



SANDY SPRINGS

CITY MANAGER'S OFFICE

2025 CITY COUNCIL RETREAT

Wednesday, February 5 – Thursday, February 6, 2025

City Springs – Terrace Meeting Room

1 Galambos Way, Sandy Springs, GA 30328

Live Stream: www.sandyspringsga.gov/stream

Wednesday, February 5, 2025

- 9:00 am **I. Opening Remarks and 2024 Highlights**
(Presented by Eden E. Freeman, City Manager)
- 9:10 am **II. 2024 Priorities Review and Discussion**
(Presented by the City of Sandy Springs Senior Leadership Team)
- 10:30 am **Morning Break**
- 10:45 am **III. Demographic and Housing Trends – Regionally and in Sandy Springs**
(Mike Alexander, COO, Atlanta Regional Commission)
- 12:00 pm **Lunch and Open Discussion**
- 12:30 pm **IV. Development Trends – What's Happening, What's Not, and Why?**
(Eric Hines, Jamestown; Lance Patterson, Patterson Real Estate; John Kelly, Toro)
- 2:00 pm **V. Economic Development in Sandy Springs – What's on the Horizon?**
(Chris Burnett, Economic Development Director)
- 3:30 pm **VI. Design Guidelines Group Exercise**
- 4:30 pm **VII. Council Discussion**

Adjourn

Thursday, February 6, 2025

- 9:00 am **I. Financial Health of the City**
(Presented by Walter Goldsmith, President and COO, First Tryon; David Cheatwood, Managing Director, First Tryon)
- 9:45 am **Morning Break**
- 10:00 am **II. Sandy Springs: The Power of Responsive Services**
(Presented by Eden E. Freeman, City Manager; Keith McMellen, Director of Data Strategy, Analytics, and AI Implementation)
- 11:00 am **III. Council Discussion**

Adjourn

2025 Priorities Review

February 5, 2025



SANDY SPRINGS
GEORGIA

2024 Video Year in Review



SANDY SPRINGS
GEORGIA

2024 Adopted Priorities



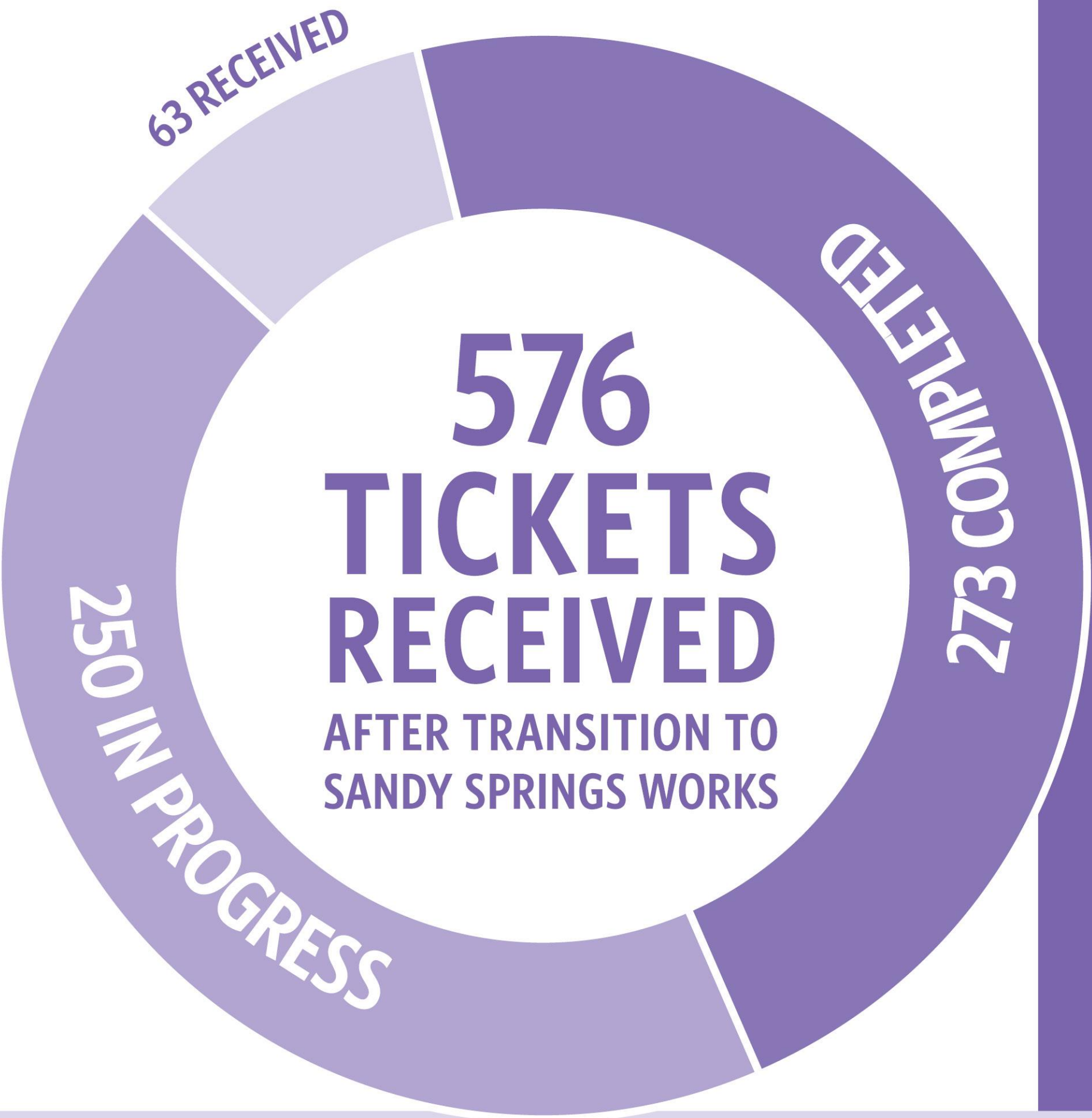
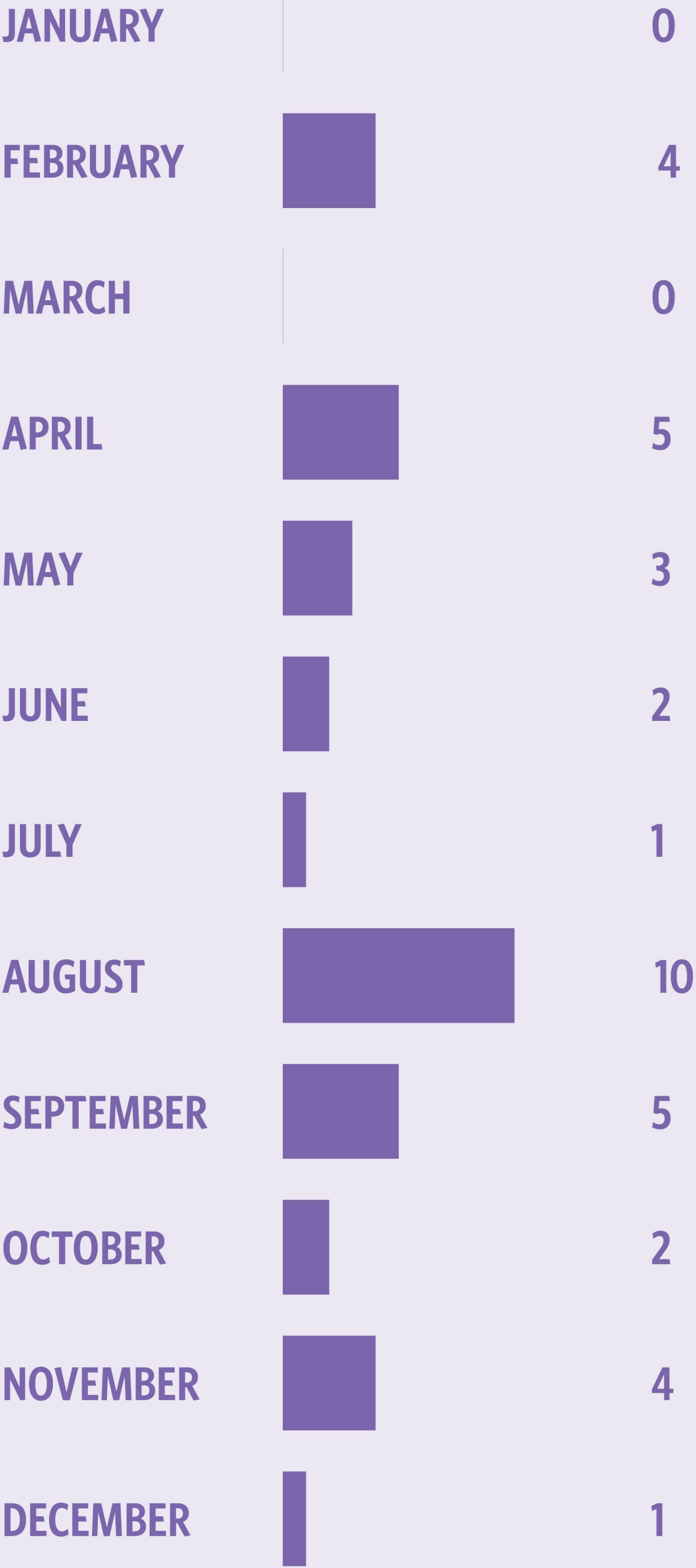
SANDY SPRINGS
GEORGIA





CUSTOMER SERVICE AND CITIZEN ENGAGEMENT

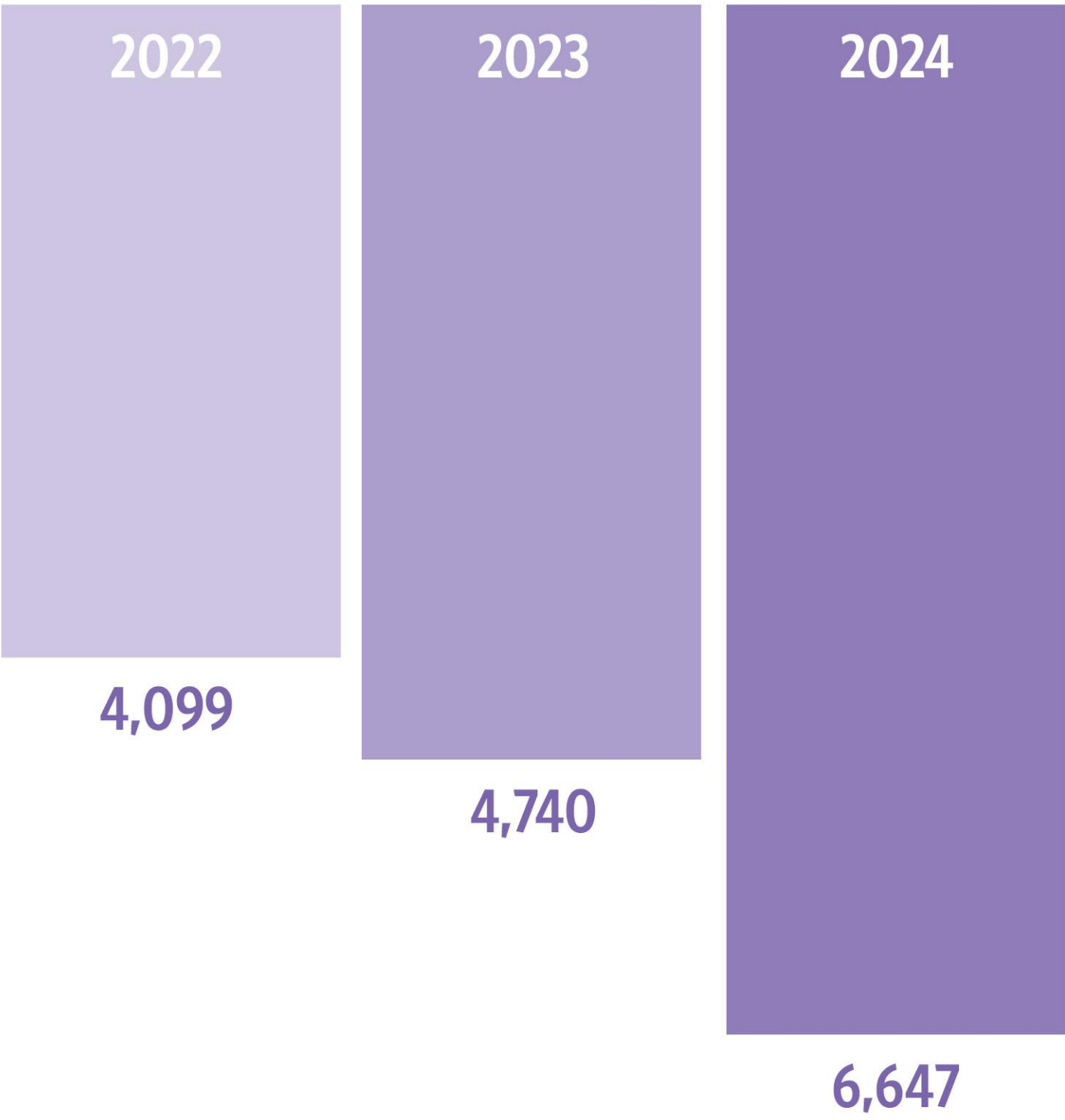
PUBLIC INPUT MEETINGS BY THE MONTH



THE CALL CENTER RECEIVED



OPEN RECORDS REQUESTS COMPLETED



SOCIAL MEDIA
GROWTH



95% INCREASE IN FOLLOWERS
678% INCREASE IN IMPRESSIONS
784% INCREASE IN ENGAGEMENT
IN STORIES



3.3% INCREASE IN FOLLOWERS
33% INCREASE IN ACCOUNTS REACHED
174% INCREASE IN STORIES ENGAGEMENT



8.9% INCREASE IN FOLLOWERS
52.6% INCREASE IN IMPRESSIONS
172% INCREASE IN ENGAGEMENT



181
CITY COUNCIL
RESOLUTIONS



18
CITY COUNCIL
ORDINANCES

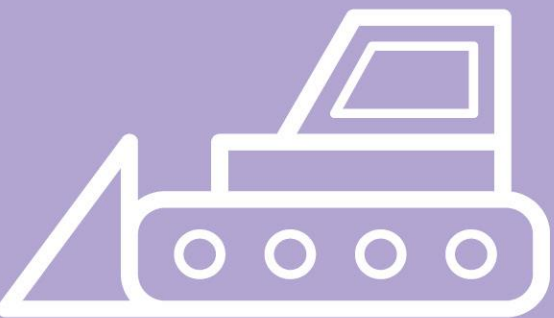
TOP 5 CONTACT REASONS



1
BUILDING AND
PERMITTING



2
CODE ENFORCEMENT



3
PUBLIC WORKS



4
POLICE



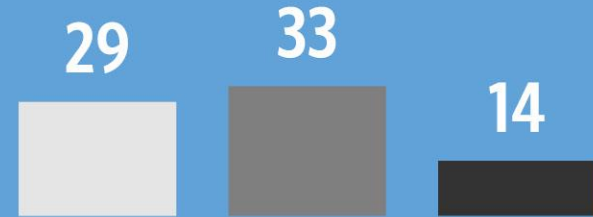
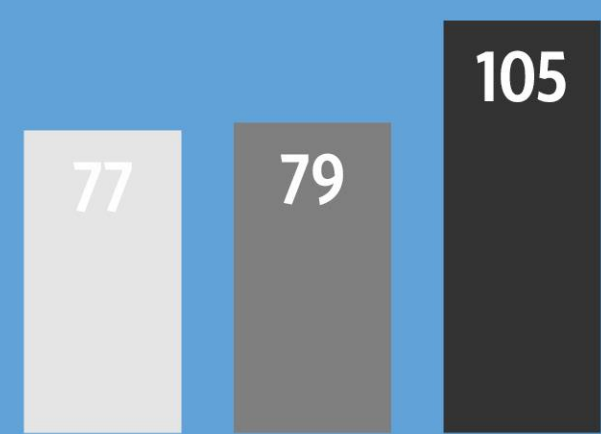
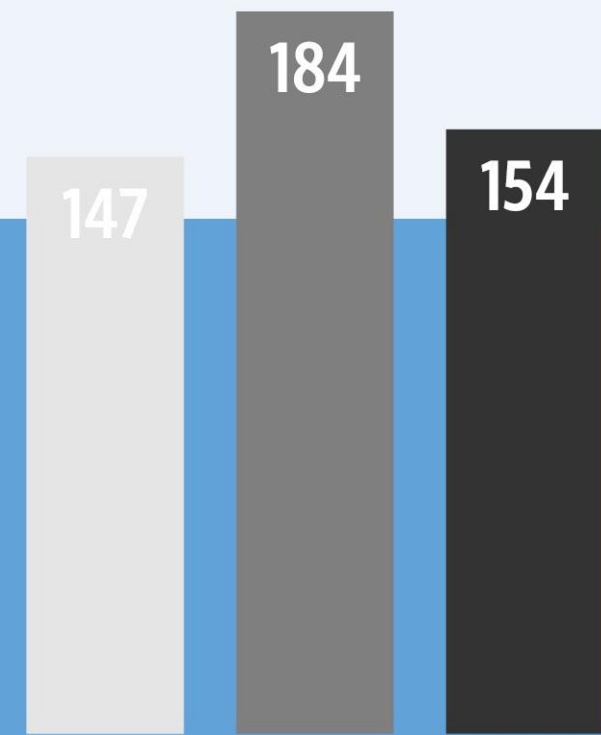
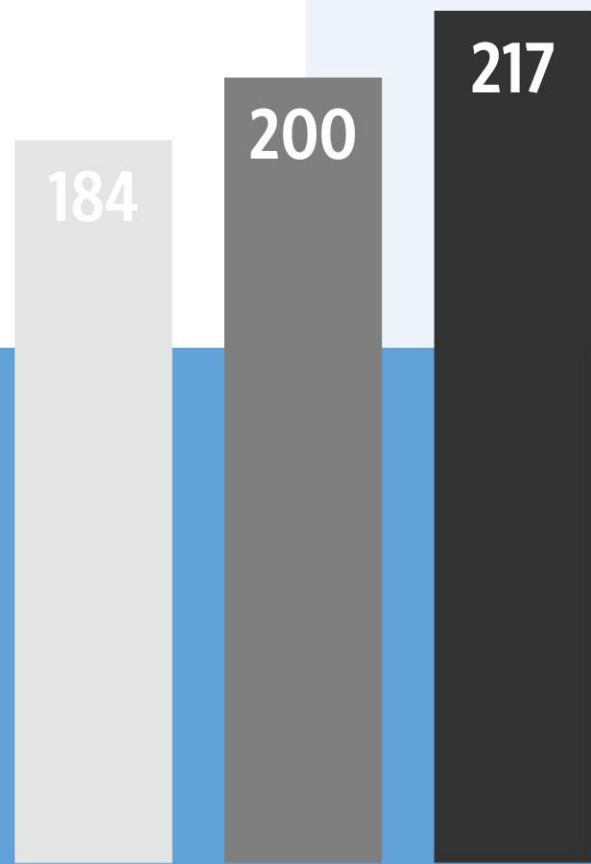
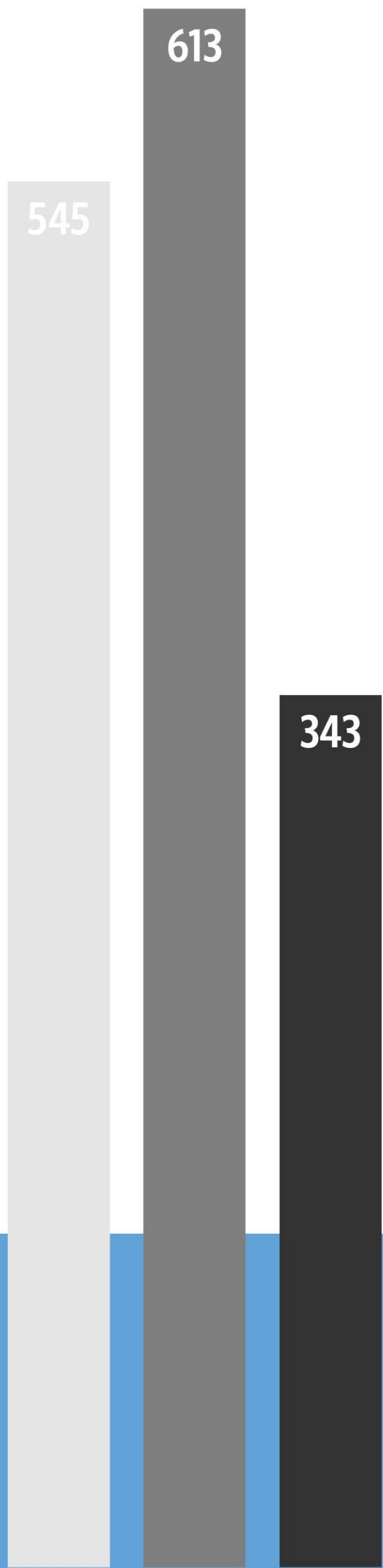
5
ALARMS
(RESIDENTIAL AND COMMERCIAL)

2025 Goals

- Execute Plan for City's 20th Anniversary
- Create Homeowner Permitting Assistance Program for Simple Projects
- Expand Responsible use of Artificial Intelligence and Data Analytics
- Increase Community Engagement and Grow Following on Social Media Platforms
 - Facebook: 10% of followers
 - Instagram: 50% of followers
 - LinkedIn: 20% of followers
- Increase Subscribers
 - The Scoop: 10% of subscribers
 - Everbridge: 10% of subscribers
- Launch a Customer Service and Employee Engagement Campaign



PUBLIC SAFETY



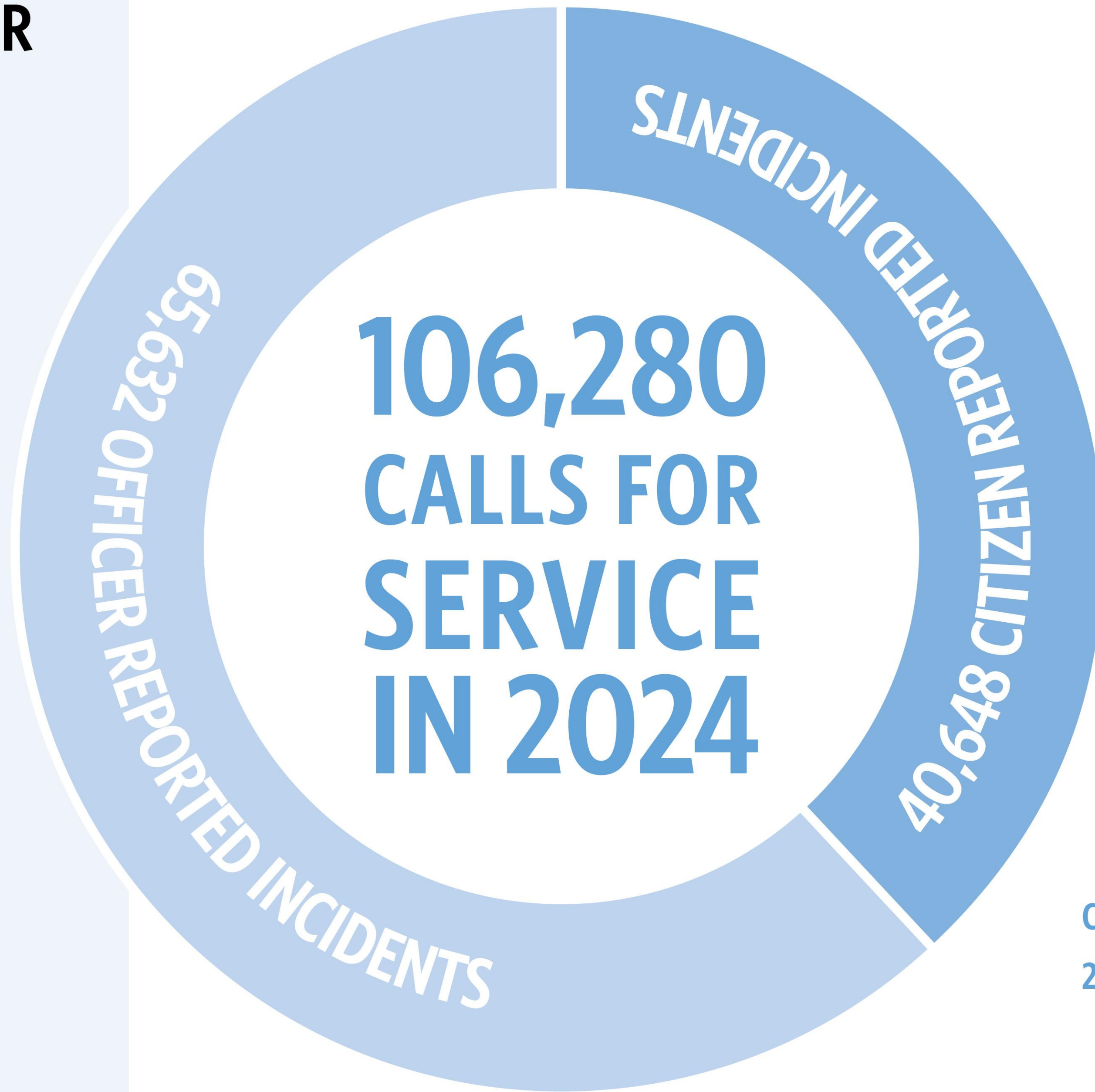
FLEET MAINTENANCE CENTER



128,964 GALLONS
OF FUEL DISPENSED SINCE
OPENING ON JULY 1

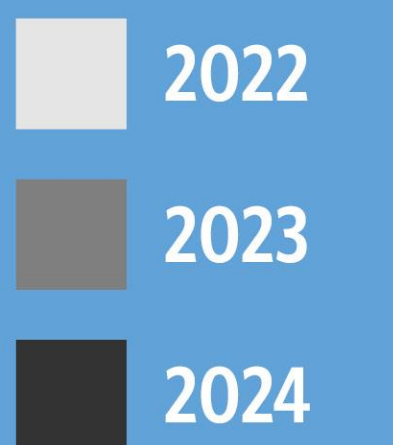


\$109,619
SAVED ON FUEL SINCE
OPENING ON JULY 1



CALLS FOR SERVICE

2022	Citizen Initiated	43,842
	Officer Initiated	57,858
	Total	101,700
2023	Citizen Initiated	42,541
	Officer Initiated	53,495
	Total	96,036



This data is taken from the City's live crime database and is subject to change based on case evolution and adjudication.

2025 Goals

Police Department

- Complete Construction of the New Police Headquarters and Municipal Court Building
- Complete Scoping Study for Training Facility
- Retention and Recruitment
- Enhance Coordination with District Attorney's Office and U.S. Attorney's Office
- Community Engagement
 - Serious Injury Crash Campaign
 - Aggravated Assault Campaign
 - Crime Prevention Education
- Reduce Serious Injury Crashes by 2%
- Reduce General Theft by 2%

2024 INCIDENTS

RESCUE AND EMS	4,565
SERVICE CALLS	1,501
OTHER	374
FIRE	248



581
MOTOR VEHICLE
CRASHES



161
RESCUES



646
CPR TRAINING
PARTICIPANTS



5
SWIFT WATER
RESCUES



33
COOKING FIRES



51
BUILDING FIRES



51
VEHICLE FIRES



CALLS FOR SERVICE

2022	Good Intent	5,029
	False Alarms	1,343
	Incidents	7,065
	Total	13,437
2023	Good Intent	4,673
	False Alarms	1,430
	Incidents	6,103
	Total	13,172

ENHANCE SAFETY IN MULTIFAMILY RENTAL HOUSING



INSPECTIONS

- 2,064 City Inspections
- 53,238 MEP Inspections
- 30,000 Third-Party Inspections



SEMINARS

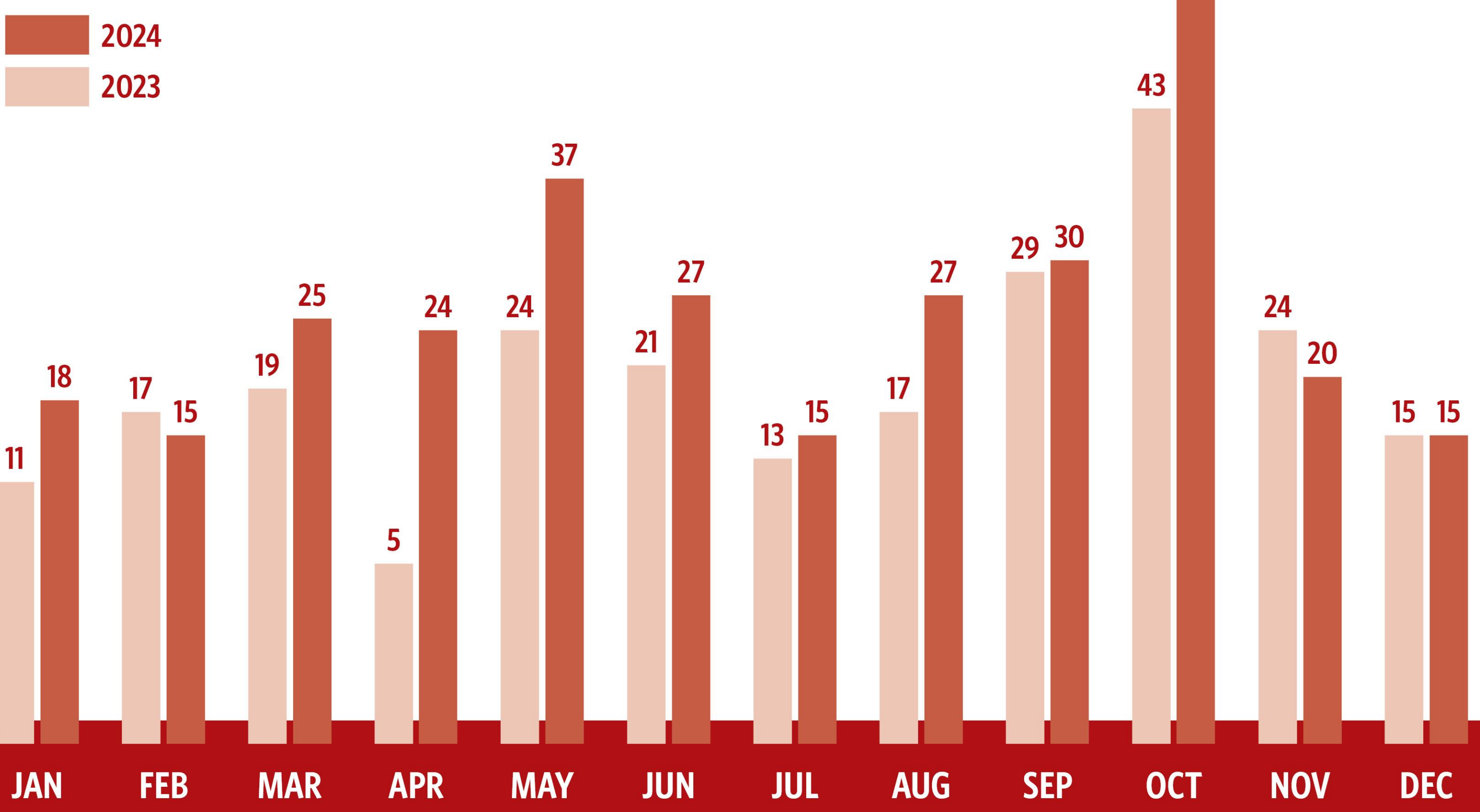
- 3 Certified Building Inspector Seminars
- 6 Property Manager Seminars
- 1 Trade Inspector Seminar



VIOLATIONS

- 1,285 Notices of Inspections from Code Enforcement with general property maintenance, zoning and business license as the most common.
- 35 citations from the Fire Marshal's office, with Alarm Systems, Inspection Deficiencies, and Sprinkler Systems the reasons for violation.

COMMUNITY AFFAIRS DIVISON EVENTS BY THE MONTH



2025 Goals

Fire Department

- Complete Feasibility Study for Fire Station 1
- Launch Multi-Year Accreditation Process
- Reduce Work Related Injuries
- Launch Multi-Year Process to Build a Comprehensive Community Risk Assessment
- Grow Community Paramedicine Program
- Revamp AED Program
- Train at least 700 people in CPR
- Prepare Medical Response Unit for Service



TRANSPORTATION ACCESSIBILITY AND COMMUNITY APPEARANCE

CAPITAL IMPROVEMENT PROJECTS

2 IN PLANNING

22 IN DESIGN

14 UNDER CONSTRUCTION

14 COMPLETED



20
MILES OF ROADS
RESURFACED



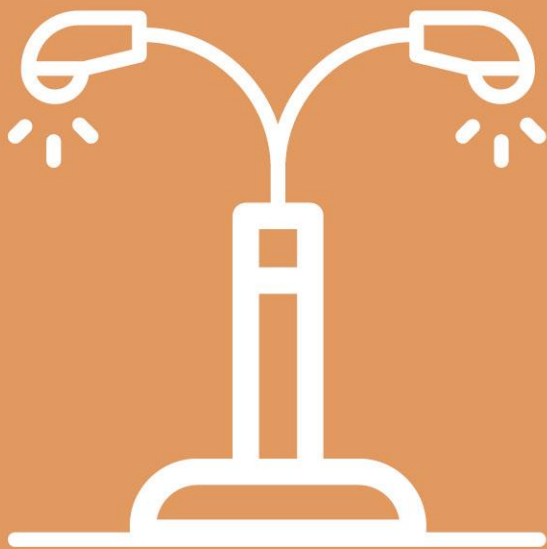
1,625
SIDEWALK TRIP
HAZARDS REPAIRED



27
MILES OF UTILITY
INSTALLATIONS



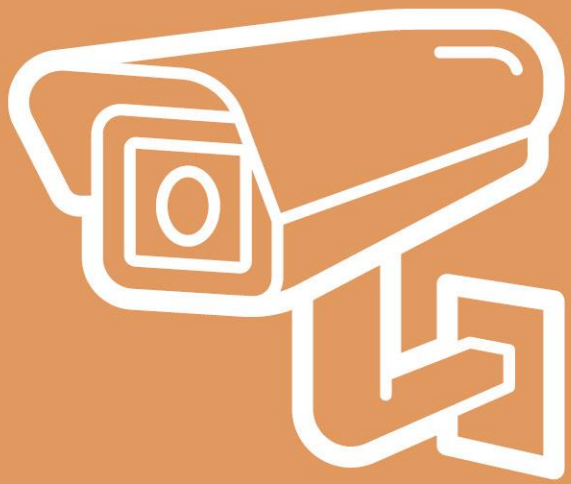
353
HAZARDOUS
TREES REMOVED



331
STREET LIGHTS
REPAIRED



1,473
POTHOLES REPAIRED



13
TRAFFIC CAMERAS
UPGRADED OR INSTALLED

2025 Goals

- Continue Advancing TSPLOST and CIP Projects
- Update the Transportation Master Plan
- GDOT LAP Recertification
- Finalize Traffic Engineering Studies
- Construct Signal Improvements
- Field Services Improvements and Beautification Enhancements
- Construct and Install Landscaping in Burdett Park
- Ring B Fiber Expansion
- Implement ATMS-5 Adaptive Signal Timing at 12 Intersections



RECREATIONAL AND CULTURAL ENRICHMENT

SANDY SPRINGS
PERFORMING ARTS CENTER



- 294 RENTAL EVENTS
- 229 INTERNAL CITY EVENTS
- 74 SIGNATURE EVENTS
- 14 SELF PRESENTED EVENTS



164,948
ATTENDEES

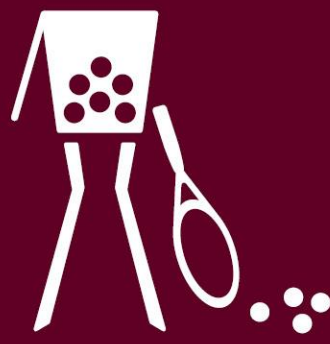
SANDY SPRINGS
RECREATION AND PARKS PROGRAMMING



10,602
ATHLETES ENROLLED IN YOUTH ATHLETICS
AND CONTRACTED YOUTH SPORTS



64,697
ATHLETES ENROLLED IN
ADULT ATHLETIC PROGRAMS



4 TENNIS COURTS
WERE CONVERTED TO
16 PICKLEBALL COURTS



1169
CLASS REGISTRATIONS
50.5% INCREASE



110 CLASSES
OFFERED THIS YEAR



409
CAMP REGISTRATIONS
65% INCREASE

PROGRAM/ EVENT	2023	2024	DIFFERENCE
Camp Sandy Springs	465	697	50% increase
Back to School Bash	1,200	1,500	25% increase
Fall Fun For All	139	180	29% increase
Blue Stone 5K-9	54	77	43% increase
Mother Son Dance	95	202	113% increase
National Kids to Parks Day	450	600	33% increase
Friends of Lost Corner Events	390	435	12% increase
Optimist Kids in the Parks Day	80	150	88% increase
Paws and Pastries	120	140	17% increase
The Astronomy Club	117	172	47% increase
Snow Day Movie Matinee	62	80	29% increase

2025 Goals

- Complete Abernathy Arts Center Ceramic Studio Building
- Advance Key Capital Projects
 - Including Springway 2C, Morgan Falls Dog Park, Old Riverside Park, Abernathy South Greenway, Ridgeview Park Restroom, and Morgan Falls Athletic Complex
- Expand Recreation and Parks Programming
- Implement City Hall Interior Art Plan
- Enhance Performing Arts Center Programming and Increase Ticket Sales
- Reduce Cost of Signature Events Through Efficiencies
- Revise Catering Menu and Adjust to Market Pricing
- Organize and Execute Fundraising Initiatives



SUSTAINABLE GROWTH AND ENVIRONMENTAL STEWARDSHIP

INAUGURAL ECO-STEWARDS CLASS HIGHLIGHTS



12

PEOPLE TRAINED AS
ECO-STEWARDS



5

ACRES OF URBAN FOREST
WERE RESTORED



3

PHASES OF MANAGEMENT
AT BLUE PEARL
COMPLETED



1

ACRE OF INVASIVE
PLANT REMOVED



100

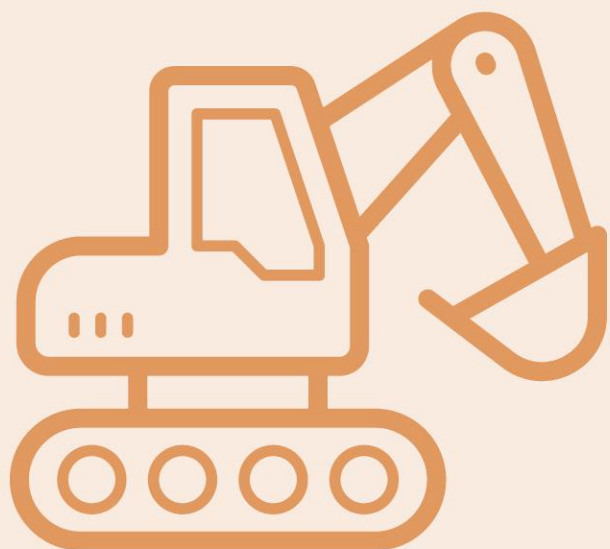
VOLUNTEERS
PARTICIPATED



100

TREES PLANTED

STORMWATER



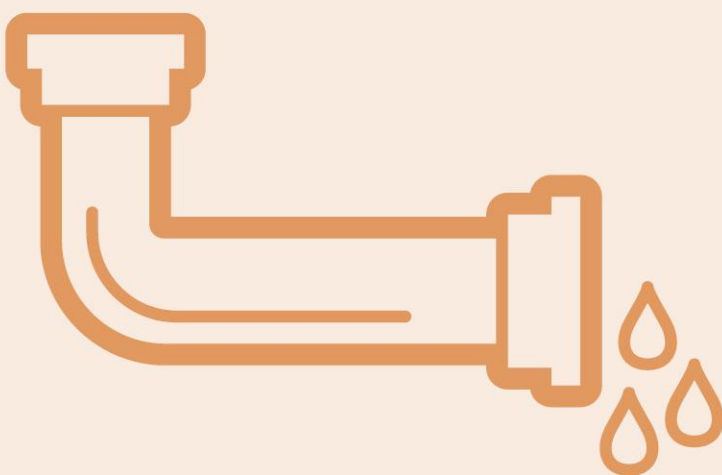
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STORMWATER
PROJECTS COMPLETED



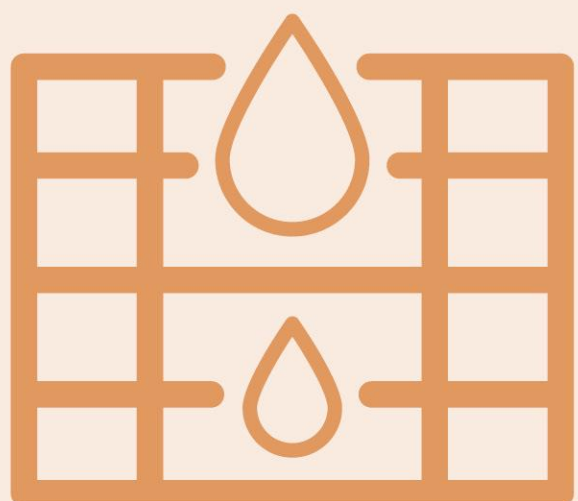
820

UTILITY RELATED
INCIDENTS



17,251

LINEAR FEET OF
STORMWATER PIPES
INSPECTED



187

WATER LINE LEAKS
REPAIRED BY ATLANTA



226

STORMWATER CITIZEN
INQUIRIES



3,750

GA811 TICKETS
RECEIVED

2025 Goals

- Continue Advancing Stormwater Projects
- Complete Internal Cistern Repairs
- Award contract to begin Next Ten Comprehensive Plan 10-Year Update
- Rehabilitate Windsor Meadows Park
- Review and Update Landscaping Plans at Existing Parks
- Conduct Nancy Creek Flood Study Analysis
- Conduct Stormwater Infrastructure Phase I Assessment
- Increase Presence of the Eco-Stewards
- Plant 200 Trees



ECONOMIC DEVELOPMENT WITH A FOCUS ON REDEVELOPMENT



22
EMPLOYERS



320
JOB SEEKERS



15%
INCREASE IN
ATTENDANCE



71%
EMPLOYERS CONSIDERED OR DID
EXTEND AN OFFER OF EMPLOYMENT



100%
OF EMPLOYERS MET QUALIFIED
JOB SEEKERS

2025 Goals

- Further redevelopment initiatives within the City Springs District
- Complete Perimeter Small Area Plan Supplement
- Advance creation of Citywide Design Guidelines
- Identify ways the Development Authority can be most Effective in Fostering Quality Development
- Work with Developers to Advance Projects within the City
- Enhance and Accelerate Business Outreach and Marketing
- Form a Business Education and Mentoring Program
- Foster Engagement with Small Businesses and Start Ups
- Enhance Engagement with Large Employers
- Review Incentive Programs
- Launch Select Sandy Springs Website and Newsletter
- Achieve Another Major Corporate Relocation

Sandy Springs Council Retreat 2025

Regional Growth Trends and Changing Demographics

Focus on the City of Sandy Springs

The Atlanta Regional Commission

Vision

ONE **great** REGION

Mission

Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.

Values

Excellence | **Integrity** | **Equity**

Goals



Healthy, safe, livable communities in the Atlanta Metro area.



Strategic investments in people, infrastructure, mobility, and preserving natural resources.



Regional services delivered with **operational excellence** and **efficiency**.



Diverse stakeholders engage and take a regional approach to solve local issues.



A competitive economy that is inclusive, innovative, and resilient.

Mike Alexander, COO

malexander@atlantaregional.org

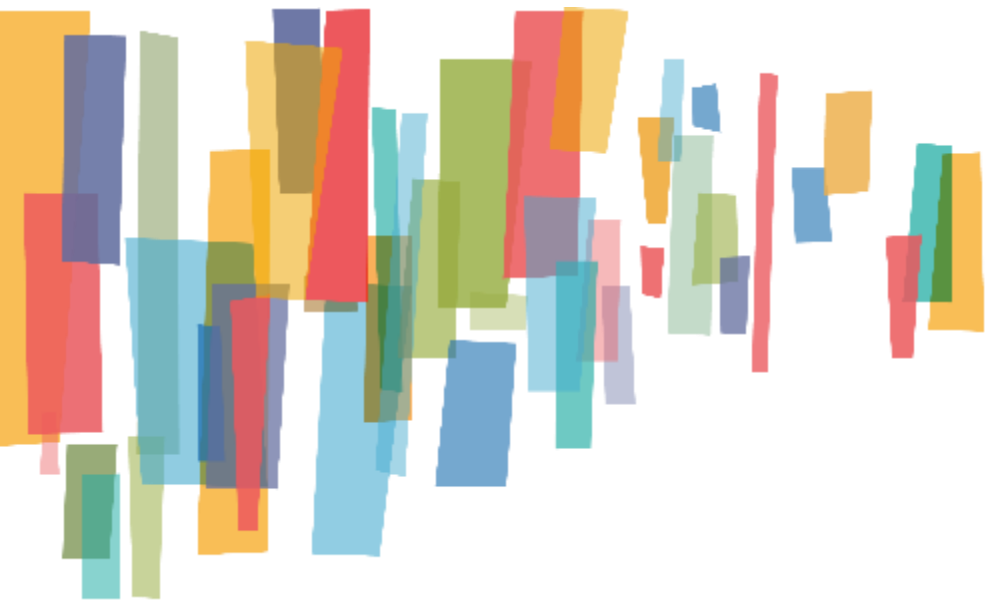
Atlanta Regional Commission

**To Download the
Deck**

**Use your phone
(camera)**

**Point the Camera at
the QR code and
select the link
when it pops up**





Demographic/SocioEconomic Comparisons Misc Fulton

2029 Total Population	1,128,719	388,540	237,783	66,115	545,402	80,745	41,315	547	92,322	107,513	5,353,794	6,649,097	11,475,775	344,873,411
2024-2029 Population: Compound Annual Growth Rate	0.5%	-0.2%	0.9%	-0.1%	0.8%	-0.4%	-0.1%	-1.4%	-0.1%	-0.3%	0.7%	0.8%	0.6%	0.4%
2024 Total Daytime Population	1,485,998	530,219	216,007	121,669	855,733	79,324	39,655	432	104,359	184,790	5,347,164	6,401,650	11,067,818	336,786,413

Variable	Fulton County	North Fulton County	South Fulton County	Alpharetta	Atlanta	Chattahoochee Hills	College Park	East Point	Fairburn	Hapeville	Johns Creek	Milton	Mountain Park	Palmetto	Roswell	Sandy Springs	South Fulton	Union City	ARC 11 Counties	ARC 21 Counties	Atlanta Metro MSA	Georgia	United States
Age 0-4 (%)	5.1%	4.9%	6.0%	4.8%	4.8%	3.9%	6.6%	6.5%	6.0%	5.7%	4.3%	4.8%	3.6%	6.4%	5.5%	4.8%	5.7%	6.4%	5.6%	5.6%	5.6%	5.7%	5.5%
Age 5-9 (%)	5.3%	5.6%	6.4%	5.8%	4.7%	4.8%	6.1%	6.6%	6.8%	5.6%	5.8%	6.3%	4.1%	6.5%	6.1%	4.7%	6.2%	6.8%	6.0%	6.1%	6.1%	6.1%	5.9%
Age 10-14 (%)	5.5%	6.3%	6.6%	6.8%	4.4%	4.8%	5.8%	6.0%	6.6%	6.1%	7.5%	7.9%	6.5%	7.1%	6.1%	4.5%	6.9%	7.1%	6.4%	6.5%	6.5%	6.4%	6.0%
Age 15-19 (%)	6.2%	6.5%	6.6%	6.9%	5.7%	5.1%	5.6%	5.6%	6.8%	6.2%	8.0%	8.5%	9.0%	7.2%	6.0%	4.7%	7.0%	7.2%	6.7%	6.8%	6.8%	6.8%	6.4%
Age 20-24 (%)	7.7%	6.6%	6.6%	6.6%	9.3%	4.0%	7.0%	6.4%	7.2%	7.1%	6.6%	7.1%	5.8%	6.5%	5.8%	7.0%	6.5%	7.0%	7.1%	7.0%	7.0%	7.2%	6.8%
Age 25-29 (%)	9.1%	6.5%	7.0%	5.7%	12.0%	5.1%	7.5%	8.0%	7.6%	6.8%	4.6%	5.0%	3.2%	6.1%	5.6%	9.9%	6.6%	7.1%	7.3%	7.1%	7.0%	6.7%	6.5%
Age 30-34 (%)	9.3%	7.3%	7.7%	6.0%	11.6%	5.2%	8.5%	9.0%	7.5%	8.4%	4.6%	5.5%	2.7%	7.0%	6.7%	11.2%	7.2%	8.1%	7.6%	7.4%	7.4%	7.0%	7.0%
Age 35-39 (%)	7.7%	7.0%	7.3%	6.8%	8.6%	5.5%	7.4%	8.1%	7.2%	8.0%	5.7%	5.9%	4.4%	6.6%	7.1%	8.4%	7.1%	7.6%	7.2%	7.1%	7.0%	6.7%	6.7%
Age 40-44 (%)	7.1%	7.3%	7.2%	7.6%	6.9%	6.1%	6.7%	6.9%	7.0%	7.4%	7.5%	7.5%	5.3%	6.4%	7.4%	7.1%	7.5%	7.3%	7.1%	7.0%	7.0%	6.7%	6.6%
Age 45-49 (%)	6.4%	7.2%	6.8%	7.7%	5.7%	5.5%	6.0%	6.2%	6.8%	7.1%	8.1%	8.2%	7.3%	6.4%	7.0%	6.0%	7.1%	6.7%	6.6%	6.5%	6.5%	6.2%	5.9%
Age 50-54 (%)	6.6%	7.8%	7.0%	8.1%	5.4%	7.2%	7.2%	6.3%	6.7%	7.0%	9.1%	9.2%	7.2%	6.9%	7.4%	6.3%	7.3%	6.7%	6.9%	6.8%	6.8%	6.5%	6.2%
Age 55-59 (%)	5.7%	6.8%	5.8%	7.5%	4.8%	7.3%	6.7%	5.2%	6.2%	6.4%	7.7%	7.6%	9.6%	6.3%	6.4%	5.6%	5.9%	5.2%	6.1%	6.1%	6.2%	6.1%	6.0%
Age 60-64 (%)	5.2%	5.9%	5.5%	6.6%	4.4%	8.5%	6.2%	5.3%	5.7%	6.3%	6.7%	6.0%	8.2%	6.1%	5.9%	5.0%	5.4%	4.8%	5.7%	5.8%	5.8%	6.1%	6.3%
Age 65-69 (%)	4.3%	4.7%	4.6%	4.6%	3.8%	7.7%	4.9%	4.7%	4.6%	4.9%	5.2%	3.9%	7.9%	5.2%	5.3%	4.3%	4.5%	3.8%	4.6%	4.8%	4.8%	5.2%	5.7%
Age 70-74 (%)	3.4%	3.7%	3.8%	3.3%	3.0%	6.7%	3.9%	4.0%	3.3%	3.2%	3.6%	2.6%	6.1%	3.4%	4.4%	3.7%	3.9%	3.3%	3.6%	3.8%	3.8%	4.2%	4.7%
Age 75-79 (%)	2.6%	2.8%	2.6%	2.3%	2.3%	5.6%	2.2%	2.7%	2.0%	1.9%	2.6%	1.9%	4.1%	2.6%	3.4%	3.0%	2.8%	2.3%	2.7%	2.8%	2.8%	3.2%	3.6%
Age 80-84 (%)	1.5%	1.7%	1.4%	1.6%	1.4%	3.8%	1.1%	1.5%	1.0%	0.9%	1.4%	1.1%	3.2%	1.4%	2.0%	2.0%	1.4%	1.4%	1.5%	1.6%	1.6%	1.8%	2.2%
Age 85+ (%)	1.4%	1.6%	1.1%	1.6%	1.4%	3.2%	0.8%	1.1%	0.9%	1.1%	1.2%	1.0%	1.7%	1.9%	2.0%	2.0%	1.0%	1.3%	1.3%	1.3%	1.3%	1.5%	2.0%

Race and Ethnicity

Source: ESRI

Variable	Fulton County	North Fulton County	South Fulton County	Alpharetta	Atlanta	Johns Creek	Milton	Mountain Park	Roswell	Sandy Springs	ARC 21 Counties	Atlanta MSA	Georgia	United States
2024 White Non-Hispanic Population	36.4%	53.9%	6.8%	52.6%	37.4%	45.2%	60.5%	81.4%	61.8%	52.0%	41.2%	42.0%	48.4%	56.3%
2024 Black/African American Non-Hispanic Population	42.7%	12.9%	82.1%	10.6%	46.8%	10.3%	9.5%	2.1%	11.9%	18.7%	33.4%	33.6%	30.9%	12.1%
2024 American Indian/Alaska Native Non-Hispanic Population	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.7%
2024 Asian Non-Hispanic Population	8.1%	16.3%	0.7%	21.7%	4.9%	32.1%	16.9%	3.9%	5.4%	10.3%	7.1%	7.1%	4.9%	6.3%
2024 Pacific Islander Non-Hispanic Population	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
2024 Other Race Non-Hispanic Population	0.6%	0.7%	0.6%	0.8%	0.5%	0.6%	0.6%	1.0%	0.7%	0.7%	0.6%	0.6%	0.5%	0.5%
2024 Multiple Races Non-Hispanic Population	3.7%	4.3%	2.6%	4.3%	3.8%	4.3%	4.7%	6.5%	4.5%	4.2%	3.9%	3.9%	3.8%	4.3%
2024 Hispanic Population	8.4%	11.6%	6.9%	10.0%	6.4%	7.3%	7.7%	5.0%	15.6%	13.9%	13.5%	12.7%	11.2%	19.6%
2024 Diversity Index	71.1	71.0	39.3	70.2	66.5	70.9	63.1	36.5	67.4	73.4	75.6	74.8	71.0	72.5
2010 White Non-Hispanic Population	40.9%	63.1%	10.1%	65.0%	36.6%	59.9%	72.4%	94.7%	65.7%	58.7%	50.3%	51.0%	55.9%	63.8%
2010 Black/African American Non-Hispanic Population	43.5%	12.6%	79.9%	10.6%	52.9%	9.0%	8.8%	0.7%	11.4%	19.3%	31.5%	31.7%	30.1%	12.2%
2010 American Indian/Alaska Native Non-Hispanic Population	0.2%	0.1%	0.2%	0.1%	0.2%	0.1%	0.2%	0.4%	0.2%	0.2%	0.2%	0.2%	0.2%	0.7%
2010 Asian Non-Hispanic Population	5.6%	10.6%	0.9%	13.3%	3.3%	23.3%	10.4%	0.4%	4.0%	5.0%	4.8%	4.8%	3.2%	4.7%
2010 Pacific Islander Non-Hispanic Population	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
2010 Other Race Non-Hispanic Population	0.3%	0.5%	0.2%	0.4%	0.2%	0.3%	0.5%	0.0%	0.4%	0.7%	0.3%	0.3%	0.2%	0.2%
2010 Multiple Races Non-Hispanic Population	1.7%	1.9%	1.6%	2.0%	1.6%	2.1%	1.8%	0.7%	1.8%	1.9%	1.7%	1.7%	1.6%	1.9%
2010 Hispanic Population	7.9%	11.1%	7.2%	8.5%	5.2%	5.2%	6.0%	3.1%	16.6%	14.2%	11.2%	10.4%	8.8%	16.4%
2010 Diversity Index	66.1	59.2	42.1	55.9	60.5	58.0	46.2	10.8	58.2	64.4	66.8	65.9	62.0	60.2
Change, White Non-Hispanic Population, 2010-2024	-4.5%	-9.2%	-3.2%	-12.4%	0.8%	-14.7%	-11.9%	-13.3%	-3.9%	-6.7%	-9.1%	-9.0%	-7.4%	-7.4%
Change, Black/African American Non-Hispanic Population, 2010-2024	-0.8%	0.3%	2.2%	0.0%	-6.1%	1.3%	0.7%	1.3%	0.5%	-0.6%	1.9%	1.9%	0.9%	-0.1%
Change, American Indian/Alaska Native Non-Hispanic Population, 2010-2024	0.0%	0.0%	-0.1%	0.0%	0.0%	0.0%	0.0%	-0.2%	-0.1%	0.0%	0.0%	0.0%	0.0%	-0.1%
Change, Asian Non-Hispanic Population, 2010-2024	2.5%	5.7%	-0.1%	8.3%	1.6%	8.8%	6.6%	3.6%	1.4%	5.4%	2.3%	2.3%	1.6%	1.6%
Change, Pacific Islander Non-Hispanic Population, 2010-2024	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Change, Other Race Non-Hispanic Population, 2010-2024	0.3%	0.3%	0.4%	0.4%	0.3%	0.3%	0.1%	1.0%	0.4%	0.0%	0.4%	0.4%	0.3%	0.3%
Change, Multiple Races Non-Hispanic Population, 2010-2024	2.0%	2.4%	1.1%	2.2%	2.2%	2.2%	2.9%	5.8%	2.7%	2.3%	2.2%	2.2%	2.3%	2.3%
Change, Hispanic Population, 2010-2024	0.5%	0.5%	-0.3%	1.5%	1.2%	2.1%	1.7%	1.8%	-1.0%	-0.3%	2.3%	2.3%	2.4%	3.3%
Change, Diversity Index, 2010-2024	5.0	11.8	-2.8	14.3	6.0	12.9	16.9	25.7	9.2	9.0	8.8	8.9	9.0	12.3

Income and Housing

Source: ESRI



Variable	Fulton County	North Fulton County	South Fulton County	Alpharetta	Atlanta	Johns Creek	Milton	Mountain Park	Roswell	Sandy Springs	ARC 11 Counties	Atlanta MSA	Georgia	United States
2024 Median Household Income	\$94,350	\$131,422	\$72,312	\$153,603	\$85,782	\$161,939	\$158,455	\$197,069	\$127,006	\$104,378	\$91,576	\$89,276	\$77,086	\$79,068
2024 Average Household Income	\$141,313	\$184,607	\$95,234	\$197,857	\$132,963	\$204,197	\$209,526	\$226,730	\$179,379	\$163,385	\$128,693	\$123,829	\$107,846	\$113,185
2024 Per Capita Income	\$60,834	\$73,127	\$37,161	\$76,338	\$62,679	\$69,654	\$72,914	\$102,919	\$70,946	\$75,746	\$48,513	\$46,327	\$40,933	\$43,829
2022 Households Below the Poverty Level (%)	12.2%	5.7%	12.6%	5.1%	16.5%	3.4%	5.0%	4.3%	5.3%	7.6%	10.1%	10.4%	13.2%	12.4%
2024 Total Housing Units	520,343	163,477	96,534	26,748	278,639	29,158	15,083	279	38,380	53,836	2,078,383	2,547,947	4,610,904	145,184,826
2024 Owner Occupied Housing Units (%)	52.1%	63.8%	60.0%	66.0%	42.4%	79.3%	74.5%	93.6%	68.9%	47.2%	62.7%	64.9%	65.0%	64.4%
2024 Vacant Housing Units (%)	9.0%	4.8%	7.8%	4.4%	11.8%	3.5%	4.0%	4.7%	4.2%	6.3%	6.2%	6.2%	8.7%	10.0%
2024 Median Home Value	\$477,230	\$587,367	\$298,162	\$591,928	\$505,076	\$557,710	\$706,264	\$577,303	\$526,550	\$643,672	\$399,260	\$377,141	\$321,503	\$355,577
2024 Average Home Value	\$586,996	\$659,405	\$358,627	\$637,576	\$638,136	\$606,261	\$771,278	\$690,763	\$584,045	\$753,617	\$474,958	\$445,077	\$377,428	\$459,105

Education

Source: ESRI



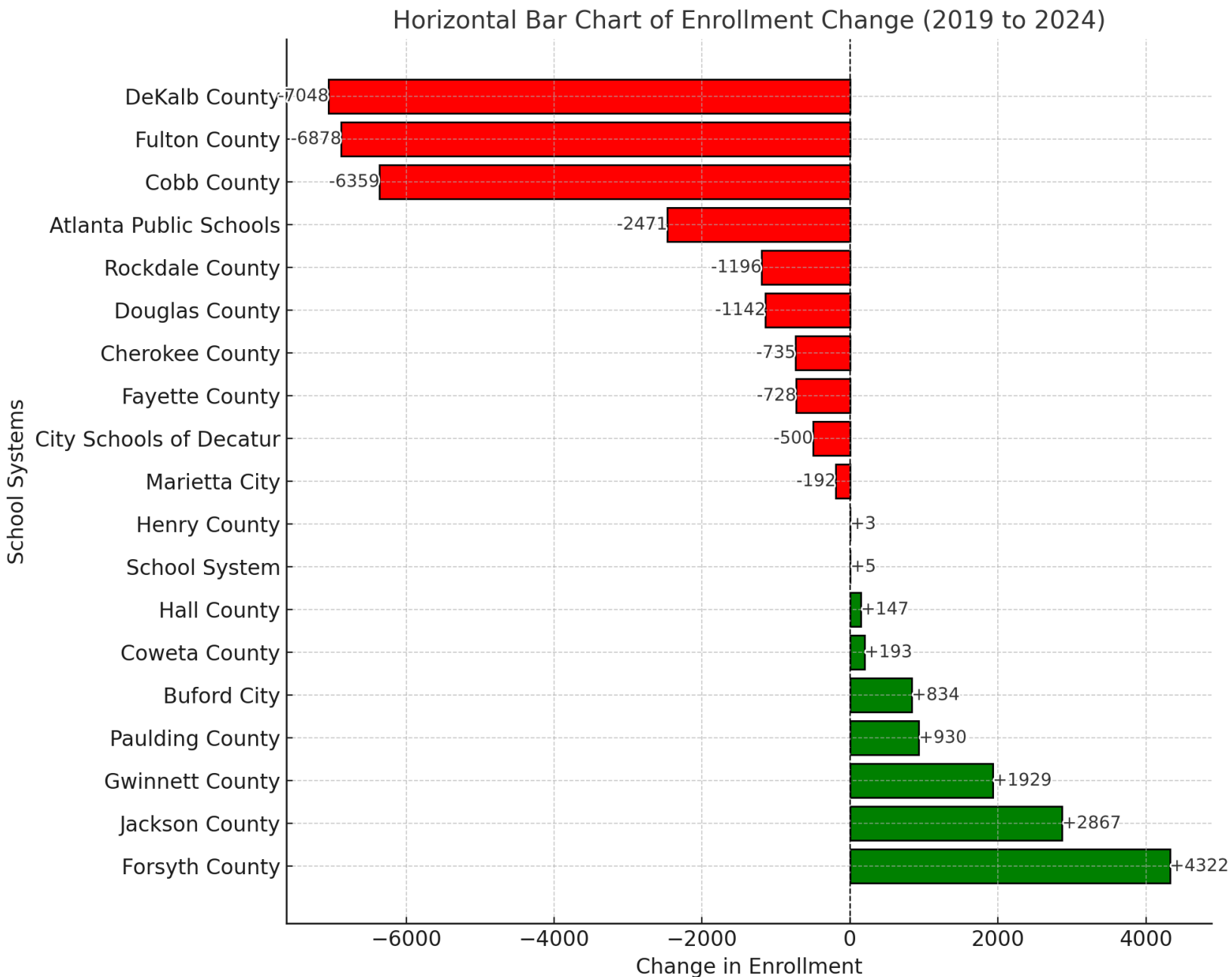
Variable	Fulton County	North Fulton County	South Fulton County	Alpharetta	Atlanta	Johns Creek	Milton	Mountain Park	Roswell	Sandy Springs	ARC 11 Counties	Atlanta Metropolitan	Georgia	United States
Age 25+: Less than 9th Grade (%)	1.9%	1.8%	2.1%	1.5%	1.8%	1.7%	1.3%	0.0%	2.3%	1.7%	3.1%	3.1%	3.6%	4.1%
Age 25+: 9-12th Grade/No Diploma (%)	3.6%	1.7%	4.8%	1.3%	4.5%	1.5%	1.9%	0.2%	2.5%	1.4%	4.2%	4.9%	6.4%	5.5%
Age 25+: High School Diploma (%)	13.9%	8.5%	22.1%	7.3%	14.3%	6.7%	5.4%	3.9%	10.9%	9.5%	18.0%	19.7%	22.5%	22.9%
Age 25+: GED/Alternative Credential (%)	2.1%	1.1%	3.4%	1.0%	2.3%	1.0%	0.5%	0.2%	1.2%	1.3%	2.9%	3.6%	4.9%	4.1%
Age 25+: Some College/No Degree (%)	12.7%	11.1%	17.8%	10.6%	11.5%	11.0%	9.4%	12.2%	11.2%	11.8%	15.7%	16.6%	17.7%	17.7%
Age 25+: Associate's Degree (%)	6.7%	5.2%	11.4%	5.4%	5.9%	5.9%	3.2%	6.6%	6.6%	4.3%	8.8%	8.9%	9.3%	9.5%
Age 25+: Bachelor's Degree (%)	34.7%	42.1%	23.9%	43.9%	33.7%	40.6%	43.4%	43.7%	40.7%	42.7%	29.2%	26.8%	21.9%	22.3%
Age 25+: Graduate/Professional Degree (%)	24.4%	28.7%	14.4%	29.0%	26.0%	31.6%	34.9%	33.2%	24.7%	27.4%	18.1%	16.5%	13.9%	13.9%

Income & Net Worth (Red is Higher on This Slide, for Some Reason!)

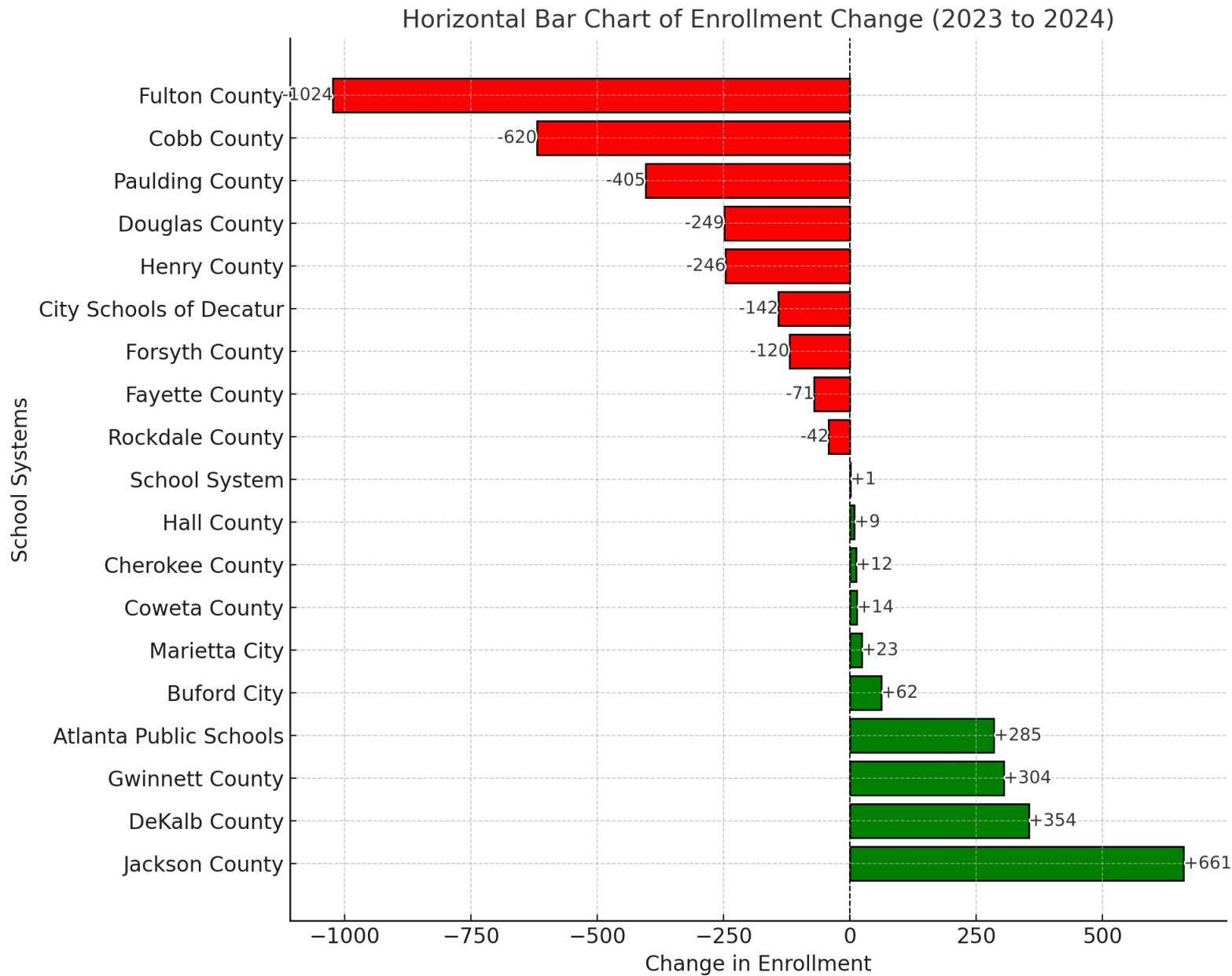
Source: ESRI

Variable	Fulton County	North Fulton County	South Fulton County	Alpharetta	Atlanta	Johns Creek	Milton	Mountain Park	Roswell	Sandy Springs	South Fulton	ARC 11 Counties	Atlanta MSA	Georgia	United States
2024 Median Net Worth	\$179,695	\$537,611	\$152,653	\$659,217	\$102,614	\$950,433	\$865,775	\$1,440,321	\$590,801	\$200,200	\$268,820	\$262,788	\$264,860	\$208,453	\$225,545
2024 Average Net Worth (Index)	106	182	64	197	73	233	222	312	188	130	89	109	106	91	100
2024 Household Income less than \$15,000 (%)	9.0%	3.6%	8.5%	2.9%	12.6%	2.5%	4.3%	2.6%	2.8%	5.1%	6.3%	6.3%	6.4%	8.5%	8.6%
2024 Household Income \$15,000-\$24,999 (%)	4.6%	2.3%	5.8%	2.3%	5.5%	1.5%	1.6%	1.5%	2.9%	2.5%	4.4%	4.5%	4.7%	6.4%	6.3%
2024 Household Income \$25,000-\$34,999 (%)	5.3%	3.2%	7.9%	2.9%	5.5%	1.9%	1.1%	1.9%	3.8%	4.1%	6.5%	5.2%	5.4%	6.8%	6.7%
2024 Household Income \$35,000-\$49,999 (%)	7.8%	5.7%	11.5%	4.7%	7.5%	5.4%	4.3%	4.1%	6.1%	6.5%	9.1%	9.0%	9.4%	10.5%	10.1%
2024 Household Income \$50,000-\$74,999 (%)	13.6%	11.5%	17.6%	8.6%	13.2%	8.4%	6.8%	2.6%	12.0%	15.7%	17.5%	15.6%	15.6%	16.3%	15.7%
2024 Household Income \$75,000-\$99,999 (%)	12.0%	10.9%	15.4%	10.4%	11.3%	7.2%	12.2%	7.9%	9.6%	13.8%	15.8%	13.0%	13.4%	13.4%	12.8%
2024 Household Income \$100,000-\$149,999 (%)	16.8%	18.0%	17.2%	16.6%	15.8%	17.5%	17.0%	13.2%	20.1%	17.7%	19.5%	19.1%	19.6%	17.8%	17.6%
2024 Household Income \$150,000-\$199,999 (%)	10.7%	13.5%	8.2%	15.4%	9.9%	18.2%	12.3%	16.9%	13.5%	10.4%	10.0%	11.2%	10.9%	9.1%	9.5%
2024 Household Income \$200,000 or greater (%)	20.3%	31.3%	7.9%	36.1%	18.5%	37.4%	40.3%	49.2%	29.2%	24.2%	10.9%	16.1%	14.6%	11.2%	12.6%

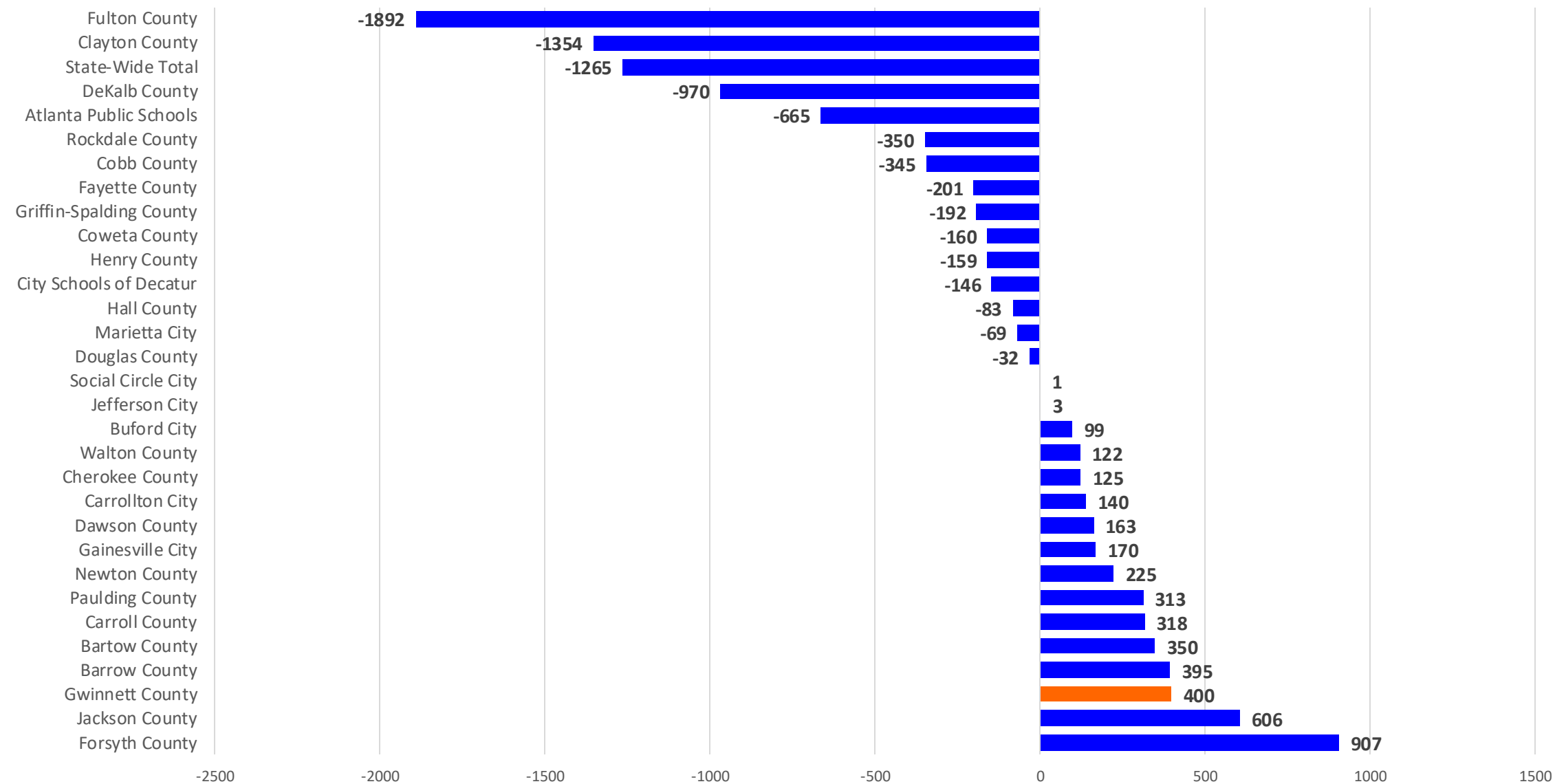
Public School Enrollment Change 2019 to 2024



Public School Enrollment Change 2023 to 2024

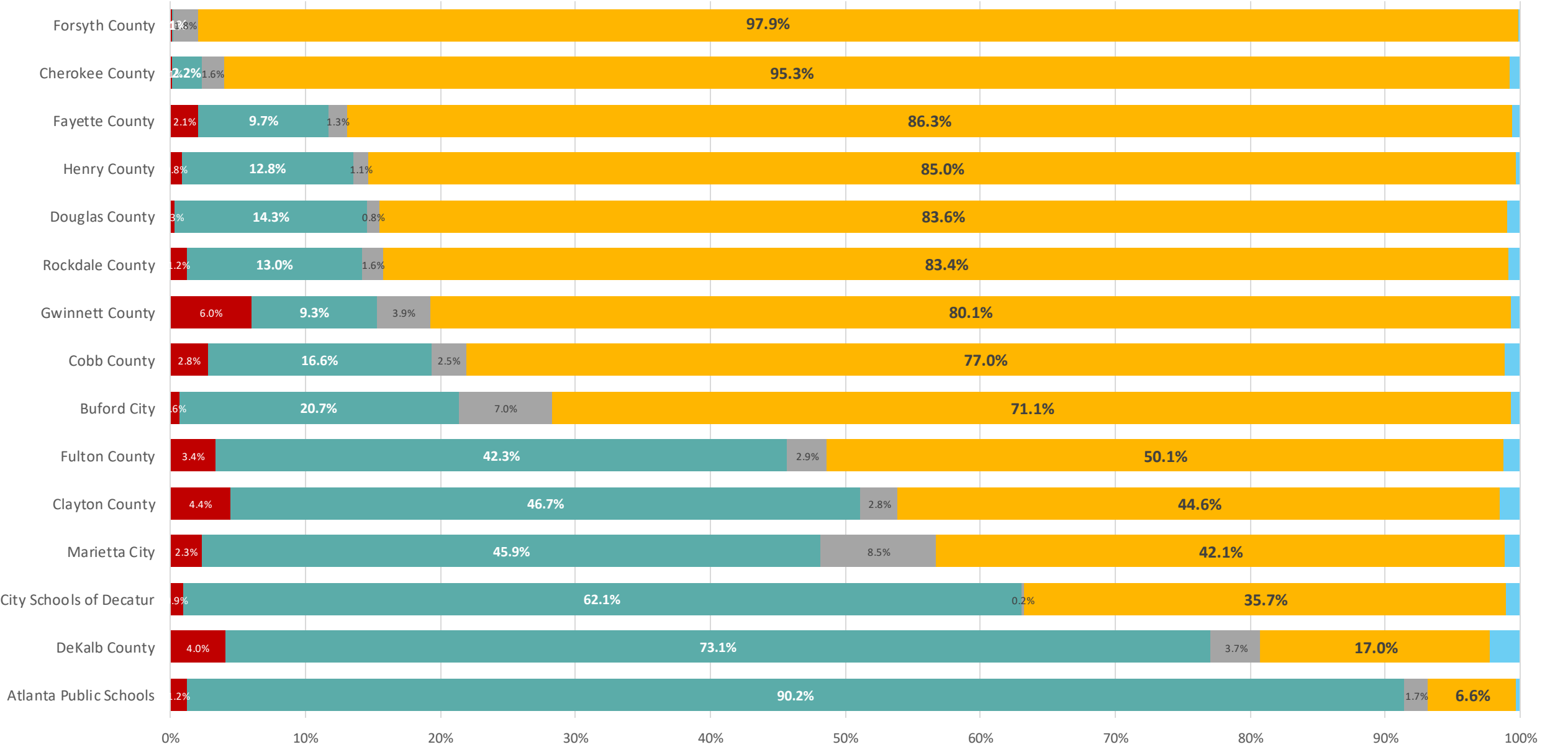


School Enrollment Change 2022 to 2023



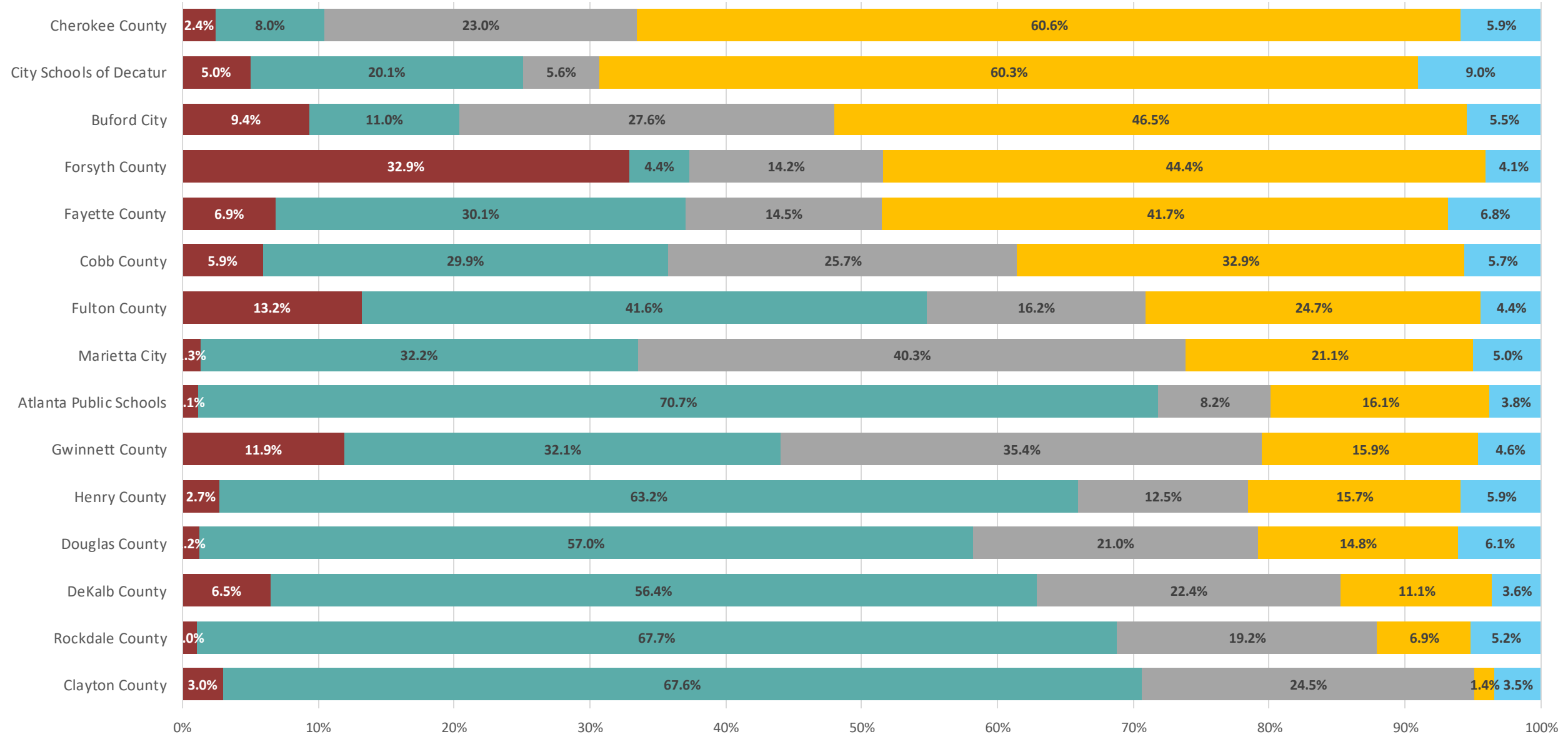
1995 School Enrollment

Source: GA DOE



2023 School Enrollment

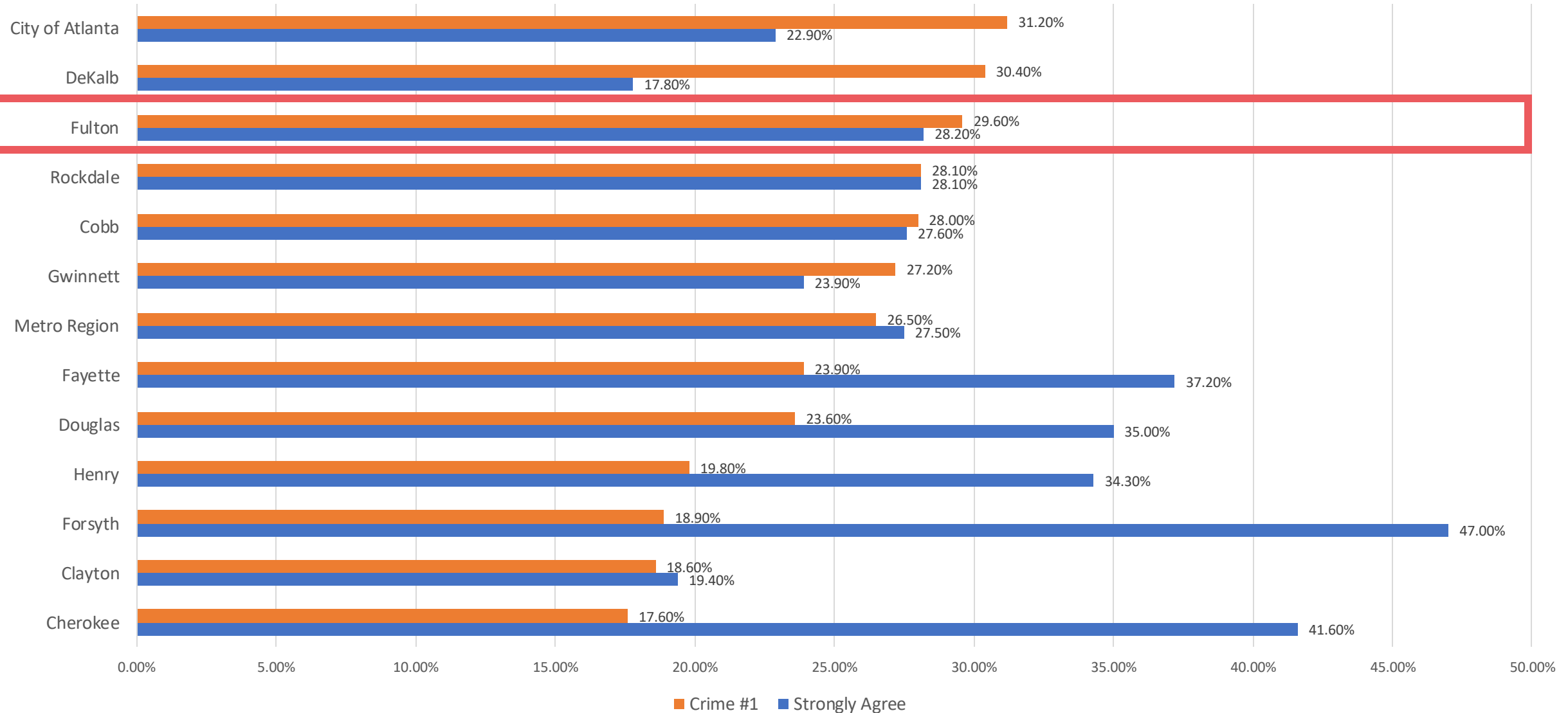
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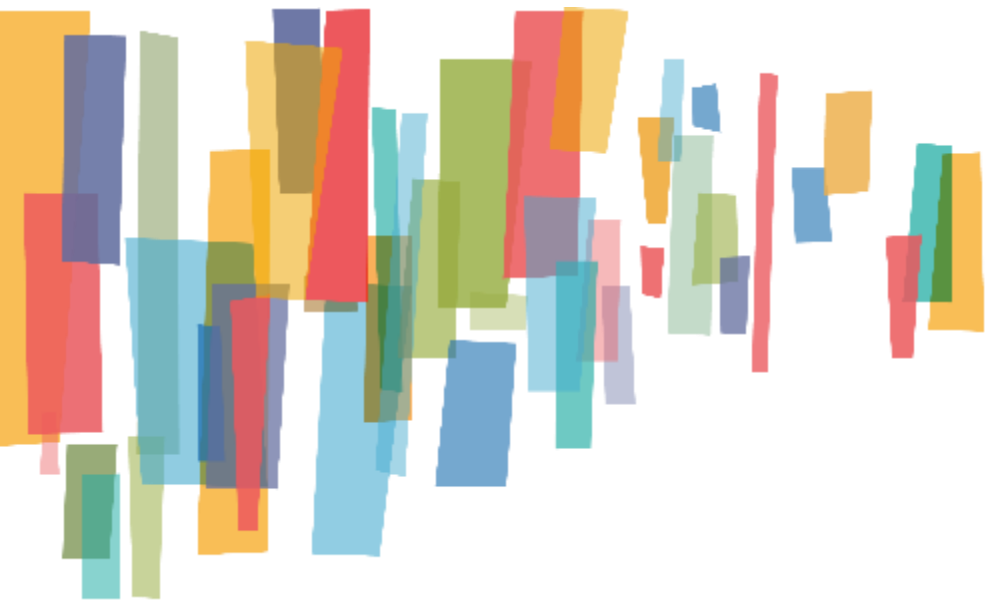


NAME	Tot Pop 2024	Pop Change	Med Age	Diversity InX	Med HH Inc	Med Home	MHV/MHI	% HH Poverty	Own Occ HU	Information				Prof Sci			
		2000-24				Value				Jobs	Fin&Ins	Man of Comp	Real Estate	Technical	Trans/Ware	Manuf	Bachelor's+
Barrow	92,516	46,376	37.2	66.0	\$82,273	\$264,160	3.21	9.95%	80.25%	0.92%	1.71%	0.03%	2.54%	5.52%	1.05%	9.09%	22.57%
Bartow	115,558	39,564	39.2	54.0	\$85,215	\$312,199	3.66	11.54%	70.71%	0.93%	2.17%	0.06%	2.08%	2.51%	3.06%	20.31%	22.34%
Carroll	125,909	38,641	36.9	58.1	\$76,168	\$287,347	3.77	16.18%	69.34%	1.72%	1.83%	0.00%	1.83%	3.18%	2.04%	6.86%	22.77%
Cherokee	292,824	150,904	39.9	54.7	\$104,564	\$451,021	4.31	6.82%	77.92%	1.31%	2.83%	0.03%	4.76%	6.68%	0.99%	9.25%	41.46%
Clayton	304,277	67,722	35.2	61.4	\$61,384	\$230,099	3.75	15.66%	51.95%	1.12%	2.00%	0.04%	2.64%	4.83%	9.49%	4.54%	22.06%
Cobb	785,427	177,694	37.7	75.4	\$101,747	\$428,456	4.21	8.06%	66.17%	3.10%	4.51%	0.12%	3.85%	9.02%	1.96%	7.42%	51.86%
Coweta	156,373	67,159	39.9	58.1	\$92,550	\$347,995	3.76	8.03%	74.57%	0.92%	1.85%	0.01%	2.90%	3.70%	0.84%	5.79%	35.95%
Dawson	31,530	15,554	44.0	33.9	\$92,417	\$369,671	4.00	8.84%	78.74%	1.11%	2.34%	0.00%	1.45%	2.91%	0.76%	4.71%	37.63%
DeKalb	776,301	110,419	36.8	71.5	\$81,472	\$373,165	4.58	11.62%	55.52%	1.93%	2.61%	0.05%	2.57%	5.68%	1.74%	2.99%	48.88%
Douglas	149,831	57,587	38.1	70.6	\$84,699	\$317,828	3.75	11.11%	68.10%	0.94%	1.94%	0.05%	2.04%	4.36%	1.31%	13.07%	31.57%
Fayette	124,495	33,232	44.5	67.1	\$114,701	\$413,764	3.61	5.44%	80.94%	1.55%	3.06%	0.05%	3.04%	5.79%	1.85%	8.64%	49.05%
Forsyth	282,889	184,498	39.5	65.1	\$134,729	\$571,755	4.24	4.55%	83.10%	2.13%	2.96%	0.15%	3.01%	7.67%	1.03%	11.01%	58.30%
Fulton	1,103,812	287,828	36.2	71.1	\$94,350	\$477,230	5.06	12.19%	52.09%	4.34%	6.12%	0.10%	3.98%	12.17%	11.24%	5.11%	59.17%
Gwinnett	1,004,880	416,423	36.7	85.0	\$86,853	\$394,721	4.54	9.51%	66.66%	2.92%	4.34%	0.09%	2.72%	8.18%	2.28%	7.86%	40.99%
Hall	218,157	78,848	38.2	74.8	\$80,756	\$384,932	4.77	12.18%	70.93%	1.23%	2.31%	0.44%	2.30%	5.92%	1.76%	16.04%	27.56%
Henry	257,756	138,341	38.1	66.7	\$86,188	\$317,206	3.68	7.57%	74.75%	0.86%	2.10%	0.01%	2.98%	4.57%	2.66%	4.04%	28.90%
Newton	120,077	58,076	38.3	65.1	\$78,264	\$249,215	3.18	12.91%	71.38%	1.20%	2.65%	0.26%	2.30%	4.23%	1.27%	12.61%	24.01%
Paulding	184,510	102,885	36.9	62.1	\$92,568	\$297,955	3.22	6.69%	81.14%	1.18%	2.26%	0.02%	2.54%	4.43%	2.83%	3.76%	28.13%
Rockdale	96,381	26,270	40.1	64.9	\$78,400	\$271,335	3.46	9.98%	70.08%	1.04%	2.69%	0.02%	2.03%	7.08%	2.45%	10.45%	29.93%
Spalding	69,442	11,025	41.2	62.5	\$56,727	\$228,155	4.02	17.97%	64.39%	0.97%	2.97%	0.00%	1.78%	4.12%	1.81%	7.38%	19.50%
Walton	105,196	44,509	40.2	54.7	\$89,062	\$365,699	4.11	11.35%	77.55%	1.11%	3.10%	0.01%	2.44%	4.54%	1.06%	6.66%	25.89%
Atlanta	525,050	101,660	34.0	66.5	\$85,782	\$505,076	5.89	16.51%	42.37%	3.22%	3.91%	0.08%	3.02%	9.58%	13.68%	3.56%	59.98%
Johns Creek	82,470	20,809	42.0	70.9	\$161,939	\$557,710	3.44	3.42%	79.32%	2.60%	3.89%	0.04%	5.05%	15.72%	1.61%	1.42%	72.57%
Roswell	92,987	11,669	40.7	67.4	\$127,006	\$526,550	4.15	5.29%	68.92%	2.41%	4.14%	0.11%	4.75%	12.80%	0.96%	3.51%	65.59%
Sandy Springs	109,123	23,321	36.9	73.4	\$104,378	\$643,672	6.17	7.63%	47.18%	4.74%	11.20%	0.16%	5.29%	14.50%	2.25%	3.88%	69.49%
South Fulton	115,341	70,159	37.7	22.9	\$82,935	\$315,066	3.80	9.56%	72.69%	1.19%	1.39%	0.04%	1.86%	8.09%	6.15%	18.56%	43.48%
Atlanta MSA	6,399,274	2,130,784	37.6	74.8	\$89,276	\$377,141	4.22	10.40%	64.94%	2.81%	4.17%	0.08%	3.25%	8.35%	5.19%	6.50%	42.84%
Georgia	11,128,319	2,941,865	38.1	71.0	\$77,086	\$321,503	4.17	13.17%	65.03%	2.33%	3.62%	0.11%	2.76%	6.60%	3.93%	7.66%	35.47%
United States	338,440,954	57,019,048	39.3	72.5	\$79,068	\$355,577	4.50	12.42%	64.36%	2.62%	3.98%	0.23%	2.79%	7.68%	2.61%	7.62%	36.79%

NAME	Tot Pop 2024	Pop Change 2000-24	Med Age	Diversi ty InX	Med HH Inc	Med Home Value	MHV/M HI	% HH Poverty	Own Occ HU	Informati on Jobs	Fin&Ins	Man of Comp	Real Estate	Prof Sci Technical	Trans/Ware	Manuf	Bachelor's +
Atlanta	6,399,274	2,130,784	37.6	74.8	\$89,276	\$377,141	4.22	10.40%	64.94%	2.81%	4.17%	0.08%	3.25%	8.35%	5.19%	6.50%	42.84%
Austin	2,550,817	1,301,061	35.5	79.8	\$98,368	\$506,370	5.15	9.91%	58.03%	4.49%	3.60%	0.21%	3.48%	9.18%	1.88%	6.67%	51.95%
Baltimore	2,867,112	314,114	39.3	68.8	\$96,253	\$431,254	4.48	10.29%	66.11%	2.51%	3.34%	0.28%	3.20%	10.50%	1.80%	4.83%	45.55%
Boston	4,982,394	591,116	39.5	63.1	\$108,918	\$688,517	6.32	9.91%	59.87%	4.04%	5.31%	0.26%	2.89%	9.79%	2.03%	6.94%	51.95%
Charlotte	2,851,936	1,109,417	38.4	69.2	\$81,494	\$373,787	4.59	10.29%	65.56%	2.28%	3.77%	0.63%	3.16%	6.98%	2.99%	8.94%	41.57%
Chicago	9,280,082	331,343	38.9	79.1	\$87,746	\$326,272	3.72	11.33%	64.28%	2.43%	5.58%	0.38%	2.74%	8.89%	2.91%	8.26%	42.46%
Cincinnati	2,284,819	275,182	38.8	46.2	\$79,242	\$277,638	3.50	11.66%	67.40%	2.30%	5.48%	0.30%	2.38%	9.71%	2.15%	10.94%	38.89%
Columbus	2,209,888	535,157	36.9	55.2	\$79,635	\$311,182	3.91	11.43%	60.66%	2.28%	5.88%	0.43%	2.72%	7.05%	2.69%	6.62%	42.23%
Dallas	8,195,415	3,039,133	36.1	83.2	\$88,391	\$370,937	4.20	10.06%	59.57%	2.59%	4.79%	0.27%	3.14%	9.73%	3.20%	7.53%	41.32%
Denver	3,081,342	902,002	37.5	71.2	\$104,506	\$632,420	6.05	8.03%	61.50%	4.07%	5.40%	0.22%	3.62%	9.57%	2.15%	5.75%	50.91%
Detroit	4,364,290	-88,267	40.5	58.4	\$76,092	\$271,203	3.56	12.94%	70.73%	2.19%	4.14%	0.29%	2.57%	10.14%	2.26%	11.40%	35.44%
Fresno	1,191,199	269,268	34.6	86.9	\$73,366	\$405,789	5.53	18.06%	56.96%	2.66%	3.16%	0.09%	2.39%	6.45%	2.68%	5.73%	25.10%
Houston	7,624,200	2,908,803	36.1	86.8	\$80,537	\$309,553	3.84	12.69%	61.32%	1.58%	3.38%	0.21%	2.90%	9.35%	3.52%	6.68%	38.43%
Indianapolis	2,173,541	534,521	37.6	58.8	\$79,790	\$278,339	3.49	10.79%	66.36%	2.24%	4.92%	0.20%	2.67%	8.67%	2.25%	8.37%	39.72%
Jacksonville	1,737,832	615,082	40.0	66.1	\$82,603	\$378,437	4.58	11.49%	66.01%	2.81%	4.68%	0.21%	3.54%	7.53%	3.89%	5.38%	37.55%
Kansas City	2,246,258	435,006	38.3	58.7	\$80,044	\$299,710	3.74	10.05%	63.96%	2.29%	5.28%	0.41%	3.45%	8.49%	3.03%	6.88%	40.47%
Las Vegas	2,387,864	1,012,126	38.6	85.5	\$76,033	\$445,490	5.86	13.13%	58.84%	1.82%	3.15%	0.10%	3.98%	6.10%	3.19%	2.32%	27.29%
Los Angeles	12,940,761	575,424	38.7	88.1	\$94,047	\$885,925	9.42	12.80%	47.93%	3.68%	4.54%	0.33%	3.69%	9.70%	3.10%	8.30%	39.85%
Louisville	1,385,677	231,839	39.9	52.2	\$72,654	\$270,061	3.72	11.75%	68.44%	2.05%	5.18%	1.21%	2.53%	6.76%	2.88%	9.89%	34.25%
Miami	6,257,826	1,250,262	42.8	85.9	\$76,390	\$471,920	6.18	14.00%	59.01%	3.02%	4.88%	0.48%	5.22%	10.13%	2.78%	4.09%	38.39%
Minneapolis	3,790,663	774,104	38.1	53.8	\$96,864	\$397,588	4.10	8.17%	68.08%	3.16%	5.33%	0.16%	2.44%	8.45%	2.63%	10.91%	45.65%
Nashville	2,189,414	808,154	37.2	58.7	\$83,639	\$432,404	5.17	10.36%	65.07%	2.41%	4.07%	0.19%	2.73%	10.43%	2.32%	6.86%	41.48%
New York	19,954,881	1,678,068	39.4	82.9	\$96,850	\$640,026	6.61	12.55%	49.41%	4.15%	6.12%	0.26%	3.80%	10.24%	2.77%	5.07%	44.92%
Orlando	2,884,681	1,240,120	38.6	82.8	\$75,807	\$396,885	5.24	11.60%	61.18%	2.24%	3.33%	0.25%	3.53%	9.33%	2.88%	3.17%	37.88%
Philadelphia	6,307,532	620,376	39.6	67.2	\$89,278	\$381,561	4.27	11.89%	66.19%	2.83%	4.84%	0.15%	2.91%	8.99%	2.92%	7.12%	43.23%
Phoenix	5,149,752	1,897,876	38.2	78.0	\$87,166	\$462,805	5.31	10.45%	67.75%	2.91%	4.11%	0.06%	4.68%	7.05%	1.86%	5.72%	36.28%
Pittsburgh	2,447,995	-77,718	43.1	34.8	\$73,985	\$256,535	3.47	11.47%	69.54%	4.09%	3.01%	0.54%	2.17%	6.78%	2.43%	7.75%	38.82%
Portland	2,593,190	666,383	39.4	61.7	\$94,993	\$615,038	6.47	9.48%	60.88%	2.63%	3.39%	0.16%	3.20%	6.98%	2.85%	8.75%	43.45%
Raleigh	1,552,570	755,560	37.4	69.5	\$100,032	\$452,038	4.52	8.45%	65.88%	3.88%	3.40%	0.17%	6.72%	10.00%	1.61%	4.75%	52.73%
Riverside	4,719,812	1,464,972	37.0	87.1	\$86,112	\$566,249	6.58	12.24%	64.79%	1.48%	2.64%	0.13%	3.09%	5.81%	3.17%	6.31%	25.77%
Sacramento	2,466,648	669,787	38.9	79.8	\$94,611	\$616,840	6.52	11.46%	61.92%	2.22%	4.39%	0.08%	3.50%	7.98%	2.09%	4.51%	38.72%
Salt Lake City	1,312,144	373,101	33.6	64.9	\$100,888	\$573,781	5.69	8.05%	66.03%	3.47%	4.59%	0.12%	2.51%	8.64%	2.09%	7.31%	39.78%
San Diego	3,299,130	485,297	37.9	83.7	\$104,597	\$877,370	8.39	10.00%	53.66%	3.00%	3.35%	0.13%	3.25%	9.91%	1.89%	6.95%	44.34%
San Francisco	4,746,767	623,040	39.8	83.5	\$134,234	\$1,232,601	9.18	8.77%	52.99%	6.01%	5.18%	0.26%	3.10%	12.26%	2.92%	6.20%	55.28%
San Jose	1,990,196	254,364	38.5	82.6	\$158,995	\$1,496,466	9.41	6.87%	53.44%	11.73%	2.96%	0.20%	2.67%	10.25%	1.55%	15.30%	57.46%
Seattle	4,176,271	1,132,393	38.0	70.2	\$113,257	\$774,215	6.84	8.02%	60.01%	4.06%	3.94%	0.15%	3.22%	9.20%	2.63%	9.05%	47.96%
St. Louis	2,824,501	149,162	40.2	50.7	\$79,002	\$264,189	3.34	10.78%	68.77%	2.23%	4.46%	0.23%	2.41%	7.54%	2.95%	8.20%	38.68%
Tampa	3,356,667	960,676	43.0	71.7	\$73,773	\$382,682	5.19	12.50%	66.20%	2.34%	5.38%	0.28%	4.22%	8.96%	1.88%	4.87%	36.46%
Virginia Beach	1,804,873	211,102	38.0	67.5	\$78,865	\$369,743	4.69	10.53%	62.85%	2.32%	2.48%	0.04%	2.86%	6.81%	2.69%	11.50%	36.50%
Washington DC	6,429,395	1,666,504	37.9	80.6	\$122,325	\$618,875	5.06	7.57%	62.89%	4.02%	3.39%	0.18%	3.39%	17.18%	1.67%	2.74%	56.10%
Georgia	11,128,319	2,941,865	38.1	71.0	\$77,086	\$321,503	4.17	13.17%	65.03%	2.33%	3.62%	0.11%	2.76%	6.60%	3.93%	7.66%	35.47%
United States	338,440,954	57,019,048	39.3	72.5	\$79,068	\$355,577	4.50	12.42%	64.36%	2.62%	3.98%	0.23%	2.79%	7.68%	2.61%	7.62%	36.79%

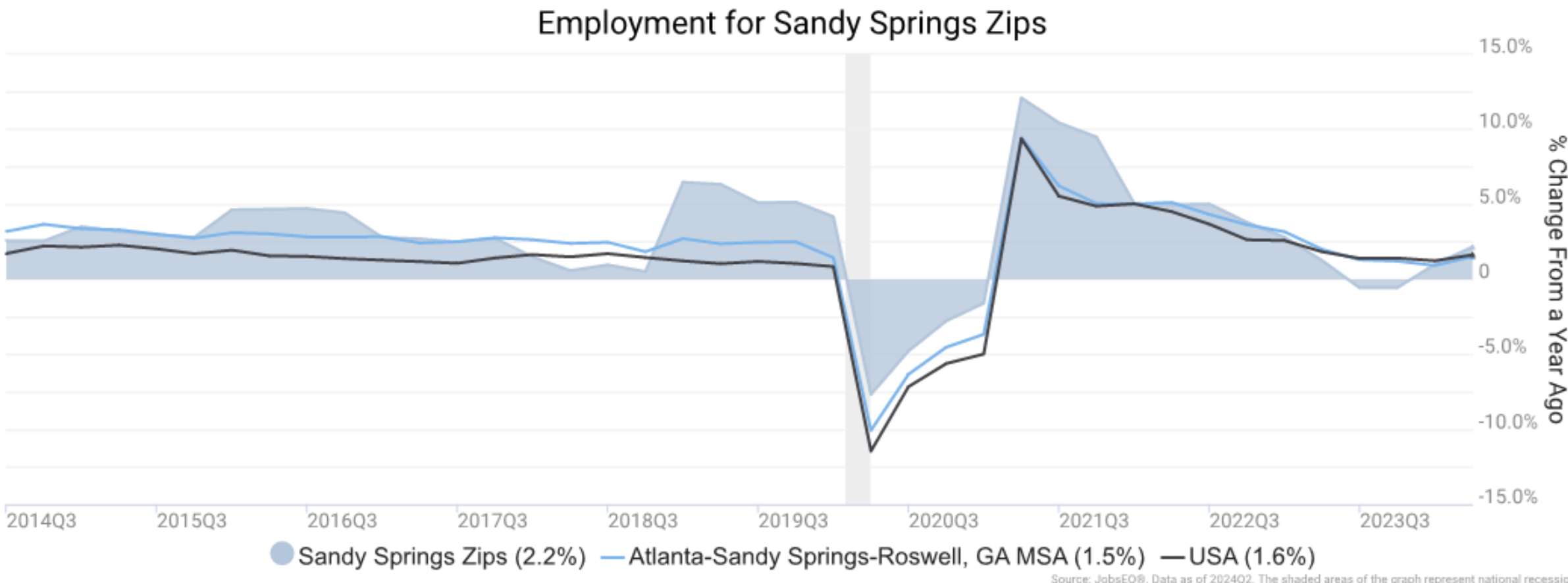
Comparing Answers: “Crime #1” vs. “Neighborhood is Safe”





Sandy Springs Economics

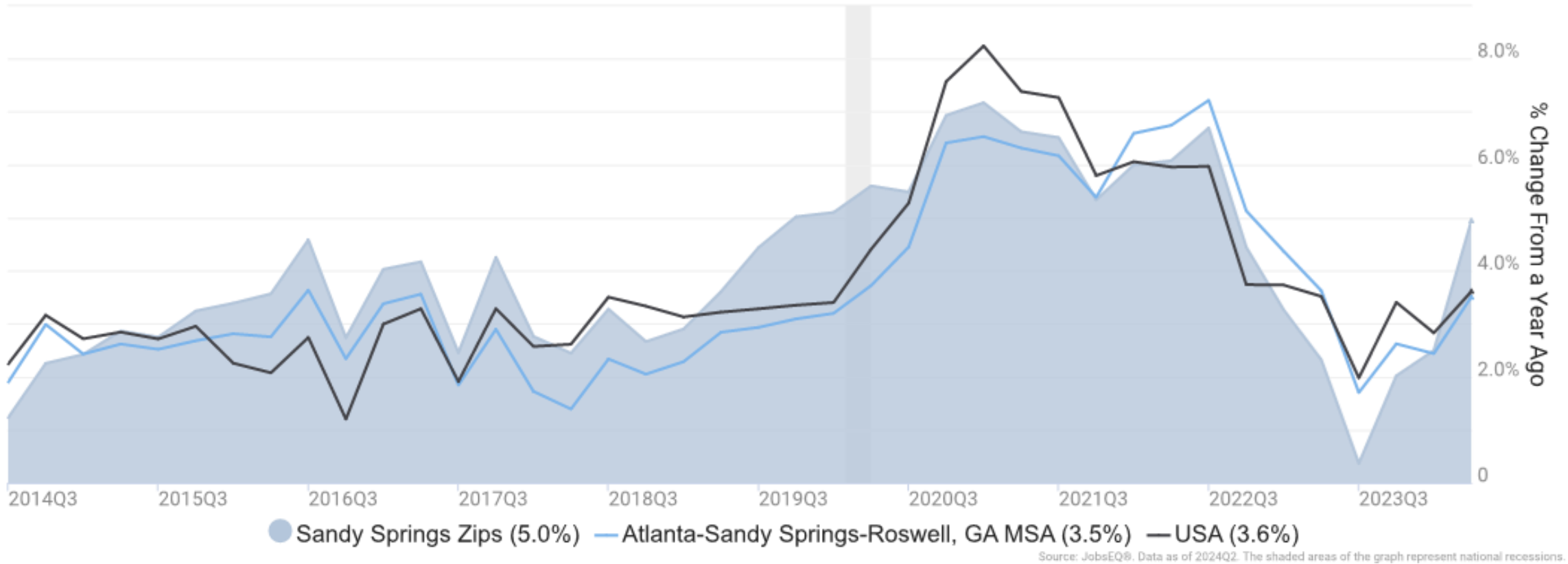
Job Growth Over Time: Sandy Springs Zips*



*30328; 30350; 30342

Average Wage Trends: Sandy Springs Zips*

Average Annual Wages for Sandy Springs Zips



*30328; 30350; 30342

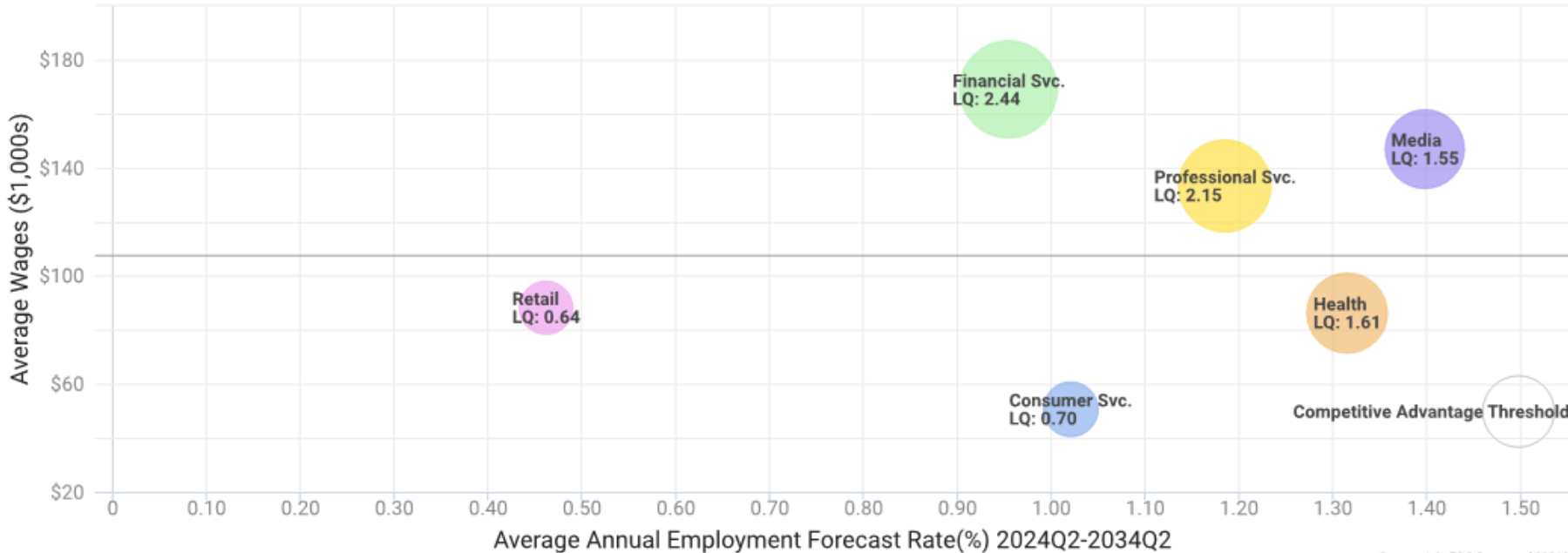
Job Concentrations: Sandy Springs Zips*

Total Workers for Sandy Springs Zips by Industry



Source: JobsEQ®
Data as of 2024Q2
Note: Figures may not sum due to rounding.

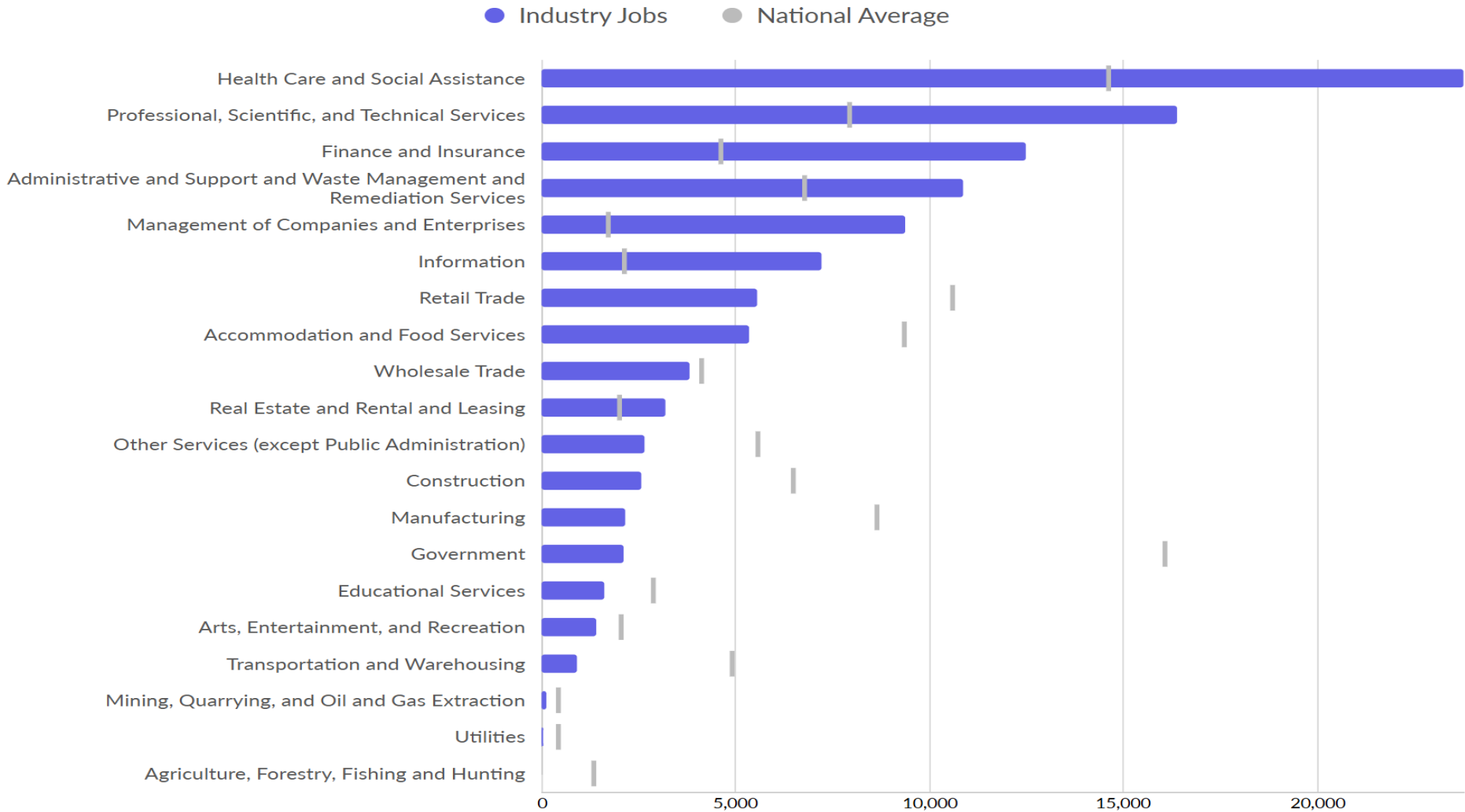
Industry Clusters for Sandy Springs Zips as of 2024Q2



Source: JobsEQ® Data as of 2024Q2

Industry Jobs: Sandy Springs Zips* (Source: Lightcast)

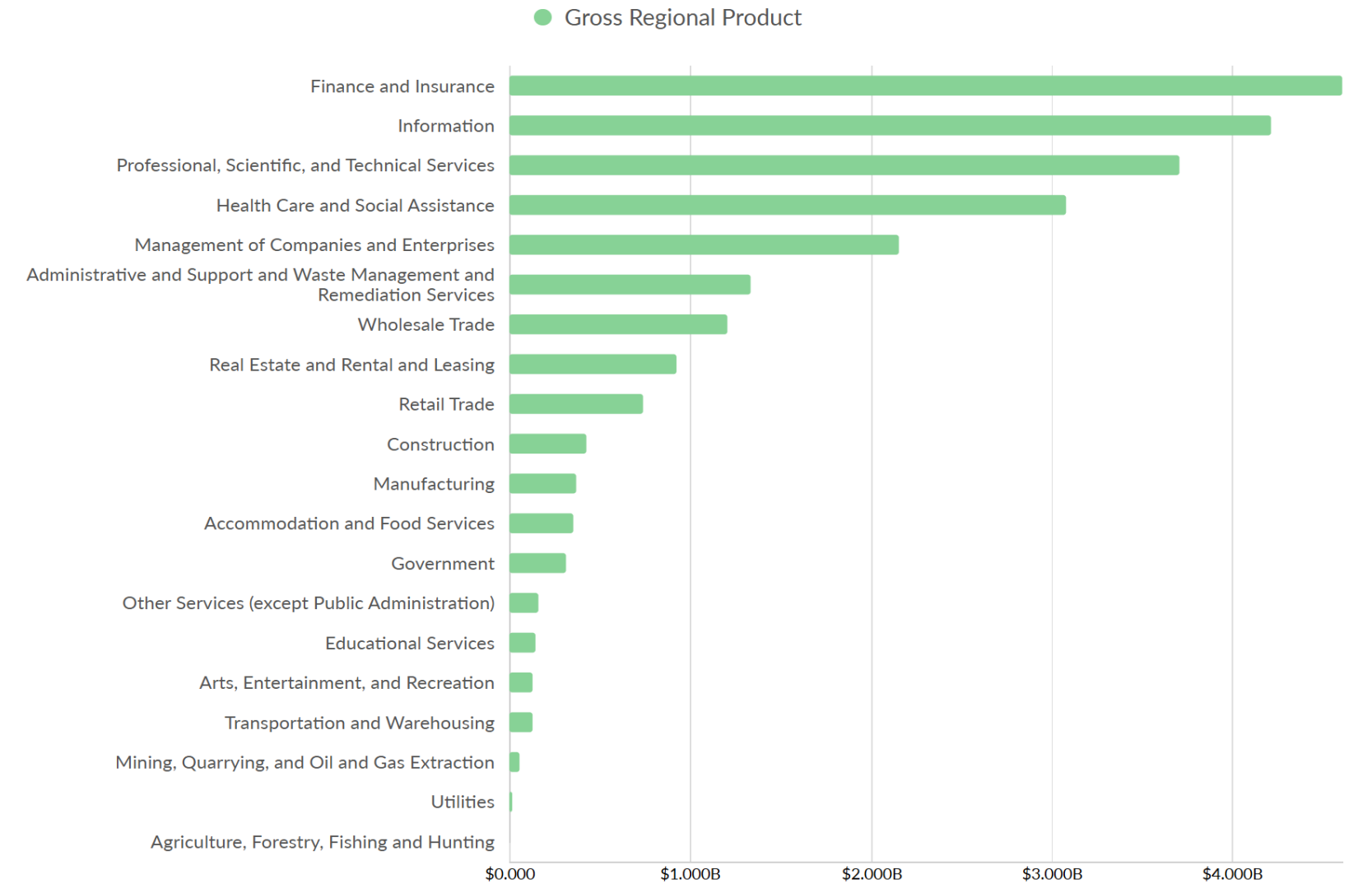
Largest Industries



*30328
30350,
30342

Industry GRP: Sandy Springs Zips* (Source: Lightcast)

Top Industry GRP



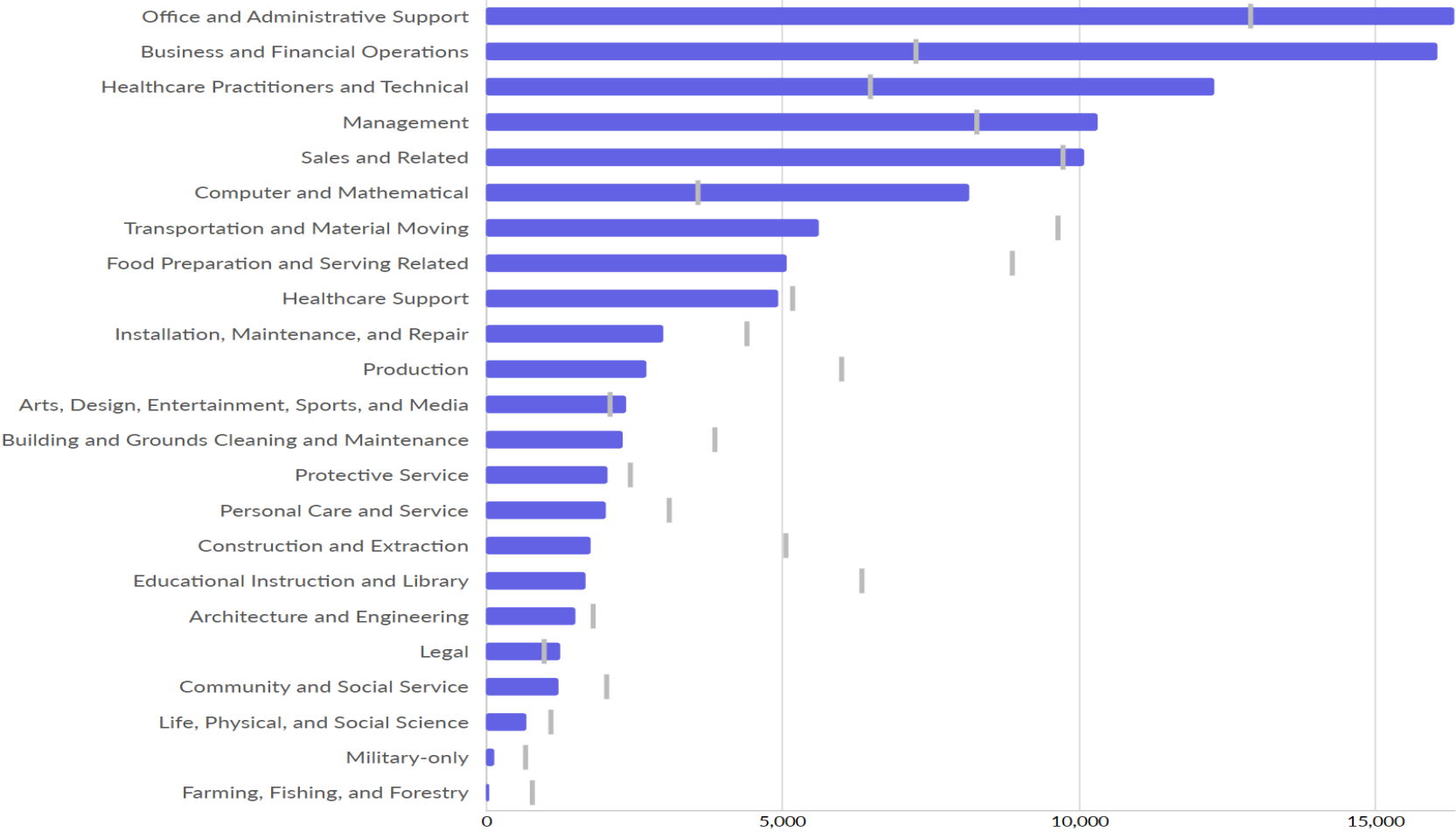
*30328
30350,
30342

Jobs by Occupation: Sandy Springs Zips* (Source: Lightcast)

Largest Occupations

...

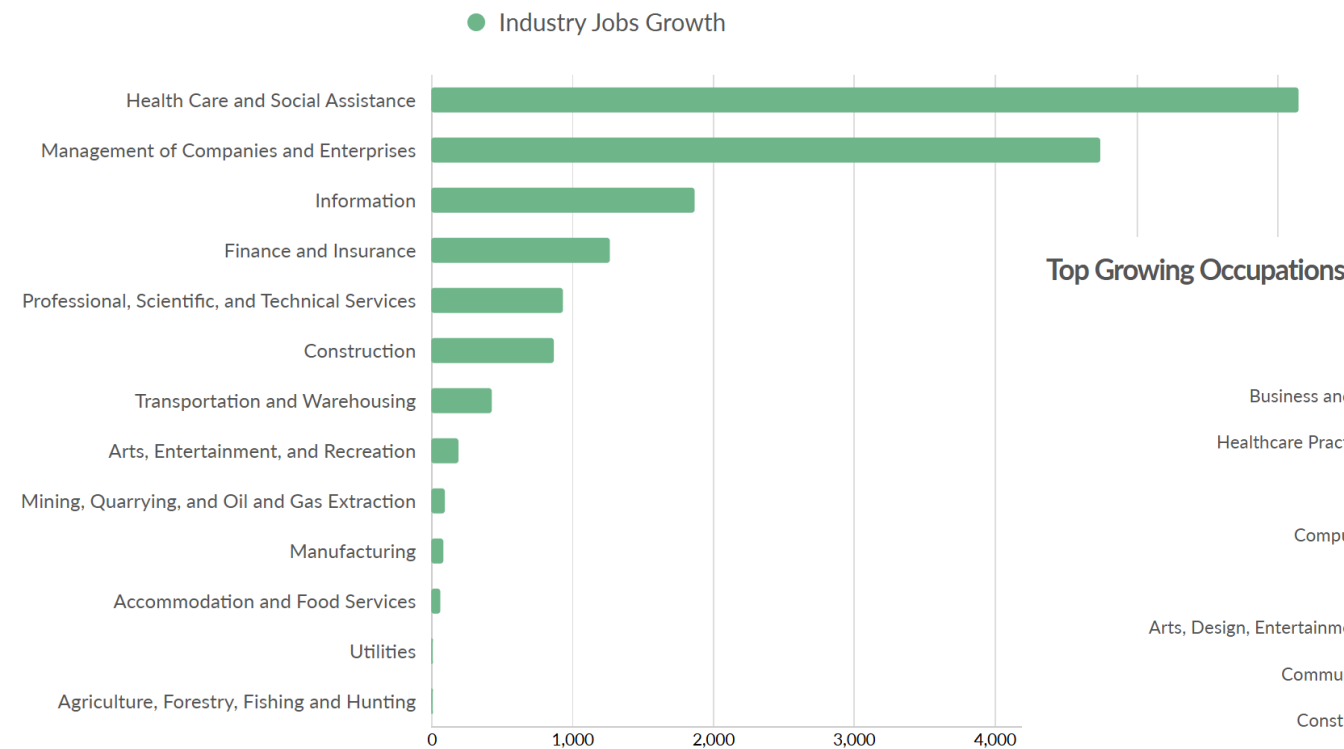
● Occupation Jobs ● National Average



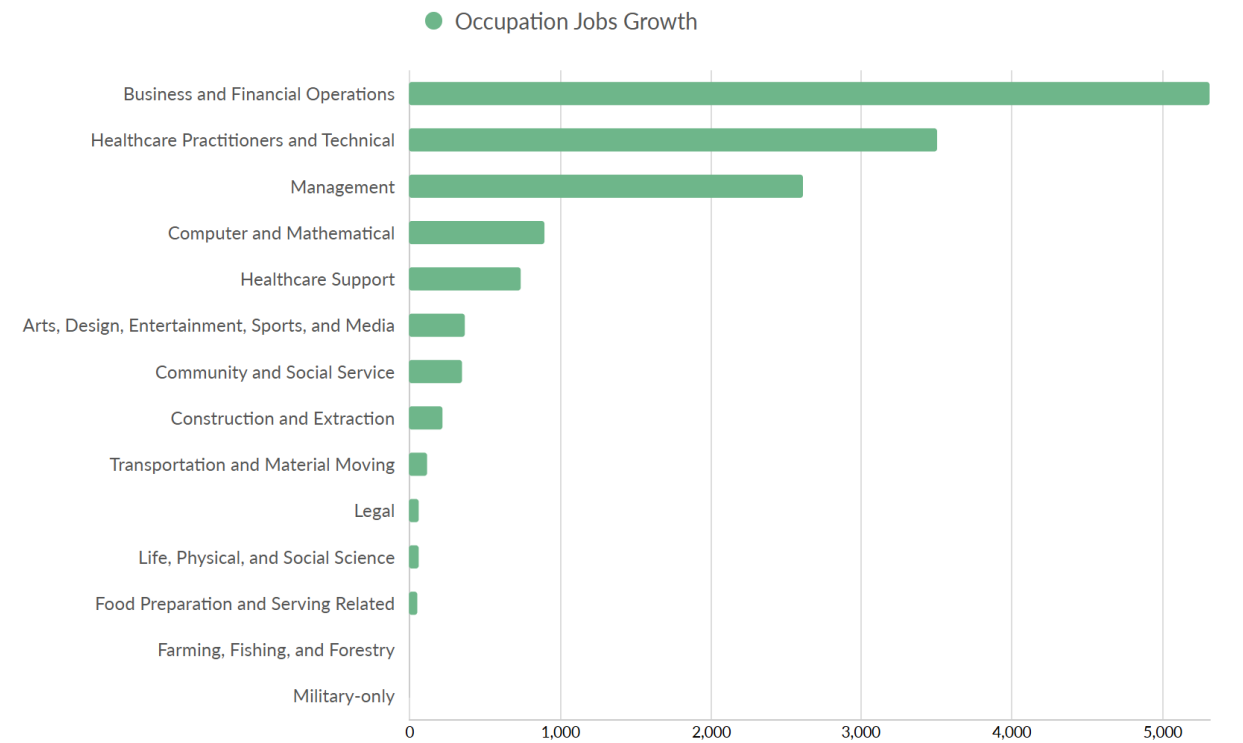
*30328
30350,
30342

Industry & Occupation Job Growth: Sandy Springs Zips*

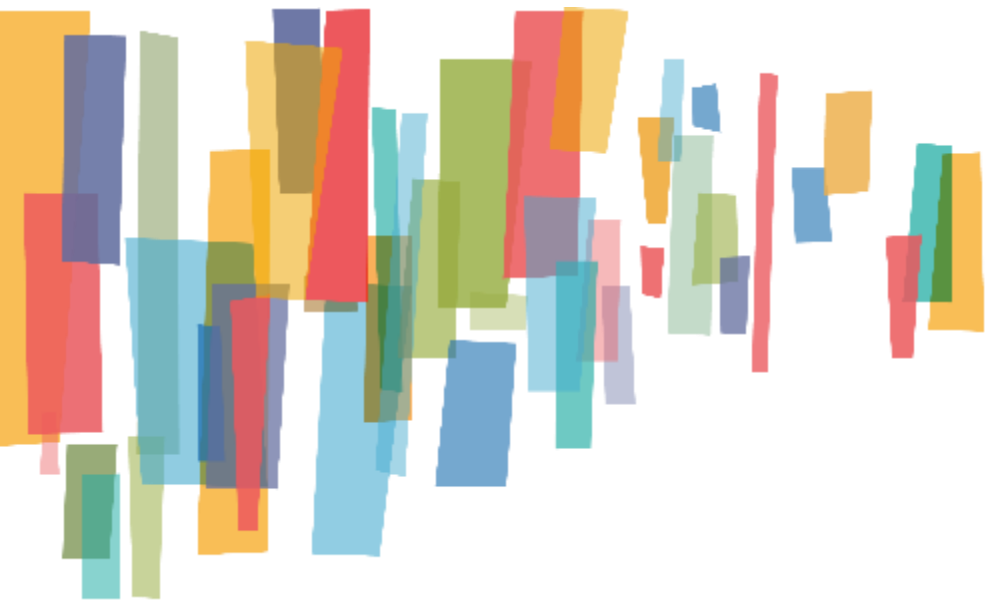
Top Growing Industries



Top Growing Occupations



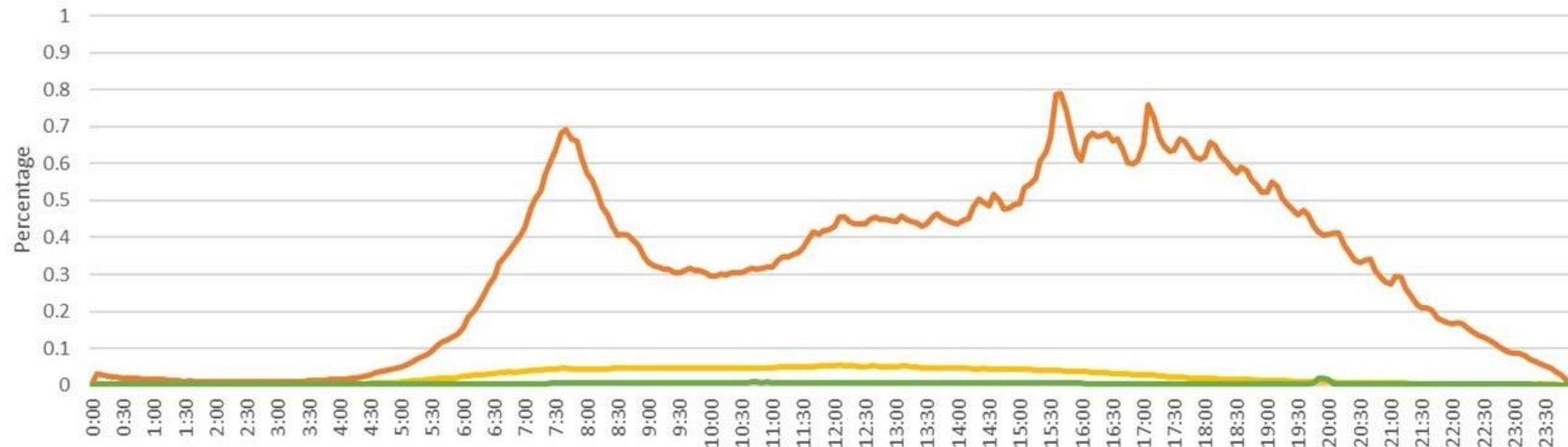
*30328; 30350,
30342



Mobility

The Morning peak has changed

% of Volume - 2019



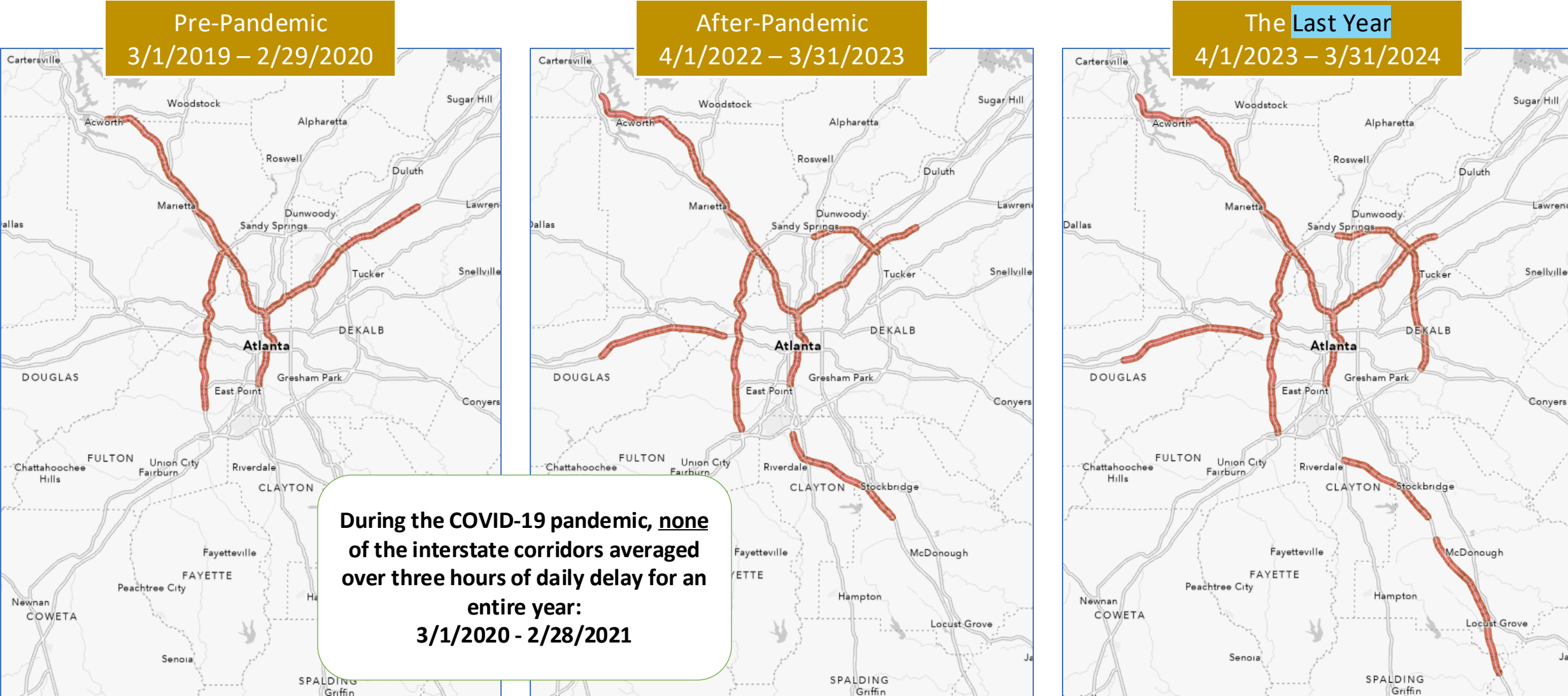
% of Volume - 2023

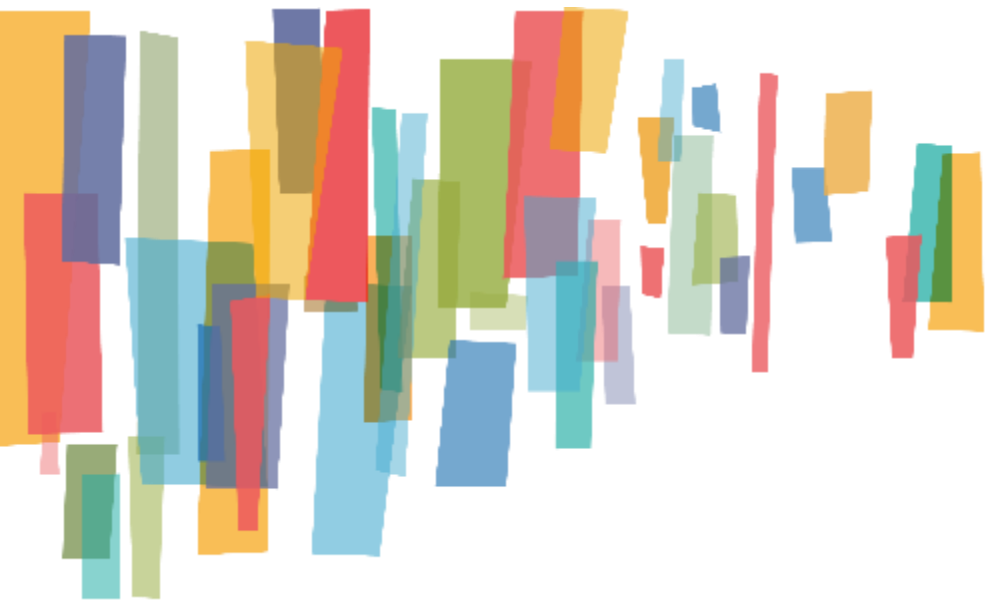


Significant Congestion Bottlenecks Have Returned to Our Interstates

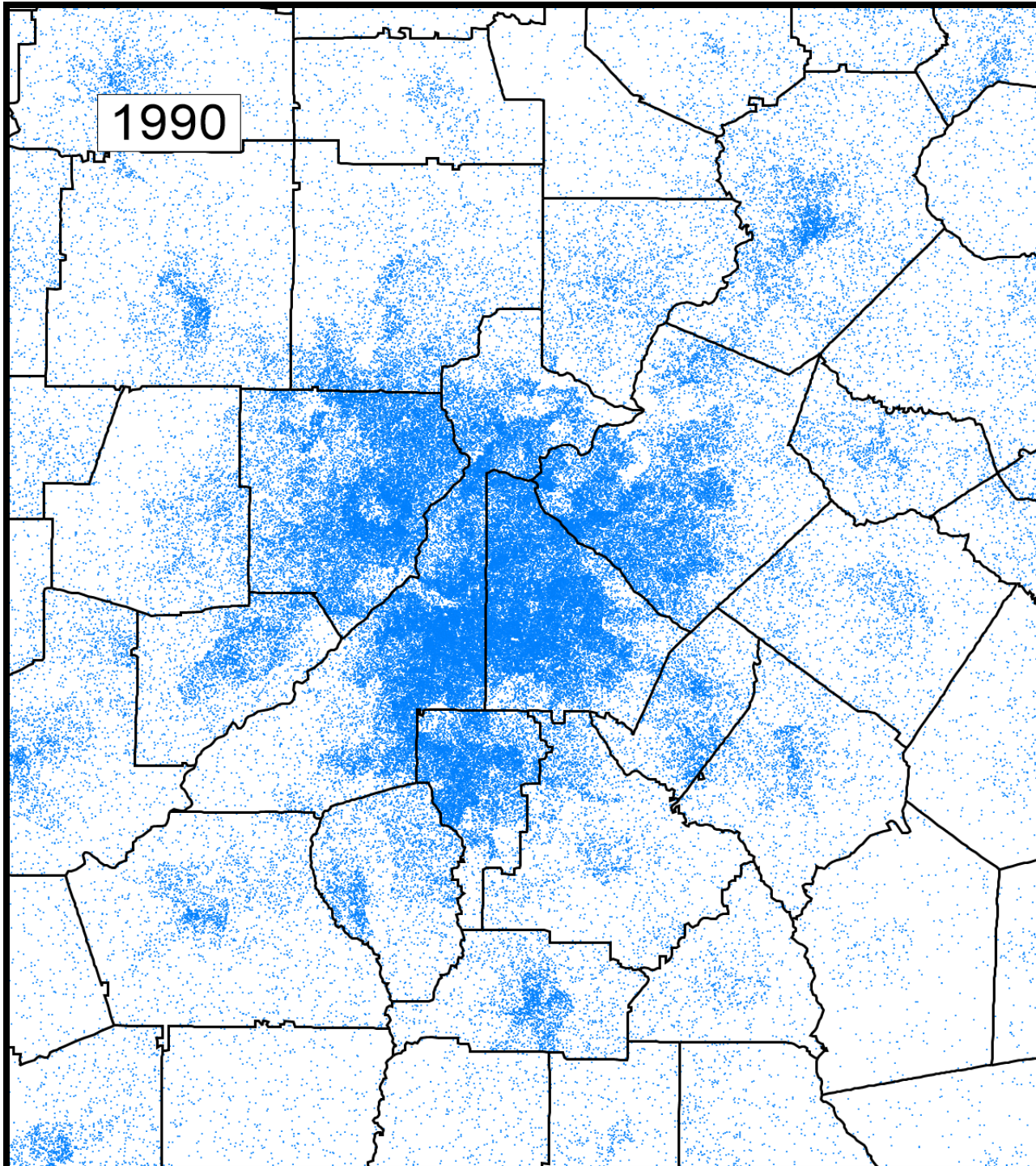
- and Exceed Pre-Pandemic Levels Along I-20 West, I-75 South, and I-285 East

Congested Interstate segments with average delays of 3 hours... or more





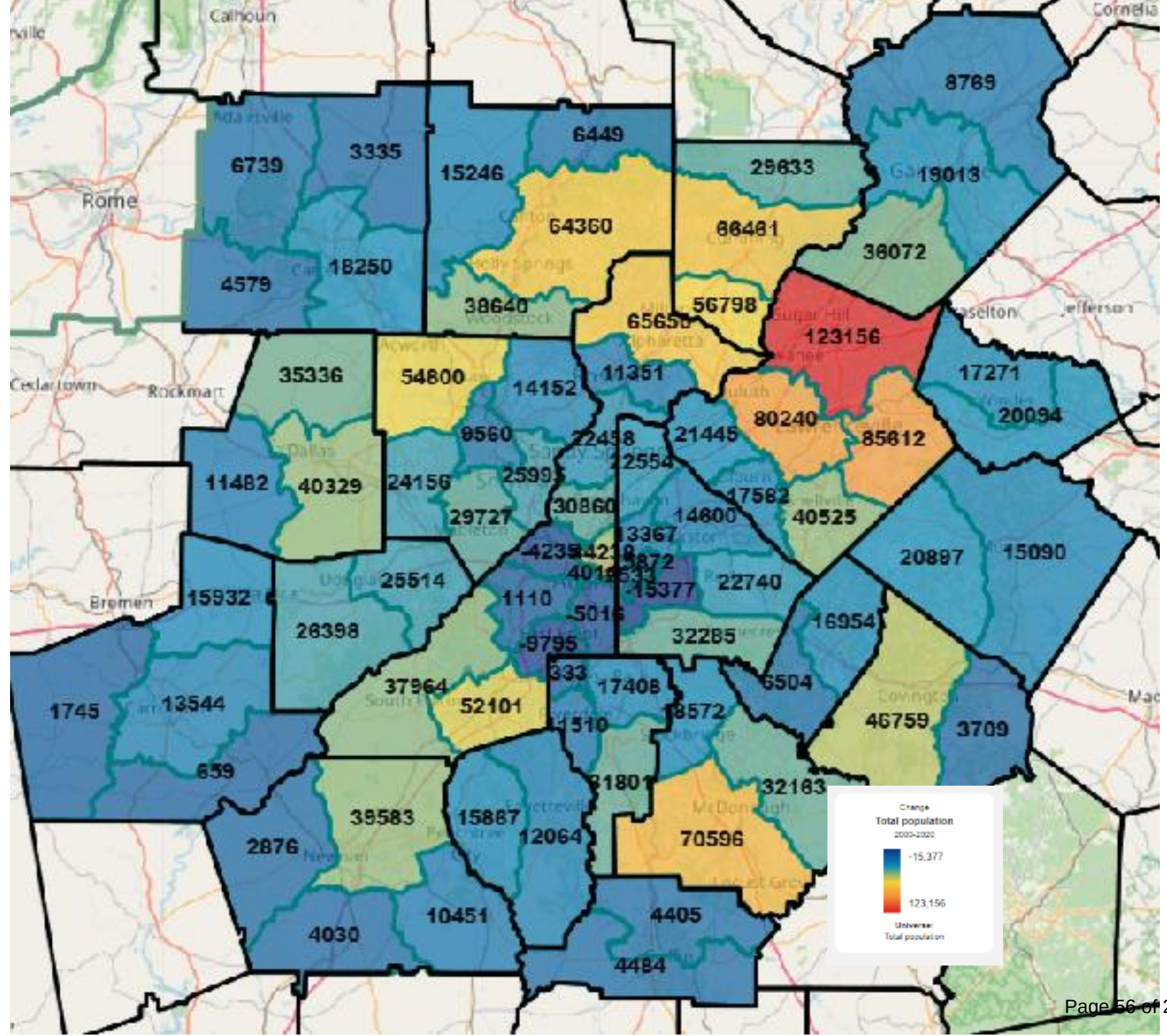
Population Growth



30 Years In A Blink of An Eye

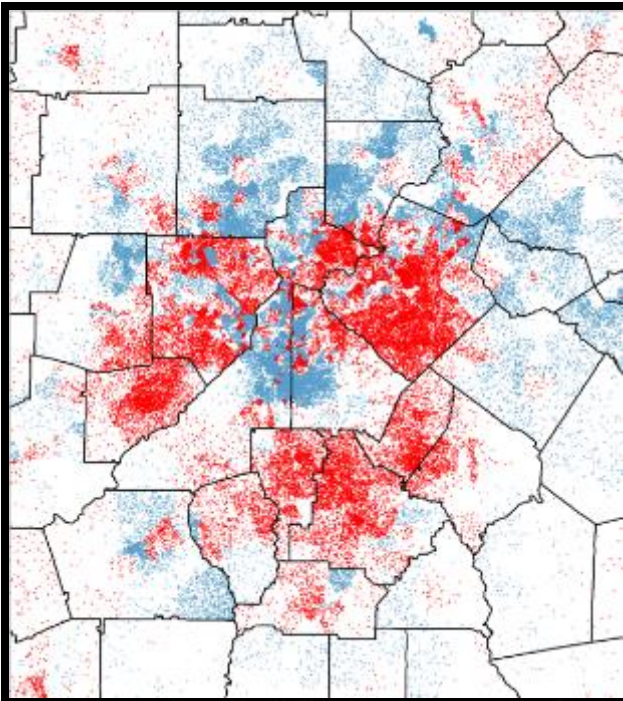
Change in Population from 2000 to 2020 (Net) Geography ARC Super Districts

3 Superdistricts
lost population
in Fulton County
between 2000
and 2020. No
Areas of
Gwinnett lost
population.

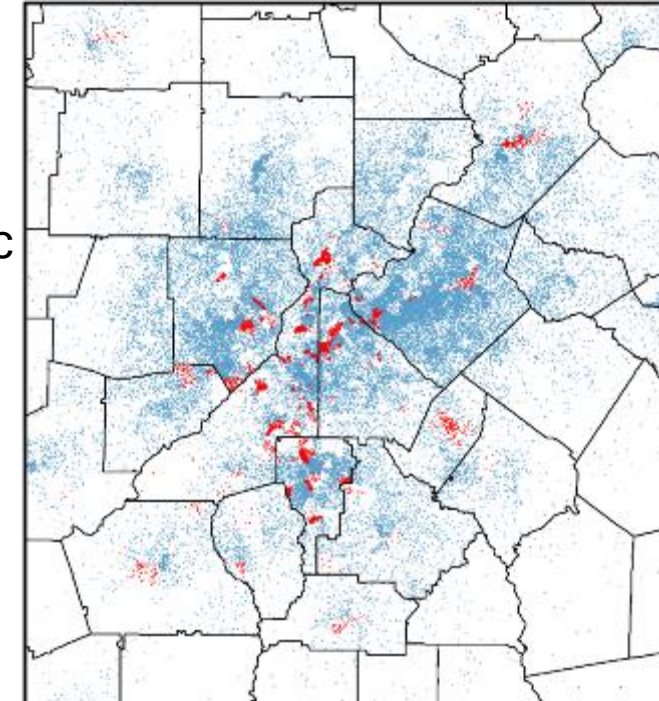


Change in Populations, 2010-2020

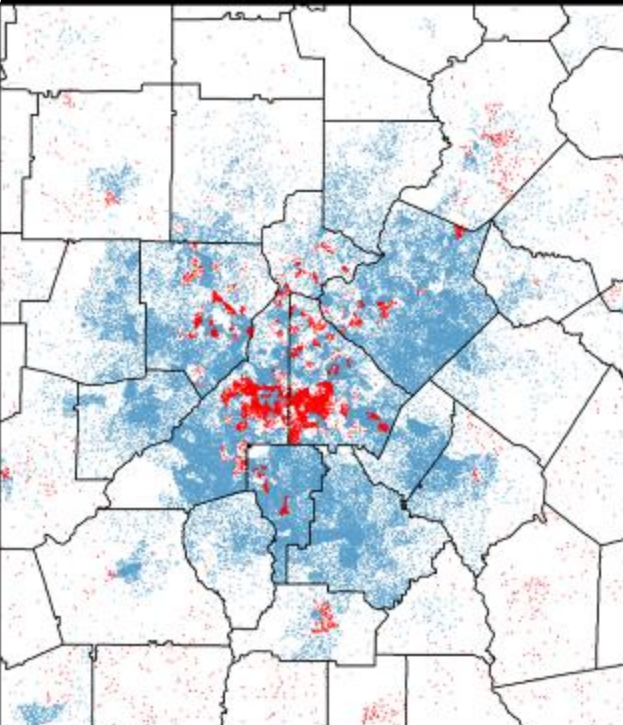
White



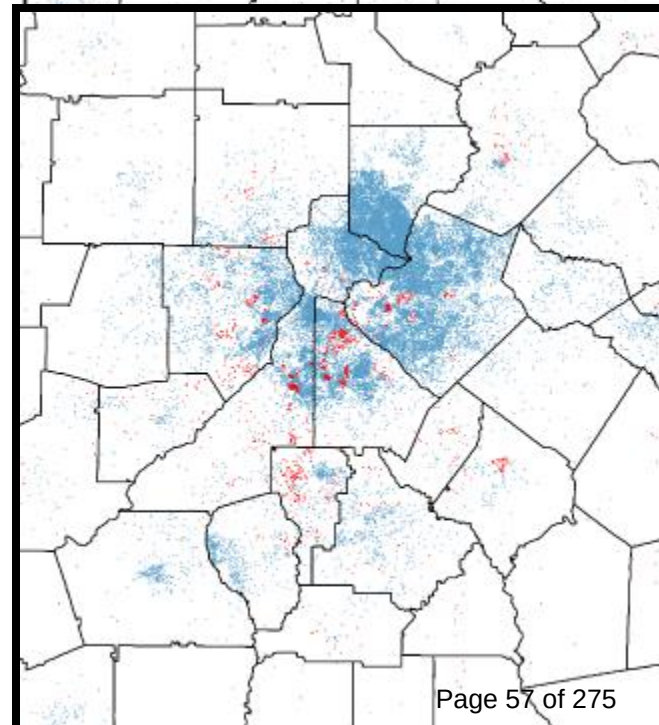
Hispanic



Black



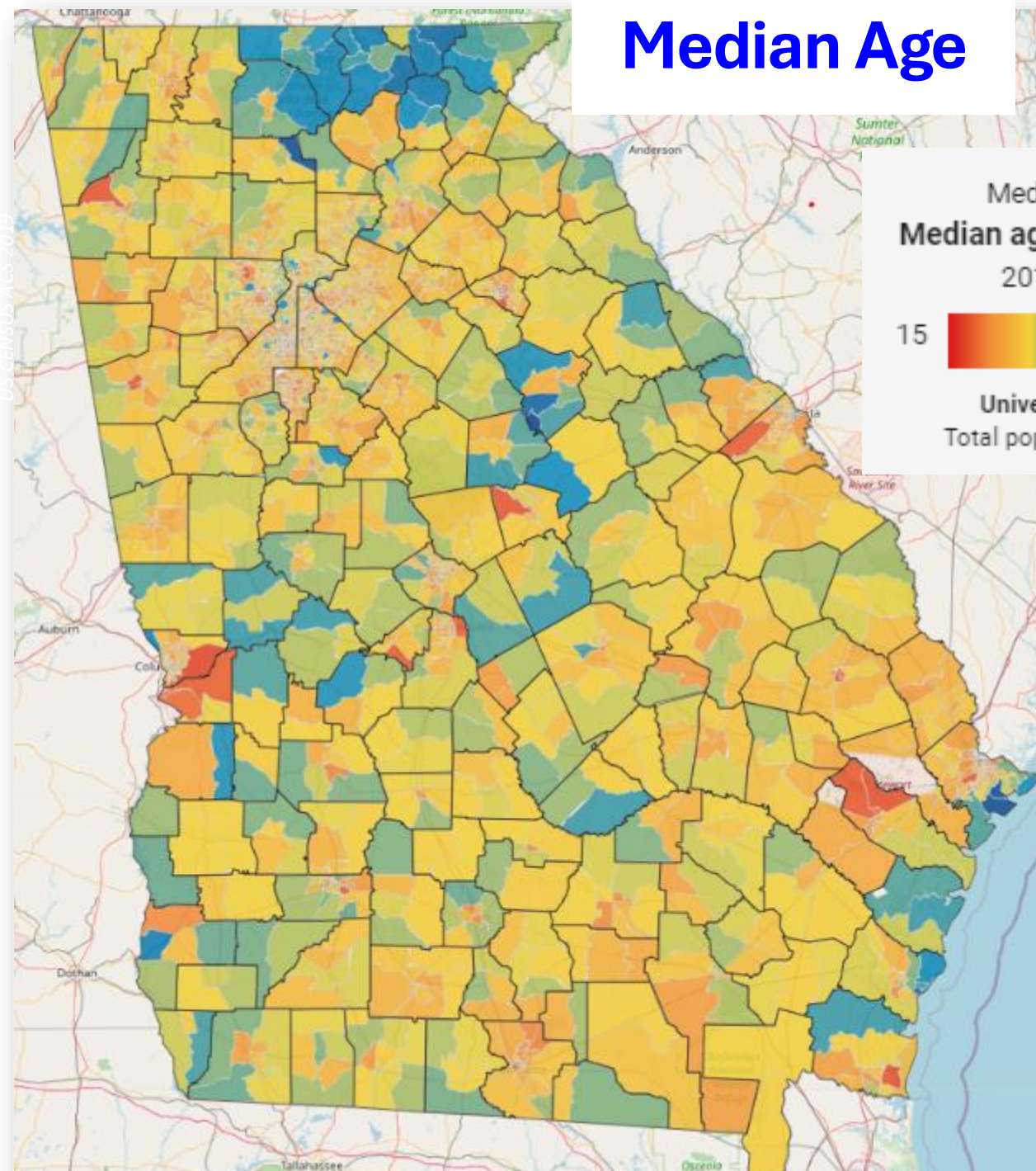
Asian



Blue dot =
Addition of 10
Persons

Red dot = Loss
of 10 Persons

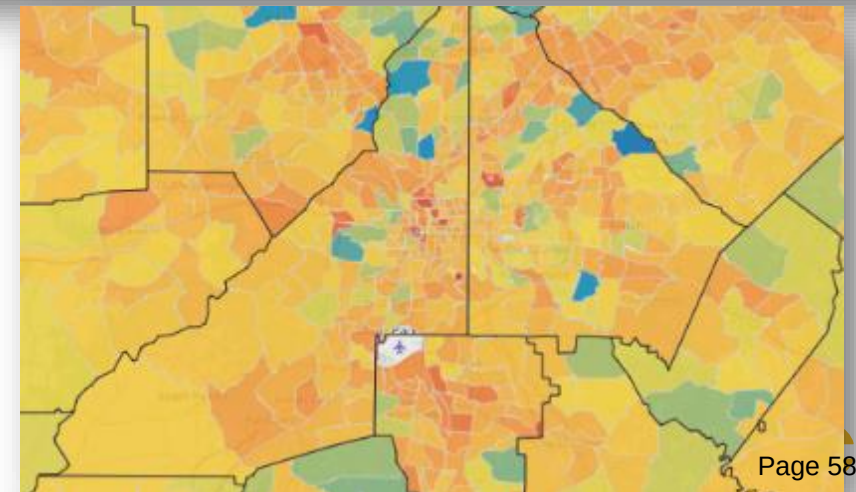
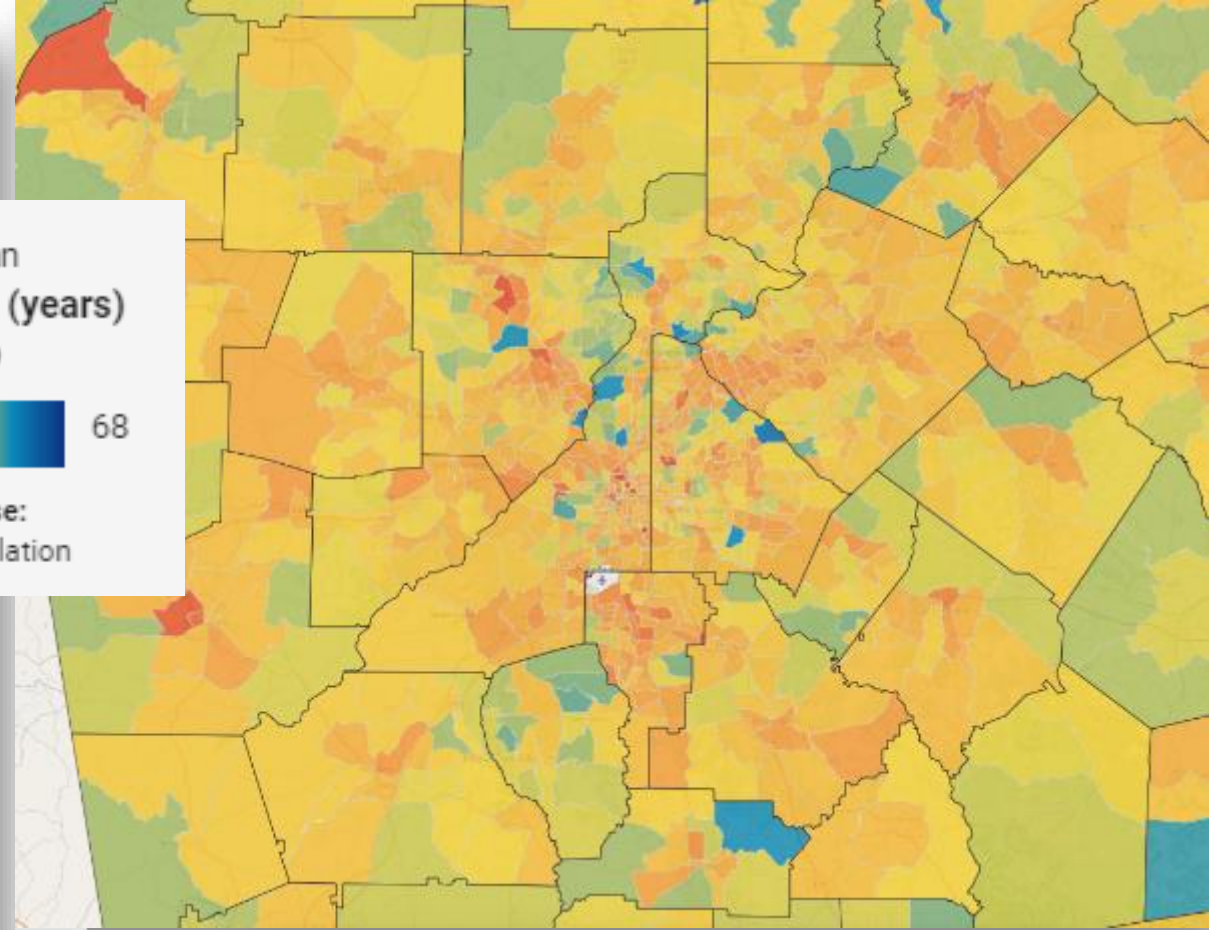
Median Age

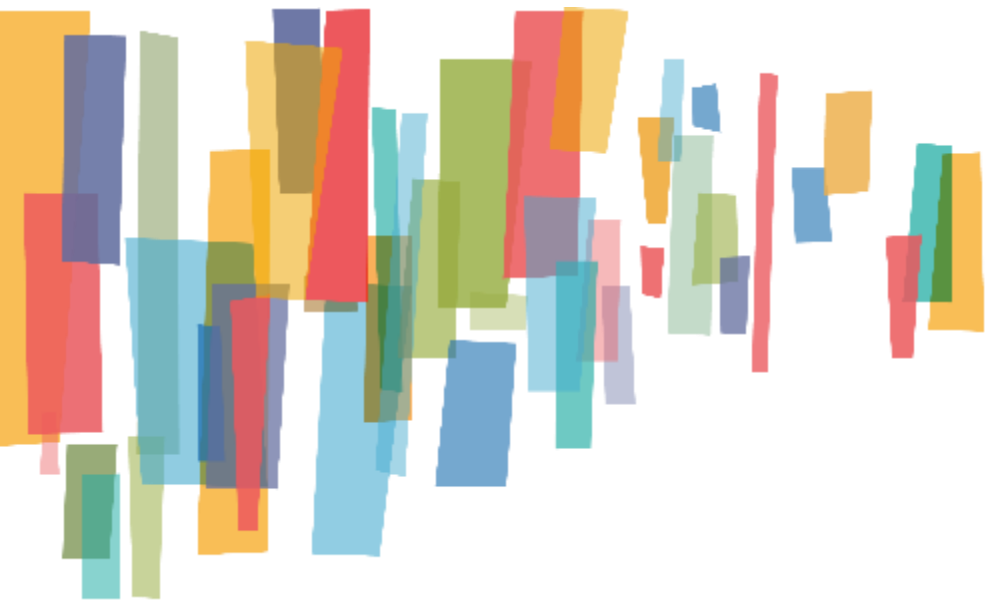


Median
Median age (years)
2019



Universe:
Total population

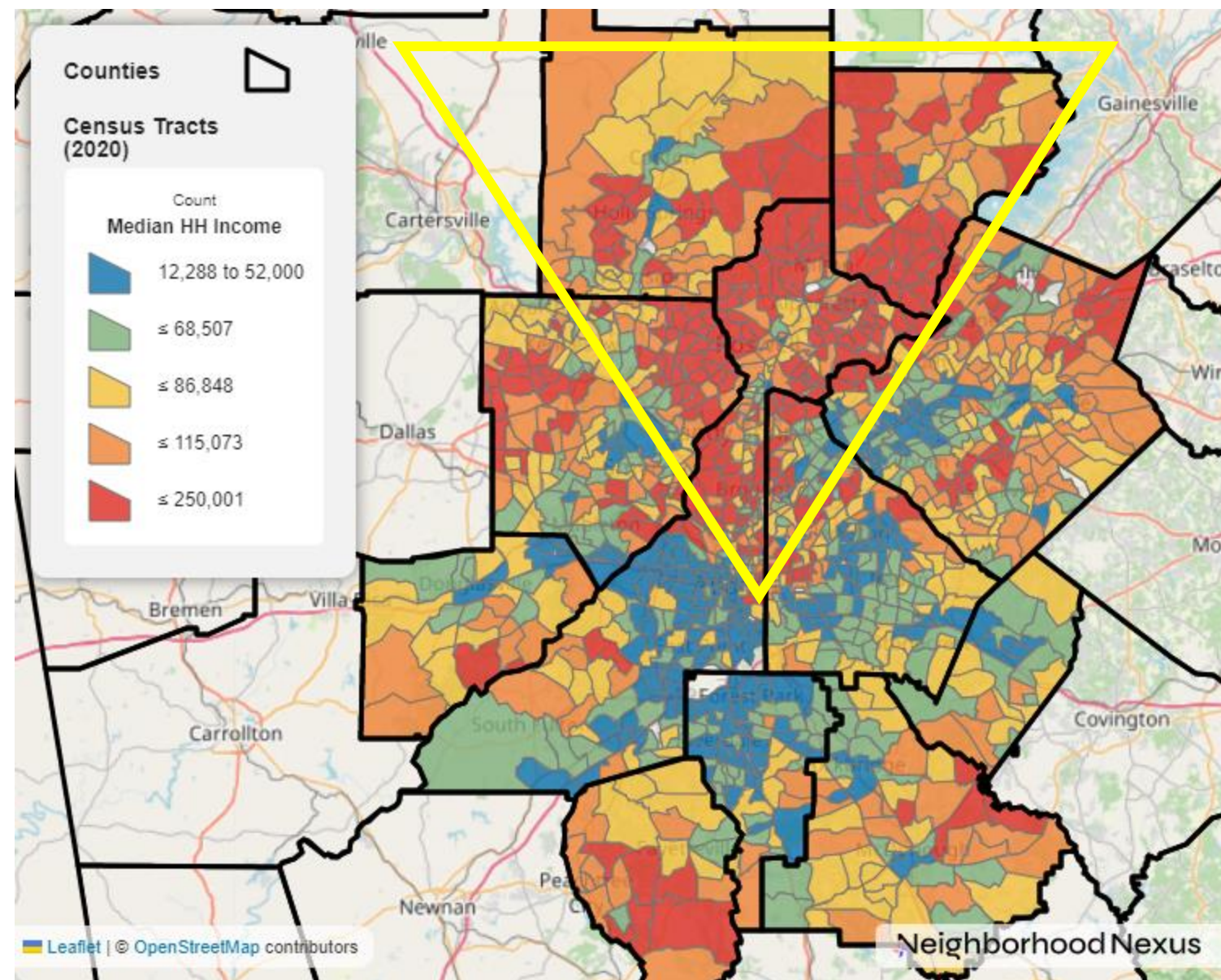




Maps!

Median Household Income

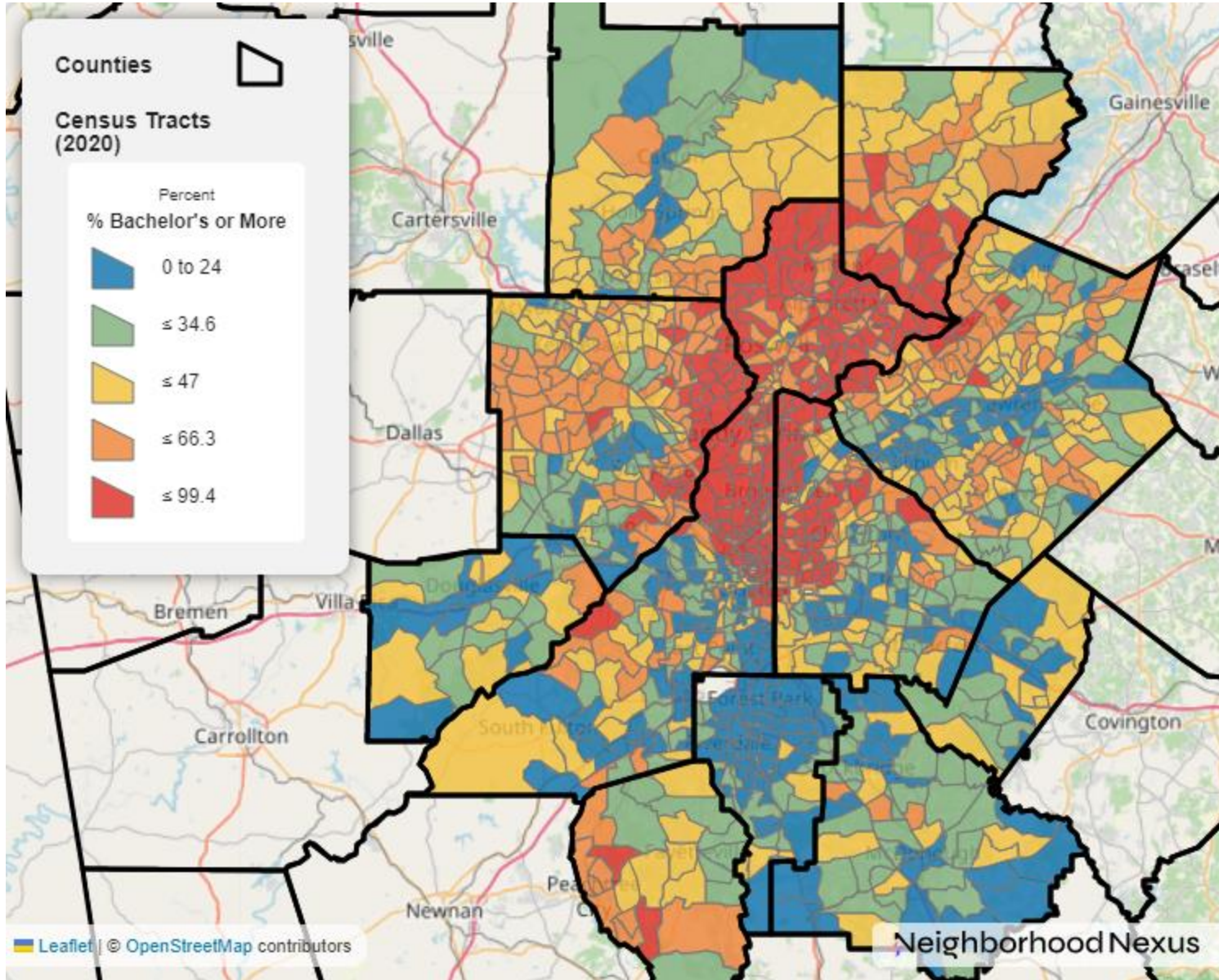
Source: American
Community Survey,
2017-2021



The wealthiest neighborhoods in the region tend to cluster in northern parts... particularly in the “inverted triangle area”

Educational Attainment

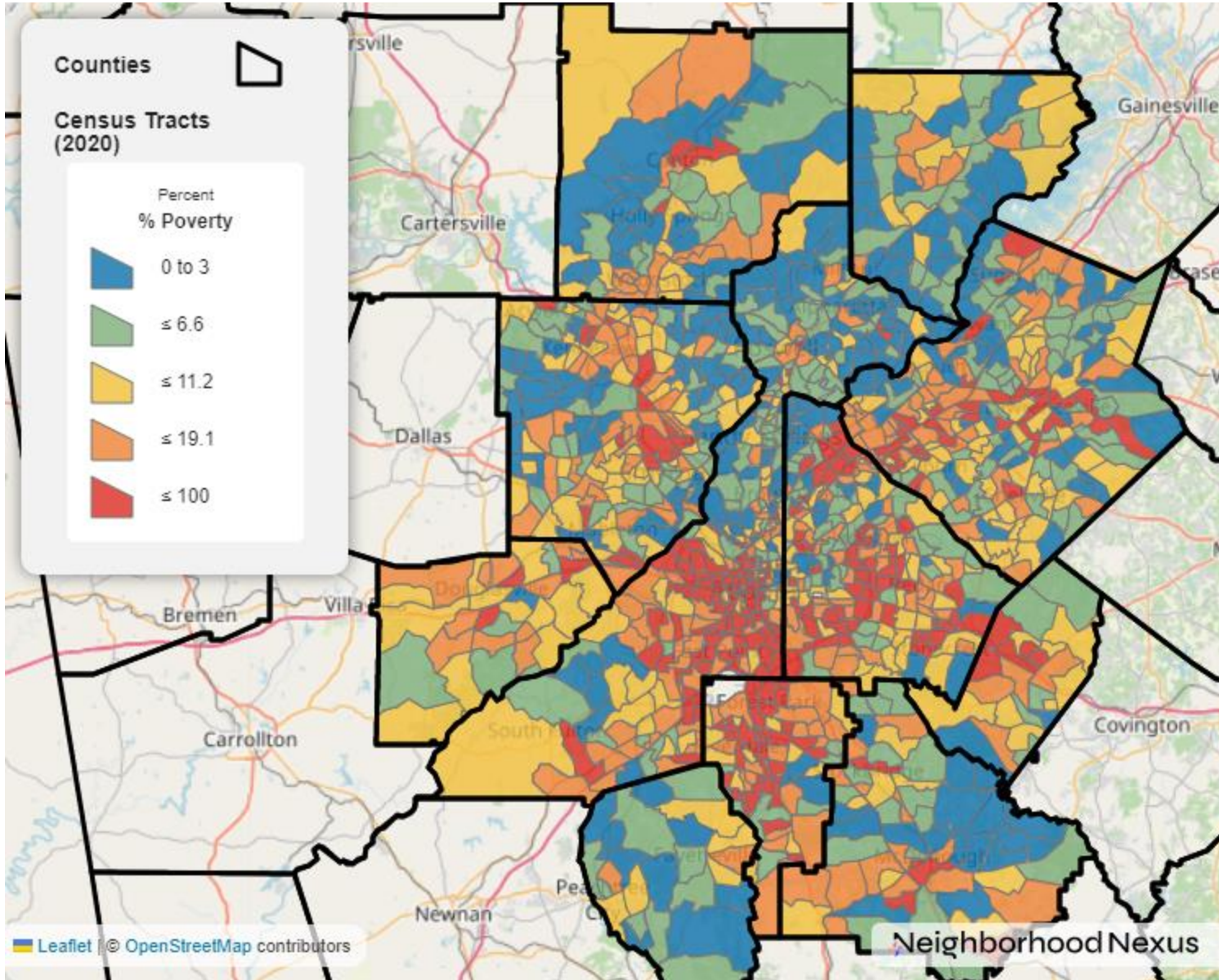
Source: American
Community Survey,
2017-2021



The most educated neighborhoods in the region also tend to cluster in northern parts... particularly in the “inverted triangle area”

Poverty

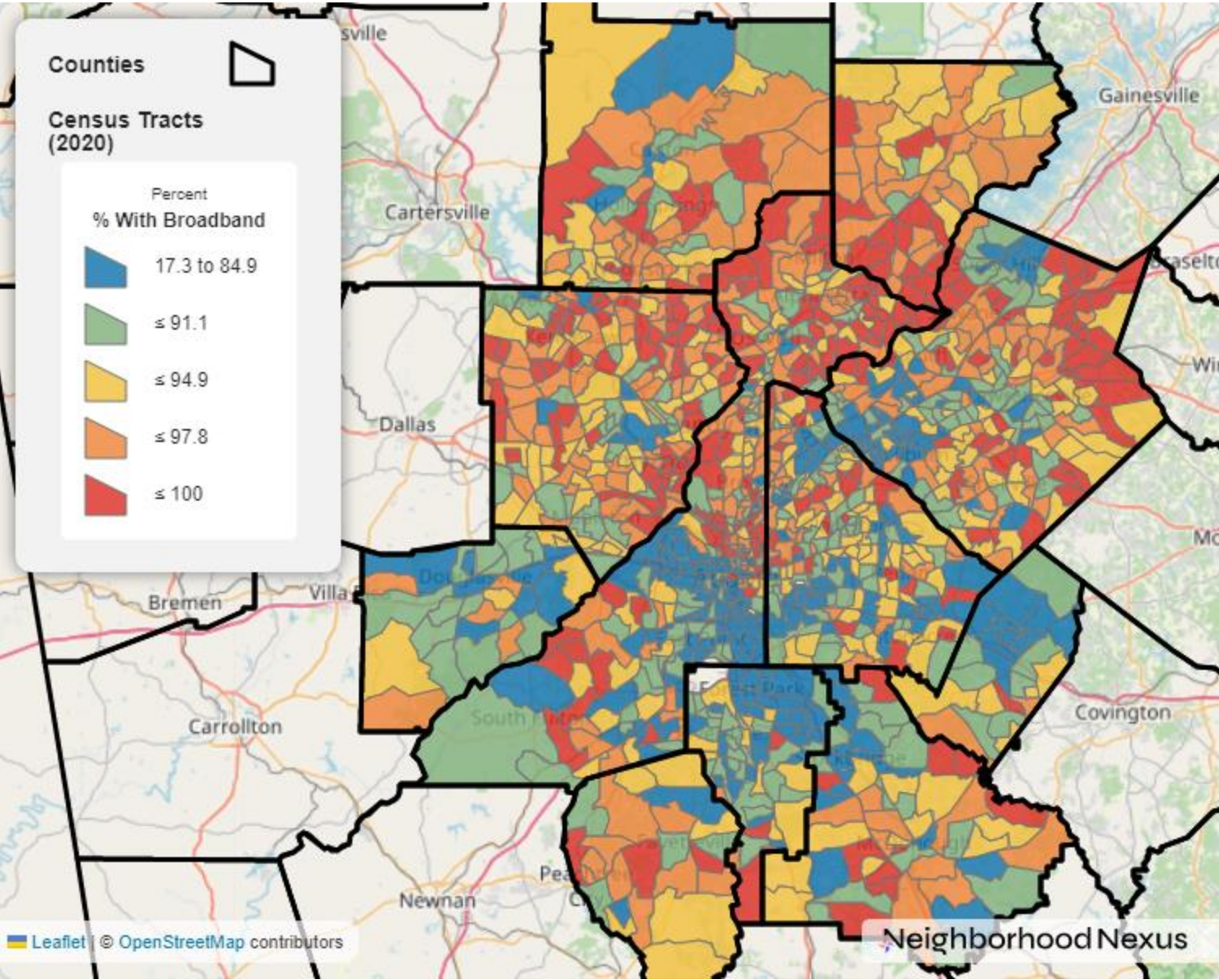
Source: American
Community Survey,
2017-2021



The most impoverished neighborhoods in the region tend to cluster in the “heart”-shaped area

Access to Broadband Internet

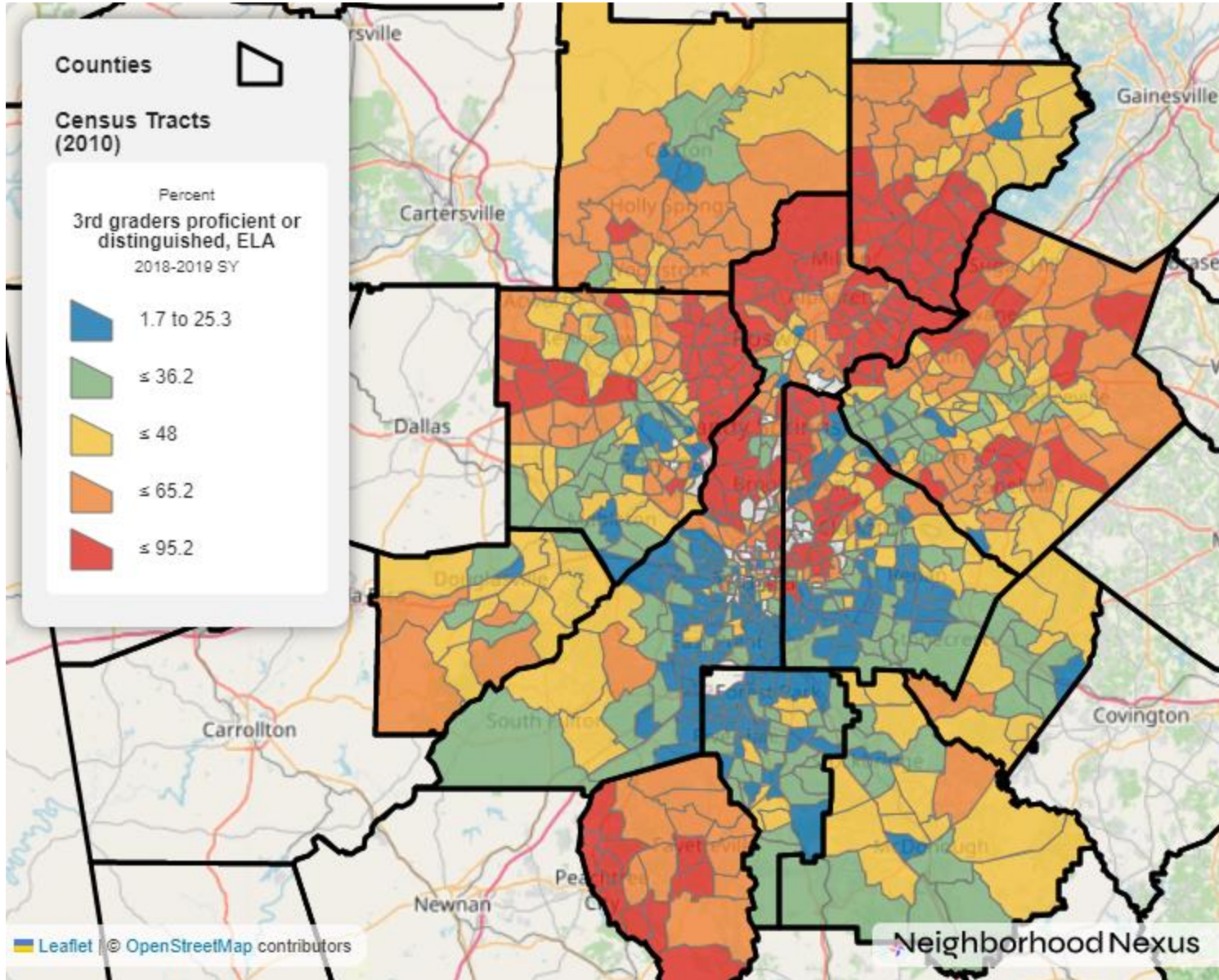
Source: American
Community Survey,
2017-2021



Same basic pattern for households with access to broadband internet

3rd Grade Reading Proficiency

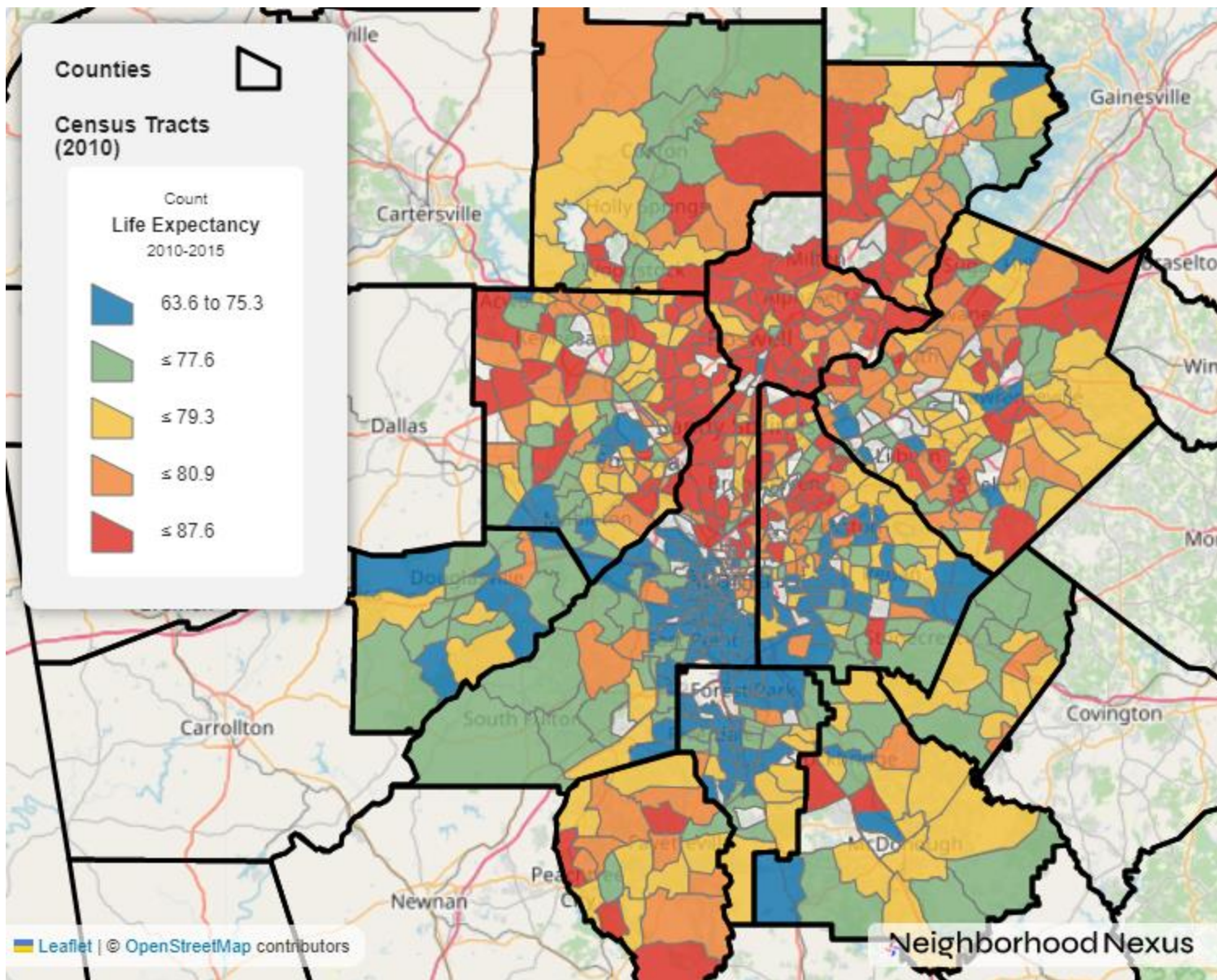
Source: GA DOE, 18-19 School Year



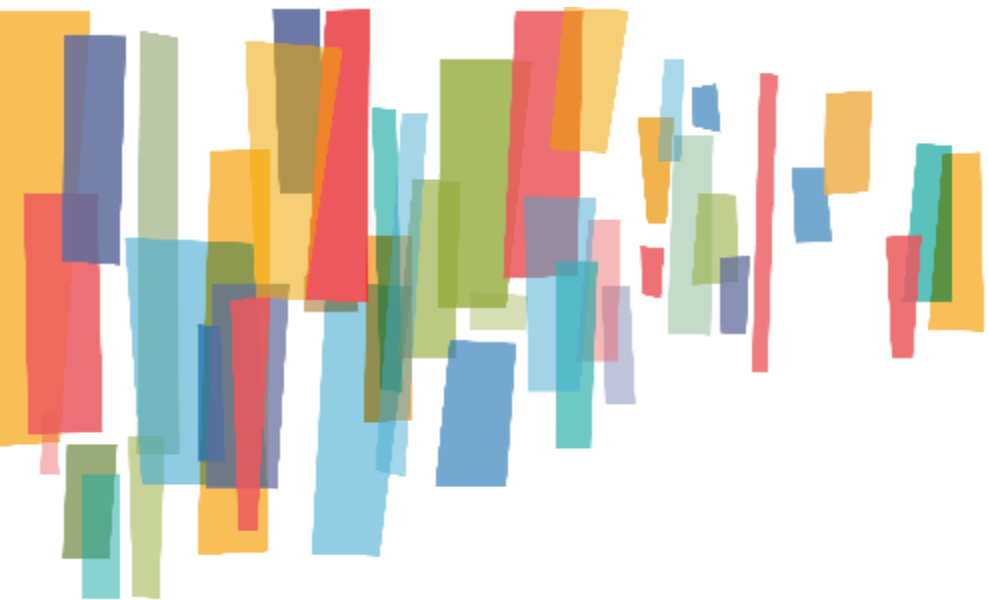
Same basic pattern for
3rd Grade Reading
Proficiency

Life Expectancy

Source: CDC, for
children born
between 2010-2015

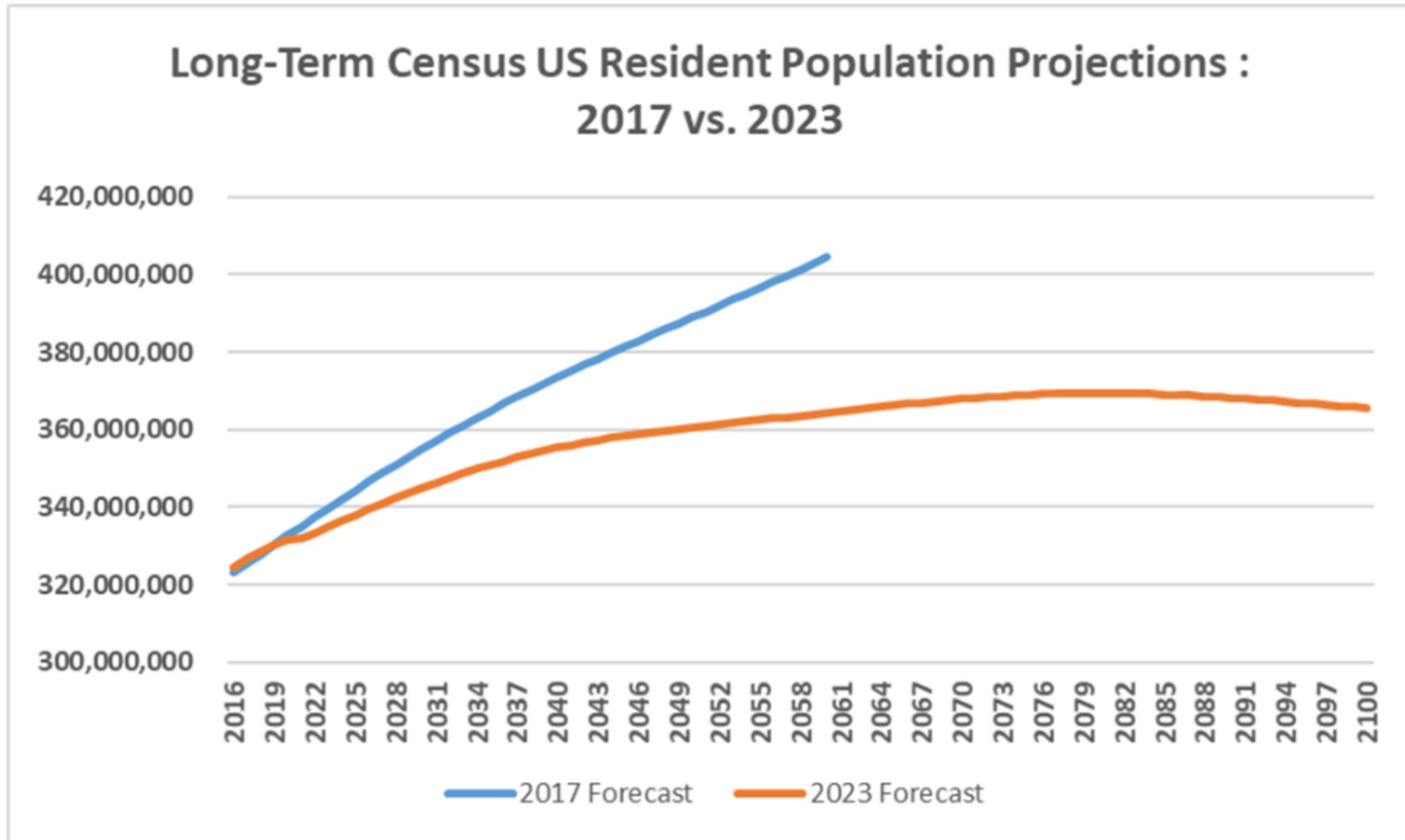


And, unfortunately, overall life expectancy follows the same spatial pattern as well.



The Long-Term

The Great Flattening



The IHME Projection

[Institute for Health Metrics and Evaluation](#)

Know this:
2017 to 2100-
China's
Population
will DECLINE
by twice the
total
population of
the United
States

World Population Peak

The Top 10 Countries by 2100

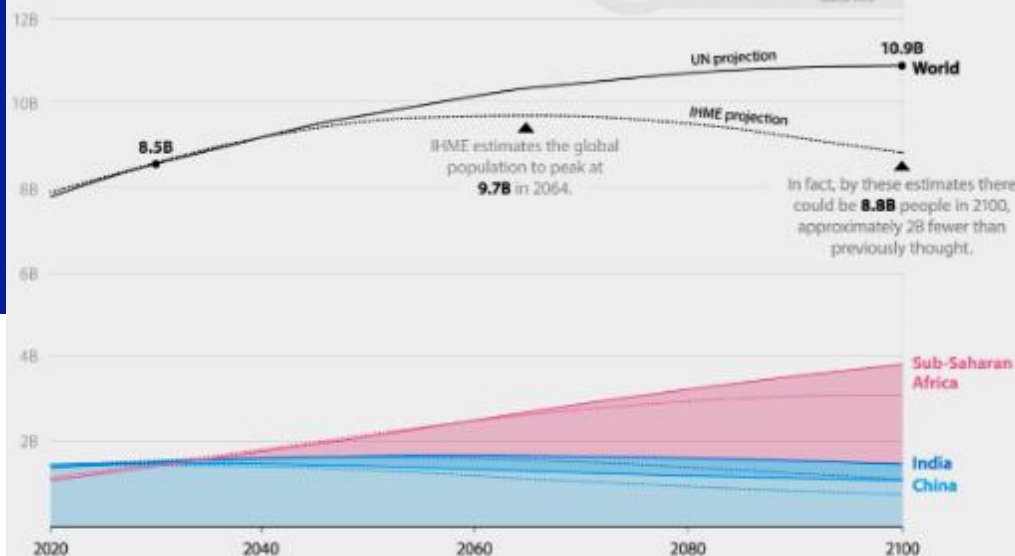
Will the global population surpass 10 billion by the end of the century?

All signs have pointed to yes—until now. Steadily rising estimates from the United Nations have typically been the status quo.

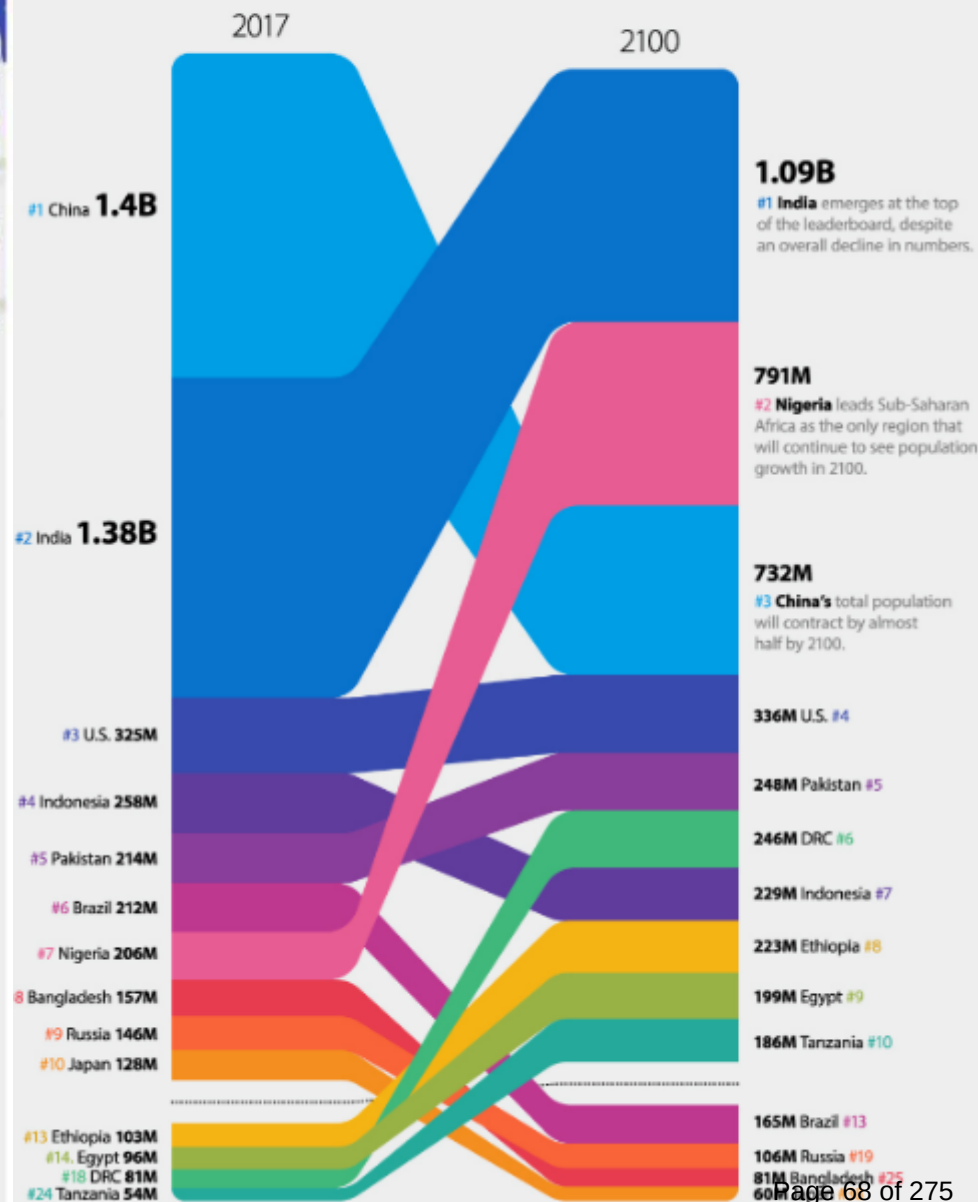
However, recent research from the Institute for Health Metrics and Evaluation (IHME) suggests that the global population may actually start shrinking well before 2100.

Here's another look at these complex projections.

Global Population Projections



Top 10 Countries by Population



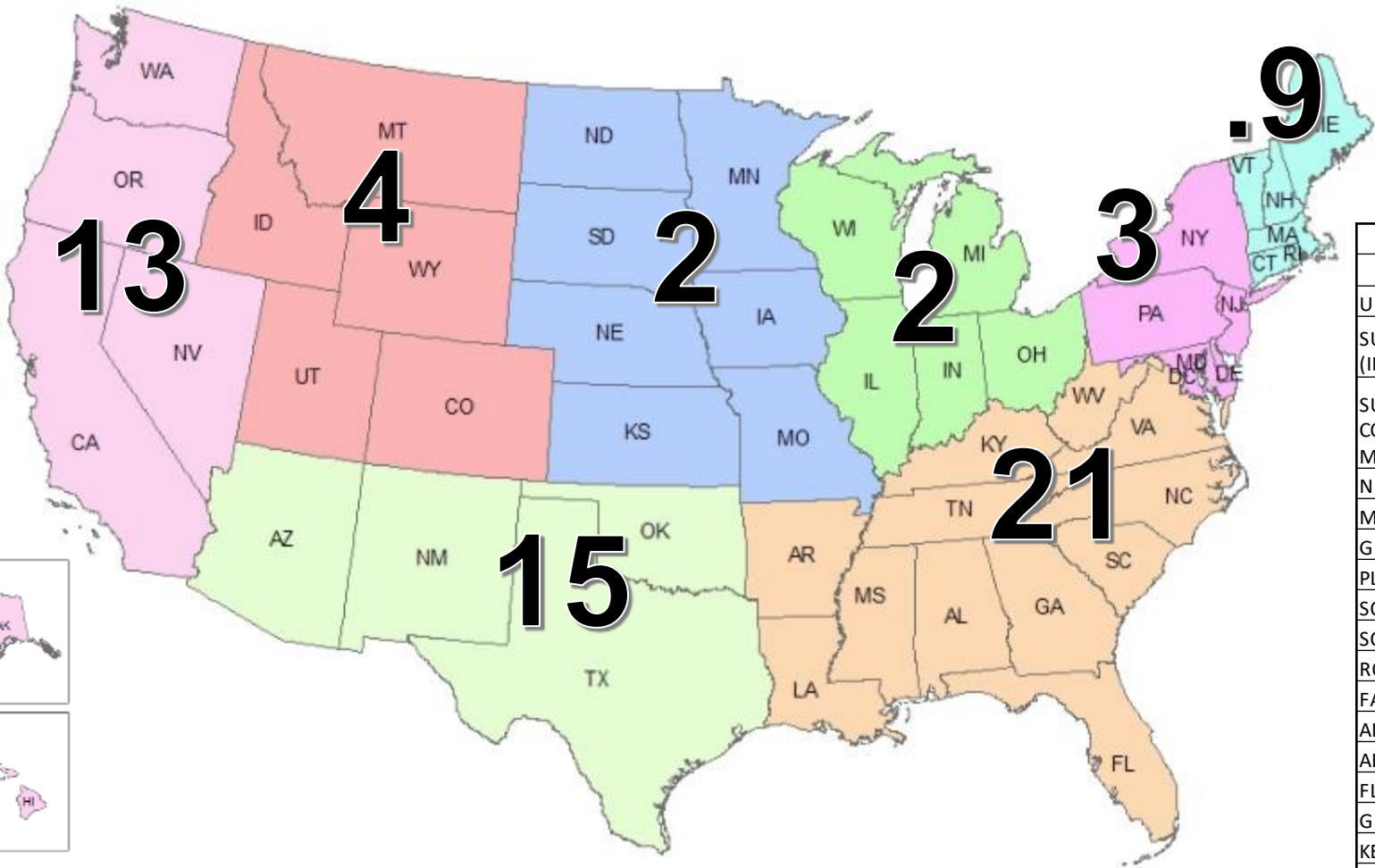
<https://www.visualcapitalist.com/world-population-2100-country/>

ONE great REGION

US Regions Growth 2020-2050 *Big Numbers in Millions*

NEW

Woods & Poole Economics, Inc. (BEA regions)



U.S. Bureau of Economic Analysis Regions

- New England Region

MidEast Region

Southeast Region
- Great Lakes Region

Plains Region

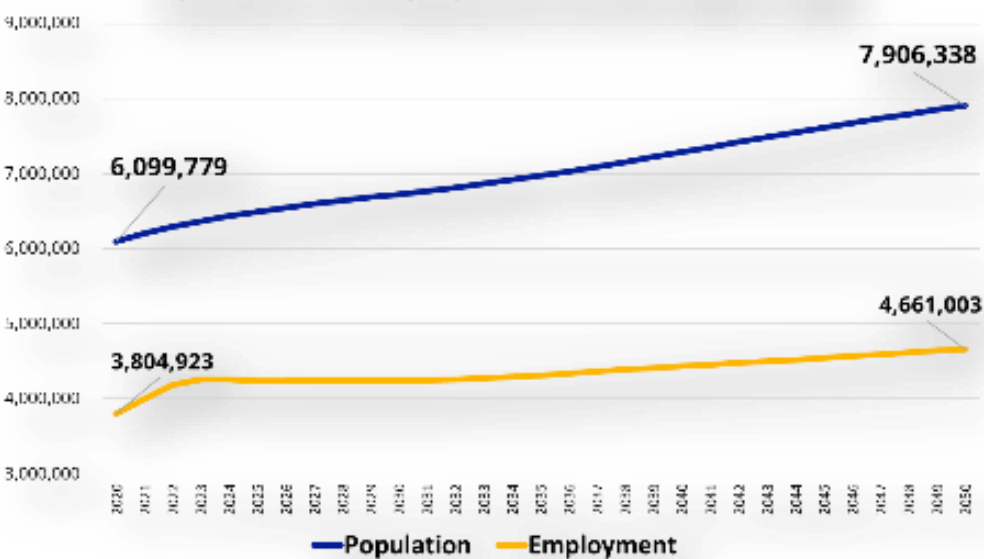
Rocky Mountain Region
- Southwest Region

Far West Region

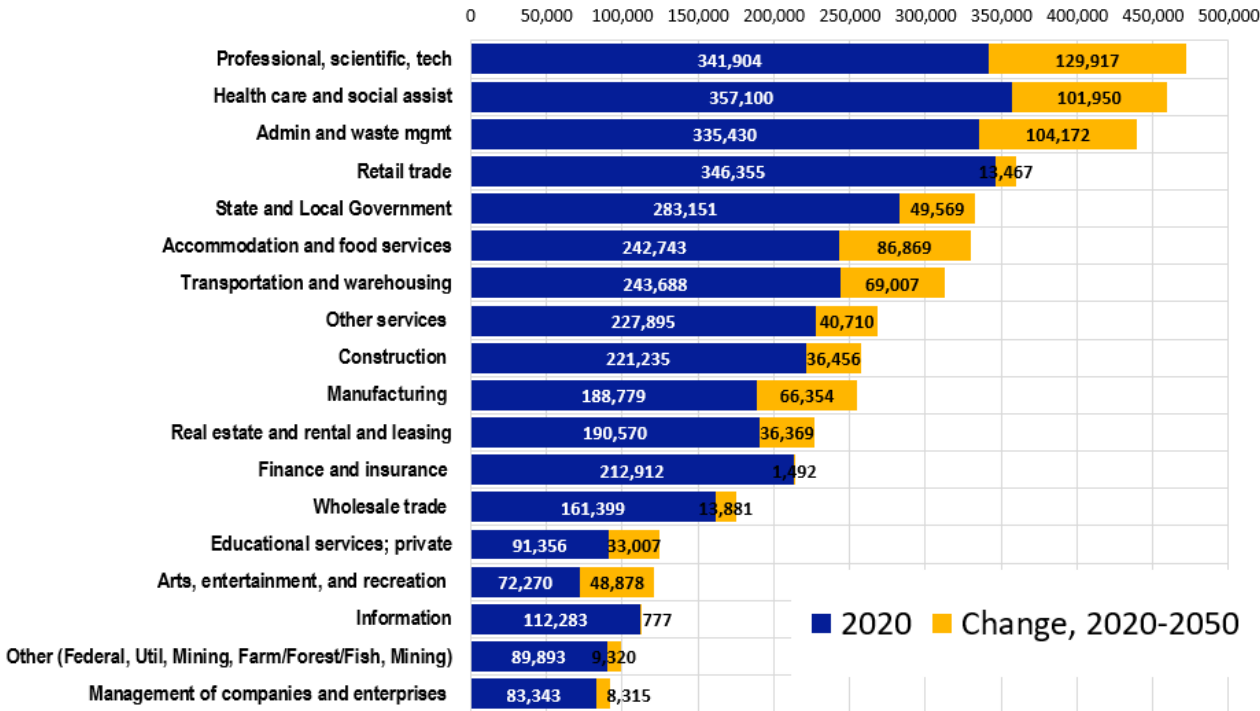
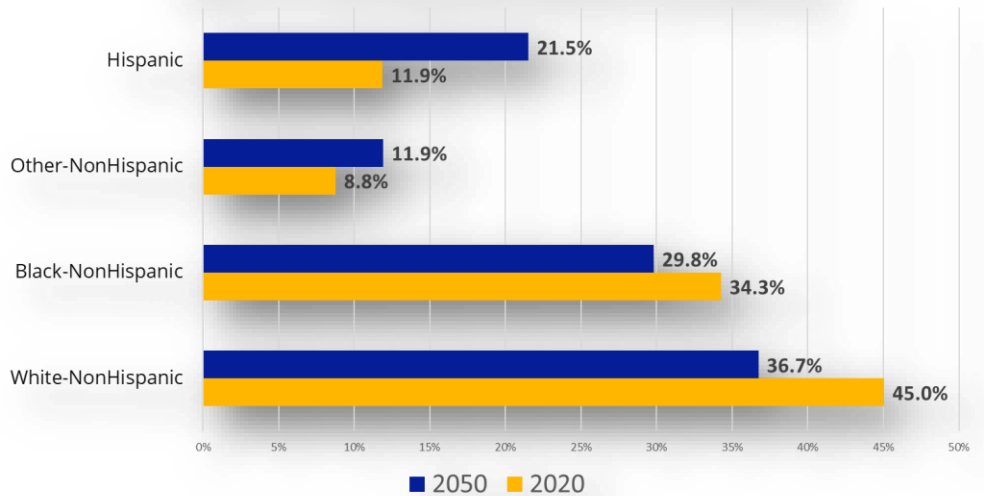
In Thousands				
NAME	2020	2050	Change	% Change
UNITED STATES	331,473	392,768	61,296	18%
SUM OF METRO COUNTIES (IN MSA OR MICRO)	313,239	374,094	60,854	19%
SUM OF NON-METRO COUNTIES (NOT IN MSA OR MICRO)	18,234	18,675	441	2%
NEW ENGLAND	14,946	15,841	894	6%
MIDEAST	49,261	51,975	2,714	6%
GREAT LAKES	47,144	48,807	1,663	4%
PLAINS	21,580	24,068	2,488	12%
SOUTHEAST	85,816	107,248	21,432	25%
SOUTHWEST	42,856	58,148	15,292	36%
ROCKY MOUNTAIN	12,511	16,626	4,115	33%
FAR WEST	57,359	70,057	12,698	22%
ALABAMA	4,932	5,455	524	11%
ARKANSAS	3,049	3,535	487	16%
FLORIDA	21,801	29,876	8,076	37%
GEORGIA	10,731	14,026	3,295	31%
KENTUCKY	4,507	4,962	455	10%
LOUISIANA	4,691	5,009	318	7%
MISSISSIPPI	3,009	3,267	258	9%
NORTH CAROLINA	10,584	13,657	3,073	29%
SOUTH CAROLINA	5,176	6,553	1,377	27%
TENNESSEE	6,869	8,258	1,389	20%
VIRGINIA	8,656	10,764	2,109	24%
WEST VIRGINIA	1,812	1,884	72	4%

Forecast: Strong Growth, More Diverse, Older, and Good Job Opportunities

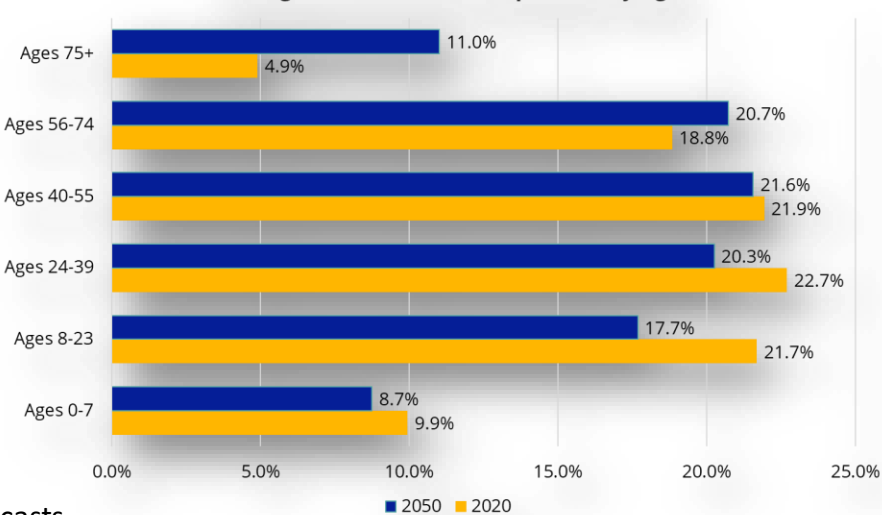
Population and Employment Growth 2020 to 2050



Share of Total Population By Race and Ethnicity



Existing and Forecast % of Population by Age



Population & Employment Forecasts

ARC forecasts the 21-county Atlanta region will potentially add 1.8 million people by 2050, bringing the region's total population to 7.9 million. To put that growth in perspective, it's as if all of metropolitan Indianapolis will move to the Atlanta region over the next 30 years.

Population & Employment Forecasts

Metro Atlanta (21-County Region)

Population Employment

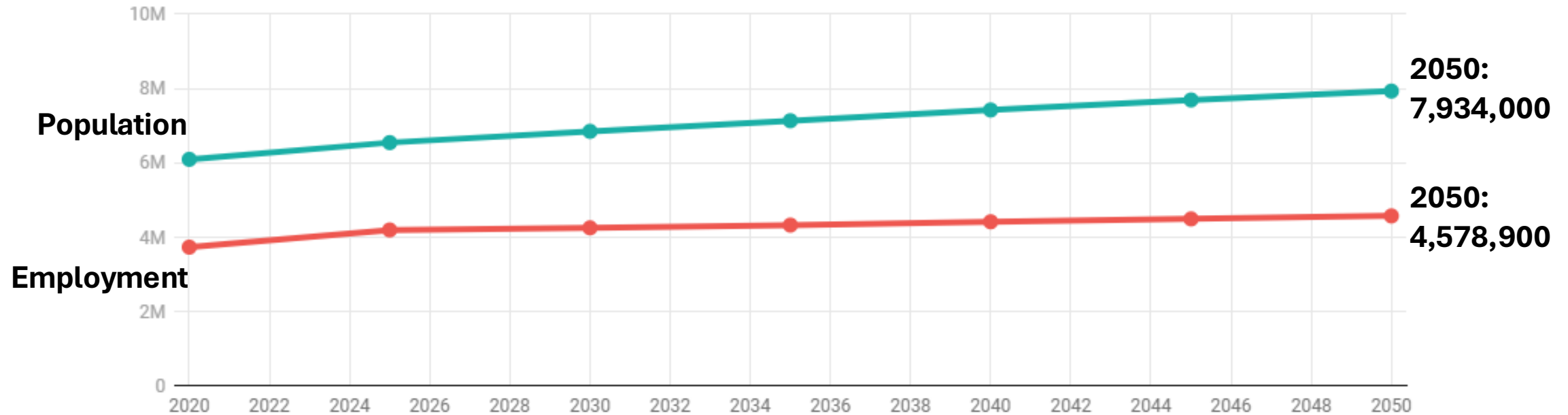
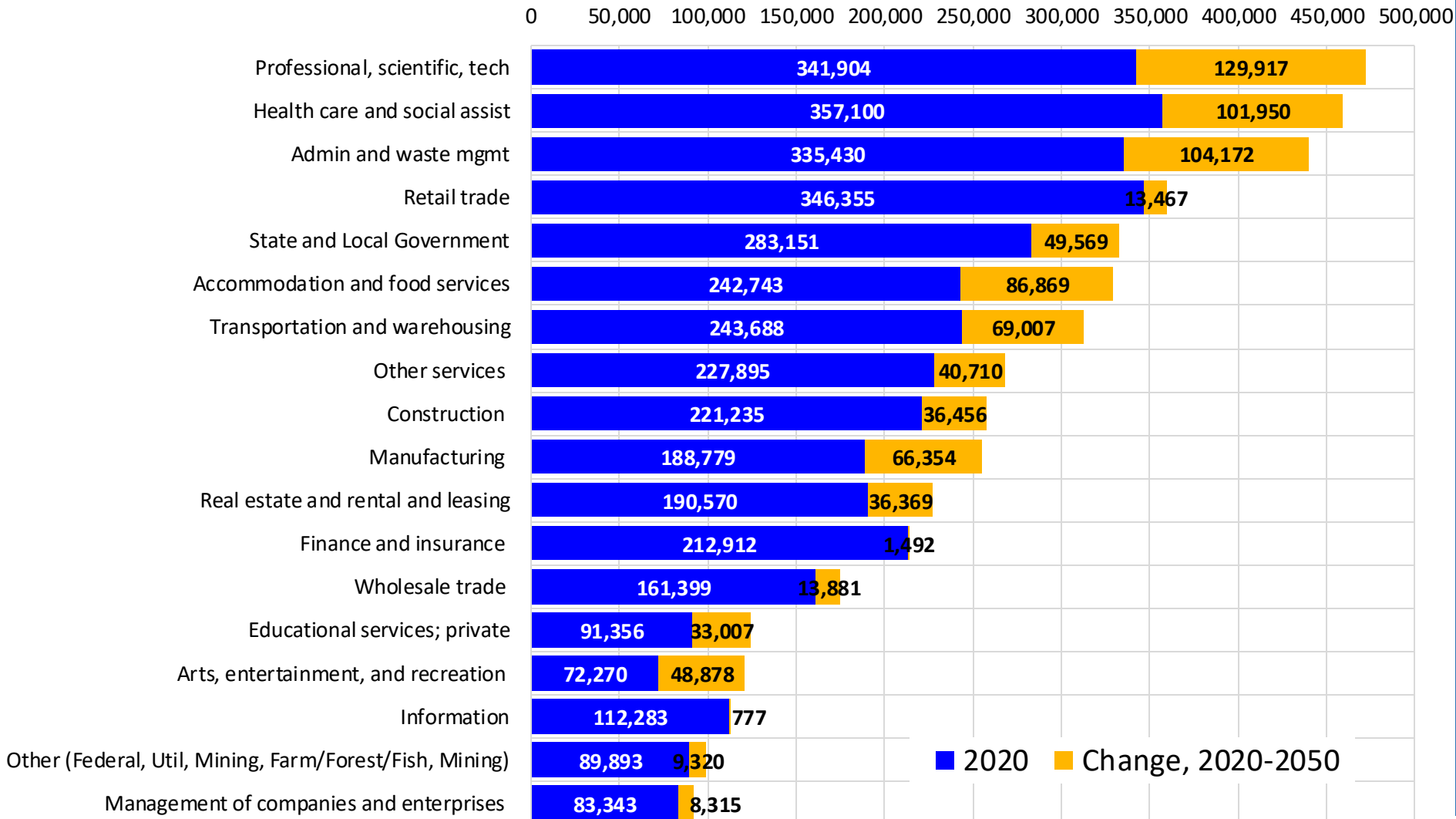


Chart: Atlanta Regional Commission • Source: Atlanta Regional Commission • [Get the data](#) • Created with [Datawrapper](#)

Employment Forecasts

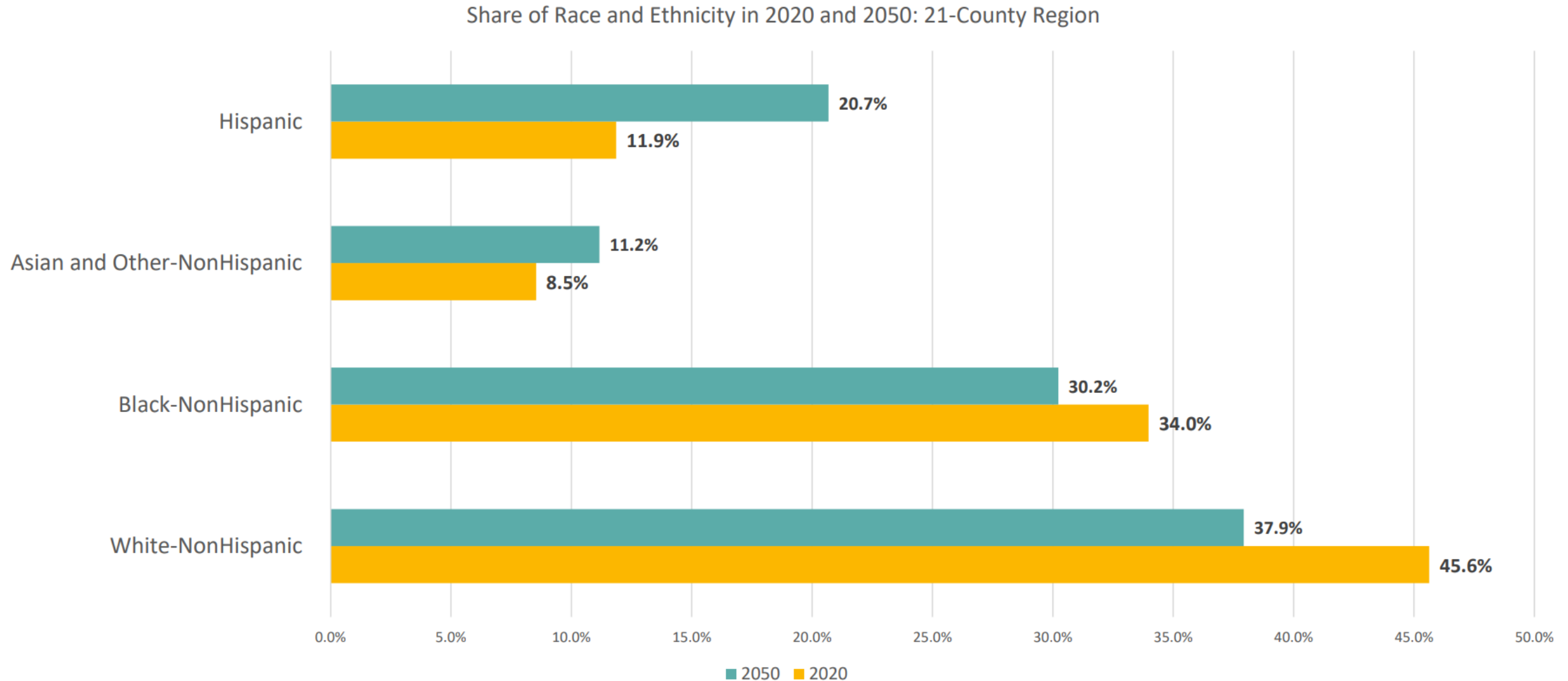
Forecast Job Growth by Industry, 2020-2050



Professional, Scientific, Technical job sector will overtake Health Care as the region's largest industry by 2050.

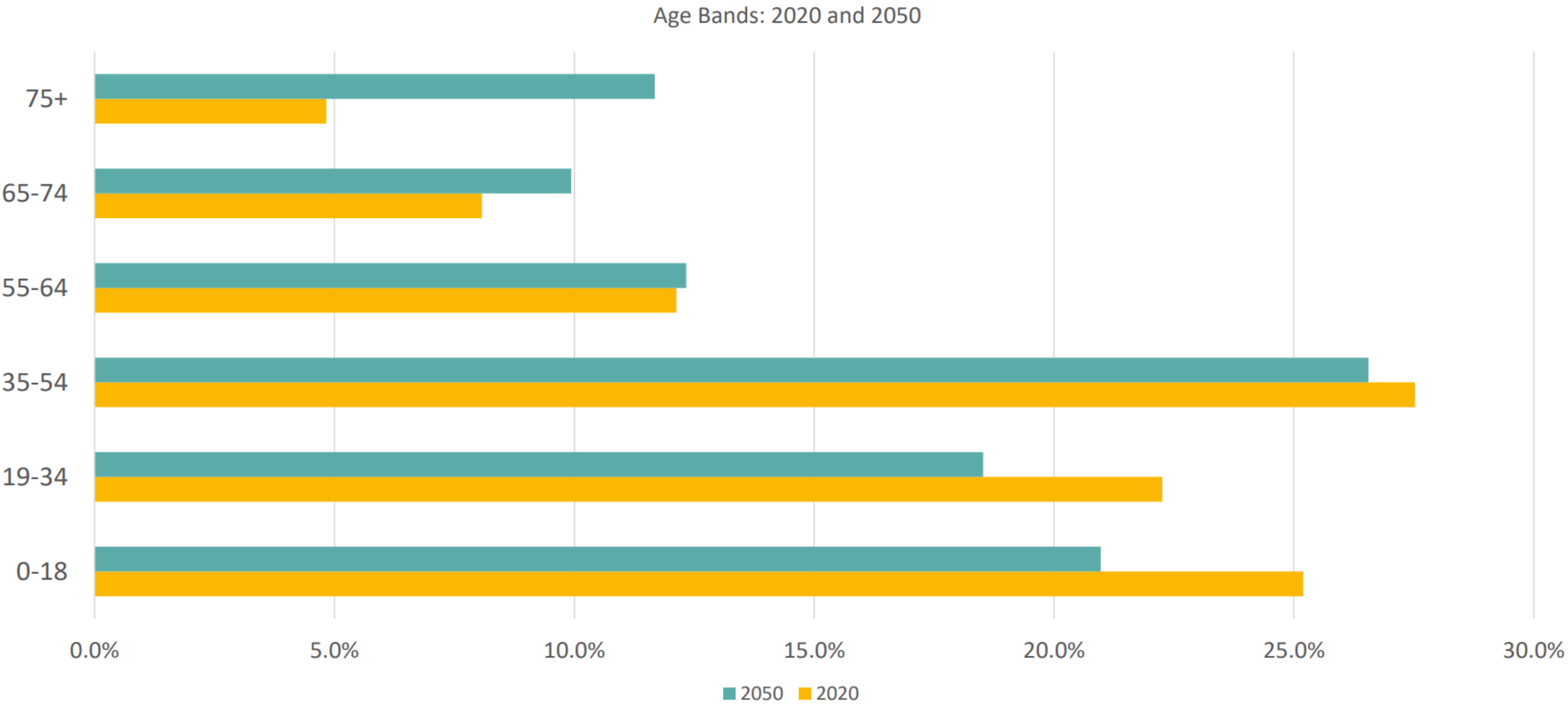
Race and Ethnicity Composition Forecasts

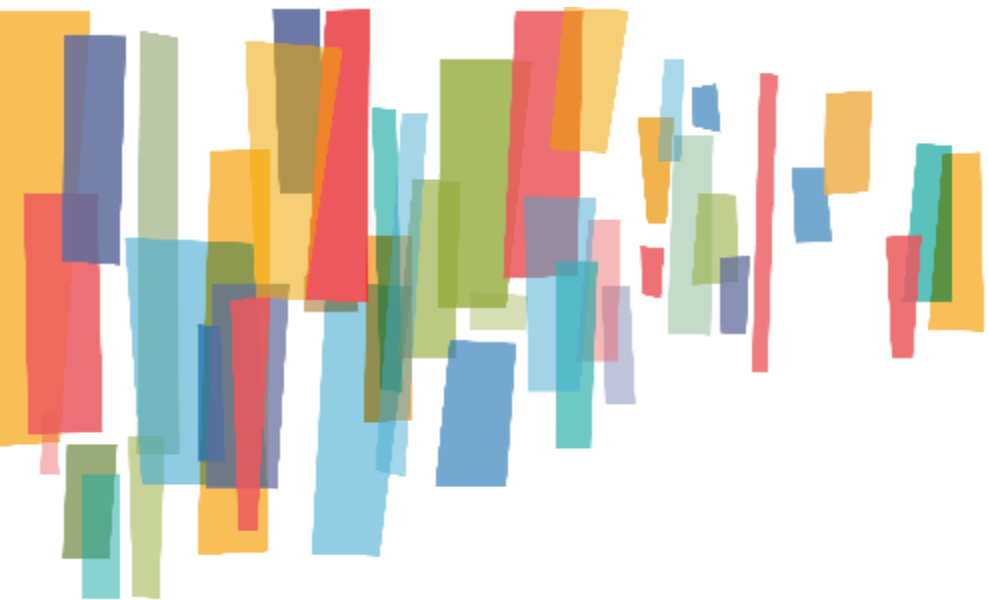
Source: ARC Series 17 Forecasts



Age Forecasts

Source: ARC Series 17 Forecasts

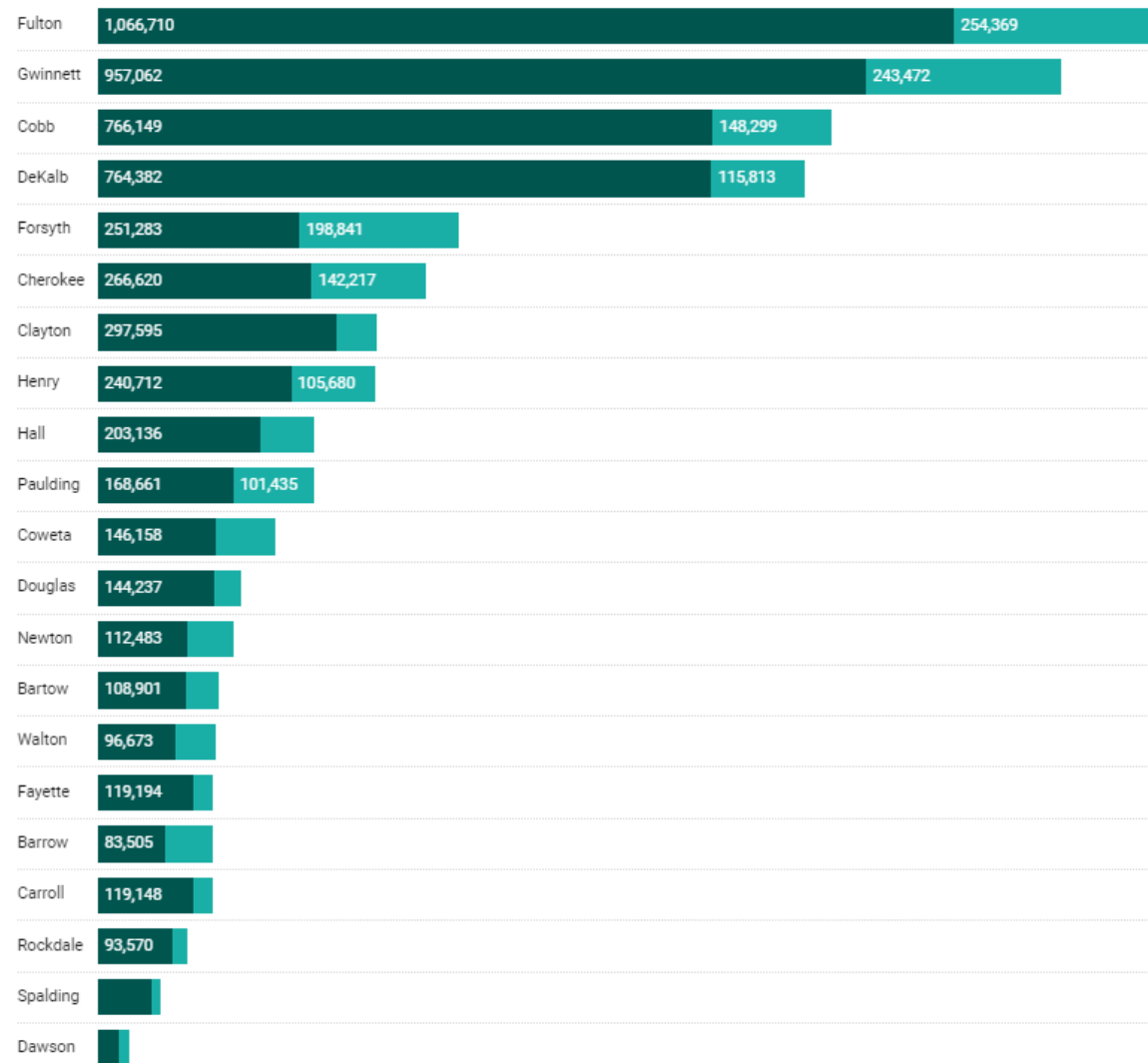




ARC's Series 17 Forecasts: *Maps!*

2050 Population Forecast

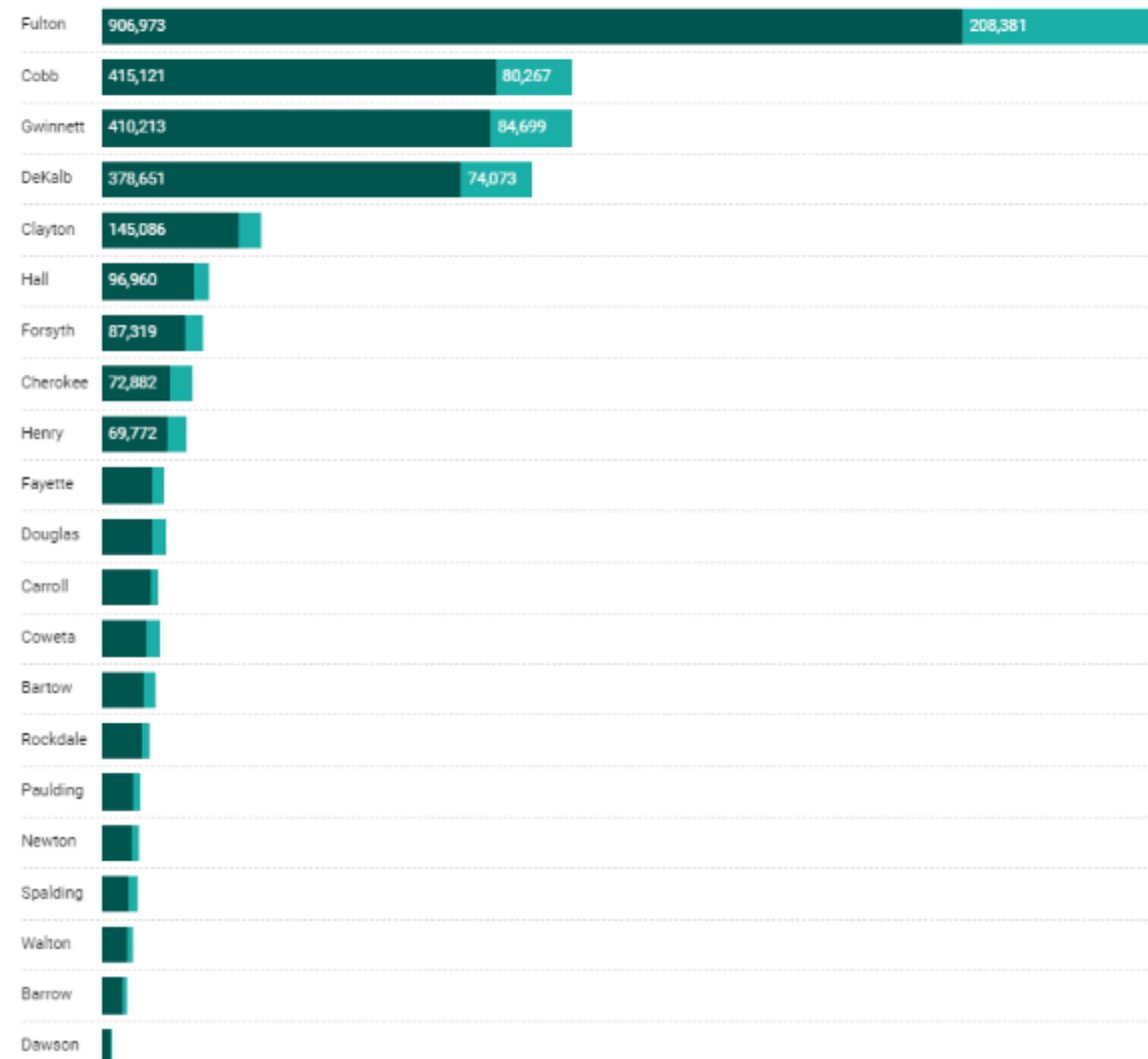
2020 Population Change 2020 - 2050



2050 Employment Forecast

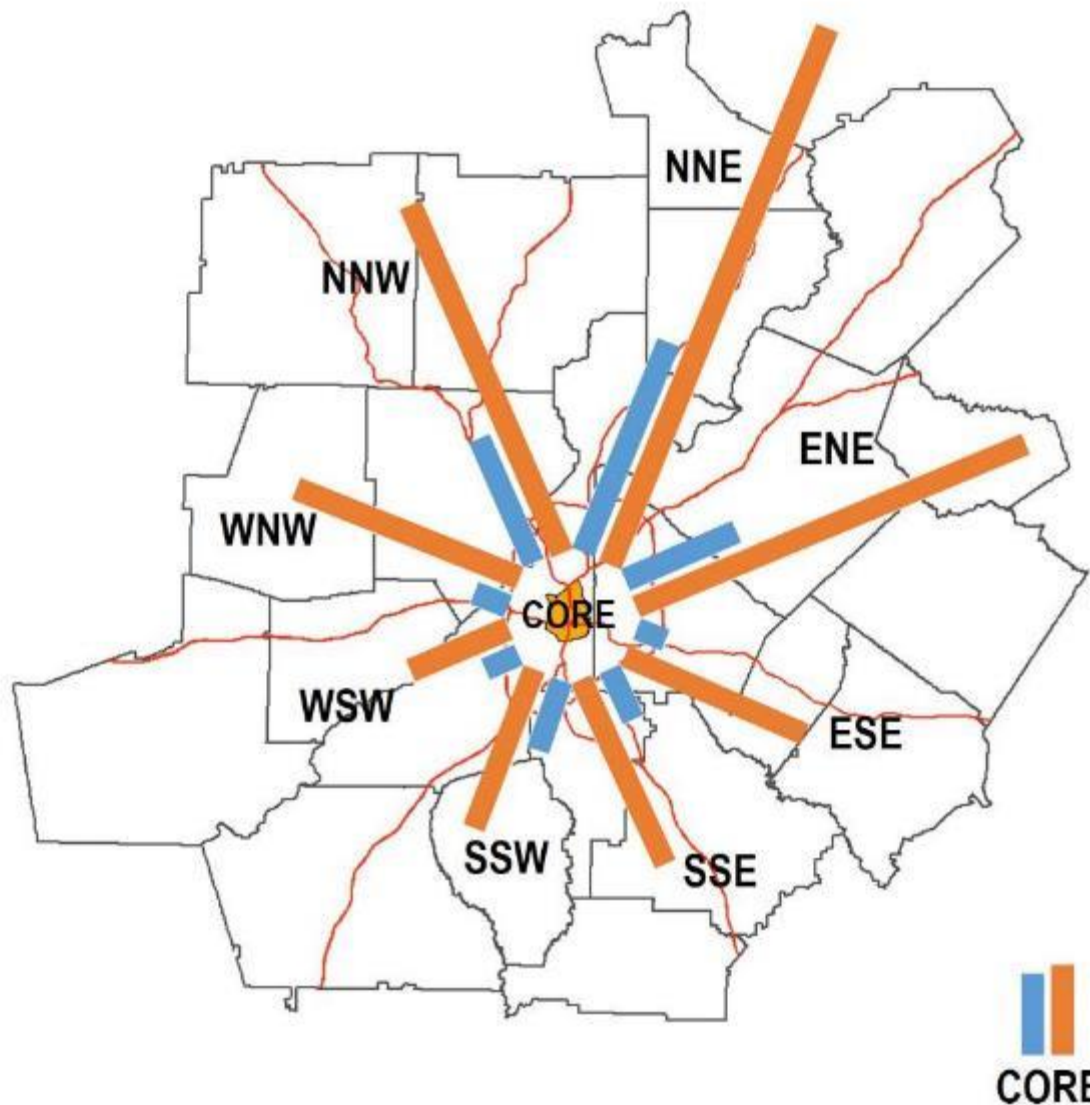
Metro Atlanta (21-county region)

2020 Employment Change 2020-2050



Directions of Growth

Source: ARC Series 17 Forecasts, 2023



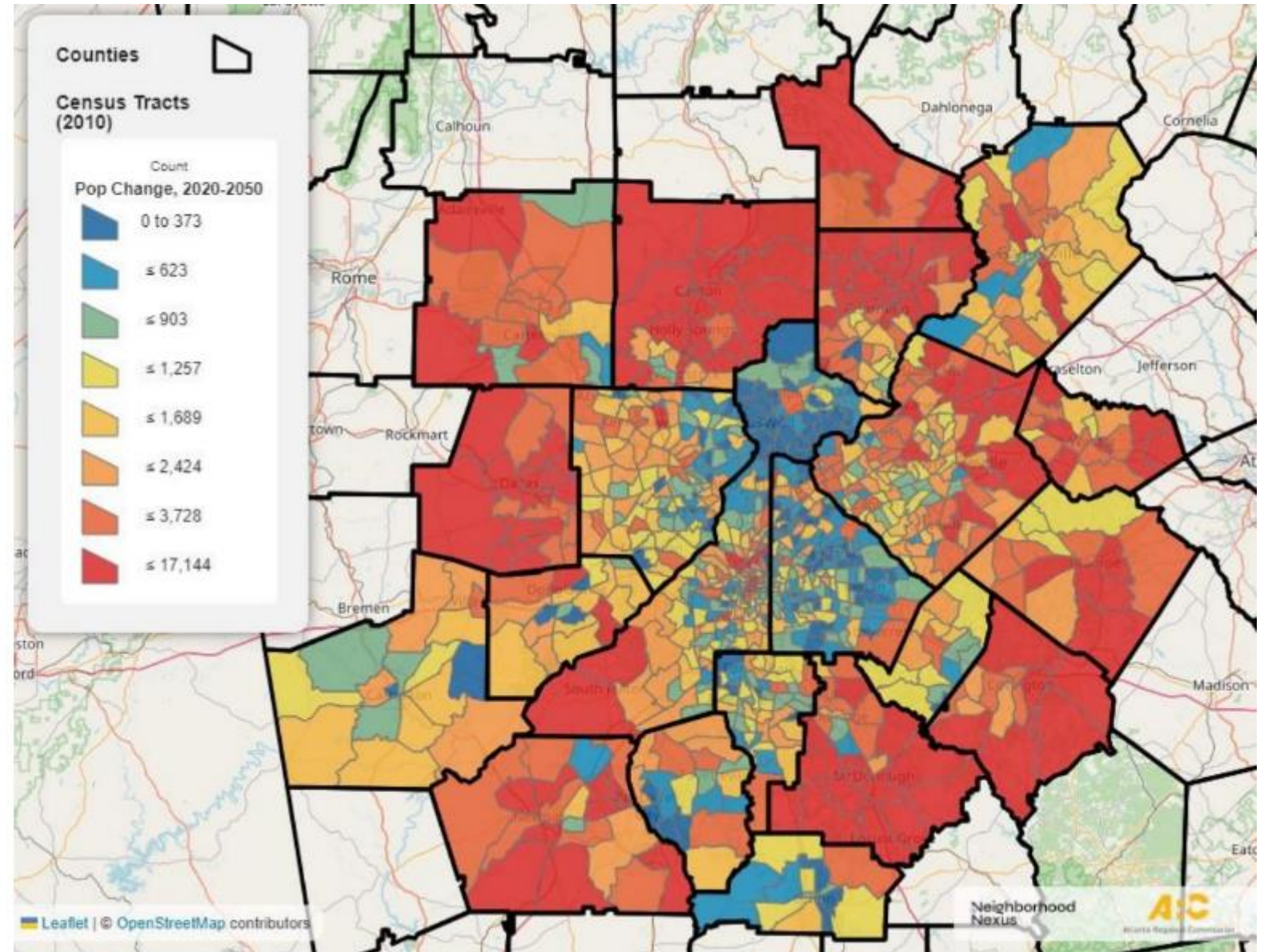
Series 17	Employment Growth (2020 - 2050)	Population Growth (2020 - 2050)
CORE	67,397	73,700
NNW	106,531	284,094
NNE	171,854	426,099
ENE	97,562	313,808
ESE	31,402	152,777
SSE	48,775	154,633
SSW	61,704	130,888
WSW	34,686	85,694
WNW	35,008	181,815
Total	654,919	1,803,508

Total Population Change, 2020-2050

Total Population Change, 2020 - 2050

This map looks at total population change at the census tract level.

As can be seen, the outlying areas have the highest levels of total growth, but these areas also have the largest census tracts, so it is to be expected to see large numerical gains in these areas. There are, however, several tracts in the urban core that are “red”, meaning that these areas, too, are expected to gain significant population growth in the future.



Population Change Per Square Mile, 2020-2050

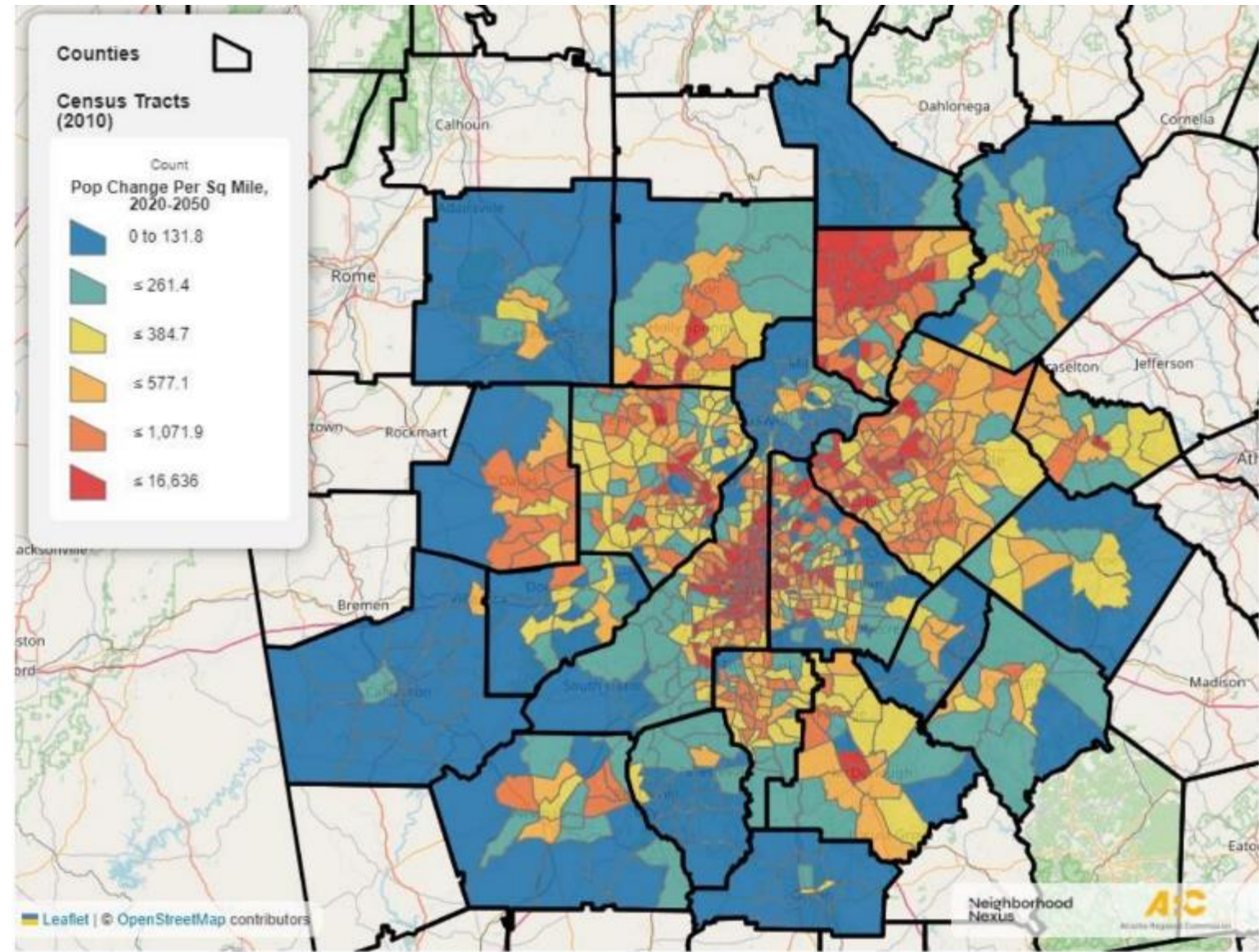
Source: ARC Series 17 Forecasts

Population Change Per Sq. Mile, 2020 - 2050

This map looks at population change per square mile at the census tract level. Therefore this is looking at which areas will densify the most.

As can be seen, this map serves as a stark contrast to the previous map as this normalizes for the size of the tract. Here we see that the urban core – in the city of Atlanta, areas surrounding Decatur in DeKalb, areas near the Vinings area in Cobb all will see significant densification in the upcoming years. This includes more suburban areas like Gwinnett, Forsyth and Cherokee (particularly near Woodstock) as well.

Finally, we see that many of those outlying areas there were “red” in the previous map are now blue because of the normalization by size of tract.

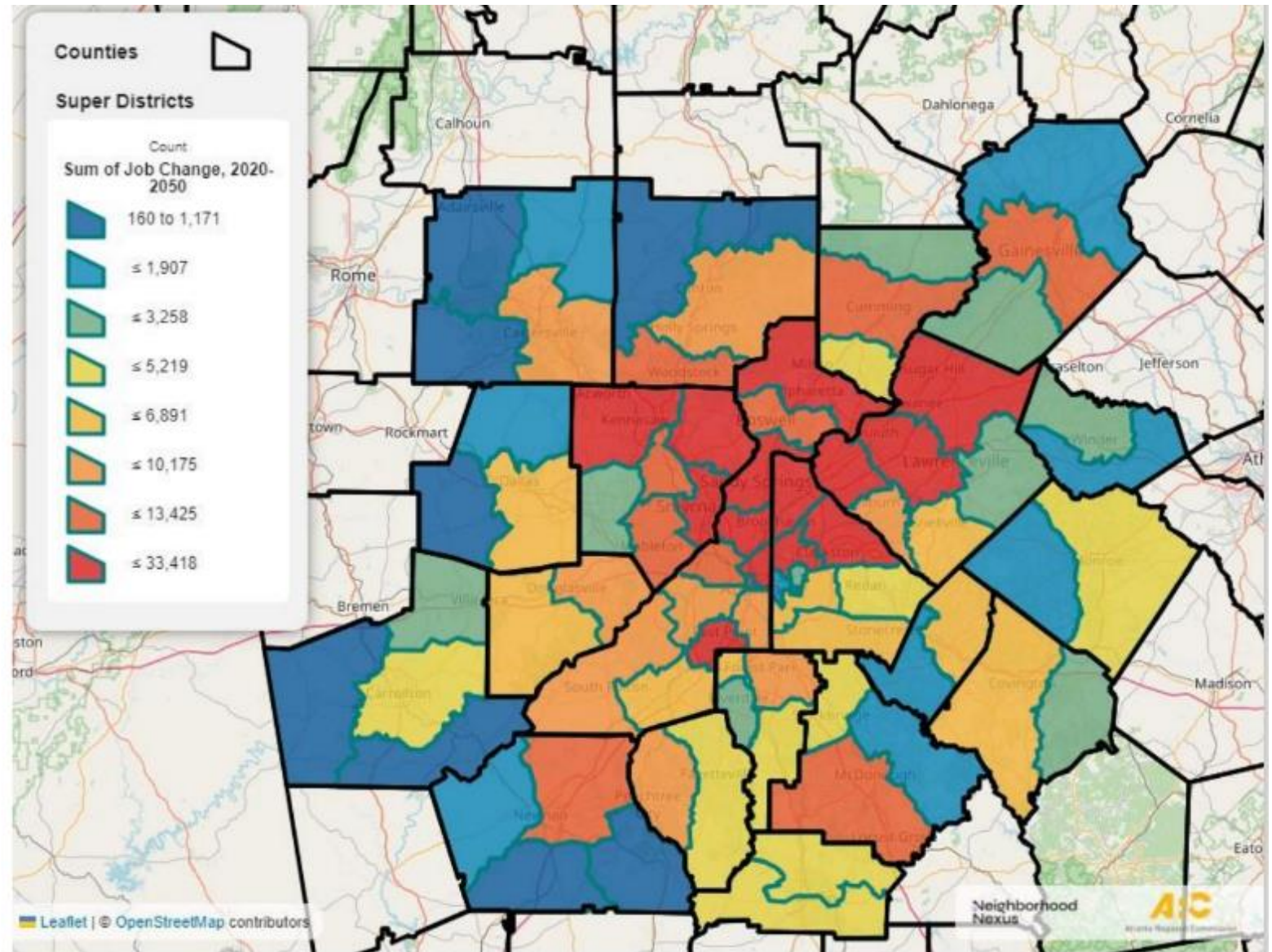


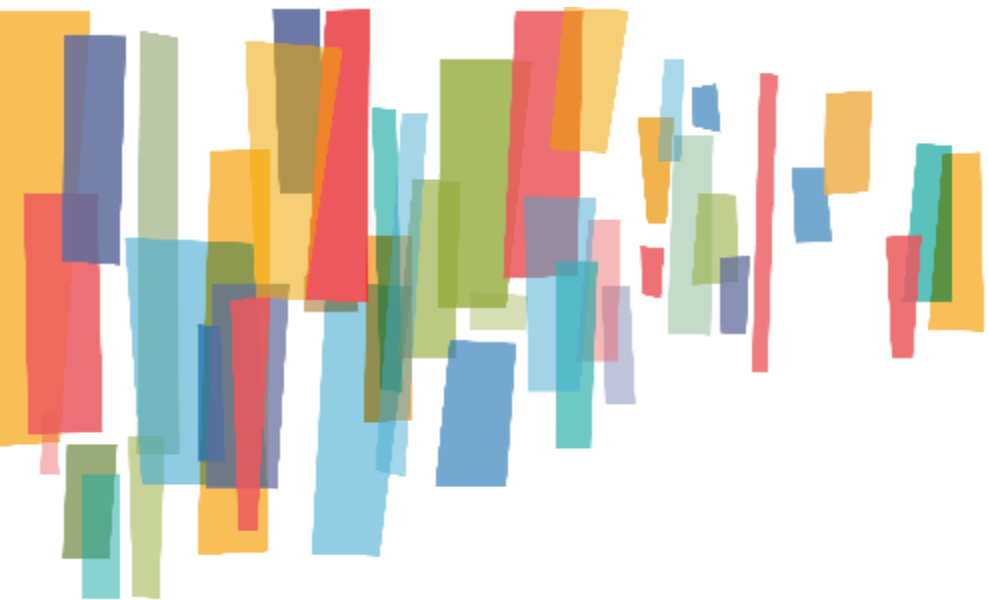
Total Job Change, 2020-2050

Total Job Change, 2020 - 2050

This map looks at job change at the ARC's Superdistrict level. Superdistricts were created by ARC to be a consistent small area geography over time. They are made up of aggregations of census tracts.

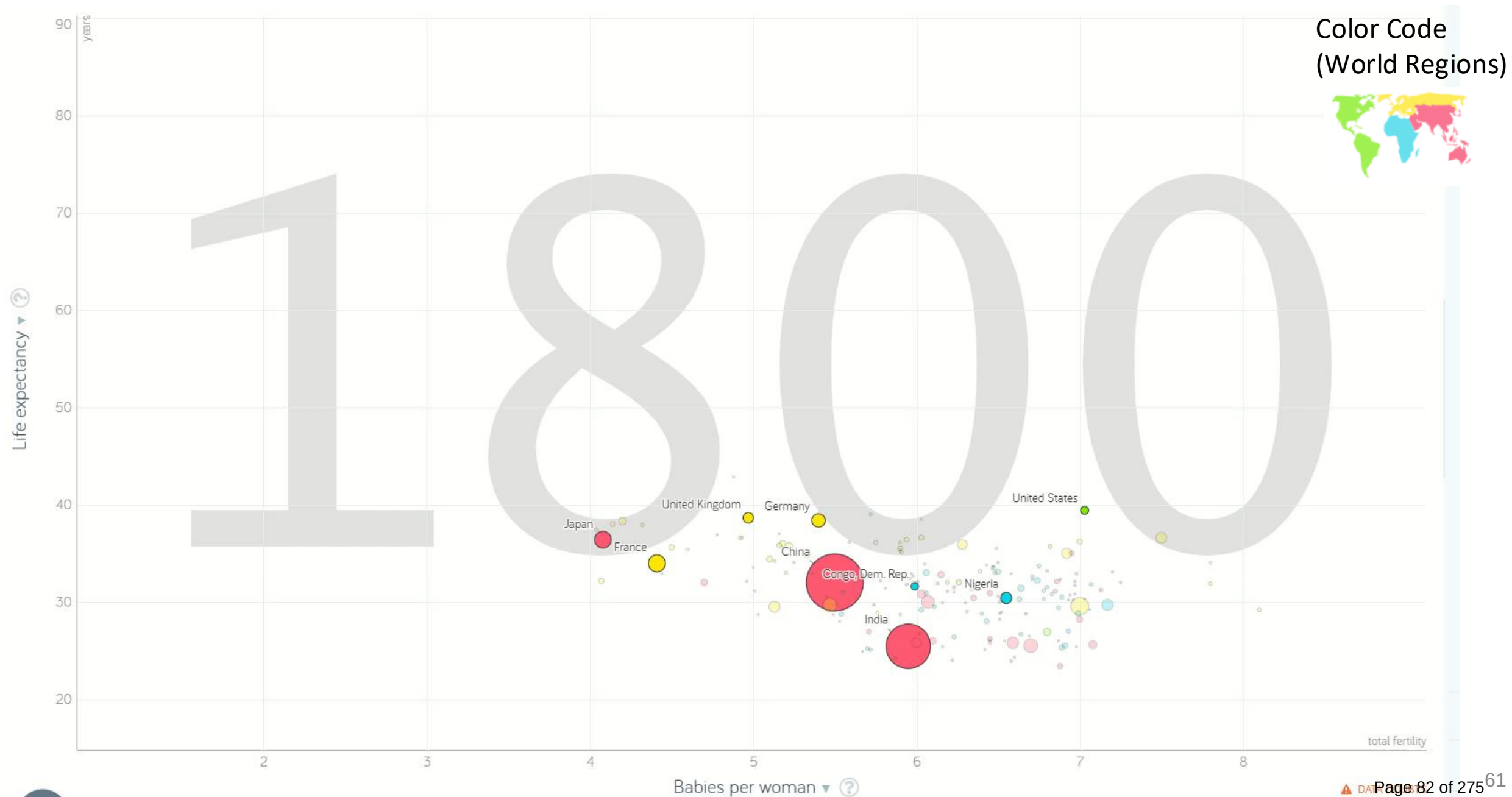
As can be seen, most of the forecast job growth will go to the northern parts of the region, continuing a historical trend. There are areas south, particularly around the Airport and in Henry County where job growth will be robust as well.



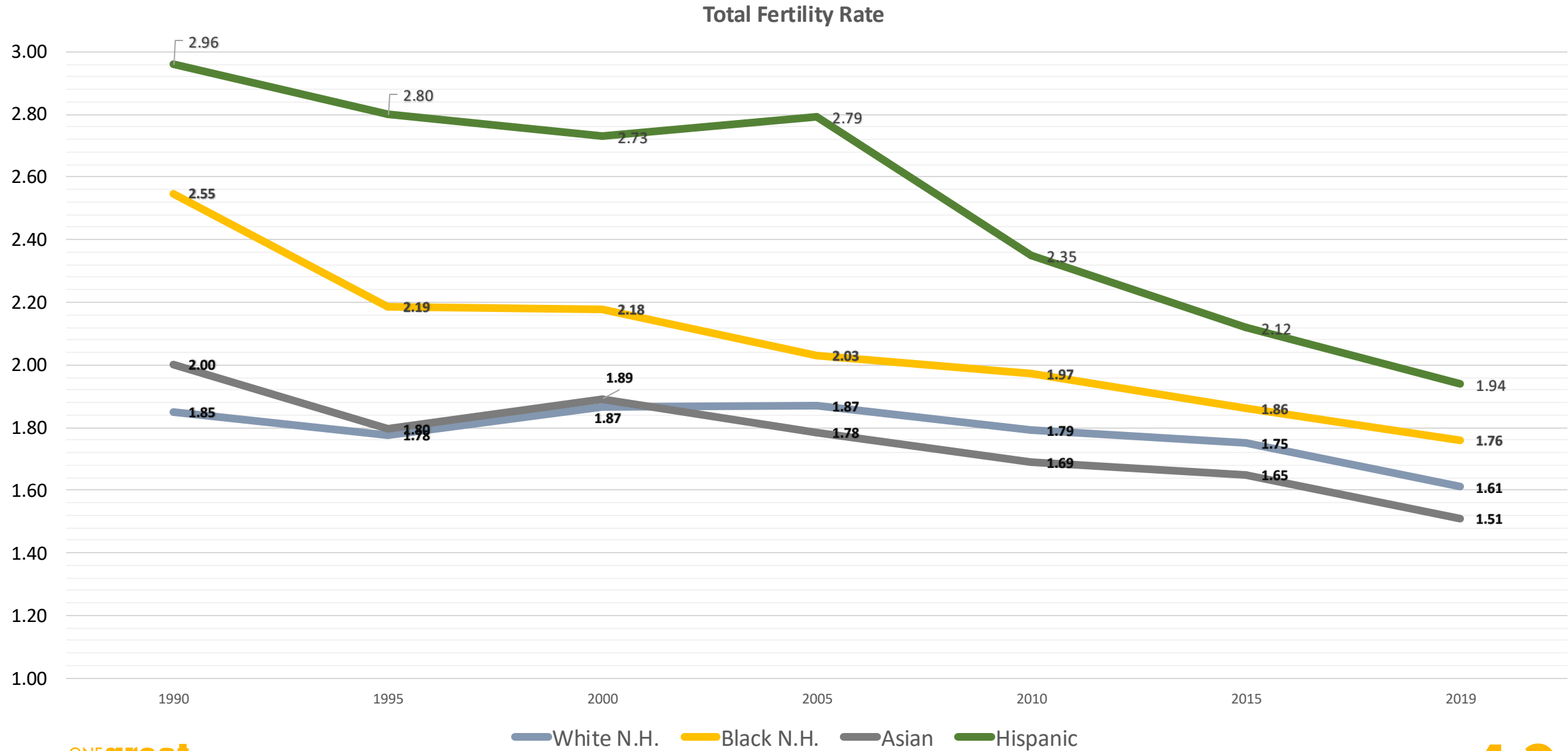


The Big Picture

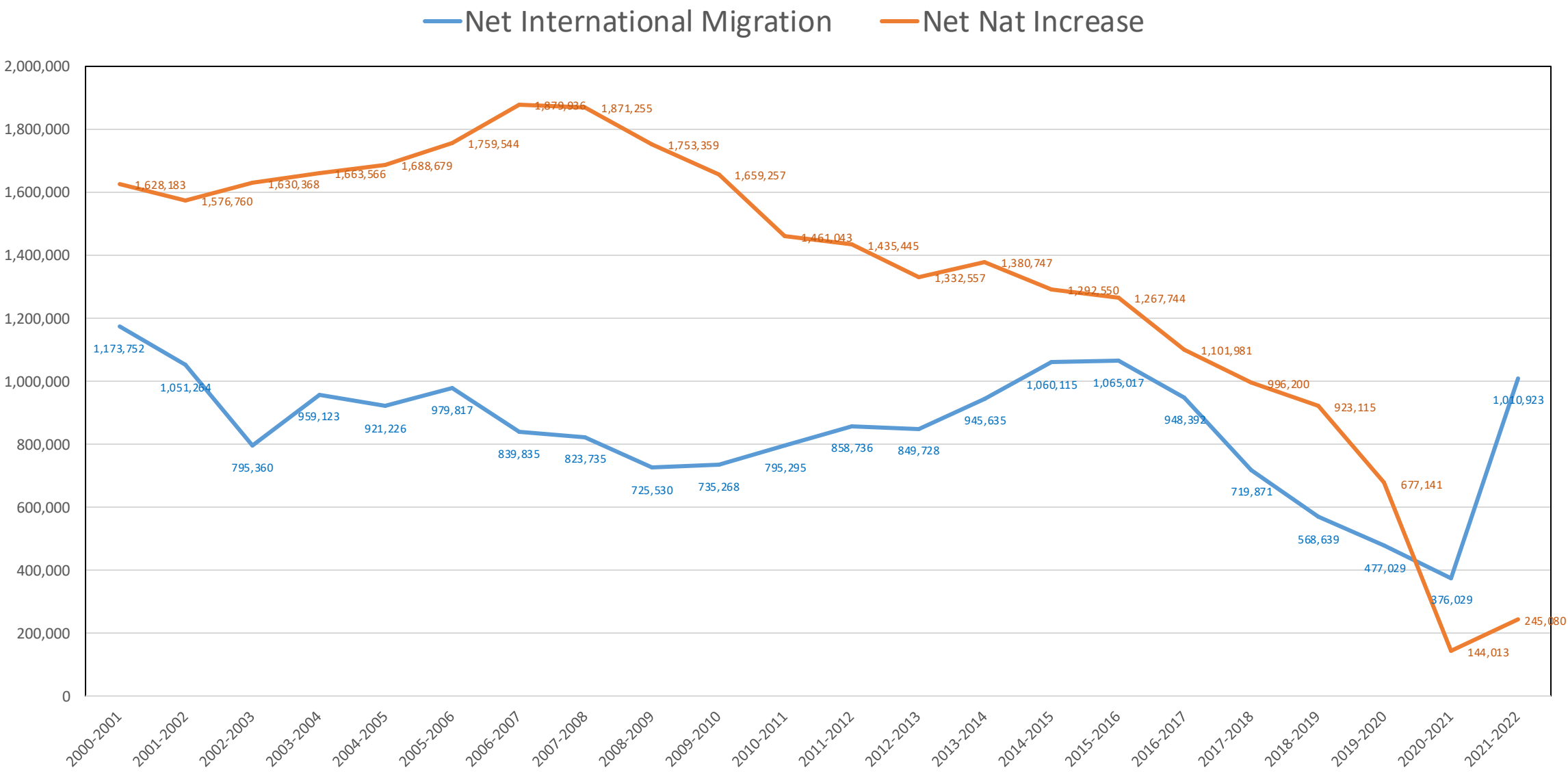
223 Years of World History in 60 Seconds



Fertility Trends: US

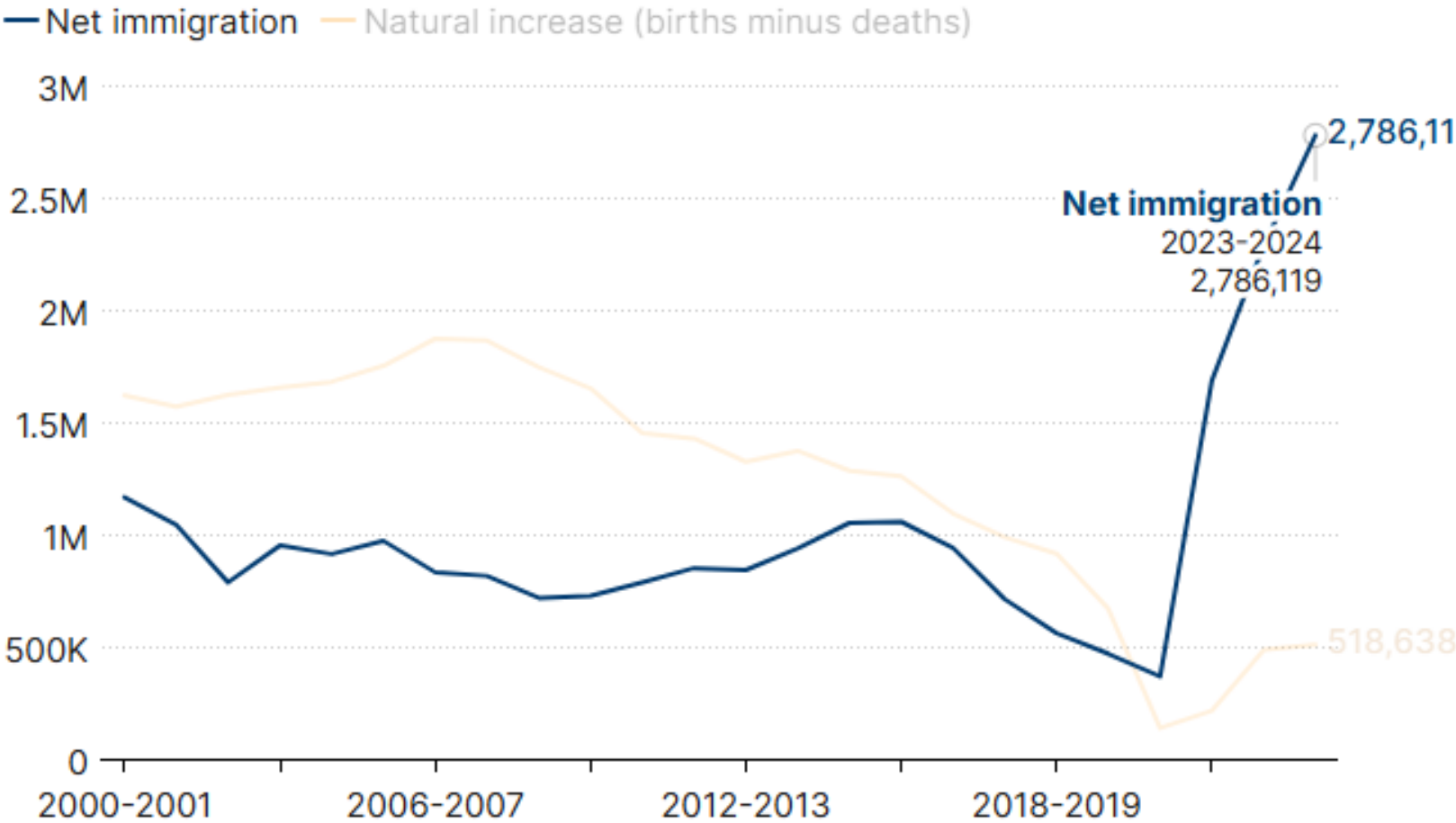


Migration Trends: US



US net immigration and natural increase

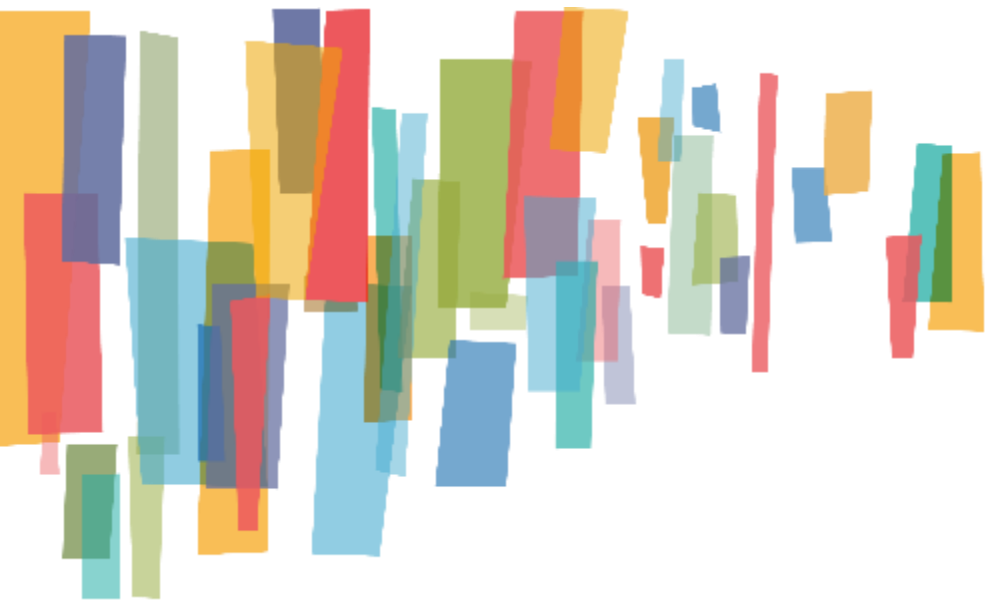
2000-01 through 2023-24



		Population Size	Population Size	Difference 2024 minus 2023
	State	2023	2024	
1	California	39,198,693	39,431,263	232,570
2	Texas	30,727,890	31,290,831	562,941
3	Florida	22,904,868	23,372,215	467,347
4	New York	19,737,367	19,867,248	129,881
5	Pennsylvania	13,017,721	13,078,751	61,030
6	Illinois	12,642,259	12,710,158	67,899
7	Ohio	11,824,034	11,883,304	59,270
8	Georgia	11,064,432	11,180,878	116,446
9	North Carolina	10,881,189	11,046,024	164,835
10	Michigan	10,083,356	10,140,459	57,103
11	New Jersey	9,379,642	9,500,851	121,209
12	Virginia	8,734,685	8,811,195	76,510
13	Washington	7,857,320	7,958,180	100,860
14	Arizona	7,473,027	7,582,384	109,357
15	Tennessee	7,148,304	7,227,750	79,446
16	Massachusetts	7,066,568	7,136,171	69,603
17	Indiana	6,880,131	6,924,275	44,144
18	Maryland	6,217,062	6,263,220	46,158
19	Missouri	6,208,038	6,245,466	37,428
20	Wisconsin	5,930,405	5,960,975	30,570
21	Colorado	5,901,339	5,957,493	56,154
22	Minnesota	5,753,048	5,793,151	40,103
23	South Carolina	5,387,830	5,478,831	91,001
24	Alabama	5,117,673	5,157,699	40,026

Source: William H. Frey analysis of Census Bureau population estimates: vintage 2020 and vintage 2024, released December 19, 2024

Note: *July 1 to June 30 of each year



Regional Growth

Table 8

Top 10 U.S. Metro Areas in Annual Numeric Growth:
July 1, 2022 to July 1, 2023

Rank	Metro Area	April 1, 2020 (Estimates Base)	July 1, 2022	July 1, 2023	Numeric Growth
1	Dallas-Fort Worth-Arlington, TX	7,637,398	7,947,439	8,100,037	152,598
2	Houston-Pasadena-The Woodlands, TX	7,149,604	7,370,464	7,510,253	139,789
3	Atlanta-Sandy Springs-Roswell, GA	6,106,847	6,238,676	6,307,261	68,585
4	Orlando-Kissimmee-Sanford, FL	2,673,391	2,763,017	2,817,933	54,916
5	Tampa-St. Petersburg-Clearwater, FL	3,175,291	3,291,341	3,342,963	51,622
6	Charlotte-Concord-Gastonia, NC-SC	2,660,348	2,754,657	2,805,115	50,458
7	Austin-Round Rock-San Marcos, TX	2,283,379	2,423,170	2,473,275	50,105
8	Phoenix-Mesa-Chandler, AZ	4,851,102	5,020,870	5,070,110	49,240
9	San Antonio-New Braunfels, TX	2,558,115	2,655,928	2,703,999	48,071
10	Miami-Fort Lauderdale-West Palm Beach, FL	6,138,356	6,139,812	6,183,199	43,387

Source: U.S. Census Bureau, Vintage 2023 Population Estimates.

METRO ATLANTA

Atlanta metro area now 6th largest in U.S., Census Bureau estimates

Atlanta's 29-county region surpasses Washington, D.C., and Philadelphia in terms of population, according to latest data



Credit: Jason Getz / Jason.Getz@ajc.com

O61722 Atlanta: Automobiles travel along the I-75 / I-85 connector shown from the 17th street bridge Thursday, June 16, 2022, in Atlanta. The 29-county Atlanta metropolitan statistical area is now the sixth largest in the country, according to U.S. Census data released in March 2024 (Jason Getz / Jason.Getz@ajc.com)

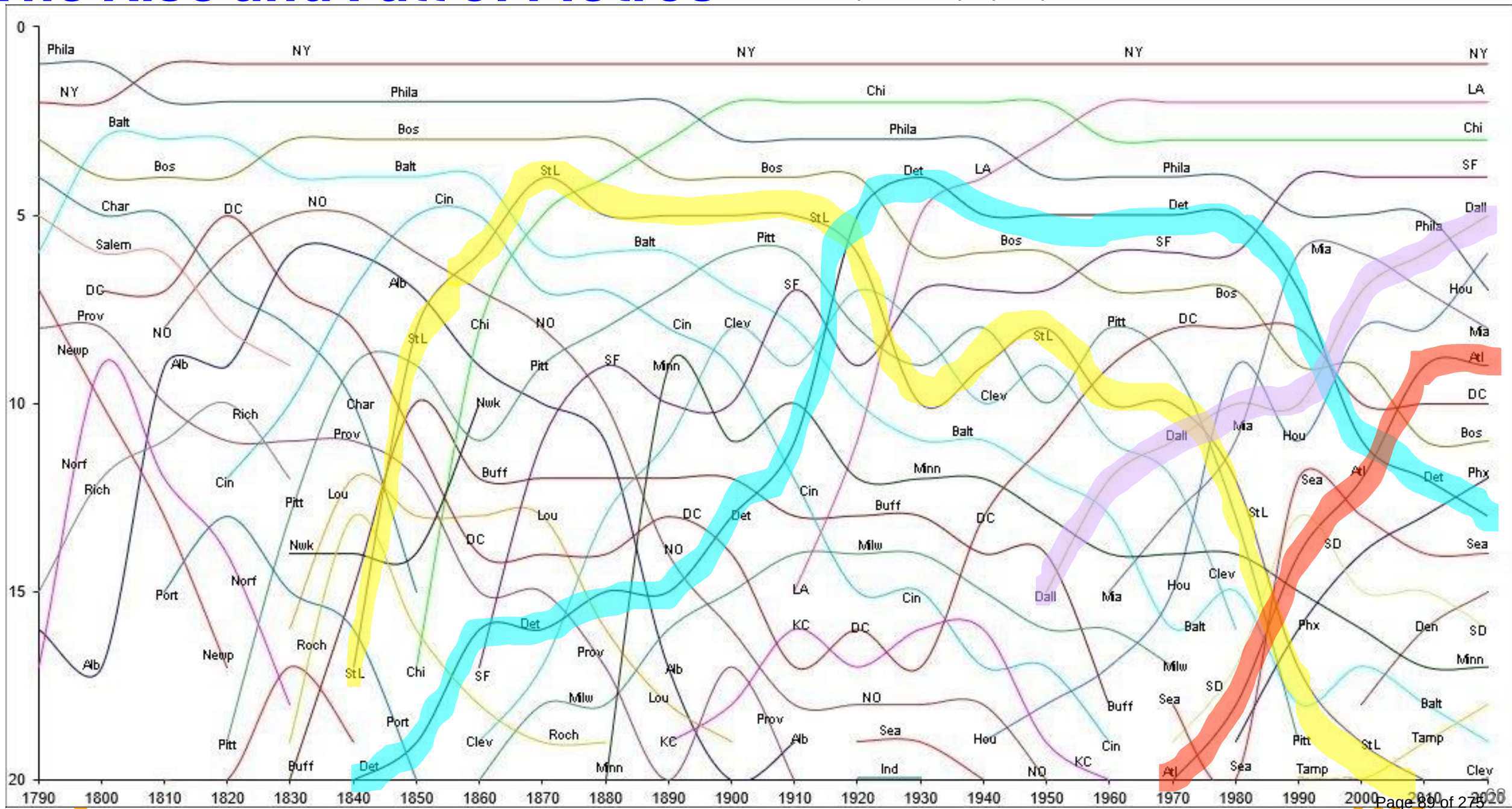
<https://www.census.gov/newsroom/press-releases/2024/population-estimates-more-counties-population-gains-2023.html>

Metro Population Change

Metro	2024 Total Population	Change in Population 2010 to 2024	Metro	2024 Total Population	Change in Population 2010 to 2024
Dallas	8,195,415	1,828,868	Columbus	2,209,888	307,914
Houston	7,624,200	1,677,400	Indianapolis	2,173,541	307,691
New York	19,954,881	1,115,136	Kansas City	2,246,258	236,910
Atlanta	6,399,274	1,100,929	Oklahoma	1,486,341	233,352
Phoenix	5,149,752	956,865	Salt Lake City	1,312,144	224,347
Washington	6,429,395	881,932	San Diego	3,299,130	203,817
Austin	2,550,817	834,544	Richmond	1,365,279	178,633
Orlando	2,884,681	750,270	Baltimore	2,867,112	156,623
Seattle	4,176,271	736,464	Cincinnati	2,284,819	154,669
Miami	6,257,826	693,191	San Jose	1,990,196	153,285
Charlotte	2,851,936	608,302	Grand Rapids	1,174,989	122,146
San Antonio	2,733,998	591,490	Los Angeles	12,940,761	111,954
Tampa	3,356,667	573,424	Virginia Beach	1,804,873	111,013
Denver	3,081,342	537,886	Louisville	1,385,677	110,930
Nashville	2,189,414	518,524	Fresno	1,191,199	109,884
Riverside	4,719,812	494,961	Providence	1,687,337	86,485
Minneapolis	3,790,663	457,030	Detroit	4,364,290	68,041
Las Vegas	2,387,864	436,595	Birmingham	1,195,462	67,415
Boston	4,982,394	430,012	St. Louis	2,824,501	36,802
Raleigh	1,552,570	422,161	Buffalo	1,166,952	31,443
San Francisco	4,746,767	411,376	Memphis	1,344,037	19,208
Jacksonville	1,737,832	392,236	Milwaukee	1,571,006	15,098
Portland	2,593,190	367,185	Pittsburgh	2,447,995	620
Philadelphia	6,307,532	342,189	Cleveland	2,165,812	-12,951
Sacramento	2,466,648	317,521	Chicago	9,280,082	-14,597

The Rise and Fall of Metros

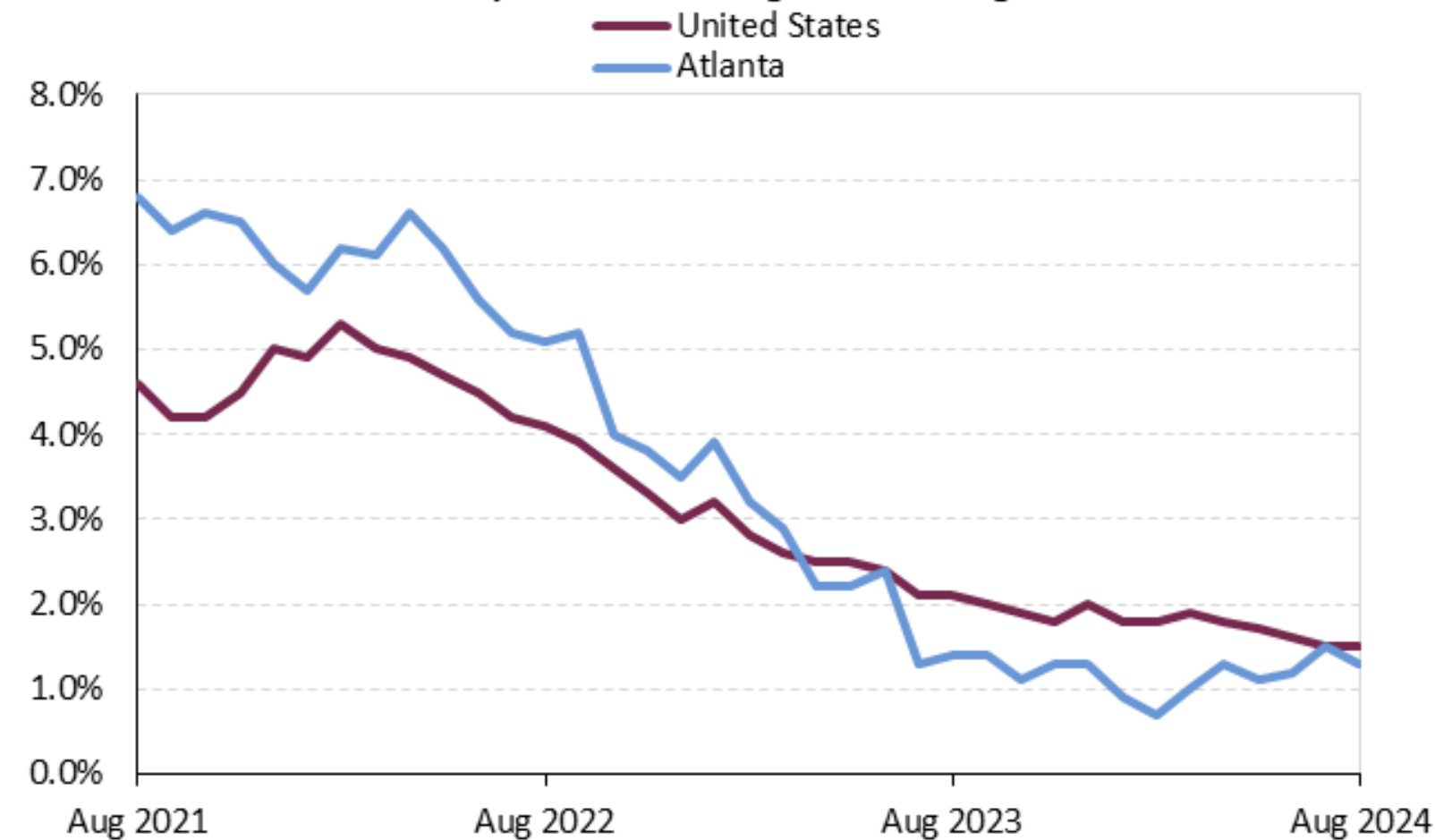
Rank in Total Population (Top 20) 1790-2020



Metro Atlanta Employment Compared to US

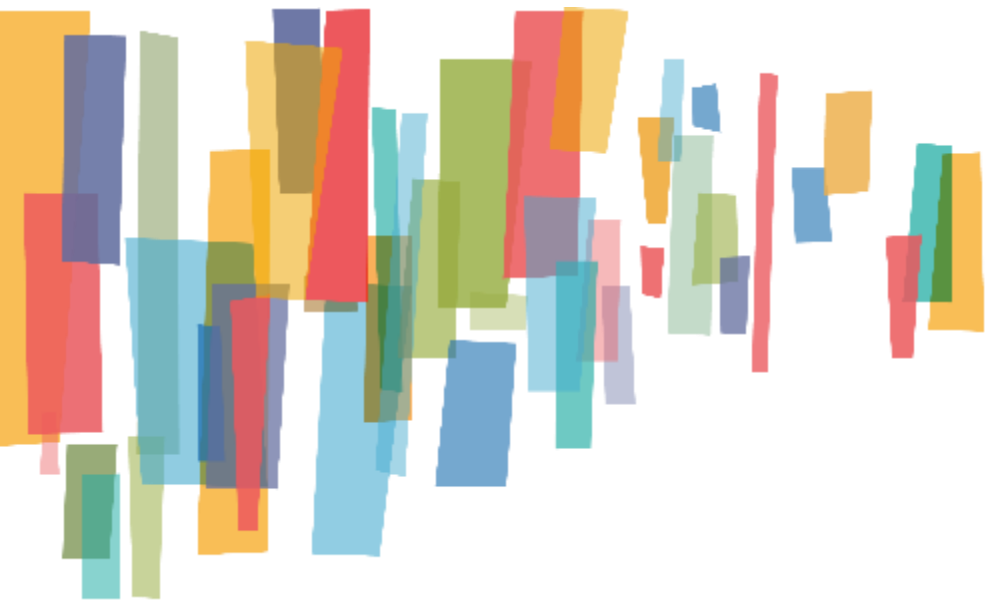
YoY % Change (J

Chart 1. Over-the-year percent change for total nonfarm employment in the United States and the Atlanta metropolitan area, August 2021–August 2024



Source: U.S. Bureau of Labor Statistics.

[View Chart Data](#)



Trends

Recent Performance. Atlanta-Sandy Springs-Roswell’s economy is back on track. After a slow start to the year, employment growth has reaccelerated and is once again in line with the region and nation. Logistics has turned a corner and is leading the growth charge along with healthcare and leisure/hospitality. Meanwhile, construction payrolls in the metro area have tanked in recent months even as growth continues nationally. The unemployment rate remains near an all-time low but has edged higher in recent months as labor force growth strengthened. House price appreciation has slowed but remains in positive territory with gains in line with the national market. Price gains have not been enough to reenergize building activity as single-family permitting remains well below recent highs.

Factory and freight. Manufacturing and logistics will remain important drivers of local economic growth. Recent headwinds in logistics have faded as the industry has started to recoup payroll losses incurred in 2023. The metro area’s outsize reliance on logistics served it well in the wake of the pandemic, but that strength turned to weakness as a slowdown in goods spending led logistics firms to cut costs. Amazon was the poster child for this trend as the company pulled back on new investment after rapidly expanding warehouse capacity in 2020 and 2021. However, normalizing spending patterns and geographic advantages will allow ATL to attract new investment. On the manufacturing front, secular headwinds will be offset by near-term investment. While major electric-vehicle assembly plants are headed elsewhere in the state, Hyundai and SK On will invest \$5 billion in a new battery manufacturing facility in outlying Bartow County. The plant is expected to employ several thousand workers when operational in the second half of 2025.

Technical difficulties. While tech has faced increasing headwinds in the current economic climate, ATL is still poised to take advantage of its status as a burgeoning tech hub. The high interest rates in recent years have put a damper on tech investment. Local startups have been particularly vulnerable as their valuations have taken a hit, and venture capital funding is harder to come by, though major tech players have also not been immune from cost-cutting. As a result, high-tech payrolls declined throughout 2023 before mounting a comeback beginning in the first half of this year. Longer term, Georgia Tech University provides an anchor and a pipeline of talent for local tech firms. This is evident at ATL’s Technology Square, an innovation district that brings together university research facilities, startup companies, and established tech players.

Lifeline. Healthcare will continue to account for an outsize share of near-term growth. Industry employment is more than 15% higher than its pre-pandemic peak, ranking in the top 10 among the 25 largest metro areas and divisions. Despite a tightening labor market, ATL’s healthcare providers have been more successful than most in staffing up. Investment in new healthcare facilities will fuel an appetite for further hiring. Hospital systems within the metro area are adding capacity. Northside Hospital is building a new patient tower while Children’s Healthcare of Atlanta is set to complete an expansion by year’s end.

Atlanta-Sandy Springs-Roswell’s economy will return to above-average performance over the next year. Rebounding growth in logistics and tech will provide a lift, along with steady contributions from healthcare thanks to strong demand and investment. Longer term, a deep talent pool, impressive demographics, and a well-established business base will ensure ATL’s economy remains a stellar performer.

Recent Performance. Atlanta-Sandy Springs-Roswell’s economy has downshifted. Payroll employment has pulled back as white-collar industry losses swamp healthcare and leisure/hospitality gains. Manufacturing and logistics have given up ground, with durable goods producers hardest-hit. The unemployment rate has stabilized after rising in the middle of the year, but the stability comes from a contraction in the size of the labor force rather than stronger hiring. House price appreciation has slowed to a crawl, and residential construction is flat, below last year’s levels. Construction job growth has rebounded from losses sustained in the second quarter, putting builders’ payrolls back on trend.

Precious cargo. Manufacturing and logistics will return to growth next year, remaining important economic drivers. Logistics hiring has proceeded in fits and starts this year, but Hartsfield-Jackson Atlanta Airport will lift northern Georgia’s logistics cluster. Cargo freight has taken off this year, approaching levels last seen during the pandemic’s logistics snarls, and passenger counts have returned to levels last seen in 2019. Normalizing spending patterns and ATL’s status as a distribution hub will allow the metro area to entice new air and ground logistics investments. Investment in facilities for the production of electric vehicles and advanced semiconductors will benefit manufacturing in the near term. CHIPS and Science Act funding has been distributed for a manufacturing facility in outlying Newton County to produce glass substrates for integrated circuits. Combined with recent investments in electric-vehicle battery facilities, the metro area will benefit from synergies between the local technology cluster and advanced manufacturing. The job gains from these capital-intensive facilities will be measured in the thousands, with considerable spillover gains in technical, professional and consumer services.

White-collar comeback. A resumption of growth in white-collar industries such as professional and technical services and management will help put ATL’s economy on a firmer trajectory in the coming year. The high interest rates in recent years have pinched corporate purses and put a damper on tech investment. Easing monetary policy will reinvigorate tech investment and provide relief to large corporate employers accessing debt markets. Longer term, higher-ed powerhouses Emory University and Georgia Tech University will supplement the already well-educated workforce, providing an enviable talent pipeline for local firms. This is evident at Technology Square, an innovation district that brings together university research facilities, startup companies, and established tech players.

Speed bump. Strong demographics will be fundamental to ATL’s bright prospects as one of the South’s largest and most diverse economies. With uneven job growth this year, the unemployment rate and wage advantages that the metro area had enjoyed relative to the region have narrowed. As a result, high-frequency Equifax data indicate that net domestic migration slowed precipitously this year, particularly in the 18 to 34 age cohort that includes many college-educated young professionals. Next year, recovering job growth in higher-wage white-collar industries will reignite in-migration, powering above-average population growth.

Atlanta-Sandy Springs-Roswell’s setback will be short-lived, and the economy will return to above-average performance over the next year. Rebounding logistics and tech will boost growth. Thanks to strong demand and investment, healthcare will contribute steadily as well. In the long term, a deep talent pool, impressive demographics, and a well-established business base will ensure ATL’s economy remains a stellar performer.



Atlanta has the most data center capacity under construction in the US (1,289.1 MW).

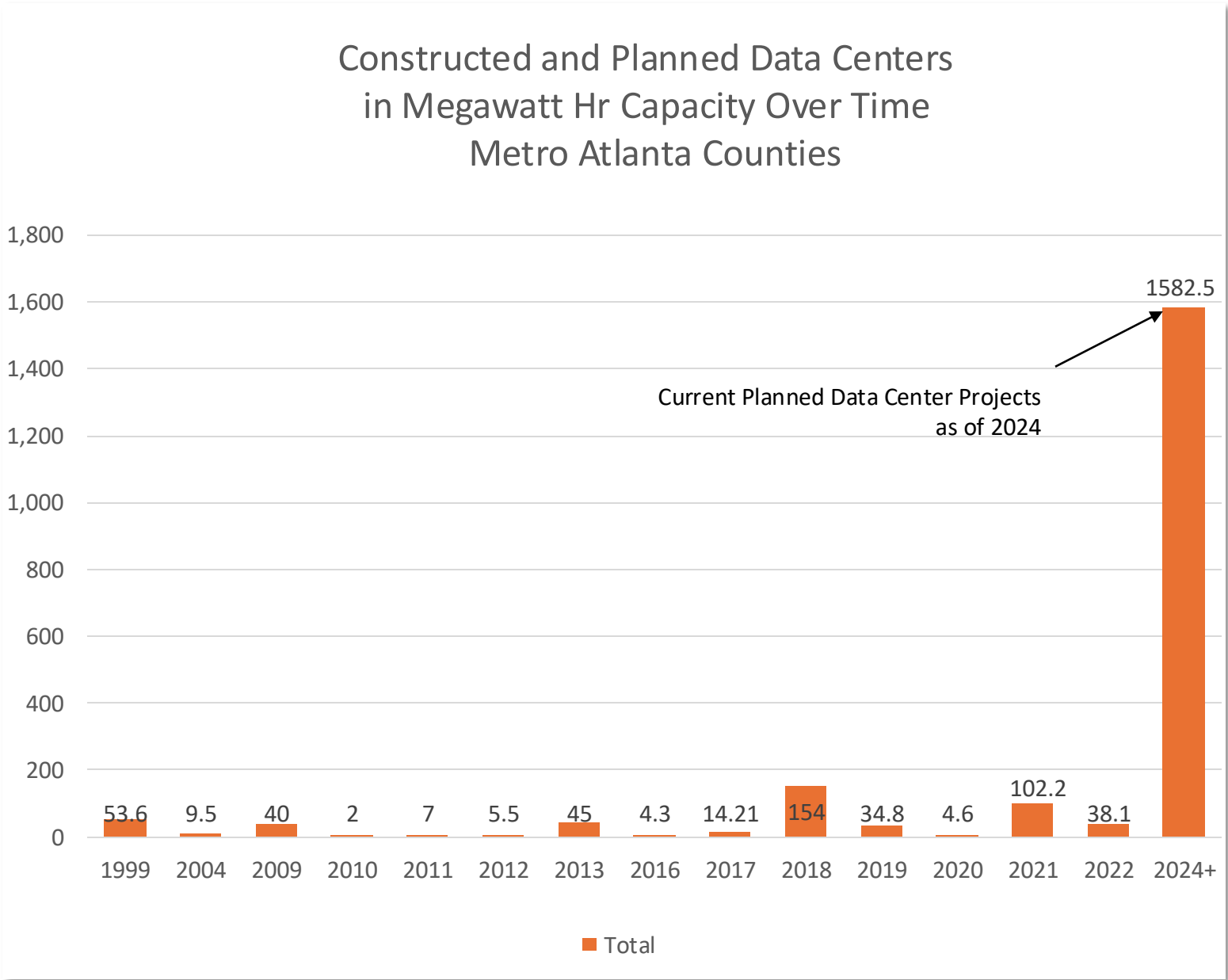
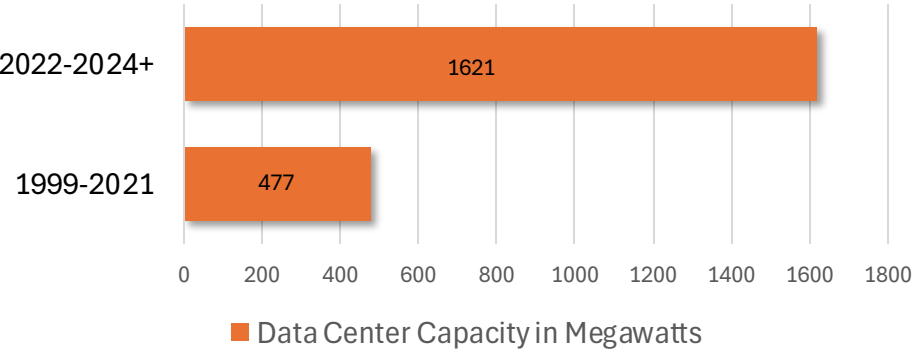
4X Increase in data centers under construction compared to total existing inventory

Total Inventory vs. Under Construction by Primary Market, H1 2024



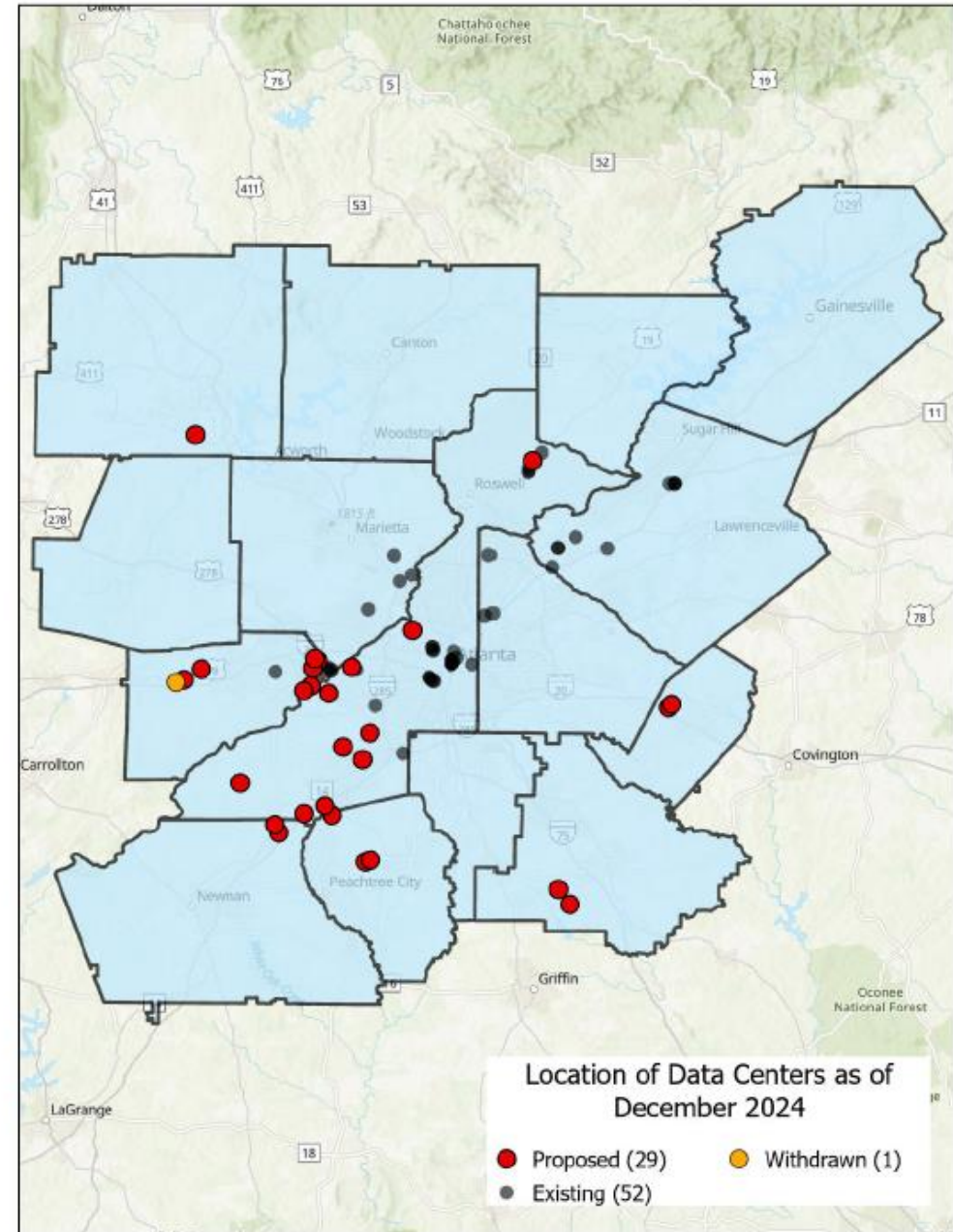
Source: CBRE Research, CBRE Data Center Solutions, H1 2024.

Over the last 24 months, new planned data center projects exceed the total energy demand over the previous 20 years combined



**Location Trends:
Majority of
proposed
locations are in
the more southern
parts of Metro
Atlanta**

Locations of Existing and Proposed Data Centers in
the Metro Water District Region



Even more striking is how America has outperformed its peers among the mature economies. In 1990 America accounted for about two-fifths of the overall GDP of the G7 group of advanced countries; today it is up to about half (see chart). On a per-person basis, American economic output is now about 40% higher than in western Europe and Canada, and 60% higher than in Japan—roughly twice as large as the gaps between them in 1990. Average wages in America's poorest state, Mississippi, are higher than the averages in Britain, Canada and Germany.

The American economy has left other rich countries in the dust

Expect that to continue, argue Simon Rabinovitch and Henry Curr



Special report | For richer and poorer

Is higher inequality the price America pays for faster growth?

A look at the potential downsides of outperformance

Some are more unequal than others

G7, Gini coefficients*, 2022 or latest available
Maximum income inequality=1

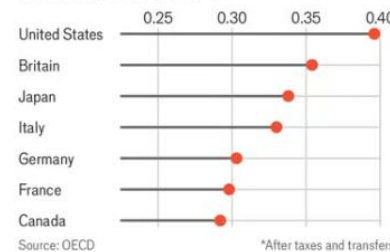


CHART: THE ECONOMIST

Leading sectors in the United States are pulling away from the rest.

US labor productivity by sector,¹ sectoral output in 2012 dollars per hour worked

2005 ○● 2019 Sizes of 2019 circles = working hours in 2019

Leading sectors

- Mining
- Information
- Finance and insurance
- Wholesale trade

Slowing sectors

- Utilities
- Real estate and rental and leasing
- Manufacturing
- Management of companies and enterprises

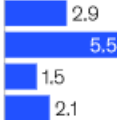
Growing sectors

- Professional, scientific, and technical services
- Arts, entertainment, and recreation
- Retail trade
- Administrative and waste management services

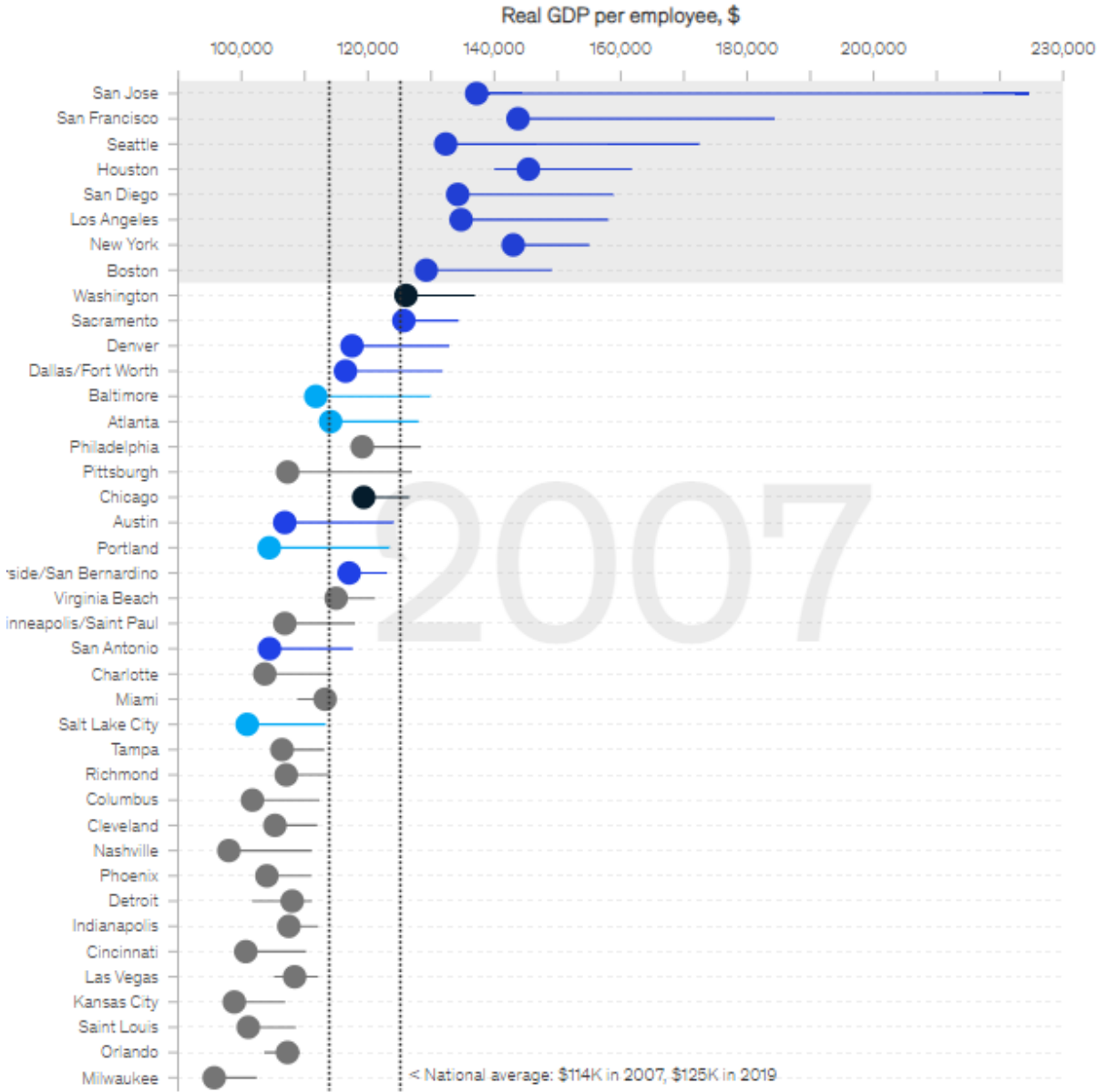
Lagging sectors

- Healthcare and social assistance
- Transportation and warehousing
- Construction
- Other services, except government
- Accommodation and food services

Productivity CAGR 2005–19, %



National average: \$96 in 2005 | \$110 in 2019



<https://www.mckinsey.com/mgi/our-research/rekindling-us-productivity-for-a-new-era?stcr=83643D82618447A48E303F8BA57A660F&cid=other-eml-nsi-mip-mck&hlkid=a6f974b926d0468a97ab6f62dd3ba7a6&hctky=14519391&hdpid=0a5a3649-3876-4749-ac70-2e8ec040aef6#story-of-haves-and-have-nots>

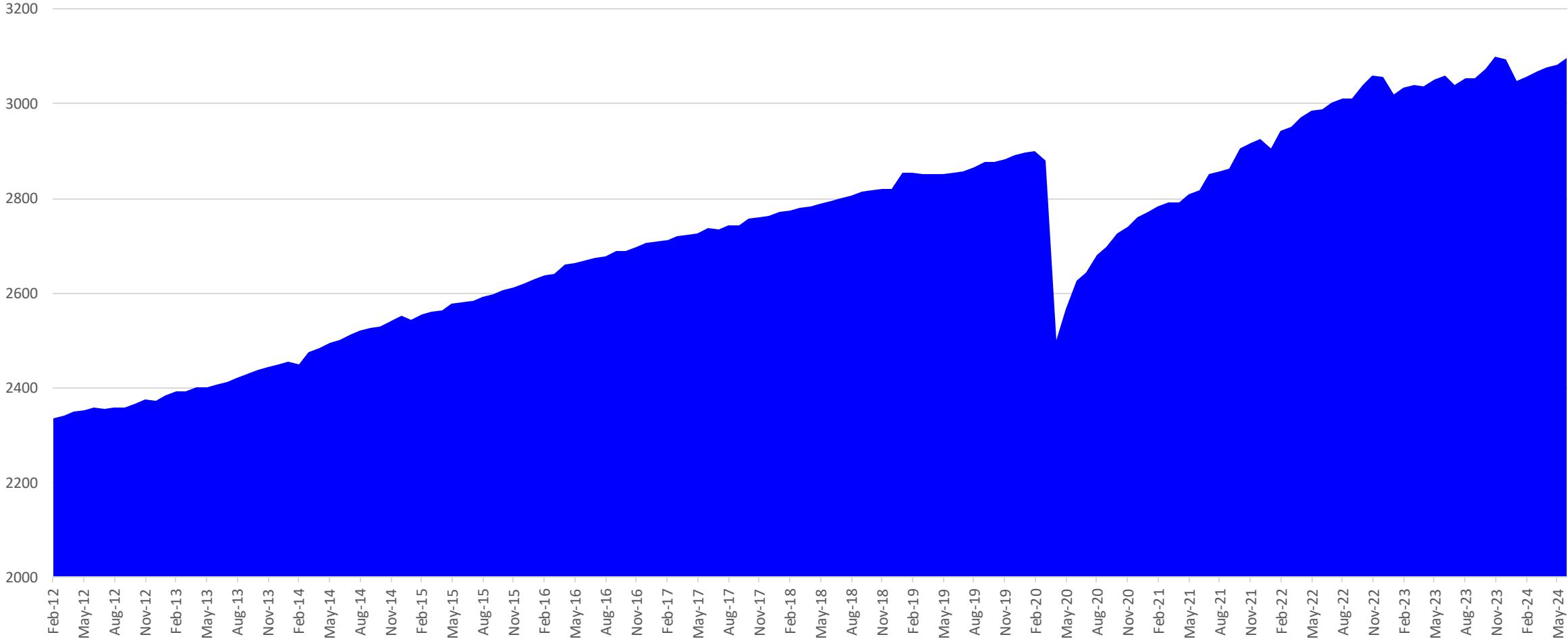


Economy/Workforce

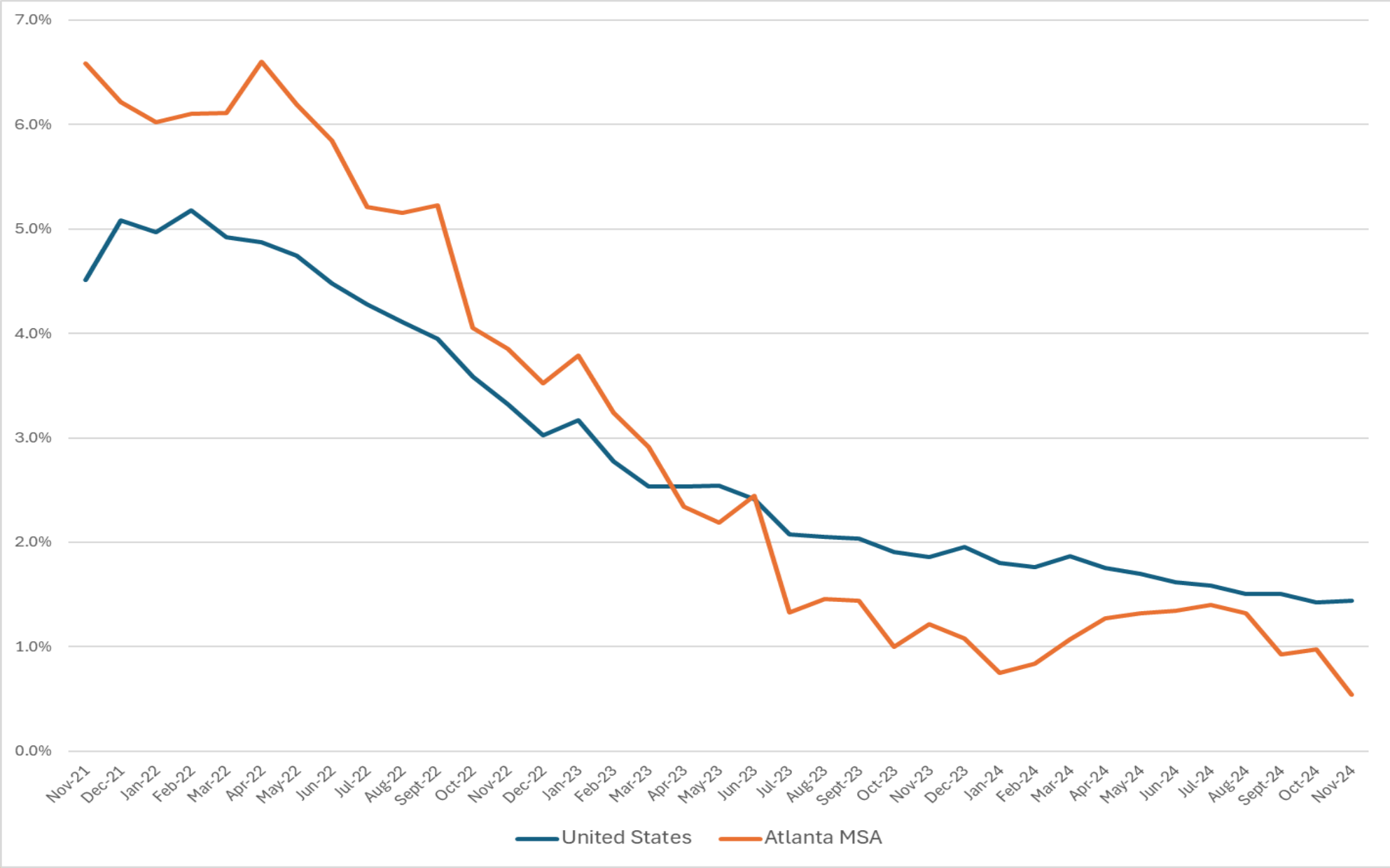
Consistent Employment Growth in Metro Atlanta Since Pandemic

3M

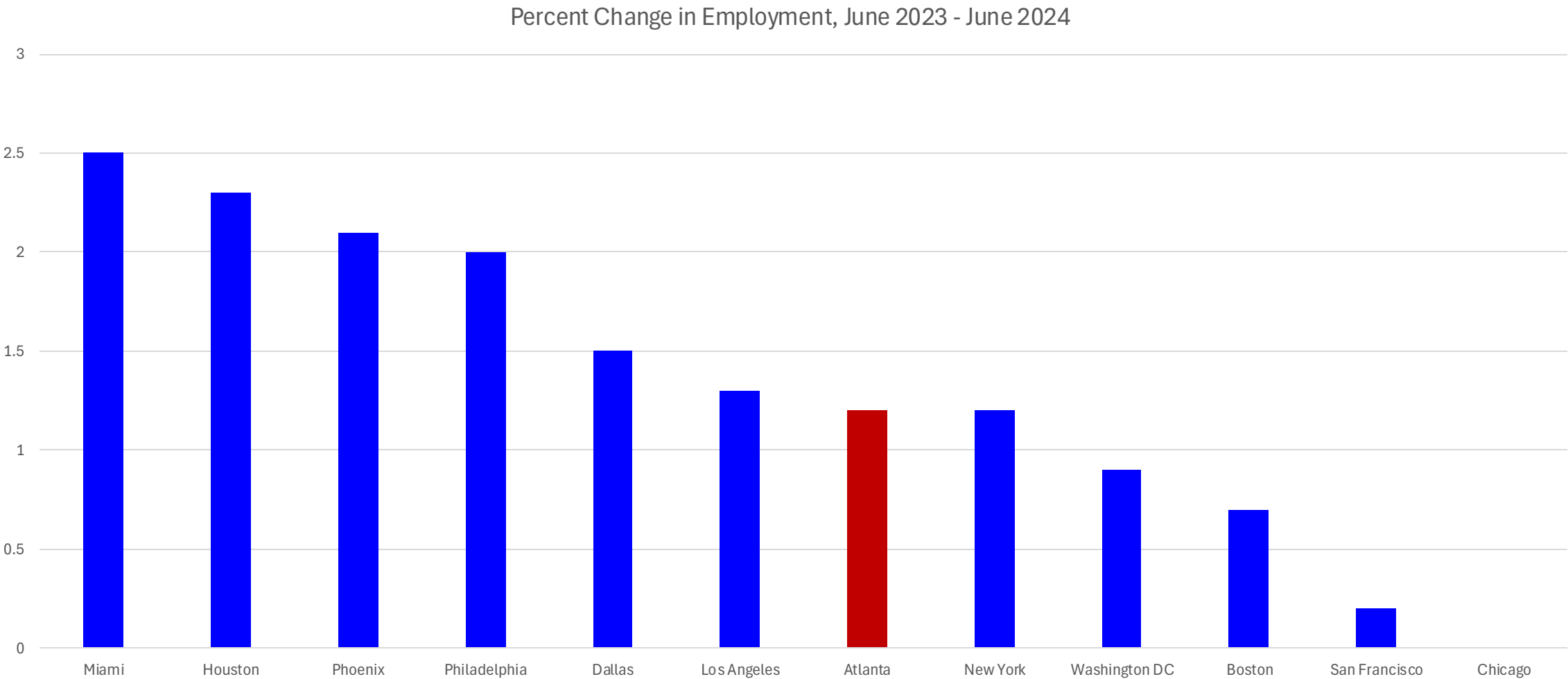
Total Employment, Metro Atlanta (000s)



Metro Atlanta Employment Slowing Down (Year-Over-Year)



Change in Employment (June to June)

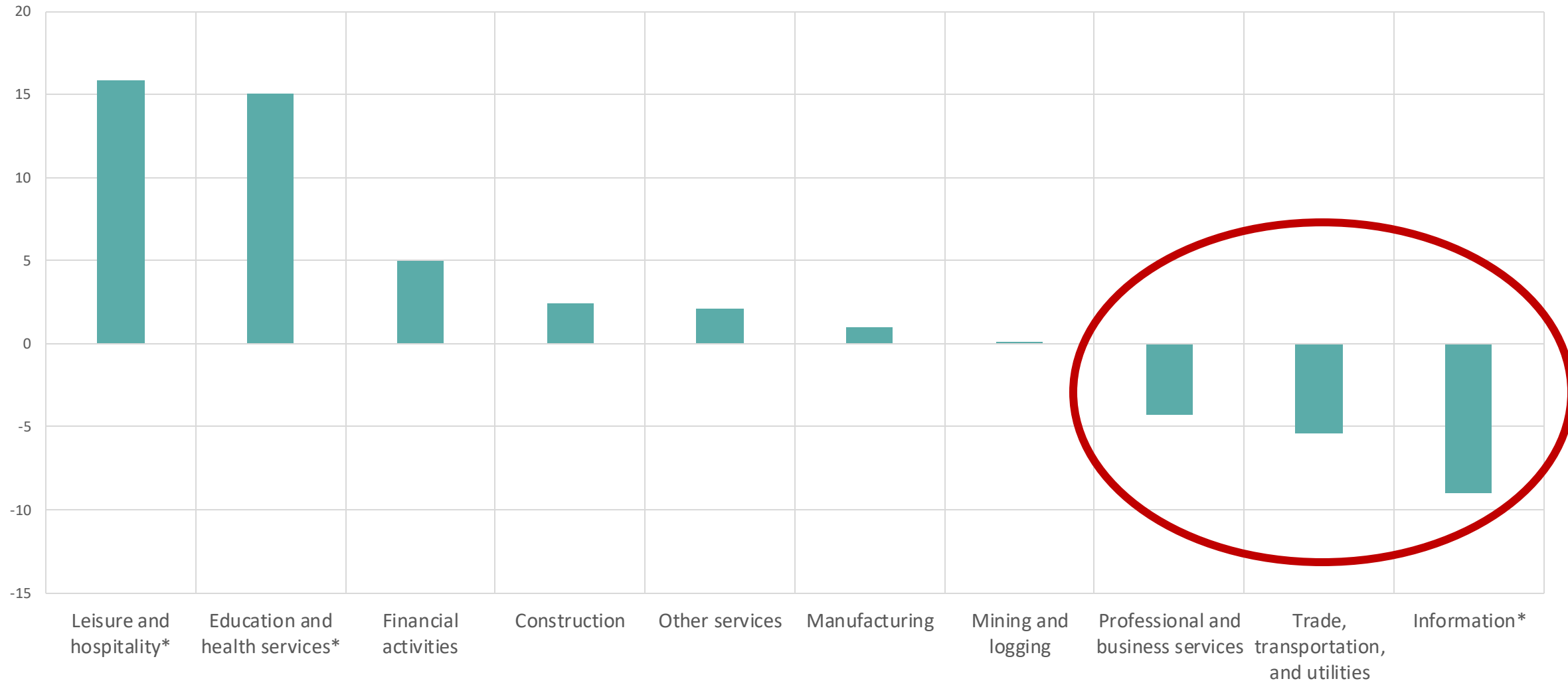


Job Trends from BLS, by County

	Cherokee County, Georgia (13057)	Clayton County, Georgia (13063)	Cobb County, Georgia (13067)	DeKalb County, Georgia (13089)	Douglas County, Georgia (13097)	Fayette County, Georgia (13113)	Forsyth County, Georgia (13117)	Fulton County, Georgia (13121)	Gwinnett County, Georgia (13135)	Henry County, Georgia (13151)	Rockdale County, Georgia (13247)	ARC 11	Core 5
Time	Empl	Empl	Empl	Empl	Empl	Empl	Empl	Empl	Empl	Empl	Empl		
2019Q2	75,392	134,525	406,710	335,141	51,222	50,998	87,154	945,192	409,570	75,245	36,164	2,607,313	2,231,138
2019Q3	76,044	135,722	410,317	336,927	51,386	51,001	86,918	948,893	411,776	75,930	35,977	2,620,893	2,243,636
2019Q4	77,113	137,357	414,289	340,258	52,636	51,741	87,758	958,790	416,311	78,437	36,454	2,651,144	2,267,005
2020Q1	77,473	135,032	406,965	335,166	50,361	50,960	86,229	951,185	414,112	77,515	36,915	2,621,915	2,242,461
2020Q2	69,698	111,630	364,768	304,986	45,339	45,541	79,647	837,603	373,289	69,839	33,849	2,336,190	1,992,277
2020Q3	74,758	121,331	381,799	316,144	47,182	48,122	83,733	868,171	392,564	74,398	35,421	2,443,623	2,080,009
2020Q4	77,310	125,109	396,739	323,416	48,948	49,658	85,241	896,465	402,281	79,010	36,402	2,520,578	2,144,010
2021Q1	74,182	123,458	393,076	322,695	49,338	48,848	85,498	901,484	401,049	78,663	36,411	2,514,703	2,141,763
2021Q2	75,605	124,390	400,153	326,703	50,254	50,126	87,248	915,865	408,423	79,469	36,943	2,555,177	2,175,534
2021Q3	76,438	127,368	402,025	332,580	51,227	50,743	88,989	933,810	414,743	81,549	37,312	2,596,783	2,210,526
2021Q4	78,154	132,303	408,600	336,715	51,860	51,603	89,182	956,326	420,812	84,888	37,665	2,648,108	2,254,756
2022Q1	77,842	130,734	408,405	333,198	54,192	51,362	89,128	961,045	417,205	82,355	37,916	2,643,381	2,250,587
2022Q2	79,549	133,109	414,306	338,520	54,656	52,897	91,514	974,603	425,639	84,135	38,622	2,687,550	2,286,177
2022Q3	79,892	134,826	415,626	339,730	54,305	53,198	92,779	988,812	428,739	83,990	39,286	2,711,182	2,307,733
2022Q4	81,469	137,359	420,900	343,618	54,947	53,500	94,933	999,947	432,766	85,619	39,912	2,744,971	2,334,591
2023Q1	81,525	143,430	417,295	343,128	55,602	54,006	93,137	983,855	428,177	85,339	40,640	2,726,134	2,315,884
2023Q2	82,571	143,651	420,625	346,399	56,063	54,397	94,790	980,967	432,408	85,785	40,753	2,738,409	2,324,050
2023Q3	82,765	144,770	419,229	349,021	56,361	54,317	95,059	981,539	432,797	85,396	40,379	2,741,632	2,327,355
2023Q4	84,753	145,688	422,792	351,174	57,793	54,895	96,506	994,246	437,889	86,558	40,281	2,772,576	2,351,789
2024Q1	84,411	143,021	414,545	345,072	57,535	54,139	97,390	986,691	434,666	85,727	39,500	2,742,699	2,323,996
2024Q2	84,867	144,296	422,663	350,385	57,438	55,099	98,012	995,000	440,297	86,933	40,496	2,775,486	2,352,642
2020-24	15,169	32,665	57,895	45,399	12,099	9,558	18,365	157,397	67,008	17,094	6,647	439,297	360,365
% Inc	21.8%	29.3%	15.9%	14.9%	26.7%	21.0%	23.1%	18.8%	18.0%	24.5%	19.6%	18.8%	18.1%
2023-24	2,296	645	2,037	3,986	1,376	702	3,221	14,033	7,889	1,148	-257	37,077	28,591
% Inc	2.8%	0.4%	0.5%	1.2%	2.5%	1.3%	3.4%	1.4%	1.8%	1.3%	-0.6%	1.4%	1.2%

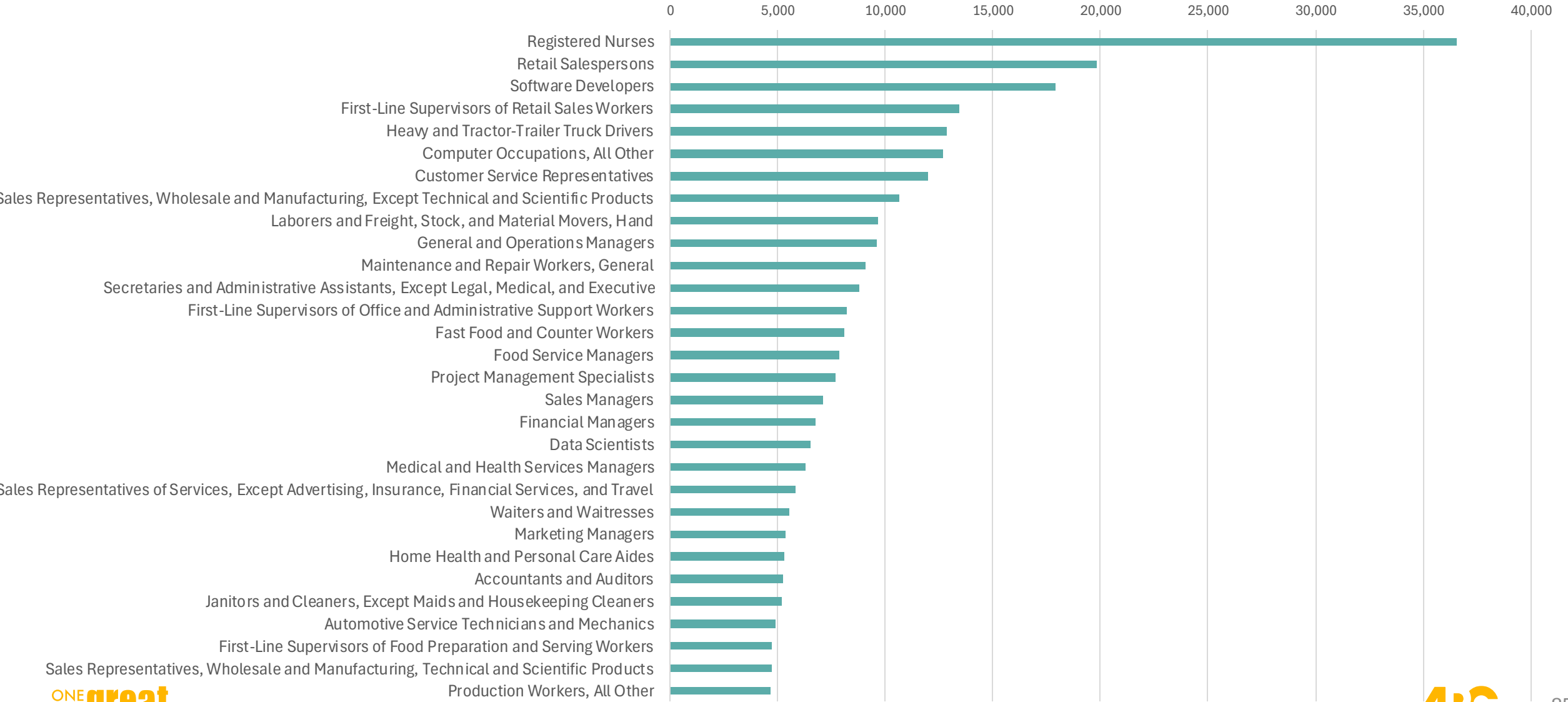
But Check Out What's Been Happening Lately...

Net Change, Year-Over-Year: Major Industry Groups in Metro Atlanta



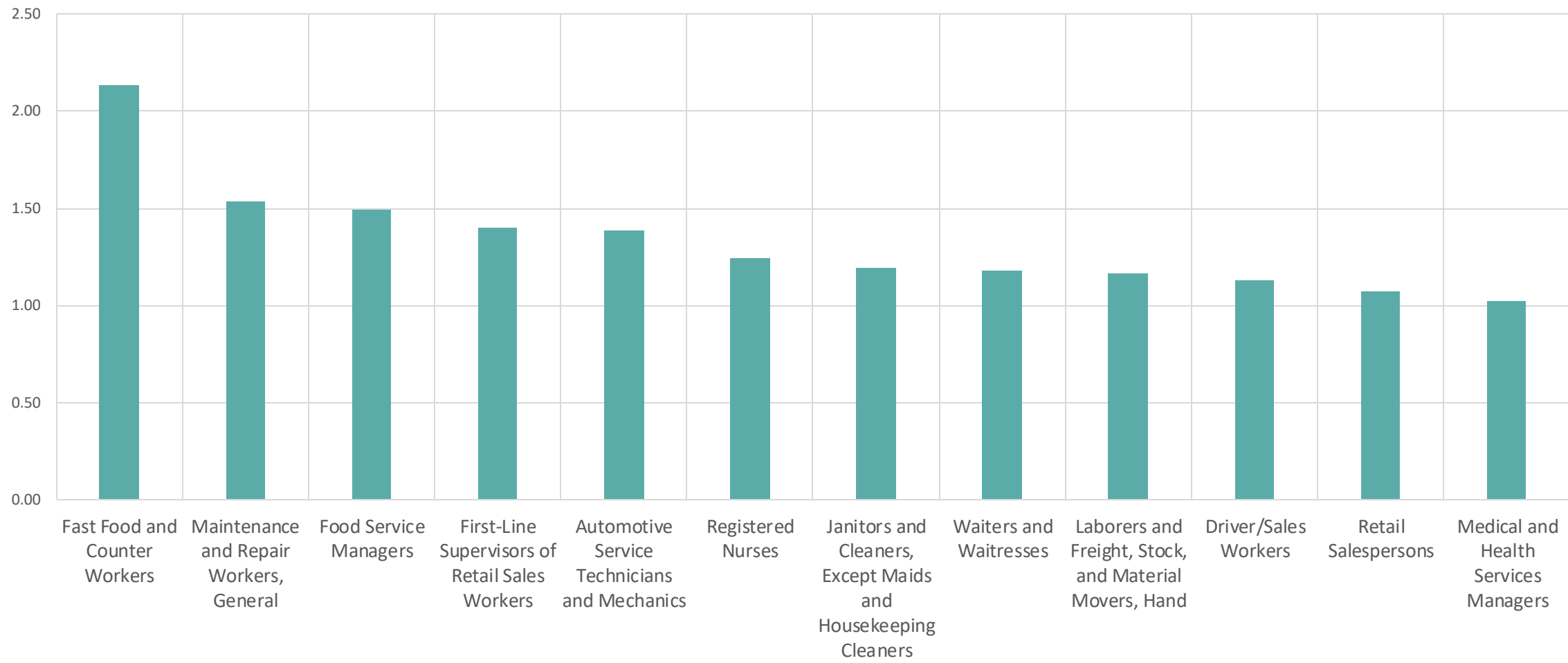
What Employers Are Seeking...

Labor Demand: Job Postings, June 2023 - May 2024



What Employers Are Seeking MORE of Today

Ratio - Pre- to Post-Pandemic



What Employers Are Seeking MORE of Today

These Occupations Weren't in the Top 50 Pre-Pandemic

Cashiers

Construction Managers

First-Line Supervisors of Food Preparation and Serving Workers

First-Line Supervisors of Mechanics, Installers, and Repairers

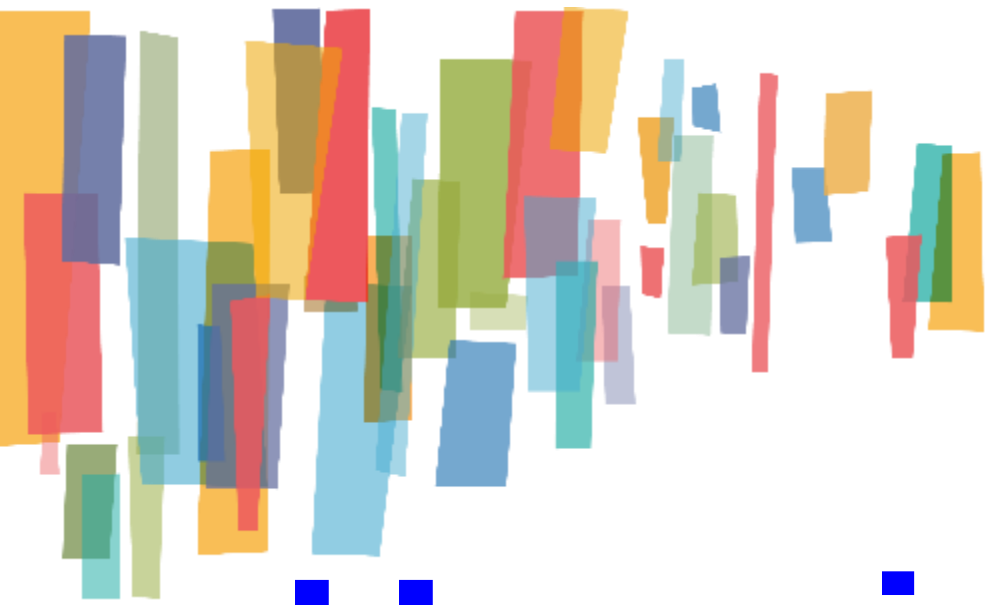
Home Health and Personal Care Aides

Licensed Practical and Licensed Vocational Nurses

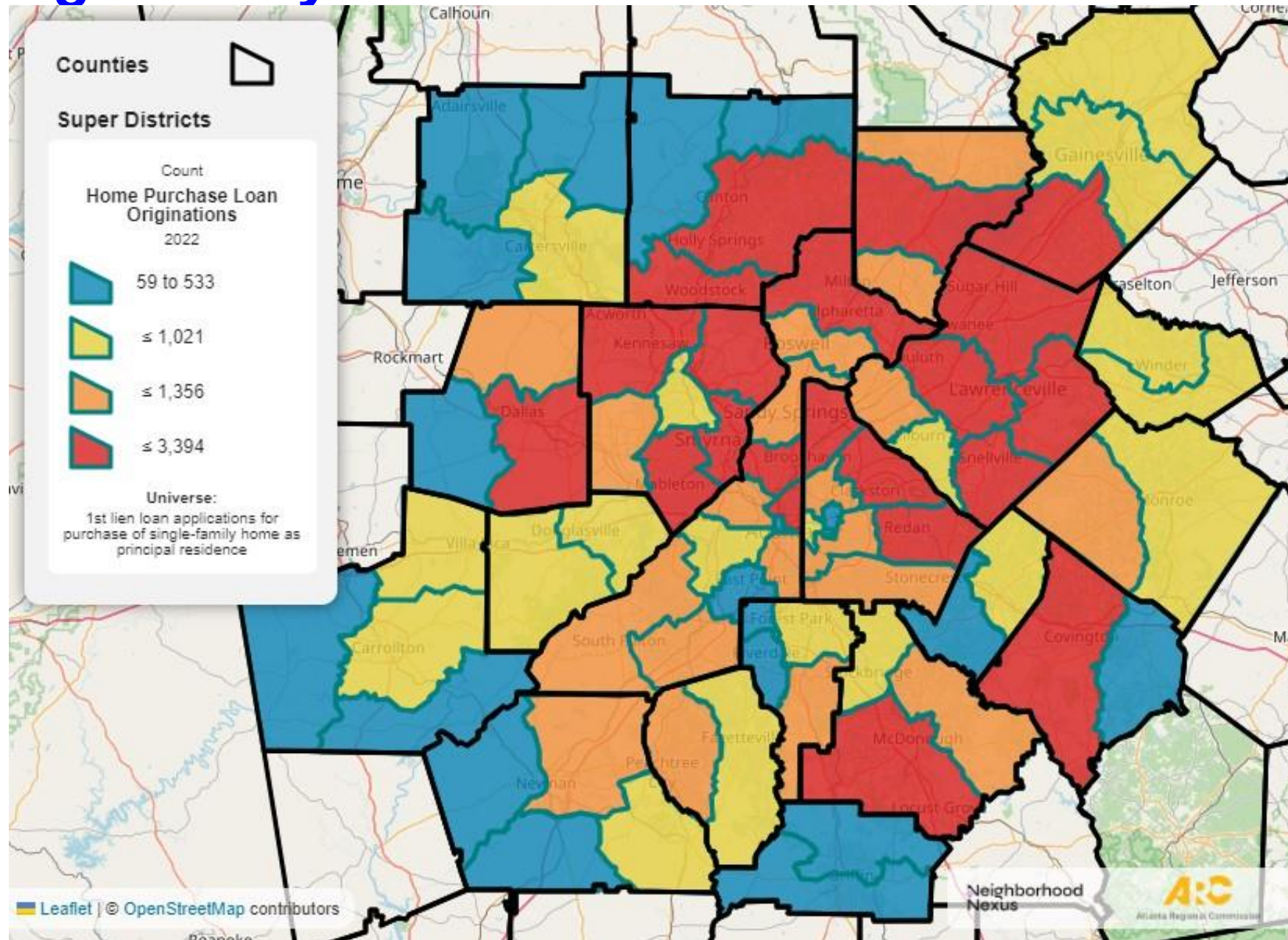
Medical Assistants

Physical Therapists

Shipping, Receiving, and Inventory Clerks



Housing Buying Activity

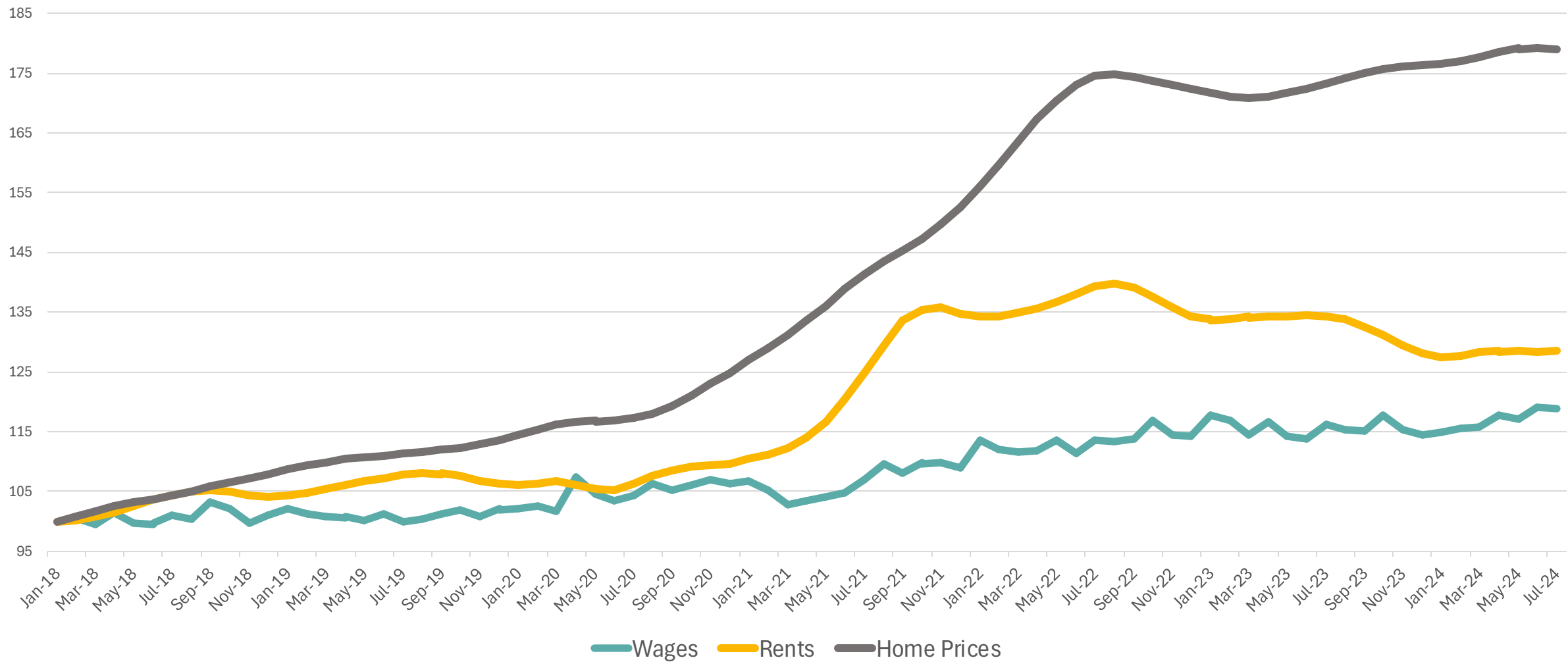


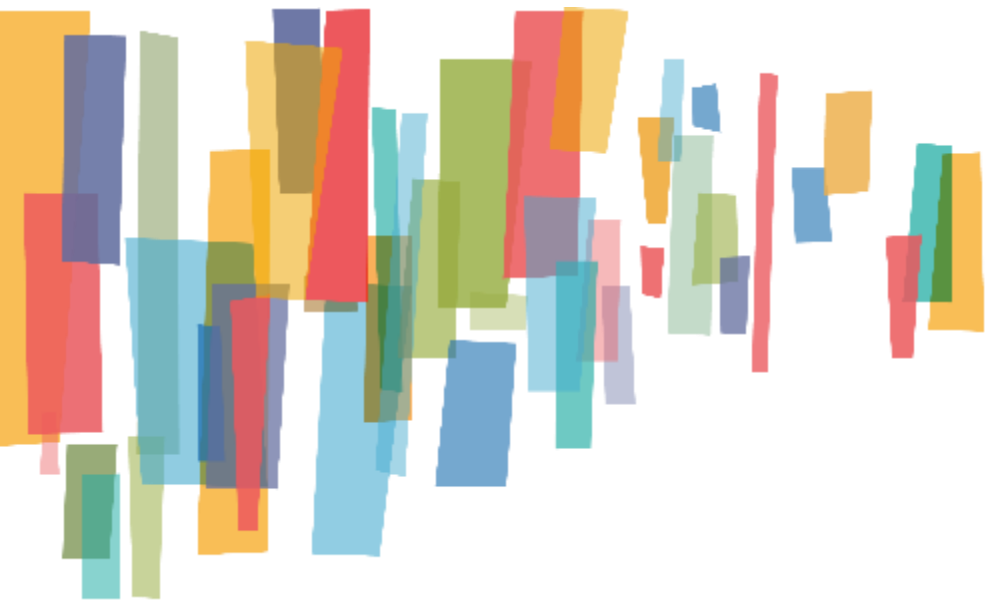
Source: HMDA



Wages Not Keeping Up With Rent or Price Appreciation

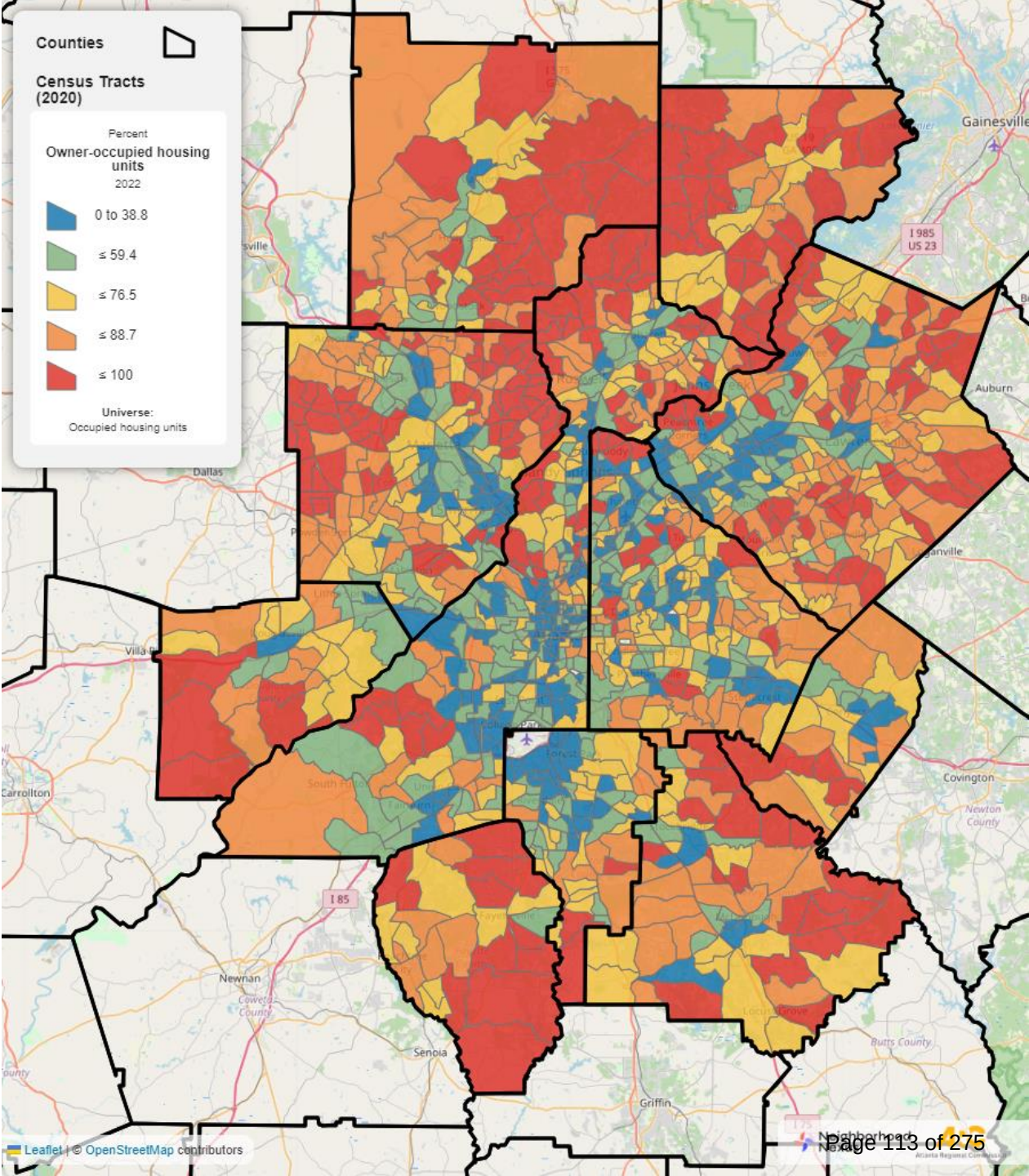
Wage, Rent and Home Price Appreciation, Indexed (Jan, 2018=100)



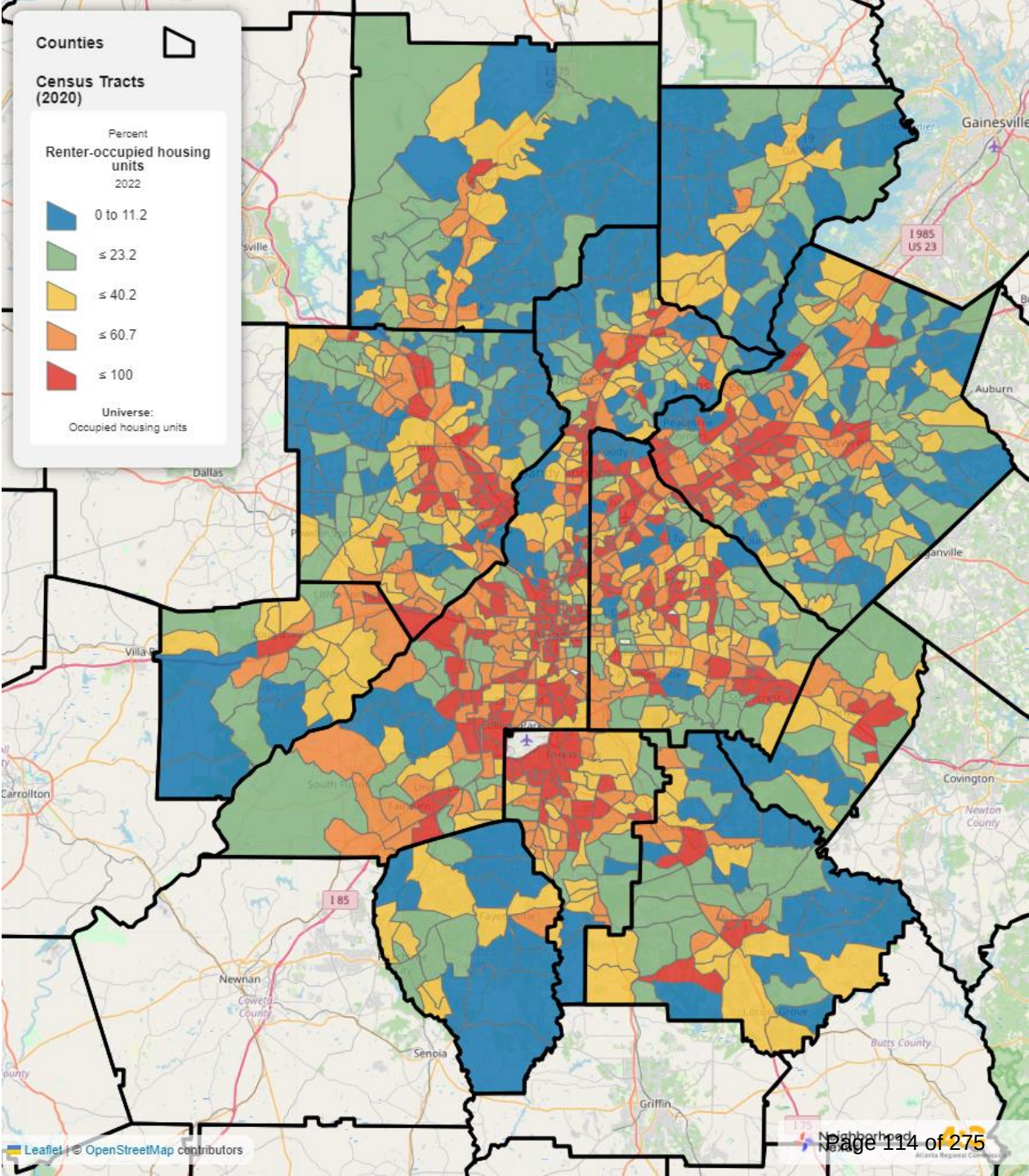


Characteristics of Housing

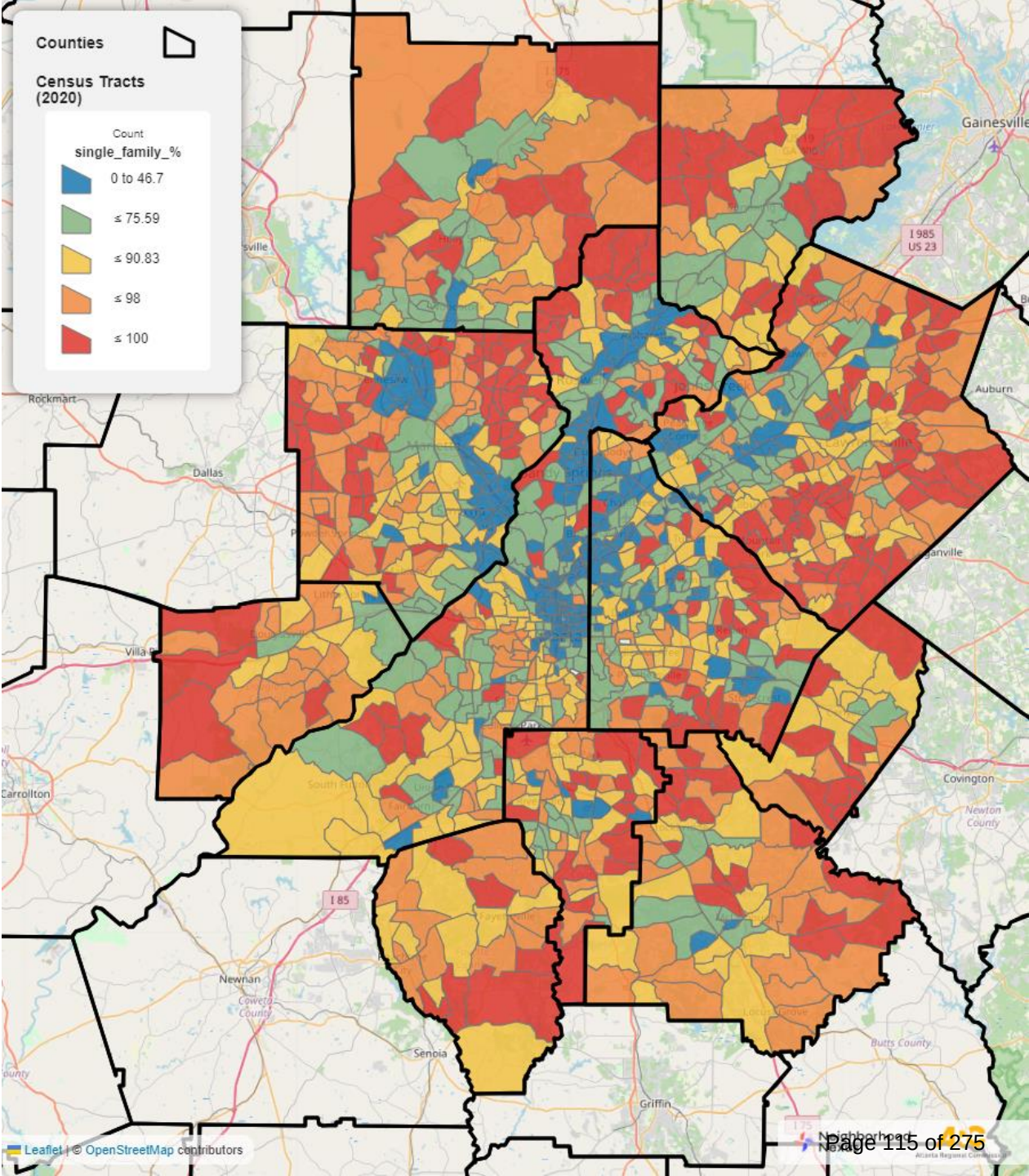
Owner-Occupied



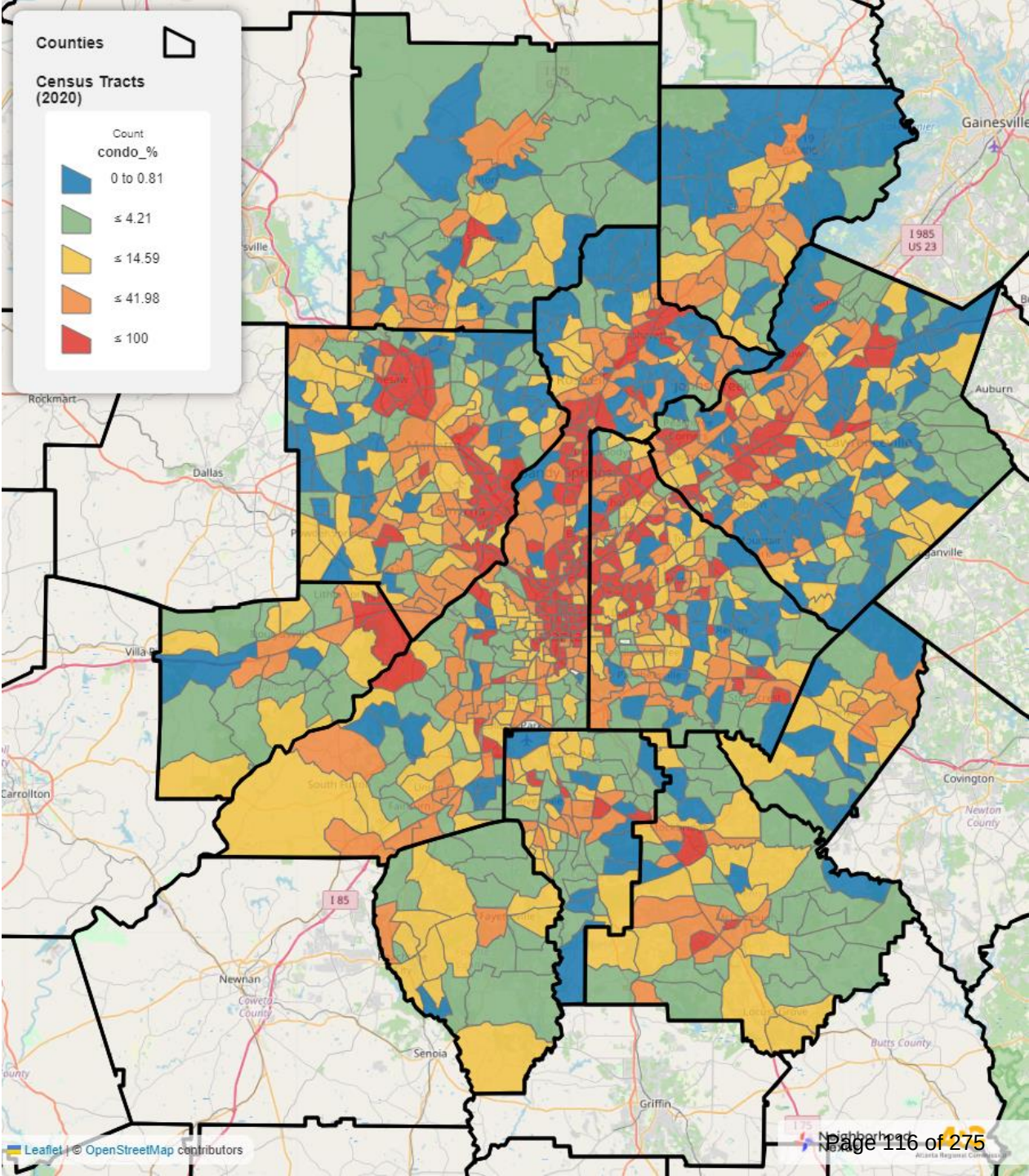
Renter-Occupied



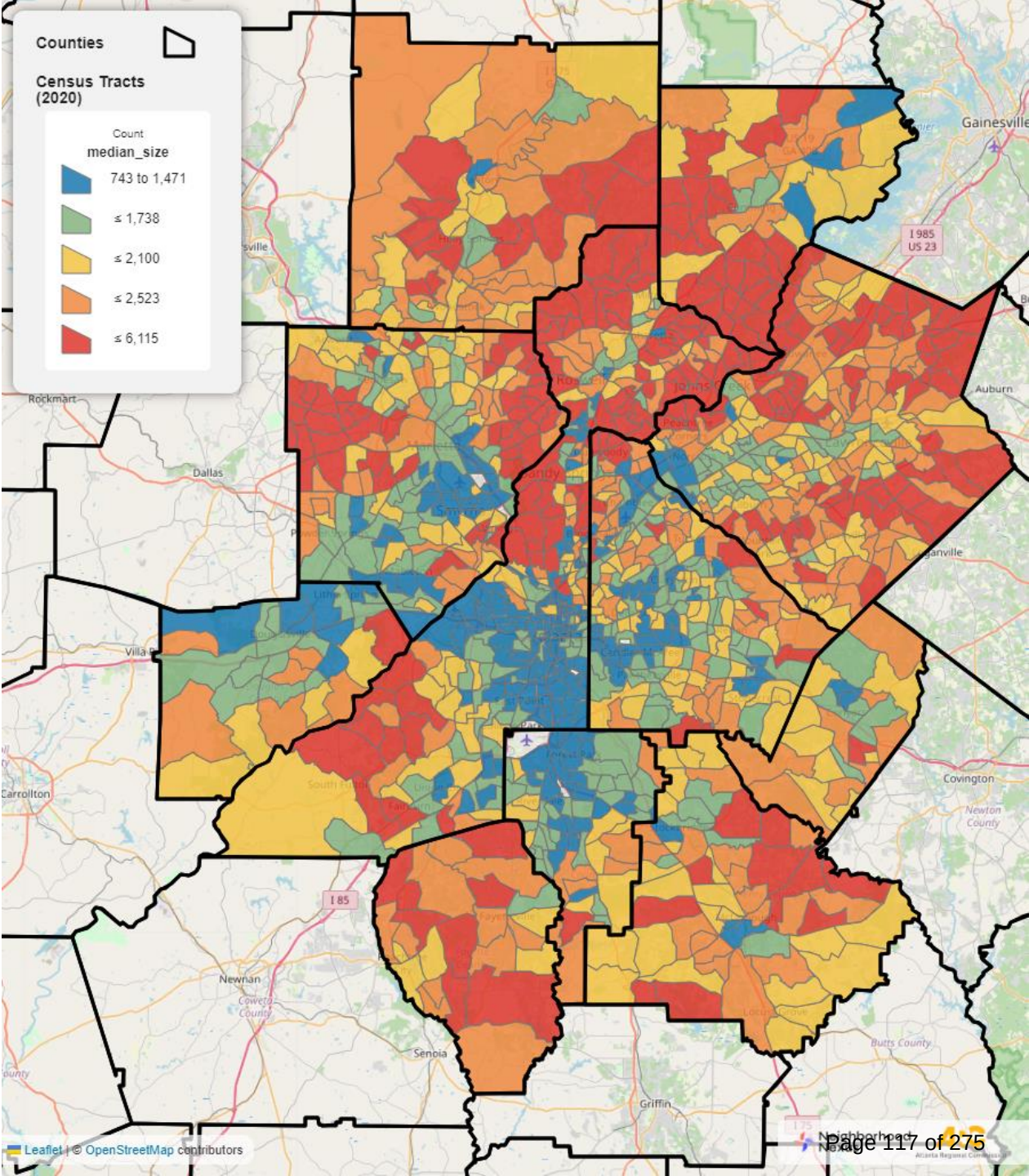
Single-Family Stock

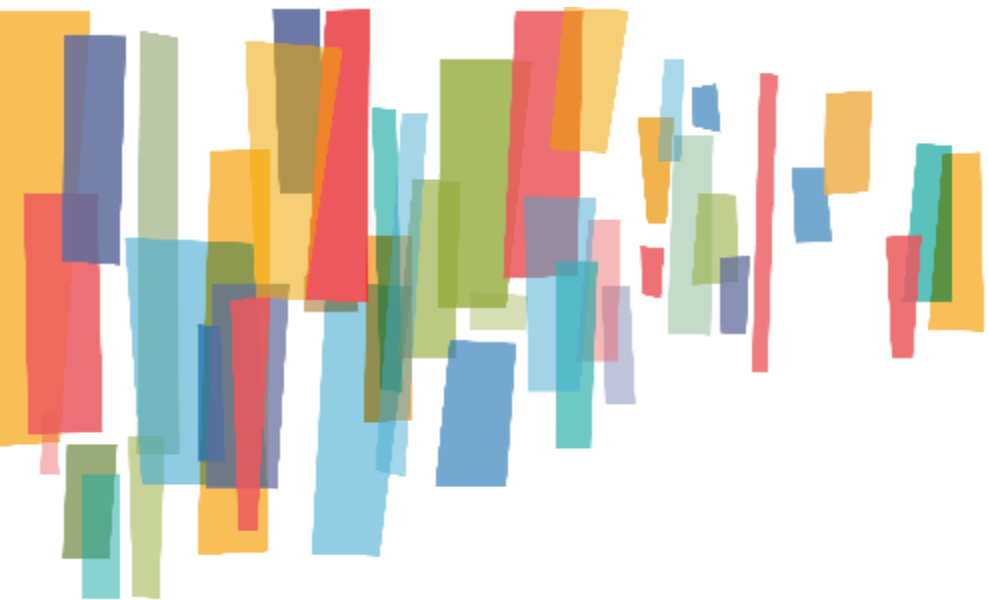


Condos (owned)

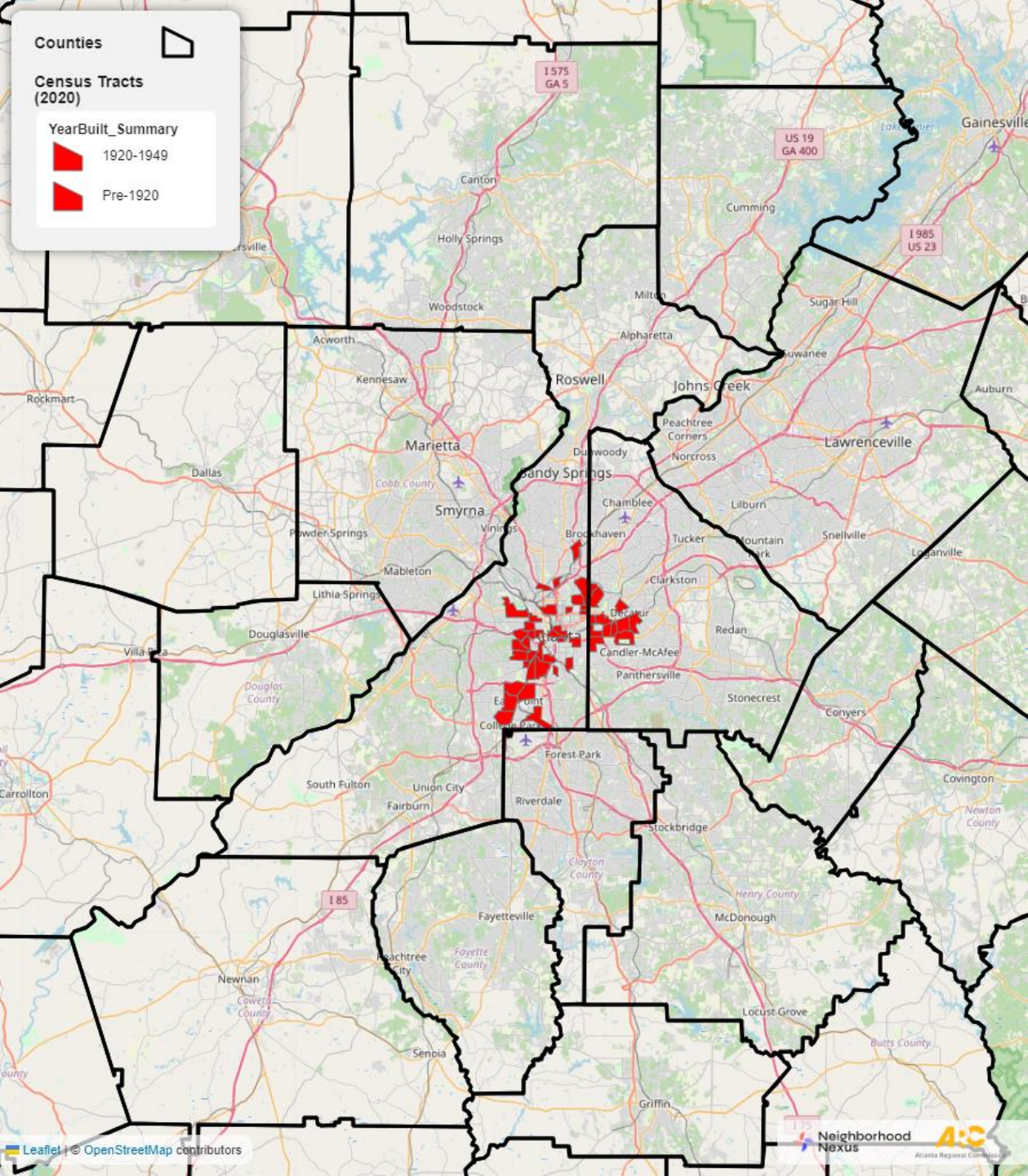


Housing Size





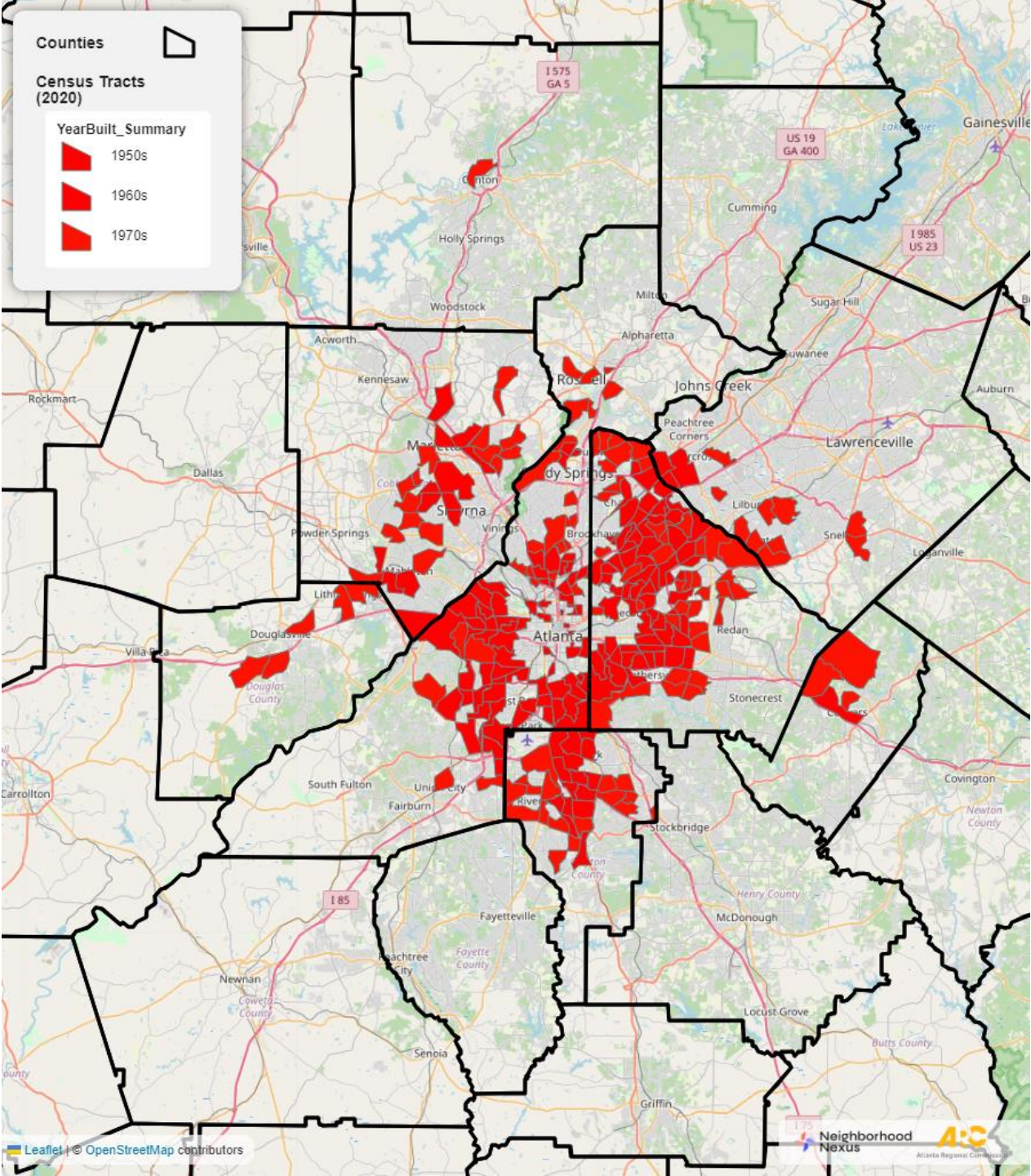
Quick (Visual) History Of Housing Development



Median Year Built: Pre 1950

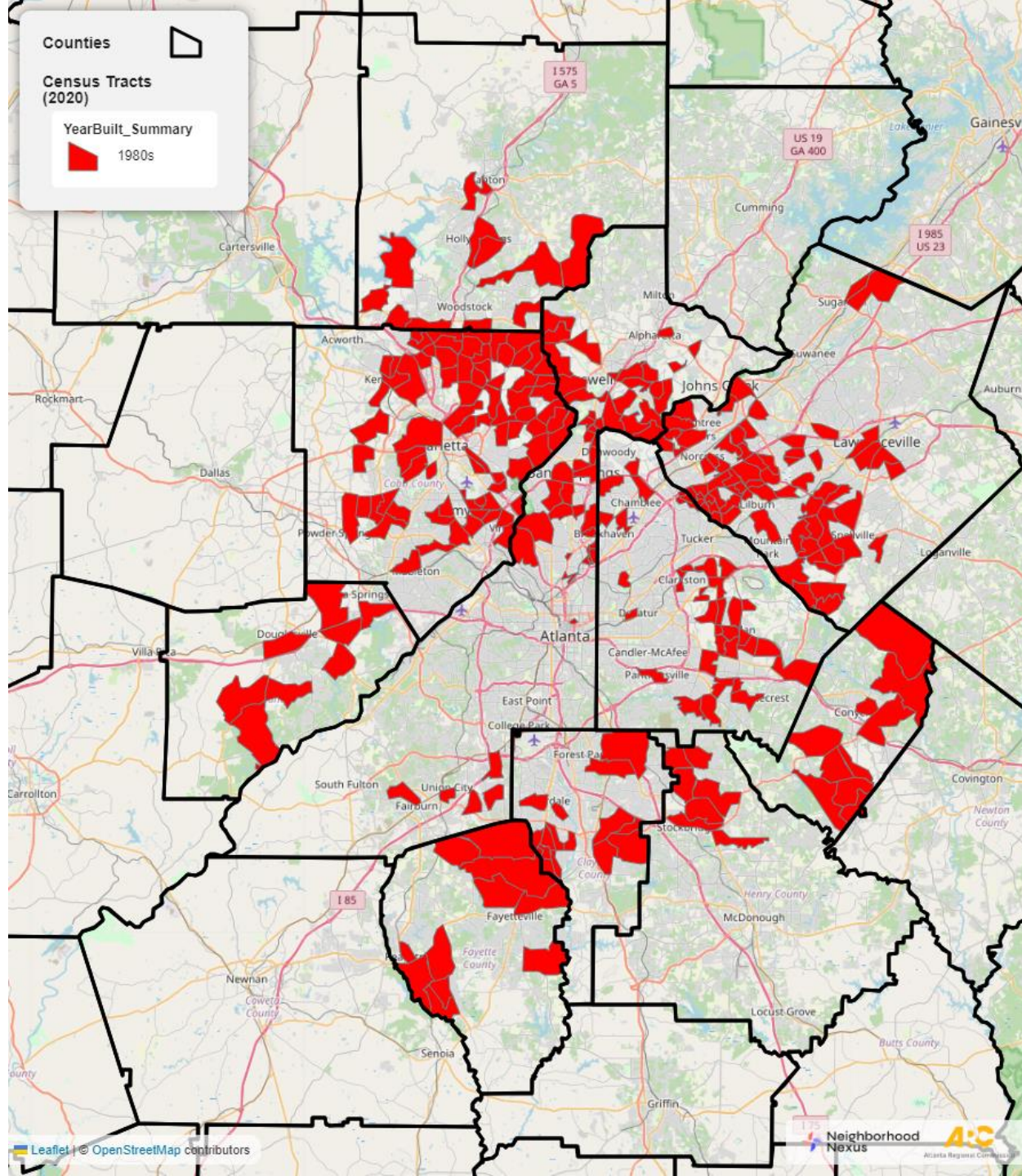
Median Year Built:

1950s-
1970s



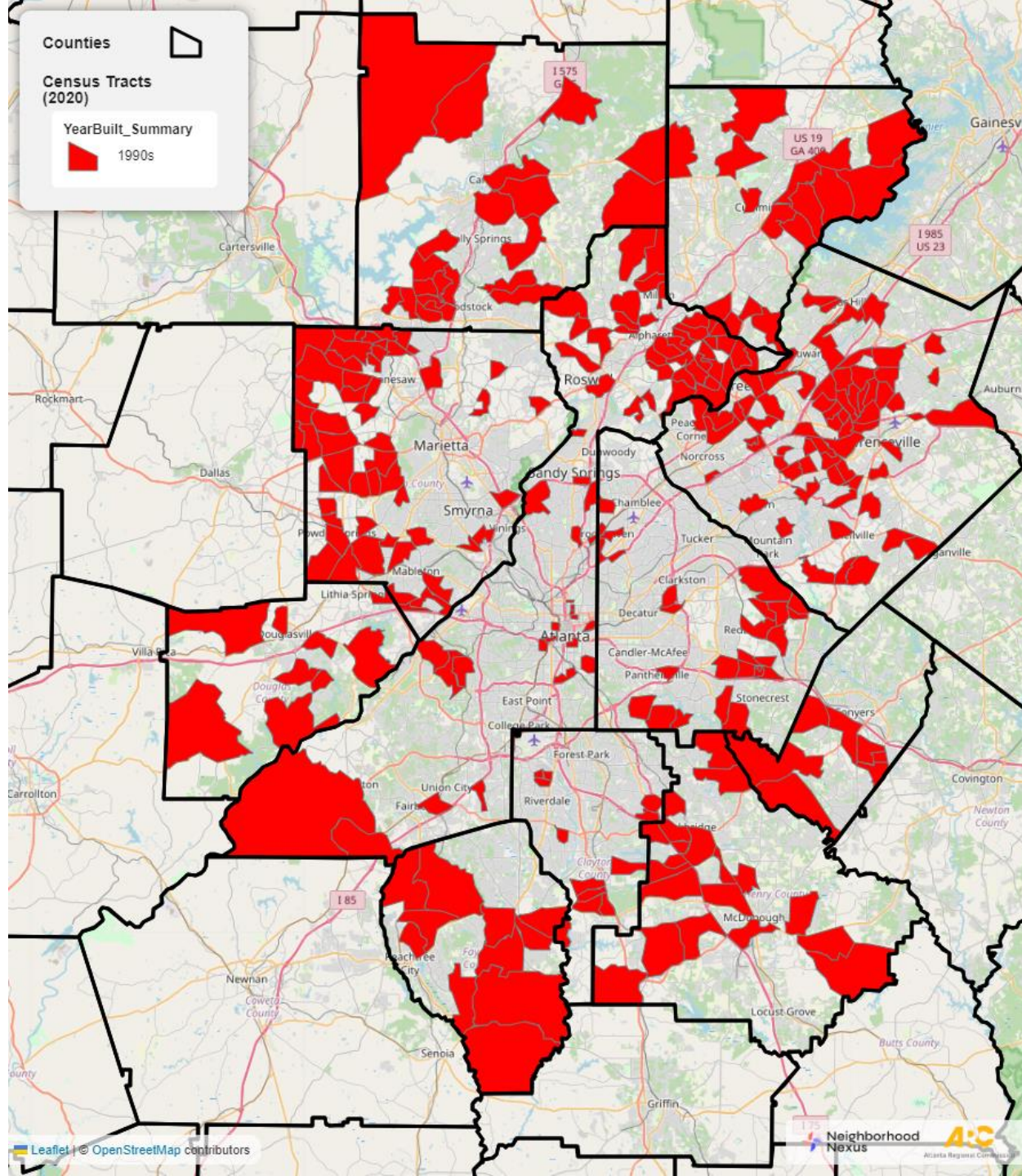
Median Year Built:

1980s



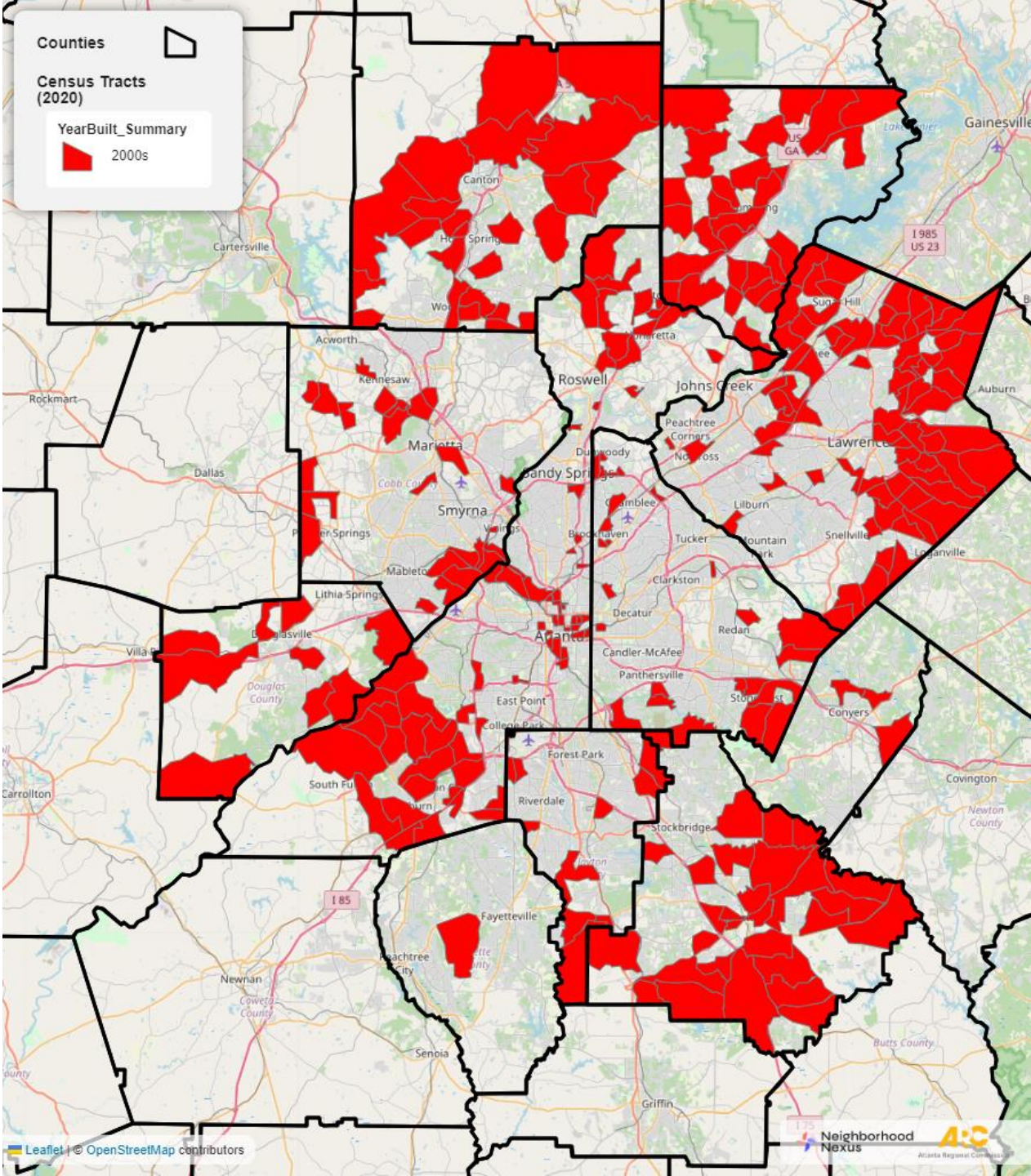
Median Year Built:

1990s



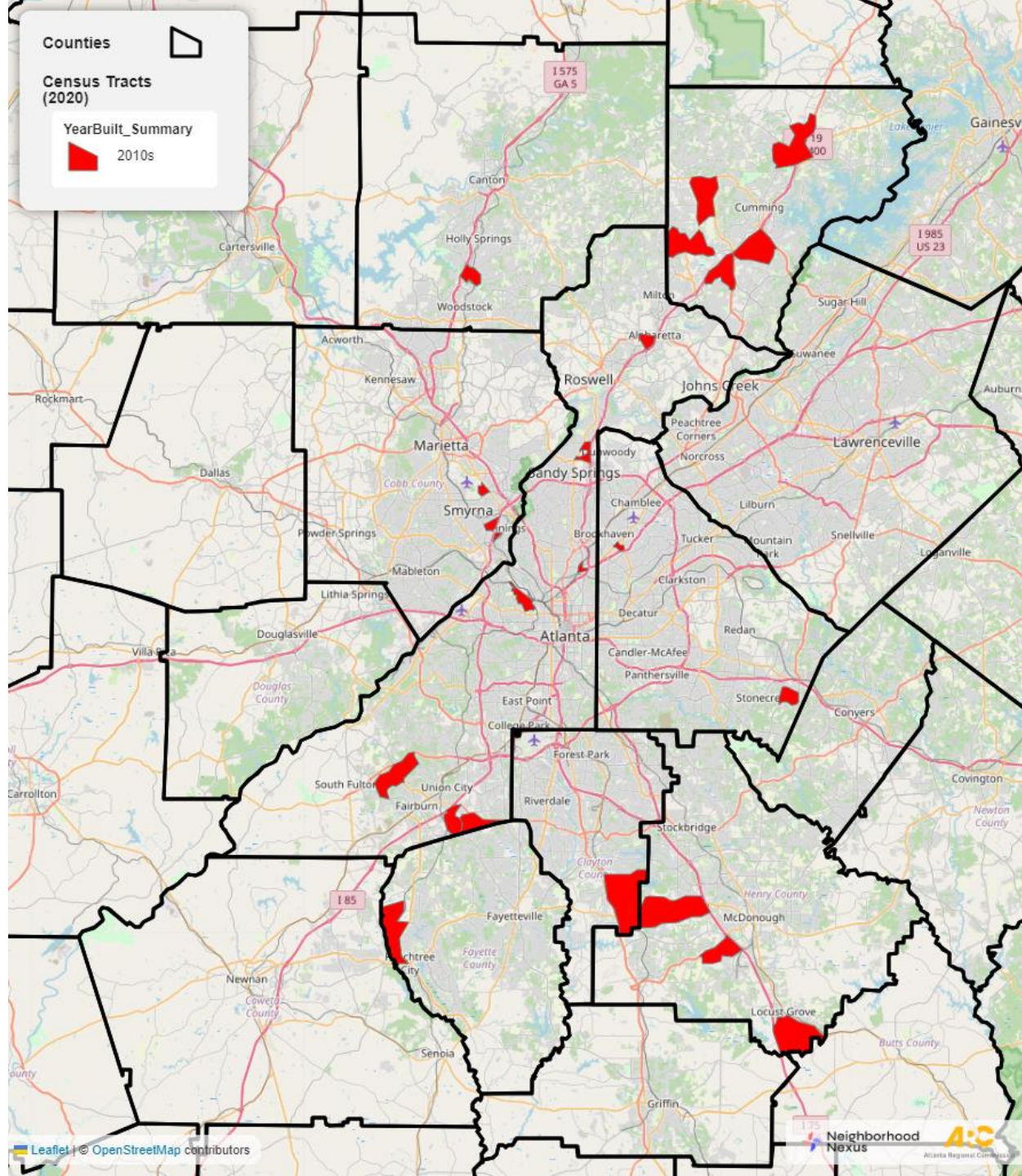
Median Year Built:

2000s



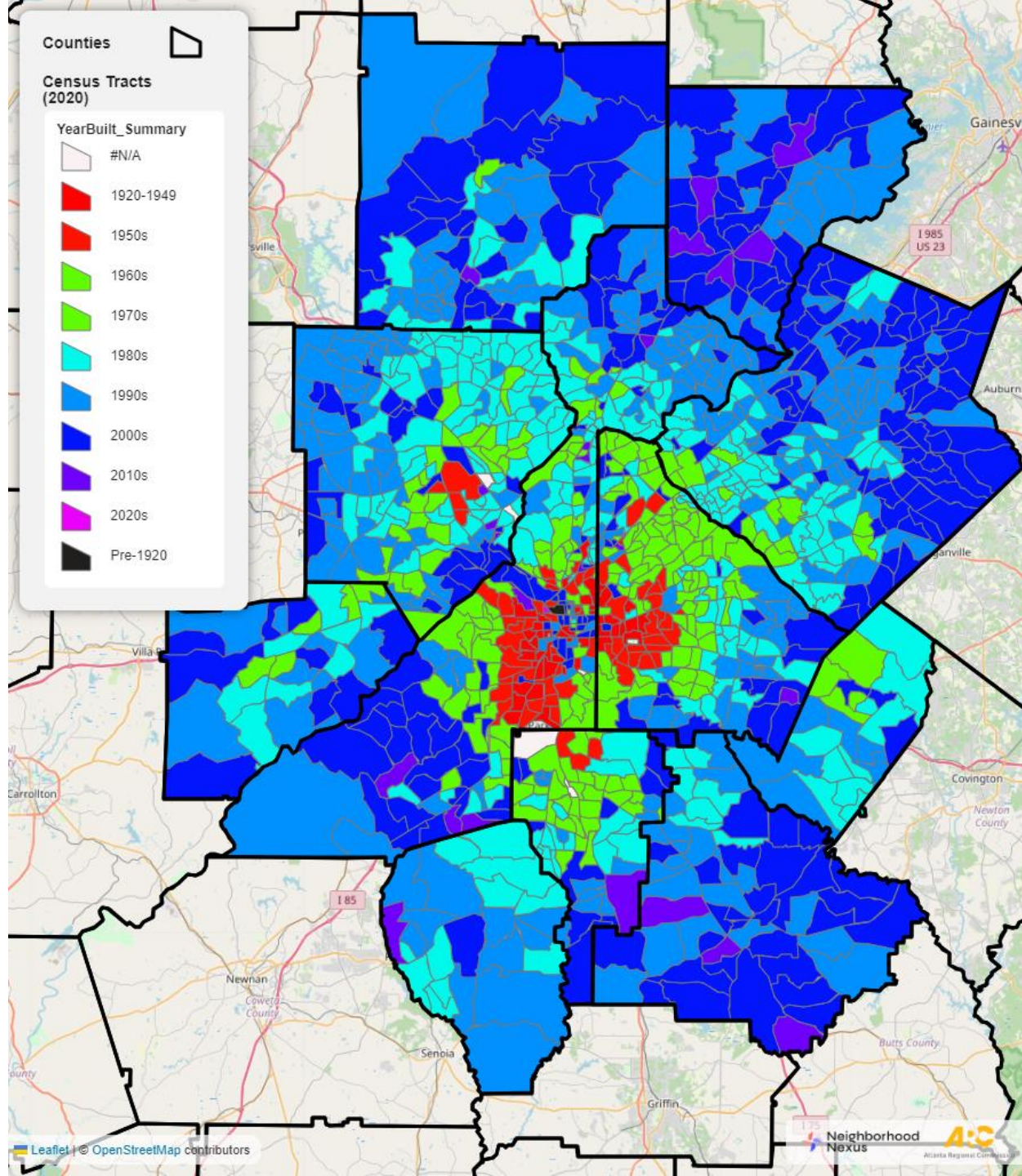
Median Year Built:

2010s

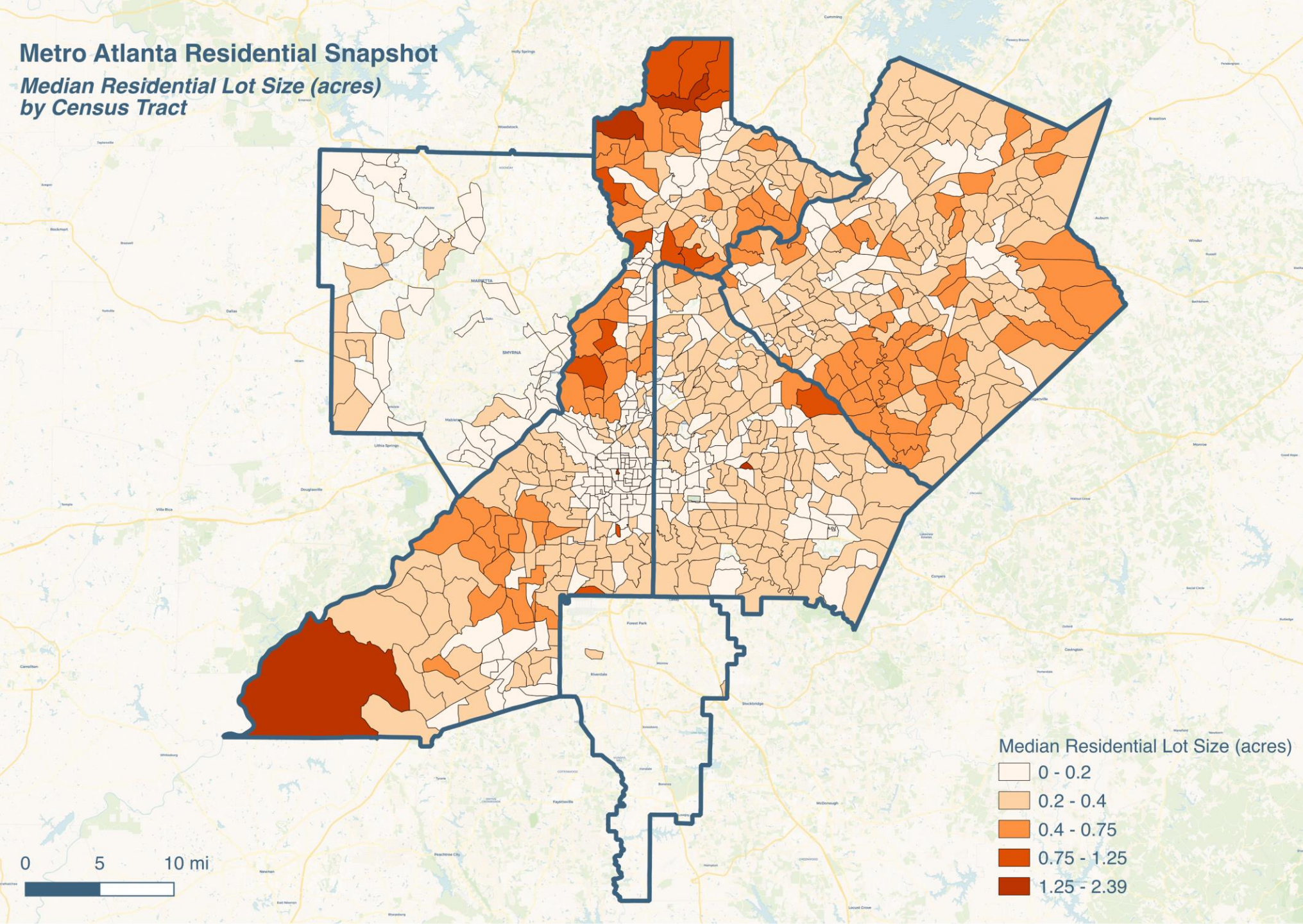


Median Year Built:

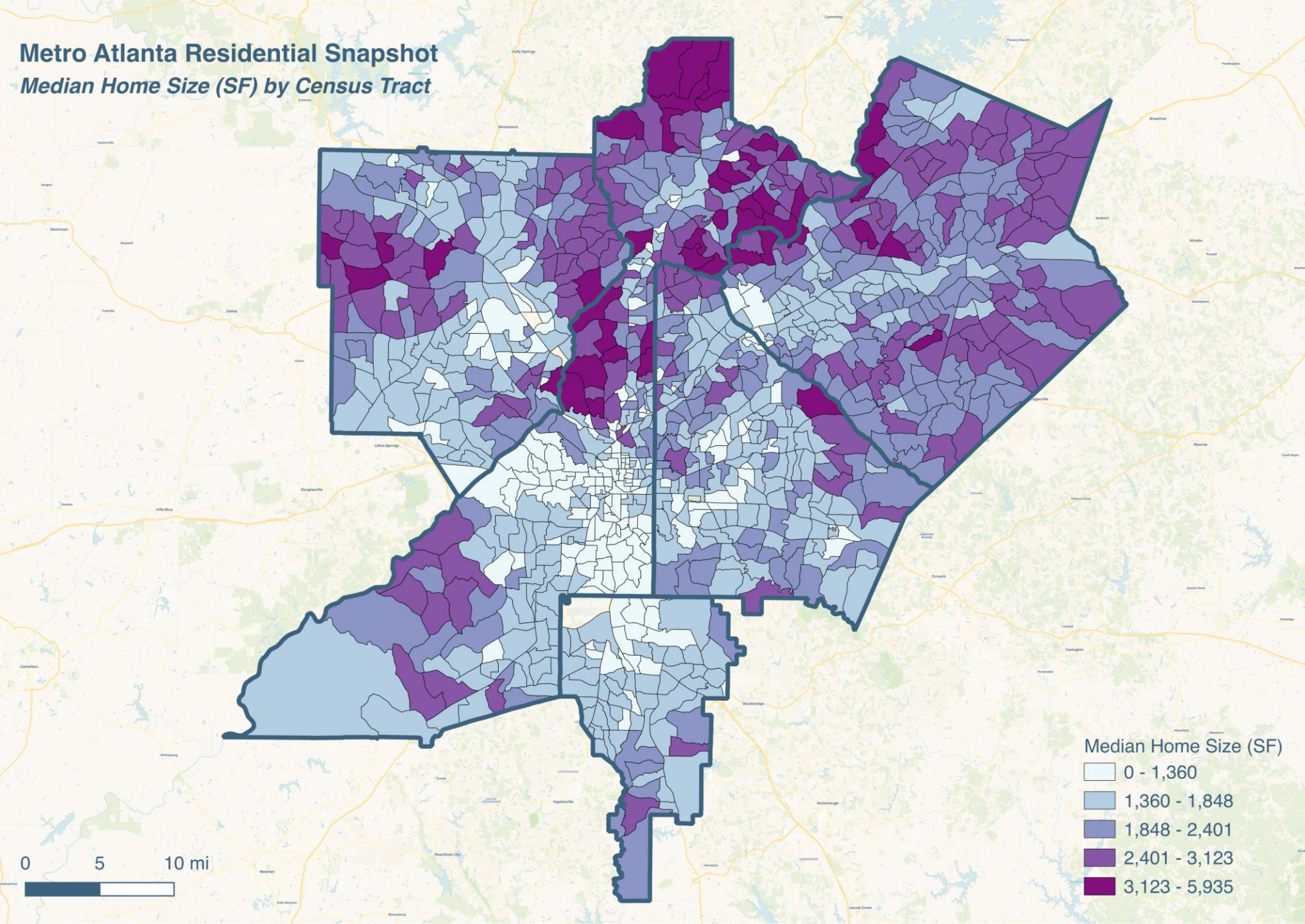
All
Together



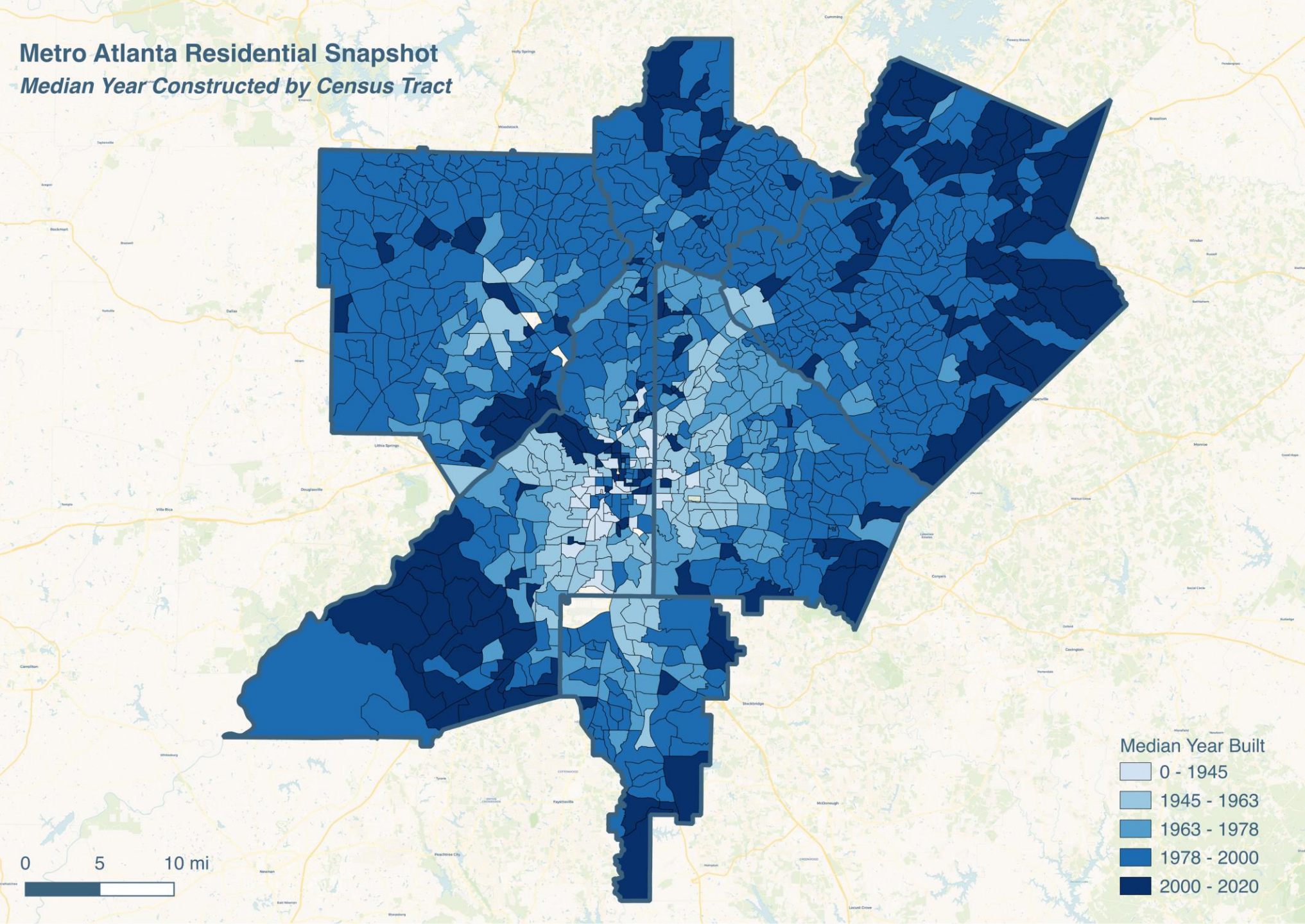
Metro Atlanta Residential Snapshot
Median Residential Lot Size (acres)
by Census Tract



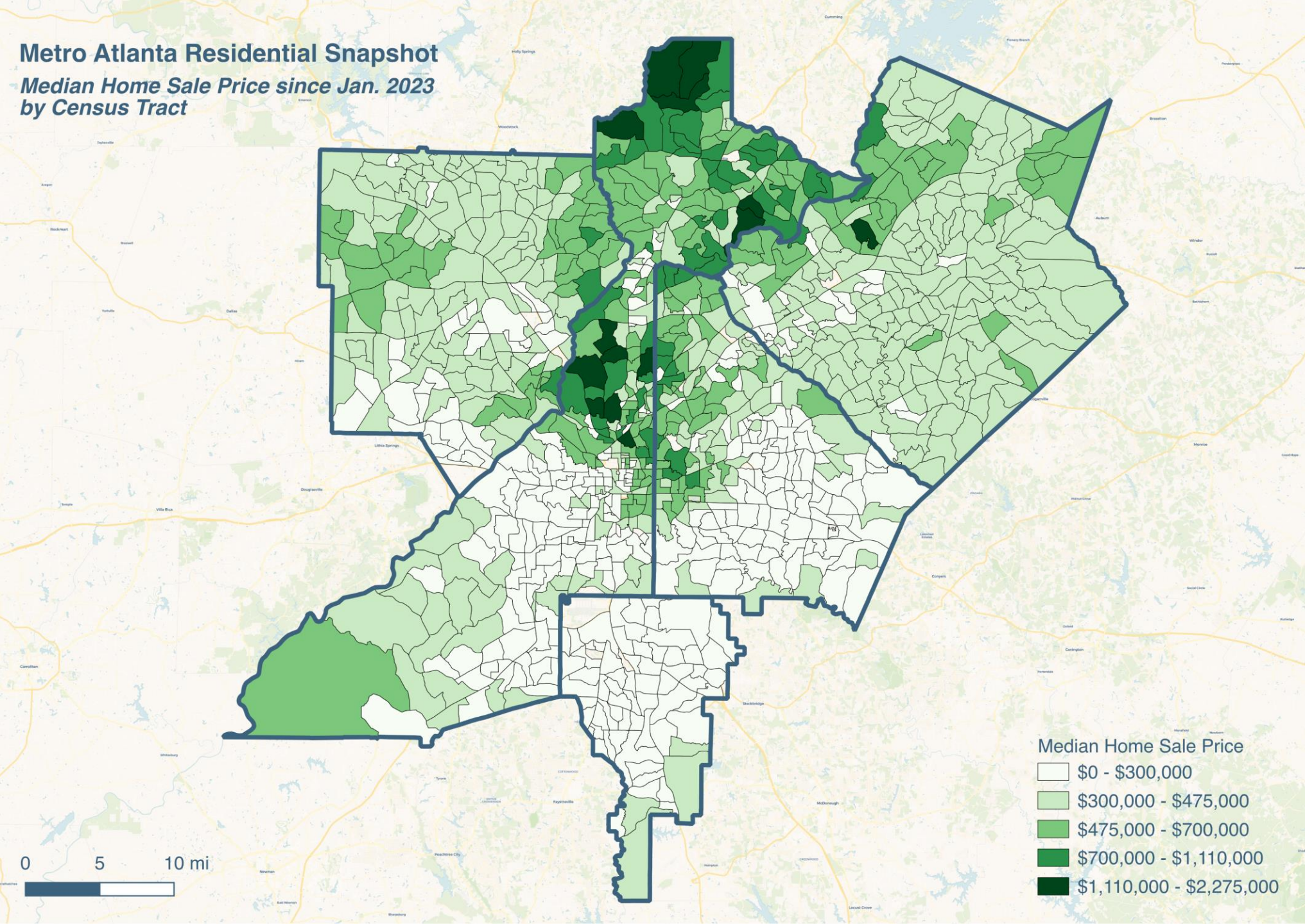
Metro Atlanta Residential Snapshot
Median Home Size (SF) by Census Tract

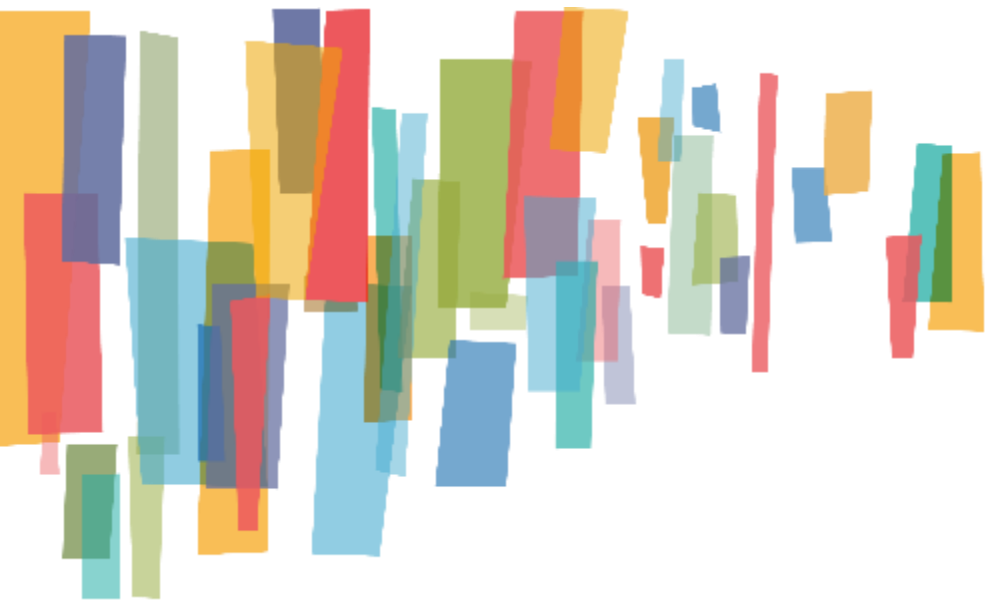


Metro Atlanta Residential Snapshot
Median Year Constructed by Census Tract

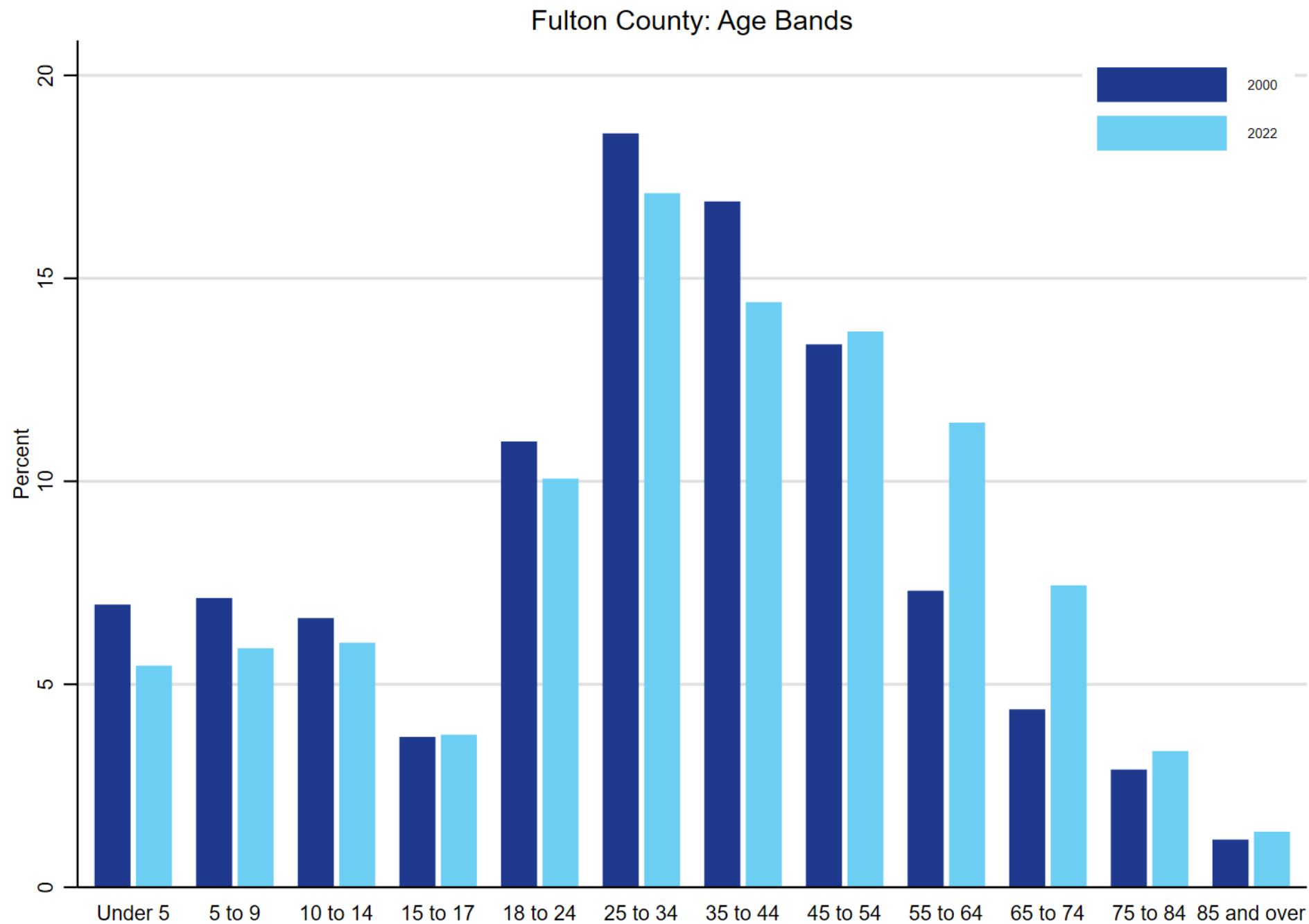


Metro Atlanta Residential Snapshot
*Median Home Sale Price since Jan. 2023
by Census Tract*



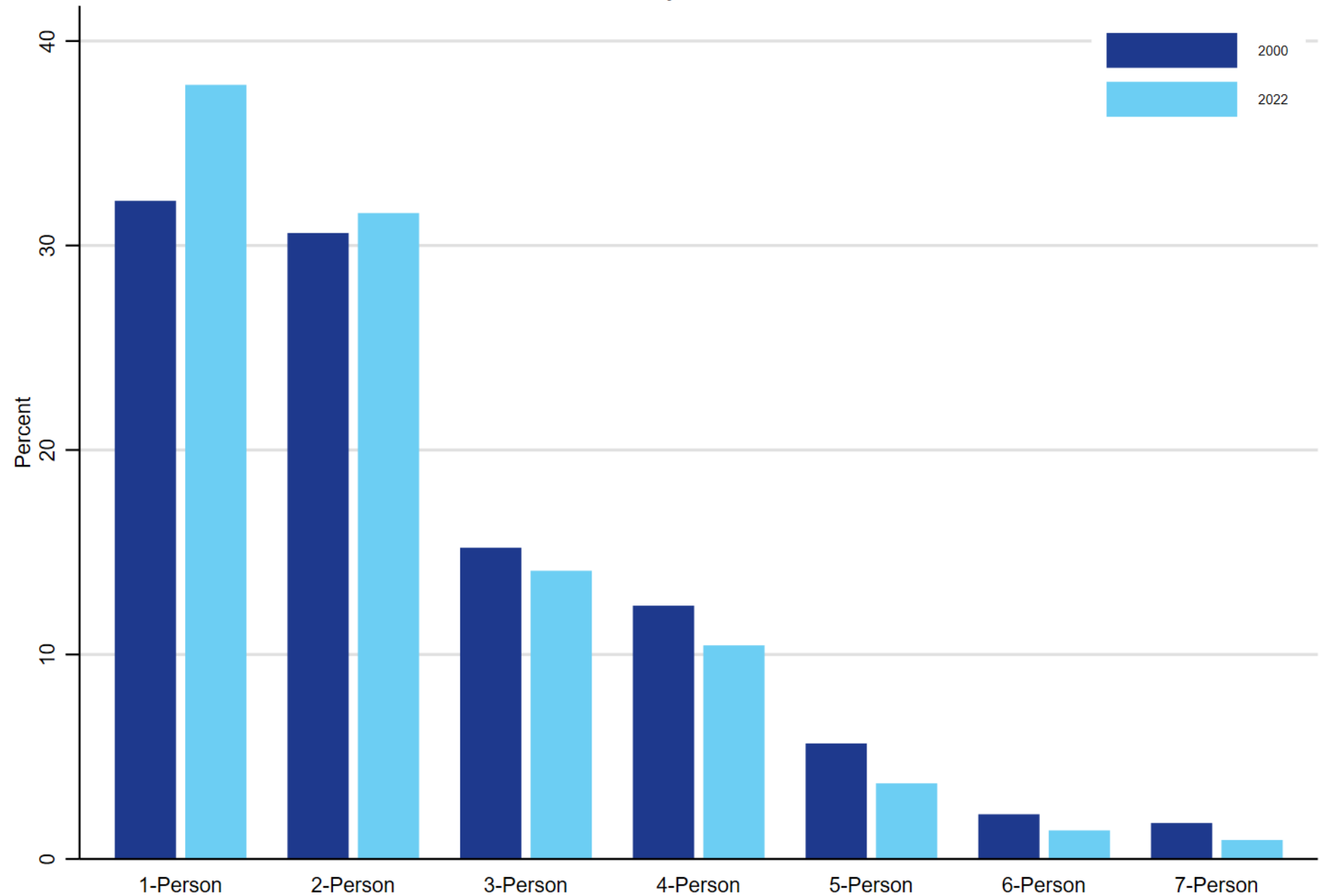


Housing Demographics



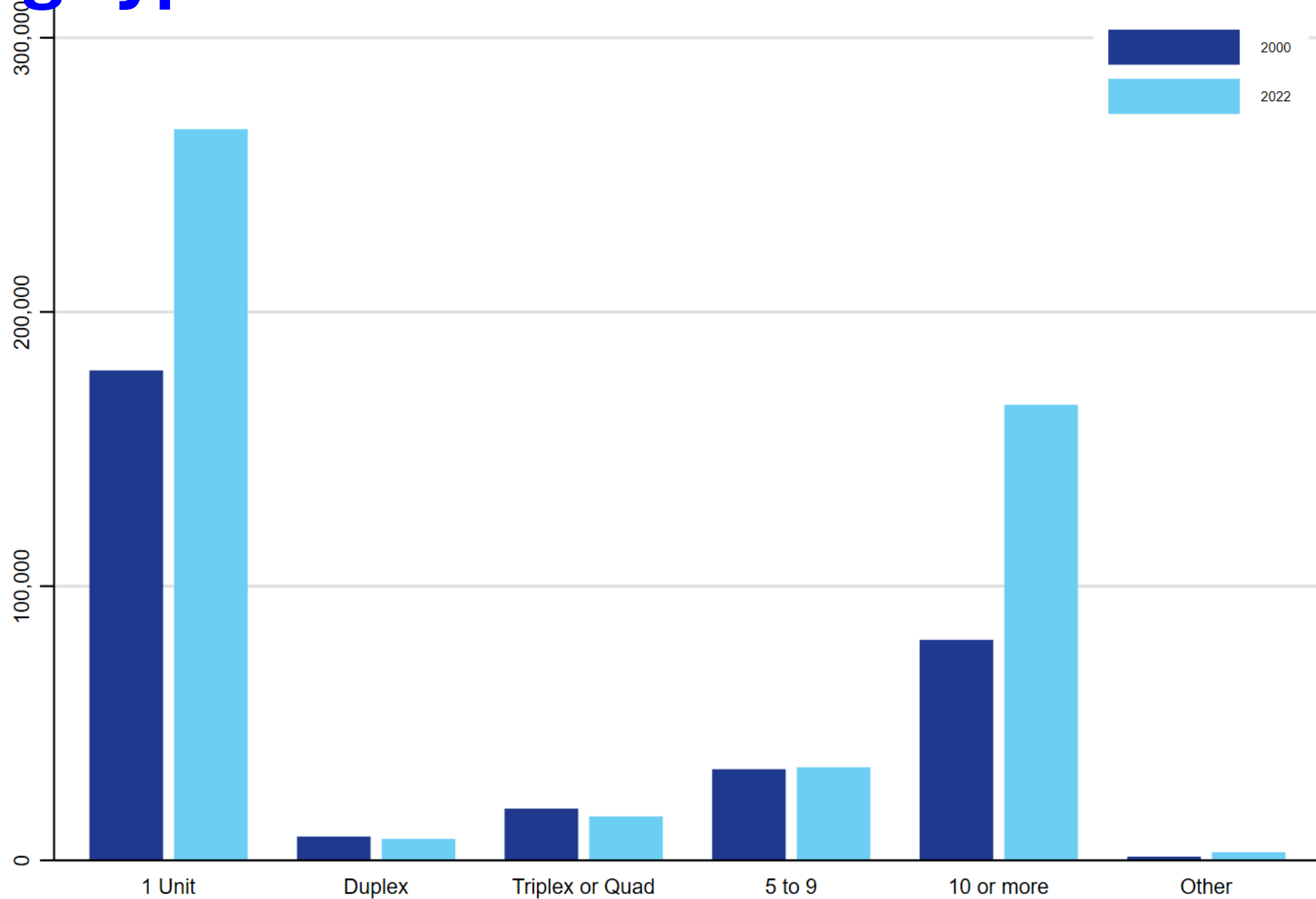
Household Size

Fulton County: Household Size

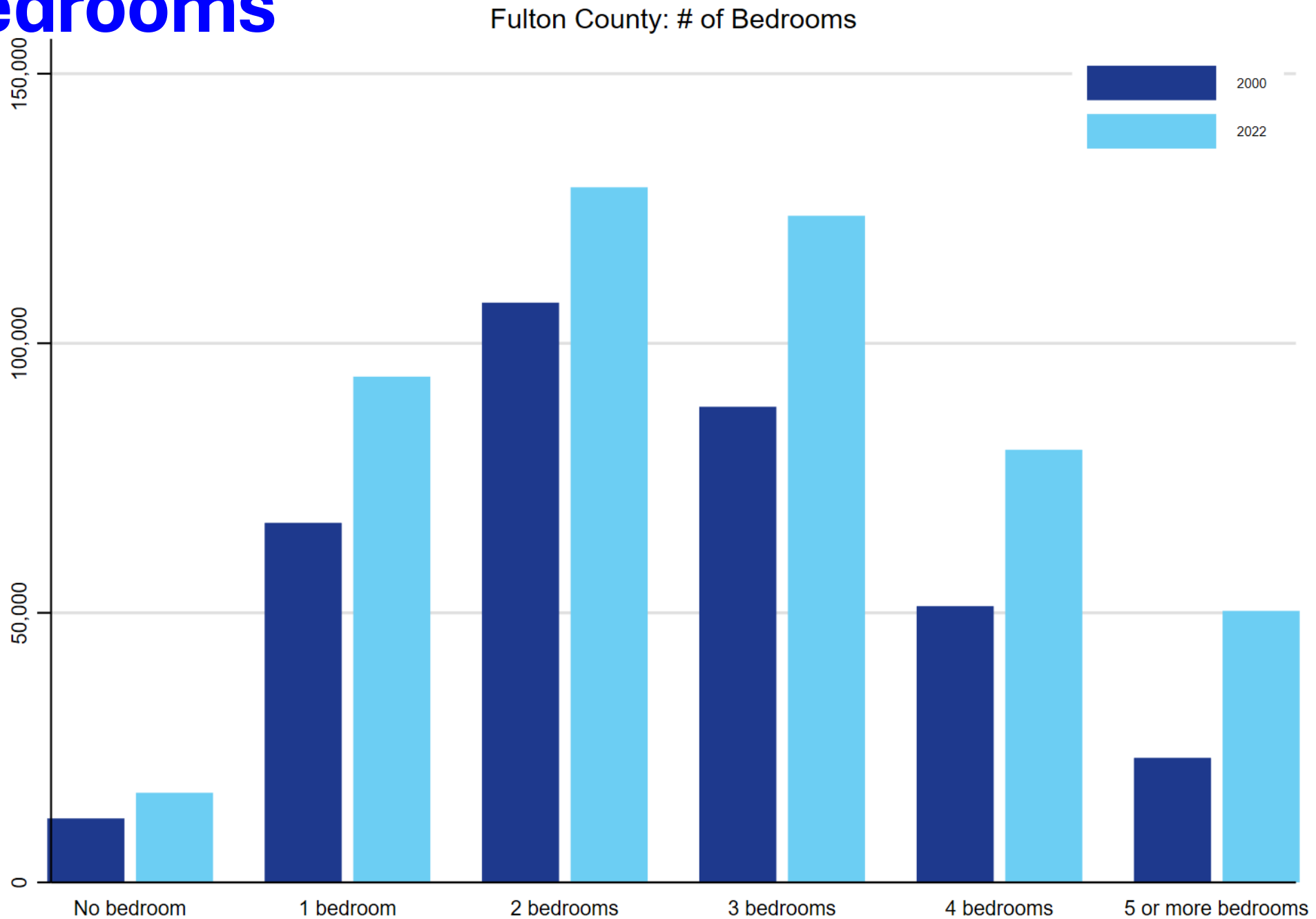


Housing Type

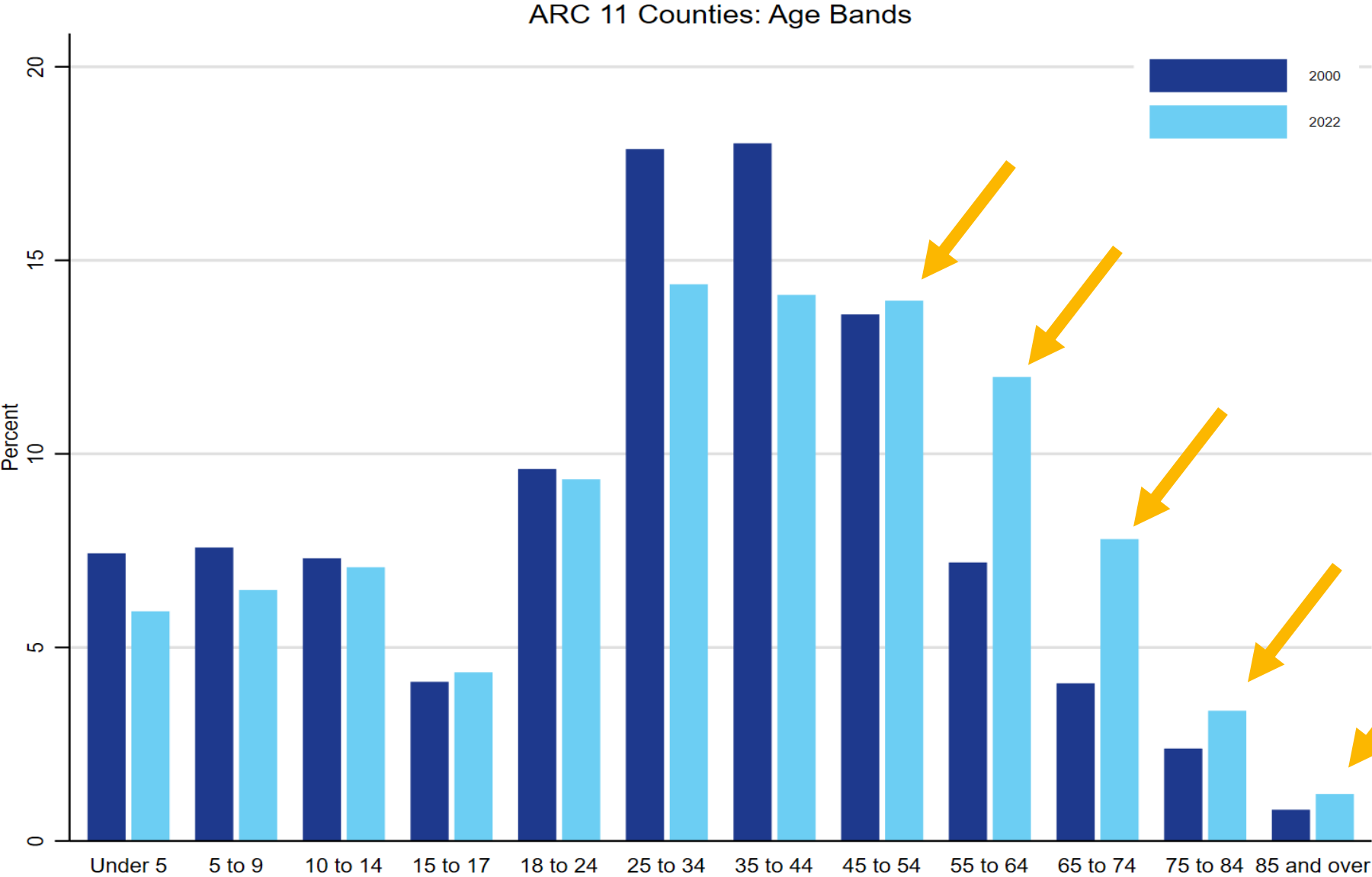
Fulton County: Housing Type



of Bedrooms

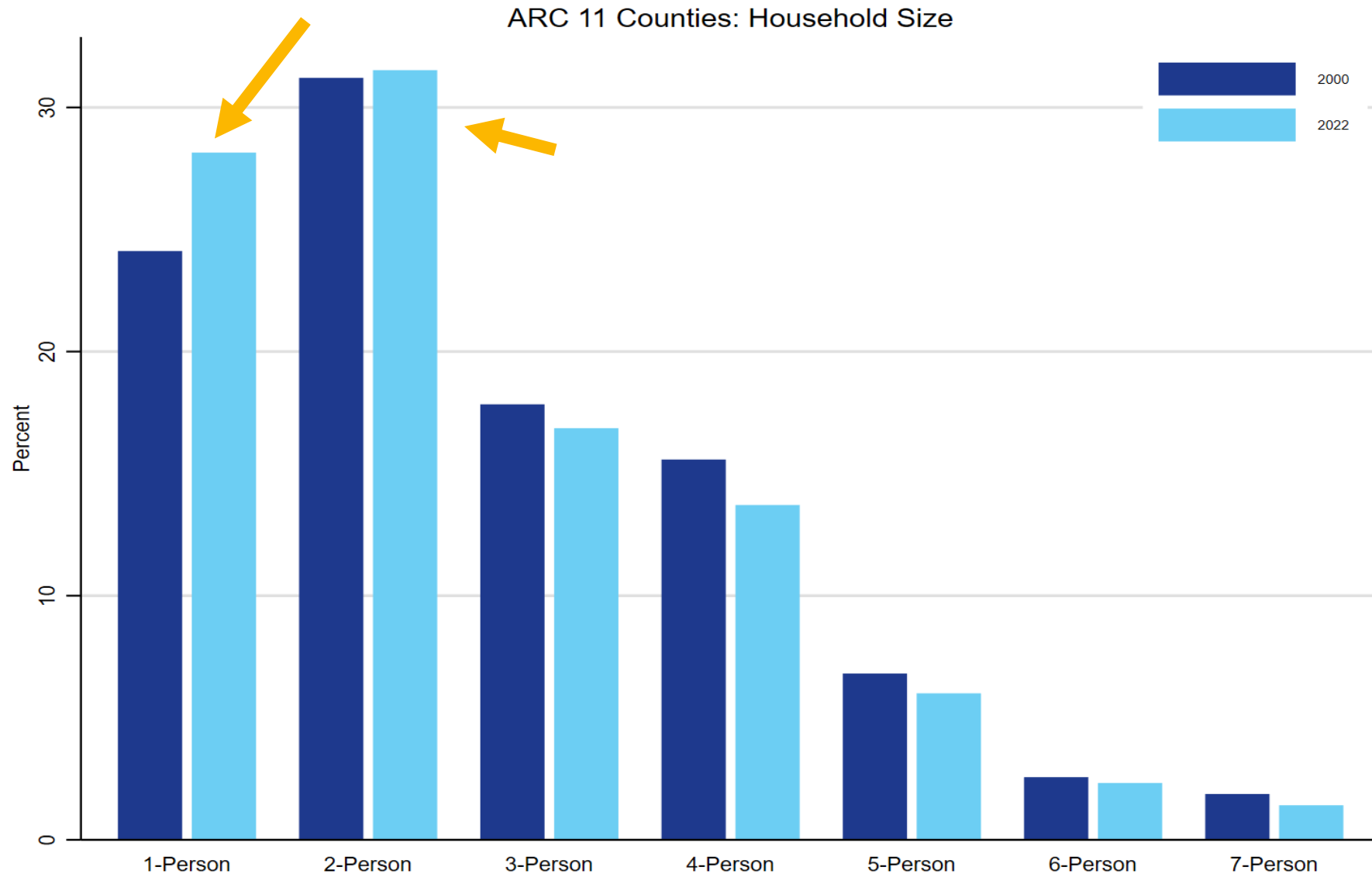


We're getting older...

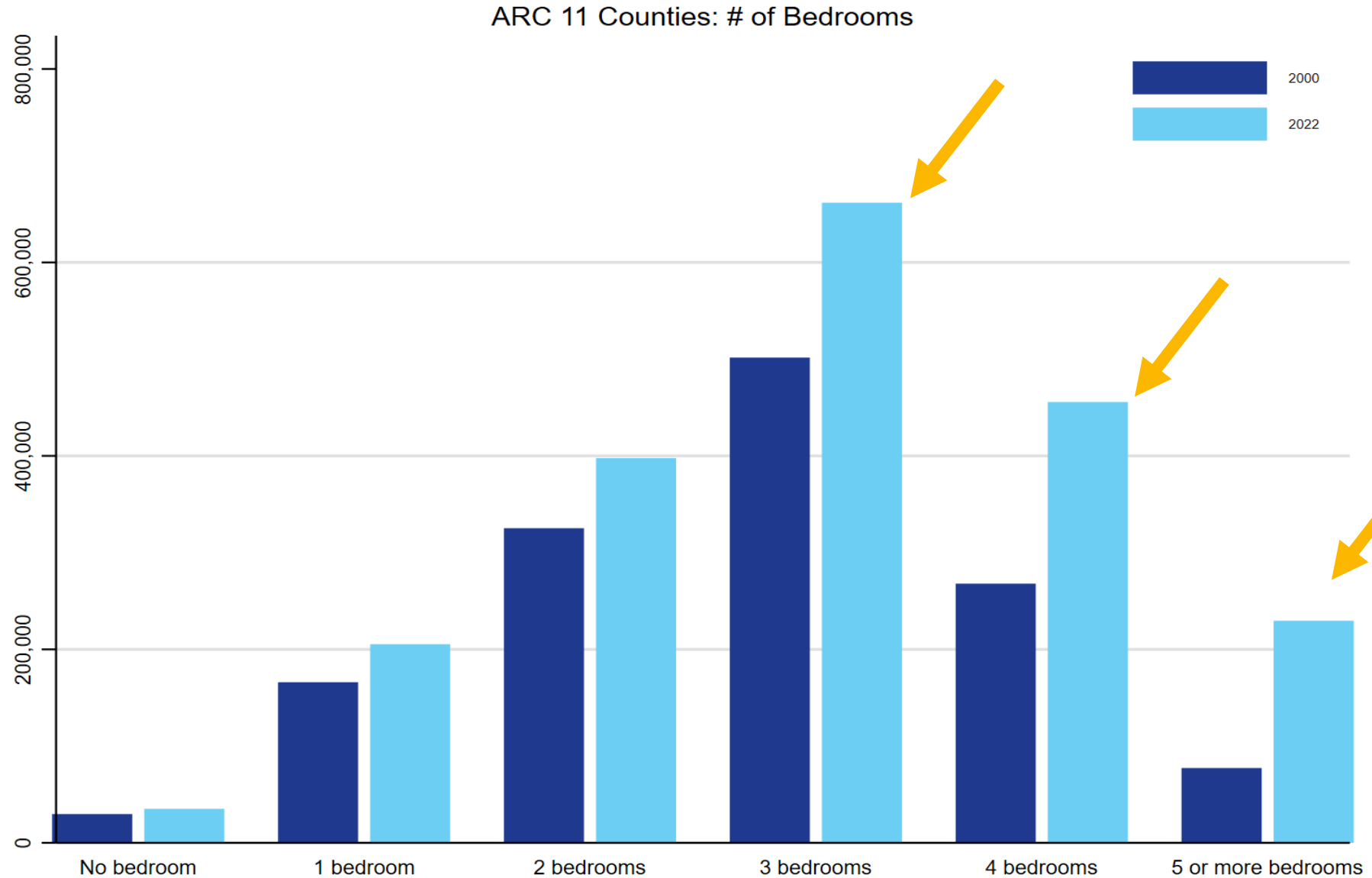


Source: 2022 ACS and 2000 Census

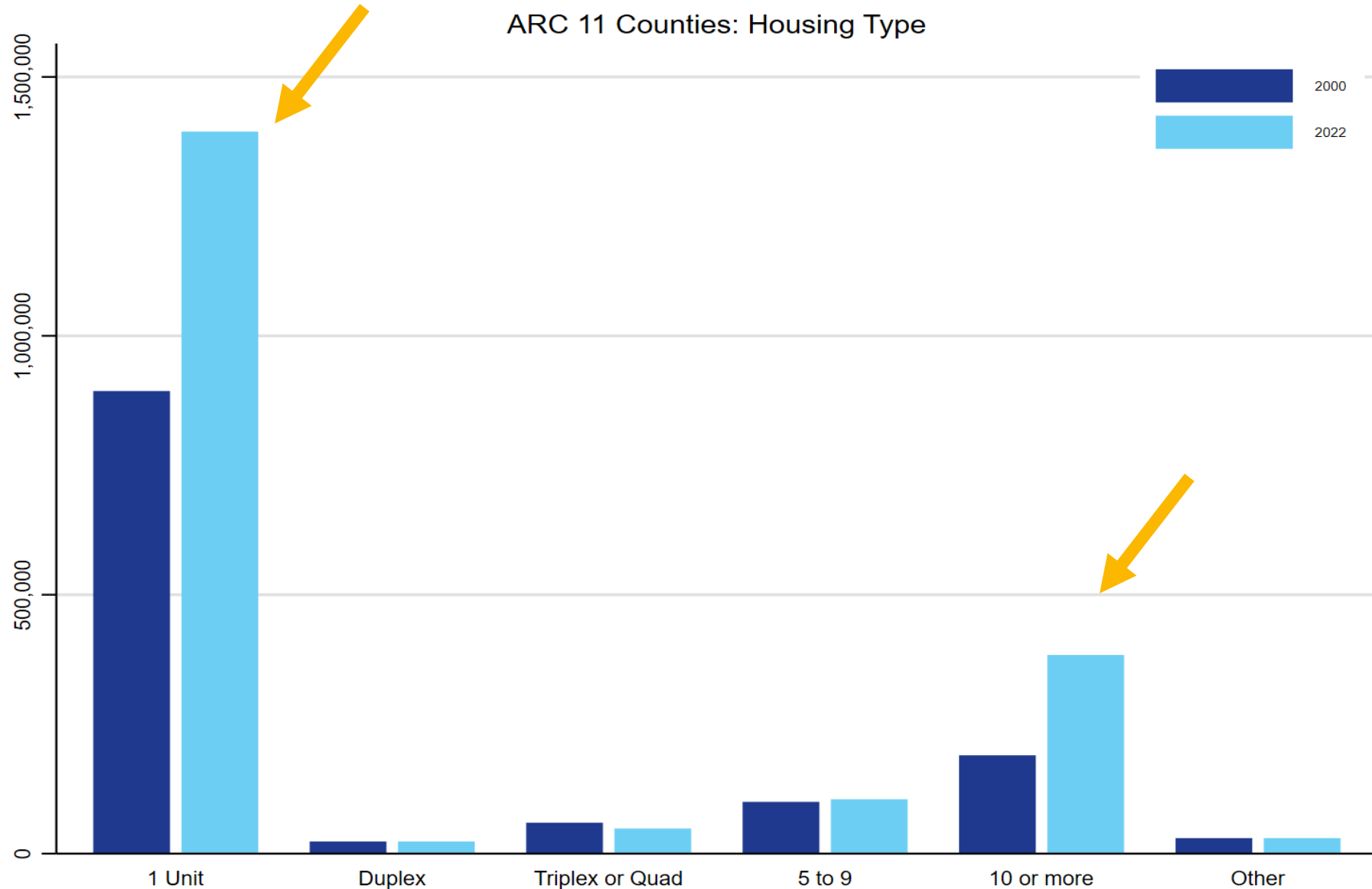
Household sizes are getting smaller...



...Yet houses are getting bigger

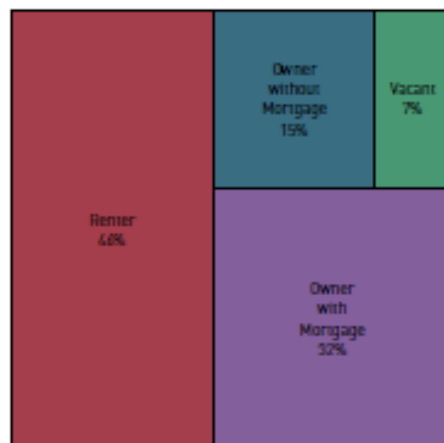


...But we're still building the same stuff



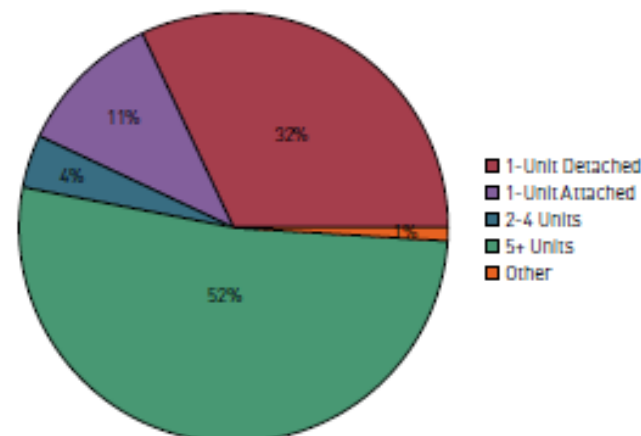
Sandy Springs: 2024 Housing Data Profile

Occupancy, Tenure, and Mortgage Status



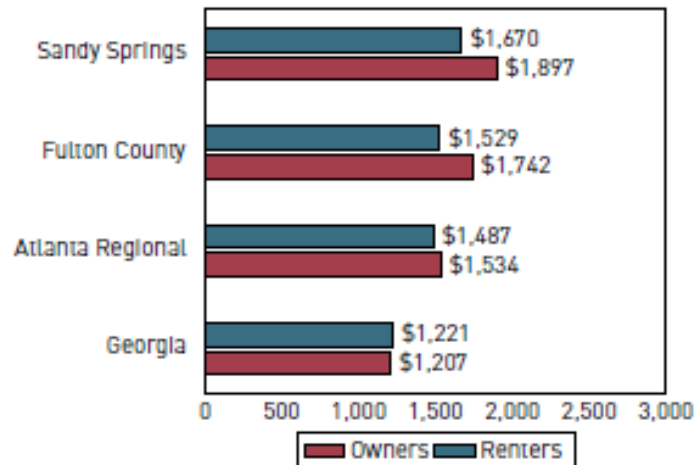
American Community Survey, 2022 5-year estimates, tables B25002, B25009, and B25081

Units in Structure



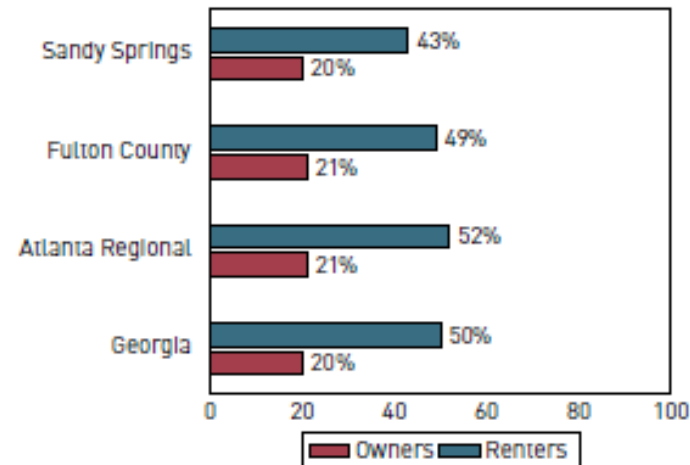
American Community Survey, 2022 5-year estimates, table B25024

Median Monthly Housing Costs



American Community Survey, 2022 5-year estimates, tables B25088 and B25064

Housing Cost-Burdened Households



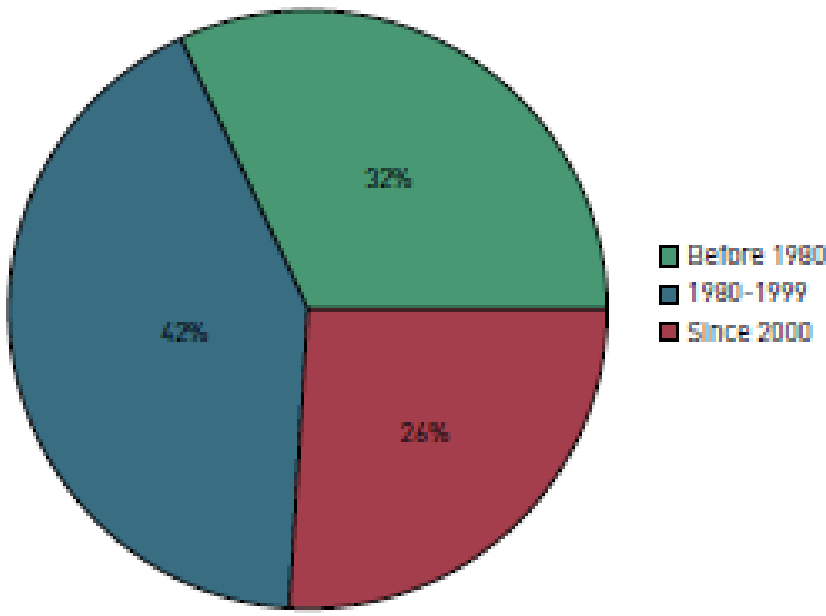
American Community Survey, 2022 5-year estimates, tables B25091 and B25070

Affordable and Available Unit Deficit/Surplus

Percentage of AMI	Renter Households	Deficit/Surplus
≤30%	2,790	-2,405
≤50%	5,800	-4,905
≤80%	9,800	-1,410

National Low Income Housing Coalition, The GAP report

Year Structure Built



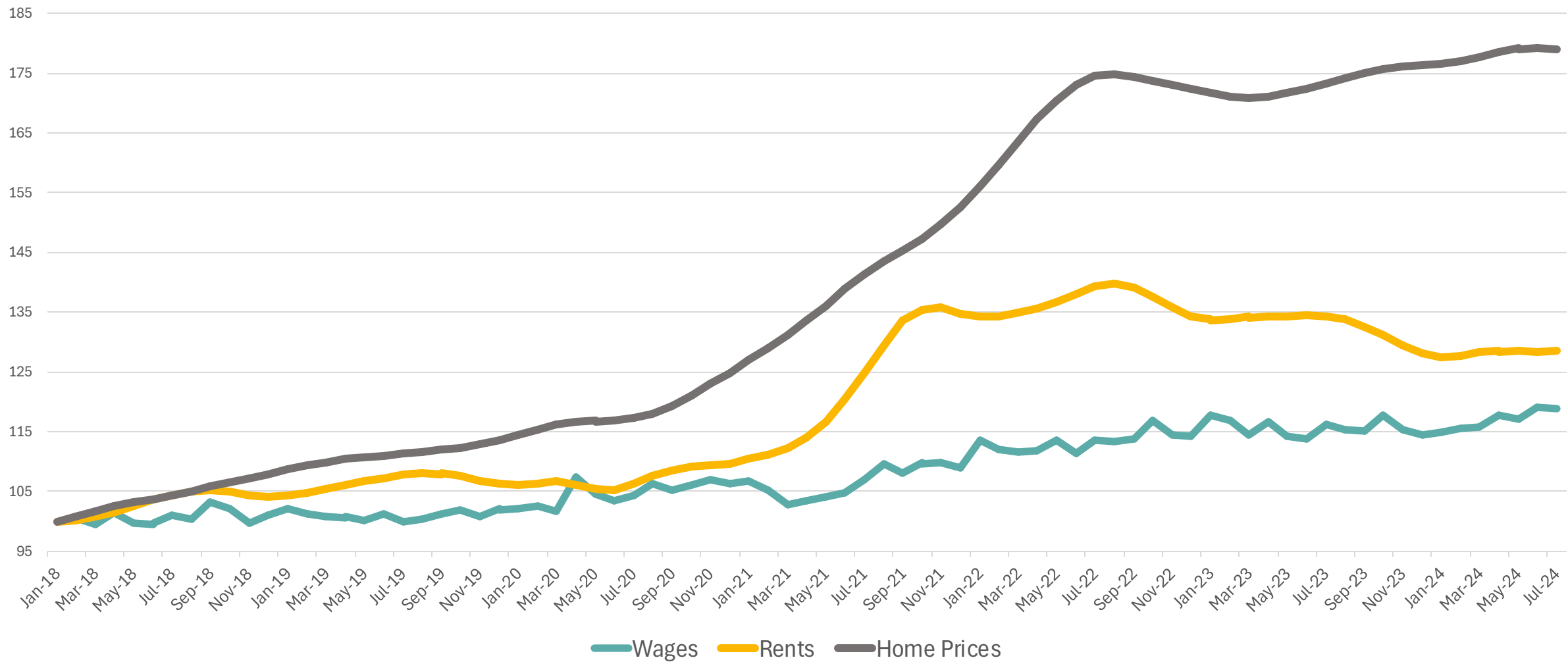
American Community Survey, 2022 5-year estimates, table B25034

For additional information, please visit <https://metroatlhousing.org/>. Not only do we have a lot more data about cities, counties, and neighborhoods throughout the region, we have also compiled sets of tailored strategies and best practices based on subareas.



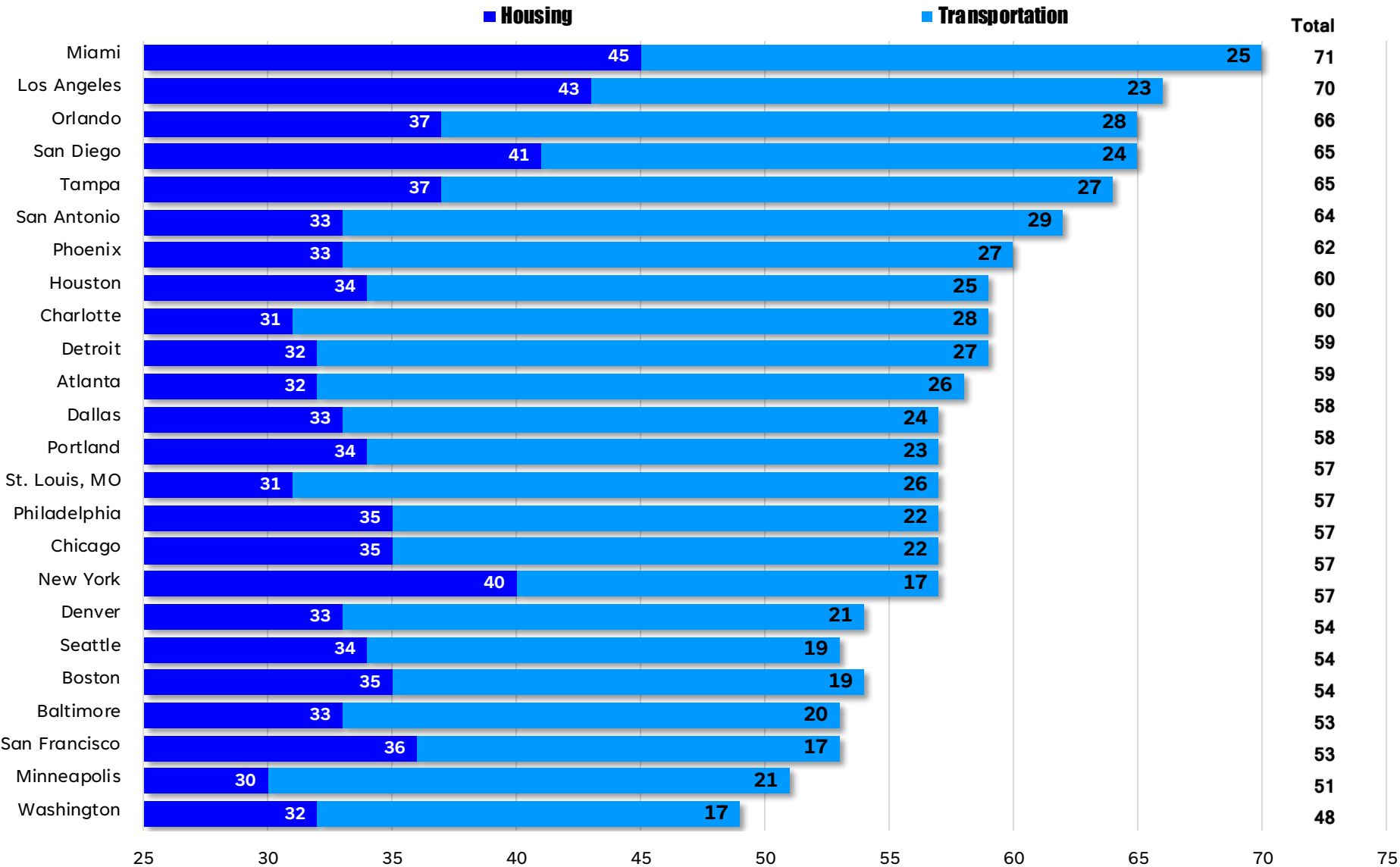
Wages Not Keeping Up With Rent or Price Appreciation

Wage, Rent and Home Price Appreciation, Indexed (Jan, 2018=100)



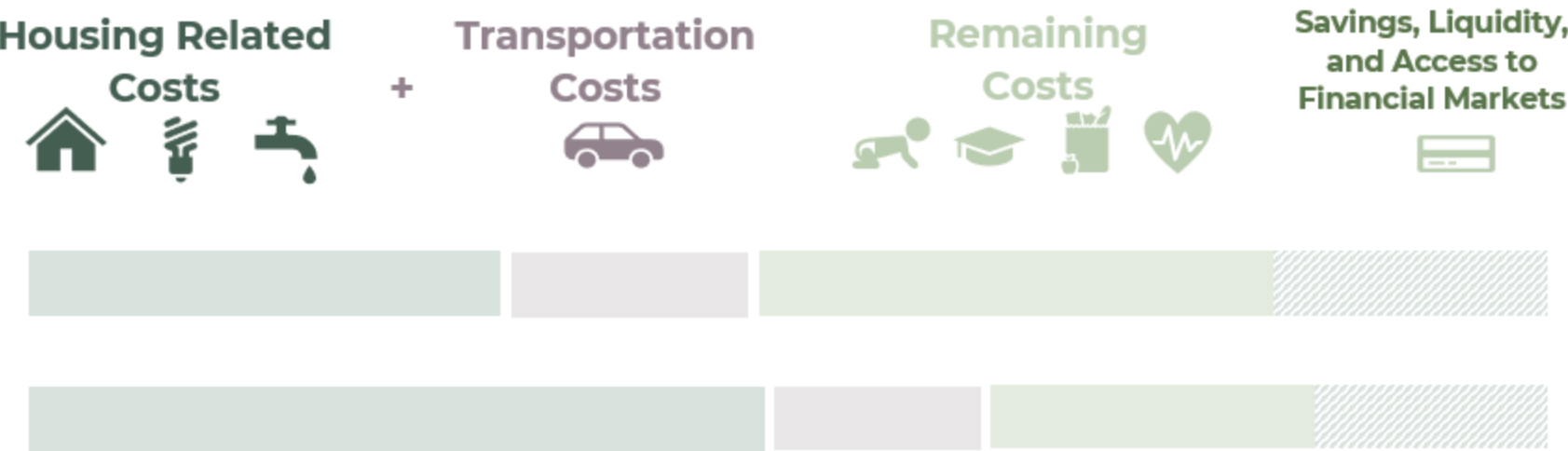
Housing and TRANSPORTATION Costs Combined

For a household at 50%-100% of Area Median Income



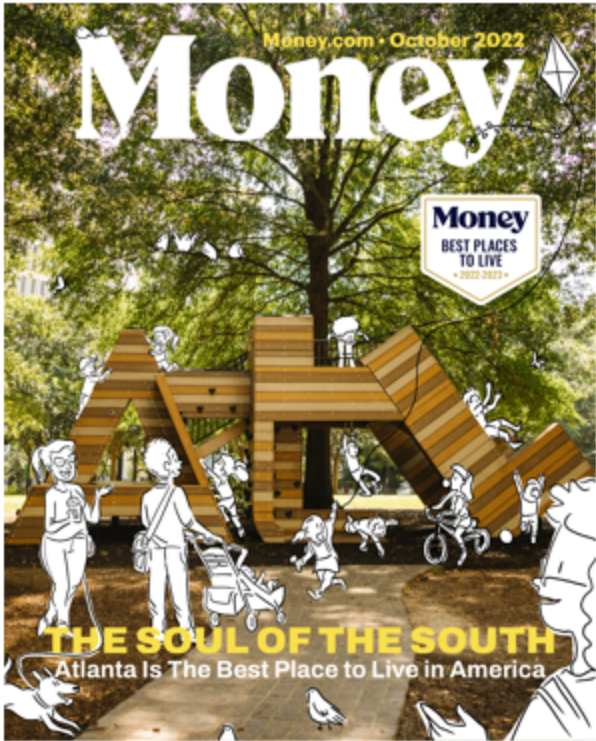
Consequences of Cost-Burden

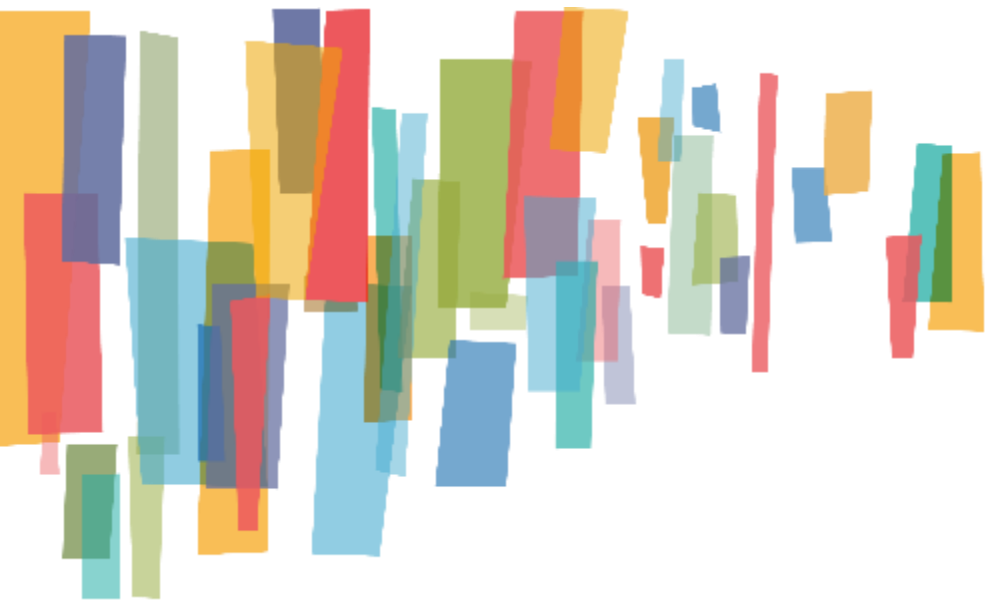
Housing insecurity threatens the stability of households, neighborhoods, communities, and the region.



“ How can we be one great region if our residents can’t afford, without burden, to live here. ”

-Anna Roach, Executive Director & CEO, Atlanta Regional Commission





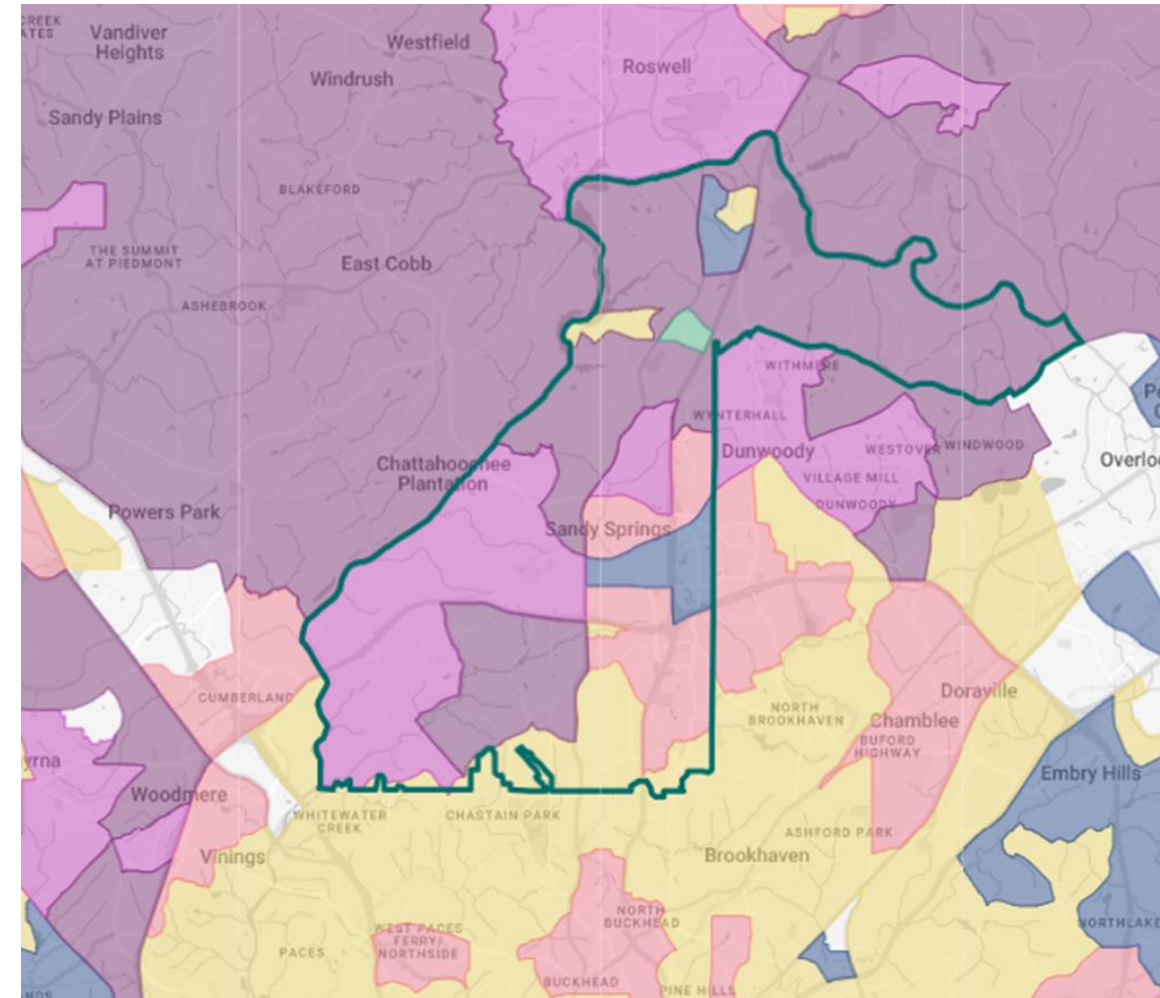
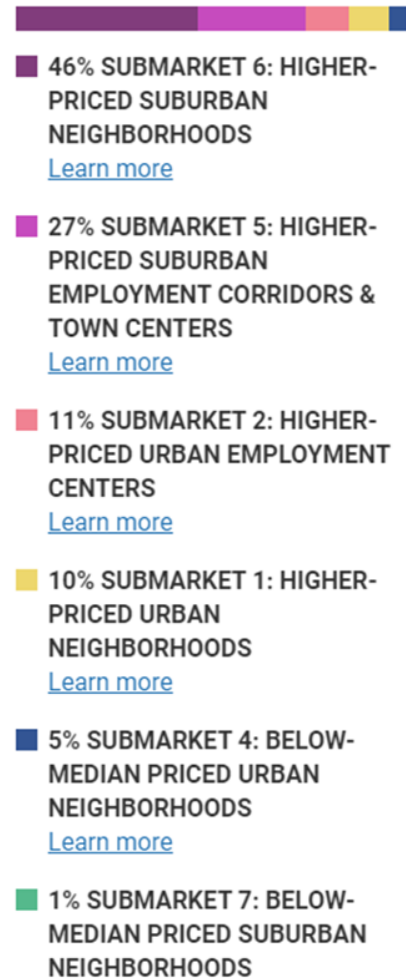
Sandy Springs Housing

Sandy Springs: Housing Submarkets 2024

MAHS Toolkit Updates 2024

- Census Tracts
- Data and Submarkets
- Submarket Names
- Detailed Action Steps
- Resource Library
- Data Explorer City and County View

Sandy Springs



<https://metroatlhousing.org/cities/sandy-springs/>

Sandy Springs: Updated City Snapshot

- Median home sale price \$550,000
 - Increased from \$430,000 in 2020
- Change in Median Home Sale Price: +48% (2018-2023)
 - Increased by 54% (2013-2020)
- Home Sale Price Per Sq Ft. \$249/sf
 - Increased from \$207/sf in 2020
- Median Building Area of Homes Sold 2,007 sq ft
 - Decreased from 2,019 sq ft in 2020

CITY SNAPSHOT

Median Home Sale Price (2023)	\$550,000
Change in Median Home Sale Price (2018-23)	+48%
Home Sale Price Per Sq Ft (2023)	\$249.00 sq ft
Percent Change in Home Sale Price Per Sq Ft (2018-23)	+50%
Median Building Area of Home Sales (2023)	2,007 sq ft

Data source: ARC analysis of ATTOM Data Solutions' home sale transactions, 2018-2023.
Explore this data further in the [DATA EXPLORER](#)

<https://metroatlhousing.org/>

Sandy Springs: Top Action Steps Across Submarkets

📌 Increase Supply

- Identify areas appropriate for higher density

📌 Preserve Affordable Supply

- Create preservation programs and partnerships

📌 Expand Capital Resources

- Establish local housing funding resources and programs

📌 Promote Housing Stability

- Reduce evictions and homelessness

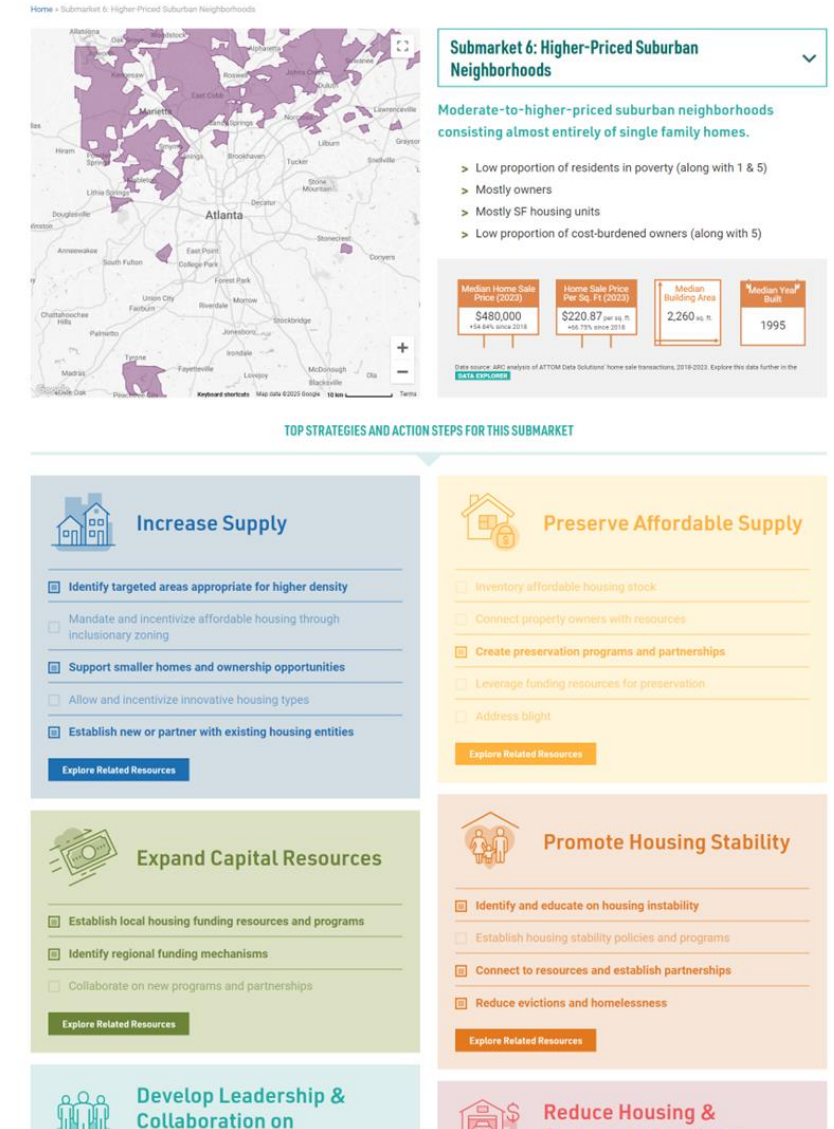
📌 Reduce Housing & Transportation Costs

- Increase walkability

📌 Develop Leadership & Collaboration on Affordability

- Support local leaders through regional education programs

<https://metroatlhousing.org/>



MAHS Action Items and Resource Library



Increase Supply

☐

Identify targeted areas appropriate for higher density

1. Downtown districts
2. Commercial and employment areas or corridors
3. Near amenities (schools, restaurants, retail, grocery stores)
4. Public land
5. Near transit stops: MARTA, Bus Rapid Transit, Transit-Oriented Development (TOD)
6. Trails and bikeways

☐

Mandate and incentivize affordable housing through inclusionary zoning

☐

Support smaller homes and ownership opportunities

☐

Allow and incentivize innovative housing types

☐

Establish new or partner with existing housing entities

[Explore Related Resources](#)

[Home](#)Powered by Atlanta Regional Commission

 Atlanta Regional Commission

**METRO ATLANTA
HOUSING STRATEGY TOOLKIT**

[MAP](#)[STRATEGIES](#)[RESOURCES](#)[ABOUT](#)

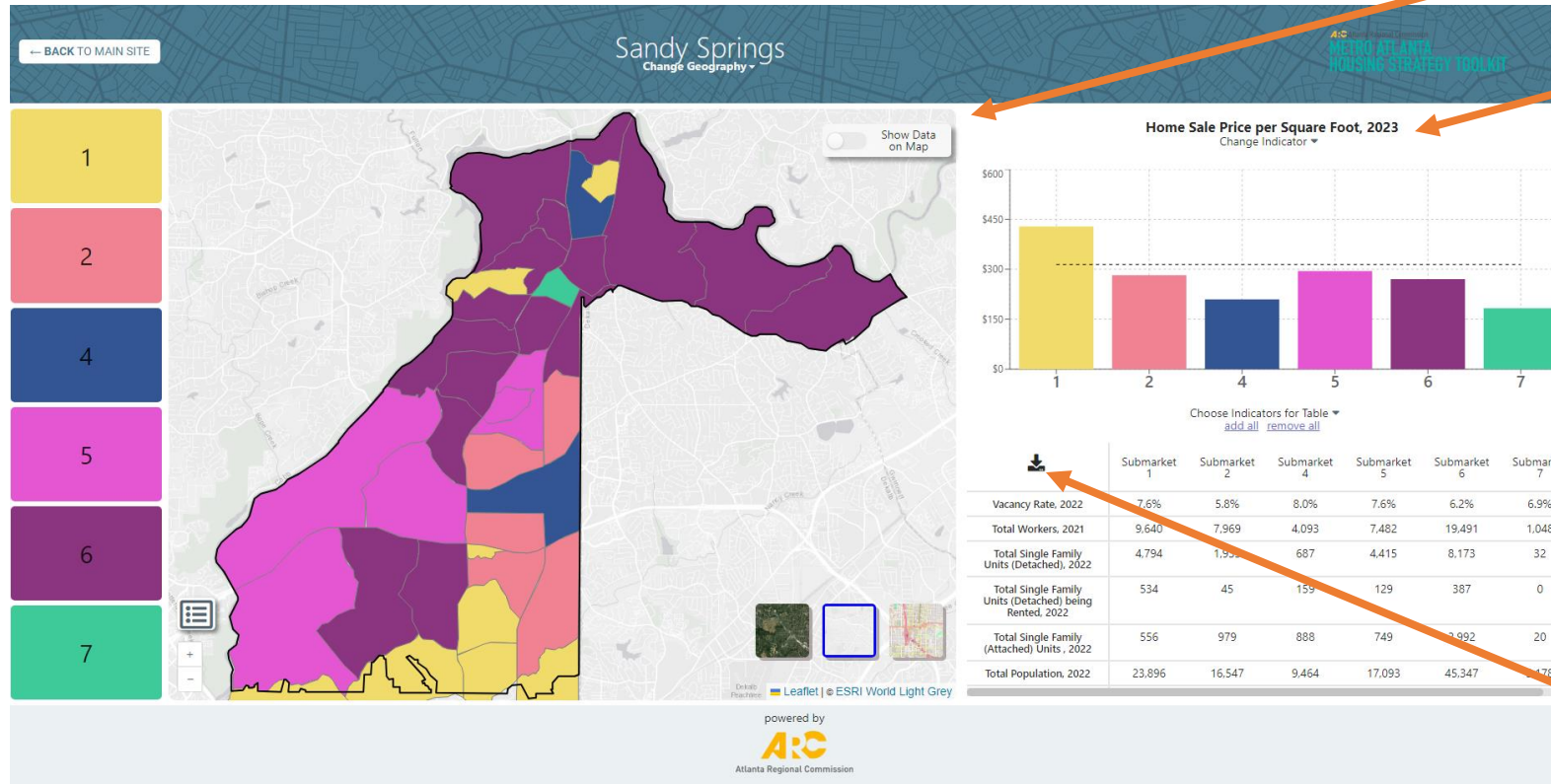
[Home](#) » [Resources](#)

-- Identify areas appropriate for higher density ▾

🔍 Start typing to search table

TITLE	STRATEGY	ACTION STEP
Balancing Housing Supply and the Risk of Displacement	Increase Supply	Identify areas appropriate for higher density
Encourage Infill Development	Increase Supply	Identify areas appropriate for higher density
Housing Supply Accelerator Playbook	Increase Supply	Identify areas appropriate for higher density
Infill Development Supports Community Connectivity	Increase Supply	Identify areas appropriate for higher density
It's Unanimous: Columbus Approves Density-Friendly Zoning Changes	Increase Supply	Identify areas appropriate for higher density
Transit Oriented Development	Increase Supply	Identify areas appropriate for higher density
What is Missing Middle Housing?	Increase Supply	Identify areas appropriate for higher density

MAHS Data Explorer



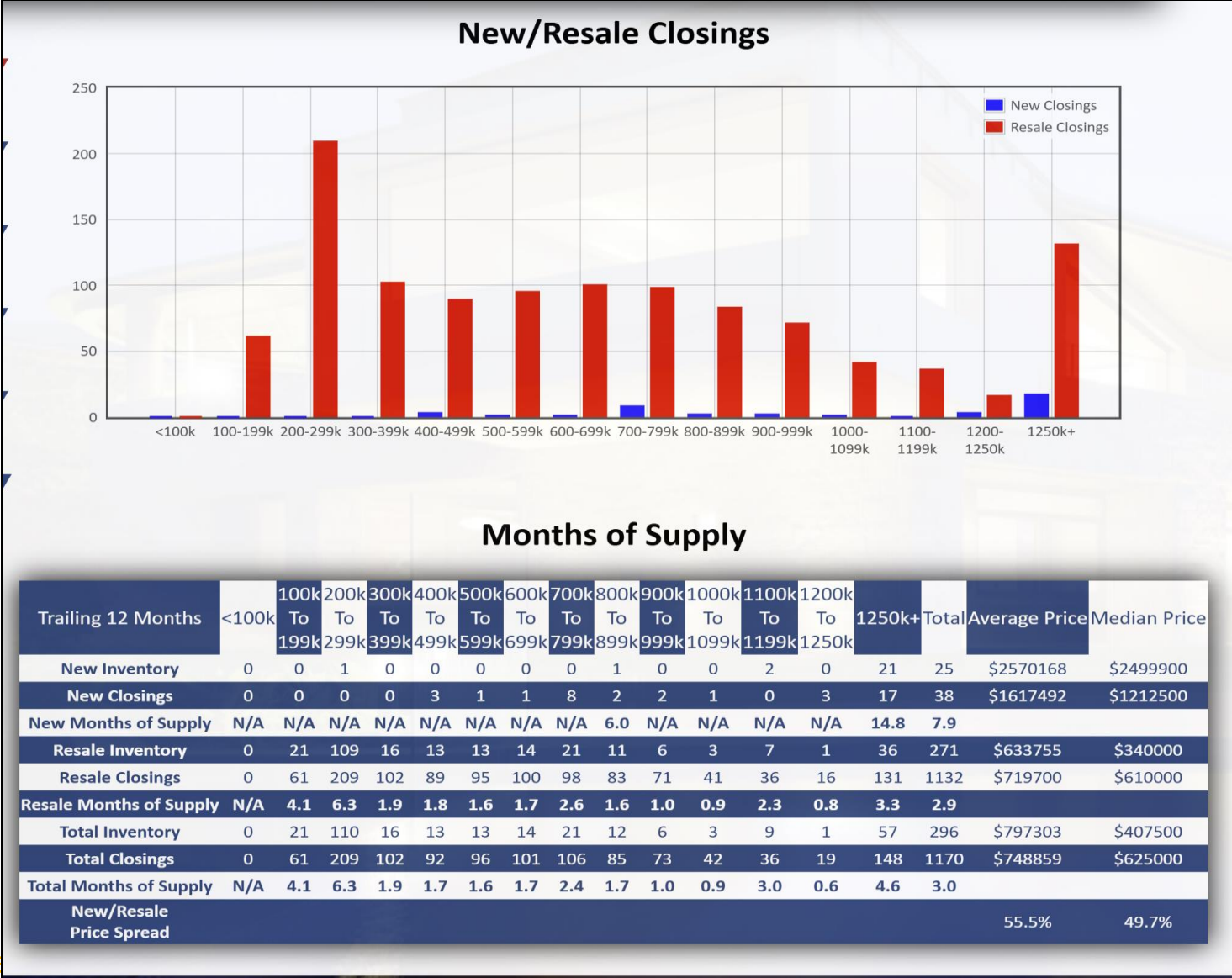
MAHS Data Explorer

Indicators

- Ability to show indicators on map
- Ability to change indicator
 - ▶ Housing Tenure
 - ▶ Demographics
 - ▶ Home Sale Price
 - ▶ Income and Jobs
 - ▶ Housing Types
 - ▶ Housing Cost
 - ▶ Many more...
- Ability to add Highways, Marta Routes, Map Layers
- Download Census Tract Data *census tracts may extend outside of city boundary in that submarket*

Sandy Springs Zips* --SF Closings Last 12 Mos. (as of Dec '24)

<https://marketinsight.com/>



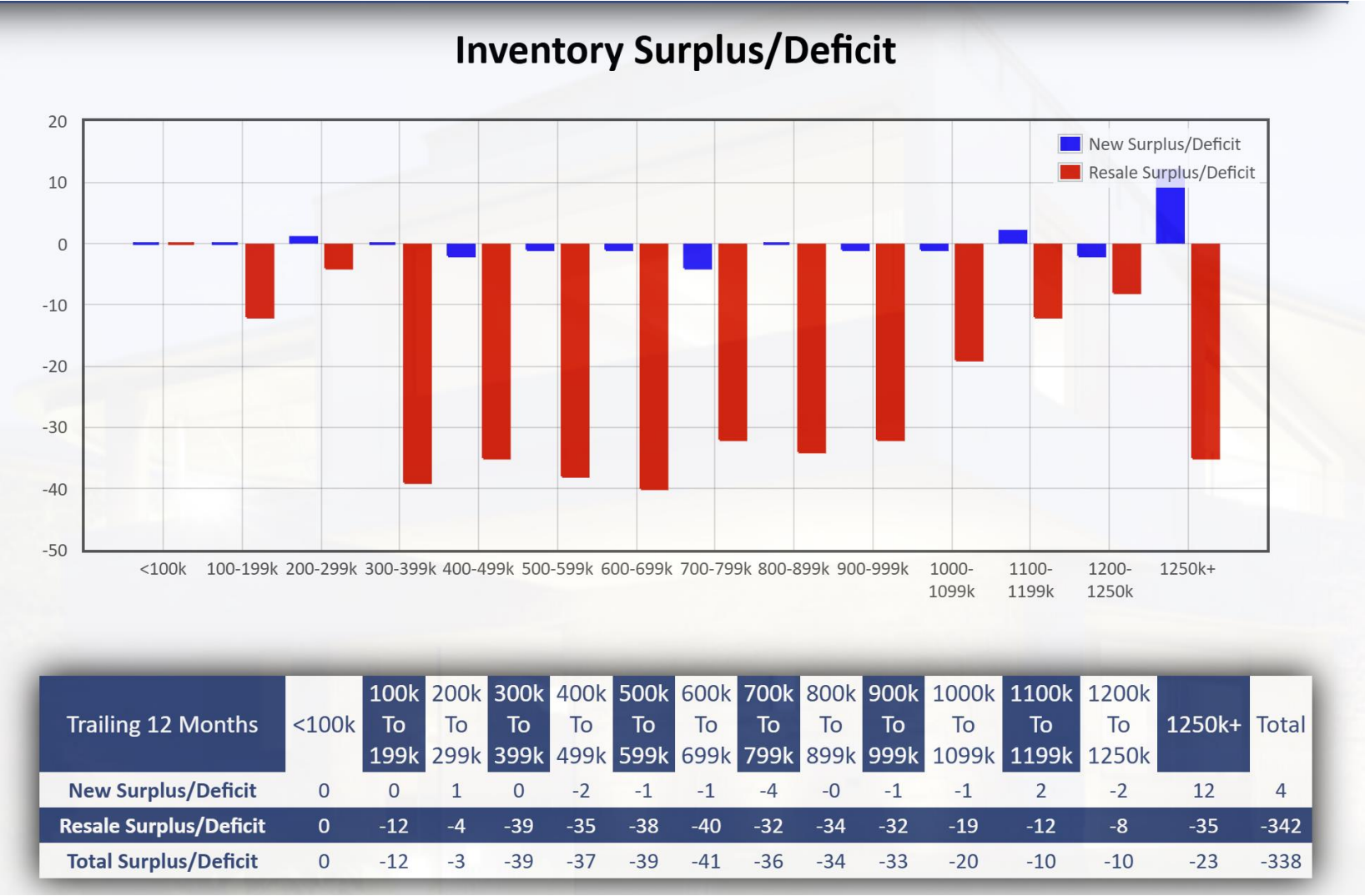
* 30328,
303250,
30342

Housing Characteristics

Total Closings TTM:		1170
New Vs. Resale:		
New:	3.2%	
Resale:	96.8%	
▲		
	New	Resale
Average SQFT	4194	2761
Type(s):		
Detached	57.9%	47.9%
Townhome	42.1%	23.7%
Condo	0.0%	28.4%
Foundation(s):		
Basement	60.5%	48.5%
Slab	39.5%	46.5%
Crawlspace	0.0%	5.0%
Garage(s):		
1 Car	2.6%	4.7%
2 Car	52.6%	46.6%
3 Car	31.6%	7.7%
4+ Car	13.2%	0.5%
None	0.0%	40.5%
Story(s):		
1 Story	0.0%	26.7%
1.5 Stories	0.0%	2.3%
2 Stories	21.1%	39.0%
3+ Stories	78.9%	30.0%
Split Foyer	0.0%	0.0%
Split Level	0.0%	2.0%
Lot Size(s):		
<1/3 Acre	10.0%	58.3%
1/3-1/2 Acre	25.0%	14.0%
1/2-3/4 Acre	40.0%	13.9%
3/4-1 Acre	25.0%	13.7%
1+ Acres	0.0%	0.0%
Beds		
1	0.0%	6.3%
2	7.9%	23.2%
3	28.9%	26.5%
4	18.4%	20.8%
5+	44.7%	23.2%

SS Zips* --Inventory Surplus/ Deficit Last 12 Mos. (as of Dec '24)

<https://marketinsight.com/>

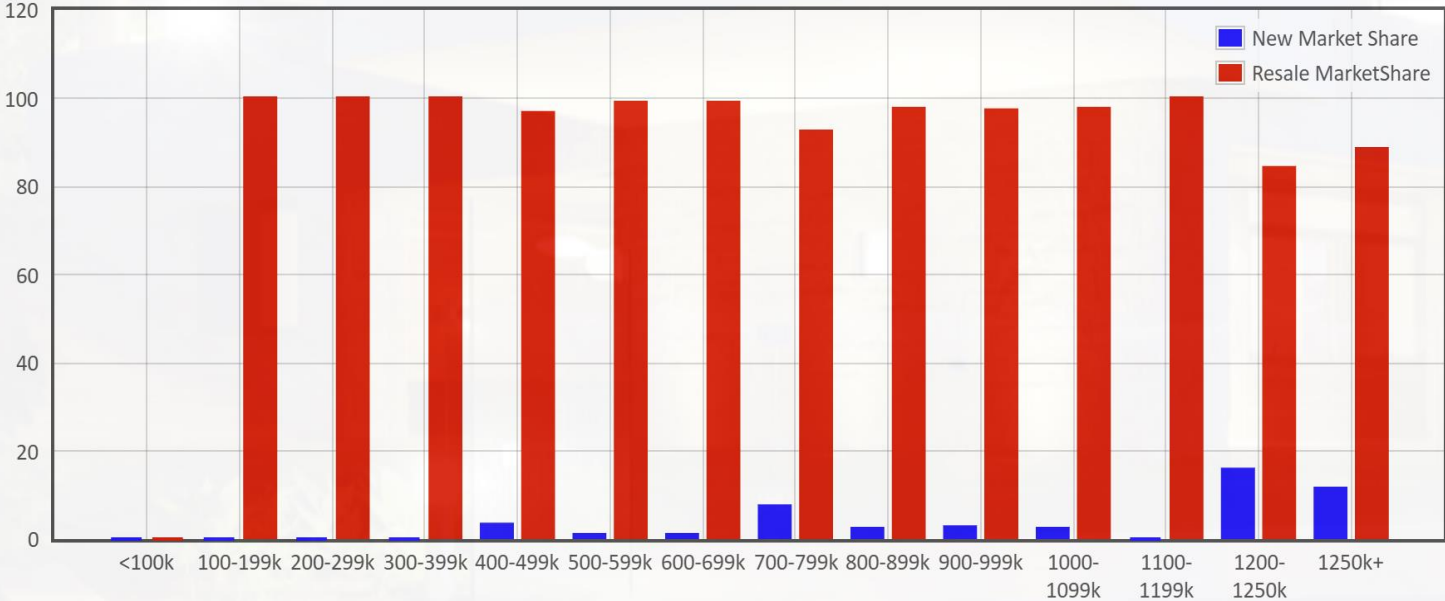


Housing Characteristics		
Total Closings TTM:		1170
New Vs. Resale:		
New:	3.2%	
Resale:	96.8%	
	New	Resale
Average SQFT	4194	2761
Type(s):		
Detached	57.9%	47.9%
Townhome	42.1%	23.7%
Condo	0.0%	28.4%
Foundation(s):		
Basement	60.5%	48.5%
Slab	39.5%	46.5%
Crawlspace	0.0%	5.0%
Garage(s):		
1 Car	2.6%	4.7%
2 Car	52.6%	46.6%
3 Car	31.6%	7.7%
4+ Car	13.2%	0.5%
None	0.0%	40.5%
Story(s):		
1 Story	0.0%	26.7%
1.5 Stories	0.0%	2.3%
2 Stories	21.1%	39.0%
3+ Stories	78.9%	30.0%
Split Foyer	0.0%	0.0%
Split Level	0.0%	2.0%
Lot Size(s):		
<1/3 Acre	10.0%	58.3%
1/3-1/2 Acre	25.0%	14.0%
1/2-3/4 Acre	40.0%	13.9%
3/4-1 Acre	25.0%	13.7%
1+ Acres	0.0%	0.0%
Beds		
1	0.0%	6.3%
2	7.9%	23.2%
3	28.9%	26.5%
4	18.4%	20.8%
5+	44.7%	23.2%

*30328
30350,
30342

SS Zips* --Market Share New, Resale Last 12 Mos. (as of Dec '24)

New/Resale Market Share



Housing Characteristics

Total Closings TTM:	1170
New Vs. Resale:	
New:	3.2%
Resale:	96.8%

	New	Resale
Average SQFT	4194	2761
Type(s):		
Detached	57.9%	47.9%
Townhome	42.1%	23.7%
Condo	0.0%	28.4%
Foundation(s):		
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1+ Acres	0.0%	0.0%
Beds		
1	0.0%	6.3%
2	7.9%	23.2%
3	28.9%	26.5%
4	18.4%	20.8%
5+	44.7%	23.2%

*30328
30350,
30342

Trailing 12 Months	<100k	100k To 199k	200k To 299k	300k To 399k	400k To 499k	500k To 599k	600k To 699k	700k To 799k	800k To 899k	900k To 999k	1000k To 1099k	1100k To 1199k	1200k To 1250k	1250k+	Total
New Market Share	N/A%	0.0%	0.0%	0.0%	3.3%	1.0%	1.0%	7.5%	2.4%	2.7%	2.4%	0.0%	15.8%	11.5%	3.2%
Resale Market Share	N/A%	100.0%	100.0%	100.0%	96.7%	99.0%	99.0%	92.5%	97.6%	97.3%	97.6%	100.0%	84.2%	88.5%	96.8%

SS Zips* --New and Resale by Zip: Last 12 Mos. (as of Nov. '24)

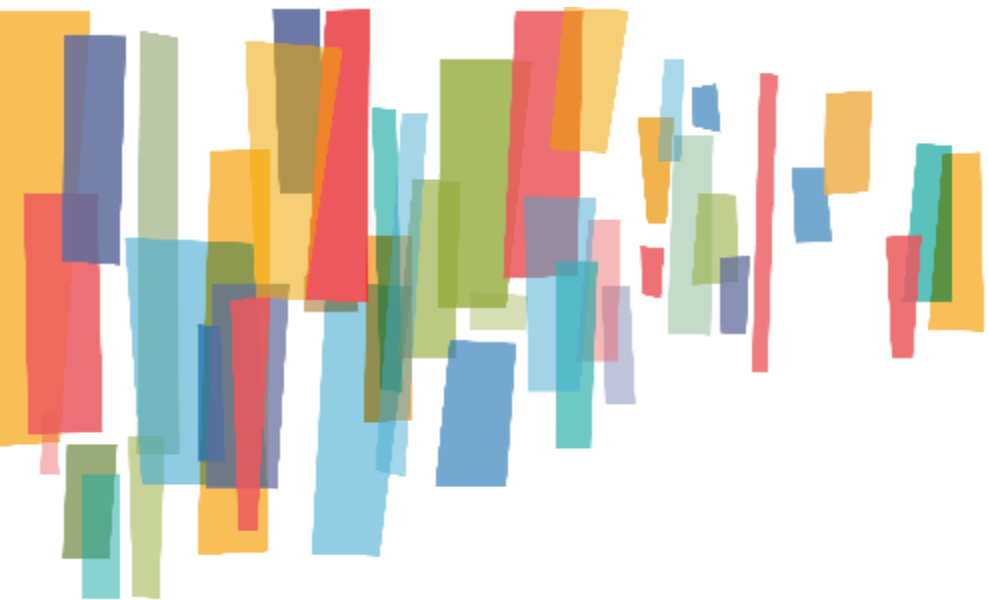
Resale

Zipcode	▼ Units Sold	MKT Share	Min Price	Max Price	AVG Price	Dollar Volume
Total:	1138		\$81,467	\$2,905,000	\$677,426	\$770,910,523
1 30328	489	43.0%	\$81,467	\$2,760,000	\$609,241	\$297,918,721
2 30342	359	31.5%	\$85,000	\$2,905,000	\$811,347	\$291,273,681
3 30350	290	25.5%	\$102,500	\$2,400,000	\$626,614	\$181,718,121

*30328
30350,
30342

New

Zipcode	▼ Units Sold	MKT Share	Min Price	Max Price	AVG Price	Dollar Volume
Total:	133		\$115,000	\$2,275,000	\$819,588	\$109,005,176
1 30328	75	56.4%	\$222,000	\$2,275,000	\$827,102	\$62,032,646
2 30342	46	34.6%	\$115,000	\$2,145,000	\$812,711	\$37,384,710
3 30350	12	9.0%	\$260,000	\$2,025,000	\$798,985	\$9,587,820



How is Affordability Defined?

Workforce Housing Owner Maximums

Maximum Home Cost Levels at Workforce AMI:

The maximum home price a family in the “workforce” income can afford if they are spending no more than 30% of household income on housing cost, inclusive of utilities.

2023 Owner Housing Maximums					
Max Sales Price at:	Efficiency	1 Bedroom	2 Bedroom	3 Bedroom	4 Bedroom
120% AMI	\$257,400	\$275,760	\$330,840	\$382,320	\$426,600
100% AMI	\$214,500	\$229,800	\$275,700	\$318,600	\$355,500
80% AMI	\$171,600	\$183,840	\$220,560	\$254,880	\$284,400
60% AMI	\$128,700	\$137,880	\$165,420	\$191,160	\$213,300

2023 HUD FMR Area Income Limits Atlanta-Sandy Springs-Roswell, GA Metropolitan Statistical Area (MSA)						
Area Median Income (AMI)	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person
120% AMI	\$85,800	\$98,040	\$110,280	\$122,520	\$132,360	\$142,200
115% AMI	\$82,225	\$93,955	\$105,685	\$117,415	\$126,845	\$136,275
100% AMI	\$71,500	\$81,700	\$91,900	\$102,100	\$110,300	\$118,500
80% AMI	\$57,200	\$65,360	\$73,520	\$81,680	\$88,240	\$94,800
60% AMI	\$42,900	\$49,020	\$55,140	\$61,260	\$66,180	\$71,100
50% AMI	\$35,570	\$40,850	\$45,950	\$51,050	\$55,150	\$59,250
30% AMI	\$21,450	\$24,510	\$27,570	\$30,630	\$33,090	\$35,550

----- Workforce Incomes

Workforce Housing Rental Maximums

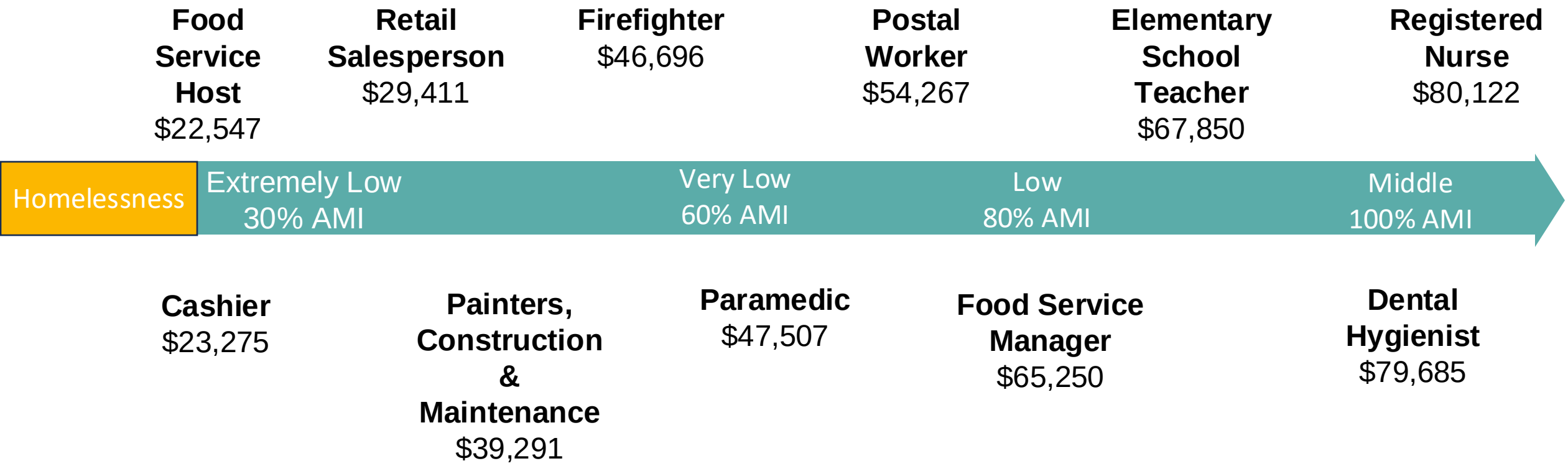
Maximum Rent Levels at Workforce AMI:

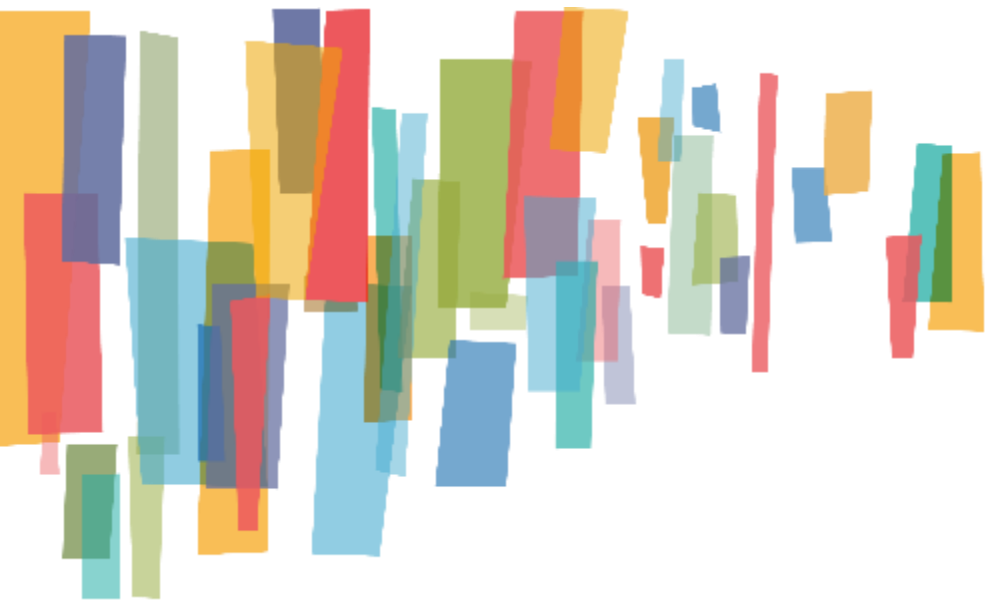
The maximum rent a family in the “workforce” income can afford if they are spending no more than 30% of household income on housing cost, inclusive of utilities.

2023 Rental Housing Maximums					
Max Rent at:	Efficiency	1 Bedroom	2 Bedroom	3 Bedroom	4 Bedroom
100% AMI	\$1,788	\$1,915	\$2,298	\$2,655	\$2,963
80% AMI	\$1,430	\$1,532	\$1,838	\$2,124	\$2,370
60% AMI	\$1,072	\$1,149	\$1,378	\$1,593	\$1,777
50% AMI	\$893	\$957	\$1,148	\$1,327	\$1,481
30% AMI	\$536	\$574	\$689	\$796	\$888

2023 HUD FMR Area Income Limits						
Atlanta-Sandy Springs-Roswell, GA Metropolitan Statistical Area (MSA)						
Area Median Income (AMI)	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person
120% AMI	\$85,800	\$98,040	\$110,280	\$122,520	\$132,360	\$142,200
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30% AMI	\$21,450	\$24,510	\$27,570	\$30,630	\$33,090	\$35,550
----- Workforce Incomes						

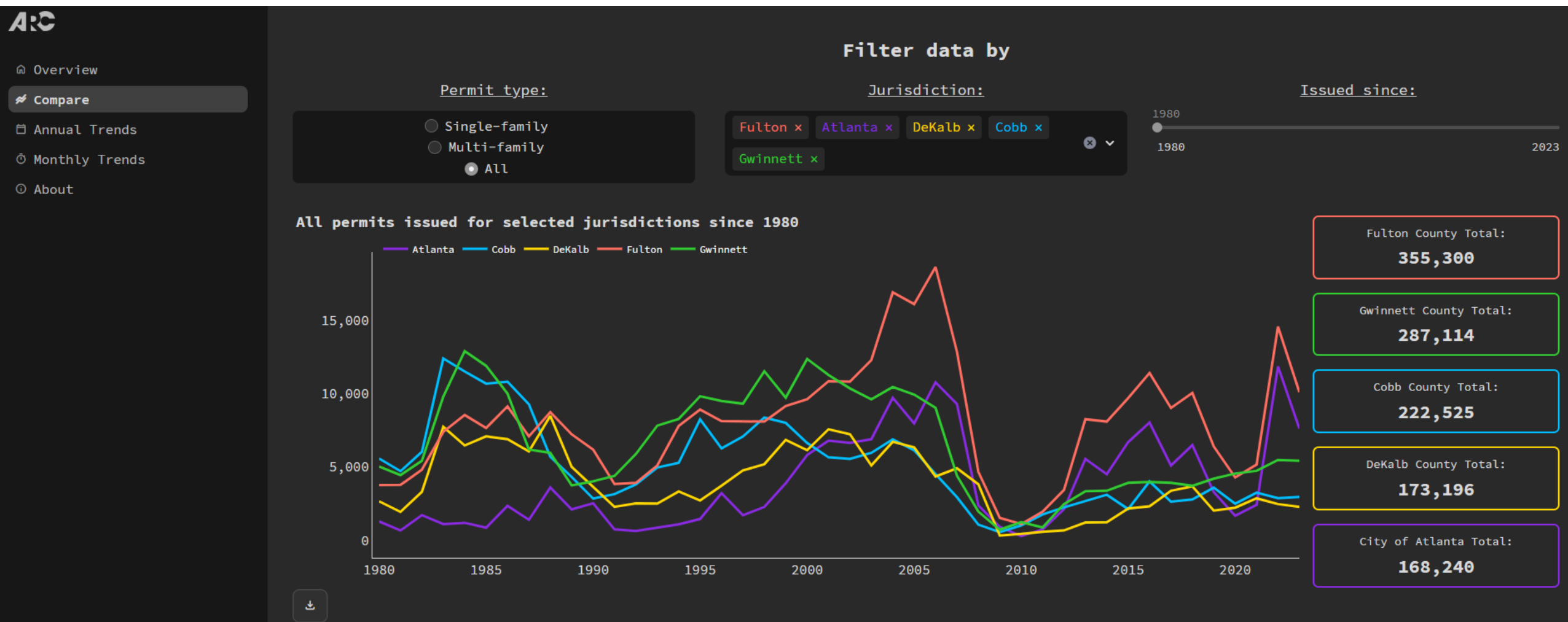
What Does this Mean for People ...





Building Permits

Building Permits



Sandy Springs

Filter data by

Geography level:

☐ Region ☐ County ☒ City

City:

Sandy Springs

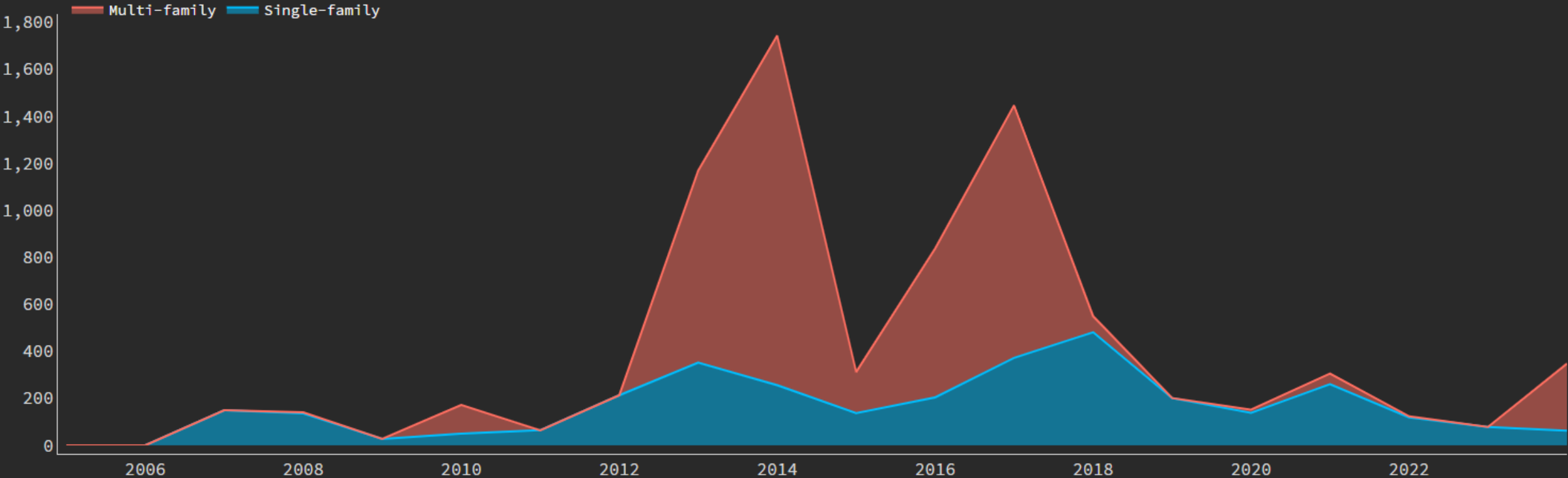
Issued since:

2005

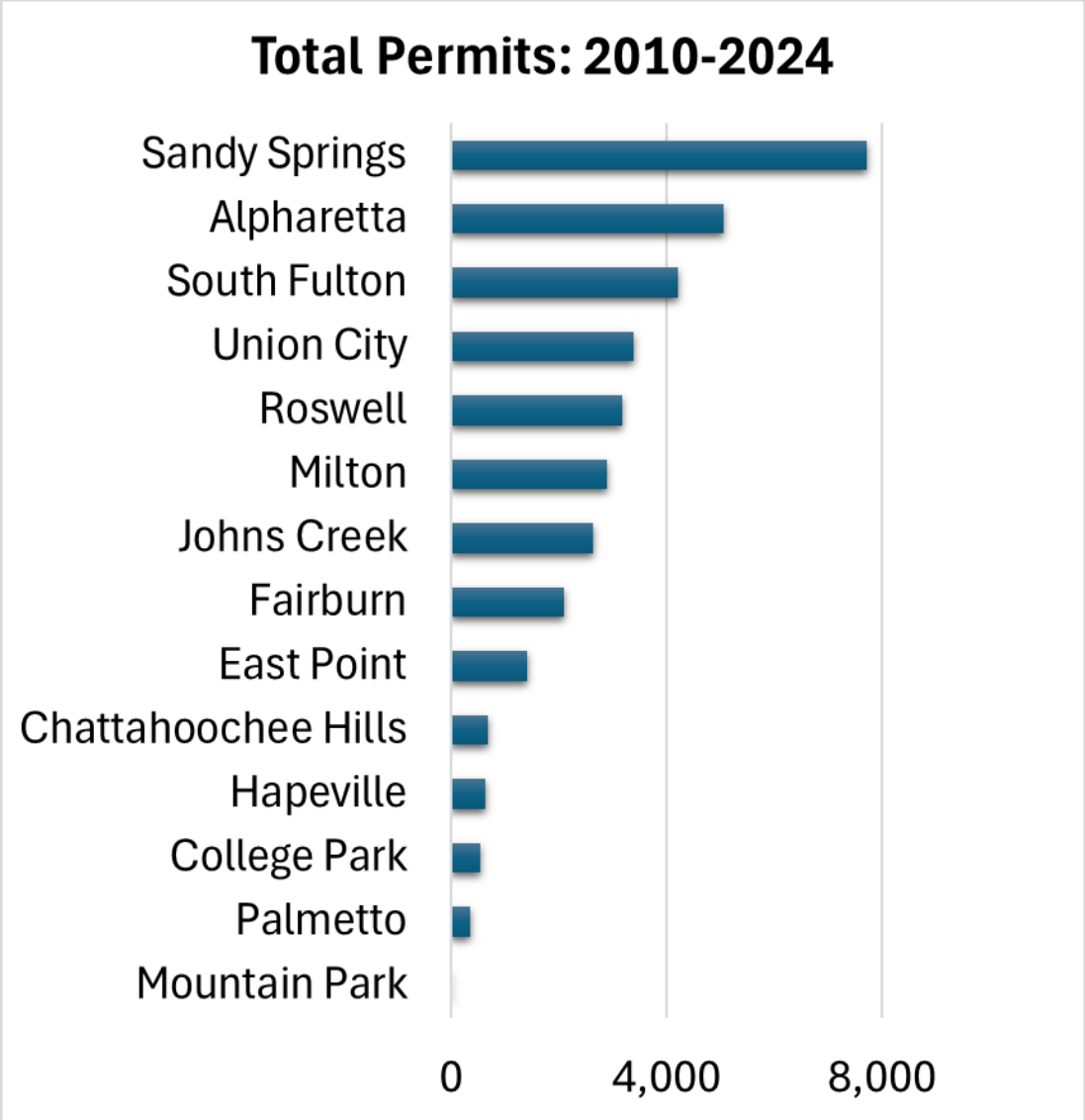
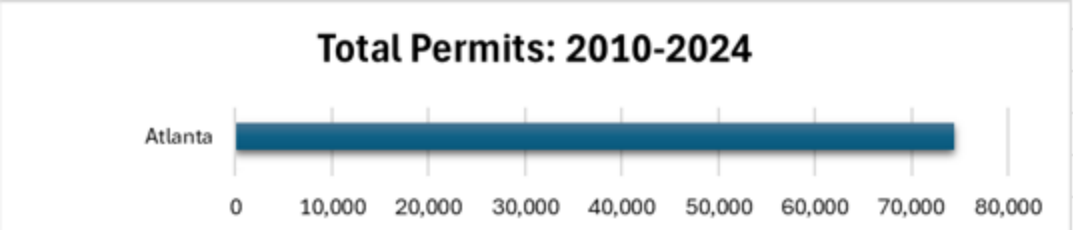
1980

2024

Permits Issued in City of Sandy Springs Since 2005

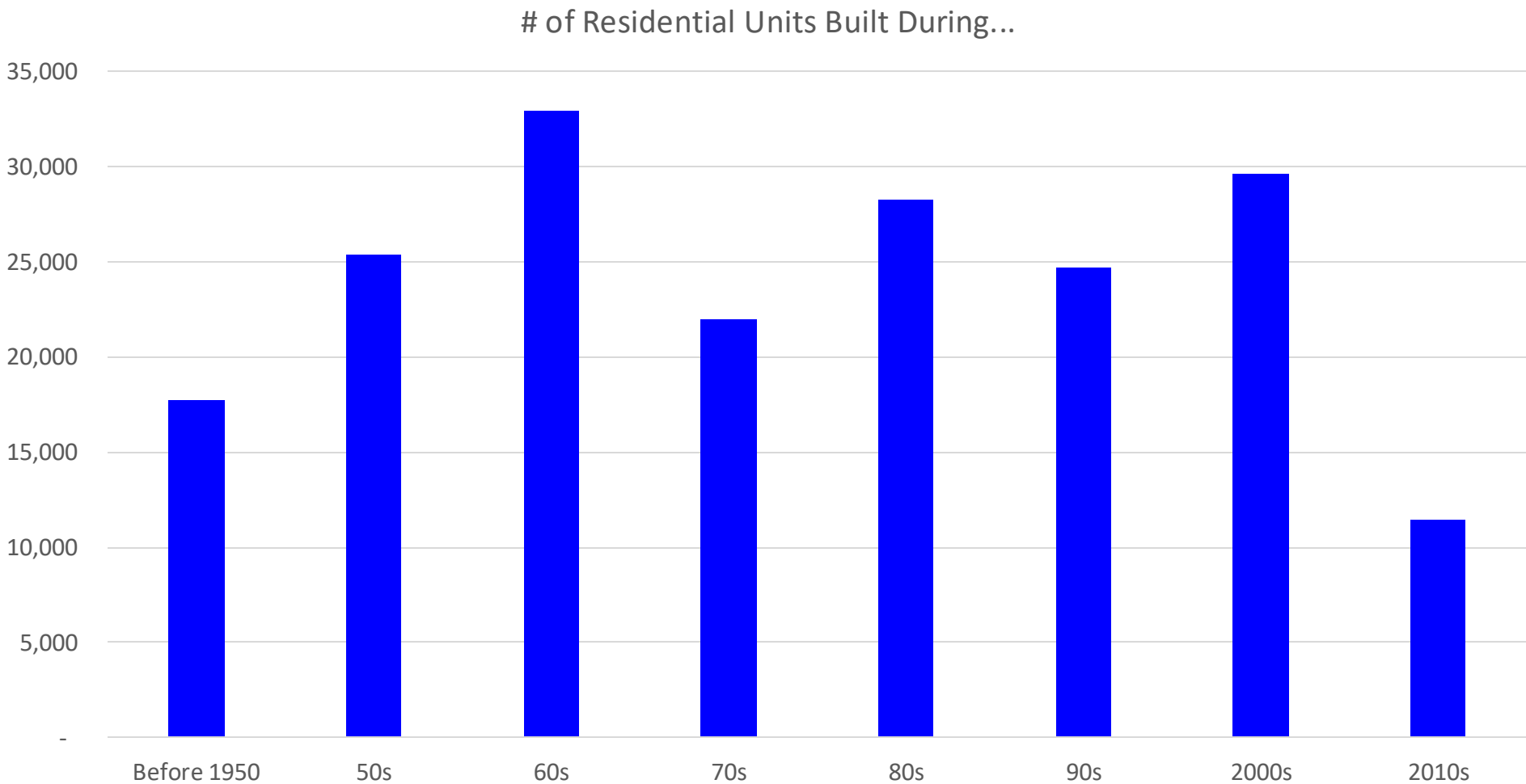


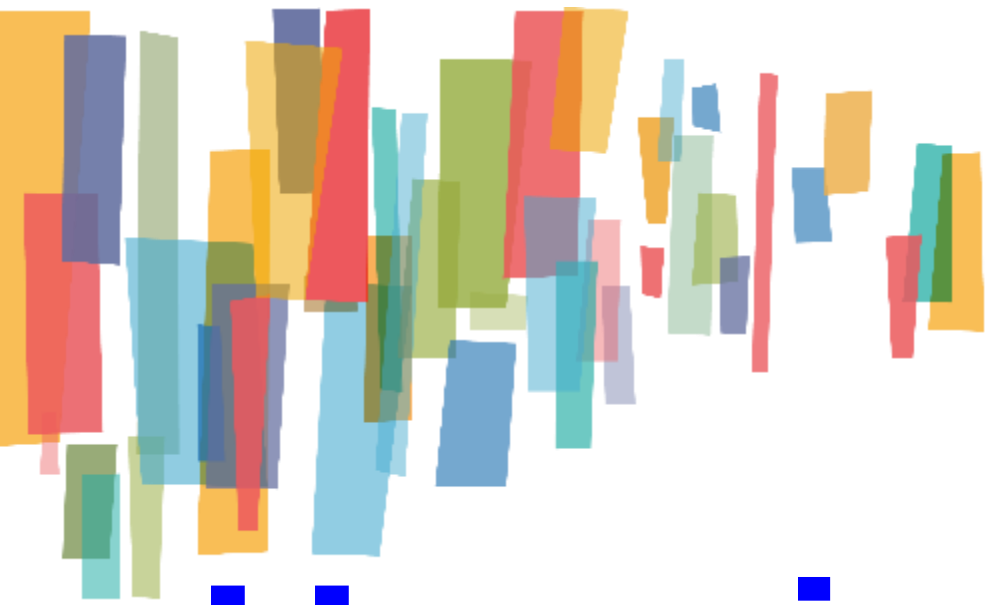
Fulton Cities Permits



Residential Construction by Decade

- 2010s saw the fewest number of new residential units in at least 60 years





Housing Price and Ownership

The Numbers

(As of May)	Clayton	Cobb	DeKalb	Fulton	Gwinnett
2019	\$ 164,000	\$ 325,500	\$ 336,800	\$ 409,800	\$ 281,800
2020	\$ 167,900	\$ 318,700	\$ 315,700	\$ 401,100	\$ 285,500
2021	\$ 188,200	\$ 360,800	\$ 360,000	\$ 440,600	\$ 323,900
2022	\$ 228,200	\$ 417,100	\$ 389,900	\$ 495,800	\$ 392,600
2023	\$ 247,800	\$ 453,900	\$ 425,700	\$ 532,600	\$ 435,300
2024	\$ 251,000	\$ 476,200	\$ 440,000	\$ 555,000	\$ 455,100
% Growth, 2019-2024	53.0%	46.3%	30.6%	35.4%	61.5%

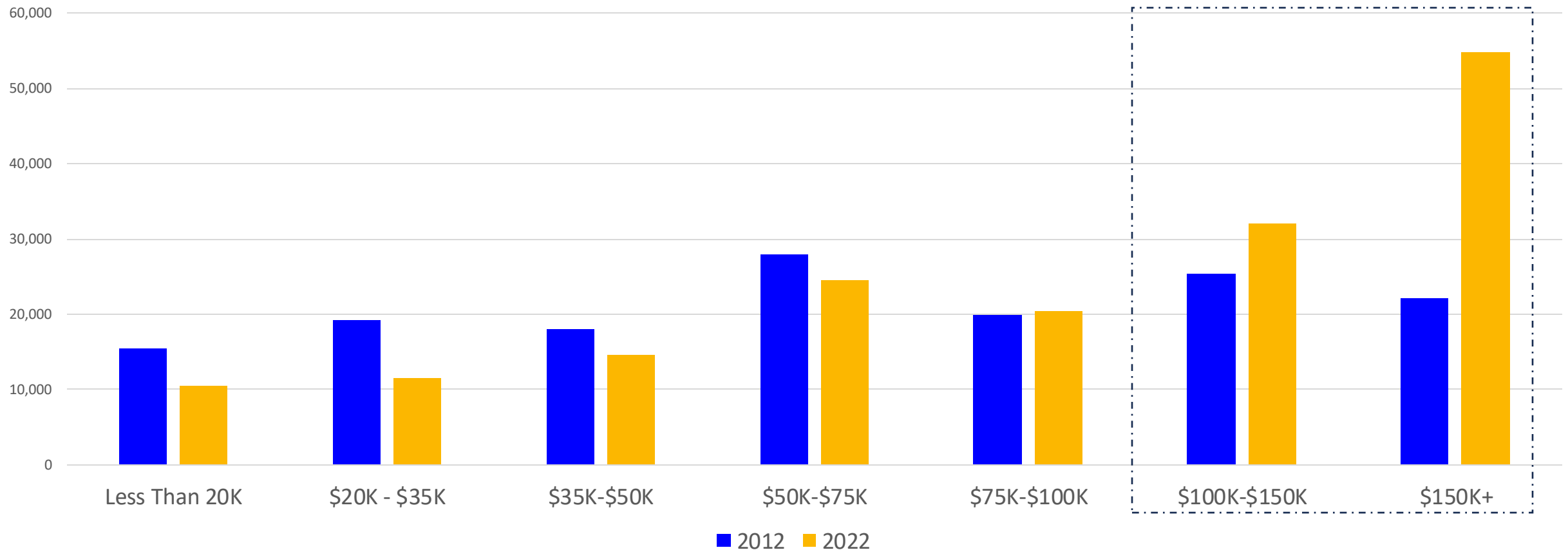
Homeownership... But For Whom?

2012 Population: 707,089

+55,700 New Residents

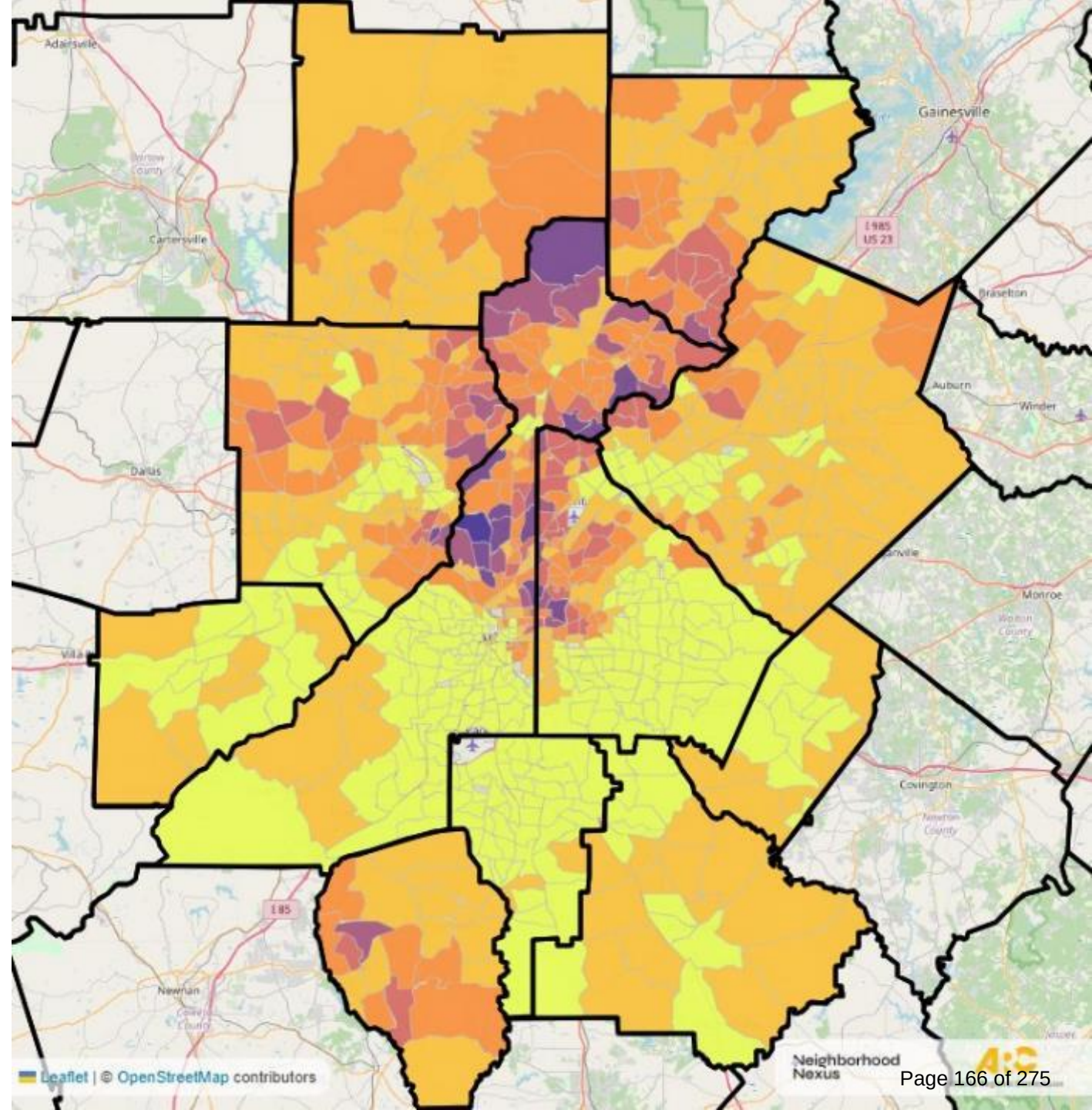
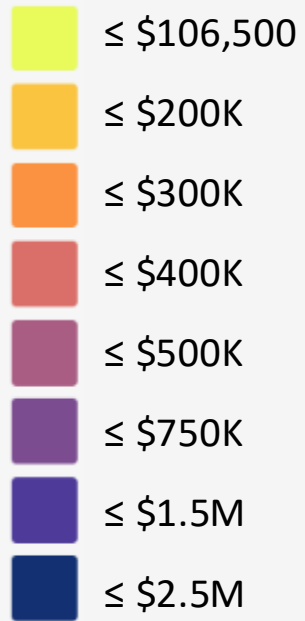
2022 Population: 762,820

Homeowners by Household Income: DeKalb



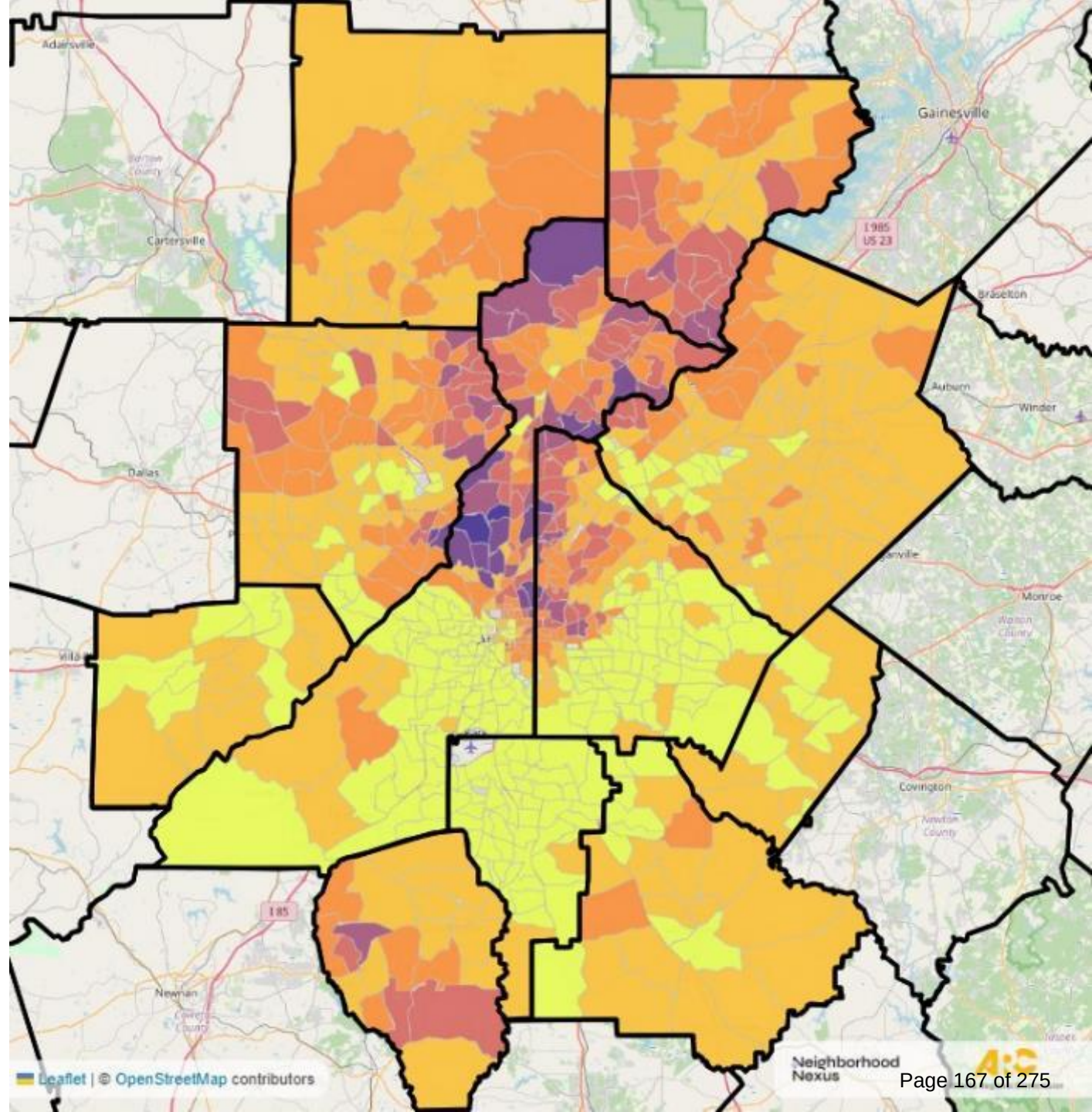
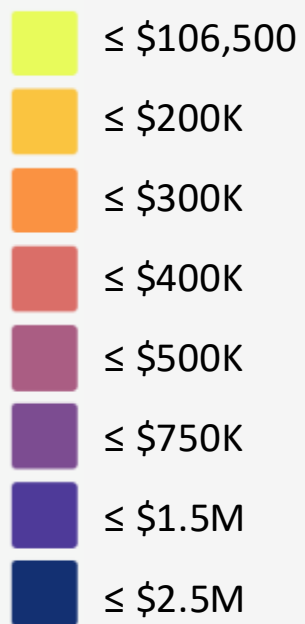
2013

Median Home Sale Price



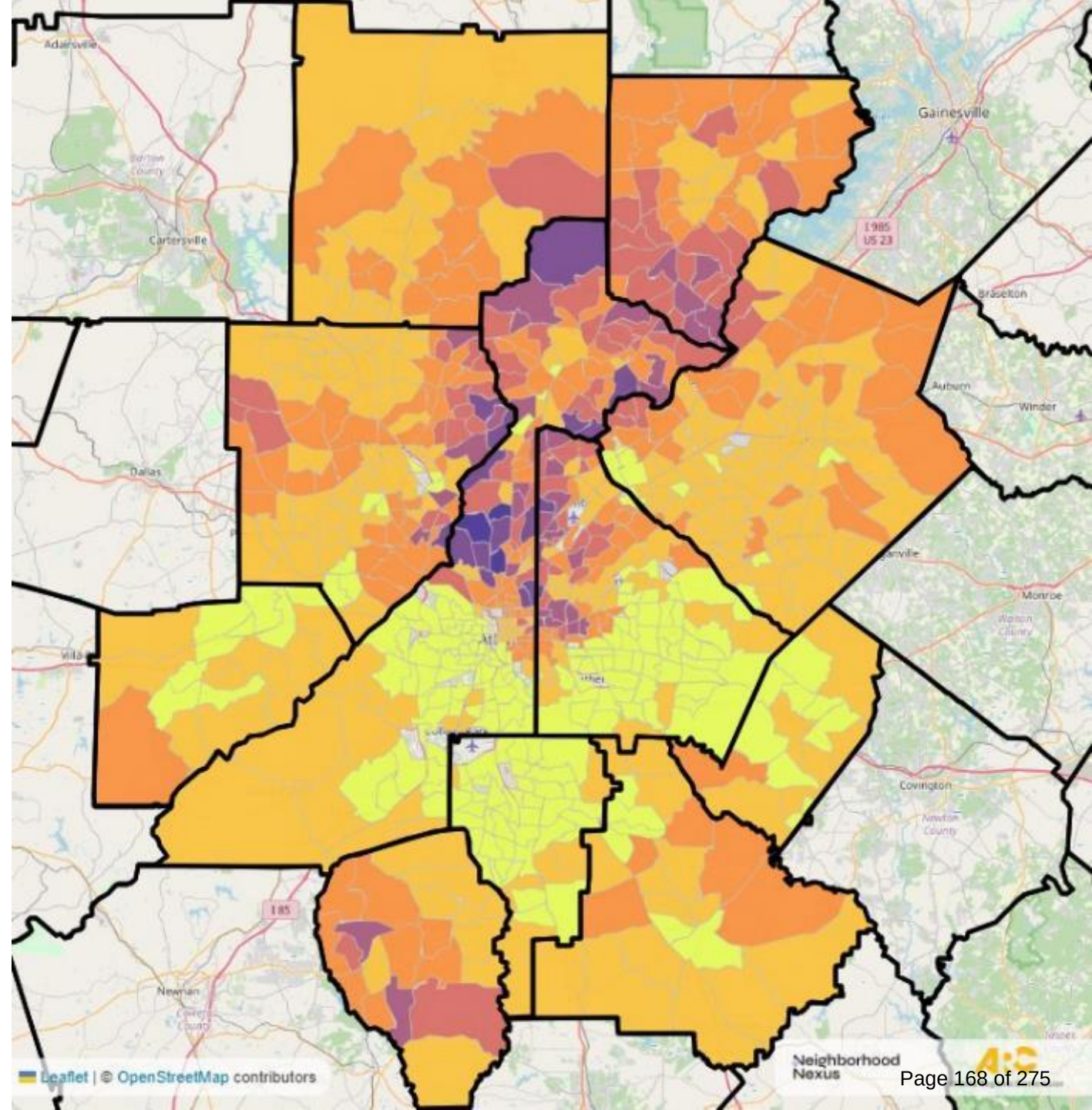
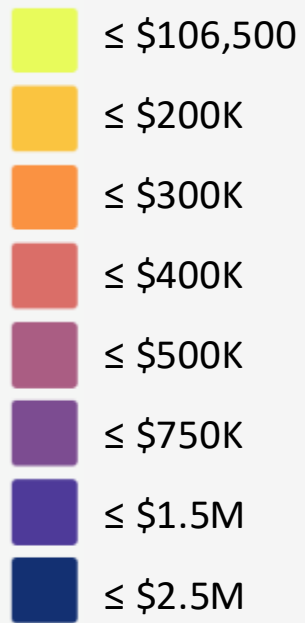
2014

Median Home Sale Price



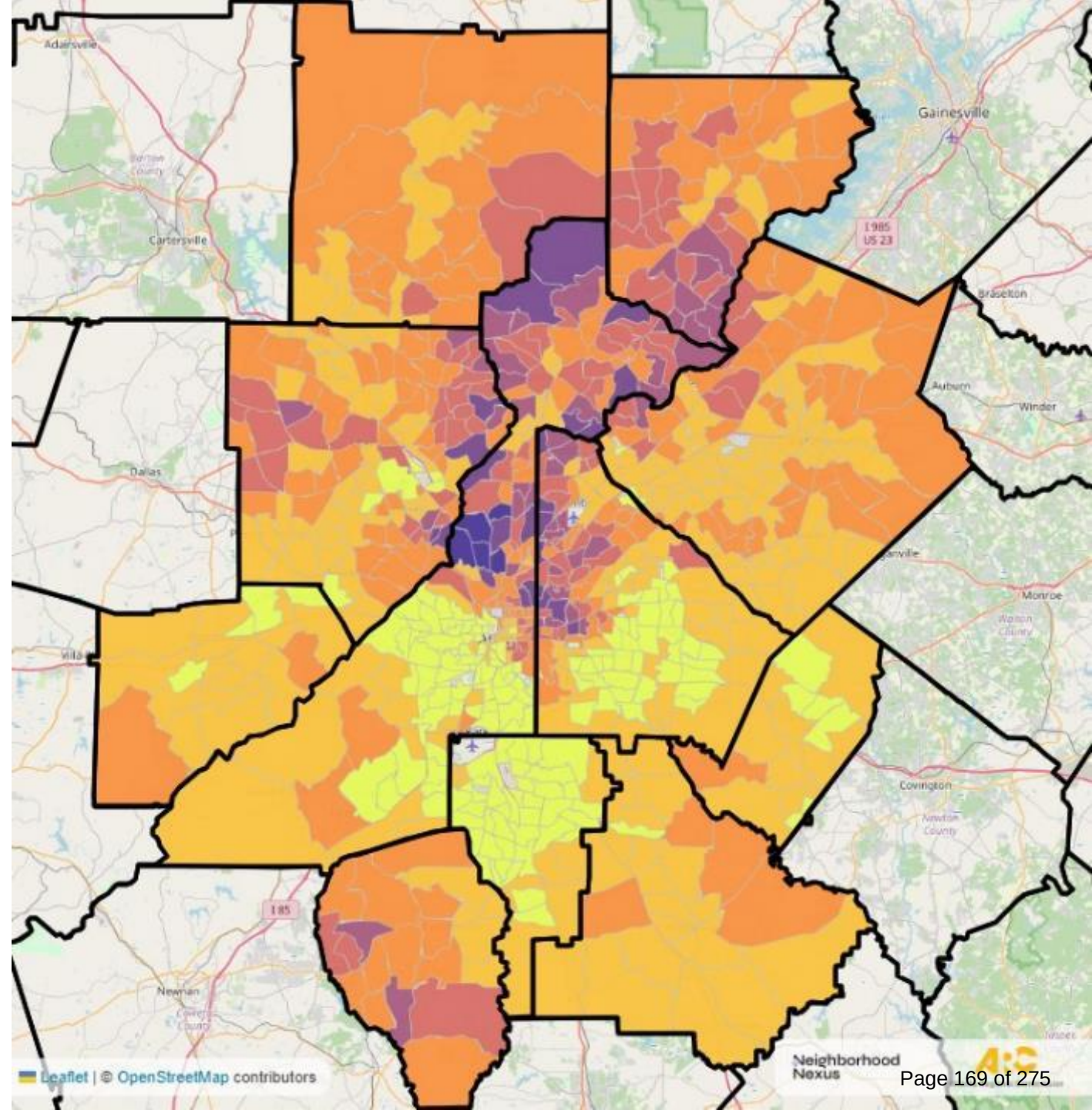
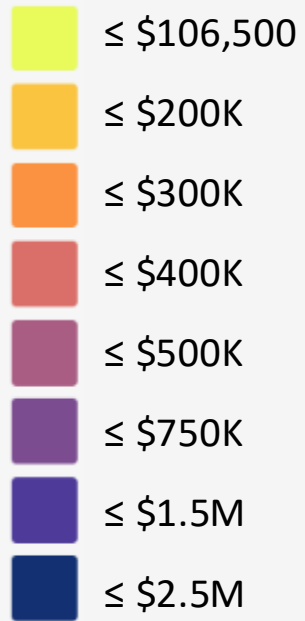
2015

Median Home Sale Price



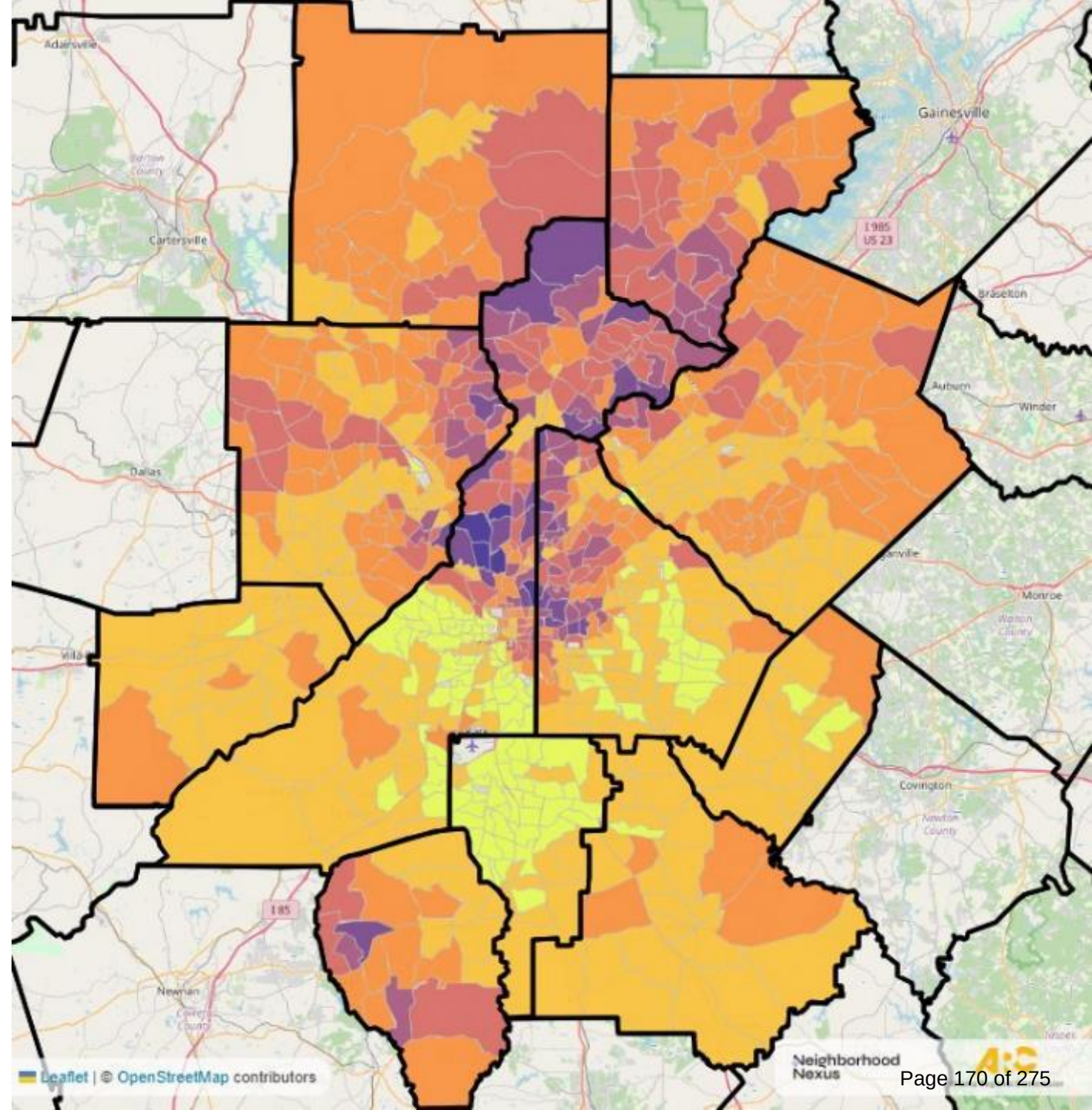
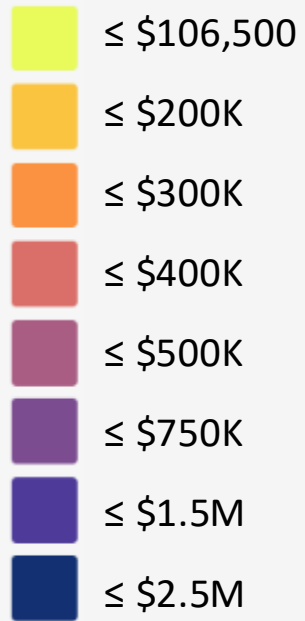
2016

Median Home Sale Price



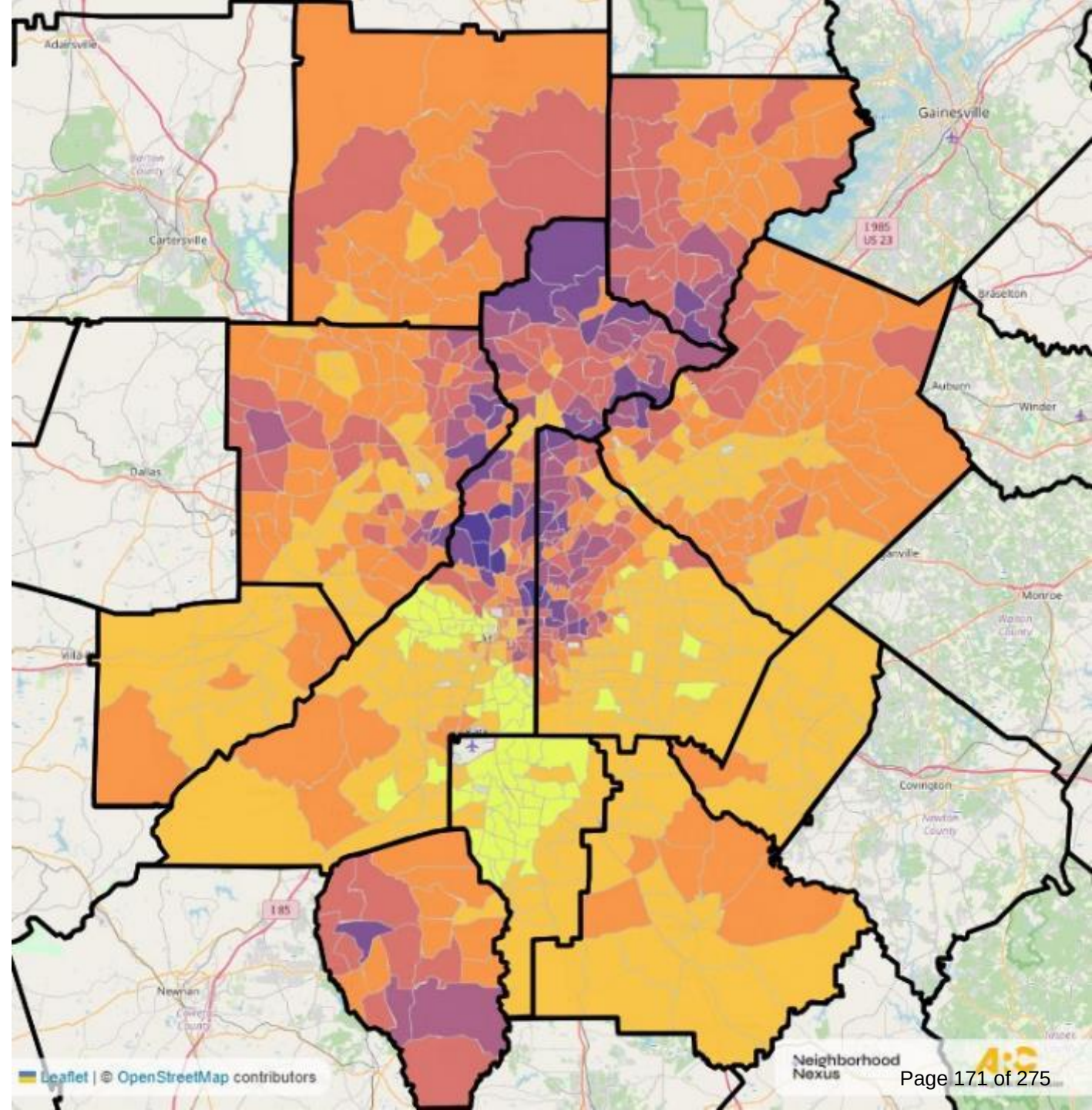
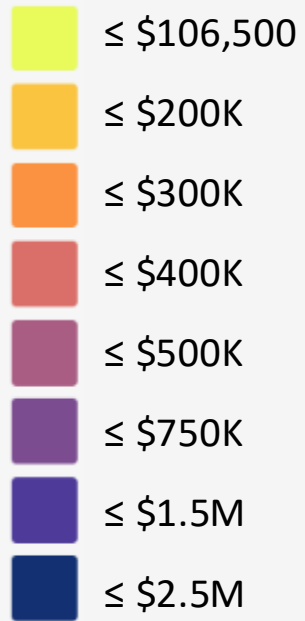
2017

Median Home Sale Price



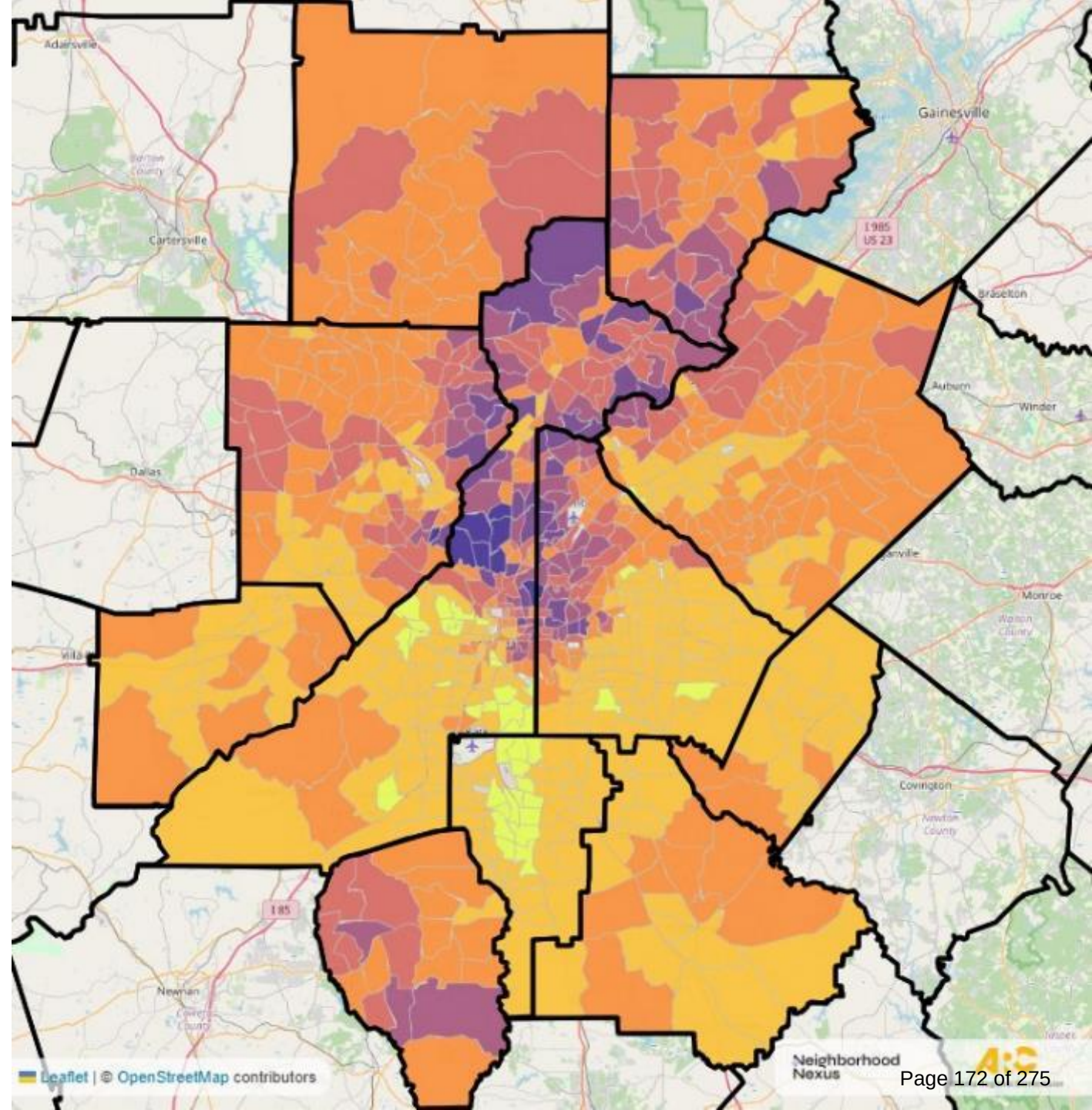
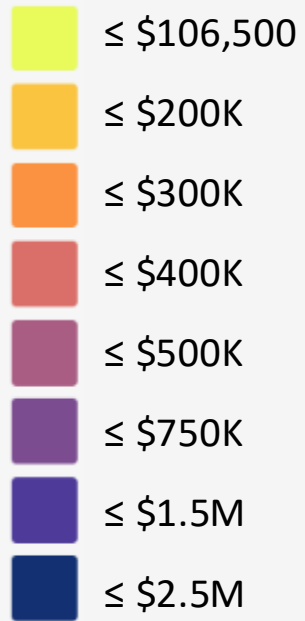
2018

Median Home Sale Price



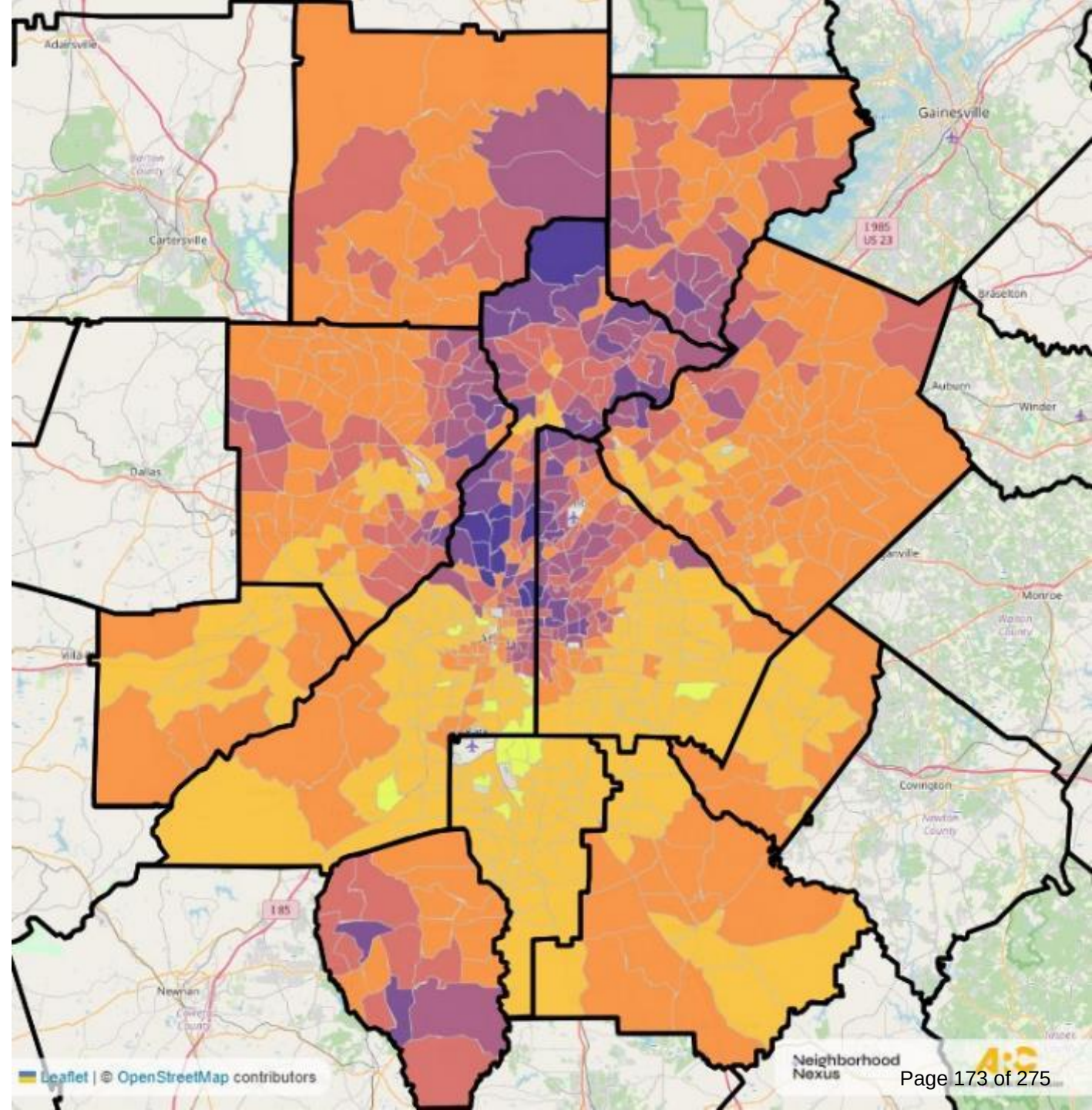
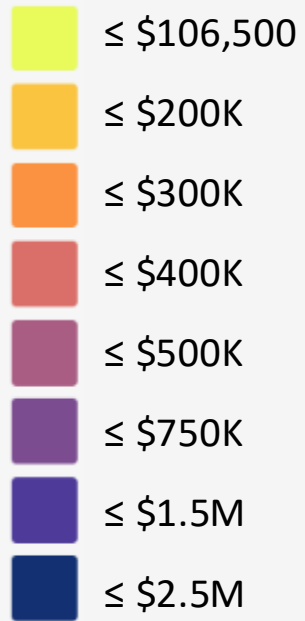
2019

Median Home Sale Price



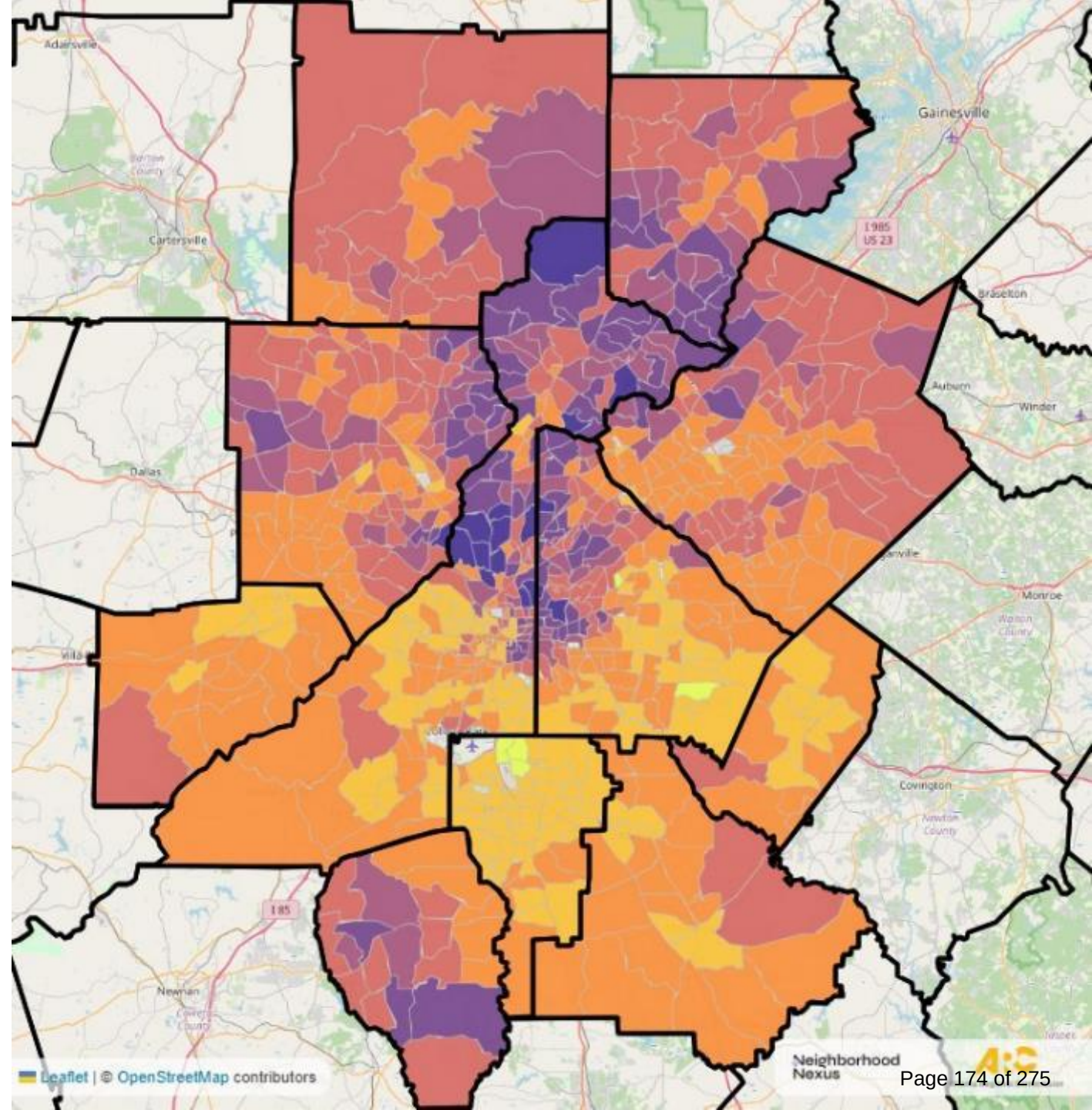
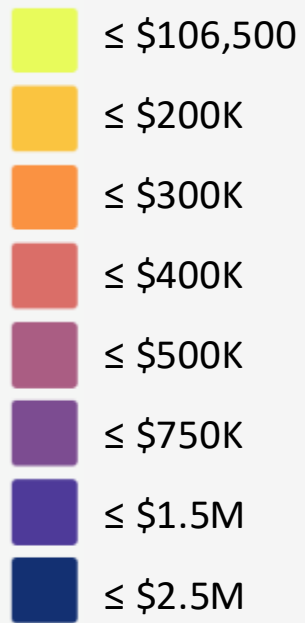
2020

Median Home Sale Price



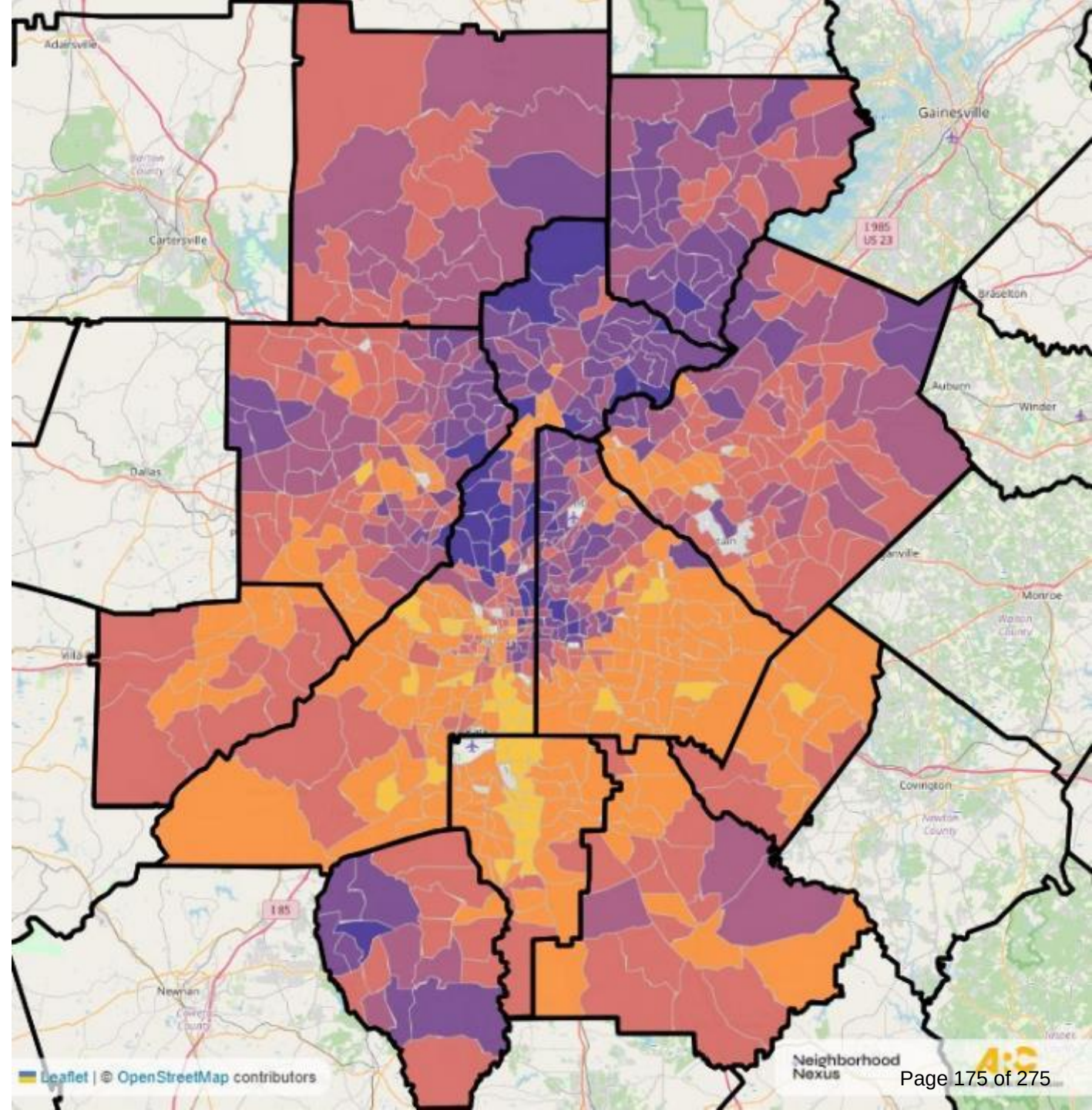
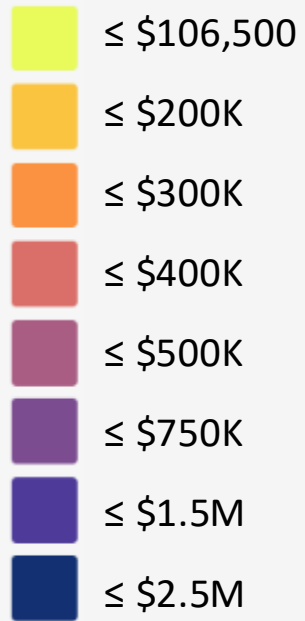
2021

Median Home Sale Price



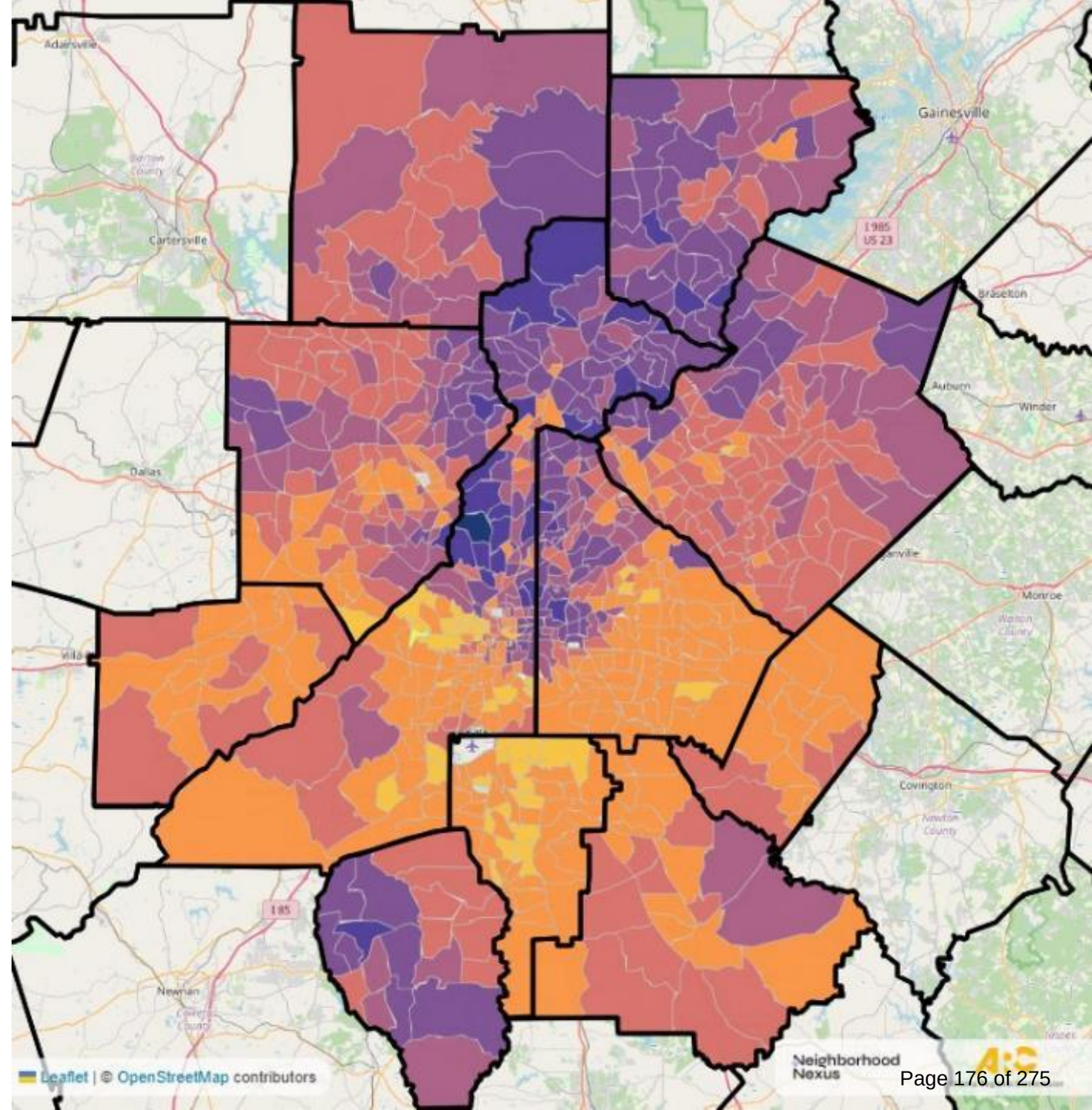
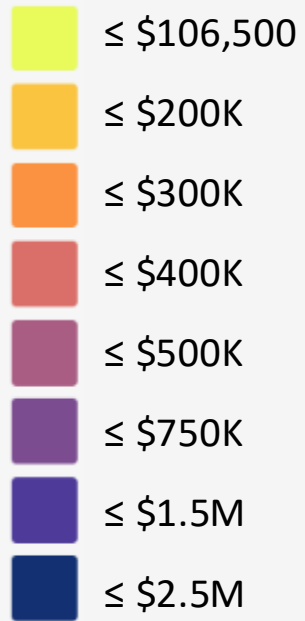
2022

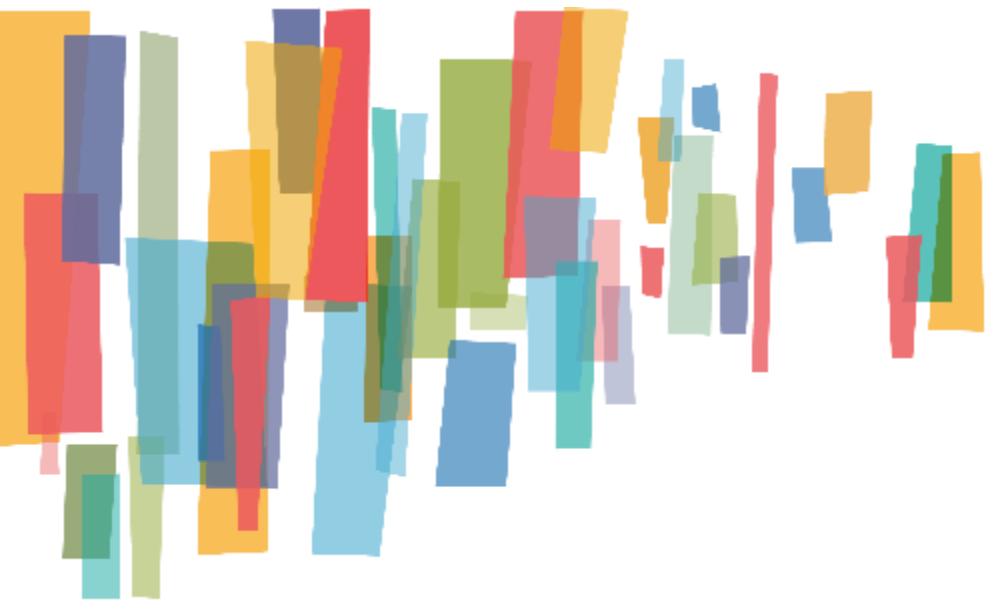
Median Home Sale Price



2023

Median Home Sale Price

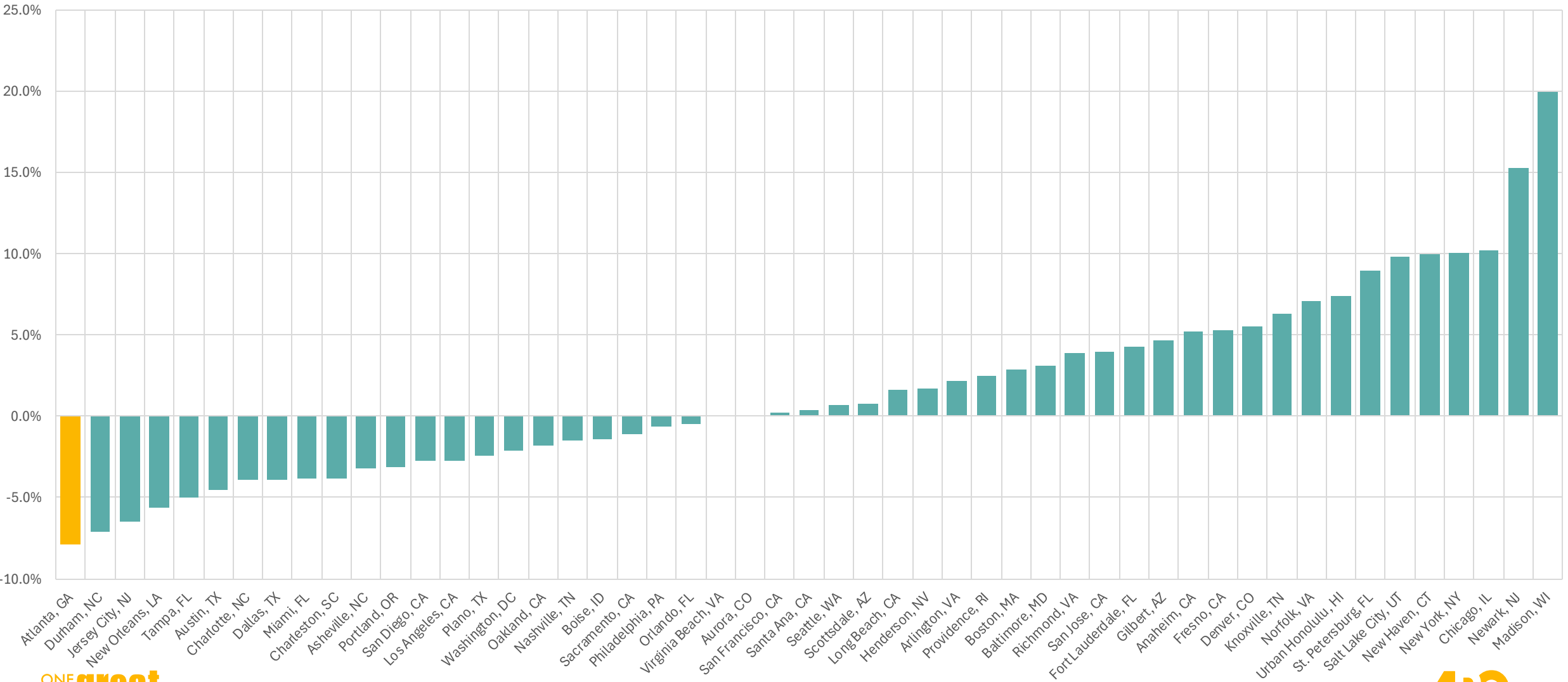




Rentership

Atlanta Rents On the Decline

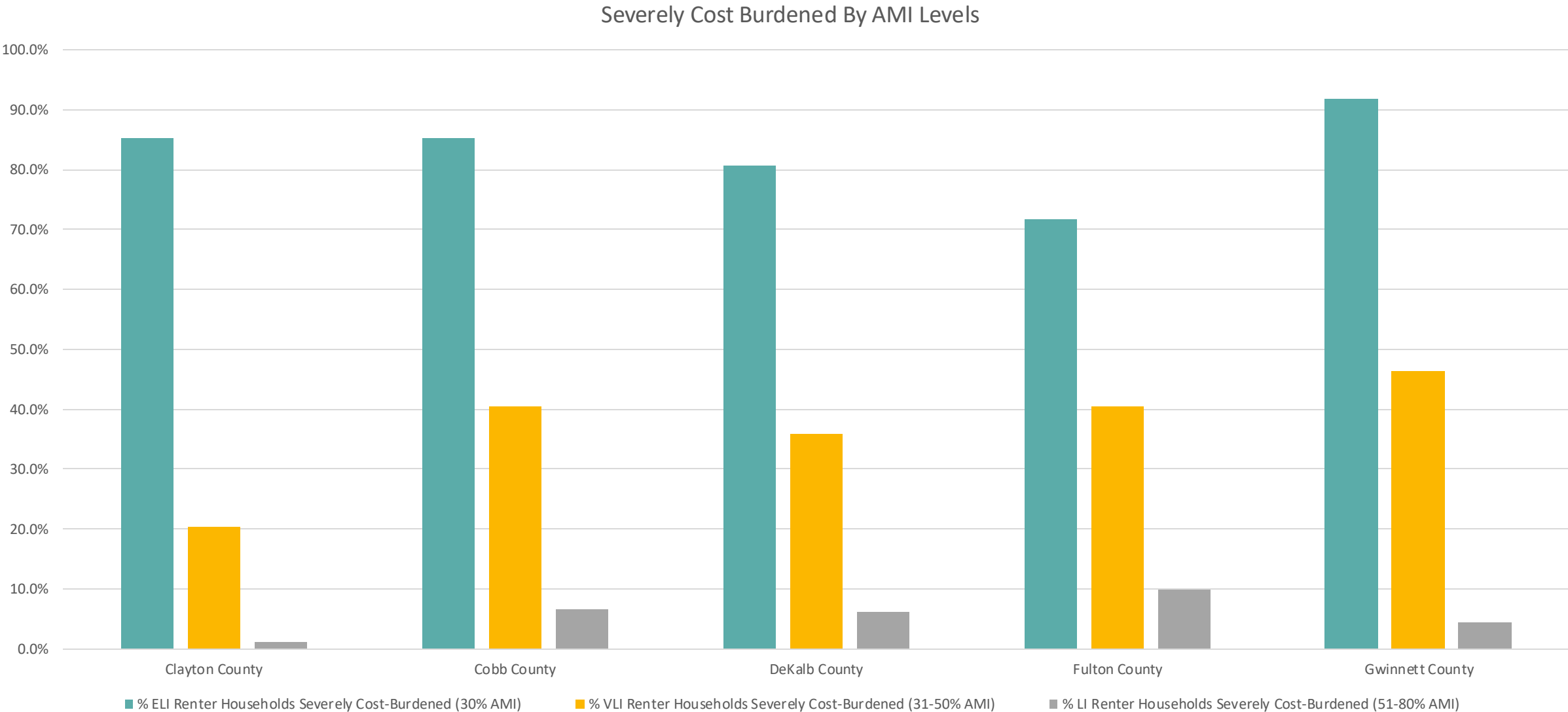
2BR Rent % Change, Year-Over-Year (July-July)
50 Cities With Highest Rents



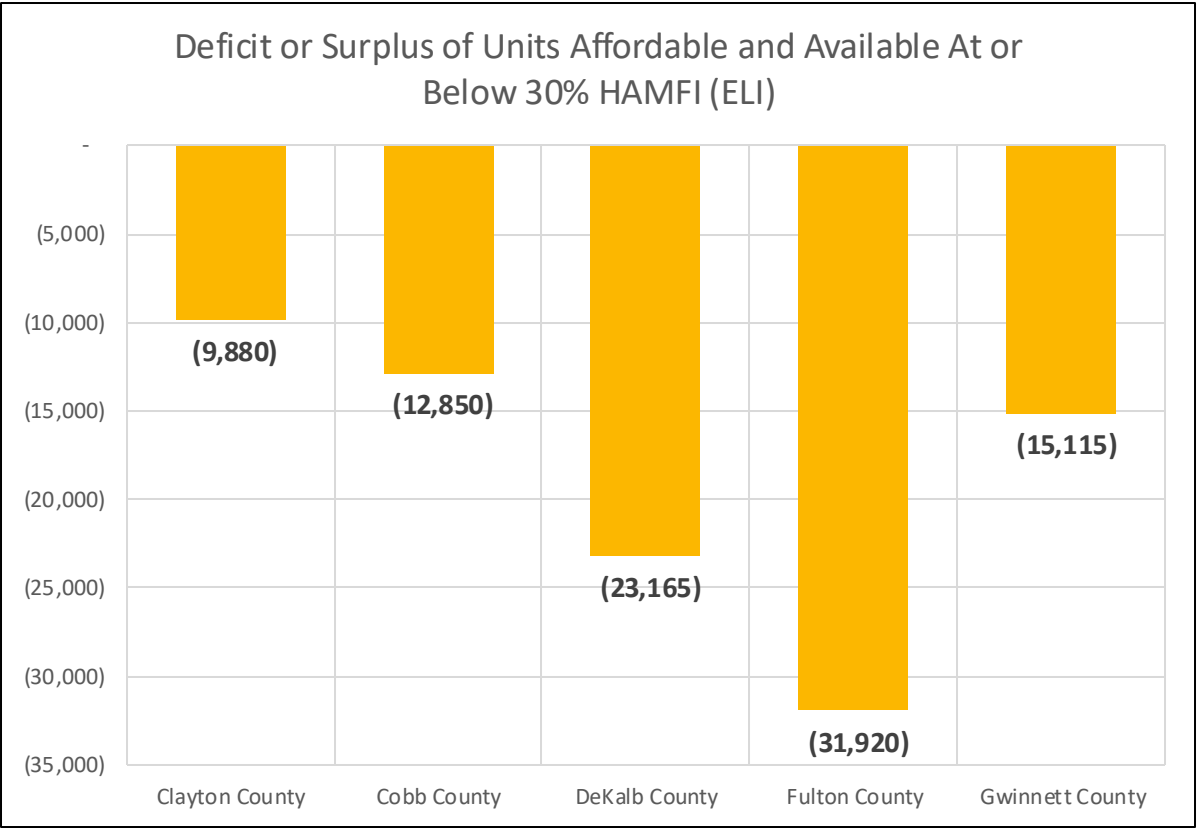
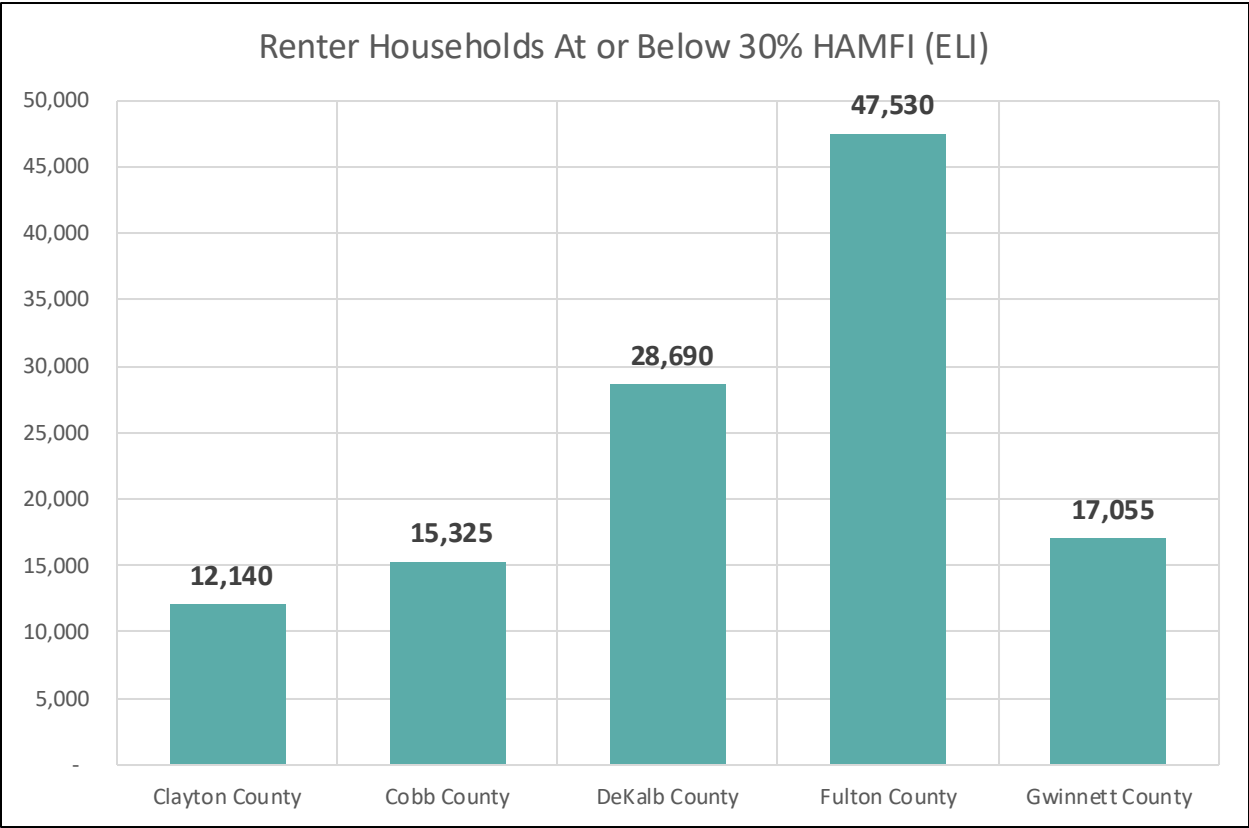
About Half Of All Renters Considered to be Cost-Burdened...

County	All Renter Households	All Cost-Burdened Renter Households	% All Renter Households Cost-Burdened	All Severely Cost-Burdened Renter Households	% All Renter Households Severely Cost-Burdened
Clayton County	48,160	24,390	50.6%	12,715	26.4%
Cobb County	96,980	42,850	44.2%	20,700	21.3%
DeKalb County	125,695	64,755	51.5%	32,790	26.1%
Fulton County	201,475	93,500	46.4%	50,330	25.0%
Gwinnett County	100,495	51,290	51.0%	25,935	25.8%
Total: 5-County Area	572,805	276,785	48.3%	142,470	24.9%

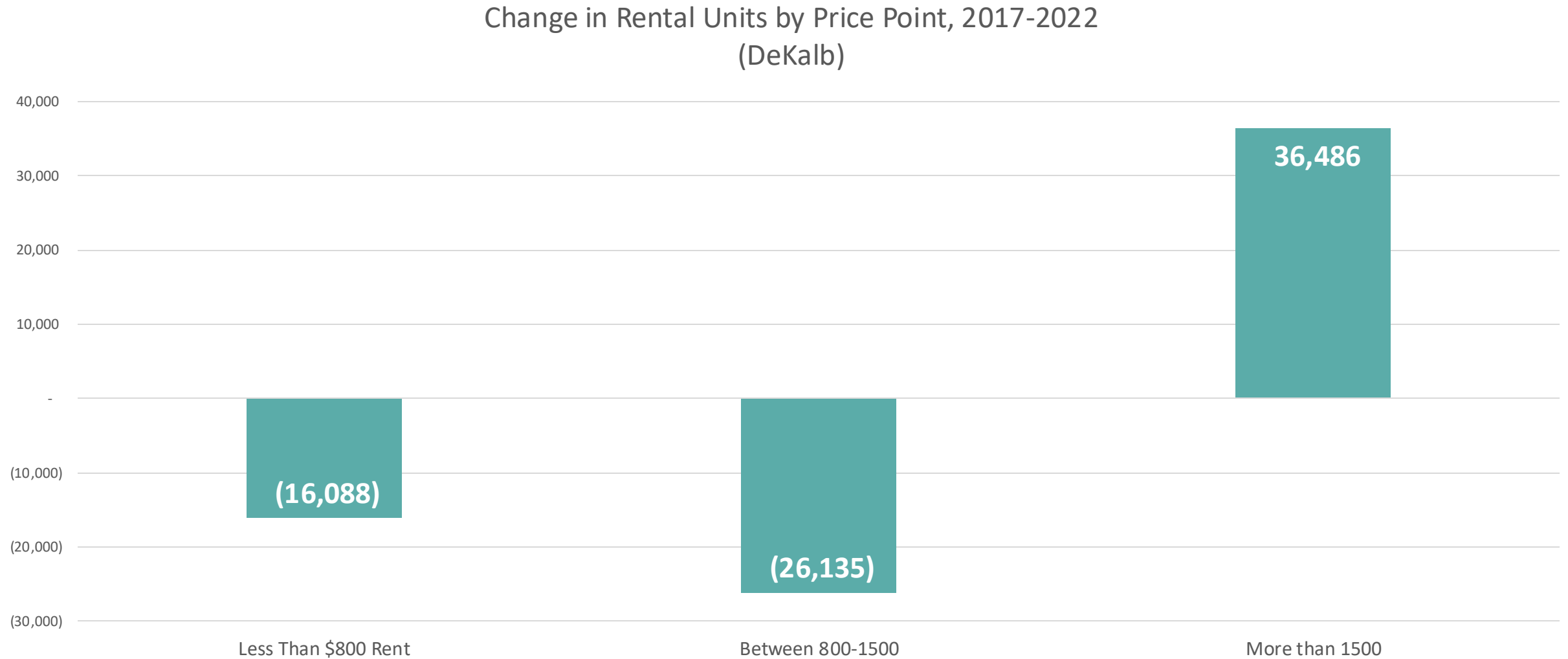
Practically All Extremely Low Income Renters Are SEVERELY- Cost Burdened



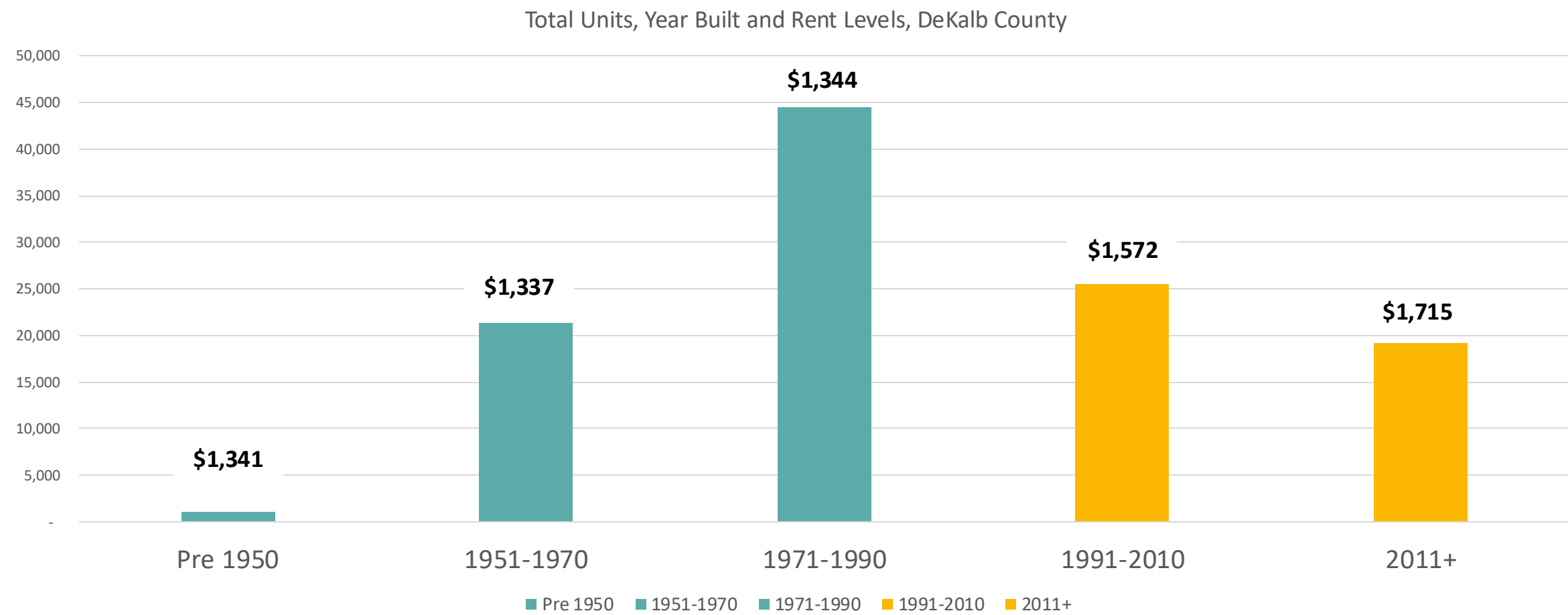
Practically NO Inventory for Those Considered to Be Extremely Low Income

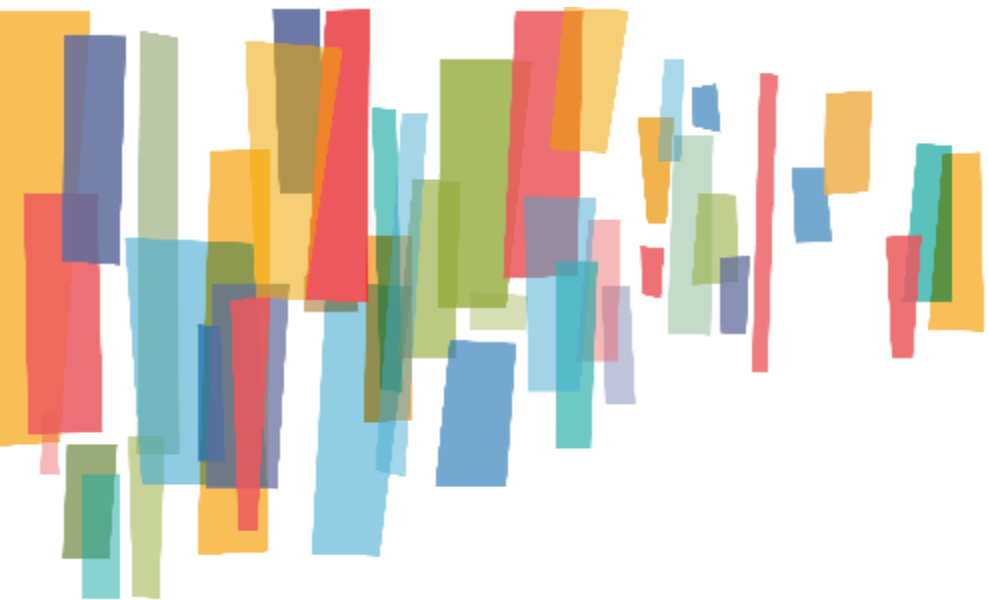


We're Going In The Wrong Direction...



Rental Stock, (Also, Naturally Occurring Affordable Housing)...





Built Environment

Central Perimeter Office



INVENTORY SF

36.9M +0.3%

Prior Period 36.8M

UNDER CONSTRUCTION SF

60K -62.7%

Prior Period 161K

12 MO NET ABSORPTION SF

150K +114.9%

Prior Period (1M)

VACANCY RATE

22.1% -0.2%

Prior Period 22.3%

MARKET ASKING RENT/SF

\$30.87 +1.0%

Prior Period \$30.58

MARKET SALE PRICE/SF

\$186 -10.8%

Prior Period \$209

MARKET CAP RATE

8.8% +0.5%

Prior Period 8.3%

Availability

Vacant SF	8.2M ↑
Sublet SF	2.4M ↓
Availability Rate	27.5% ↓
Available SF Total	10.2M ↓
Available Asking Rent/SF	\$29.86 ↑
Occupancy Rate	77.9% ↓
Percent Leased Rate	83.0% ↑

Inventory

Existing Buildings	680 ↑
Under Construction Avg SF	60K ↑
12 Mo Demolished SF	0 ↓
12 Mo Occupancy % at Delivery	0% ↓
12 Mo Construction Starts SF	0 ↓
12 Mo Delivered SF	101K ↑
12 Mo Avg Delivered SF	50.5K

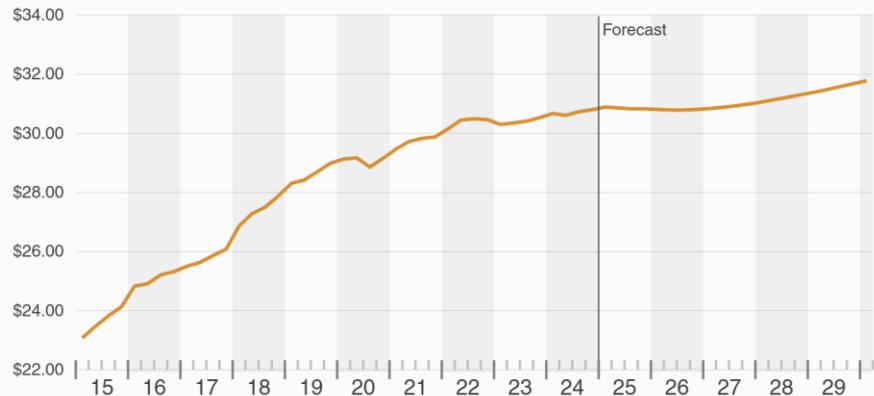
Sales Past Year

Asking Price Per SF	\$177 ↓
Sale to Asking Price Differential	-4.0% ↑
Sales Volume	\$222M ↓
Properties Sold	62 ↑
Months to Sale	7.9 ↑
For Sale Listings	24 ↑
Total For Sale SF	554K ↓

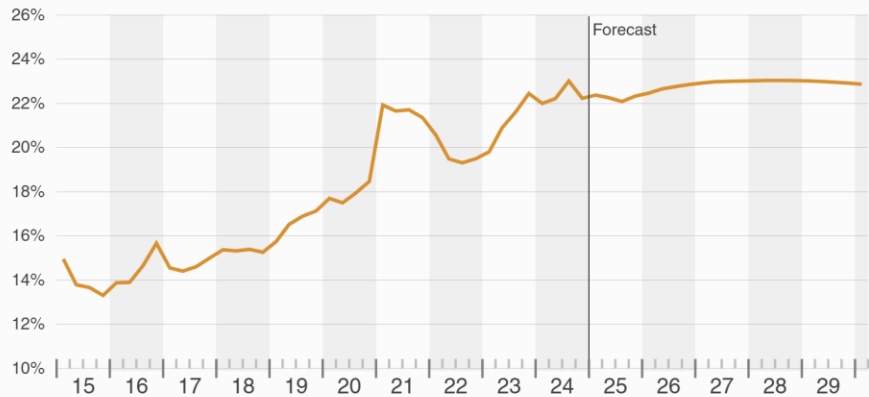
Demand

12 Mo Net Absorp % of Inventory	0.4% ↑
12 Mo Leased SF	2.3M ↑
Months on Market	22.7 ↑
Months to Lease	11.4 ↓
Months Vacant	11.4 ↓
24 Mo Lease Renewal Rate	32.4%
Population Growth 5 Yrs	1.1%

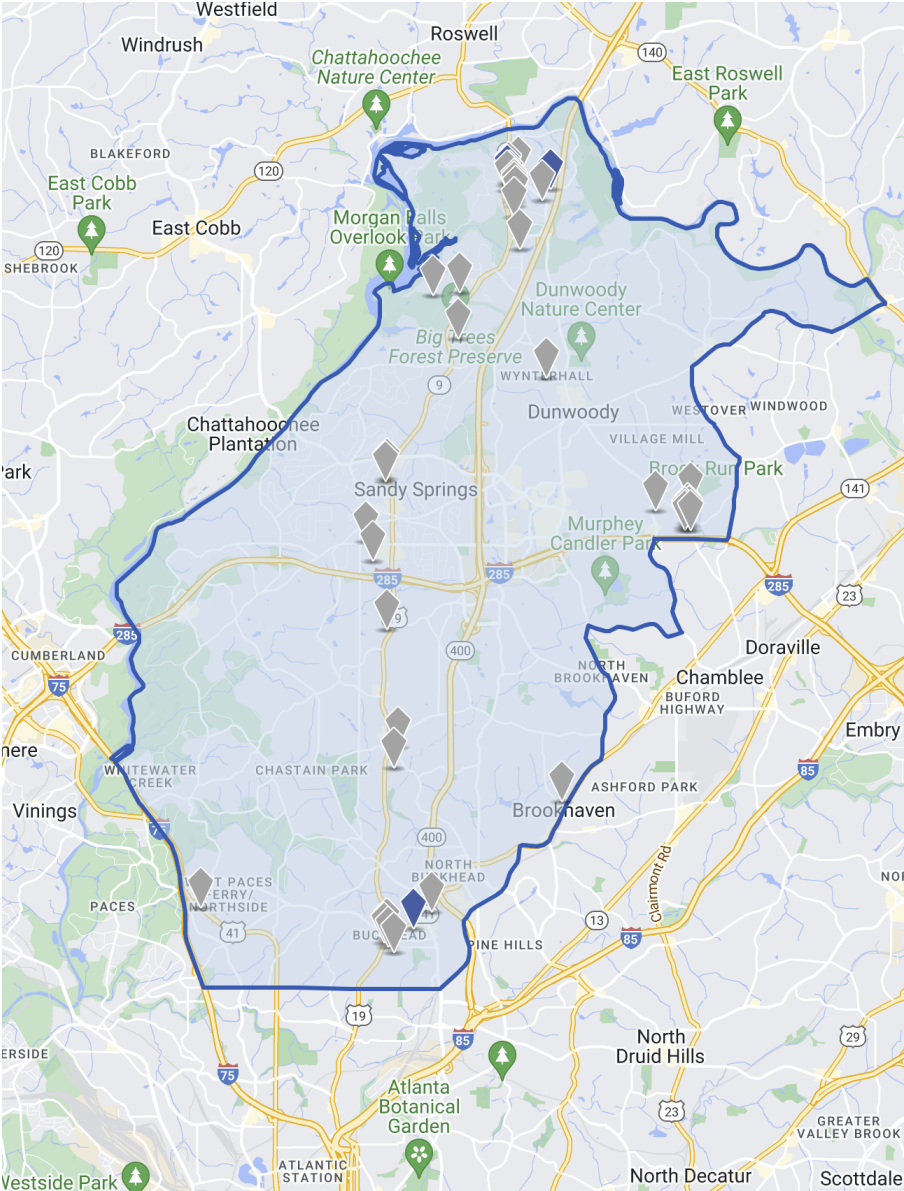
Market Asking Rent Per SF



Vacancy Rate



Central Perimeter Industrial/ Flex



Central Perimeter Industrial/ Flex



INVENTORY SF

470K +0%

Prior Period 470K

UNDER CONSTRUCTION SF

0 -

Prior Period 0

12 MO NET ABSORPTION SF

(1.4K) -123.8%

Prior Period 5.8K

VACANCY RATE

2.2% +0.3%

Prior Period 1.9%

MARKET ASKING RENT/SF

\$17.17 +3.3%

Prior Period \$16.61

MARKET SALE PRICE/SF

\$204 +7.3%

Prior Period \$190

MARKET CAP RATE

6.9% +0%

Prior Period 6.9%

Availability

Vacant SF	10.4K ↑
Sublet SF	7.8K ↓
Availability Rate	3.9% ↑
Available SF Total	18.3K ↑
Available Asking Rent/SF	\$18.68 ↓
Occupancy Rate	97.8% ↓
Percent Leased Rate	97.8% ↓

Inventory

Existing Buildings	30 ↓
Under Construction Avg SF	-
12 Mo Demolished SF	0 ↓
12 Mo Occupancy % at Delivery	-
12 Mo Construction Starts SF	0 ↓
12 Mo Delivered SF	0 ↓
12 Mo Avg Delivered SF	-

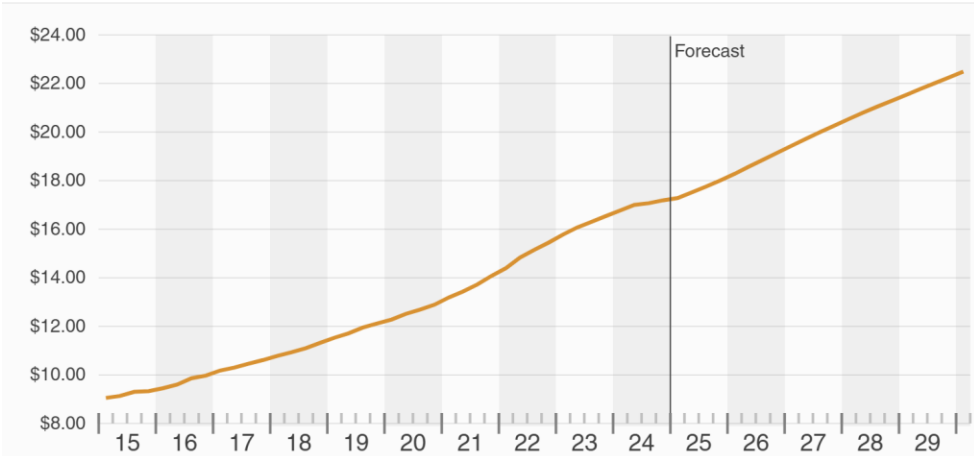
Sales Past Year

Asking Price Per SF	-
Sale to Asking Price Differential	-
Sales Volume	\$0 ↓
Properties Sold	0 ↓
Months to Sale	-
For Sale Listings	1
Total For Sale SF	11K

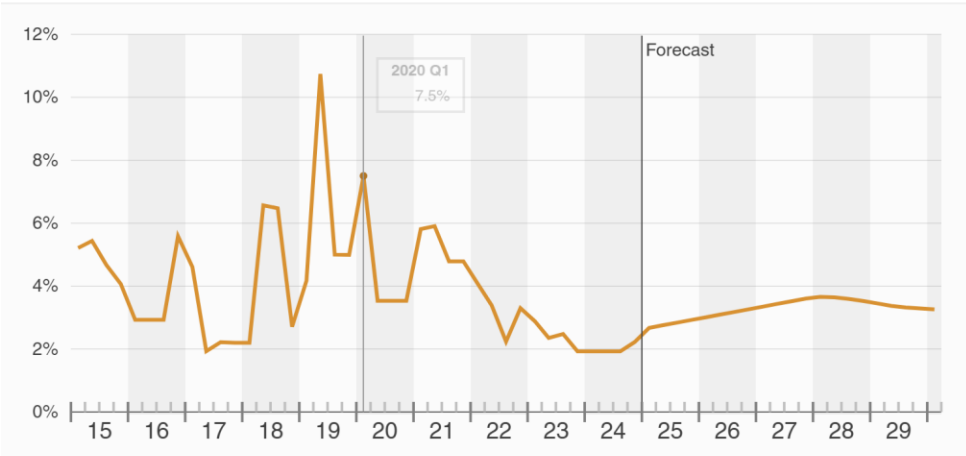
Demand

12 Mo Net Absorp % of Inventory	-0.3% ↓
12 Mo Leased SF	0 ↓
Months on Market	11.5 ↑
Months to Lease	-
Months Vacant	-
24 Mo Lease Renewal Rate	89.8%
Population Growth 5 Yrs	1.9%

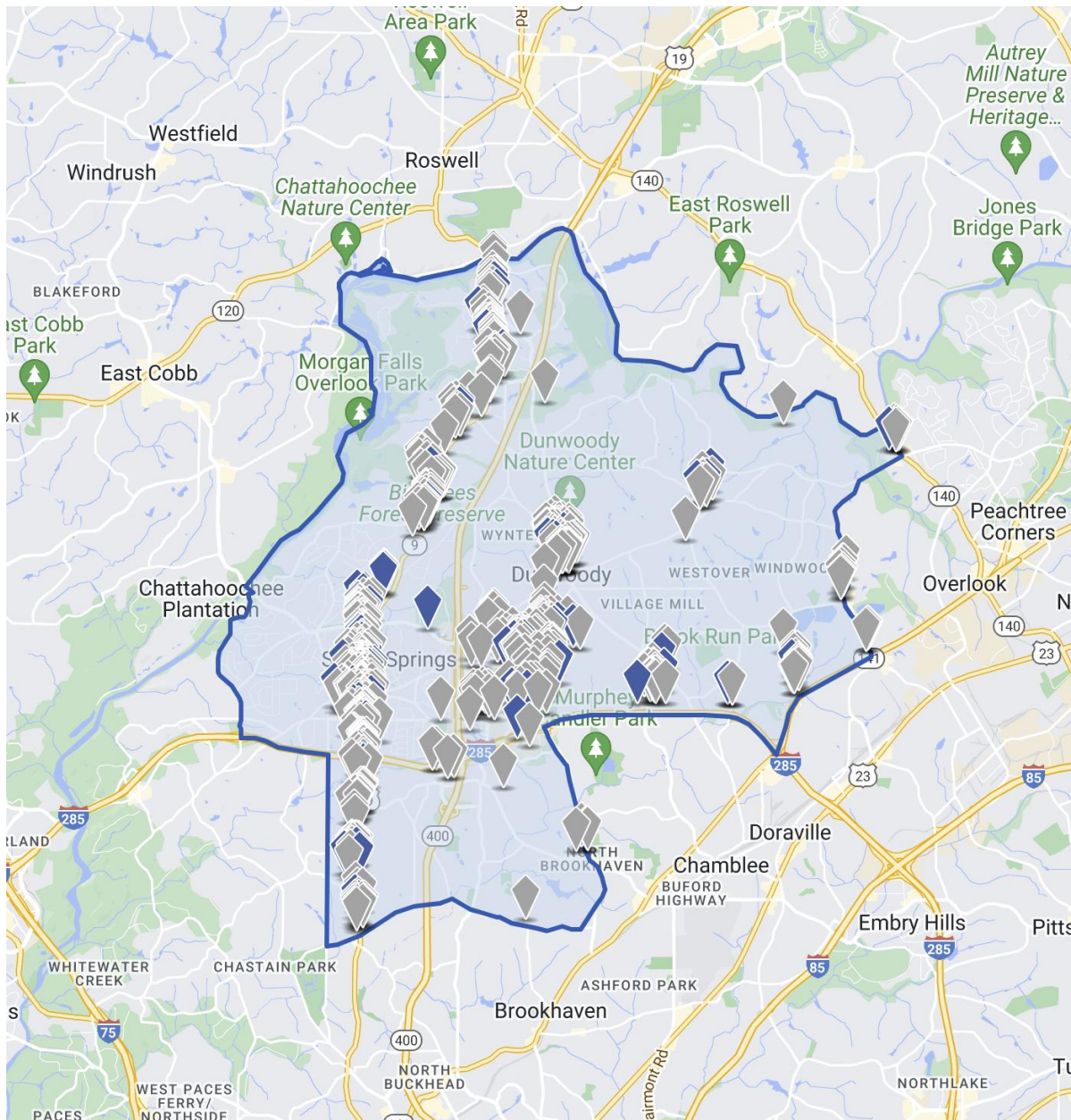
Market Asking Rent Per SF



Vacancy Rate



Sandy Springs/ North Central Retail



Sandy Springs/ North Central Retail



INVENTORY SF	UNDER CONSTRUCTION SF	12 MO NET ABSORPTION SF	VACANCY RATE	MARKET ASKING RENT/SF	MARKET SALE PRICE/SF	MARKET CAP RATE
10.5M +1.0%	25K -80.1%	212K +1,293.6%	3.9% -1.2%	\$31.95 +4.4%	\$271 +3.7%	6.7% +0%
Prior Period 10.4M	Prior Period 126K	Prior Period 15.2K	Prior Period 5.1%	Prior Period \$30.61	Prior Period \$261	Prior Period 6.7%

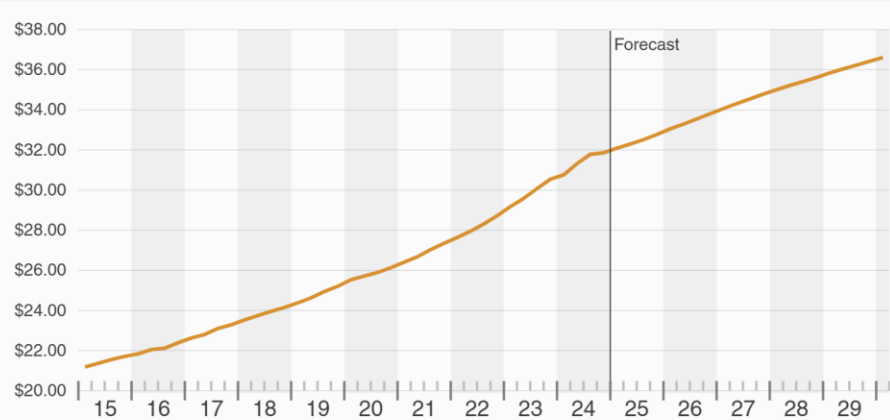
Availability	
Vacant SF	413K ↓
Sublet SF	5.4K ↓
Availability Rate	4.6% ↓
Available SF Total	482K ↓
Available Asking Rent/SF	\$30.61 ↑
Occupancy Rate	96.1% ↑
Percent Leased Rate	96.6% ↑

Inventory	
Existing Buildings	523 ↓
Under Construction Avg SF	25K ↓
12 Mo Demolished SF	0 ↓
12 Mo Occupancy % at Delivery	100.0% ↓
12 Mo Construction Starts SF	0 ↓
12 Mo Delivered SF	98.3K ↓
12 Mo Avg Delivered SF	150K ↑

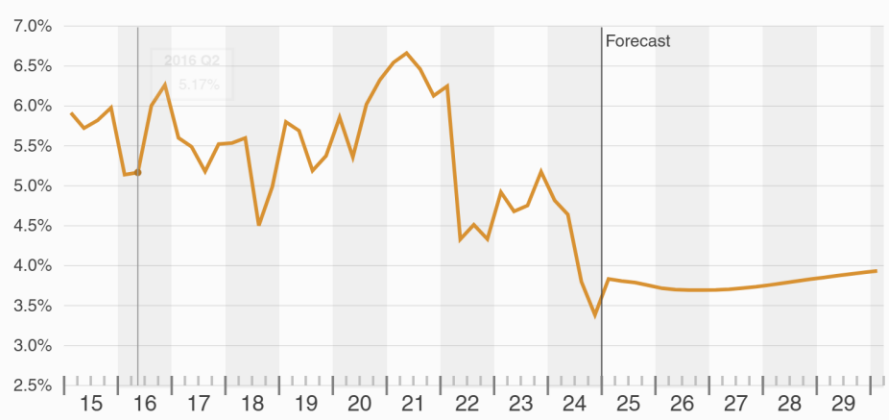
Sales Past Year	
Asking Price Per SF	\$332
Sale to Asking Price Differential	2.1%
Sales Volume	\$65.4M ↑
Properties Sold	13 ↑
Months to Sale	6.4
For Sale Listings	5 ↓
Total For Sale SF	23.5K ↓

Demand	
12 Mo Net Absorp % of Inventory	2.0% ↑
12 Mo Leased SF	182K ↓
Months on Market	12.3 ↑
Months to Lease	8.0 ↓
Months Vacant	8.1 ↓
24 Mo Lease Renewal Rate	82.2%
Population Growth 5 Yrs	1.5%

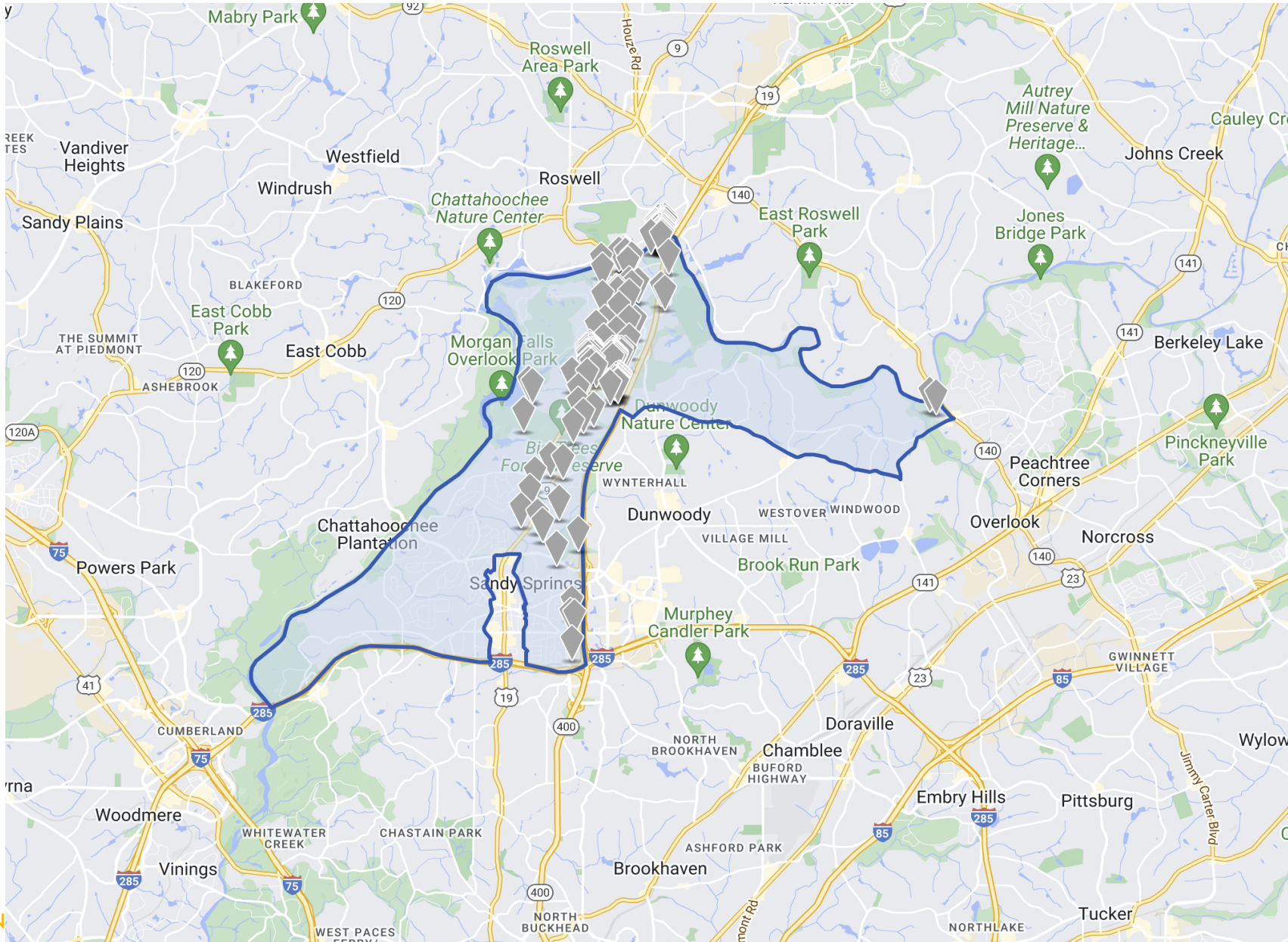
Market Asking Rent Per SF



Vacancy Rate



Sandy Springs Multifamily



Sandy Springs Multifamily



INVENTORY UNITS	UNDER CONSTRUCTION UNITS	12 MO ABSORPTION UNITS	VACANCY RATE	MARKET RENT/UNIT	MARKET SALE PRICE/UNIT	MARKET CAP RATE
13,140 +0.3%	286 -13.6%	23 +110.4%	9.4% +0.2%	\$1,621 -0.8%	\$205K +0.1%	5.4% +0.1%
Prior Period 13,095	Prior Period 331	Prior Period (217)	Prior Period 9.2%	Prior Period \$1,635	Prior Period \$205K	Prior Period 5.3%

Availability

Vacant Units	1,231 ↑
Asking Rent/SF	\$1.51 ↓
Concession Rate	1.0% ↓
Studio Asking Rent	-
1 Bedroom Asking Rent/Unit	\$1,400 ↓
2 Bedroom Asking Rent/Unit	\$1,681 ↓
3 Bedroom Asking Rent/Unit	\$2,127 ↓

Inventory

Existing Buildings	87 ↓
Average Units Per Bldg	151 ↓
12 Mo Demolished Units	0 ↓
12 Mo Occupancy % at Delivery	95.5% ↓
12 Mo Construction Starts Units	0 ↓
12 Mo Delivered Units	44 ↓
12 Mo Avg Delivered Units	67 ↓

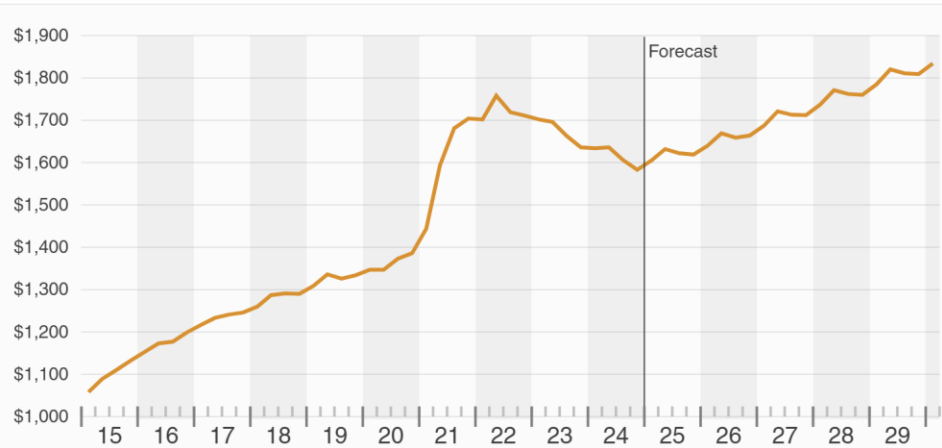
Sales Past Year

Asking Price Per Unit	-
Sale to Asking Price Differential	-
Sales Volume	\$71.5M ↓
Properties Sold	2 ↓
Months to Sale	-
For Sale Listings	-
Total For Sale Units	-

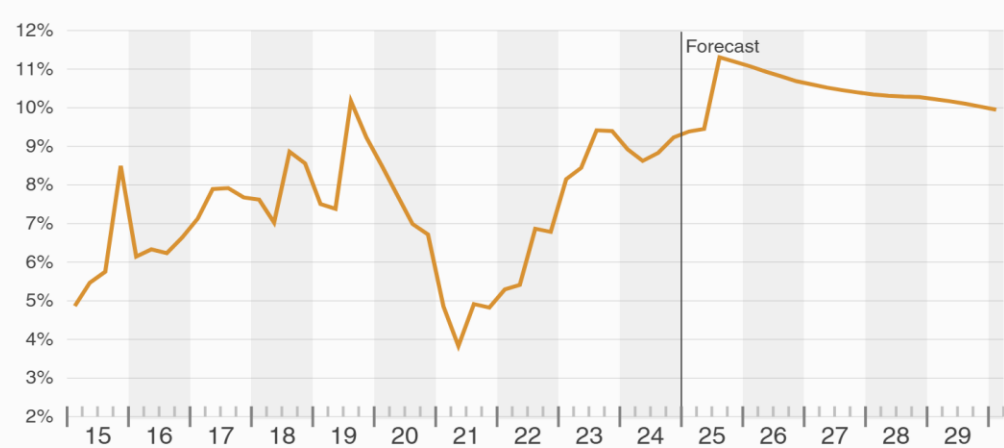
Demand

12 Mo Absorp % of Inventory	0.2% ↑
Median Household Income	84K
Population Growth 5 Yrs 20-29	-17.2%
Population Growth 5 Yrs 30-39	-13.3%
Population Growth 5 Yrs 40-54	10.6%
Population Growth 5 Yrs 55+	10.9%
Population Growth 5 Yrs	1.2%

Market Asking Rent Per Unit

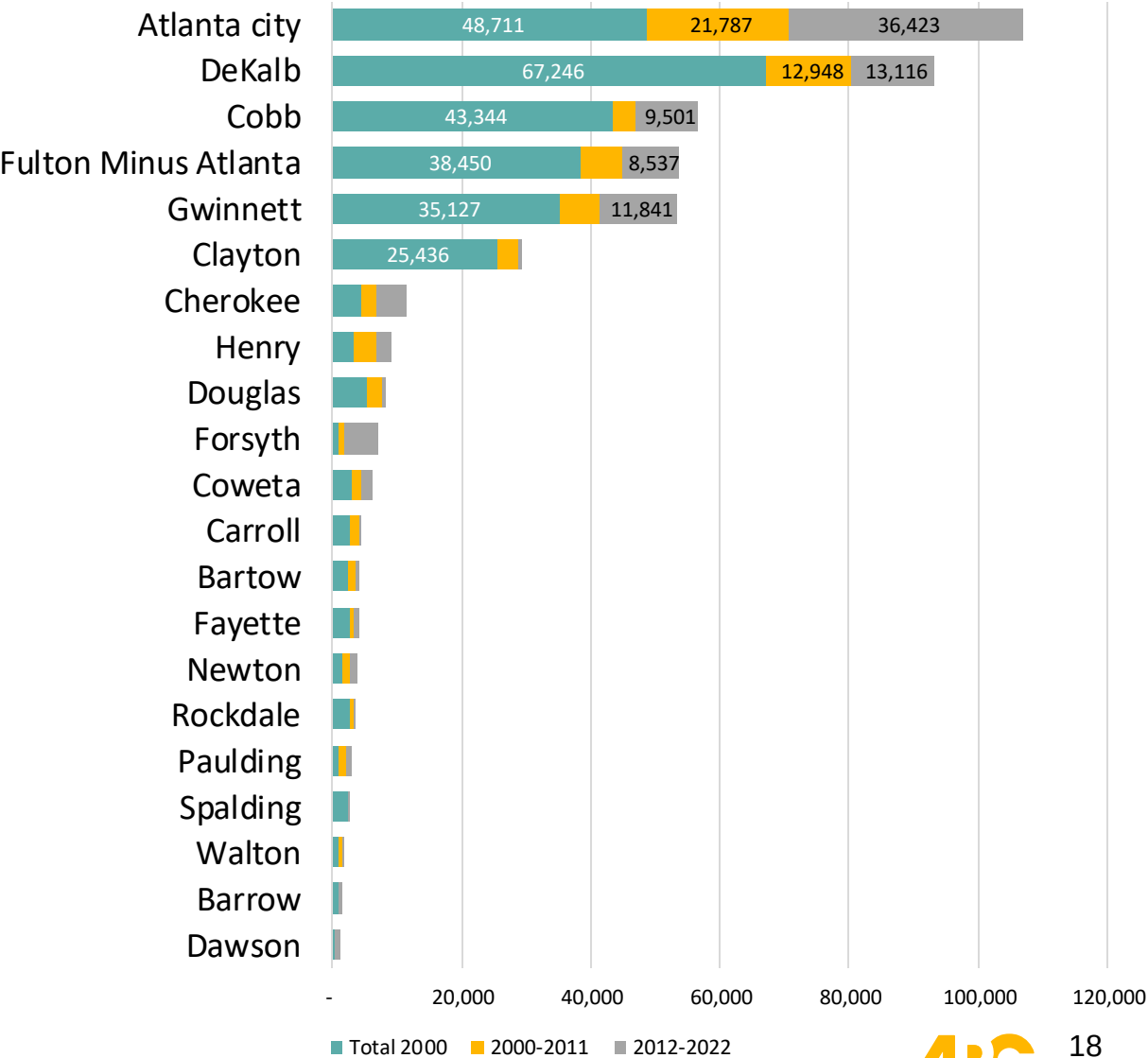


Vacancy Rate



Multi-Family Construction Increased in Most Jurisdictions, Especially in the Core

Row Labels	Total 2000	2000-2011	2012-2022	Share Comparison 2010s to 2000s
Atlanta city	48,711	21,787	36,423	167%
DeKalb	67,246	12,948	13,116	101%
Cobb	43,344	3,649	9,501	260%
Fulton Minus Atlanta	38,450	6,527	8,537	131%
Gwinnett	35,127	6,278	11,841	189%
Clayton	25,436	3,161	662	21%
Cherokee	4,375	2,518	4,579	182%
Henry	3,165	3,661	2,302	63%
Douglas	5,363	2,377	541	23%
Forsyth	970	841	5,345	636%
Coweta	2,985	1,357	1,878	138%
Carroll	2,703	1,305	203	16%
Bartow	2,473	1,043	543	52%
Fayette	2,614	615	774	126%
Newton	1,497	1,052	1,422	135%
Rockdale	2,771	364	250	69%
Paulding	916	1,098	1,034	94%
Spalding	2,328	72	289	401%
Walton	1,008	508	202	40%
Barrow	792	167	411	246%
Dawson	313	36	865	2403%

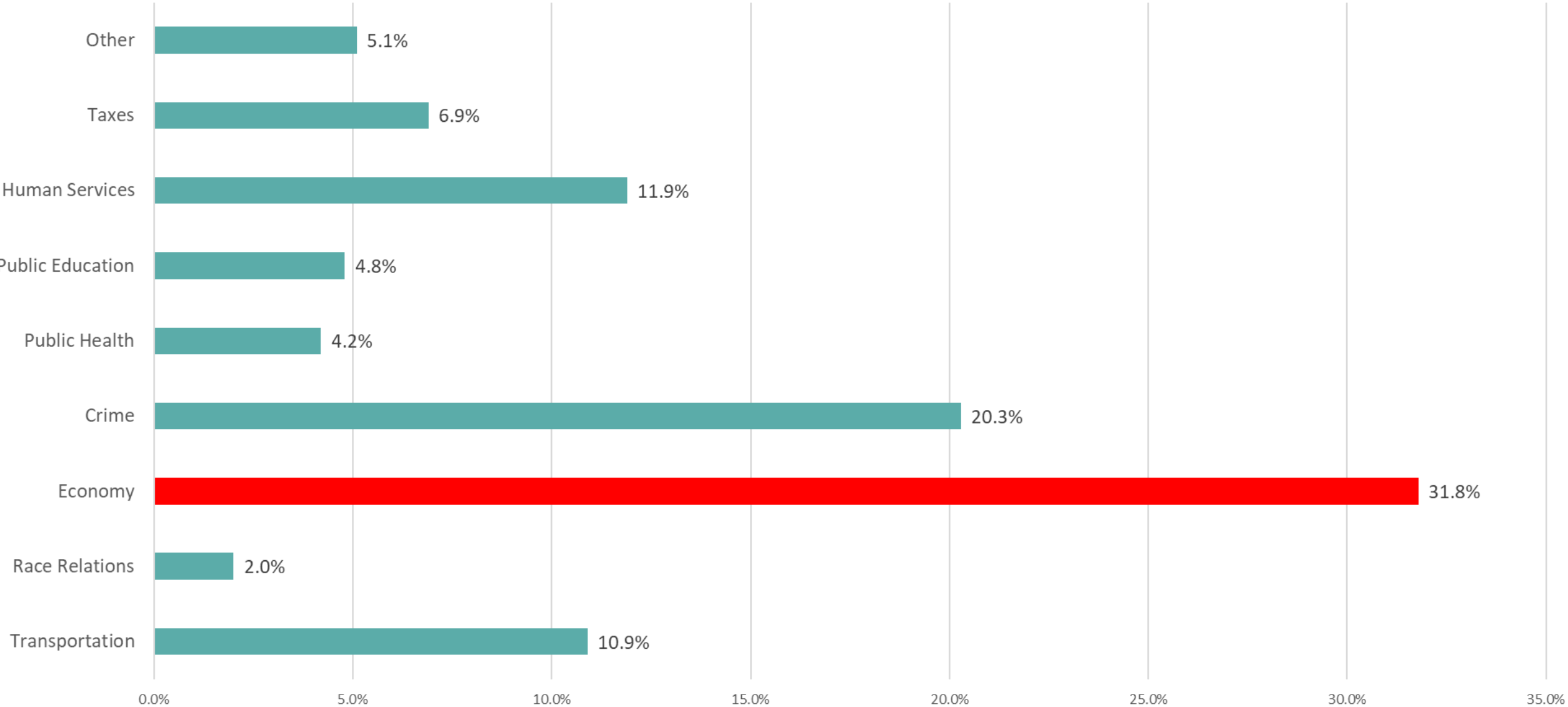




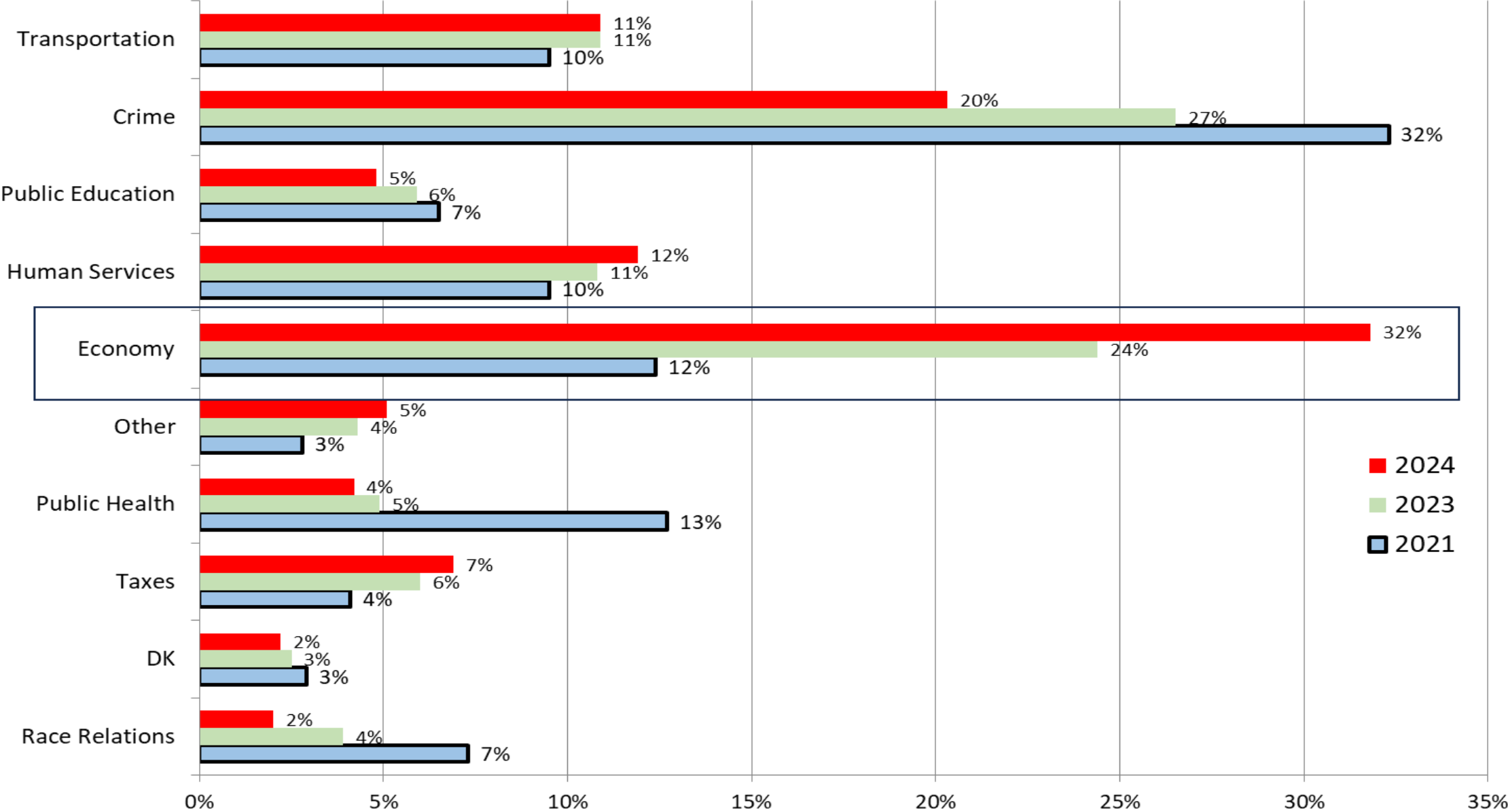
METRO ATLANTA **SPEAKS**



Economy is the Biggest Problem in 2024



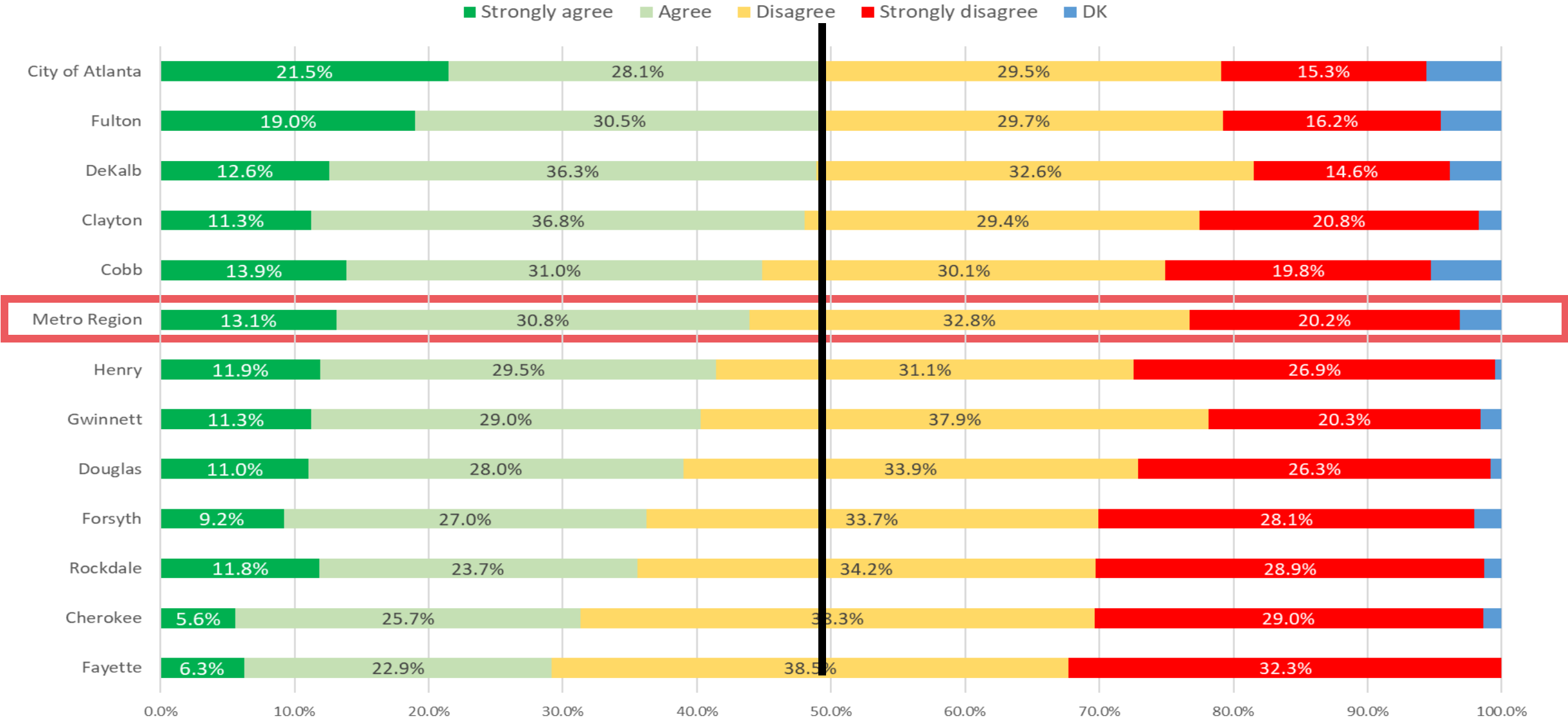
The Biggest Problem Over the Last Three Years



Biggest Problem Over Span of Survey

Rank	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2023</u>	<u>2024</u>
Race Relations	10	10	6	6	10	9	9	4	6	9	10
DK	8	7	9	10	8	10	9	8	9	10	9
Taxes	6	6	6	8	8	7	5	10	8	5	5
Public Health	7	7	8	7	7	8	6	1	2	7	8
Other	5	7	10	9	6	4	8	9	10	8	6
Economy	1	2	3	3	5	6	6	3	3	2	1
Human Services	9	5	5	5	4	5	4	6	4	4	3
Public Education	4	3	4	4	3	3	3	6	7	6	7
Crime	3	3	2	2	2	2	2	2	1	1	2
Transportation	2	1	1	1	1	1	1	5	4	3	4

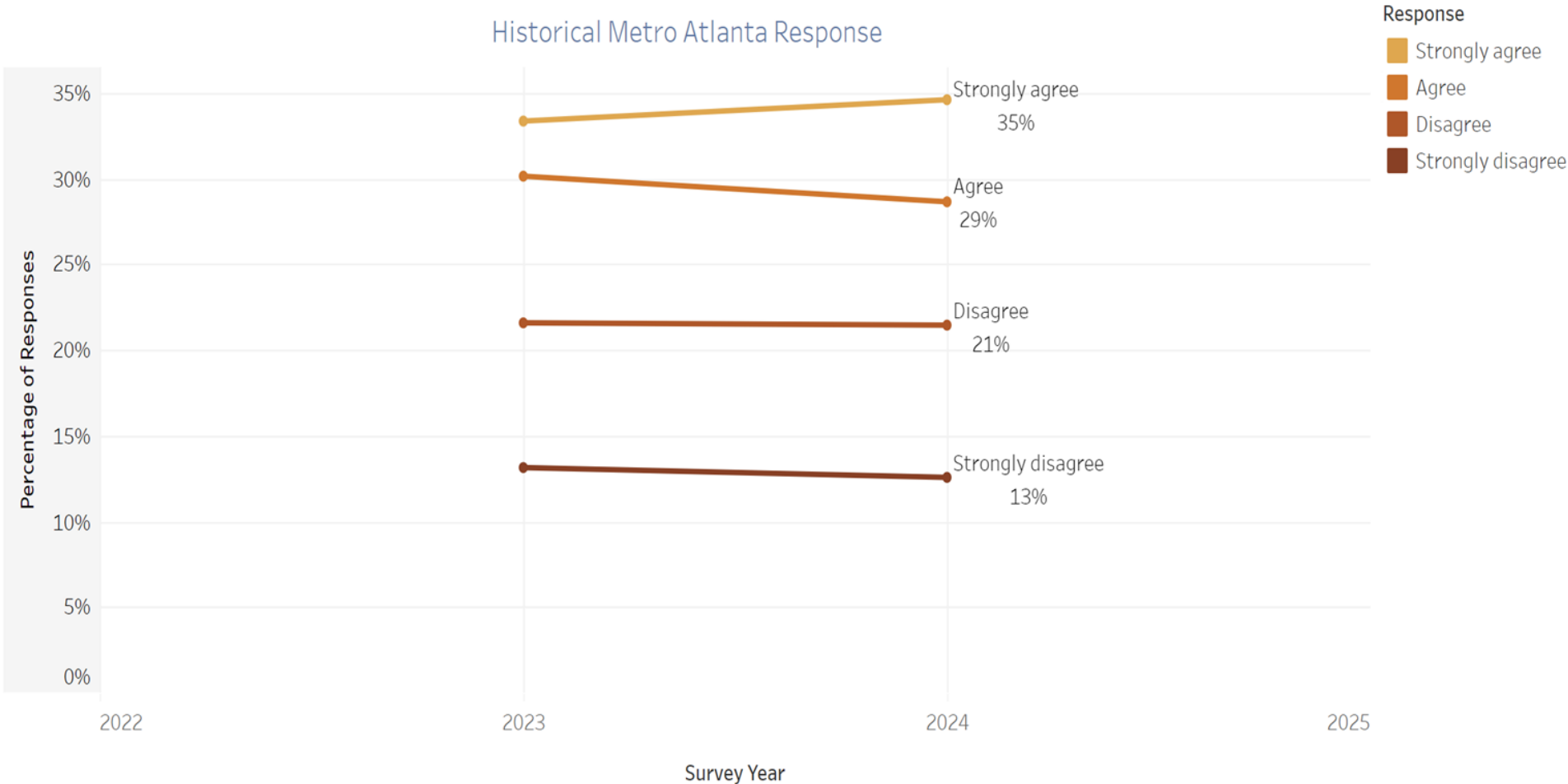
A Lot of Skepticism About Expanding Transit...



Housing Affordability a Major Issue

Select Question

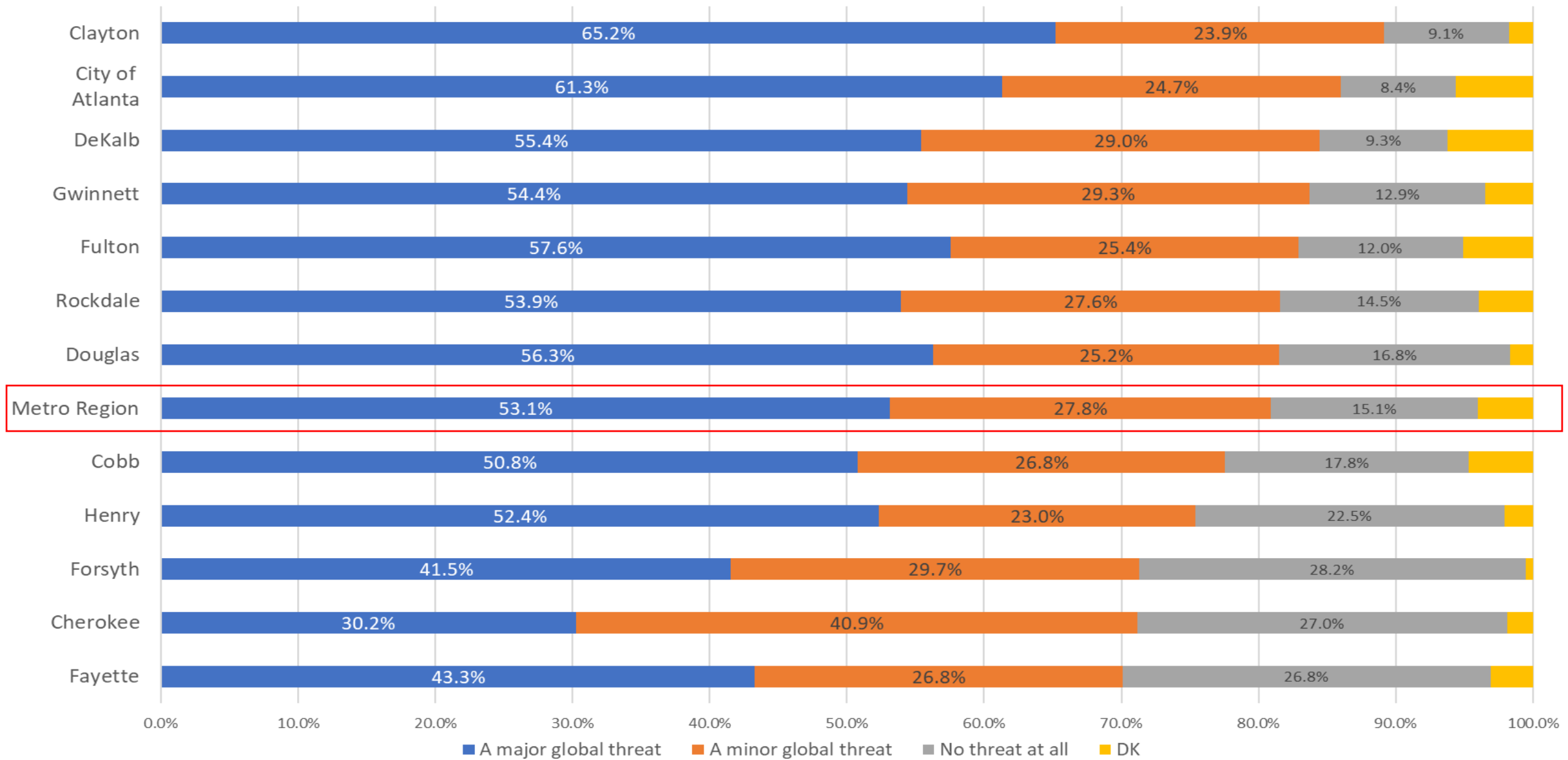
HOUSING| I could not afford to move to another residence in my current neighborhood right now



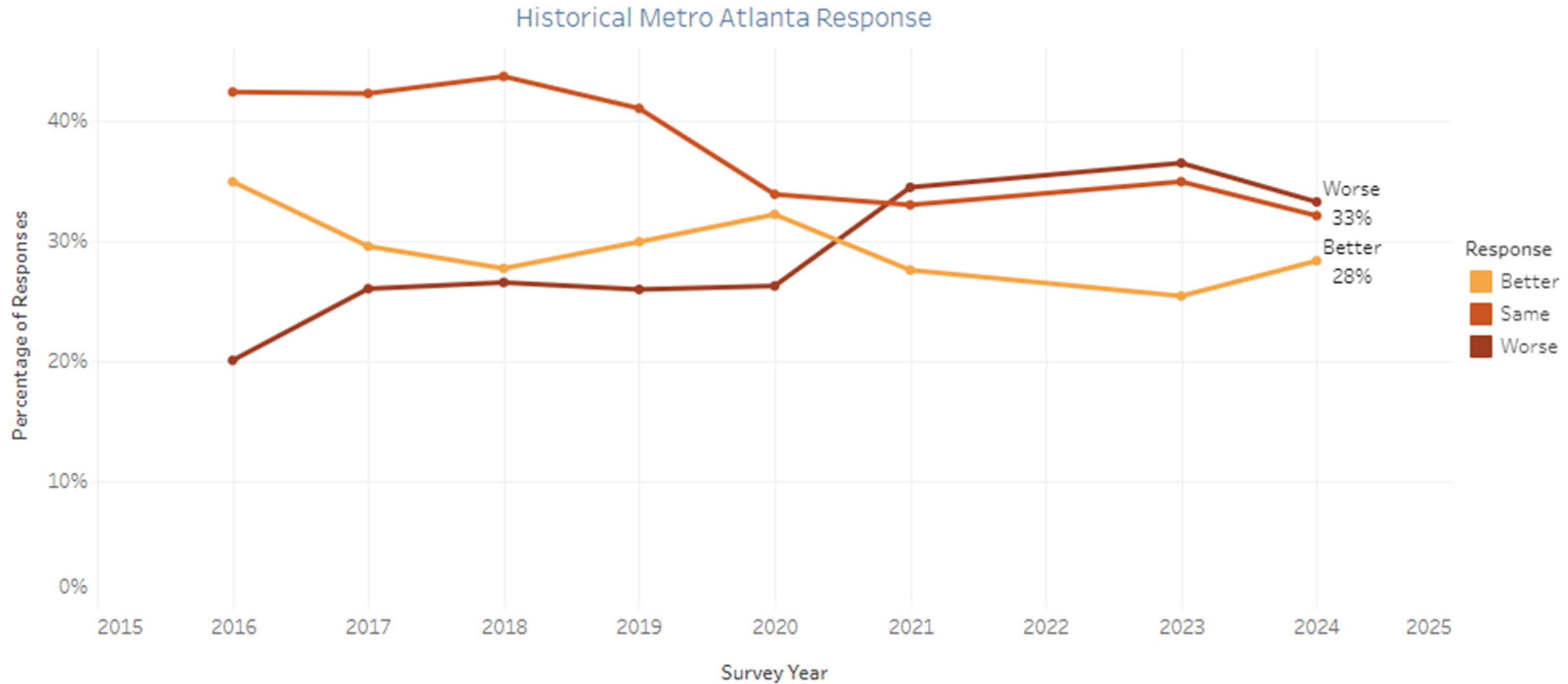
* Detailed Survey Results breakdown tab only offered for Desktop and Tablet Viewing Sites

Global Climate Change in Next 10 Years

Thinking about climate change, how serious of a global threat do you feel it will be in the next 10 years? Will climate change be



Optimism for Future Increasing (Slightly)...



Economic Development in Sandy Springs: What's on the Horizon?



SANDY SPRINGS
GEORGIA

Overview

- Utilizing the recommendations of the 2020 Strategic Economic Development Plan and considering current developments “in the queue”, Staff analyzed past data and current market conditions to set goals for 2025 in two key areas:
 - 5 goals regarding real estate development
 - 5 goals regarding business promotion, retention, and recruitment

2020 Strategic Economic Development Plan

- Recommendations regarding Business Promotion, Retention, and Recruitment within the SEDP fell within four key categories:
 1. Business Expansion, Retention, and Recruitment
 2. Asset Development and the “Tools” Required
 3. Outreach, Communication, and Marketing
 4. Organization and Coordination

“5 for ‘25” – Business

1. Enhance and Accelerate Business Outreach and Marketing
2. Form a Business Education and Mentoring Program
3. Seek More Engagement Between City Leadership and Large Employers
4. Analyze and Enhance the City’s Current Incentive Programs, Where Appropriate
5. Achieve Another Major Corporate Relocation in 2025

1. Enhance and accelerate business outreach and marketing

- Energize local business outreach through business-to-business social media that profiles successful companies of all sizes
- Roll out the new “Select Sandy Springs” website that focuses on the business community and economic development
- Re-introduce quarterly newsletters that profile local businesses and provide helpful information to the local business community
- Go live with Select Sandy Springs and successfully publish at least four newsletters

2. Form a business education and mentoring program

- Create the Sandy Springs Business Council as a division of the Greater Perimeter Chamber to focus specifically on the City, with particular attention to the six major commercial nodes
- Provide small business training and mentoring opportunities
- Consider an Economic Advisory Board of successful business leaders to serve as mentors to local business owners
- Implement business training courses for local entrepreneurs and host at least one event within each of the six business nodes

3. Seek more engagement between City leadership and large employers

- Encourage strong relationships between the City and large employers
- Schedule meetings with the senior leadership of six to eight of the largest companies in Sandy Springs

4. Analyze and enhance the City's current incentive programs, where appropriate

- Review incentive packages from other comparable Metro Atlanta cities
- Meet with local economic development leaders to discuss different incentive packages
- Form deeper partnerships with other organizations to identify incentive opportunities outside of the City
- Engage with the Development Authority, as appropriate, in incentive options that support community development
- Make recommendations to Mayor and Council if updates to the Sandy Springs incentive packages are warranted

5. Achieve another major corporate relocation

- Our “big, hairy, audacious goal” – a term coined by Jim Collins and Jerry Porras in their book, “Built to Last: Successful Habits of Visionary Companies”
- “The best BHAGs require both building for the long term AND exuding a relentless sense of urgency: What do we need to do today, with monomaniacal focus, and tomorrow, and the next day, to defy the probabilities and ultimately achieve our BHAG?” (jimcollins.com)

“5 for ‘25” – Real Estate

1. Citywide Design Guidelines
2. Perimeter Small Area Plan
3. Further redevelopment initiatives within the City Springs District
4. Identify ways the Development Authority can be most effective in fostering quality development in the City
5. Work as a liaison between the City and developers to move new projects forward in 2025 that are currently under discussion

1. Citywide Design Guidelines

- Address aging buildings through Citywide Design Guidelines project
- Implement a pilot building improvement program to incentivize owners to make property enhancements
 - As an alternative to grant funding, the Development Authority may consider a loan program that allows qualified building owners to obtain loans at attractive terms to fund building improvements that meet the City's objectives for the revitalization of the City Springs corridor.
- Consider options for a Building Improvement Incentive Program

2. Perimeter Small Area Plan

- Complete the Perimeter Small Area Plan Supplement with Rhodeside & Harwell by end of 2025
 - Evaluate trail activation, including potential for opening container-based business concepts along the trails in Perimeter
 - Hold Perimeter stakeholder meeting with commercial brokers, building owners, and developers in coordination with the Atlanta Board of Realtors and PCID to discuss what is needed to decrease vacancy rates and fuel redevelopment initiatives.
- Define and begin early-stage implementation of one or more catalytic projects in the Perimeter as a stimulant to the economic resurgence of the market

3. Further redevelopment initiatives within the City Springs District

- Advance progress on City Springs Phase II
- Complete concept drawings and developer agreements, and assist the developer with acquisition of funding if appropriate

4. Identify ways the Development Authority can be most effective in fostering quality development in the City

- Explore funding program opportunities, like that of a pilot building improvement program
- Utilize Development Authority funding for at least one development project

5. Work as a liaison between the City and developers to move new projects forward that are currently under discussion

- Facilitate meetings and events with developers in the Metro Atlanta region to discuss new development and redevelopment
- Host or attend at least one meeting or networking event per month with a developer

SEDP Recommended Redevelopment Sites: What is Really Happening?

2020 Strategic Economic Development Plan: Real Estate Development Recommendations

The 2020 Strategic Economic Development Plan identified 7 key districts with potential for new development, infill development, and redevelopment:

- City Springs District
- Northridge District
- North Springs MARTA
- Medical District
- Perimeter District
- Powers Ferry Road
- Roswell Road South

City Springs District

- Possible sites noted for future development within the SEDP included:
 - Centre Court
 - The Balconies
 - Infill development at City Walk
 - Hammond/Parkside
 - Parcels on Cliftwood
- Redevelopment Projects in the queue include:

135 Cliftwood Drive - The Gregory
318 Sandy Springs Circle - The Vio
5920 Roswell Road (Parkside) - Multiuse

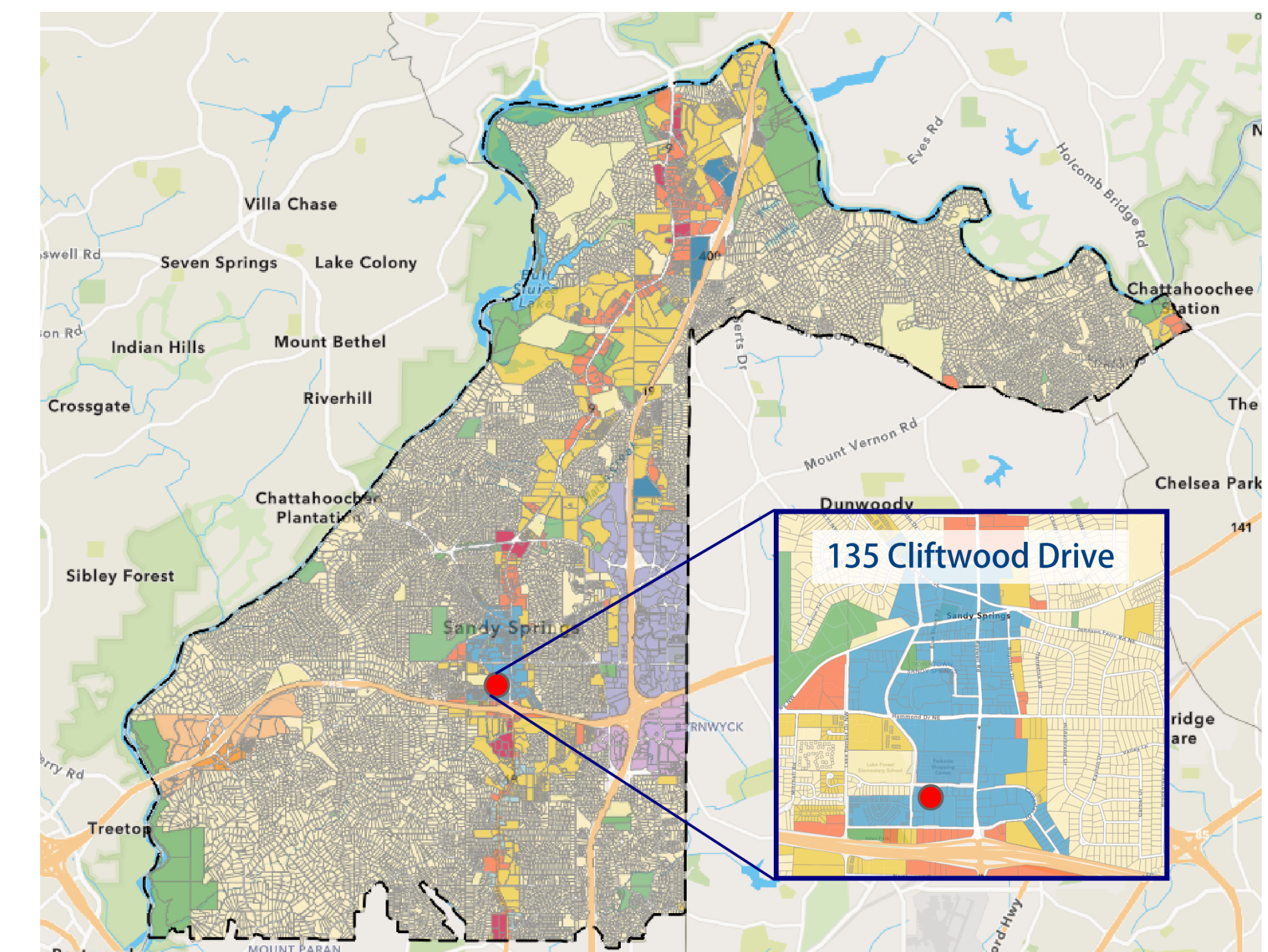
Near Permitting
Under Construction
Concept

Single Unit	Multi-Unit	Condo	Office	Retail
5	190	77	63,500	47,000 18



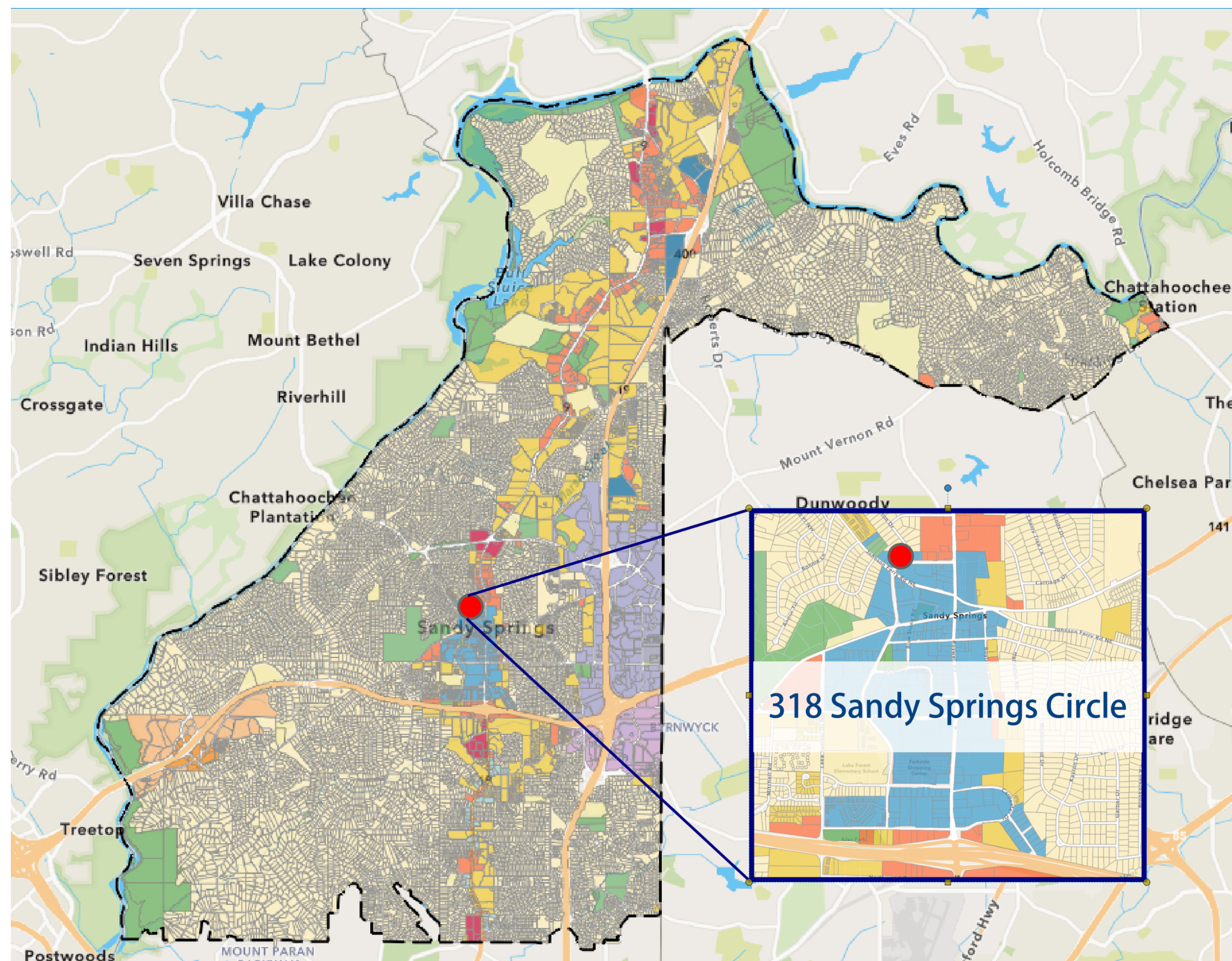
135 Cliftwood

- 36 condominiums
- Moving forward with permitting, likely 2025



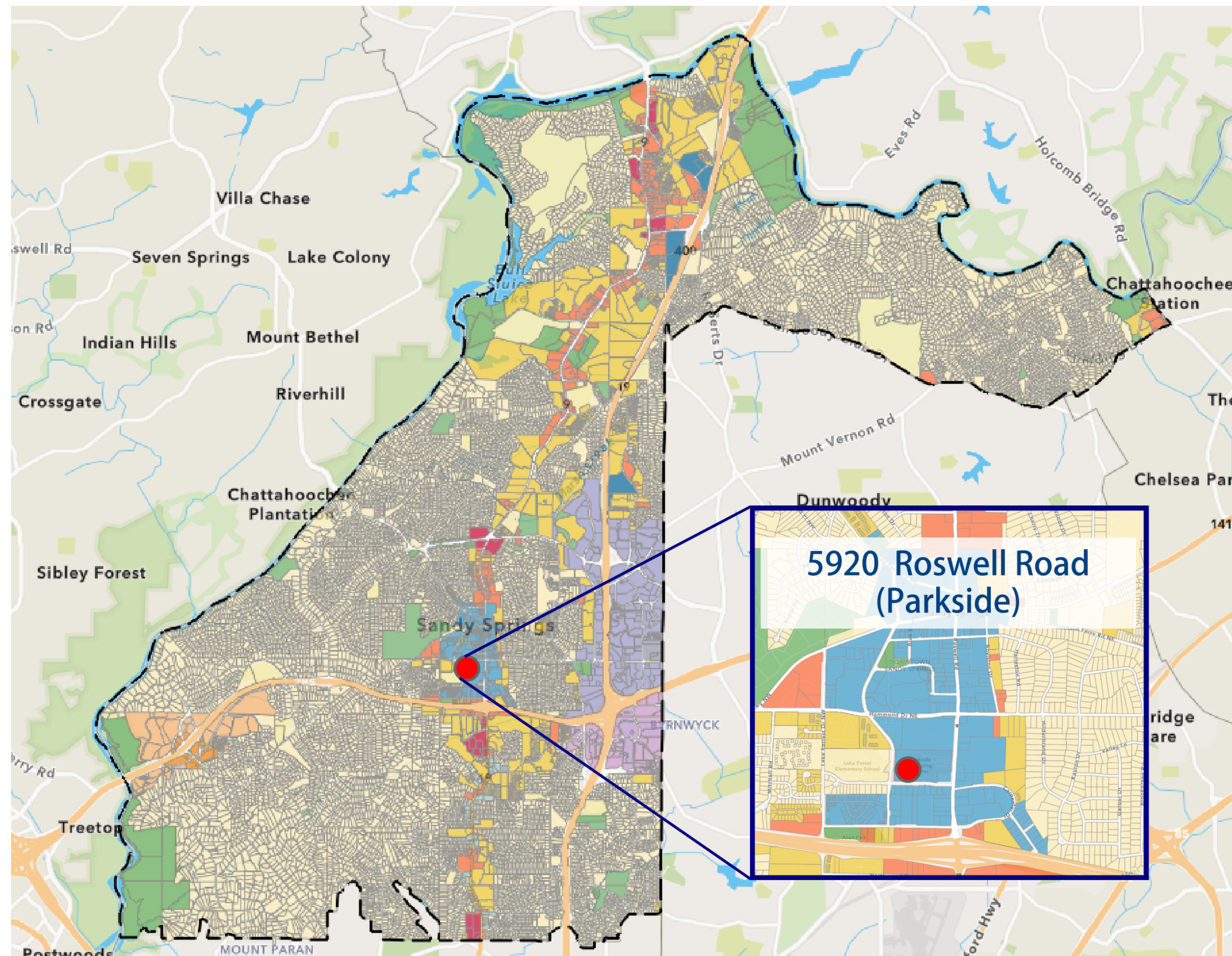
318 Sandy Springs Circle (The Vio)

- Under construction
- 18 luxury condo units



5920 Roswell Road (Parkside)

- Property rezoned in 2021
- Developer considering modifications to original site plan



Roswell Road Central

- Redevelopment Projects in the queue include:
 - 5/3 Bank
 - 6400-6410 Roswell Road (Potential Condos)
 - Peach State Academy (Steak and Shake site)
 - US. Foods Chef'Store

Northridge District

- Possible sites noted for future development within the SEDP included:
 - Surface parking fields for the Northridge office buildings offer room for structured parking to free developable land
 - Warehousing along Dunwoody Place - under contract
- Redevelopment Projects in the queue include:

9300 Roberts Drive – Condominiums

In Permitting

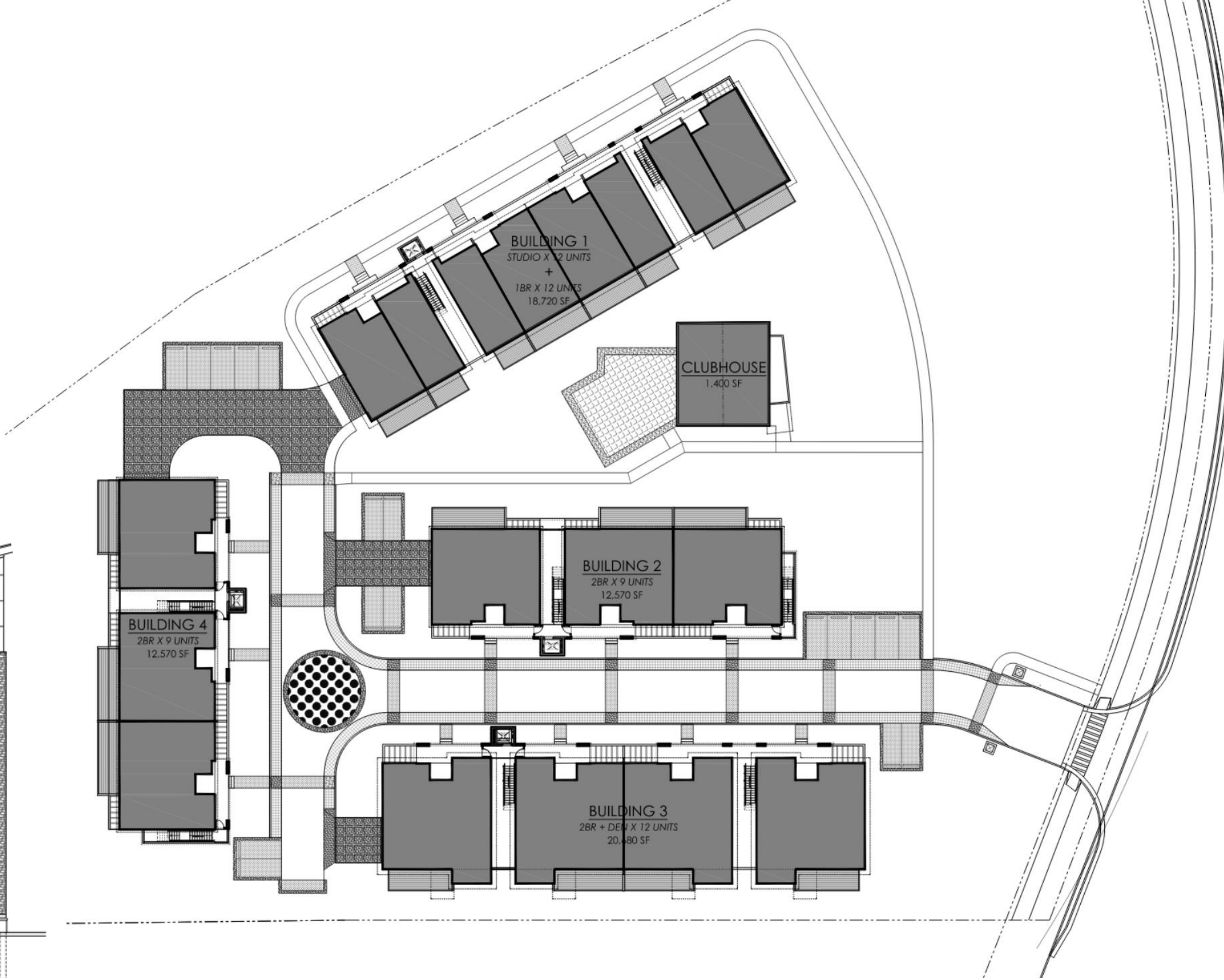
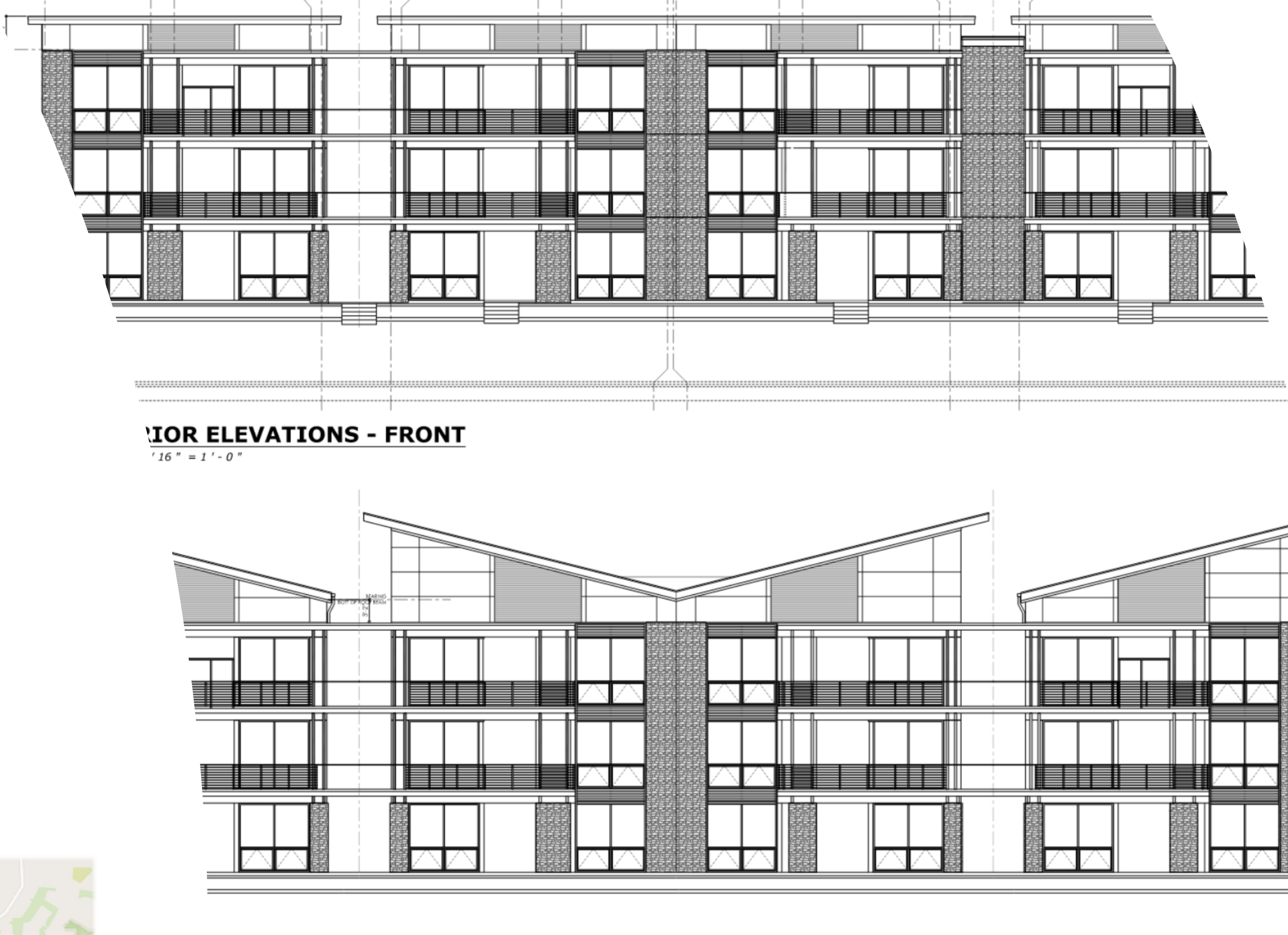
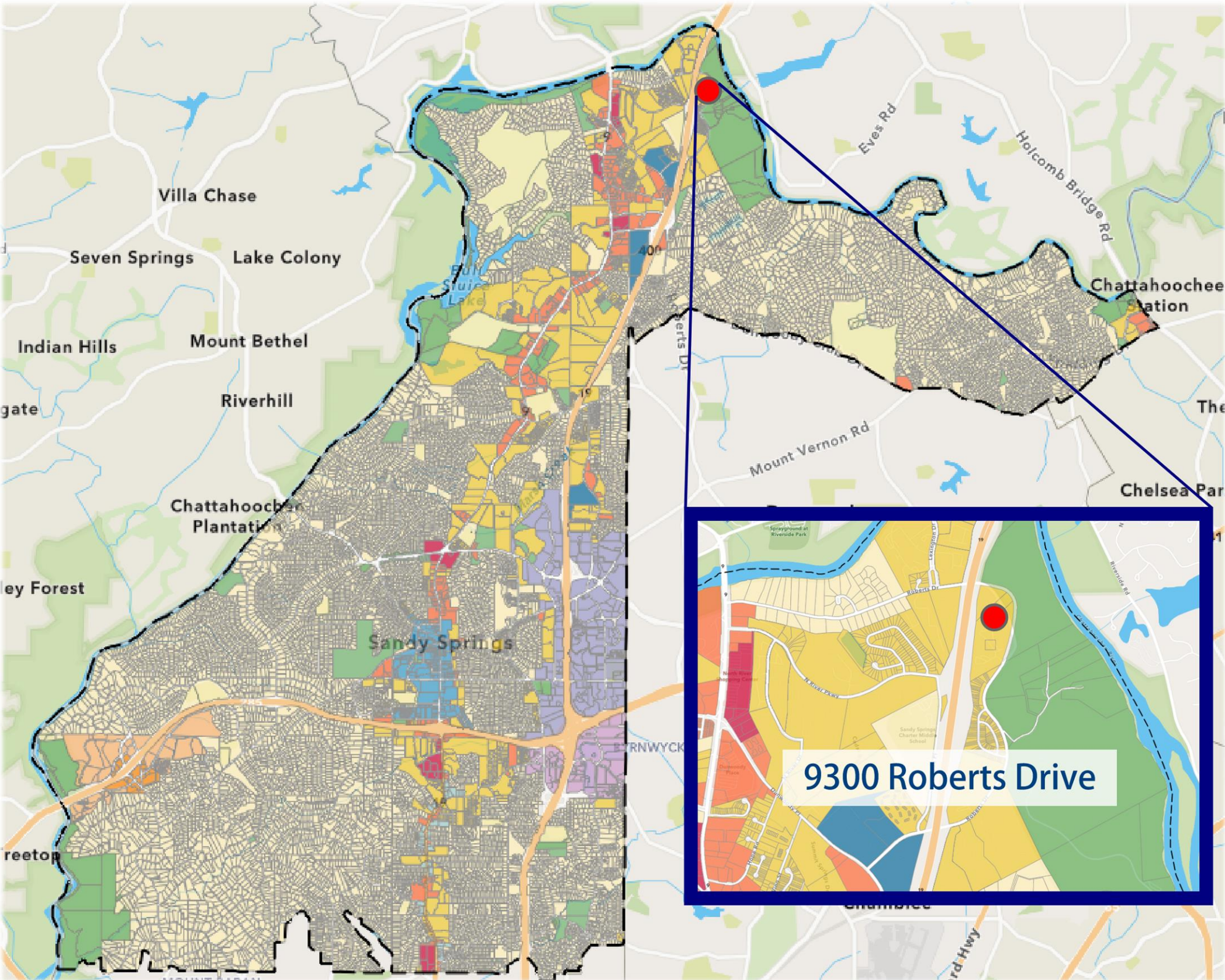
7300 Roswell Road – Wayfern Community

Under Construction

Single Unit	Multi-Unit	Condo	Retail
10	273	56	3,500

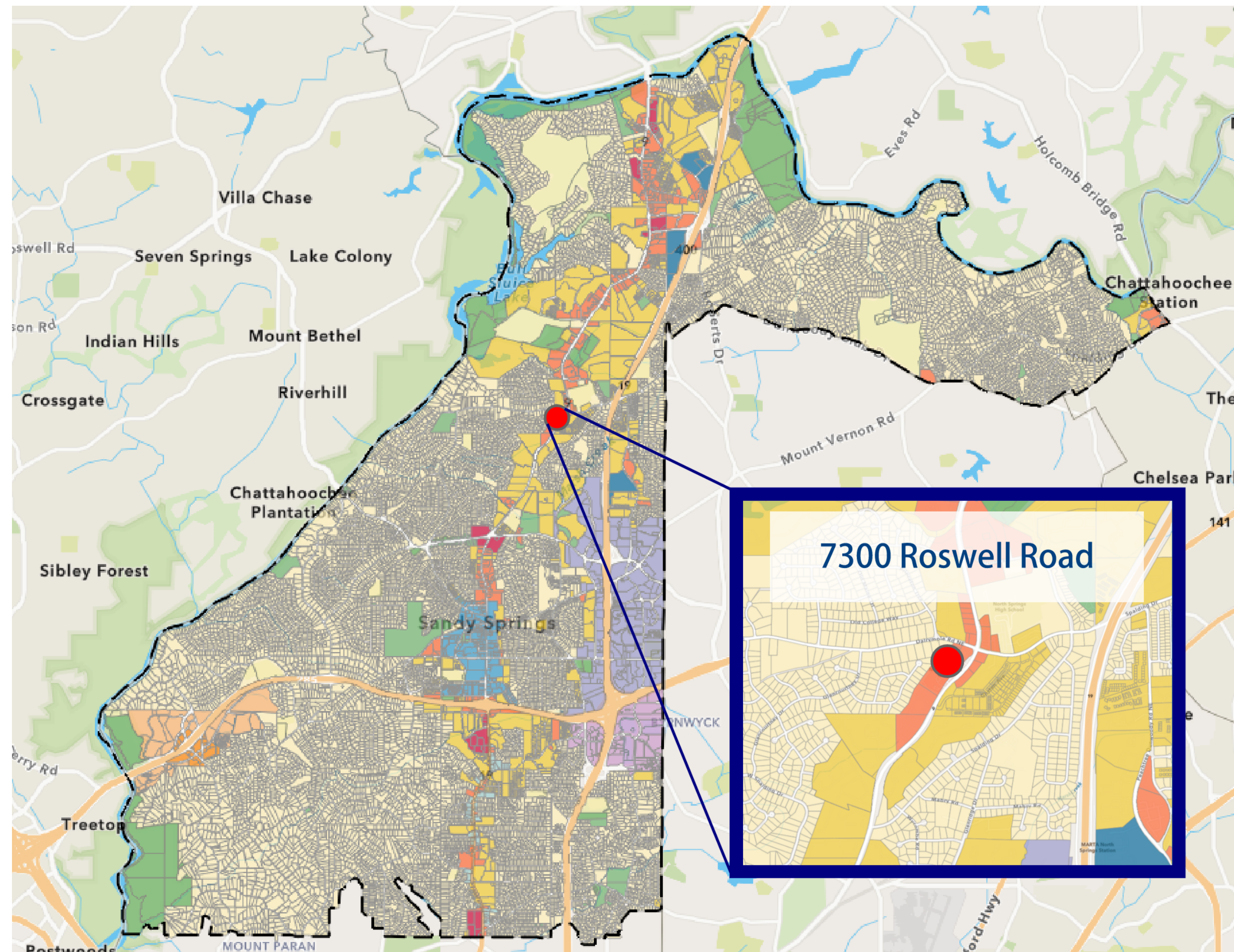
9300 Roberts Drive

- Permitted – No construction
- 56 Condominiums



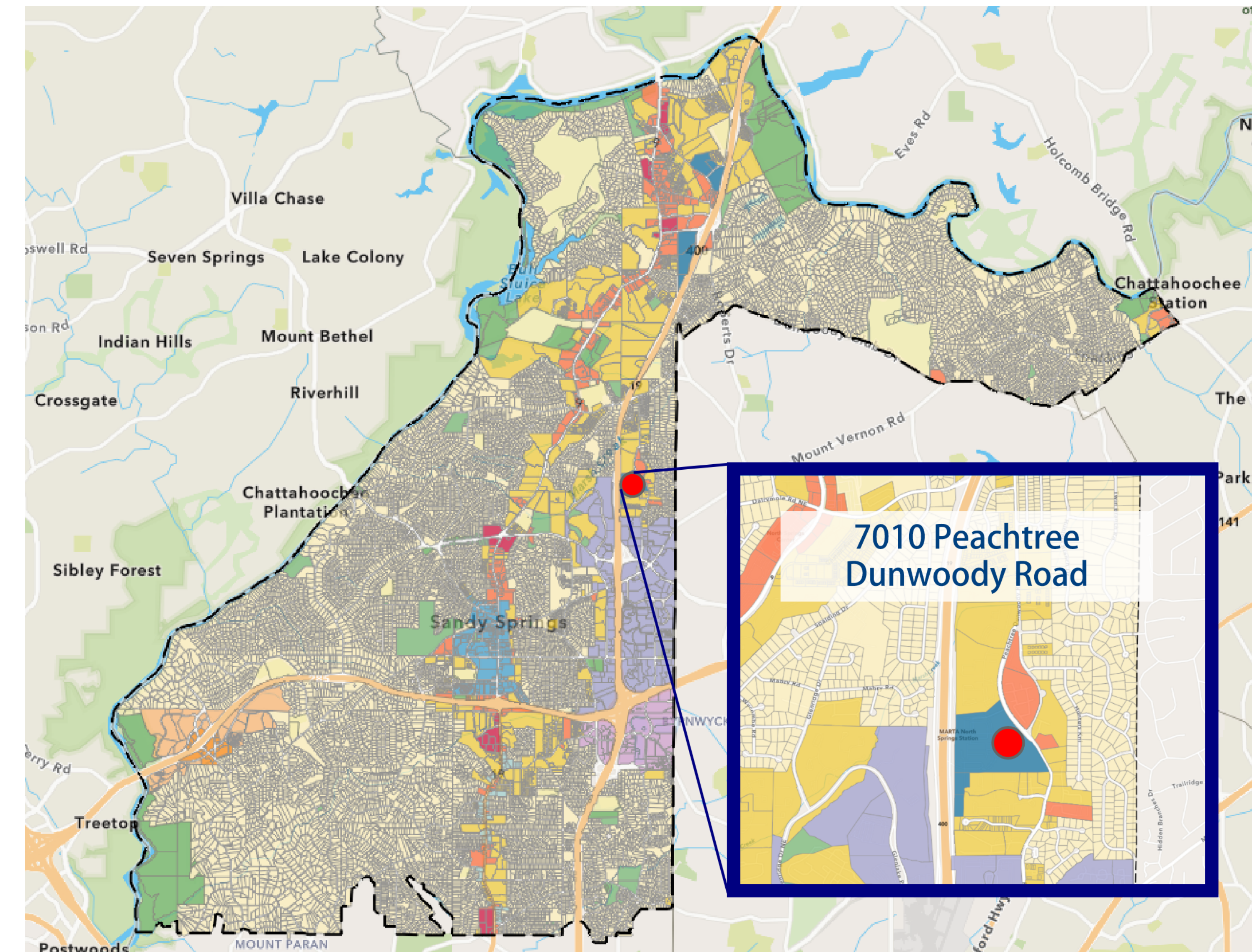
7300 Roswell Road – Wayfern

- 273 Multi-Unit
- 10 Single Unit
- Street Grid
- Live Work



North Springs MARTA

- Possible sites noted for future development within the SEDP included:
 - Park and ride MARTA station east of SR-400
 - Opportunity for a transit-oriented development with housing, office, and retail space
 - Redevelopment of Lake Ridge office condominiums
- The MARTA Corridor and Transit Oriented Development Study provides recommendations for the Peachtree Dunwoody corridor and potential future development of the site



Medical Center

- Possible sites noted for future development within the SEDP included:
 - Medical Center has an undeveloped parcel
 - The Pavilion at Lake Hearn has potential for mixed use infill development
 - The Medical Quarters has potential for infill development or redevelopment
- Redevelopment Projects in the queue include:

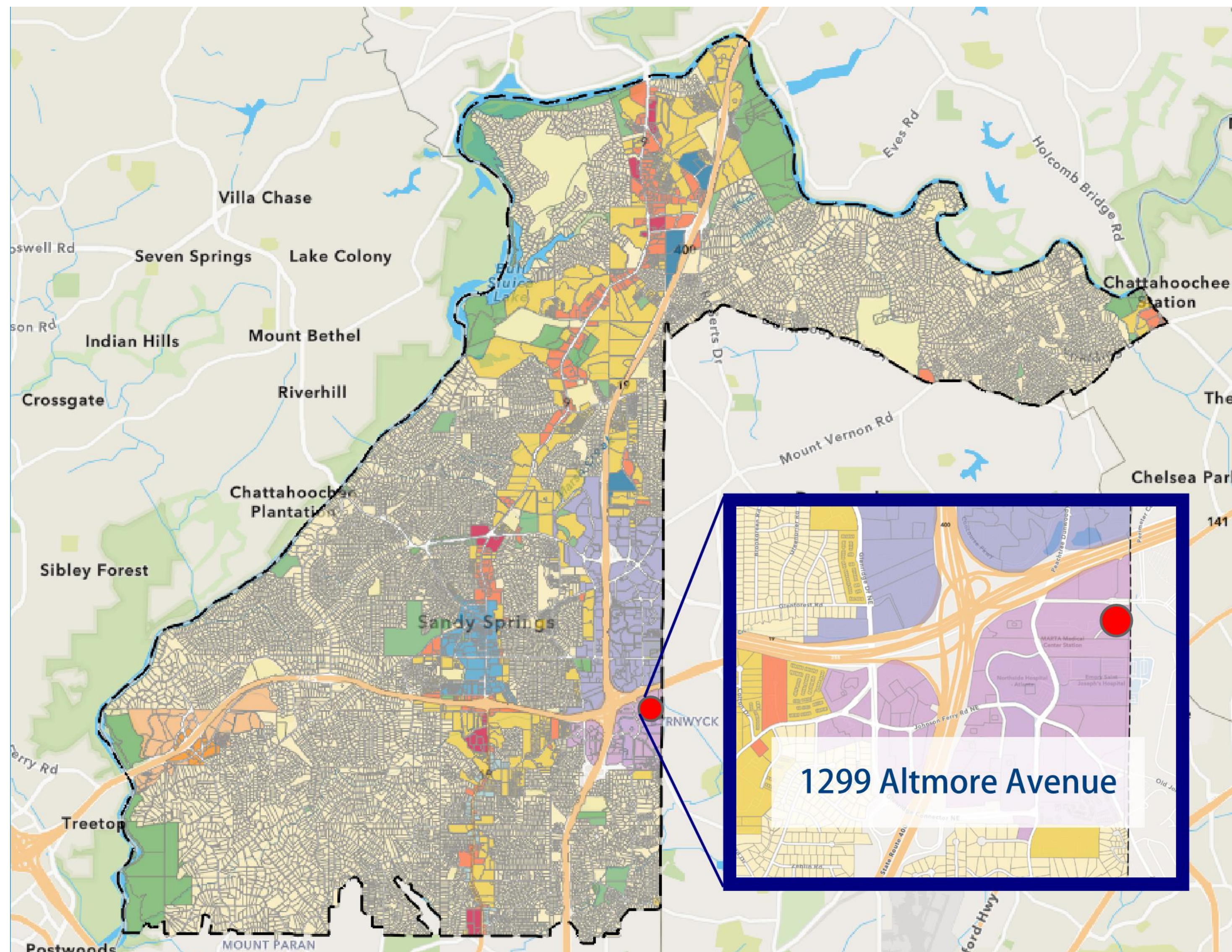
1299 Altmore Avenue - Lake Hearn Multi-Unit

Partially Permitted

Single Unit	Multi-Unit	Condo	Office	Retail
0	341	0	0	0

1299 Altmore Avenue – Lake Hearn Residential

- 341 Multi-Unit
- Abundant Amenity Space
- Medical Center MARTA/Lake Hearn



Recommended Sites – Perimeter District

- Possible sites noted for future development within the SEDP included:
 - Cox site - undeveloped land
 - 2 large parcels located on the southeast quadrant of the Abernathy Road and GA 400 intersection – possible development opportunity with entrance to the Sandy Springs MARTA station
 - Potential for infill or redevelopment
 - Embassy Row office park
 - Retail parcel across Peachtree Dunwoody Road from Eleven Seventeen Perimeter Center West
 - Eleven Seventeen Perimeter Center West – centrally located parcel in the Perimeter District commercial node with potential for redevelopment
 - Retail parcel across Peachtree Dunwoody Road from Eleven Seventeen Perimeter Center West has potential for infill development.

Perimeter District

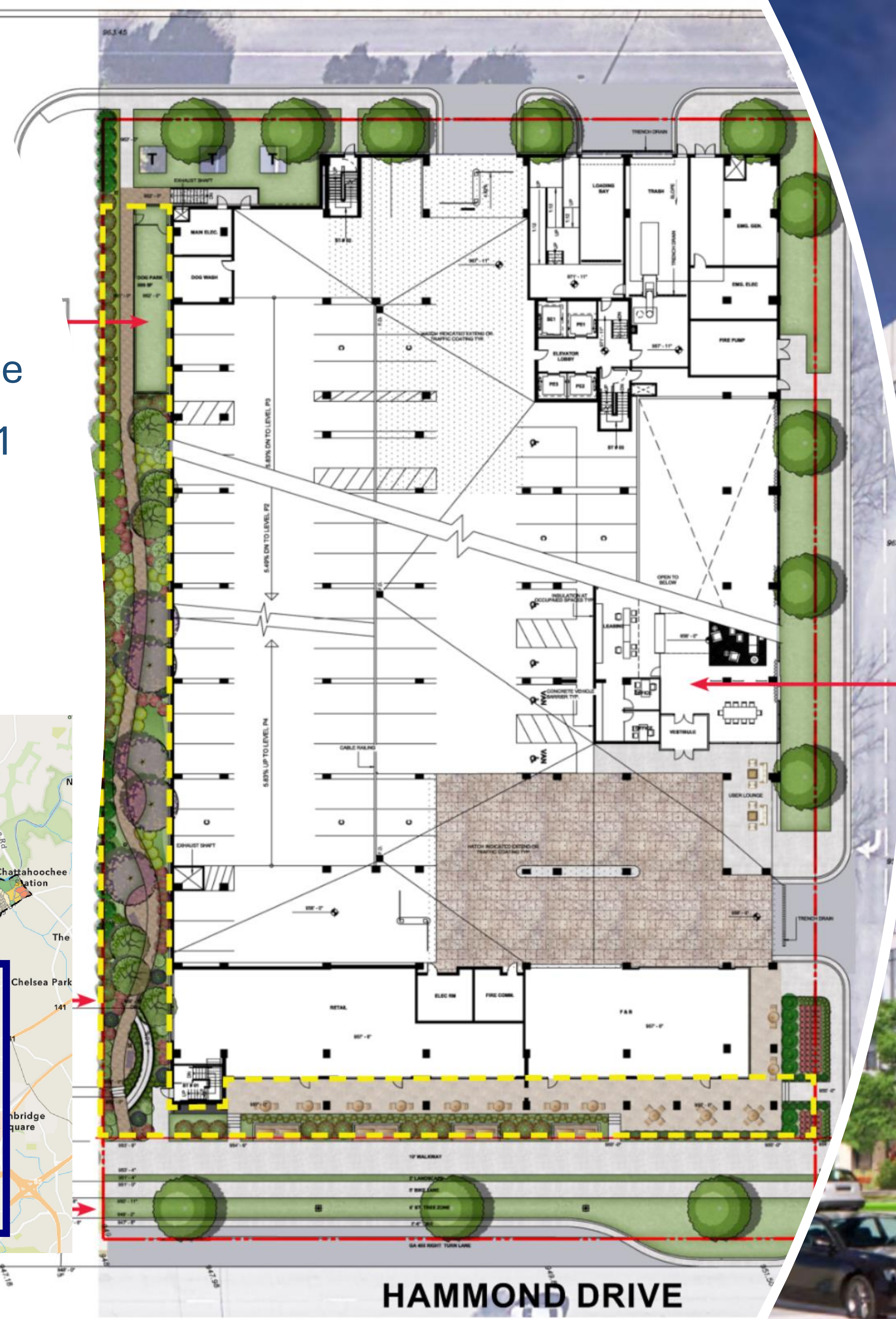
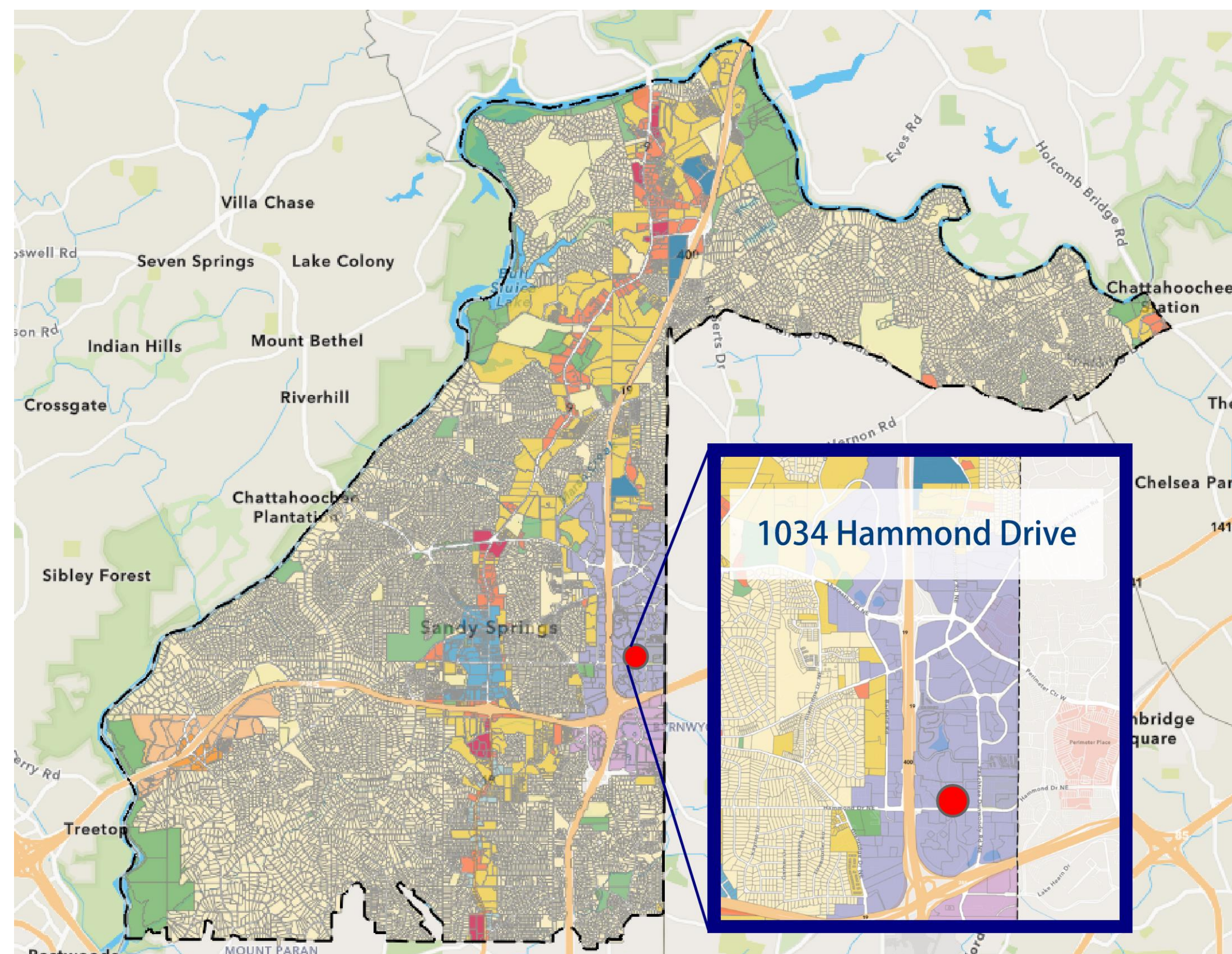
- Redevelopment Projects in the queue include:

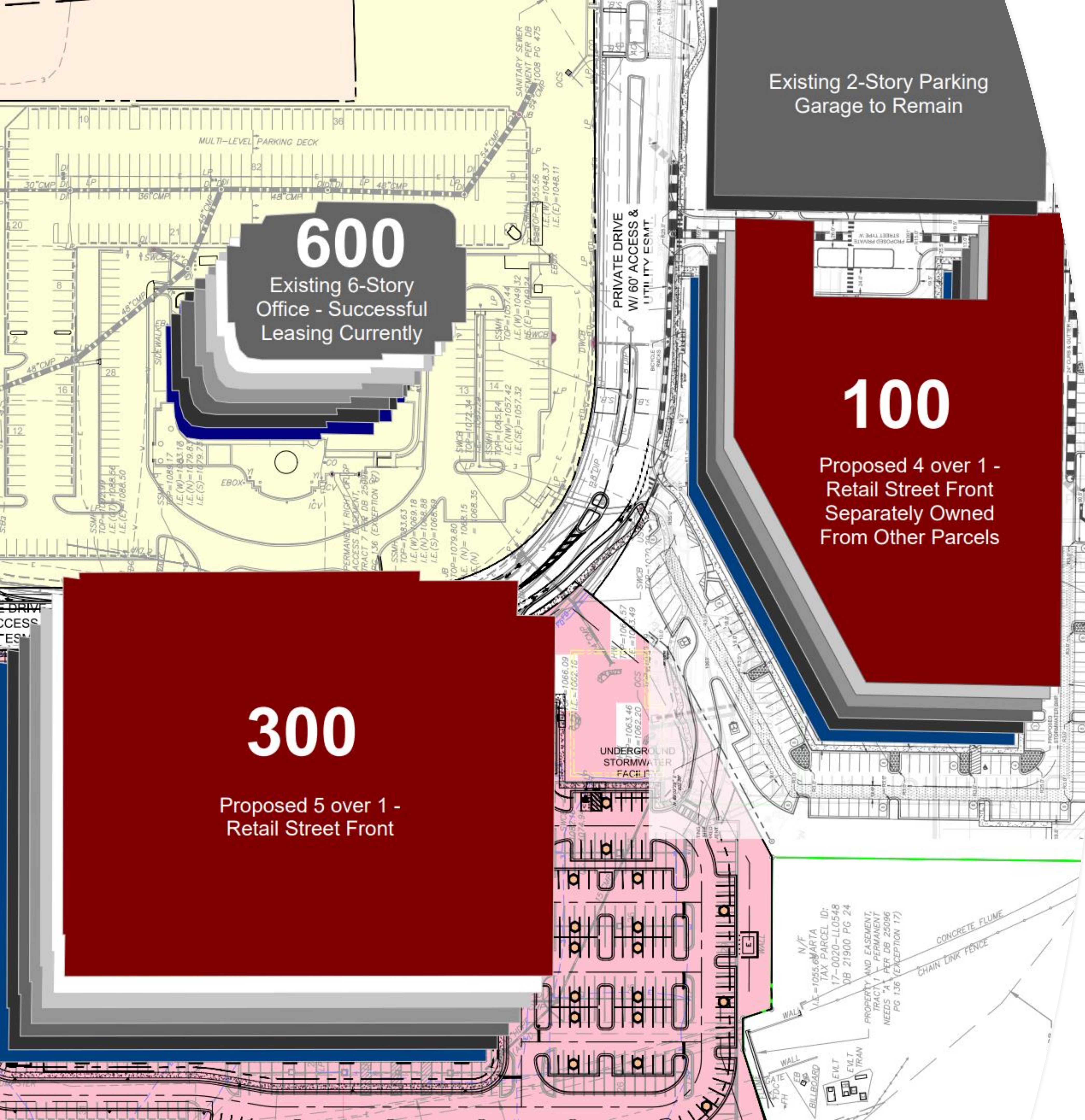
1034 Hammond Drive - Multi-Unit	Approaching Permitting
6600 Peachtree Dunwoody Road - Embassy Row 100 and 300	Both in Permitting
6909 Peachtree Dunwoody Road - Solana (Assisted Living)	In Permitting
6669 Peachtree Dunwoody Road - Townhouse Development	In Permitting

Single Unit	Multi-Unit	Condo	Age - Res	Office	Retail
0	1,070	0	100	0	0

1034 Hammond Drive

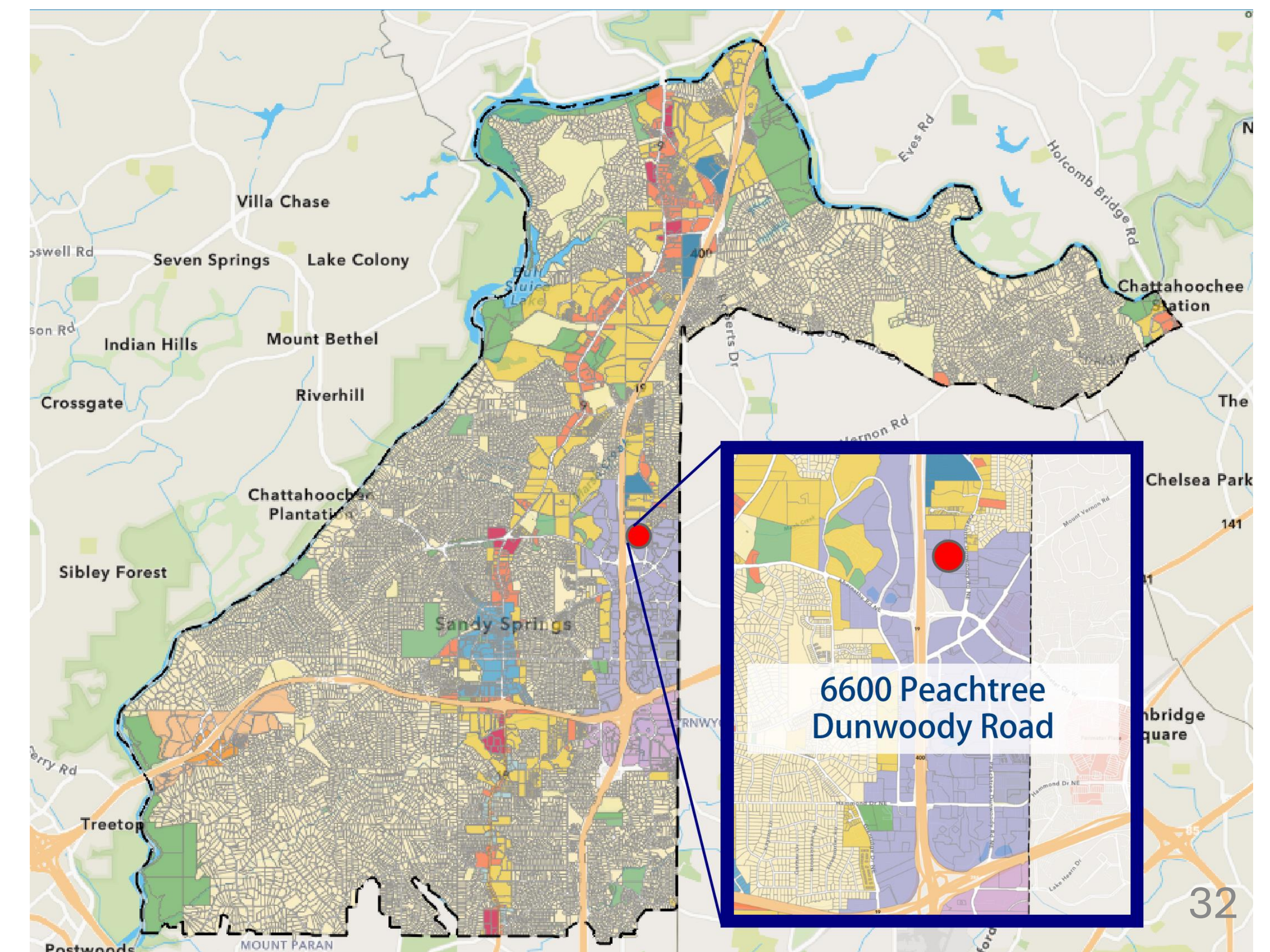
- 367 Multi-Unit
- Retail and Restaurant Space
- Permitting anticipated in Q1 or Q2 of 2025





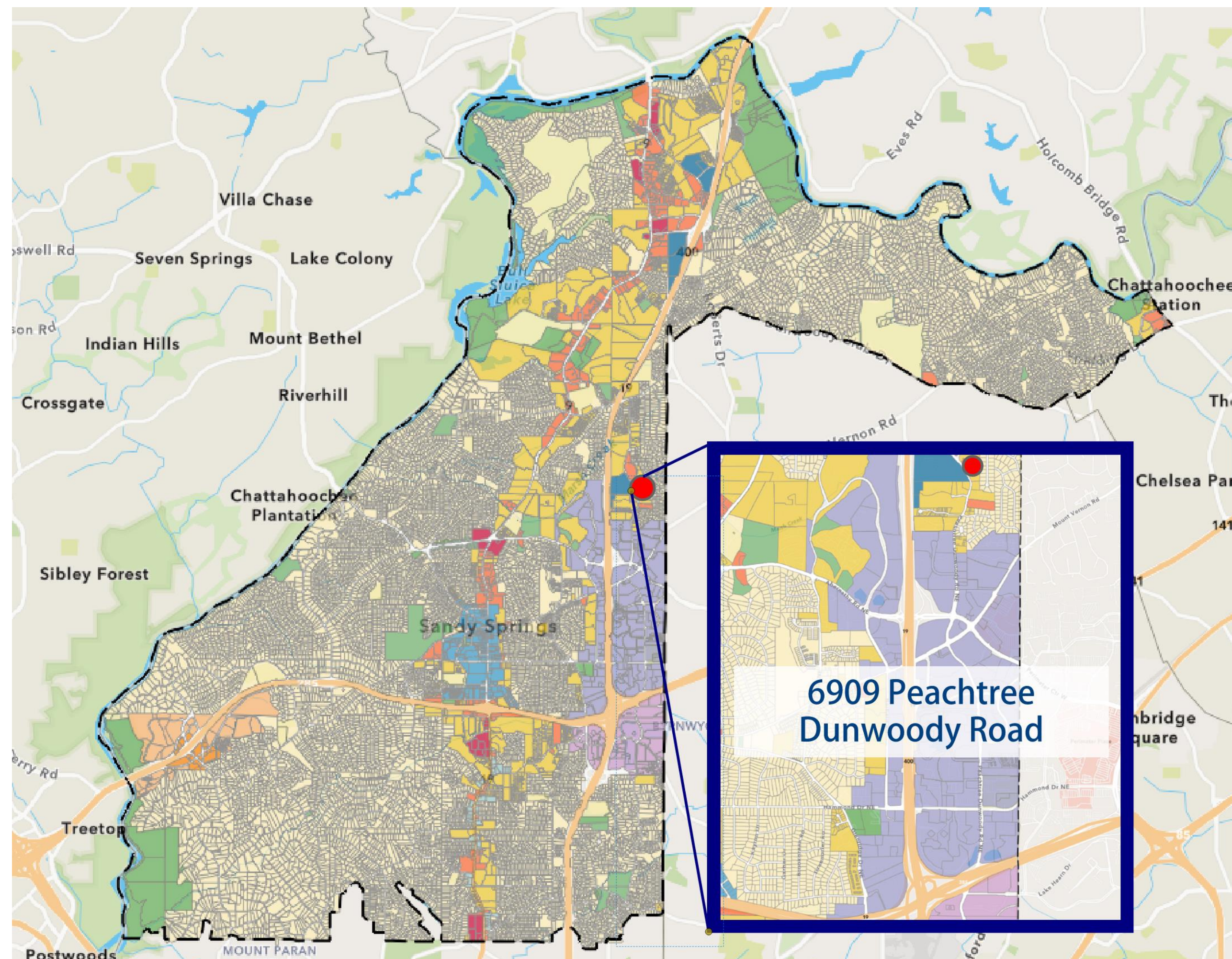
6600 Peachtree Dunwoody Road – Embassy Row

- 100 Embassy Row (Separate owner from remainder of site) - 341 Multi-Unit
- 300 Embassy Row - 362 Multi-Unit
- Both will offer some commercial and amenity space

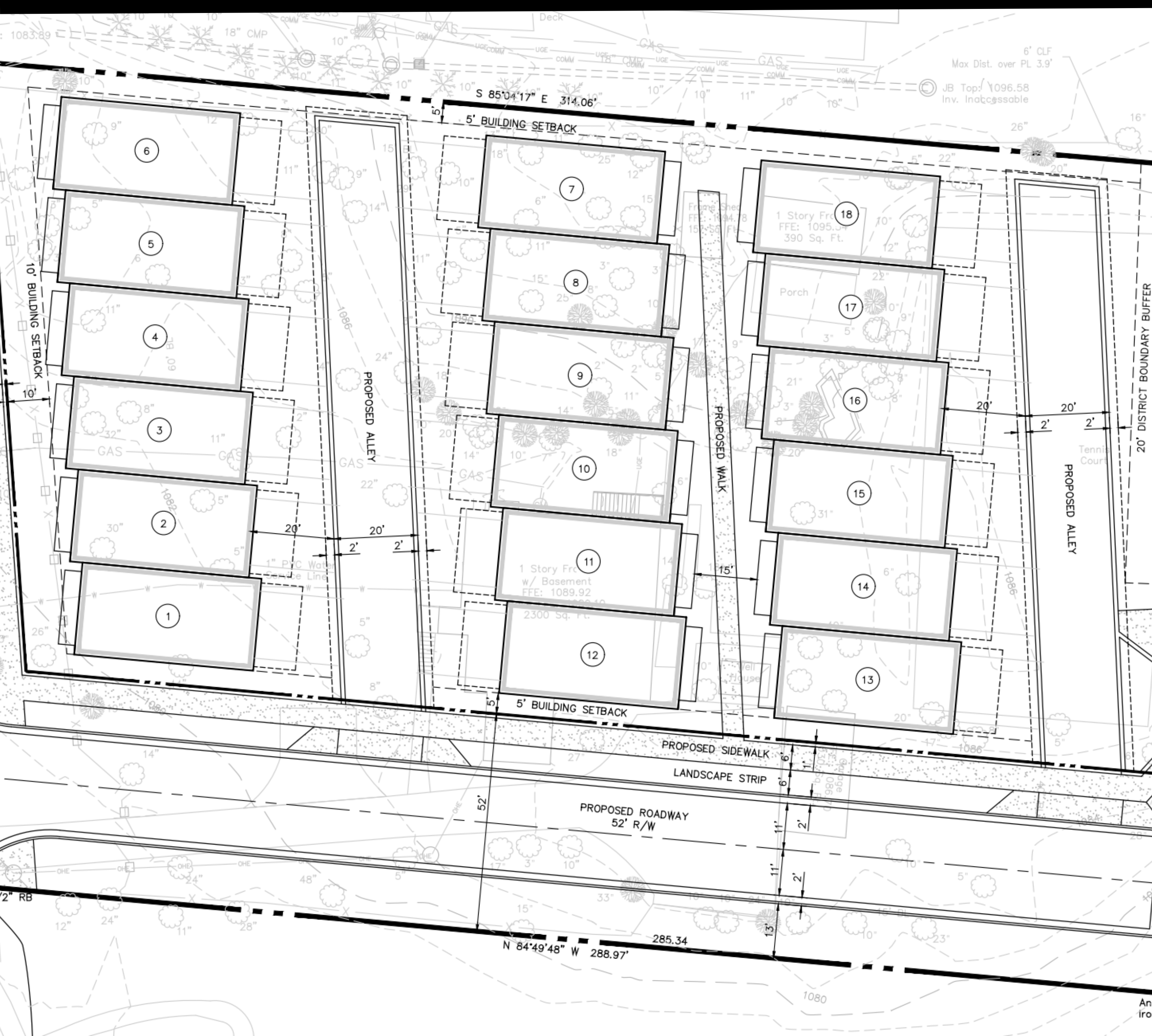


6909 Peachtree Dunwoody Road – Solana (Assisted Living Facility)

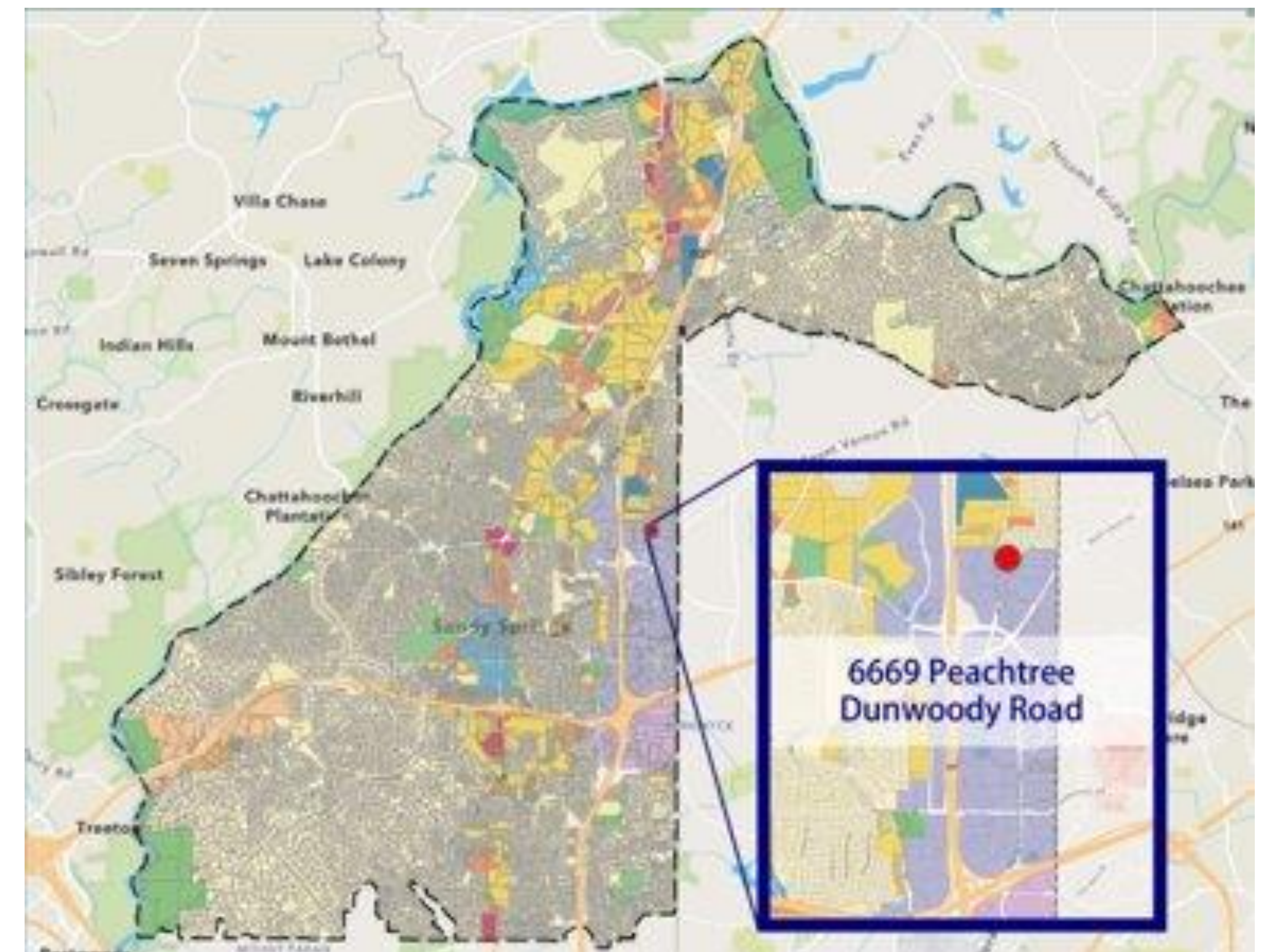
- 100 full-spectrum, assisted living
- In Permitting
- Anticipated to finish permitting 2025



6669 Peachtree Dunwoody Road



- In permitting
- 18 townhouses
- Shared Court
- First segment of new east/west street



Powers Ferry Area

- The SEDP noted two potential sites for infill development
 - Voya Financial site
 - River Edge Parkway
- Preliminary discussions are underway regarding two sites in the Powers Ferry Road

Roswell Road South

- The SEDP noted the potential for vertically integrated mixed-use development at both The Prado and Fountain Oaks
- Some smaller projects are currently underway or in discussion with the planning team, including:
 - Mystic Townhomes
 - Puppy Haven
 - Windsor Eye Care

Redevelopment Summary

Single Unit	Multi-Unit	Condo	Age – Res	Office (sq ft)	Retail (sq ft)
43	1,874	131	100	63,500	50,500

Current Development exists in 5/7 Key Districts

Discussion



DESIGN GUIDELINES FOR THE CITY OF SANDY SPRINGS

AGENDA

- Progress to Date
- Process
- Design Guideline Examples + Discussion
- Application of Design Guidelines
- Activity - Visual Preference

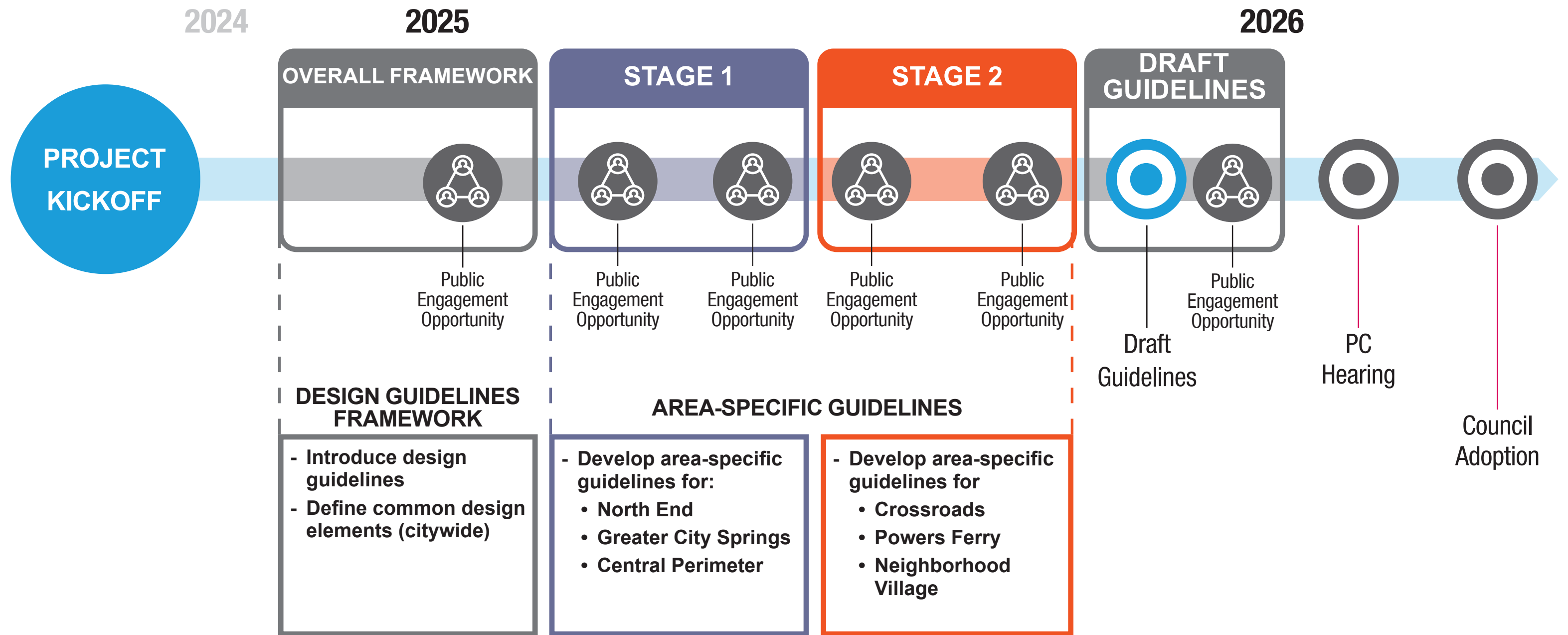


PROGRESS TO DATE

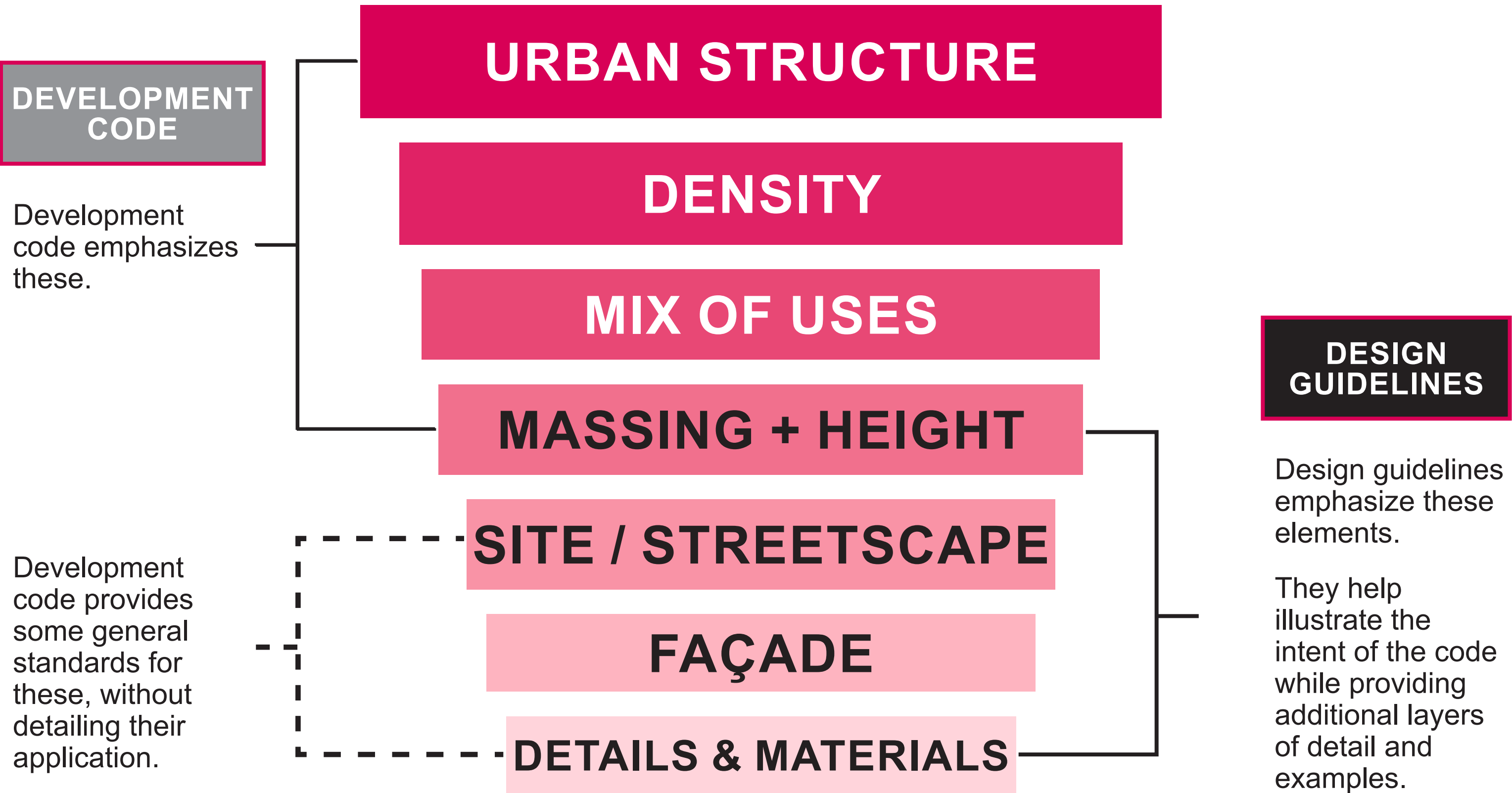
- Leadership feedback
- Site visits - November, 2024
- Stakeholder meetings
- Research on design guidelines approaches and precedents
- Initial discussions about guidelines structure/format



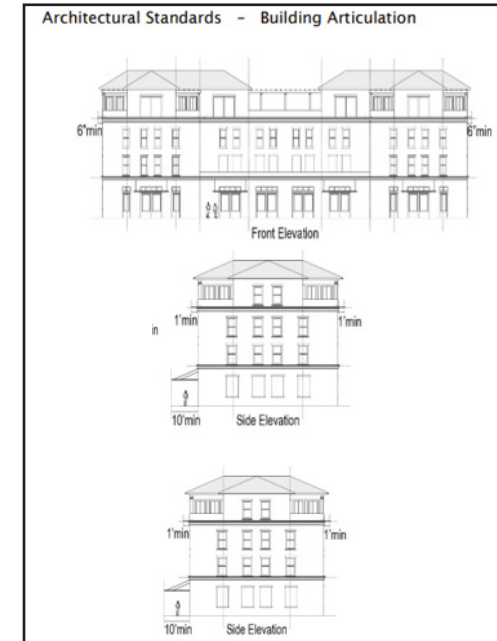
PROCESS



HOW DESIGN GUIDELINES SHAPE PLACES



DESIGN GUIDELINE EXAMPLES: RANGE OF APPROACHES



TPG, Traditional Punta Gorda - Downtown Core

Building Type	Width	Depth	Standards
Accessory Cottage	n/a	n/a	3.2(d)(2)
Rowhouse	18' min	86' min	3.2(d)(6)
Multiplex	80' min / 130' max	86' min	3.2(d)(8)
Courtyard	84' min / 150' max	100' min	3.2(d)(9)
Live/Work	18' min / 53' max	86' min	3.2(d)(10)
Small Footprint Mixed-Use	40' min	86' min	3.2(d)(11)
Medium Footprint Mixed-Use	180' min	120' min	3.2(d)(12)
Main Street Shopfront	25' min	86' min	3.2(d)(13)
Neighborhood Shopfront	25' min	86' min	3.2(d)(14)
Liner	n/a	n/a	3.2(d)(15)
Chic/Institutional	n/a	n/a	3.2(d)(18)

Minimum and maximum lot sizes can also be found in the Building Types Section 3.2(d) [Page 26 - 57].
 *Permitted only with Rowhouse and Live / Work Building Types.

Building Form	Footprint	Lot Coverage	Primary Street	Secondary Street
Frontage Building	100% max	70% min	50% min	50% min
Density (Individual Lot) and Height	Base	Middle	Maximum	
Density	25 du/a	30 du/a	50 du/a	
Building Height	150' max	80' max	80' max	
Accessory Structures Height	25' max (2 stories)	15' max (1 story)	15' max (1 story)	
Other	24' min	15' max (1 story)	15' max (1 story)	
Finished Ground Floor Level	Residential	Commercial		
	Max 6" above grade or BFE + 1' freeboard	14' min	8' min	
Floor to Ceiling Height	First Story, Commercial	Habitable Half Story / Attic		
	14' min	8' min		

May be lower for certain building types, see Section 3.2(d) (Page 26 - 57).
 *See Section 3.2 (d) (2) d. Development Mitigation Requirements, excludes properties under 20,000 sq. ft. and all properties within Main Street Historic District.
 *Does not apply to Neighborhood Shopfront.
 *Minimum of 70 sq. ft. of floor area required half of which must have at least 7' ceilings and the other half at least 5' ceilings.

LIGHT

- Intended to be a **communication tool** for staff to developers
- Generally more **concise and graphics-based**
- Helps **visualize the code and City expectations** through images and examples.

BALANCED

- Provides **greater specificity and detail**, while still offering flexibility
- Addresses **specific locations or conditions**
- Allows for **more nuance** in design approaches

PRESCRIPTIVE

- More **prescriptive and less flexible**
- Very detailed**; specifies architectural styles and building/site elements
- Includes **design standards** that could be incorporated into code



Question to consider: What is your preferred level of detail, specificity, and flexibility for design guidelines?

DESIGN GUIDELINE APPROACH ① LIGHT

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BD-2 Façades & Enclosure

The façades and enclosure of a building establish the architectural experience of Midtown. Each development should consider the District as well as potential performance metrics.

Articulation

Building articulation is a critical component of the architectural experience, especially for a pedestrian at the street level.

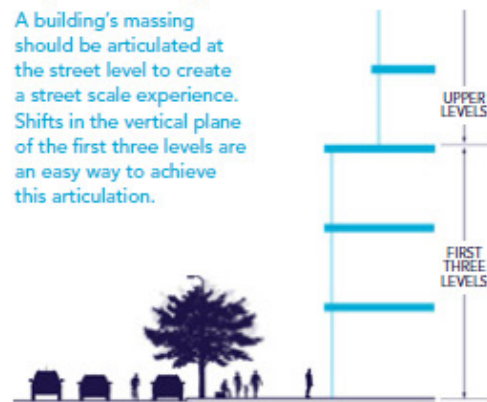
Per the zoning requirements, the first three levels of the building façades should be articulated to avoid monotonous or uniform façades and to create a pedestrian scale environment.

To achieve this articulation, changes in materials and shifts in the vertical plane (like a projection or recession of the upper floors from the ground floor build to line) should be considered as part of a building's design.

DIAGRAMS

Diagram 02: Building Articulation at the Street

A building's massing should be articulated at the street level to create a street scale experience. Shifts in the vertical plane of the first three levels are an easy way to achieve this articulation.



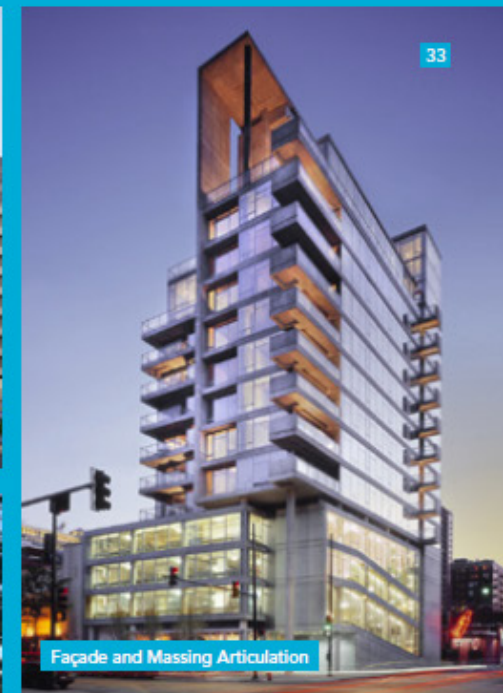
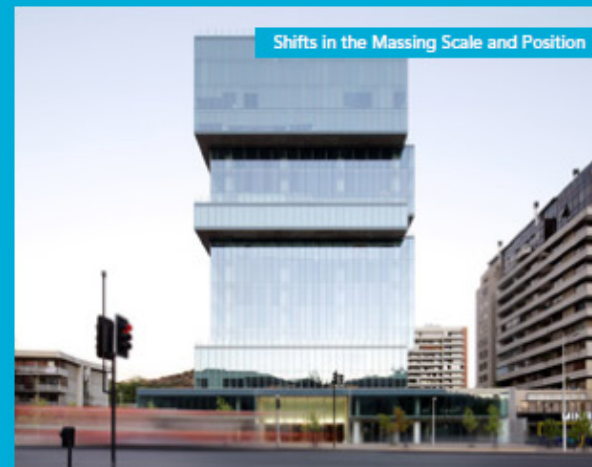
INSPIRATION IN MIDTOWN Viewpoint & Seventh Midtown

Location: 855 & 867 Peachtree Street

Using crisp design elements and a warm palette to distinguish lower floors from residential units above, Viewpoint delivers a striking façade accommodating a range of uses on Peachtree. On the corner, the new condo building (Seventh Midtown) echoes this differentiation between ground floor commercial space and residential space above to create an inviting street level environment.



CASE STUDIES



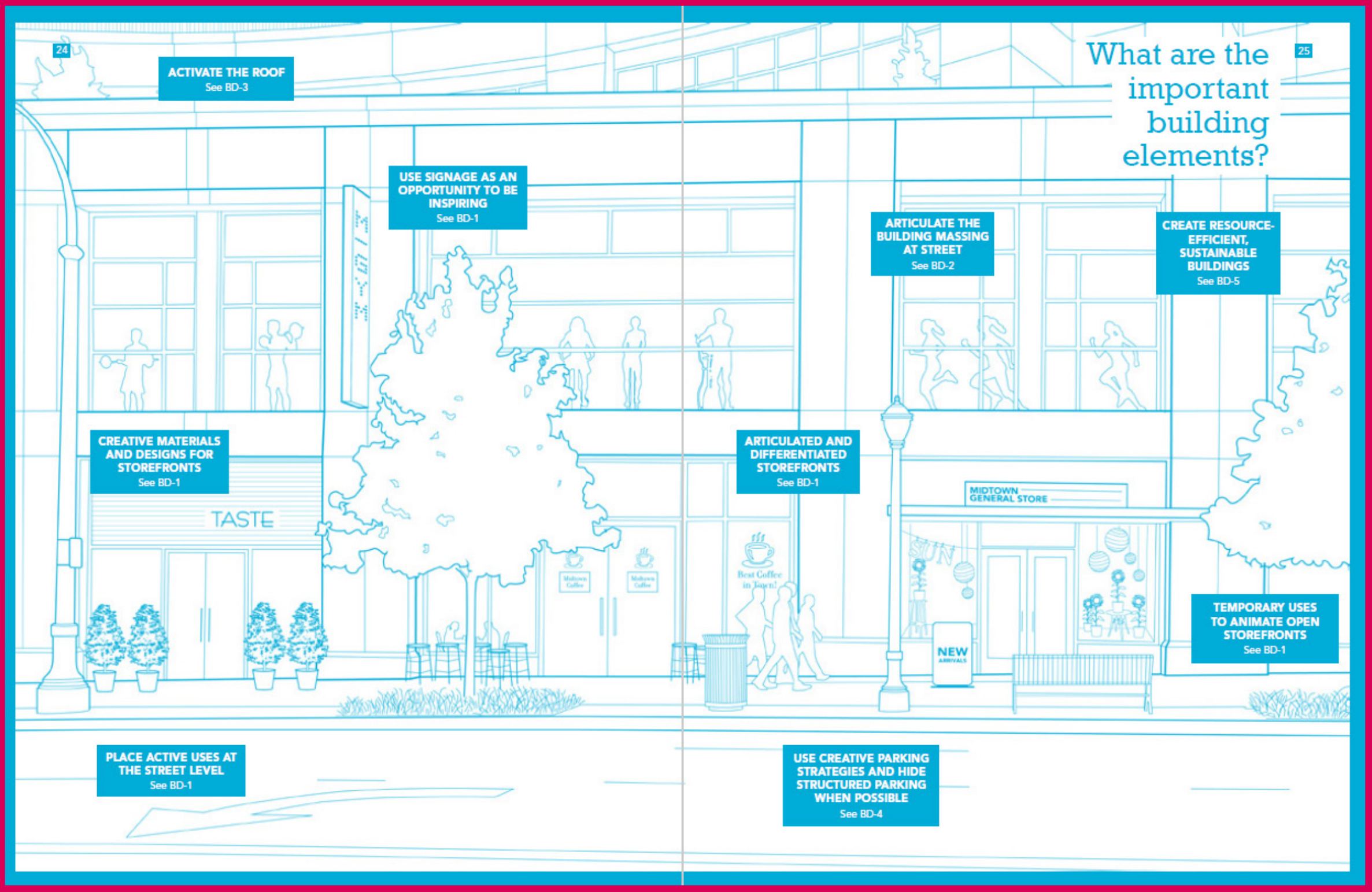
Distinction at the first three levels are key to creating an approachable and engaged street presence.

PRECEDENT IMAGES



DESIGN GUIDELINE APPROACH ① LIGHT

ILLUSTRATIONS



DESIGN GUIDELINE APPROACH ① LIGHT

A3 HARMONIZE BUILDING DESIGNS WITH NEIGHBORING SCALE AND MATERIALS

DESIGN PRINCIPLES

New buildings should recognize and respond to existing patterns of scale, form, materials, and proportion to create continuity within a neighborhood and enhance San Francisco's appealing and walkable nature.

Building materials should resonate with San Francisco's soft and diffuse light quality created by its light colored buildings and the atmospheric effects of the bay. Strong contrast draws attention and importance to a building and should be reserved for public facilities.

- » Either use common neighborhood material types or contemporary material strategies that complement neighborhood material characteristics.
- » Balance light and transparent materials with solid, durable materials.
- » Avoid or limit the use of dark and highly reflective materials. Large amounts of glazing may appear dark and reflective, particularly on cloudy days. Towers should be predominantly light in color.
- » Use high-quality and durable primary materials such as stone, steel, masonry, and concrete for on all visible facades. High-grade wood may be appropriate on larger buildings in residential areas.
- » Exhibit human-scaled detailing, components, and features.
- » Use joints, panel patterns, and cladding attachments to reinforce a finer scale of material and expression.
- » Consider the pattern of glazing, openings and material divisions on a building as a visual and three-dimensional fabric that demonstrates appropriate scale and clear ideas about the use of cladding or structural components.
- » Respect neighboring fenestration patterns in the design of building facades through type, proportions, scales, and frequency.
- » Employ the number and scale of planes and depths of walls found in the surrounding context to inform the planar variations in new development.



Neighborhood commercial areas typically express a strong residential character above the ground floor.



Window and doorway systems should be similar in proportion, scale, and amount to nearby structures.

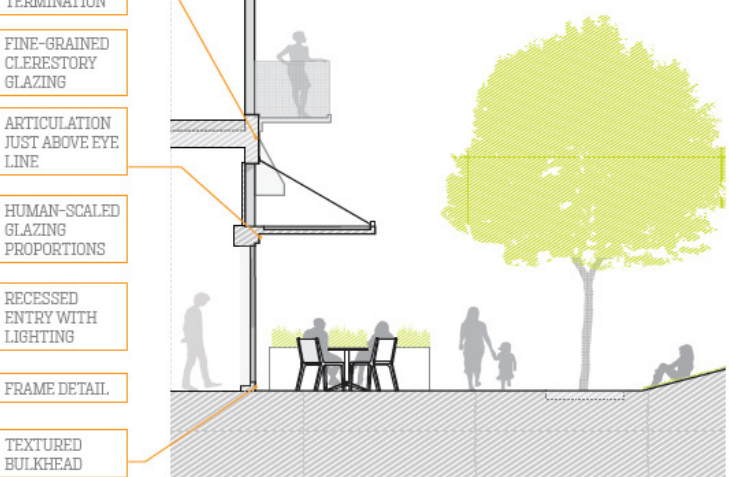
VISUAL EXAMPLES



Storefront elements bring human-scaled features to the street.



Furnishings and openings can connect interior and exterior uses.



Balconies can help upper stories connect to the public realm.



Building entrances can activate the public realm.

DESIGN GUIDELINE APPROACH ② BALANCED

May 12, 2014

PUBLIC & PRIVATE SPACES ALONG THE STREET EDGE

Although the design guidelines primarily address the character of development on privately-owned property, it is important to understand the typical progression of spaces between buildings and an adjacent public street. In many cases, a new development will not be responsible for improvements within the public area between the property and the street. However, new development should have a strong relationship to public areas, which may include incorporating amenities, paths or other features in a semi-public interface area. New development should also accommodate existing facilities or planned improvements in adjacent public areas.

The typical progression of public and private spaces along the street edge are illustrated below in a mixed-use development (top) and in a part of the historic district that includes single family-structures with front yard areas (middle and bottom).

A. PUBLIC AREA

This area is within the public right-of-way. It most often includes the area between the street edge and the inside edge of the sidewalk. In most cases, the public area should include:

- » A beauty strip/tree lawn area for street trees and lights between the street and sidewalk
- » A sidewalk that is sufficiently wide for pedestrians to pass

B. SEMI-PUBLIC AREA

This area includes highly-visible or publicly-accessible site areas on private property adjacent to the public area. In the historic district, this is often a landscaped yard. In all areas, it may include outdoor public space. Compatibility with the public streetscape is preferred, in terms of paving, lighting, furnishings. Where the public area is constrained, as illustrated at lower right, street trees and lights may be located in the semi-public area.

C. PRIVATE OUTDOOR AREA

This area includes private outdoor spaces that are less visible or accessible from the street. More variety in design is appropriate.

MIXED-USE STREET EDGE

HISTORIC DISTRICT STREET EDGE WITH TREE LAWN

HISTORIC DISTRICT STREET EDGE WITH CONSTRAINED PUBLIC AREA

Figure 13: Public & Private Spaces Along the Street Edge

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New Construction in All Districts

Roswell, Georgia UDC Design Guidelines

May 12, 2014

Site Guidelines for All Districts

Topography

Regrade the site as a stable, "natural" slope, when feasible.

GUIDELINES FOR WORKING WITH TOPOGRAPHY IN ALL DISTRICTS

1.26 Minimize the visual impacts of cut and fill on a site.

- a. Divide large grade changes into a series of benches and terraces, where feasible.
- b. Regrade the site as a stable, "natural" slope, when feasible.
- c. Terrace parking lots on steep slopes, following site contours.

1.27 Design a retaining wall to minimize impacts on the natural character of the site.

- a. Terrace retaining walls on steeper slopes to minimize the height of individual walls.
- b. Use high quality materials such as brick and stone in the design of a retaining wall.
- c. Integrate landscaping into the design of a retaining wall.

1.28 Design a building foundation to conform to the existing topography.

- a. Step the foundation of a building to follow site contours, when feasible.
- b. If stepping the foundation is not possible, disguise the cut with building placement and/or building walls, and provide a landscape buffer system at the top of cut.

Terrace retaining walls on steeper slopes to minimize the height of individual walls.

Integrate landscaping into the design of a retaining wall.

Roswell, Georgia UDC Design Guidelines

New Construction in All Districts

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May 12, 2014

UDC & DESIGN GUIDELINES TOOLS TO ADDRESS FAÇADE CHARACTER

Transparency, blank wall, and story height standards in the Unified Development Code (UDC) address the character of building façades, with particular focus on the character of the ground floor. The design guidelines build on these standards to promote façade patterns that establish a sense of visual continuity among buildings. Ground floor façade design is a primary focus, especially adjacent to sidewalks, paths, courtyards and other pedestrian areas where human scale is important.

UDC façade character standards and related design guidelines strategies are described below.

TRANSPARENCY

Transparency addresses the building façade area that is covered by windows and doors. The UDC sets minimum percentages for ground and upper story transparency, with higher transparency required for pedestrian-oriented building types such as a mixed-use building, as illustrated at right. The design guidelines provide additional strategies for using transparency to promote attractive façades and active ground floor frontages. When it is not possible to incorporate a high percentage of transparent glass at the ground floor, alternatives that meet the intent of the UDC standards may be considered, as described in "Alternatives to Ground Floor Transparency" on page 40.

BLANK WALL AREAS

This refers to portions of the building façade that are not covered with windows, doors or building articulation elements. The UDC sets maximum lengths for blank wall area. The design guidelines provide additional detail on minimizing blank wall areas to promote interesting façades. The "Alternatives to Ground Floor Transparency" on page 40 include options for addressing blank wall areas at the ground floor.

STORY HEIGHT

This is the height of each story of a building from the floor to the ceiling. The UDC sets minimum story heights for most building types, with taller heights required for the ground floor of pedestrian-oriented building types such as a mixed-use building, as illustrated at right. The design guidelines provide additional strategies and examples of using appropriate story heights to promote building façades that relate to Roswell's traditional design character.

Figure 15: UDC & Design Guidelines Tools to Address Façade Character

Roswell, Georgia UDC Design Guidelines

New Construction in All Districts

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May 12, 2014

ALTERNATIVES TO GROUND FLOOR TRANSPARENCY

Alternatives to incorporating a high level of transparent glass on the ground floor may sometimes be necessary for buildings that enclose large retail floor areas, are built on sloping sites, or face other special circumstances. Alternatives to promote a pedestrian-oriented ground floor are illustrated below.

ARCHITECTURAL DETAILS

Installing details such as architectural screens along a blank portion of ground floor building façade can help create pedestrian interest and engage the public realm. **Please note: Architectural details cannot be the business name or logo, or an artistic interpretation of the name or logo, without being considered a sign and taking away from the business' sign allotment.**

DISPLAY WINDOWS OR DISPLAY CASES

Installing a case for displaying products and artwork, or for advertising local events along a blank portion of ground floor building façade can help create pedestrian interest and engage the public realm.

WALL ART

Locating wall art, mosaics, or murals along a blank portion of ground floor building façade can help create pedestrian interest and engage the public realm. **Please note: If wall art is used as signage, it will take away from the business' sign allotment.**

RAISED PLANTING BED

Integrating permanent planters at least 3' in height to the ground floor of the building provides visual interest for pedestrians.

VERTICAL TRELLIS

A vertical trellis allows vines and plants to cover blank wall areas and provide visual interest for pedestrians. A vertical trellis may work in combination with a raised planting bed.

Figure 16: Alternatives to Ground Floor Transparency

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New Construction in All Districts

Roswell, Georgia UDC Design Guidelines

MENU OF APPROACHES

The Roswell Unified Development Code & The Design Guidelines Roswell, GA

Page 248 of 275

DESIGN GUIDELINE APPROACH ② BALANCED

BUILDING DESIGN

GRAPHIC 11: GROUND FLOOR STRATEGIES FOR RESIDENTIAL AND NON-RESIDENTIAL

RESIDENTIAL	RETAIL	HOTEL/OFFICE
1 Landscaped buffer between sidewalk and building 2 Grade separation of residences from street provides privacy 3 Stoops and overhangs highlight entrances and add rhythm to the streetscape	1 Storefronts distinguished from other uses above by façade treatment 2 Storefronts with large, pedestrian-oriented windows provide transparency and activate the street	1 Signage and ground floor windows highlight hotel entrance, lobby and curbside drop-off area 2 Large windows at ground floor engages the street and adds façade transparency
1 Ground floor windows and entrances add transparency and activate the street 2 Prominent entrance and lobby highlighted by façade treatment and clearly delineated from rest of building 3 Entrance design accentuates the importance and visibility of the street corner	1 Large windows, glazing and open storefront provide transparency and activate the streetscape 2 Pedestrian-scaled signage	1 Façade treatment, overhang, and lighting highlight and distinguish the entrance 2 Street furnishings and plantings enhance the character of the streetscape

4-14 URBAN DESIGN GUIDANCE FOR REVITALIZATION DISTRICTS AND AREAS

BUILDING DESIGN

SPECIFIC ELEMENTS AND BUILDING TYPES

DESIGN STRATEGIES (CONTINUED)

iii. Awnings and canopies should be installed so that the valance is a minimum of 8-feet above the ground in the Building Zone or sidewalk and should not overhang into the Landscape Panel. Placement should avoid conflicts with mature street trees.

2 RESIDENTIAL GROUND FLOORS

A. Residential lobby entrances for multi-family buildings should be highlighted through overhangs, special paving, building-mounted signage, landscaping, and/or lighting. The façades of lobbies should be predominately transparent.

B. Individual residential entrances should be used to create breaks in the building façade and increase pedestrian interest along the street. Frequent entryways into individual units along a building's ground floor activate the street frontage by increasing access points where residents come-and-go, and provide opportunities for socializing.

C. Ground floor residential uses and private, individual entrances are encouraged to be grade-separated from the public sidewalk to highlight the individual units, provide privacy for residences, and reinforce the separation between the public and private realms.

i. To provide visual privacy, the ideal vertical grade difference between the sidewalk and the main level of the residence is approximately 3-feet. This creates the opportunity for stoops, bays, porches, or entries that establish a distinct transition between the public realm and private units.

ii. When grade separation cannot be achieved, a hardscaped or landscaped space should be provided between residential use and the public sidewalk.

D. Stairs, porches, or ramps should not impinge upon the sidewalk and should be located entirely within the Building Zone so as to not limit pedestrian movement.

3 CORNER BUILDINGS

A. The ground floors of corner buildings should be designed to anchor and activate street corners.

i. Building entrances should face and open directly onto the corner.

ii. The ground floors of buildings should be predominately transparent to strengthen the relationship between the building and adjacent streets.

iii. Building design should incorporate large windows, canopies, and building signage.

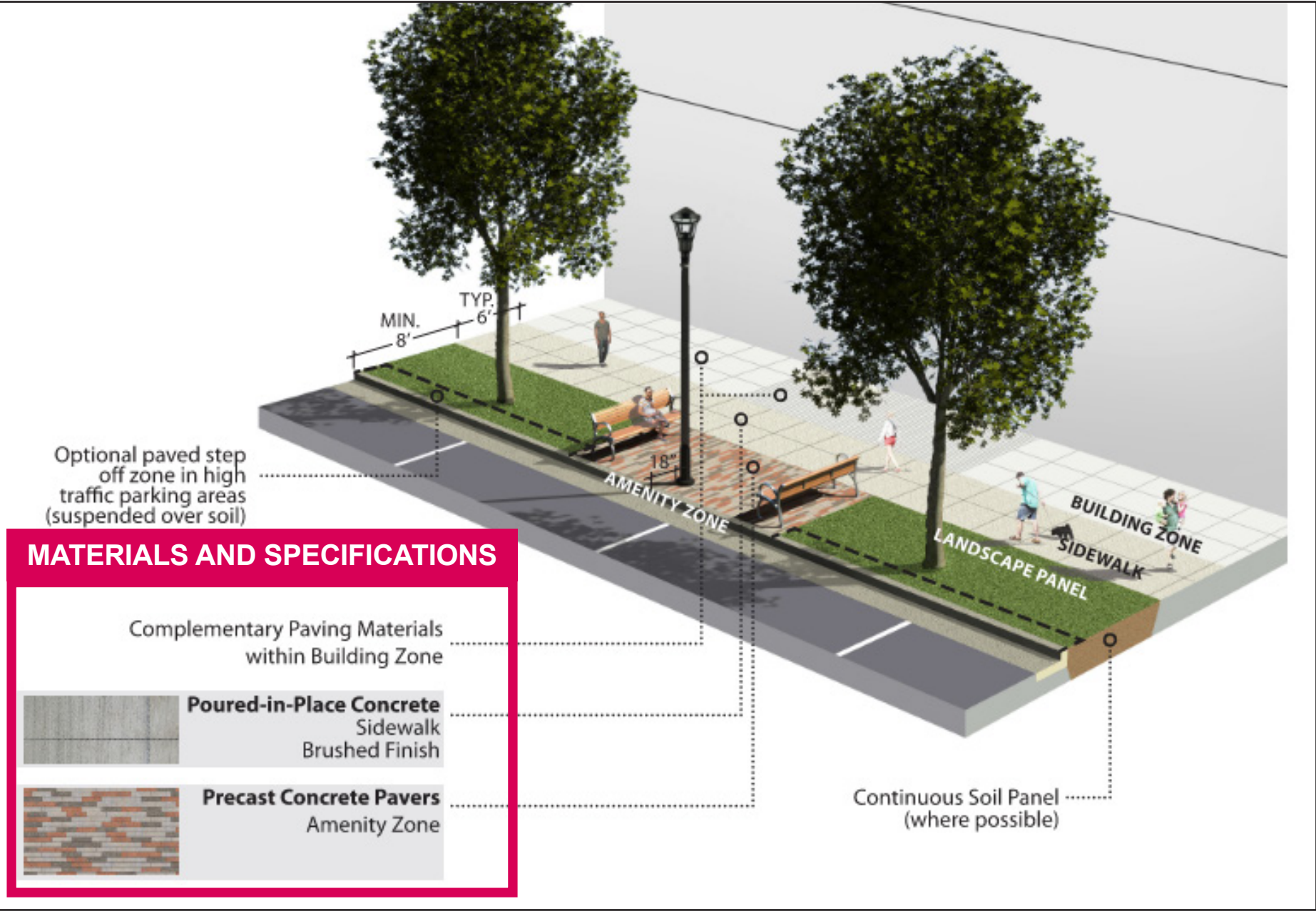
B. Activated ground floors are encouraged to wrap around prominent building corners for added visibility, activate the streetscape on all sides of the building, and provide a visual transition between cross streets.

C. Ground floor retail and restaurant uses are encouraged at street corners, as are outdoor seating areas to support these businesses.

LEFT
Corner is highlighted through a distinctive architectural feature; building entrances are located near the corner activate the ground floor
Image Credit: Payton Chung (Flickr)

CHAPTER 4: BUILDING DESIGN 4-15

DESIGN GUIDELINE APPROACH ② BALANCED



Richmond Highway District Design Guidelines
Fairfax, VA

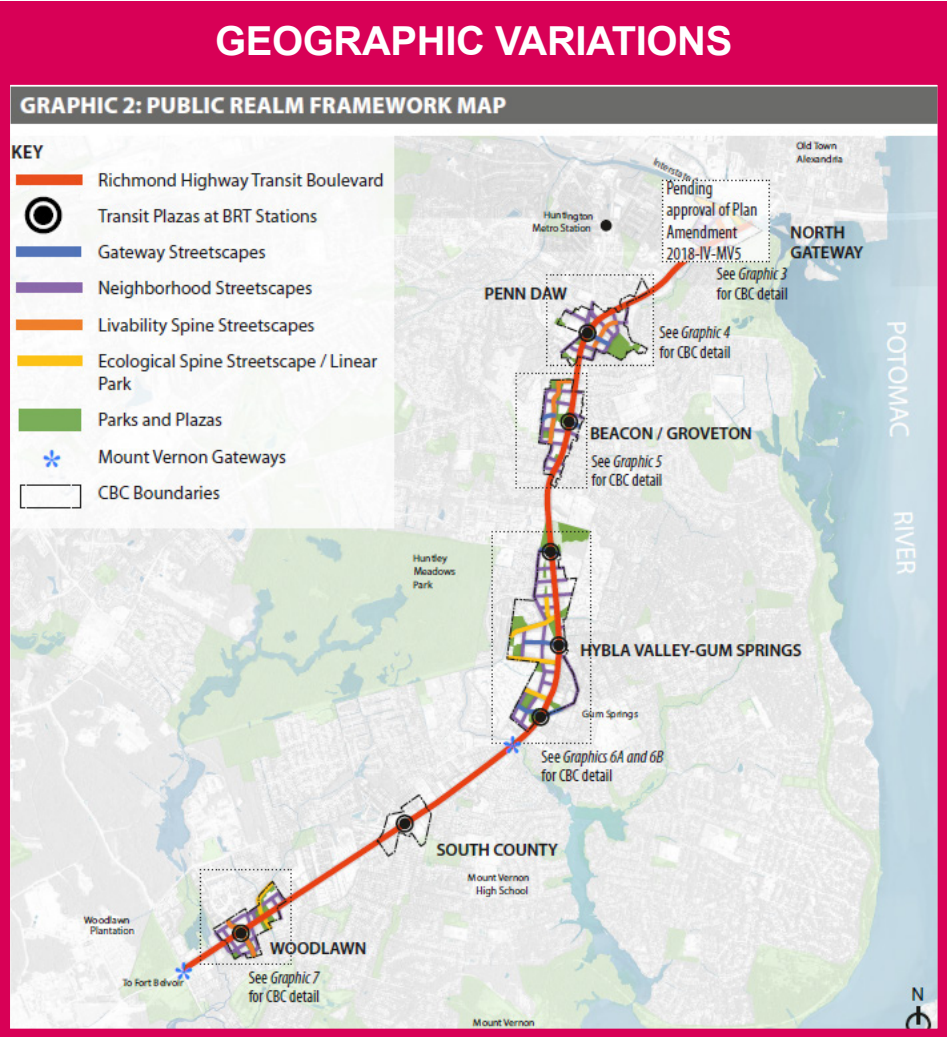


TABLE 2: SUGGESTED SPECIFICATIONS FOR FURNISHINGS			
FURNISHING	TYPE	SOUTH AREA (HYBLA VALLEY-GUM SPRINGS, SOUTH COUNTY, WOODLAWN)	
		MATERIAL:	SAMPLE OPTIONS:
Benches (Fixed Seating)		• Metal (powder coated), hardwood, synthetic wood • Black, natural wood • Curvilinear with horizontal slats, ornamental accents • 48", 72", 75", 96" or 98" • Within the Amenity Zone and in clusters as specified in Design Strategy 2: Placement	• (LEFT & MIDDLE) Victor Stanley: FMBF-324 & FB-324 (RIGHT) Forms & Surfaces: Trio
		• Metal (powder coated) • Black • Curvilinear with vertical slats and lid • CAPACITY: 24 to 36 gallons • Within the Amenity Zone and in clusters as specified in Design Strategy 2: Placement • Recycling receptacles should be co-located with trash receptacles	• (LEFT) Forms and Surfaces: Urban Renaissance (RIGHT) Landscape Forms: Poe
Trash Receptacles (Including Recycling Receptacles)		• Metal (powder coated) • Black • Curvilinear with vertical slats and lid • CAPACITY: 24 to 36 gallons • Within the Amenity Zone and in clusters as specified in Design Strategy 2: Placement • Recycling receptacles should be co-located with trash receptacles	• (LEFT) Victor Stanley: BRWS-101 (RIGHT) Landscape Forms: Ring
		• Metal (powder coated) • Black • Hoop rack with ground-mounted anchor points • SPACING: 36" (minimum); also, see Fairfax County Bicycle Parking Guidelines for additional spacing standards • Within the Amenity Zone without encroaching on sidewalk areas; at major street intersections	• (LEFT) Victor Stanley: BRWS-101 (RIGHT) Landscape Forms: Ring
Bike Racks		• Metal (powder coated) • Black • Hoop rack with ground-mounted anchor points • SPACING: 36" (minimum); also, see Fairfax County Bicycle Parking Guidelines for additional spacing standards • Within the Amenity Zone without encroaching on sidewalk areas; at major street intersections	• (LEFT) Victor Stanley: BRWS-101 (RIGHT) Landscape Forms: Ring
		• Metal (powder coated) • Black • Hoop rack with ground-mounted anchor points • SPACING: 36" (minimum); also, see Fairfax County Bicycle Parking Guidelines for additional spacing standards • Within the Amenity Zone without encroaching on sidewalk areas; at major street intersections	• (LEFT) Victor Stanley: BRWS-101 (RIGHT) Landscape Forms: Ring

DESIGN GUIDELINE APPROACH ③ PRESCRIPTIVE

Downtown Core



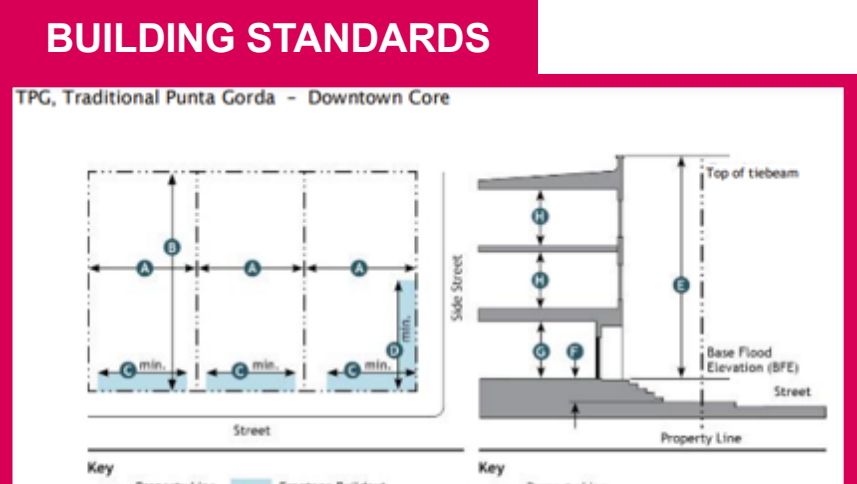
a. Intent

Description	Primary Characteristics
The Downtown Core is the traditional commercial center of Punta Gorda. This district accommodates the most intense urban development in the city, serving not only the residents of Punta Gorda, but also nearby communities and visitors. The area features mixed-use and multi-story buildings that actively engage streets and sidewalks to promote public gathering and support vibrant retail, dining, and commercial spaces.	Attached or detached Small-to-medium footprint commercial and residential buildings Small-to-large footprint mixed-use Buildings at or near the ROW Small-to-no setbacks Up to 4 stories by right, or 6 stories with Development Mitigation Diverse mix of frontages

Note: The drawing above is intended to provide a brief overview of this regulating district and should be used for illustrative purposes only.

BUILDING STANDARDS

TPG, Traditional Punta Gorda - Downtown Core



b. Allowed Building Types and Lot Size

Building Type	Lot		Standards
	Width A	Depth B	
Accessory Cottage ¹	n/a	n/a	3.2(d)(2)
Rowhouse	18' min / 80' max	86' min	3.2(d)(6)
Multiplex	130' max	86' min	3.2(d)(8)
Courtyard Apartment	84' min / 150' max	100' min	3.2(d)(9)
Live/Work	18' min / 53' max	86' min	3.2(d)(10)
Small Footprint Mixed-Use	40' min	86' min	3.2(d)(11)
Medium Footprint Mixed-Use	180' min	120' min	3.2(d)(12)
Main Street Shopfront	25' min / 150' max	86' min	3.2(d)(13)
Neighborhood Shopfront	25' min / 84' max	86' min	3.2(d)(14)
Liner	n/a	n/a	3.2(d)(15)
Civic/Institutional	n/a	n/a	3.2(d)(18)

¹ Permitted only with Rowhouse and Live / Work Building Types

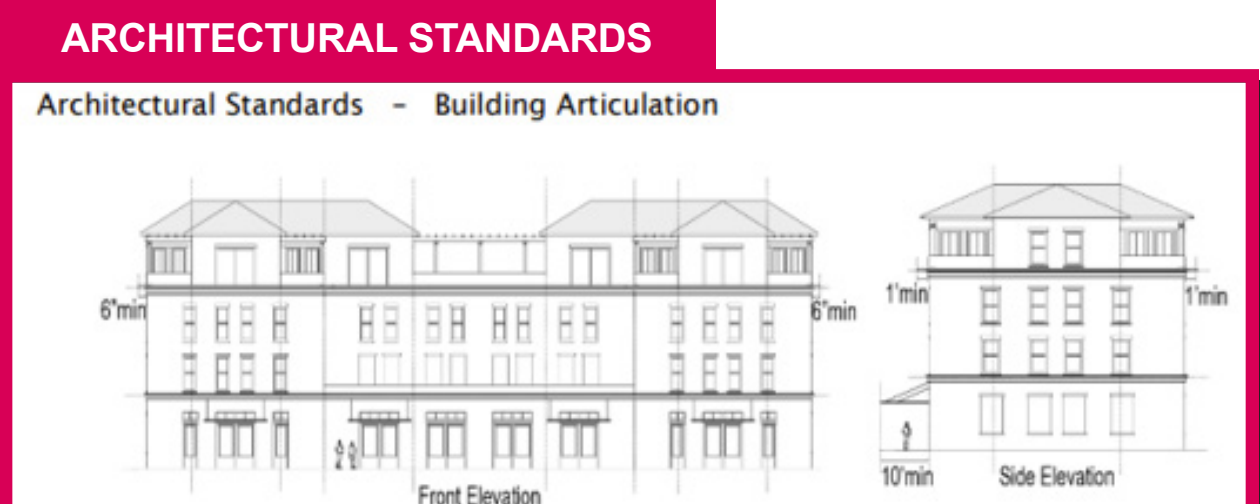
c. Building Form

Footprint		
Lot Coverage	100% max ¹	
Frontage Buildout		
Primary Street	70% min C	
Secondary Street	50% min D	
Density (Individual Lot) and Height		
	Base	Missing Middle ² w/Mitigation ³
Density	25 du/a	30 du/a
Building Height ⁴	50' max (4 stories)	80' max (6 stories)
Accessory Structures Height		
Dwelling	25' max (2 stories)	
Other	15' max (1 story)	
Finished Ground Floor Level		
Residential	24" min B	
Commercial	Max 6" above grade or BFE + 1' freeboard	
Floor to Ceiling Height		
First Story: Commercial ⁵	14' min C	
Upper Stories	8' min A	
Habitable Half-Story /Attic ⁵	7' min	

¹ May be lower for certain building types
² Density permitted Specific Building Types, see Section 3.2(d) [Page 26 - 57].
³ See Section 3.2 (c) (2) d. Development Mitigation Requirements, excludes properties under 20,000 sq. ft. and all properties within Main Street Historic District.
⁴ Does not apply to Neighborhood Shopfront
⁵ Minimum of 70 sq. ft. of floor area required half of which must have at least 7' ceilings and the other half at least 5' ceilings.

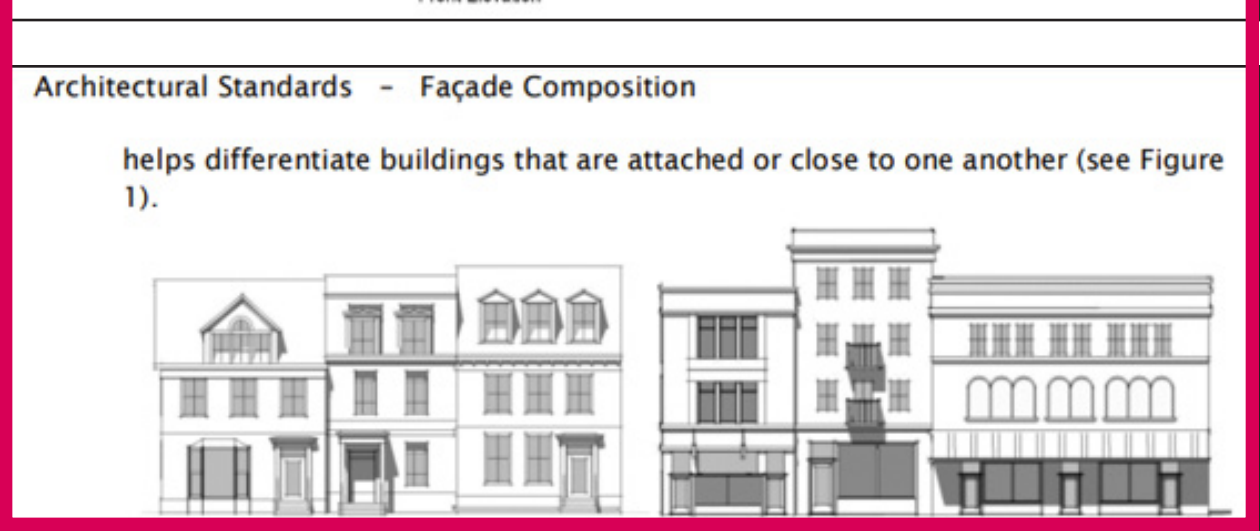
ARCHITECTURAL STANDARDS

Architectural Standards - Building Articulation



Architectural Standards - Façade Composition

helps differentiate buildings that are attached or close to one another (see Figure 1).



DESIGN GUIDELINE APPROACH ③ PRESCRIPTIVE

ARCHITECTURAL STYLES

Section 7.5 (b) (6)
Architectural Styles - Colonial / Georgian Revival

(6). Colonial / Georgian Revival



a. Introduction

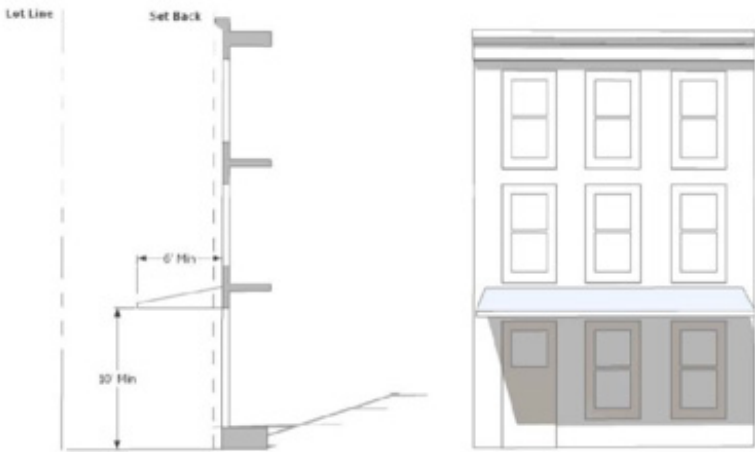
Description	Primary Characteristics
In Florida, the Colonial style exerted a great influence on Vernacular designs. Colonial Revival details are most frequently applied to residential design.	Symmetrical plan Classically inspired details such as columns, modillions, and dentils Prominent entrance featuring door with sidelights and transom above Two to two-and-one-half stories
The commercial version of this style may also have elements similar to those found in Federal style architecture.	Commercial Characteristics Symmetrical plan Classically inspired details and a side gabled roof Less ornate and sophisticated, more delicate and slender details Two to two-and-one-half stories

Section 7.5 (b) (6)
Architectural Styles - Colonial / Georgian Revival

b. Building Composition and Components

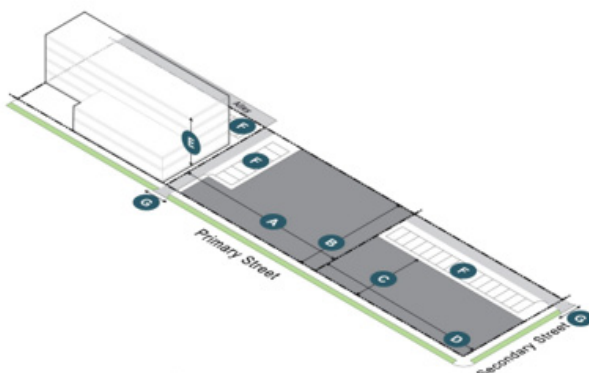
Component	Standards				
A-Plan and Form	Plan is regular, rectangular, or nearly square, sometimes with add on elements (additions and wings). The long axis parallels the street. Height is two to two- and one-half stories. Entrance stairs typically centered on the main façade.				
B-Façade Composition	The main body is dissected into 3 to 5 implied bays. The entry is almost always centered on the main body. Simple rectangular volumes are combined creating a main body and side wings.				
C-Entry/ Porch	<table><thead><tr><th>Residential/Civic</th><th>Commercial</th></tr></thead><tbody><tr><td>Entries are the most dramatic part of the façade, normally contained by a pediment supported by pilasters or protruding out supported by columns. The main body is dissected into 3 or 5 implied bays. The entry is almost always centered on the main body. Simple rectangular volumes are combined creating a main body and side wings.</td><td>The main body can be 4 bays.</td></tr></tbody></table>	Residential/Civic	Commercial	Entries are the most dramatic part of the façade, normally contained by a pediment supported by pilasters or protruding out supported by columns. The main body is dissected into 3 or 5 implied bays. The entry is almost always centered on the main body. Simple rectangular volumes are combined creating a main body and side wings.	The main body can be 4 bays.
Residential/Civic	Commercial				
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D-Roof	<table><thead><tr><th>Residential/Civic</th><th>Commercial</th></tr></thead><tbody><tr><td>Add-ons and wings have their own roof form (a single roof does not encompass all the volumes). Eaves are less embellished than classical eaves. Overhangs in Florida have been broadened to accommodate the climate.</td><td>A single roof form can encompass all the form. Less ornate.</td></tr></tbody></table>	Residential/Civic	Commercial	Add-ons and wings have their own roof form (a single roof does not encompass all the volumes). Eaves are less embellished than classical eaves. Overhangs in Florida have been broadened to accommodate the climate.	A single roof form can encompass all the form. Less ornate.
Residential/Civic	Commercial				
Add-ons and wings have their own roof form (a single roof does not encompass all the volumes). Eaves are less embellished than classical eaves. Overhangs in Florida have been broadened to accommodate the climate.	A single roof form can encompass all the form. Less ornate.				
E-Foundation	The foundation is usually of brick piers or continuous brick. Concrete piers used at later times. Spaces between piers left open to allow for ventilation and for protection from high water.				





E. Awning/Canopy. A wall-mounted, cantilevered structure providing shade and cover from the weather for a sidewalk.

Section 3.2 (d) (12)
Building Types - Medium Footprint Mixed-Use



b. Lot and Building Standards		c. Parking and Access	
Lot Dimensions		Location	
Width	180' min	Parking shall be located behind the primary building in the rear yard and accessed from alleys or side streets wherever possible.	
Depth	120' min		
Lot Size	21,600 SF min		
Building Footprint and Placement		Parking Access	
Lot Coverage	100% max	Number of Driveways/Curb Cuts	
Frontage Buildout	Must comply with the standards defined in the Regulating Districts, Subsection 3.2(c)	Primary Street 1	
Setbacks		Secondary Street 1	
Building Depth	60' min	Driveway Width 10' min 24' max	
Building Width	100' min		
Intensity		Pedestrian Access	
No. of Units	n/a	Must provide pedestrian access from the primary street sidewalk. For corner lots, secondary access may be provided from the side street sidewalk as well.	
Density (Individual Lot)	Base With Development Mitigation	Except in the Flex Commercial Corridor, which permits side yard parking	
Building Height	Base With Development Mitigation		

¹ See Section 3.2 (j) regarding maximum height and density based on Development Mitigation.

DISCUSSION

What is your preferred level of detail, specificity, and flexibility within the spectrum of design guideline approaches?

80-2 Facades & Enclosure 35

Façade Detailing and Materials

Façade details and materials are an opportunity to explore and develop a unique architectural expression for a building. Within Midtown, the approach to a building's façade should be inspiring, as the enclosure of each building helps give Midtown its identity.

Considerations such as performance and environmental impact should be taken into account when choosing materials and design details.

INSPECTION IN MIDTOWN 10th & Midtown

Location: 1015 Peachtree Street

The light show in the lobby at 1015 Peachtree Street blends with materials with transparency to create a unique expression at night.

GRAPHIC 11: GROUND FLOOR STRATEGIES FOR RESIDENTIAL AND NON-RESIDENTIAL

RESIDENTIAL

- Landscaped buffer between sidewalk and building
- Grade separation of residences from street provides privacy
- Stoops and overhangs highlight entrances and add rhythm to the streetscape

RETAIL

- Storefronts distinguished from other facade treatment
- Storefronts with large, pedestrian-oriented provide transparency and activate the street

DESIGN STRATEGIES (CONTINUED)

RESIDENTIAL GROUND FLOORS

A. Residential lobby entrances for multi-family buildings should be highlighted through overhangs, special paving, building-mounted signage, landscaping, and/or lighting. The façades of lobbies should be predominately transparent.

B. Individual residential entrances should be used to create breaks in the building façade and increase pedestrian interest along the street. Frequent entryways into individual units along a building's ground floor activate the street frontage by increasing access points where residents come-and-go, and provide opportunities for socializing.

C. Ground floor residential uses and private, individual entrances are encouraged to be grade-separated from the public sidewalk to highlight the individual units, provide privacy for residences, and reinforce the separation between the public and private realms.

i. To provide visual privacy, the ideal vertical grade difference between the sidewalk and the main level of the residence is approximately 3 feet. This creates the opportunity for stoops, bays, porches, or entries that establish a distinct transition between the public realm and private units.

ii. When grade separation cannot be achieved, a handicapped or landscaped space should be provided between residential use and the public sidewalk.

D. Stairs, porches, or ramps should not impinge upon the sidewalk and should be located entirely within the Building Zone so as to not limit pedestrian movement.

CORNER BUILDINGS

A. The ground floors of corner buildings should be designed to anchor and activate street corners.

i. Building entrances should face and open directly onto the corner.

ii. The ground floors of buildings should be predominately transparent to strengthen the relationship between the building and adjacent streets.

iii. Building design should incorporate large windows, canopies, and building signage.

B. Activated ground floors are encouraged to wrap around prominent building corners for added visibility, activate the streetscape on all sides of the building, and provide a visual transition between cross streets.

C. Ground floor retail and restaurant uses are encouraged at street corners, as are outdoor seating areas to support these businesses.

Architectural Standards – Building Articulation

Front Elevation

Side Elevation

Side Elevation

TPG, Traditional Punta Gorda – Downtown Core

Key: - - - Property Line, Frontage Building

b. Allowed Building Types and Lot Size	
Building Type	Lot Standards
Accessory Cottage	n/a n/a 3.2(d)(2)
Rowhouse	18' min 86' min 3.2(d)(6)
Multiplex	80' min / 130' max 86' min 3.2(d)(8)
Courtyard Apartment	84' min / 150' max 100' min 3.2(d)(9)
Live/Work	18' min / 53' max 86' min 3.2(d)(10)
Small Footprint Mixed-Use	40' min 86' min 3.2(d)(11)
Medium Footprint Mixed-Use	180' min 120' min 3.2(d)(12)
Main Street Shopfront	25' min / 150' max 86' min 3.2(d)(13)
Neighborhood Shopfront	25' min / 84' max 86' min 3.2(d)(14)
Liner	n/a n/a 3.2(d)(15)
Civic/Institutional	n/a n/a 3.2(d)(18)

Minimum and maximum lot sizes can also be found in the Building Types Section 3.2(d) (Page 26 – 57).

¹ Permitted only with Rowhouse and Live / Work Building Types

c. Building Form

Footprint	
Lot Coverage	100% max ¹
Frontage Building	
Primary Street	20% min
Secondary Street	50% min

Density (Individual Lot) and Height

Base	Missing Middle	Maximum w/Mitigation ¹
Density	25 du/a	30 du/a
Building Height	50' max	80' max
Accessory Structures Height	25' max (2 stories)	
Other	15' max (1 story)	

Finished Ground Floor Level

Residential	Commercial
24' min	Max 6' above grade or BFE + 1' freeboard

Floor to Ceiling Height

First Story	Commercial
14' min	
Upper Stories	8' min

¹ May be lower for certain building types

² Density permitted Specific Building Types, see Section 3.2 (d) (2) d. Development Mitigation Requirements, excludes properties within Main Street Historic District.

³ Does not apply to Neighborhood Shopfront

⁴ Minimum of 70 sq. ft. of floor area required half of which must have at least 7' ceilings and the other half at least 5' ceilings.

LIGHT

BALANCED

PRESCRIPTIVE

APPLICATION OF DESIGN GUIDELINES IN SANDY SPRINGS



RETROFIT

- Existing commercial properties across from Veterans Park (Mt Vernon Highway)



REDEVELOPMENT

- North River Shopping Center

RETROFIT EXAMPLE: EXISTING COMMERCIAL

ACROSS FROM VETERANS PARK



CONTEXT



RETROFIT EXAMPLE

RETROFIT CONCEPT DIAGRAM



RETROFIT EXAMPLE

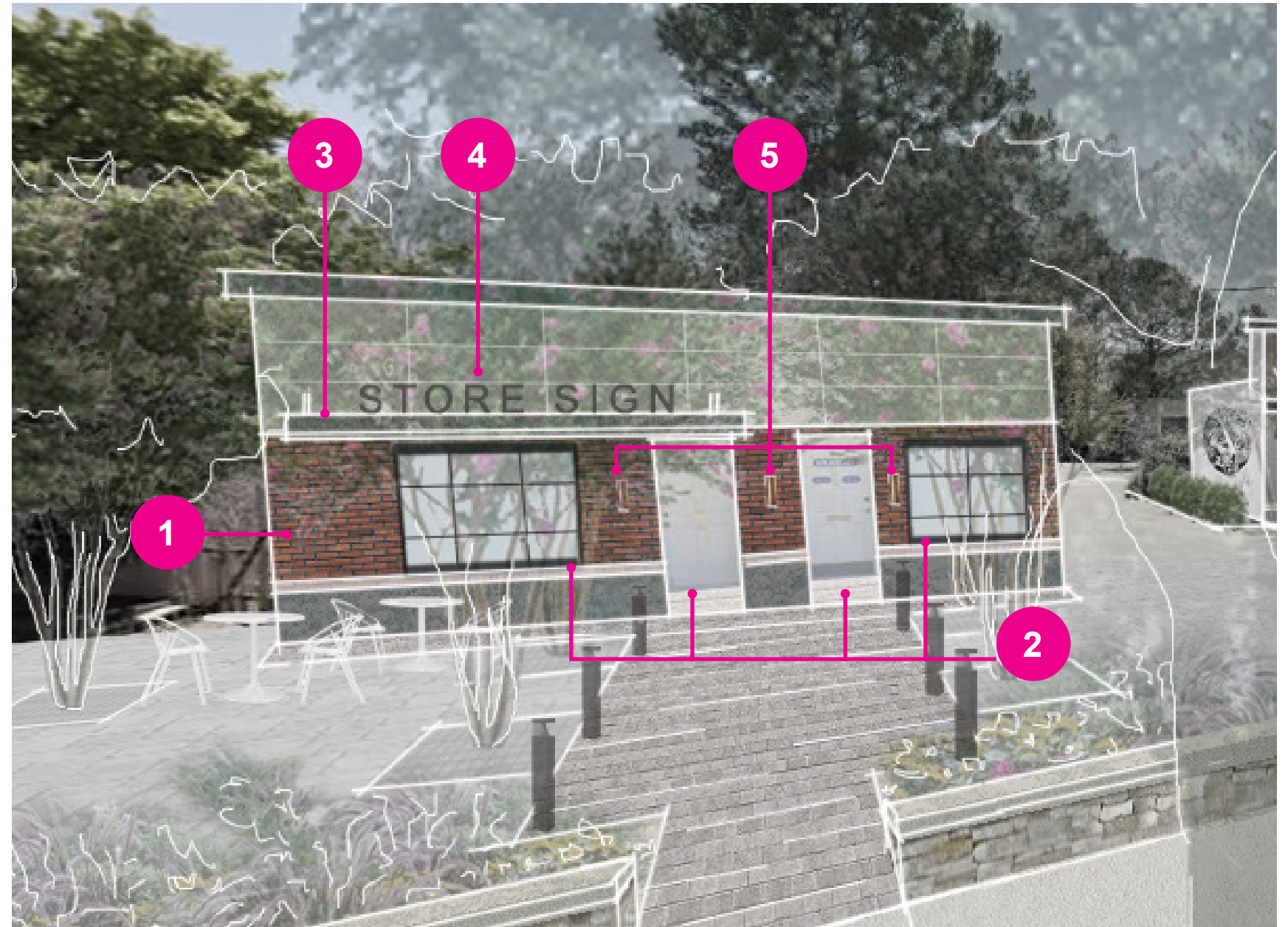
RETROFIT RENDERED CONCEPT



RETROFIT EXAMPLE: BUILDING ELEMENTS

DESIGN ELEMENTS

1. Façade Materials
2. Building Activation (Doors & Windows)
3. Canopy
4. Signage
5. Lighting



RETROFIT EXAMPLE: SITE ELEMENTS

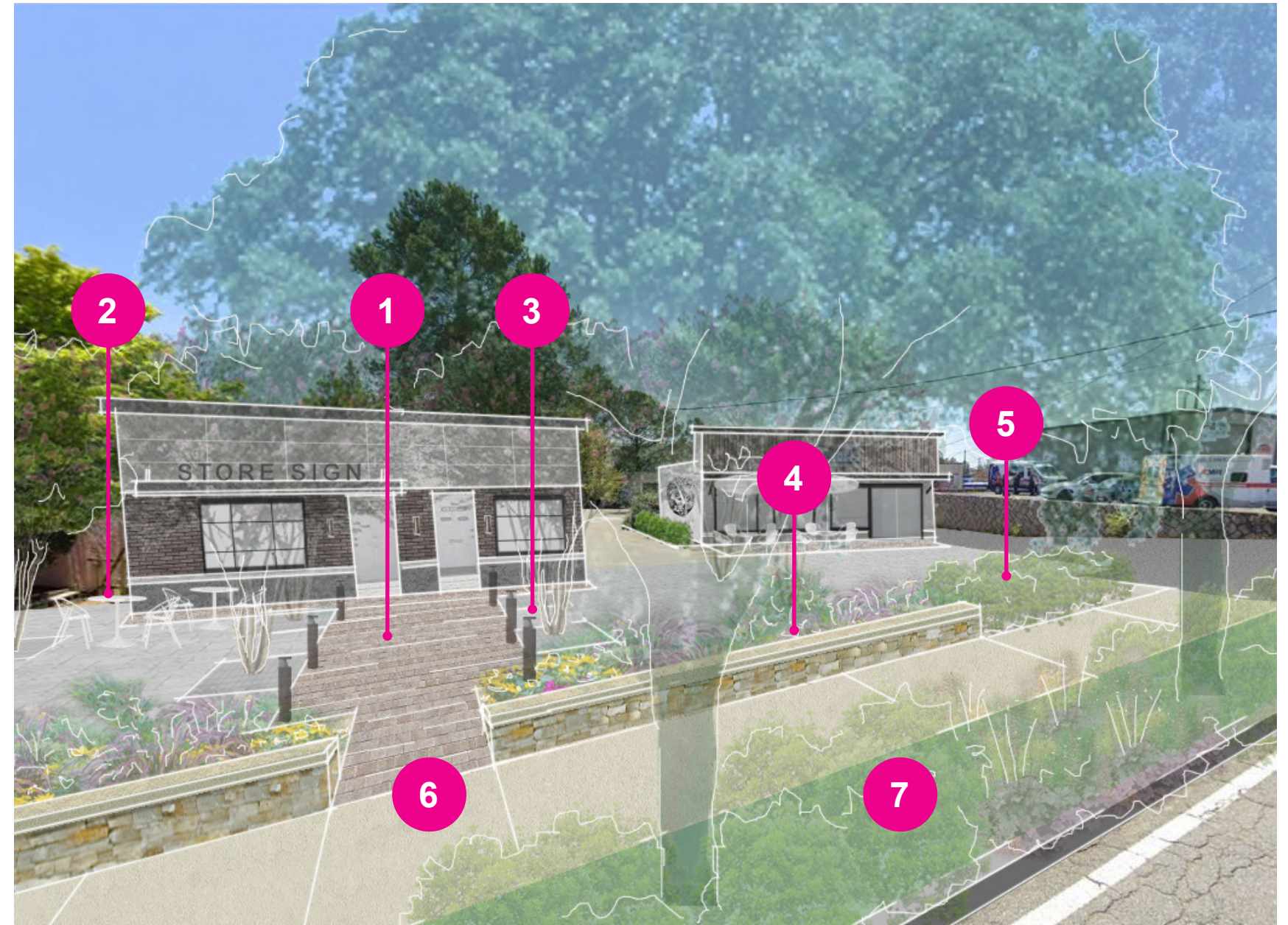
DESIGN ELEMENTS

Outdoor Amenity Space

1. Paving Materials
2. Site Furnishing
3. Lighting

Definition of Space

4. Wall
5. Site Planting
6. Pedestrian Access & Safety
7. Street Planting



REDEVELOPMENT EXAMPLE

- North River Site
 - Preferred option



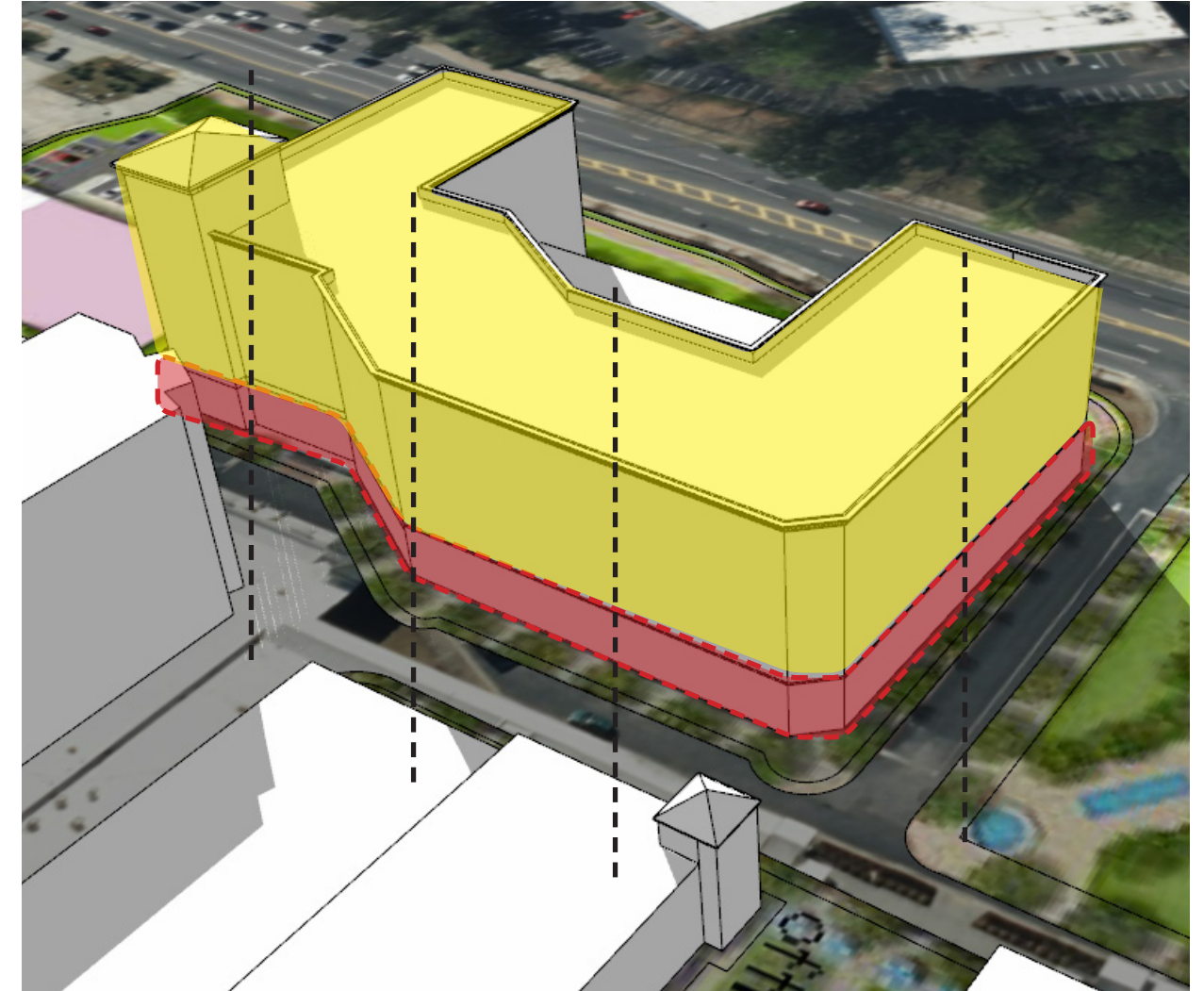
REDEVELOPMENT EXAMPLE - DIAGRAM

○ Main Street Building With Bottom Floor Retail Elements

- Awning for shade
- Large shopfront windows for retail visibility

○ Massing Standards

- Façade break every 60'
- Architectural detail or material change to distinguish ground floor and floors above 4 stories



REDEVELOPMENT EXAMPLE



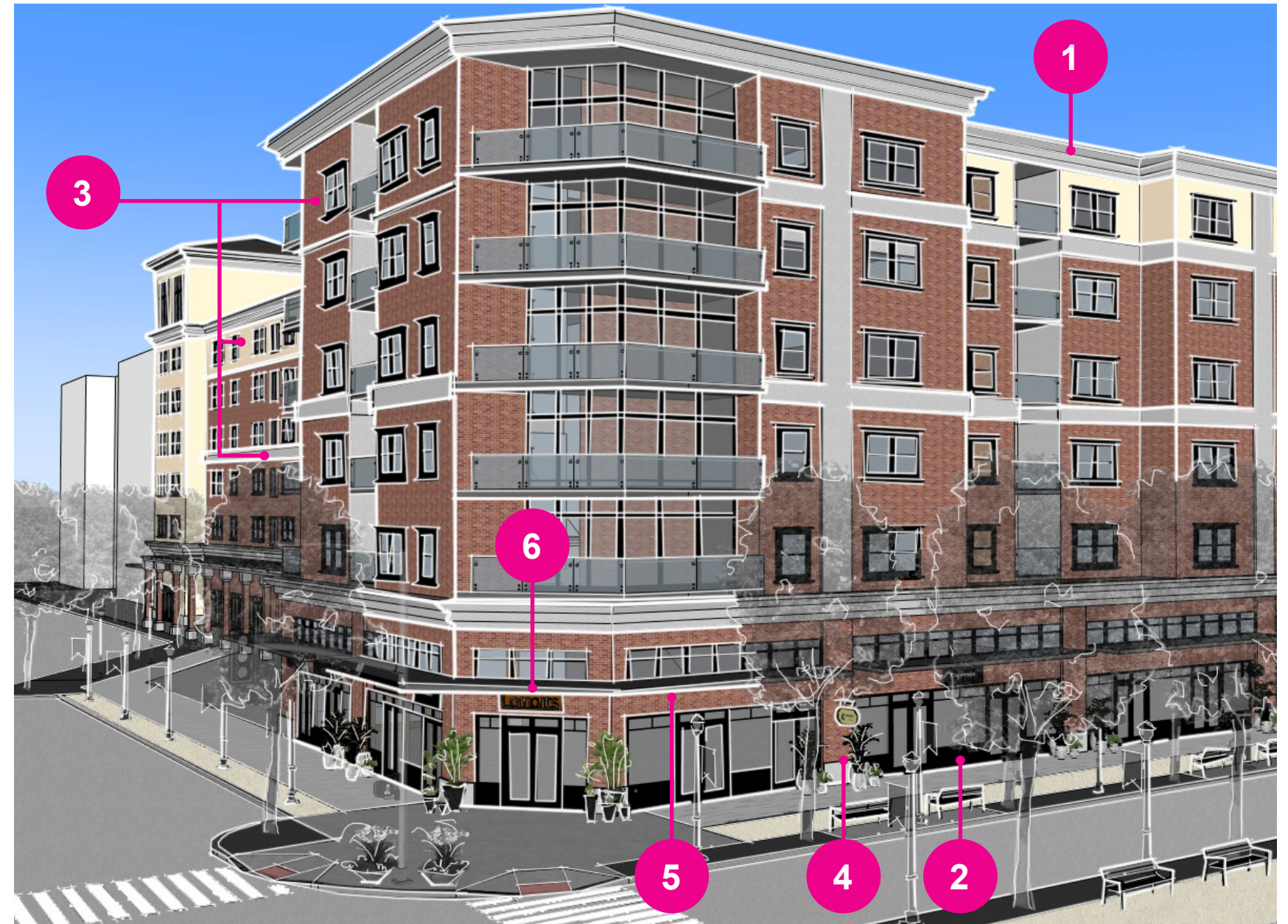
REDEVELOPMENT EXAMPLE



REDEVELOPMENT EXAMPLE - BUILDING ELEMENTS

DESIGN ELEMENTS

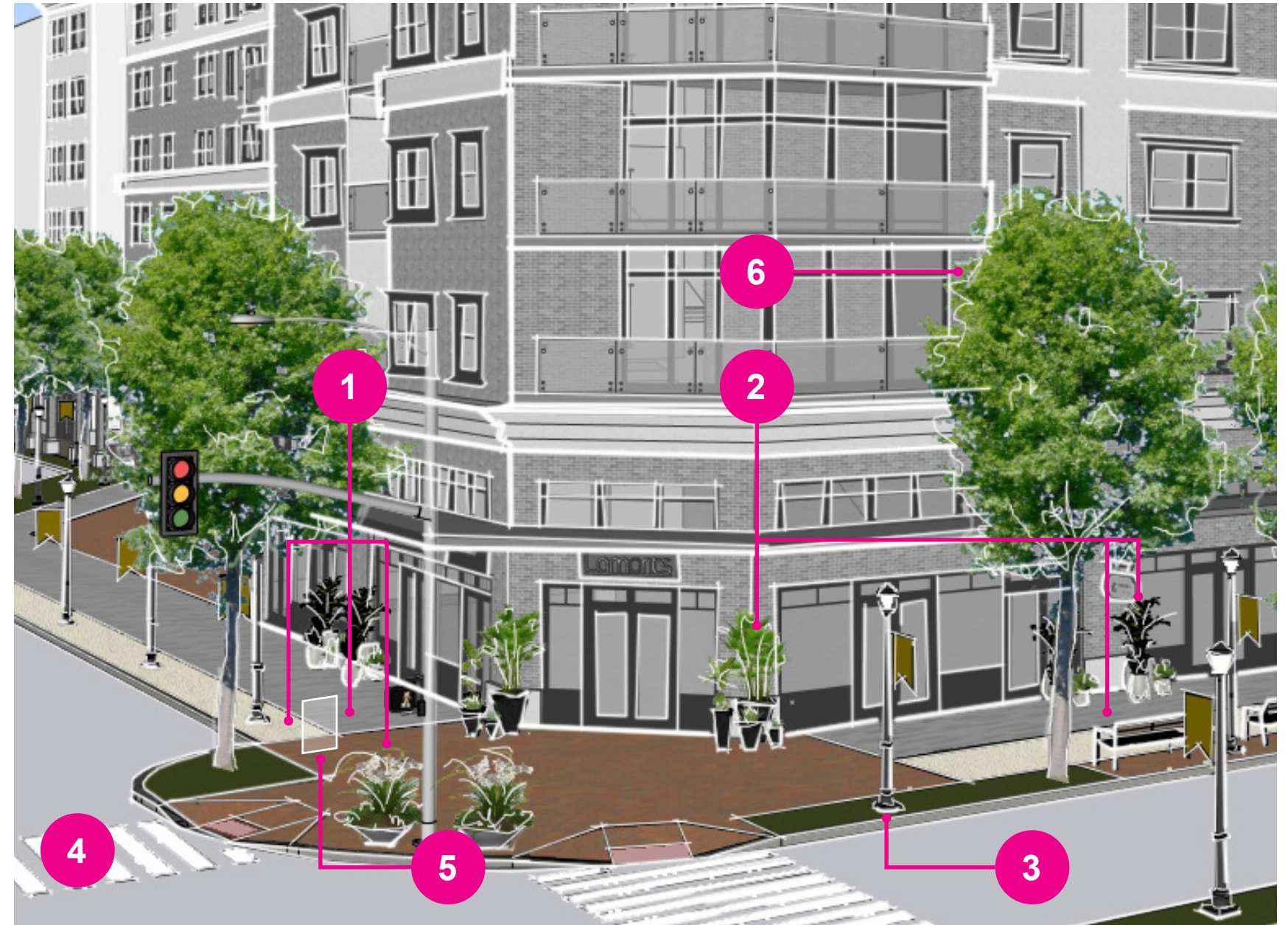
1. Building Articulation
2. Building Activation
3. Façade Materials
4. Alignment of Features
5. Canopy
6. Signage



REDEVELOPMENT EXAMPLE - SITE ELEMENTS

DESIGN ELEMENTS

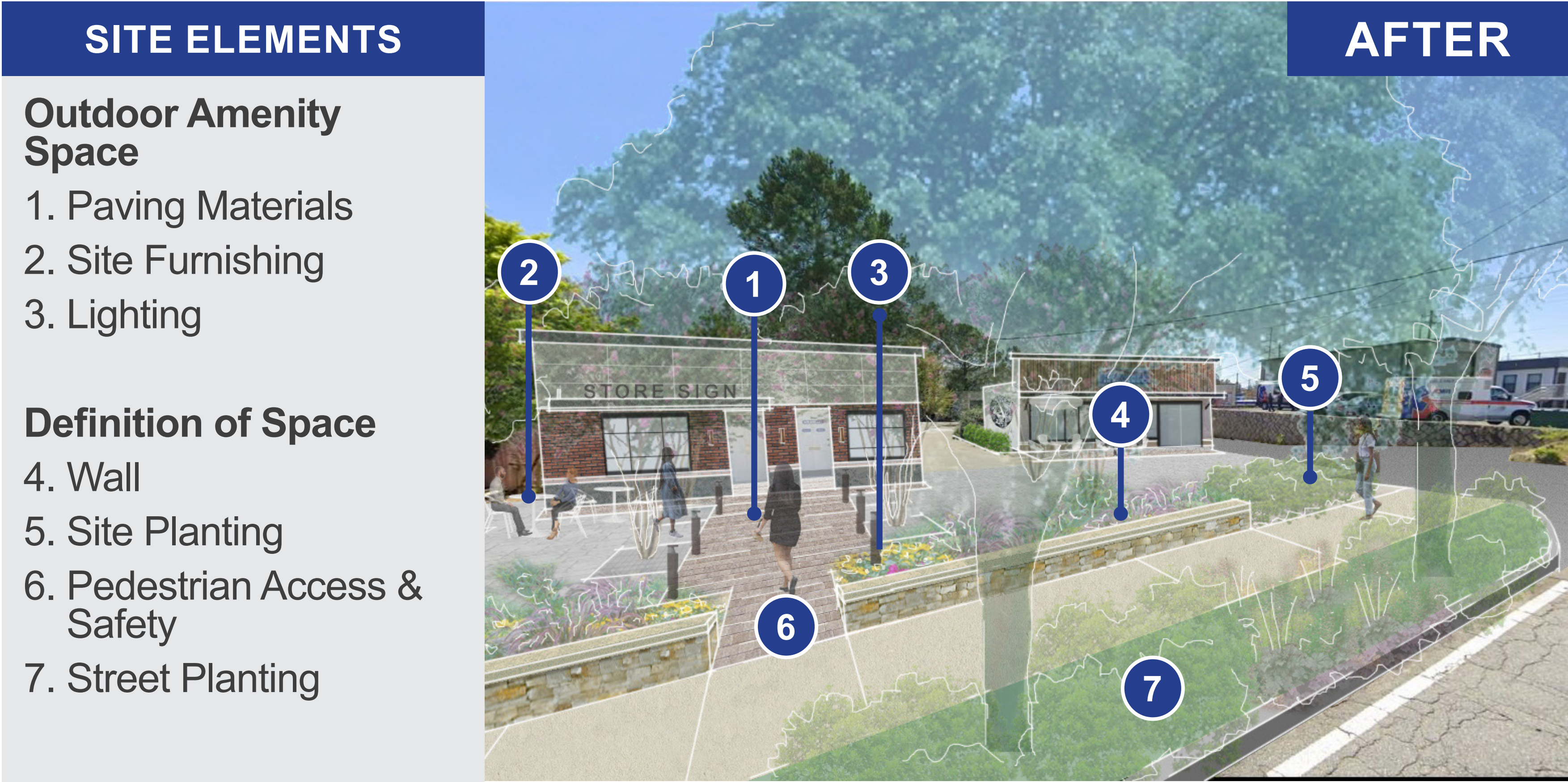
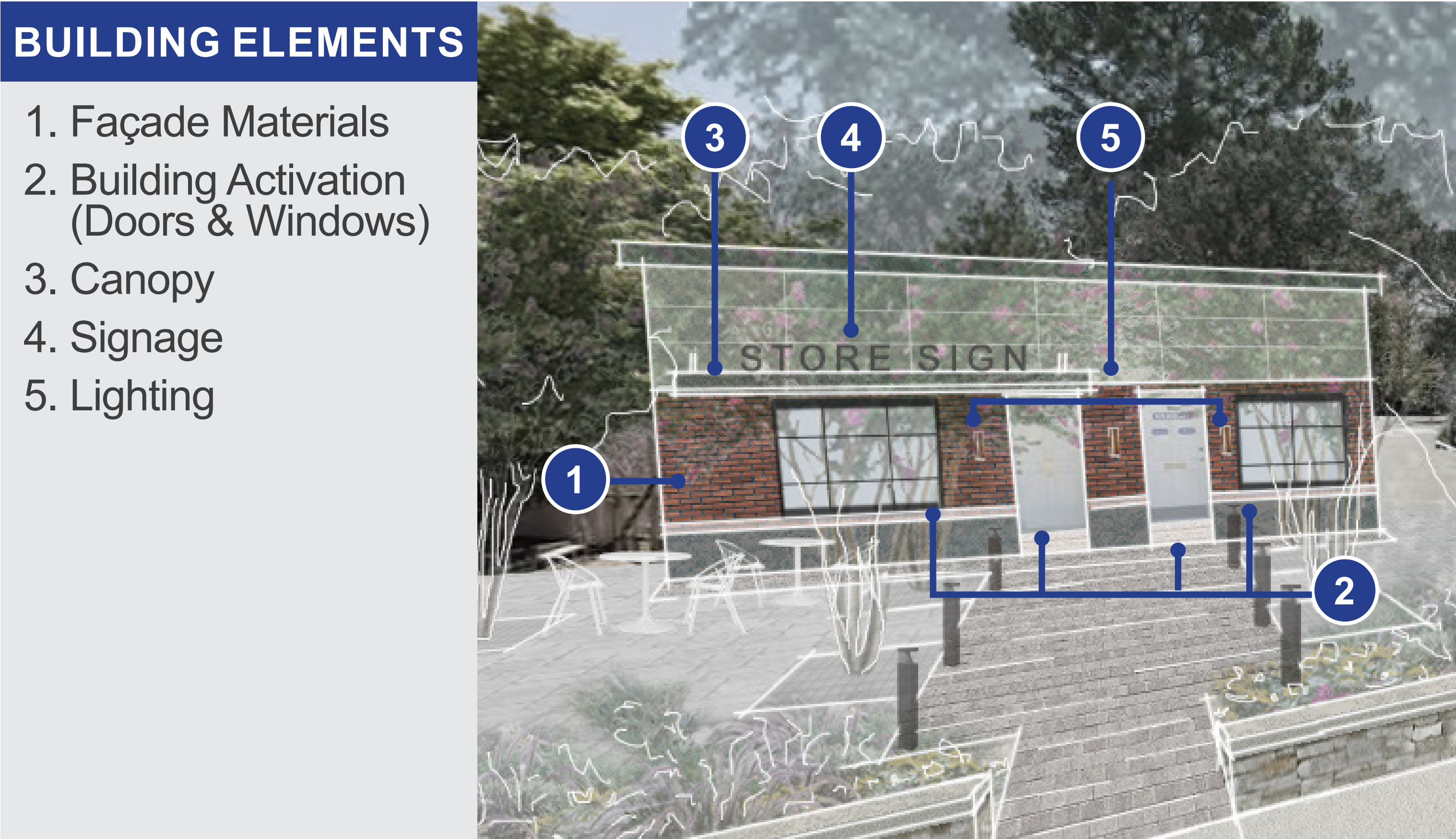
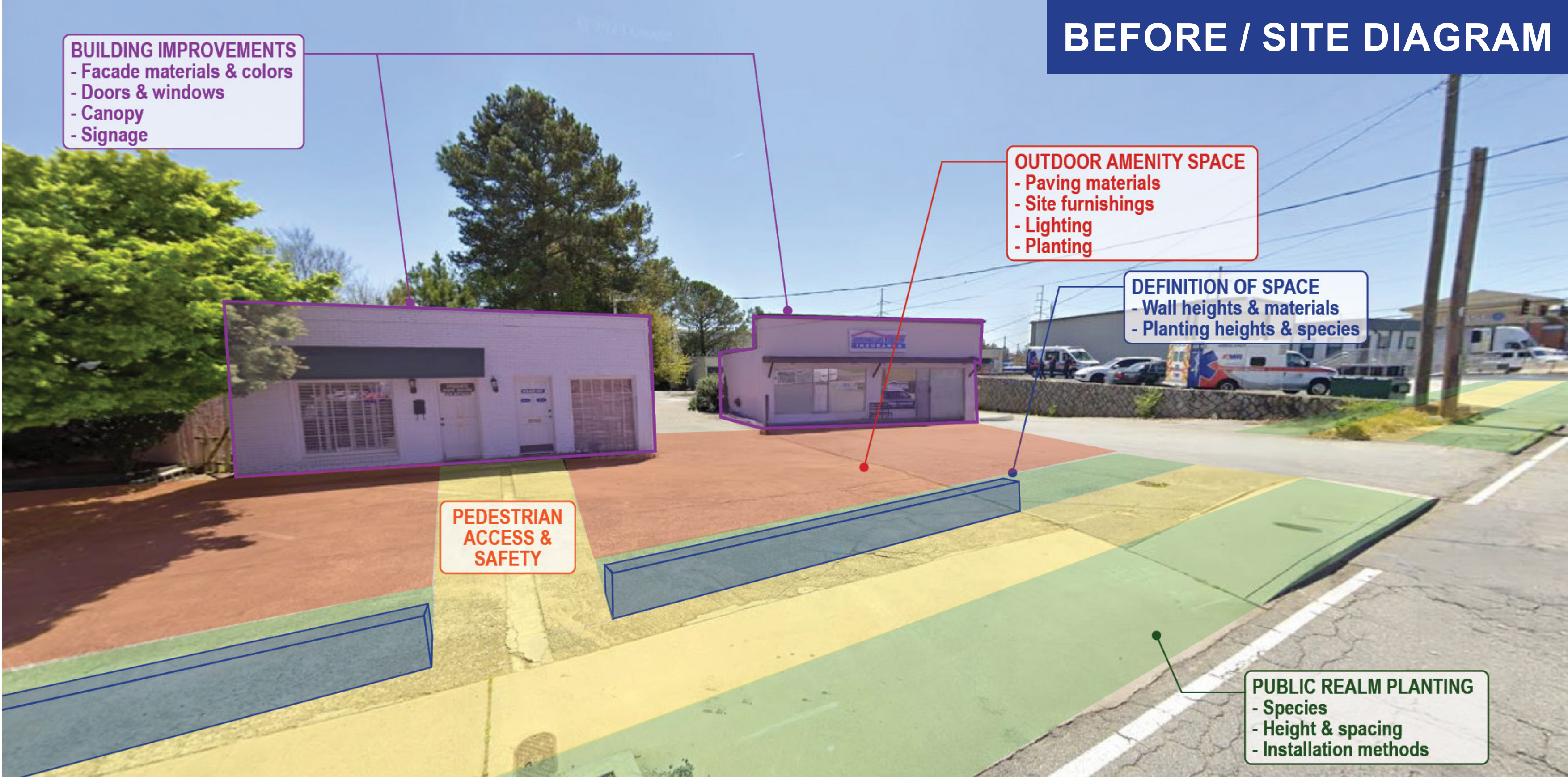
1. Paving Materials
2. Site Furnishing
3. Lighting & Branding
4. Pedestrian Access & Safety
5. Signage & Wayfinding
6. Street Planting



ACTIVITY - VISUAL PREFERENCE

**SEE EXHIBITS FOR
ACTIVITY AND
DISCUSSION**

RETROFIT EXAMPLE



RETROFIT EXAMPLE

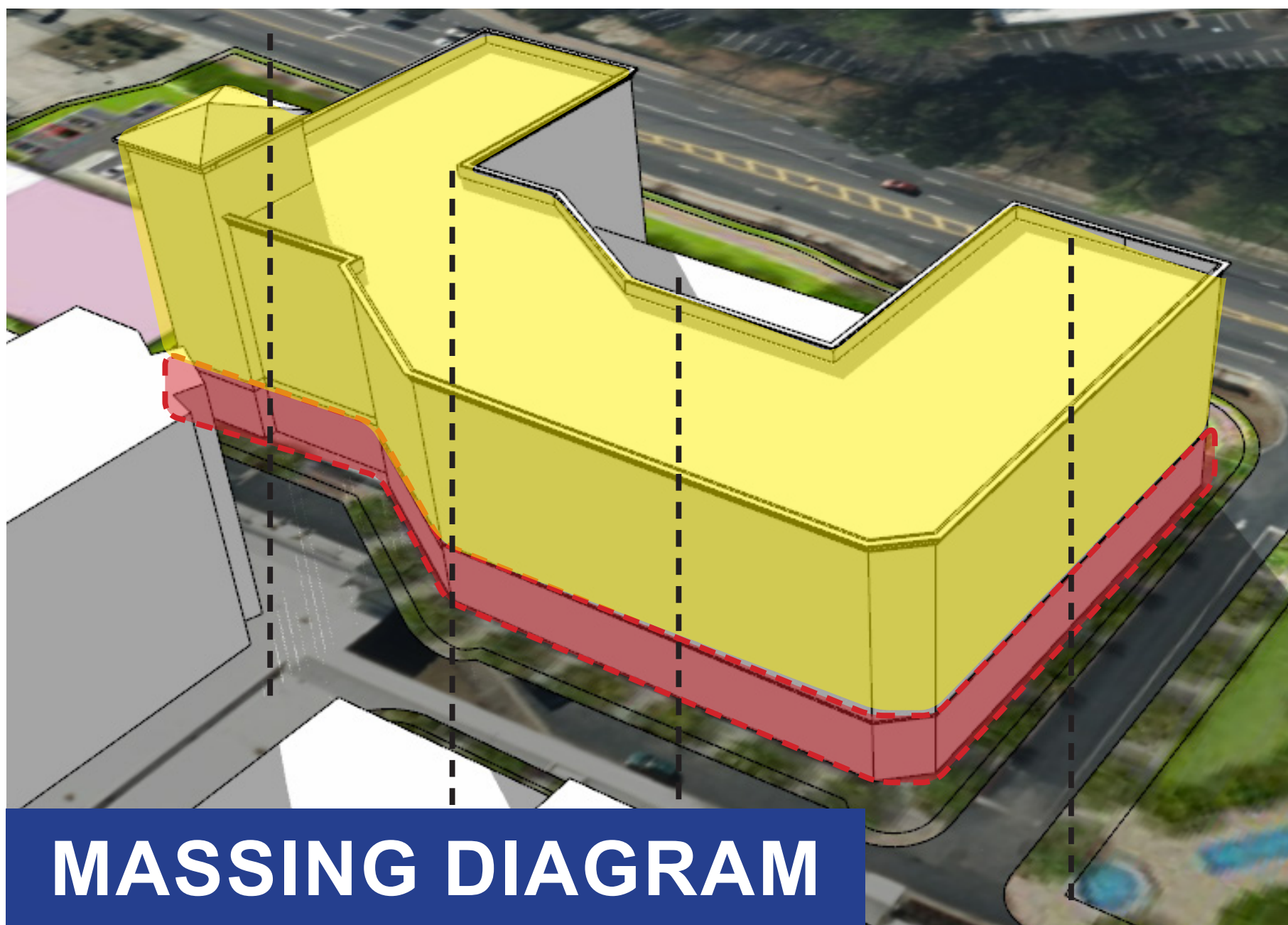


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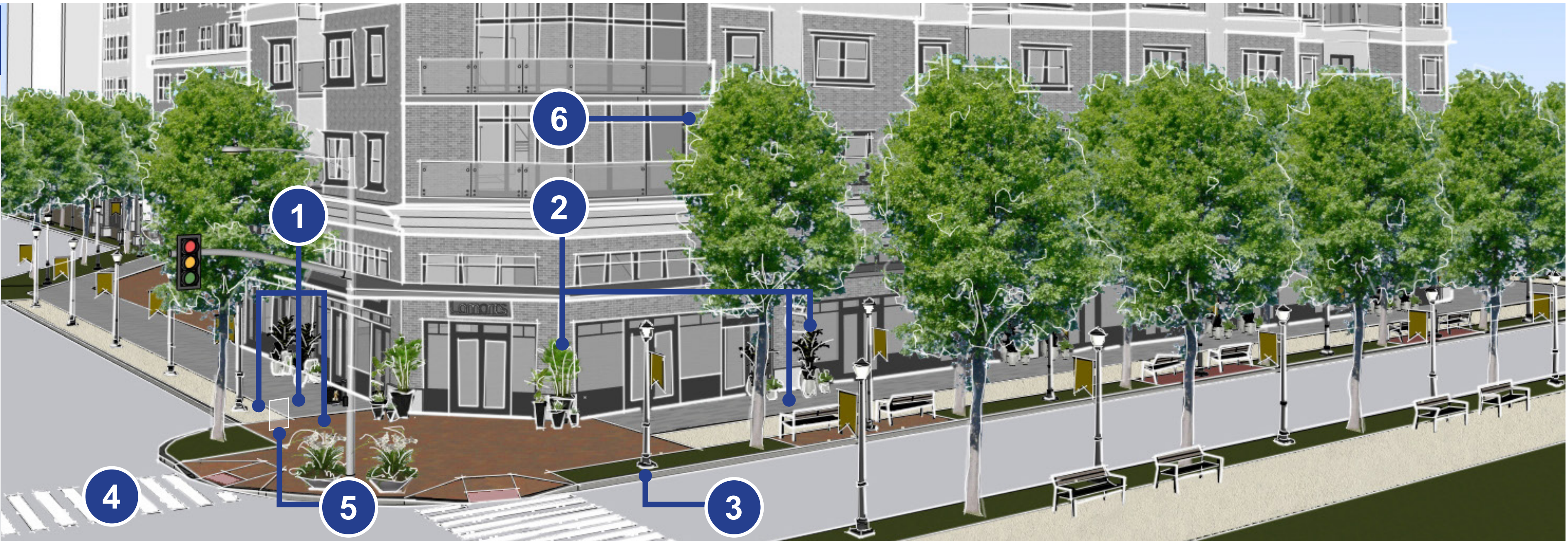
BUILDING ELEMENTS

- 1. Building Articulation
- 2. Building Activation
- 3. Façade Materials
- 4. Alignment of Features
- 5. Canopy
- 6. Signage



SITE ELEMENTS

- 1. Paving Materials
- 2. Site Furnishing
- 3. Lighting & Branding
- 4. Pedestrian Access & Safety
- 5. Signage & Wayfinding
- 6. Street Planting



REDEVELOPMENT EXAMPLE



VISUAL PREFERENCE ACTIVITY | LOW-RISE BUILDINGS

ACTIVITY:

TELL US WHAT DESIGN ELEMENTS YOU LIKE AND DISLIKE

PLACE  dots on elements of images that show DESIGN character that you like

PLACE  dots on elements of images that show DESIGN character that you dislike



COMMENTS

VISUAL PREFERENCE ACTIVITY | MID-RISE BUILDINGS

ACTIVITY:

TELL US WHAT DESIGN ELEMENTS YOU LIKE AND DISLIKE

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COMMENTS

VISUAL PREFERENCE ACTIVITY | PUBLIC REALM

ACTIVITY:

TELL US WHAT DESIGN ELEMENTS YOU LIKE AND DISLIKE

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PLACE  dots on elements of images that show DESIGN character that you dislike



COMMENTS

VISUAL PREFERENCE ACTIVITY | PRIVATE REALM

ACTIVITY:

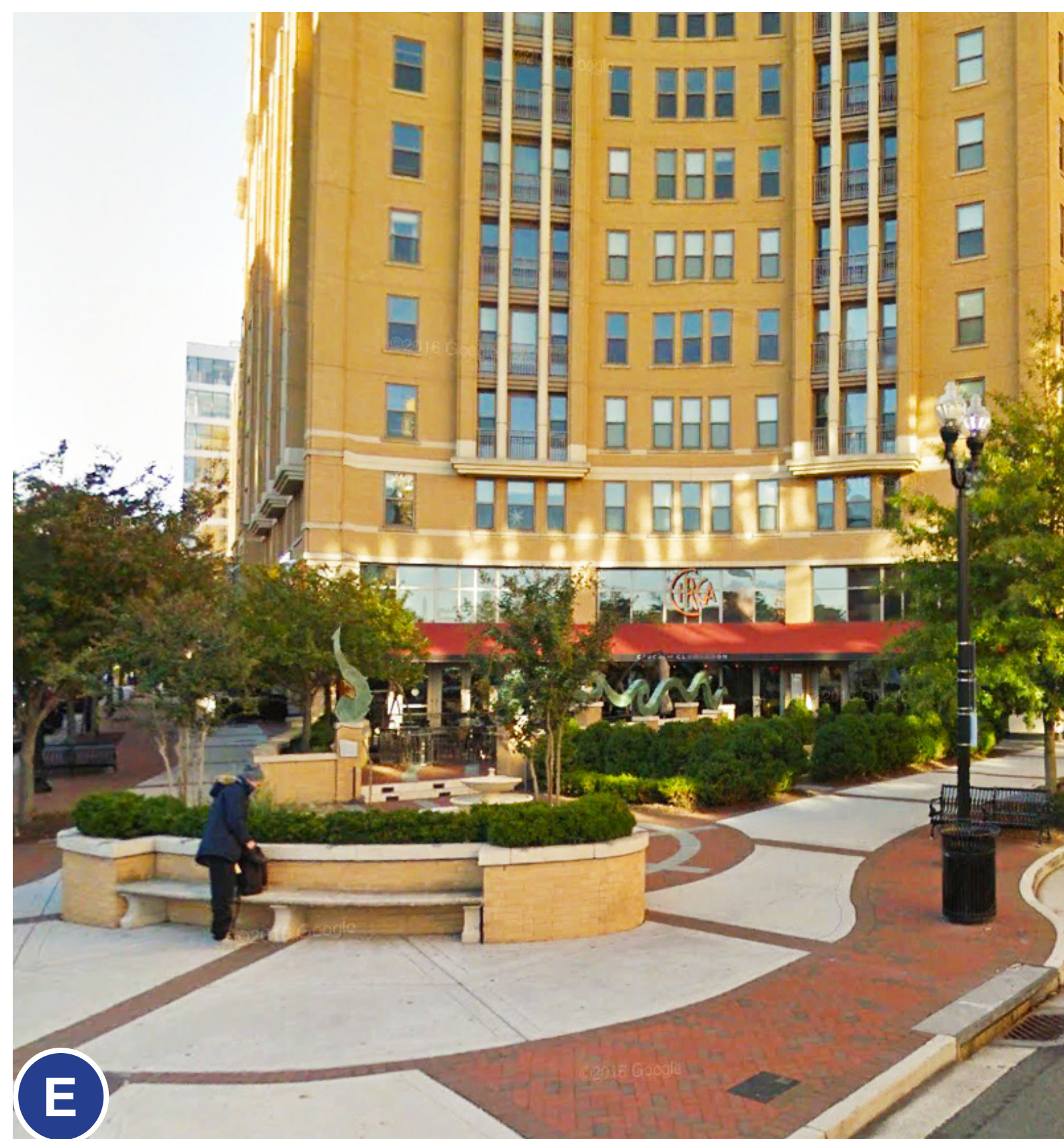
TELL US WHAT DESIGN CHARACTER YOU PREFER AND PLACE
DOTS ON THE IMAGES

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PLACE dots on elements of images that show DESIGN character that you dislike



COMMENTS



TYPICAL BUILDING ELEMENTS AND TERMS

