

2. PLANNING GOALS AND PERFORMANCE MEASURES

Traffic volumes in Sandy Springs are forecasted to grow through 2030 due to employment growth and increased through traffic. The Comprehensive Plan stated that although the rate of population growth has slowed due to near buildout of the city, employment is projected to grow throughout the study period. This will increase the number of commute trips on the city's transportation system. Additionally, population and employment growth in areas surrounding the city will lead to an increased amount of through traffic. Thoughtful goals and effective performance measures ensure a long range, needs-based perspective that will assist in effectively identifying and implementing transportation initiatives that respond to the City's forecasted growth. The federal Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) guidance emphasizes the importance of transportation infrastructure investment driven by the need for improved travel conditions. This need was considered in establishing the goals and performance measures used to develop and analyze the proposed program of projects.

Coordination with Comprehensive Plan

The Comprehensive Plan provides a blueprint to guide the city's growth and infrastructure development based on community needs and opportunities. Goals and performance measures were established early in the development of the Comprehensive Plan. Input from City staff, the Citizens Advisory Committee (CAC), stakeholders and the general public was used to provide a better understanding of the city's needs and aspirations. As a part of this process, the following citywide vision was established to guide the planning process:

Sandy Springs will continue to be characterized by residential neighborhoods of predominantly single-family, detached homes at low densities. The City will strive to ensure that existing single-family neighborhoods will continue to be characterized by large lots, substantial tree cover, and low vehicular traffic.

Limited infill development will occur within the city's single-family neighborhoods. Redevelopment within single-family neighborhoods may take place through "tear-downs" of older, smaller homes and replacement with single-family houses at compatible densities as provided in the revised future land use plan. These neighborhoods will receive a minimal share of the city's projected population and employment increase.

Sandy Springs will prepare and implement a comprehensive approach to reshape and redevelop suburban-style, auto-oriented land use patterns along Roswell Road into more compact, mixed-use, pedestrian-friendly places that are well served by bicycle, pedestrian, and public transit facilities, relieved from traffic congestion by a defined grid network of streets, and anchored by civic and institutional land uses, including a new Sandy Springs City Hall.

The City will use principles of place making to build on its prior efforts, such as the Roswell Road streetscape demonstration project and designation of a "main street" area for a Town Center. As appropriate, transitional residential neighborhoods will be integrated into redevelopment projects that front on the road corridor. The Roswell Road corridor will be further delineated into distinct corridor segments, centered on major east-west intersecting roads, guided by redevelopment plans and specially designed implementing regulations. The corridor will receive a substantial share of the city's projected population and employment increases.

Sandy Springs will concentrate a majority or substantial share of the projected population and employment increases within designated live/work centers. The City will promote the increase of its tax base, employment opportunities, and business growth. Development and redevelopment in designated live/work centers will emphasize connectivity to MARTA stations as central points of activity and mobility.

Streams in the city will be protected, and the forested character of the city will be maintained. Sandy Springs will acquire more green and open spaces, connecting parks, work places, destinations, and neighborhoods, and forming a citywide system.

Sandy Springs is committed to Americans with Disabilities Act (ADA) compliance and the provision of accessibility in programs, services and facilities. Sandy Springs will consider accessibility as a foundation in all planning, design and implementation efforts.

This vision guided the development of goals for the future of Sandy Springs. Performance measures were also established to ensure that the recommended projects and strategies achieve the objective of this vision. Establishing this vision early in the process provided an organizing framework for the preparation of the program of improvements.

Transportation Goals

Goals for the transportation system were established with input from City staff, the CAC, stakeholders and the general public. These goals, developed for the Comprehensive Plan, were applied to the Transportation Master Plan development process. Table 2.1 lists these goals and the transportation theme to which they apply.

Table 2.1: Goals for the Transportation Network

Theme	Goal
Mobility	<ul style="list-style-type: none"> ○ Address travel demand efficiently, minimizing congestion and improving the flow of travel ○ Coordinate transportation and land use plans to better balance transportation need and improve access
System Balance	<ul style="list-style-type: none"> ○ Integrate alternative travel modes, including transit, pedestrian and bicycle, to provide connectivity within and between modes and optimize use of energy resources and existing infrastructure ○ Utilize the functional classification of facilities to balance needs of local and pass-through travel
Safety	<ul style="list-style-type: none"> ○ Develop a safer travel environment for all transportation modes
Land Use	<ul style="list-style-type: none"> ○ Support economic development initiatives and encourage development that includes live, work, and play
Quality of Life	<ul style="list-style-type: none"> ○ Support transportation improvements that are functionally and aesthetically consistent with the community / neighborhood environment and quality of life
System Preservation	<ul style="list-style-type: none"> ○ Preserve the transportation system for the future by implementing appropriate system maintenance and refurbishment

Performance Measures

Performance measures were developed to identify needs and establish the relationship between possible improvement recommendations and the transportation goals. Performance measures for the Sandy Springs Transportation Master Plan were selected to provide the means to evaluate the transportation system. Table 2.2 summarizes performance measure recommendations based on CAC input, data availability, and input from the City of Sandy Springs.

Table 2.2: Transportation Performance Measures

Category	Performance Measure
Mobility	<ul style="list-style-type: none"> ○ Ratio of volume demand to available capacity ○ Vehicle hours traveled ○ Availability of pedestrian and transit facilities at activity centers ○ Vehicle miles traveled
System Balance	<ul style="list-style-type: none"> ○ Bicycle suitability index ○ Major destinations connected via bicycle and pedestrian paths ○ Pedestrian and bicycle facilities within walking/biking distance of schools, libraries, and parks ○ Number of trips through Sandy Springs on key corridors ○ Number of local trips on key corridors ○ Number of access points per mile along key corridors
Safety	<ul style="list-style-type: none"> ○ Number of crashes (auto, bus, pedestrian, and bike)