

1. INTRODUCTION

Study Background

The economic vitality of any community, as well as the quality of life enjoyed by its residents and visitors, greatly depends on the efficiency of the transportation system. In addition to providing mobility through, within and around the region, the transportation system ensures the efficient movement of goods and services that support everyday activities. For these reasons, a transportation system can either spur growth in population, employment and the economy, or it can hinder it.

In the Atlanta region, population increases continue to place greater demands on the existing transportation network. Congestion has taken a toll on those living, working and doing business throughout the region. Sandy Springs has experienced a great amount of growth, which is forecasted to continue through 2030. In addition, the city is experiencing an increasing trend towards redevelopment, which provides opportunities to redefine the city's land use character in its key areas such as the Roswell Road corridor and Town Center. To ensure that the transportation network will continue to operate efficiently, steps must be taken to prepare for this increased demand.

This Transportation Master Plan for the City of Sandy Springs evaluates the existing and future conditions of the transportation network and offers a range of improvements to mitigate existing deficiencies and prepare for increased demand. The plan considers all aspects of the transportation system including the automobile, pedestrian, bicycle, transit and freight networks. By analyzing the system as a whole, the plan can better evaluate the needs and issues related to system-wide connectivity, mobility and accessibility.

The integration of land use and transportation planning is essential to the planning process. Highways provide access to land, sustaining existing land uses and enabling new development. Land uses generate vehicle, pedestrian, bicycle, and transit trips. Therefore, in order to manage traffic along a roadway and maintain accessibility, both land use and transportation strategies are necessary. To strengthen the connection between land use and transportation planning, the development of the Transportation Master Plan was coordinated with that of the City's Comprehensive Plan. As a result, the land use policies and other recommendations proposed through the Comprehensive Plan process are complemented by the strategies and improvements provided in this document.

Purpose and Scope

The Transportation Master Plan describes the process involved in developing a program of projects and strategies aimed at improving the city's transportation system and ensuring that it meets projected demands. This process included the development of goals and performance measures, the collection and analysis of data and stakeholder input, and the recommendation of improvements. The end result of this process is a comprehensive program of projects that includes estimated costs and timeframes for project implementation.