

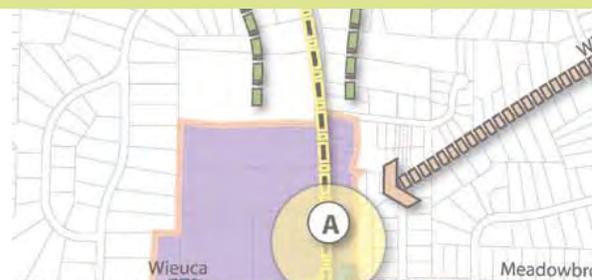


JULY 2008

Roswell Road Corridor LCI Study

FUNDED BY: City of Sandy Springs and Atlanta Regional Commission

PREPARED BY: Sizemore Group in collaboration with Pond & Company and RCLCO



A RESOLUTION TO ADOPT THE ROSWELL ROAD CORRIDOR LIVABLE CENTERS INITIATIVE (LCI) STUDY FOR THE CITY OF SANDY SPRINGS, FULTON COUNTY, GEORGIA

WHEREAS, it is necessary, from time to time, to establish policies, procedures and guidelines consistent with the administration of a municipal government consistent with the US Constitution, Federal Statutes, alignment with Federal, Georgia's State Constitution, and the Charter for the City of Sandy Springs and

WHEREAS, the Department of Public Works, in response to the guidance provided by the City Council and City Manager, received public input, conducted public meetings, and completed the preparation of the Roswell Road Corridor Livable Centers Initiative (LCI) Study,

WHEREAS the City Manager directed the Department of Public Works to develop transportation plans consistent with future land use, to provide analysis for future transportation needs, and to provide a long-term vision for capital investment the city's transportation infrastructure; and

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF SANDY SPRINGS, GEORGIA

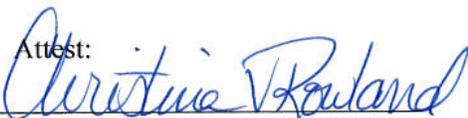
That the City of Sandy Springs City Council and the Mayor receive, accept and adopt the Roswell Road Corridor Livable Centers Initiative (LCI) Study, as presented to the City Council on July 8, 2008.

IT IS FURTHER RESOLVED that the Mayor and City Council acknowledge that the City Manager, in order to assure the effectiveness of authorizing negotiations with consultants, will periodically refine policies, procedures, and guidelines and keep the Mayor and Council informed of any changes as they occur.

APPROVED AND ADOPTED on this the 15th day of July, 2008.

Approved:


Eva Galambos, Mayor

Attest:

Christina V. Rowland, City Clerk
(Seal)



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CITY OF SANDY SPRINGS

Mayor

Eva Galambos

City Council

Doug MacGinnitie, District 1

Dianne Fries, District 2

Rusty Paul, District 3

Ashley Jenkins, District 4

Tiberio "Tibby" DeJulio, District 5

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PROJECT OVERVIEW

The City of Sandy Springs, in conjunction with Atlanta Regional Commission (ARC), commissioned the Roswell Road Corridor LCI Study to revitalize and enhance Roswell Road Corridor as a mixed-use and mixed-income "Main Street" that supports alternative modes of transportation, protects neighborhoods, reflects demographic changes, and lays the foundation for a better quality of life for residents, workers and visitors.

The Roswell Road Corridor Study Area (Study Area) is located within the newly incorporated City of Sandy Springs. Roswell Road forms the spine of the Study Area, which serves as a main connection from northern portions of Fulton County to the Buckhead community and City of Atlanta. The approximate boundaries are: Interstate 285 to the north, High Point Road to the east, Lake Forrest Drive to the west and City of Atlanta limits to the south.

The Roswell Road Corridor LCI Study was managed by the City of Sandy Springs. A Stakeholder Committee comprising of property owners, local leaders, and residents provided guidance during the course of the study. The public was engaged through a series of meetings and charrettes, including a Goals and Vision session (October 29, 2007), Review of Existing Conditions and Character Preference Survey (December 10, 2007), Design Workshop (January 19, 2008) and Presentation of the Recommendations on February 25, 2008.

The consultant team was led by Sizemore Group in collaboration with Pond & Company and RCLCO. Working with the City of Sandy Springs and its stakeholders, the team conducted the study and prepared this comprehensive document, which describes the study area goals and objectives, and recommends solutions and implementation strategies. The Roswell Road Corridor Study represents the culmination of a six month planning study and public outreach efforts.

CRITICAL ISSUES & CHALLENGES

Throughout the public engagement process, there were many issues and challenges that were identified repeatedly. Many of these overarching concerns can be categorized as either "transportation," or "urban design." They are summarized below.

Transportation Issues:

- The Roswell Road Corridor's functionality - vehicular and pedestrian traffic flow, connectivity, through traffic, and safety.

Urban Design Issues:

- The Roswell Road Corridor's aesthetic quality and experience - streetscape, landscape, cohesive character, street furniture and consistent character throughout the corridor

Urban Economics Issues:

- Uses and activities along the Corridor as envisioned by the Comprehensive Plan
- Size of parcels for redevelopment along the corridor
- Depending on the amount of density and height bonuses provided in the Comprehensive Plan for assemblages of five acres or more, density levels allowed will need to address the market and the economic feasibility of redevelopment.

CONCEPT PLAN OVERVIEW

The Concept Plan for the Study Area was developed based on the vision and goals of the community, including residents, businesses, property owners, stakeholders, city officials and other civic and social institutions. The Concept Plan recommends several initiatives, which are designed to leverage the existing resources of the Study Area to promote a vibrant and sustainable community with unique identity and a sense of place.

THE TRANSECT

“A transect is a geographical cross-section of a region used to reveal a sequence of environments. For human environments, this cross-section can be used to identify a set of habitats that vary by their level and intensity of urban character, a continuum that ranges from rural to urban. In transect planning, this range of environments is the basis for organizing the components of the built world: building, lot, landuse, street and all the other physical elements of the human habitat.” - Andres Duany and Emily Talen

“The transect extends the natural environments to the human habitat by increasing density and immersive urban character. The woods to the large suburban lots in a common lawn served by a spare network of roads and on to urbanized sectors of ever greater complexity and continuity. Village and towns are composed, in varying measures, of these environments. Cities extend the range of an urban core made of buildings, with little if any nature. All sections fulfill the set of human needs and desires. Based on our observations of vibrant communities, we find a commonality among the design principles for each section of the transect. At the boundaries between sections, including that from the natural to the man-made, an overlaps of the envisioned characteristics allows them to fit together smoothly” - Andres Duany



The transect model

Following are the key objectives that guided the Concept Plan.

- Create gateways to the City of Sandy Springs
- Enhance Roswell Road functionally and aesthetically
- Create a network of bike and pedestrian pathways and trails that connect different nodes and neighborhoods that offer alternate ways to travel
- Establish interparcel connectivity at nodes so that curb cuts are minimized along Roswell
- Establish Live - Work nodal development along Roswell Road
- Redevelop and consolidate the Roswell Road Corridor into a walkable and pedestrian friendly environment with enhanced streetscape, supporting mixed use development
- Explore potential sites for redevelopment by identifying aged, underutilized and vacant properties
- Connect existing neighborhood and future nodes with Chastain park

COMPREHENSIVE PLAN CONTEXT

The Sandy Springs Comprehensive Plan was completed in November 2007 and provides guidance for this study of the Roswell Road Corridor. The Comprehensive Plan calls for Neighborhood Scale Mixed-Use development along Roswell Road south of I-285. Redevelopment should occur in “nodes,” as recommended both by the Comprehensive Plan and by this study’s Concept Plan. This “nodal” approach to development will achieve the compact, pedestrian friendly, mixed use environment that is sought for the Roswell Road Corridor.

The Comprehensive Plan identifies the Roswell Road Corridor as one of the key recipients of the city’s future projected

growth. The Roswell Road corridor south of I-285 is primarily designated as Neighborhood Living Working. This is the lowest level of intensity for Living-Working areas, and is intended to serve a single neighborhood or small group of adjacent neighborhoods. Up to 5 units/acre of residential and 10,000 sf of commercial is allowed, with a height limit of 2 stories. To encourage assemblages which will reduce the number of curb cuts on Roswell Road, the Comprehensive Plan notes that the City may allow density and height bonuses for assemblages of 5 or more acres. Design/development guidelines may be a useful supplement to ensure that redevelopment is consistent with this vision.

CONCEPT PLAN ELEMENTS

Live Work Nodes:

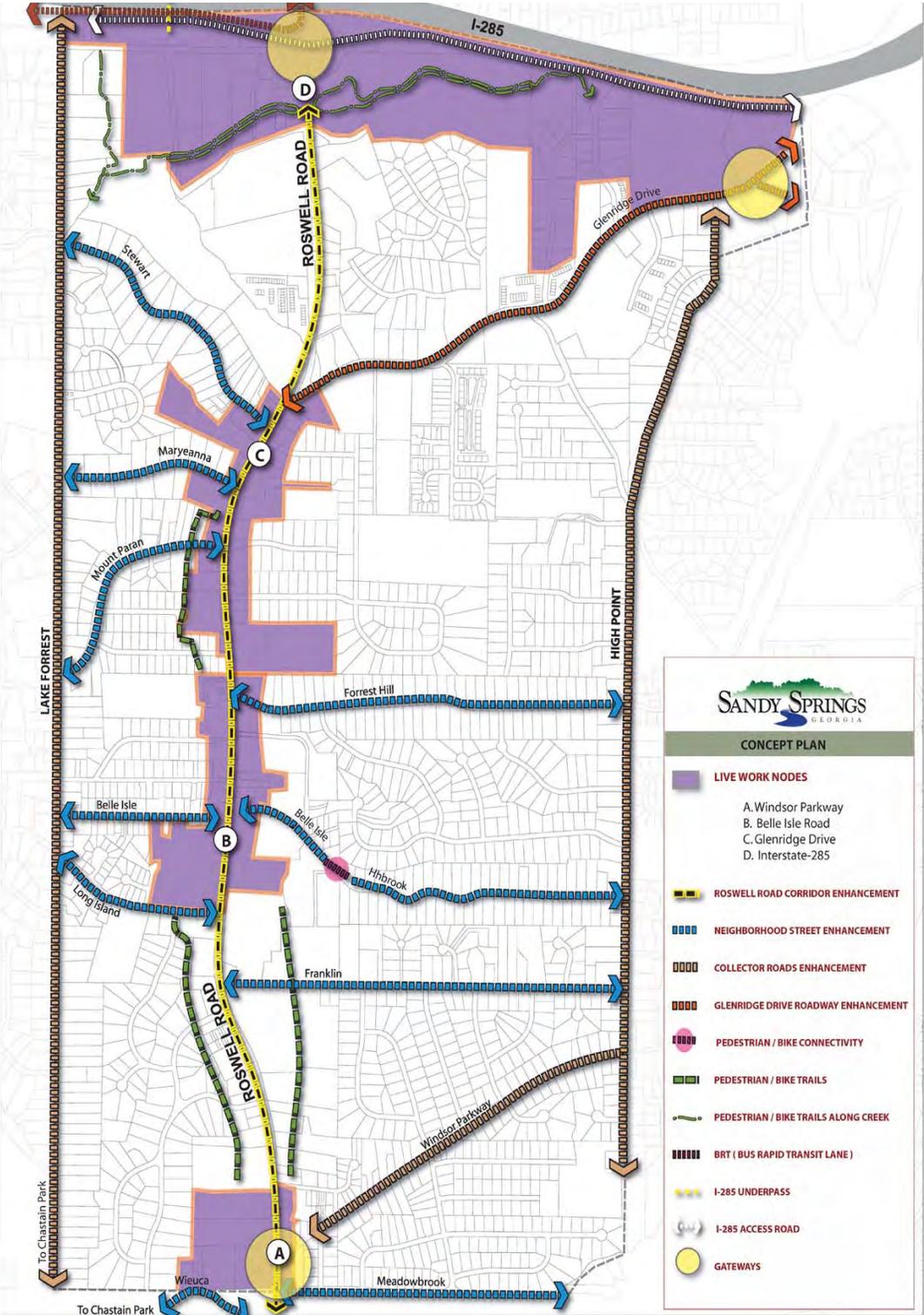
The Concept Plan recommends the same four Live-Work nodes recommended by the Comprehensive Plan.

Based on the approach suggested by the Comprehensive Plan, each of these nodes will apply the New Urbanist concept of the “transect model,” where the highest intensity of use is close to Roswell Road and development becomes less dense as it moves away from Roswell Road, helping to provide a smooth transition to existing single-family neighborhoods. In a transect model, both residential and commercial uses exist in a single neighborhood and all areas in the node can be reached on foot in 10 minutes.

This transect model will also result in an improved public realm. First, each of the proposed nodes will be connected to each other as well as adjacent neighborhoods through a network of sidewalks and bikeways along existing roadways and by proposed new trails. Second, public spaces including small parks and plazas will be included as part of the mixed-use redevelopment.

These nodes will concentrate development at identified intersections by assembling multiple small properties that are aging and underutilized.

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SANDY SPRINGS
GEORGIA

CONCEPT PLAN

- LIVE WORK NODES**
 - A. Windsor Parkway
 - B. Belle Isle Road
 - C. Glenridge Drive
 - D. Interstate-285
- ROSWELL ROAD CORRIDOR ENHANCEMENT**
- NEIGHBORHOOD STREET ENHANCEMENT**
- COLLECTOR ROADS ENHANCEMENT**
- GLENRIDGE DRIVE ROADWAY ENHANCEMENT**
- PEDESTRIAN / BIKE CONNECTIVITY**
- PEDESTRIAN / BIKE TRAILS**
- PEDESTRIAN / BIKE TRAILS ALONG CREEK**
- BRT (BUS RAPID TRANSIT LANE)**
- I-285 UNDERPASS**
- I-285 ACCESS ROAD**
- GATEWAYS**

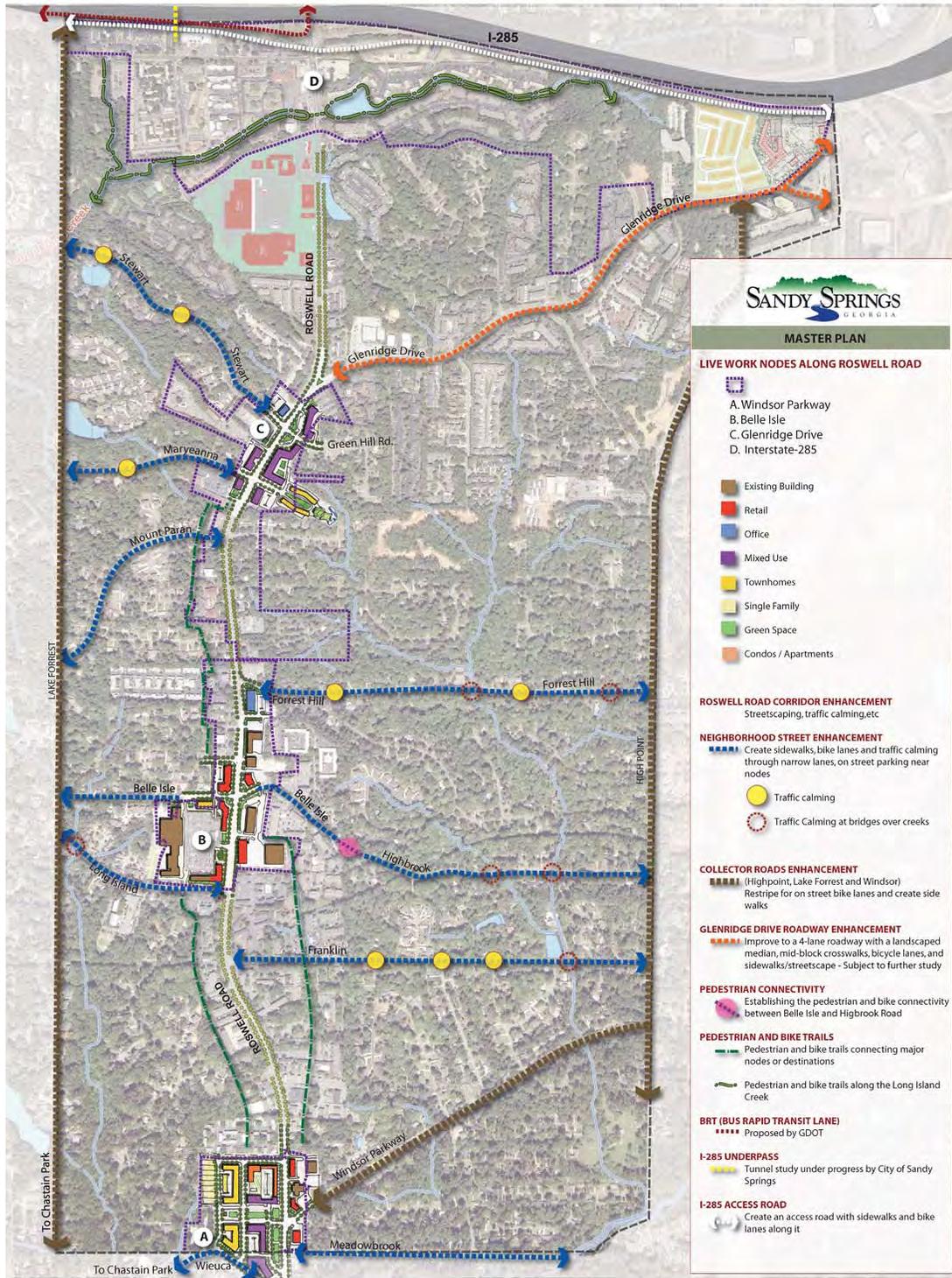
sizegroup **RCLCO** **POND**

ROSWELL ROAD CORRIDOR LCI STUDY
CONCEPT PLAN

0 300 600 1,200 Feet

N





Executive Summary

Concentrated uses within the nodes will help alleviate access problems on Roswell Road caused by multiple curb cuts and lack of interparcel connectivity between adjacent properties.

Transportation Elements:

Vehicular and pedestrian improvements are needed in order to improve safety and provide mobility within the Live-Work nodes. The Concept Plan recommends a comprehensive land-use and transportation strategy that reflects the community's vision.

RECOMMENDATIONS:

I. Transportation Recommendations

The Concept Plan recommends a series of projects that will address vehicular and pedestrian issues including vehicular flow improvements, safety improvements, accessibility improvements, connectivity and pedestrian facilities (see p. 14-15). The recommendations evolved from an inclusive process with various community participation techniques, such as interviews and workshops.

The team of consultants performed analysis on the existing transportation network in the LCI study area. A Character Preference Survey offered an opportunity to the community to express preferences for several aspects of transportation facilities, especially:

- Streetscape environment
- Pedestrian/bicycle facilities
- Traffic calming devices.

A major component of the design workshops was community input on how best to integrate the proposed facilities and land uses. Important concepts as well as specific project ideas evolved from the community involvement. These were examined for economic, engineering, and political feasibility by the consulting team and incorporated in the master plan.

The consulting team assimilated the findings and prepared a Concept Plan which addresses:

- Existing transportation issues
- Improvements to Roswell Road
- Alternate transportation modes (bicycle and pedestrian, primarily)
- Access management
- Recommendations for traffic calming on local roadways

2. Land Use, Zoning and Urban Design Recommendations

The Concept Plan recommends a series of projects to address streetscape improvements, relationship of buildings to the street and streetscape, creation of gateways and way-finding signage and overlay design guidelines (see p. 18).

The live work neighborhood – LWN in the 2025 Land Use Map - should accommodate density and heights that are market feasible using a transect model approach. This should be accomplished in conjunction with the access management guidelines that are required to address the transportation issues along the Roswell Road corridor. This would be an opportunity to manage the various curb cuts, access and other issues for the properties along the corridor.

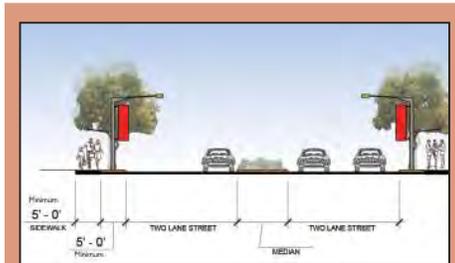
3. Economic Development Recommendations

Four Live-Work Nodes are proposed per the Comprehensive Plan along the corridor. A transect model study and economic feasibility analysis of development and corresponding design guidelines should be considered for these nodes. These studies would identify development activities within a pedestrian shed and consider connectivity to adjacent neighborhoods and amenities that support a live-work environment. Such guidelines will also provide an opportunity to establish some parks, public spaces, plazas at these nodes that the residents can enjoy. The transect

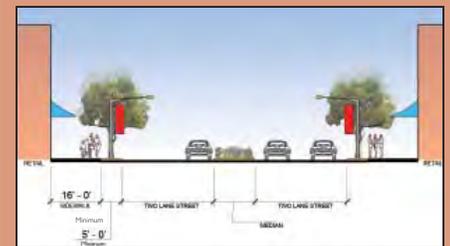
model and economic feasibility analysis should focus on developing the quality of the physical environment that creates pedestrian friendly and walkable, live, work and play environments.

Regulatory Framework

The existing zoning within the Roswell Road Corridor LCI study area is widely varied and includes multifamily, office-institutional and commercial as well as mixed use. Each of these zoning categories applies a separate set of



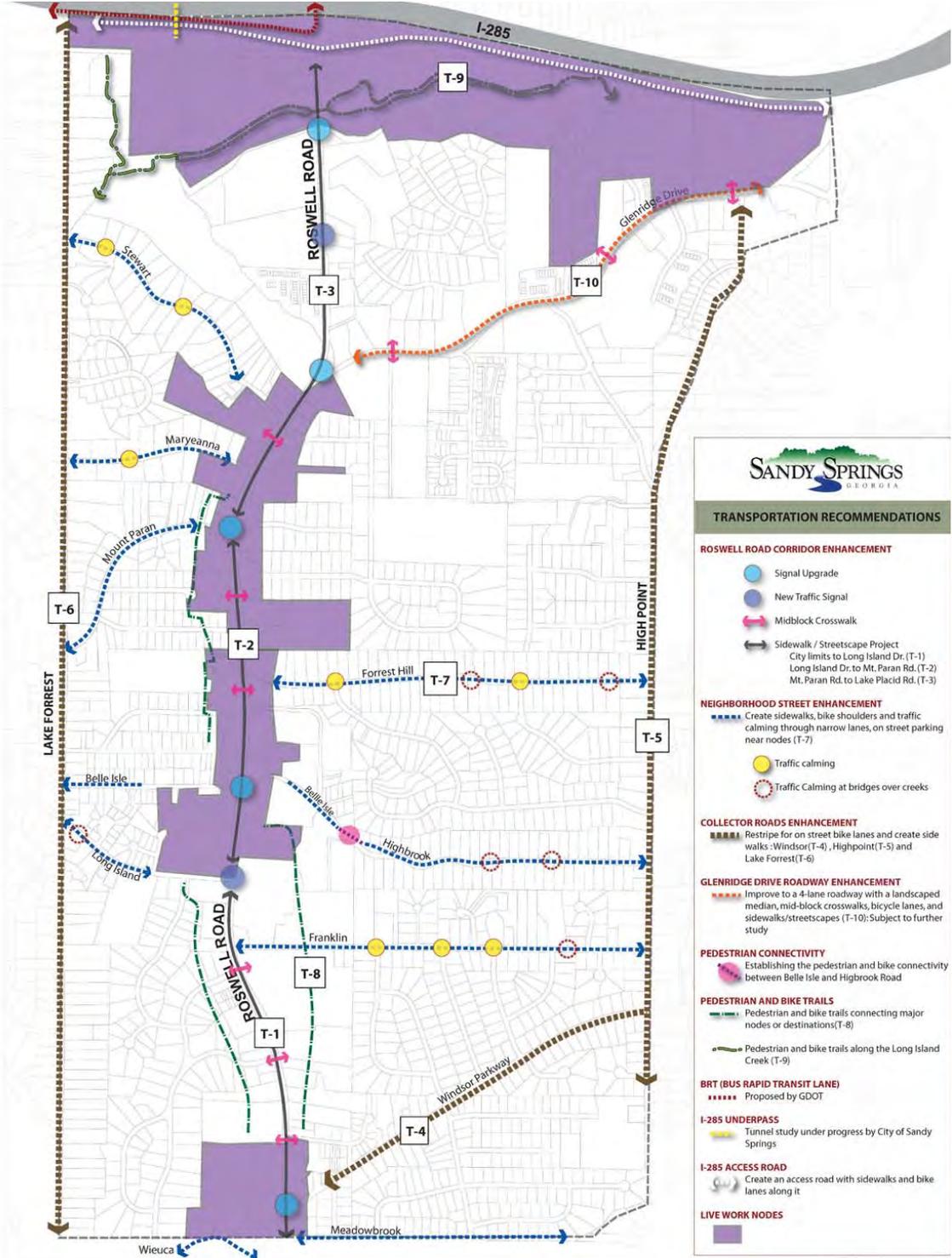
Section of Roswell



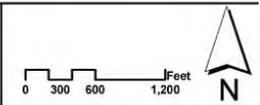
Section of Roswell Road at nodes

Project ID	Description	Type of	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
T-1	Roswell Road Node Improvements Phase 1 (City Limit to Mystic Place) Phase 2 (Mystic Place to Long Island Drive), includes sidewalk/streetscape improvements, traffic signal upgrades, and mid-block crosswalks	Pedestrian/ Operations	2010	\$300,000	2011	\$360,000	2012	\$2,572,600	\$3,232,600	City/GDOT	RTP, LCI	General Fund	\$646,520
T-2	Roswell Road Node Improvements Phase 3 (Long Island Dr. to Forest Hills Dr.) Phase 4 (Forest Hills Dr. to Mount Paran Rd.), includes sidewalk/ streetscape improvements, traffic signal upgrades, and mid-block crosswalks	Ped	2011	\$289,100	2012	\$335,000	2013	\$2,497,600	\$3,121,700	City/GDOT	RTP, LCI	General Fund	\$624,340
T-3	Roswell Road Node Improvements Phase 5 (Mount Paran Road to Glenridge Drive) Phase 6 (Glenridge Drive to I-285), includes sidewalk/ streetscape improvements, traffic signal upgrades, and mid-block crosswalks	Ped	2012	\$288,000	2013	\$350,000	2014	\$2,561,300	\$3,199,300	City/GDOT	RTP, LCI	General Fund	\$639,860
T-4	Windsor Parkway Sidewalks and Bike Lanes (from Roswell Road to High Point Road)	Bike/Ped	2010	\$77,000	2011	\$315,000	2012-2013	\$636,000	\$1,028,000	City/GDOT	RTP, LCI	General Fund	\$205,600
T-5	High Point Road Sidewalks and Bike Lanes (from south of Windsor Parkway to Glenridge Drive)	Bike/Ped	2011	\$180,000	2012	\$713,000	2013-2014	\$1,438,000	\$2,331,000	City	LCI, TE	General Fund	\$466,200
T-6	Lake Forest Drive Sidewalks and Bicycle Lanes (from Atlanta City Limits to I-285)	Bike/Ped	2011	\$233,000	2012	\$953,000	2013-2014	\$1,923,000	\$3,109,000	City	LCI, TE	General Fund	\$621,800
T-7	Neighborhood Street Enhancement (10 Roadways), includes sidewalks, bikeable shoulders, and staggered traffic calming measures such as speed humps, bulb outs, and landscaped medians	Operations	2010-2011	\$950,000	2012-2013	\$1,277,500	2014-2015	\$6,387,500	\$8,615,000	City	LCI, TE	General Fund	\$1,723,000
T-8	Mixed Use Paths Parallel to Roswell Road (3)	Bike/Ped	2011	\$118,000	2012	\$158,000	2013-2014	\$790,000	\$1,066,000	City	LCI, TE	General Fund	\$213,200
T-9	Mixed-Use Path adjacent to Long Island Creek in Lake Placid/I-285 node	Bike/Ped	2012	\$269,280	2013	N/A	2014	\$1,795,200	\$2,064,480	Developers	Private Funding	N/A	N/A
T-10	Glenridge Drive Improvement - Convert to a 4-lane roadway with a landscaped median, mid-block crosswalks, bicycle lanes, and wide sidewalks with streetscapes	Capacity/ Operations	2014-2016	\$495,000	2016-2018	\$1,800,000	2018-2020	\$4,920,000	\$7,215,000	City	RTP	General Fund	\$1,443,000
	Totals			\$3,199,380		\$6,261,500		\$25,521,200					

Executive Summary



ROSWELL ROAD CORRIDOR LCI STUDY
TRANSPORTATION RECOMMENDATIONS



Transportation Recommendations

regulations and standards, which will limit the ability of Roswell Road to be developed into a cohesive mixed use corridor.

However, the “Sandy Springs Overlay District” adopted by the City in December 2005 has overarching effects on the land use and zoning and, thus, the type and quality of future development along the corridor. The standards and guidelines outlined in the Sandy Springs Overlay District are consistent with many of the goals of the LCI program. The focus is

on fostering smart growth, protecting and enhancing local aesthetic, promote compatible redevelopment along the corridor and provide an objective basis for review with the end goal of raising the quality of life for all who live, work and play along the Roswell Road Corridor.

While adhering to the overlay district guidelines for the whole of the Roswell Road corridor, it is recommended that the specific nodes identified along the corridor be examined in detail to formulate more refined recommendations that are consistent with the intensity and the character of the node.

An investigation into Form Based Codes is recommended for the nodes proposed in the plan (Interstate-285 node, Glenridge node, Bell Isle node and Windsor Parkway node).

ACTION PLAN

The steps need to implement the Concept Plan and Recommendations are described in this section. They include various policy decisions and list of projects and priority projects both short term (five years) and long term (fifteen years).

Following are the implementation strategies for implementing the Concept Plan. They include transportation initiatives; land use, zoning and urban design; and economic strategies.

Transportation

- Implement the recommended projects as per the work program in transportation recommendations
- Submit application to ARC for the two priority projects for funding
- Amend Zoning Overlay to implement the access management guidelines along Roswell Road
- Review of sub-division regulations to implement access management
- Develop specific requirements for traffic impact study requirements for development projects

- Perform traffic gap analysis for establishing mid-block crosswalks
- Conduct a peak hour traffic study to determine traffic flows and required signalization improvements
- Undertake a Glenridge Drive study for the design of the road for future improvements that would include community input and consensus

Land Use, Zoning and Urban Design

- Conduct economic feasibility studies in parallel with Form Based Code development at each node indicated in the LCI study
- Develop detail plans for the Neighborhood Nodes that clearly delineates the boundary and Form Based Code Development guidelines based on market, physical and fiscal feasibility
- Develop zoning and design guidelines overlay for the corridor that would be based on transect and form based zoning that incorporates the access management standards. These standards should be based on quality of life standards and consistent with the Comprehensive Plan
- Develop designs for the gateways along with a comprehensive way finding and signage guidelines, landscaping and maintenance program
- Coordinate with City of Atlanta to establish bicycle and pedestrian facilities along Wieuca Road that connect the neighborhoods to Chastain Park
- Work with City of Atlanta and the neighboring properties south of the City of Sandy Springs boundary that are adjacent to the Windsor Parkway Node to integrate the improvements to ensure the continuity of the character of the node
- Develop detail plan for Interstate-285 Node with community input



After: Roswell Road with midblock crossing and streetscaping



Before: Roswell Road

Executive Summary

that would address the various redevelopment issues and the regional transportation initiatives by GDOT

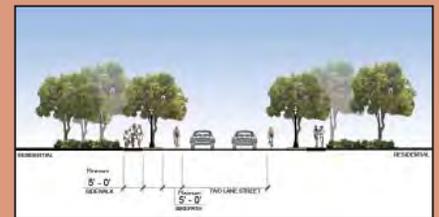
Economic

- Consider incentives to attract desired businesses, corporations for the specific targeted redevelopment areas
- Develop a Marketing and Branding campaign for the study area to extend the "Main Street" - Roswell Road - south of I-285

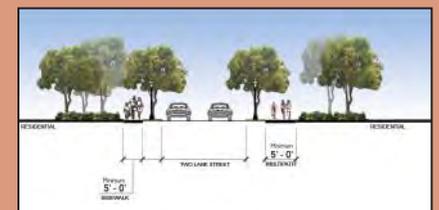
- Create incentives for façade improvement programs for businesses.
- Promote small businesses in the neighborhood nodes with incentives and incubation assistance
- Sandy Springs Development Authority to assemble small properties to facilitate the desired redevelopment

- Establish worker training and minute men or day labor assistance center for the Hispanic population
- Leverage public investment in the form of public facilities and infrastructure to facilitate private investment

PROJECT ID	CORRIDOR	COST	YEAR	RESPONSIBLE PARTY	POTENTIAL FUNDING SOURCE(S)
TI-1	Roswell Road Zoning Overlay . Write and adopt a zoning overlay corridor for Roswell Road to implement access management techniques including access and curb cut restrictions, minimum lot frontage, and inter-parcel connectivity. Traffic impact Studies should also be required of developments that meet a minimum size.	TBD	2009	Sandy Springs	ARC grant, 50-50 local match
TI-2	Subdivision Regulations - Review and revise the City's Subdivision Regulations to implement access management techniques.	TBD	2009	Sandy Springs	ARC grant, 50-50 local match
TI-3	Traffic Impact Study Requirements - Develop specific requirements that determine when a developer must conduct a traffic impact study for their project. Create specific study requirements, guidelines, and review procedures. Use the results of these studies to adjust the transportation impact fee of a development based on the amount of impact it will have. Revise the City's zoning ordinance to reflect these requirements.	TBD	2009	Sandy Springs	ARC grant, 50-50 local match
TI-4	Traffic Gap Analysis Study - A traffic gap analysis study is also necessary to construct the recommended mid-block crosswalks along Roswell Road and Glenridge Drive. This study is necessary to determine where sufficient gaps in the traffic flow exist for pedestrians safely to cross. This study can be conducted independently or can be incorporated into the LCI study area traffic study.	TBD	2009	Sandy Springs	ARC grant, 50-50 local match
TI-5	Study Area Traffic Study - Conduct a peak hour traffic study within the LCI Study Area to determine how traffic flows, where problems exist, and where problems are likely to exist in the future. This study shall include signalized intersections along Roswell Road and possibly some unsignalized intersections as well. Glenridge Drive shall also be included. The study should include AM and PM peak hour analyses for existing conditions as well as at least one future year period (i.e., 20 years after existing conditions).	TBD	2010	Sandy Springs	ARC grant, 50-50 local match



Section of a neighborhood street with sidewalks and bikepaths



Section of a neighborhood street with multipath



FIVE YEAR IMPLEMENTATION PLAN

Project ID	Description / Action	Cost	Year	Responsible Party	Funding Source
Planning, Zoning and Design					
PZ-1	LAND USE: Adopt the LCI.	TBD	2008	City of Sandy Springs	City of Sandy Springs
PZ-2	OVERLAY GUIDELINES: Amend overlay guidelines to be consistent with the Comprehensive Plan and the LCI.	TBD	2008-09	City of Sandy Springs	City of Sandy Springs/ Atlanta Regional Commission
UD-1	ZONING AND DESIGN GUIDELINES: Develop detail plans for the Windsor Parkway Node that delineate the node boundaries and the appropriate development guidelines based on market, physical, fiscal feasibility and Form Based Codes.		2008-09	City of Sandy Springs	City of Sandy Springs/ Atlanta Regional Commission
UD-2	Interstate-285 NODE PLAN : Develop detail plan for the Interstate-285 Node with community input that would address the various redevelopment issues and the regional transportation initiatives by GDOT.		2008-09	City of Sandy Springs	City of Sandy Springs/ Atlanta Regional Commission
UD-3	GATEWAY DESIGN : Design for the three gateways (Interstate-285, Glenridge Connector and Roswell-Windson) and comprehensive way finding and signage plan.	100,000	2010	City of Sandy Springs	City of Sandy Springs/ Atlanta Regional Commission
UD-4	MAINTENANCE PLAN: Develop a streetscape/gateway maintenance program	TBD	2008-09	City of Sandy Springs	City of Sandy Springs/ Atlanta Regional Commission
UD-5	ZONING AND DESIGN GUIDELINES: Develop detail plans for the Belle Isle Node that clearly delineate the node boundaries and the appropriate development guidelines based on market, physical, fiscal feasibility and Form Based Codes.		2008-10	City of Sandy Springs	City of Sandy Springs/ Atlanta Regional Commission
UD-6	ZONING AND DESIGN GUIDELINES: Develop detail plans for the Glenridge Node that clearly delineate the node boundaries and the appropriate development guidelines based on market, physical, fiscal feasibility and Form Based Codes		2008-10	City of Sandy Springs	City of Sandy Springs/ Atlanta Regional Commission
UD-7	BIKE AND PEDESTRIAN FACILITIES: Coordinate with City of Atlanta to establish bicycle and pedestrian facilities along Wieuca Road that connect the neighborhoods to Chastain Park.	TBD	2008-10	City of Sandy Springs	City of Sandy Springs
UD-8	WINDSOR PARKWAY NODE COORDINATION: To work with City of Atlanta and the neighboring properties south of the City of Sandy Springs boundary that is adjacent to the Windsor Parkway Node to integrate the improvements to ensure the continuity of the character of the node.	TBD	2008-10	City of Sandy Springs	City of Sandy Springs

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FIVE YEAR IMPLEMENTATION PLAN						
Project ID	Description / Action	Cost	Year	Responsible Party	Funding Source	
Economic Development						
ED-1	Consider incentives to attract desired businesses, corporations for the specific targeted redevelopment areas	TBD	2008	Community Development, City of Sandy Springs	City of Sandy Springs	
ED-2	Develop a Marketing and Branding campaign for the study area to extend the "Main Street" - Roswell Road - south of I-285	TBD	2008-09	Community Development, City of Sandy Springs	City of Sandy Springs	
ED-3	Incentives for façade improvement programs for businesses.	TBD	2008-10	Community Development, City of Sandy Springs	City of Sandy Springs	
ED-4	Promote small businesses in the neighborhood nodes with incentives and incubation assistance	TBD	2008-12	Community Development, City of Sandy Springs	City of Sandy Springs	
ED-5	Sandy Springs Development Authority to assemble small properties to facilitate the desired redevelopment	TBD	2008-12	Community Development, City of Sandy Springs	City of Sandy Springs/ Atlanta Regional Commission	
ED-6	Establish worker training and minute men or day labor assistance center for the Hispanic population	TBD	2008-09	Community Development, City of Sandy Springs	City of Sandy Springs	
ED-7	Leverage public investment in the form of public facilities and infrastructure to facilitate private investment	TBD	2008-12	Community Development, City of Sandy Springs	City of Sandy Springs	

PRIORITY PROJECTS

With regard to development projects, we recommend the implementation of Windsor Node as the priority project. As the land assembly may be in progress and the development imminent, it would be important to develop a plan that reflects the community vision. This also provides opportunity for the community to provide specific inputs to the plan and assist the developer with the process.

Prioritize efforts on Windsor Parkway node. Coordinate with City of Atlanta to establish bicycle and pedestrian facilities along Wieuca Road that connect the neighborhoods to Chastain Park.

Prioritize efforts on the Windsor Parkway node; Work with City of Atlanta and the neighboring properties south of the City of Sandy Springs boundary that are adjacent to the Windsor Parkway Node to integrate the improvements to ensure the continuity of the character of the node.

We also recommend to implement the UD-3 and UD-4 , gateway and maintenance plan projects as proposed in the initiatives.

The Roswell Road LCI Study identifies several transportation projects to be undertaken in the future. The City can apply for implementation funding from the ARC for as many as two projects each year, with a maximum project cost of \$4 million. Therefore, two projects were identified as priority projects that should be pursued when the next round of ARC LCI implementation funding is available. These projects are:

- Project T-1, Roswell Road Node Improvements
- Projects T-4 and T-5 (combined), Collector Roads Enhancement

Project T-1 implements improvements on Roswell Road, the focal point of this study. The traffic gap analysis study (project TI-4) must be completed before Project T-1 can be fully implemented. This study may be eligible for ARC LCI supplemental funding, rather than implementation funding. It is recommended that the City apply for the ARC LCI supplemental funding for project TI-4 when the next round of supplemental funding becomes available.

The priority projects T-4 and T-5 combined create one project whose total cost is less than the \$4 million maximum. This project enhances two collector roadways that connect to each other and that also effectively connect the southern edge of the study area at the Atlanta City Limits to the northeastern edge of the study area at the Pill Hill medical area.



1.0

Project Overview

ONE :: Project Overview

The City of Sandy Springs, in conjunction with Atlanta Regional Commission (ARC), commissioned the Roswell Road Corridor LCI Study to revitalize and enhance Roswell Road Corridor as a mixed-use and mixed-income “Main Street” that supports alternative modes of transportation, protects neighborhoods, reflects demographic changes, and lays the foundation for a better quality of life for residents, workers and visitors.

In an effort to revitalize and enhance the Roswell Road Corridor, the City of Sandy Springs sought and was awarded one of the nine Atlanta Regional Commission Livable Centers Initiative Corridor Study Grants for 2007. The study focuses on developing comprehensive and creative solutions for future land use, development pattern, transportation and circulation options, connectivity to neighborhoods, alternative mobility and transportation modes and implementation strategies that offer opportunities for live, work and play strategies that promote healthy quality of life, create a sense of place and identity for the community.

The Roswell Road Corridor Study Area (Study Area) is located within the newly incorporated City of Sandy Springs. Roswell Road forms the spine of the Study Area, which serves as a main connection from northern portions of Fulton County to the City of Atlanta and Buckhead community. The approximate boundaries are; Interstate 285 to the north, High Point Road to the east, Meadow Brook Drive to the south (the edge of City of Sandy Springs), and Lake Forest Drive to the west. The pursuit of LCI grant came as a result of City of Sandy Springs planning efforts, local citizens, Mayor and Council’s support.

Before the construction of GA 400, Roswell Road was the only practical way to travel between Sandy Springs (and points of north) and Atlanta. Even today, Roswell Road serves this purpose for many. In its current state and character, Roswell Road is not befitting of a “Main Street”. As metropolitan

Atlanta grew beyond I-285, portions of early suburbs were bypassed by new investment in favor of large tracts outside. The Roswell Road corridor south of I-285 is one of these areas. While there has been redevelopment activity, overall area maintains patterns developed in the 1960s when Atlanta was growing at a rapid pace. Today with the increasing interest in living ‘closer in’, along with increasing demographic diversity, and Sandy Springs’ newfound cityhood, there is a need to embark on a vision that supports infrastructure improvements; promotes quality mixed-use redevelopment, improves access to public transportation, facilitates smooth traffic flow, encourages pedestrian and bicycle activity, protects neighborhoods and improves the quality of life.

Roswell Road has maintained uniqueness among many arterial roads in Atlanta. As it splits from Peachtree Road in the heart of Buckhead, it becomes de facto Peachtree Road, yet unlike Peachtree Road, it has maintained a land use pattern of nodal commercial areas separated by housing and surrounded by established neighborhoods. Unlike many corridors, there are several established neighborhoods as close as one lot from Roswell Road.

The Roswell Road corridor faces many of the same issues that other aging corridors face, including transportation balance, public safety concerns, urban design and character clarity, visual and aesthetic experience, pedestrian facilities and experience, and the challenge of redevelopment feasibility. In addition, the corridor area is continuing to grapple with providing for a growing Hispanic population, rising housing prices and preserving the stable established single family neighborhoods. The Roswell Road corridor lies between two expanding employment power centers; Cumberland to the west and Perimeter Center to the east. With I-285 at the edge of the study area and in between the two expanding powerful job centers, there will be increased pressure for

redevelopment at the I-285 and Roswell Road in the future. In addition, Prado shopping center, which is currently under construction within the study area, will drive additional pressure for development in its proximity as well.

During the last few years, Sandy Springs has begun dealing with these complex issues throughout the city. The Sandy Springs LCI Plan north of I-285 has stimulated major construction projects in high traffic areas as well as neighborhoods. Recent planning

1.0

efforts have also been instrumental in establishing a Roswell Road overlay zoning district which will also help facilitate redevelopment efforts. With this study, Sandy Springs will move beyond planning for the commercial heart of Sandy Springs and expand the planning effort along the City's new "Main Street" - Roswell Road. The goal of this LCI study is to find synergy between the various dynamics of market, character of established neighborhoods, transportation mobility of the corridor and creating a "Main Street."

The LCI study was managed by the City of Sandy Springs. A Stakeholder Committee comprising of property owners, local leaders, residents provided guidance during the course of the study. Opportunities for public outreach and input were created with a Goals and Vision session (October 29, 2007), Review of Existing Conditions and Character Preference Survey (December 10, 2007), Design Workshop (January 19, 2008) and presentation of the Recommendations on February 25, 2008.

The consultant team led by Sizemore Group in collaboration with Pond & Company and RCLCO and City of Sandy Springs Staff and Leadership conducted the study and prepared a comprehensive document describing the study area goals and objectives, recommended solutions and implementation strategies. The Roswell Road Corridor Study represents the culmination of a six month planning study and public outreach efforts.

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2.0

Community Profile

Livable Centers Initiative study for the Roswell Road Corridor starts by studying the existing condition of the community of the study area. Following topics were studied and discussed.

2.1 LOCATION AND CONTEXT

2.2 NATURAL FEATURES

2.3 LAND USE

2.4 ZONING

2.5 URBAN DESIGN

2.6 TRANSPORTATION

2.1 LOCATION AND CONTEXT

The Roswell Road Corridor LCI study area is located between the northern boundary of City of Atlanta and Interstate 285.

The site is easily accessible by Interstate 285 and GA-400. The Roswell Road is the major arterial road that serves the northern parts of the City of Atlanta (including Buckhead), and Sandy Springs. The study area does not have MARTA Station within its boundary. However, it is served by the North Springs line at the

Medical Center Station and Dunwoody Station. The study area is located between the two large employment centers; Cumberland/Galleria and Perimeter Center.

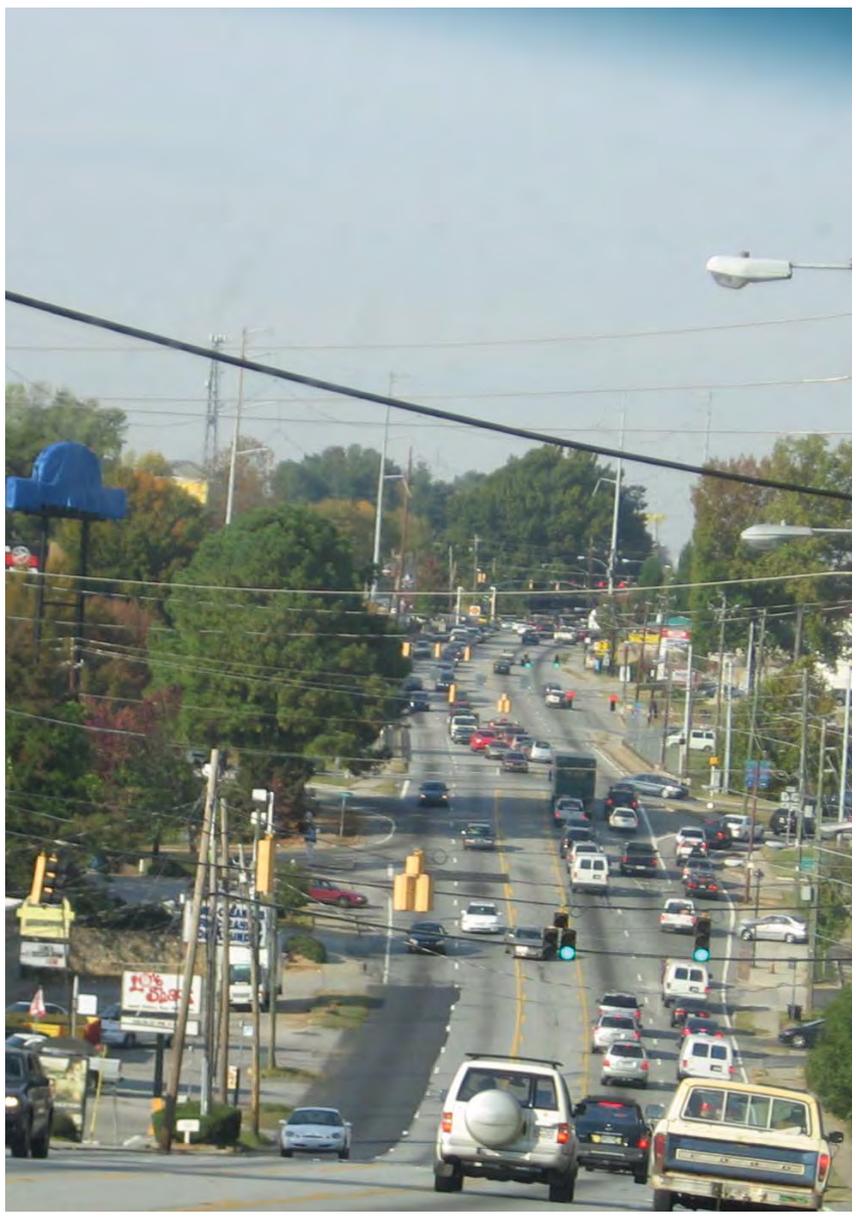
Perimeter Center area is home to several landmarks, including the Concourse, which is recognizable by its “King and Queen” buildings, as well as Perimeter Mall. The study area is adjacent to the medical center formed by Northside Hospital, St. Joseph’s Hospital, and Children’s Healthcare Scottish Rite

Hospital. The ongoing development at Prado will be one of the major developments in the study area.

Study Area

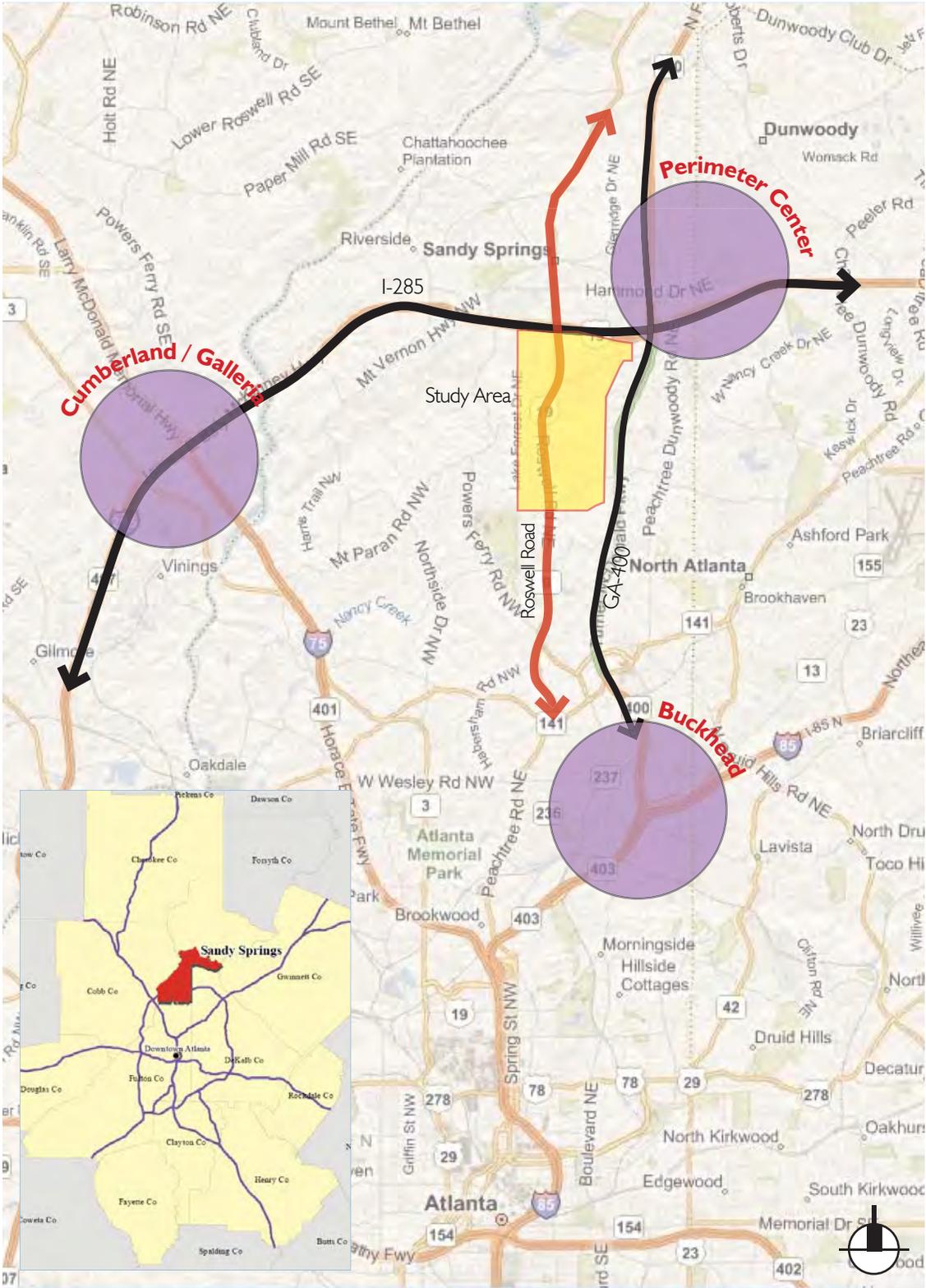
The study area is stretch of 2.4 miles along Roswell Road from the Interstate 285 to the City of Atlanta limits. The study area boundaries are Interstate 285 to the north, High Point Road to the east, Lake Forest Drive to the west and City of Atlanta limits to the south. The study area consists about 1900 Acres.

2.1



View of Roswell Road Corridor

TWO :: Community Profile

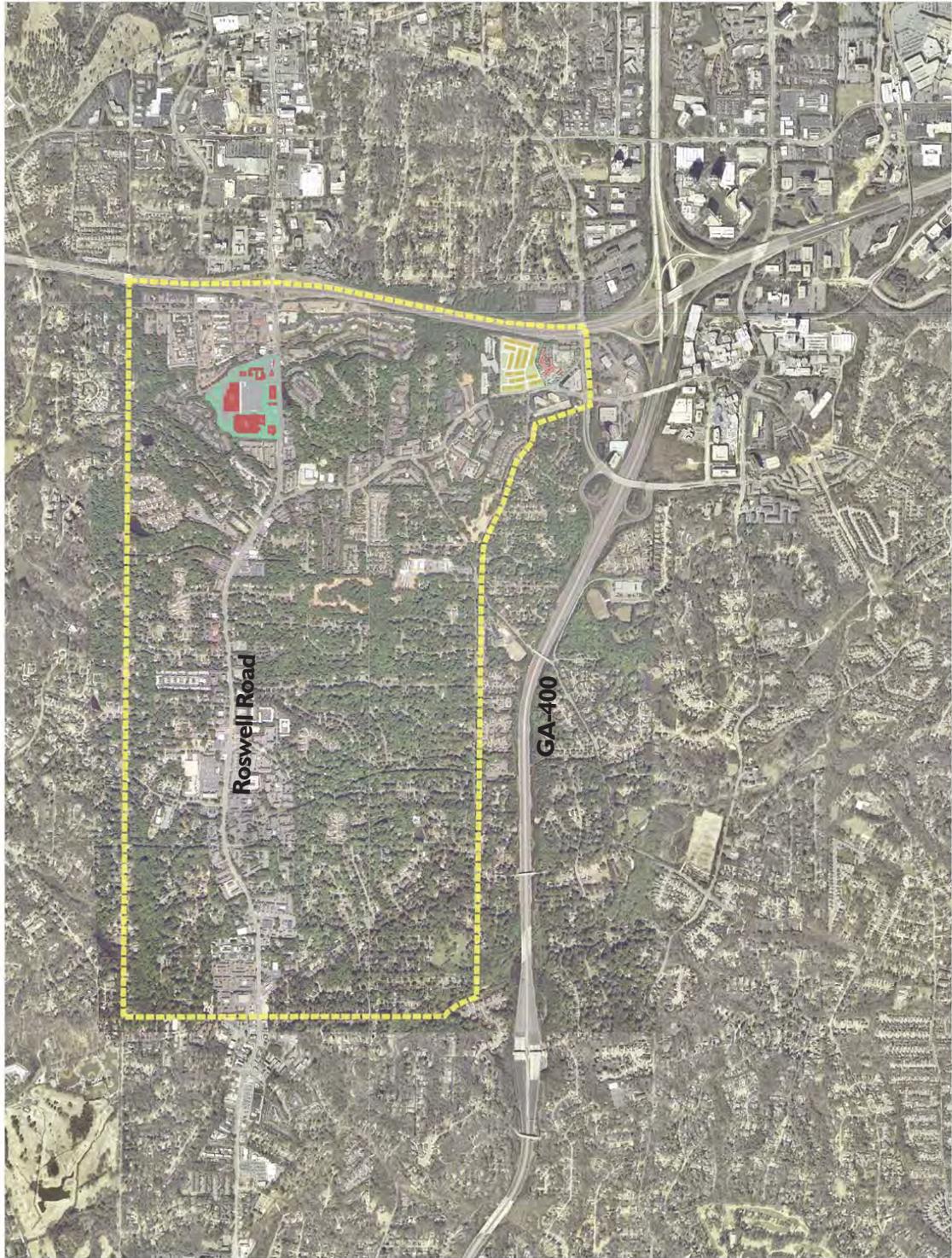


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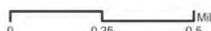
-  Roswell Road Corridor LCI Study Area
-  Regional Employment Center

 Regional context map

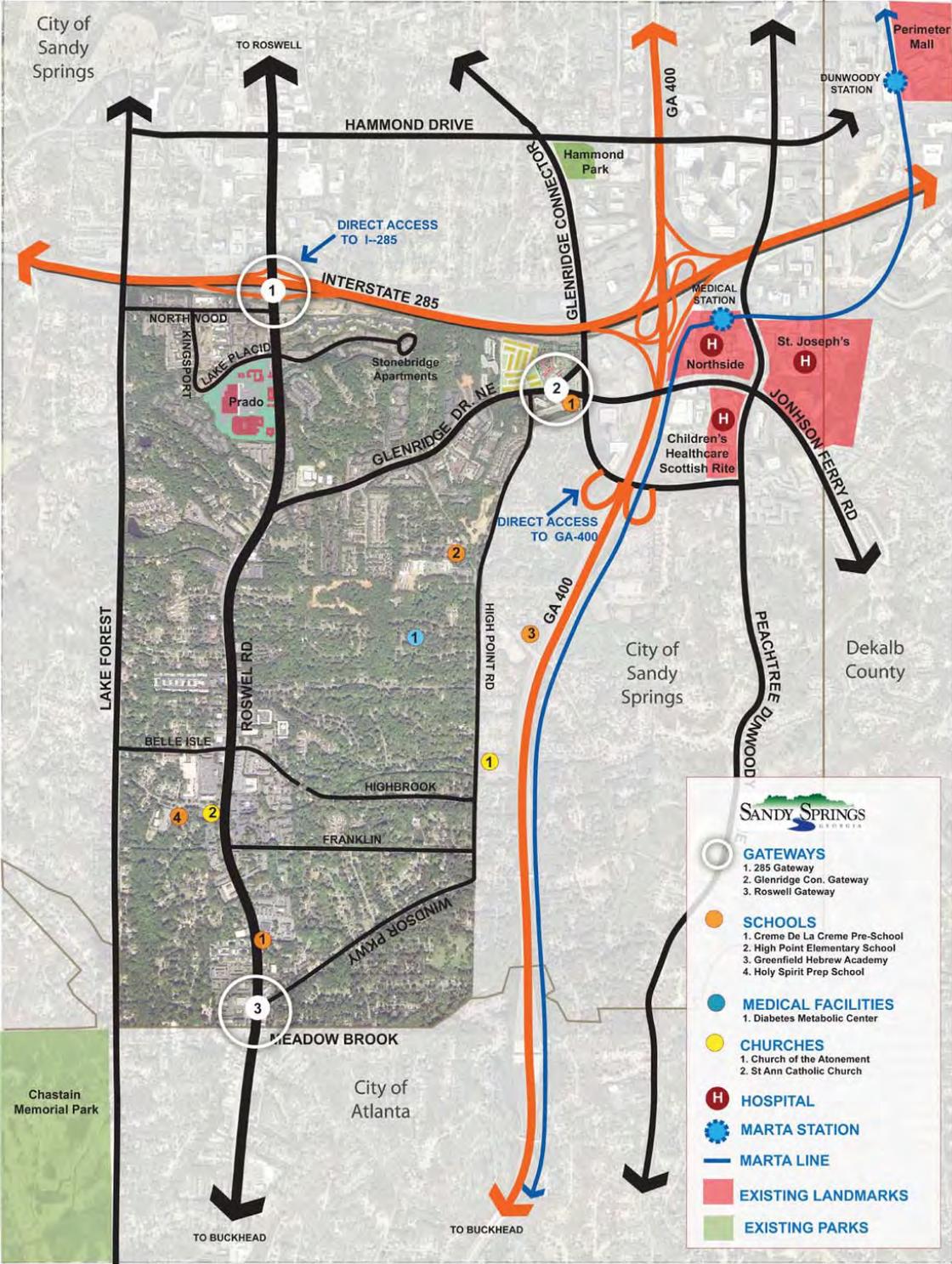
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Aerial view of the study area

  	<p>ROSWELL ROAD CORRIDOR LCI STUDY CONTEXT MAP</p>	 
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TWO :: Community Profile



2.1

2.2 NATURAL FEATURES

The Roswell Road Corridor LCI focuses on Roswell Road itself and the properties and developments along it. The study area has scattered commercial activities along the corridor with residential development in between. Areas on either side of the study area are primarily single-family neighborhoods.

Topography

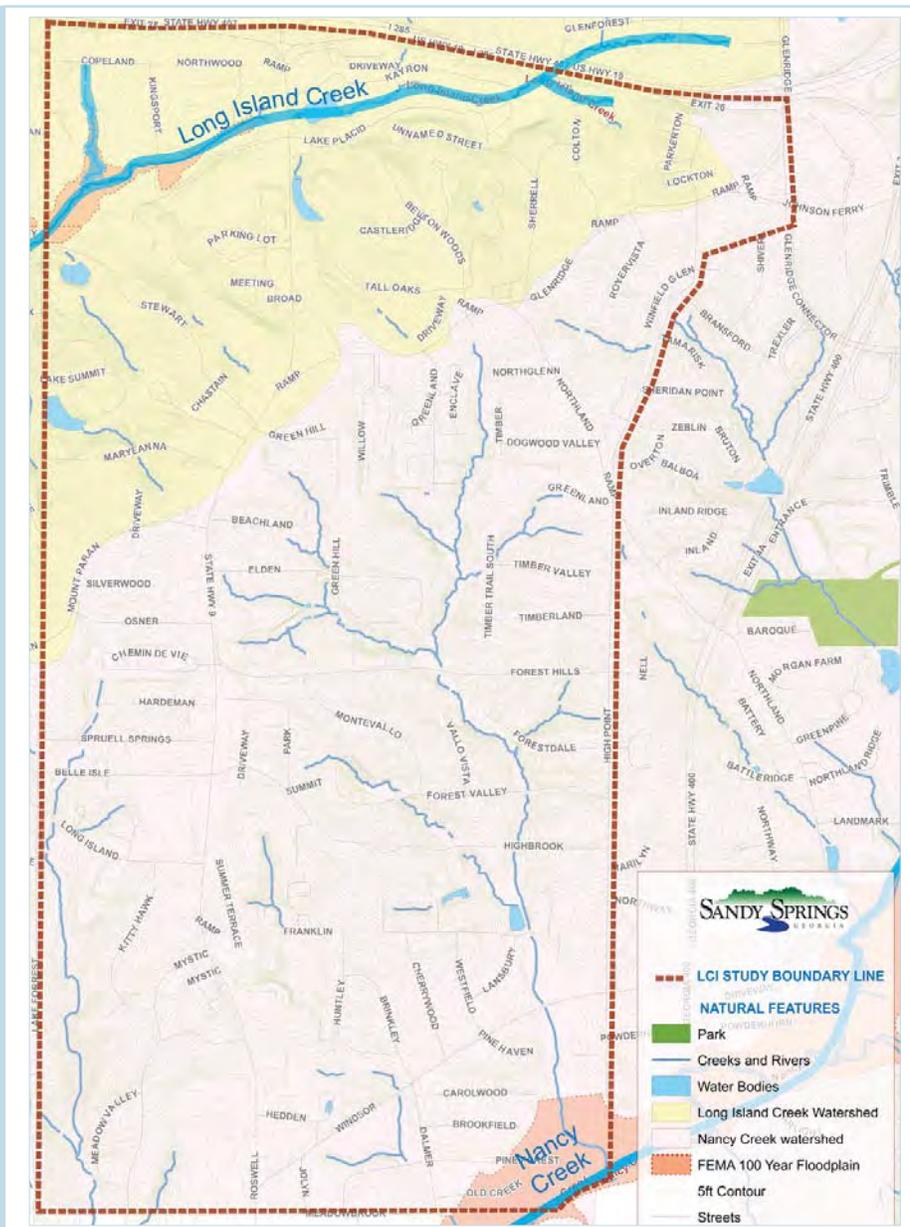
The study area is characterized by a wide variety of landforms, ranging from steep hills to gentle slopes to flat areas.

Water bodies

Several small creeks run through the study area.

Nancy Creek runs along the southeastern edge of the study area. A portion of Long Island Creek runs through the study area.

2.2



Natural Features Map

TWO :: Community Profile

2.3 LAND USE

Visionary Character of the Study Area

Through the Comprehensive Plan, the City of Sandy Springs has established a “visionary character” areas by identifying general areas that have some common characteristics like density, design features, etc. in order to inform future land use.

A significant portion of the study area falls under Protected Neighborhood character. This character is defined as conventional, suburban subdivision of

detached single family homes. Zoning changes are not permitted in these areas and thus, they will not be able to accommodate higher density uses.

Other character areas envisioned for the study area are

- Urban Residential: Along Glenridge Drive, Urban Residential is defined as higher density multi family residential development and may support 8-14 units per acre.

- Downtown Redevelopment: The Downtown Redevelopment area will be around Interstate 285 and Roswell Road intersection.
- Mixed Use – Neighborhood and Community Scale: Mixed Use – Neighborhood will be mostly commercial with some institutional and office use. Community Scale Mixed Use will be suburban shopping centers redeveloped into compact, mixed-use activity centers and

Designation	LW Neighborhood	LW Community	LW Regional
Residential	Up to 5 units/acre	Up to 20 units/acre*	Over 20 units/acre
Commercial/Office Density	10,000 sf /acre	25,000 sf /acre	Over 25,000 sf/acre
Total Square feet/tenant	30,000 sf limit	100,000 sf limit	Case-by-case
Height Limit	2 story	4 story**	8 story***
Minimum open and Green Space Components	10% 5% must be green space, the remaining 5% may be open space or green space	15% 10% must be green space, the remaining 5% may be open space or green space	20%**** 15% must be green space, the remaining 5% may be open space or green space

*	Except at Powers Ferry Node where a maximum 10 units per acre is recommended.
**	Except in Town Center where heights are allowed to be six stories maximum. See Town Center assemblage policy for height incentives and bonuses.
***	Except at I-285/Roswell Road node where heights are not proposed to be limited. For permitted heights in PCID, see Land Use Policies; east side of Roswell Road north of Dunwoody Place node where heights are proposed to be limited to a maximum of 15 stories.
****	Except at Dunwoody Place Node where minimum open and green space components are required to be a minimum of 30% with 25% required to be green space and the remaining 5% may be open space or green space.

2.3

multi-family complexes redeveloped into higher density housing.

- **Employment Center:** The Perimeter Center area in the northeast corner of the study area will be Employment Center. Employment Center is described as urban or campus style settings accommodating office and institutional uses along with neighborhood commercial uses.

The future land use map for year 2025, adopted in December 2007, shows primarily residential uses in the study

area. The residential land uses are mostly R1 to R2 with few concentrations of R3-5, R5-8, R8-12 and R12-20. The land use along the Roswell Road Corridor is predominantly classified as Living-Working. Northeast corner of the study area is designated as Office – High Intensity use.

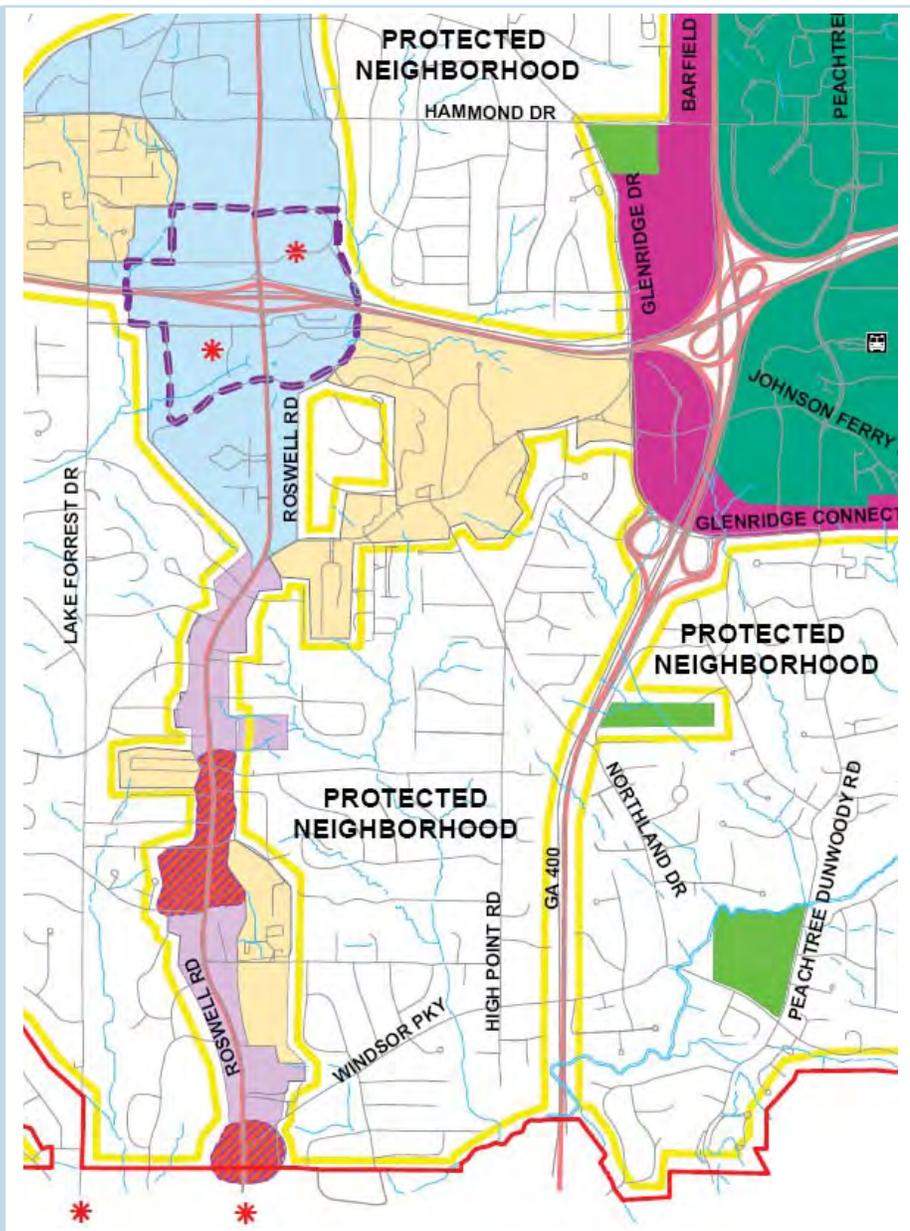
The Living-Working use is classified into three categories – Neighborhood Scale, Community Scale, and Regional Scale, based on density. Neighborhood Scale Living Working areas are intended as

activity centers that serve one or more lower density residential development. Community Scale Living Working seeks to serve one or more low or medium density residential neighborhood(s). Regional Scale Living Working land use serves major transportation interchanges, transit stations, etc.

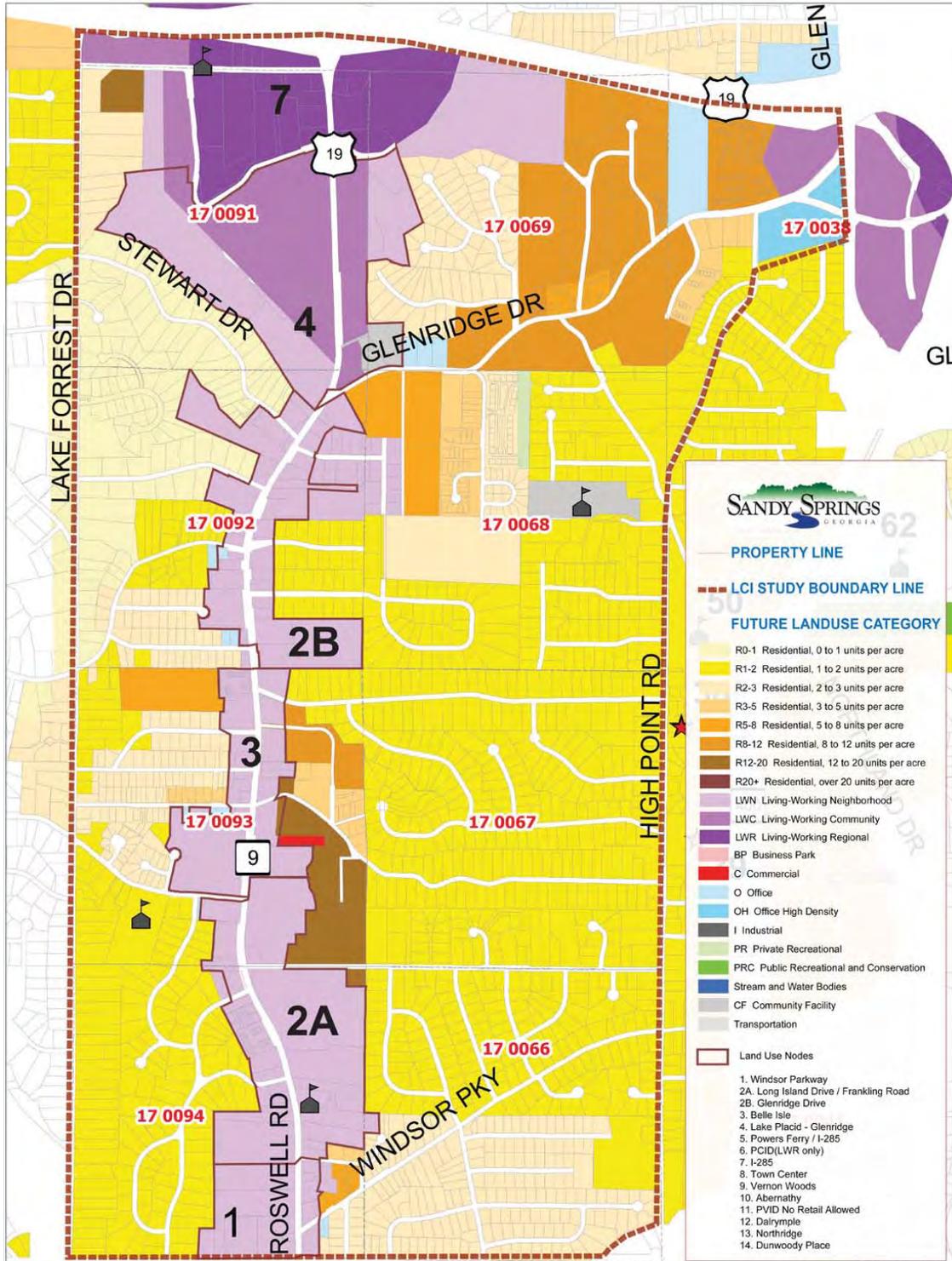
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- Conservation
- Protected Neighborhood
- Master Planned Community
- Urban Residential
- Mixed Use - Neighborhood Scale
- Mixed Use - Community Scale
- Downtown Redevelopment
- Employment
- Regional Transit Oriented Activity
- Gateways
- Interchange Focus Area
- Community Node (Windsor and Belle Isle)

Visionary character of the study area established in the Comprehensive Plan



TWO :: Community Profile



2.3

2.4 ZONING

Zoning districts of similar characteristics have been grouped together to give broader and generic districts in City of Sandy Springs.

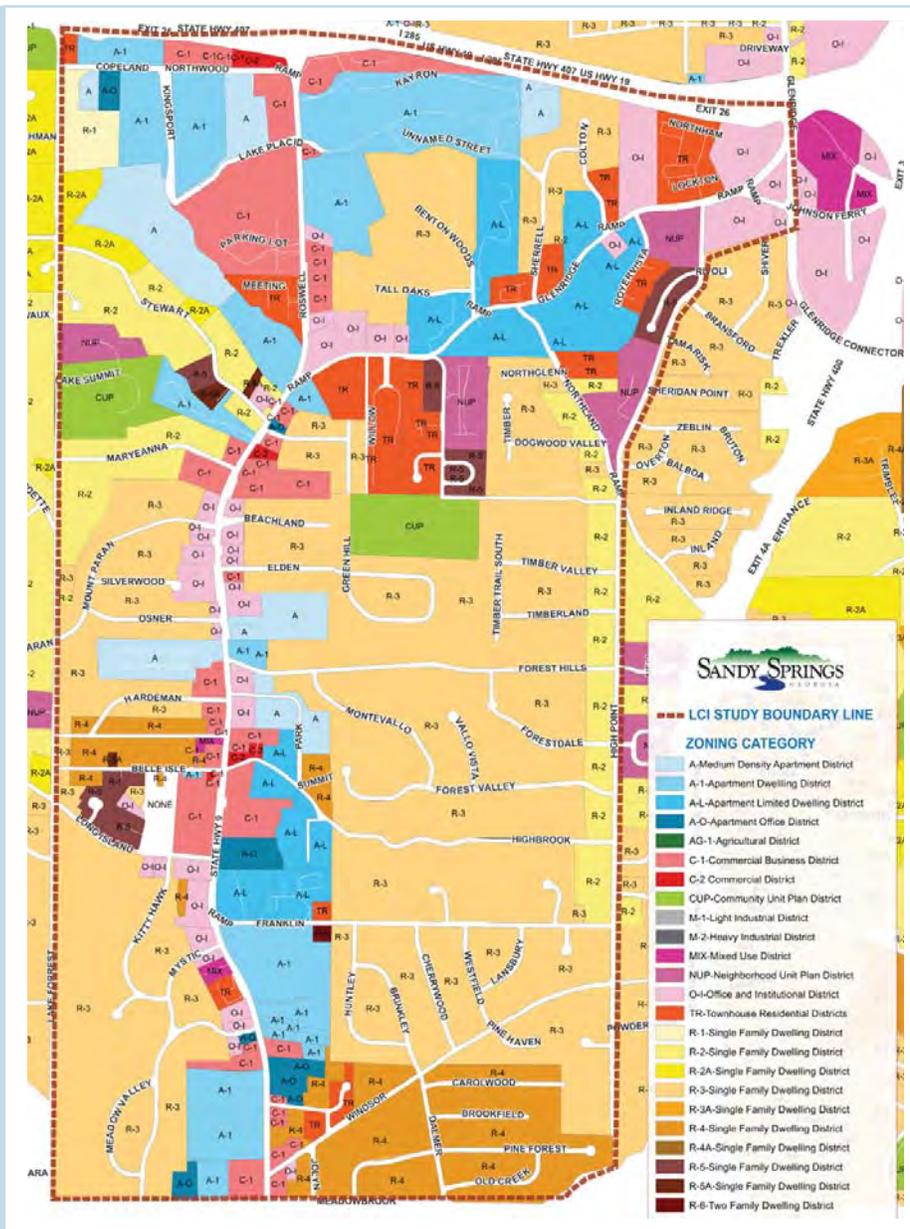
- Agriculture district: AG-1
- Single family dwelling district: R-1, R-2, R-2A, R-3, R-3A, R-4, R-4A, R-5, R-5A

- Two family and multifamily dwelling district: R-6, TR (Townhouse residential), A (Medium density apartment), A-L (Apartment limited)
- Multiple use district: O-I (Office institutional), MIX (Mixed use)
- Commercial district: C-1, C-2
- Industrial district: MI-A (Industrial park), M-1(Light industrial), M-2(Heavy industrial)

- Planned unit district: CUP (Community unit plan), (NUP) Neighborhood unit plan, MHP (Mobile home park)

Properties along the Roswell Road Corridor are designated primarily as Two Family and Multifamily Dwelling District, Commercial District, and Multiple Use District. Beyond the corridor, most of the properties are designated as Single Family Dwelling District. Few properties are designated as Planned Unit District.

2.4



Zoning Map

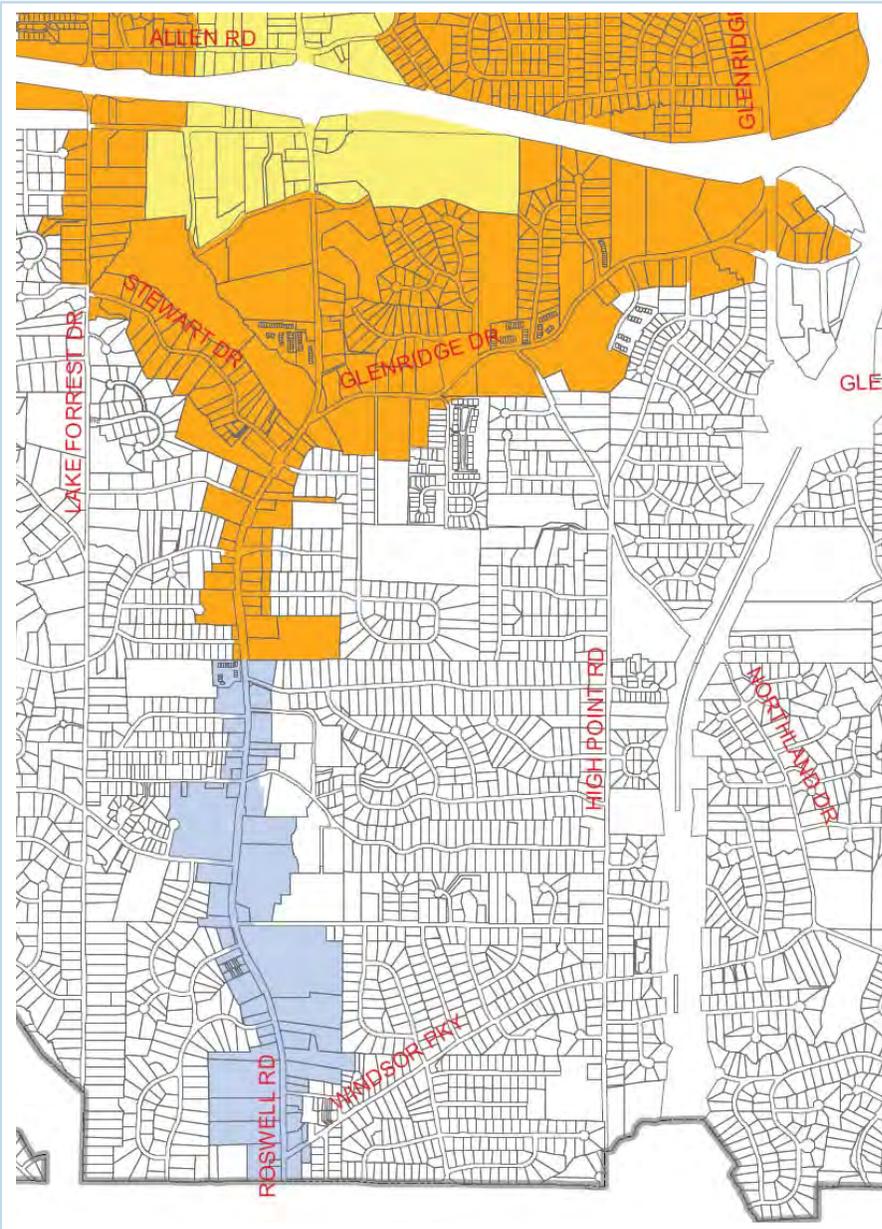
TWO :: Community Profile

Zoning Overlay Districts

The City of Sandy Springs has also established an Overlay District which has following sub-districts.

- Main Street District
- Suburban District
- Urban District
- Village District

Parcels around the intersection of Roswell Road and Interstate 285 are designated as Main Street District. The rest of the properties on the north side of the study area and Roswell road are Urban District. The remaining properties along Roswell Road are classified Village District. The study area does not contain any Suburban Districts. Remaining parcels in the study area do not fall in the overlay districts.



Legend

- Yellow square: Main Street District
- Green square: Suburban District
- Orange square: Urban District
- Light blue square: Village District

◀ Zoning Overlay Districts Map

2.4

2.5 URBAN DESIGN ANALYSIS

The study area can be divided into four main sub-areas or districts based on existing activities.

Roswell Road Corridor:

The Roswell Road Corridor is comprised of commercial, mixed use and multiple family residential activities. Apartments and retail in this zone are aging. A consistent architectural character and cohesive development pattern is lacking due to the sporadic commercial development. Small parcels exist along

the corridor, which may be difficult to redevelop. The corridor has a few major commercial developments like Kroger on Belle Isle.

Roswell Road and Interstate 285 Area:

Roswell Road and Interstate-285 area has mainly apartments and some commercial uses. Apartments and retail facilities in this zone are aging. This zone has several large size parcels that offer potential for redevelopment. This zone includes the Prado redevelopment, which will add activity to the zone.

Urban Residential

The area along Glenridge Drive is considered an Urban Residential zone. This area has higher density apartments, town homes and planned unit development.

Established Residential:

The Established Residential zones are primarily the single family residential neighborhoods. This area falls under the protected neighborhood category established by the City of Sandy Springs.

2.5



Office Building on Glenridge Drive



Established Neighborhoods



New Townhomes on Glenridge Drive



View of Road Roswell

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2.5.1 Major Activity Areas

1. I-285 Area: This area is significant due to several factors, including its connection to I-285, proximity to the Prado, and several multifamily residential and commercial developments. This area is also a major gateway to the study area.

2. Glenridge Drive Area: This area contains higher density residential communities along the Glenridge Drive and connects Roswell Road to GA-400. It could be redeveloped with facilities serving the

higher and multifamily residential growth around the node and along Glenridge drive.

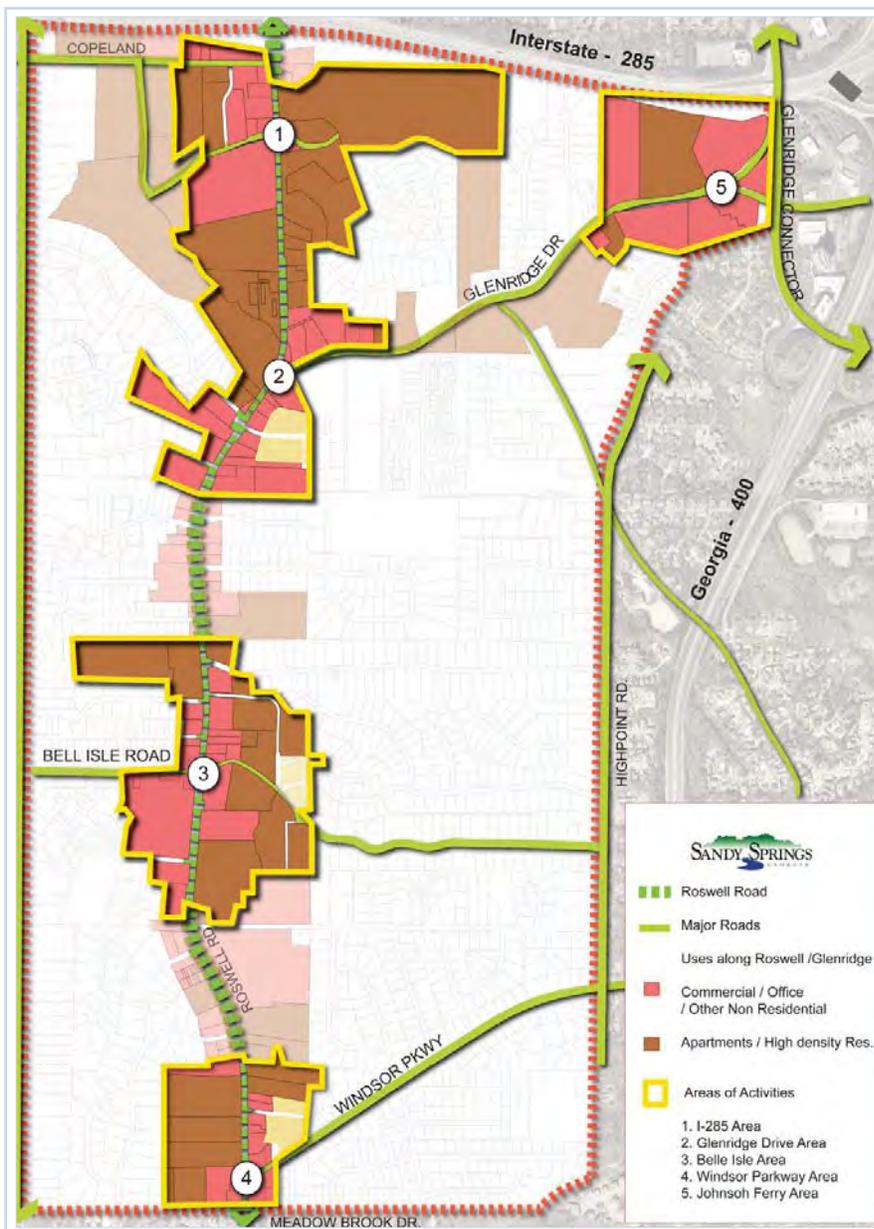
3. Belle Isle Area: The Roswell – Belle Isle area is already taking shape with Kroger on the west side and a Belle Isle retail facility on the east side of the corridor.

4. Windsor Parkway Area: Windsor Parkway connects Highpoint Road and Roswell Road, giving this node great potential to serve the neighborhood located around Highpoint Road as well as serve as a gateway to City of Sandy Springs.

5. Johnson Ferry Area: This area is also a gateway to study area that brings traffic from GA-400. The node has already taken shape with an existing office development around it. At the node, Glenridge Drive becomes Johnson Ferry Road which connect the study area with the medical facilities and Marta station located north east of the study area.

2.5.2 Walking distance

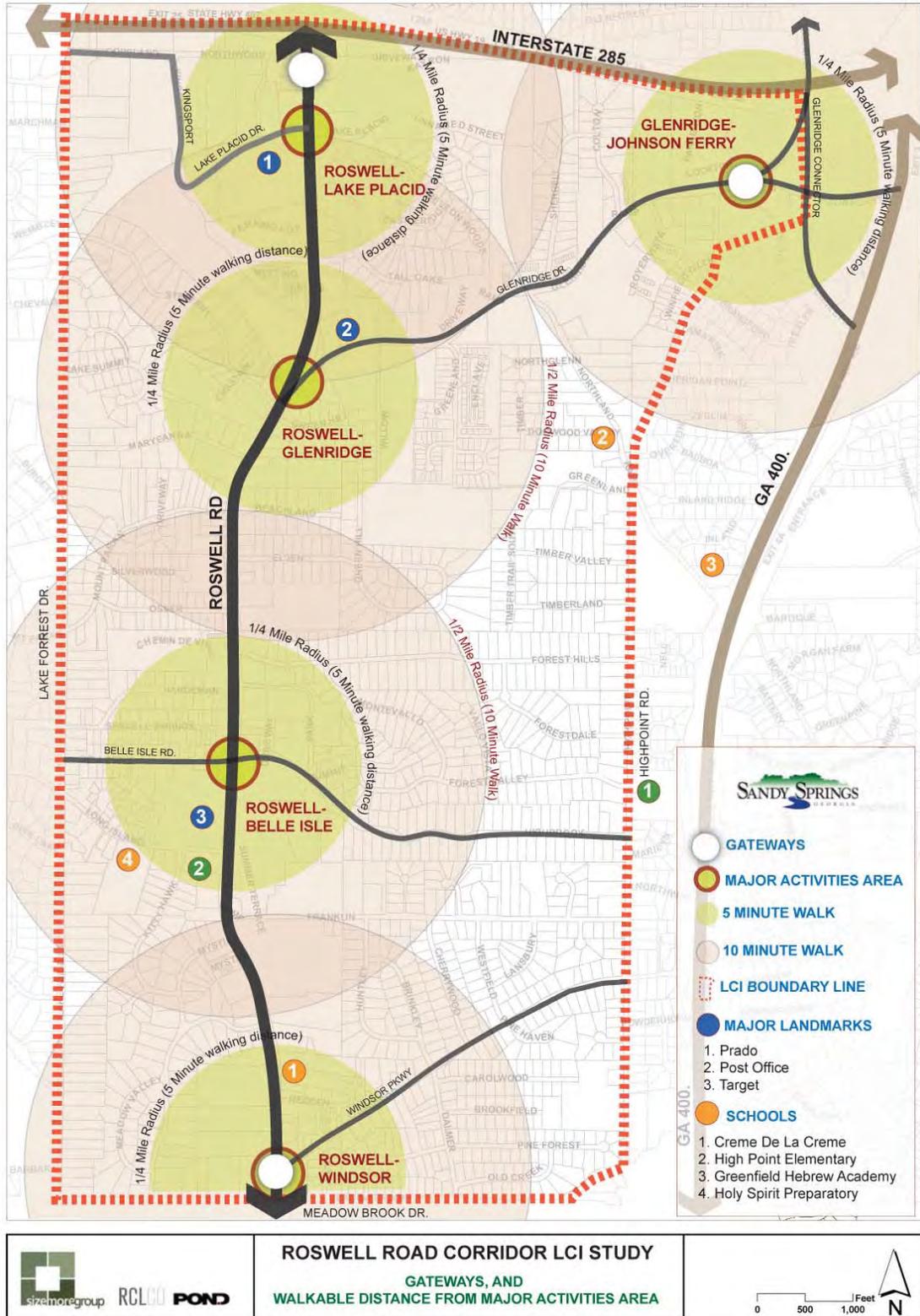
The walking distance analysis shows the areas that can be covered on foot in 5 to 10 minutes from the major areas of



2.5

Major Areas of Activities

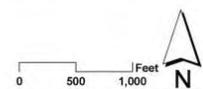
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Major areas of activities and walking distances from the nodes



ROSWELL ROAD CORRIDOR LCI STUDY
GATEWAYS, AND WALKABLE DISTANCE FROM MAJOR ACTIVITIES AREA



TWO :: Community Profile

activity. Each smaller circle represents a 5 minute walk from center of the circle to the edge of the circle, measuring an approximate 1320 feet or ¼ mile. The bigger circle represents a 10 minute walk from the center of the circle to the edge of the circle, measuring ½ mile. These walking distance circles are placed at major areas of activities (AOA).

This walking analysis is useful to inform where future services and facilities should be located so most people can walk to them.

The first AOAs – I-285 and Glenridge are within a 10 minute walking distance radius. Making this corridor section a pedestrian friendly environment should be prioritized. The rest of the AOAs are within 10 to 20 minutes walk from the adjacent zones.

2.5.3 Major Gateways

The study area has three major gateways, two on Roswell Road and one on Glenridge Connector. The first gateway is the north end of the Roswell Road in the study area. This gateway with a

ramp to Interstate 285 brings in the traffic from the interstate and also from regions located north of the study area. The second gateway is the southern end of Roswell Road in the study area. This gateway brings in the traffic from Buckhead community and City of Atlanta located south of the study area. The third gateway on Glenridge connector allows access from GA-400 and regions located northeast to the study area. This gateway connects the medical facilities located at the north east side of the study area.

2.5



Glenridge - Johnson Ferry Intersection



Roswell - Lake Placid Intersection



Roswell Road



Kroger at Roswell - Belle Isle Intersection



Roswell - Glenridge Intersection



Prado at Roswell -Lake Placid Intersection

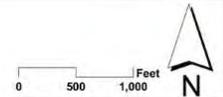
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Proposed Projects



ROSWELL ROAD CORRIDOR LCI STUDY NEW, PROPOSED AND RECOMMENDED PROJECTS



TWO :: Community Profile

2.5.4 Proposed New Projects

1. The Prado Redevelopment Project :

The existing Prado Shopping complex is currently being redeveloped with an opening date of Fall 2008. This project lies near I-285 at the Roswell and Lake Placid intersection. This large scale project will catalyze development and redevelopment around the Roswell – I-285 Node. Current plans for the 345,000 sq. ft. project suggest Home Depot, Publix and Target on the site.

2. Glenridge Drive Mixed Use Project

This proposed project is adjacent to I-285 and lies at the intersection of Glenridge Drive and Johnson Ferry Road. The project proposes 208 residential units, 3 parking decks, 18,500 sq. ft. of ground floor retail space, 5,000 sq. ft. of bank space, and 2,000 sq. ft. of retail restaurant around the 84,444 sq. ft. of existing office space.

3. Glenridge Heights

This new project lies at the intersection of Glenridge road and High Point Rd. It is again adjacent to I-285 and the Glenridge Drive Mixed Use Project. The project involves development of town homes on the site.

4. I-285 Underpass Study

This study investigates the potential to connect Kingsport Road, south of I-285 with Sandy Springs Circle, north of I-285 through a I-285 underpass.



2.5

◀ The Prado redevelopment



◀ A mixed use project on Glenridge Drive



2.5.5 Urban Design Issues

Strengths

- Proximity to I-285 and GA-400 provides access to the study area from all directions
- Larger parcels at the key node and gateway, Lake Placid/I-285 node, provide opportunities for large scale development in future
- The Medical Center provides opportunities for service-oriented mixed use development.
- The Prado, a 345,000 sq. ft. redevelopment project with retail, offices and restaurants offers an array of services to the community and the immediate region.
- Belle Isle / Highbrook Road provides an opportunity for east-west connection within the study area that may relieve pressure on Roswell Road.
- Healthy established retail on important intersections provides base for future redevelopment.
- Two nearby MARTA stations
- Two major regional employment centers - Perimeter Center and Cumberland/Galleria in close proximity
- Chastain Park close to the study area

2.5



Weakness: Lack of pedestrian friendly environment



Weakness: Old apartments

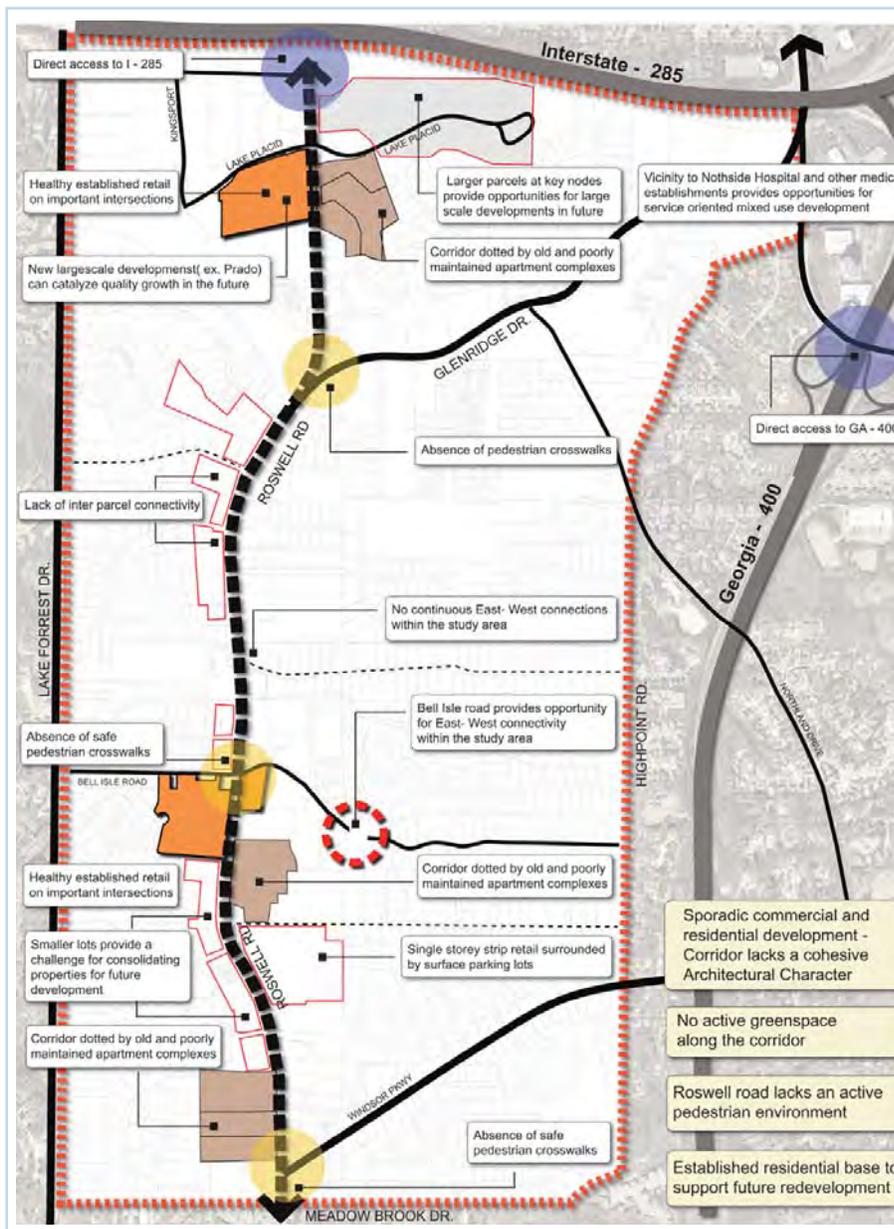


Weakness: Single strip retails surrounded by the surface parking lots

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Weaknesses

- Lack of inter-parcel connectivity - Since there are no internal connections between retail and other commercial facilities along Roswell Road, vehicles have to get on Roswell Road to access one facility from another adding more traffic on to Roswell Road..
- Aging Apartments - The Roswell Road corridor is dotted with old and poorly maintained apartment complexes which impact other growth and aesthetics along the corridor. Many of these apartments are ready to be redeveloped.
- No continuous East-West connections within the study area - Since there is no continuous connection between East and West side of the Roswell Road, vehicles have to get on Roswell Road to go from one side to the other. This lack of connectivity is also one reason for traffic congestion on Roswell Road.
- Absence of pedestrian crosswalks - Lack of pedestrian crosswalks at major intersections discourage pedestrians.
- Smaller lots along Roswell Road - May be a challenge for consolidating properties for future development.
- Single story strip retail surrounded by surface parking lots create an unappealing aesthetic



2.5

Urban design issues map

2.6 TRANSPORTATION

ANALYSIS

This section includes

- An assessment of the Study Area in terms of its transportation context
- A brief review of transportation plans and projects affecting the Study Area
- An overview of the existing conditions of transportation and circulation facilities
- Emerging transportation issues

2.6

2.6.1 Transportation Context

From a regional transportation perspective, the prominent aspects of the Study Area include the following:

- Location along Roswell Road (State Route 9 and US Highway 19), an ARC-identified “Strategic Facility”
- Location “inside the perimeter”
- Immediate interstate system access from the Roswell Rd. / I-285 interchange
- Great access to regional activity centers such as Buckhead, Medical Center, Perimeter, Center and Cumberland / Galleria
- Inclusion of the Prado development, a local landmark with a major retail expansion presently under construction
- Inclusion of segments of Roswell Road and Glenridge Drive, both minor arterial surface streets considered regionally-significant Congestion Management Facilities

2.6.2 Transportation Studies and Projects

Prior studies addressing some or all of the Study Area were reviewed in order to be consistent with and build upon other planning efforts. The following section summarizes prior transportation-related analyses and recommendations as they apply to the Roswell Road LCI.

Local Transportation Plans

- Sandy Springs Transportation Plan (underway) – select information from this effort was incorporated in the city’s Comprehensive Plan (2007) and provides a city-wide transportation context
- Connecting Sandy Springs, A Street Grid Study (2004) - this plan identified new street segments, such as the one block extension of Sandy Springs Circle completed in 2000, which would create a well-connected local street network.

- Livable Sandy Springs Study (2001) - an urban design and transportation plan for the downtown commercial district.

Previously Recommended Transportation Improvements

The following projects have been recommended by previous or ongoing transportation plans and are mapped on the following page.

1. “Revive 285 Top End” Study

GDOT is currently preparing a comprehensive plan for improvements along I-285 from I-75 north to I-85 north. The alternatives being considered include various combinations of Bus Rapid Transit (BRT), Operational Improvements, Managed lanes (HOV, HOT and/or truck lanes), and express bus to the corridor. Besides improved capacity for multiple modes of travel on I-285 itself, the Study Area will likely benefit from a major overhaul of the Roswell Road / I-285 interchange. Plans may also include Bus Rapid Transit stations along I-285 in the Study Area, most likely in the immediate vicinity of the Roswell Road / I-285 interchange.

2. Sandy Springs Circle Underpass

Sandy Springs is currently engaged in an engineering study to assess the feasibility of extending Sandy Springs Circle southward, tunneling under I-285, to tie-in with Kingsport Drive.

3. Glenridge Drive Improvements

Prior to the incorporation of Sandy Springs, Fulton County was pursuing a project to reconstruct Glenridge Drive through the Study Area. The project was completely designed and some right of way was acquired, but no construction funds were dedicated to the project. In late 2007, the city repaved and restriped this route as an interim solution and continues to seek capital funding to better improve this route.

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4. Roswell Road Sidewalks

Sandy Springs is pursuing a project to add sidewalks to Roswell Road through the Study Area.

5. Windsor Parkway Sidewalks

Sandy Springs is pursuing a project to add sidewalks to Windsor Parkway through the Study Area.

6. Intersection Improvements

The comprehensive plan identifies three intersections along Roswell Road in

the Study Area in need of operational improvements (Windsor Parkway, Mount Paran Road, and Glenridge Drive).

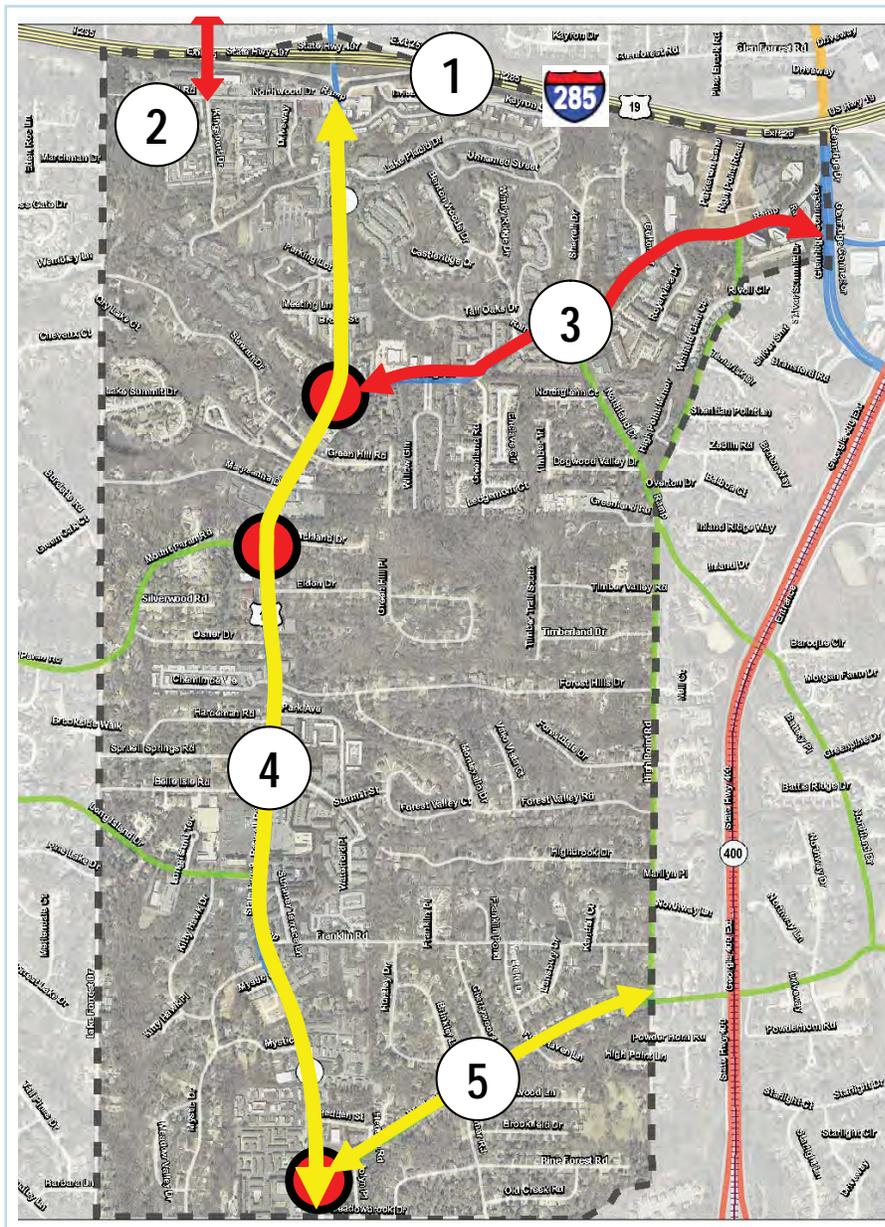
2.6.3 Existing Transportation Conditions

User Characteristics

Sandy Springs residents overwhelmingly use private vehicles (cars, trucks and vans) to commute to work. Private vehicles account for 91% of 47,300 total workers over 16 years of age or 43,260 people. The next most popular choice is

public transit, which serves 6% or 2,600 people. All other modes of transportation, including bicycles and walking, make up the remaining 3 %.

When assessing existing conditions and determining future needs, it is not only important to examine commute modes but also to look at the trip termini for the city's commuters. Because of the central location of Sandy Springs, most of the City's workers are employed throughout the region. In 2000, 68% of the Sandy Springs' workers over age 16 worked within Fulton County.



2.6

◀ Previously recommended transportation projects

Distance traveled to work is also a major factor in determining commuting characteristics. The best statistic for distance traveled is average commute time to work. In 2000, over half of Sandy Springs residents had a commute of less than 25 minutes, with 47% having a ten to 24-minute drive. On the other hand, 11% of residents reported having a commute lasting 45 minutes or more.

Along with average commute time, the time leaving for work is another important factor because it shows peak

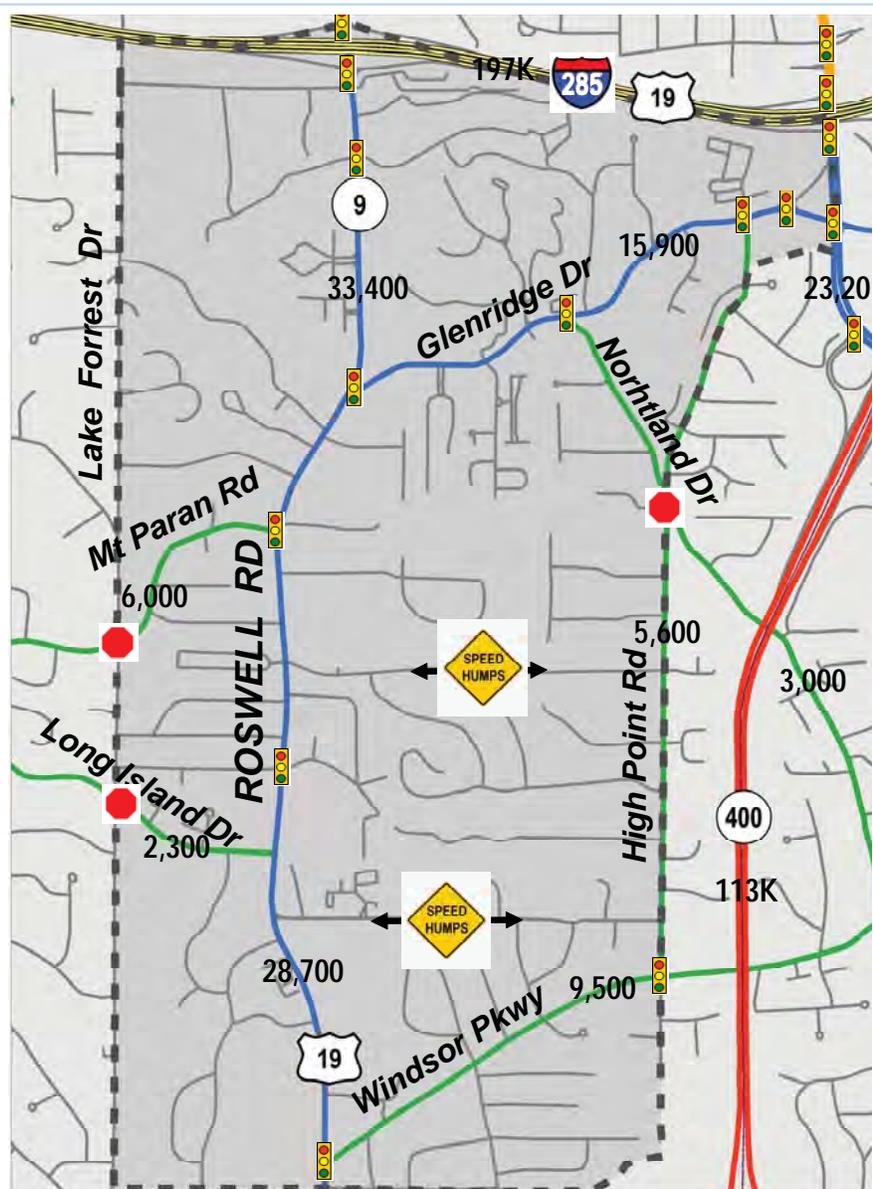
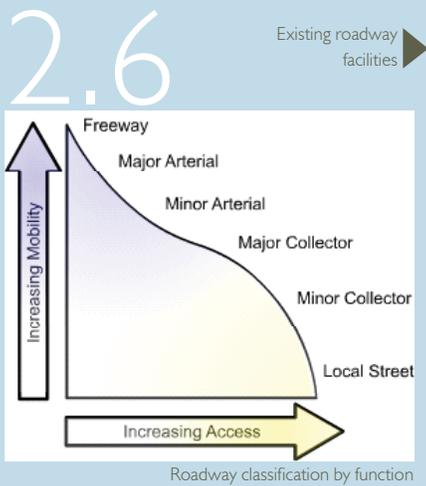
AM traffic times as well as overall work patterns. For the most part, Sandy Springs residents work typical business hours; 11% of workers leave within the six o'clock hour, 33% leave within the seven o'clock hour, 29% leave within the eight o'clock hour, and 11% leave within the nine o'clock hour.

Roadway Facilities

From an aerial view, the Study Area appears well served by roadway facilities. Interstate-285 and GA-400 are designed to serve thoroughfare

traffic. As restricted access facilities, these roadways actually serve as barriers to local circulation patterns because there are few connections over or under them.

Roadways are classified according to the degree to which they fulfill two purposes: movement of traffic, or mobility, and access to development. As expressed in the diagram below, these functions are inversely related in that the more traffic volume a roadway can accommodate, the less access it provides (and vice versa).



Sources: Sandy Springs Comprehensive Plan; 2006 AADT (GDOT)

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Thus, a functional classification system provides a hierarchical ranking based on the degree of mobility and accessibility that a street provides its users. The accompanying map (Existing Roadways Network Analysis) displays Study Area roadways by GDOT functional classification.

Roswell Road and Glenridge Drive are classified by GDOT as Minor Arterials. Routes that are classified by GDOT as Collector Streets include: High Point Road, Northland Drive, Windsor Parkway, Long Island Drive, and Mount

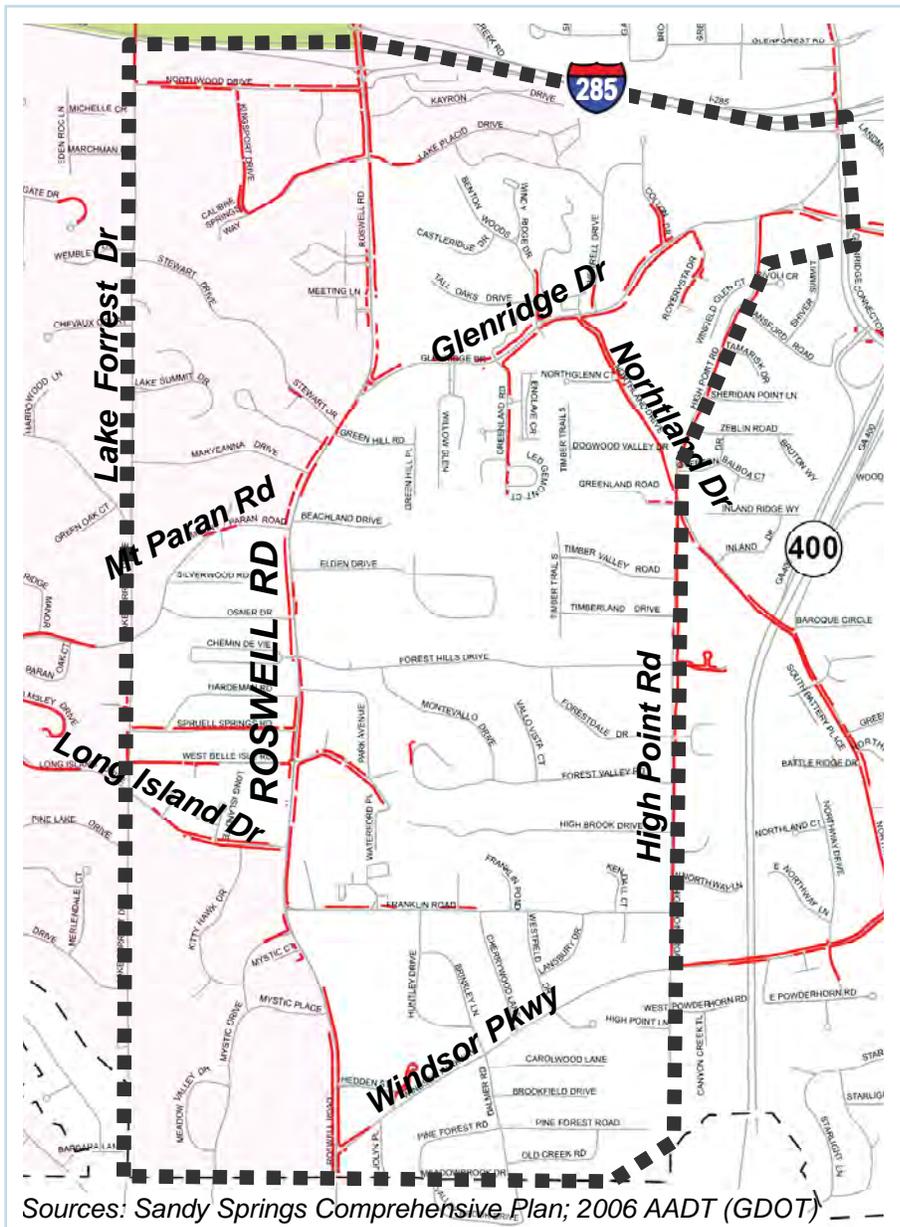
Paran Road. The intersections of all these routes are thus critical transportation nodes. Routes generally must be classified as arterials and collectors to qualify for federal assistance to fund improvement projects.

Like other locations in Fulton County, the historic rural crossroads town of Sandy Springs was not built upon an urban street grid. Over time, local streets in the area were constructed incrementally to serve private developments as lands converted from agricultural uses. Thus, there is essentially no system of local

streets and blocks. Just a few side streets provide viable alternatives to the major roads for local circulation.

State Route 9 (Roswell Road) is the primary transportation feature defining the Study Area and is the route most heavily used the Study Area. Following are key statistics which characterize this route:

- Roswell Rd. Study Area Segment (From I-285 to Windsor Pkwy. Intersection) Approx. 2.4 miles



2.6

◀ Existing pedestrian facilities

- Access Point Spacing along Roswell Rd. every 258'
- 41 Access Points Per Mile
- Traffic volumes typical for its function as a "minor arterial"
- Medium/High level of congestion during peak commute periods
- Average Daily Traffic Vehicle Count (20,001-40,000)
- Fairly low truck traffic (2.4%)

Alternative Transportation

Alternative modes of transportation include any means of travel other than private vehicle. In the metro-Atlanta area such means traditionally include: pedestrian, bicycle, heavy rail, commuter bus, and local bus.

Due to the absence of a local street network, pedestrians must walk along or across major roads throughout several portions of the Study Area. Roswell Road and Windsor Parkway have been identified by county or regional programs

for pedestrian facility improvements. This is a major indicator as to the inadequacy of the existing pedestrian facilities. Additionally, County Public Works personnel have reported that residents complain about the need for new and/or improved sidewalks and crosswalks in the Study Area.

The Study Area is virtually absent of bike lanes, shared-use paths, or multi-use trails, which is not uncommon in Metro Atlanta. The following maps highlight the discontinuity of sidewalks and/or bicycle-friendly routes serving the Study Area.

2.6



No separation of sidewalk from street: Looking north on Roswell Rd. at Windsor Pkwy.



Roswell Road existing conditions: Looking southward from I-285

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The red, highlighted areas along Roswell Road and Windsor Parkway indicate difficult conditions for bicycling due to lack of designated bicycle lanes, which scored a "D" Bicycle Level of Service. Lake Forrest Drive currently has acceptable conditions for bicyclists.

The map below highlights the discontinuity of sidewalks on Roswell Road and Glenridge Drive, and it also shows lack of sidewalks along Windsor Parkway.

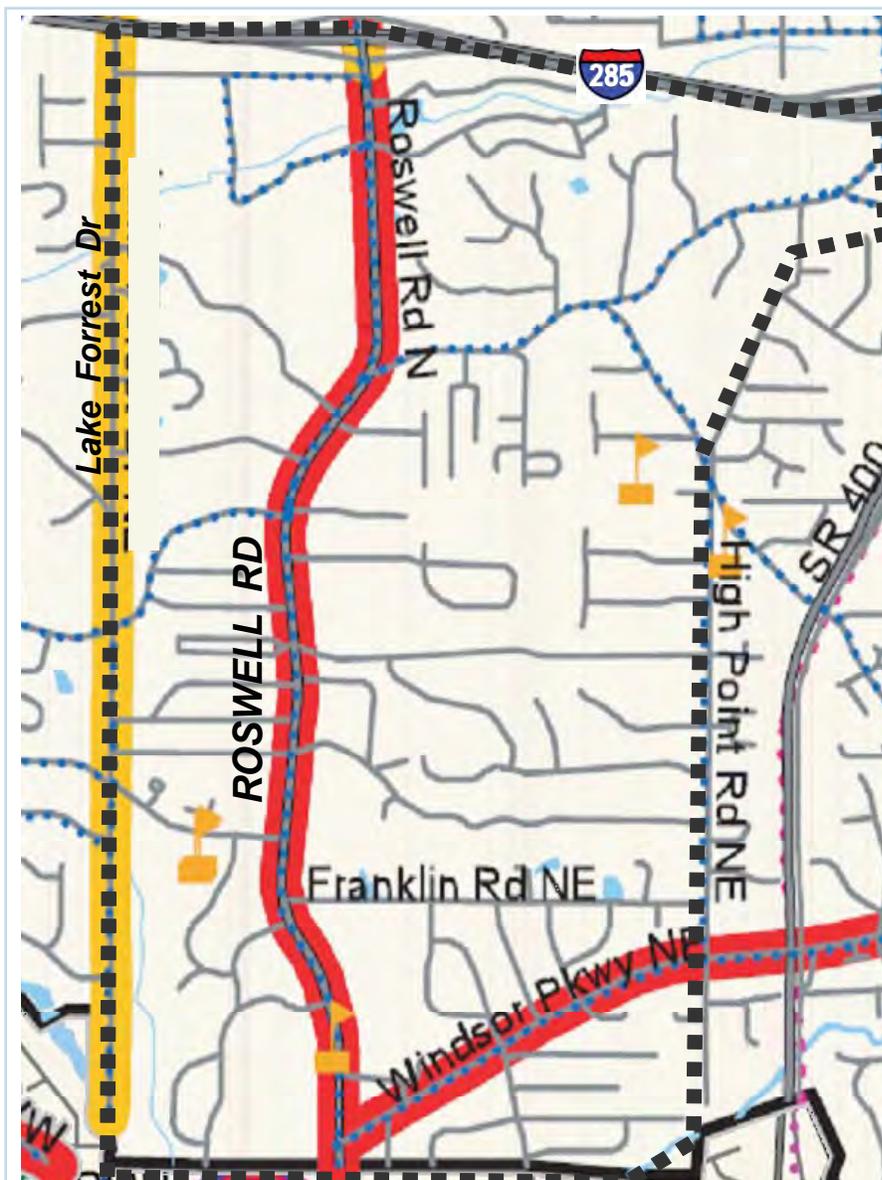
Issues and Opportunities

An assessment of transportation needs in Sandy Springs was performed as part of the Comprehensive Plan Community Assessment. This Transportation Needs Assessment includes automobile, transit, pedestrian, and bicycle travel modes. A wide range of planning tools, techniques and methods were employed to gain a thorough understanding of Sandy Springs' transportation needs. Below is a summary of the transportation needs identified

through both qualitative and quantitative assessments of Sandy Spring's multimodal transportation system.

I. Roadway Capacity and Safety

- Examination of roadway functional classification and its relationship to service of adjacent land use and alternative travel modes
- Operational improvement of critical intersections along Roswell Road identified as congested in future



Sources: ARC Bike/Ped Plan 2007; ARC Bicycle Suitability Study 2003

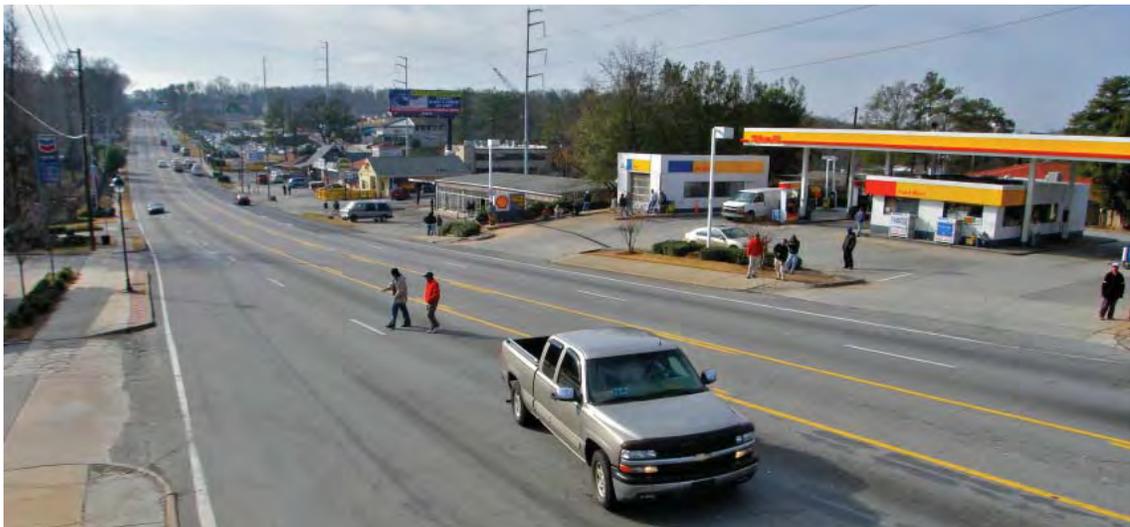
Existing conditions for biking

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- years; including but not limited to intersections at Glenridge Drive Mt. Paran Road, Long Island Drive and Windsor Parkway.
- Capacity enhancements on Roswell Rd. and adjacent roads identified as congested in future years
- Management of access points along arterial corridors to ensure throughput capacity is preserved
- Improvement of I-285 access through capacity and operational
- enhancement of congested Roswell Road interchange
- Identification of appropriate parallel routes and connections to reduce local trip loading on Roswell Road arterial network (High Point Road and Lake Forest Drive)
- Improvement of I-285 corridor so that capacity constraints do not shift traffic to Roswell Road network
- Safety improvement along intersections of Roswell Road with high crash rates
- Focused pedestrian safety improvements along Roswell Road
- Regular maintenance and improvement of existing infrastructure to preserve the existing transportation network

2.6

Hazardous crossing for pedestrians: Looking south down Roswell Road



Roswell Road congestion: View looking south down Roswell Road during rush hour



Discontinuous Streetscape; Looking South on Roswell Road

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2. Transit

The assessment of transit has identified several improvement needs, as indicated below

- Travel time benefits for bus service along Roswell Road to encourage commute riders
- Bus frequency sufficient to encourage new ridership along Roswell Road through congested areas (i.e. Route 5 on Roswell Road and Route 41 on High Point Road)
- Effective feeder network for service to MARTA rail stations; namely Medical Center MARTA Station
- Incorporation of walkable communities and transit oriented development near MARTA rail stations
- Examination of local circulation routes within walkable activity centers to link MARTA Rail with walkable areas
- Examination of BRT feasibility or other premium transit service in Sandy Springs

3. Pedestrian

The assessment of pedestrian movement and facilities has identified several needs, as indicated below.

- Safe and efficient connection between neighborhoods and community facilities, such as schools, libraries, and parks
- Sufficiently wide sidewalks present in activity centers (minimum 5') and separation from traffic to encourage pedestrian movement
- Combine pedestrian and transit circulatory strategies to provide for local trip making within activity centers
- Safe and ADA-compliant pedestrian connections to transit to provide a means of access to bus and rail routes

- Effective pedestrian routes to enhance walkability within transit oriented areas

4. Bicycle

The assessment of potential bicycle travel and destinations has identified several needs, as indicated below.

- Safe and efficient connection for bicycles, as well as pedestrians, between neighborhoods and community facilities, such as schools, libraries, and parks
- Facilities to accommodate longer distance travel and connectivity to important recreational resources along the Chattahoochee River
- Development of an off-road trail system to accommodate recreational use and park access for users not comfortable with travel in mixed traffic
- Bike access to employment centers and MARTA for commuter use
- Development of bike routes and facilities to make cycling a viable mode within walkable activity centers
- Enhancing safety of bicycle travel through development of appropriate facilities and standardized intersection and trail crossing treatments

2.6

2.6.4 Emerging Transportation Issues

At present the County is in the process of finalizing its Comprehensive Transportation Plan (CTP) and is entering the final stages of its Comprehensive Plan, which will serve as the policy guide for future land use decisions. Upon adoption of these plans, the implementation of projects planned for the mid range and long range may be coordinated with land use decision making.

Planned projects that have the greatest potential impact on the Study Area network in the mid-term include:

- Reconstruction of the I-285 / SR 9 Interchange
- Widening and Bike/Pedestrian improvements to Roswell Road
- Widening and Bike/Pedestrian improvement to Windsor Parkway
- Bike/Pedestrian improvements to Glenridge Drive
- Continued expansion of Park & Ride facilities at Medical Center MARTA Station
- Sandy Springs Circle underpass

In an attempt to succinctly present a snapshot of the existing and emerging transportation conditions, the following problemstatement, issues, opportunities, and challenges have been identified and must be addressed as the Roswell Road Corridor LCI Study moves forward.

Problem Statement:

- Improve the transportation network by providing more bicycle and pedestrian connectivity
- Prepare for future BRT station at the Prado
- Ensure that road projects are funded by programmed year

Major Transportation Issues include:

- A need for “transparent” transportation planning (i.e. readily accessible public information about plans/programs)
- Image, identity, and character of the arterial streets
- Large block configuration that is auto oriented and not pedestrian friendly
- Street network and connectivity within the community is limited, especially east – west connectivity in the Study Area

- Traffic congestion and vehicular circulation, especially adequacy and coordination of traffic signal controls at major intersections
- Pedestrian environment; mobility, connectivity, safety, and experience – streetscape, sidewalk, cross walks, plazas, lighting, signage, and street furniture and art work
- Limited public access to the greenways, creeks

Major Transportation Opportunities

- Improve corridor mobility and walkability with programmed projects
- Create the foundation for transit development
- Provide for a safe pedestrian experience
- Good access to the interstate system
- Reconstitute the block and street network
- Multi-use trail system to connect community elements and uses
- Create a cohesive street image with streetscape, architectural controls, lighting, street furniture, sidewalks, and art work

Challenges

- Can lack of East – West connections be addressed?
- What new ways exist to link existing large destinations?
- Can MARTA stops be improved so they are more inviting and safer?

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2.6

3.0

Market Analysis

- 3.1 DEMOGRAPHICS AND ECONOMIC TRENDS
- 3.2 SUMMARY OF REAL ESTATE MARKET TRENDS

3.1 DEMOGRAPHIC AND ECONOMIC TRENDS

3.1.1 Demographic Overview

The demographic assessment of the Sandy Springs LCI Study Area reveals a moderately growing area with households that are both smaller and younger than those in surrounding areas. These households exhibit affluence and housing values that are greater than both the City of Sandy Springs and the Atlanta MSA overall. Population trends within

the Study Area reflect the slower growth rate that is common in established inner-ring suburb areas where opportunities for new construction on greenfield sites are limited.

The demographic makeup of the Sandy Springs LCI Study Area is similar to the City of Sandy Springs with a few notable exceptions. Both areas are expected to experience a modest increase in the number of total households between 2007 and 2012. Household growth in the Study Area is expected to occur at a rate of 0.3% annually while the city will add households at a rate of 0.4% per year. This is considerably lower than the expected growth rates in both North Fulton County and the Atlanta MSA which are 1.6% and 2.1% respectively. The explanation for this marked difference lies in the fact that Sandy Springs is more established than North Fulton and the MSA and has less land available for conventional development on greenfield sites. The Study Area and the city both have an average household size of 2.18 people. This is significantly smaller than the 2.78 average household size for the Atlanta MSA. This is intuitive given the large number of elderly households and younger households without children that are located in both the Study Area and the City of Sandy Springs. Nearly 70% of Study Area households are composed of either 1 or 2 persons. Thirty-eight percent of total households are under the age of 35 while 23.6% are over the age of 55. This makes the Study Area much younger than the city and substantially younger than the Atlanta MSA as a whole.

The Sandy Springs LCI Study Area is generally more affluent than the city, North Fulton County, and the Atlanta MSA. Median Household Income is \$72,191 (above the city's \$70,442). The Study Area's median housing value is \$463,900 compared to \$428,400 in the city. Likewise, average contract rents for housing are \$836 for the Study Area compared to \$826 for the city. Given

that housing is generally more expensive in the Study Area than it is in the city of Sandy Springs, it is notable that the average vintage of housing in the Study Area is 1977 while it is 1982 for the city and 1986 for the Atlanta MSA. As these aging apartment communities are extended beyond their useful life, there are significant opportunities for redevelopment, a factor that will be discussed later in this report. It is also of note that higher prices are achieved in the Study Area despite the greater age of the housing stock. This is reflective of the strong locational attributes of the Study Area and the effect that land constraints are having on residential development.

The Study Area represents an increasingly diverse mix of incomes, ages, and especially ethnicity. The diversification taking place in this area of Sandy Springs is part of a broader trend taking place throughout Atlanta and the South in which traditional suburban areas are becoming less homogeneous. According to a study by the Pew Hispanic Center and Brookings Institution, Atlanta had the second highest Latino growth rate in the nation between 1980 and 2000. The metro area is described as an "emerging immigrant gateway" that is experiencing "hypergrowth" of the Latino population. During this time period, Latinos went from 1% of population in 1980 to 7% of population in 2000, representing a 995% growth rate. This ethnic group is increasingly settling in suburban locations. Currently, fifty-four percent of all Latinos in the U.S. live in suburban areas. Between 1990 and 2000, the Latino suburban population grew by 71%.

Within the borders of the Sandy Springs LCI Study Area, Latinos make up a significant portion of the population. In 2007, this group represented 33% of the total population and 34% of the total households. Between 2000-2007 the total number of households grew at a rate of 0.75% versus the 0.10% growth rate experienced during this time period for the Study Area as a whole. The

3.1

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average household size for a Latino-headed household in the study area is roughly equal to the average for the Study Area. However, this number is growing at a rate that is much faster than the average household in the study area. This can in part be attributed to families composing a larger portion of Latino households than was once the norm in the area.

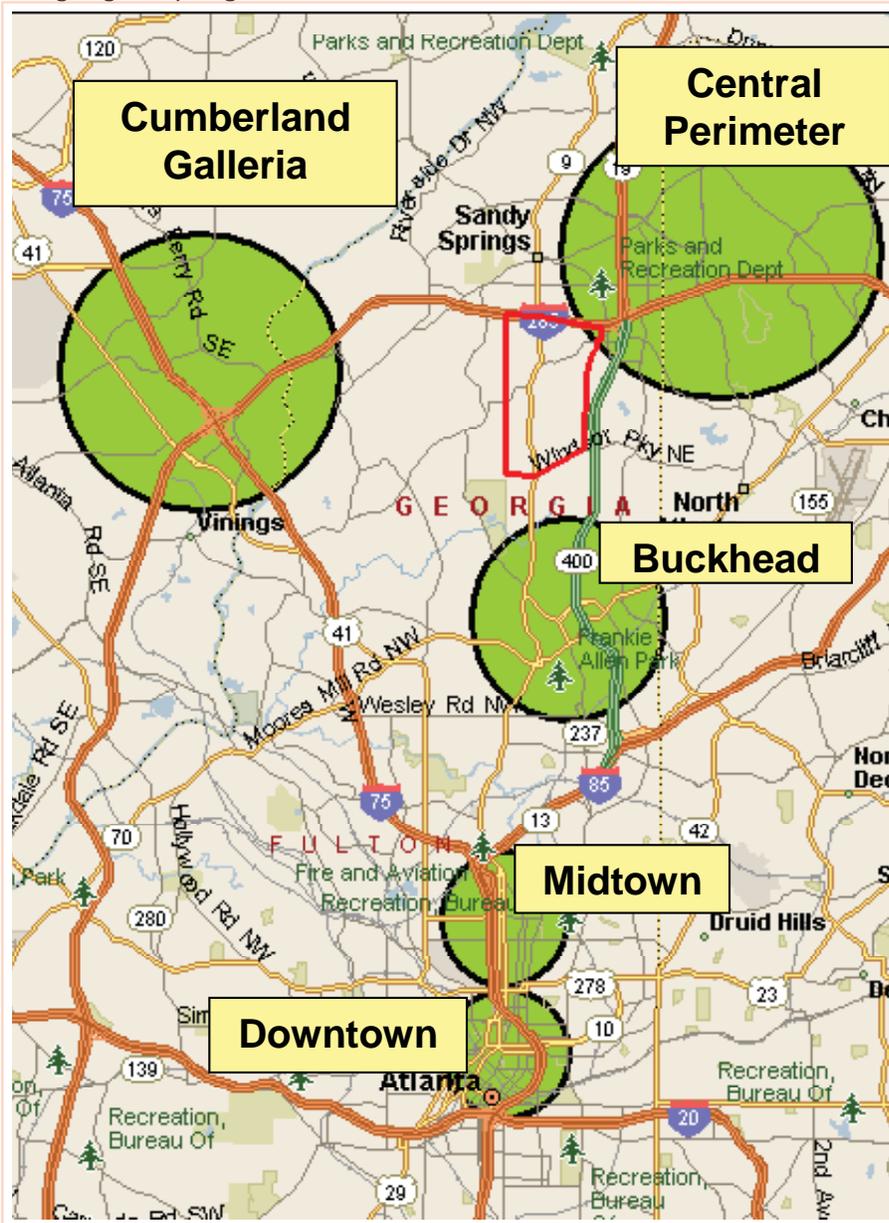
3.1.2 Employment Overview

The Atlanta MSA economy remains one of the strongest in the United States in terms of new job creation. The trend of strong regional job growth over the last

several years is likely to continue in the near term, with a slight aberration in growth in 2008. According to the Georgia State University Economic Forecasting Center, the economy of the Atlanta region is projected to see a dip in job growth in 2008 with a likely recovery by 2009 (estimates call for the addition of 42,300 net new jobs in 2008 and 59,300 in 2009). Of the jobs created in 2008, 5,900 (or 13.9%) are "premium" higher paying jobs that require skilled workers. It is likely that most of the jobs created close to

the Study Area will be of this type. Job growth and growth in higher paying jobs in particular, will have a positive effect on the demand for housing in and around the Study Area.

The Roswell Road LCI Study Area lacks major employers within its boundaries; however, it is located in close proximity to multiple regional job centers, with Central Perimeter being the most closely related to the subject area. The Central Perimeter, with over 25,000 jobs, is a major regional employment



3.1

◀ Metro Atlanta office cores

core that represents a cross-section of industry types. This diversity of job types will allow the submarket to emerge relatively unscathed from a downturn in the regional economy. In particular, the prevalence of health care providers in the “Pill Hill” area as well as a large amount of education jobs represents some of the most “recession proof” industries in the economy. However, it should be noted that the Central Perimeter area has a higher relative concentration of residential real estate jobs than many other areas. This will likely be a negative growth sector

3.2

over at least the next year. Further, the Study Area is in close proximity to both the Buckhead and Cumberland/Galleria office core, and when combined with Perimeter Center, represents a significant portion of where high-paying job growth is likely to occur.

Over the next 20 years, the Atlanta Regional Commission (ARC) offers a propitious outlook for regional job growth. According to ARC, Atlanta is expected to remain among the top metropolitan areas in the United States for employment growth. The ten-county area is anticipated to add over one million jobs during the next twenty years. The increasing preference expected for intown and near suburban locations (driven by a combination of demographic and psychographic shifts) will likely mean that areas in and around the Sandy Springs LCI Study Area will be able to capture a sizable portion of this projected growth. There is potential to capture a larger portion if needed transportation improvements are implemented in order to increase traffic flow and accessibility. New jobs in areas surrounding the Study Area will drive demand for new housing, goods, and services within the Study Area's boundaries.

3.2 SUMMARY OF REAL ESTATE MARKET TRENDS

In order to measure the development opportunity for each potential land use, it is necessary to look at the Study Area through a market context and to evaluate its unique strengths and challenges based on various characteristics pertaining to its location and physical landscape. Gaining a solid understanding of the current market fundamentals in the area provides for a more informed analysis of likely future market demand.

3.2.1 Office Market Overview

The Sandy Springs LCI Study Area consists mainly of low-rise professional business parks or stand-alone Class B buildings. The offices housed within these buildings are primarily service-oriented

business that caters to the needs of the local population base. Some of the most predominant tenant types are medical and dental offices, small law offices, and various civic/non-profit enterprises. The buildings housing these offices tend to have been built in either the 1970s or 1980s and lack many of the amenities and layouts required by today's typical Class A tenants. The office market in the area consists of just over 200,000 square feet of space overall. While the space is older, it is able to maintain a relatively healthy occupancy rate of 90%.

Strengths of the Study Area's come from the many physical and locational attributes that make it a logical location for future office development. The Roswell Road corridor between I-285 and Windsor Parkway provides superior regional access to both I-285 and GA400. Although traffic congestion is a growing concern, the area's transportation woes are still less severe than the nearby office cores of Central Perimeter and Buckhead. The proximity to the two aforementioned office nodes will potentially allow the Study Area to attract tenants that have been priced out of these markets but still demand a location in the immediate area. This likelihood of this situation increases as the average rental rates in these markets continue to climb. Buckhead and Central Perimeter are already the two most expensive office markets in the Atlanta MSA. A further spillover effect that will benefit the Study Area is its proximity to the “Pill Hill” medical complex. This is one of the largest agglomerations of medical facilities in the metro area and the Study Area has the ability to attract ancillary medical facilities and offices due to its proximity. Finally, many office location decisions are made based on proximity to executive housing. This will benefit the Study Area given that the existing housing stock is priced well-above the average for the Atlanta MSA.

Challenges facing the Study Area market are that office is typically the land use where image and agglomeration benefits

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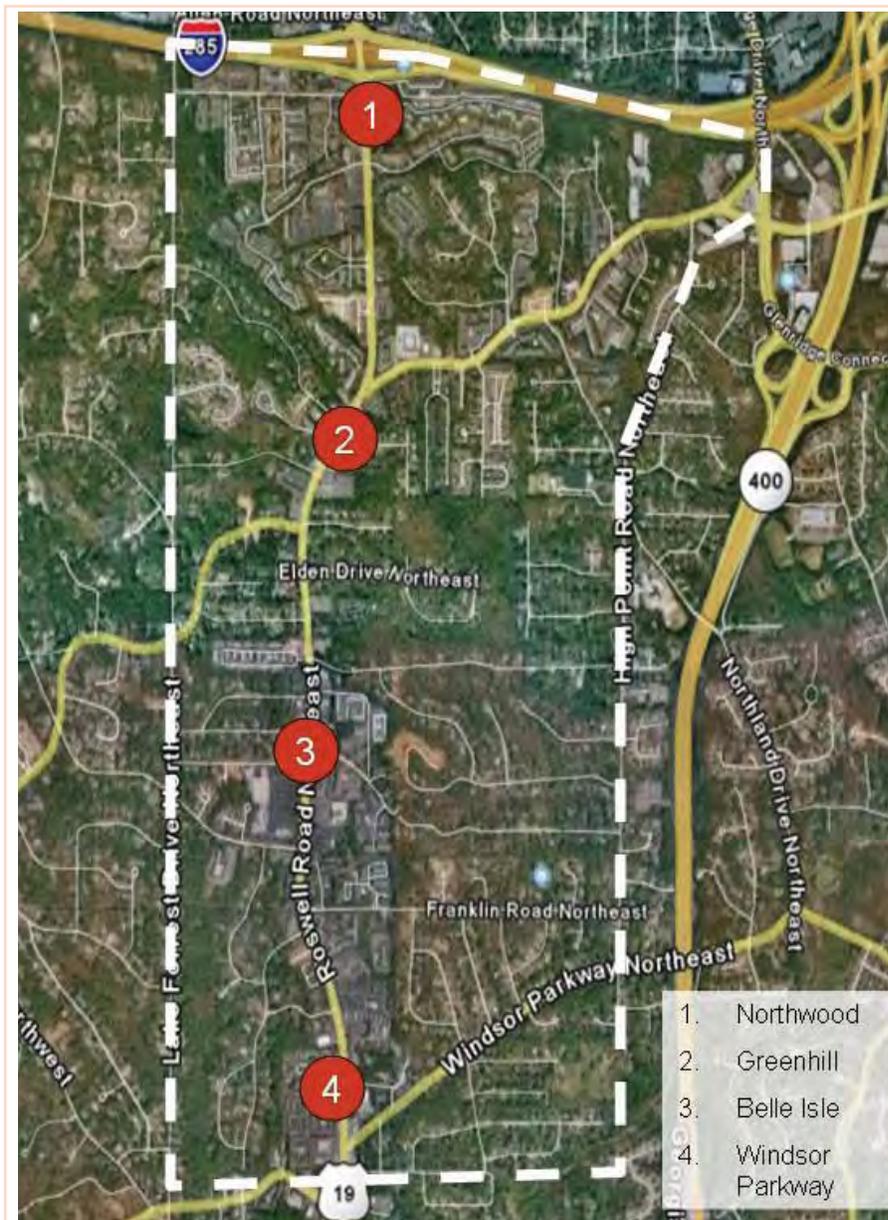
are the most seriously considered. This somewhat plays to the detriment of the Roswell Road LCI Study Area. The current lack of Class A office space in the Study Area may be a deterrent to its future development. However, even small-scale implementation of this product will likely alter any negative perceptions significantly.

Anticipated demand given the market and locational characteristics of the Study Area, most demand will likely emanate from the local-serving office

market. Modest household growth will drive the growth in this segment. Also, redevelopment of existing office sites will be particularly successful in attracting existing office users to new space. Tenants fitting into this category will likely be smaller space users with the majority requiring under 5,000 square feet.

The current office market in the Study Area is composed almost exclusively of service-oriented businesses serving the local population base. However, additional office potential can come

from larger regional-serving tenants. The Central Perimeter submarket is located just to the north and east of the Study Area and thus presents potential for regional-serving Class A office growth in the Study Area. It is likely that the subject area will be able to capture a limited amount of spillover growth from Central Perimeter in the future. Additionally, the ongoing elongation of the Cumberland Galleria office core eastward along I-285 bolsters the long-term outlook for Class A regional-serving office within the Study Area, notably at the I-285 interchange.



3.2

Potential catalytic redevelopment nodes

Initially, the Study Area can attract these types of tenants through its position as a relative value to other nearby core areas.

Based on typical ratios of population to service-oriented employment, and translating that supportable employment into office space, the Study Area can support between 65,000 and 75,000 new square feet of local, service-oriented office space over the period of the next five years. This growth is best suited for development at the Northwood (#1)

and Windsor Parkway (#4) sites.

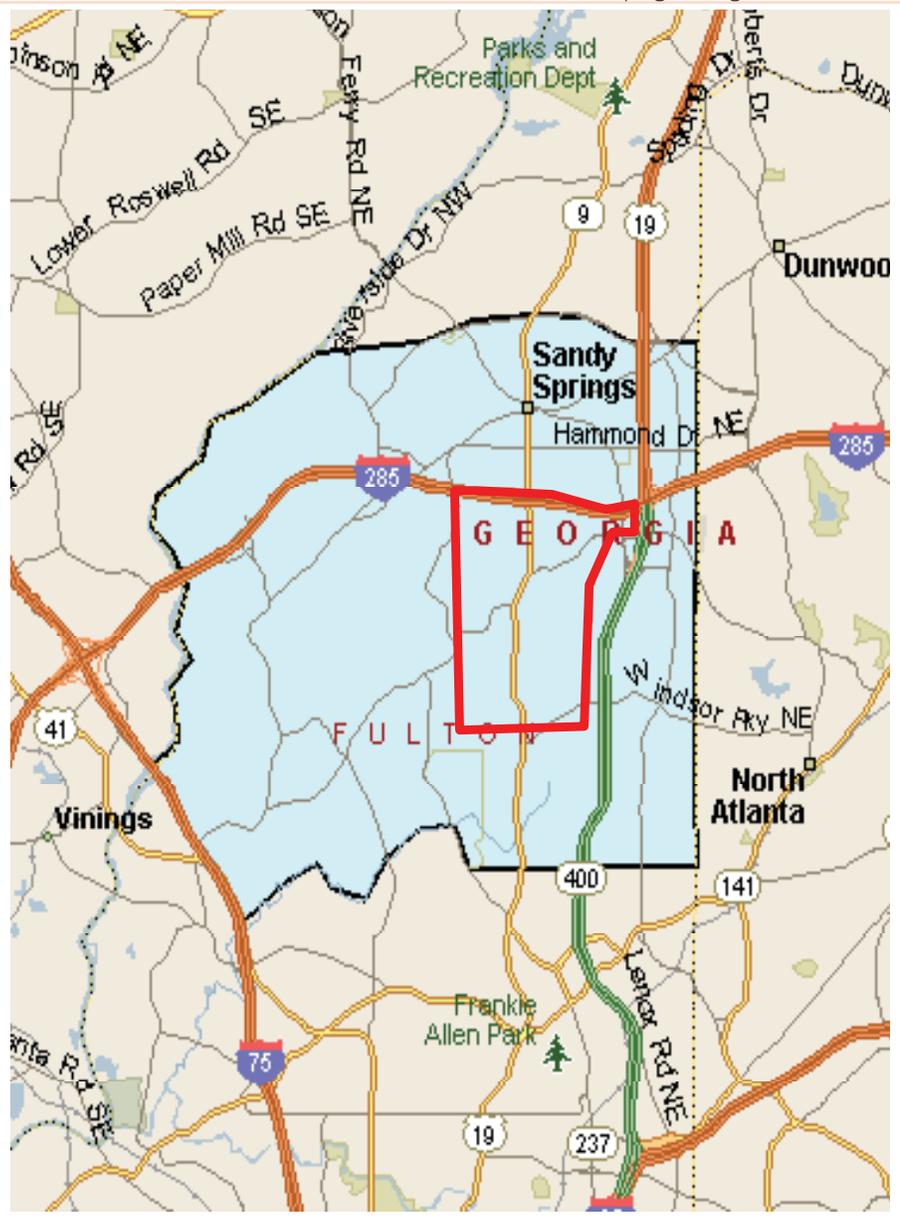
Based on the Study Area's ability to attract turnover from nearby Class A office space in neighboring cores, it is likely that 350,000 to 400,000 square feet of Class A regional-serving office space can be supported over the next five years in the Sandy Springs LCI Study Area. There are several ways that this demand can be accommodated. For instance, this amount of space could represent a 14-16 story office tower, two 7-8 story buildings, etc. Given its high visibility and interstate access, the Northwood site

(#1) is the only place where demand for regional-serving office space can be accommodated over the next five years.

3.2.2 Retail Market Overview

The Study Area is composed mainly of neighborhood-serving, grocery-anchored strip centers and stand-alone buildings (many of which are located on shopping center out parcels). Several of these centers are aging, under-utilized, or altogether abandoned. The higher quality retail centers in the area enjoy a very low vacancy rate which is a testament to the underlying strength of the area's

3.2



THREE :: Market Analysis

demographics. Rents remain a discount to newer retail offerings in nearby nodes but nevertheless are fairly strong. New development by The Sembler Company at The Prado will add over 300,000 square feet of retail to the Study Area. This will come in the form of both regional and neighborhood-serving tenants including Publix, Staples, and Home Depot.

Strengths: The high level of purchasing power, a result of the area's affluent households, will be a benefit to retailers locating nearby. High traffic counts along Roswell Road will provide tenants with a very high degree of visibility.

Challenges: While high traffic counts are desirable to retailers, further increases will likely provide diminishing returns. Already, traffic flow patterns and near-constant traffic congestion threaten accessibility and thereby hurt local retail outlets. Additionally, the area's lack of a continuous and safe pedestrian network inhibits potential customers from walking or biking to retail offerings.

Anticipated Demand: Support for retail in the Sandy Springs LCI Study Area emanates primarily from households living within the Study Area boundaries. Additional demand sources include households within a 2.5 mile radius, drive-through traffic, and nearby office workers. These secondary demand sources will be integral in supporting any regional retail developed in the area.

Demand for local and regional-serving retail space was determined by looking at consumer expenditure data for both the Study Area and its broader trade area and translating that into a supportable amount of square footage. These figures were then discounted to account for new neighborhood and regionally serving space at The Prado as well as a small amount of neighborhood-serving space that will be coming online at the Crawford property on Glenridge Drive. Based on this analysis, the net demand for neighborhood-serving retail over the next five years will be between 35,000 and 45,000 square feet. Between 2007

and 2012, The Prado will satisfy all of the demand in the Study Area for regional-serving retail. However, over the next five-year period (i.e. 2013-2017) it is likely that an additional 125,000 to 155,000 square feet can be supported. The most advantageous site for neighborhood-serving retail development is Windsor Parkway (#4) while the best site for regional-serving is Northwood (#1). The potential square footage figures presented above reflect an immediate and sustainable opportunity in the Study Area. However, there is definite potential for a new, well-executed retail offering in a favorable location to cannibalize demand from existing retail sites within the subject area as well as more regional-serving sites outside the immediate area.

3.2.3 For-Sale Residential Market Overview

The Study Area has experienced limited construction of for-sale housing product due to land constraints in the area. As was stated earlier, this is a more mature area with a lack of greenfield development sites. It is difficult to assemble large land parcels that are best suited for residential development. There have, however, been a small number of new infill projects recently completed. These include high-end townhomes and new single-family detached homes in small-scale subdivisions. The new construction townhome projects in the area tend to be developments of less than 50 units. The profile of the average unit is three bedrooms (approximately 2,500 square feet) and sells in the low \$400,000 to low \$500,000 price range. New single-

family family homes tend to be on infill parcels, consisting of handful of homes that range from \$700,000 to \$1.6 million with typical floor plans well in excess of 3,000 square feet.

Strengths: Residents in this area benefit from regional access via I-285 and GA400. Most parts of the Study Area are within two miles of both Central Perimeter and Buckhead. Cumberland Galleria is also a relatively easy commute from this area. Proximity to a variety of

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Product Type	Anticipated Demand (5 Years)
Single Family (> \$500,000)	160 to 180 Units
Attached (\$150,000 - \$300,000)	250 to 275 Units
Attached (> \$300,000)	150 to 175 Units

Anticipated Demand for For-Sale Residential Products by Price Band

retail offerings, both within and outside the Study Area, will be attractive to future homeowners. The high number of established and diverse neighborhoods makes this a natural location for further residential development. Furthermore, this area's natural surroundings are very conducive to residential development. This includes substantial tree covering, subtle topography, and numerous streams and naturally green areas.

Challenges: Increasing traffic volumes along Roswell Road will further inhibit

accessibility in this area. Perceptions for residential are damaged somewhat by the older and unattractive residential and retail developments that exists along Roswell Road. Additionally, the lack of greenfield development sites poses a challenge as redevelopment of parcels with existing structures tends to be substantially more expensive and/or require higher intensities than currently allowed in order to be feasible.

Anticipated Demand: Based on demographics and the current situation in the local for-sale residential market, there is a moderate opportunity for development in the near-term. Initially, the purchasers of for-sale residential in the Study Area will be mostly families from the local area and also relocations from outside Georgia. These will be both first-time and second-time (move up) buyers. In the future, empty-nesters and retirees will begin to make up a more significant portion or for-sale demand as aging households in the local area seek housing that will allow them to "age in place."

In determining the depth of demand for for-sale housing in Sandy Springs, RCLCO looked at demographic data, age by income data, household turnover rates, as well as demonstrated home sales over the past few years in the zip codes immediately surrounding Sandy Springs as well as Fulton County as a whole. Armed with this data, RCLCO has determined a range of expected home sales for the Study Area for the next five years. Demand for for-sale residential product is broken down between single-family detached homes (SFD) and attached housing products (such as townhomes and condos). Our analysis has found a demand over the next five years for between 160 and 180 new single-family homes that are priced at \$500,000 and above. This is where the market is currently delivering product. Land prices in the area also dictate that homes be priced at this level.

One and two-person households are

a critical driver of demand for new housing, particularly for somewhat "niche" or higher density attached products such as townhomes, lofts, and condominiums. Demographic shifts such as the aging of the Baby Boomers and the entrance of Gen-Y into the housing market will continue to generate demand for such products. Based on both these psychographic trends and local market realities, over the next five years, we believe there to be market support for 150 to 175 attached homes priced from \$300,000 and up and 250 to 275 attached homes priced between \$150,000 and \$300,000. The local market is currently delivering this kind of product only at prices of \$300,000 and above. However, new product priced between \$150,000 and \$300,000 could be offered as part of a redevelopment scenario that employs mixed-use.

3.2.4 Rental Apartment Market Overview

The apartment market with the Sandy Springs LCI Study Area represents a dichotomy of product offerings. First, there exists an abundance of older, conventional, garden style product that commands low monthly rents. These are dilapidated properties that are past their usable life. These groups of apartments are typically Class C or D structures and have average rents in the \$800 per month range. The other half of the market includes newer mid-rise product (most built in the 1990s) that are able to fetch strong monthly rents. These communities are considered Class A and B structures and are achieving average rents of \$1,120 per month. Over the last several years, there has not been any new apartment development within this area, which contributes to the strong overall occupancy rate (approximately 93%) for all building classes.

Strengths: Rental residential will benefit from many of the same locational attributes as for-sale residential. These are regional access via I-285 and GA400,

3.2

THREE :: Market Analysis

and proximity to nearby regional office cores and a variety of retail offerings. Rental residential will gain further benefits from the high level of visibility that rental communities will receive along the Roswell corridor. This exposure is important in attracting would be tenants to for-lease residential communities. Proximity to MARTA bus and rail lines will also raise the desirability of any new rental development in the area.

Challenges: There are several locational and physical factors that may present challenges for developing rental residential in the Study Area. These include traffic congestion on Roswell Road, difficult pedestrian environment along main corridors, and the poor perception of rental housing in the area due to the dilapidated nature of many existing offerings.

Anticipated Demand: New apartments within the Sandy Springs LCI Study Area will likely be supported by young singles and couples, including those working in and around Central Perimeter and Buckhead. Based on demand generated from household growth of singles and couples in the greater area and propensities to rent verses buy, the Study Area could likely support between 450 to 550 rental units over the next five years. This would likely translate into two new or redeveloped apartment communities. Included in this is the potential to develop rental apartment units above retail providing a relatively unique niche in the market. Achievable rents for these new units will be between \$800 and \$1800 per month. Likely opportunities to create new units will be through the redevelopment of existing dilapidated and underutilized apartment communities at various locations throughout the Study Area.

Over the next 20 years, the Atlanta Regional Commission (ARC) offers a propitious outlook for regional job growth. According to ARC, Atlanta is expected to remain among the top metropolitan areas in the United States

for employment growth. The ten-county area is anticipated to add over one million jobs during the next twenty years. The increasing preference expected for intown and near suburban locations (driven by a combination of demographic and psychographic shifts) will likely mean that areas in and around the Sandy Springs LCI Study Area will be able to capture a sizable portion of this projected growth. There is potential to capture a larger portion if needed transportation improvements are implemented in order to increase traffic flow and accessibility. New jobs in areas surrounding the Study Area will drive demand for new housing, goods, and services within the Study Area's boundaries.

3.2

4.0

Development Plan

The Development Plan section describes how the LCI plan was developed, the methodology used and what recommendations were made. It consists of the following sections

4.1 METHODOLOGY AND PUBLIC PROCESS

4.2 COMMUNITY VISION

4.3 DEVELOPMENT OPPORTUNITIES

4.4 DESIGN WORKSHOP

4.5 CONCEPT PLAN

4.1 METHODOLOGY AND PUBLIC PROCESS

Studies of this nature involve many participants and stakeholders. For a successful planning study it is imperative to hear all of the voices and integrate them in the planning process. We divided this large number of participants into three teams; Project Team, Core Team and Neighborhood Team.

PROJECT TEAM: Project Team was created to monitor the logistics of the study and schedule. The team consisted

of representatives from City staff and the consultant team. The project management team met once a month with the core team to review documents, study findings and strategize the various elements of planning process.

CORE TEAM: This is a larger group of community stakeholders who have an interest in the Study and knowledge of the Study Area and its key issues. This team consisted of community leaders, business community, City staff, ARC and other governmental agencies and development community. This team provided guidance to the project management team through the planning process.

NEIGHBORHOOD TEAM: This is an extended group of all folks in the community that are influenced by the master plan.

As part of the Roswell Road Corridor LCI four-phase planning process, the project team conducted a community visioning process, in tandem with data gathering and analysis. The project team created various forums to engage the community to clearly understand the issues, attitudes, and concerns of the community and their needs, desires and aspirations to establish the goals and vision of the community. Concurrently the analysis of existing conditions and market study/potential were identified to inform the issues and the opportunities. The visioning, the analysis and the overall goals of ARC provided the platform for the development of recommendations and action plan that reflected the community vision. Following are the methodologies and public participation mechanisms utilized through the planning study:

Community Survey: As part of the visioning, a public questionnaire was prepared, distributed to the public to solicit input from the community on various issues of land use, transportation and other community concerns.

Interviews: The consultant team conducted interviews to understand the

issues, opportunities and aspirations. This facilitated a good understanding of the community and market potential.

Analysis: Several field surveys were conducted to document the existing conditions; land use, building character, property ownership, design character, transportation issues, pedestrian and vehicular circulation, safety and others. The Market study was conducted to understand the demographic profile and the market potential of the area. A variety of existing documents were reviewed; existing land use, future land use, zoning, overlay guidelines, tax data, aerial photographs, TIP and regional transportation initiatives and market data.

Public Outreach: The public outreach process included a series of outreach efforts. The process began with a public kick off meeting held on October 29, 2007 to introduce the community to the purpose of the LCI study and solicit their inputs on key issues and their vision. Next, a character preference survey meeting was held December 10, 2007 to obtain community feedback on the character of various elements of potential development (residential, commercial, retail, mixed-use, parking streets, architecture and others). A public design workshop was held on January 19, 2008. This was a forum created for the community to take 'hands-on' role in designing the Study Area. The members used base maps and markers to identify the various initiatives.

The planning team used feed back from the design workshop with further analysis of current conditions and market opportunities to develop concept plan for land use, transportation, open space, pedestrian improvements and urban design.

The planning team presented the recommendations to the community on Feb 25, 2008 to share the initiatives and implementation strategies intended to shape the future of Roswell Road Corridor.

4.1

FOUR :: Development Plan

4.2 COMMUNITY VISIONING

At the Community visioning meeting the residents and stakeholders of Roswell Road Corridor were asked to present their views on four questions: What would you like to preserve, change, create, and connect in Roswell Road Study Area? Following is a summary of the response from the Community. This also includes responses from the Community Survey.

What would you like to preserve?

- Green space and natural features like Creeks, buffers etc.
- Existing trees to preserve “urban forest” feel
- Watershed and pervious surfaces.
- Age and diversity of existing neighborhoods
- Existing architecture and density of residential neighborhoods
- Established neighborhoods
- Areas around schools and senior centers
- Visual and noise buffers

What would you like to change?

- Older Structures
- Low rise buildings and setbacks
- Day labors along Roswell Road
- Traffic Patterns on Roswell Road – Multiple curb and median cuts,
- Improve pedestrian environment - cross walks, sidewalks and others
- MARTA bus circulation: Too many bus stops at short intervals block the traffic behind
- Cut-thru traffic from Cobb County on Glenridge Drive to get to GA 400
- Cut-thru traffic on neighborhoods roads

- Development around I-285 access (Unsafe and lacks pedestrian environment)
- Higher density on specific nodes along Roswell Road

What would you like to create and connect?

- Bike lanes
- Linear Parks and other green spaces
- Pedestrian street lights and street furniture,
- Traffic calming measures
- Pedestrian friendly nodes and a safe pedestrian environment all along Roswell Road
- Grocery stores and other small scale retail on the east side of Roswell Road
- Appropriate zoning and design standards that allow for better mix of uses and a consistent architectural character along Roswell Rd.
- Electric Trolleys and other alternate means of transportation
- Higher diversity in uses
- Hither end retail
- “A quaint and wonderful Boulevard Community”

4.2



I-285 Area

4.3



Glenridge Area

Belle Isle Area



Windsor Area



4.3 DEVELOPMENT OPPORTUNITIES

The Roswell Road Corridor is lined with several old and aging apartments and retail buildings. Both provide opportunities for redevelopment in future. Redevelopment of these sites can strengthen the physical definition of these areas by bringing development up to the street and eliminating large surface parking lots.

The following areas have a number of old apartments and aging retail that offer potential for redevelopment.

FOUR :: Development Plan

4.4 DESIGN WORKSHOP

Once the Study Area analysis, stakeholder interviews and questionnaires were completed and synthesized, issues were identified and the stage was set for the public design workshop. The workshop was intended as a forum in which the development pattern, open space, parks, safety, connectivity issues, concerns and desires of the community could be addressed. The event was held on January 19th 2008, Saturday at Holy Spirit Preparatory School from 9 A.M. to 3 P.M.

The process was outlined at the start of the workshop, and the community was briefed on the goals, issues and needs that were identified in the previous meetings along with the market potential and possibilities.

The intent of the design workshop was to solicit community ideas in the design of LCI Study Area. The workshop format was designed as a hands-on design process involving the community, in which the participants were organized into groups and assisted by professionals from the consultant team.

The plan options were generated through a process of investigating the target area and addressing the following questions in the following order:

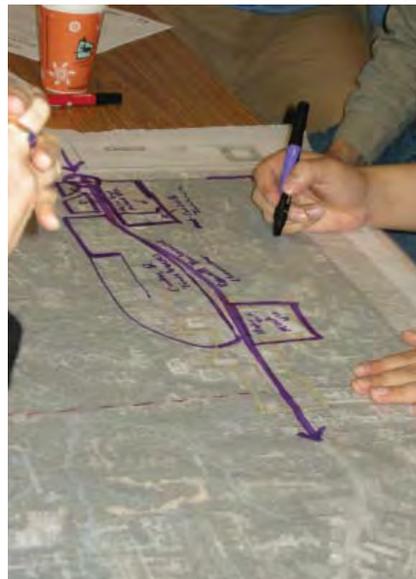
What would you preserve?

What would you change?

What would you create?

What would you connect?

The graphic results of these questions were recorded on transparent overlays on top of a base map of the Study Area. Once



4.4

Design workshop images

the overlays were created, master plan options began to emerge;. The plans were then critiqued by each team and then further refined. At the end of the design workshop the refined plans were presented by a designated community member within each team. The pros and cons of each teams' plan were discussed.

The following section presents a consolidated summary of the design workshop and additional input from the core team members.

What would you like to change?

- Streetscape: Lack of walkability and bikeability, numerous curb cuts, power lines, lack of landscaping, lack of traffic lights, and others
- Improve aesthetics of stores like Rite Aid
- Aged and poor quality apartments
- Better functioning and coordination of traffic lights

What would you like to create?

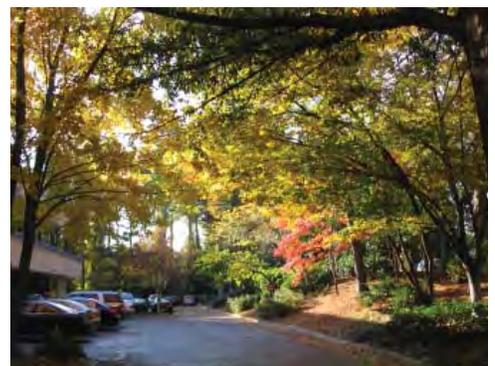
- Trails along creeks
- Parking decks to reduce surface parking
- Sidewalks and bike lanes along neighborhood roads like Forrest Hill, Lake Forrest, Franklin and High Point Road
- Traffic calming treatments on neighborhood roads, possibly by narrowing lanes.

4.4

What would you like to preserve?

When the community was asked what they want to preserve within the study area, the following physical elements were identified:

- Established neighborhoods from encroachment of commercial activity
- Preserve undeveloped green vegetation in neighborhoods, along creeks and in other places like that of the area behind Coronet's Club
- Land along Long Island Creek
- Major commercial spaces like The Prado and Fountain Oaks
- Two story office with traditional architecture along Roswell Road between Beachland Road and Belle Isle Road.
- Residences converted into office space
- Ability to walk from neighborhoods to Fountain Oaks
- Old trees like one in Fountain Oaks



Preserve undeveloped green space in the community

FOUR :: Development Plan

- Green median or linear park along Glenridge Drive
- Safe, sheltered bus stops
- Redevelopment of old apartment sites like Southern Trace
- Addition of bike racks at major destinations like Prado and Kroger
- Turn lane on Lake Placid Road
- Streetscape along Roswell Road: crosswalks, green medians, sidewalks, bike ways, etc
- Transect areas: Three storey retail plus office, loft or residential space
- Diversity in ethnicity and income
- Pocket parks and greenway connecting parks
- Greenspace in redeveloped sites
- Gateway to City of Sandy Springs at Meadowbrook Road
- Service roads at major nodes like Fountain Oaks and Prado
- Regional development at I-285 and Roswell Road Intersection



Preserve: Offices around the Roswell Road Corridor



4.4

What would you like to connect?

- Connection of Chastain Park with neighborhoods by creating sidewalks and bike lanes on neighborhood streets
- Park and Rides: Connect major destinations like Post Office, High Point Elementary, John Williams Town Homes, Medical Center MARTA station, and others
- Loop from Glenridge up to Abernathy and back down to Roswell by trolley or shuttle
- Connect civic center north of I-285
- East-West connection between Lake Forrest Road and High Point Road
- Improve connectivity between north and south side of I-285

Connect: Post office on Glenridge Road

4.5 CONCEPT PLAN

The concept plan for the Study Area was developed based on the vision and goals of the community: residents, businesses, property owners, stakeholders, city and other civic and social institutions. The concept plan incorporates several initiatives. These initiatives are designed to leverage the existing resources of the Study Area to promote a vibrant and sustainable community with unique identity and a sense of place. Following are the key objectives that guided the Concept Plan.

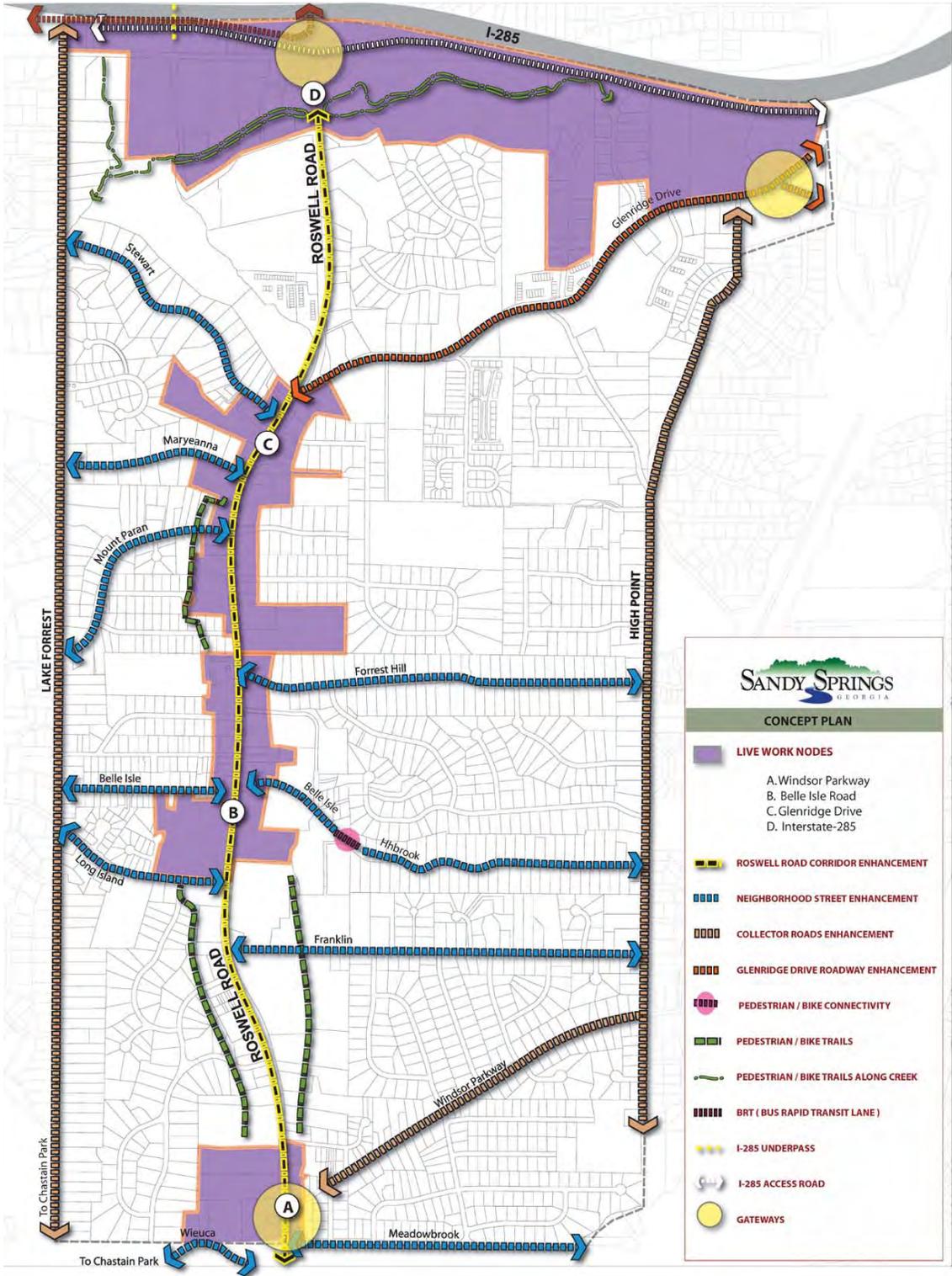
4.5

- Create a southern gateway to the City of Sandy Springs
- Enhance Roswell Road functionally and aesthetically
- Create a network of bike and pedestrian pathways and trails that connect different nodes and neighborhoods that offer alternate ways to travel
- Establish interparcel connectivity at nodes so that curb cuts are minimized along Roswell
- Establish Live - Work nodal development along Roswell Road
- Redevelop and consolidate Roswell Road Corridor into a walkable and pedestrian friendly environment with enhanced streetscape, that supports the mixed use development
- Explore potential sites for redevelopment by identifying aged, underutilized and vacant properties
- Connect existing neighborhood and future nodes with Chastain park

These nodes are described in further detail below. The transportation recommendations are described in detail in the following section.

In addition to establishing the nodes, bike and pedestrian facility improvements are recommended on Collector Roads and Neighborhood Roads. Establishing gateways at the entry points are also recommended (that would include streetscapes). Streetscape, pedestrian improvements are recommended along Roswell Road to address the various traffic, safety and aesthetic issues. In addition multi-paths are recommended between Windsor Parkway Node and Belle Isle Node between commercial and residential to provide alternative travel modes for the residents. The continuity of this trail beyond these nodes is limited due to the topographic challenges. The concept plan also recommends traffic calming on neighborhood roads to address the safety concerns within the neighborhoods.

FOUR :: Development Plan



4.5

SANDY SPRINGS
GEORGIA

CONCEPT PLAN

- LIVE WORK NODES**
 - A. Windsor Parkway
 - B. Belle Isle Road
 - C. Glenridge Drive
 - D. Interstate-285
- ROSWELL ROAD CORRIDOR ENHANCEMENT**
- NEIGHBORHOOD STREET ENHANCEMENT**
- COLLECTOR ROADS ENHANCEMENT**
- GLENRIDGE DRIVE ROADWAY ENHANCEMENT**
- PEDESTRIAN / BIKE CONNECTIVITY**
- PEDESTRIAN / BIKE TRAILS**
- PEDESTRIAN / BIKE TRAILS ALONG CREEK**
- BRT (BUS RAPID TRANSIT LANE)**
- I-285 UNDERPASS**
- I-285 ACCESS ROAD**
- GATEWAYS**

4.5



FOUR :: Development Plan

Live Work Nodes:

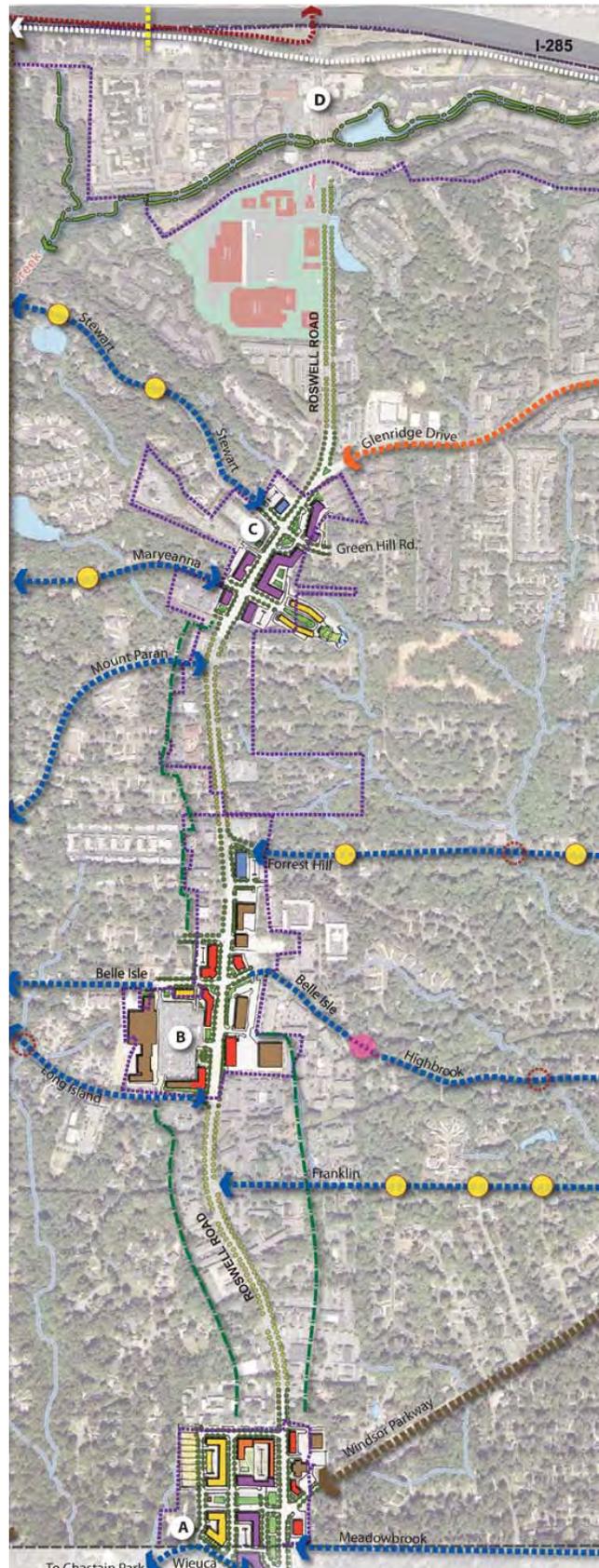
Three Live-Work nodes of neighborhood scale and one that is a combination of regional, community and neighborhood scale are proposed along the Roswell Road corridor, as adopted in the Comprehensive Plan.

All of these nodes adopt the concept of transect model where mix of uses like residential and commercial are offered in a single neighborhood and can be reached on foot within 10 minutes. The transect model provides transition between the commercial and high intensity nature of Roswell Road to the more quiet, residential nature of the surrounding neighborhoods. Throughout these nodes, Roswell Road will be developed with mix of commercial and residential uses. Moving away from the corridor towards neighborhood, these nodes will be developed with less dense residential uses like townhomes. The edge of the nodes will feature single family homes as they transition into the existing neighborhood.

All of the proposed nodes will be connected with network of sidewalks and bikeways along the existing roadways and by proposed new trails, which will also connect the neighborhoods to each other. Nodes will also offer small parks, plazas and other public spaces.

These nodes will concentrate development rather than spread it along the Roswell Road. These nodes are constructed by combining multiple small properties that are aging, and underutilized. Also these concentrated uses at the nodes, along with interparcel connectivity, will help address the traffic congestion and safety issues caused by multiple curb cuts.

- Existing Building
- Retail
- Office
- Mixed Use
- Town Homes
- Single Family
- Green Space
- Condos / Apartments
- Live Work Nodes



4.5

- A. Windsor Parkway
- B. Belle Isle Road
- C. Glenridge Drive
- D. Interstate-285

Live-Work nodes along Roswell Road

Windsor Parkway Node

This node is intended as a southern gateway to the City of Sandy Springs, extending from the City of Atlanta border north to Hedden Street. The Comprehensive Plan does not include some of the aging apartment complexes north of Hedden, including Chastain Court Apartments, Versailles Apartments and Chateau Villa Apartments. The Concept Plan recommends the City consider including these properties in the assemblage guidelines that apply to areas

of 5 or more acres. This inclusion will help achieve the Comprehensive Plan goals, as well as ensure that transportation initiatives and infrastructure improvements are planned for accordingly.

The section sketch (Pg. 77) shows how the transect model could be applied here. The higher intensity uses (3-4 story) and mix of uses (retail, office and residential) front Roswell Road and transition to 2-3 story town homes and finally to single family homes near the protected neighborhoods. On the west

side, the creek provides a natural buffer between this node and the Protected Neighborhood. Such topographic and natural features should be leveraged to protect the neighborhoods whenever possible.

The intersection of Windsor Parkway and Roswell Road can be realigned, which will help improve safety and create a more urban framework. A live-work node with mixed-income housing will provide options for seniors, empty nesters and younger folks to live in close proximity to

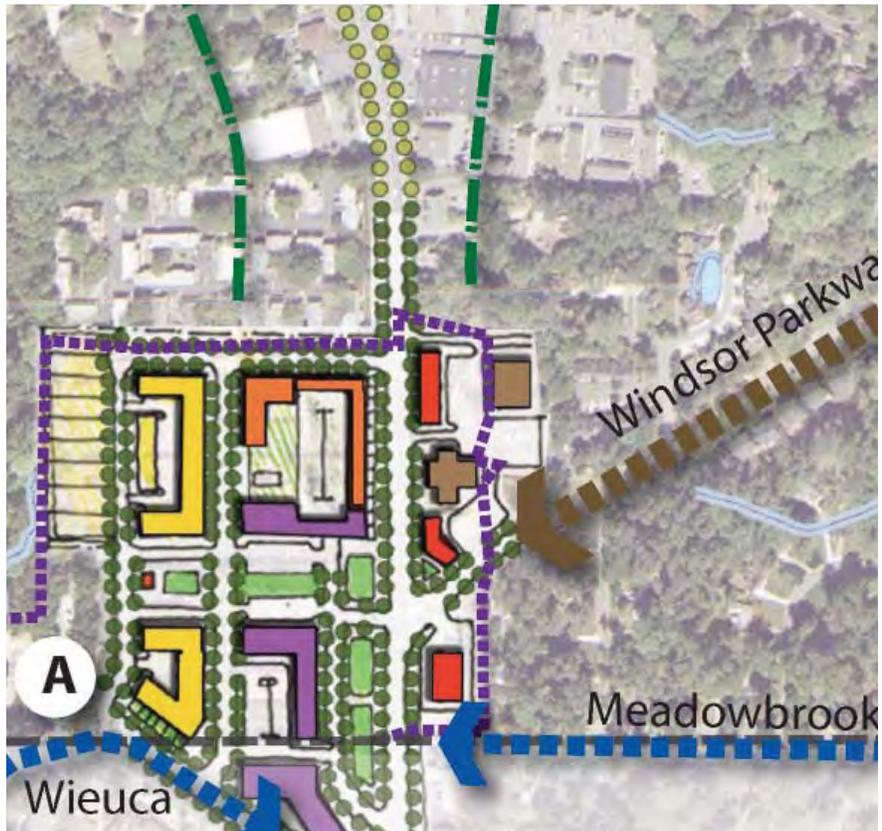
4.5



Illustration images for the Windsor Parkway Node

- Existing Building
- Retail
- Office
- Mixed Use
- Town Homes
- Single Family
- Green Space
- Condos / Apartments
- Live Work Nodes

Node at Windsor Parkway



FOUR :: Development Plan

retail and neighborhood services. The concept plan calls for creating small parks and a public plaza area for residents. Bike and pedestrian improvements in the node as well as to existing neighborhoods are recommended as well as along Wieuca Road (to be implemented in collaboration with City of Atlanta). This will enhance connectivity to Chastain Park, which is a major recreational amenity.

The Comprehensive Plan calls for residential density of 5 units/acre, and commercial density of 10,000 sq. ft./

acre with a 2 story height limit. The density bonuses that may be allowed for assemblages over 5 acres will help make redevelopment market-feasible.

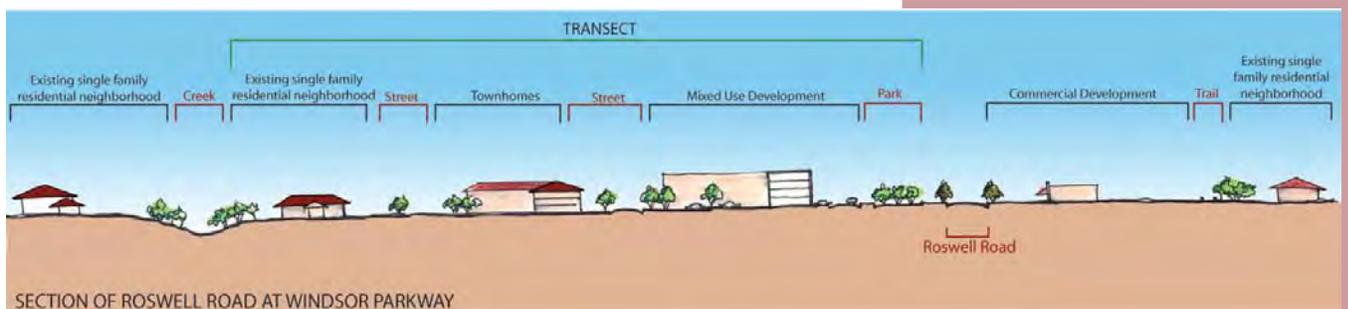
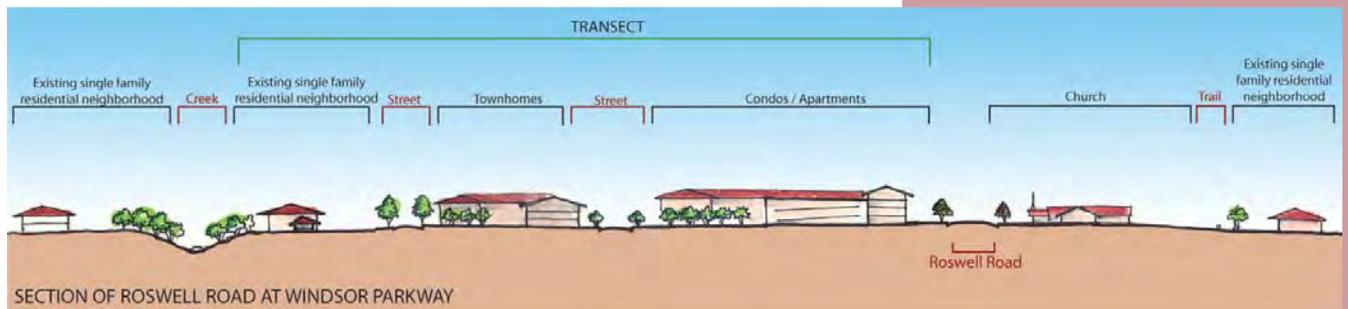
Design guidelines can help structure the transect/form based model to achieve the goals of protecting the established neighborhoods as well as enable the redevelopment of these properties. The protection of the existing neighborhoods and the redevelopment in the nodes are not mutually exclusive, and design guidelines can ensure they are compatible.

The illustrations below show the transition of the Windsor Parkway node to the existing neighborhood. The height and density of the building along Roswell Road is higher. As one moves away from the Roswell Road, the density and height of these buildings decrease. Adjacent to the node is a neighborhood of single family homes.

4.5



Illustration images of a transect for the Windsor Parkway Node



Belle Isle Node

This node extends from Chemin de Vie to Long Island Drive, and includes the existing commercial hub, of the Fountain Oaks shopping center and the development next to it. Since the Fountain Oaks stores are separated from the road by a large surface parking lot, giving this section of the Roswell Road corridor a generic suburban feel. The Concept Plan recommends bringing the retail up to the street with parking in the back, which will bring life to the street and

help the area develop some character. With the proposed new streetscape and traffic improvements, it will be safe for pedestrians to access the Fountain Oaks shopping center and the restaurants across Roswell Road.

The Comprehensive Plan calls for residential density of 5 units/acre, and commercial density of 10,000 sq. ft./acre with a 2 story height limit and density bonuses for assemblages over 5 acres..

This node will be connected with the Windsor Parkway Node and the Glenridge Node by pedestrian and bike trails running parallel to Roswell Road behind the commercial strip. Consolidation of smaller retail parcels into a full length block will allow for fewer curb cuts and better access management.

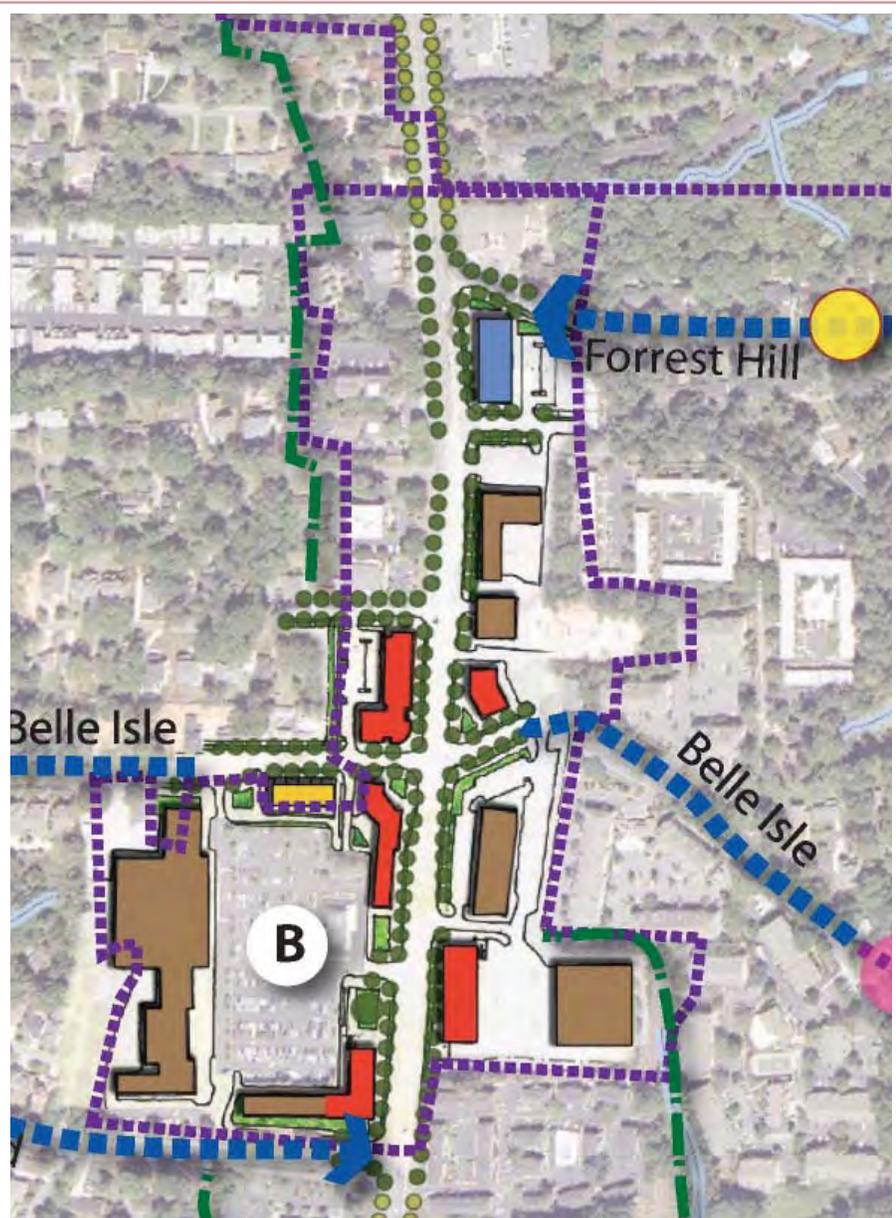
4.5



Illustration images for the Belle Isle Node

- Existing Building
- Retail
- Office
- Mixed Use
- Town Homes
- Single Family
- Green Space
- Condos / Apartments
- Live Work Nodes

Belle Isle Node



FOUR :: Development Plan

Glenridge Drive Node

The Comprehensive Plan identifies the Glenridge Drive Node as including properties on the west side of Roswell Road from the Jenny Pruitt shopping center north to the sub-station and properties on the east side from Greenhill to the condominium at the western edge of Glenridge Drive. The node also includes the aging and under utilized retail from Coronet's Club to Waffle House.

Development levels proposed for this node include mixed-use development (excluding retail) along Roswell Road. Again, residential density is 5 units/acre or less and commercial and office density is 10,000 sq. ft./acre or less, with density bonuses for 5 acre assemblages or bigger as per the Comprehensive Plan. Retail uses are not permitted in this node.

Underground parking can help this area to take advantage of the topography and reduce the presence of cars. Re-

aligning Greenhill Road with the Stewart Drive will help improve pedestrian and vehicular traffic safety. The same principles of transect model outlined in Windsor Parkway are recommended for this node as well.



4.5



Illustration images for the Glenridge Drive Node

- Existing Buildings
- Office
- Mixed Use
- Town Homes
- Single Family
- Green Space
- Condos / Apartments
- Live Work Nodes
- Glenridge Node

Interstate 285 Node

The Comprehensive Plan identifies this area as a combination of regional, community and neighborhood live-work areas, that leverages its proximity to the I-285 corridor and the two growing power employment centers -- Cumberland/Galleria and Perimeter Center. In order to make the most of the coming redevelopment, the “regional” area designated by Comprehensive Plan does not limit density or height in this node.

Another advantage of this site is its adjacency to the Prado Complex which is currently being redeveloped and is expected to open in Fall 2008. Tenants of the Prado are anticipated to be Home Depot, Target, Publix, other retail shops and restaurants. The area also has significant number of aging apartment complexes that are ready for redevelopment.

In addition to the recommendations made in this plan, there are several other initiatives underway or being considered

which may affect this node tremendously. These include:

- The “Revive 285 Top End”, is a program led by Georgia Department of Transportation (GDOT) and Georgia Regional Transportation Authority (GRTA) to develop a comprehensive transportation concept for the northern section of I-285 between I-75 and I-85.
- Bus Rapid Transit Lane Concept for the I-285 between I-75 and I-85 would run from Cumberland/Galleria

4.5



Illustration images for the I-285 Node



Node atl-285

FOUR :: Development Plan

on the west, through the central Perimeter area, and terminate at the Doraville MARTA station to the east. This lane would run along I-285 except for the central area where it will run along Hammond Drive.

- Study for I-285 Underpass at Sandy Springs. This study is analyzing the possibility of extending Sandy Springs Circle to Kingsport Drive under I-285 to relieve traffic congestion on Roswell Road, Glenridge Drive and Sandy Springs Circle.

The success and timeframe of these initiatives will likely impact the design, character and the role of this area.

The community expressed concerns about these initiatives and their potential impact, in particular the density and heights and how it may impact the existing neighborhoods. The City of Sandy Springs should engage in discussion with the GDOT with regards to these concerns. The LCI study recommends a detailed study for this node that addresses the concerns and needs of the community.

The Concept Plan envisions the Interstate-285 node as a combination of regional, community and neighborhood live work areas serving North Atlanta. This Concept Plan does not propose any additional recommendations to the Comprehensive Plan. However, the Concept Plan suggests consideration of the following as a detailed study of this node is undertaken.

- Connectivity between north and south side of I-285 in addition to Roswell Road, such as Sandy Springs Circle, which could alleviate traffic on Roswell Road and neighborhood streets.
- An access road to serve local traffic along I-285 in conjunction with the I-285 corridor improvements. This would allow for smoother

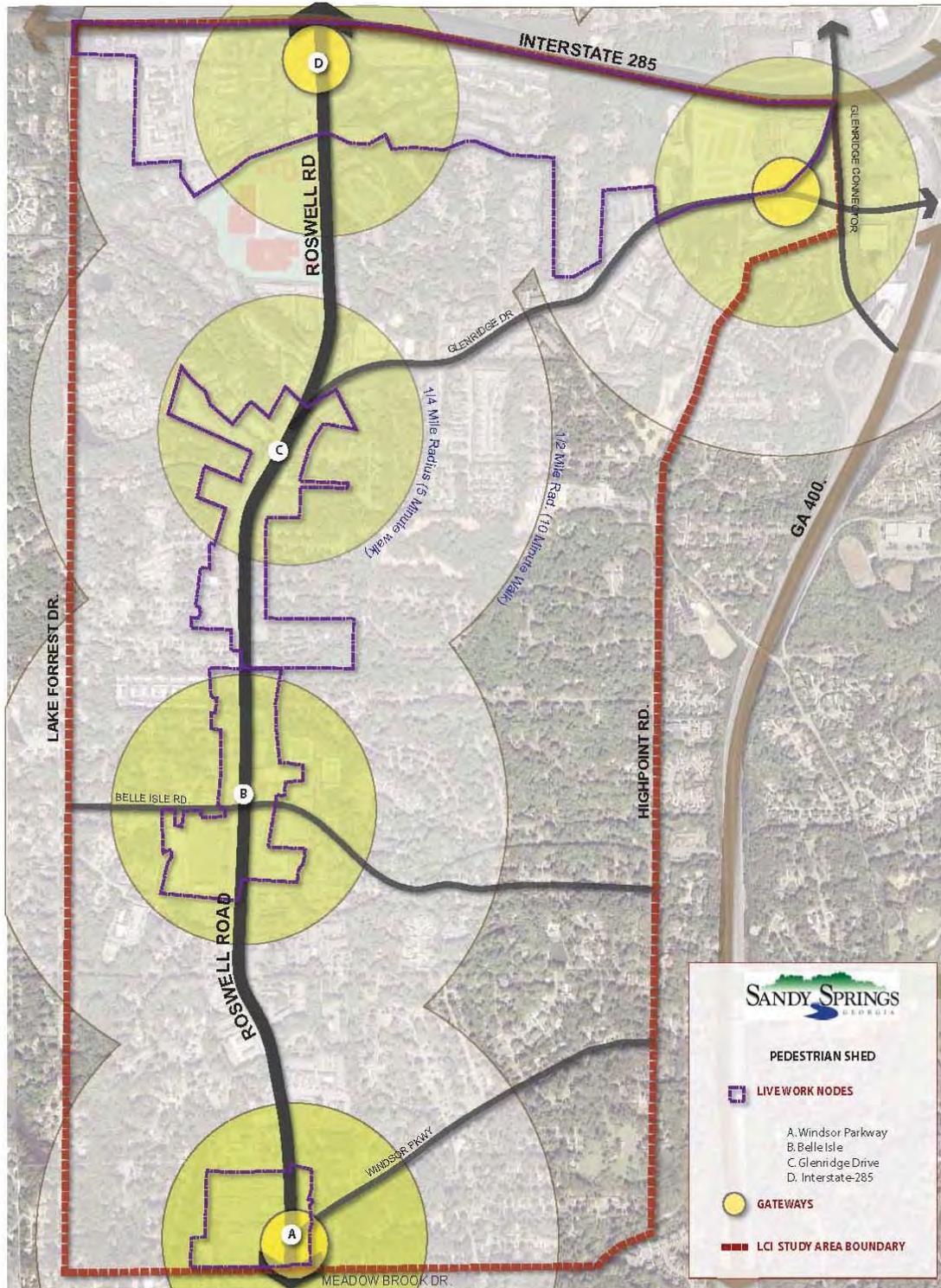
traffic flow especially when the redevelopment of this node occurs. This access road should include bike and pedestrian improvements as well as accommodate alternative transportation modes.

- If BRT or other transit systems are planned as contemplated, a station should be located in the section of I-285 between I-75 and I-85.

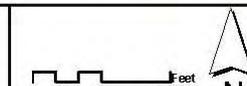
Bike and pedestrian connectivity to the Prado from the neighborhoods is also recommended. The LCI plan also recommends the preservation of the creek and its buffers and creation of recreation trails along the creek. A park and an amphitheater should be developed for community use.

4.5

4.5



ROSWELL ROAD CORRIDOR LCI STUDY PEDESTRIAN SHED MAP



5.0

Recommendations

Recommendations for implementing the Concept Plan is described in this section, which is organized in three sections as mentioned below.

5.1 TRANSPORTATION

5.2 URBAN DESIGN GUIDELINES

5.3 ECONOMIC DEVELOPMENT

5.1 TRANSPORTATION

A major component of the LCI Study planning process involves transportation issues. In the case of corridor planning studies, a discussion of access management is also warranted. The Transportation Plan identifies the long term vision for how various transportation facilities will serve travel to, from, and through the Study Area. Recommendations evolved from an inclusive process with various community participation techniques, such as interviews and workshops.

5.1

The team of consultants performed analysis on the existing transportation network in the LCI study area. A Character Preference Survey offered an opportunity to the community to express preferences for several aspects of transportation facilities, especially:

- Streetscape environment
- Pedestrian/bicycle facilities
- Traffic calming devices.

A major component of the design workshops was community input on how best to integrate the proposed facilities and land uses. Important concepts as well as specific project ideas evolved from the community involvement. These were examined for economic, engineering, and political feasibility by the consulting team and incorporated in the Concept Plan.

The consulting team assimilated the findings and prepared a concept plan which addresses:

- Existing transportation issues
- Improvements to Roswell Road
- Alternate transportation modes (bicycle and pedestrian, primarily)
- Access management
- Recommendations for traffic calming on local roadways

5.1.1 Implementation Plan

The implementation plan consists of a descriptive narrative and schedule of transportation projects (generally, capital improvement projects involving new or improved facilities) and transportation-related initiatives (policies, standards, or guidelines recommended for adoption as part of the comprehensive plan, zoning ordinance, development regulations, and other related local regulatory procedures).

The Transportation Recommendations Map shows the recommended transportation projects within the study area (see p. 90). This map also identifies

other projects planned previously and independently of the Roswell Road LCI Study.

A 5-year schedule of specific actions to implement the recommendations of this study accompanies this document. Estimated cost, prospective funding source, and time frame are specified for each transportation project (T) and transportation initiative (TI). Design guidelines, including proposed typical sections, photos, and illustrations are included in this section. These are intended to give the reader a visual understanding of the proposed plans and to provide guidelines when these projects enter the design phase.

I. Roswell Road Corridor

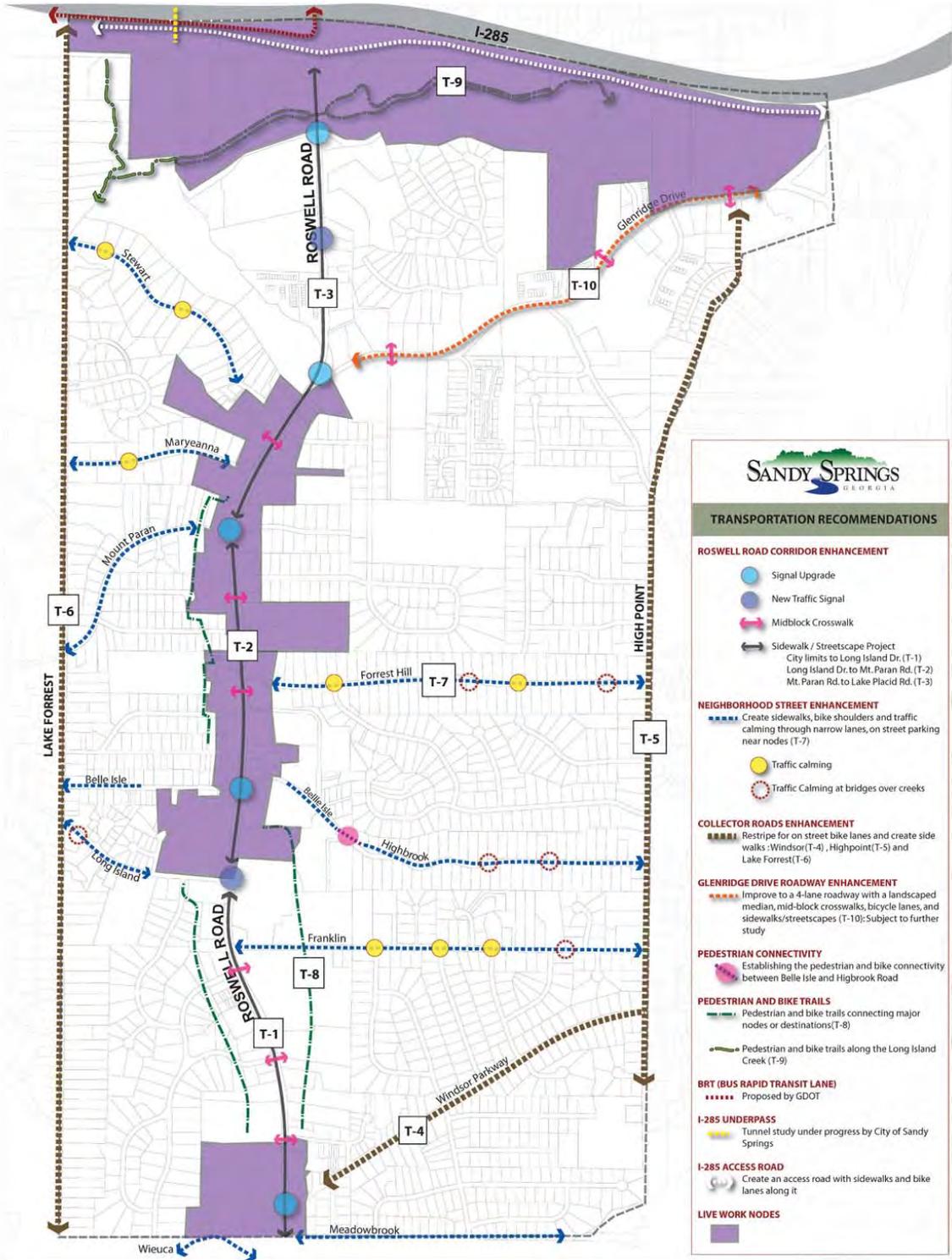
Roswell Road is the primary focal point of this LCI Study. It is a minor arterial consisting of 2 travel lanes in each direction and a two-way left turn lane in the center of the roadway. Sidewalks are discontinuous, and no bicycle facilities are present.

The following issues were identified during the public participation process as needing to be addressed along the Roswell Road corridor:

- Traffic pattern
- Circulation
- Connectivity
- Pedestrian safety and experience
- Integration of bus routes/stops
- Visual/aesthetic quality

A Character Preference Survey was also conducted during the public participation process. This survey covered a number of different design aspects related to land use and transportation. The most relevant category related to Roswell Road is the Sidewalks/Streetscape-Urban category. The survey presented a number of photos as options for different sidewalk and streetscape designs and the public rated each of these photos. Through

FIVE :: Recommendations



5.1

this survey, the public showed that they support the following characteristics for sidewalks/streetscapes in an urban environment:

- Paved, wide and safe sidewalks with trees
- Street furniture, art/banners
- Vibrant/active use - due to retail and restaurants along the sidewalks – public realm
- Planters / benches / lighting at street edge

- Separation from traffic
- Wide enough for circulation

The photo option that was identified as undesirable by the public had the following characteristics:

- Lack of safe and continuous sidewalks
- Lack of street edge defined by building
- Lack of continuous streetscape
- Lack of street furniture
- Exposed overhead utilities
- Visually/aesthetically unappealing

Generally, the characteristics identified by the public as undesirable fit the existing conditions of Roswell Road. A number of improvements are planned for Roswell Road to improve its operations and to make it more appealing.

2. Roswell Rd. Corridor Improvements

The ARC's TIP includes project FN-AR BP082A, which consists of adding sidewalks on Roswell Road from the Atlanta City Limits to I-285. The Sandy Springs Capital Improvements program includes project T-0019, which also consists of adding sidewalks along this same portion of Roswell Road. It is recommended that these projects be expanded to include wide sidewalks/streetscapes, mid-block crossings, and improved traffic signals. This is reflected in Projects T-1, T-2, and T-3 in the Transportation Projects Table of the Five-Year Implementation Plan (see p. 96).

The land use concept plan for Roswell Road calls for the development of four live/work nodes along the corridor. As the Transportation Recommendations Map shows, the recommended projects make improvements within these four nodes and connect these nodes to each other. Project T-1 includes the Windsor Parkway node and continues north to Long Island Drive, connecting to the Belle Isle Road node. Project T-2

includes the Belle Isle node and continues north to Mt. Paran Road, connecting to the Glenridge Drive node. Project T-3 includes the Glenridge Drive node and continues north to the Lake Placid/I-285 node. Depending on the availability of funding, each of these three projects can be completed in two phases.

The Roswell Road node improvements are recommended to take place from the south to the north. This is due to the fact that a number of other transportation projects on the north end of the corridor are in various planning stages. These include expansion of the Roswell Road/I-285 bridge, Revive 285 (transit on I-285), HOV lanes on I-285, the Sandy Springs Circle extension under I-285, and Glenridge Drive improvements. The Roswell Road node improvements can potentially be included as a part of some of these projects if they are implemented. If the node improvements are included with other, larger projects, then the total cost of design and construction should be less than if the projects were built separately. Additionally, the highest density development in the corridor is planned for the Interstate-285 node. As redevelopment takes place, the recommended improvements can be made potentially by developers according to the standards set in this LCI plan.

Sidewalk/streetscape improvements within each of the Roswell Road nodes will have one consistent design standard, while a different design standard will be implemented on roadway segments between the nodes. This is due to the difference in land uses in these areas. The two designs can be seen in the Roswell Road typical sections in the next page.

The sidewalk/streetscape design within the nodes includes a 16-foot wide sidewalk, while the roadway segments between the nodes include only a 5-foot sidewalk. Both of these typical sections include a 5-foot streetscape section that provides space for landscaping, pedestrian lighting, and vehicular lighting. The sidewalks will also meet

5.1

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the requirements of the Americans with Disabilities Act (ADA) by providing at least a minimum clear sidewalk width as well as wheelchair ramps and tactile surfaces at all intersections.

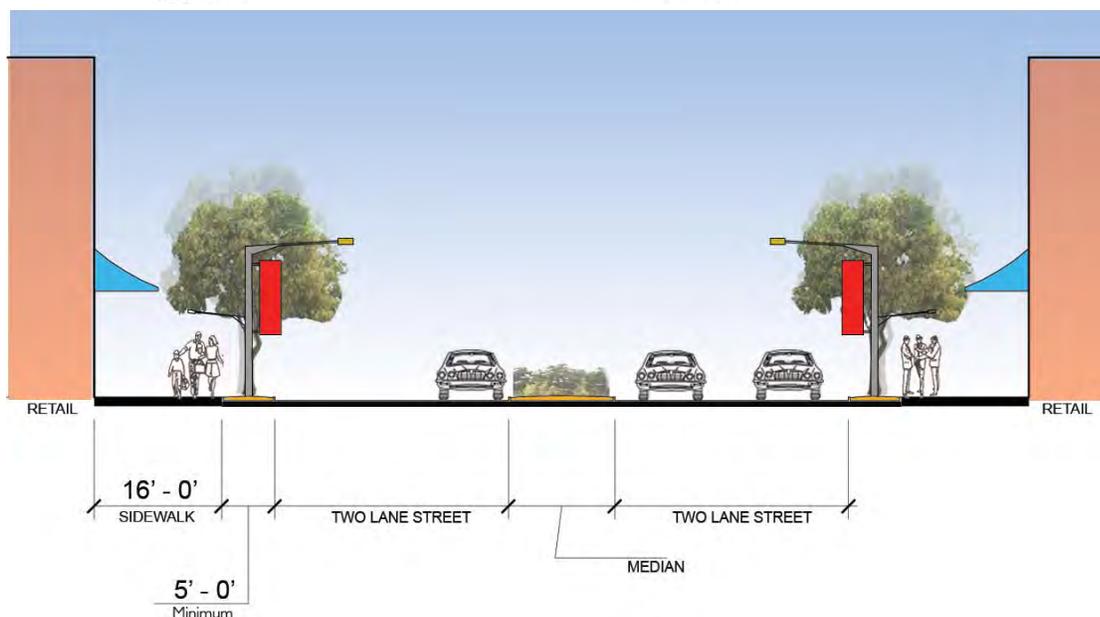
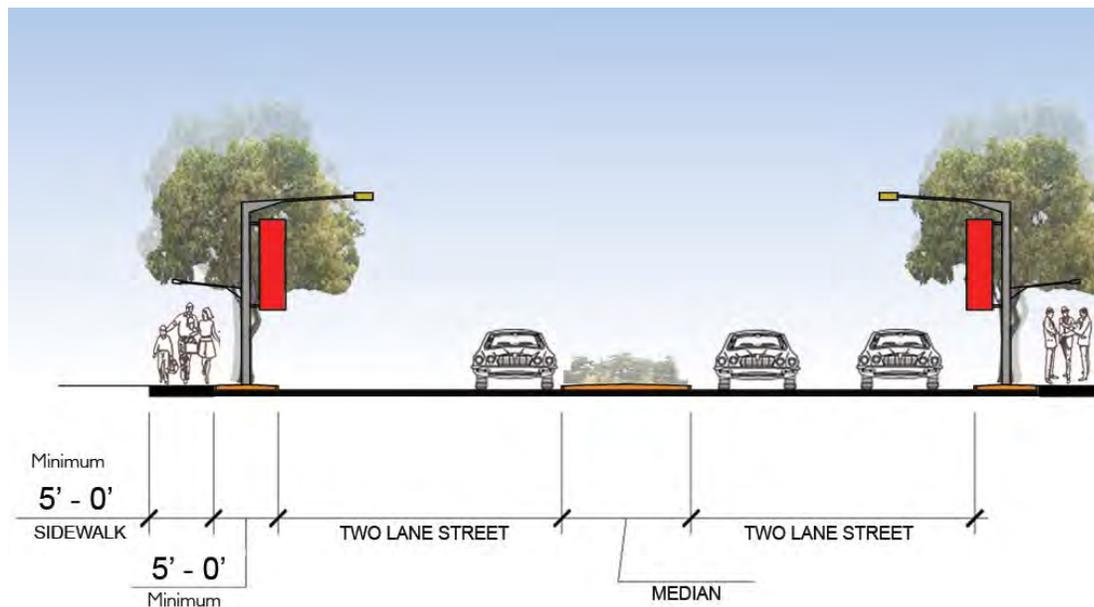
In addition to the sidewalk/streetscape improvements, the Roswell Road node improvements also include mid-block crosswalks. These crosswalks are intended to improve safety for pedestrians crossing at locations where a traffic signal is not present. The crosswalks will be placed at or near MARTA bus stop locations to

improve access to and from these bus stops and the Roswell Road corridor. The exact locations of the mid-block crosswalks will be determined based on specific traffic patterns and turning movements within the corridor. They are proposed at or near the following five locations on Roswell Road:

- Hedden Street
- Mystic Place
- Mystic Drive

- South of Forrest Hills Drive
- North of Osner Drive
- North of Maryeanna Drive

Figures on the next page show Roswell Road as it exists now and the proposed design of a mid-block crosswalk on this same segment of roadway. As this image shows, each mid-block crosswalk includes a pedestrian refuge/median in the center of the roadway, brick pavers, new signage, and flashing warning lights. These improvements are intended to provide a



5.1

Section of Roswell

Section of Roswell Road at nodes

safe place for pedestrians to stop in the middle of the roadway, allowing them to cross two lanes of traffic and then wait until it is safe to cross the remaining two lanes of traffic. These improvements also alert motorists to the fact that pedestrians are crossing the roadway at these locations so that the motorists can adjust their travel speeds accordingly.

The Roswell Road node improvements also include traffic signal upgrades at five intersections and new traffic signals at two intersections. The purpose of

these traffic signal upgrades is to improve pedestrian and motorist safety, assist in way-finding, and to provide a consistent aesthetic design. These improvements will be made at the following locations:

- Windsor Parkway (improved signal)
- Long Island Drive (new signal)
- Belle Isle Road (improved signal)
- Mount Paran Road (improved signal)
- Glenridge Drive (improved signal)

- The Prado's driveway (new signal installed as part of the Prado redevelopment)
- Lake Placid Drive (improved signal)

Both the traffic signal upgrades and the new traffic signals will have the same design. This design is similar to traffic signals in the Perimeter Center and Pill Hill areas and can be seen in the photos in the Transportation Design Guidelines. The signal improvements include mast arm poles rather than the span wire that is typically used to hang traffic signals.

5.1

After: Roswell Road with midblock crossing and streetscaping



Before: Roswell Road



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They also include pedestrian crossing signals and intersection lighting. Internally illuminated street name signs will also be used to improve readability of street names, particularly at night. The street name signs will also include the logo of the City of Sandy Springs to present a consistent look within the City.

3. Glenridge Drive Improvements

Glenridge Drive is an east/west roadway approximately one mile in length. It provides a connection on the west to Roswell Road and on the east to Johnson Ferry Road/Glenridge Connector and the Pill Hill area. The width of the roadway varies considerably along this route. It is essentially a 2-lane roadway with numerous right turn and left turn lanes that were constructed to serve cross-streets and individual developments. Some segments of the roadway also have two thru lanes in one direction and one thru lane in the other direction. These turn lanes and inconsistencies in the design cause the roadway to widen and narrow repeatedly, leading to driver confusion along the corridor. Additionally, sidewalks are sporadic along Glenridge Drive and bicycle facilities do not exist.

The purpose of the Glenridge Drive improvement, project T-10, is to provide a consistent traveling environment for

vehicular travel while also improving bicycle and pedestrian facilities. The proposed typical section for Glenridge Drive is shown in the figure below. It includes two thru lanes in each direction and a median in the center of the roadway. The median provides space for a left turn lane to develop at appropriate locations. It also improves vehicular and pedestrian safety by reducing left turn locations and providing a pedestrian refuge in the center of the roadway. Right turn lanes will also be included at appropriate intersections.

In addition, the improvements include bicycle lanes and 15-foot wide sidewalks with landscaping and lighting. Existing development along this roadway consists primarily of residential development, including a number of apartment complexes. However, the Pill Hill medical area to the east is a major job center, and Roswell Road has significant amounts of retail development. These areas are destinations for residents along Glenridge Drive, increasing the importance of providing pedestrian and bicycle facilities to these residents.

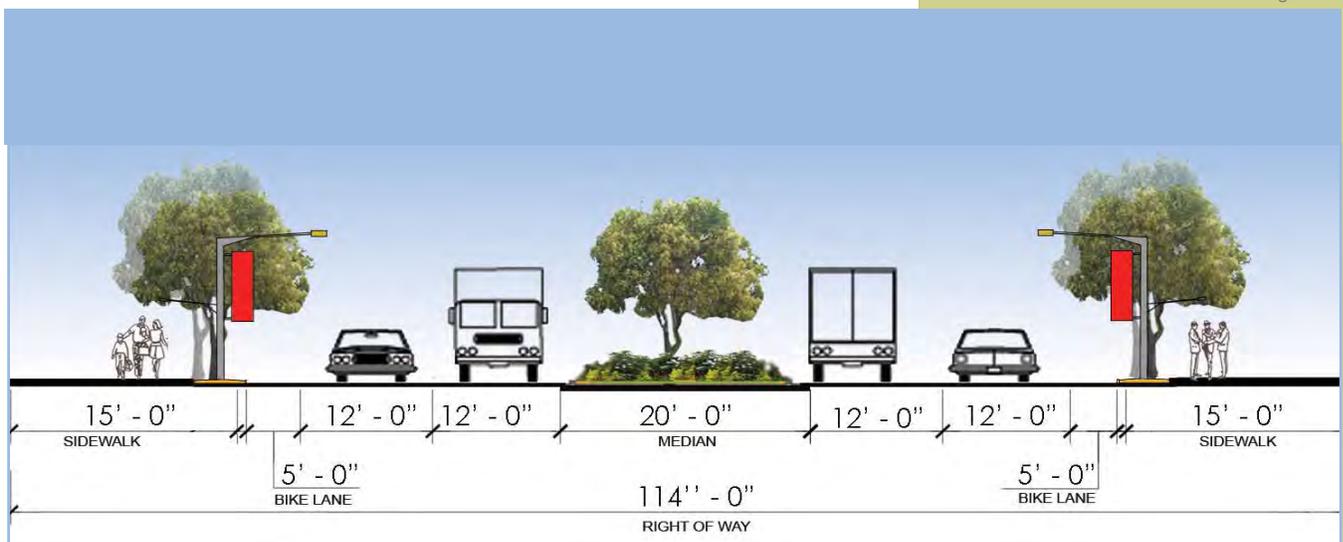
ARC's RTP Project number FN-103B is currently planned to improve Glenridge Drive to a 4-lane roadway with a median. The planned completion date for this project is 2020. No additional details about this project have been determined at this time. However, it is

recommended that if the project moves forward then the design should be based on the typical section provided below.

It should also be noted that the community has mixed opinions about this project. Some residents expressed a desire to not create additional roadway capacity in the study area. However, the consultant's judgment is that traffic congestion is already a problem in the study area and congestion is expected to increase by the year 2020, when this project is planned to be completed. Even

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Section of Glenridge Drive



with other transportation improvements and potential changes in land use, traffic volumes in the study area are expected to grow. If this project moves forward, the community will have additional opportunities to provide their input as the roadway is designed. As this project is in the ARC's RTP, the community can also provide input during the next update of the RTP. Additionally, the community can provide their input directly to the City of Sandy Springs, which ultimately has final control over improvements on the City's roadways.

Without improvements to Glenridge Drive, then more traffic will likely use parallel routes to travel east-west in the study area, including Forrest Hills Drive, Franklin Road, and Windsor Parkway. These roadways consist primarily of single family residential development, while Glenridge Drive consists primarily of multi-family residential development and some non-residential development. The public also expressed an interest in limiting traffic and slowing traffic speeds on these local roadways. This project would

not only benefit Glenridge Drive but would also help to reduce traffic on these parallel east-west routes. Therefore, it is recommended, based on the previously described design.

4. Collector Roads Enhancement

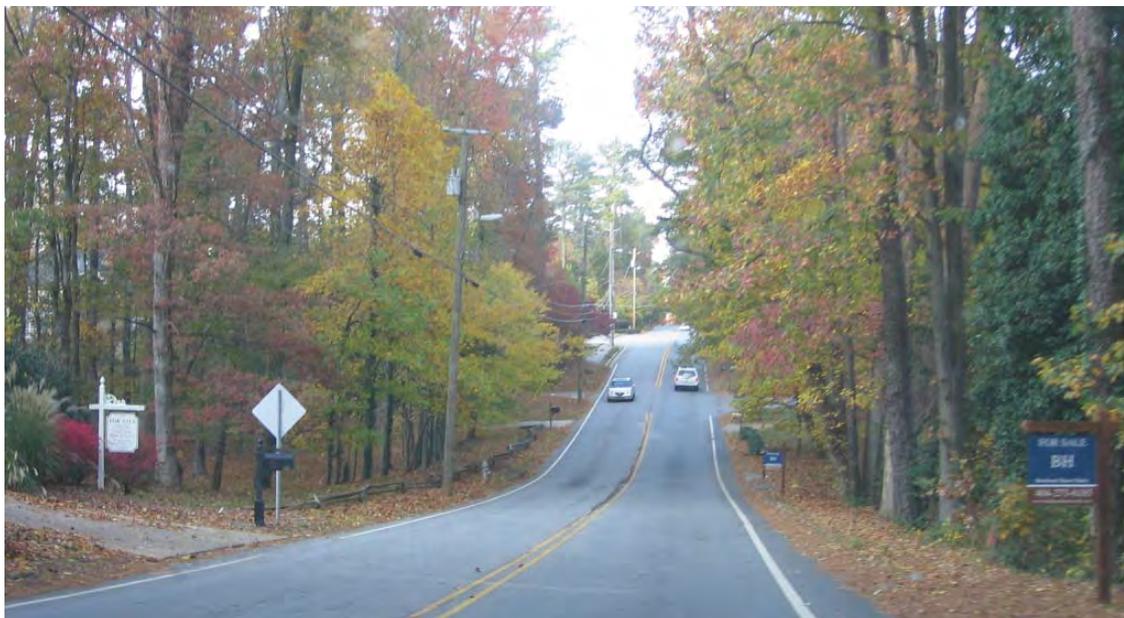
Collector roads provide both land access and traffic circulation within residential neighborhoods and commercial areas. It differs from the arterial system in that facilities on the collector system may penetrate residential neighborhoods,

5.1

After: With sidewalks and bikepaths



Before



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distributing trips from the arterials through the area to the ultimate destination. Conversely, the collector street also collects traffic from local streets in residential neighborhoods and channels it into the arterial system.

Three roadways in the study area are classified as collector roadways: Windsor Parkway, High Point Road, and Lake Forest Drive. These collectors primarily have two lanes for vehicular travel, discontinuous sidewalks, and no bike lanes. Three recommended projects

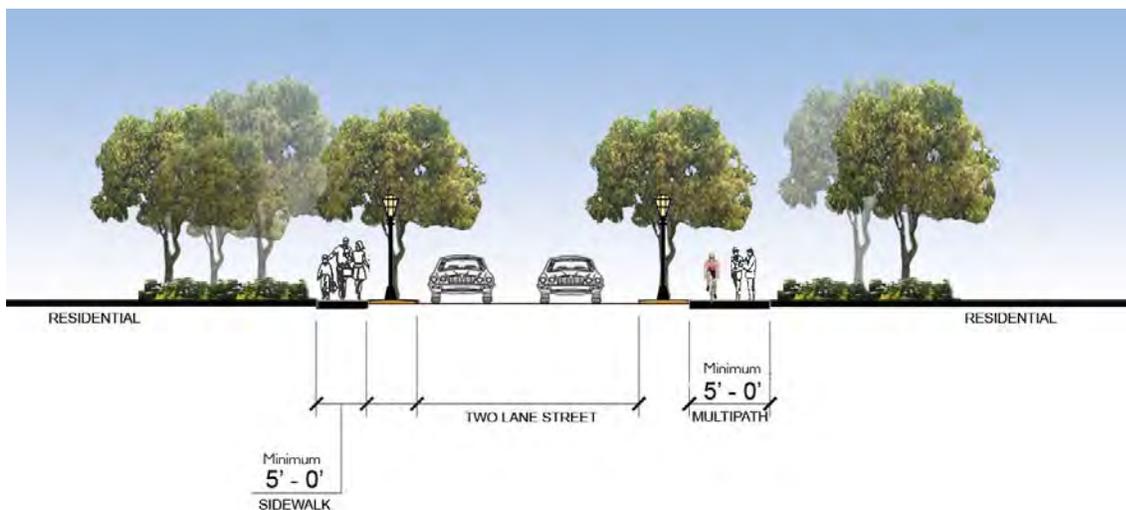
would add sidewalks and bicycle lanes to these roadways:

Project T-4: Windsor Parkway Sidewalks and Bike Lanes (from Roswell Road to High Point Road)

Project T-5: High Point Road Sidewalks and Bike Lanes (from south of Windsor Parkway to Glenridge Drive)

Project T-6: Lake Forest Drive Sidewalks and Bicycle Lanes (from Atlanta City Limits to I-285)

Development along all three of these roadways consists primarily of single family homes. The collectors connect these residential developments, as well as other residential development on local roadways, to commercial destinations on arterials in the area as well as to other collector and local roadways. Due to the function that these roadways provide, it is beneficial to add sidewalks and bicycle lanes to encourage non-vehicular travel for local trips. Potential typical sections for these roadways are included in the Transportation Design Guidelines.



5.1

Section of a neighborhood street with sidewalks and bikepaths

Section of a neighborhood street with multipath

5. Neighborhood Street Enhancement

Nearly all development in the study area that is not on Roswell Road is residential development. This consists primarily of single family homes which are located along the many local, neighborhood streets in the study area. A number of these neighborhood streets provide east-west connectivity between Lake Forest Drive, Roswell Road, and High Point Road. This connectivity results in significant amounts of thru traffic on these roadways that is not related to the local development. Therefore, project

T-7 will implement traffic calming on ten of these local roadways, including:

- Meadowbrook Drive
- Franklin Road
- Long Island Drive
- W Belle Isle Road
- E Belle Isle Road
- Highbrook Drive
- Forrest Hills Drive

- Mount Paran Road
- Maryeanna Drive
- Stewart Drive

It should be noted that all of these roadways, as well as Wieuca Road, are identified on the study's Transportation Recommendations Map. Wieuca Road is located outside of the City of Sandy Springs, in the City of Atlanta. Traffic calming is recommended for Wieuca Road due to the fact that it is also a local roadway that connects Lake Forest Road to Roswell Road. In addition, Wieuca Road

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Traffic calming examples



Illustration of traffic calming treatment to a bridge over a creek



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connects to Chastain Park and Chastain Amphitheater, which generate significant amounts of traffic, particularly when a concert takes place at the amphitheater. Funding for Wieuca Road is not included in the cost estimate for project T-7. However, it is recommended that the City of Atlanta coordinate with the City of Sandy Springs to implement traffic calming improvements along Wieuca Road similar to the improvements recommended for the neighborhood roadways in Sandy Springs.

Traffic calming can consist of speed humps, bulb outs, landscaped medians, brick pavers, and other features. In addition to these traffic calming measures, sidewalks and bikeable shoulders are recommended for these roadways. On street parking is also recommended along these roadways near each of the Roswell Road nodes.

The results of the Character Preference Survey show that survey participants would like to slow down the traffic and prefer the following features of traffic calming techniques:

- Brick paving which gives a sense of a pedestrian zone to drivers
- Attractive intersections
- Attractive and Landscaped medians
- Aesthetically pleasing bridges over creeks which slow traffic speeds

Examples of potential traffic calming improvements are shown below (See Pg. 92)

6. Pedestrian and Bike Trails

Multi-use trails for pedestrians and bicyclists are recommended in project T-8 to connect two of the nodes along Roswell Road. As the Transportation Recommendations Map shows, three routes are proposed for these trails. The purpose of the pedestrian and bike trails is to provide a safe, pleasant travel route for non-vehicular trips away from the traffic on Roswell Road. A typical section of these trails is shown in the figure below.

A multi-use trail is also recommended as project T-9. This path will be constructed adjacent to Long Island Creek in the Interstate-285 node. The trail will improve local access within the node and will also be an amenity that can be used for recreation. This trail is proposed to be constructed by private developers as part of the redevelopment effort within this node.

5.1.2 Access Management

Access management is a term used in transportation planning and engineering that involves coordination between roadway design and land use to improve on a variety of transportation issues. It is a way to provide access to land development while simultaneously preserving the flow of traffic on the surrounding road system in terms of safety, capacity, and speed.

Access management involves changing land use planning and roadway design practices that limits the number of driveways and intersections on arterials and highways, constructing medians to control turning movements, encouraging clustered, neo-traditional development, creating more pedestrian-oriented street designs, improved connectivity and allocation of roadway facilities that encourage transportation efficiency.

Although access management is primarily intended to improve motor vehicle traffic flow, it can support transportation demand management by integrating transportation and land use planning, and by improving transportation options. It can help convert automobile-oriented strip development into more accessible land use patterns that are better suited to walking, cycling and public transit.

Thus, access management is the systematic control of the location, spacing, design, and operation of driveways, medians, auxiliary lanes, intersections, traffic signals, and street connections. Effective access management can increase public safety,

extend the life of major roadways, reduce traffic congestion, support alternative transportation modes, and improve the appearance and quality of the built environment (Transportation Research Board, 2003). The following are ten principles of access management.

- I. Provide a specialized roadway system. Manage each facility according to its function.

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5.1

Project ID	Description	Type of	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
T-1	Roswell Road Node Improvements Phase 1 (City Limit to Mystic Place) Phase 2 (Mystic Place to Long Island Drive), includes sidewalk/streetscape improvements, traffic signal upgrades, and mid-block crosswalks	Pedestrian/ Operations	2010	\$300,000	2011	\$360,000	2012	\$2,572,600	\$3,232,600	City/GDOT	RTP, LCI	General Fund	\$646,520
T-2	Roswell Road Node Improvements Phase 3 (Long Island Dr. to Forest Hills Dr.) Phase 4 (Forest Hills Dr. to Mount Paran Rd.). Includes sidewalk/ streetscape improvements, traffic signal upgrades, and mid-block crosswalks	Ped	2011	\$289,100	2012	\$335,000	2013	\$2,497,600	\$3,121,700	City/GDOT	RTP, LCI	General Fund	\$624,340
T-3	Roswell Road Node Improvements Phase 5 (Mount Paran Road to Glenridge Drive) Phase 6 (Glenridge Drive to I-285), includes sidewalk/ streetscape improvements, traffic signal upgrades, and mid-block crosswalks	Ped	2012	\$288,000	2013	\$350,000	2014	\$2,561,300	\$3,199,300	City/GDOT	RTP, LCI	General Fund	\$639,860
T-4	Windsor Parkway Sidewalks and Bike Lanes (from Roswell Road to High Point Road)	Bike/Ped	2010	\$77,000	2011	\$315,000	2012-2013	\$636,000	\$1,028,000	City/GDOT	RTP, LCI	General Fund	\$205,600
T-5	High Point Road Sidewalks and Bike Lanes (from south of Windsor Parkway to Glenridge Drive)	Bike/Ped	2011	\$180,000	2012	\$713,000	2013-2014	\$1,438,000	\$2,331,000	City	LCI, TE	General Fund	\$466,200
T-6	Lake Forest Drive Sidewalks and Bicycle Lanes (from Atlanta City Limits to I-285)	Bike/Ped	2011	\$233,000	2012	\$953,000	2013-2014	\$1,923,000	\$3,109,000	City	LCI, TE	General Fund	\$621,800
T-7	Neighborhood Street Enhancement (10 Roadways), includes sidewalks, bikeable shoulders, and staggered traffic calming measures such as speed humps, bulb outs, and landscaped medians	Operations	2010-2011	\$950,000	2012-2013	\$1,277,500	2014-2015	\$6,387,500	\$8,615,000	City	LCI, TE	General Fund	\$1,723,000
T-8	Mixed Use Paths Parallel to Roswell Road (3)	Bike/Ped	2011	\$118,000	2012	\$158,000	2013-2014	\$790,000	\$1,066,000	City	LCI, TE	General Fund	\$213,200
T-9	Mixed-Use Path adjacent to Long Island Creek in Lake Placid/I-285 node	Bike/Ped	2012	\$269,280	2013	N/A	2014	\$1,795,200	\$2,064,480	Developers	Private Funding	N/A	N/A
T-10	Glenridge Drive Improvement - Convert to a 4-lane roadway with a landscaped median, mid-block crosswalks, bicycle lanes, and wide sidewalks with streetscapes	Capacity/ Operations	2014-2016	\$495,000	2016-2018	\$1,800,000	2018-2020	\$4,920,000	\$7,215,000	City	RTP	General Fund	\$1,443,000
	Totals			\$3,199,380		\$6,261,500		\$25,521,200					

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2. Limit direct access to major roadways. Higher volumes require greater access control.
3. Promote Intersection Hierarchy. Provide appropriate transitions between road classifications.
4. Locate Signals to Favor Through Movements. Space intersections for future signalization and coordination.
5. Preserve the Functional Area of Intersections. Carefully regulate access near intersections
6. Limit the number of Conflict Points. Simplify the driving environment by minimizing opportunities for conflict.
7. Separate Conflict Areas. Curb cuts, crosswalks, median breaks, and intersections must be adequately spaced to give motorists time to perceive and react to a potential conflict.
8. Remove turning vehicles from through traffic lanes. Provide adequate deceleration lanes.
9. Use Non-traversable Medians to manage left-turn movements. Minimizing left turns with raised medians has been proven to improve safety.
10. Provide a Supporting Street and Circulation System. Interconnected streets accommodate development, unify property access, support transportation alternatives, and provide alternate routes.

Throughout the public outreach process, participants were generally opposed to adding more capacity on roadways within the study area. However, Roswell Road currently experiences traffic congestion problems, and traffic volumes are expected to grow in the future. Traffic congestion exists at signalized intersections as well as along roadway segments due to the large number of curb cuts and vehicles making turns onto these driveways. Professionally, the consultants believe access management can help to improve traffic flow without adding

additional capacity on Roswell Road. It can also control how development both on Roswell Road as well as on other area roadways impacts traffic on these roadways.

1. Local Government Powers of Access Control

Given the planning and land use powers of local governments, and the highway planning, improvement and operation authority of GDOT, the best access management can be achieved in cooperative partnerships between the City and GDOT. The development of local streets and access to property. The powers of local government to control land planning and site development to manage access needs are more comprehensive and powerful than GDOT's. Access to roadway facilities can be regulated through the use of planning and regulatory measures including land division, subdivision regulation, and zoning regulations.

2. Subdivision Regulations

State legislation gives Sandy Springs authority to regulate subdivisions. Subdivisions can be regulated with regard to the following access management techniques:

- Control the number of access points in relation to road deceleration and acceleration lanes to avoid conflict points;
- Ensure design of adequate driveway throat length to avoid a conflict with the flow of off-site traffic;
- Provide adequate driveway spacing requirements, corner clearance, and joint and cross access configurations;
- Orient lots, buildings, and access points to local streets and not to high-traffic-volume arterials; and

- Require reverse frontage to ensure that lots abutting the roadway obtain access from a local road

Sandy Springs can use the site plan review process to require documentation of all access points and the internal circulation system. Intersection controls, medians and on-site circulation controls can be required to ensure that access and design standards for roadways are followed, and that lots are not configured in a manner that encourages inadequate spacing between access points. Also, subdivisions should avoid out-parcels, or

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out-lots, that are on the perimeter of a larger parcel and break its frontage along the roadway. This type of lot is sometimes created along a shopping center and sold to capitalize on highly valued locations (i.e., building pads with high visibility from an adjacent roadway or intersection).

On state highways, such as Roswell Road, what constitutes “legal” access is determined by GDOT. Since GDOT has adopted access standards, engineering requirements and a regulatory permitting program, legal access to a state highway may only be determined by GDOT

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under the authority of the Director, not by city officials. Assuming appropriate documentation, GDOT is authorized to approve site access. In the event approval is not given, stipulation should be made on the property deed that access does not exist.

3. Zoning Regulations

The City has the authority to develop planning and zoning regulations, ordinances, and plans as determined by state statute. Zoning regulations are provisions governing the use of land or buildings (or both), lot dimensions, the height and location of buildings, the size of yards, courts and open spaces, the establishment of setback lines, and other items. Controlling lot dimensions has an impact on driveway spacing, on-site circulation, and driveway lengths. Permit requests for new driveways, land use intensity changes and site improvements can be required to conform to access management guidelines.

In addition, the City can prepare specific zoning plans for designated parcels of land and may establish an “Overlay Zone” as a special zoning district that overlays modified or enhanced regulations onto an existing zoning district. A corridor overlay can be used for access control problem areas in order to tailor zoning standards by priority or intensity of access, safety, and congestion problems. To promote effective access management, the City’s zoning ordinance should:

- Require larger minimum lot frontages
- Adopt minimum spacing standards for driveways
- Encourage joint access
- Require inter-parcel connectivity
- Require complete on-site circulation
- Promote activity centers rather than strip development

Potential text that could be a part of this overlay ordinance related to access

management includes the following:

- No more than one curb cut shall be permitted for each development, provided that properties with more than one street frontage may have one curb cut located on each street frontage. However, developments on properties with a single street frontage greater than 400 feet shall be permitted two curb cuts along one street frontage.
- Driveway curb cuts shall not be permitted on any street that functions as an arterial street or collector street when access may be provided from a side or rear street located immediately adjacent to a contiguous property, with the exception of hotel patron drop-off drives.
- Driveway curb cut widths shall be a maximum of 24 feet for two-way entrances and 12 feet for one-way entrances, unless otherwise permitted by the county or state department of transportation. For the purpose of this section, two curb cuts serving two one-way driveways shall only be counted as one curb cut provided that each curb cut does not exceed one lane in width.

This language has already been adopted in the City of Chamblee along State Route 141. Previous adoption by a city in Metro Atlanta along a state roadway makes this text an ideal illustration of how access management can be implemented.

4. Comprehensive Plans

The City’s Comprehensive Plan describes existing land uses and prescribes future ones that are useful for planning the types and number of access points that may be allowed along a main roadway. The land use element specifies how the community envisions developing in the future and details the priorities and desires of the community’s population. Development and adoption of the comprehensive plan sets the stage for the various types of development that will occur within a

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study area. Planning also will determine, sometimes by default, the location of future traffic signals necessary to serve the volume and density of the developed land. To promote effective access management, the City's Comprehensive Plan should:

- Identify access issues and problems
- Establish goals, objectives and policies regarding access
- Identify access management approaches
- Designate key transportation corridors for special treatment

5. Transportation Plans

The City's transportation plan is an adopted plan that describes the proposed future functional classification of roadways and provides guidelines for future growth of the transportation network. This plan is usually developed and used in conjunction with land use and comprehensive plans. Based on anticipated future development, the location and size of roadways will define a hierarchical roadway network required to meet expected traffic demands. Identification of proposed local roadways, in conjunction with a well-defined land use plan, can greatly aid in establishing appropriate access points to the state highway. In defining a roadway network, the location and need for traffic signals is also defined.

6. Access Controls

Access control guidelines can specify the location and design requirements of all access points along a major roadway. The guidelines can control the number of access points in relation to road deceleration and acceleration lanes to avoid or minimize conflict points. Guidelines typically include specific design criteria for access points. These ensure adequate driveway throat length to avoid conflicts with flow of off-site traffic, adequate driveway spacing requirements, sufficient corner clearances, and joint and cross access configurations. As property owners apply for new driveway permits, these guidelines can be enforced

and applied. For existing driveways that may not currently meet the standards, conformance may be achieved when new permit requests are made, land use intensities change, or site improvements are initiated.

7. Access Management Implementation

The primary way in which access management can be implemented is through changes in the zoning ordinance. It is recommended that the City of Sandy Springs write and adopt a zoning overlay corridor for Roswell Road. While this overlay could apply to Roswell Road within the LCI study area, greater benefits would result from applying it to Roswell road throughout the entire city. The overlay would establish many of the features described above, including access and curb cut restrictions to Roswell Road, minimum lot frontage, and inter-parcel connectivity.

Subdivision regulations for the City should also be reviewed. These regulations should be revised in accordance to the access management principles described above.

5.1.3 Transportation Initiatives

Most of the recommended transportation projects require some type of capital investment and result in infrastructure improvements. Some additional transportation initiatives that are not capital improvements are also recommended by this study. Implementation of access management includes two transportation initiatives. These initiatives, as described in the previous section, include project TI-1, implementing a zoning overlay corridor along Roswell Road, and project TI-2, revising the City's subdivision regulations.

Another recommended transportation initiative, project TI-3, would revise the City's zoning ordinance to require a traffic impact study for developments of a certain minimum size. Generally,

traffic impact studies will be required for a development that meets the size thresholds in the table on the left below, which from the book Transportation Impact Analyses for Site Development, Copyright 2005, Institute of Transportation Engineer. This book provides other recommended procedures for how a traffic study should be conducted. The City shall create specific guidelines and requirements detailing how a traffic study shall be conducted and submitted to the City and how it will be reviewed by the City. Where appropriate, the City shall

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Traffic Impact Study Thresholds

Land Use	Development Size
Single Family Home	90 units
Apartment	150 units
Condominium/ Townhouse	190 units
Shopping Center (GLA)	6,000 SF
Fast-Food Restaurant with Drive-thru (GFA)	3,000 SF
Gas Station with Convenience Store (fueling positions)	7 Fueling Positions
Bank with Drive-thru (GFA)	2,000 SF
General Office (GFA)	67,000 SF
Medical/Dental Office (GFA)	29,000 SF
Light Industrial/ Warehousing (GFA)	185,000 SF
Manufacturing Plant (GFA)	144,000 SF

Note: GLA = gross leasable area, GFA = gross floor area

Source: Transportation Impact Analysis for Site Development, Copyright 2005, Institute of Transportation Engineers

base these guidelines on the book Transportation Impact Analyses for Site Development.

A traffic gap analysis study is necessary to construct the recommended mid-block crosswalks along Roswell Road and Glenridge Drive. This study, project TI-4, determines if and where sufficient gaps in the traffic flow exist for pedestrians to safely cross. This study can be conducted independently or can be incorporated into a larger study

of the LCI study area's traffic conditions (project TI-5).

Project TI-5 recommends that a traffic study be conducted within the LCI study area. This study will be a peak hour traffic study to determine how traffic flows, where traffic congestion problems exist, and where problems are likely to exist in the future. This study shall include signalized intersections along Roswell Road and possibly some unsignalized intersections as well. Glenridge Drive shall also be included to determine how the roadways operate

together. The study should include AM and PM peak hour analyses for existing conditions as well as at least one future year period (i.e., 20 years after existing conditions).

5.1.4 Other Planned Projects

A number of transportation projects were in the planning stages for the Roswell Road study area when this LCI study began. As previously described, some of these projects have been incorporated into projects recommended by the LCI study. These include TIP project FN-AR

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PROJECT ID	CORRIDOR	COST	YEAR	RESPONSIBLE PARTY	POTENTIAL FUNDING SOURCE(S)
TI-1	Roswell Road Zoning Overlay . Write and adopt a zoning overlay corridor for Roswell Road to implement access management techniques including access and curb cut restrictions, minimum lot frontage, and inter-parcel connectivity. Traffic impact Studies should also be required of developments that meet a minimum size.	TBD	2009	Sandy Springs	ARC grant, 50-50 local match
TI-2	Subdivision Regulations - Review and revise the City's Subdivision Regulations to implement access management techniques.	TBD	2009	Sandy Springs	ARC grant, 50-50 local match
TI-3	Traffic Impact Study Requirements - Develop specific requirements that determine when a developer must conduct a traffic impact study for their project. Create specific study requirements, guidelines, and review procedures. Use the results of these studies to adjust the transportation impact fee of a development based on the amount of impact it will have. Revise the City's zoning ordinance to reflect these requirements.	TBD	2009	Sandy Springs	ARC grant, 50-50 local match
TI-4	Traffic Gap Analysis Study - A traffic gap analysis study is also necessary to construct the recommended mid-block crosswalks along Roswell Road and Glenridge Drive. This study is necessary to determine where sufficient gaps in the traffic flow exist for pedestrians safely to cross. This study can be conducted independently or can be incorporated into the LCI study area traffic study.	TBD	2009	Sandy Springs	ARC grant, 50-50 local match
TI-5	Study Area Traffic Study - Conduct a peak hour traffic study within the LCI Study Area to determine how traffic flows, where problems exist, and where problems are likely to exist in the future. This study shall include signalized intersections along Roswell Road and possibly some unsignalized intersections as well. Glenridge Drive shall also be included. The study should include AM and PM peak hour analyses for existing conditions as well as at least one future year period (i.e., 20 years after existing conditions).	TBD	2010	Sandy Springs	ARC grant, 50-50 local match

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BP082A (Roswell Road sidewalks), TIP project FN-AR-BP091 (Windsor Parkway sidewalks), and RTP project FN-103B (capacity/operations improvements to Glenridge Drive). Four additional projects are planned for the study area but were not incorporated into LCI projects.

1. Roswell Road/I-285 Interchange

RTP project FN-AR-203 will improve the interchange at Roswell Road and I-285 from Lake Placid Drive to Cliftwood Drive. The project replaces the existing bridge over I-285 to accommodate 2

left turn lanes in each direction on Roswell Road at the interchange. The project proposes a raised median, bike lanes, and 8-foot sidewalks. No through lane capacity will be added to Roswell Road. The project is planned for completion in the year 2020.

2. I-285 Managed Lanes

RTP project AR-H-300 adds two managed lanes on I-285 in both directions for 13.1 miles between I-75 North and I-85 North. Dedicated

ramps serving these lanes will be provided but locations have not been determined at this time. It is anticipated that all future managed lanes constructed in the Atlanta region will be barrier separated, but engineering and design will determine the most appropriate configuration for these lanes. Operating characteristics such as occupancy restrictions and tolling levels will also be established during concept development in accordance with regional and state managed lane policies. The project is planned for completion in the year 2030.

PROJECT ID	SHORT TITLE/LOCATION	TYPE OF IMPROVEMENT	COMPLETION DATE	SPONSOR
"RTP ID#: FN-AR-203"	Roswell Road/I-285 Interchange - This project will improve the interchange at Roswell Road and I-285 from Lake Placid Drive to Cliftwood Drive. The project replaces the existing bridge over I-285 to accommodate 2 left turn lanes in each direction on Roswell Road at the interchange. The project proposes a raised median, bike lanes, and 8-foot sidewalks. No through lane capacity will be added to Roswell Road.	Interchange Capacity	2020	GDOT
"RTP ID# AR-H-300"	Addition of two managed lanes on I-285 in both directions for 13.1 miles between I-75 North and I-85 North - Dedicated ramps serving these lanes will be provided but locations have not been determined at this time. It is anticipated that all future managed lanes constructed in the Atlanta region will be barrier separated, but engineering and design will determine the most appropriate configuration. Operating characteristics such as occupancy restrictions and tolling levels will also be established during concept development in accordance with regional and state managed lane policies.	Managed Lanes - Auto / Bus	2030	GDOT
N/A	Revive 285 top end - This ongoing study is expected to recommend a transit line, likely as either bus rapid transit or light rail, on the north side of I-285 from I-75 to I-285. A station near the Roswell Road/I-285 interchange will likely be a part of this project.	Transit Facility	TBD	GDOT/ GRTA
"Capital	I-285 Tunnel Sandy Springs Circle Underpass - The project includes extending Sandy Springs Circle at its current terminus at Allen Drive under I-285 to connect to Kingsport Drive.	Roadway Extension	TBD	Sandy Springs

5.1



3. Revive 285 Top End

This ongoing study is expected to recommend a transit line, likely as either bus rapid transit or light rail, on the north side of I-285 from I-75 to I-285. A station near the Roswell Road/I-285 interchange will likely be a part of this project. The transit line may use the managed lanes planned as a part of RTP project AR-H-300. It is also possible that they will operate in dedicated right-of-way. Specific details about the transit line and transit station

locations will be determined as this study moves forward.

The purpose of this transit line is to help alleviate traffic congestion along the I-285 corridor and provide infrastructure for modes of travel other than automobiles. This purpose is in-line with the goals of the LCI program, and therefore is supported by this study. It should be noted, however, that during the public participation process, Sandy Springs residents did not express support for a transit station and the other improvements necessary to implement this project. The Revive 285 Top End study is on-going, and the public can provide input as the study moves forward. Additional information about the study can be found at the website <http://www.revive285.com/>.

4. I-285 Tunnel Sandy Springs Circle Underpass

Sandy Springs Capital Improvement Project T-0023 includes extending Sandy Springs Circle at its current terminus at Allen Drive under I-285 to connect to Kingsport Drive. This roadway extension and underpass will provide another connection across I-285 within the City. The Roswell Road/I-285 interchange, located just to the east of this proposed project, experiences severe congestion problems during peak hours. This project will provide a parallel route to Roswell Road, helping to alleviate some of this traffic congestion.

Lake Forest Drive, located just to the west of this proposed project, also has an existing underpass at I-285. This roadway is a 2-lane collector with primarily residential development. Due to existing traffic congestion on Roswell Road, some traffic on Lake Forest Drive is likely traffic that is seeking an alternate route to Roswell Road due to the traffic congestion on Roswell Road. Therefore, the Sandy Springs Circle Underpass should help reduce traffic on Lake Forest Drive as well.

A study to determine concept designs for this project is a part of the City's Capital Improvements program and is currently ongoing. While the Mayor and

City Council are moving forward with this project, public reaction during the LCI planning process was mixed. No consensus for this project was reached by the public during the Roswell Road LCI study. However, from a transportation operations perspective, this project would be beneficial to the area. The concept design study is continuing during 2008 and the public will have the opportunity to provide additional input as this study moves forward.

5.2.5 Priority Projects

The Roswell Road LCI Study identifies several transportation projects to be undertaken in the future. The City can apply for implementation funding from the ARC for as many as two projects each year, with a maximum project cost of \$4 million. Therefore, two projects were identified as priority projects that should be pursued when the next round of ARC LCI implementation funding is available. These projects are:

- Project T-1, Roswell Road Node Improvements
- Projects T-4 and T-5 (combined), Collector Roads Enhancement

Project T-1 implements improvements on Roswell Road, the focal point of this study. The traffic gap analysis study (project TI-4) must be completed before Project T-1 can be fully implemented. This study may be eligible for ARC LCI supplemental funding, rather than implementation funding. It is recommended that the City apply for the ARC LCI supplemental funding for project TI-4 when the next round of supplemental funding becomes available.

The priority projects T-4 and T-5 combined create one project whose total cost is less than the \$4 million maximum. This project enhances two collector roadways that connect to each other and that also effectively connect the southern edge of the study area at the Atlanta City Limits to the northeastern edge of the study area at the Pill Hill medical area.

5.1

FIVE :: Recommendations

5.2 URBAN DESIGN GUIDELINES

5.2.1 Regulatory Framework

The existing zoning within the Roswell Road Corridor LCI study area is widely varied. From apartments to offices and commercial strips, this stretch of Roswell Road has properties designated primarily as Apartment Districts, Commercial Districts, and Multiple Use Districts including Office- Institutional and designated mixed use. The varying requirements set out by each zoning category limit the ability of Roswell Road to be developed into a cohesive mixed use corridor.

However, the “Sandy Springs Overlay District” adopted by the city in December 2005 has overarching effects on the land use and zoning and thus the type and quality of future development along the corridor. The standards and guidelines outlined in the Sandy Springs Overlay District are consistent with many of the goals of the LCI program. The focus is on fostering smart growth, protecting and enhancing local aesthetic, promoting compatible redevelopment along the corridor and providing an objective basis for review with the end goal of raising the quality of life for all who live, work and play along the Roswell Road Corridor.

Following are some key aspects of the overlay district guidelines that support the recommended plan for the Roswell Road Corridor.

1. **Reduced requirements for setbacks:** The reduced setbacks will encourage new buildings that define an edge to the corridor and will enhance pedestrian experience along Roswell Road
2. **Shared Parking and setting Maximum Parking standards:** The reduced and shared Parking standards will limit the asphalt/ pervious surfaces on a parcel and will free up space for green spaces and other uses.

3. **Streetscape and signage standards:** The overlay guidelines sidewalks, pedestrian and site
4. **Lighting, street trees, signage and landscaping** will help implement the goals contained in the Sandy Springs Revitalization Plan, Sandy Springs Framework Plan, and the Livable Community Initiative (LCI) goals.
5. **Design Standards:** The design standards pertaining to materials, architectural treatments and building orientation will ensure an integrated and harmonious development along the corridor.
6. **Case by Case consideration by the Sandy Springs DRB (Design Review Board):** The provision for review on a case-by-case basis allows for flexibility in design.

While adhering to the overlay district guidelines for the whole of the Roswell Road corridor, it is recommended that the specific nodes identified along the corridor be examined in detail to formulate more refined recommendations that are consistent with the intensity and the character of the node.

An investigation into Form Based Codes is recommended for the four nodes proposed in the plan (I-285 node, Glenridge node, Bell Isle node and Windsor Parkway node)

In order to ensure that the new development initiatives are consistent with the vision and goals of the community to create vibrant pedestrian-friendly, quality communities, it is imperative that these developments be well designed. As first order of business, we recommend that a study be commissioned to develop detail design guidelines for the Roswell Road Corridor LCI Study Area. However, broad design principles that guide the development can be established now.

Design principles focus on the form and character of these developments rather than specify what type of windows to use, and their goal is a quality end product.

Some of the guiding principles to successful urban spaces are: the scale and design of streets, relationship of buildings to streets, variety of uses and mix of activities, walkability and the design of public realm. These qualities create unique identity and sense of place for a community. The following design principles should be kept in mind as the detail design guidelines and standards are developed.

5.2

5.2.2 Mix of uses and densities

Diverse uses in an area (for example cafes, shops and boutique office) enrich quality of life and allow for social interaction that strengthens the community fabric. Various compatible and complementary uses feed off each other and support the functioning of each other by creating jobs, and creating demand for housing and services. It also benefits the area when the uses happen at different times of day, because it limits periods of “dead time” on the streets. As the variety of time of day of uses increases, more pedestrian

traffic is generated, which adds to the vitality of the area. Density will decrease while transitioning from mixed use nodes towards residential neighborhoods.

5.2.3 Streets and street life

The quality of streets in an area is reflective of the quality of a community. The width of the streets, tree planting, sidewalks, street furniture, paving texture, bike lanes add to the pedestrian experience and make the environment safer for both people on foot and people in cars. Lively streets are the hallmark of great urban places because they

emphasize interaction. The streets are not merely a two dimensional surface, but are public spaces, they are the nervous system of urban fabric. It is essential that the buildings and streets inter-relate to one another to facilitate the pedestrian experience. The following images and illustrations describe some of the key important street features that enhance the street environment:

Bricked intersections act as traffic calming devices. They provide pedestrian safety, define the intersections and enhance the street image. These should

5.2

Illustration:  Mix of Uses and densities

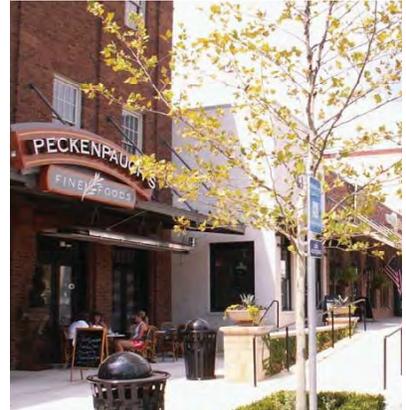


Illustration:  Bricked Intersections



Illustration:  Planted Medians



FIVE :: Recommendations

adhere to ADA standards. Curbs should be designed to allow for drainage.

A planted median helps with the image, safety and scale of the streets. The planting should be coordinated with GDOT and well maintained. Light foliage trees if allowed by GDOT should be planted along the median, this helps with the pedestrian scale of the street.

Street trees enhance the quality of the natural and built environment. Along with providing shelter, trees provide a human scale to the public realm. Trees should be

planted on both sides of the streets no more than 40' apart. The location of the trees should not interfere with the utility poles and street lighting. Adequate distance should be left at the intersections to ensure the sight lines for the drivers.

Proper illumination provides for safe visibility for vehicles and pedestrians. Lighting is an important element in safety and perception of safety for pedestrians. The light poles and fixtures should be aesthetically pleasing

and should be in scale with the pedestrian. Ornamental lighting fixtures integrated with banners and logos help define specific nodes and add to the visual quality of the environment. The street and pedestrian lighting could be combined or separated. The location of the light poles should be integrated with other street furniture elements and trees.

On-street parking should be provided in mixed-use and residential areas. Along with easy access to buildings, this provides a safety buffer for the pedestrians. Where

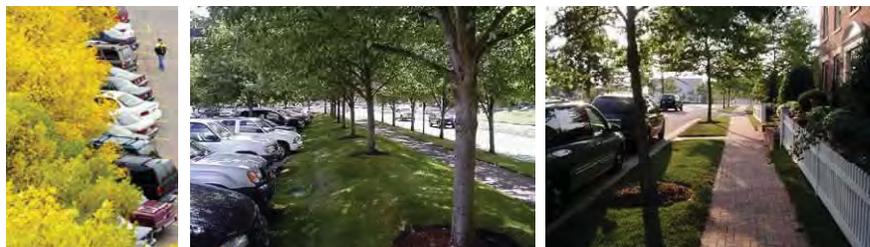


5.2

◀ Illustration:
Street Trees



◀ Illustration:
Proper Illumination



◀ Illustration:
On-Street Parking

needed, surface parking lots should be broken down into smaller areas and tree planting should be provided throughout. Trees help reduce stormwater runoff as well as the heat island effect.

Wide Sidewalks allow for pedestrian access along streets and provide a boundary between public and private spaces. The various zones of the sidewalk should be differentiated by paving patterns and colors and materials. Plaza areas in specific areas can extend the sidewalk to create an expanded

public realm and a central space for social interaction. In mixed-use and retail areas a supplemental zone should be provided for dining/seating areas.

Street furniture provides for various public uses such as bicycle parking racks, water fountains, benches, news stands, bus stops, trash receptacles and bollards. Such details make the pedestrian and public realm rich. Attention should be paid to the cohesiveness of these elements; they should be chosen from one family of design. These elements

should be free from advertising. Bus shelter locations should be coordinated and should be complementary to the street furniture elements.

Planting and landscaping in the sidewalk areas further enhances the aesthetic quality of the public realm.

Utilities should be underground.

5.2.4 Public Spaces

Creating good and active public spaces is critical. A hierarchy of public spaces and

5.2

Illustration: Wide Sidewalks



Illustration: Street Furniture



FIVE :: Recommendations

gathering spaces should be provided that offer opportunity for an array of activities; public plazas, extended streetscape, pedestrian boulevards, civic greens and other elements facilitates public activities and social interaction. A well defined focal point gives unique identity, orientation and sense of place. Landscape elements such as fountains, water bodies, art installations, enhance the visual quality and experience of the public realm. Such spaces make the community sustainable over long periods of time. Spaces such as amphitheater or podium or civic greens

for civic activities should be provided for recreation and entertainment.

5.2.5 Parks, Open Spaces and Trails

Amenities such as parks and trails should be provided through out the community. Natural open spaces such as flood plains, buffers, etc. should be preserved. Creating a connected green space system would enhance the natural areas of the community. In residential areas, pocket parks should be provided within 5 minute walking radius for the residents. A larger community park that offers an

array of active and passive recreation should be provided; activities such as ball fields, picnic areas, large open green space for festivals and large gathering. A good network of multi-purpose trails for bike and pedestrians should be provided that offer opportunity for connecting different parts of the neighborhood and community. This offers alternative mode of transportation for the residents to get around and increase their mobility.



5.2

Illustration:
Public Spaces



Illustration:
Parks, Open Spaces and Trails

5.3 ECONOMIC DEVELOPMENT

Sandy Springs should play to the strengths of its strong demographics, and anticipated residential and job growth. Incentives for desired businesses, both corporate and small businesses can both create jobs and provide services needed in the area.

A marketing and branding strategy for Sandy Springs' "Main Street," along with facade improvements will help to create an identifiable, desirable area for business activity.

A detailed Market Feasibility Study should be conducted in tandem with a Form-Based Code study in order to identify potential divergence between the market and City plans. These paired studies would also allow for Sandy Springs to accommodate what the market will bring using design to achieve the character the community desires.

5.3

6.0

Action Plan

The strategies for implementing the Concept Plan and Recommendations are described in this section. It includes various policy decisions and list of projects and priority projects both short term (five years) and long term (fifteen years). This section is organized in three parts as mentioned below.

6.1 IMPLEMENTATION STRATEGIES

6.2 WORK PROGRAM

6.3 25 YEAR PROJECTIONS

6.1 IMPLEMENTATION STRATEGIES

The following are the implementation strategies for implementing the Concept Plan. They include economic, land use, zoning, urban design and transportation initiatives.

6.1.1 Economic

- Conduct a detailed Market Feasibility Study, along with a Form Based Code study to align market forces with community desires.

- Consider incentives to attract desired businesses, corporations for the specific targeted redevelopment areas
- Develop a Marketing and Branding campaign for the study area to extend the “Main Street” - Roswell Road - south of I-285
- Create incentives for façade improvement programs for businesses.
- Promote small businesses in the neighborhood nodes with incentives and incubation assistance
- Direct the Sandy Springs Development Authority to assemble small properties to facilitate the desired redevelopment
- Establish worker training and minuter men or day labor assistance center for the Hispanic day labor population
- Leverage public investment in the form of public facilities and infrastructure to facilitate private investment

6.1.2 Land Use, Zoning and Urban Design

- Conduct economic feasibility studies in parallel with Form Based Code development at each node indicated in the LCI study.
- Develop detail plans for the Neighborhood Nodes that clearly delineates the boundary and the appropriate development guidelines based on market, physical and fiscal feasibility.
- Amend zoning and design guidelines overlay for the corridor that would be based on the transect model, which incorporates the access management standards. These standards should be based on quality of life standards.
- Develop a detail plan for the Interstate-285 node with community input that would address the various redevelopment issues and the regional transportation initiatives by GDOT.
- Design gateways along with developing comprehensive way finding and signage plan, landscaping, and maintenance program.

- Prioritize efforts on Windsor Parkway node. Coordinate with City of Atlanta to establish bicycle and pedestrian facilities along Wieuca Road that connect the neighborhoods to Chastain Park.
- Prioritize efforts on the Windsor Parkway node; Work with City of Atlanta and the neighboring properties south of the City of Sandy Springs boundary that are adjacent to the Windsor Parkway Node to integrate the improvements to ensure the continuity of the character of the node.

6.1.3 Transportation

- Implement the recommended projects as per the work program in transportation recommendations
- Submit application to ARC for the two priority projects for funding
- Amend Zoning Overlay to achieve access management along Roswell Road
- Review sub-division regulations to implement access management guidelines along Roswell Road
- Develop specific requirements for traffic impact study requirements for development projects
- Perform a traffic gap analysis for establishing mid-block crosswalks
- Conduct a peak hour traffic study to determine traffic flows and required signalization improvements.
- Undertake a Glenridge Drive study for the design of the road for future improvements that would include community input and consensus

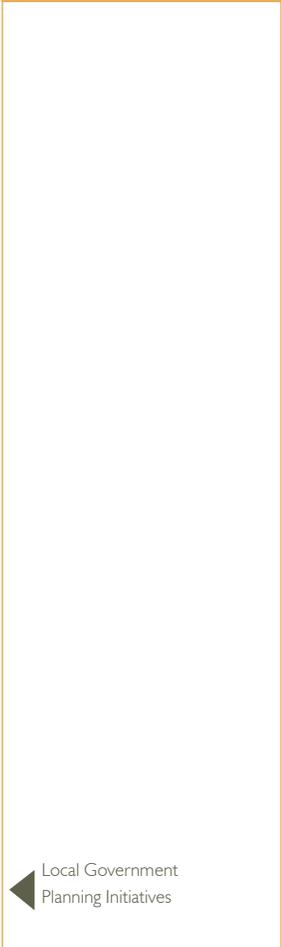
6.1

SIX :: Action Plan

6.2 WORK PROGRAM

FIVE YEAR IMPLEMENTATION PLAN							
Project ID	Description / Action	Cost	Year	Responsible Party	Funding Source		
Planning, Zoning and Design							
PZ-1	LAND USE: Adopt the LCI.	TBD	2008	City of Sandy Springs	City of Sandy Springs		
PZ-2	OVERLAY GUIDELINES: Amend overlay guidelines to be consistent with the Comprehensive Plan and the LCI.	TBD	2008-09	City of Sandy Springs	City of Sandy Springs/ Atlanta Regional Commission		
UD-1	ZONING AND DESIGN GUIDELINES: Develop detail plans for the Windsor Parkway Node that delineate the node boundaries and the appropriate development guidelines based on market, physical, fiscal feasibility and Form Based Codes.		2008-09	City of Sandy Springs	City of Sandy Springs/ Atlanta Regional Commission		
UD-2	Interstate-285 NODE PLAN : Develop detail plan for the Interstate-285 Node with community input that would address the various redevelopment issues and the regional transportation initiatives by GDOT.		2008-09	City of Sandy Springs	City of Sandy Springs/ Atlanta Regional Commission		
UD-3	GATEWAY DESIGN : Design for the three gateways (Interstate-285, Glenridge Connector and Roswell-Windsor) and comprehensive way finding and signage plan.	100,000	2010	City of Sandy Springs	City of Sandy Springs/ Atlanta Regional Commission		
UD-4	MAINTENANCE PLAN: Develop a streetscape/gateway maintenance program	TBD	2008-09	City of Sandy Springs	City of Sandy Springs/ Atlanta Regional Commission		
UD-5	ZONING AND DESIGN GUIDELINES: Develop detail plans for the Belle Isle Node that clearly delineate the node boundaries and the appropriate development guidelines based on market, physical, fiscal feasibility and Form Based Codes.		2008-10	City of Sandy Springs	City of Sandy Springs/ Atlanta Regional Commission		
UD-6	ZONING AND DESIGN GUIDELINES: Develop detail plans for the Glenridge Node that clearly delineate the node boundaries and the appropriate development guidelines based on market, physical, fiscal feasibility and Form Based Codes		2008-10	City of Sandy Springs	City of Sandy Springs/ Atlanta Regional Commission		
UD-7	BIKE AND PEDESTRIAN FACILITIES: Coordinate with City of Atlanta to establish bicycle and pedestrian facilities along Wieuca Road that connect the neighborhoods to Chastain Park.	TBD	2008-10	City of Sandy Springs	City of Sandy Springs		
UD-8	WINDSOR PARKWAY NODE COORDINATION: To work with City of Atlanta and the neighboring properties south of the City of Sandy Springs boundary that is adjacent to the Windsor Parkway Node to integrate the improvements to ensure the continuity of the character of the node.	TBD	2008-10	City of Sandy Springs	City of Sandy Springs		

6.2



Local Government
Planning Initiatives

6.2

FIVE YEAR IMPLEMENTATION PLAN						
Project ID	Description / Action	Cost	Year	Responsible Party	Funding Source	
Economic Development						
ED-1	Consider incentives to attract desired businesses, corporations for the specific targeted redevelopment areas	TBD	2008	Community Development, City of Sandy Springs	City of Sandy Springs	
ED-2	Develop a Marketing and Branding campaign for the study area to extend the "Main Street" - Roswell Road - south of I-285	TBD	2008-09	Community Development, City of Sandy Springs	City of Sandy Springs	
ED-3	Incentives for façade improvement programs for businesses.	TBD	2008-10	Community Development, City of Sandy Springs	City of Sandy Springs	
ED-4	Promote small businesses in the neighborhood nodes with incentives and incubation assistance	TBD	2008-12	Community Development, City of Sandy Springs	City of Sandy Springs	
ED-5	Sandy Springs Development Authority to assemble small properties to facilitate the desired redevelopment	TBD	2008-12	Community Development, City of Sandy Springs	City of Sandy Springs/ Atlanta Regional Commission	
ED-6	Establish worker training and minute men or day labor assistance center for the Hispanic population	TBD	2008-09	Community Development, City of Sandy Springs	City of Sandy Springs	
ED-7	Leverage public investment in the form of public facilities and infrastructure to facilitate private investment	TBD	2008-12	Community Development, City of Sandy Springs	City of Sandy Springs	

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Project ID	Description	Type of	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
T-1	Roswell Road Node Improvements Phase 1 (City Limit to Mystic Place) Phase 2 (Mystic Place to Long Island Drive), includes sidewalk/streetscape improvements, traffic signal upgrades, and mid-block crosswalks	Pedestrian/ Operations	2010	\$300,000	2011	\$360,000	2012	\$2,572,600	\$3,232,600	City/GDOT	RTP, LCI	General Fund	\$646,520
T-2	Roswell Road Node Improvements Phase 3 (Long Island Dr. to Forest Hills Dr.) Phase 4 (Forest Hills Dr. to Mount Paran Rd.), includes sidewalk/streetscape improvements, traffic signal upgrades, and mid-block crosswalks	Ped	2011	\$289,100	2012	\$335,000	2013	\$2,497,600	\$3,121,700	City/GDOT	RTP, LCI	General Fund	\$624,340
T-3	Roswell Road Node Improvements Phase 5 (Mount Paran Road to Glenridge Drive) Phase 6 (Glenridge Drive to I-285), includes sidewalk/streetscape improvements, traffic signal upgrades, and mid-block crosswalks	Ped	2012	\$288,000	2013	\$350,000	2014	\$2,561,300	\$3,199,300	City/GDOT	RTP, LCI	General Fund	\$639,860
T-4	Windsor Parkway Sidewalks and Bike Lanes (from Roswell Road to High Point Road)	Bike/Ped	2010	\$77,000	2011	\$315,000	2012-2013	\$636,000	\$1,028,000	City/GDOT	RTP, LCI	General Fund	\$205,600
T-5	High Point Road Sidewalks and Bike Lanes (from south of Windsor Parkway to Glenridge Drive)	Bike/Ped	2011	\$180,000	2012	\$713,000	2013-2014	\$1,438,000	\$2,331,000	City	LCI, TE	General Fund	\$466,200
T-6	Lake Forest Drive Sidewalks and Bicycle Lanes (from Atlanta City Limits to I-285)	Bike/Ped	2011	\$233,000	2012	\$953,000	2013-2014	\$1,923,000	\$3,109,000	City	LCI, TE	General Fund	\$621,800
T-7	Neighborhood Street Enhancement (10 Roadways), includes sidewalks, bikeable shoulders, and staggered traffic calming measures such as speed humps, bulb outs, and landscaped medians	Operations	2010-2011	\$950,000	2012-2013	\$1,277,500	2014-2015	\$6,387,500	\$8,615,000	City	LCI, TE	General Fund	\$1,723,000
T-8	Mixed Use Paths Parallel to Roswell Road (3)	Bike/Ped	2011	\$118,000	2012	\$158,000	2013-2014	\$790,000	\$1,066,000	City	LCI, TE	General Fund	\$213,200
T-9	Mixed-Use Path adjacent to Long Island Creek in Lake Placid/I-285 node	Bike/Ped	2012	\$269,280	2013	N/A	2014	\$1,795,200	\$2,064,480	Developers	Private Funding	N/A	N/A
T-10	Glenridge Drive improvement - Convert to a 4-lane roadway with a landscaped median, mid-block crosswalks, bicycle lanes, and wide sidewalks with streetscapes	Capacity/ Operations	2014-2016	\$495,000	2016-2018	\$1,800,000	2018-2020	\$4,920,000	\$7,215,000	City	RTP	General Fund	\$1,443,000
	Totals			\$3,199,380		\$6,261,500		\$25,521,200					

6.2

Transportation
Projects: Five Year
Implementation Plan

6.2

Transportation Initiatives 

PROJECT ID	CORRIDOR	COST	YEAR	RESPONSIBLE PARTY	POTENTIAL FUNDING SOURCE(S)
TI-1	Roswell Road Zoning Overlay . Write and adopt a zoning overlay corridor for Roswell Road to implement access management techniques including access and curb cut restrictions, minimum lot frontage, and inter-parcel connectivity. Traffic impact Studies should also be required of developments that meet a minimum size.	TBD	2009	Sandy Springs	ARC grant, 50-50 local match
TI-2	Subdivision Regulations - Review and revise the City's Subdivision Regulations to implement access management techniques.	TBD	2009	Sandy Springs	ARC grant, 50-50 local match
TI-3	Traffic Impact Study Requirements - Develop specific requirements that determine when a developer must conduct a traffic impact study for their project. Create specific study requirements, guidelines, and review procedures. Use the results of these studies to adjust the transportation impact fee of a development based on the amount of impact it will have. Revise the City's zoning ordinance to reflect these requirements.	TBD	2009	Sandy Springs	ARC grant, 50-50 local match
TI-4	Traffic Gap Analysis Study - A traffic gap analysis study is also necessary to construct the recommended mid-block crosswalks along Roswell Road and Glenridge Drive. This study is necessary to determine where sufficient gaps in the traffic flow exist for pedestrians safely to cross. This study can be conducted independently or can be incorporated into the LCI study area traffic study.	TBD	2009	Sandy Springs	ARC grant, 50-50 local match
TI-5	Study Area Traffic Study - Conduct a peak hour traffic study within the LCI Study Area to determine how traffic flows, where problems exist, and where problems are likely to exist in the future. This study shall include signalized intersections along Roswell Road and possibly some unsignalized intersections as well. Glenridge Drive shall also be included. The study should include AM and PM peak hour analyses for existing conditions as well as at least one future year period (i.e., 20 years after existing conditions).	TBD	2010	Sandy Springs	ARC grant, 50-50 local match

6.3 25 YEAR PROJECTION

	2007	2012	2017	2022	2027	2032
Population	12,056	13,050	14,043	15,037	16,030	17,024
Households	5,520	6,182	6,845	7,507	8,170	8,832
Avg HH Size	2.18	2.11	2.05	2.05	2.05	2.05
Employment	7,429	9,139	10,849	12,559	14,269	15,979
Job/HH Ratio	1.35	1.48	1.58	1.67	1.75	1.81

 25 Year population, housing and employment projections

SIX :: Action Plan

PRIORITY PROJECTS

With regard to development projects, we recommend the implementation of Windsor Node as the priority project. As the land assembly may be in progress and the development imminent, it would be important to develop a plan that reflects the community vision. This also provides opportunity for the community to provide specific inputs to the plan and assist the developer with the process.

Prioritize efforts on Windsor Parkway node. Coordinate with City of Atlanta to establish bicycle and pedestrian facilities along Wieuca Road that connect the neighborhoods to Chastain Park.

Prioritize efforts on the Windsor Parkway node; Work with City of Atlanta and the neighboring properties south of the City of Sandy Springs boundary that are adjacent to the Windsor Parkway Node to integrate the improvements to ensure the continuity of the character of the node.

We also recommend to implement the UD-3 and UD-4 , gateway and maintenance plan projects as proposed in the initiatives.

The Roswell Road LCI Study identifies several transportation projects to be undertaken in the future. The City can apply for implementation funding from the ARC for as many as two projects each year, with a maximum project cost of \$4 million. Therefore, two projects were identified as priority projects that should be pursued when the next round of ARC LCI implementation funding is available. These projects are:

- Project T-1, Roswell Road Node Improvements
- Projects T-4 and T-5 (combined), Collector Roads Enhancement

Project T-1 implements improvements on Roswell Road, the focal point of this study. The traffic gap analysis study (project TI-4) must be completed before Project T-1 can be fully implemented. This study may be eligible for ARC LCI supplemental funding, rather than implementation funding. It is recommended that the City apply for the ARC LCI supplemental funding for project TI-4 when the next round of supplemental funding becomes available.

The priority projects T-4 and T-5 combined create one project whose total cost is less than the \$4 million maximum. This project enhances two collector roadways that connect to each other and that also effectively connect the southern edge of the study area at the Atlanta City Limits to the northeastern edge of the study area at the Pill Hill medical area.

7.0

Appendix

- 7.1 COMMUNITY QUESTIONNAIRE
- 7.2 CHARACTER PREFERENCE SURVEY

7.1 COMMUNITY QUESTIONNAIRE

On October 29, 2007 a community questionnaire was distributed to the public as part of the visioning workshop to get public input on various issues like land use and transportation.

The questionnaire responses received from the community showed equal involvement of both male and female. The majority of respondents were property owners and residents in and around the study area. Almost half of the respondents live within 2 miles distance

from the work. Housing cost seemed to be the prominent reason for those living far away from work.

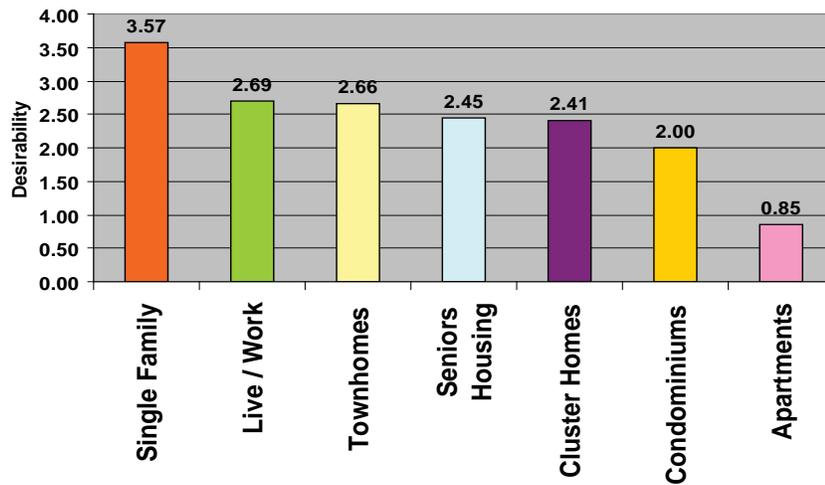
7.1.1 Land Use Preference Summary

Most desired land uses are:

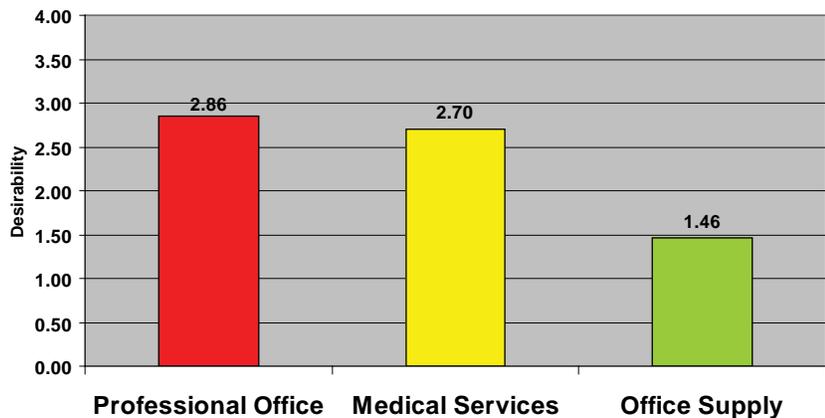
1. Housing Types: Single Family
2. Office Type: Professional office and medical services
3. Recreation and Entertainment: Live theatre and festivals
4. Education: Daycare
5. Civic Amenities: Park and play grounds
6. Retail Types: Bookstores, Coffee shops, art galleries, non-franchised retails, etc
7. Retail Building configuration: "Old Main Street" style
8. Dispersed neighborhood retail clusters and Street level retail mixed use were the most desired way to "package" the above amenities and services.

7.1

Housing Types



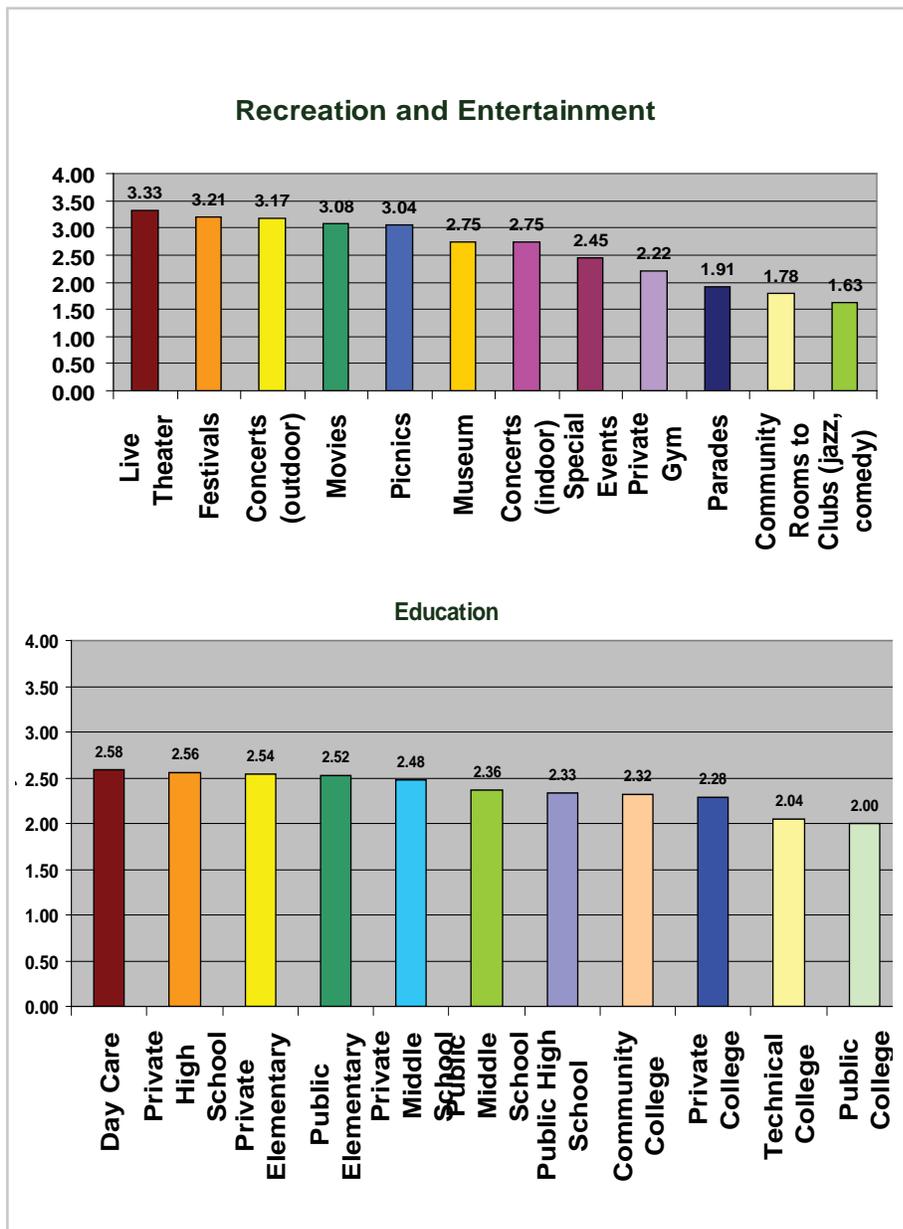
Office Types



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The least desired land uses are:

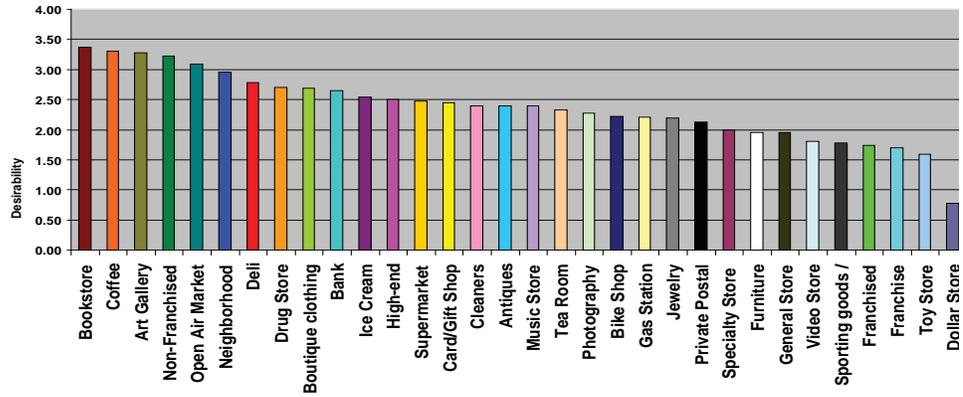
1. Housing Types: Apartments
2. Office type: Office Supply
3. Recreation and Entertainment: Clubs, Community rooms, parades, etc
4. Education: Public College
5. Civic amenities: Government offices
6. Retail building configuration: Freestanding
7. Retail types: Dollar store, toy store, franchised stores, sporting goods, etc.



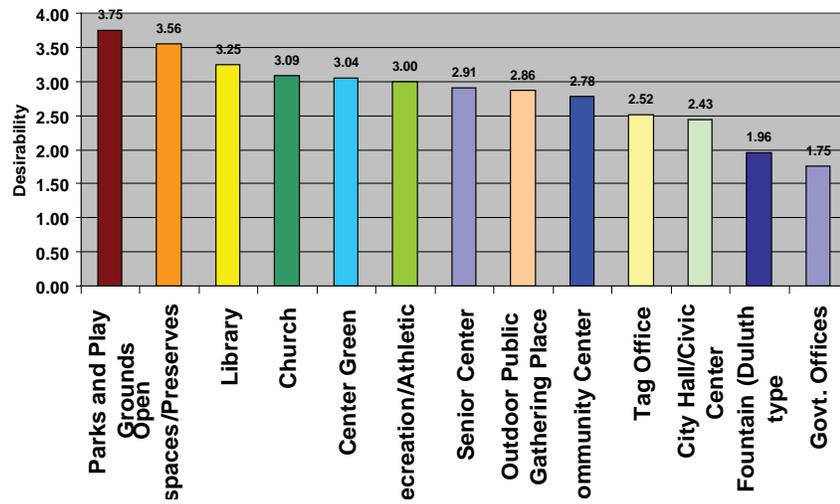
7.1

7.1

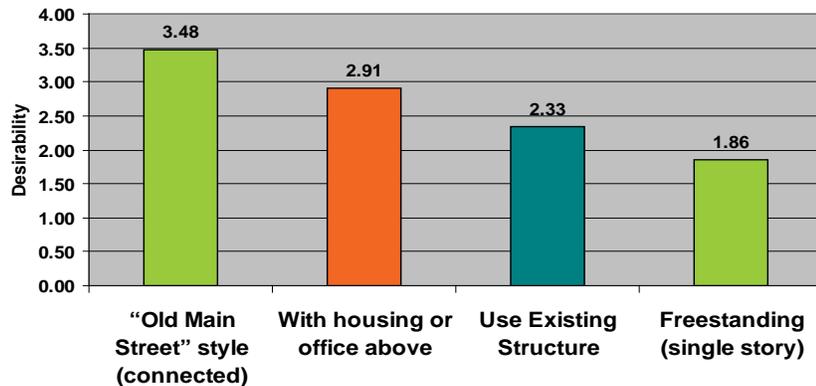
Retail Types



Civic Amenities



Retail Building Configuration



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7.1.2 Transportation Elements Summary

Transportation elements that were desired most are:

1. Surface Parking
2. Traffic Calming
3. Bus Service
4. Sidewalks
5. Bicycle and jogging paths
6. Streetscaping
7. Thru traffic routed around crosswalks
8. Pedestrian and bike connection between residential uses, non residential uses and schools
9. Bike lanes on street

Transportation elements that were not desired by most of the respondents are:

1. More road and more road capacity
2. On street parking

Transportation elements that were of most concern are:

1. Local road congestion
2. Long Commutes
3. Safety
4. Bus Service
5. Truck Traffic
6. Pedestrian and Bike Access
7. Co-location between living and working areas

Transportation elements that were of least concern to respondents were:

8. Accessibility to parcels

7.1

Community Questionnaire used for
Roswell Road Corridor LCI study

7.1



COMMUNITY QUESTIONNAIRE
Sandy Springs LCI Study

This survey will assist the Sandy Springs Community to chart its path to ensure that future development and transportation issues are compatible with the character and quality of the area you envision.

Please return completed questionnaire to:
RETURN by November 19, 2007
Your on-time response is critical !!

Venky Babu, Sizemore Group
FAX (preferred): 404-605-0890
1700 Commerce Drive, NW
Atlanta, GA 30318

****If you use the backs of pages for additional comments, please do not forget to fax them also!****

1. What are your **THREE MAIN** concerns for the future of Sandy Springs ?

2. What Land uses do you want to see in Sandy Springs ?

Rate desirability by circling A, B, C, D, or F

with 'A' being "most desirable", 'C' being "neutral", and 'F' not at all desirable

HOUSING

Single Family	A	B	C	D	F
Cluster Homes	A	B	C	D	F
Townhomes	A	B	C	D	F
Condominiums	A	B	C	D	F
Apartments	A	B	C	D	F
Seniors Housing	A	B	C	D	F
Live/Work	A	B	C	D	F
Other Housing Structures _____					

Rate desirability of the following by writing A, B, C, D, or F in the box.

with 'A' being "most desirable", 'C' being "neutral", and 'F' not at all desirable

OFFICE

- Professional Office
- Office Supply

Medical Services

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7.1

RETAIL

- Supermarket
- Drug Store
- Bank
- Toy Store
- Private Postal Center
- Tea Room
- Video Store
- Open Air Market
- Gas Station
- High-end hardware
- Sporting goods / Outdoor Store
- Other _____
- Cleaners
- Franchise clothing
- Dollar Store
- General Store (mixed)
- Card/Gift Shop
- Deli
- Boutique clothing
- Art Gallery
- Neighborhood grocery
- Bike Shop
- Antiques
- Franchised Restaurant
- Non-Franchised Restaurant
- Coffee Shop/Café/Bakery
- Bookstore
- Ice Cream Parlor/Soda Shop
- Specialty Store _____
- Photography Studio
- Furniture
- Music Store
- Jewelry

Retail Building Configurations

- Freestanding (single story)
- "Old Main Street" style (connected)
- With housing or office above
- Use Existing Structure

RECREATION/ENTERTAINMENT

- Movies
- Concerts (outdoor)
- Festivals
- Clubs
- Private Gym
- Live Theater
- Picnics
- Museum (type?)
- Special Events facilities (banquet/meeting halls, etc.)
(jazz, comedy)
- Other _____
- Concerts (indoor)
- Parades
- Community Rooms to Rent

CIVIC/AMENITIES

- Church
- Recreation/Athletic
- Center Green
- Library
- Open spaces/Preserves
- Senior Center
- Community Center
- Govt. Offices
- Fountain (Duluth type)
- City Hall/Civic Center
- Outdoor Public Gathering Place
- Tag Office
- Parks and Play Grounds
- Other _____

7.1

EDUCATION

- Day Care
- Private Elementary
- Public Middle School
- Community College
- Public College
- Public Elementary
- Private High School
- Private College
- Technical College
- Private Middle School
- Public High School

4. How would you most like the above amenities/services "packaged?". Select TOP TWO preferences.

- Open air or enclosed mall
- Dispersed neighborhood retail clusters
- Street level retail mixed-use (i.e. Virginia Highlands)
- Strip development

How far would you walk for these amenities?

- 5 minutes
- 10 minutes
- 15 minutes
- 20 minutes
- 30 minutes

5. What TRANSPORTATION changes would you like to see?

	YES	No Opinion	NO	Why?
• More roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• More road capacity (add lanes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Surface parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• On-street parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Traffic calming (e.g. raised crosswalks, narrower streets)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Bus service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Sidewalks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Bicycle/jogging paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Bike lanes (on street)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• More connected streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• More traffic signals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Pedestrian/bike connections between residential & non-residential uses & schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Thru traffic routed around Crossroads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Streetscaping (landscaping seating, pedestrian lighting)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Other(s) – list _____				_____

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7.1

6. What TRANSPORTATION issues concern you the most?

	Great Concern	Average Concern	Little Concern	No Concern	Why?
• Long commutes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Local Road Congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Truck Traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Bus Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Neighborhood interconnection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Pedestrian/Bicycle access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Accessibility to Parcels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Other(s) – list _____					
• Should there be a collocation (located together) between living and working in the area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

7. Which roads & Intersections in the Sandy Springs Study area have the greatest safety issues? Please number in order of priority.

list _____
 list _____
 list _____
 list _____

8. Which roads & Intersections in the Sandy Springs Study area are most in need of being improved? Please number in order of priority.

list _____
 list _____
 list _____
 list _____

9. What are the THREE best assets of the Sandy Springs Community and are they getting stronger or in danger of being lost?

	Getting Stronger	Being Lost
• _____	<input type="checkbox"/>	<input type="checkbox"/>
• _____	<input type="checkbox"/>	<input type="checkbox"/>
• _____	<input type="checkbox"/>	<input type="checkbox"/>

10. What are your THREE biggest concerns for your community? Please number in order of priority.

Walkability _____
 Community Gathering Place _____
 Choice of Activities _____
 Schools _____
 Public safety _____
 Traffic _____

7.1

- Affordable housing _____
- Parks/service _____
- Healthy way of life _____
- Property values _____
- Employment _____
- Economic Development _____
- Retail Services/Shopping _____
- Other(s) – list _____

11. Please take a moment to complete the following personal information

Name: _____ Neighborhood, Organization, or Group: _____

Address: _____

Email: _____

Sex: Male Female

Age: 20 – 30yrs. 31 – 40yrs. 41 – 50yrs 51 – 60yrs 61+yrs.

Status: Resident Business owner Property owner

Employee of local business Other – list _____

What is the distance between your residence and workplace?

Less than 2 miles 2 - 4 miles 5 - 8 miles 9 - 12 miles More than 12 miles

What are your reasons for NOT living closer to your place of work?

- | | |
|--|---|
| <input type="checkbox"/> Housing cost | <input type="checkbox"/> Lack of employment opportunity in the area |
| <input type="checkbox"/> No housing options at place of employment | <input type="checkbox"/> Desire to live closer to friends and/or family |
| <input type="checkbox"/> Spousal employment considerations | <input type="checkbox"/> Don't mind longer commutes |
| <input type="checkbox"/> Desire to live in the community | <input type="checkbox"/> Availability of amenities |

COMMENTS

Thank you for your participation.

If you have questions, please contact:

Venky Babu, Sizemore Group, Phone: 404-605-0690, venkyb@sizemoregroup.com

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7.2 CHARACTER PREFERENCE

SURVEY SUMMARY

A character preference study was conducted by the Sizemore Group to allow participants of the Roswell Road LCI study to express their preference for the visual image of their community on 13 categories listed below.

1. Parks and Gathering Places
2. Greenways, Trails, and Bike Paths
3. Sidewalks and Streetscape: Urban
4. Sidewalks and Streetscape: Suburban
5. Office
6. Storefronts / Mix Use
7. Residential - Multifamily
8. Residential - Townhomes
9. Residential - Single Family
10. Surface Parking
11. Parking Deck
12. Traffic Calming
13. Signage/ Street Furniture / Artwork / Lighting

An extensive list of images was selected by the Sizemore Group to provide a wide range of choices. Each image was scored based on the following choices:

Scoring Legend

<input type="checkbox"/>	A - I LOVE IT!!
<input type="checkbox"/>	B - I like it.
<input type="checkbox"/>	C - It's just ok.
<input type="checkbox"/>	D - I don't like it.
<input type="checkbox"/>	F - NO WAY!!

7.2

7.2

<p>Roswell Road LCI</p> <p>Parks and Gathering Places</p> <p>Public open spaces of all scales encourage social, civic, and recreational activities. All such spaces should be designed to encourage these activities and should be interconnected to provide a variety of experiences.</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> + Tree canopy + Street furniture + Intimate scale 		RATING
			DESIRABLE
	<ul style="list-style-type: none"> + Clean and paved plaza look + Provides amenities for small gathering - Not adequate vegetation - Trees and landscape 		RATING
			NEUTRAL
<ul style="list-style-type: none"> + Water feature provides opportunity for both recreation + Natural environment + Calm and serene 			RATING
			UNDESIRABLE
	<ul style="list-style-type: none"> - Huge impervious development in a natural setting - Massive scale 		RATING
			UNDESIRABLE

<p>Roswell Road LCI</p> <p>Greenways, Trails and Bike Paths</p> <p>Greenways & Trails should provide a variety of pedestrian, biking experiences through the natural and built environment. Periodic shade opportunities and sufficient open spaces contribute to comfort and perception of safety. Visual and physical buffers between pedestrians and traffic are encouraged.</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> + Provides opportunity for recreation in a natural setting and away from traffic + Open, sunny and visible setting + Wide, clean and paved trail for the safety of bikers 		RATING
			DESIRABLE
	<ul style="list-style-type: none"> + Provides separate access for bikers buffered from vehicular traffic - Not set in a park or natural environment 		RATING
			NEUTRAL
<ul style="list-style-type: none"> + Provides opportunity for recreation in natural setting and away from traffic + Abundant vegetation + Wide, clean and paved trail for the safety of users 			RATING
			UNDESIRABLE
	<ul style="list-style-type: none"> - Exposed to the vehicular traffic - Aesthetically not pleasing and narrow bike lane - No vegetation, over head utilities 		RATING
			UNDESIRABLE

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7.2

Roswell Road LCI Sidewalks/Streetscape Urban			RATING
<p>Walks and walkways should provide for sufficient pedestrian circulation without overcrowding. Overhangs, trees, textured paving, street furniture, chairs & tables, green medians -- all contribute to a positive experience. Visual and physical buffers between pedestrians and traffic are encouraged.</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<p>A</p> 	<ul style="list-style-type: none"> + Planters / benches / lighting at street edge + Separation from traffic + Wide enough for circulation 	DESIRABLE
		<ul style="list-style-type: none"> + Clean, wide and safe sidewalks for pedestrian + Physical buffer from traffic – parallel parking provides buffer + Streetscape – pavers, landscape, lighting, etc. 	
	<ul style="list-style-type: none"> + Paved, wide and safe sidewalks with trees + Street furniture, art/banners + Vibrant/active use - due to retail and restaurants along the sidewalks – public realm 	<ul style="list-style-type: none"> - Lack of safe and continuous sidewalks - Lack of street edge defined by building - Lack of continuous streetscape - Lack of street furniture - Exposed overhead utilities - Visually unattractive 	

Roswell Road LCI Sidewalk / Streetscape Suburban/Residential			RATING
<p>Shaded walkways and green median boulevards help the neighborhood scale and visual appeal of the streets/neighborhood. Overhangs, trees, green medians -- all contribute to a positive experience. Visual and physical buffers between pedestrians and traffic are encouraged.</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<p>A</p> 	<ul style="list-style-type: none"> + Landscape along the sidewalk + Paved and clean sidewalks + Fencing that delineates and accentuates the sidewalk space 	DESIRABLE
		<ul style="list-style-type: none"> + Sidewalk away from vehicular traffic - Lack of vegetation - Narrow sidewalks 	
	<ul style="list-style-type: none"> + Shaded and buffered sidewalks + Natural vegetation along the pervious sidewalk + Compact and neighborhood/pedestrian scale street 	<ul style="list-style-type: none"> - Lack of clear defined sidewalks - Exposure to vehicular traffic 	

7.2

<p>Roswell Road LCI</p> <p>Office</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> + Community scale office space + Architectural character <p>B</p>		RATING	DESIRABLE
	<ul style="list-style-type: none"> + Community scale office space - Does not define the street or corridor - Lack of definition <p>C</p>		RATING	NEUTRAL
	<ul style="list-style-type: none"> + Community scale office space + Architectural character compatible with residential neighborhoods <p>B</p>	<ul style="list-style-type: none"> - High rise building in residential neighborhoods - Architectural character different from the surrounding neighborhood <p>F</p>		RATING

<p>Roswell Road LCI</p> <p>Storefronts / Mixed Use</p> <p>Commercial / Retail / Residential</p> <p>Storefronts provide a critical element of visual variety to the pedestrian experience. Parallel parking is encouraged. Seating, street furniture, building edges, landscaping, canopies – all contribute to the shopping experience. Storefronts should reflect the human scale.</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> + Interesting storefronts and building façade + Pedestrian scale + Architectural diversity <p>B</p>		RATING	DESIRABLE
	<ul style="list-style-type: none"> + Community and pedestrian scale + Clean and well maintained look <p>C</p>		RATING	NEUTRAL
	<ul style="list-style-type: none"> + Mix of uses and activities create a vibrant environment + Community scale stores and services close to residence + Pedestrian scale <p>A</p>	<ul style="list-style-type: none"> - Huge parking lot in front of the building - Lack of interesting store front and building façade - Not pedestrian friendly - Lack of vegetation - Unsafe <p>F</p>		RATING

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7.2

<p>Roswell Road LCI</p> <p>Residential - Town homes</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> + Pedestrian friendly look + Presence of vegetation + Higher density look + Good scale/materials 	 <p>A</p>	RATING	DESIRABLE
	<ul style="list-style-type: none"> + Community scale development - Look of inactive neighborhood - Lack of vegetation - Unattractive front yard 	 <p>C</p>	RATING	NEUTRAL
 <p>B</p> <ul style="list-style-type: none"> + Presence of private yard and balconies + Brick gives character to the building + Surrounding vegetation 	<ul style="list-style-type: none"> - Modern and urban looking architectural character may overwhelm neighborhood character - Lack of vegetation and open space 	 <p>F</p>	RATING	UNDESIRABLE

<p>Roswell Road LCI</p> <p>Residential – Multi Family</p> <p>Lofts / Condos / Live-work</p> <p>Multi-family residential units located directly on the street are critical components in Smart Growth planning -- often located above commercial retail storefronts. Balconies, historic detailing, rhythmic fenestration and quality materials contribute to this component.</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> + Interesting architectural character + Parallel parking - Lacks vegetation 	 <p>B</p>	RATING	DESIRABLE
	<ul style="list-style-type: none"> + Gives urban look - Modular forms give monotonous look of apartment homes 	 <p>C</p>	RATING	NEUTRAL
 <p>B</p> <ul style="list-style-type: none"> + Interesting architecture – variety and modern elements + Shared open space + Pedestrian friendly environment 	<ul style="list-style-type: none"> - Old and boring structures - Typical apartment homes look - No streetscape 	 <p>F</p>	RATING	UNDESIRABLE

7.2

<p>Roswell Road LCI</p> <p>Residential</p> <p>Single Family</p> <p>Single-family residential units should reflect quality detailing, historic detailing and materials, front porches, buffer yards, and shade trees.</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p> 	<ul style="list-style-type: none"> + Building material diversity + Clean and well maintained yards <p>B</p> 	RATING	DESIRABLE
	<ul style="list-style-type: none"> + Situated in a natural surrounding + Neighborhood scale - Less interactive neighborhood surrounding <p>C</p> 	RATING	NEUTRAL
	<ul style="list-style-type: none"> - Lack of vegetation and open space - Little bulky and dense <p>F</p> 	RATING	UNDESIRABLE
<ul style="list-style-type: none"> + Presence of open spaces between homes + Front porch overlooking street + Interactive neighborhood setting <p>A</p>			

<p>Roswell Road LCI</p> <p>Surface Parking</p> <p>Parking through necessary, should not drive the master plan. Vehicles should be clustered, and surrounded by landscaping. Visual screening is desirable along streets - either landscaped, walled or fenced</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p> 	<ul style="list-style-type: none"> + Parking under the tree canopy + Screened with vegetation <p>B</p> 	RATING	DESIRABLE
	<ul style="list-style-type: none"> + Paving material other than asphalt - Lack of continuous and dense vegetation <p>C</p> 	RATING	NEUTRAL
	<ul style="list-style-type: none"> - Lack of vegetation - Unattractive look - Asphalt sea <p>C</p> 	RATING	
<ul style="list-style-type: none"> + Parallel parking under the tree canopy + Close to retail and restaurant + Brick paving gives character to the parking area and the street <p>B</p>			

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7.2

<p>Roswell Road LCI</p> <p>Parking Decks</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> + Pedestrian friendly + Attractive looking deck + Retail on ground floor level makes it more interesting and less like a deck 	 <p>B</p>	<p>RATING</p> <p>DESIRABLE</p>
	<ul style="list-style-type: none"> + Clean and well maintained look - Less treatments to make it look interesting and pedestrian friendly - Looks like a parking deck 	 <p>C</p>	<p>RATING</p> <p>NEUTRAL</p>
<ul style="list-style-type: none"> + Façade treatment makes it look less like parking deck + Use of brick gives look compatible to neighborhood + Little retail on ground floor relates well to the street 	<ul style="list-style-type: none"> + Ugly and boring structure + No visual screening + No vegetation screening 	 <p>F</p>	<p>RATING</p> <p>UNDESIRABLE</p>

<p>Roswell Road LCI</p> <p>Traffic Calming</p> <p>Traffic calming mechanisms should contribute to the style and character of the community in addition to effectively calming driver behavior.</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> + Attractive and Landscaped medians + Slows down the traffic 	 <p>B</p>	<p>RATING</p> <p>DESIRABLE</p>
	<ul style="list-style-type: none"> + Speed and median humps slowing down the traffic - Lack of landscaping and vegetation 	 <p>C</p>	<p>RATING</p> <p>NEUTRAL</p>
<ul style="list-style-type: none"> + Brick paving gives sense of pedestrian zone to drivers + Attractive intersection + Slows the traffic 	<ul style="list-style-type: none"> - Feels too open to make drivers drive fast - Lack of landscaping and vegetation 	 <p>D</p>	<p>RATING</p> <p>UNDESIRABLE</p>

7.2

Roswell Road LCI Signage / Street Furniture / Artwork / lighting				RATING
<p>Street furniture, lighting, etc enhance the quality and character of the environment. Hanging signs and signage integrated into canopies are encouraged. Free standing signs should have quality detailing. Large scale mall signage is absolutely discouraged.</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p> 	<p>+ Consistent material and color for street furniture and light poles</p> <p>+ Stylish and attractive</p>			DESIRABLE
	<p>+ Attractive and stylish</p>			NEUTRAL
<p>+ Use of bright colors</p> <p>+ Clean and well maintained</p> <p>+ Signage and lighting integrated</p>	<p>- Visual clutter</p> <p>- Unattractive</p> <p>- Out of scale</p>			UNDESIRABLE

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