A corridor masterplan for the cities of Chamblee and Doraville, Georgia to ensure thoughtful and equitable growth for the future of Buford Highway

AUGUST 2017
Change in Doraville

Doraville at the beginning of a new era…

• **Design Doraville (Comp. Plan)** adopted in 2016
  - Doraville Town Center Masterplan LCI (2005)
  - Downtown Doraville Masterplan LCI (2010)

• **2014 Adoption of new Form-based Code** (Livable Communities Code)

• **2014 City initiated rezoning** for Downtown & Assembly (former General Motors Plant)

• **Rebuilding Downtown** Doraville initiated

• **Assembly Development** (165-acre development)
  - Third Rail Film Studios
  - Serta Simmons world headquarters
  - Eviva Loft apartments

• **Carver Hills** 36-acre residential development

• **Nexus** mid-rise, mixed-use development
Downtown Doraville

The City proposes the redevelopment of Downtown through demolition of City Hall, Civic Center, Courthouse, Police Department, Library, and other government buildings and construction of a new Civic Campus that presents a unique opportunity to create:

- **Sense of place**; establish a walkable town center & a strong City identity

- **New streetscapes**

- **6-8 story mixed-use buildings** that engage the street

- **Public greenspace** for gathering and civic buildings with great architecture
Downtown Doraville Plan

Master Plan
Legend

Block A
- Civic Campus

Blocks B through F
- Six Story Mixed Use Buildings

Civic Lawn / Amphitheater
- Public Event Space, Capacity - 5,000

Flowers Park
- Aquatic Center, Play Grounds, Landscaped Detention Pond

Flowers Park Expansion
- Pavilion/Gazebo & Public Gathering Space

Potential Gateway Redevelopment
Historic Downtown Doraville
Assembly: Redevelopment of 165-acre former General Motors Regional Automobile Plant
Assembly Redevelopment Plan

- Residential: 4,300 units
- Office: 2,950,000 sf
- Retail: 150,000 sf
- Film Studio: 130,000 sf
Assembly Vision
Nexus

Redevelopment of 13-acre former Kmart shopping center

- Multi-family including senior living (400 units)
- Townhomes (14 units)
- Hotel (120 rooms)
- 45,000 square-feet of retail
Carver Hills Redevelopment

New Residential Development

- Spanning 36.5 acres
- 7.5 acres undisturbed greenspace & floodplain
- 2 acres parks, trails, & streetscape
- 50 new single-family detached houses
- 200 new townhouses
- New streets and tree-lined sidewalks
Other City Projects

- New Doraville gateway signage
- New Peachtree Road Streetscape
- Flowers Park expansion
- Stormwater & Traffic Mitigation
- Parks & Trails Masterplan
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Chamblee’s Transformation

*Chamblee is evolving from its farming and industrial past into a modern urban center*

- Two major annexations that more than tripled the population
- Leveraging transportation resources: transit, roads, airport
- Dense zoning to allow for multistory mixed-use redevelopment. Flexible, but with standards.
- Engaged leaders & staff committed to partnerships
• Chamblee is bordered and crisscrossed by many state & US highway corridors
Chamblee’s Strategy

- Long range planning
  - Early LCI community
- Zoning update - UDO
- Hold to standards
- Use tools & partnerships as leverage
- Invest in ourselves
PARKVIEW ON PEACHTREE

- 303 RESIDENTIAL UNITS
- 55,000SF RETAIL & LOFT OFFICE
107,000SF OF RETAIL

45,000SF WHOLE FOODS MARKET

TAQUERIA DEL SOL

YEAH! BURGER

STARBUCKS

CHIPOTLE
THE OLMSTED

- 283 RESIDENTIAL UNITS
- 11,000SF RETAIL & OFFICE

ATLANTA BUSINESS CHRONICLE
Mercy Care

- 60,000SF Medical Office Building
- 77 Senior Housing Units
ATLANTA BUSINESS CHRONICLE

TRACKSIDE CHAMBLEE

- 80,000SF CLASS A OFFICE
- PATILLO INDUSTRIAL REAL ESTATE HEADQUARTERS

Chamblee
Peachtree Blvd
New Peachtree Rd
Chamblee Dunwoody Rd
Chamblee Tucker Rd
DeKalb Peachtree Airport

RENDERINGS/CONTRIBUTED
Quality of Life

- Placemaking
  - Downtown re/development
  - Flexible uses, high standards
- Corridor zoning / re-zoning
- Enhance mobility – Connections are key
- Infrastructure investment
Chamblee Rail Trail

A multi-use trail to connect neighborhoods to commercial areas. A 1-mile segment exists today, with an extension in the planning stages.
- Peachtree Gateway Partnership
- 501(c)(6) non-profit
- Partnership between Brookhaven, Chamblee, Doraville, Dunwoody
- Private and public entities
  - GA Power, Jim Ellis, Patillo, PDK
Regional Trail Network

North Dekalb Trail Connectivity Study
Developed by Atlanta Regional Commission
December 2015

Findings
High potential for northern Dekalb trail connectivity between cities as well as to regional trail corridors

Potential corridor opportunities to Peachtree Creek and PATH400 trails and, ultimately, the Beltline in the City of Atlanta

Recommendations
Four local MARTA rail stations to increase regional transportation connections

Adopt a coordinated northern Dekalb trail vision to connect four cities, PCIDs, and three MARTA stations

Study potential barrier locations, especially crossings at I-285

Support development of North Fork Peachtree Creek and PATH400 trails or other proposed trails of regional significance

Maximize connectivity by prioritizing complete street designs for high-stress streets throughout the North Dekalb area
Chamblee’s Buford Highway

- Much of it is newly annexed
- Culturally diverse
- Typical highway commercial zoning
- Very unique businesses
- Overbuilt but with good nodes
- Close residential neighborhoods
Buford Highway Corridor

- LCI planning
- Zoning review
- Urban Redevelopment Act
- City investment – Dresden Park expansion between nodes
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AUGUST 2017
**LCI PURPOSE**

- The Atlanta Metropolitan Area is included in a **non-attainment area** for ozone under the Clean Air Act Amendments of 1990.
- Because of this designation, the region must look toward better development practices that support increased use of transportation modes other than **single-occupant vehicles** to help reduce emissions and meet air quality requirements.
- The LCI Program seeks to increase the use of alternatives to driving alone by developing transportation projects and other programs to improve **accessibility**, expand **mixed-uses**, utilize **transit** and support further development in the study area.
- Evaluation of the existing infrastructure and development of likely scenarios should produce recommendations for **future investment** that support ARC’s Livable Centers Initiative Program.
**PROCESS**

1. Information gathering (Sep-Oct 2016)
2. Generate concepts (Nov 2016)
3. Present ideas (Dec 14 2016)
4. Finalize the plan (Jan-Feb 2017)
BuHi Survey

- 73% of respondents were single-occupant drivers
- 80% would prefer not to be
- Desire for “greener” streets
- Desire for more biking and walking opportunities
- Desire for places to gather
- Desire for housing with a wide range of price points
- Desire for housing for a wide range of stages of life
- 1 thing that must change: slower and safer road
- 1 thing that must never change: the diverse culture
23 BIG IDEAS
ENHANCED BUS SERVICE
ENHANCED BUS STOPS
WIDER SIDEWALKS
ADDITIONAL MID-BLOCK CROSSINGS
CONSOLIDATED CURB CUTS
Corridor travel speed of 35 MPH
CONCEPTUAL: CURRENT ROADWAY
CONCEPTUAL STEP 1: BUS LANE
CONCEPTUAL STEP 2: MEDIAN OPPORTUNITIES
CONCEPTUAL STEP 3: WIDER SIDEWALKS
I-285 INTERCHANGE AREA IMPROVEMENTS
BuHi Walk
NIGHT MARKET
BuHi Lanterns
BIKE-PED PLAN
CHAMBLEE TUCKER ROAD CONCEPT

GPA FALL 2017 CONFERENCE
13 Buford Highway
MASTER PLAN

12

GREEN SPACE PLAN
SIGNATURE PUBLIC SPACE

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ZONING:

FUTURE DEVELOPMENT
ZONING:

FUTURE DEVELOPMENT

Multi-Family

GPA FALL 2017 CONFERENCE
15 ZONING: URBAN DESIGN STANDARDS

- Interior streets
- Parking lot landscaping
- Storefronts
- Sidewalks
- Buildings on buford highway
- Drivethroughs & parking areas to the side or rear
ZONING: URBAN DESIGN STANDARDS

- Interior streets
- Parking lot landscaping
- Storefronts
- Sidewalks
- Buildings on Buford Highway
- Drivethroughs & parking areas to the side or rear
ZONING: MIXED INCOME RESIDENTIAL
ZONING: BALANCE OF USES

START LIMITING these…

CAR SALES

OUTDOOR DINING

CAR REPAIR

RESIDENTIAL

START ALLOWING these…
EXPANDED LOCAL FOOD IDENTITY
BuHi Gateway Signage
UNIFIED BUSINESS ORGANIZATION
FUTURE COMMUNITY IMPROVEMENT DISTRICT
BuHi Community Land Trust

1. CLT receives land and holds it forever.

2. CLT works with the local community and its development partner to develop ideas and build the housing to meet local needs.

3. A mutual home ownership society is formed locally and secures a group mortgage to buy all the houses.

4. Residents join the mutual home ownership society and buy equity shares or pay rent to cover the mortgage.

5. Residents manage and maintain their homes with input from the local community.

6. People leave taking any equity with them and a share in any increase in value.

7. Home is available for new residents at low cost.
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