



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

TABLE OF CONTENTS

1. INTRODUCTION	1
2. DEMOGRAPHIC PROFILE	2
3. ECONOMIC PROFILE	12
4. RESIDENTIAL PROFILE	23
5. COMMERCIAL PROFILE.....	32
6. MEMBER JURISDICTION PROFILES	38



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

Listing of Tables and Graphs

Table 1: Comparison of Population Trends, 2000-2016 2

Table 2: Population by Age Cohort, North Fulton, 2000-2016..... 3

Table 3: Comparison of Household Trends, 2000-2016..... 5

Table 4: Households by Income Cohort, North Fulton, 2000-2016 7

Table 5: Annualized Employment by Industry, Atlanta MSA, 2005-2015 13

Table 6: Annualized Employment by Industry, Fulton County, 2005-2015..... 14

Table 7: Annualized Employment by Industry, North Fulton County, 2004-2014..... 16

Table 8: Annualized Average Wages, Atlanta MSA, 2005-2015 18

Table 9: Annualized Average Wages, Fulton County, 2005-2015..... 19

Table 10: Comparison of Housing Unit Trends, 2000-2016 24

Table 11: Inventory by Decade Completed, North Fulton, 2016..... 30

Graph 1: Comparison of Median Age Trends, 2000-2016..... 3

Graph 2: Comparison of Shares of Population by Age Cohort, 2016 4

Graph 3: Ethnic Diversity, North Fulton, 2016 4

Graph 4: Comparison of Educational Attainment, 2016 5

Graph 5: Comparison of Average Household Size, 2000-2016..... 6

Graph 6: Comparison Shares of Household by Number of Occupants, 2010 6

Graph 7: Comparison of Median Household Income, 2000-2016 7

Graph 8: Comparison of Share of Households by Income Cohort, 2016 8

Graph 9: Shares of Tapestry Segments, North Fulton County, 2016 8

Graph 10: Annual Net Job Growth, Atlanta MSA, 2005-2015 12

Graph 11: Fulton County Capture of Regional Employment, 2015 15

Graph 12: Comparison of Average Annualized Wages, 2015 20

Graph 13: Comparison of Jobs/Household Ratio, 2010-2016..... 21

Graph 14: Where Employed North Fulton Residents Work, 2014 22

Graph 15: Residential Building Permit Trends, Atlanta MSA, 2004-2015 23

Graph 16: Residential Building Permit Trends, Fulton County, 2004-2015..... 24

Graph 17: Comparison of Share of Housing Units by Decade Completed, 2014..... 25

Graph 18: Housing Units by Type, North Fulton County, 2000-2014 25

Graph 19: Comparison of Housing Units by Type, 2013 26

Graph 20: Housing Unit Tenure, North Fulton, 2000-2016..... 26

Graph 21: Comparison of Housing Unit Tenure, 2016 27

Graph 22: Share of Total Single-Family Detached Closings, 2015-2016..... 27



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

Graph 23: Single-Family Detached Closings by Month, 2015-2016..... 28

Graph 24: Single-Family Detached Closing Price, North Fulton, 2015-2016 28

Graph 25: Comparison of Single-Family Detached Closing Price, 2016 29

Graph 26: Residential For-Sale Closings, North Fulton, 2015-2016 29

Graph 27: Single-Family Attached Closing Price, North Fulton, 2015-2016 30

Graph 28: Performance Trends, North Fulton, 2012-2016 31

Graph 29: Comparison of Average Monthly Rent Trends, 2012-2016 31

Graph 30: Multi-Tenant Office Inventory, North Fulton, 2016 34

Graph 31: Vacancy Rate Trends, North Fulton, 2006-2016 35

Graph 32: Rent Per Square Foot Trends, North Fulton, 2006-2016..... 35

Graph 33: Share of Regional Industrial Inventory by Submarket, 2016 37



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

1. INTRODUCTION

The North Fulton market assessment provides demographic, employment, and real estate data and analysis to support the decision-making process for the Comprehensive Transportation Plan. The underlying connection between market forces, land use patterns, and transportation is clear. Ultimately, each of these factors plays an important role in defining a long-range vision for the future of North Fulton.

Long range planning requires a solid understanding of demographic, employment and land use dynamics of an area. The market assessment considers a foundation seeking to create successful, sustainable places that balance land use and transportation needs, focusing on a system that can effectively and efficiently move people or goods throughout the community and beyond. By thoroughly understanding the market position of the Study Area, the CTP can reconcile demand for product types and development styles with needed public transportation investments.

The market assessment identified several dominant development themes to consider during the process:

- North Fulton experienced strong population growth over a relatively short period. This has resulted in a shift in land use, incorporating more urban patterns in select locations where traditionally suburban or rural settings prevailed.
- The GA 400 corridor is the economic spine of the area—most employment and economic activity occurs with proximity to the corridors' s interchanges.
- Following residential growth, commercial development has gained momentum, becoming a major component of North Fulton land use patterns. This allows the area to offer enhanced live, work, and play opportunities.





NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

2. DEMOGRAPHIC PROFILE

This section analyzes population and household trends by age, income, and tenure for the 29-county Atlanta Metropolitan Statistical Area (MSA), and more specifically for North Fulton County. Ethnic diversity, educational attainment, and high-level lifestyle preferences through a Tapestry Segmentation analysis have also been provided.

Geographies used in this analysis, demonstrate both regional and localized shifts in population characteristics. Understanding these shifts, both on regional and local scales, is important to accurately project market potential in the Study Area, and ultimately help guide future transportation investments to support growth. For the purpose of this study, geographies are described as follows:

- The **Atlanta MSA**, a 29-county area designated by the United States office of Budget and Management, is the largest metropolitan area in the state of Georgia. It is the third largest metropolitan area in the southeastern United States, behind Washington DC and Miami-Fort Lauderdale (FL). Containing the City of Atlanta, Fulton County is the most populous in the MSA, followed by Gwinnett, Cobb, and DeKalb counties.
- The focus of this analysis, the **North Fulton Study Area**, is completely incorporated and includes the cities of Alpharetta, Johns Creek, Milton, Mountain Park, Roswell, and Sandy Springs. The Study Area includes the area extending from the southern boundary of Sandy Springs to the northern boundary of Milton. Running north-south, the GA 400 corridor bisects the Study Area.

Atlanta MSA

Barrow County	Gwinnett County
Bartow County	Haralson County
Butts County	Heard County
Carroll County	Henry County
Cherokee County	Jasper County
Clayton County	Lamar County
Cobb County	Meriwether County
Coweta County	Morgan County
Dawson County	Newton County
DeKalb County	Paulding County
Douglas County	Pickens County
Fayette County	Pike County
Forsyth County	Rockdale County
Fulton County	Spalding County
	Walton County

2.1 Population

North Fulton had nearly 380,000 residents in 2016, an increase of 30% from the 291,722 population metric in 2000 (Table 1). The increase of over 88,000 residents over the 16-year period equates to a compound annual growth rate (CAGR) of approximately 2.4%. Comparatively, population in the Atlanta MSA exceeded 5.6 million in 2016. North Fulton’s share of total regional population has been declining, indicating that other areas of the Atlanta MSA are experiencing more rapid growth than the Study Area. Overall, North Fulton captured approximately 6.3% of the total regional growth since 2000.

Table 1: Comparison of Population Trends, 2000-2016

Area	2000	2010	2016	2000-2016 Δ		
				#	%	CAGR
North Fulton County	291,722	349,722	379,787	88,065	30.2%	2.4%
Atlanta MSA	4,263,436	5,286,728	5,665,958	1,402,522	32.9%	2.6%
Study Area % MSA	6.8%	6.6%	6.7%	6.3%		

Source: ESRI; US Census; Kimley-Horn

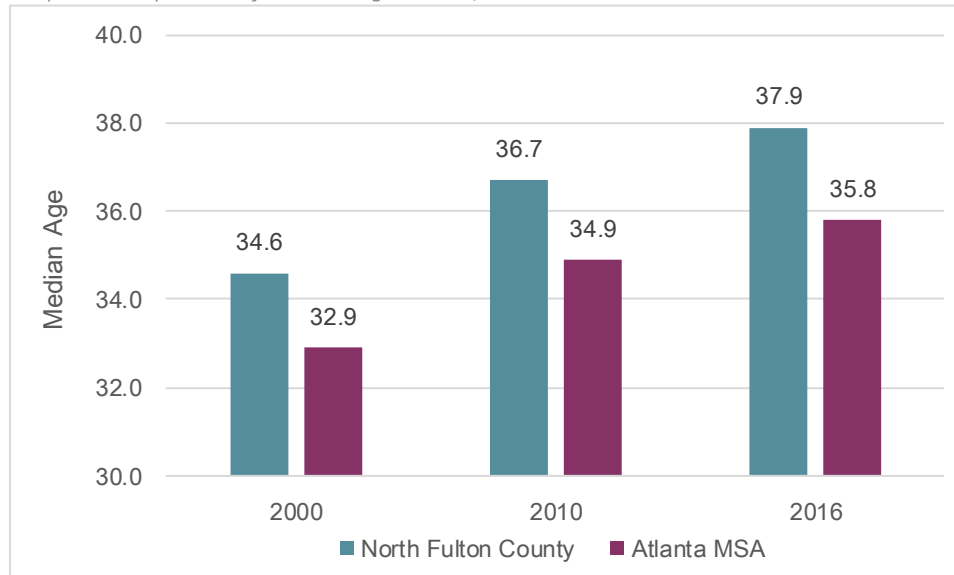


NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

Median Age

The average age in North Fulton in 2016 was estimated at 37.9, higher than the 35.8 measure demonstrated in the larger Atlanta MSA, which is influenced by concentrations of young professionals near downtown Atlanta and school-aged children in the suburban fringe (Graph 1). Since 2000, the average age in North Fulton increased from 34.6 to 37.9, a slightly faster increase in average age than the region.

Graph 1: Comparison of Median Age Trends, 2000-2016



Population by Age Cohort

Between 2000 and 2016, most age cohorts experienced an increase in population in North Fulton. As shown in Table 2, the strongest growth rates were measured in older age cohorts, particularly residents over the age of 55. The strong growth in Baby Boomers represents a blend of residents seeking to age in place and those relocating into the area. Growth was also measured in the younger segment of the Millennials, aged 15 to 24. It is likely that many of these residents could still be living at home with family.

Table 2: Population by Age Cohort, North Fulton, 2000-2016

Cohort	2000	2016	2000-2016 Δ	
			#	%
0 - 4	23,338	25,794	2,456	10.5%
5 - 9	23,921	29,259	5,338	22.3%
10 - 14	22,754	30,029	7,275	32.0%
15 - 24	30,923	43,503	12,581	40.7%
25 - 34	47,259	53,513	6,254	13.2%
35 - 44	61,262	63,908	2,646	4.3%
45 - 54	44,925	63,523	18,597	41.4%
55 - 64	20,421	41,578	21,158	103.6%
65 - 74	9,627	18,864	9,237	96.0%
75 - 84	5,543	10,010	4,467	80.6%
85+	1,750	5,005	3,254	185.9%
Total	291,722	384,985	93,263	32.0%

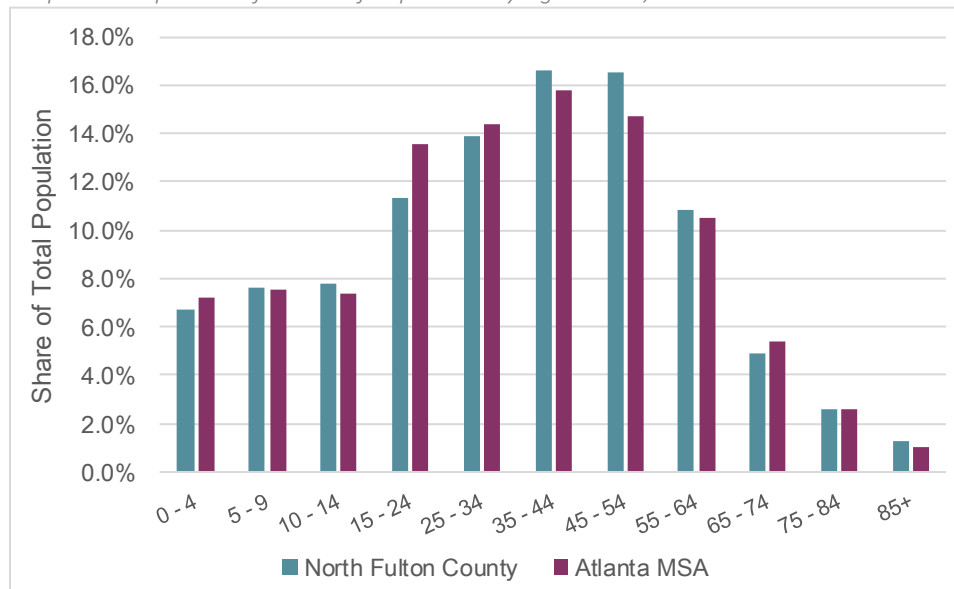
Source: ESRI; Kimley-Horn



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

Graph 2 compares the overall shares of population by age cohort in North Fulton to the larger Atlanta MSA. Although generally consistent, the Study Area has comparatively higher shares of residents between the ages of 35 and 54. These cohorts typically correspond with family households. Conversely, the MSA has higher shares of Millennials, largely due to the region’s strong representation of higher education facilities.

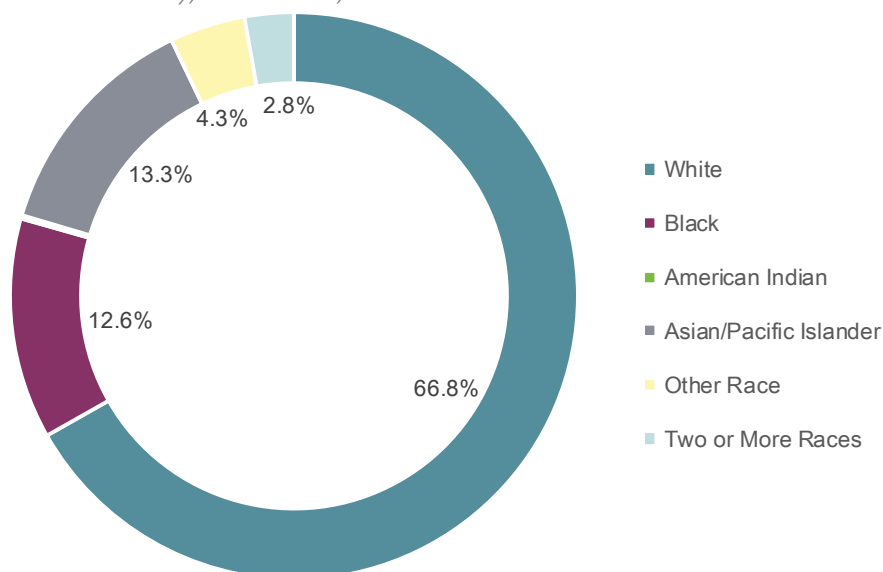
Graph 2: Comparison of Shares of Population by Age Cohort, 2016



Ethnic Diversity

Approximately two-thirds of the total population in North Fulton identifies as white (Graph 3). As a point of comparison, 55.5% of the population in the larger Atlanta MSA are white. Black and Asian/Pacific Islander residents comprise 12.6% and 16.9% of the total population, respectively. Not noted in the graph below are residents of Hispanic origin, which can identify with any race. Approximately 10.6% of North Fulton residents were of Hispanic origin, roughly comparable to 10.4% for the MSA.

Graph 3: Ethnic Diversity, North Fulton, 2016



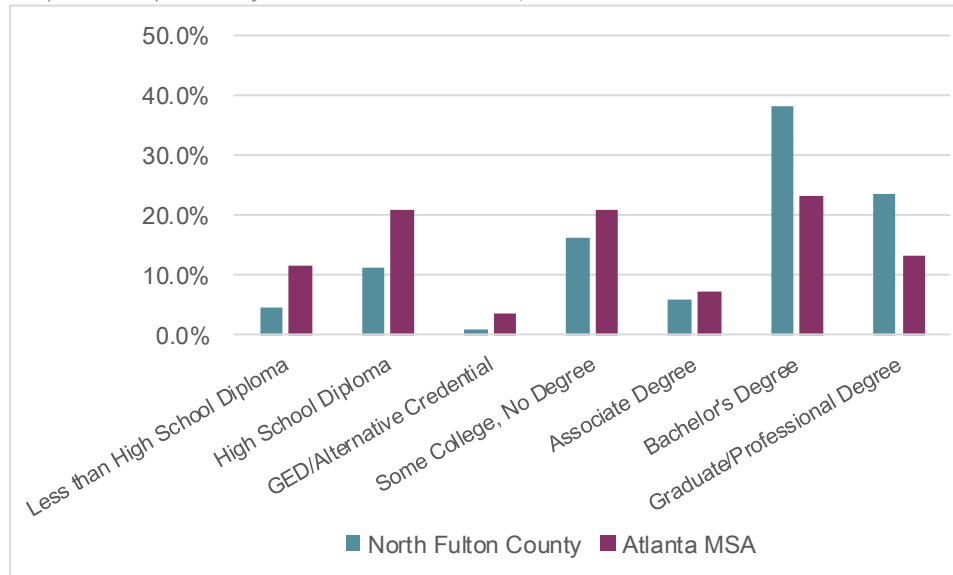


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Educational Attainment

Graph 4 compares educational attainment in North Fulton to the Atlanta MSA for population over the age of 25. North Fulton has notably higher shares of residents with a Bachelor’s or Graduate/Professional degree than the region, indicating a highly-trained labor force. In total, 61.5% of the population over age 25 in North Fulton has a secondary education.

Graph 4: Comparison of Educational Attainment, 2016



2.2 Households

North Fulton has an estimated 145,730 households in 2016, comprising 6.2% of the total in the Atlanta MSA (Table 3). Household growth in the Study Area has been strong, demonstrating a 27.5% increase since 2000. During the same time period, the MSA grew by 32.4%. Overall, the Study Area captured 6.2% of the regional household growth between 2000 and 2016.

Table 3: Comparison of Household Trends, 2000-2016

Area	2000	2010	2016	2000-2016 Δ		
				#	%	CAGR
North Fulton County	114,326	136,220	145,730	31,404	27.5%	1.5%
Atlanta MSA	1,559,712	1,943,885	2,065,785	506,073	32.4%	1.8%
Study Area % MSA	7.3%	7.0%	7.1%	6.2%		

Source: ESRI; Kimley-Horn

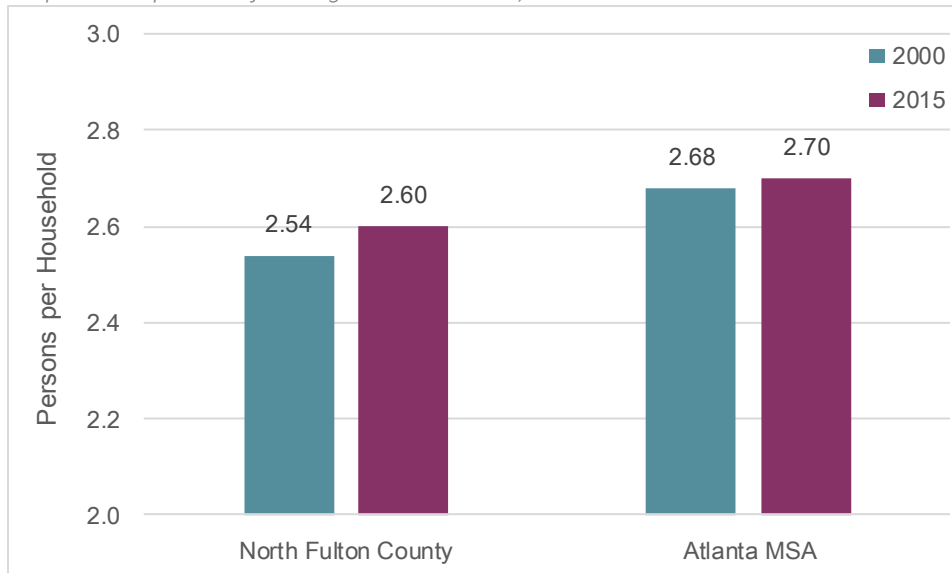
Household Size

Nationally, the increase in Millennial and Baby Boomer residents has caused a gradual decline in average household size. However, with children residing in nearly 40% of the households in North Fulton, the average size over the last 16 years has increased from 2.54 in 2000 to 2.68 in 2016 (Graph 5). The Atlanta MSA experienced a similar increase since 2000.



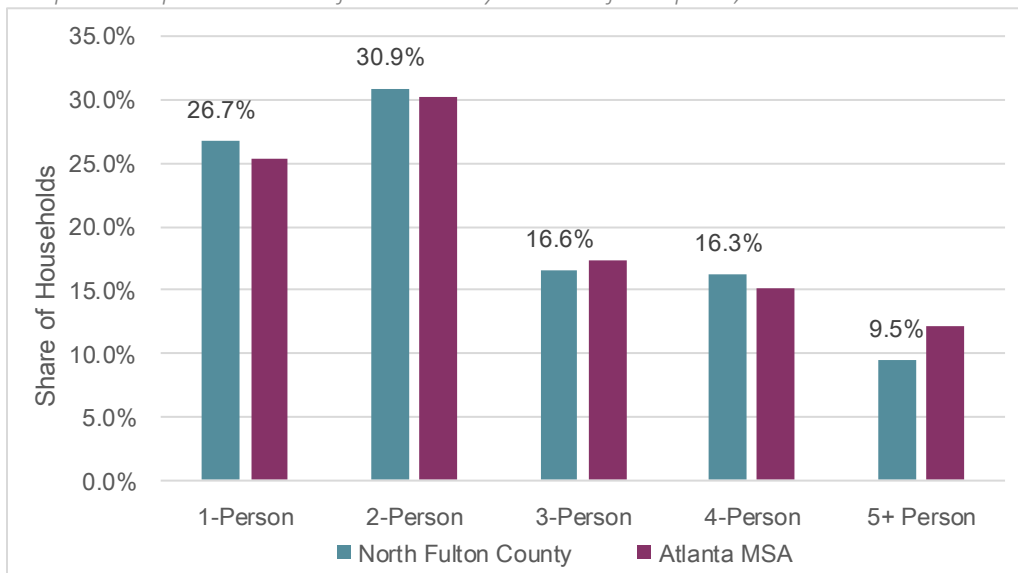
NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

Graph 5: Comparison of Average Household Size, 2000-2016



As shown in Graph 6, one- and two-person households are the most common in North Fulton County. Generally, the Study Area demonstrates a consistent pattern as the Atlanta MSA.

Graph 6: Comparison Shares of Household by Number of Occupants, 2010



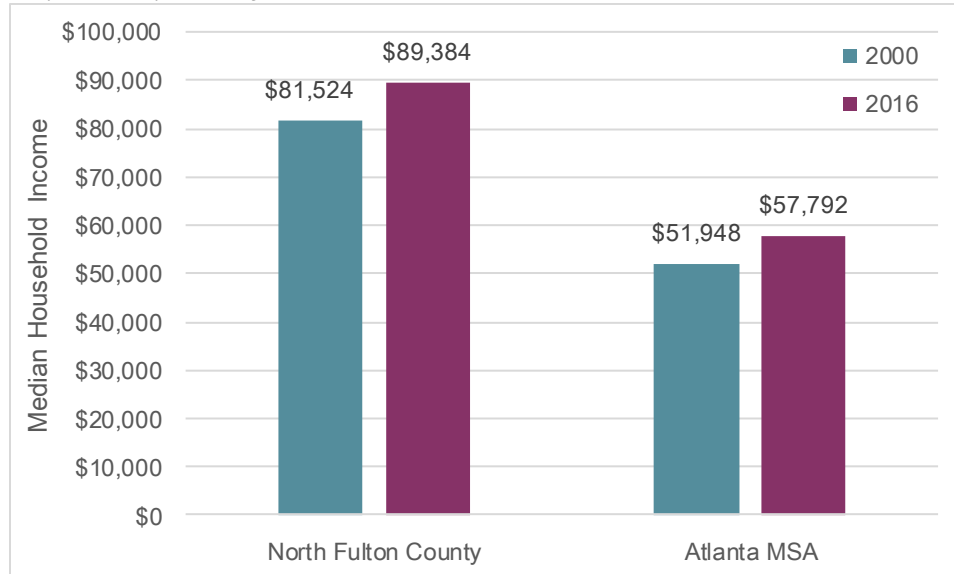
Median Household Income

Graph 7 shows the median household incomes for North Fulton County and the Atlanta MSA in 2000 and 2016. North Fulton’s median household income in 2016 was estimated at \$89,384, higher than \$57,792 for the MSA. Median household income in North Fulton County increased by 9.6% over the last 16 years.



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

Graph 7: Comparison of Median Household Income, 2000-2016



Households by Income Cohort

Household gains were noted in all income cohorts between 2000 and 2016 in North Fulton County (Table 4). Households earning between \$100,000 and \$149,999 annually comprise the largest concentration in the Study Area, followed by those earning more than \$200,000. In fact, the number of households earning more than \$200,000 annually more than doubled since 2000. It should be noted that households earning less than \$25,000 demonstrated growth since 2000, regardless of nominal wage inflation.

Table 4: Households by Income Cohort, North Fulton, 2000-2016

Cohort	2000	2016	2000-2016 Δ	
			#	%
< \$15,000	5,373	9,035	3,662	68.2%
\$15,000 - \$24,999	4,802	8,598	3,796	79.1%
\$25,000 - \$34,999	7,888	9,181	1,292	16.4%
\$35,000 - \$49,999	12,576	13,553	977	7.8%
\$50,000 - \$74,999	20,922	21,277	355	1.7%
\$75,000 - \$99,999	17,378	17,779	402	2.3%
\$100,000 - \$149,999	23,780	26,086	2,306	9.7%
\$150,000 - \$199,999	10,175	15,447	5,272	51.8%
\$200,000 +	11,547	24,920	13,373	115.8%
Total	114,326	145,730	31,435	27.5%

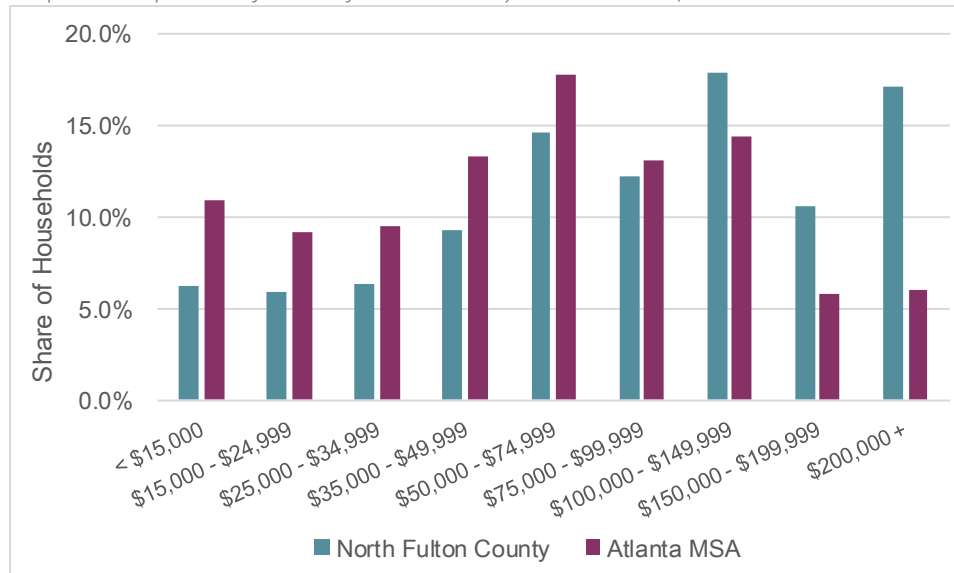
Source: ESRI; Kimley-Horn

Households in North Fulton earning over \$100,000 annually comprise more than 45% of the total, which is notably higher than the larger Atlanta MSA (26.2%) (Graph 8). Conversely, North Fulton reported comparatively lower shares of both lower- and middle-income households.



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

Graph 8: Comparison of Share of Households by Income Cohort, 2016

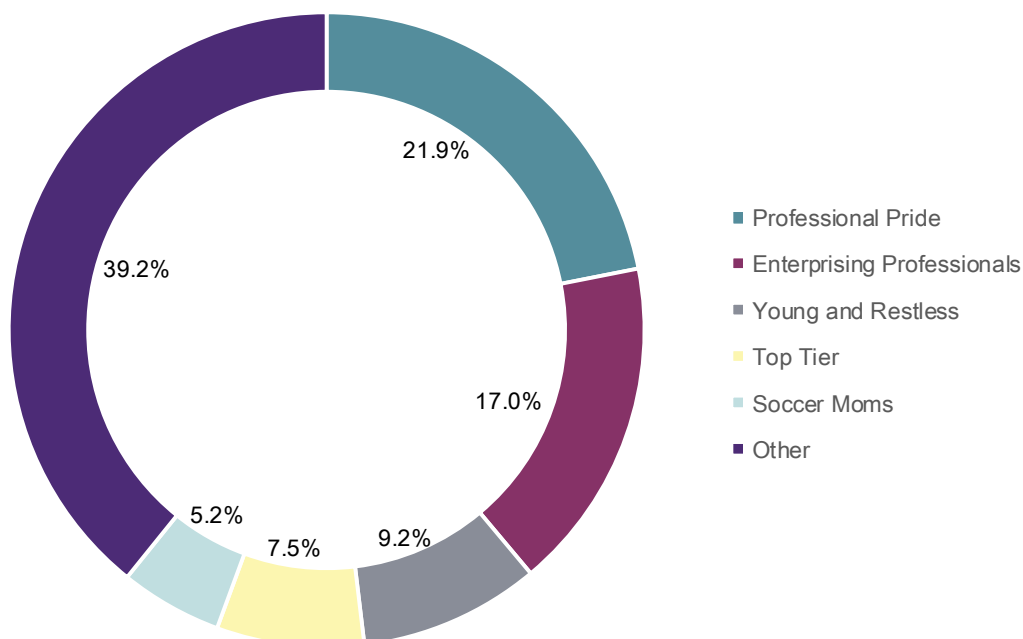


2.3 Tapestry Segmentation Analysis

Tapestry segmentation, provided by Environmental Systems Research Institute, divides households into 67 groups based on consumer spending patterns and lifestyle attributes. Data provided in this type of analysis is increasingly being used by developers, builders, and retail tenants in the site selection and due diligence process. Brief descriptions of the most common tapestries in North Fulton County are provided below.

As demonstrated in Graph 9, 21.9% of the households in North Fulton County are classified in the Professional Pride tapestry. Enterprising Professionals comprise the tapestry with the next highest concentration of households. Overall, the five most common tapestries in North Fulton County comprise nearly two-thirds all households, indicating a relatively homogenous population based on lifestyle attributes.

Graph 9: Shares of Tapestry Segments, North Fulton County, 2016





NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

PROFESSIONAL PRIDE (21.9%)

Defined by well-educated professionals that prospered through the Great Recession. Seeking upscale suburban lifestyles, these households are employed, often commuting far and working long hours. They are typically financially savvy, investing wisely and benefiting from interest and dividend income.

Distinguishing Traits

- Typically owner-occupied (92%) single-family homes located in newer neighborhoods
- Homes are valued at more than twice the national average
- Households are mostly married couples (80%), and more than half of these families have kids
- Highly qualified in science, technology, law or finance fields
- Median income runs at more than twice the national level; average net worth is \$540,000
- Frequent travelers, taking domestic trips regularly
- Spend on credit, but maintain low or no balance on credit cards

**ENTERPRISING PROFESSIONALS (17.0%)**

Well educated and climbing the ladder in STEM (science, technology, engineering, and math) occupations. Changing jobs often, they typically prefer condos, townhouses, or apartments; many rent. Typically have smaller household sizes; almost half are married couples and 30% are single-person.

Distinguishing Traits

- Housing is a mixture of suburban single-family homes, townhouses, and apartments
- Renters make up nearly half of the households
- Median income 1.5x the US national average at \$77,000; net worth averages \$78,000
- Over half of households have a bachelor's degree or higher
- Typically work long hours in front of a computer
- Convenience shopping is key; often making purchases online
- Heavy reliance on service uses and eat out often
- Travel regularly for work





NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

YOUNG AND RESTLESS (9.2%)

Well-educated, young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. This group is typically not fully established, but ranks in the top five for renters, movers, college enrollment, and labor force participation.

**Distinguishing Traits**

- One of the youngest markets with one-half the households under age 35
- Primarily single-person households
- Highly mobile market, making renting an attractive housing option if not living at home with family
- Two out of three have at least some college; almost 15% are still completing education
- Labor force participation very high at 75.4%
- Careful shoppers, demonstrating little brand loyalty
- Use of technology is high

**TOP TIER (7.5%)**

Residents represent the wealthiest segment, earning more than three times the average United States income. They have strong purchasing power, and often indulge. These highly educated professionals have commonly reached their corporate career goals many have moved into consulting roles or operate their own business.

**Distinguishing Traits**

- Married couples, some empty nesters and some with older children still living at home
- High-level of owner occupancy, often in high-value houses
- Neighborhoods are older and located in the suburban periphery of large metropolitan areas
- Highly educated, successful consumer market, more than one-third have a postgraduate degree
- Median household income for this group is \$157,000
- Commonly employed in Management, Sales, and Business/Financial operations occupations





NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

SOCCKER MOMS (5.2%)

Affluent, family-oriented market with a country flavor. Residents are partial to new housing outside of the urban core of cities, but seek to be close enough to commute into professional job centers. Most households have two or three vehicles to support dual-income commuting patterns.

Distinguishing Traits

- Seek out predominantly single-family houses in newer neighborhoods
- Owner-occupied housing with most households holding a mortgage
- Median home value is \$226,000
- Most are married couples with children, resulting in a larger than average household size
- 37.7% are college graduates with 72% labor force participation, representing a highly educated workforce
- Typically carry a higher level of debt





NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

3. ECONOMIC PROFILE

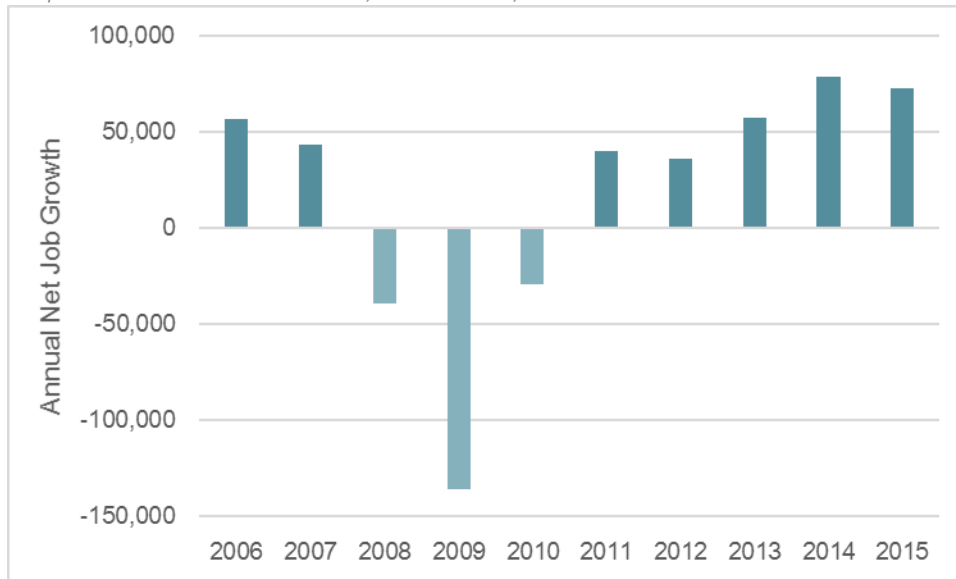
This section analyzes annual employment and wage trends by industry over the last ten years for the 29-county Atlanta MSA, and more specifically for Fulton County and the North Fulton County Study Area, describing overall growth and shifts between economic sectors. A profile of area commuting patterns is also presented.

3.1 Annualized Employment Growth Trends

Atlanta MSA

The Atlanta region was heavily impacted by the 2007-2009 Recession, causing a decline in jobs between 2005 and 2010. Much of that loss was concentrated in the Construction and Manufacturing sectors, a theme that is consistent with trends across the United States. As shown in Graph 10, the region experienced significant job losses during and immediately following the Recession. However, in the last three annual periods the Atlanta MSA has met or exceeded annual gains reported prior to the Recession, indicating the region is in full recovery.

Graph 10: Annual Net Job Growth, Atlanta MSA, 2005-2015



As shown in Table 5, employment in the 29-county Atlanta MSA increased by 175,007 jobs, or 7.8%, between 2005 and 2015. A shorter view of economic recovery shows a five-year gain of over 280,000 jobs in five years, or approximately 56,000 net new jobs annually. The fastest growing sectors in absolute values include Healthcare and Social Assistance, Accommodation and Food Services, and Professional and Technical Services. While the largest losses were experienced in the Construction and Manufacturing sectors, with a decline of more than 45,000 jobs since 2005. Both sectors have experienced growth between 2010 and 2015, indicating stabilization with economic recovery.



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

Table 5: Annualized Employment by Industry, Atlanta MSA, 2005-2015

Industry	2005	2010	2015	2005-2015 Δ	
				#	%
Health Care and Social Assistance	202,242	226,977	269,078	66,836	33.0%
Accommodation and Food Services	192,045	192,754	233,828	41,783	21.8%
Professional and Technical Services	147,842	154,502	185,606	37,764	25.5%
Retail Trade	255,892	241,466	276,520	20,628	8.1%
Educational Services	183,954	203,394	202,285	18,331	10.0%
Management of Companies and Enterprises	39,872	39,602	51,600	11,728	29.4%
Transportation and Warehousing	130,291	125,692	141,548	11,257	8.6%
Administrative and Waste Services	185,357	161,635	196,312	10,955	5.9%
Public Administration	109,628	121,074	115,362	5,734	5.2%
Arts, Entertainment, and Recreation	25,343	26,164	30,992	5,649	22.3%
Other Services, Ex. Public Admin	59,528	55,668	62,721	3,193	5.4%
Utilities	10,474	10,478	10,343	-131	-1.3%
Real Estate and Rental and Leasing	43,851	38,453	43,685	-166	-0.4%
Natural Resources & Mining	3,895	2,800	3,227	-668	-17.2%
Finance and Insurance	107,689	94,510	106,515	-1,174	-1.1%
Wholesale Trade	141,588	127,559	137,608	-3,980	-2.8%
Information	88,975	76,896	82,931	-6,044	-6.8%
Manufacturing	177,318	140,805	155,537	-21,781	-12.3%
Construction	128,093	87,150	103,186	-24,907	-19.4%
Total	2,233,877	2,127,579	2,408,884	175,007	7.8%

Source: Georgia Labor Market Explorer; Kimley-Horn

In 2015, the largest employment sectors in the Atlanta MSA included Retail Trade, Healthcare and Social Assistance, Accommodation and Food Services, and Educational Services. The 981,711 jobs reported in these four sectors in 2015 made up 40.7% of the total jobs in the region, and demonstrate the impact of service-based jobs in Atlanta, as well as nationally.

Fulton County

Hosting nearly 790,000 jobs, Fulton County comprises approximately one-third of the Atlanta MSA total. The County experienced a 6.5% increase in employment since 2005, equating to 48,000 new jobs (Table 6). As the primary job center of the region, Fulton County was impacted in a similar fashion during the 2007-2009 Recession. Recovery since 2010 has been strong, adding over 85,000 jobs, a 12.2% increase in five years. Professional and Technical Services has consistently remained the largest industry sector in the County, followed by Healthcare and Social Assistance, Accommodation and Food Services, and Administrative and Waste Services. Industries representing the largest increases in the last decade include:

- Professional and Technical Services (+22,145)
- Healthcare and Social Assistance (+18,877)
- Accommodation and Food Services (+11,185)
- Administrative and Waste Services (+5,706)
- Public Administration (+4,474)



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

Table 6: Annualized Employment by Industry, Fulton County, 2005-2015

Industry	2005	2010	2015	2005-2015 Δ	
				#	%
Professional and Technical Services	70,588	72,663	92,733	22,145	31.4%
Health Care and Social Assistance	65,443	70,865	84,320	18,877	28.8%
Accommodation and Food Services	66,125	65,681	77,310	11,185	16.9%
Administrative and Waste Services	66,031	55,110	71,737	5,706	8.6%
Public Administration	46,183	49,350	50,657	4,474	9.7%
Arts, Entertainment, and Recreation	10,540	11,314	13,982	3,442	32.7%
Management of Companies and Enterprises	16,077	20,362	19,417	3,340	20.8%
Educational Services	45,378	46,288	48,099	2,721	6.0%
Retail Trade	58,821	53,233	61,220	2,399	4.1%
Other Services, Ex. Public Admin	20,177	20,014	22,266	2,089	10.4%
Real Estate and Rental and Leasing	18,908	18,242	20,417	1,509	8.0%
Utilities	2,925	3,684	3,351	426	14.6%
Natural Resources & Mining	283	245	327	44	15.5%
Finance and Insurance	51,193	46,608	49,377	-1,816	-3.5%
Wholesale Trade	42,030	37,919	39,913	-2,117	-5.0%
Information	49,170	45,694	45,495	-3,675	-7.5%
Construction	22,717	14,830	16,679	-6,038	-26.6%
Manufacturing	33,835	25,608	25,749	-8,086	-23.9%
Transportation and Warehousing	54,439	45,462	45,701	-8,738	-16.1%
Total	740,863	703,172	788,750	47,887	6.5%

Source: Georgia Labor Market Explorer; Kimley-Horn

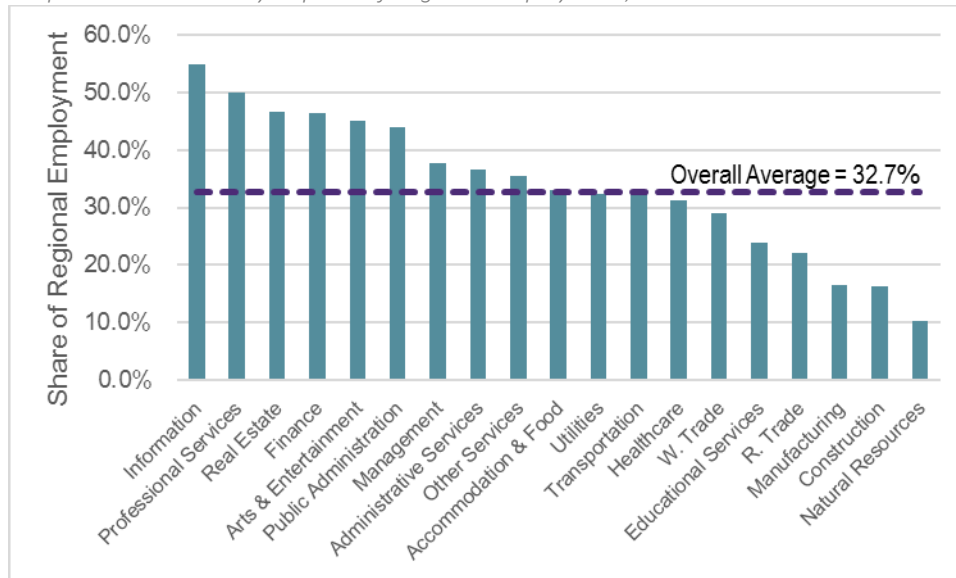
It should be noted that although Transportation and Warehousing, Manufacturing, and Construction represent the majority of the measured decline in Fulton County over the last 10 years, each of these sectors reported stabilization or increases since 2010. In fact, for every sector that reported an overall decline in the last decade, each has demonstrated recovery since the Recession.

As previously noted, Fulton County accounts for one-third of the total employment in the 29-county MSA. A significant job concentration in downtown Atlanta and Buckhead drives higher than average captures of Information, Professional Services, Real Estate, and Finance (Graph 11).



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

Graph 11: Fulton County Capture of Regional Employment, 2015



North Fulton County Study Area

As of 2014, there were approximately 258,000 jobs in North Fulton, representing one-third of the total in all of Fulton County. The Study Area added over 44,000 jobs in the last decade, resulting in a 20.7% rate of growth. The largest sectors in North Fulton included Professional and Technical Services, Healthcare and Social Assistance, and Administrative Services (Table 7). Sectors that experienced the most notable increases in North Fulton over the last ten years include:

- Professional and Technical Services (+16,332)
- Healthcare and Social Assistance (+9,265)
- Administrative and Waste Services (+8,780)
- Retail Trade (+3,420)
- Educational Services (+3,199)

Consistent with the region and Fulton County, losses were recorded in North Fulton since 2004 in the Construction and Manufacturing sectors. As of 2014, neither of these sectors had recovered to a job count consistent with 2009, however, declines have stabilized with economic recovery. Given measured improvements in both Fulton and the region, it is likely that newer 2015 data, which is not yet available for areas smaller than the County-level geography, would show continued improvement in these sectors for the Study Area.



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

Table 7: Annualized Employment by Industry, North Fulton County, 2004-2014

Industry	2004	2009	2014	2004-2014 Δ	
				#	%
Professional, Scientific, and Technical Services	23,635	31,971	39,967	16,332	69.1%
Health Care and Social Assistance	22,615	23,452	31,880	9,265	41.0%
Administration & Support, Waste Management and	19,773	20,026	28,553	8,780	44.4%
Retail Trade	19,524	17,952	22,944	3,420	17.5%
Educational Services	7,705	10,725	10,904	3,199	41.5%
Transportation and Warehousing	3,477	4,818	5,694	2,217	63.8%
Finance and Insurance	23,707	23,828	24,942	1,235	5.2%
Public Administration	1,473	2,250	2,646	1,173	79.6%
Real Estate and Rental and Leasing	5,936	6,630	7,044	1,108	18.7%
Management of Companies and Enterprises	5,635	5,376	6,367	732	13.0%
Arts, Entertainment, and Recreation	3,413	3,705	4,106	693	20.3%
Other Services (excluding Public Administration)	4,411	4,356	5,025	614	13.9%
Accommodation and Food Services	16,752	16,137	17,062	310	1.9%
Agriculture, Forestry, Fishing and Hunting	54	83	111	57	105.6%
Wholesale Trade	17,757	15,629	17,200	-557	-3.1%
Utilities	734	159	160	-574	-78.2%
Mining, Quarrying, and Oil and Gas Extraction	684	18	80	-604	-88.3%
Information	23,179	22,363	22,561	-618	-2.7%
Manufacturing	5,926	5,056	4,647	-1,279	-21.6%
Construction	6,809	5,637	5,374	-1,435	-21.1%
Total	213,199	220,171	257,267	44,068	20.7%

Source: US Census; LEHD On the Map

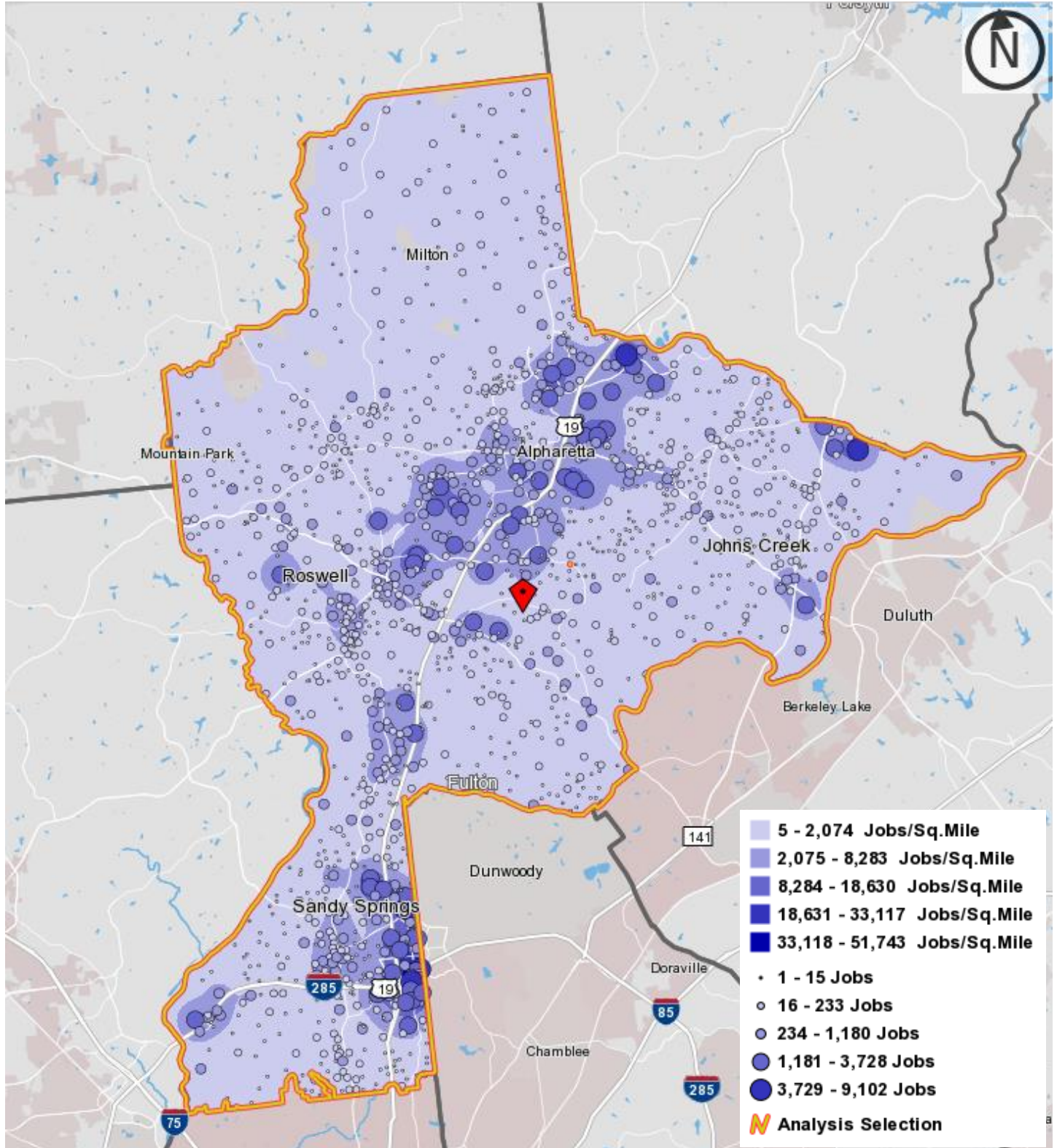
Employment in North Fulton is largely concentrated along the GA 400 corridor, offering employers visibility and accessibility for employees and customers. The most notable nodes of employment, identified on *Map 1*, are as follows:

- The **Sandy Springs** area represents the largest concentration of office space in North Fulton, hosting Professional and Technical Services, Management, Finance, Information, and Administrative Services jobs. Much of the job concentration in Sandy Springs represents land uses with proximity to Perimeter Mall, although, it should be noted that the mall itself actually lies outside the Study Area. This area also includes a significant concentration of Healthcare positions at Emory St Joseph's Hospital of Atlanta, and the surrounding medical campuses.
- The **northern GA 400 corridor**, primarily through Alpharetta and Milton, represents the most significant influx in office development in recent years (although Sandy Springs has comparably more). This corridor, with its access and visibility to GA 400, has been attracting Finance, Information, and Professional and Technical Services firms. This area of the corridor is also attractive for Retail Trade and Accommodation and Food Services development.
- The concentration of jobs on the northern edge of **Johns Creek**, represents a node of Healthcare and Social assistance jobs at the Emory Johns Creek Hospital Campus at McGinnis Ferry and Medlock Bridge roads.



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

Map 1: Employment Concentrations, North Fulton County, 2014





NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

3.2 Annualized Wages by Industry

Atlanta MSA

In 2015, the average annual wage in the Atlanta MSA was \$55,588, an increase of \$11,024, or 24.7%, since 2005 (Table 8). With an average wage of \$116,636, Management of Companies and Enterprises is the highest paid sector in the MSA, followed by Finance and Insurance at \$97,604 per year. With the exception of Arts, Entertainment, and Recreation, which was heavily impacted by a decline in tourism during and immediately following the Recession, most industry sectors experienced an increase over the last decade, with the most notable changes including:

- Finance and Insurance (+\$26,000)
- Professional and Technical Services (+\$20,800)
- Information (+\$20,072)
- Management of Companies and Enterprises (+\$16,328)
- Wholesale Trade (+\$15,548)

Table 8: Annualized Average Wages, Atlanta MSA, 2005-2015

Industry	2005	2010	2015	2005-2015 Δ	
				#	%
Finance and Insurance	\$71,604	\$81,276	\$97,604	\$26,000	36.3%
Professional and Technical Services	\$67,548	\$77,532	\$88,348	\$20,800	30.8%
Information	\$72,800	\$82,212	\$92,872	\$20,072	27.6%
Management of Companies and Enterprises	\$100,308	\$94,120	\$116,636	\$16,328	16.3%
Wholesale Trade	\$62,660	\$69,472	\$78,208	\$15,548	24.8%
Manufacturing	\$49,608	\$60,320	\$65,000	\$15,392	31.0%
Transportation and Warehousing	\$46,852	\$52,364	\$61,828	\$14,976	32.0%
Utilities	\$79,040	\$79,144	\$92,716	\$13,676	17.3%
Real Estate and Rental and Leasing	\$48,256	\$50,180	\$61,152	\$12,896	26.7%
Construction	\$44,928	\$50,440	\$57,772	\$12,844	28.6%
Natural Resources & Mining	\$41,600	\$45,136	\$54,236	\$12,636	30.4%
Public Administration	\$46,020	\$52,780	\$56,420	\$10,400	22.6%
Educational Services	\$36,972	\$42,692	\$47,008	\$10,036	27.1%
Health Care and Social Assistance	\$41,860	\$45,760	\$51,272	\$9,412	22.5%
Administrative and Waste Services	\$31,408	\$35,672	\$40,144	\$8,736	27.8%
Other Services, Ex. Public Admin	\$29,900	\$32,136	\$36,036	\$6,136	20.5%
Retail Trade	\$26,780	\$27,768	\$31,252	\$4,472	16.7%
Accommodation and Food Services	\$16,172	\$18,044	\$18,720	\$2,548	15.8%
Arts, Entertainment, and Recreation	\$34,268	\$32,916	\$31,928	-\$2,340	-6.8%
Average	\$44,564	\$49,348	\$55,588	\$11,024	24.7%

Source: Georgia Labor Market Explorer; Kimley-Horn

Although demonstrating the highest average wage at \$116,525, jobs in the Management of Companies and Enterprises sector make up only 2.1% of the regional total. Industries with the most jobs, Retail Trade and Healthcare, and Accommodation and Food Services had average annual wages of \$31,252, \$51,272, and \$18,720, respectively, in 2015.

Fulton County

The average annualized wage in Fulton County in 2015 was \$70,616, 27.0% higher than the measure for the larger Atlanta MSA (Table 9). Finance and Insurance jobs have the highest annual wage at \$130,000, followed



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

by Management of Companies and Enterprises, Utilities, and Information. Management of Companies and Enterprises was the only sector to post a decline over the last decade. This sector is often more reactive to the effects of the economy as wages are often performance based. The industries that experienced the largest increase over the 10-year period include:

- Finance and Insurance (\$40,976)
- Manufacturing (\$31,720)
- Information (\$25,740)
- Transportation and Warehousing (\$25,480)
- Wholesale Trade (\$23,972)

Table 9: Annualized Average Wages, Fulton County, 2005-2015

Industry	2005	2010	2015	2005-2015 Δ	
				#	%
Finance and Insurance	\$89,024	\$103,012	\$130,000	\$40,976	46.0%
Manufacturing	\$62,816	\$85,384	\$94,536	\$31,720	50.5%
Information	\$81,380	\$92,404	\$107,120	\$25,740	31.6%
Transportation and Warehousing	\$48,100	\$61,880	\$73,580	\$25,480	53.0%
Wholesale Trade	\$72,280	\$86,268	\$96,252	\$23,972	33.2%
Professional and Technical Services	\$79,248	\$89,388	\$101,140	\$21,892	27.6%
Public Administration	\$50,960	\$58,500	\$68,380	\$17,420	34.2%
Real Estate and Rental and Leasing	\$55,536	\$60,060	\$72,852	\$17,316	31.2%
Construction	\$53,144	\$59,176	\$68,536	\$15,392	29.0%
Administrative and Waste Services	\$35,932	\$40,404	\$49,556	\$13,624	37.9%
Educational Services	\$42,016	\$48,204	\$53,196	\$11,180	26.6%
Utilities	\$97,708	\$96,564	\$108,160	\$10,452	10.7%
Health Care and Social Assistance	\$47,112	\$51,792	\$57,564	\$10,452	22.2%
Natural Resources & Mining	\$69,420	\$63,076	\$76,960	\$7,540	10.9%
Retail Trade	\$28,080	\$30,680	\$35,360	\$7,280	25.9%
Other Services, Ex. Public Admin	\$32,240	\$34,476	\$39,208	\$6,968	21.6%
Arts, Entertainment, and Recreation	\$43,992	\$50,284	\$46,280	\$2,288	5.2%
Accommodation and Food Services	\$20,852	\$23,972	\$22,828	\$1,976	9.5%
Management of Companies and Enterprises	\$129,324	\$106,184	\$126,100	-\$3,224	-2.5%
Average	\$54,600	\$62,244	\$70,616	\$11,180	25.3%

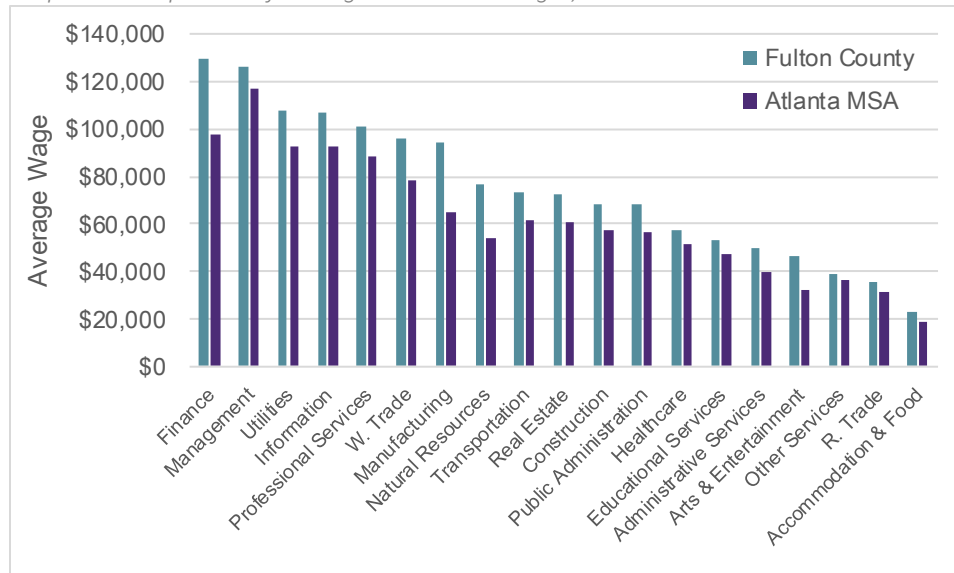
Source: Georgia Labor Market Explorer; Kimley-Horn

Comprising approximately one-third of the total employment in the region, Fulton County consistently demonstrated higher wages than the Atlanta MSA. As shown in Graph 12, Fulton County had a higher average wage in every sector when compared to the MSA, with the largest premiums reported for Finance and Insurance, Manufacturing, and Natural Resources and Mining.



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

Graph 12: Comparison of Average Annualized Wages, 2015



3.3 Jobs/Household

Reviewing the balance of jobs and households in a community has often been used as a tool to consider commuting patterns and potential vehicle miles traveled. A higher share of jobs typically increases the potential that residents do not need to commute outside of the community for employment, which can result in congestion and transportation delays. Benefits typically related to an ‘ideal’ balance of jobs and residents include:

- Reduced driving and congestion
- Fewer air pollution emissions
- Lower costs to businesses and commuters
- Lower public expenditures on facilities and services
- Greater family stability
- Higher quality of life

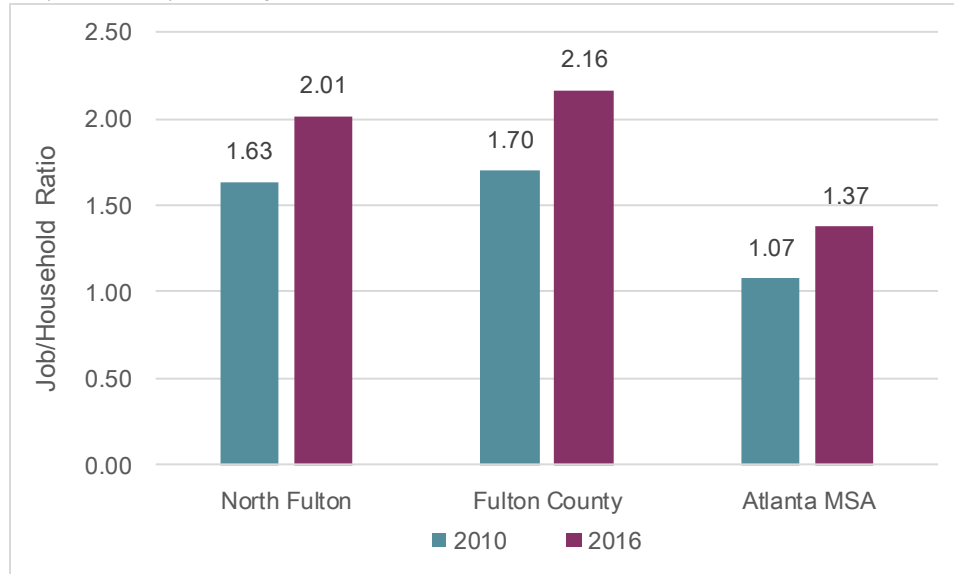
At the most basic level having roughly one job for each household would offer opportunities to decrease commuting to other areas. This section provides the jobs per household ratio for the Atlanta MSA, Fulton County, and the North Fulton Study Area, which can be used to better understand the dispersion of jobs throughout the region, as well as the connection between where people live and where they travel for employment, an important consideration when considering mobility and transportation infrastructure needs.

As shown on Graph 13, the jobs per household ratio in all three geographies increased between 2010 and 2016 as the region was recovering from the 2007-2009 Great Recession. Job growth exceeded household growth, resulting in an increasing ratio. In 2016, Fulton County measured the highest job/household ratio at 2.16, reflecting the impact of the urban business district, the Hartsfield-Jacksonville Atlanta Airport, as well as jobs targeting the GA 400 corridor. North Fulton has an estimated 2.01 jobs per household ratio, followed by the larger MSA at 1.37. It’s important to note a future challenge for North Fulton will be matching the highly skilled and educated labor force with available jobs in the community.



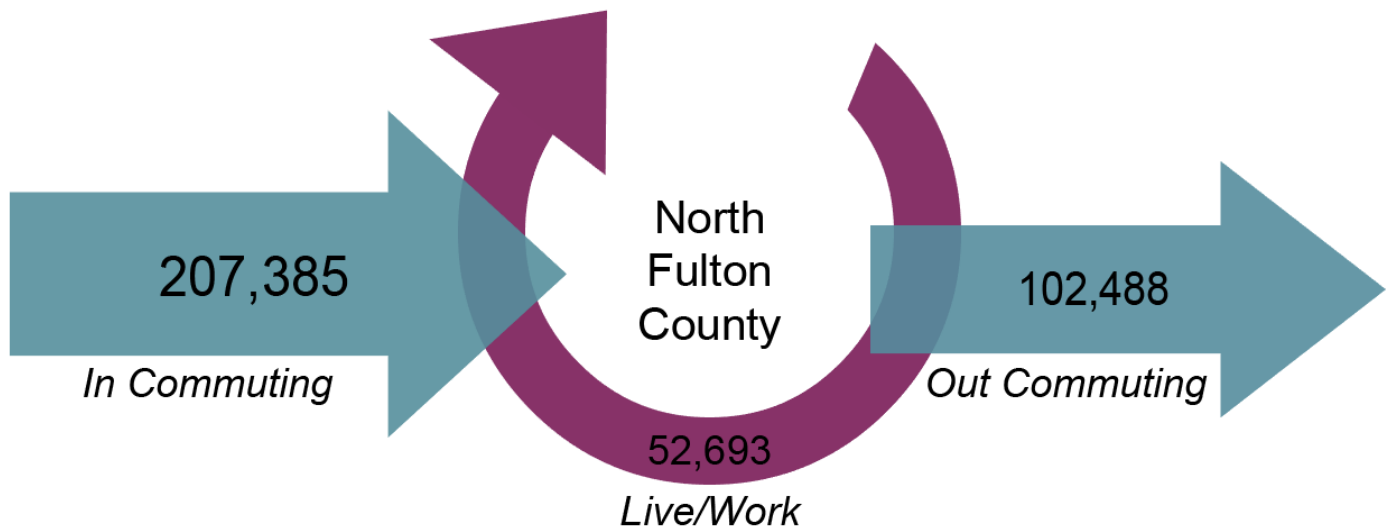
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Graph 13: Comparison of Jobs/Household Ratio, 2010-2016



3.4 Commuting Patterns

As of 2014, more than 207,000 people traveled into North Fulton County for employment. More than double the 102,488 residents that commute outside North Fulton for employment, indicating that the area is far more than a bedroom community for the urban core of Atlanta. Nearly 53,000 people live and work in North Fulton.

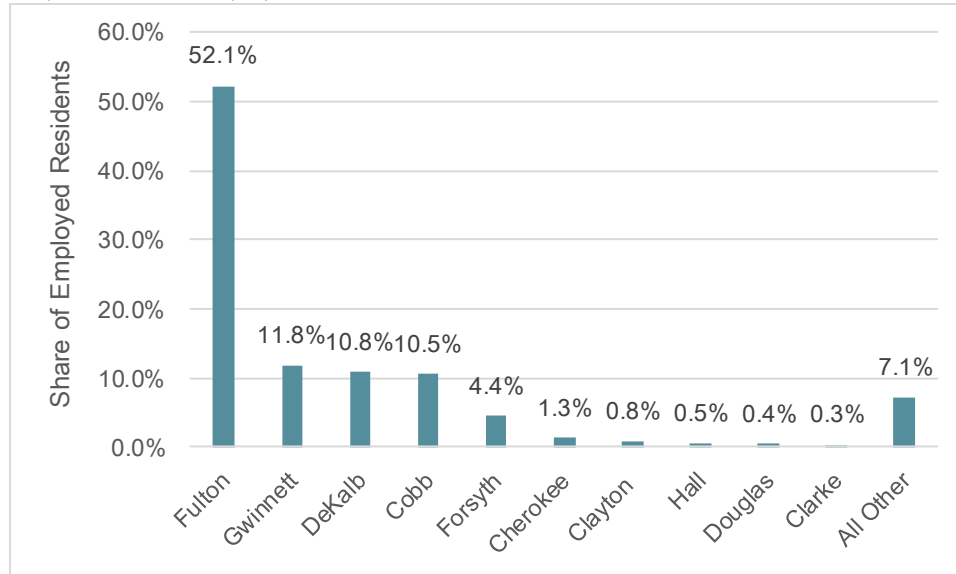


Of the 155,181 employed residents in North Fulton, more than 50% work in Fulton County, either in the Study Area or outside (Graph 14). Gwinnett County attracts another 11.8% of the commuters, followed by DeKalb County (10.8%) and Cobb County (10.2%). Combined, these four counties capture 85.2% of the total commuters.

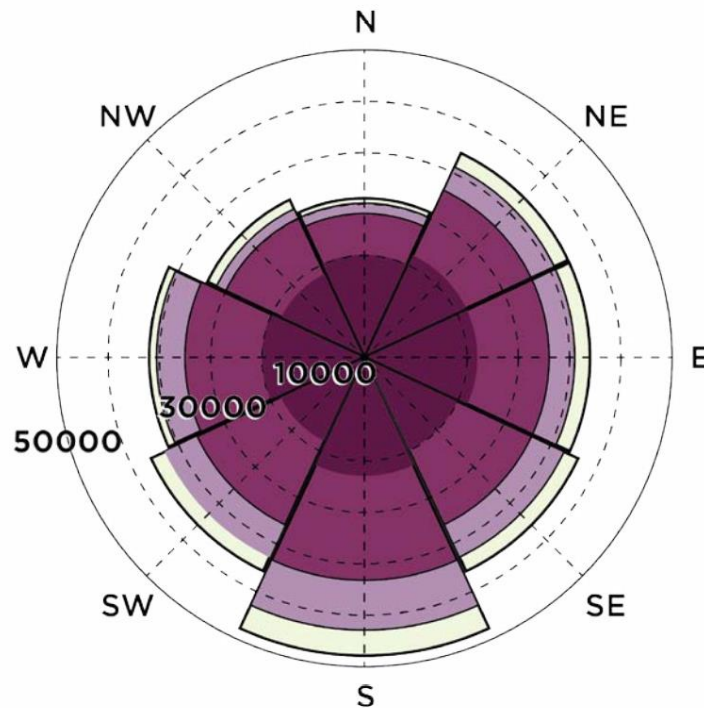


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Graph 14: Where Employed North Fulton Residents Work, 2014



As demonstrated in the graphic below, employed residents commute for work in all directions, with a notable portion traveling south to jobs in Perimeter, Buckhead, and downtown Atlanta. Approximately one-third of employed residents travel less than ten miles for work, while 44.0% are commuting between 10 and 24 miles daily.





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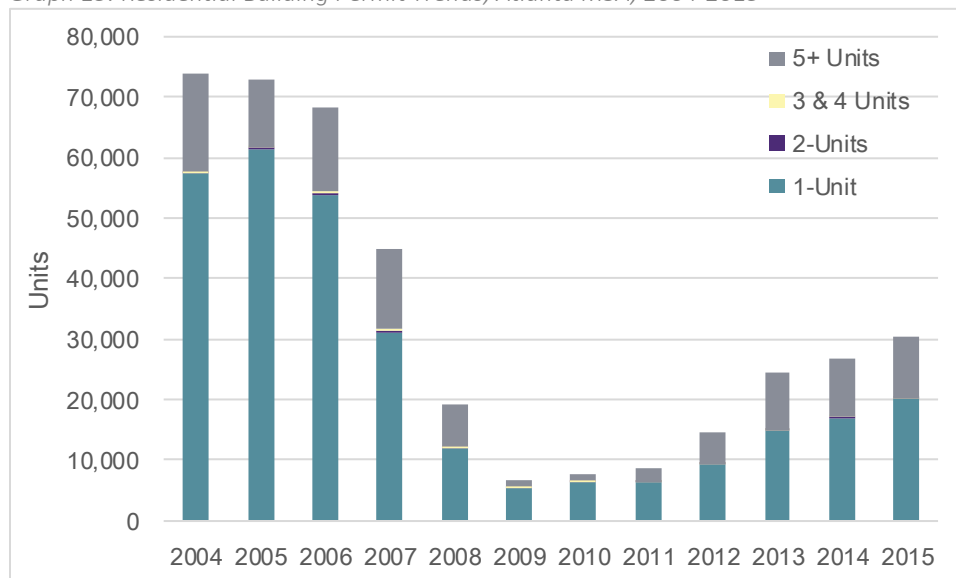
4. RESIDENTIAL PROFILE

This section provides an overview of the residential market in North Fulton County, including building permits, housing units by type, and tenures.

4.1 Residential Building Permits

Based on data from the US Census, over 30,000 residential building permits were pulled in the Atlanta MSA in 2015 (Graph 15). Although building permits have more than quadrupled since 2009, marking the annual period with the slowest activity, the region has not exceeded pre-Recession levels.

Graph 15: Residential Building Permit Trends, Atlanta MSA, 2004-2015

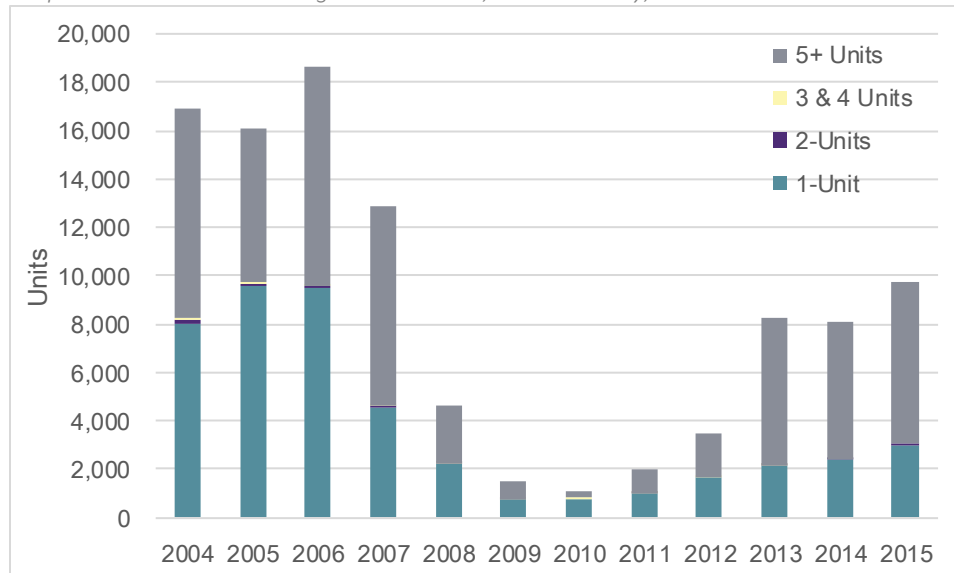


Modeling a similar pattern to the larger MSA, Fulton County experienced strong residential building permit totals between 2004 and 2007, before declining rapidly during and following the Recession (Graph 16). Although the County has experienced recovery, from the trough of only 1,101 units permitted in 2010 to the 9,705 total in 2015, residential permits are still approximately half of the total in 2007. It is important to note that the share of building permits pulled for structures with five or more units have made up more than 70% of the total since 2013. This is a notable increase from the 50% average share prior to the 2007-2009 Recession. This highlights the impact of apartment development in the region, largely targeting young professional Millennials and some Baby Boomers seeking a more urban lifestyle.



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

Graph 16: Residential Building Permit Trends, Fulton County, 2004-2015



4.2 Housing Trends

As shown in Table 10, North Fulton experienced an increase in nearly 35,000 housing units between 2000 and 2016, reaching an estimated total of 155,785 total units. During the same time period, the Atlanta MSA added nearly 650,000 housing units, equating to a 39.4% increase in 16 years. Capturing 5.4% of the 16-year growth, North Fulton’s share of the total regional housing was 6.8% in 2016, a slight decline from 7.3% in 2000.

Table 10: Comparison of Housing Unit Trends, 2000-2016

Area	2000	2010	2016	2000-2016 Δ		
				#	%	CAGR
North Fulton County	120,911	146,711	155,785	34,874	28.8%	1.6%
Atlanta MSA	1,650,700	2,172,967	2,300,363	649,663	39.4%	2.1%
Study Area % MSA	7.3%	6.8%	6.8%	5.4%		

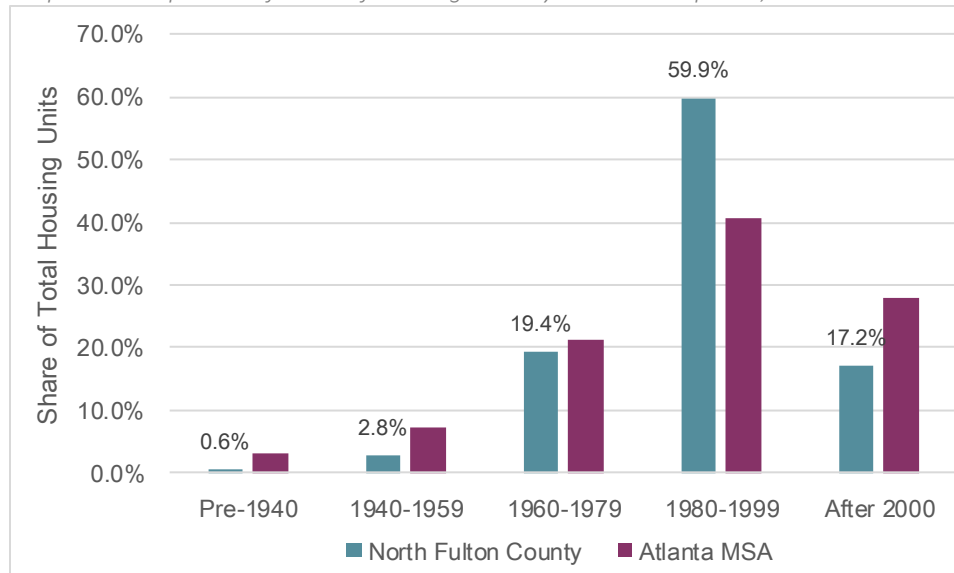
Source: ESRI; Kimley-Horn

Based on five-year American Community Survey data (2010-2014), the median year of completion for housing stock in North Fulton was 1990, identical to the MSA. As shown in Graph 17, approximately 77.1% of the total housing stock in North Fulton has been completed since 1980, with 17.2% built in the last 16 years. Comparatively, 68.4% of the housing units in the Atlanta MSA were built since 1980. It should be noted that housing completions in both North Fulton and the region have slowed since the Recession with less than 1.0% of the housing stock delivered in both geographies post-2010. This is consistent with residential building permit trends previously highlighted.



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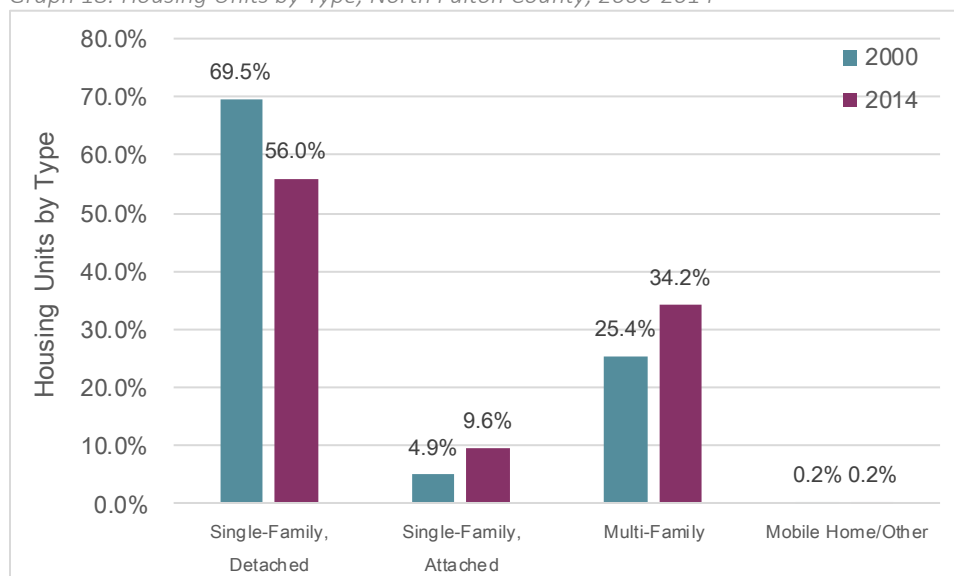
Graph 17: Comparison of Share of Housing Units by Decade Completed, 2014



Units by Type

As shown in Graph 18, single-family detached housing makes up the largest share of housing by type in North Fulton at approximately 69.5% of the total stock. However, the share of detached housing units experienced a decrease between 2000 and 2014, as other housing products increased in popularity. Both single-family attached product (townhouses) and multi-family communities increased in their total capture of housing units in North Fulton since 2000. This is reflective of shifting demographics and the more limited availability of large properties for single-family detached product development. The share of mobile homes in North Fulton remained unchanged at approximately 0.2%.

Graph 18: Housing Units by Type, North Fulton County, 2000-2014



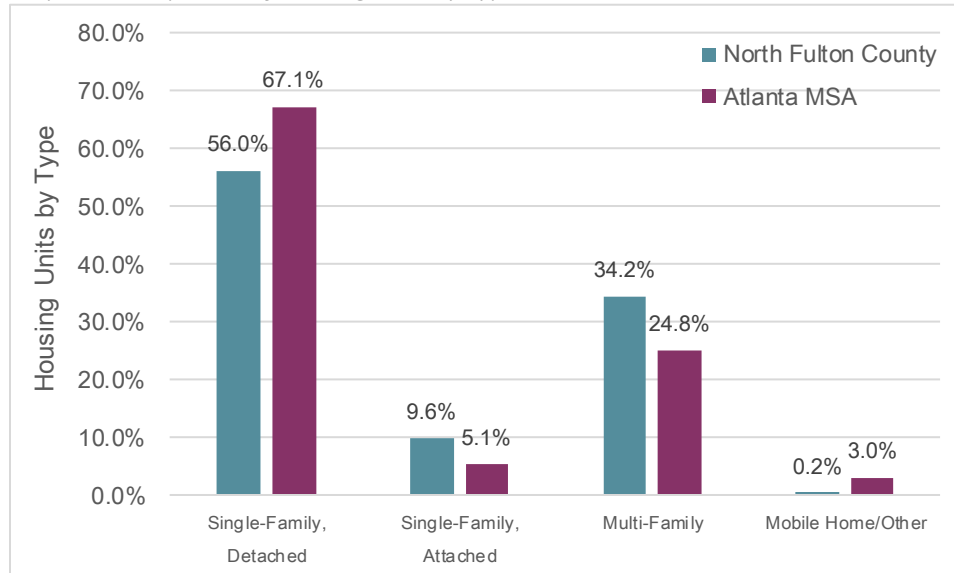
Based on 2010-2014 ACS data, North Fulton has comparatively higher shares of attached product, including both townhouses and multi-family, than the larger Atlanta MSA. It should be noted that the MSA includes 29



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counties, the large majority of which are either suburban or rural in nature. Conversely, the MSA has higher shares of single-family detached units and mobile homes (Graph 19).

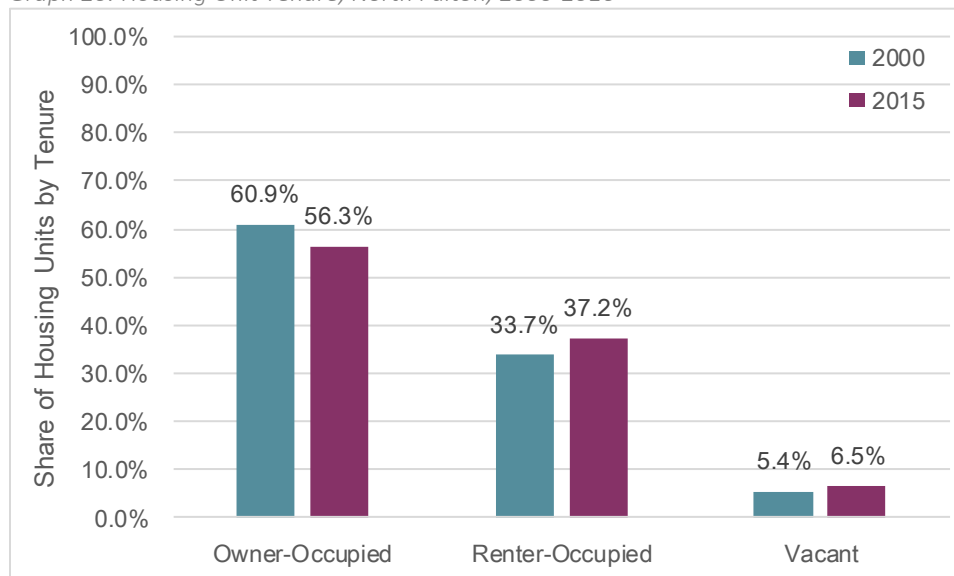
Graph 19: Comparison of Housing Units by Type, 2013



Tenure

Consistent with national and statewide trends, the share of owner-occupied units in North Fulton has declined since 2000, reaching 56.3% in 2016 (Graph 20). Largely a result of the 2007-2009 Recession, and increased construction of higher-density housing in the area, the share of renter-occupied increased in the 16-year period, from 33.7% in 2000 to 37.2% in 2016. Only 6.5% of the housing stock was vacant in 2016, a slight increase from 5.4% in 2000, but still representative of a healthy residential market.

Graph 20: Housing Unit Tenure, North Fulton, 2000-2016



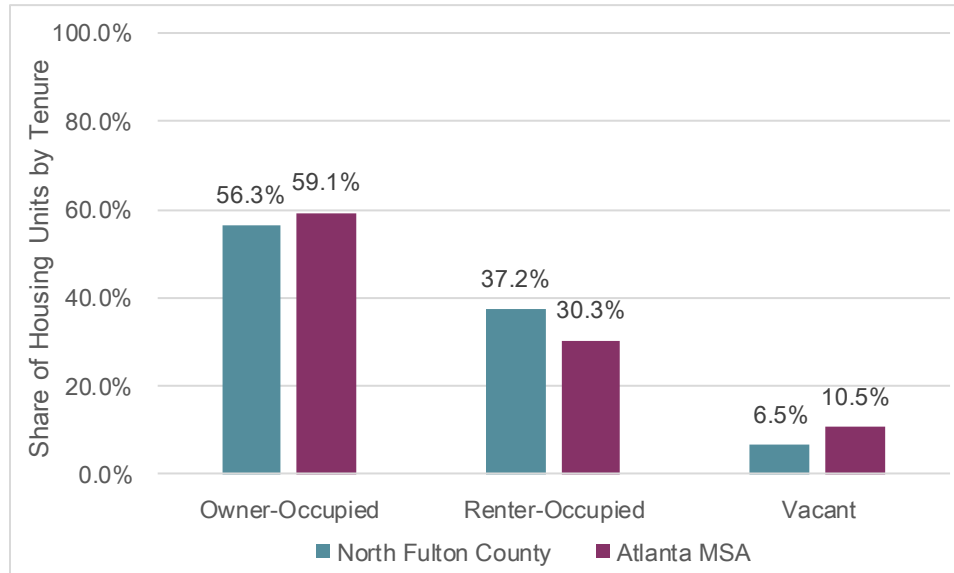
As shown in Graph 21, reflecting a more diverse housing stock, the share of owner-occupied housing units in North Fulton (56.3%) is lower than 59.1% for the Atlanta MSA, while renter-occupancy is higher. Vacant



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

housing units capture a lower share of the total in North Fulton than in the region, indicating an above average demand for residential product.

Graph 21: Comparison of Housing Unit Tenure, 2016

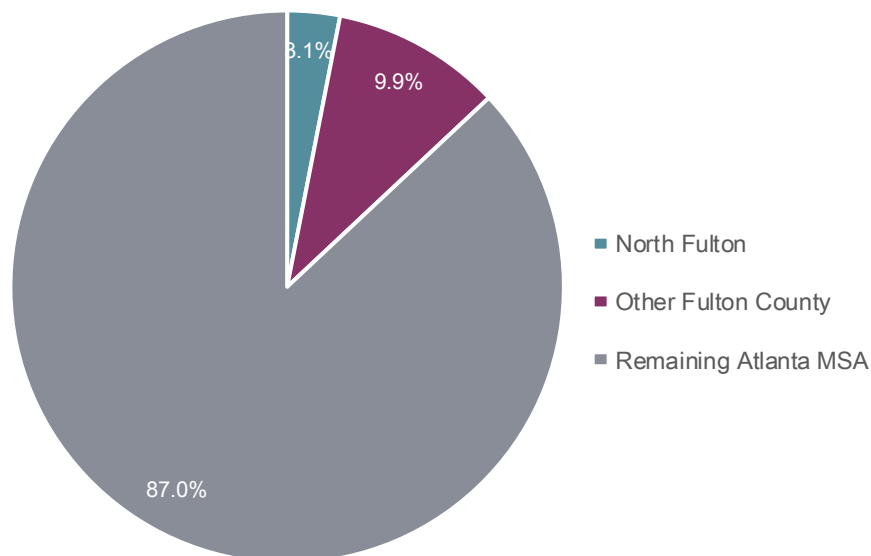


4.3 For-Sale Overview

Single-Family Detached

In November 2016, there were nearly 5,000 single-family detached residential sales in the Atlanta MSA. During the same month, there were 153 closings in North Fulton, representing 3.1% of the regional total (Graph 22). The rest of Fulton County accounted for another 9.9% of the total.

Graph 22: Share of Total Single-Family Detached Closings, 2015-2016

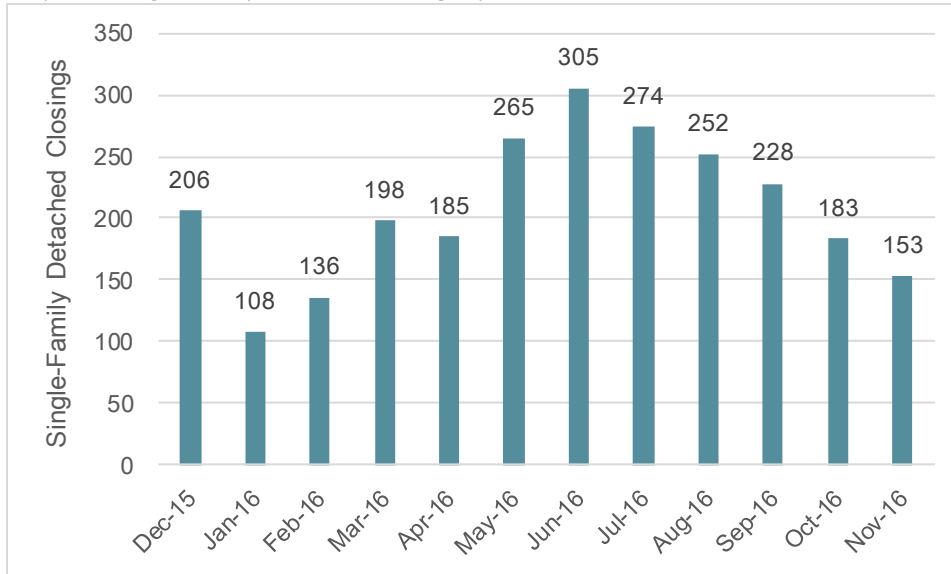


As shown in Graph 23, monthly single-family detached closings in North Fulton peaked in June 2016 at 305 units. On average the Study Area has reported more than 200 closings per month. Closings were slower early in the year, consistent with typically slower real estate activity.



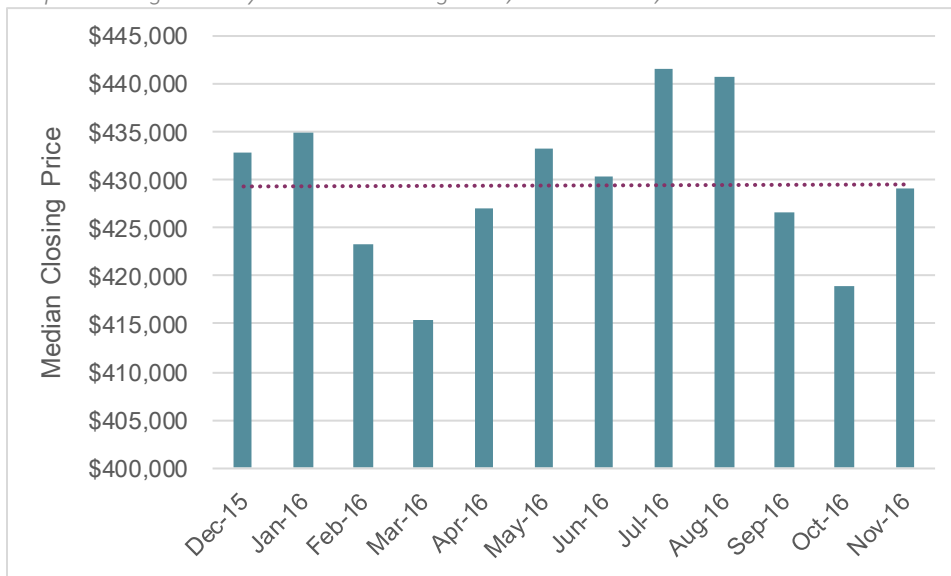
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Graph 23: Single-Family Detached Closings by Month, 2015-2016



While median closing prices in North Fulton have varied over the last 12 months, the trend line has remained relatively flat (Graph 24). Median closing prices were lowest in February and March, when closings were more limited, indicating a stronger market for buyers. However, prices rose during more traditionally active spring and summer months.

Graph 24: Single-Family Detached Closing Price, North Fulton, 2015-2016

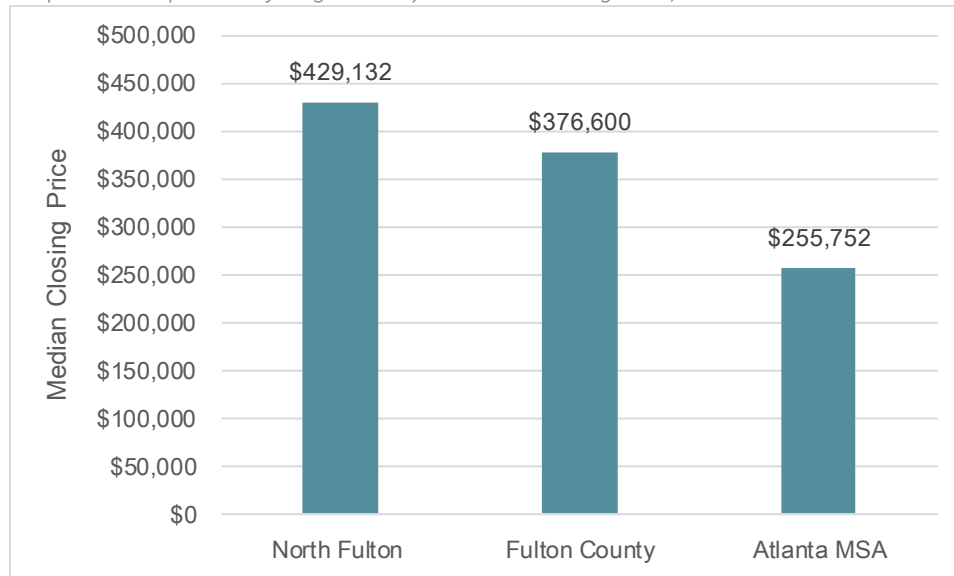


The median closing price in North Fulton for a single-family detached house was nearly \$430,000 in November (Graph 25). The median closing price represents a 13.9% premium over \$376,500 for Fulton County and 67.8% more than \$255,752 for the larger Atlanta MSA. The higher median closing price limits the resident profile to those with high incomes.



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

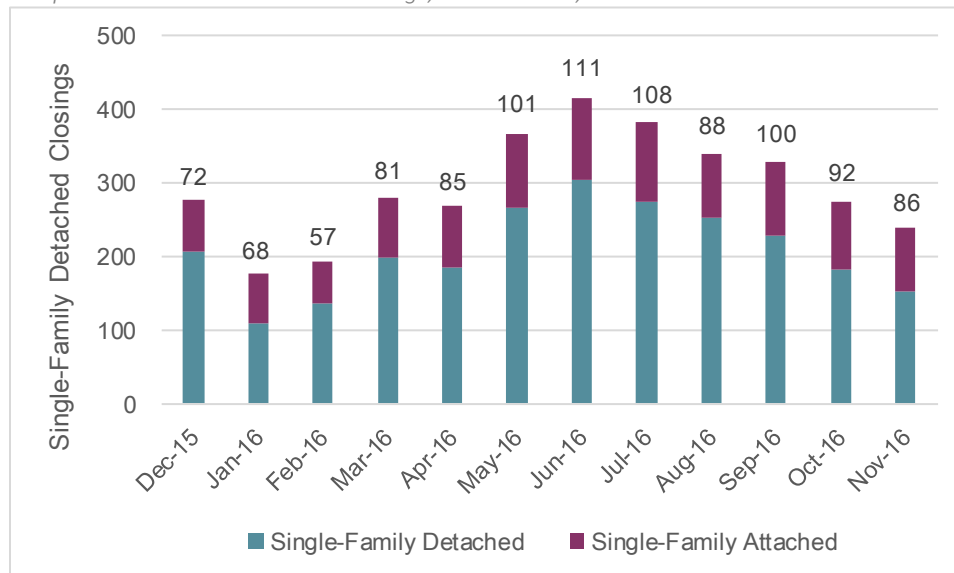
Graph 25: Comparison of Single-Family Detached Closing Price, 2016



Single-Family Attached (Townhouse/Condominium)

Monthly townhouse and condominium closings in North Fulton average 85 units, ranging from 68 closings in January 2016 to 111 in June (Graph 26). Attached product closings follow a similar pattern to detached with slower months earlier and later in the year, and the strongest activity in the spring and summer. Overall, attached closings made up 29.6% of the total for-sale activity in North Fulton.

Graph 26: Residential For-Sale Closings, North Fulton, 2015-2016

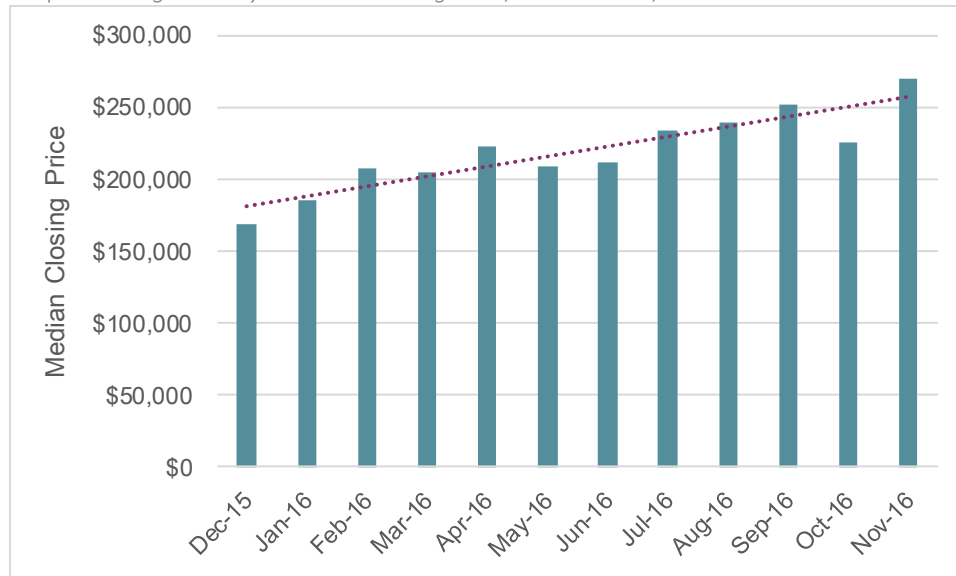


As shown in Graph 27, the median closing price for townhouse and condominium for-sale product in November 2016 was approximately \$270,000. Overall, the median closing price for attached product in North Fulton has been on an upward trajectory, following an increasing trend line since late-2015.



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

Graph 27: Single-Family Attached Closing Price, North Fulton, 2015-2016



4.4 Rental Overview

North Fulton contains over 50,000 apartments in communities of 25 or more units (Table 11). One-third of the inventory was completed between 1990 and 1999, making it the most active decade for apartment development. Nearly 6,000 units have been completed since 2010, making up 11.0% of the inventory. No inventory was completed prior to 1970, largely due to the limited availability of utility infrastructure in the Study Area.

Table 11: Inventory by Decade Completed, North Fulton, 2016

Year Built	Units	% of Total
Before 1970	0	0.0%
1970-1979	3,562	7.0%
1980-1989	14,755	29.0%
1990-1999	16,791	33.0%
2000-2009	10,176	20.0%
2010+	5,597	11.0%
Total	50,881	100.0%

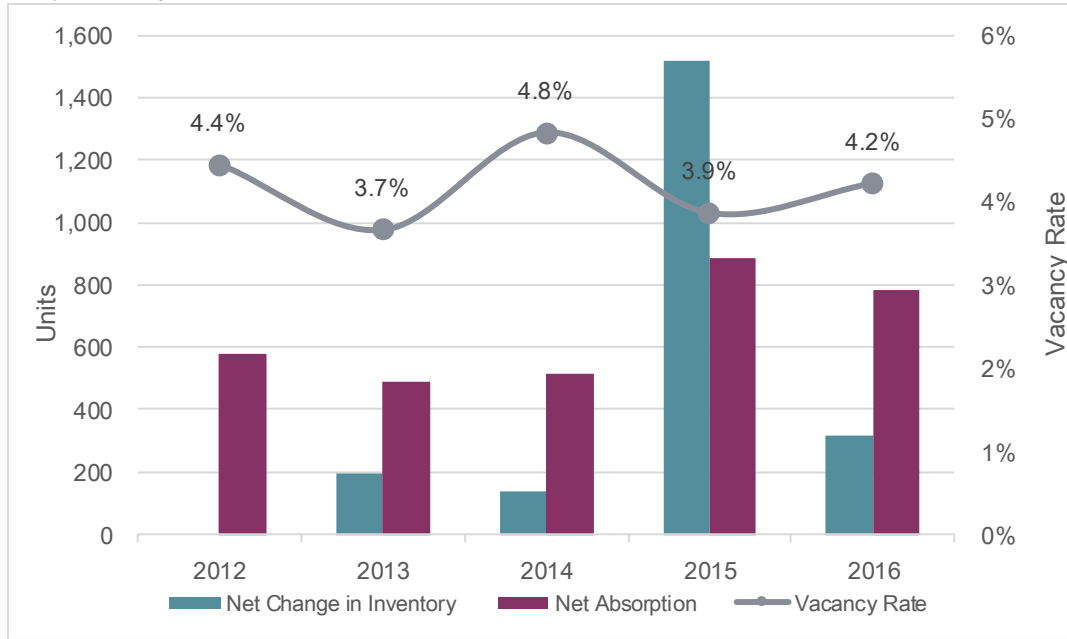
Source: REIS; Kimley-Horn

For the five-year period between 2012 and 2016, demand in North Fulton exceeded new supply, creating an undersupply. As shown in Graph 28, new apartment deliveries were limited to four of the five years, with the 1,500 units added in 2015 representing 70% of the completions. Net absorption outpaced supply in four of the five years analyzed, resulting in low vacancy levels. In fact, vacancy rates for apartment product in North Fulton has remained consistently between 3.7% and 4.8%, measures well below the industry standard equilibrium rate of 7% which represents a healthy, stabilized market.



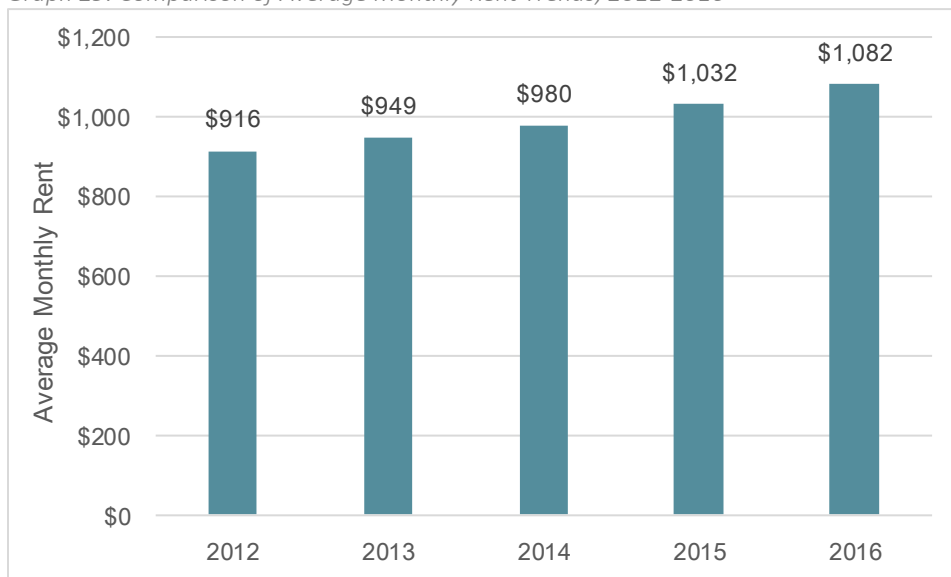
NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

Graph 28: Performance Trends, North Fulton, 2012-2016



The average monthly asking rent in North Fulton is currently \$1,082, representing a 18.1% increase from \$916 in 2012 (Graph 29). The increase in rents are consistent with national and regional trends in increased demand that has influenced rent growth for apartment units. It is likely that growth in rents will stabilize as more units are delivered and concessions are utilized to facilitate faster leasing paces.

Graph 29: Comparison of Average Monthly Rent Trends, 2012-2016





NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

5. COMMERCIAL PROFILE

This section provides an overview of retail, office, and industrial vacancy and rent trends for the Atlanta region, as well as separate submarkets that incorporate North Fulton. Vacancy and rent trends are reported based on data provided by REIS, which is a proprietary database that provides commercial market information for geographies across the United States. REIS defines custom submarkets for each real estate sector based on natural and man-made barriers and product competition.

5.1 Retail

Atlanta Region

Retail sales in the Atlanta market have been strong year over year, largely due to growing median household incomes and net new population increases. The increase in retail sales over the last two years has resulted in strong demand for space and declining vacancy rates. Vacancy in the larger Atlanta region is estimated at 7.4%, and has been gradually declining since 10-year highs reported during and immediately following the Recession.

As shown on the graphic to the right, the Atlanta region is categorized as a rising market in regards to retail. Falling and bottoming markets represent times that favor tenants or buyers, while rising and peaking markets generally are good for landlords or sellers. Rising markets, typically demonstrating recovery, often represent the following activities:

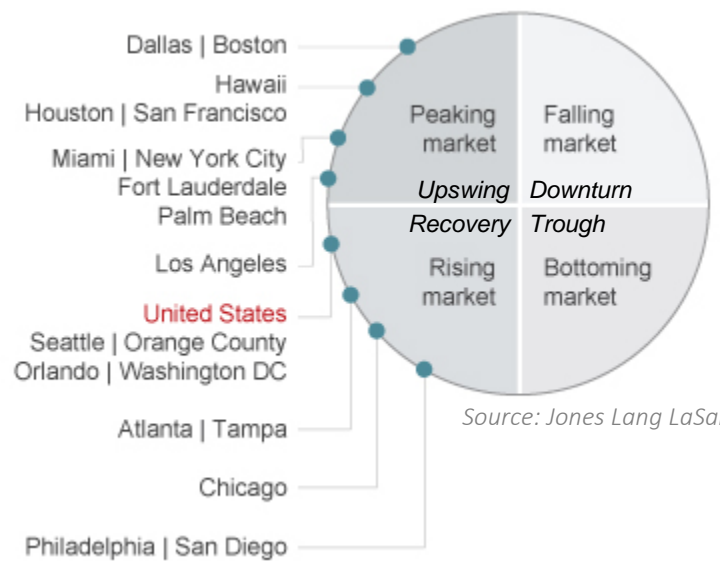
- Enquiry increasing
- Rise in building activity
- Rising sales
- Return to price growth
- Improving rents

Approximately 1.7 million square feet of retail space is expected to be completed in 2016, with approximately one-half of the new inventory targeting the GA 400 corridor in North Fulton and Northern Cobb County. Most retail space currently under construction in the market is already pre-leased, placing additional pressure on asking lease rates. Lease rates in the Atlanta market are expected to increase 1.1% this year, reaching an average of \$13.58 per square foot.

North Fulton

Retail trends have been prepared for the North Fulton Submarket, as defined by REIS. As shown in Map 2 below, the North Fulton retail submarket closely mimics the Study Area, generally following the Fulton County boundary. It incorporates the area around Perimeter Mall, as well as all retail nodes in the member jurisdictions to the north.

Figure 1: Retail Property Clock, Atlanta Region, 2016



Source: Jones Lang LaSalle



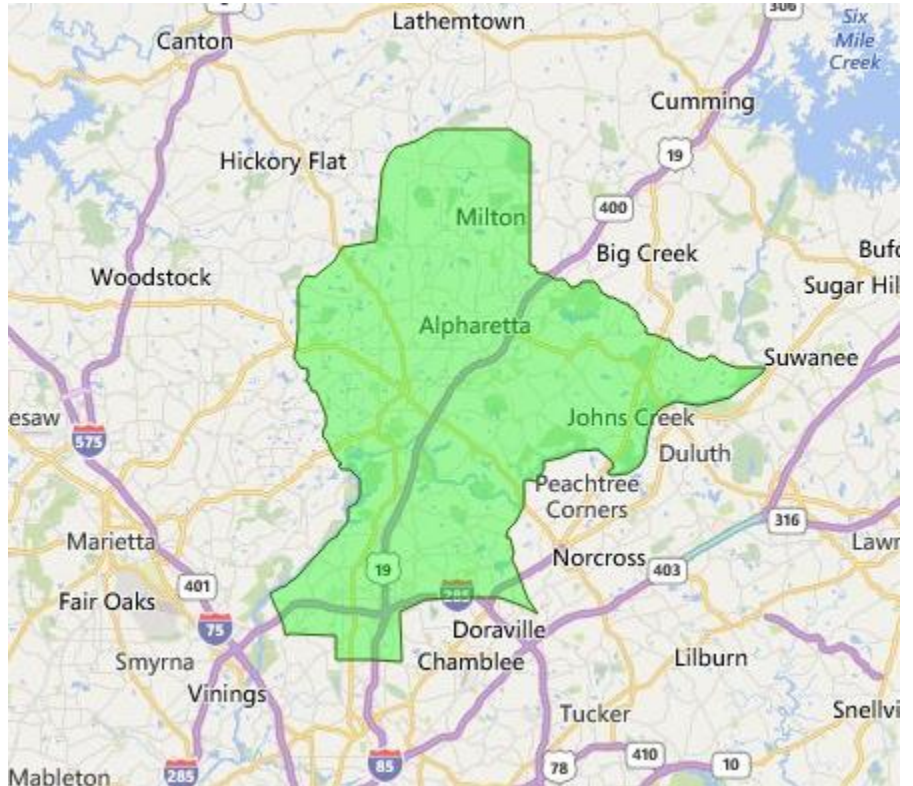
NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

Map 2: Employment Concentrations, North Fulton County, 2014

The North Fulton Submarket has approximately 13.4 million square feet of multi-tenant retail, representing 16.3% of the total region inventory. The Submarket added nearly 650,000 square feet of retail in the last decade, resulting in a similar rate of increase as population.

Since 2006, the Submarket has averaged 64,800 square feet of net absorption per year, roughly equivalent to new completions. The average vacancy rate in the Submarket declined to 11.2%, 2.3% lower than the long-term historical average for the area.

Average rents per square foot increased 1.2% between first- and second-quarter 2016, reaching an average of \$20.35. Lease rates in North Fulton are only surpassed by retail space in the Central Business District, Midtown, and Buckhead submarkets.



5.2 Office

Atlanta Region

A return to job growth in professional and business services sector in the Atlanta region has led to strong office performance and increased construction. This has been further supported by expansions and relocations adding new employers to the area. Overall, nearly 4.5 million square feet of office space is currently under construction and will likely be completed in the next two years. Vacancy has been declining in each annual period. With absorption expected to outpace new supply in 2016, the average rate could fall to 16.1%, a decline of 60 basis points in the last year.

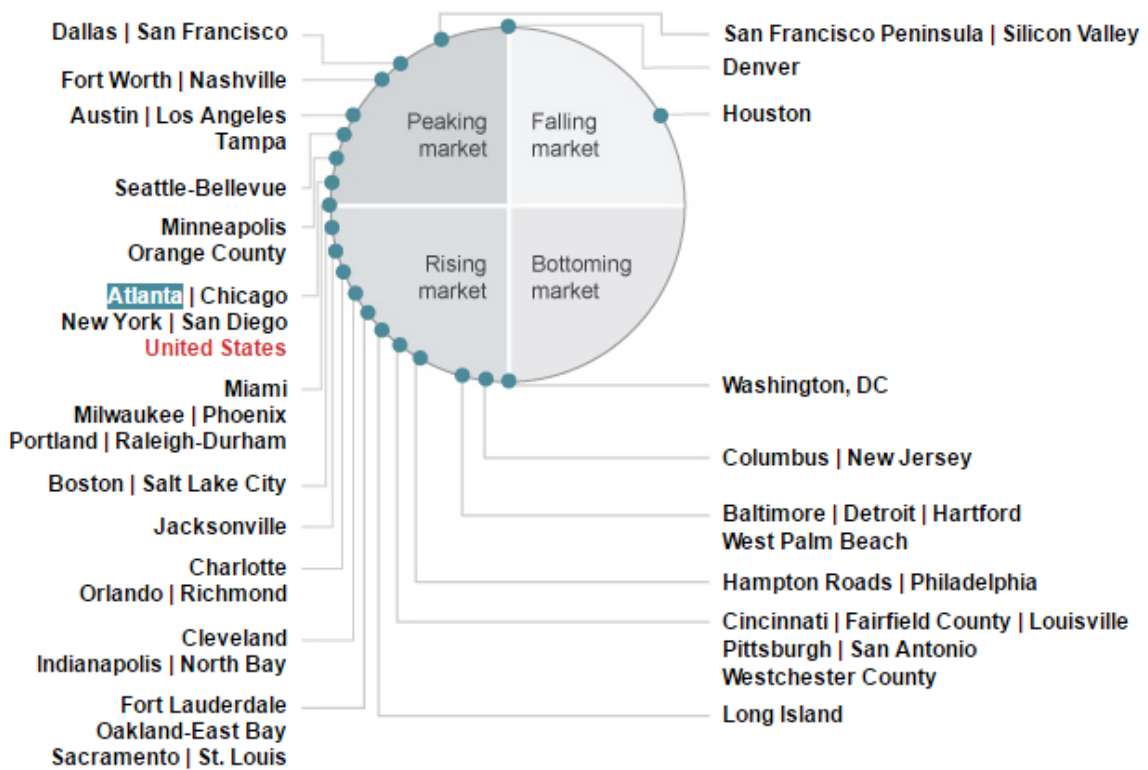
Jones Lang LaSalle offers a property clock with a focus on office performance. As shown below, the Atlanta region is categorized as a peaking market in regards to office space. Peaking markets, typically demonstrating an upswing towards the peak, often demonstrate the following activities:

- High enquiry
- Ramped up approvals
- Fast sales
- Strong price growth
- Rents peaking



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

Figure 2: Office Property Clock, Atlanta Region, 2016

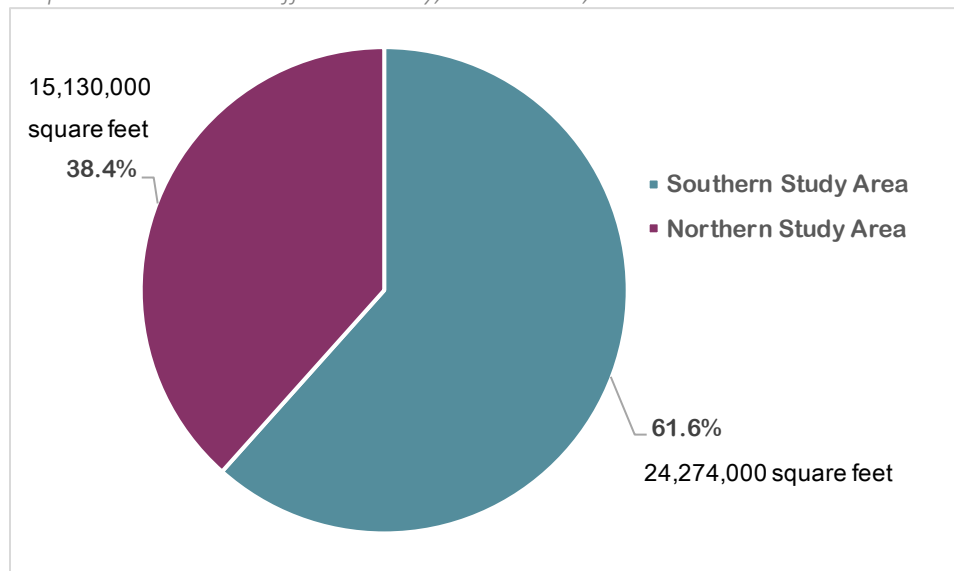


North Fulton

Source: Jones Lang LaSalle

North Fulton contains approximately 39.4 million square feet of multi-tenant office space as of third-quarter 2016. As shown in Graph 30, more than 60% of the total inventory is located in the Sandy Springs area, with the remainder concentrated north along GA 400 in the cities of Roswell, Alpharetta, and Milton.

Graph 30: Multi-Tenant Office Inventory, North Fulton, 2016

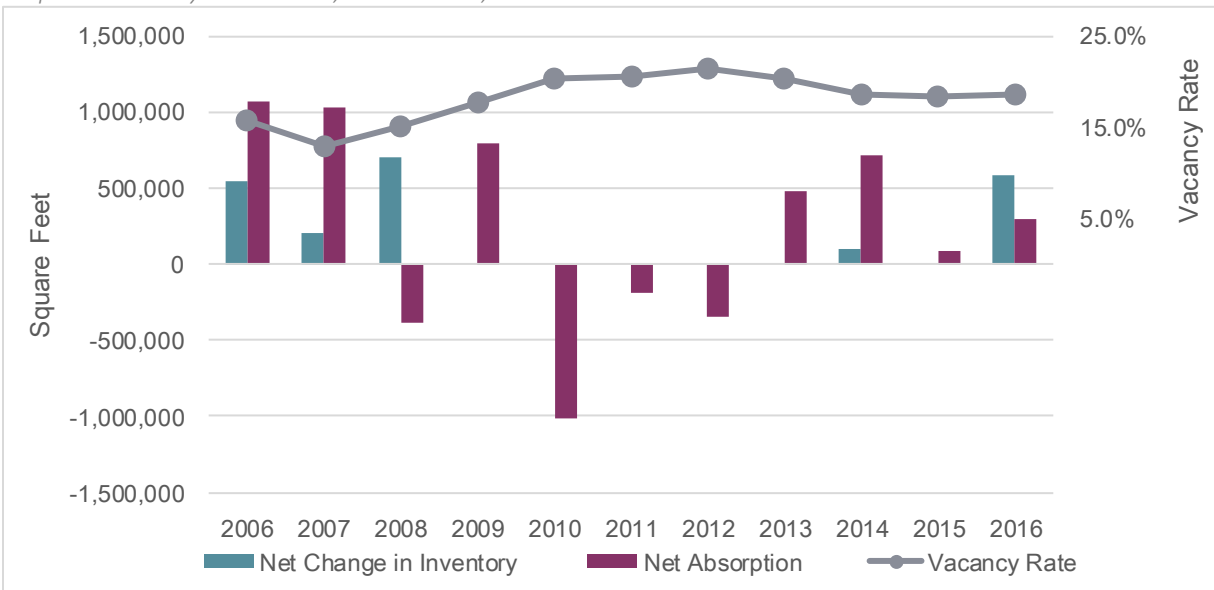




NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

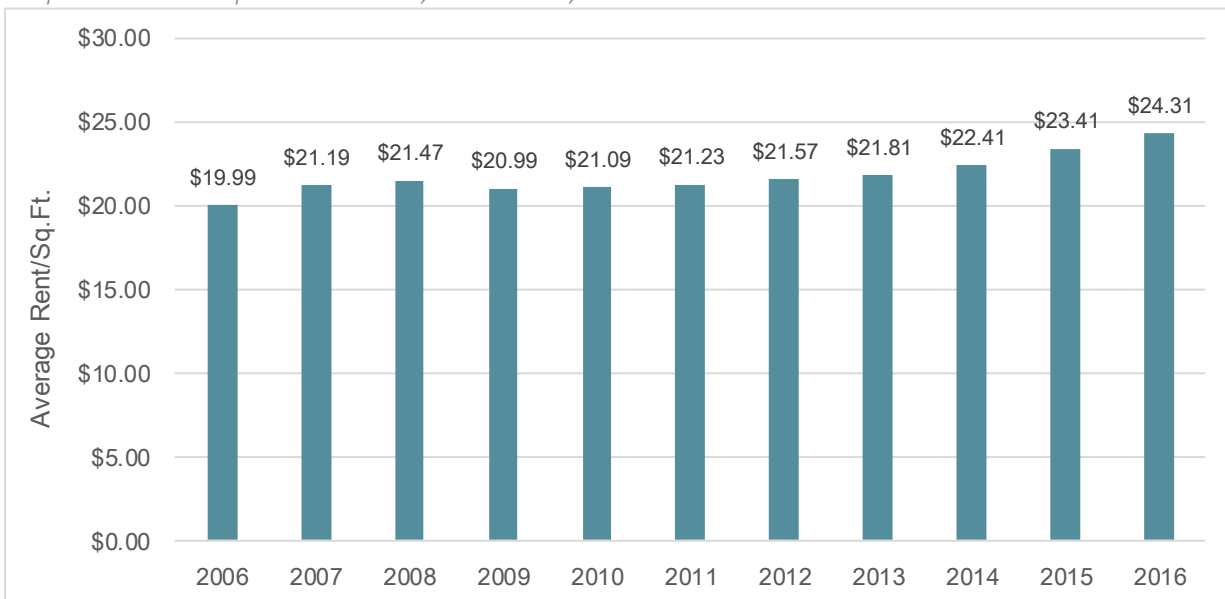
As shown in Graph 31, North Fulton had no new office completions between 2009 and 2013, demonstrating the effects of the Recession on the Study Area and region. Since 2006, approximately 2.1 million square feet of new office space was delivered in North Fulton, equating to an annual average of less than 200,000 square feet. Leasing activity, or net absorption, was negative immediately following the Recession as companies downsized or closed their doors all-together. As job growth returned, net absorption picked up, resulting in a declining vacancy rate in every annual period since 2012. North Fulton reported a 18.6% vacancy rate in third-quarter 2016, slightly higher than measures quoted for the larger region.

Graph 31: Vacancy Rate Trends, North Fulton, 2006-2016



Rents have trended upward in North Fulton, reaching an average of \$24.31 per square foot in third-quarter 2016 (Graph 32). Overall, lease rates have increased by 21.6% since 2006, with more significant growth noted between 2012 and 2016 following stagnation during and immediately after the Recession.

Graph 32: Rent Per Square Foot Trends, North Fulton, 2006-2016





NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

5.3 Industrial

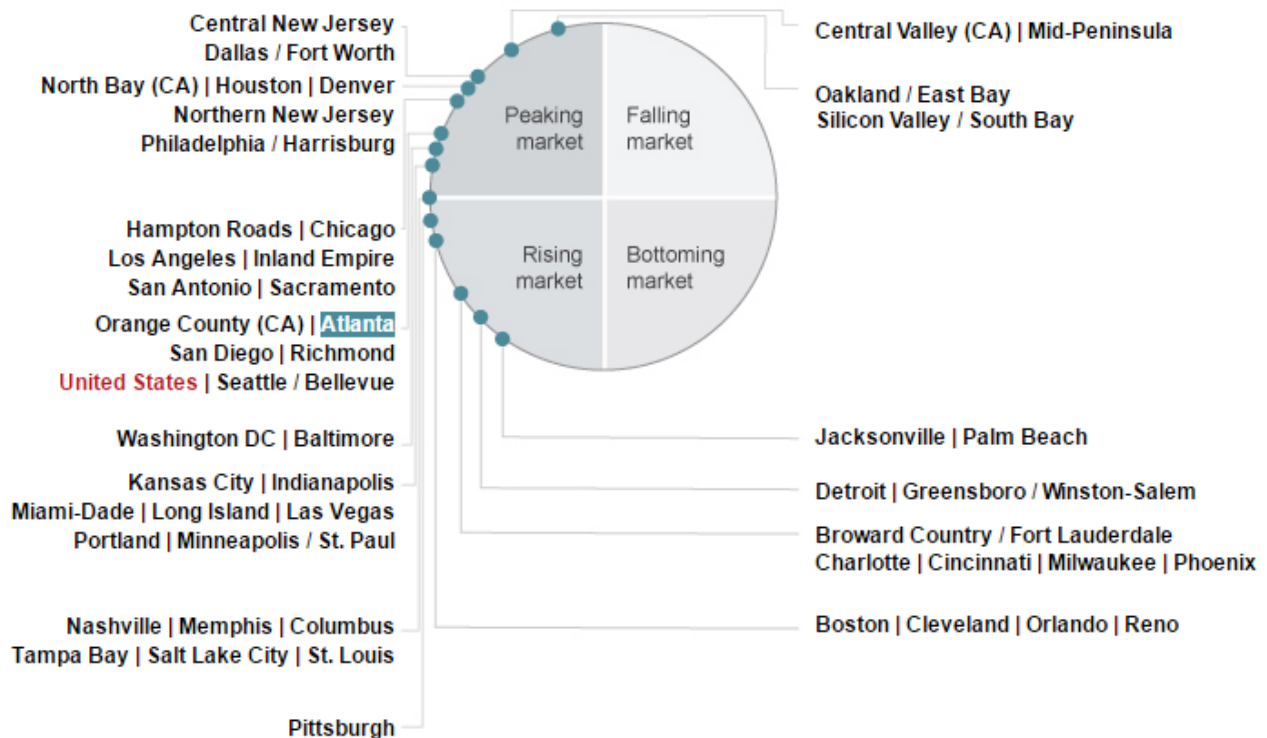
Atlanta Region

There is approximately 570 million square feet of industrial space, including both manufacturing and warehouse/distribution, in the Atlanta market. Manufacturing product comprises 13.4% of the total, and warehouse/distribution accounts for the remaining 86.6%.

As of third-quarter 2016, 20 new industrial buildings, totaling 11.4 million square feet, were under construction. Approximately three-quarters of the industrial pipeline represents speculative product, or was constructed without a specific tenant identified. The high share of speculative building signifies the confidence for industrial product in the Atlanta region. Vacancy in industrial space in the region has been declining, reaching an average of 7.9% in third-quarter 2016, a measure that is very low based on historic trends. In fact, the market-wide vacancy rate has remained below 8% for the past year, which hasn't happened since 1998.

Regional lease rates have been slow to increase following the Recession, however, as vacancy rates continue to decline, the market is starting to experience growth. The average lease rate for industrial space in Atlanta is \$3.91 as of third-quarter 2016. Similar to office space, industrial product in Atlanta is classified as a peaking market, typically demonstrating an upswing towards the peak.

Figure 3: Industrial Property Clock, Atlanta Region, 2016



North Fulton

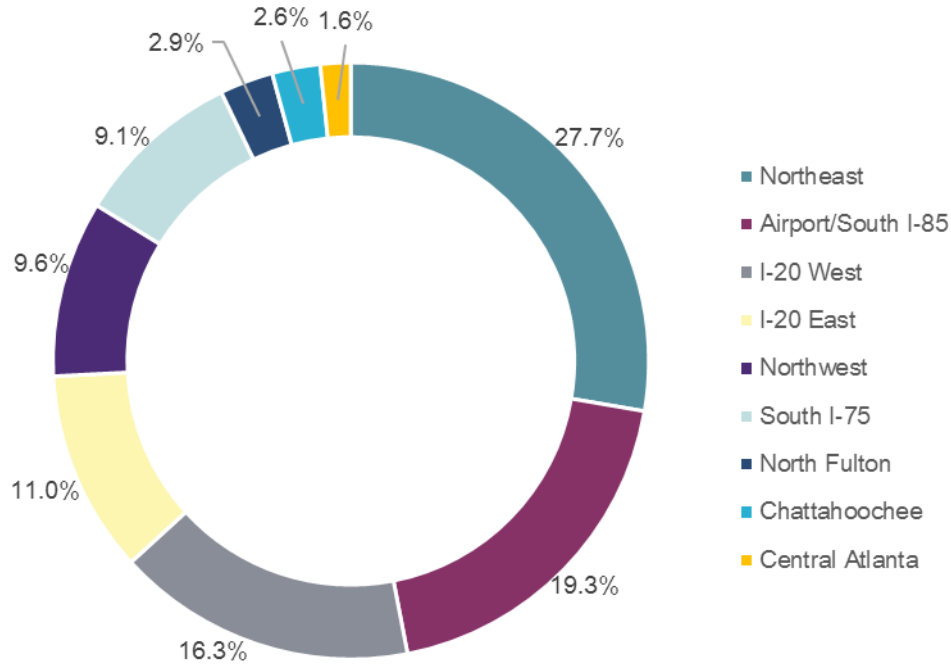
North Fulton's 15.6 million square feet accounts for only 2.9% of the total regional industrial inventory. Although North Fulton offers access to the GA 400 corridor, land prices have traditionally limited construction of larger footprint buildings. As shown in Graph 33, the Northeast Submarket, largely focused near the I-85 corridor in Gwinnett County and the area surrounding the Hartsfield-Jackson International Airport, represent



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

the highest concentrations of industrial product in the region. Combined, these two submarkets account for nearly one-half of the region's inventory.

Graph 33: Share of Regional Industrial Inventory by Submarket, 2016



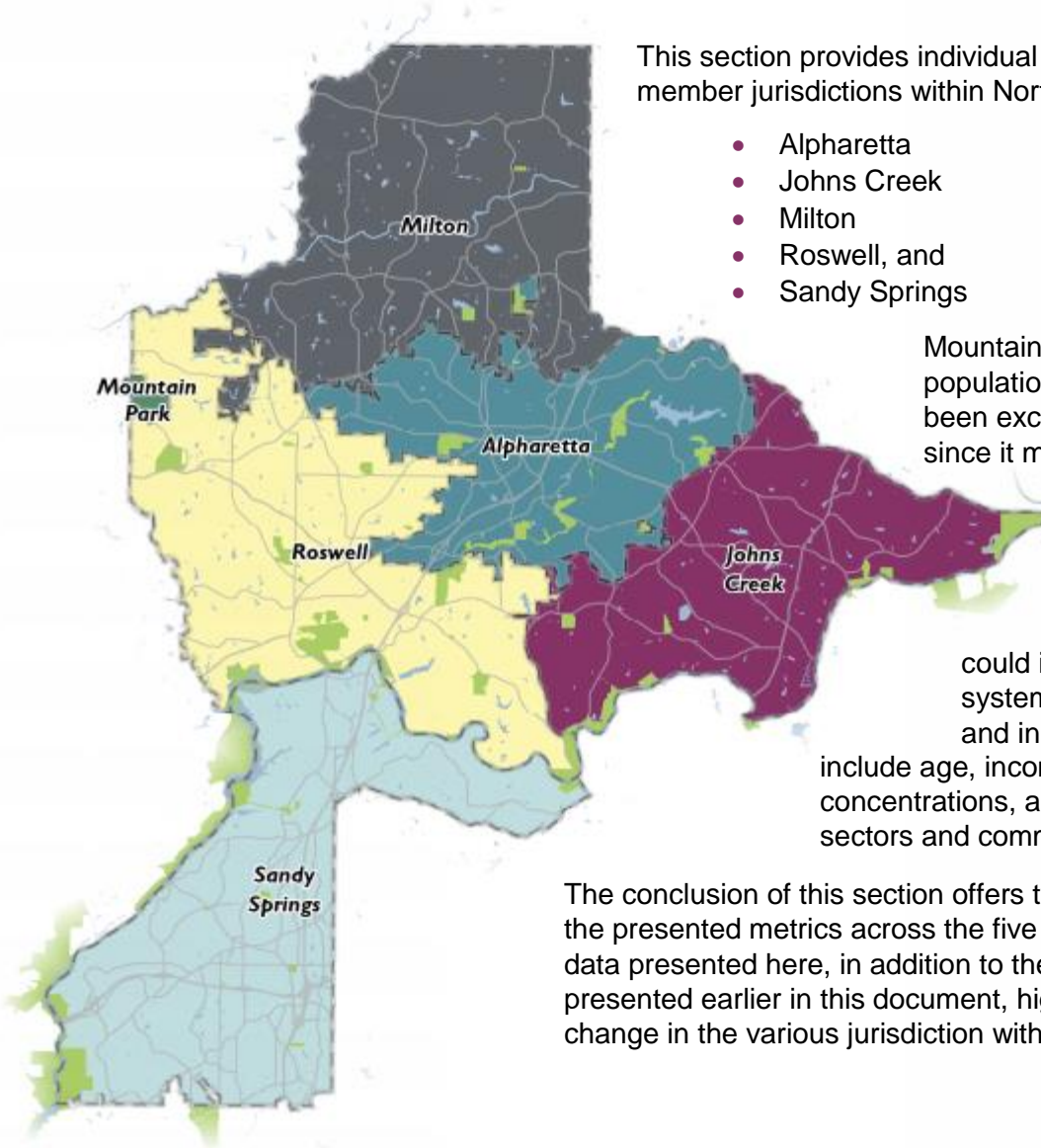
Warehouse and distribution space accounts for 85.9% of the North Fulton inventory, with manufacturing product comprising the remaining 14.1%. Industrial product in North Fulton has a vacancy rate of only 8.0%, consistent with the regional aggregate. At \$5.19 per square foot, the average lease rates for industrial product in North Fulton represent the second highest measure reported by any of the submarkets (only behind leasing in Central Atlanta).



6. MEMBER JURISDICTION PROFILES

This section provides individual profiles for five of the six member jurisdictions within North Fulton:

- Alpharetta
- Johns Creek
- Milton
- Roswell, and
- Sandy Springs



Mountain Park, with a 2016 estimated population of approximately 575, has been excluded from the individual profiles since it makes up such a small share of the North Fulton Study Area.

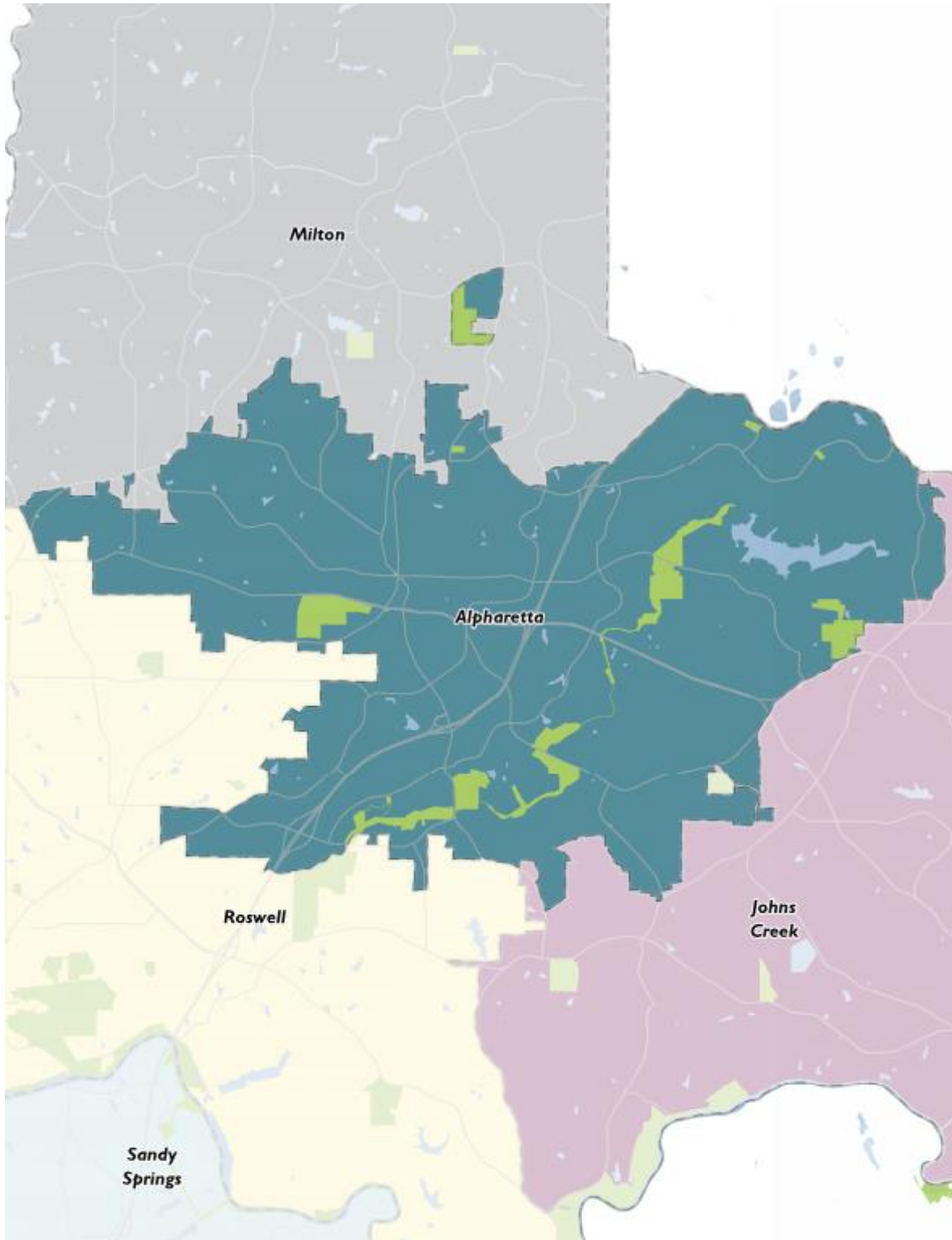
Individual jurisdiction profiles focus on demographic and economic factors that could influence the transportation system in North Fulton, both now and in the future. These factors include age, income, and growth concentrations, as well as key employment sectors and commuting patterns.

The conclusion of this section offers two matrices that compare the presented metrics across the five primary jurisdictions. The data presented here, in addition to the overarching trends presented earlier in this document, highlight the potential for change in the various jurisdiction within North Fulton.



NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

ALPHARETTA

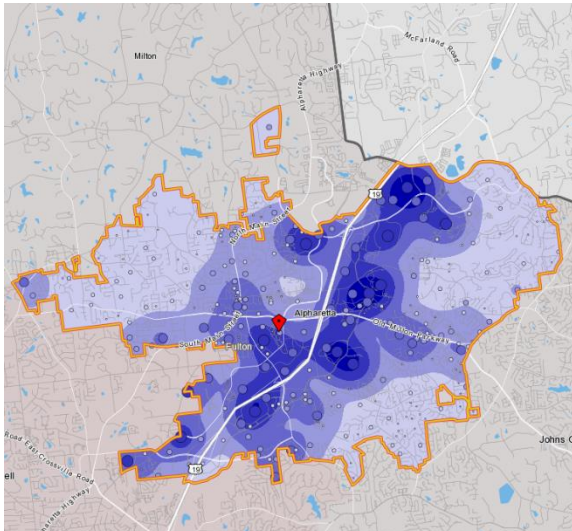




NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

ALPHARETTA

ACTIVITY & EMPLOYMENT NODES



- Downtown Alpharetta
- Avalon/Old Milton
- North Point Mall
- Kimball Bridge
- Windward Parkway
- Downtown Alpharetta
- North Pointe Parkway
- Crabapple

POPULATION CHARACTERISTICS

Alpharetta has **62,424** residents.
16.4% of the North Fulton total.
16.4% of new growth over the last six years.

Median age in 2016 is **37.1** years.

Median household income is **\$95,098**.

15.5% households earn <\$35,000 annually.

42.2% of all households have children at home.

ECONOMIC CHARACTERISTICS

Alpharetta had **~80,000** jobs in 2014.

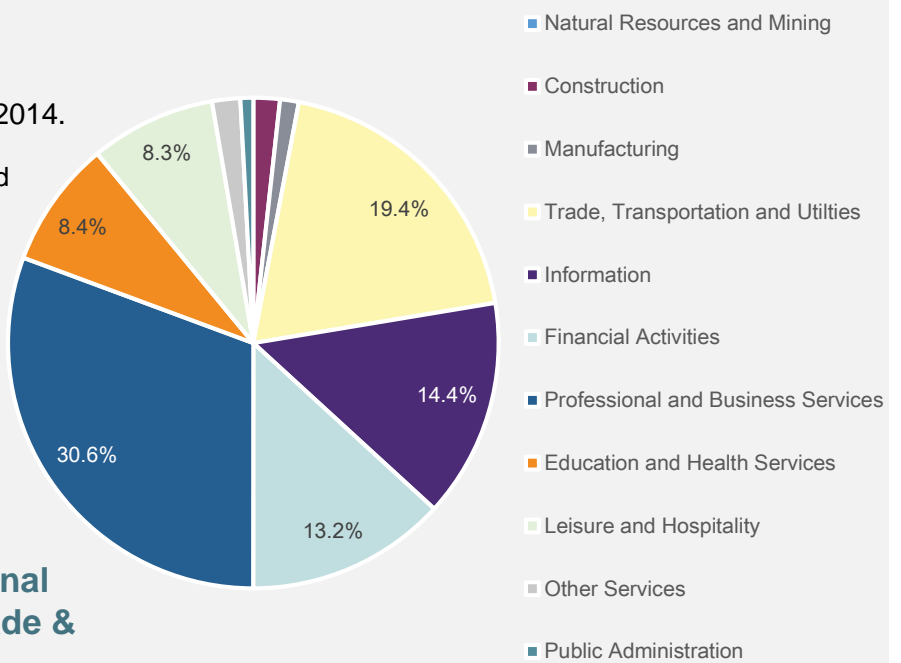
31.1% of the North Fulton total, and

32.2% of five-year net growth.

Jobs to household ratio of **3.32**.

Nearly **20%** of residents *LIVE* and *WORK* in Alpharetta.

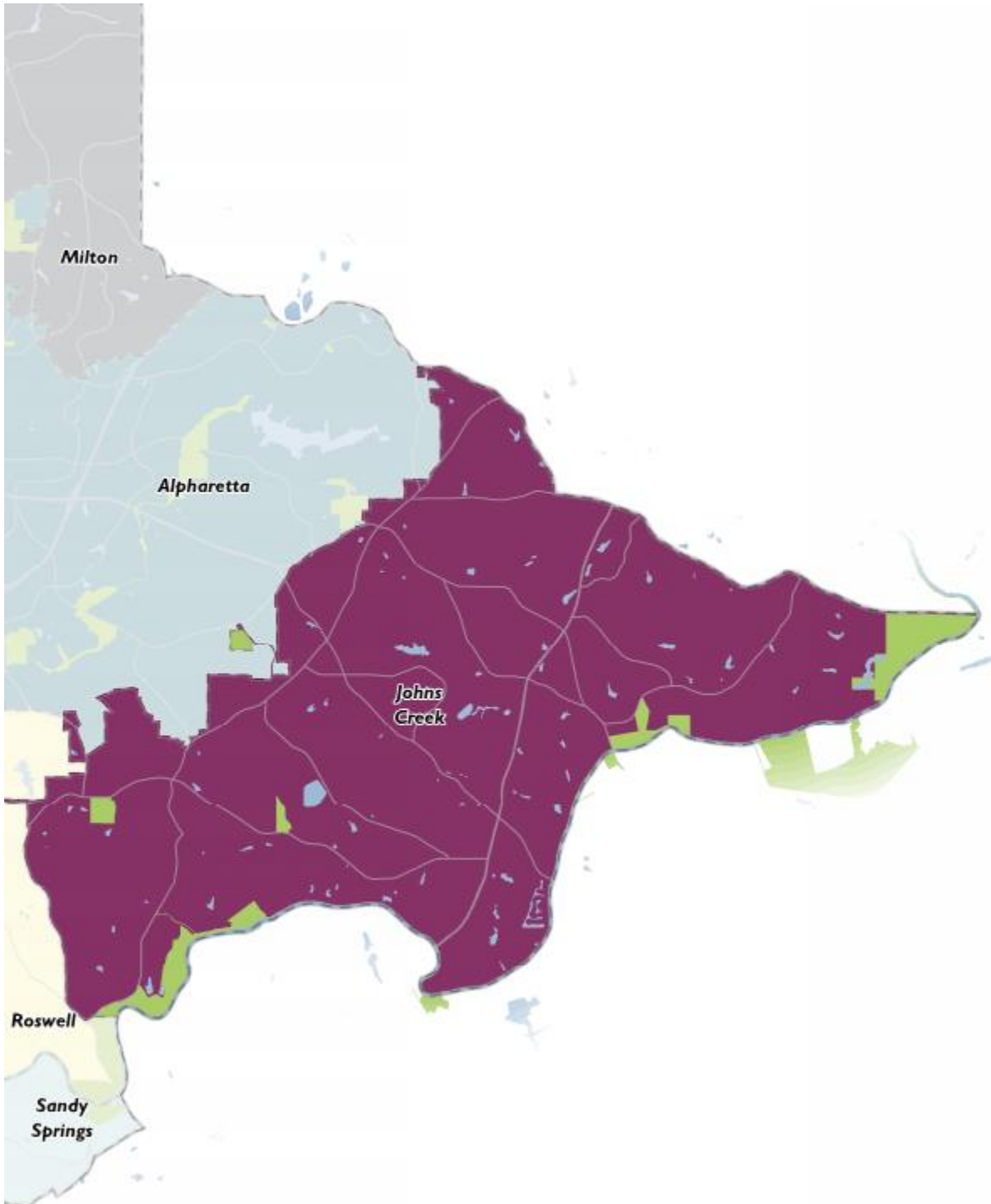
Key employment sectors: **Professional and Business Services** and **Trade & Transportation**.





NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

JOHNS CREEK

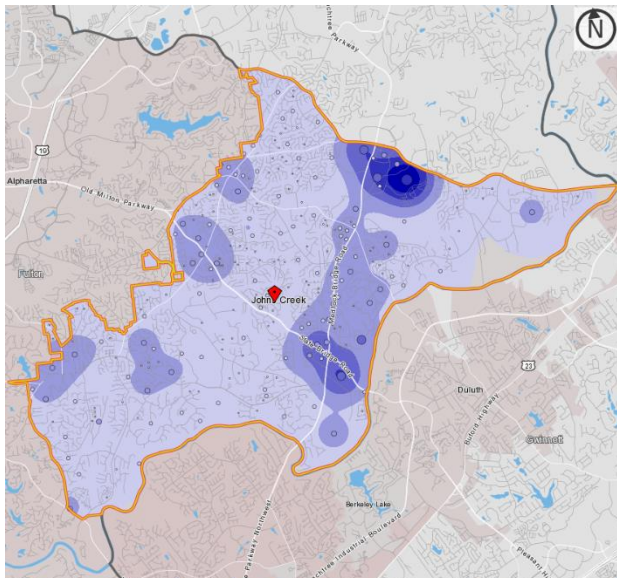




NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

JOHNS CREEK

ACTIVITY & EMPLOYMENT NODES



- Emory Johns Creek
- State Bridge/Kimball
- Technology Park
- State Bridge/Medlock
- Old Alabama

POPULATION CHARACTERISTICS

Johns Creek has **83,225** residents.
21.9% of the North Fulton total.
21.6% of new growth over the last six years.

Median age in 2016 is **38.2** years.

Median household income is **\$111,468**.
11.7% households earn <\$35,000 annually.

50.0% of all households have children at home.

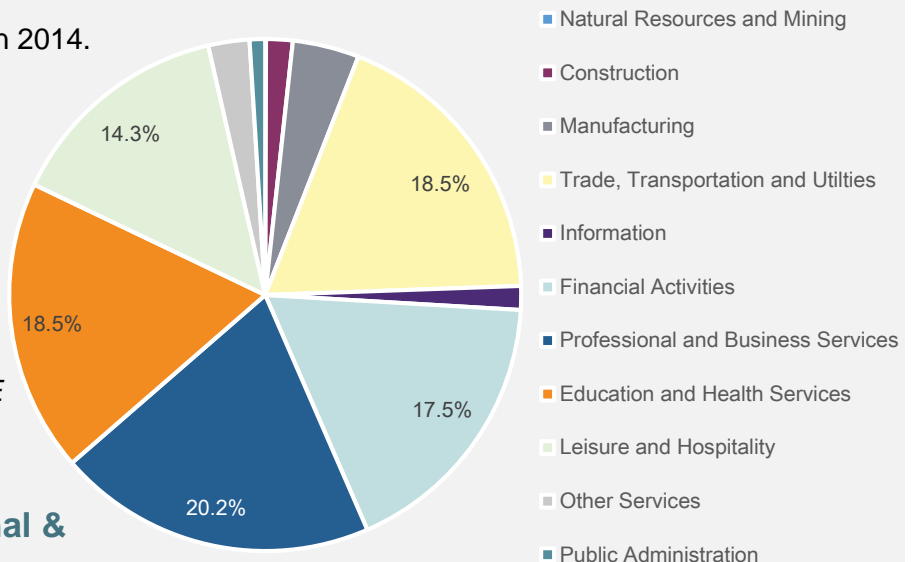
ECONOMIC CHARACTERISTICS

Johns Creek had **~22,500** jobs in 2014.
8.7% of the North Fulton total, and
8.0% of five-year net growth.

Jobs to household ratio of **1.17**.

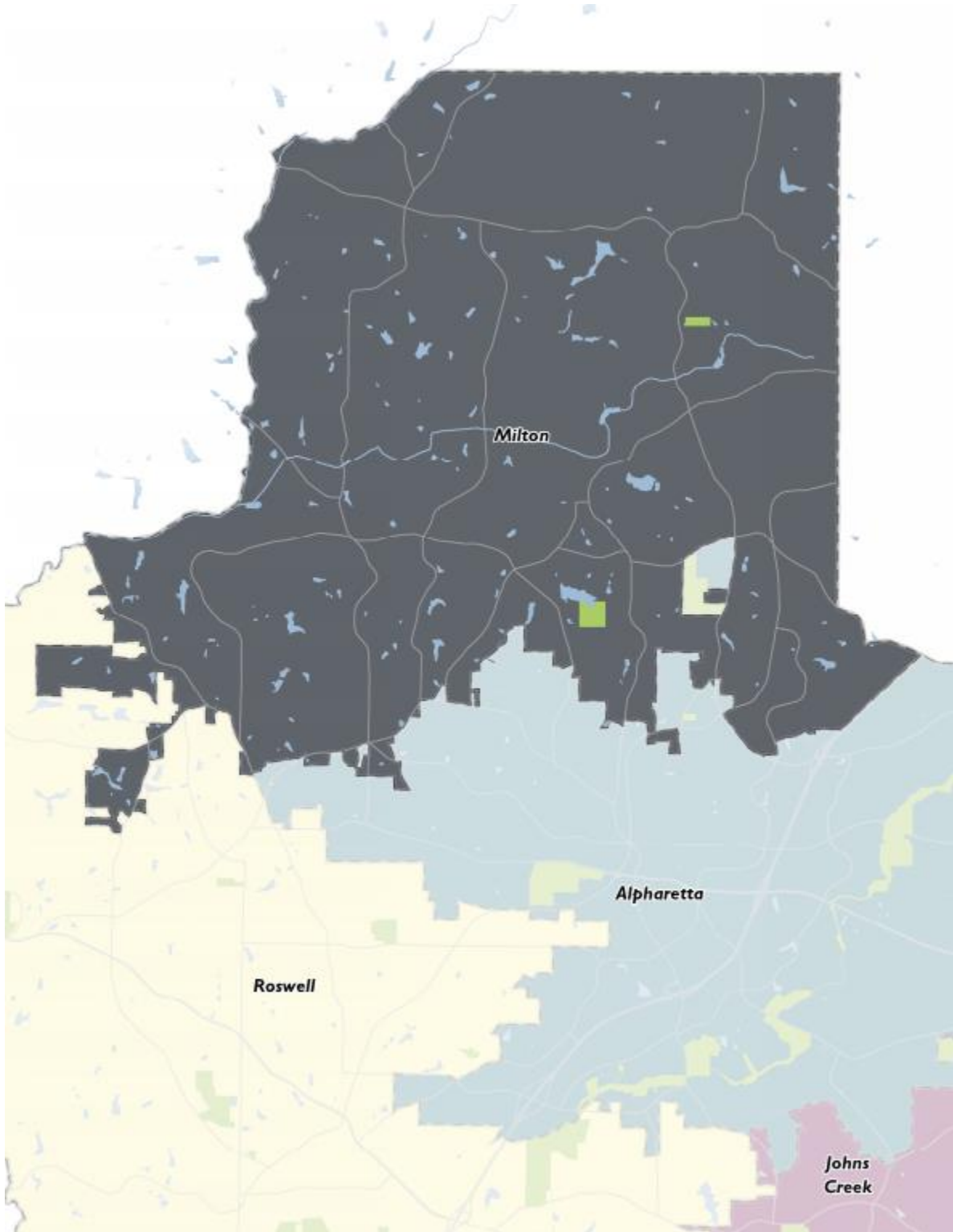
Approximately **7%** of residents *LIVE* and *WORK* in Johns Creek.

Key employment sectors: **Professional & Business Services, Trade & Transportation, and Education & Health.**





MILTON

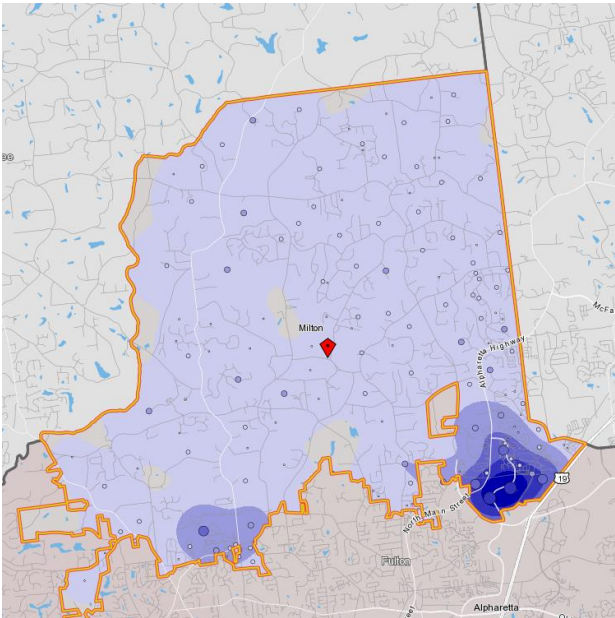




NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

MILTON

ACTIVITY & EMPLOYMENT NODES



- Deerfield
- Crabapple
- Arnold Mill
- Birmingham Corners

POPULATION CHARACTERISTICS

Milton has **37,758** residents.

9.9% of the North Fulton total, but
16.8% of new growth over the last six years.

Median age in 2016 is **36.4** years.

Median household income is **\$112,523**.

11.4% households earn <\$35,000 annually.

46.4% of all households have children at home.

ECONOMIC CHARACTERISTICS

Milton had **~10,400** jobs in 2014.

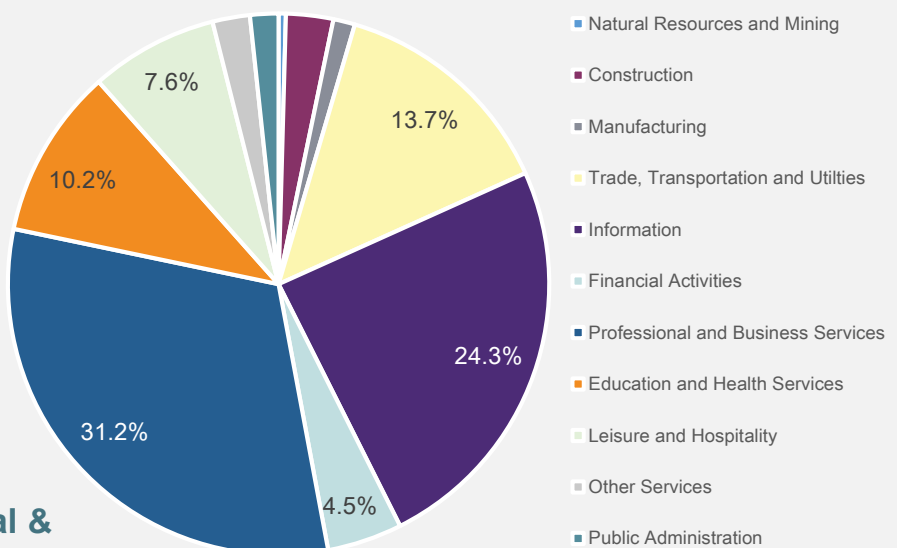
4.0% of the North Fulton total, and

4.3% of five-year net growth.

Jobs to household ratio of **0.85**.

Approximately **5.1%** of residents
LIVE and *WORK* in Milton.

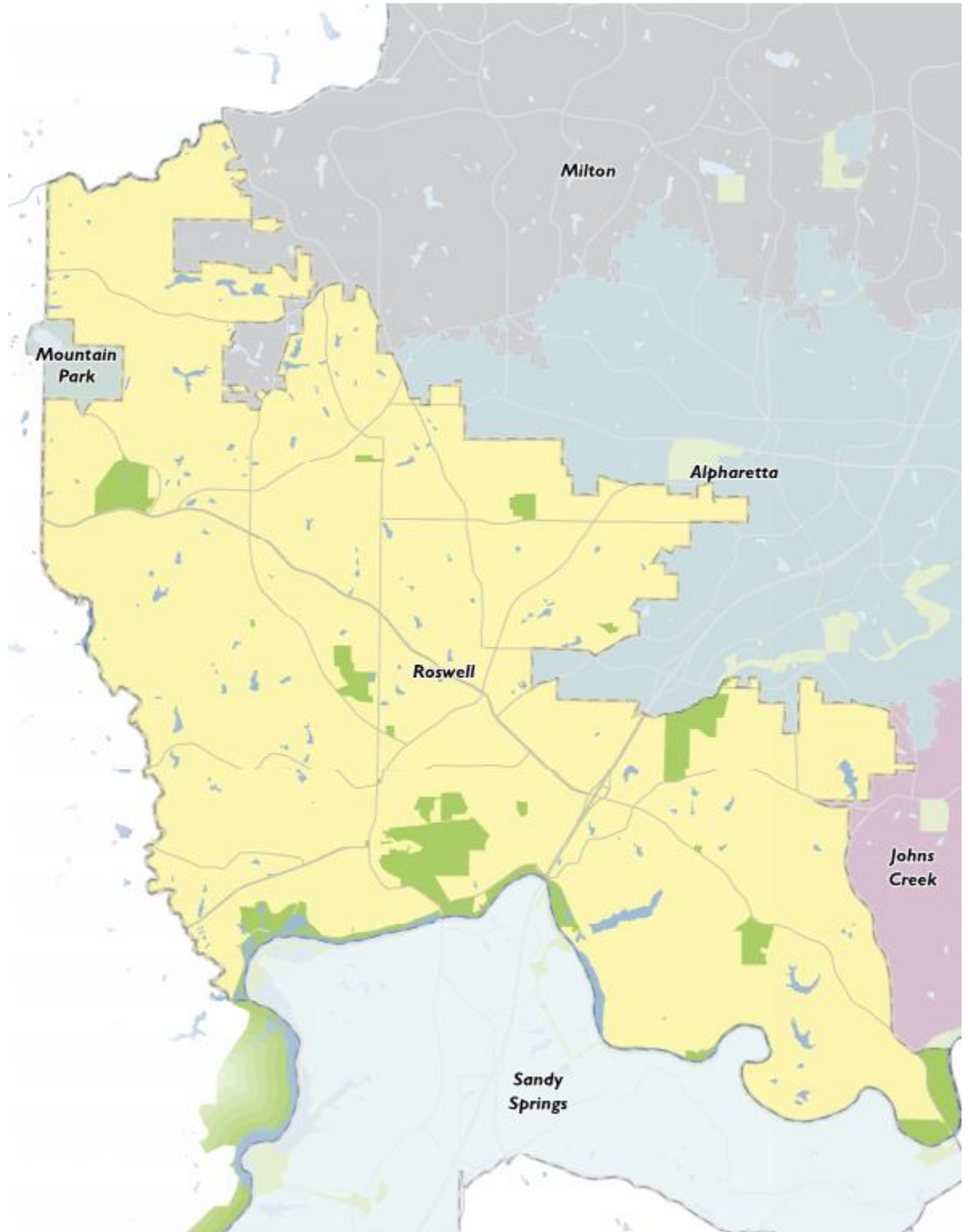
Key employment sectors: **Professional & Business Services, Information, and Trade, Transportation & Utilities.**





NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

ROSWELL

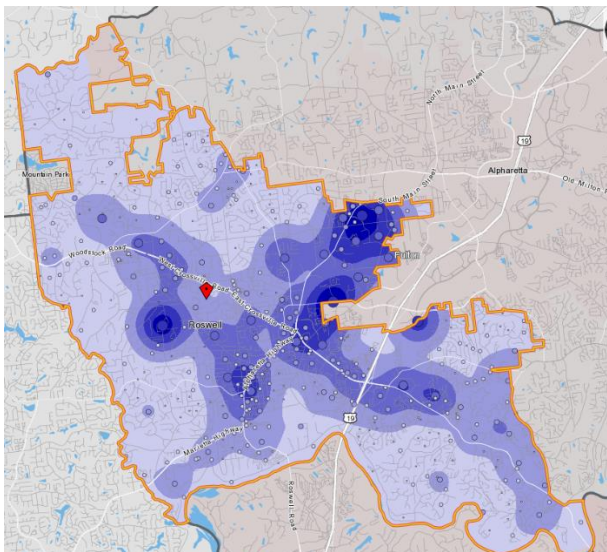




NORTH FULTON COMPREHENSIVE TRANSPORTATION PLAN

ROSWELL

ACTIVITY & EMPLOYMENT NODES



Historic Gateway/GA 9 Alpharetta Hgwy Corr.
 Holcomb Bridge Road Hembree Road
 Woodstock Road

POPULATION CHARACTERISTICS

Roswell has **93,976** residents.
24.7% of the North Fulton total.
18.7% of new growth over the last six years.

Median age in 2016 is **37.5** years.

Median household income is **\$80,281**.
21.2% households earn <\$35,000 annually.

36.1% of all households have children at home.

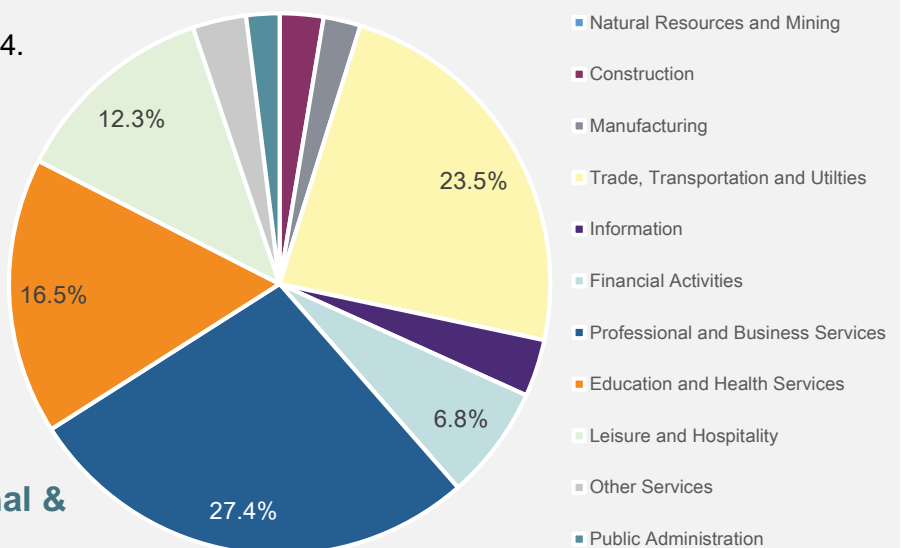
ECONOMIC CHARACTERISTICS

Roswell had **~46,050** jobs in 2014.
17.9% of the North Fulton total, and
21.4% of five-year net growth.

Jobs to household ratio of **1.61**.

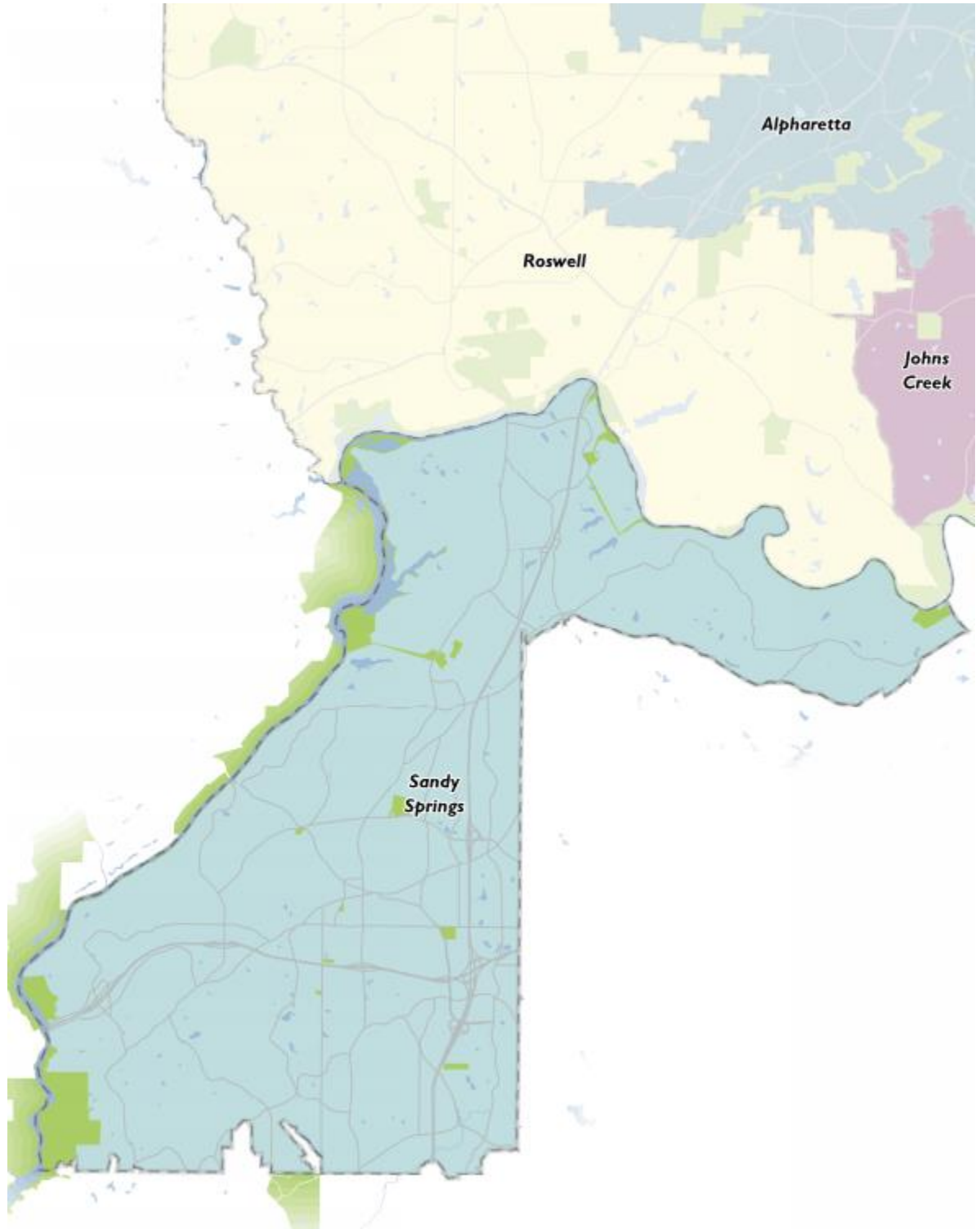
Approximately **12.4%** of residents
LIVE and *WORK* in Roswell.

Key employment sectors: **Professional & Business Services, and Trade, Transportation & Utilities.**





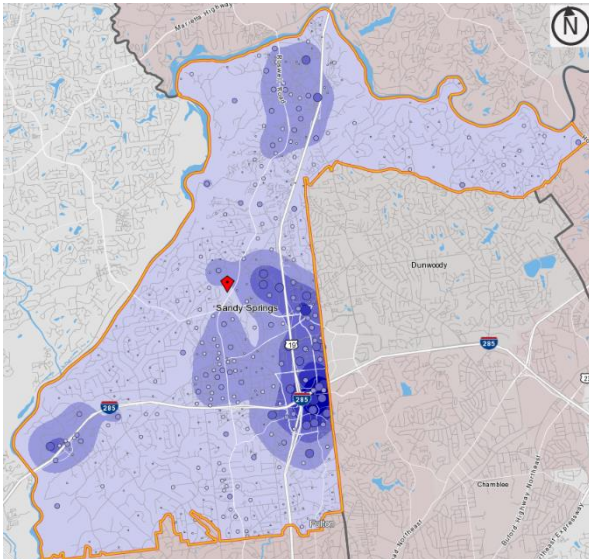
SANDY SPRINGS





SANDY SPRINGS

ACTIVITY & EMPLOYMENT NODES



- Roswell Road North
- Perimeter CID/Pill Hill
- Roswell Road South
- Power Ferry Landing
- City Center
- Potential Future Transit Connections

POPULATION CHARACTERISTICS

Sandy Springs has **101,799** residents.

26.8% of the North Fulton total.

26.4% of new growth over the last six years.

Median age in 2016 is **34.9** years.

Median household income is **\$72,847**.

23.9% households earn <\$35,000 annually.

26.1% of all households have children at home.

ECONOMIC CHARACTERISTICS

Sandy Springs had **~101,195** jobs in 2014.

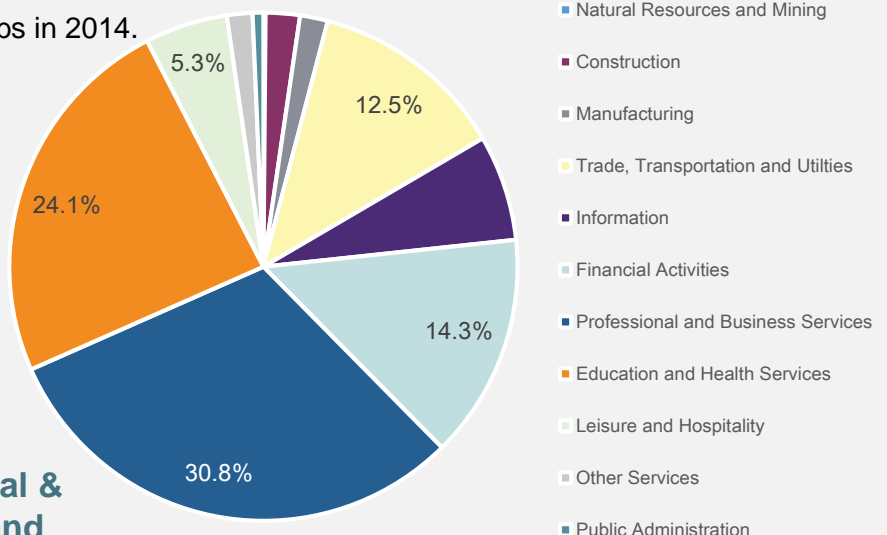
39.3% of the North Fulton total, and

34.5% of five-year net growth.

Jobs to household ratio of **2.63**.

Approximately **15.6%** of residents *LIVE* and *WORK* in Sandy Springs.

Key employment sectors: **Professional & Business Services, Education and Health, and Financial Activities.**

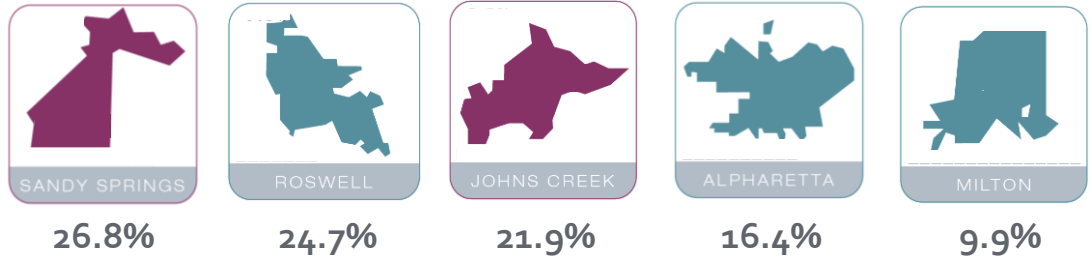




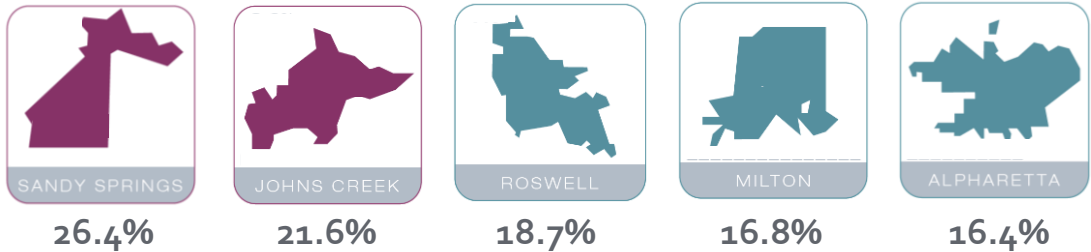
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POPULATION CHARACTERISTICS

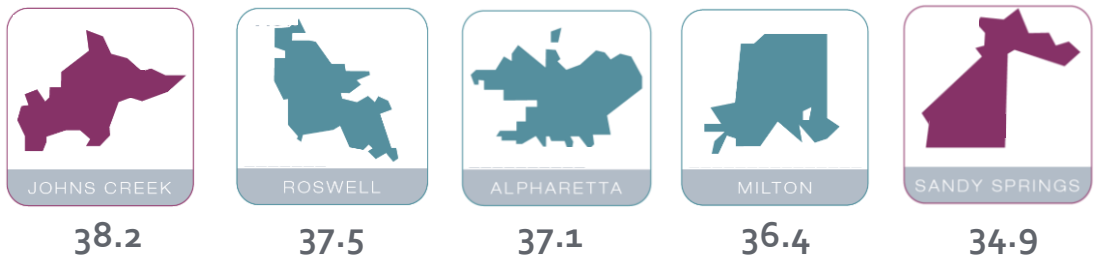
% of North Fulton Total Population



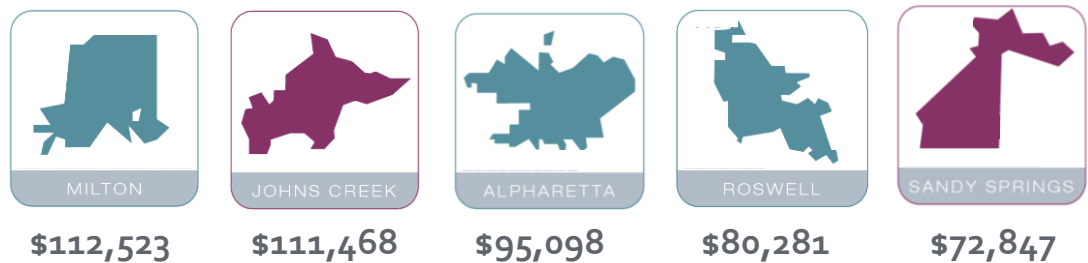
% of North Fulton 5-Year Net Growth



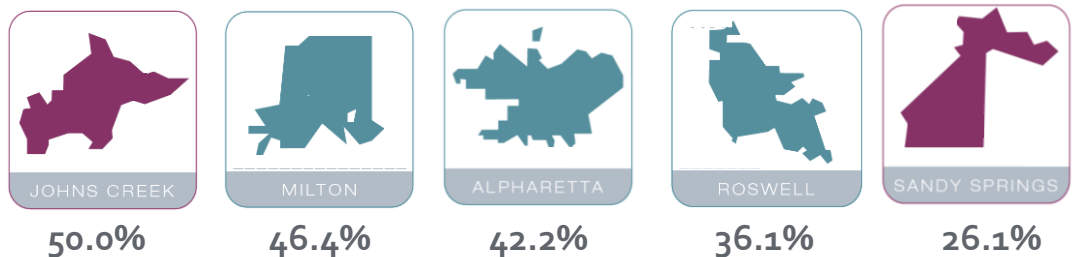
Median Age



Median Household Income



% Households with Children at Home

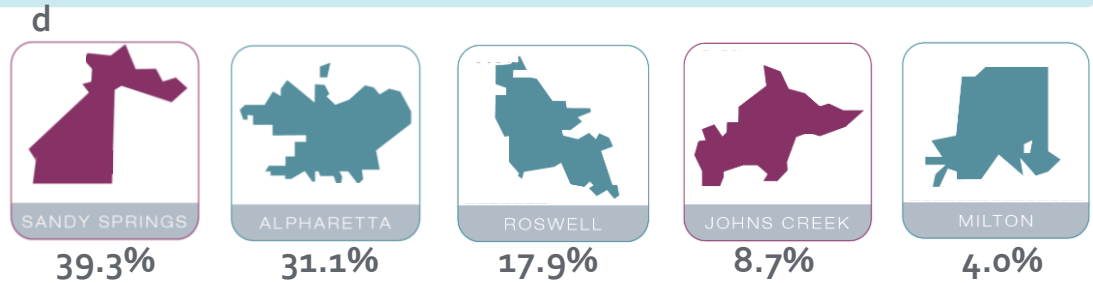




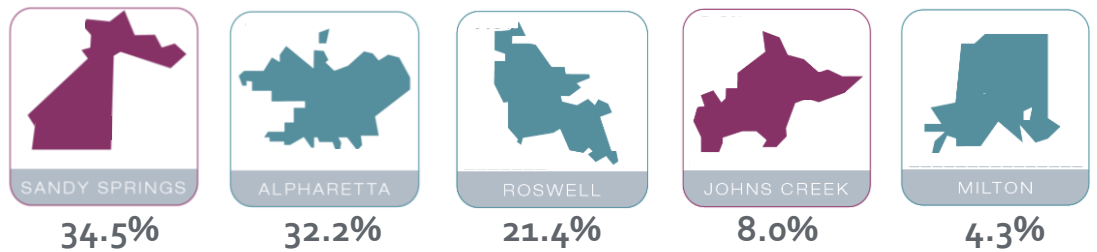
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ECONOMIC CHARACTERISTICS

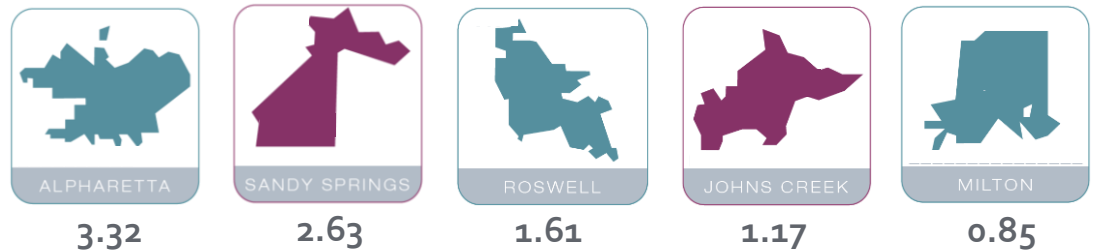
% of North Fulton Total Employment



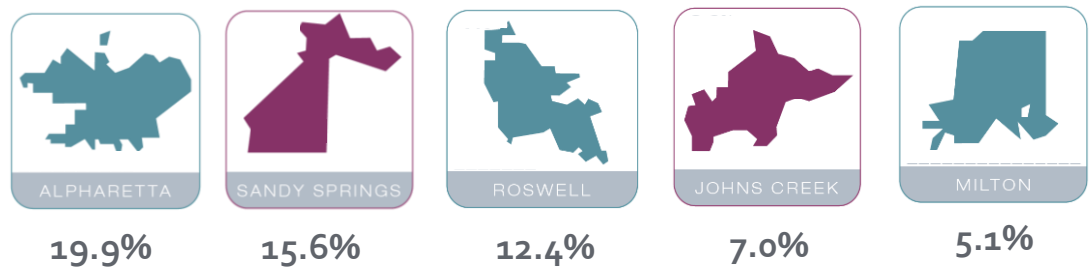
% of North Fulton 5-Year Net Growth



Jobs/Household Ratio



% Residents that Work Where They Live



Largest Employment Sector

