

# FACTS & FINDINGS FROM THE MARKET ANALYSIS

## 2015 DEMOGRAPHIC PROFILE

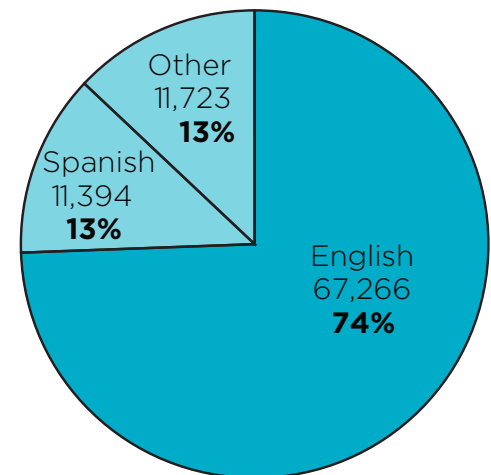
	Sandy Springs	Atlanta Region
<b>Population</b>	<b>98,184</b>	<b>5,527,230</b>
Median Age	36.3	35.9
<b>Households</b>	<b>44,454</b>	<b>2,033,479</b>
% Owners	45%	63%
% Renters	55%	37%
Average Household Size	2.21	2.68
Median Household Income	\$65,913	\$56,889
Average Household Income	\$110,308	\$79,222
Median Home Value	\$545,579	\$195,231
Average Home Value	\$608,038	\$268,708
<b>Employment</b>	<b>108,740</b>	<b>2,725,685</b>
Retail	10%	15%
Information	5%	3%
Finance and Insurance	10%	4%
Professional Services	11%	8%
Administrative	6%	4%
Education	5%	8%
Health	19%	11%
Other	33%	47%

**2%**  
of the region's  
population  
lives in Sandy  
Springs

**4%**  
of the region's  
jobs are in Sandy  
Springs

**Median home values in Sandy Springs  
are 2.2x higher than in Atlanta**

**26% of the Sandy Springs population  
does not speak English as their primary  
language at home.**



## LAND USES

### Sandy Springs currently has:

- 9% of the region's office space
- 2% of the region's retail space
- 5% of the region's apartment units
- 3% of the region's hotel rooms

### Over the next 20 years, there is potential demand for at least:

- 35% more office space, based on employment growth
- 40% more retail space, based on household growth
- 40% more apartments and for-sale homes, based on household growth

*This does not indicate how much will be built, just how much could be built based on the desire of people and businesses to locate in Sandy Springs.*

## COMMUNITY STRENGTHS

Sandy Springs has a wealth of strengths to draw upon, including:

- **Reputation and central location:** Both residents and businesses want to be here.
- **Access:** Due to its central location, Sandy Springs has access to GA 400, I-285, and MARTA.
- **Jobs:** Sandy Springs and Perimeter Center is a top office submarket for the region, especially for headquarters, finance and insurance industries, and other professional industries. It is also home to the “Pill Hill” regional medical hub.
- **Chattahoochee River:** The river provides an opportunity for recreation, open space, and green space. It could also provide opportunities for riverside dining, gathering places, and residential views.

## COMMUNITY CHALLENGES

Similar to any other city, although the majority of qualities in Sandy Springs are highly desirable for real estate development, there are some challenges the city will have to face, including:

- **Traffic:** A limited street grid puts significant pressure on existing through corridors, such as Roswell Road and Abernathy Road, particularly where these and other roads connect to I-285 and GA400.
- **Transit-oriented development:** The city must maximize development opportunities around current and future MARTA rail stations so that MARTA becomes a more viable transportation choice for the area.
- **Resident composition:** Sandy Springs’ resident profile is skewed to the extremes. Residents tend to either be affluent and live in large, single-family homes or be low income and live in the city’s aging rental stock; there is very little population in the middle. This sharp divide complicates the politics surrounding development and redevelopment opportunities in the city.
- **Urbanization:** Regional development patterns are causing Sandy Springs to transition from a suburban area to an urban area. This has important implications for the demand for and character of new development in the city. With undeveloped land now scarce, more future development will be smaller scale, in-fill redevelopment of older, outdated buildings and parking lots. The challenge is to continue to develop while still embracing many of the things that made the city great in the first place, like its reputation for safe, beautiful neighborhoods.