123,011	\$125
3	<b>Blue Stone Lofts</b> 6105 Blue Stone Road Sandy Springs, GA 30328	3 story over retail	2000	3	1,425	\$290,586	\$204
8	<b>Park Towers Condominiums</b> 795 Hammond Drive NE Atlanta, GA 30328	High Rise	1990	29	794	\$116,542	\$147
5	<b>Mount Vernon Towers</b> 300 Johnson Ferry Road NE Sandy Springs, GA 30328	High Rise	1986	3	760	\$84,000	\$111

SOURCE: RedFin

# CITY OF SANDY SPRINGS

## Exhibit III-13

### MAP OF NEWEST TOWNHOME AND SINGLE-FAMILY DETACHED PROJECTS SANDY SPRINGS, GEORGIA JULY 2015



MAP KEY	PROJECT
---------	---------

#### Townhomes

1	Cobblestone Manor TH
2	Terraces at Glenridge
3	Lafayette Square

#### Single-Family Detached

4	Cobblestone Manor SF
5	Heritage at Dunwoody
6	Austin Place
7	Dunwoody Green
8	The Enclave at Jett Ferry
9	Oliver Row
10	Enclave at Long Island
11	Country Hills Estates
12	Falkirk

SOURCE: Google

# CITY OF SANDY SPRINGS

## Exhibit III-14

### FOR-SALE TOWNHOMES SANDY SPRINGS, GEORGIA JULY 2015

MAP KEY	NAME ADDRESS	BUILDER	SALES START	TOTAL UNITS	UNITS SOLD	ANNUAL ABSORPTION	WIDTH	UNIT SIZE RANGE	AVG. UNIT SIZE	UNIT PRICE RANGE	AVG. UNIT PRICE	\$/SF RANGE	AVG. \$/SF	TYPICAL AMOUNT SPENT ON UPGRADES	ANNUAL HOA FEE
1	<b>Cobblestone Manor TH</b> 562 Tenby Lane Marietta, GA 30068 770-973-6535	Ashton Woods	January 2015	40	18	31	28'	3,034 - 3,266	3,150	\$549,900 - \$569,900	\$559,900	\$174 - \$181	\$178	N/A	\$3,096
2	<b>Terraces at Glenridge</b> 5776 Glenridge Drive Sandy Springs, GA 30328 877-346-4760	Pulte Homes	2013	N/A	Sold out	N/A	32'	2,518 - 2,659	2,589	\$374,900 - \$378,900	\$376,900	\$142 - \$149	\$146	N/A	N/A
3	<b>Lafayette Square</b> 906 Dumaine Tr Sandy Springs, GA 30328 678-391-9493	Traton Homes	November 2013	101	91	24	25'	2,123 - 2,568	2,346	\$374,000 - \$440,000	\$407,000	\$171 - \$176	\$174	N/A	\$2,520

Note: First 25 units were sold by another builder pre-recession.

# CITY OF SANDY SPRINGS

## Exhibit III-15

### NEW FOR-SALE SINGLE-FAMILY DETACHED HOMES SANDY SPRINGS, GEORGIA JULY 2015

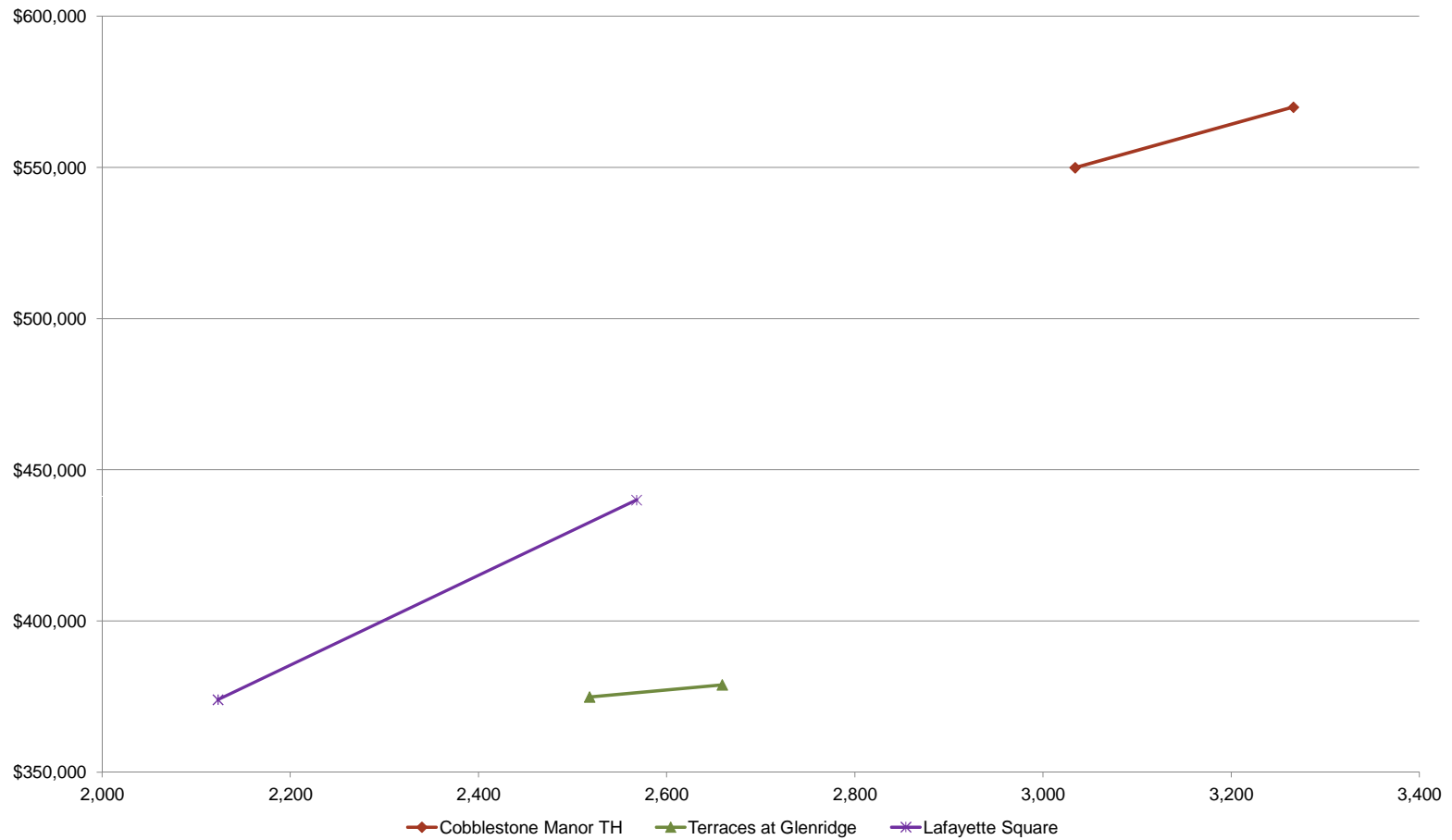
MAP KEY	NAME ADDRESS	BUILDER	SALES START	TOTAL UNITS	UNITS SOLD	ANNUAL ABSORPTION	MIN LOT SIZE	MAX LOT SIZE	REPRESENTATIVE LOT WIDTH	UNIT SIZE RANGE	AVG. UNIT SIZE	UNIT PRICE RANGE	AVG. UNIT PRICE	\$/SF RANGE	AVG. \$/SF	TYPICAL AMOUNT SPENT ON UPGRADES	ANNUAL HOA FEE
4	<b>Cobblestone Manor SF</b> 459 Lancashire Drive Marietta, GA 30068 770-973-6535	Ashton Woods	Fall 2014	85	79	85	N/A	N/A	55'-75'	3,022 - 3,916	3,469	\$659,900 - \$777,400	\$718,650	\$199 - \$218	\$207	\$40,000	\$936
5	<b>Heritage at Dunwoody</b> 1800 Berkshire Pass Dunwoody, GA 30338 770-820-1918	Ashton Woods	January 2015	50	19	33	0.25	0.33	N/A	3,659 - 4,883	4,271	\$809,900 - \$879,900	\$844,900	\$180 - \$221	\$198	N/A	\$900
6	<b>Austin Place</b> 6050 Glenridge Drive Sandy Springs, GA 30328 678-476-2103	Pulte Homes	April 2015	28	14	56	0.25	0.25	N/A	2,821 - 3,378	3,100	\$558,900 - \$682,190	\$620,545	\$198 - \$202	\$200	\$20,000-\$80,000	\$1,640
7	<b>Dunwoody Green</b> 1856 Pointe Place Avenue Dunwoody, GA 30338 404-338-0063	JW Collection	January 2014	N/A	25	Dependant on how many lots available	0.09 0.11 0.13	0.09 0.11 0.13	36' 40' 0.13	2,700 - 2,700 3,400 - 4,000 4,000 - 4,000	2,700 3,700 4,000	\$424,900 - \$450,000 \$550,000 - \$750,000 \$719,900 - and up	\$437,450 \$650,000 \$719,900	\$157 - \$167 \$162 - \$188 \$180 -	\$162 \$176 \$180	\$15,000 \$15,000 \$15,000	\$2,400 \$1,800 \$1,200
8	<b>The Enclave at Jett Ferry</b> 3838 Teesdale Court Sandy Springs, GA 30350 770-668-9577	John Wieland	2006, 2011	40	33	3-5	0.50	1.50	100'-150'	4,775 - 6,900	5,838	\$1,396,800 - \$1,781,800	\$1,589,300	\$258 - \$293	\$272	\$139,680-\$178,180	\$2,700
9	<b>Oliver Row</b> 425 Johnson Ferry Road NE Sandy Springs, GA 30328 770-912-5277	Providence Group	July 2014	5	4	5	0.25	0.25	75'	3,500 - 3,700	3,600	\$755,000 - \$850,000	\$802,500	\$216 - \$230	\$223	N/A	\$3,600
10	<b>Enclave at Long Island</b> 6385 Long Island Drive NE Sandy Springs, GA 30328 404-944-9619 - Mike Riley	Traton Homes	March 2015	7	1	5	0.33	0.33	100'-150'	3,850 - 4,000	3,925	\$895,000 - \$1,033,000	\$964,000	\$232 - \$258	\$246	\$10,000	\$900
11	<b>Country Hills Estates</b> Belada Blvd Near Greenland Rd NE Sandy Springs, GA 678-438-4136, Kirk Ricketts	Rockhaven Homes	May 2015	27	1	6	0.33	0.33	N/A	3,961 - 5,252	4,607	\$1,250,000 - \$1,600,000	\$1,425,000	\$305 - \$316	\$309	N/A	\$3,000
12	<b>Falkirk</b> Falkirk Dr. near Mt Vernon Pl. Dunwoody, GA 678-522-2304	Rockhaven Homes	2014	8	5	5	0.33	0.33	100'-120'	3,824 - 4,400	4,112	\$730,000 - \$740,000	\$735,000	\$168 - \$191	\$179	N/A	\$1,750

SOURCE: Sales agents; Google Earth; RCLCO

# CITY OF SANDY SPRINGS

Exhibit III-16

## PRICE TO SIZE RELATIONSHIP -- ACTIVELY SELLING NEW TOWNHOMES SANDY SPRINGS, GEORGIA JULY 2015



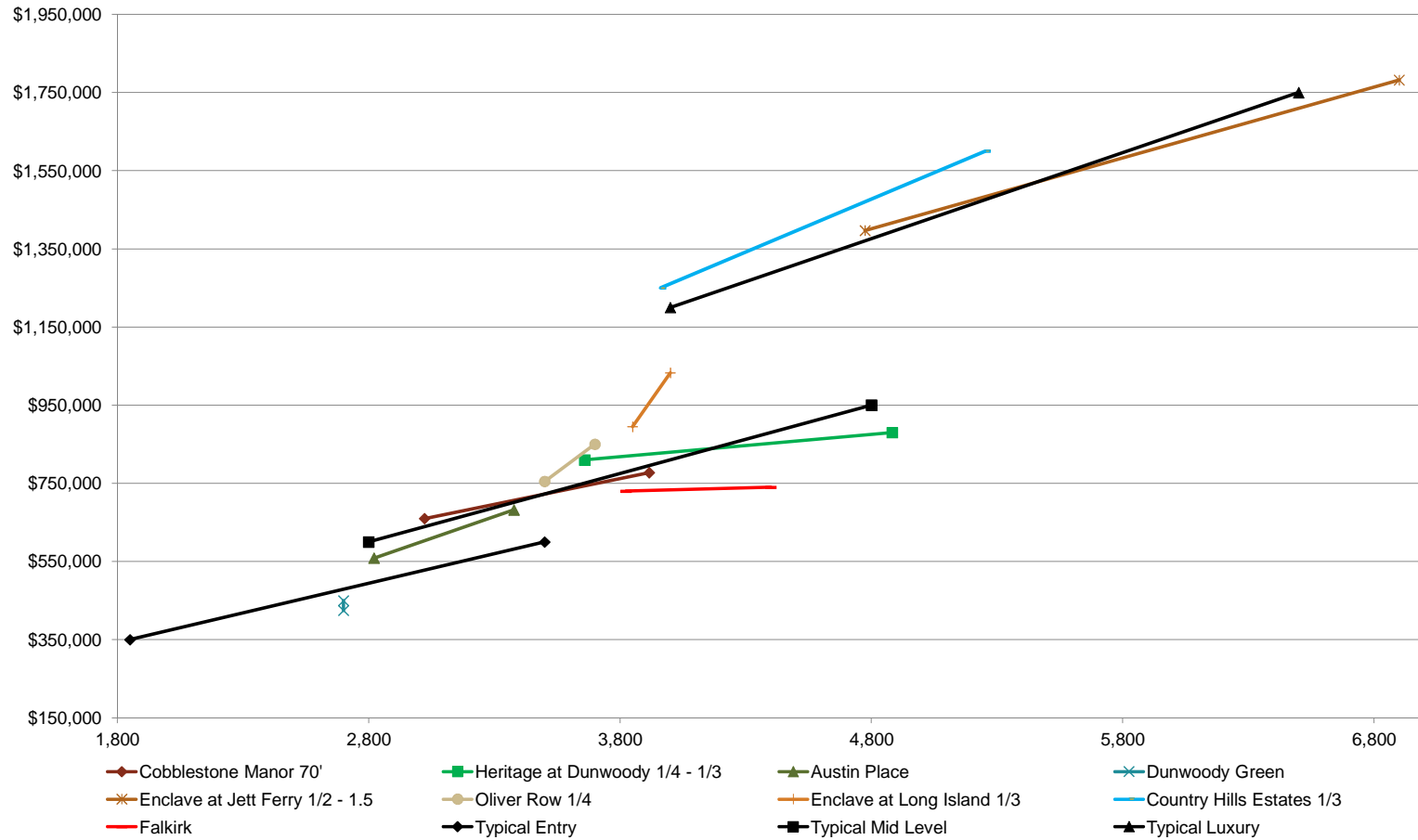
SOURCE: RCLCO



# CITY OF SANDY SPRINGS

Exhibit III-17

## PRICE TO SIZE RELATIONSHIP -- ACTIVELY SELLING NEW SINGLE-FAMILY HOMES SANDY SPRINGS, GEORGIA JULY 2015

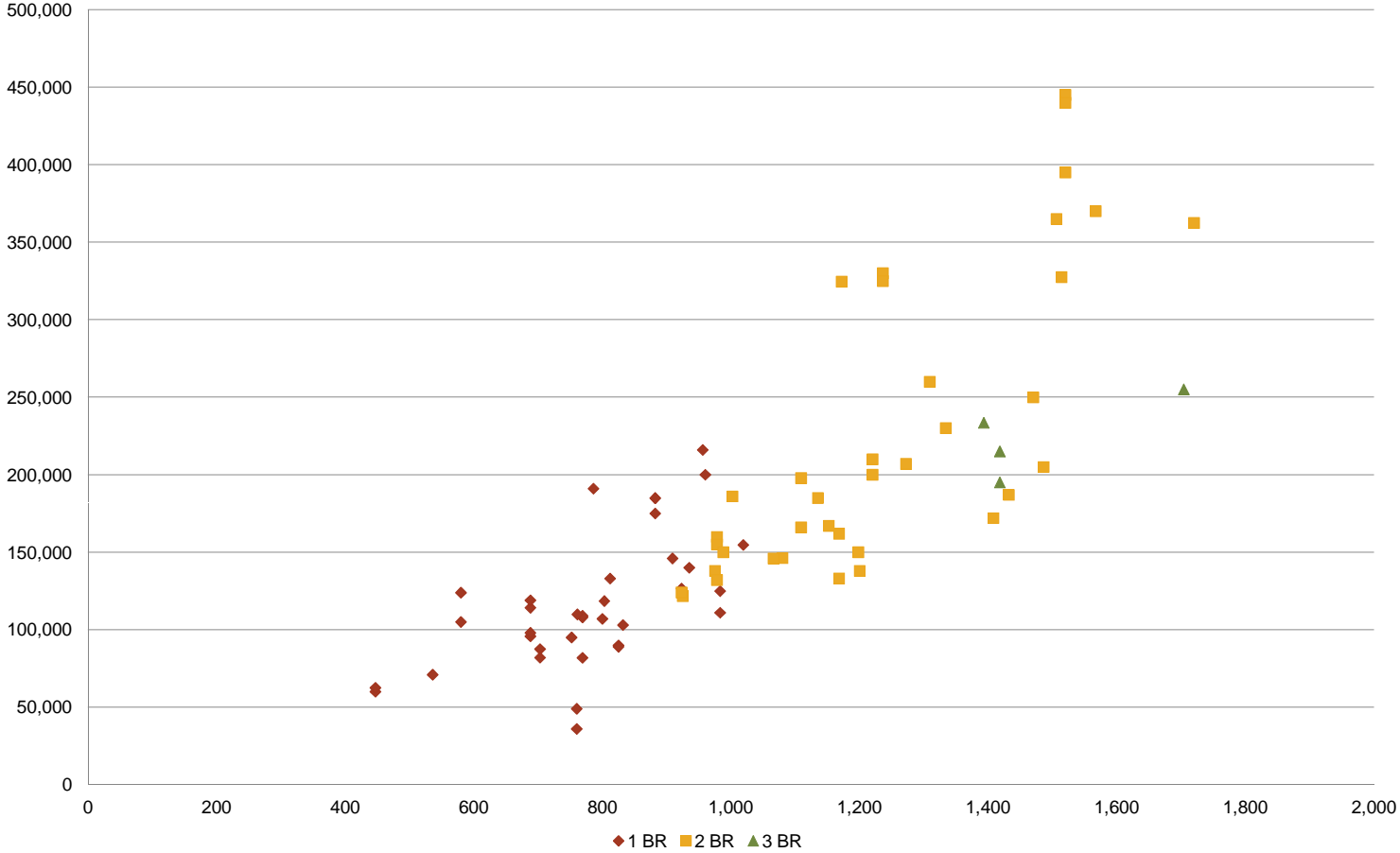


SOURCE: RCLCO

# CITY OF SANDY SPRINGS

Exhibit III-18

PRICE TO SIZE RELATIONSHIP -- CONDOMINIUMS  
SANDY SPRINGS, GEORGIA  
JUNE 2014-JUNE 2015 SALES



SOURCE: RedFin; RCLCO

# CITY OF SANDY SPRINGS

## Exhibit III-19

### PLANNED AND PROPOSED RESIDENTIAL DEVELOPMENT SANDY SPRINGS, GEORGIA JULY 2015

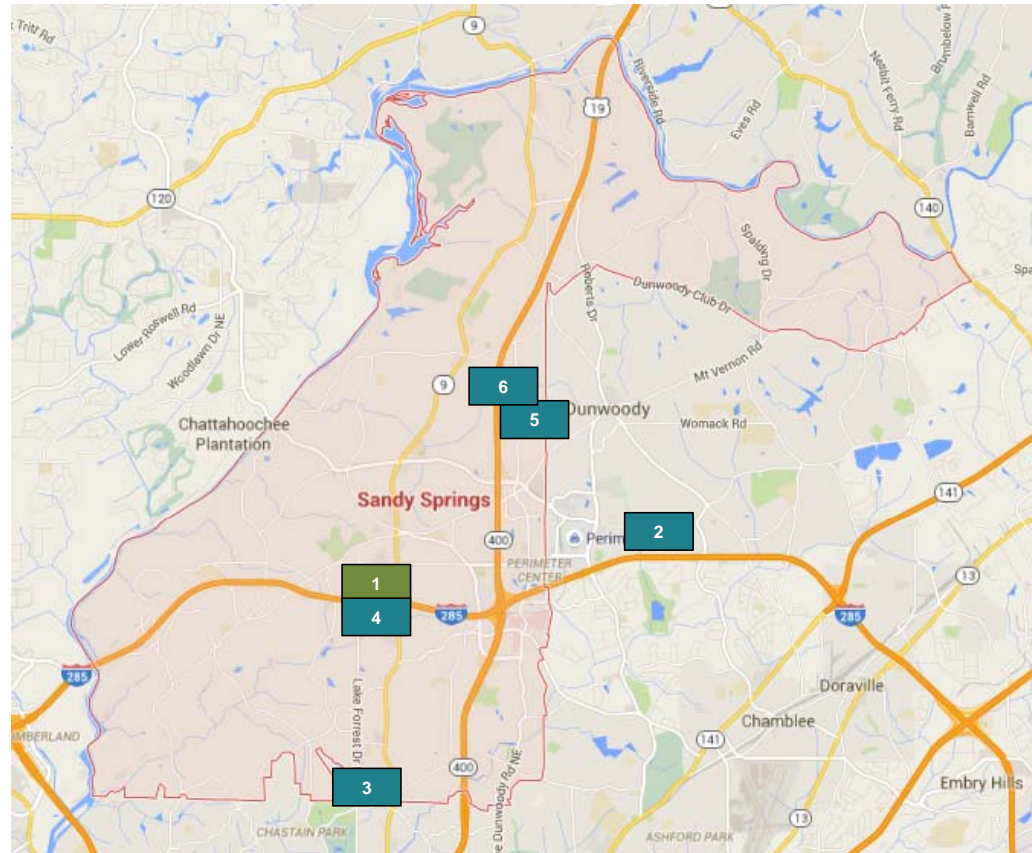
MAP KEY	NAME / ADDRESS	COMMUNITY	BUILDER	DELIVERY / SALES START	UNITS	LOT SIZE	SIZE RANGE	PRICE RANGE
<b>Single Family Detached Homes</b>								
<b>1</b>	<b>Atwater at Sandy Springs</b> Allen Road and Sandy Springs Cir. Sandy Springs, GA 30328 770-973-5791	Sandy Springs	John Wieland	2016	45	1/4 - 1/3	2,100 - 3,800	\$600s
<b>Townhomes</b>								
<b>2</b>	<b>Georgetown Square</b> 4330 Georgetown Sq at Old Springhouse Ln Dunwoody, GA	Dunwoody	Minerva Properties		55			
<b>3</b>	<b>120 Wieuca</b> 120 W Wieuca Rd NE Atlanta, GA 30342 770-996-6065	Chastain Park	John Wieland	Summer 2016	26		2,800 - 3,800	High \$700s to start
<b>4</b>	<b>Atwater at Sandy Springs</b> Allen Road and Sandy Springs Cir. Sandy Springs, GA 30328 770-973-5791	Sandy Springs	John Wieland	2016	43		2,200 - 3,800	\$500s
<b>5</b>	<b>Prescott Walk</b> 6860 Peachtree Dunwoody Road Sandy Springs, GA 30328	Sandy Springs	Ashton Woods	Late 2015	35			
<b>6</b>	<b>North Springs</b> Peachtree Dunwoody Rd @ GA-400/Hunters Crossing Sandy Springs, GA	Sandy Springs			120			

SOURCE: City of Sandy Springs; Costar; Developer websites and brokers

# CITY OF SANDY SPRINGS

## Exhibit III-19

### PLANNED AND PROPOSED RESIDENTIAL DEVELOPMENT SANDY SPRINGS, GEORGIA JULY 2015



SOURCE: City of Sandy Springs; Costar; Developer websites and brokers

# CITY OF SANDY SPRINGS

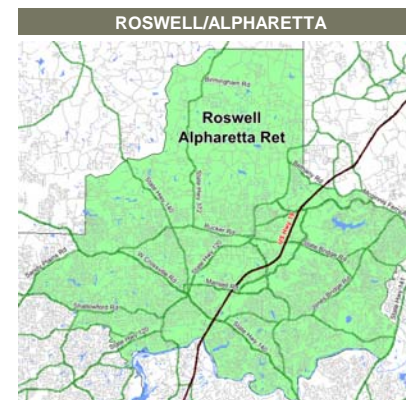
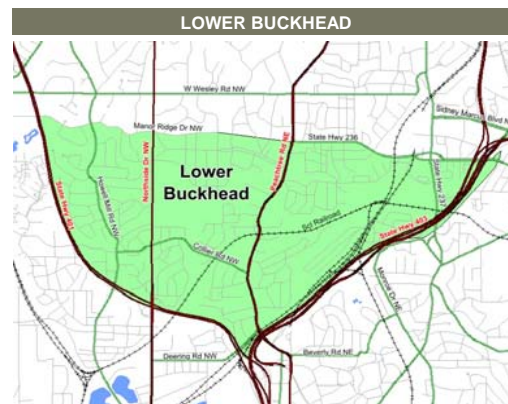
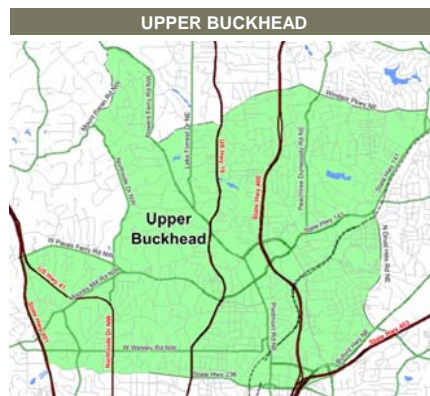
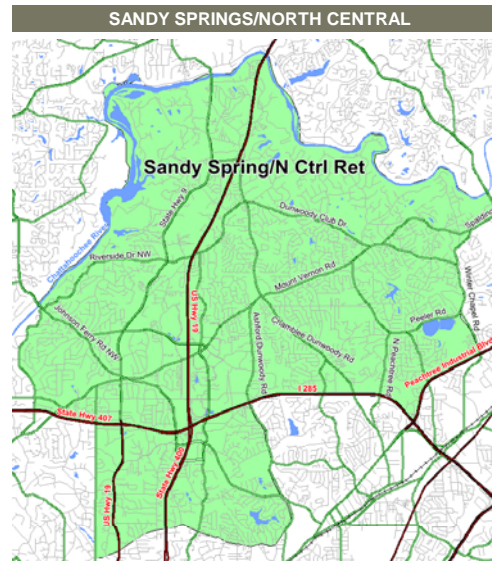
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## IV. RETAIL

# CITY OF SANDY SPRINGS

## Exhibit IV-1

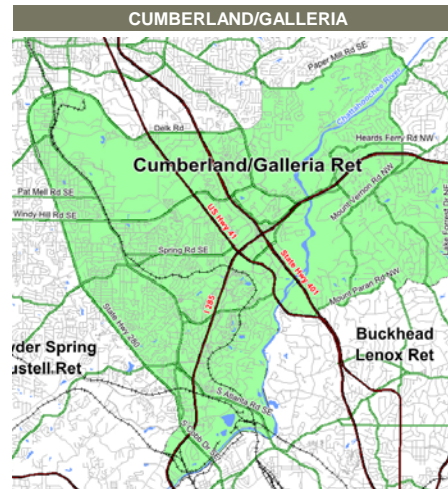
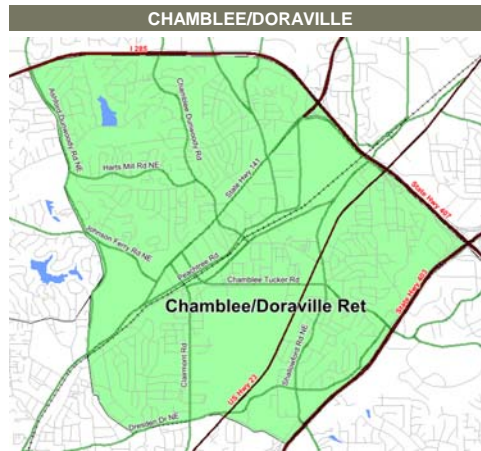
### COSTAR RETAIL MARKET DEFINITIONS ATLANTA, GEORGIA 2015



# CITY OF SANDY SPRINGS

## Exhibit IV-1

### COSTAR RETAIL MARKET DEFINITIONS ATLANTA, GEORGIA 2015

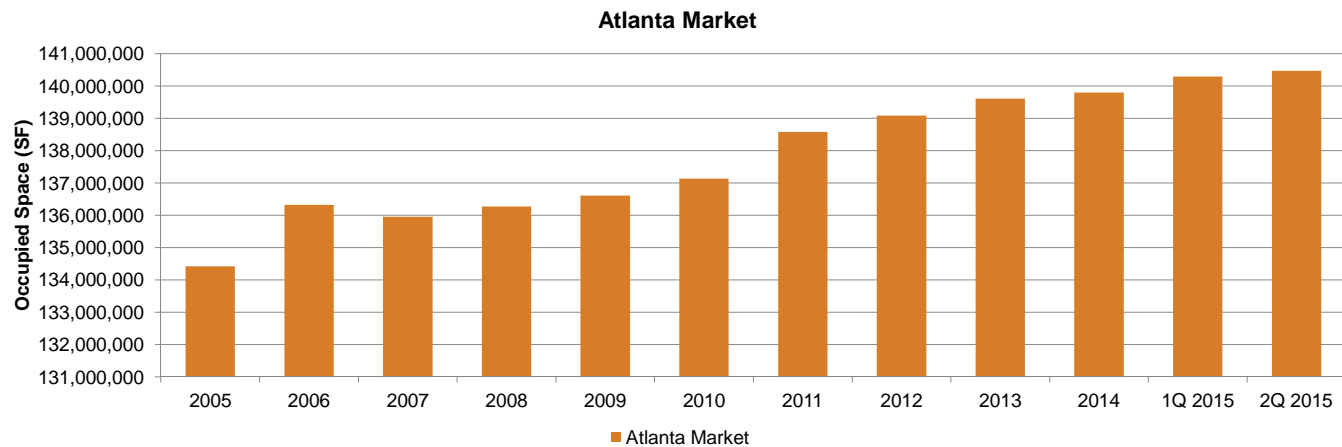
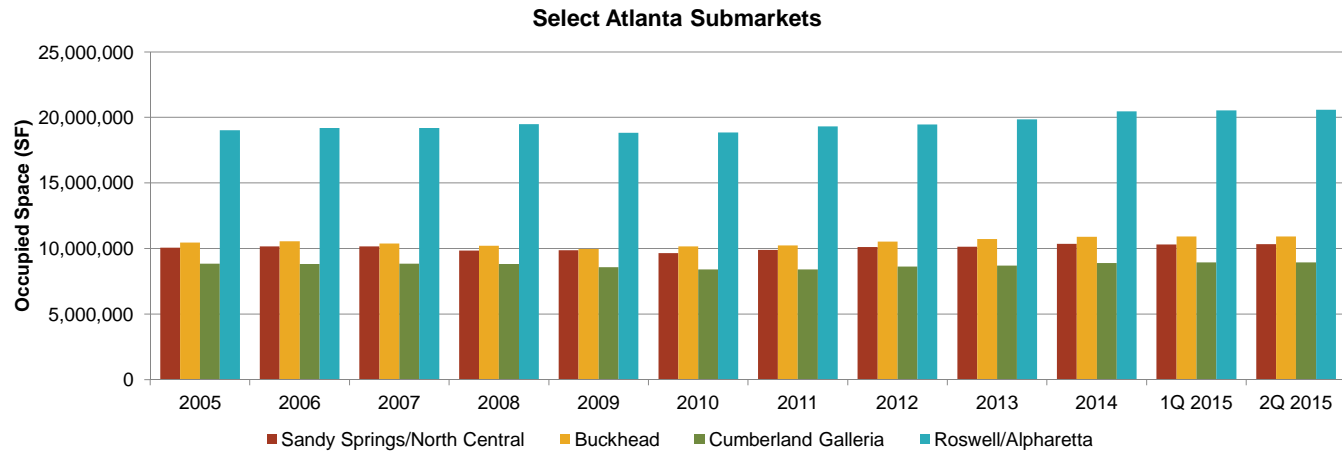


SOURCE: CoStar

# CITY OF SANDY SPRINGS

Exhibit IV-2

## ALL RETAIL -- TOTAL OCCUPIED SQUARE FEET AND VACANCY RATE SELECT ATLANTA MARKETS 2005-2015



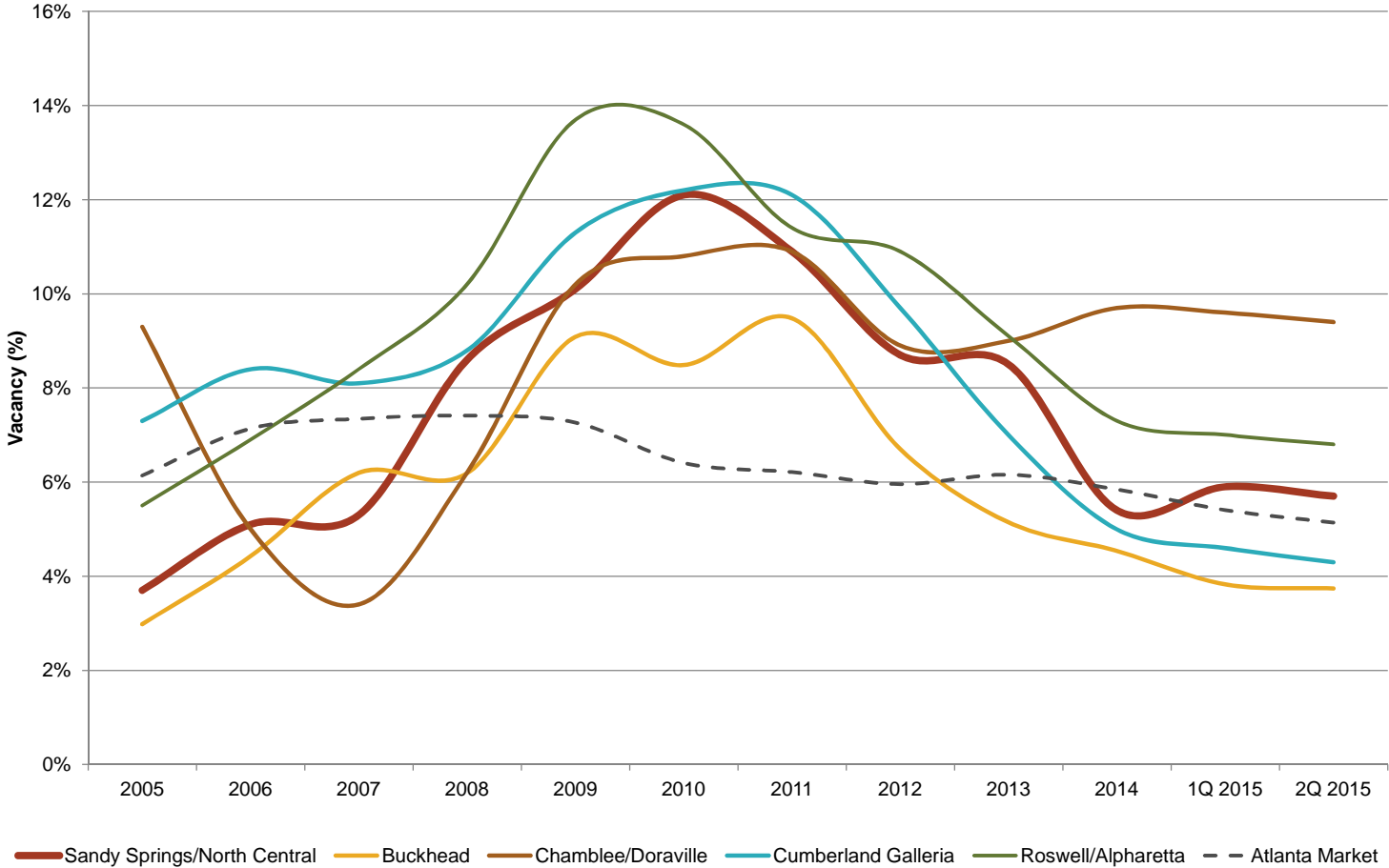
SOURCE: CoStar; RCLCO



# CITY OF SANDY SPRINGS

Exhibit IV-3

## RETAIL VACANCY RATES BY SUBMARKET ATLANTA, GEORGIA 2005-2015

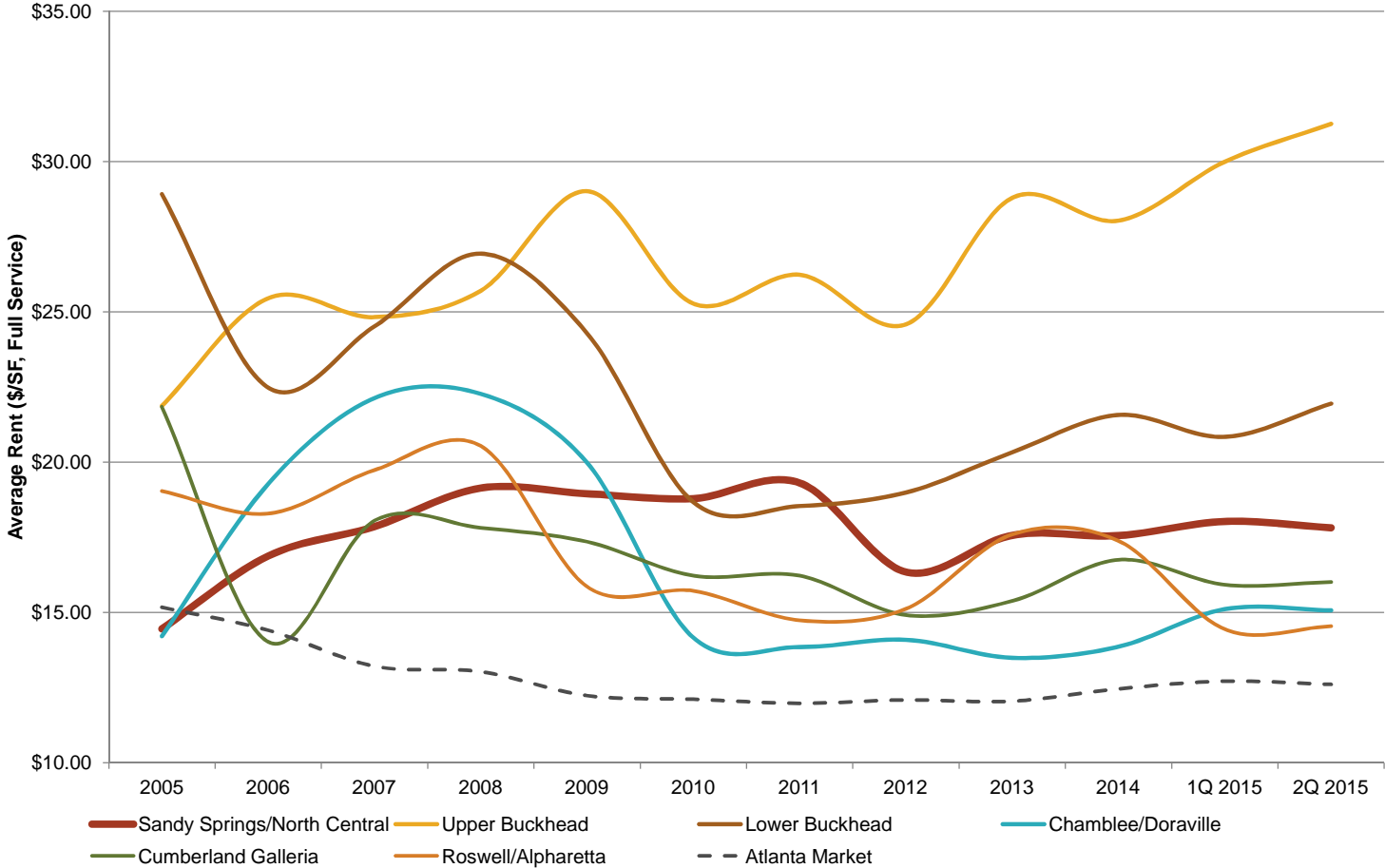


SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

Exhibit IV-4

## RETAIL LEASE RATES BY SUBMARKET (TRIPLE NET) ATLANTA, GEORGIA 2005-2015

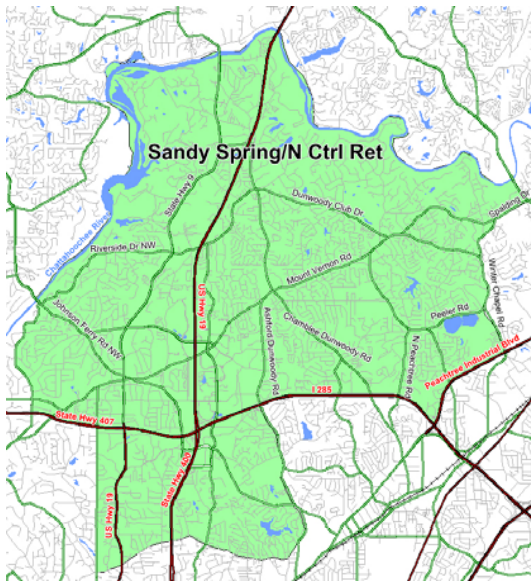


SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

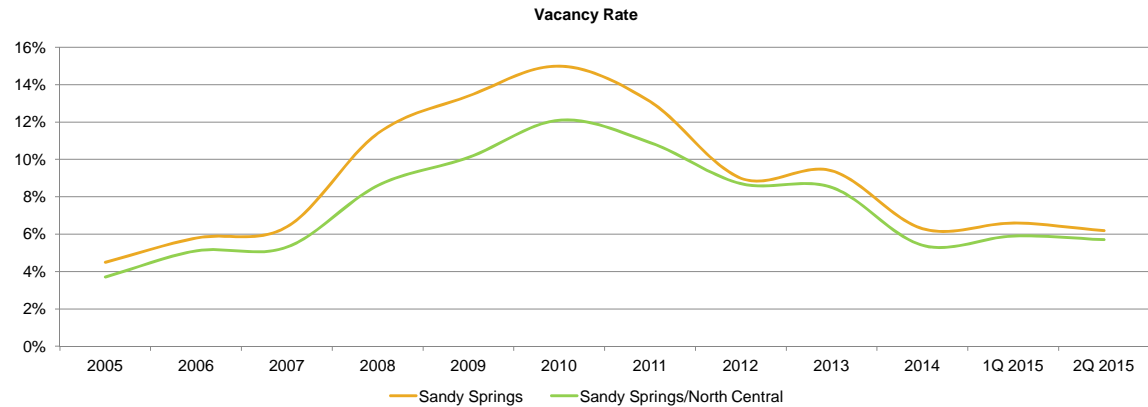
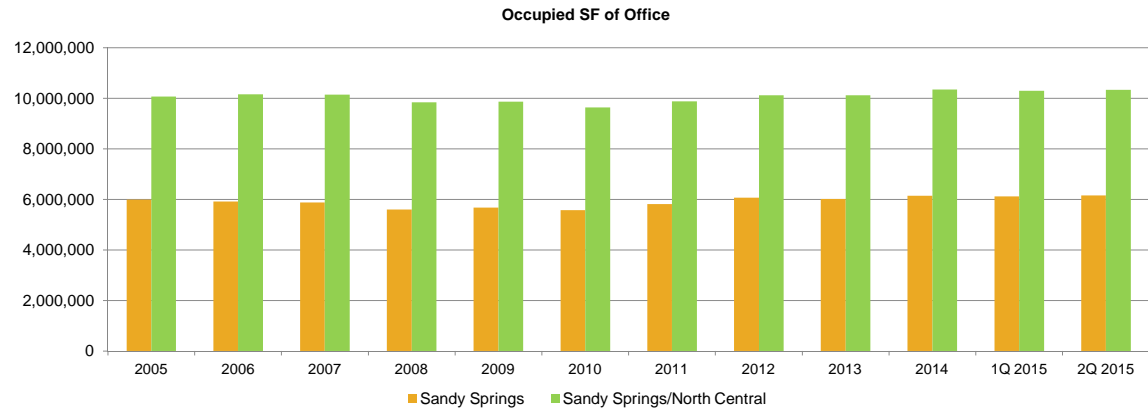
## Exhibit IV-5

### SANDY SPRINGS/NORTH CENTRAL AND CITY OF SANDY SPRINGS RETAIL MARKETS ATLANTA, GEORGIA 2005-2015



As of 2Q 2015:

	Sandy Springs	Sandy Springs/ North Central
Gross Leasable Area	6,567,389	10,957,754
Vacant SF	406,353	621,267
Occupied SF	6,161,036	10,336,487
Vacancy Rate	6.2%	5.7%
Average Lease Rate	\$17.11/nnn	\$17.82/nnn
YTD Net Absorption	17,320	-11,777
Under Construction SF	99,859	99,859
GLA as % of Atlanta Market	4.4%	7.4%

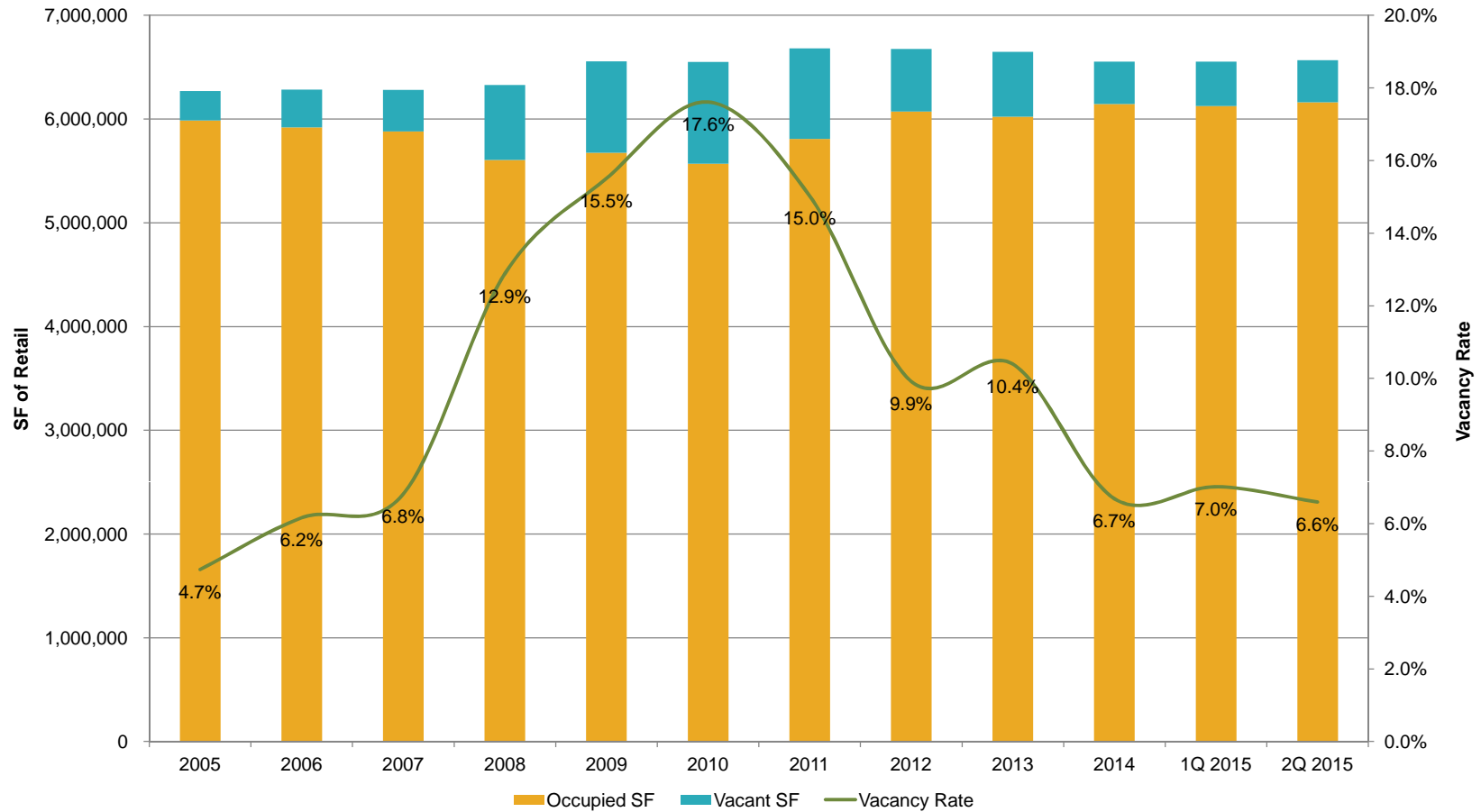


Note: Sandy Springs/North Central is the Costar-defined retail submarket for the Sandy Springs area.  
SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

Exhibit IV-6

## OCCUPIED AND VACANT RETAIL SPACE (ALL TYPES) SANDY SPRINGS, GEORGIA 2005-2015

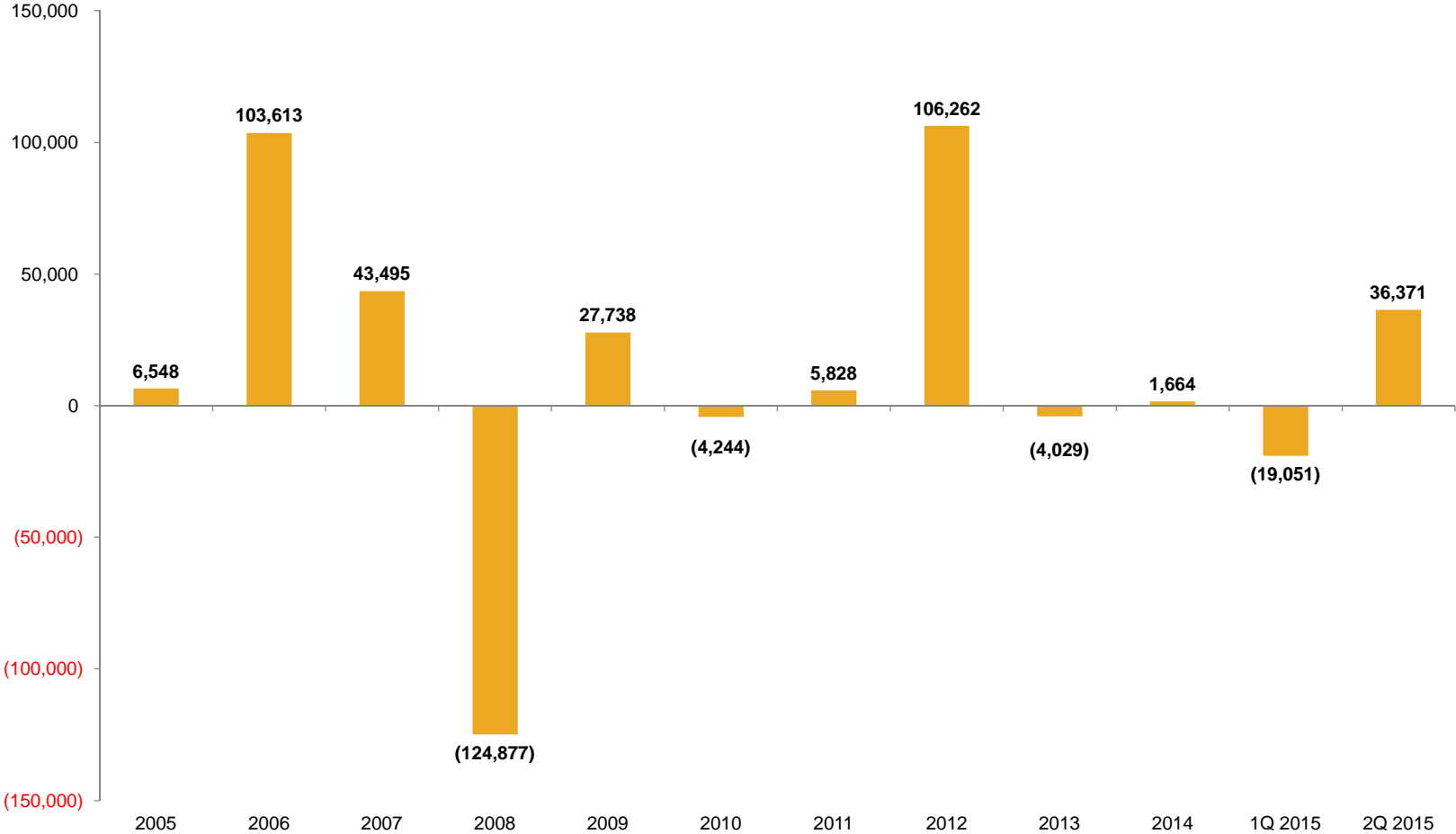


SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

Exhibit IV-7

**ANNUAL DIRECT NET ABSORPTION OF RETAIL SPACE (ALL TYPES)  
SANDY SPRINGS, GEORGIA  
2005-2015**

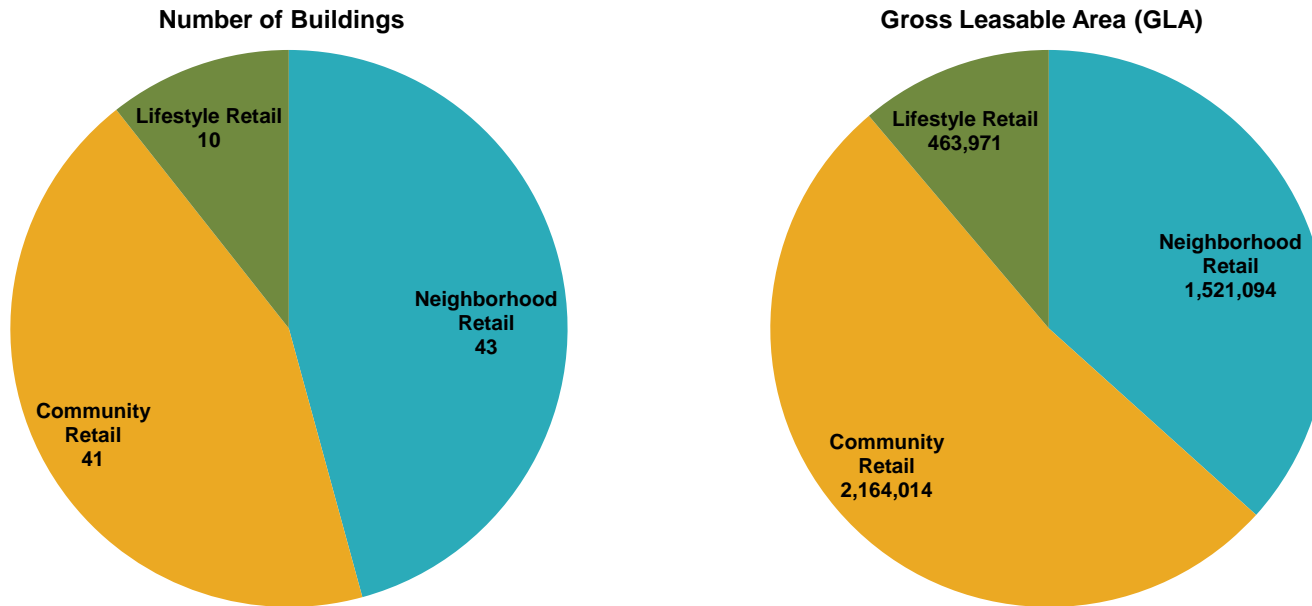


SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

Exhibit IV-8

## SANDY SPRINGS RETAIL SUPPLY PROFILE SANDY SPRINGS, GEORGIA JULY 2015



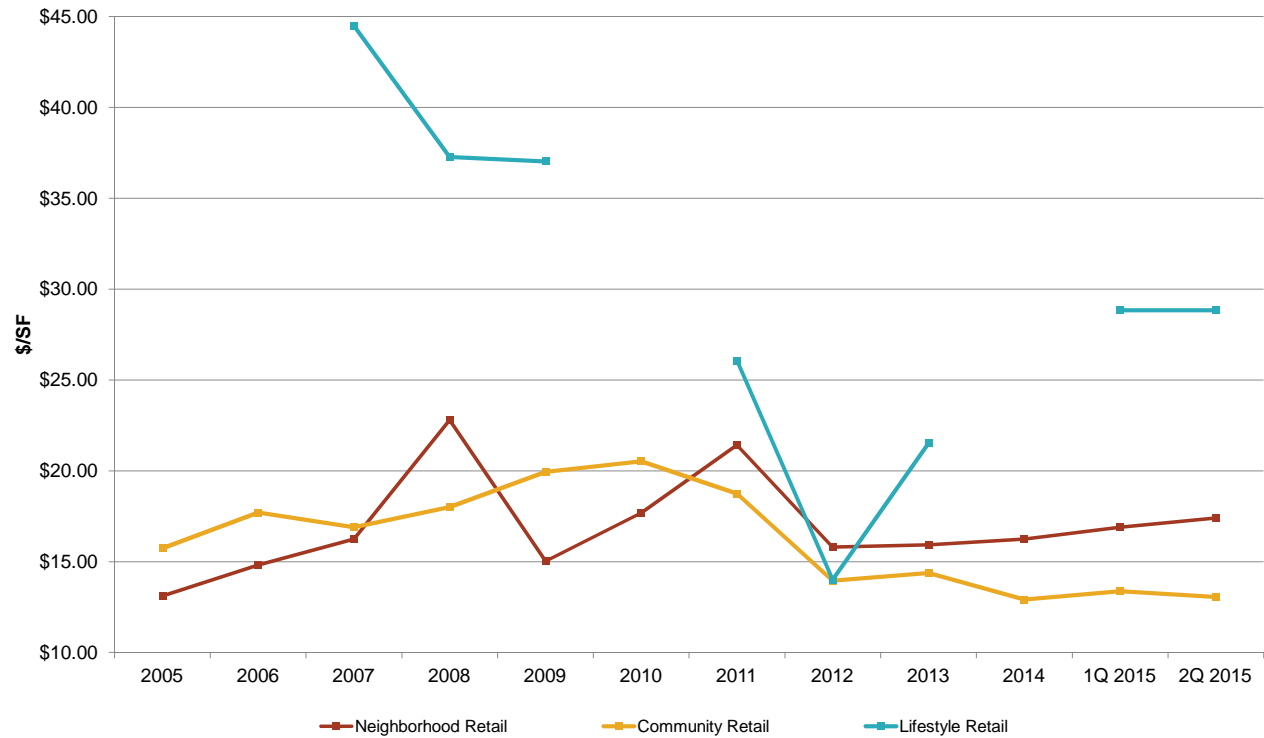
	Neighborhood Retail	Community Retail	Lifestyle Retail
Number of Buildings	43	41	10
Gross Leasable Area (GLA)	1,521,094	2,164,014	463,971
Vacant SF	149,258	131,327	4,090
Occupied SF	1,371,836	2,032,687	459,881
Vacancy Rate	10%	6%	1%
Buildings Under Construction	6	0	0
GLA Under Construction	99,859	0	0
Average Rent	\$17.41	\$13.06	\$28.84

Note: Sandy Springs does not have any power centers or regional retail centers.  
SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

Exhibit IV-9

AVERAGE LEASE RATES BY RETAIL TYPE (TRIPLE NET)  
SANDY SPRINGS, GEORGIA  
2005-2015



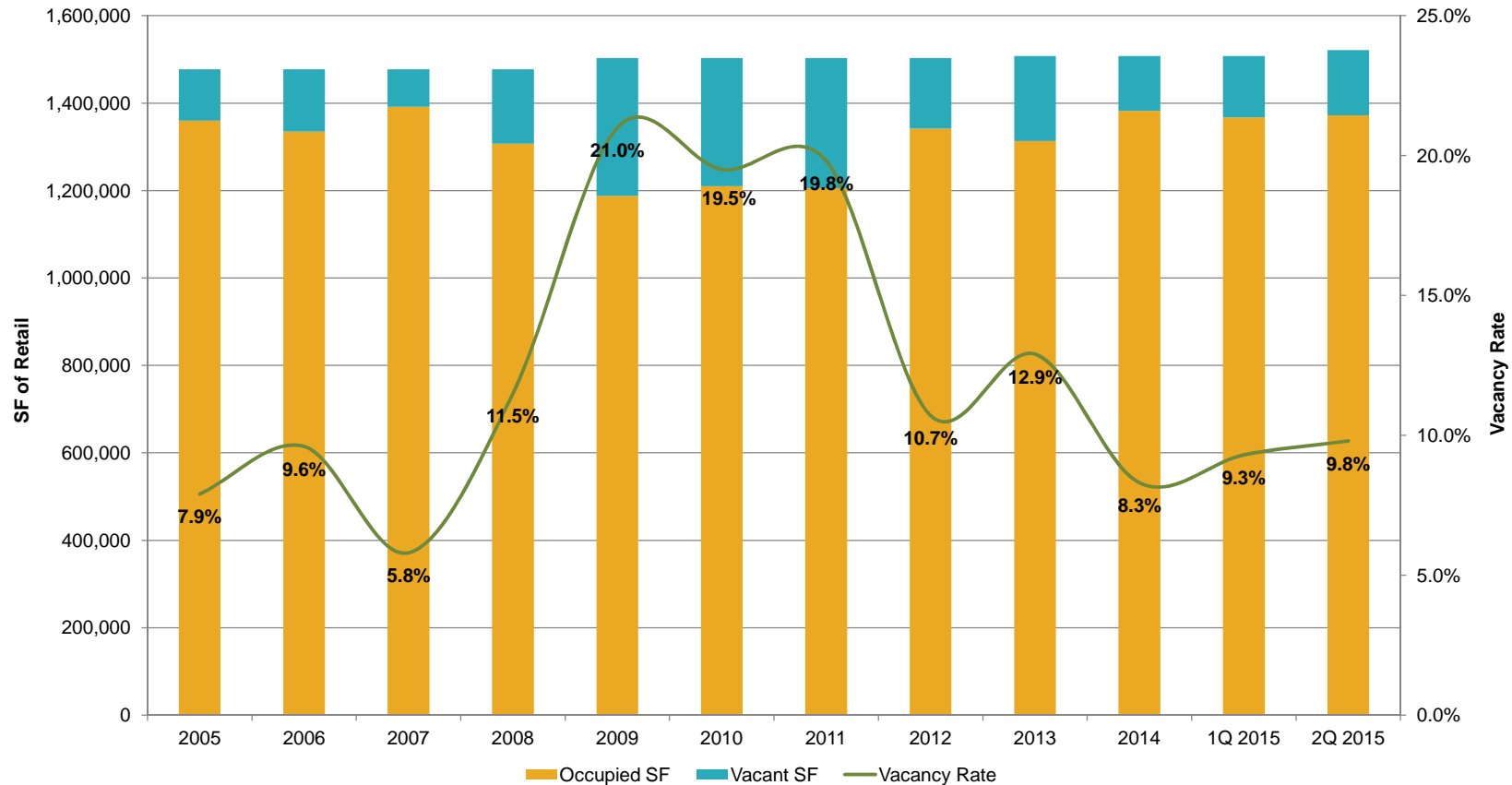
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	1Q 2015	2Q 2015
Neighborhood Retail	\$13.10	\$14.82	\$16.25	\$22.79	\$15.03	\$17.69	\$21.42	\$15.81	\$15.92	\$16.25	\$16.90	\$17.41
Community Retail	\$15.74	\$17.71	\$16.90	\$18.01	\$19.94	\$20.53	\$18.75	\$13.95	\$14.38	\$12.91	\$13.38	\$13.06
Lifestyle Retail	N/A	N/A	\$44.50	\$37.28	\$37.03	N/A	\$26.08	\$14.00	\$21.52	N/A	\$28.84	\$28.84

SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

Exhibit IV-10

## OCCUPIED AND VACANT NEIGHBORHOOD CENTER RETAIL SANDY SPRINGS, GEORGIA 2005-2015



Note: Per CoStar, neighborhood center retail "provides for the sales of convenience goods (food, drugs, etc.) and personal services (laundry, dry cleaning, etc.) for day-to-day living needs of the immediate neighborhood with a supermarket being the principal tenant. In theory, the typical GLA is 50,000 square feet. In practice, the GLA may range from 30,000 to 100,000 square feet."

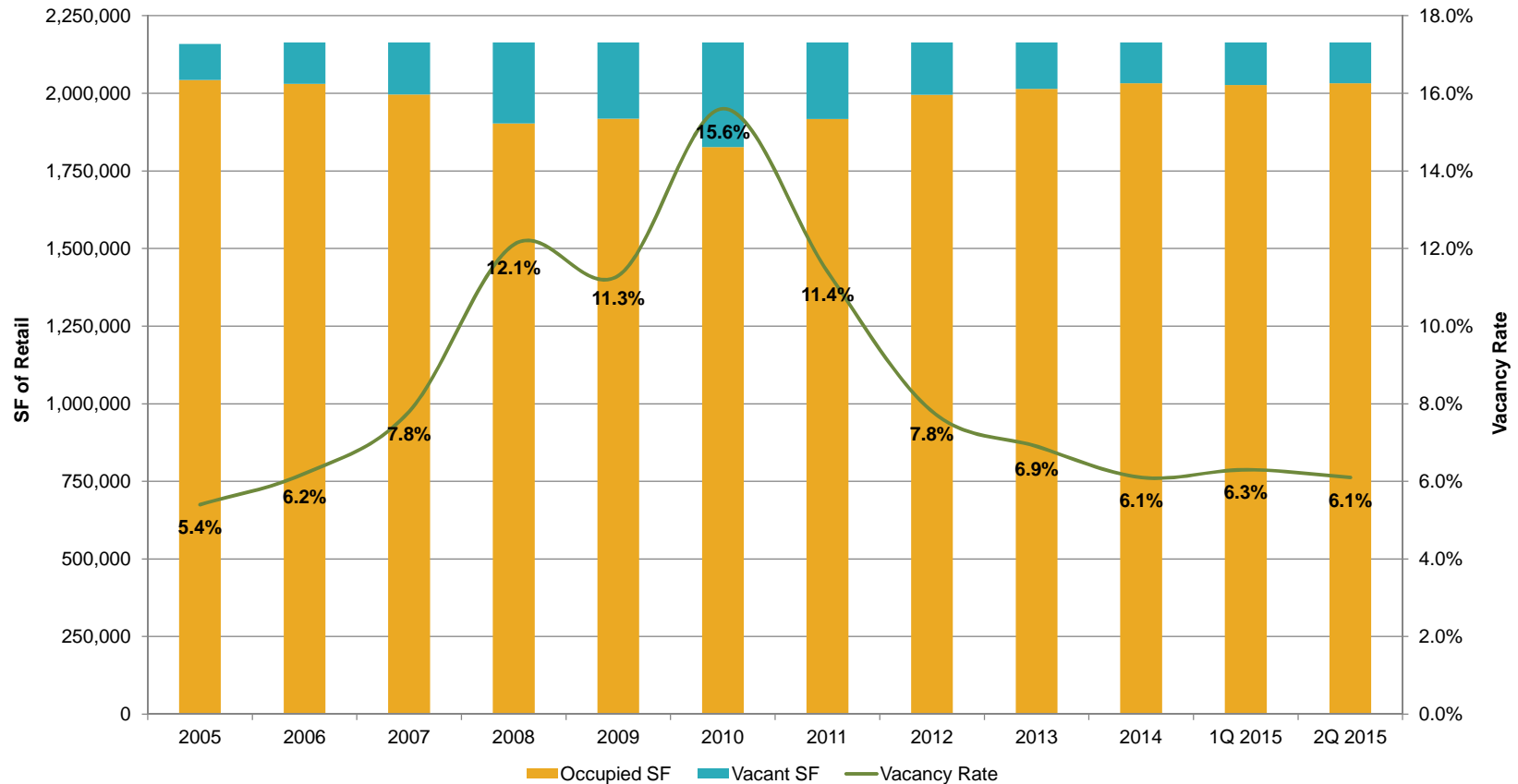
SOURCE: CoStar; RCLCO



# CITY OF SANDY SPRINGS

Exhibit IV-11

## OCCUPIED AND VACANT COMMUNITY CENTER RETAIL SANDY SPRINGS, GEORGIA 2005-2015



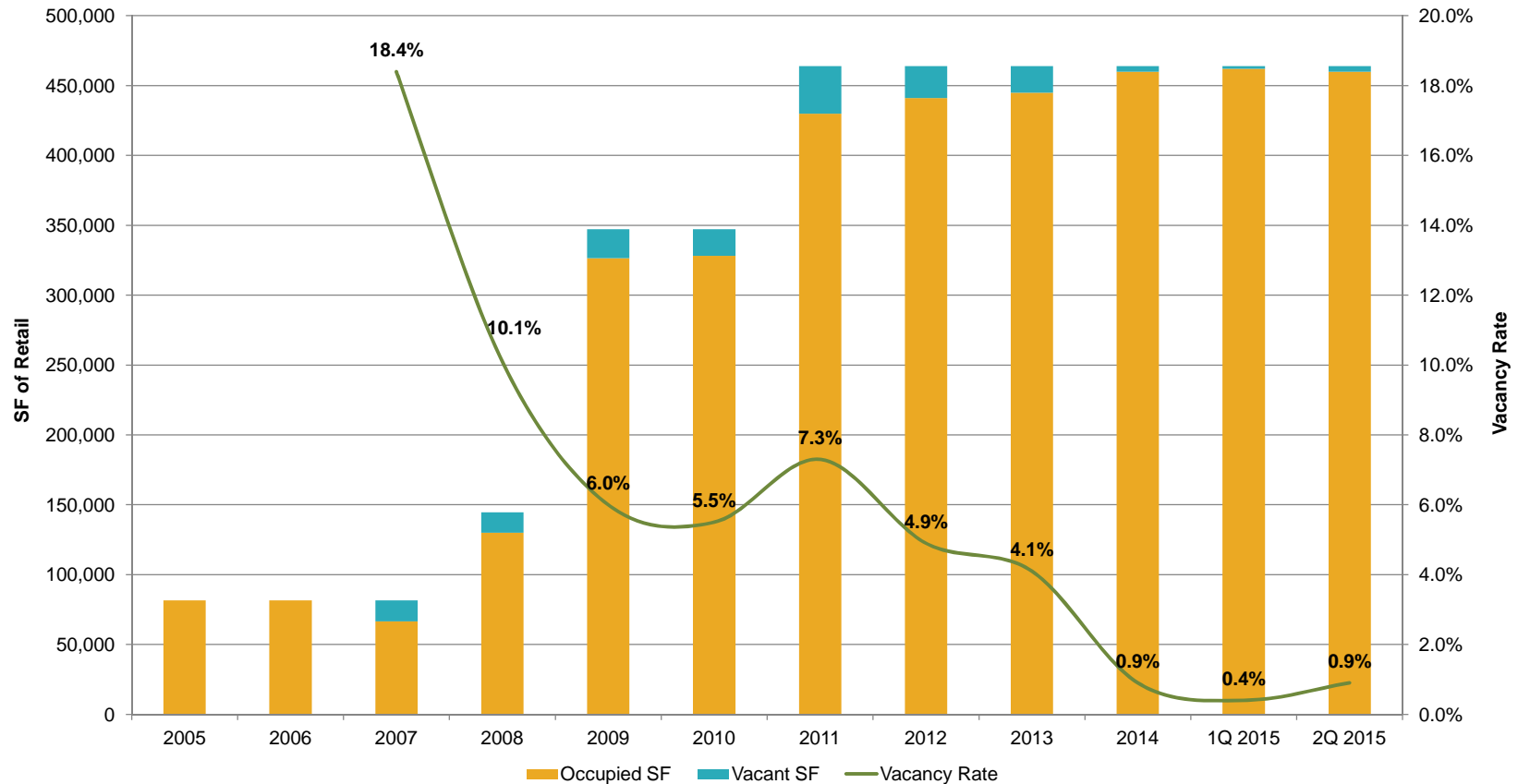
Note: Per CoStar, community center retail "typically offers a wider range of apparel and other soft goods than neighborhood centers. Among the more common anchors are supermarkets, super drugstores, and discount department stores. Community center tenants sometimes contain value-oriented big-box category dominant retailers selling such items as apparel, home improvement/furnishings, toys, electronics or sporting goods. The center is usually configured in a straight line as a strip, or may be laid out in an L or U shape, depending on the site and design."

SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

Exhibit IV-12

## OCCUPIED AND VACANT LIFESTYLE CENTER RETAIL SANDY SPRINGS, GEORGIA 2005-2015



Note: Per CoStar, a lifestyle center is "an upscale, specialty retail, mainstreet concept shopping center. An open center, usually without anchors, about 300,000 SF GLA or larger, located near affluent neighborhoods, includes upscale retail, trendy restaurants and entertainment retail. Nicely landscaped with convenient parking located close to the stores."

SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

## Exhibit IV-13

### TOTAL RETAIL NET ABSORPTION SANDY SPRINGS, GEORGIA 2006-2015 YTD

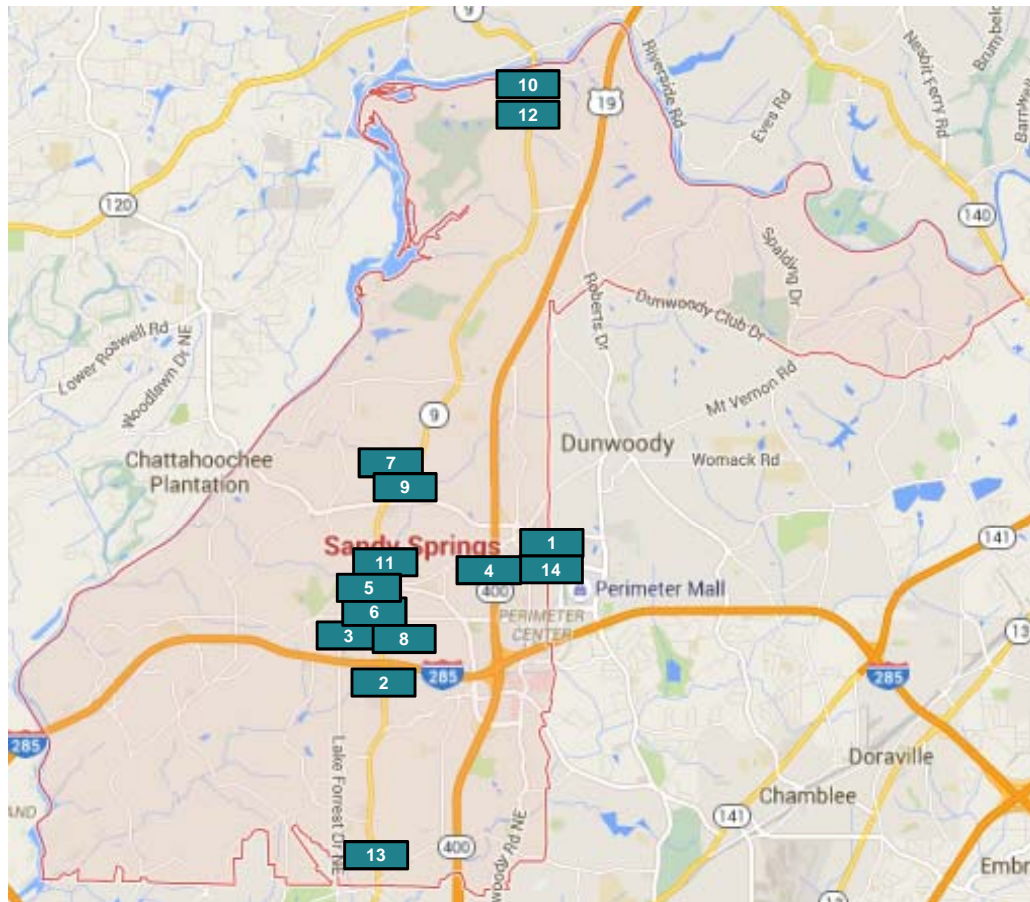
YEAR	RETAIL CATEGORY			
	ALL RETAIL	NEIGHBORHOOD RETAIL	COMMUNITY RETAIL	LIFESTYLE RETAIL
2005	6,548	(6,315)	5,950	(2,080)
2006	103,613	(10,977)	(5,367)	2,080
2007	43,495	2,275	(25,066)	0
2008	(124,877)	(61,713)	20,108	(315)
2009	27,738	18,499	36,804	1,000
2010	(4,244)	3,997	6,819	800
2011	5,828	(10,331)	2,411	(100)
2012	106,262	45,883	5,409	(4,161)
2013	(4,029)	1,208	(79,858)	34,388
2014	1,664	16,869	43,936	0
2015 YTD <sup>1</sup>	17,320	(10,443)	93,815	0
2006-2010	9,145	(9,584)	6,660	713
2011-2015 YTD	25,409	8,637	13,143	6,025

<sup>1</sup> YTD data reflects Q1 and Q2 2015.  
SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

## Exhibit IV-14

### KEY RETAIL CENTERS SANDY SPRINGS, GEORGIA AUGUST 2015



MAP KEY	SHOPPING CENTER
1	Perimeter Pointe
2	The Prado
3	Parkside Shops
4	Costco Center
5	City Walk At Sandy Springs
6	The Exchange at Hammond
7	Sandy Springs Crossing
8	Fountain Oaks
9	Abernathy Square
10	North River Shopping Center
11	Sandy Springs Plaza
12	Dunwoody Place
13	Gateway Sandy Springs
14	Perimeter Square West

Note: Locations are approximate.  
SOURCE: CoStar

# CITY OF SANDY SPRINGS

## Exhibit IV-15

### SUMMARY OF LIFESTYLE, COMMUNITY, AND NEIGHBORHOOD RETAIL CENTERS OVER 100,000 SQ. FT. SANDY SPRINGS, GEORGIA AUGUST 2015

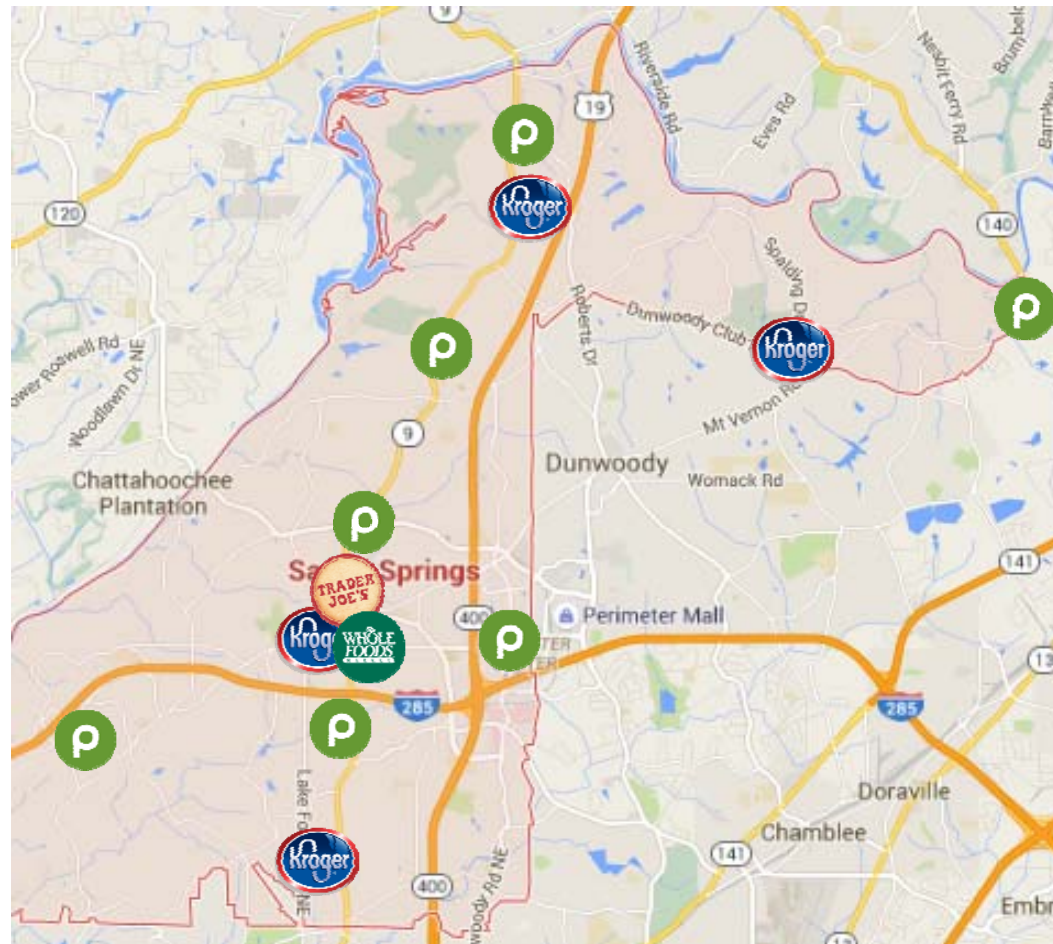
MAP KEY	NAME	TYPE	GLA (SF)	YEAR OPENED	OCC. RATE	AVG. RENT/ SF PER YR	ANCHORS	NO. OF STORES
1	<b>Perimeter Pointe</b> 1155 Mount Vernon Hwy	Community	503,321	1995, 2002	93%	Withheld	Sports Authority, Babies "R" Us, Stein Mart, Office Depot, Michaels	30
2	<b>The Prado</b> 5600 Roswell Rd NE	Lifestyle	463,971	1973, 2008	94%	\$28.80	Publix, Target, Lifetime Fitness	0
3	<b>Parkside Shops</b> 5920 NE Roswell Rd	Community	262,588	1968, 2003	100%	Withheld	Tuesday Morning	46
4	<b>Costco Center</b> 6350 Peachtree Dunwoody Rd NE	Community	257,577	1996	100%	Withheld	Costco, The Home Depot	0
5	<b>City Walk At Sandy Springs</b> 227 NE Sandy Springs Cir	Community	190,975	1984, 2006	93%	Withheld	Kroger	45
6	<b>The Exchange at Hammond</b> 5380-5988 NE Roswell Rd	Community	171,785	1963, 2002	90%	\$25.08	Whole Foods, Office Depot, PETCO, Dollar Tree	11
7	<b>Sandy Springs Crossing</b> 6690 NE Roswell Rd	Community	169,282	1988	99%	Withheld	LA Fitness	0
8	<b>Fountain Oaks</b> 4290 NE Roswell Rd	Community	160,237	1987	81%	Withheld	Kroger	11
9	<b>Abernathy Square</b> 6500 NE Roswell Rd	Community	131,516	1983, 1994	97%	Withheld	Publix	47
10	<b>North River Shopping Center</b> 8765-8911 Roswell Rd	Neighborhood	120,065	1976, 1988	80%	Withheld	Family Dollar	28
11	<b>Sandy Springs Plaza</b> 6229 NE Roswell Rd	Community	118,610	1959, 2006	90%	Withheld	Pier 1 Imports, Trader Joe's	42
12	<b>Dunwoody Place</b> 8725 Roswell Rd	Neighborhood	115,606	1994	93%	\$21.00	Publix	31
13	<b>Gateway Sandy Springs</b> 4600 Roswell Rd	Neighborhood	112,872	2015	71%	Withheld	N/A	0
14	<b>Perimeter Square West</b> 1165 Perimeter Ctr W	Neighborhood	102,075	1995	97%	\$39.96	REI	0

SOURCE: Costar

# CITY OF SANDY SPRINGS

Exhibit IV-16

LOCAL GROCERY STORES  
SANDY SPRINGS, GEORGIA  
AUGUST 2015



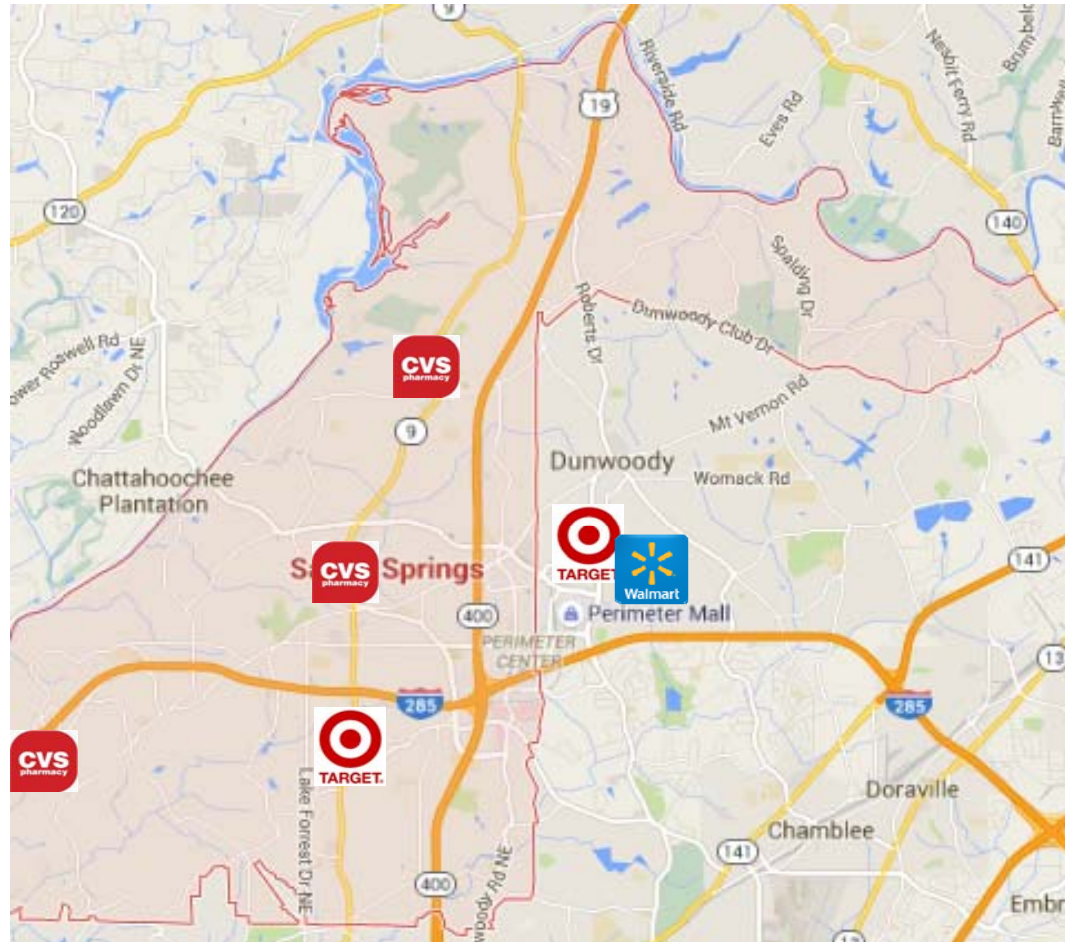
SOURCE: Google; CoStar

# CITY OF SANDY SPRINGS

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Exhibit IV-17

## LOCAL SUPERSTORES AND CONVENIENCE RETAIL SANDY SPRINGS, GEORGIA AUGUST 2015



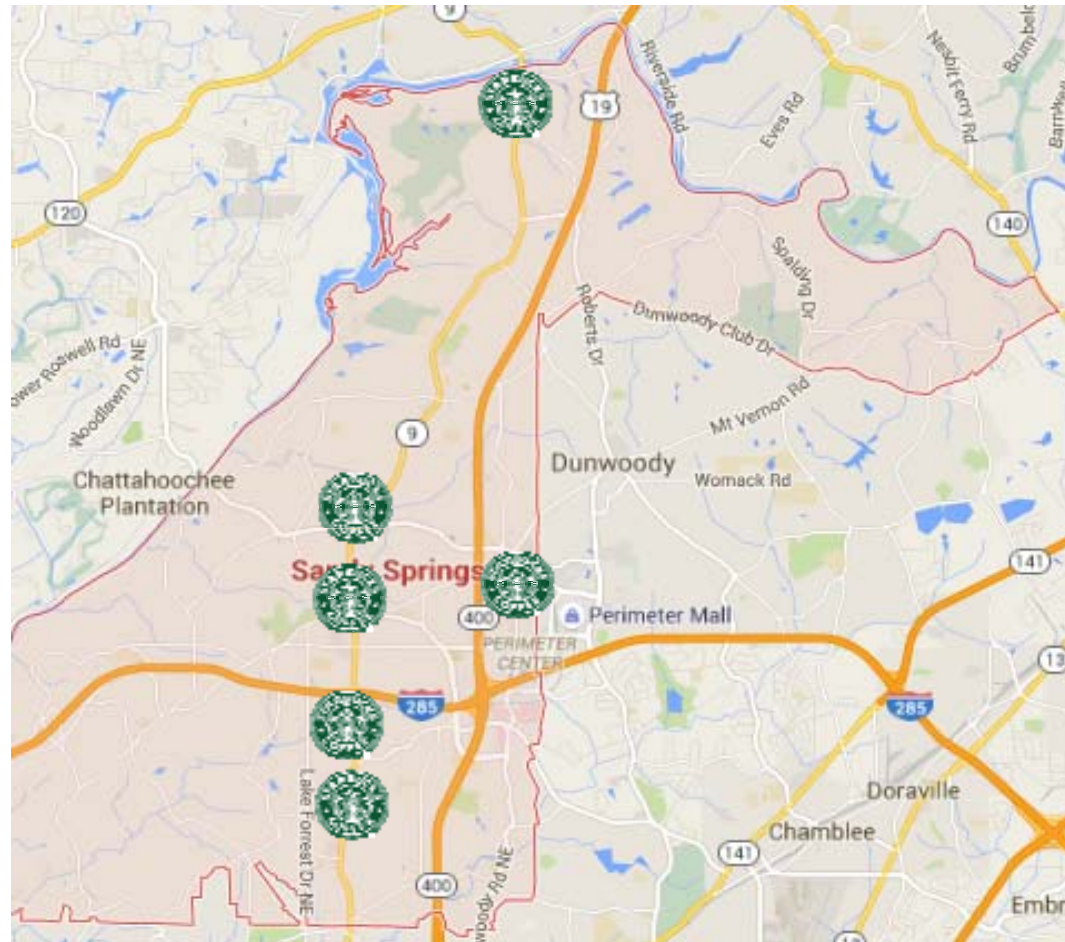
SOURCE: Google; CoStar

# CITY OF SANDY SPRINGS

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*Exhibit IV-18*

**STARBUCKS LOCATIONS  
SANDY SPRINGS, GEORGIA  
AUGUST 2015**



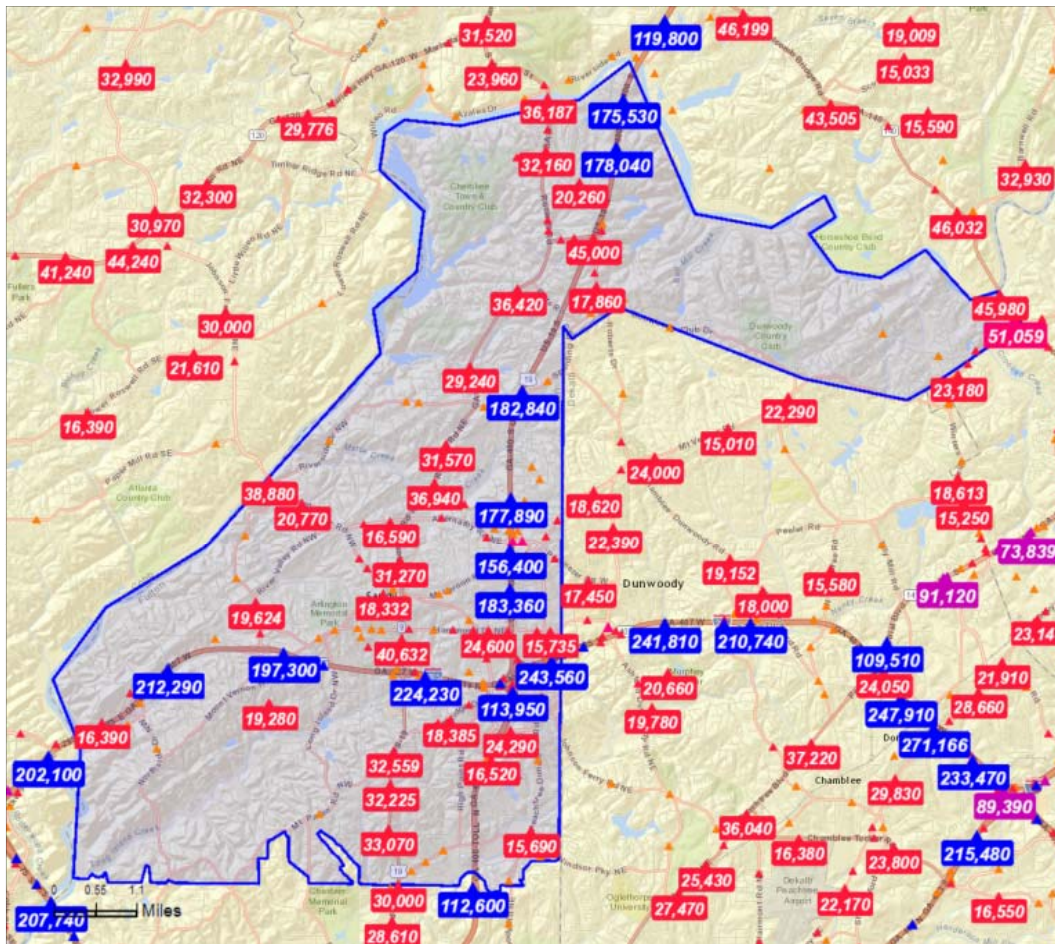
SOURCE: Google; Costar



# CITY OF SANDY SPRINGS

Exhibit IV-19

DAILY TRAFFIC COUNT MAP  
SANDY SPRINGS, GEORGIA  
2015



**Average Daily Traffic Volume**  
 ▲ Up to 6,000 vehicles per day  
 ▲ 6,001 - 15,000  
 ▲ 15,001 - 30,000  
 ▲ 30,001 - 50,000  
 ▲ 50,001 - 100,000  
 ▲ More than 100,000 per day

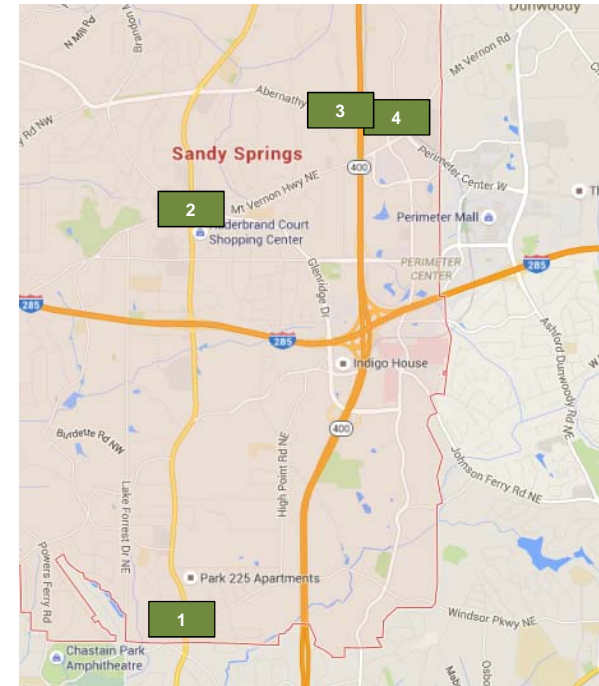
SOURCE: Esri Business Analyst

# CITY OF SANDY SPRINGS

## Exhibit IV-20

### PLANNED, PROPOSED, AND UNDER CONSTRUCTION NEW RETAIL DEVELOPMENTS SANDY SPRINGS, GEORGIA AUGUST 2015

MAP KEY	PROJECT/ADDRESS	DEVELOPER	GLA (SF)	STATUS	EXPECTED COMPLETION	OTHER USES
1	<b>Sandy Springs Gateway</b> 4558-4616 Roswell Rd Sandy Springs, GA	JLB	100,000	UC	2016	Apartments, office
2	<b>City Center</b> Mt Vernon Hwy and Johnson Ferry Rd Sandy Springs, GA	Carter/Selig	28,000	UC	Fall 2017	City offices, performing arts center, park, residential
3	<b>Abernathy Rd and Barfield Rd</b> Sandy Springs, GA	Ackerman & Co.	30,000	Planned		Hotel, office
4	<b>Northpark 100-300</b> Abernathy Rd and GA-400 Sandy Springs, GA	Hines	50,000	Planned	2017	Office, apartments, hotel

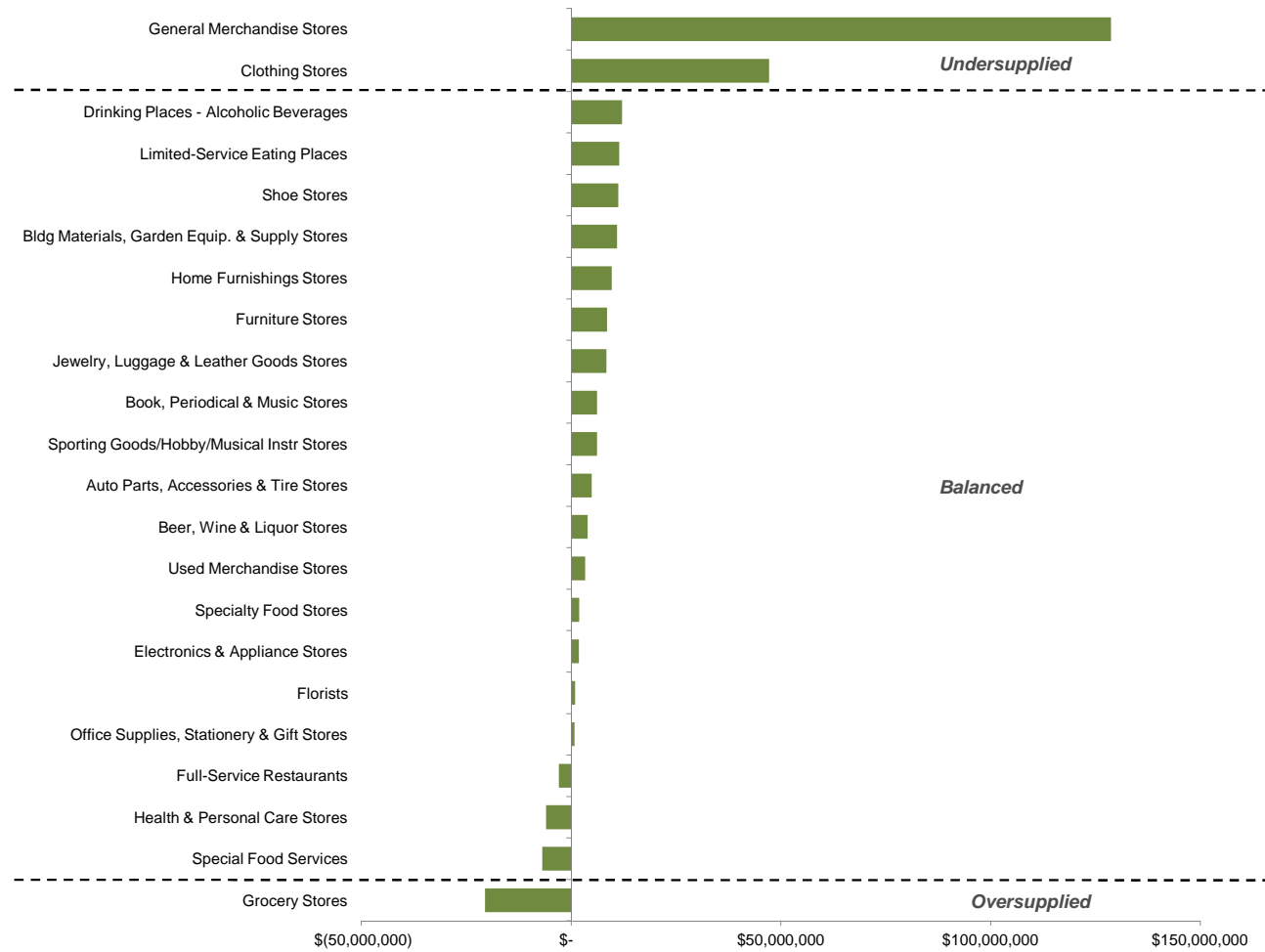


SOURCE: City of Sandy Springs; Reis; Costar

# CITY OF SANDY SPRINGS

Exhibit IV-21

## CURRENT RETAIL UNDER AND OVER SUPPLY SANDY SPRINGS, GEORGIA AUGUST 2015

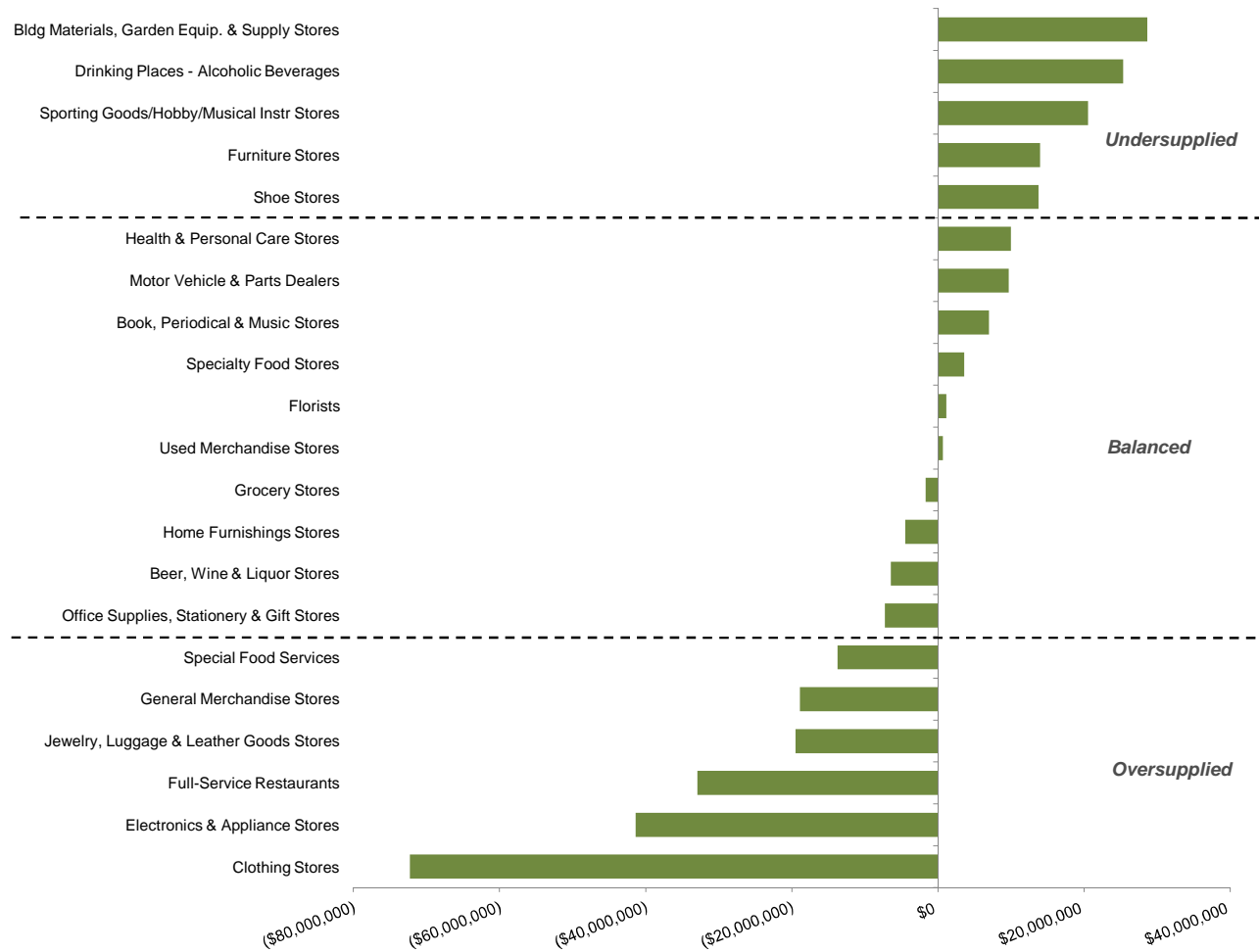


SOURCE: Esri; RCLCO

# CITY OF SANDY SPRINGS

Exhibit IV-22

## CURRENT RETAIL UNDER AND OVER SUPPLY 5-MILE RADIUS AROUND PERIMETER MALL AUGUST 2015



SOURCE: Esri; RCLCO

# CITY OF SANDY SPRINGS

## Exhibit IV-23

### SUMMARY OF SHORT-TERM DEMAND FOR RETAIL SANDY SPRINGS, GEORGIA 2015-2025

RETAIL CATEGORY	2015-2020 DEMAND	2020-2025 ADDITIONAL DEMAND	2015-2025 TOTAL DEMAND POTENTIAL	TENANT EXAMPLES	TYPICAL STORE SIZE RANGE <sup>1</sup>
Furniture Stores	6,969	7,558	14,527	Ethan Allen, Havertys	16,000 - 35,000
Home Furnishings Stores	1,900	2,060	3,960	Pier 1, Home Goods	9,000 - 25,000
Electronics & Appliance Stores	7,649	8,295	15,944	Best Buy, Radio Shack	4,000 - 6,000
Lawn & Garden Equip & Supply Stores	288	312	599	Home Depot	15,000 - 100,000
Clothing Stores	7,790	8,448	16,238	American Eagle, Chico's	2,000 - 5,000
Shoe Stores	448	486	934	Famous Footwear, Local	1,500 - 6,000
Jewelry, Luggage & Leather Goods Stores	684	741	1,425	Claire's, Zales	1,000 - 1,100
Sporting Goods/Hobby/Musical Instr Stores	9,448	10,246	19,694	Michael's, Local	2,500 - 20,000
Book, Periodical & Music Stores	683	741	1,424	Barnes & Noble, Local	5,000 - 26,000
General Merchandise Stores	68,447	74,230	142,677	Kohls, Target, Depart. Stores	30,000 - 150,000
Office Supplies, Stationery & Gift Stores	4,189	4,542	8,731	Hallmark, Office Depot	2,600 - 22,000
Grocery Stores	50,042	54,270	104,312	Harris Teeter, Publix	30,000 - 60,000
Specialty Food Stores	851	923	1,773	Local	1,000 - 4,000
Beer, Wine & Liquor Stores	2,539	2,754	5,293	Total Wine, Local	5,000 - 20,000
Health & Personal Care Stores	24,885	26,988	51,873	CVS, Walgreens, GNC	1,500 - 14,000
Florists	176	190	366	Local	900 - 1,200
Full-Service Restaurants	19,479	21,125	40,604	Applebee's, Rock Bottom	4,500 - 7,000
Limited-Service Eating Places	24,741	26,831	51,572	McDonald's, Starbucks	1,200 - 2,600
Drinking Places - Alcoholic Beverages	754	818	1,572	Local	1,200 - 1,800
<b>TOTAL</b>	<b>231,960</b>	<b>251,559</b>	<b>483,518</b>		

<sup>1</sup> RetailSails; KLNBretail; RCLCO  
SOURCE: RCLCO

# CITY OF SANDY SPRINGS

## Exhibit IV-24

### SHORT-TERM DEMAND FOR RETAIL SANDY SPRINGS, GEORGIA 2015-2025

2015 HHs in Sandy Springs <sup>1</sup>	45,808
2020 HHs in Sandy Springs <sup>1</sup>	49,690
2025 HHs in Sandy Springs <sup>1</sup>	53,900

RETAIL CATEGORY	TOTAL SPENDING 2014 <sup>2</sup>	\$/HH	SALES/ SF <sup>3</sup>	2015-2020	2020-2025	2015-2025
				DEMAND FROM HH GROWTH (SF)	DEMAND FROM PMA HH GROWTH (SF)	TOTAL DEMAND FROM LOCAL AREA
Furniture Stores	\$14,900,719	\$325	\$181	6,969	7,558	14,527
Home Furnishings Stores	\$8,877,965	\$194	\$396	1,900	2,060	3,960
Electronics & Appliance Stores	\$50,472,714	\$1,102	\$559	7,649	8,295	15,944
Lawn & Garden Equip & Supply Stores	\$956,881	\$21	\$282	288	312	599
Clothing Stores	\$37,721,559	\$823	\$410	7,790	8,448	16,238
Shoe Stores	\$1,865,584	\$41	\$353	448	486	934
Jewelry, Luggage & Leather Goods Stores	\$8,216,916	\$179	\$1,019	684	741	1,425
Sporting Goods/Hobby/Musical Instr Stores	\$22,492,291	\$491	\$202	9,448	10,246	19,694
Book, Periodical & Music Stores	\$2,093,028	\$46	\$260	683	741	1,424
General Merchandise Stores	\$174,920,781	\$3,819	\$217	68,447	74,230	142,677
Office Supplies, Stationery & Gift Stores	\$9,226,157	\$201	\$187	4,189	4,542	8,731
Grocery Stores	\$283,689,226	\$6,193	\$480	50,042	54,270	104,312
Specialty Food Stores	\$4,015,141	\$88	\$400	851	923	1,773
Beer, Wine & Liquor Stores	\$11,984,693	\$262	\$400	2,539	2,754	5,293
Health & Personal Care Stores	\$135,749,081	\$2,963	\$462	24,885	26,988	51,873
Florists	\$621,511	\$14	\$300	176	190	366
Full-Service Restaurants	\$80,678,374	\$1,761	\$351	19,479	21,125	40,604
Limited-Service Eating Places	\$91,962,178	\$2,008	\$315	24,741	26,831	51,572
Drinking Places - Alcoholic Beverages	\$6,231,023	\$136	\$700	754	818	1,572
<b>Total</b>				<b>231,960</b>	<b>251,559</b>	<b>483,518</b>

<sup>1</sup> Based upon RCLCO household projections calculated in Section VII of the Appendix

<sup>2</sup> Esri Business Analyst

<sup>3</sup> RetailSails; National Restaurant Association; RCLCO

SOURCE: RCLCO

# CITY OF SANDY SPRINGS

## Exhibit IV-25

### SHORT-TERM DEMAND FOR RETAIL 5-MILE RADIUS AROUND PERIMETER MALL AUGUST 2015

2015 HHs in Ring <sup>1</sup>	100,009
2020 HHs in Ring <sup>1</sup>	106,014
2025 HHs in Ring <sup>2</sup>	114,771

RETAIL CATEGORY	TOTAL SPENDING 2014 <sup>3</sup>	\$/HH	SALES/ SF <sup>4</sup>	2015-2020	2020-2025	2015-2025
				DEMAND FROM HH GROWTH (SF)	DEMAND FROM HH GROWTH (SF)	TOTAL DEMAND FROM LOCAL AREA
Furniture Stores	\$36,250,827	\$707	\$181	23,430	34,167	57,597
Home Furnishings Stores	\$44,103,396	\$860	\$396	13,043	19,020	32,064
Electronics & Appliance Stores	\$153,314,752	\$2,990	\$559	32,109	46,823	78,932
Lawn & Garden Equip & Supply Stores	\$7,519,394	\$147	\$282	3,123	4,554	7,677
Clothing Stores	\$255,551,849	\$4,984	\$410	72,931	106,353	179,284
Shoe Stores	\$14,638,180	\$285	\$353	4,856	7,082	11,938
Jewelry, Luggage & Leather Goods Stores	\$55,029,900	\$1,073	\$1,019	6,327	9,226	15,553
Sporting Goods/Hobby/Musical Instr Stores	\$51,620,552	\$1,007	\$202	29,965	43,697	73,662
Book, Periodical & Music Stores	\$10,799,188	\$211	\$260	4,871	7,103	11,973
General Merchandise Stores	\$671,590,261	\$13,098	\$217	363,171	529,600	892,770
Office Supplies, Stationery & Gift Stores	\$28,685,767	\$559	\$187	17,997	26,245	44,242
Grocery Stores	\$568,100,630	\$11,079	\$480	138,488	201,952	340,439
Specialty Food Stores	\$9,157,181	\$179	\$400	2,681	3,910	6,591
Beer, Wine & Liquor Stores	\$40,634,948	\$792	\$400	11,897	17,349	29,247
Health & Personal Care Stores	\$265,858,581	\$5,185	\$462	67,352	98,217	165,568
Florists	\$2,145,874	\$42	\$300	838	1,222	2,059
Full-Service Restaurants	\$201,076,223	\$3,922	\$351	67,090	97,836	164,926
Limited-Service Eating Places	\$193,527,160	\$3,774	\$315	71,951	104,924	176,876
Drinking Places - Alcoholic Beverages	\$14,027,085	\$274	\$700	2,347	3,422	5,769
<b>Total</b>				<b>934,466</b>	<b>1,362,701</b>	<b>2,297,167</b>

<sup>1</sup> Esri Business Analyst

<sup>2</sup> Based upon growing the population in the ring at the same rate (1.6% annually) that RCLCO expects Sandy Spring's population to grow over that time period, as seen in Exhibit I-16.

<sup>3</sup> Esri

<sup>4</sup> RetailSails; National Restaurant Association; RCLCO

SOURCE: RCLCO

# CITY OF SANDY SPRINGS

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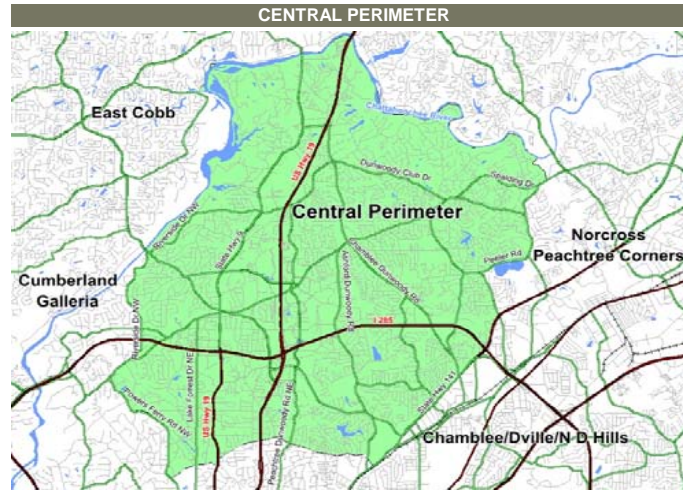
## V. OFFICE AND INDUSTRIAL



# CITY OF SANDY SPRINGS

Exhibit V-1

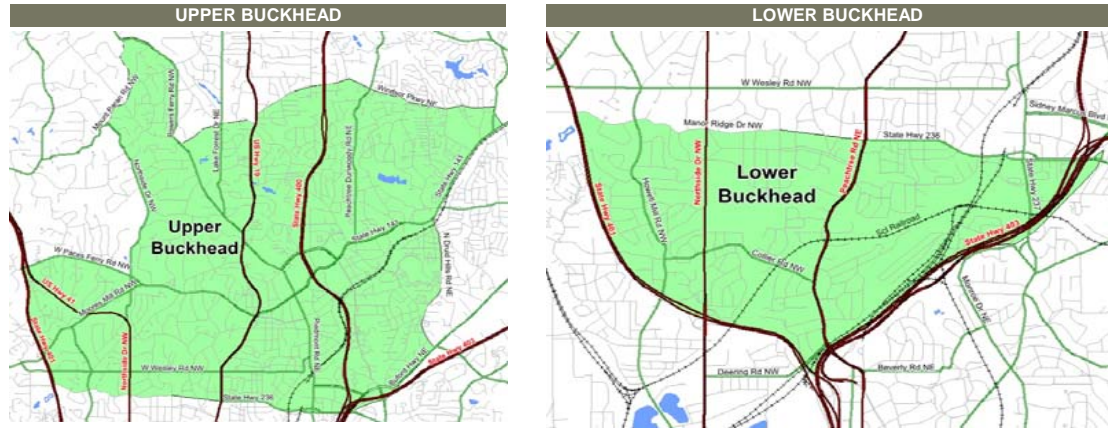
## COSTAR OFFICE MARKET DEFINITIONS ATLANTA, GEORGIA 2015



# CITY OF SANDY SPRINGS

## Exhibit V-1

### COSTAR OFFICE MARKET DEFINITIONS ATLANTA, GEORGIA 2015



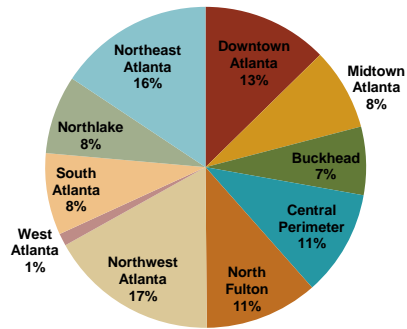
SOURCE: CoStar

# CITY OF SANDY SPRINGS

## Exhibit V-2

### ATLANTA OFFICE MARKET ATLANTA MARKET BY SUBMARKET MID-YEAR 2015

Location of Office Space (SF) in the Atlanta Market Mid-Year 2015



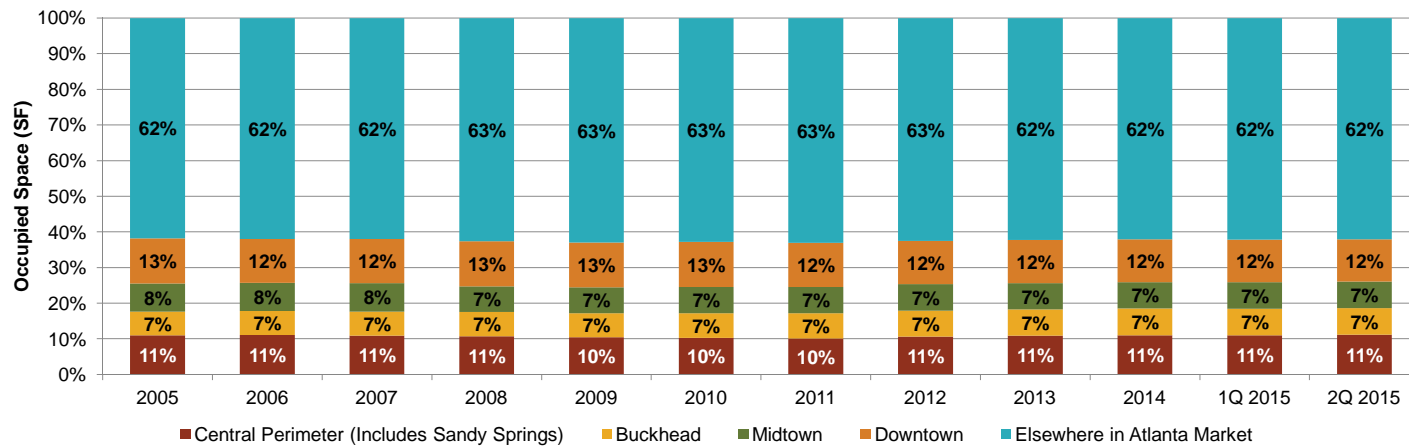
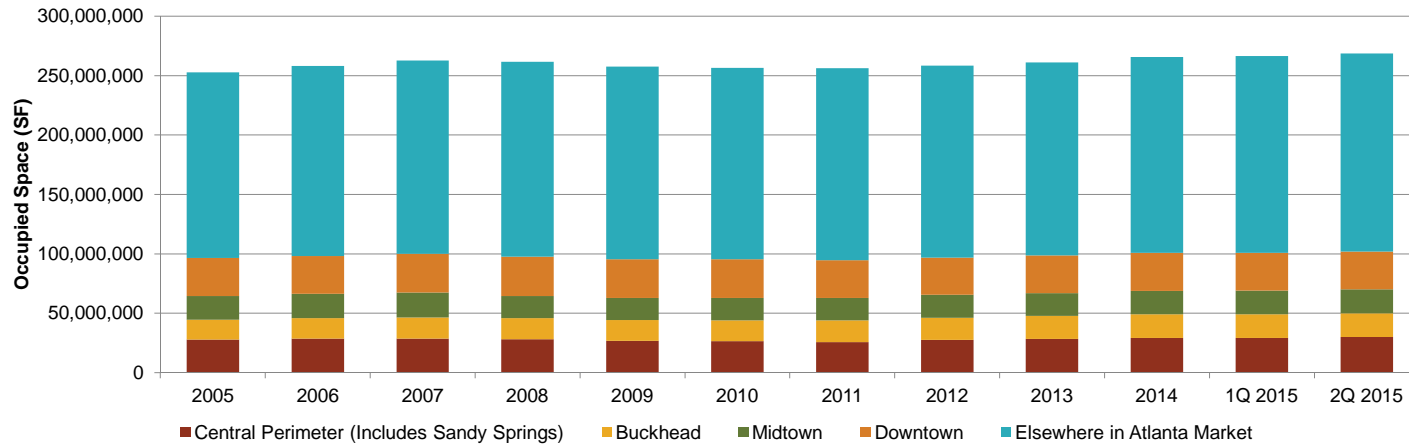
SUBMARKET	TOTAL SF OF OFFICE	SHARE OF MARKET	2015 % VAC.	ABSORPTION (IN THOUSANDS OF SF)										
				2015 YTD	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005
1 Downtown	5,113,475	13%	13.9%	-180	183.3	314.8	-297.0	-666.5	60.9	-710.9	530.2	844.5	-437.2	237.3
2 Midtown	3,352,033	8%	13.5%	349.6	518.3	63.3	522.0	(209.3)	296.1	115.8	(2,297.1)	487.6	636.0	510.9
3 Buckhead	2,782,367	7%	12.2%	149.2	619.6	607.1	386.5	649.5	109.1	-405.3	163.1	374.0	547.6	48.3
4 Central Perimeter	4,315,695	11%	12.6%	727.7	905.3	825.8	1,751.0	(625.6)	(396.3)	(1,298.0)	(558.2)	115.8	802.3	896.0
5 North Fulton	4,628,864	11%	12.8%	468.6	639.7	399.2	187.7	44.2	-11.0	-481.7	577.5	778.1	1,431.4	582.0
6 Northwest Atlanta	6,888,468	17%	14.0%	531.8	434.5	459.5	(531.6)	174.5	(192.1)	(444.8)	297.7	658.8	600.9	773.9
7 West Atlanta	507,470	1%	9.2%	79.4	183.6	79.4	117.0	17.8	1.8	-108.8	-48.2	182.5	266.3	-169.4
8 South Atlanta	3,333,075	8%	13.4%	334.8	96.2	9.7	58.7	(8.6)	(13.6)	317.2	224.1	190.3	708.1	802.2
9 Northlake	3,216,296	8%	10.5%	141.6	729.6	-473.3	-294.4	262.8	19.8	-428.8	-145.4	-133.3	138.4	838.0
10 Northeast Atlanta	6,334,670	16%	16.2%	328.4	162	445	290	8	-360	-478	-24	1,031	658	2,156
<b>Total Market</b>	<b>40,472,413</b>	<b>100%</b>	<b>13.3%</b>	<b>2,931</b>	<b>4,496</b>	<b>2,701</b>	<b>2,244</b>	<b>-425</b>	<b>-872</b>	<b>-3,984</b>	<b>-1,211</b>	<b>4,548</b>	<b>5,288</b>	<b>6,658</b>

<sup>1</sup> CoStar tracks data on 10 major Atlanta CBSA office markets: Buckhead, Central Perimeter, Downtown, Midtown, North Fulton, Northeast Atlanta, Northlake, Northwest Atlanta, South Atlanta and West Atlanta. SOURCE: CoStar Group

# CITY OF SANDY SPRINGS

Exhibit V-3

## OCCUPIED OFFICE SPACE BY SUBMARKET ATLANTA, GEORGIA 2005-2015

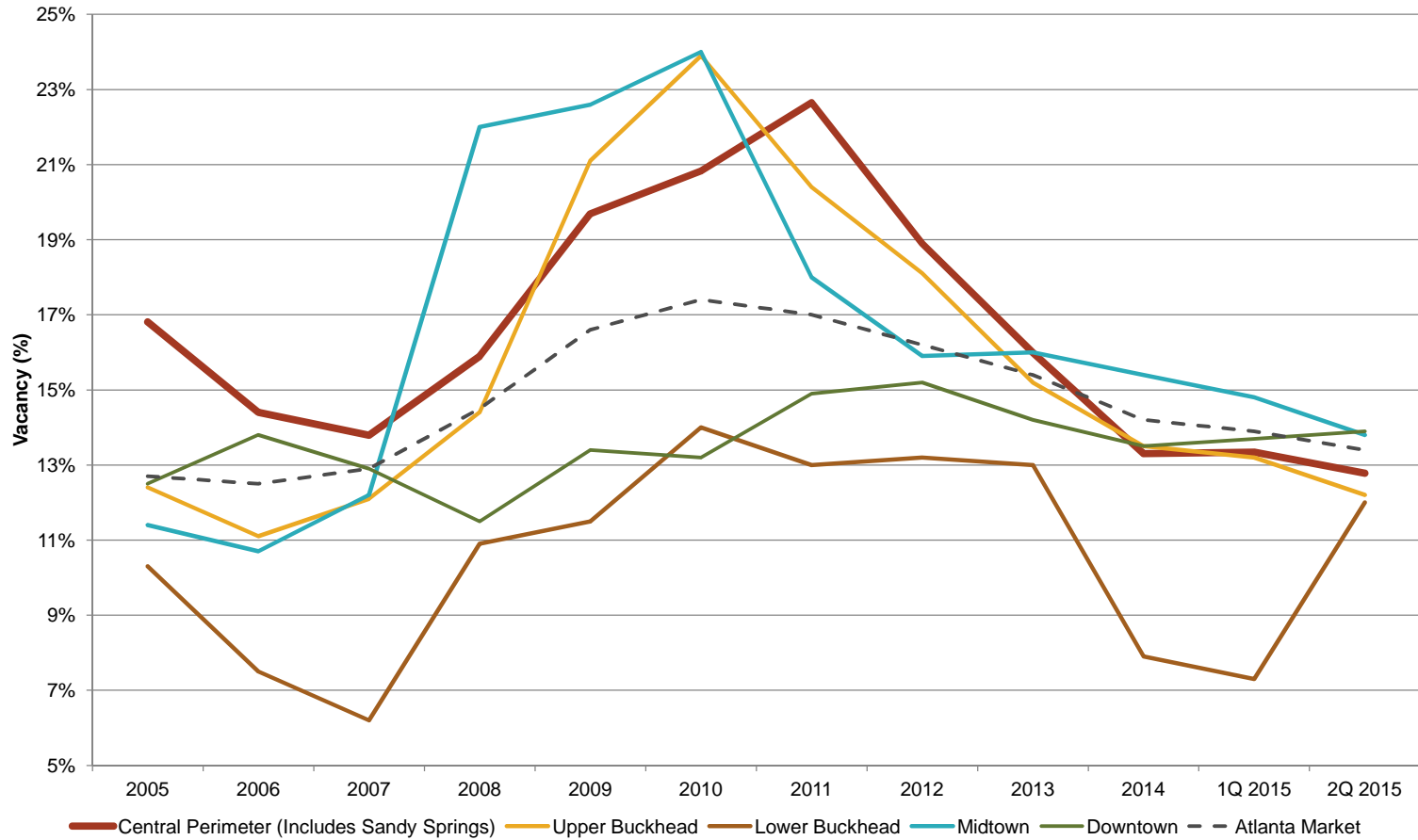


SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

Exhibit V-4

## OFFICE VACANCY RATES BY SUBMARKET ATLANTA, GEORGIA 2005-2015

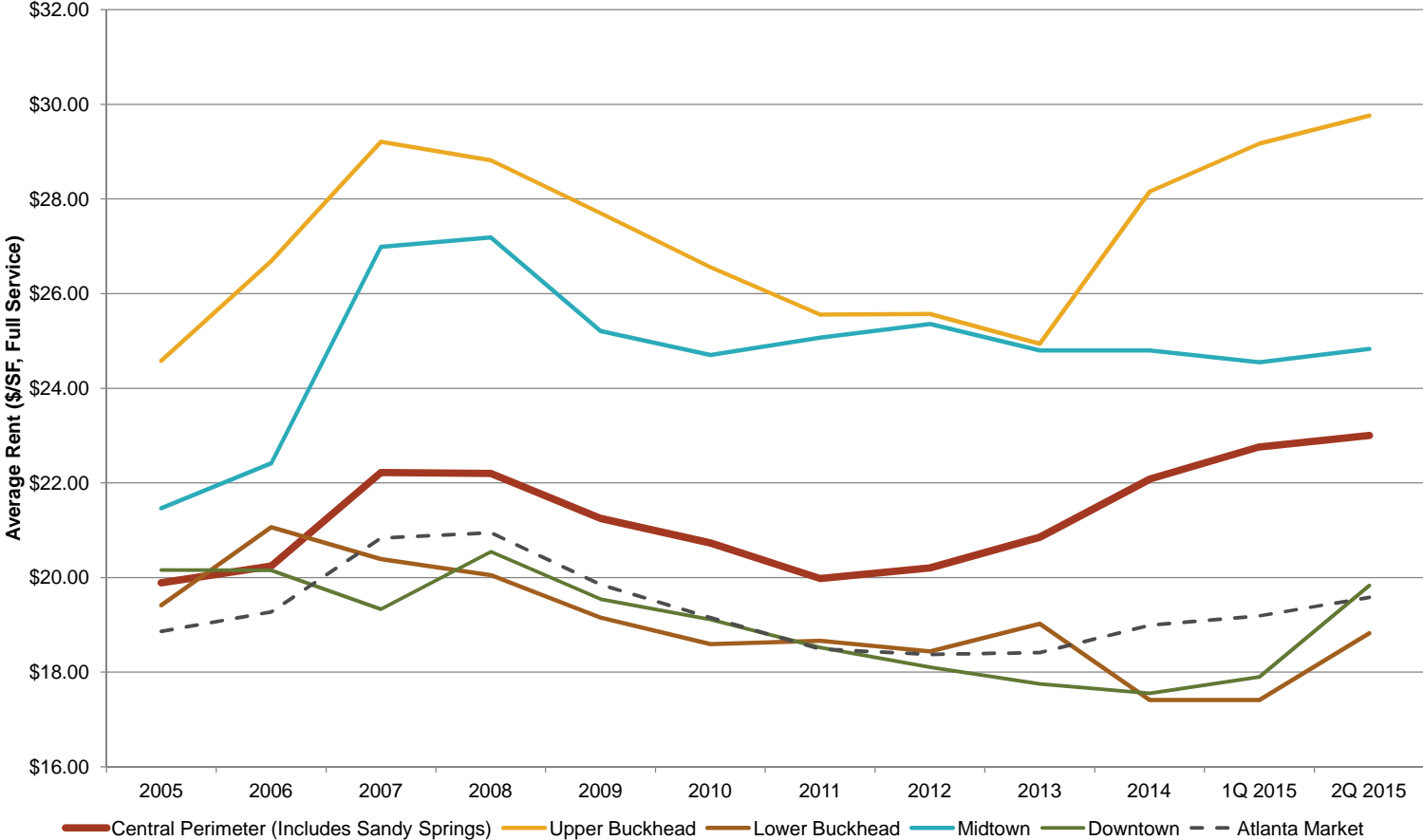


SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

Exhibit V-5

## OFFICE RENTAL RATES BY SUBMARKET ATLANTA, GEORGIA 2005-2015

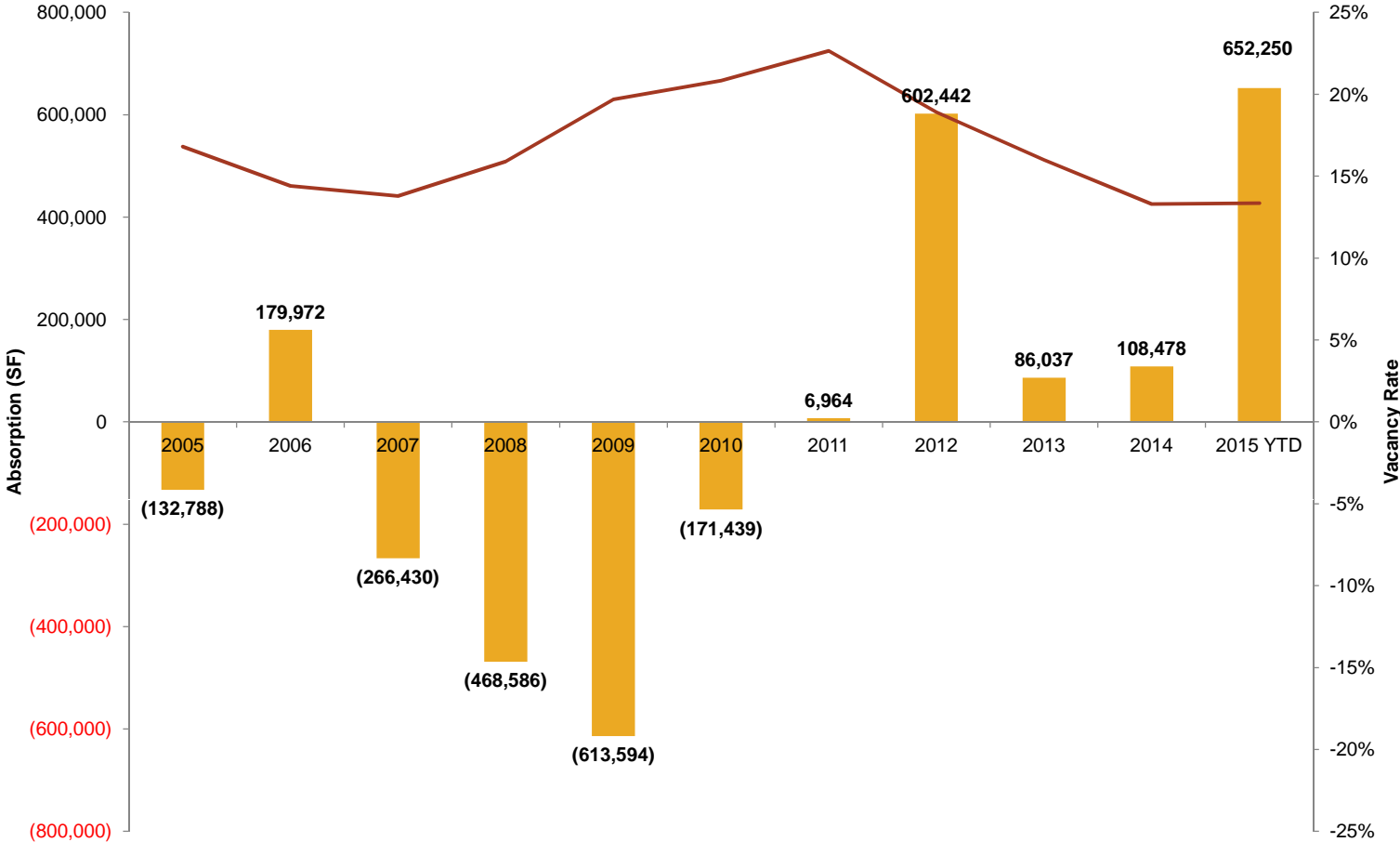


SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

Exhibit V-6

## ANNUAL DIRECT NET ABSORPTION OF OFFICE SPACE (ALL OFFICE) CENTRAL PERIMETER SUBMARKET, ATLANTA, GEORGIA 2005-2015

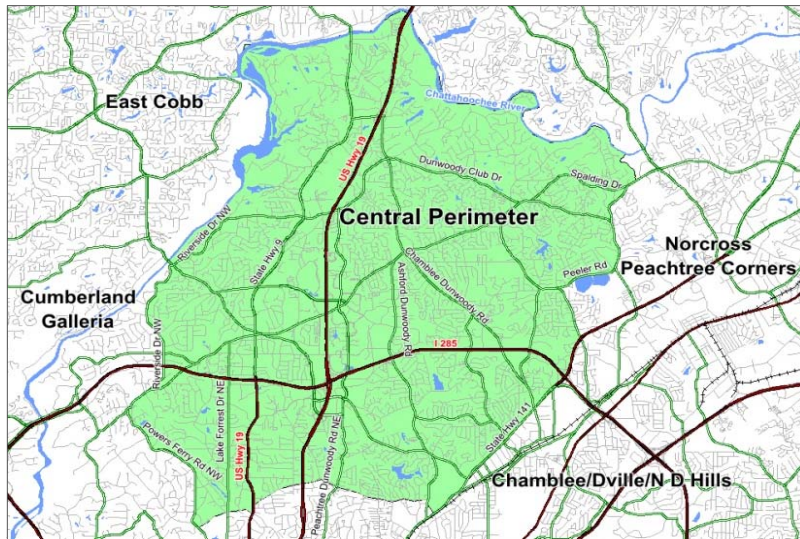


Note: YTD indicates absorption through 2Q 2015.  
SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

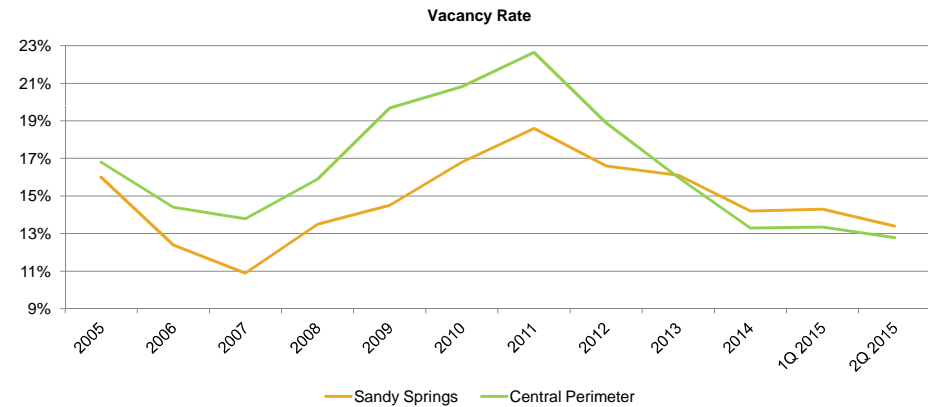
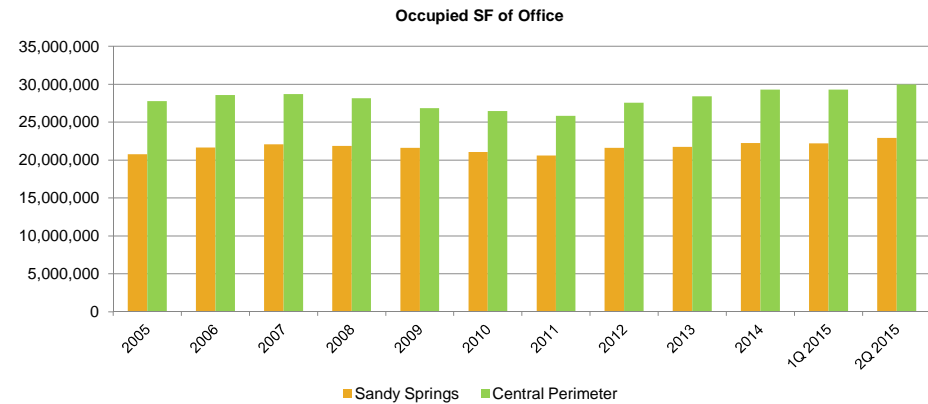
## Exhibit V-7

### SANDY SPRINGS AND CENTRAL PERIMETER OFFICE MARKETS ATLANTA, GEORGIA 2005-2015



As of 2Q 2015:

	Sandy Springs	Central Perimeter
Total Rentable Area	26,487,711	34,348,150
Vacant SF	3,557,587	4,391,142
Occupied SF	22,930,124	29,957,008
Vacancy Rate	13%	13%
Average Rent	\$22.95	\$23.00
Net Absorption	733,171	665,617
RBA as % of Atlanta Market	9%	11%



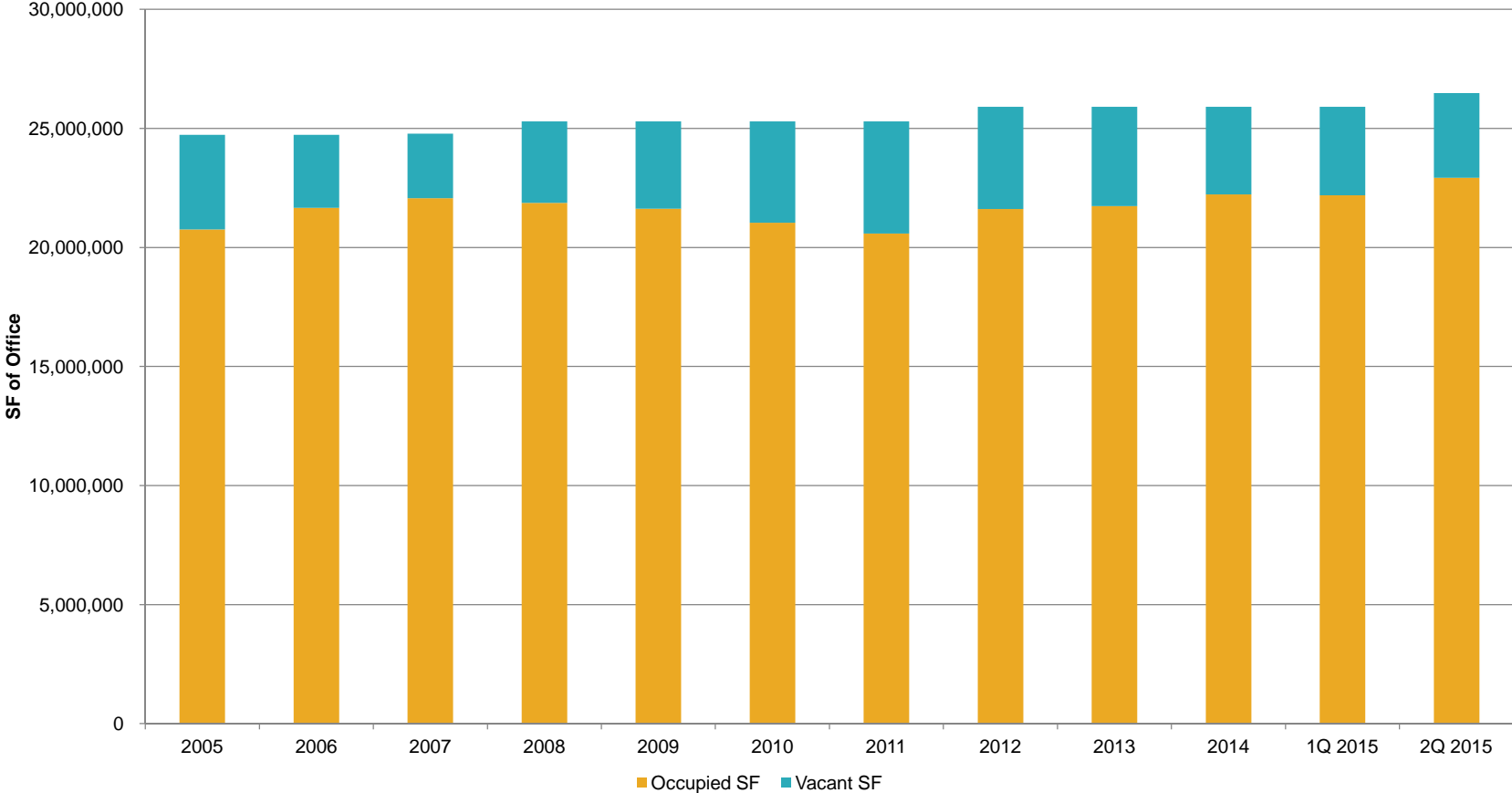
SOURCE: CoStar; RCLCO



# CITY OF SANDY SPRINGS

Exhibit V-8

**OCCUPIED AND VACANT OFFICE SPACE (ALL CLASSES)  
SANDY SPRINGS, GEORGIA  
2005-2015**

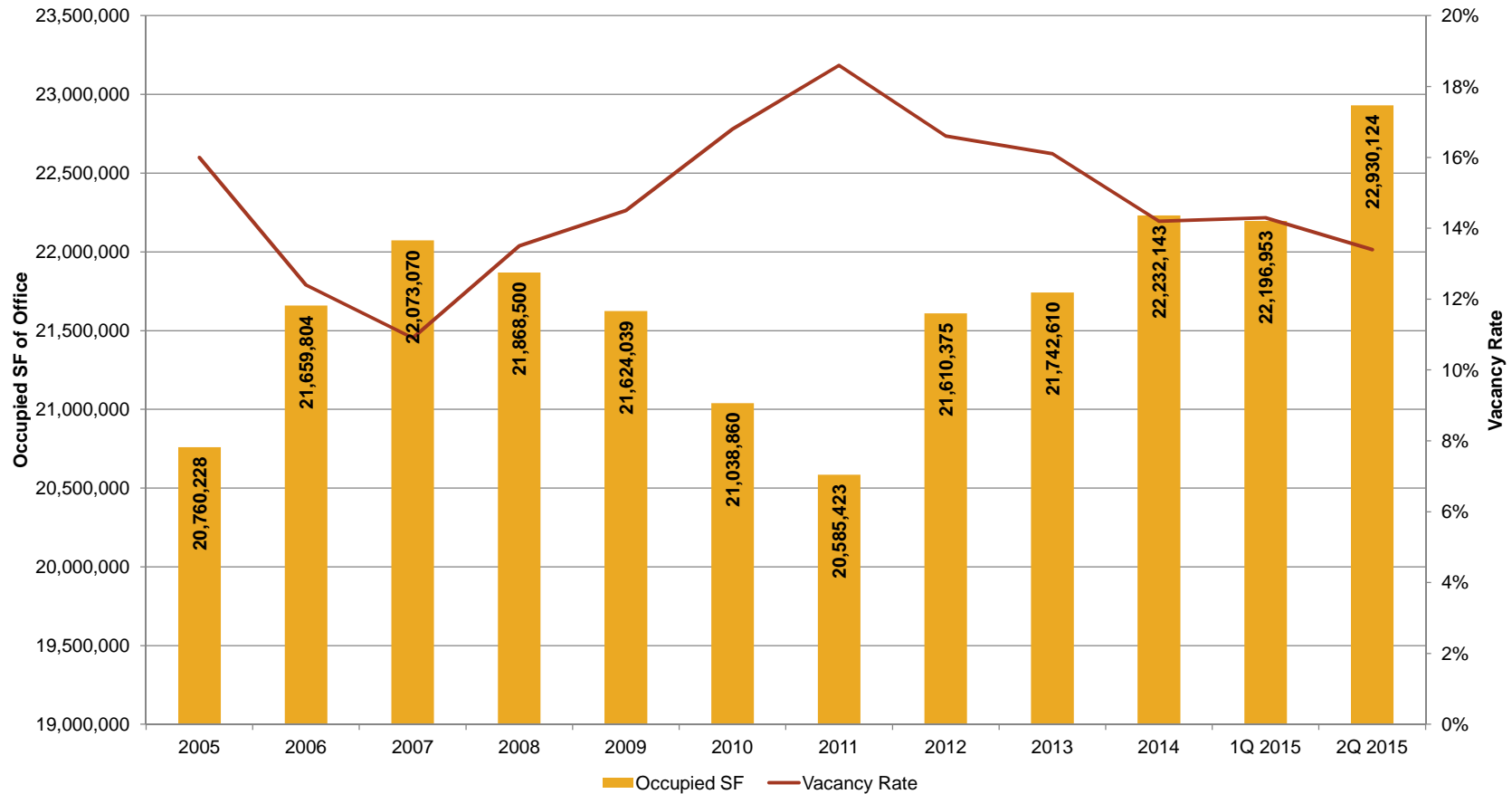


SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

Exhibit V-9

## OCCUPIED SQUARE FEET OF OFFICE SPACE AND VACANCY RATE (ALL CLASSES) SANDY SPRINGS, GEORGIA 2005-2015

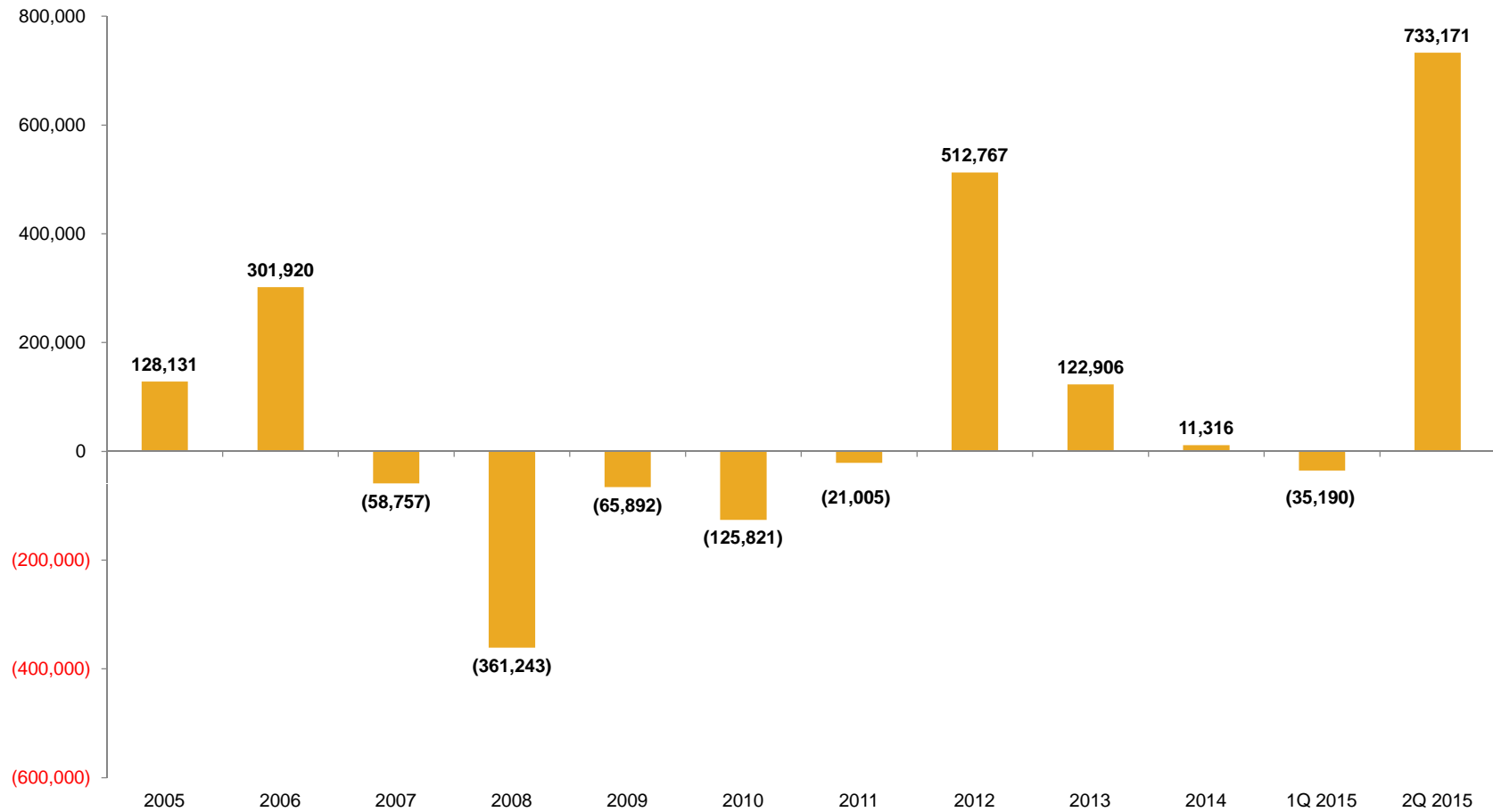


SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

Exhibit V-10

## ANNUAL DIRECT NET ABSORPTION OF OFFICE SPACE (ALL CLASSES) SANDY SPRINGS, GEORGIA 2005-2015

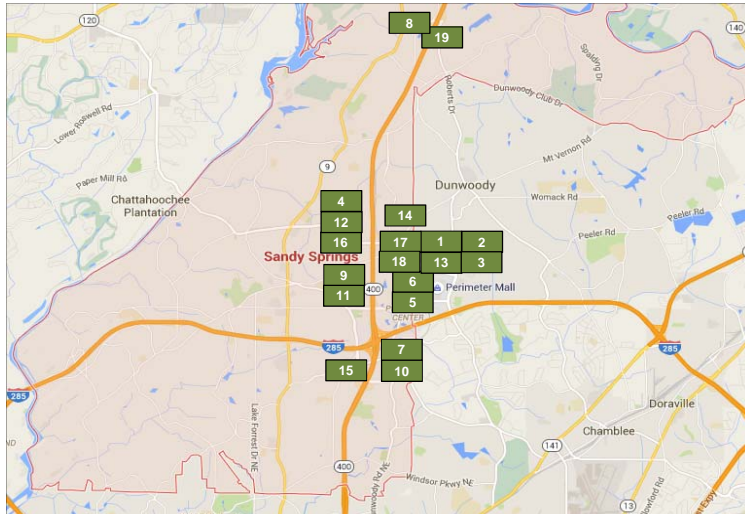


SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

## Exhibit V-11

### CLASS A OFFICE BUILDINGS BUILT SINCE 2000 SANDY SPRINGS, GEORGIA JULY 2015



KEY	BUILDING NAME/ OFFICE PARK	ADDRESS	YEAR BUILT	STORIES	RBA	FLOOR SIZE	OCC.	AVG. RENT (FS)
1	Cox Communications	6205 Peachtree Dunwoody Rd	2015	19	578,000	30,421	N/A	Withheld
2	Cox Headquarters BLD 1	6205 Peachtree Dunwoody Rd	2012	10	300,000	30,000	N/A	Withheld
3	Cox Headquarters BLD 2	6305 Peachtree Dunwoody Rd	2012	10	300,000	30,000	N/A	Withheld
4	Three Glenlake/Glenlake Office Park	3 Glenlake Pky NE	2008	14	355,000	25,000	N/A	Withheld
5	Bldg E/Perimeter Town Center	1150 Hammond Dr	2008	7	85,621	12,699	N/A	Withheld
6	Bldg K/Perimeter Town Center	1140 Hammond Dr NE	2008	3	57,637	19,212	98%	Withheld
7	Tower at Northside	5670 Peachtree Dunwoody Rd NE	2005	12	152,369	30,000	N/A	Withheld
8	Northridge Office Building	450 Northridge Pky	2004	3	37,864	12,621	64%	Withheld
9	Barfield Road/Mount Vernon Hwy/Mount Vernon Executive Park	6303 Barfield Rd NE	2003	5	289,000	57,800	N/A	Withheld
10	Doctor's Center Four At St. Joseph's	5673 Peachtree Dunwoody Rd NE	2003	9	208,546	23,171	88%	\$31.65
11	Byers Engineering	6285 Barfield Rd NE	2002	4	85,252	21,313	95%	\$23.00
12	One Glenlake	1 Glenlake Pky NE	2002	14	365,607	26,500	66%	\$30.60
13	Cox Enterprises Headquarters	6205 Peachtree Dunwoody Rd	2002	16	540,000	33,750	N/A	Withheld
14	N/A	6655 Peachtree Dunwoody Rd	2001	5	97,979	20,756	N/A	\$22.25
15	Glenridge Highlands II/Glenridge Highlands	5565 Glenridge Connector	2000	20	415,000	24,927	100%	\$24.21
16	10 Glenlake North Tower/Glenlake	10 Glenlake Pky NE	2000	10	247,360	24,736	N/A	Withheld
17	Perimeter Center West	1155 Perimeter Ctr W	2000	12	310,194	25,849	N/A	Withheld
18	Trading Floor/Perimeter Center West	1155 Perimeter Ctr W	2000	3	66,499	40,326	N/A	Withheld
19	Northridge Plaza	8200 Roberts Dr	2000	6	128,055	21,342	95%	\$15.71
<b>TOTAL/AVERAGE</b>			<b>10</b>	<b>4,619,983</b>	<b>26,864</b>	<b>\$24.57</b>		

Note: Map locations are approximate.  
SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

## Exhibit V-12

### MAJOR NEW OFFICE TENANTS SANDY SPRINGS, GEORGIA 2012-2015

INITIAL DATE	COMPANY	ADDRESS	INDUSTRY	SF	MOVEIN	EMPLOYEES	CAPITAL INVESTMENT	SOURCE
<b>ANNOUNCEMENTS IN 2012</b>								
1/1/2012	Genesis 10	6660 Peachtree Dunwoody Rd	IT/Business Services		1/1/2011	100	-	
8/13/2012	CBS Information Technology Group/Interactive Group					30	\$14,000,000	New York
6/11/2012	GT Software	6255 Barfield Road	IT		2012	26	\$4,000,000	Metro Atlanta
7/2/2012	Graphic Packaging	RiverEdge Parkway	HQ	85,000	2012	875	\$2,000,000	
10/1/2012	Matrix Resources	1000 Abernathy Rd	IT Staffing Services	24,500	10/1/2012	203	\$1,500,000	Metro Atlanta
12/21/2012	Cox Enterprises	Peachtree Dunwoody	HQ	578,000	2014	1,500	\$100,000,000	New construction/Consolidation into new corporate campus
<b>Total</b>				<b>687,500</b>		<b>2,734</b>	<b>\$121,500,000</b>	
<b>ANNOUNCEMENTS IN 2013</b>								
1/22/2013	eLab Solutions	5009 Roswell Rd	IT/Medical	36,000	4/30/2013	40		Metro Atlanta
1/25/2013	Airwatch	1155 Perimeter Center West	IT	100,000		1,100	\$60,000,000	San Francisco
7/15/2013	Intercontinental Exchange (owners of NYSE)	5660 New Northside Dr	HQ	85,000		250	\$15,000,000	Previous leasing in Sandy Springs; Purchased/Rehabbed new HQ
9/3/2013	Axiall Corp	1000 Abernathy	HQ	45,000	Pending	150	\$2,000,000	Metro Atlanta
10/30/2013	mBlox	Northpark	IT	50,000		100		
<b>Total</b>				<b>316,000</b>		<b>1,640</b>	<b>\$77,000,000</b>	
<b>ANNOUNCEMENTS IN 2014</b>								
4/22/2014	Drax BioMass	Concourse	HQ	10,000		40-50	\$1,100,000	Europe
8/14/2014	Veritiv	Northpark 400	HQ	70,104		150	\$4,200,000	Metro Atlanta/ New York
7/23/2014	Home Depot call center	2100 RiverEdge		250,000		1200	\$20,500,000	NO
9/25/2014	Mercedes Benz USA	New location	HQ	250,000		800	\$64,000,000	New Jersey
3/31/2014	BMC	Lakeside Commons	HQ	25,000		45-100		Boise, Idaho
<b>Total</b>				<b>605,104</b>		<b>2,150</b>	<b>\$89,800,000</b>	
<b>ANNOUNCEMENTS IN 2015</b>								
3/4/2015	Unknown Office User (Kaiser)	2000 RiverEdge		100,000				NO
1/7/2015	Amtrak	Concourse	Tech	50,000		250		New location - Insourcing
7/21/2015	CSM Bakery	5775 Glenridge Dr NE	HQ	65,000		125	\$4,000,000	Europe
<b>Total</b>				<b>215,000</b>		<b>375</b>	<b>\$4,000,000</b>	

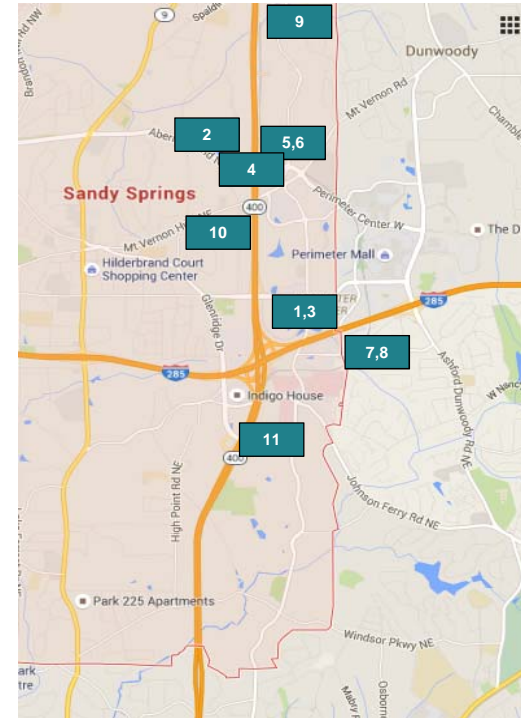
Note: Does not include companies that moved to Dunwoody. Only includes companies that relocated from outside the Sandy Springs/Dunwoody Perimeter Center market.  
SOURCE: Sandy Springs Department of Economic Development

# CITY OF SANDY SPRINGS

## Exhibit V-13

### PLANNED, PROPOSED, AND UNDER CONSTRUCTION OFFICE SPACE SANDY SPRINGS, GEORGIA AUGUST 2015

MAP KEY	NAME/ADDRESS	DEVELOPER	ACRES	SF	STATUS	EXPECTED COMPLETION
1	<b>State Farm HQ (Phase I)</b> Perimeter Center Pkwy NE and Hammond Dr NE Dunwoody, GA	KDC	4	585,000	UC	Fall 2016
2	<b>Mercedes Benz USA HQ</b> Abernathy Rd and Glenridge Dr Sandy Springs, GA			250,000	Planned	2018
3	<b>State Farm Campus (Phase II)</b> Hammond Dr and Perimeter Ctr Pkwy Dunwoody, GA	KDC	13		Proposed	
4	<b>Abernathy 400 (Phase II)</b> Abernathy Rd and GA-400 Sandy Springs, GA	Ackerman		550,000	Proposed	
5	<b>100 Northpark</b> Abernathy Rd and GA-400 Sandy Springs, GA	Hines	16	1,500,000	Proposed	2018
6	<b>700 Northpark</b> Abernathy Rd and GA-400 Sandy Springs, GA	Hines		450,000	Proposed	
7	<b>9009 Perimeter Summit</b> Plarkside Place and Perimeter Pkwy Brookhaven, GA	Seven Oaks		350,000	Proposed	
8	<b>4004 Perimeter Summit</b> Lake Hearn Dr and Perimeter Summit Pkwy Brookhaven, GA	Seven Oaks		400,000	Proposed	
9	<b>North Springs</b> Peachtree Dunwoody Rd and I-400 Sandy Springs, GA			210,000	Planned	
10	<b>One and Two NorthPlace</b> 6403-6405 Barfield Rd NE Sandy Springs, GA	Crocker Partners, LLC		338,000	Proposed	
11	<b>Glenridge Highlands Three</b> 5575 Glenridge Connector Sandy Springs, GA	Piedmont Office Realty Trust		300,000	Proposed	



SOURCE: City of Sandy Springs; Reis; Costar

# CITY OF SANDY SPRINGS

## Exhibit V-14

### SELECTED OFFICE CORES FOR REGIONS WITH OVER 1 MILLION JOBS PERIMETER CENTER IMPROVEMENT DISTRICT AND OTHER OFFICE CORES DATA GATHERED 2011-2015

CORE NAME	TOTAL EMPLOYMENT	SQUARE FEET			EST. TOTAL ACRES	% SQUARE FEET			TOTAL HHs IN THE CORE	JOBS TO HH RATIO	EST. CORE SIZE (Acres)	JOBS PER ACRE
		OFFICE	IND. & FLEX	RETAIL		OFFICE	IND. & FLEX	RETAIL				
<b>OFFICE CORES</b>												
Westshore, FL	106,793	15,732,543	4,798,512	7,075,622	1,687	57.0%	17.4%	25.6%	18,888	5.7	6,365	16.8
Galleria, Houston, TX	82,050	21,571,941	114,020	5,785,422	1,382	78.5%	0.4%	21.1%	9,261	8.9	1,626	50.5
Perimeter Center Improvement District, Atlanta, GA	78,367	26,336,668	0	4,560,165	2,720	85.2%	0.0%	14.8%	7,909	9.9	2,720	28.8
SW/West Park Tollway, Houston, TX	72,360	11,953,560	7,662,566	10,548,199	2,040	39.6%	25.4%	35.0%	33,260	2.2	4,806	15.1
Greenway Plaza, TX	71,084	14,080,876	1,723,158	5,454,684	1,184	66.2%	8.1%	25.7%	13,475	5.3	2,381	29.9
Greenspoint, TX	59,515	10,748,475	6,778,895	5,556,821	1,565	46.6%	29.4%	24.1%	15,391	3.9	7,437	8.0
Westchase, TX	59,275	16,813,375	4,702,503	4,129,929	1,534	65.6%	18.3%	16.1%	19,641	3.0	3,494	17.0
Katy Freeway/Energy Corridor, TX	57,941	18,683,481	2,410,962	3,138,390	1,315	77.1%	9.9%	13.0%	15,369	3.8	6,528	8.9
Mission Valley, CA	52,551	7,018,992	0	5,524,814	685	56.0%	0.0%	44.0%	6,842	7.7	2,344	22.4
Scottsdale Airpark, AZ	47,241	11,110,270	9,792,979	6,123,503	1,934	41.1%	36.2%	22.7%	10,957	4.3	6,748	7.0
Midtown Phoenix, AZ	43,205	11,754,641	177,882	414,877	585	95.2%	1.4%	3.4%	3,870	11.2	1,024	42.2
Sanford/Lake Mary, FL	37,502	6,086,825	3,300,504	5,455,348	982	41.0%	22.2%	36.8%	8,302	4.5	9,457	4.0
The Woodlands, TX	36,153	9,675,536	3,107,217	7,798,615	1,280	47.0%	15.1%	37.9%	13,860	2.6	9,997	3.6
Downtown Scottsdale, AZ	28,869	3,172,783	39,604	2,934,171	342	51.6%	0.6%	47.7%	2,130	13.6	815	35.4
Maitland, FL	28,036	7,750,627	368,964	502,713	427	89.9%	4.3%	5.8%	6,550	4.3	3,610	7.8
Carmel Valley, CA	17,885	4,920,656	242,150	2,196,550	395	66.9%	3.3%	29.8%	3,573	5.0	865	20.7
Salt River Tribal, AZ	17,707	4,679,099	930,725	1,512,497	411	65.7%	13.1%	21.2%	4,023	4.4	1,864	9.5
Camelback Corridor, AZ	12,977	4,882,748	0	1,873,157	347	72.3%	0.0%	27.7%	1,670	7.8	583	22.3
<b>Average</b>	<b>50,528</b>	<b>11,498,505</b>	<b>2,563,925</b>	<b>4,476,971</b>	<b>1,030</b>	<b>62.0%</b>	<b>13.8%</b>	<b>24.1%</b>	<b>10,832</b>	<b>6.0</b>	<b>4,037</b>	<b>19.4</b>

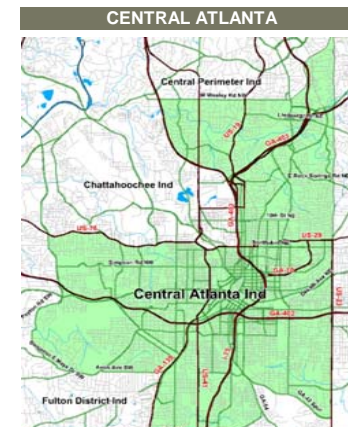
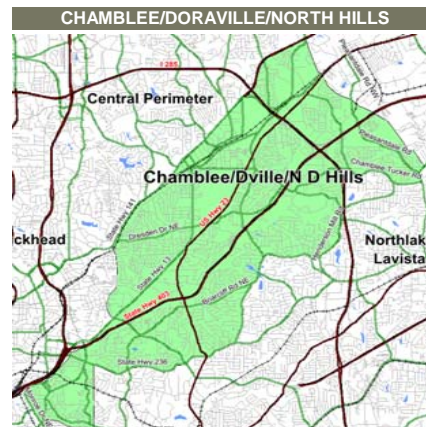
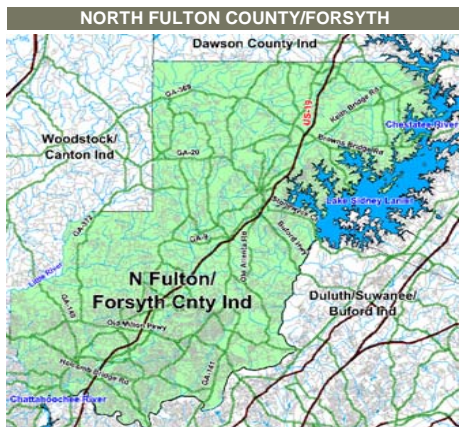
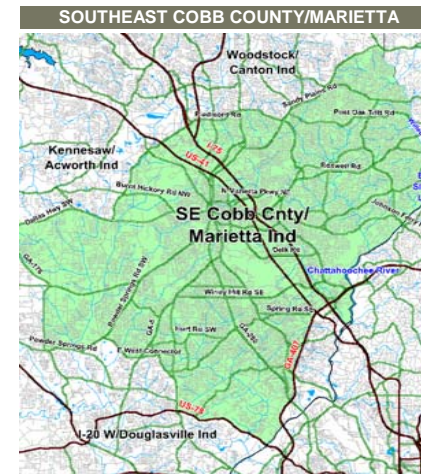
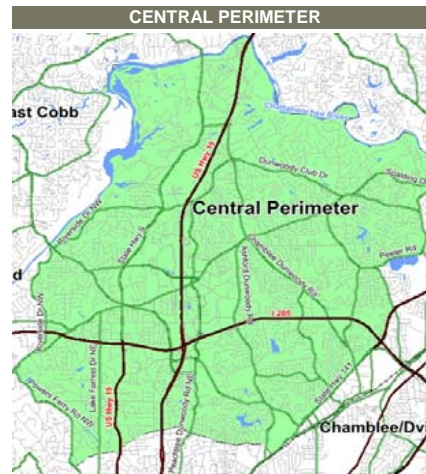
Estimated Balanced Jobs to Housing Ratio	1.0
Estimated HH Density (Units per Acre)	2.5

SOURCE: RCLCO; Costar; Esri

# CITY OF SANDY SPRINGS

## Exhibit V-15

### COSTAR INDUSTRIAL MARKET DEFINITIONS ATLANTA, GEORGIA 2015



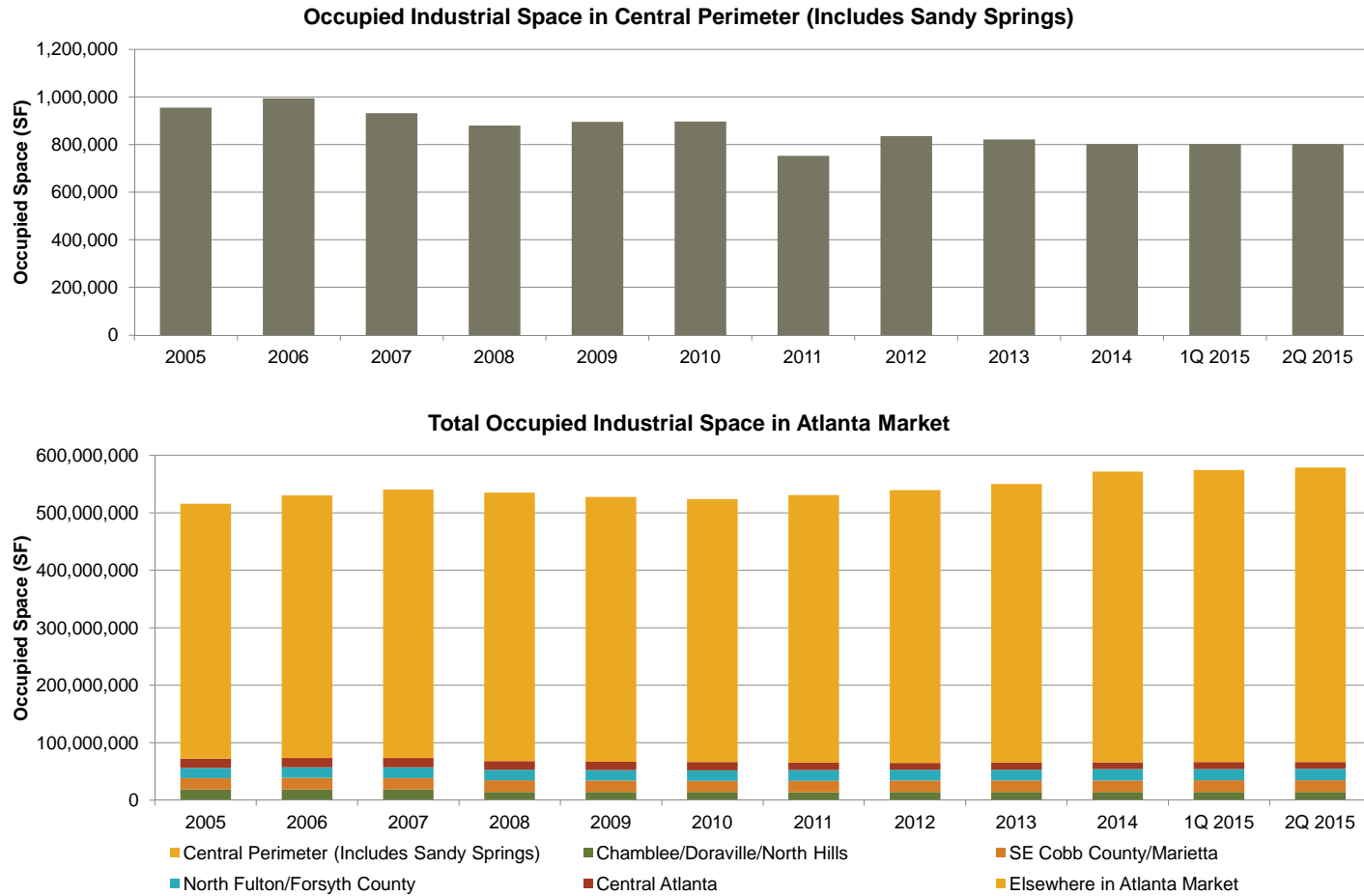
SOURCE: CoStar



# CITY OF SANDY SPRINGS

Exhibit V-16

## OCCUPIED INDUSTRIAL SPACE BY SUBMARKET ATLANTA, GEORGIA 2005-2015

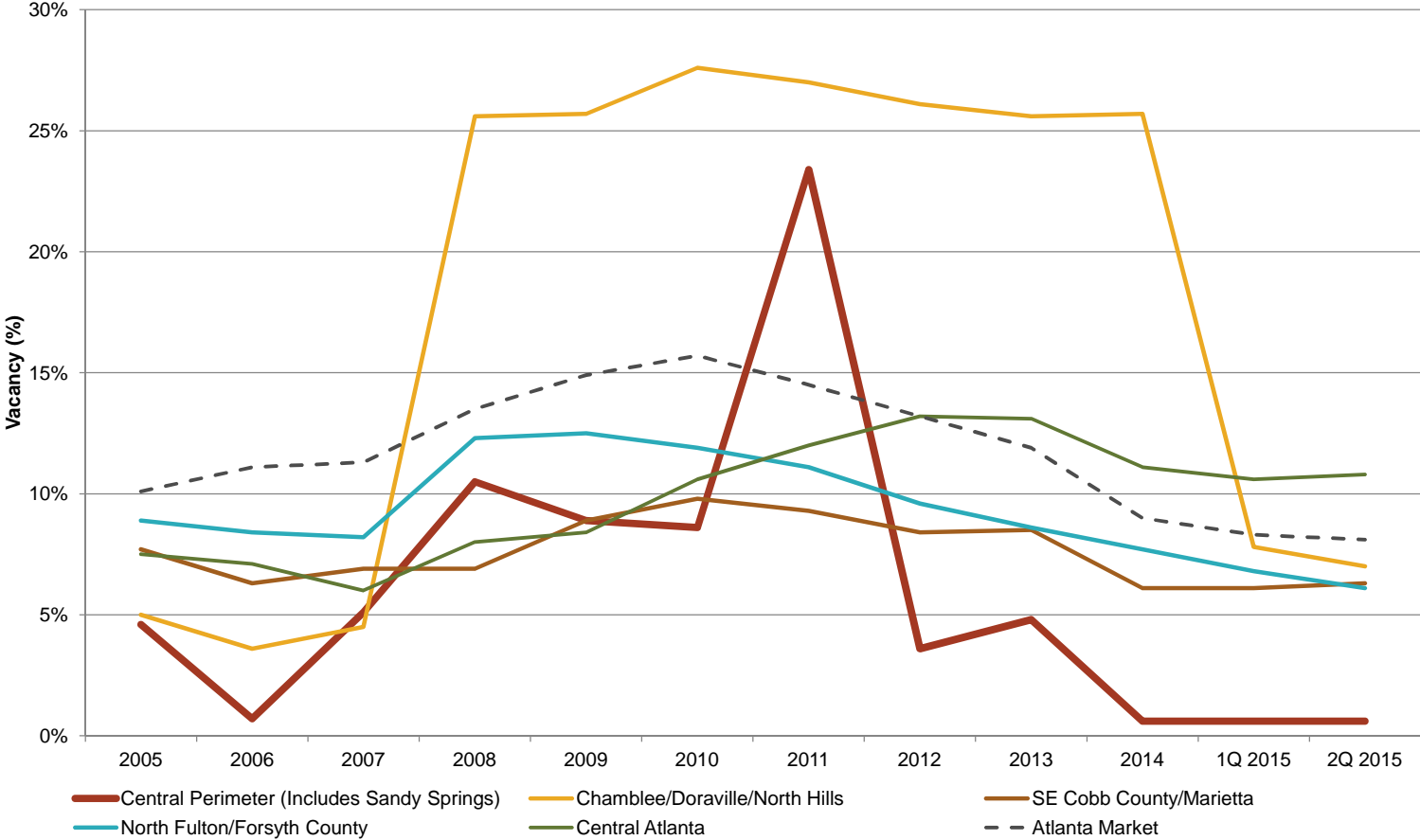


SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

Exhibit V-17

**INDUSTRIAL VACANCY RATES BY SUBMARKET  
ATLANTA, GEORGIA  
2005-2015**

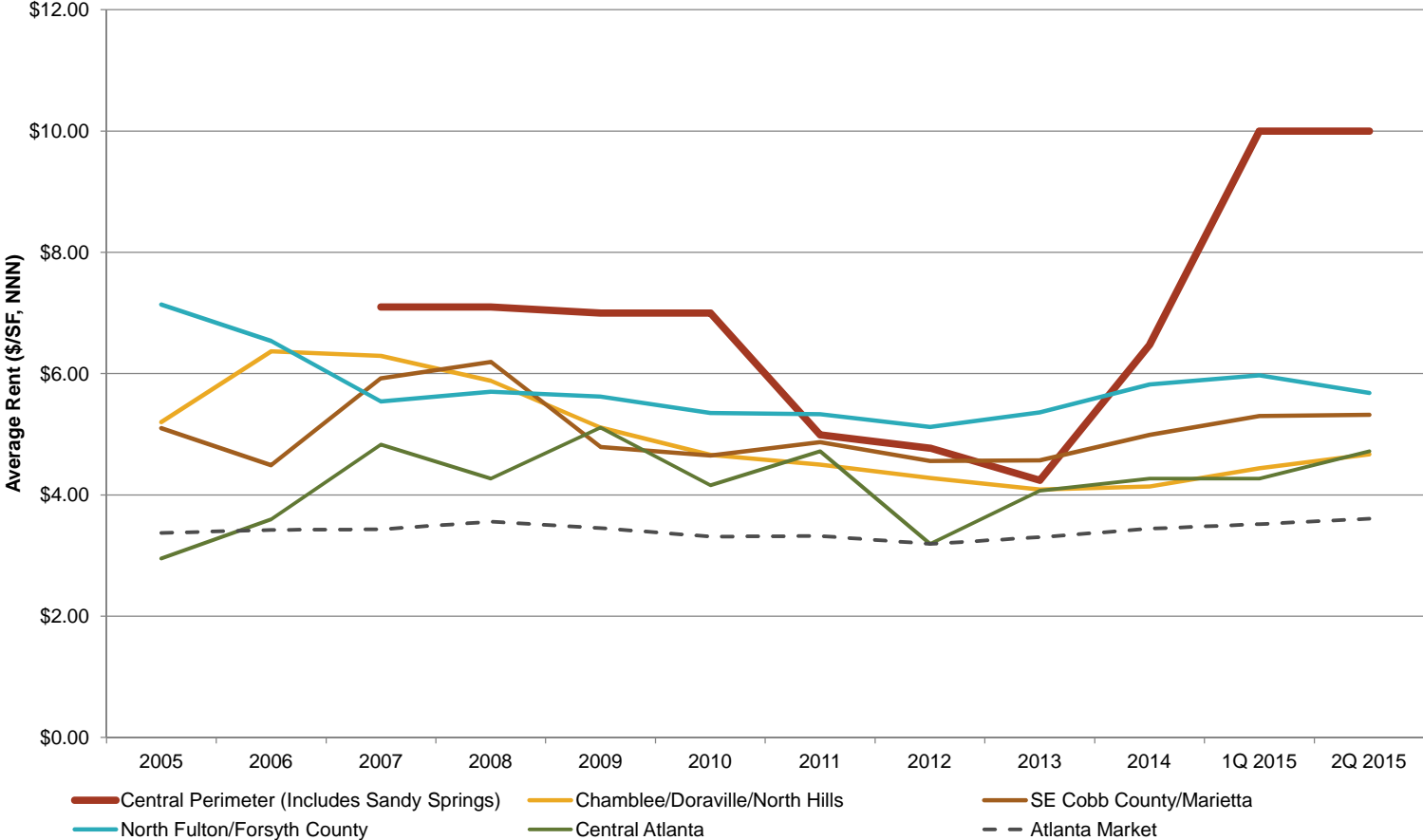


SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

Exhibit V-18

## INDUSTRIAL RENTAL RATES BY SUBMARKET ATLANTA, GEORGIA 2005-2015

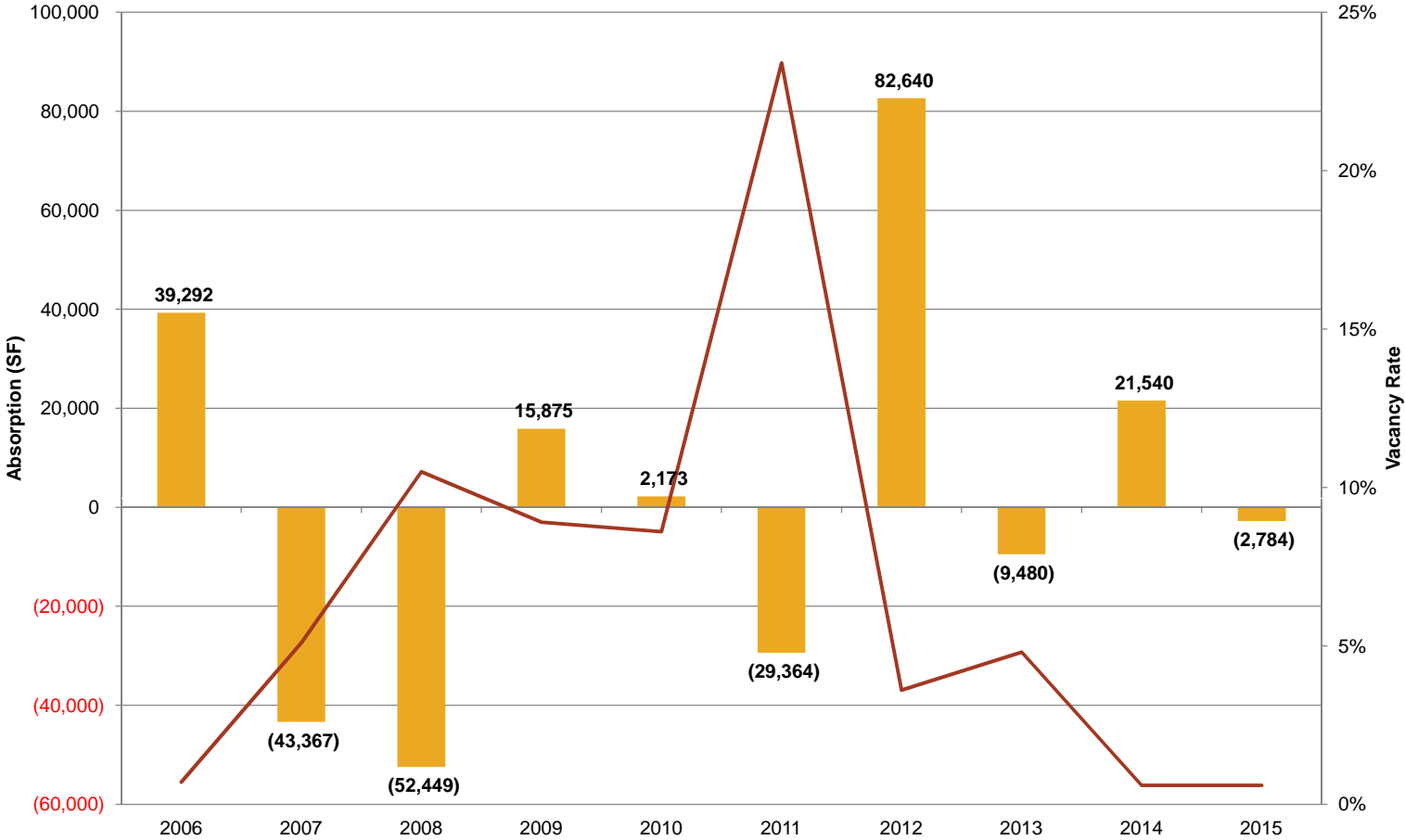


SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

Exhibit V-19

## ANNUAL DIRECT NET ABSORPTION OF INDUSTRIAL SPACE CENTRAL PERIMETER SUBMARKET, ATLANTA, GEORGIA 2006-2015

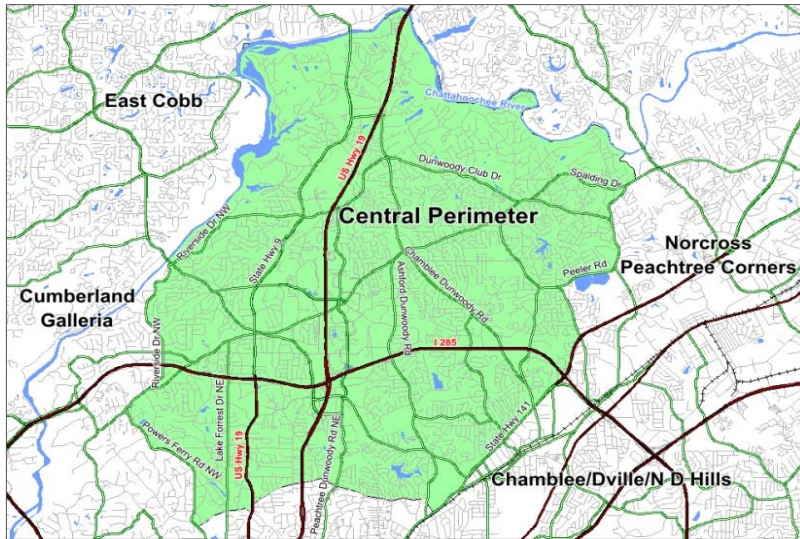


Note: YTD indicates absorption through 2Q 2015.  
SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

## Exhibit V-20

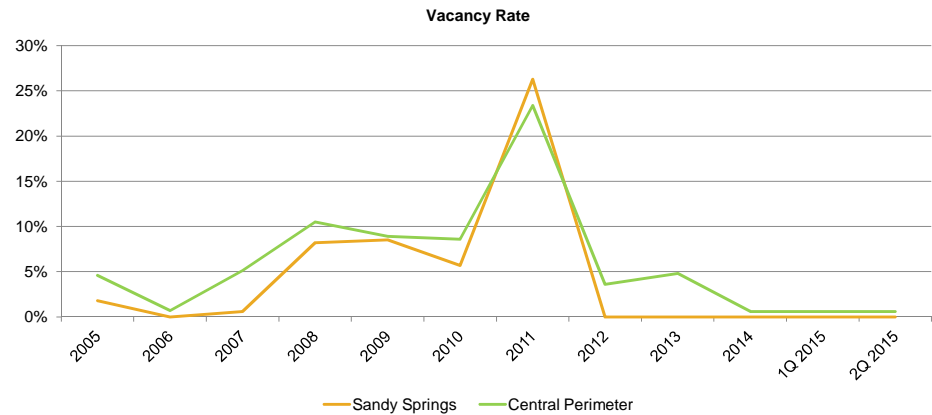
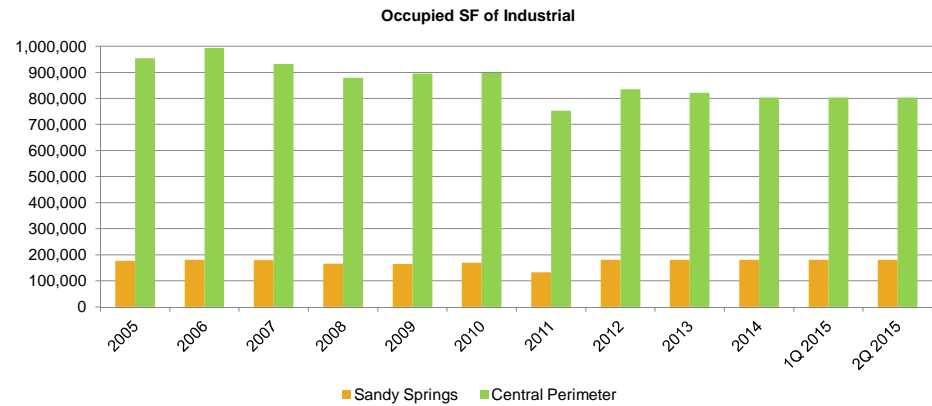
### SANDY SPRINGS AND CENTRAL PERIMETER INDUSTRIAL MARKETS ATLANTA, GEORGIA 2005-2015



As of 2Q 2015:

	Sandy Springs	Central Perimeter
Total Rentable Area	180,384	807,065
Vacant SF	0	11,664
Occupied SF	180,384	795,401
Vacancy Rate	0%	1%
Average Rent	N/A	\$10.00
Net Absorption	0	0
RBA as % of Atlanta Market	0.03%	0.14%

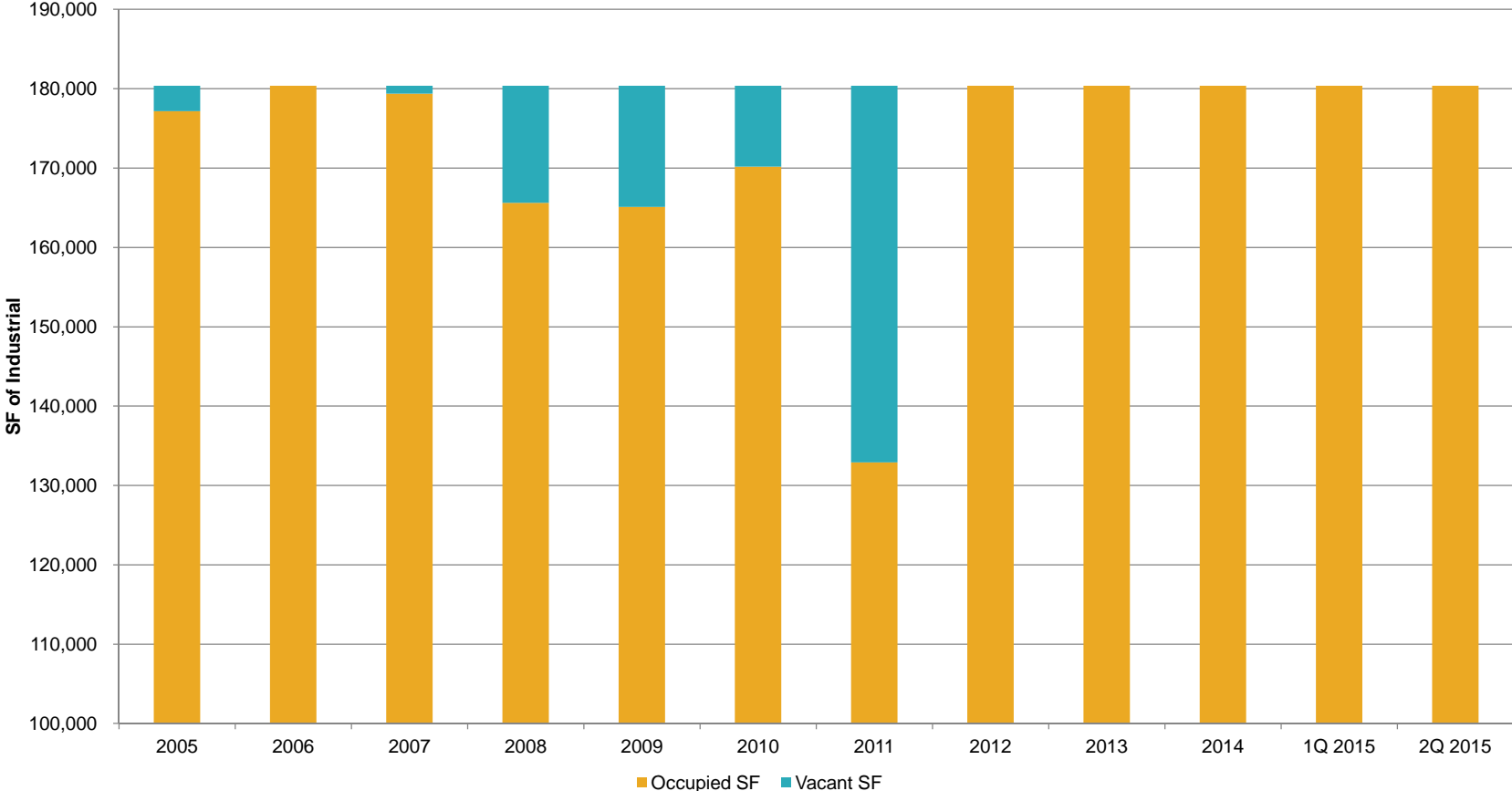
SOURCE: CoStar; RCLCO



# CITY OF SANDY SPRINGS

Exhibit V-21

## OCCUPIED AND VACANT INDUSTRIAL SPACE SANDY SPRINGS, GEORGIA 2005-2015

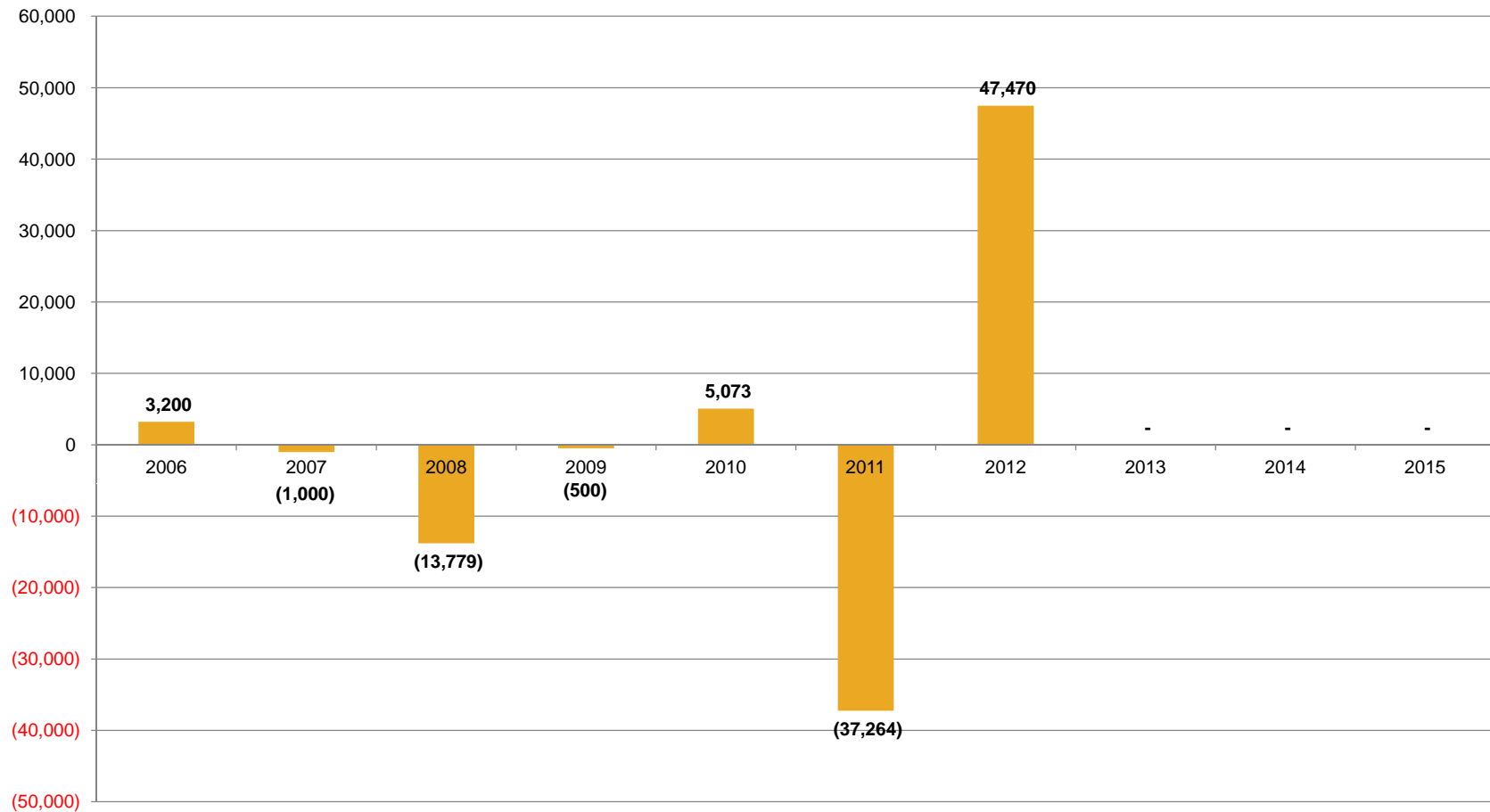


SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

Exhibit V-22

## ANNUAL DIRECT NET ABSORPTION OF INDUSTRIAL SPACE SANDY SPRINGS, GEORGIA 2006-2015

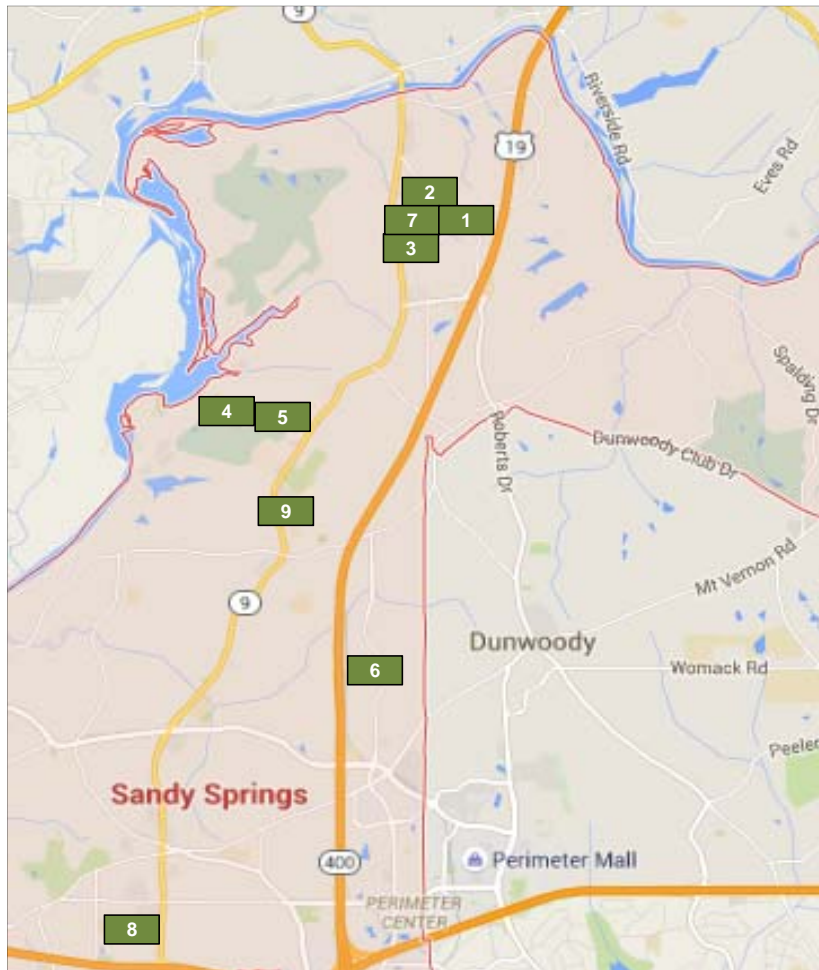


SOURCE: CoStar; RCLCO

# CITY OF SANDY SPRINGS

## Exhibit V-23

### INDUSTRIAL SPACE INVENTORY SANDY SPRINGS, GEORGIA JULY 2015



KEY	ADDRESS	OWNER	YEAR BUILT	RBA
1	8250 Dunwoody Pl	The Coca-Cola Company	1977	100,000
2	8850 Dunwoody Pl	ServPro	1965	4,132
3	1150 Hightower Trl	T C M Trading Inc	1988	10,206
4	470 Morgan Falls Rd	Fulton County Government-Gen. Svc. Dept-Land Div.	N/A	3,010
5	710 Morgan Falls Rd	Atlanta Network Technologies Corporation	1986	36,464
6	6860 Peachtree Dunwoody Rd NE	Ashton Woods Homes	1937	3,681
7	8611 Roswell Rd	Gal Investments, LLC	1996	4,000
8	5840 Sandy Springs Cir	John Wieland Homes and Neighborhoods, Inc.	N/A	4,112
9	7475 Trowbridge Rd NE	The City of Sandy Springs	1986	14,779
<b>TOTAL/AVERAGE</b>			<b>1976</b>	<b>180,384</b>

Note: Map locations are approximate.  
SOURCE: CoStar; RCLCO



# CITY OF SANDY SPRINGS

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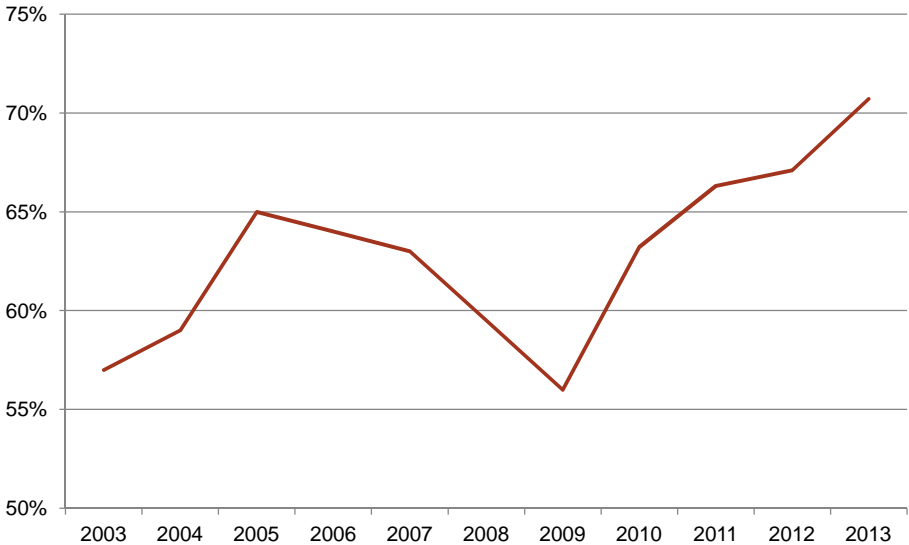
## VI. HOTEL

# CITY OF SANDY SPRINGS

Exhibit VI-1

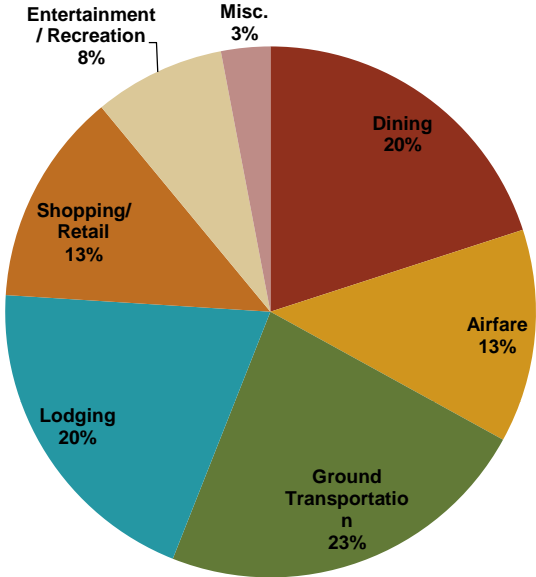
## VISITOR AND HOTEL DATA ATLANTA METRO AUGUST 2015

Hotel Occupancy  
Metro Atlanta



	Total Visitors (Millions)	Business (Millions)	Leisure (Millions)
2014	47.5	13.7	33.8
2013	45	13	32
2012	40	N/A	N/A

2013 Visitor Expenditures

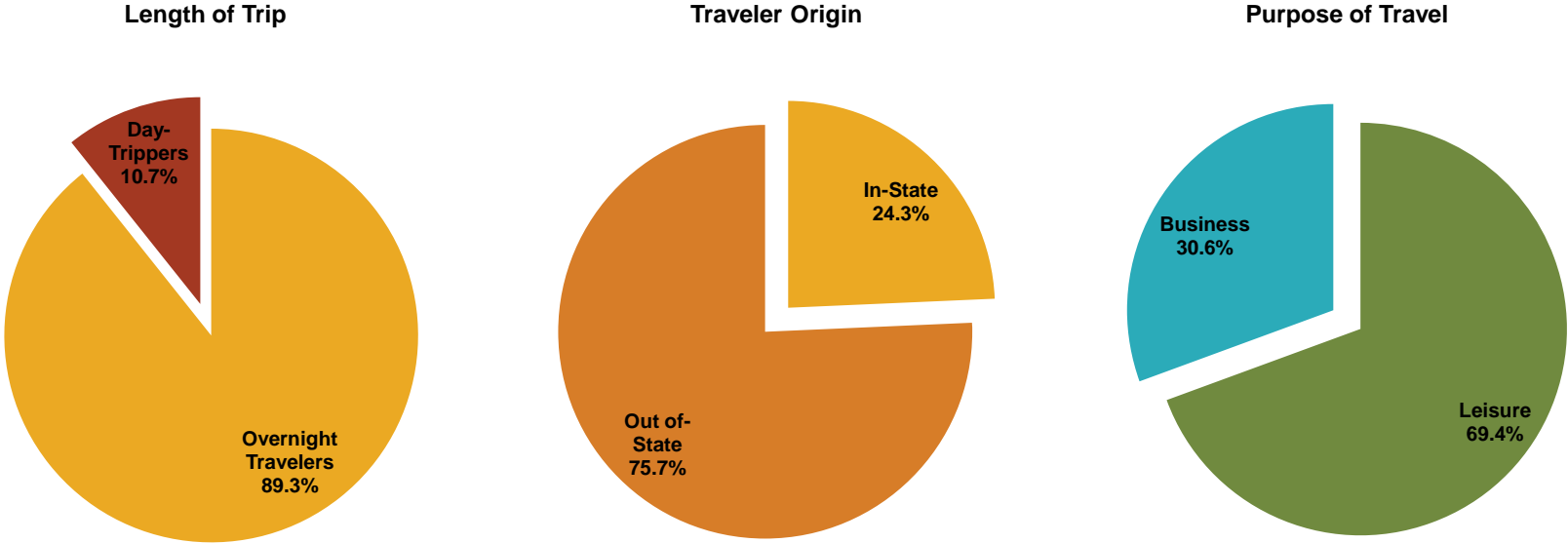


SOURCE: Atlanta Convention and Visitors Bureau Annual Reports

# CITY OF SANDY SPRINGS

Exhibit VI-2

## CHARACTERISTICS OF DOMESTIC VISITORS ATLANTA METRO 2013

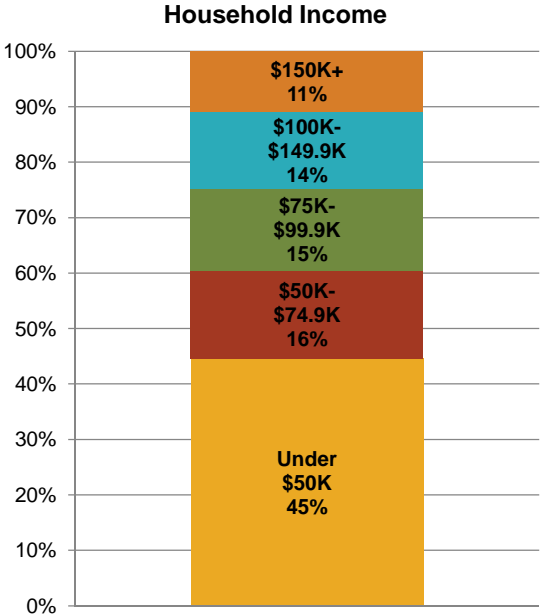
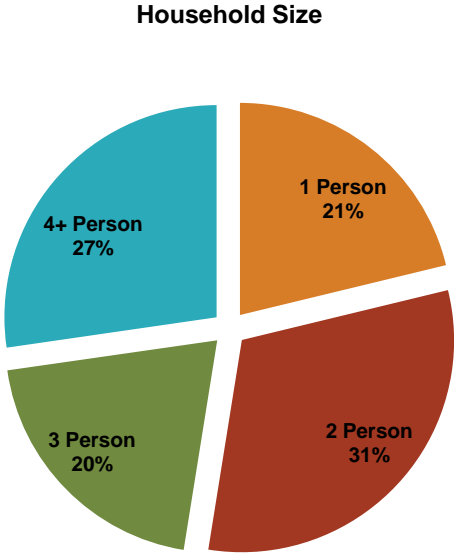
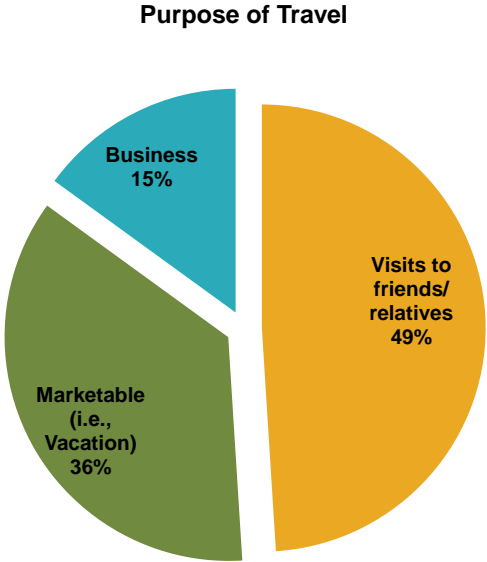


SOURCE: 2013 Report Travel Economic Impact on Georgia State, Counties, and Regions, U.S. Travel Association

# CITY OF SANDY SPRINGS

Exhibit VI-3

## CHARACTERISTICS OF DOMESTIC VISITORS -- OVERNIGHT TRIPS ONLY ATLANTA METRO 2013

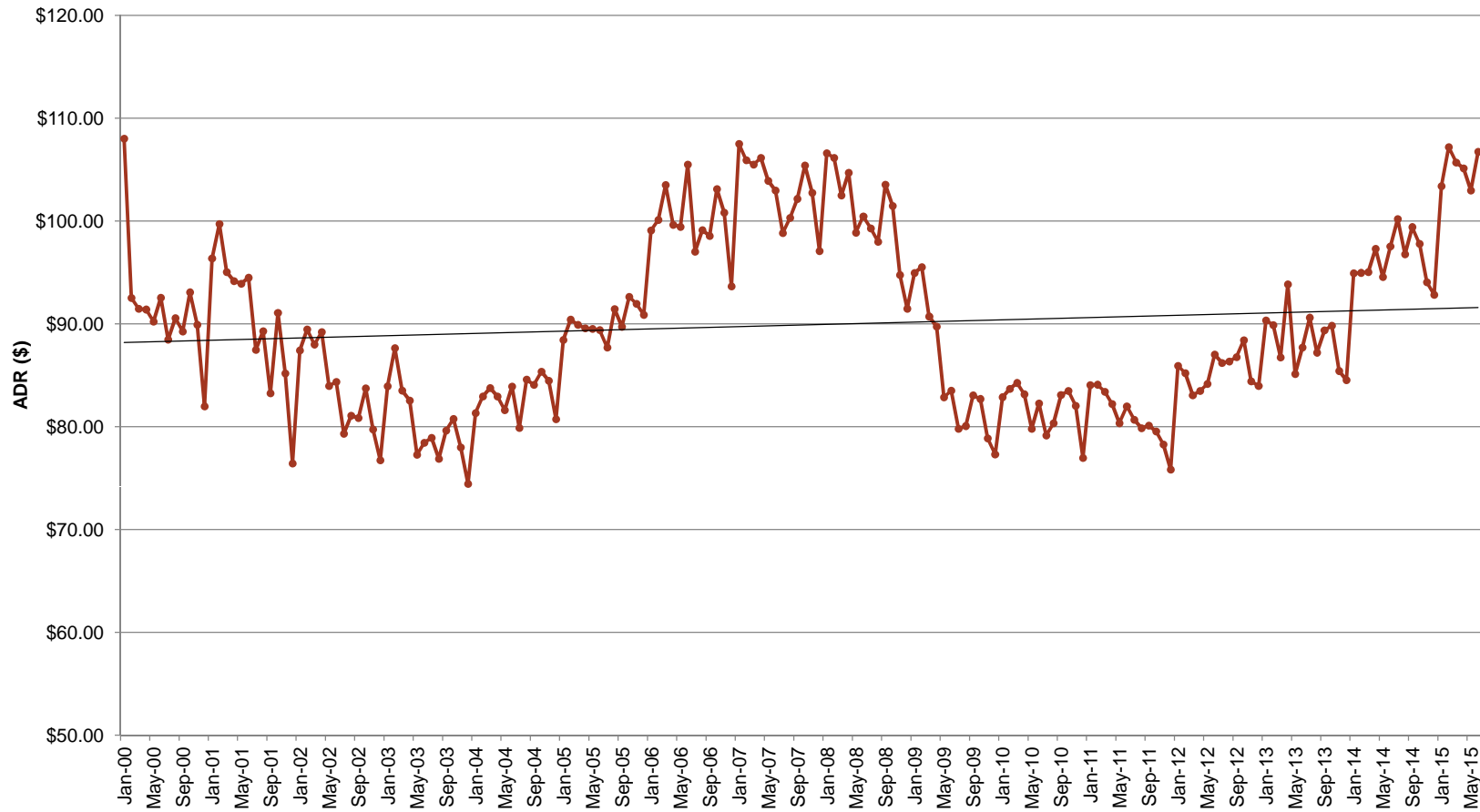


SOURCE: Longwoods International 2013 Regional Visitor Report for Georgia

# CITY OF SANDY SPRINGS

Exhibit VI-4

## AVERAGE DAILY RATE TRENDS HOTELS IN PERIMETER CENTER/ROSWELL, GEORGIA SUBMARKET JANUARY 2000-JUNE 2015



SOURCE: Smith Travel Resarch (STR)

# CITY OF SANDY SPRINGS

Exhibit VI-4

## AVERAGE DAILY RATE TRENDS HOTELS IN PERIMETER CENTER/ROSWELL, GEORGIA SUBMARKET JANUARY 2000-JUNE 2015

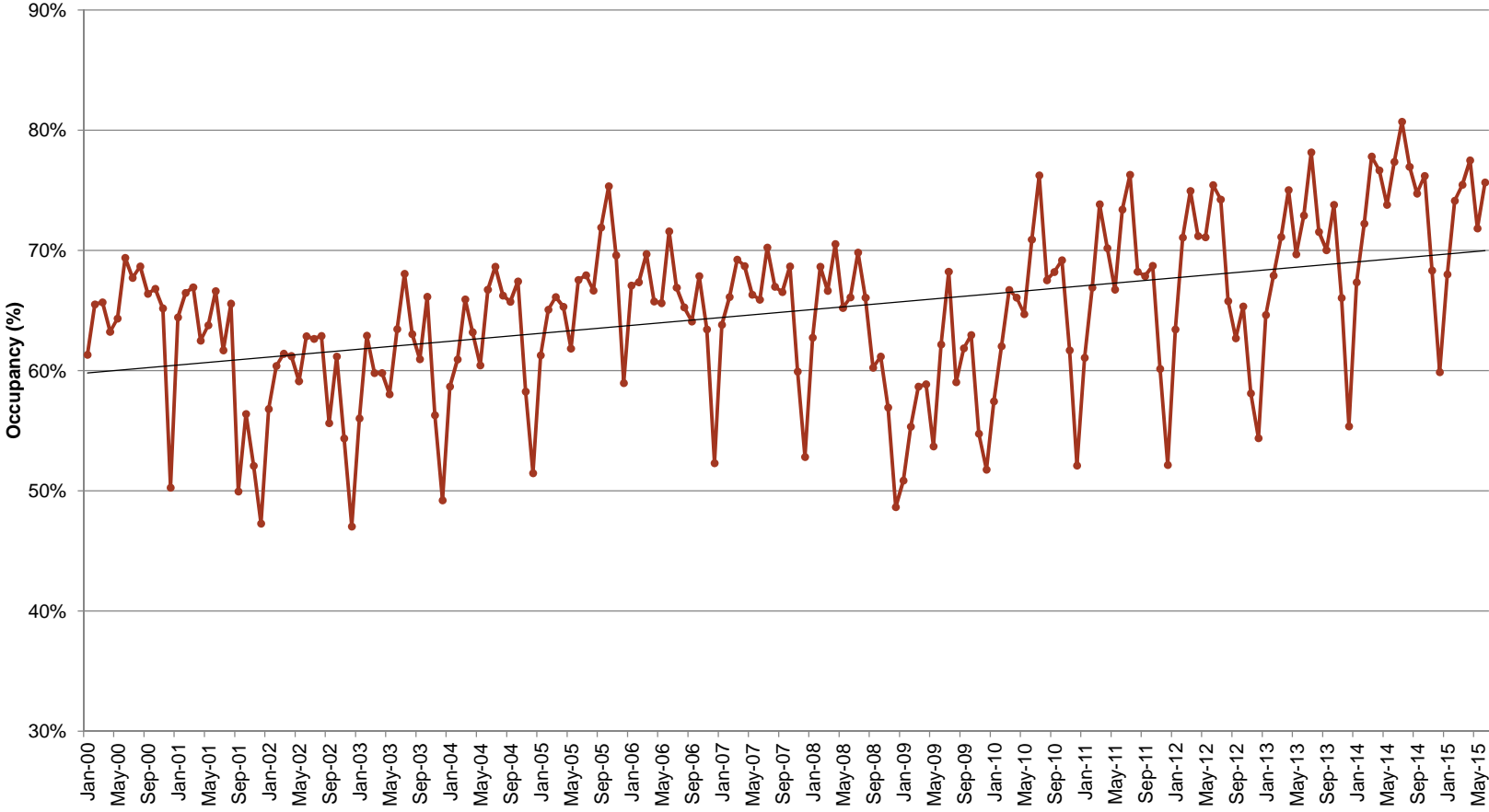


SOURCE: Smith Travel Resarch (STR)

# CITY OF SANDY SPRINGS

Exhibit VI-5

## OCCUPANCY TRENDS HOTELS IN PERIMETER CENTER/ROSWELL, GEORGIA SUBMARKET JANUARY 2000-JUNE 2015

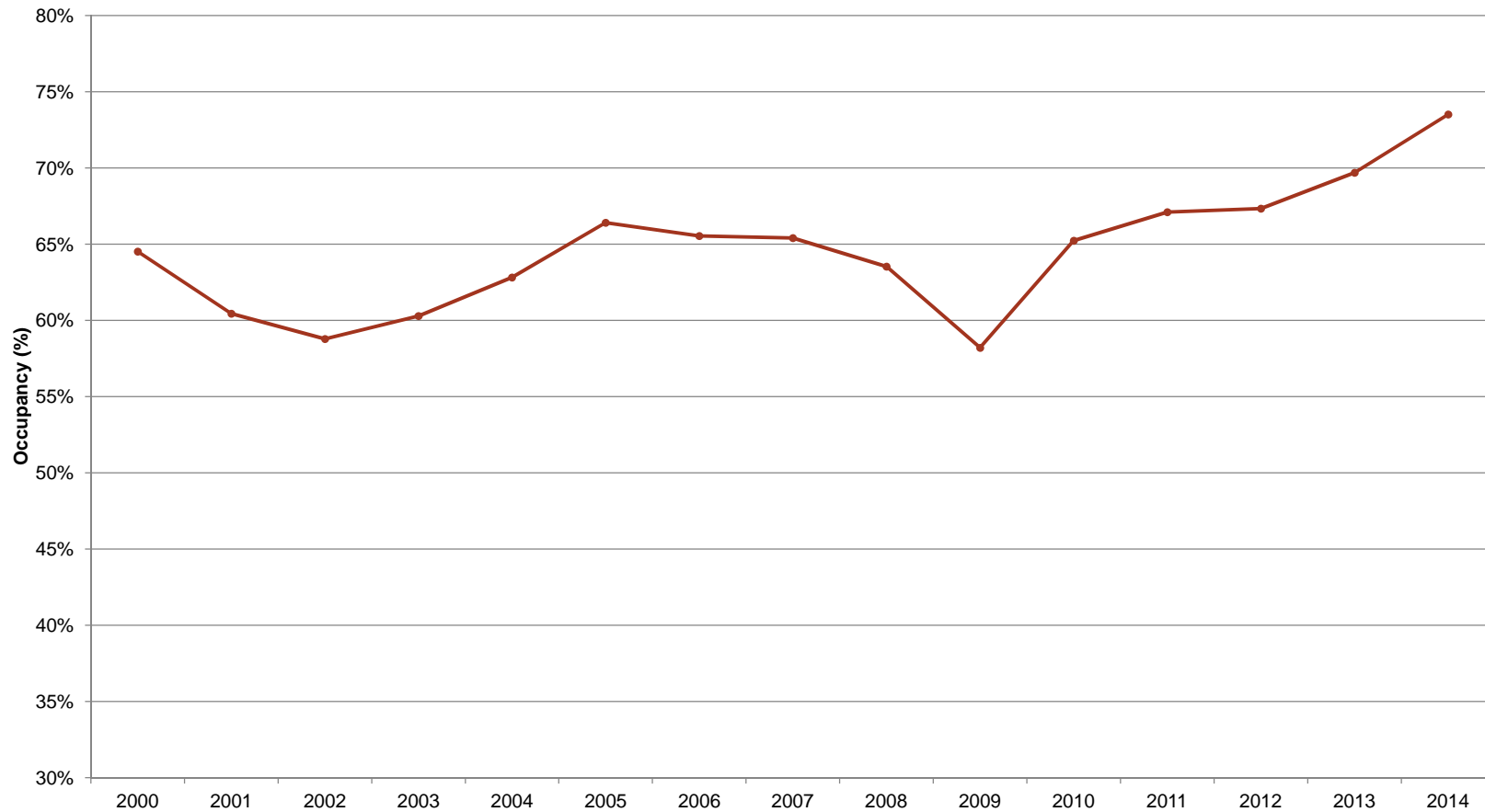


SOURCE: Smith Travel Resarch (STR)

# CITY OF SANDY SPRINGS

Exhibit VI-5

## OCCUPANCY TRENDS HOTELS IN PERIMETER CENTER/ROSWELL, GEORGIA SUBMARKET JANUARY 2000-JUNE 2015



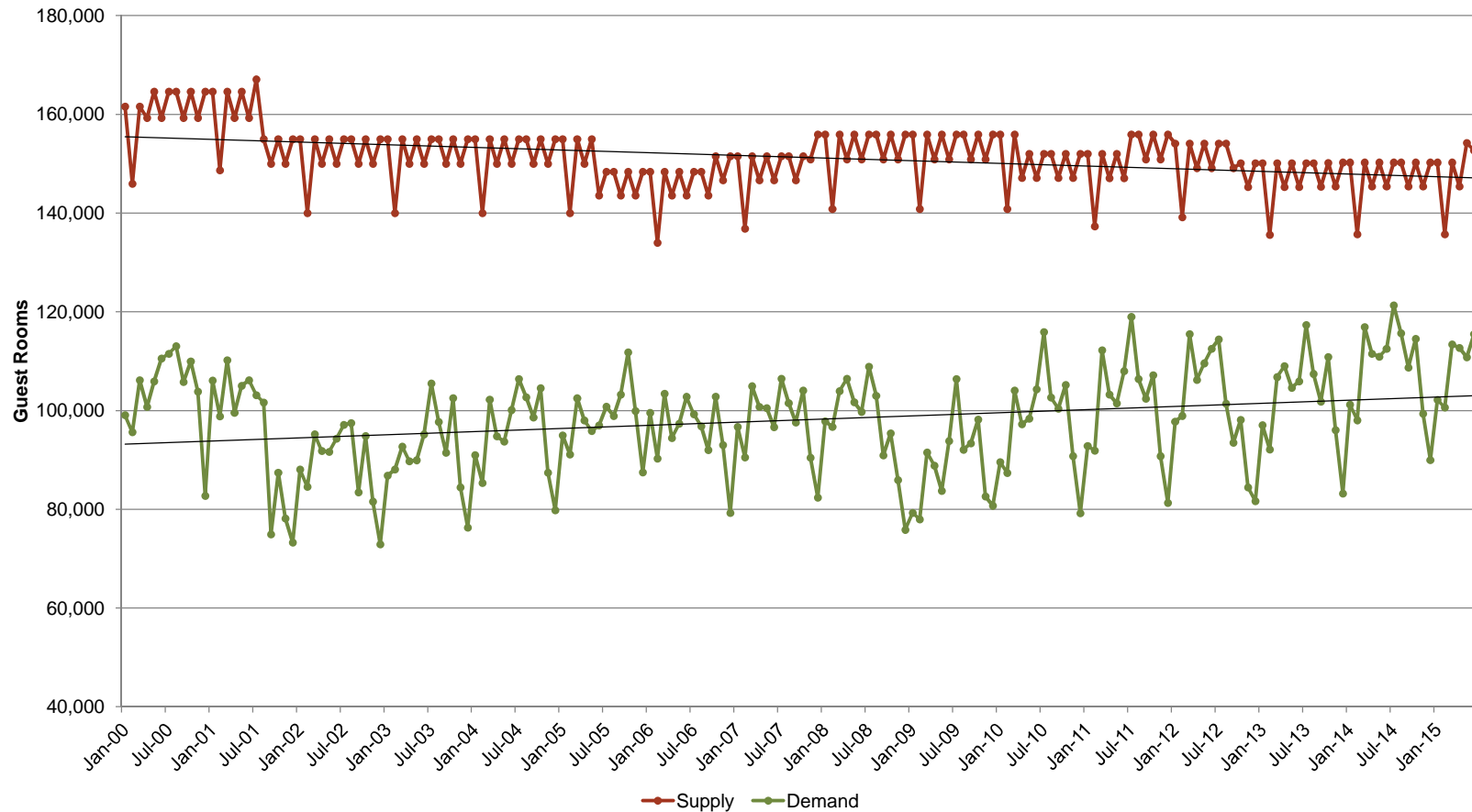
SOURCE: Smith Travel Research (STR)



# CITY OF SANDY SPRINGS

Exhibit VI-6

## SUPPLY VERSUS DEMAND TRENDS HOTELS IN PERIMETER CENTER/ROSWELL, GEORGIA SUBMARKET JANUARY 2000-JUNE 2015

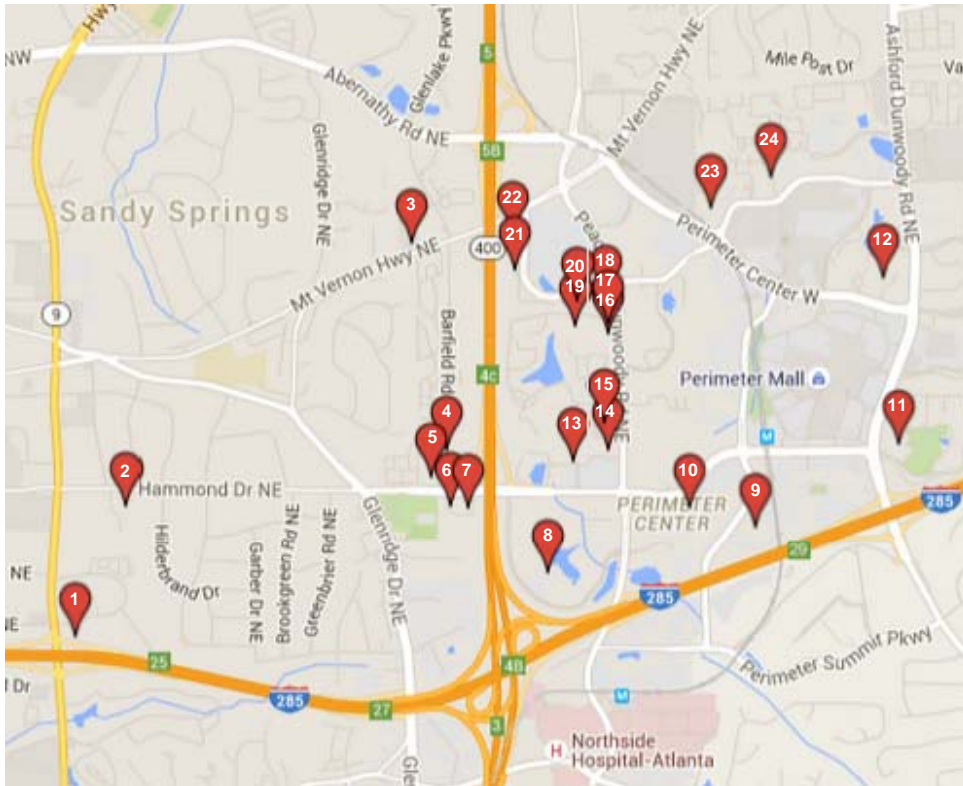


SOURCE: Smith Travel Resarch (STR)

# CITY OF SANDY SPRINGS

## Exhibit VI-7

### MAP OF AREA HOTELS SANDY SPRINGS/PERIMETER CENTER JULY 2015



MAP KEY	HOTEL
1	Sonesta ES Suites Atlanta
2	Crowne Plaza Atlanta Perimeter @ Ravinia
3	Hawthorn Suites by Wyndham Atlanta Perimeter Center
4	Hilton Atlanta Perimeter
5	Homewood Suites Atlanta Perimeter Center
6	Hampton Inn Atlanta Perimeter Center
7	Le Meridien Atlanta Perimeter
8	Extended Stay America Atlanta Perimeter Crestline
9	Holiday Inn Express & Suites Atlanta North Perimeter Mall Area
10	Comfort Suites Perimeter Center
11	Extended Stay America Atlanta Perimeter Peachtree Dunwoody
12	InTown Suites Sandy Springs
13	Comfort Inn Buckhead North
14	Courtyard Atlanta Perimeter Center
15	Microtel Inn & Suites by Wyndham Atlanta Perimeter Center
16	Sheraton Hotel Atlanta Perimeter North
17	Embassy Suites Atlanta Perimeter Center
18	Marriott Atlanta Perimeter Center
19	Extended Stay America Atlanta Perimeter Hammond Drive
20	Westin Atlanta Perimeter North
21	La Quinta Inns & Suites Atlanta Perimeter Medical Center
22	Fairfield Inn & Suites Atlanta Perimeter Center
23	Staybridge Suites Atlanta Perimeter Center East
24	Hyatt Place Atlanta Perimeter Center

SOURCE: Google

# CITY OF SANDY SPRINGS

## Exhibit VI-8

### INFORMATION REGARDING SELECT HOTELS SANDY SPRINGS/PERIMETER CENTER JULY 2015

HOTEL NAME	ADDRESS	CLASS	OPEN DATE	ROOMS	EVENT SPACE	LARGEST MEETING SPACE
Homewood Suites Atlanta Perimeter Center	915 Crestline Pkwy, Atlanta, GA 30328	Upscale	Jun 2015	114	851	851
Microtel Inn & Suites by Wyndham Atlanta Perimeter Center	6280 Peachtree Dunwoody Rd NE, Atlanta, GA 30328	Economy	Jul 2001	80	30 person	30 person
Extended Stay America Atlanta Perimeter Crestline	905 Cresline Pkwy, Atlanta, GA 30328	Economy	Apr 2000	97	N/A	N/A
Staybridge Suites Atlanta Perimeter Center East	4601 Ridgeview Rd, Atlanta, GA 30338	Upscale	Nov 1999	143	800	800
InTown Suites Sandy Springs	355 Hammond Dr NE, Sandy Springs, GA 30328	Economy	May 1999	71	N/A	N/A
Holiday Inn Express & Suites Atlanta North Perimeter Mall Area	765 Hammond Dr NE, Atlanta, GA 30328	Upper Midscale	Jan 1999	107	576	576
La Quinta Inns & Suites Atlanta Perimeter Medical Center	6260 Peachtree Dunwoody, Atlanta, GA 30328	Midscale	Oct 1998	143	N/A	N/A
Fairfield Inn & Suites Atlanta Perimeter Center	1145 Hammond Dr NE, Atlanta, GA 30328	Upper Midscale	Oct 1997	114	288	288
Extended Stay America Atlanta Perimeter Hammond Drive	1050 Hammond Dr, Atlanta, GA 30328	Economy	May 1997	129	N/A	N/A
Hyatt Place Atlanta Perimeter Center	1005 Crestline Pkwy, Atlanta, GA 30328	Upscale	Feb 1997	150	1,010	1,010
Extended Stay America Atlanta Perimeter Peachtree Dunwoody	6330 Peachtree Dunwoody Rd NE, Atlanta, GA 30328	Economy	Jan 1997	99	N/A	N/A
Hampton Inn Atlanta Perimeter Center	769 Hammond Dr NE, Atlanta, GA 30328	Upper Midscale	Mar 1996	131	1,350	1,350
Comfort Suites Perimeter Center	6110 Peachtree Dunwoody Rd NE, Atlanta, GA 30328	Upper Midscale	May 1995	121	N/A	N/A
Le Meridien Atlanta Perimeter	111 Perimeter Center W, Atlanta, GA 30346	Upper Upscale	Sep 1991	275	10,000	3,850
Sonesta ES Suites Atlanta	760 Mt. Vernon Highway NE, Atlanta, GA 30328	Upper Midscale	Sep 1989	122	250	250
Courtyard Atlanta Perimeter Center	6250 Peachtree-Dunwoody Rd, Atlanta, GA 30328	Upscale	Dec 1987	145	1,704	1,274
Hawthorn Suites by Wyndham Atlanta Perimeter Center	6096 Barfield Road NE, Sandy Springs, GA 30328	Midscale	Aug 1987	128	N/A	N/A
Sheraton Hotel Atlanta Perimeter North	800 Hammond Dr NE, Atlanta, GA 30328	Upper Upscale	Apr 1987	142	1,895	1,895
Hilton Atlanta Perimeter	6120 Peachtree Dunwoody Rd NE, Atlanta, GA 30328	Upper Upscale	Mar 1987	224	4,000	1,800
Westin Atlanta Perimeter North	7 Concourse Parkway NE, Atlanta, GA 30328	Upper Upscale	Nov 1986	372	20,000	8,064
Crowne Plaza Atlanta Perimeter @ Ravinia	4355 Ashford Dunwoody Rd, Atlanta, GA 30346	Upscale	Mar 1986	495	32,000	1,500
Embassy Suites Atlanta Perimeter Center	1030 Crown Pointe Pkwy, Atlanta, GA 30338	Upper Upscale	Dec 1985	241	5,640	1,632
Marriott Atlanta Perimeter Center	246 Perimeter Center Parkway NE, Atlanta, GA 30346	Upper Upscale	Mar 1976	341	18,400	4,592
Comfort Inn Buckhead North	5793 Roswell Road, NE, Atlanta, GA 30328	Upper Midscale	Jun 1971	80	N/A	N/A

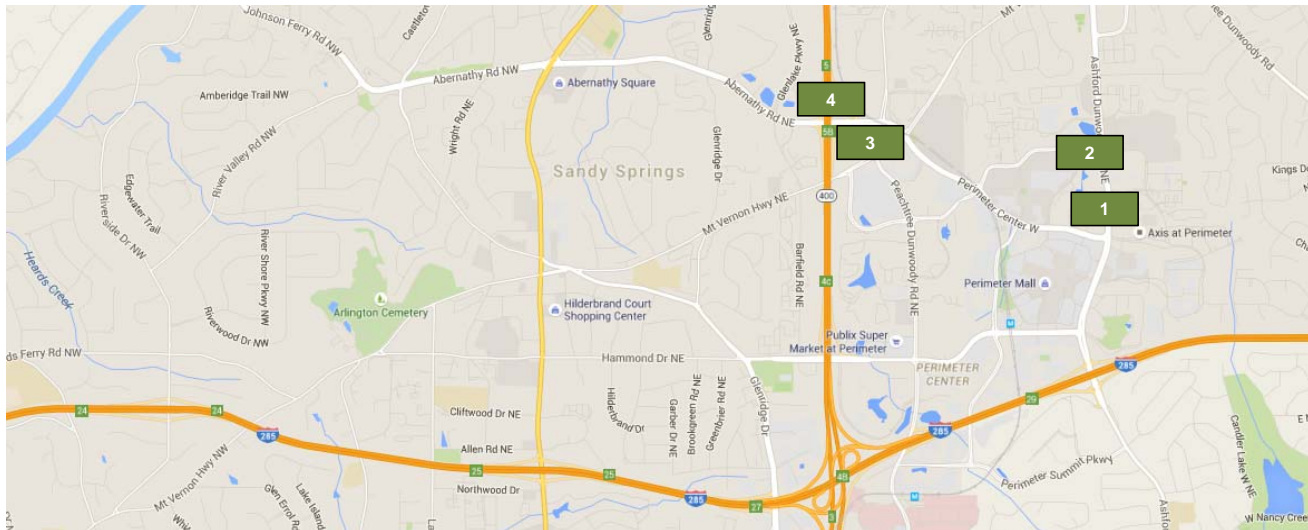
SOURCE: Smith Travel Research (STR)

# CITY OF SANDY SPRINGS

## Exhibit VI-9

### PLANNED, PROPOSED, AND UNDER CONSTRUCTION HOTELS SANDY SPRINGS/PERIMETER CENTER AUGUST 2015

MAP KEY	HOTEL / ADDRESS	DEVELOPER	ROOMS	STATUS	EXPECTED COMPLETION
1	<b>Hampton Inn &amp; Suites Atlanta Perimeter Center Sterling Pointe</b> 4565 Ashford Dunwoody Rd Dunwoody, GA	Hotel Development Partners	132	UC	February 2016
2	<b>Residence Inn</b> Meadow Ln and Ashford Dunwoody Rd Dunwoody, GA	Hotel Development Partners	124	Proposed	
3	<b>The Grand Bohemian</b> Peachtree Dunwoody Rd b/t Abernathy Rd and Mt. Vernon Hwy Sandy Springs, GA	Kessler Collection	275	Proposed	
4	<b>Northpark 100 Hotel</b> Abernathy Rd and GA-400	Hines	200	Proposed	2017



SOURCE: City of Sandy Springs; Reis; Costar

# CITY OF SANDY SPRINGS

## Exhibit VI-10

### DEMAND FOR HOTEL ROOMS HOTELS IN PERIMETER CENTER/ROSWELL, GEORGIA SUBMARKET 2015-2025

	<<- HISTORICAL										PROJECTED -->>										
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Hotel Guest Room Supply	1,779,204	1,756,274	1,792,782	1,835,950	1,835,950	1,801,300	1,813,022	1,802,639	1,768,061	1,769,155	1,769,155	1,769,155	1,769,155	1,769,155	1,769,155	1,769,155	1,769,155	1,769,155	1,769,155	1,769,155	1,769,155
Hotel Guest Room Demand (Occupied Room Nights)	1,181,699	1,151,145	1,172,535	1,166,464	1,068,569	1,175,090	1,216,773	1,214,034	1,232,235	1,300,610	1,313,616	1,326,752	1,340,020	1,353,420	1,366,954	1,380,624	1,394,430	1,408,374	1,422,458	1,436,683	1,451,049
Occupancy Forecast	66%	66%	65%	64%	58%	65%	67%	67%	70%	74%	74%	75%	76%	77%	77%	78%	79%	80%	80%	81%	82%
Annual Projected Change in Room Night Demand		-2.6%	1.9%	-0.5%	-8.4%	10.0%	3.5%	-0.2%	1.5%	5.5%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Target Occupancy Rate											70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%
Calculated Occupied Room Nights at Stabilized Occupancy											1,238,409	1,238,409	1,238,409	1,238,409	1,238,409	1,238,409	1,238,409	1,238,409	1,238,409	1,238,409	1,238,409
Unmet Nightly Room Demand											206	242	278	315	352	390	427	466	504	543	583

SOURCE: RCLCO; Smith Travel Research

# CITY OF SANDY SPRINGS

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## VII. DEMAND

# CITY OF SANDY SPRINGS

## Exhibit VII-1

### RESIDENTIAL FOR-SALE DEMAND - BASELINE SCENARIO SANDY SPRINGS, GEORGIA 2015-2035

Projected Annual Demand	2000	2010	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
Households in Fulton County (1)	321,653	376,659	410,535	417,267	424,110	431,065	438,134	445,319	452,621	460,044	467,588	475,256	483,050	490,971	499,023	507,206	515,524	523,978	532,570	541,304	550,181	559,203	568,373
Annual Growth Rate	1.1%	1.4%	1.9%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%
Annual New Households	3,625	5,296	7,796	6,732	6,843	6,955	7,069	7,185	7,303	7,422	7,544	7,668	7,794	7,921	8,051	8,183	8,318	8,454	8,593	8,734	8,877	9,022	9,170
Fulton County Owner Households (2)	167,119	202,262	204,926	208,287	211,703	215,174	218,703	222,289	225,935	229,640	233,406	237,233	241,124	245,078	249,097	253,182	257,334	261,554	265,843	270,202	274,633	279,137	283,714
% Owner Households (3)	52.0%	53.7%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%
Fulton County New Owner Households	1,884	2,844	3,892	3,361	3,416	3,472	3,529	3,586	3,645	3,705	3,766	3,828	3,890	3,954	4,019	4,085	4,152	4,220	4,289	4,360	4,431	4,504	4,578
Sandy Springs Owner Households (2)	17,945	20,163	20,428	20,763	21,103	21,449	21,801	22,159	22,522	22,891	23,267	23,648	24,036	24,430	24,831	25,238	25,652	26,073	26,500	26,935	27,377	27,826	28,282
Sandy Springs Capture of Owner Households in Fulton County (3)	10.7%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
Total New Owners in Sandy Springs	202	284	388	335	340	346	352	358	363	369	375	382	388	394	401	407	414	421	428	435	442	449	456
Cumulative New Owner Households in Sandy Springs	--	--	388	723	1,063	1,409	1,761	2,119	2,482	2,851	3,227	3,608	3,996	4,390	4,791	5,198	5,612	6,033	6,460	6,895	7,337	7,786	8,242
<b>Demand by Product Type (4)</b>			2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
% Choose SFD	--	74.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%
SFD Sales		210	272	235	239	243	247	251	255	259	264	268	272	277	281	286	291	295	300	305	310	315	321
% Choose Multifamily	--	11.9%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%
Multifamily Sales		34	52	45	46	47	47	48	49	50	51	52	52	53	54	55	56	57	58	59	60	61	62
% Choose Townhome/Attached	--	13.9%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%
Townhome Sales		39	63	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	70	71	72	73	74
<b>Likely Capture for Each Small Area (5)</b>		Total	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
<b>SMALL AREA 1</b>																							
SFD Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MF Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TH/Attached Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Capture of SFD		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of MF		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of TH/Attached		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total For-Sale Units		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMALL AREA 2</b>																							
SFD Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MF Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TH/Attached Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Capture of SFD		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of MF		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of TH/Attached		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total For-Sale Units		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMALL AREA 3</b>																							
SFD Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MF Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TH/Attached Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Capture of SFD		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of MF		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of TH/Attached		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total For-Sale Units		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

# CITY OF SANDY SPRINGS

## Exhibit VII-1

### RESIDENTIAL FOR-SALE DEMAND - BASELINE SCENARIO SANDY SPRINGS, GEORGIA 2015-2035

Projected Annual Demand	2000	2010	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
Households in Fulton County (1)	321,653	376,659	410,535	417,267	424,110	431,065	438,134	445,319	452,621	460,044	467,588	475,256	483,050	490,971	499,023	507,206	515,524	523,978	532,570	541,304	550,181	559,203	568,373
Annual Growth Rate	1.1%	1.4%	1.9%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%
Annual New Households	3,625	5,296	7,796	6,732	6,843	6,955	7,069	7,185	7,303	7,422	7,544	7,668	7,794	7,921	8,051	8,183	8,318	8,454	8,593	8,734	8,877	9,022	9,170
Fulton County Owner Households (2)	167,119	202,262	204,926	208,287	211,703	215,174	218,703	222,289	225,935	229,640	233,406	237,233	241,124	245,078	249,097	253,182	257,334	261,554	265,843	270,202	274,633	279,137	283,714
% Owner Households (3)	52.0%	53.7%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%
Fulton County New Owner Households	1,884	2,844	3,892	3,361	3,416	3,472	3,529	3,586	3,645	3,705	3,766	3,828	3,890	3,954	4,019	4,085	4,152	4,220	4,289	4,360	4,431	4,504	4,578
Sandy Springs Owner Households (2)	17,945	20,163	20,428	20,763	21,103	21,449	21,801	22,159	22,522	22,891	23,267	23,648	24,036	24,430	24,831	25,238	25,652	26,073	26,500	26,935	27,377	27,826	28,282
Sandy Springs Capture of Owner Households in Fulton County (3)	10.7%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
Total New Owners in Sandy Springs	202	284	388	335	340	346	352	358	363	369	375	382	388	394	401	407	414	421	428	435	442	449	456
Cumulative New Owner Households in Sandy Springs	--	--	388	723	1,063	1,409	1,761	2,119	2,482	2,851	3,227	3,608	3,996	4,390	4,791	5,198	5,612	6,033	6,460	6,895	7,337	7,786	8,242
<b>Demand by Product Type (4)</b>			2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
% Choose SFD	--	74.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%
SFD Sales		210	272	235	239	243	247	251	255	259	264	268	272	277	281	286	291	295	300	305	310	315	321
% Choose Multifamily	--	11.9%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%
Multifamily Sales		34	52	45	46	47	47	48	49	50	51	52	52	53	54	55	56	57	58	59	60	61	62
% Choose Townhome/Attached	--	13.9%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%
Townhome Sales		39	63	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	70	71	72	73	74
<b>Likely Capture for Each Small Area (5)</b>		Total	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
<b>SMALL AREA 4</b>																							
SFD Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MF Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TH/Attached Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Capture of SFD		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of MF		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of TH/Attached		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total For-Sale Units		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMALL AREA 5</b>																							
SFD Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MF Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TH/Attached Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Capture of SFD		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of MF		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of TH/Attached		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total For-Sale Units		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of SFD			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of MF			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of TH/Attached			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Timeline for Total For-Sale Residential Capture</b>			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total For-Sale Residential Capture</b>		0																					

(1) Based upon historical growth from 2000 to 2014.  
 (2) Based upon Census SF1 data for 2000 and 2010. 2015-2035 is based upon the capture rate.  
 (3) All fields are calculated except for 2015, which is based upon 2015 Esri data  
 (4) Based upon Census data for 2010; 2015 is based upon PUMS data which breaks down owner-occupied households by unit type; "townhome" consists of single-family attached, duplexes, and quadplexes  
 (5) Based upon Costar and Esri data. Boundaries used were the boundaries provided by the City of Sandy Springs and Rhodeside & Harwell.

SOURCE: RCLCO



# CITY OF SANDY SPRINGS

## Exhibit VII-2

### RESIDENTIAL FOR-SALE DEMAND - AGGRESSIVE HH GROWTH SCENARIO SANDY SPRINGS, GEORGIA 2015-2035

Projected Annual Demand	2000	2010	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
Households in Fulton County (1)	321,653	376,659	410,535	421,894	434,950	449,436	462,384	474,246	485,175	496,111	507,151	518,308	529,452	540,688	551,931	563,125	574,371	585,631	596,906	607,870	618,945	629,761	640,337
Annual Growth Rate	1.1%	1.4%	1.9%	2.8%	3.1%	3.3%	2.9%	2.6%	2.3%	2.3%	2.2%	2.2%	2.2%	2.1%	2.1%	2.0%	2.0%	1.9%	1.8%	1.8%	1.7%	1.7%	
Annual New Households	3,625	5,296	7,796	11,360	13,056	14,486	12,948	11,862	10,929	10,936	11,040	11,156	11,145	11,236	11,243	11,195	11,246	11,260	11,276	10,963	11,075	10,816	10,576
Fulton County Owner Households (2)	167,119	202,262	204,926	210,597	217,114	224,344	230,808	236,729	242,184	247,643	253,154	258,723	264,286	269,895	275,507	281,095	286,708	292,329	297,957	303,430	308,958	314,357	319,637
% Owner Households (3)	52.0%	53.7%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%
Fulton County New Owner Households	1,884	2,844	3,892	5,670	6,517	7,231	6,463	5,921	5,455	5,459	5,511	5,569	5,563	5,608	5,612	5,588	5,613	5,621	5,628	5,473	5,529	5,399	5,279
Sandy Springs Owner Households (2)	17,945	20,163	20,428	20,993	21,643	22,364	23,008	23,598	24,142	24,686	25,235	25,791	26,345	26,904	27,464	28,021	28,580	29,141	29,702	30,247	30,798	31,336	31,863
Sandy Springs Capture of Owner Households in Fulton County (3)	10.7%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
Total New Owners in Sandy Springs	202	284	388	565	650	721	644	590	544	544	549	555	555	559	559	557	560	560	561	546	551	538	526
Cumulative New Owner Households in Sandy Springs	--	--	388	953	1,603	2,324	2,968	3,558	4,102	4,646	5,195	5,751	6,305	6,864	7,424	7,981	8,540	9,101	9,662	10,207	10,758	11,296	11,823
Demand by Product Type (4)			2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
% Choose SFD	--	74.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%
SFD Sales		210	272	397	456	506	453	415	382	382	386	390	390	393	393	391	393	394	394	383	387	378	370
% Choose Multifamily	--	11.9%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%
Multifamily Sales		34	52	76	88	97	87	80	73	73	74	75	75	75	76	75	76	76	76	74	74	74	73
% Choose Townhome/Attached	--	13.9%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%
Townhome Sales		39	63	92	106	117	105	96	88	88	89	90	90	91	91	91	91	91	91	89	90	87	86
Likely Capture for Each Small Area (5)	Total	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	
<b>SMALL AREA 1</b>																							
SFD Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MF Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TH/Attached Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Capture of SFD	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of MF	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of TH/Attached	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total For-Sale Units	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMALL AREA 2</b>																							
SFD Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MF Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TH/Attached Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Capture of SFD	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of MF	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of TH/Attached	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total For-Sale Units	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMALL AREA 3</b>																							
SFD Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MF Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TH/Attached Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Capture of SFD	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of MF	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of TH/Attached	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total For-Sale Units	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

# CITY OF SANDY SPRINGS

## Exhibit VII-2

### RESIDENTIAL FOR-SALE DEMAND - AGGRESSIVE HH GROWTH SCENARIO SANDY SPRINGS, GEORGIA 2015-2035

Projected Annual Demand	2000	2010	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
Households in Fulton County (1)	321,653	376,659	410,535	421,894	434,950	449,436	462,384	474,246	485,175	496,111	507,151	518,308	529,452	540,688	551,931	563,125	574,371	585,631	596,906	607,870	618,945	629,761	640,337
Annual Growth Rate	1.1%	1.4%	1.9%	2.8%	3.1%	3.3%	2.9%	2.6%	2.3%	2.3%	2.2%	2.2%	2.2%	2.1%	2.1%	2.0%	2.0%	2.0%	1.9%	1.8%	1.8%	1.7%	1.7%
Annual New Households	3,625	5,296	7,796	11,360	13,056	14,486	12,948	11,862	10,929	10,936	11,040	11,156	11,145	11,236	11,243	11,195	11,246	11,260	11,276	10,963	11,075	10,816	10,576
Fulton County Owner Households (2)	167,119	202,262	204,926	210,597	217,114	224,344	230,808	236,729	242,184	247,643	253,154	258,723	264,286	269,895	275,507	281,095	286,708	292,329	297,957	303,430	308,958	314,357	319,637
% Owner Households (3)	52.0%	53.7%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%	49.9%
Fulton County New Owner Households	1,884	2,844	3,892	5,670	6,517	7,231	6,463	5,921	5,455	5,459	5,511	5,569	5,563	5,608	5,612	5,588	5,613	5,621	5,628	5,473	5,529	5,399	5,279
Sandy Springs Owner Households (2)	17,945	20,163	20,428	20,993	21,643	22,364	23,008	23,598	24,142	24,686	25,235	25,791	26,345	26,904	27,464	28,021	28,580	29,141	29,702	30,247	30,798	31,336	31,863
Sandy Springs Capture of Owner Households in Fulton County (3)	10.7%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
Total New Owners in Sandy Springs	202	284	388	565	650	721	644	590	544	549	555	555	559	559	559	557	560	561	561	546	551	538	526
Cumulative New Owner Households in Sandy Springs	--	--	388	953	1,603	2,324	2,968	3,558	4,102	4,646	5,195	5,751	6,305	6,864	7,424	7,981	8,540	9,101	9,662	10,207	10,758	11,296	11,823
Demand by Product Type (4)			2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
% Choose SFD	--	74.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%	70.2%
SFD Sales		210	272	397	456	506	453	415	382	382	386	390	390	393	393	391	393	394	394	383	387	378	370
% Choose Multifamily	--	11.9%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%	13.5%
Multifamily Sales		34	52	76	88	97	87	80	73	73	74	75	75	75	76	75	76	76	76	74	74	73	71
% Choose Townhome/Attached	--	13.9%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%	16.3%
Townhome Sales		39	63	92	106	117	105	96	88	88	89	90	90	91	91	91	91	91	91	89	90	87	86
Likely Capture for Each Small Area (5)	Total	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	
<b>SMALL AREA 4</b>																							
SFD Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MF Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TH/Attached Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Capture of SFD		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of MF		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of TH/Attached		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total For-Sale Units		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMALL AREA 5</b>																							
SFD Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
MF Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TH/Attached Capture			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Capture of SFD		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of MF		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of TH/Attached		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total For-Sale Units		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of SFD			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of MF			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capture of TH/Attached			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Timeline for Total For-Sale Residential Capture			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total For-Sale Residential Capture		0																					

(1) Based upon Moody's historical data for 2000 and 2010; based upon Moody's projections for 2015-2035.  
 (2) Based upon Census SF1 data for 2000 and 2010. 2015-2035 is based upon the capture rate.  
 (3) All fields are calculated except for 2015, which is based upon 2015 Esri data  
 (4) Based upon Census data for 2010; 2015 is based upon PUMS data which breaks down owner-occupied households by unit type; "townhome" consists of single-family attached, duplexes, and quadplexes  
 (5) Based upon Costar and Esri data. Boundaries used were the boundaries provided by the City of Sandy Springs and Rhodeside & Harwell.

SOURCE: RCLCO

# CITY OF SANDY SPRINGS

## Exhibit VII-3

### RESIDENTIAL FOR-RENT DEMAND - BASELINE SCENARIO SANDY SPRINGS, GEORGIA 2015-2035

Projected Annual Demand	2000	2010	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
Households in Fulton County (1)	321,653	376,659	410,535	417,267	424,110	431,065	438,134	445,319	452,621	460,044	467,588	475,256	483,050	490,971	499,023	507,206	515,524	523,978	532,570	541,304	550,181	559,203	568,373
Annual Growth Rate	1.1%	1.4%	1.9%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%
Annual New Households	3,625	5,296	7,796	6,732	6,843	6,955	7,069	7,185	7,303	7,422	7,544	7,668	7,794	7,921	8,051	8,183	8,318	8,454	8,593	8,734	8,877	9,022	9,170
Fulton County Renter Households (2)	154,534	174,397	205,609	208,980	212,407	215,891	219,431	223,029	226,687	230,404	234,183	238,023	241,926	245,894	249,926	254,024	258,190	262,424	266,728	271,102	275,547	280,066	284,659
% Renter Households (3)	48.0%	46.3%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%
Fulton County New Renter Households	1,742	2,452	3,905	3,372	3,427	3,483	3,540	3,598	3,657	3,717	3,778	3,840	3,903	3,967	4,032	4,099	4,166	4,234	4,303	4,374	4,446	4,519	4,593
Sandy Springs Renter Households (2)	21,343	22,171	25,380	25,797	26,220	26,650	27,087	27,531	27,982	28,441	28,908	29,382	29,863	30,353	30,851	31,357	31,871	32,394	32,925	33,465	34,014	34,571	35,138
Sandy Springs Capture of Renter Households in Fulton County (3)	13.8%	12.7%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%
Total New Renters in Sandy Springs	241	312	482	416	423	430	437	444	451	459	466	474	482	490	498	506	514	523	531	540	549	558	567
Cumulative New Renter Households in Sandy Springs	--	--	482	898	1,321	1,751	2,188	2,632	3,084	3,543	4,009	4,483	4,965	5,455	5,953	6,458	6,973	7,495	8,027	8,566	9,115	9,673	10,240
Likely Capture for Each Small Area (4)	Total	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	
<b>SMALL AREA 1</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Annual Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Project Delivery																							
<b>SMALL AREA 2</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Annual Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Project Delivery																							
<b>SMALL AREA 3</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Annual Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Project Delivery																							
<b>SMALL AREA 4</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Annual Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Project Delivery																							
<b>SMALL AREA 5</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Annual Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Project Delivery																							
<b>Timeline for Total For-Rent Residential Capture</b>			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

(1) Based upon historical growth from 2000 to 2014.  
 (2) Based upon Census SF1 data for 2000 and 2010. 2015-2035 is based upon the capture rate.  
 (3) All fields are calculated except for 2015, which is based upon 2015 Esri data  
 (4) Based upon Costar and Esri data. Boundaries used were the boundaries provided by the City of Sandy Springs and Rhoadside & Harwell.

SOURCE: RCLCO

# CITY OF SANDY SPRINGS

## Exhibit VII-4

### RESIDENTIAL FOR-RENT DEMAND - AGGRESSIVE HH GROWTH SCENARIO SANDY SPRINGS, GEORGIA 2015-2035

Projected Annual Demand	2000	2010	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
Households in Fulton County (1)	321,653	376,659	410,535	421,894	434,950	449,436	462,384	474,246	485,175	496,111	507,151	518,308	529,452	540,688	551,931	563,125	574,371	585,631	596,906	607,870	618,945	629,761	640,337
Annual Growth Rate	1.1%	1.4%	1.9%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%
Annual New Households	3,625	5,296	7,796	11,360	13,056	14,486	12,948	11,862	10,929	10,936	11,040	11,156	11,145	11,236	11,243	11,195	11,246	11,260	11,276	11,276	11,075	10,816	10,576
Fulton County Renter Households (2)	154,534	174,397	205,609	211,298	217,836	225,091	231,576	237,517	242,991	248,468	253,997	259,584	265,166	270,793	276,424	282,031	287,663	293,302	298,949	304,440	309,987	315,404	320,701
% Renter Households (3)	48.0%	46.3%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%	50.1%
Fulton County New Renter Households	1,742	2,452	3,905	5,689	6,539	7,255	6,485	5,941	5,474	5,477	5,529	5,587	5,582	5,627	5,631	5,607	5,632	5,639	5,647	5,491	5,547	5,417	5,297
Sandy Springs Renter Households (2)	21,343	22,171	25,380	26,083	26,890	27,785	28,586	29,319	29,995	30,671	31,353	32,043	32,732	33,427	34,122	34,814	35,509	36,205	36,902	37,580	38,265	38,933	39,587
Sandy Springs Capture of Renter Households in Fulton County (3)	13.8%	12.7%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%	12.3%
Total New Renters in Sandy Springs	241	312	482	702	807	896	801	733	676	676	683	690	689	695	695	692	695	692	697	678	685	669	654
Cumulative New Renter Households in Sandy Springs	--	--	482	1,184	1,991	2,887	3,687	4,421	5,096	5,773	6,455	7,145	7,834	8,528	9,223	9,916	10,611	11,307	12,004	12,682	13,366	14,035	14,689
Likely Capture for Each Small Area (4)	Total	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	
<b>SMALL AREA 1</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Annual Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Project Delivery																							
<b>SMALL AREA 2</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Annual Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Project Delivery																							
<b>SMALL AREA 3</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Annual Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Project Delivery																							
<b>SMALL AREA 4</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Annual Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Project Delivery																							
<b>SMALL AREA 5</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Annual Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Project Delivery																							
<b>Timeline for Total For-Rent Residential Capture</b>			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

(1) Based upon Moody's historical data for 2000 and 2010; based upon Moody's projections for 2015-2035.  
 (2) Based upon Census SF1 data for 2000 and 2010. 2015-2035 is based upon the capture rate.  
 (3) All fields are calculated except for 2015, which is based upon 2015 Esri data  
 (4) Based upon Costar and Esri data. Boundaries used were the boundaries provided by the City of Sandy Springs and Rhodeside & Harwell.

SOURCE: RCLCO

# CITY OF SANDY SPRINGS

## Exhibit VII-5

### TOTAL RETAIL DEMAND - BASELINE SCENARIO SANDY SPRINGS, GEORGIA 2015-2035

Projected Annual Demand	2005-2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	
Households in Sandy Springs (1)	40,869	44,938	45,808	46,559	47,323	48,099	48,888	49,690	50,504	51,333	52,174	53,030	53,900	54,783	55,682	56,595
Annual Growth Rate		1.1%	1.9%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%
Annual New Households		452	870	751	764	776	789	802	815	828	842	856	870	884	898	913
2005-2014 HH Growth		4,069														
2005-2014 Net Absorption		161,998														
Retail Space per New Household (SF) (2)		40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Occupied Retail Space in Sandy Springs (SF) (3)	5,569,770	6,143,716	1,823,663	1,853,569	1,883,965	1,914,860	1,946,262	1,978,178	2,010,618	2,043,590	2,077,103	2,111,165	2,145,786	2,180,974	2,216,740	2,253,092
New Retail Demanded in Sandy Springs		34,632	29,906	30,396	30,895	31,402	31,917	32,440	32,972	33,513	34,062	34,621	35,189	35,766	36,352	
Cumulative Retail Demanded		34,632	64,538	94,934	125,829	157,231	189,148	221,587	254,559	288,072	322,134	356,755	391,943	427,709	464,061	
Likely Capture for Each Small Area (4)	Total	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	
SF of Retail Demanded per Household		40														
<b>SMALL AREA 1</b>																
Likely % Capture of Wedge Retail Growth		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Estimated Annual Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Cumulative Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>SMALL AREA 2</b>																
Likely % Capture of Wedge Retail Growth		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Estimated Annual Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Cumulative Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>SMALL AREA 3</b>																
Likely % Capture of Wedge Retail Growth		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Estimated Annual Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Cumulative Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>SMALL AREA 4</b>																
Likely % Capture of Wedge Retail Growth		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Estimated Annual Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Cumulative Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>SMALL AREA 5</b>																
Likely % Capture of Wedge Retail Growth		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Estimated Annual Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Cumulative Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>Timeline for Total Retail Capture</b>			0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>New Square Feet of Retail Demanded</b>		0														

(1) Based upon Esri data for 2010 and total households projected by RCLCO's base scenario for 2015-2035. 2011-2014 totals are interpolated from the 2010 and 2015 households.  
 (2) Projected retail SF per household is based on the amount of retail space added per household added over the period 2005-2014.  
 (3) Based upon Costar data for 2005 and 2014  
 (4) Based upon Costar and Esri data. Boundaries used were the boundaries provided by the City of Sandy Springs and Rhodeside & Harwell.

SOURCE: RCLCO

# CITY OF SANDY SPRINGS

## Exhibit VII-5

### TOTAL RETAIL DEMAND - BASELINE SCENARIO SANDY SPRINGS, GEORGIA 2015-2035

Projected Annual Demand	2005-2014		2029	2030	2031	2032	2033	2034	2035
Households in Sandy Springs (1)	40,869	44,938	57,523	58,466	59,425	60,400	61,390	62,397	63,420
Annual Growth Rate		1.1%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%
Annual New Households		452	928	943	959	975	990	1,007	1,023
2005-2014 HH Growth		4,069							
2005-2014 Net Absorption		161,998							
Retail Space per New Household (SF) (2)		40	40	40	40	40	40	40	40
Occupied Retail Space in Sandy Springs (SF) (3)	5,569,770	6,143,716	2,290,040	2,327,594	2,365,764	2,404,560	2,443,992	2,484,071	2,524,807
New Retail Demanded in Sandy Springs			36,948	37,554	38,170	38,796	39,432	40,079	40,736
Cumulative Retail Demanded			501,009	538,563	576,733	615,529	654,961	695,040	735,776
Likely Capture for Each Small Area (4)	Total		2029	2030	2031	2032	2033	2034	2035
SF of Retail Demanded per Household									
<b>SMALL AREA 1</b>									
Likely % Capture of Wedge Retail Growth			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Retail Demand (SF)			0	0	0	0	0	0	0
Cumulative Retail Demand (SF)			0	0	0	0	0	0	0
<b>SMALL AREA 2</b>									
Likely % Capture of Wedge Retail Growth			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Retail Demand (SF)			0	0	0	0	0	0	0
Cumulative Retail Demand (SF)			0	0	0	0	0	0	0
<b>SMALL AREA 3</b>									
Likely % Capture of Wedge Retail Growth			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Retail Demand (SF)			0	0	0	0	0	0	0
Cumulative Retail Demand (SF)			0	0	0	0	0	0	0
<b>SMALL AREA 4</b>									
Likely % Capture of Wedge Retail Growth			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Retail Demand (SF)			0	0	0	0	0	0	0
Cumulative Retail Demand (SF)			0	0	0	0	0	0	0
<b>SMALL AREA 5</b>									
Likely % Capture of Wedge Retail Growth			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Retail Demand (SF)			0	0	0	0	0	0	0
Cumulative Retail Demand (SF)			0	0	0	0	0	0	0
<b>Timeline for Total Retail Capture</b>			0	0	0	0	0	0	0
<b>New Square Feet of Retail Demanded</b>			0						

# CITY OF SANDY SPRINGS

## Exhibit VII-6

### TOTAL RETAIL DEMAND - AGGRESSIVE HH GROWTH SCENARIO SANDY SPRINGS, GEORGIA 2015-2035

Projected Annual Demand	2005-2014		2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
Households in Sandy Springs (1)	40,869	44,938	45,808	47,076	48,533	50,149	51,594	52,917	54,137	55,357	56,589	57,834	59,077	60,331	61,585	62,835
Annual Growth Rate		1.1%	1.9%	2.8%	3.1%	3.3%	2.9%	2.6%	2.3%	2.3%	2.2%	2.2%	2.2%	2.1%	2.1%	2.0%
Annual New Households		452	870	1,268	1,457	1,616	1,445	1,324	1,219	1,220	1,232	1,245	1,244	1,254	1,255	1,249
2005-2014 HH Growth		4,069														
2005-2014 Net Absorption		161,998														
Retail Space per New Household (SF) (2)		40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Occupied Retail Space in Sandy Springs (SF) (3)	5,569,770	6,143,716	1,823,663	1,874,124	1,932,119	1,996,467	2,053,985	2,106,677	2,155,226	2,203,805	2,252,849	2,302,407	2,351,913	2,401,823	2,451,765	2,501,494
New Retail Demanded in Sandy Springs			34,632	50,461	57,995	64,348	57,519	52,691	48,549	48,579	49,043	49,558	49,506	49,910	49,943	49,729
Cumulative Retail Demanded			34,632	85,093	143,088	207,436	264,955	317,646	366,195	414,775	463,818	513,376	562,882	612,792	662,735	712,464
Likely Capture for Each Small Area (4)	Total	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	
SF of Retail Demanded per Household		40														
<b>SMALL AREA 1</b>																
Likely % Capture of Wedge Retail Growth		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMALL AREA 2</b>																
Likely % Capture of Wedge Retail Growth		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMALL AREA 3</b>																
Likely % Capture of Wedge Retail Growth		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMALL AREA 4</b>																
Likely % Capture of Wedge Retail Growth		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMALL AREA 5</b>																
Likely % Capture of Wedge Retail Growth		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Retail Demand (SF)		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Timeline for Total Retail Capture</b>			0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>New Square Feet of Retail Demanded</b>		0														

(1) Based upon Esri data for 2010 and total households projected by RCLCO's aggressive scenario for 2015-2035. 2011-2014 totals are interpolated from the 2010 and 2015 households.

(2) Projected retail SF per household is based on the amount of retail space added per household added over the period 2005-2014.

(3) Based upon Costar data for 2005 and 2014

(4) Based upon Costar and Esri data. Boundaries used were the boundaries provided by the City of Sandy Springs and Rhodeside & Harwell.

SOURCE: RCLCO

# CITY OF SANDY SPRINGS

## Exhibit VII-6

### TOTAL RETAIL DEMAND - AGGRESSIVE HH GROWTH SCENARIO SANDY SPRINGS, GEORGIA 2015-2035

Projected Annual Demand	2005-2014		2029	2030	2031	2032	2033	2034	2035
Households in Sandy Springs (1)	40,869	44,938	64,089	65,346	66,604	67,827	69,063	70,270	71,450
Annual Growth Rate		1.1%	2.0%	2.0%	1.9%	1.8%	1.8%	1.7%	1.7%
Annual New Households		452	1,255	1,256	1,258	1,223	1,236	1,207	1,180
2005-2014 HH Growth		4,069							
2005-2014 Net Absorption		161,998							
Retail Space per New Household (SF) (2)		40	40	40	40	40	40	40	40
Occupied Retail Space in Sandy Springs (SF) (3)	5,569,770	6,143,716	2,551,449	2,601,467	2,651,555	2,700,257	2,749,456	2,797,501	2,844,481
New Retail Demanded in Sandy Springs			49,955	50,018	50,088	48,701	49,199	48,046	46,980
Cumulative Retail Demanded			762,419	812,437	862,524	911,226	960,425	1,008,471	1,055,451
Likely Capture for Each Small Area (4)	Total		2029	2030	2031	2032	2033	2034	2035
SF of Retail Demanded per Household									
<b>SMALL AREA 1</b>									
Likely % Capture of Wedge Retail Growth			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Retail Demand (SF)			0	0	0	0	0	0	0
Cumulative Retail Demand (SF)			0	0	0	0	0	0	0
<b>SMALL AREA 2</b>									
Likely % Capture of Wedge Retail Growth			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Retail Demand (SF)			0	0	0	0	0	0	0
Cumulative Retail Demand (SF)			0	0	0	0	0	0	0
<b>SMALL AREA 3</b>									
Likely % Capture of Wedge Retail Growth			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Retail Demand (SF)			0	0	0	0	0	0	0
Cumulative Retail Demand (SF)			0	0	0	0	0	0	0
<b>SMALL AREA 4</b>									
Likely % Capture of Wedge Retail Growth			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Retail Demand (SF)			0	0	0	0	0	0	0
Cumulative Retail Demand (SF)			0	0	0	0	0	0	0
<b>SMALL AREA 5</b>									
Likely % Capture of Wedge Retail Growth			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Retail Demand (SF)			0	0	0	0	0	0	0
Cumulative Retail Demand (SF)			0	0	0	0	0	0	0
<b>Timeline for Total Retail Capture</b>			0	0	0	0	0	0	0
<b>New Square Feet of Retail Demanded</b>			0						



# CITY OF SANDY SPRINGS

## Exhibit VII-7

### TOTAL OFFICE DEMAND - BASELINE SCENARIO SANDY SPRINGS AND SMALL AREAS 2015-2035

Projected Annual Demand	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
Office-Using Employment in Atlanta MSA (1)	640,227	656,104	666,294	653,682	609,811	612,573	634,310	652,126	677,594	709,779	731,963	764,478	791,742	809,420	819,199	824,991	
Growth Rate	3.2%	2.5%	1.6%	-1.9%	-6.7%	0.5%	3.5%	2.8%	3.9%	4.7%	3.1%	4.4%	3.6%	2.2%	1.2%	0.7%	
Annual Job Growth	20,127	15,877	10,190	-12,613	-43,870	2,762	21,737	17,816	25,468	32,185	22,184	32,516	27,264	17,678	9,779	5,792	
Total Office Space (SF) (2)	289,791,196	294,856,808	301,514,591	305,909,359	308,799,730	310,809,853	308,876,086	308,513,257	308,602,669	309,445,129							
Occupied Office Space (SF) (2)	252,844,961	258,111,627	262,709,231	261,502,805	257,517,697	256,639,115	256,226,201	258,473,294	261,176,680	265,658,052							
Change in Occupied Office Space (SF)	--	5,266,666	4,597,604	-1,206,426	-3,985,108	-878,582	-412,914	2,247,093	2,703,386	4,481,372							
Occupied Office Space Added per New Employee	--	332	451	N/A	N/A	-318	-19	126	106	139	184	184	184	184	184	184	
New Office Space Demanded											4,086,885	5,990,156	5,022,638	3,256,707	1,801,492	1,067,091	
Cumulative Office Space Demanded											4,086,885	10,077,042	15,099,680	18,356,387	20,157,878	21,224,970	
Sandy Springs Office Space (SF) (2)	24,726,713	24,726,713	24,777,713	25,293,711	25,293,711	25,293,711	25,293,711	25,909,711	25,909,711	25,909,711							
Sandy Springs Percentage of SF Office in MSA (3)	8.5%	8.4%	8.2%	8.3%	8.2%	8.1%	8.2%	8.4%	8.4%	8.4%	8.4%	8.4%	8.4%	8.4%	8.4%	8.4%	
Total New Office Demand in Sandy Springs											342,193	501,553	420,543	272,683	150,838	89,347	
Cumulative Office Demand in Sandy Springs											342,193	843,746	1,264,290	1,536,973	1,687,811	1,777,158	
Likely Capture for Each Small Area (4)											Total	2015	2016	2017	2018	2019	2020
SF of Office Demanded per New Employee												184					
<b>SMALL AREA 1</b>																	
Likely % Capture of Wedge Employment Growth											0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Estimated Annual Office Demand (SF)											0	0	0	0	0	0	
Cumulative Office Demand (SF)											0	0	0	0	0	0	
<b>SMALL AREA 2</b>																	
Likely % Capture of Wedge Employment Growth											0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Estimated Annual Office Demand (SF)											0	0	0	0	0	0	
Cumulative Office Demand (SF)											0	0	0	0	0	0	
<b>SMALL AREA 3</b>																	
Likely % Capture of Wedge Employment Growth											0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Estimated Annual Office Demand (SF)											0	0	0	0	0	0	
Cumulative Office Demand (SF)											0	0	0	0	0	0	
<b>SMALL AREA 4</b>																	
Likely % Capture of Wedge Employment Growth											0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Estimated Annual Office Demand (SF)											0	0	0	0	0	0	
Cumulative Office Demand (SF)											0	0	0	0	0	0	
<b>SMALL AREA 5</b>																	
Likely % Capture of Wedge Employment Growth											0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Estimated Annual Office Demand (SF)											0	0	0	0	0	0	
Cumulative Office Demand (SF)											0	0	0	0	0	0	
<b>Timeline for Total Office Capture</b>																	
Estimated Office Demand (SF)											0	0	0	0	0	0	

(1) Based upon Moody's historical data and projections  
 (2) Based upon Costar data  
 (3) Based upon the historical annual captures seen from 2005-2014.  
 (4) Based upon Costar and Esri data. Boundaries used were the boundaries provided by the City of Sandy Springs and Rhodeside & Harwell.

# CITY OF SANDY SPRINGS

## Exhibit VII-7

### TOTAL OFFICE DEMAND - BASELINE SCENARIO SANDY SPRINGS AND SMALL AREAS 2015-2035

Projected Annual Demand	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
Office-Using Employment in Atlanta MSA (1)	830,958	839,319	848,944	857,894	865,313	872,582	880,354	889,431	898,964	909,324	920,983	934,513	949,806	966,618	984,478
Growth Rate	0.7%	1.0%	1.1%	1.1%	0.9%	0.8%	0.9%	1.0%	1.1%	1.2%	1.3%	1.5%	1.6%	1.8%	1.8%
Annual Job Growth	5,966	8,361	9,625	8,950	7,419	7,269	7,771	9,077	9,534	10,360	11,659	13,530	15,293	16,811	17,860
Total Office Space (SF) (2)															
Occupied Office Space (SF) (2)															
Change in Occupied Office Space (SF)															
Occupied Office Space Added per New Employee	184	184	184	184	184	184	184	184	184	184	184	184	184	184	184
New Office Space Demanded	1,099,155	1,540,289	1,773,200	1,648,853	1,366,746	1,339,181	1,431,680	1,672,180	1,756,357	1,908,531	2,147,898	2,492,521	2,817,350	3,097,049	3,290,249
Cumulative Office Space Demanded	22,324,125	23,864,414	25,637,614	27,286,467	28,653,212	29,992,394	31,424,074	33,096,254	34,852,611	36,761,141	38,909,039	41,401,561	44,218,911	47,315,959	50,606,208
Sandy Springs Office Space (SF) (2)															
Sandy Springs Percentage of SF Office in MSA (3)	8.4%	8.4%	8.4%	8.4%	8.4%	8.4%	8.4%	8.4%	8.4%	8.4%	8.4%	8.4%	8.4%	8.4%	8.4%
Total New Office Demand in Sandy Springs	92,032	128,968	148,469	138,058	114,437	112,129	119,874	140,011	147,059	159,800	179,843	208,698	235,896	259,315	275,491
Cumulative Office Demand in Sandy Springs	1,869,190	1,998,157	2,146,627	2,284,684	2,399,121	2,511,251	2,631,125	2,771,135	2,918,194	3,077,995	3,257,838	3,466,535	3,702,431	3,961,745	4,237,237
Likely Capture for Each Small Area (4)															
<b>SF of Office Demanded per New Employee</b>															
<b>SMALL AREA 1</b>															
Likely % Capture of Wedge Employment Growth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMALL AREA 2</b>															
Likely % Capture of Wedge Employment Growth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMALL AREA 3</b>															
Likely % Capture of Wedge Employment Growth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMALL AREA 4</b>															
Likely % Capture of Wedge Employment Growth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMALL AREA 5</b>															
Likely % Capture of Wedge Employment Growth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Timeline for Total Office Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Estimated Office Demand (SF)															

# CITY OF SANDY SPRINGS

## Exhibit VII-8

### TOTAL OFFICE DEMAND - AGGRESSIVE LOCAL CAPTURE SCENARIO SANDY SPRINGS AND SMALL AREAS 2015-2035

Projected Annual Demand	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
Office-Using Employment in Atlanta MSA (1)	640,227	656,104	666,294	653,682	609,811	612,573	634,310	652,126	677,594	709,779	731,963	764,478	791,742	809,420	819,199	824,991	
Growth Rate	3.2%	2.5%	1.6%	-1.9%	-6.7%	0.5%	3.5%	2.8%	3.9%	4.7%	3.1%	4.4%	3.6%	2.2%	1.2%	0.7%	
Annual Job Growth	20,127	15,877	10,190	-12,613	-43,870	2,762	21,737	17,816	25,468	32,185	22,184	32,516	27,264	17,678	9,779	5,792	
Total Office Space (SF) (2)	289,791,196	294,856,808	301,514,591	305,909,359	308,799,730	310,809,853	308,876,086	308,513,257	308,602,669	309,445,129							
Occupied Office Space (SF) (2)	252,844,961	258,111,627	262,709,231	261,502,805	257,517,697	256,639,115	256,226,201	258,473,294	261,176,680	265,658,052							
Change in Occupied Office Space (SF)	--	5,266,666	4,597,604	-1,206,426	-3,985,108	-878,582	-412,914	2,247,093	2,703,386	4,481,372							
Occupied Office Space Added per New Employee	--	332	451	N/A	N/A	-318	-19	126	106	139	184	184	184	184	184	184	
New Office Space Demanded											4,086,885	5,990,156	5,022,638	3,256,707	1,801,492	1,067,091	
Cumulative Office Space Demanded											4,086,885	10,077,042	15,099,680	18,356,387	20,157,878	21,224,970	
Sandy Springs Office Space Absorption (SF) (2)	128,131	301,920	-58,757	-361,243	-65,892	-125,821	-21,005	512,767	122,906	784,487							
Sandy Springs Capture of SF Office Growth in MSA (3)	--	5.7%	-1.3%	29.9%	1.7%	14.3%	5.1%	22.8%	4.5%	17.5%	15.1%	15.1%	15.1%	15.1%	15.1%	15.1%	
Total New Office Demand in Sandy Springs											615,365	901,942	756,262	490,364	271,252	160,673	
Cumulative Office Demand in Sandy Springs											615,365	1,517,307	2,273,569	2,763,933	3,035,185	3,195,858	
Likely Capture for Each Small Area (4)											Total	2015	2016	2017	2018	2019	2020
SF of Office Demanded per New Employee												184					
<b>SMALL AREA 1</b>																	
Likely % Capture of Wedge Employment Growth											0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Office Demand (SF)											0	0	0	0	0	0	0
Cumulative Office Demand (SF)											0	0	0	0	0	0	0
<b>SMALL AREA 2</b>																	
Likely % Capture of Wedge Employment Growth											0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Office Demand (SF)											0	0	0	0	0	0	0
Cumulative Office Demand (SF)											0	0	0	0	0	0	0
<b>SMALL AREA 3</b>																	
Likely % Capture of Wedge Employment Growth											0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Office Demand (SF)											0	0	0	0	0	0	0
Cumulative Office Demand (SF)											0	0	0	0	0	0	0
<b>SMALL AREA 4</b>																	
Likely % Capture of Wedge Employment Growth											0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Office Demand (SF)											0	0	0	0	0	0	0
Cumulative Office Demand (SF)											0	0	0	0	0	0	0
<b>SMALL AREA 5</b>																	
Likely % Capture of Wedge Employment Growth											0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Office Demand (SF)											0	0	0	0	0	0	0
Cumulative Office Demand (SF)											0	0	0	0	0	0	0
<b>Timeline for Total Office Capture</b>																	
Estimated Office Demand (SF)											0	0	0	0	0	0	0

(1) Based upon Moody's historical data and projections  
 (2) Based upon Costar data. 2014 total includes net absorption for 1Q 2015 (773,171 SF).  
 (3) Based upon the office space added in Sandy Springs from 2012-2014 relative to the office space added in the MSA from 2012-2014.  
 (4) Based upon Costar and Esri data. Boundaries used were the boundaries provided by the City of Sandy Springs and Rhodeside & Harwell.

# CITY OF SANDY SPRINGS

## Exhibit VII-8

### TOTAL OFFICE DEMAND - AGGRESSIVE LOCAL CAPTURE SCENARIO SANDY SPRINGS AND SMALL AREAS 2015-2035

Projected Annual Demand	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
Office-Using Employment in Atlanta MSA (1)	830,958	839,319	848,944	857,894	865,313	872,582	880,354	889,431	898,964	909,324	920,983	934,513	949,806	966,618	984,478
Growth Rate	0.7%	1.0%	1.1%	1.1%	0.9%	0.8%	0.9%	1.0%	1.1%	1.2%	1.3%	1.5%	1.6%	1.8%	1.8%
Annual Job Growth	5,966	8,361	9,625	8,950	7,419	7,269	7,771	9,077	9,534	10,360	11,659	13,530	15,293	16,811	17,860
Total Office Space (SF) (2)															
Occupied Office Space (SF) (2)															
Change in Occupied Office Space (SF)															
Occupied Office Space Added per New Employee	184	184	184	184	184	184	184	184	184	184	184	184	184	184	184
New Office Space Demanded	1,099,155	1,540,289	1,773,200	1,648,853	1,366,746	1,339,181	1,431,680	1,672,180	1,756,357	1,908,531	2,147,898	2,492,521	2,817,350	3,097,049	3,290,249
Cumulative Office Space Demanded	22,324,125	23,864,414	25,637,614	27,286,467	28,653,212	29,992,394	31,424,074	33,096,254	34,852,611	36,761,141	38,909,039	41,401,561	44,218,911	47,315,959	50,606,208
Sandy Springs Office Space Absorption (SF) (2)															
Sandy Springs Capture of SF Office Growth in MSA (3)	15.1%	15.1%	15.1%	15.1%	15.1%	15.1%	15.1%	15.1%	15.1%	15.1%	15.1%	15.1%	15.1%	15.1%	15.1%
Total New Office Demand in Sandy Springs	165,501	231,922	266,992	248,269	205,792	201,641	215,569	251,781	264,456	287,369	323,410	375,301	424,210	466,325	495,415
Cumulative Office Demand in Sandy Springs	3,361,358	3,593,281	3,860,272	4,108,541	4,314,333	4,515,974	4,731,543	4,983,325	5,247,780	5,535,149	5,858,560	6,233,860	6,658,070	7,124,395	7,619,810
Likely Capture for Each Small Area (4)															
<b>SF of Office Demanded per New Employee</b>															
<b>SMALL AREA 1</b>															
Likely % Capture of Wedge Employment Growth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMALL AREA 2</b>															
Likely % Capture of Wedge Employment Growth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMALL AREA 3</b>															
Likely % Capture of Wedge Employment Growth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMALL AREA 4</b>															
Likely % Capture of Wedge Employment Growth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMALL AREA 5</b>															
Likely % Capture of Wedge Employment Growth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Estimated Annual Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Office Demand (SF)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Timeline for Total Office Capture	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Estimated Office Demand (SF)															

# F. CONSISTENCY WITH THE REGIONAL WATER PLAN & ENVIRONMENTAL PLANNING CRITERIA



Fulton County and the municipalities located within its borders, including Sandy Springs, have adopted Part V of the Georgia Planning Act, the environmental planning criteria developed by the Department of Natural Resources (DNR). The City of Sandy Springs development regulations follow the state environmental planning criteria, including the Metropolitan North Georgia Water Planning district plans and the Part 5 Environmental Planning Criteria of the Georgia Planning Act. Environmental Planning Criteria (Chapter 391-3-16) provides development measures for Water Supply Watersheds, Groundwater Recharge Areas, and River Corridors Sandy Springs contains all of these natural features.

Not only does the City of Sandy Springs continue to achieve consistency with the Regional Water Plan and Environmental Criteria, but the current Comprehensive Plan, through the inclusion of a “Green Space, Natural Systems and Sustainability” element, identifies additional measures to protect and sustain natural resources. This plan element provides a set of policies and actions for protecting and enhancing the City’s tree canopy and water resources, including policies and associated actions related to, among other goals:

- Acquiring and protecting land for green space
- Improving stormwater management
- Preserving and enhancing the City’s tree canopy
- Protecting and restoring the Chattahoochee River Watershed
- Designating and protecting Ecological Corridors
- Managing and improving water quality and water resources
- Achieving environmental sustainability in all City actions

Please reference the “Green Space, Natural Systems and Sustainability” element of the plan” for further details regarding specific policies and actions.

The following provides a summary of the basis for the City’s consistency with the Regional Water Plan and Environmental Planning Criteria.

## METROPOLITAN NORTH GEORGIA WATER PLANNING DISTRICT PLAN AND ORDINANCES

The Metropolitan North Georgia Water Planning District developed regional and watershed-specific plans for stormwater management, wastewater treatment, and water supply and conservation which created the:

- District-wide Watershed Management Plan
- Long-term Wastewater Management Plan
- Water Supply and Water Conservation Management Plan

The Water and Wastewater Plans are implemented by Fulton County Public Works and City of Atlanta Watershed Department.

The Metropolitan North Georgia Watershed Management Plan contains five Model stormwater management Ordinances to control non-point source pollution, all of which have been adopted by the City of Sandy Springs Ordinances.

- Post Development Stormwater Management
- Floodplain Management and Damage Prevention
- Stream Buffer Protection
- Illicit Discharge and Illegal Connection
- Litter Control

The Metropolitan North Georgia Water Planning District includes the City of Sandy Springs and its Chattahoochee River Corridor. Their goals are:

1. Support Sustainable Economic Development
2. Improve and Protect Water Quality
3. Equitably Distribute Benefits, Responsibilities, and Costs
4. Define Practical, Integrated Measures for Local Jurisdictions
5. Promote Public Education and Awareness

The Metropolitan North Georgia Watershed Management District has established policies and created plans to promote intergovernmental coordination for all water issues in this district.

## SECTION 391-3-16-01: WATER SUPPLY WATERSHEDS

The City of Sandy Springs is considered a large watershed by definition of the DNR's Planning Criteria: "A large water supply watershed has 100 square miles or more of land within the drainage basin upstream of a governmentally owned public drinking water supply intake." The Chattahoochee River receives the entirety of the City of Sandy Springs watershed; however, a portion of Sandy Springs flows to Nancy Creek which is a tributary of Peachtree Creek. Peachtree Creek flows into the Chattahoochee River immediately downstream of the intake; thus, this portion of Sandy Springs is not within the Water Supply Watershed. The water supply reservoir is Lake Lanier and is located upstream; thus, according to Section (6)b: "[t]he stream corridors of a large water supply watershed tributary to the water supply intake shall have no specified minimum criteria for protection..."

The north and west corporate boundaries of Sandy Springs are defined by the Chattahoochee River. The land that is along the river is within the Chattahoochee River Corridor. The Chattahoochee River is protected by the Metropolitan River Protection Act (MRPA), a state law passed in 1973, which instituted a 2000-foot protection corridor along both sides of the Chattahoochee River; however, newer stream buffer setbacks and protections as required by the Metro District have been enacted by the City.

The City of Sandy Springs has adopted a Stream Buffer Protection Ordinance (Sandy Springs Development Code, Article 9, Division 9.2), which is equivalent to the District Model Ordinance. The Buffer requirement is a 50-foot undisturbed vegetative buffer measured from the wooded vegetation and an additional 25-foot impervious surface setback along streams as defined in Section 3 of the ordinance. In addition, all state waters in the City are subject to the 25-foot Georgia State Sedimentation and Erosion Control Buffer.

## SECTION 391-3-16-02: GROUNDWATER RECHARGE AREA

A portion of Sandy Springs is within a groundwater recharge area, mostly north of Mount Vernon Highway and east of Roberts Drive. Per the Georgia Geologic Survey, a "Probable Area of Thick Soils" is denoted. In the Piedmont region of Georgia, most groundwater is stored in overlying soils, particularly those with thicker soils. The DNR has restrictive criteria to protect the groundwater for proposed landfills, hazard waste disposal sites, chemical and petroleum storage, agricultural waste impoundment sites, septic fields, spray and land spreading irrigation of wastewater, permanent storm infiltration basins, and wastewater treatment basins.

## SECTION 391-3-16-03: WETLANDS

The City of Sandy Springs has several different types of wetlands, many of which are along the Chattahoochee River and its related streams. The DNR criteria states “Wetlands will be appropriately identified and mapped in the land-use plans developed by local and regional governments.” DNR specifies multiple considerations that must be addressed by the land-use plan with regard to wetland classes identified in their database.

Most of Sandy Springs 100-year floodplain areas are also located along the Chattahoochee River and stream corridors, such as the Crooked Creek, Ball Mill Creek, March Creek, Marsh Creek, Heards Creek, Nancy Creek and Long Island Creek. The Sandy Springs Code restricts development within any area of flood hazard that would result in raising the base flood elevation more than 0.01 feet, reducing the base flood storage capacity, change the flow characteristics or create hazardous velocities.

## SECTION 391-3-16-04 RIVER CORRIDOR PROTECTION

In 1973, in response to growing concerns about the Chattahoochee River, the Georgia General Assembly enacted the Metropolitan River Protection Act (Georgia Code 12-5-440 et seq.). It established a 2000-foot Corridor along both banks of the Chattahoochee and its impoundments for the 48 miles between Buford Dam and Peachtree Creek, which includes the corridor along the City of Sandy Springs. The act was amended in 1998 to extend the Corridor an additional 36 miles to the downstream limits of Fulton and Douglas counties (the limit of the Atlanta region).

The DNR outlines protection criteria of the River Corridor that include maintenance, construction restrictions, land uses, septic tanks and drainfields, road and utility crossings, hazardous waste handling areas, and landfills.

In addition to meeting the above requirements, the City, through the new Comprehensive Plan, identifies policies and actions to support the protection of the Chattahoochee River and its supporting streams, including protecting and restoring the Chattahoochee River watershed (policy GS-D2) and designating and protecting Ecological Corridors (policy GS-D3).