

SANDY SPRINGS STATION

Transit Oriented Development

STATION LOCATION



STATION ESSENTIALS

Daily Entries:	2,356
Parking Capacity:	1,050
Parking Utilization:	55%
Station Type:	Subway
Station Typology	Commuter Town Center
Land Area	+/- 5 acres

MARTA Research & Analysis 2012

SPENDING POTENTIAL INDEX WITHIN 1/2 MILE

Category	SPI
Dining Out	148
Entertainment	136
Food	144
Retail	129
Shelter	149

Note: The Spending Potential Index shows the amount spent on a variety goods and services by households in the market area. It also represents the amount spent in the area relative to a national average of 100.

Source: STDB on-line December, 2011



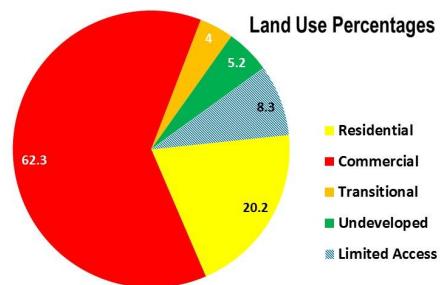
1101 Mount Vernon Highway
Atlanta, GA 30338

Sandy Springs: A Commuter Town Center Station

MARTA's "Transit Oriented Development Guidelines" classify Sandy Springs as a "Commuter Town Center" station. The "Guidelines" present a typology of stations ranging from Urban Core stations, like Peachtree Center in downtown Atlanta, to Commuter Town Centers - i.e., usually end of the line or outlying, auto-commuter oriented stations that also function or have potential for mixed-use development, such as Lindbergh, College Park, Kensington, North Springs and Sandy Springs. The classification system reflects both a station's location and its primary function. The "Guidelines" have this to say about Commuter Town Center stations... "The definitional challenge in planning a commuter town center station lies in balancing its two functions. The key to success: the park-and-ride facility must be designed and managed so as to minimize its impact on how the town center functions. The pedestrian network must guide commuters from their cars or buses to the station without putting the park-and-ride garage or bus transfer point in locations that compromise the visual and pedestrian qualities of a town center". It points out that "Commuter Town Cen-

Station Area Profile

Land Use Within 1/2 Mile



Sources:
MARTA GIS Analysis 2011 & Atlanta Regional Commission LandPro 2009.

Residential Demographics 1/2 Mile

Population	1,720
Median Age	35.0
Households	1,031
Avg. Household Size	1.64
Median Household Income	\$77,304
Per Capita Income	\$52,139

Business Demographics 1 Mile

Businesses	1,584
Employees	32,921
%White Collar	89.2
%Blue Collar	3.3
%Unemployed	8.5

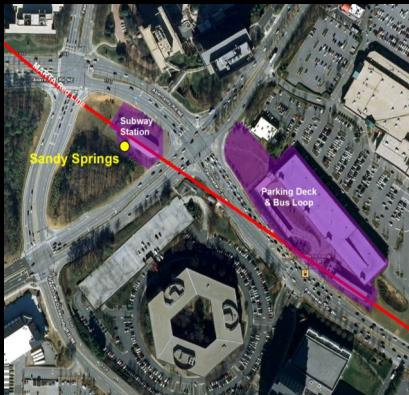
Source: Site To Do Business on-line, 2011

ters are almost by definition new places, located at strategic points on the interstate highway system.

Neighborhood Context

Sandy Springs station is a heavy rail transit station located in the City of Sandy Springs and north Fulton County, on MARTA's Red line. The station can be found at the corner of Abernathy Road/Perimeter Center West and Mt. Vernon Highway, with entrances off of Perimeter Center West, Northpark Town Center, and on the western corner of Abernathy and Mt. Vernon Highway. Sandy Springs Station provides rapid rail service to major destinations including the Buckhead shopping and business district (9 minutes), Midtown (21 minutes), Downtown Atlanta (25 minutes) and Hartsfield-Jackson International Airport (41 minutes).

Sandy Springs Station Aerial View



Transit Stations are the focal point of successful TOD's



Walk Score
71

Note: Walk Score measures how easy it is to live a car-lite lifestyle, not how pretty the area is for walking. Walk Score uses a patent-pending system to measure the walkability of an address. The Walk Score algorithm awards points based on the distance to amenities in each category. Amenities within .25 miles receive maximum points being **100** and no points are awarded for amenities further than one mile.

90–100 Walker's Paradise — Daily errands do not require a car.

70–89 Very Walkable — Most errands can be accomplished on foot.

50–69 Somewhat Walkable — Some amenities within walking distance.

25–49 Car-Dependent — A few amenities within walking distance.

0–24 Car-Dependent — Almost all errands require a car

Source: Walkscore.com 2012



Sandy Springs Station

Page 2 of 4

Land Use and Zoning

Land Use

The predominant use of land within a half mile of the station is commercial at about 62%. There are a number of Class A office towers adjacent to or a short walk from Sandy Springs station; North Park Town Center (connected to the station by a tunnel running under Abernathy Road), Eleven Fifteen and Eleven Seventeen Perimeter Center West are across the street, and AT&T has an office building within walking distance of the station. Immediately outside the Sandy Springs station is Perimeter Pointe, a center offering such popular stores and services as LA Fitness, Office Depot, Home Goods, Michael's and The Sports Authority, as well as the Regal 10 Stadium Cinema (which is also the closest movie theater to any MARTA heavy rail station). On the other side of Abernathy is the Perimeter Square Shopping Center with an REI store and La Madeleine restaurant as two of its many retail tenants. For more detail, please refer to the land use map on page 4.



North Park Town Center

Zoning

Zoning is one of the key elements needed in TOD development. The Sandy Springs Station is traversed by two zoning districts. The first is the C-1 Community Business District, which encompasses the above ground entrance to the station in the land island located at Peachtree-Dunwoody Road, Mt. Vernon Highway and Abernathy Road. The other district is the O-I Office Institutional District. This district encompasses much of the parking deck, bus loop, and open space around the station near the intersection of Perimeter Center and Mt. Vernon Highway.

The principle intents of the districts are the following: 1. C-1 is intended to provide locations for neighborhood and community oriented retail and service activities, and 2. O-I under the Mix Mixed Use district is intended to encourage flexible, innovative and creative concepts to provide a stable multiple use environment that is compatible with the surrounding area. The development controls in both districts are not compatible with the development guidelines contained in MARTA's recently adopted "TOD Guidelines". However, Sandy Springs is undergoing a revaluation of its zoning as a result of an update to a Livable Centers Initiative (LCI).

Commuter Town Center Station Typology Design Elements

Below are some of the design themes of the commuter town center typology. For more information on MARTA's TOD guidelines, please refer to our website at <http://www.itsmarta.com/TOD-real-estate.aspx>.

Land Use Mix and Scale

- Balanced mix of multi-family residential development with office, retail, entertainment, and civic uses. Vertical mixed-use is common.
- Transition to lower density single-or multi-family outside a quarter-mile radius.
- Mid-rise buildings dominate; some high-rise and low-rise.

Public Realm

- Traditional town center pedestrian network with station as focal point.
- Curb-side parking desirable; no off-street parking in front of buildings; garages wrapped.

Commuter Town Center Station Density Ranges

Floor Area Ratio	3.0-10.0
Residential Units Per Acre	25-75
Height In Floors	4-15

Source: MARTA TOD Guidelines



Bus Loop Area



MARTA Parking Deck

Sandy Springs Station

Page 3 of 4

Sandy Springs Station Development Opportunity

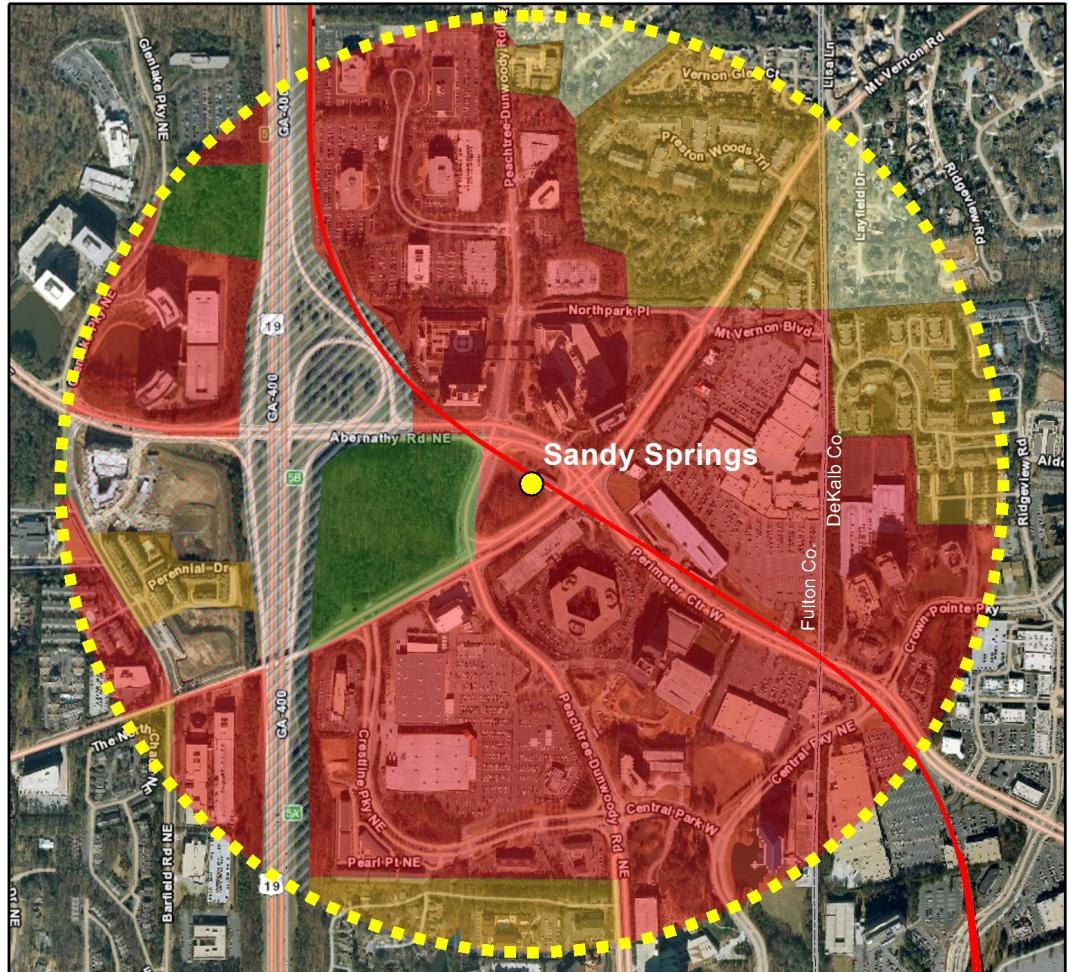
Generally MARTA makes land it owns around its stations (called "Joint Development" lands) available through a Request for Proposals (RFP) or Request for Qualifications (RFQ) process. Developers who are interested in developing at MARTA stations will need to go through a competitive RFP/RFQ process prior to contract award. All interested parties should periodically check the www.itスマートアーティ.com website where future RFP's/RFQ's will be announced, or contact MARTA's TOD and Joint Development staff at 1-404-848-5695.

MARTA does not own any excess land associated with this station. Therefore, TOD opportunities by way of Joint Development are not possible at this station. However, MARTA encourages transit friendly development around the station on privately held land.

There are parcels to the west of Sandy Springs station that offer development possibilities. The first is a +/- 2 acre parcel adjacent to the station. This parcel offers limited development potential primarily due to access management issues. This is the case because it is located within an island in close proximity to three major intersections and curb cut access would be difficult. The larger +/- 17 acre parcel across Peachtree-Dunwoody Road offers much more development potential due to size and accessibility. Although the larger site is farther away from the station, it is within a quarter mile and can have a direct positive impact on the ridership at Sandy Springs station if developed.



Land Use 1/2 Mile From Sandy Springs Transit Station



Legend

	Sandy Springs Station	Land Use		RESERVOIRS
	MARTA Rail	Category		RES_MED
	1/2 Mile Buffer			COMMERCIAL
				RES_MULTI
				TRANSITIONAL
				LTD_ACCESS



Notes: Aerial Courtesy of ESRI (Last Modified: May 21, 2010)

