Final Report

10-YEAR UPDATE FOR THE

# Chamblee Town Center Livable Centers Initiative

CITY OF CHAMBLEE, GA

Kimley-Horn and Associates, Inc.

February 2014

5024
5024
5024

# TABLE OF CONTENTS

**Introduction** ..... 4

**Part 1: Inventory and Assessment** ..... 7

Previous LCI Updates ..... 9

Study Area Context ..... 10

Existing Conditions ..... 12

Existing Land Use ..... 14

Existing Zoning ..... 16

Existing Transportation Infrastructure ..... 18

Market Analysis ..... 22

**Part 2: Concept Plan** ..... 27

Issues and Opportunities ..... 30

Framework Plan ..... 32

Subarea Concepts ..... 34

**Part 3: Recommendations** ..... 45

Development Recommendations ..... 47

Comprehensive Plan Update and Land Use Policy ..... 48

Urban Design Priorities ..... 50

Historic Resources ..... 52

Market/Economic Development ..... 53

Lifelong Community Strategy ..... 54

Zoning Considerations ..... 55

Transportation Recommendations ..... 57

Pedestrian ..... 58

Bicycle ..... 62

Corridor ..... 64

Gateway ..... 65

Parking ..... 68

Transit ..... 69

**Part 4: Implementation** ..... 71

City of Chamblee Priorities ..... 73

5-Year Action Plan ..... 74

Implementation Tools ..... 82

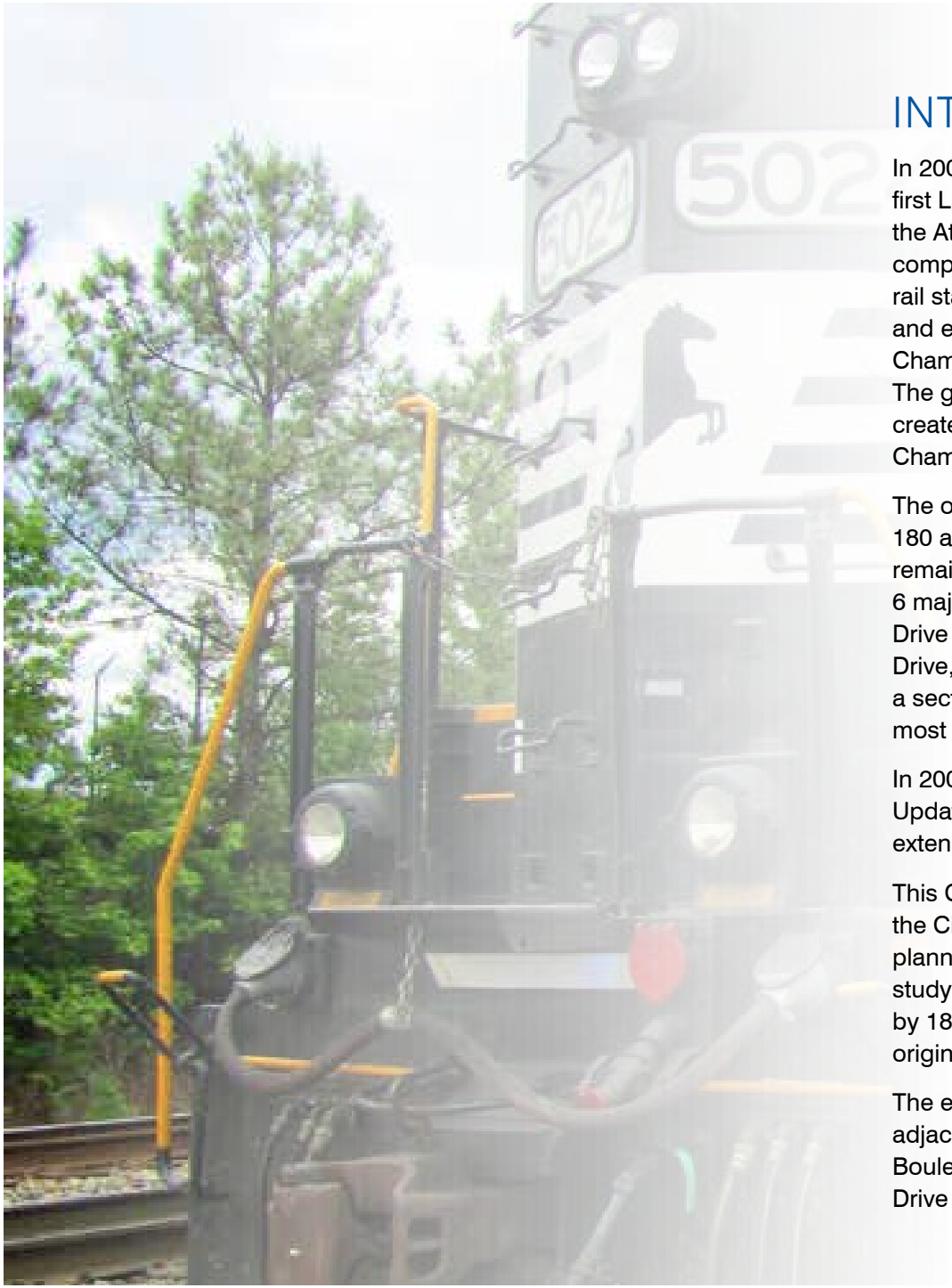
25-Year Projections ..... 83

**Part 5: Appendix** ..... 85

Market Analysis Report ..... 87

Existing Transportation Infrastructure ..... 111

Public Meeting Summaries ..... 125




# INTRODUCTION

In 2001, The City of Chamblee completed one of the Atlanta region's first Livable Centers Initiative (LCI) Plans with funding assistance from the Atlanta Regional Commission (ARC). The original study area was comprised of the area immediately surrounding the Chamblee MARTA rail station. The original LCI was completed at a time of rapid growth and economic development in the Atlanta metropolitan region, and Chamblee sought to position itself to take advantage of this growth. The goal of the original LCI was to capitalize on the region's growth and create a dense, mixed-use, walkable environment to spur investment in Chamblee, near the Chamblee MARTA train station.

The original boundaries of the Chamblee LCI study area totaled 180 acres, with 120 acres northwest of the MARTA rail line and the remaining 60 acres to the southeast. The boundaries were defined by 6 major roads, Peachtree Boulevard (SR 141) to the northwest, Pierce Drive to the southeast, across the tracks to Burk Terrace and Burk Drive, to Chamblee Tucker Road along the southern border, along with a section of New Peachtree Road, and Clairmont Road as the western most boundaries.

In 2007 and 2012, the City of Chamblee completed Five-Year Plan Updates to the original 2001 LCI plan. The updates provide an extensive review of Chamblee's LCI history and past implementations.

This Chamblee Town Center LCI 10-year Update not only provides the City with an opportunity to reevaluate and build upon 12 years of planning near the MARTA Station, but also expands Chamblee's LCI study boundaries. This update expands Chamblee's LCI boundaries by 180 acres to roughly 300 acres, adding 120 acres northeast of the original boundary line to include the historic Downtown Chamblee area.

The expanded Chamblee LCI study area encompasses the land adjacent to the Chamblee MARTA rail station, between Peachtree Boulevard (SR 141) to the west, Chamblee Tucker Boulevard and Burk Drive to the east, and the MARTA rail line north to Ingersoll Rand Drive.

It is located in the center of the City of Chamblee and is approximately 15 miles from Downtown Atlanta.

The Chamblee Town Center LCI 10-Year update details a vision for the future of the study area as determined through a six-month planning process including input from community leaders, residents and property owners during a series of public workshops. These workshops allowed residents, local business owners, and stakeholders to work with the Planning Team and City staff to craft their vision for the future of the area and to prioritize public investments that have the greatest potential to improve quality of life over the next 5 years.

The Chamblee Town Center Master Plan includes a five-year action plan that focuses on the community's vision for Downtown:

- Enhancing Chamblee's sense of place
- Increasing walkability
- Improving the Chamblee MARTA rail station area
- Providing a higher quality of life
- Adding more places to work, shop, and have fun

The plan includes projects and initiatives aimed at spurring high-quality development, increasing connectivity, and providing transportation options that build upon past planning efforts based on an updated assessment of market conditions, land use/development, transportation facilities, and analysis of area challenges and opportunities.

The goals of the Chamblee Town Center Master Plan are to:

- Clarify the vision and future market potential of the Chamblee Downtown and MARTA rail station area
- Provide additional detail and direction to the City of Chamblee comprehensive plans
- Offer recommendations to improve local zoning regulations and encourage appropriate future development/redevelopment
- Prioritize public improvement projects, identify funding sources and move key projects toward implementation by providing a five-year action plan

The report is divided into four sections; inventory and assessment, concept plan, recommendations and implementation. The inventory and assessment section focuses on existing land use, transportation, and market conditions within the study area. The concept plan section, focuses on the land use framework, design standards, sub area concepts, and other elements which help detail the vision for the area. The recommendations section outlines land use, development framework and priority transportation projects, policies and strategies, and the implementation section outlines City of Chamblee priority projects and strategies needed to guide the community through successful implementation of the plan's key projects and elements.

Welcome to Cho
RUS

# PART 1 : INVENTORY AND ASSESSMENT

## CHAMBLEE LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

# INVENTORY AND ASSESSMENT

The Inventory and Assessment records and assesses current conditions within the study area as of the Fall of 2013. The existing conditions assessment is based on information provided by the City of Chamblee, additional data gathered by the Planning Team and public input from a series of stakeholder interviews and a public kick-off meeting. The following section provides an overview of past goals and initiatives, land uses, zoning, and transportation infrastructure. The inventory and assessment also includes an updated market assessment, which is particularly important to this effort as market conditions have changed dramatically from the growth the Atlanta area experienced in the early 2000s to the Great Recession of 2008-2012. The market assessment plays an important role in assessing the potential for and policies necessary to support future development within the Chamblee Town Center.

# PREVIOUS LCI UPDATES

Chamblee's original LCI was completed in 2001. Two five-year updates have been performed since, 2007 and 2012. Below is a listing of the accomplishments of each plan.

**2001 ORIGINAL LCI:**

The following elements resulted from the efforts of the original LCI.

- Led to several key developments and improvements surrounding the Chamblee MARTA rail station
- Adoption of the Mid-City Overlay Zoning District (2001) and performance based zoning regulations (2006)
- City received $2.2 million in LCI funding for pedestrian improvements
- Adoption of the Bicycle and Pedestrian Plan
- Acquisition of abandoned rail line that is now Perimeter Trail
- 2006 update to Comprehensive Plan

**2007 LCI FIVE-YEAR PLAN UPDATES:**

The following elements resulted from the efforts of the 2007 Five-Year LCI Update.

- Chamblee Tucker Road Pedestrian Corridor
- Hood Avenue Pedestrian Corridor
- Peachtree Boulevard Pedestrian Facility
- Chamblee Area MARTA Station Improvements
- Peachtree Road Pedestrian Facility

Efforts from the 2012 LCI FIVE-YEAR PLAN UPDATE are still in progress. These primarily consist of furthering Chamblees Rail Trail system and additional streetscape improvements. Please see Report of Accomplishments regarding the status of the 2012 5-Year Update projects and initiatives on page 10.

# REPORT OF ACCOMPLISHMENTS

*Transportation Initiatives*

| Project | Description | PE Year | Construction Year | STATUS: Complete | STATUS: Underway | STATUS: Not Started | STATUS: Not Relevant | February 2014 10-Year Update Notes |
|---|---|---|---|---|---|---|---|---|
| Multi-use Greenway Corridor | Bicycle and Pedestrian installations | 2013 | 2013-2017 | | | x | | This corridor is called out in this LCI 10-year update plan as Project B1 in the Bicycle Projects (refer to pages 62 and 63). |
| Watkins Ave Sidewalks | Installation of sidewalks, lighting, landscaping and street furnishings on Watkins Ave. from Chamblee-Tucker Rd. to New Peachtree Rd. | 2014 | 2013-2017 | | | x | | This project is called out in this LCI 10-year update plan as Project P12 in the Pedestrian Projects (refer to pages 58 - 60). |

*Housing Projects/Initiaties* ***There were none listed in the November 16, 2012, Updated 5-Year Action Plan: 2013-2017 Chamblee LCI***

*Other Local Initiatives*

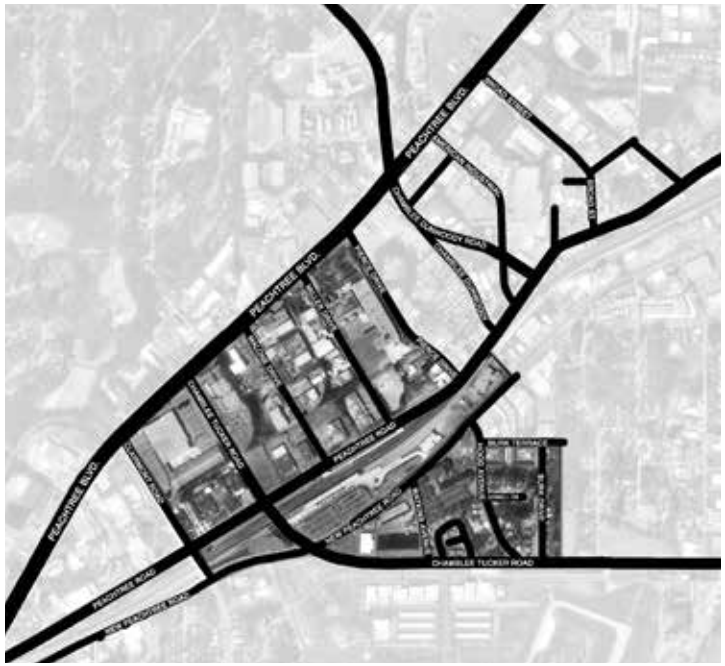
| Project | Description | Study / Implementation Year | STATUS: Complete | STATUS: Underway | STATUS: Not Started | STATUS: Not Relevant | February 2014 10-Year Update Notes |
|---|---|---|---|---|---|---|---|
| Parking Study | Parking Study to include Feasibility fee-in-lieu of parking | 2013 | | | x | | This LCI 10-year update plan includes a list of parking recommendations to help guide a future parking study (refer to page 68). |
| Trail Strategic Plan | | 2013-2017 | | | x | | This project is called out in this LCI 10-year update plan as Project B1 and B3 in the Bicycle Projects (refer to pages 62 and 63). |

# STUDY AREA CONTEXT

The study area is centered around the Chamblee MARTA rail station, which opened in 1984. This rail station has long been considered a commuter rail station, with surface parking lots on all sides. The abundance of surface parking, while convenient for nearby residents who travel there by car, has created low density development around the station and serves as a barrier between the northwest and southeast sides of the city. In 2013, the LCI study area increased from its original limits in the 2001 LCI to include key civic areas such as City Hall, the Community Center, the Chamblee Police Station, and Broad Street's "Antique Row District." Figure 1.1 shows this expansion.

Downtown Chamblee is conveniently located near regional freeways, such as I-285 and I-85, and only minutes away from activity and employment centers such as downtown Atlanta, Buckhead, and the Perimeter area. The Town Center also has convenient access to MARTA and has remained fairly affordable for an "inside the Perimeter" address. For those reasons, the LCI has experienced increased housing demand. While some commercial development has occurred within the study area, such as the Chamblee Village shopping center, office and other commercial development has been limited due to competition with these and other nearby markets.

## 2008 STUDY AREA




## 2013 STUDY AREA

FIGURE 1.1

# EXISTING CONDITIONS

The Chamblee Town Center study area is located northeast of Atlanta just inside I-285, between Georgia 400 and I-85. Peachtree Boulevard (SR 141) and Buford Highway (SR 23) serve as Chamblee's primary arterials, framing Chamblee's primary business district.

There are approximately 300 acres in the LCI area, which is comprised of a mixture of land uses. During the late nineteenth century, an intersection of two railroads was constructed in Chamblee. Serving as a regional transportation port at an early age, Chamblee was incorporated in 1907.

Chamblee served as the site of U.S. military operations during WWI and WWII, housing over 40,000 servicemen in WWI and later as a Navy Flight Training Center towards the end of WWII. Between 1947 and 2008, there was a huge influx of industrialization in Chamblee's geography. With the General Motors plant in neighboring Doraville, Chamblee experienced growth in blue-collar industry and residents.

Over time, manufacturing plants began locating along Peachtree Industrial Boulevard (now Peachtree Boulevard) and the railroad. This development persisted throughout the late 1940s and eventually dissipated by the late 1980s. In place of the industrialized development a series of auto-dealerships and other commerical strip centers emerged on Peachtree Boulevard.

Within the LCI study area there are two distinct areas of development - the original LCI study area and the newly added Downtown area, with the dividing line being Pierce Drive. Some of the key developments within the original LCI study area include the Chamblee MARTA rail station, the Interactive College of Technology, the First Baptist Church of Chamblee, the Atlanta Chinatown Mall, Senior Connections Senior Center, and Chamblee Village.

The newly added Town Center area includes a mixture of low-density commercial and industrial development along Pierce Drive, Chamblee Dunwoody Way, and Peachtree Boulevard, Chamblee City Hall, Old Chamblee Bistro, Vintage Pizza, the Frosty Caboose, and a well-known Chamblee landmark, the Antique District along Broad Street. Figure 1.2 shows the study area.

PEACHTREE BLVD.
141
PEACHTREE BLVD.
BROAD STREET
AMERICAN INDUSTRIAL WAY
AMERICAN DRIVE
IRVINDALE WAY
INDEPENDENCE PARKWAY
BROAD STREET
CHAMBLEE DUNWOODY ROAD
CHAMBLEE DUNWOODY WAY
PEACHTREE ROAD
PEACHTREE ROAD
CHAMBLEE DUNWOODY ROAD
PIERCE DRIVE
MILLER DRIVE
MALONE DRIVE
PIERCE DRIVE
MILLER DRIVE
MALONE DRIVE
CHAMBLEE TUCKER ROAD
CLAIRMONT ROAD
PEACHTREE ROAD
NEW PEACHTREE ROAD
WATKINS AVENUE
BURK TERRACE
HOOD AVENUE
BURK DRIVE
DOWELL DR
CHAMBLEE TUCKER ROAD
CHAMBLEE TUCKER ROAD

FIGURE 1.2

# EXISTING LANDUSE

A review of the existing land uses within the study area allowed the planning team to analyze development in the area as it exists currently. The following land use information was gathered by the planning team through a visual survey in September of 2013.

As mentioned previously, the LCI area is a mixture of various land uses that includes two uniquely identifiable areas - The Chamblee Antique Row and Civic District called the “Downtown Subarea” and the Chamblee MARTA rail station called the “Transit Oriented Development (TOD) Subarea.” These areas serve as a way to examine the LCI area on a larger scale.

As illustrated in Figure 1.3, the LCI area is primarily residential and commercial with 46% residential and 36% commercial. Seven percent of the remaining land use holds the Chamblee MARTA rail station, utilities, and the Interactive College of Technology.  The final 11% consists of either vacant buildings or undeveloped land.

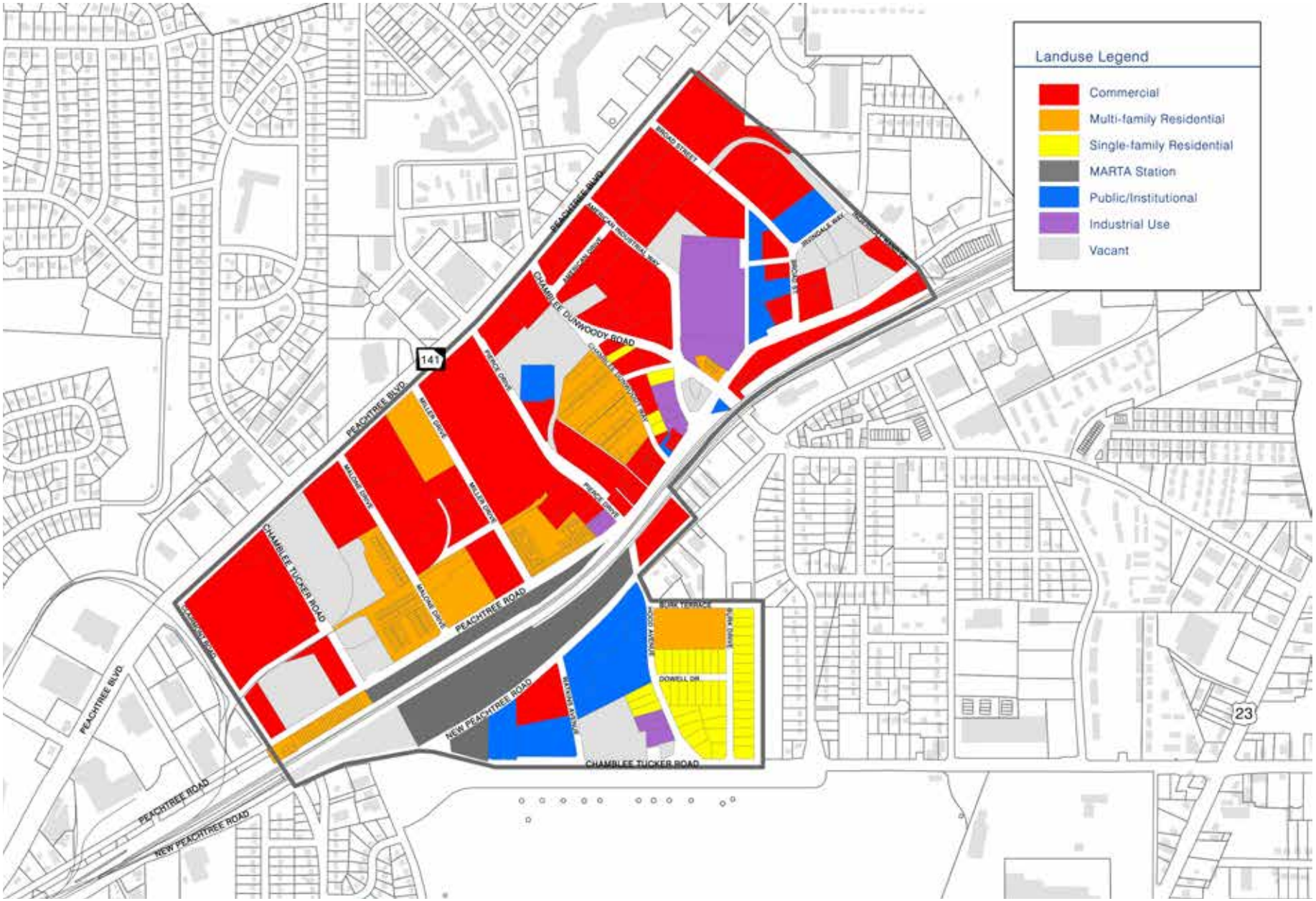

Landuse Legend
Commercial
Multi-family Residential
Single-family Residential
MARTA Station
Public/Institutional
Industrial Use
Vacant
PEACHTREE BLVD.
CHAMBLEE TUCKER ROAD
PEACHTREE ROAD
NEW PEACHTREE ROAD
CHAMBLEE DUNWOODY ROAD
BROAD STREET
141
23

FIGURE 1.3

# EXISTING ZONING

The City of Chamblee is comprised of nine different zoning categories. The zoning categories include:

- Corridor Commercial
- Corridor Residential
- Light Industrial
- Neighborhood Commercial 1
- Neighborhood Commercial 2
- Neighborhood Residential 1
- Neighborhood Residential 2
- Village Commercial
- Village Residential

Traditional zoning segregates land uses from one another and places them into categories such as single -family, multi-family, office, and commercial. Contemporary zoning allows for more flexibility through a mixture of land uses. Of the City of Chamblee's current zoning classifications, the Village Commercial and Village Residential classifications provide such mixing of uses and flexibility.

The Chamblee LCI study area represents three of the nine zoning categories - Village Commercial, Light Industrial, and Corridor Commercial, however, Village Commercial makes up 95%of the LCI study area. Figure 1.4 shows the location of the zoning designations within the study area.

The Village Commercial zoning designation was added in 2006, and includes more stringent requirements than traditional zoning. These requirements include detailed design elements, required commercial areas, restrictions on residential dwelling unit size, etc. This zoning designation's intent is to aid in high-quality development that will lead to a more walkable, vibrant district.

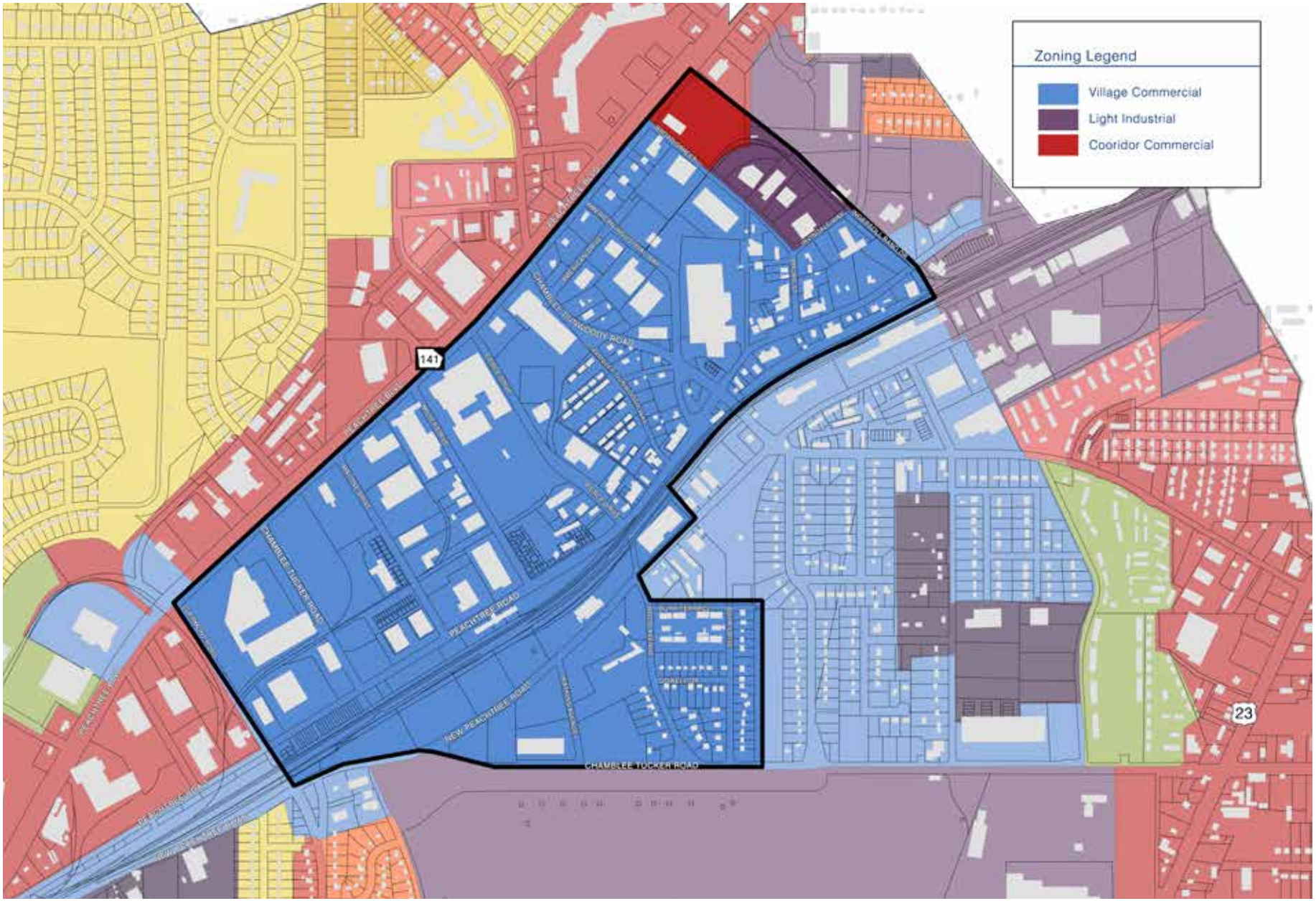

Zoning Legend
Village Commercial
Light Industrial
Cooridor Commercial
141
23
PEACHTREE ROAD
NEW PEACHTREE ROAD
CHAMBLEE TUCKER ROAD

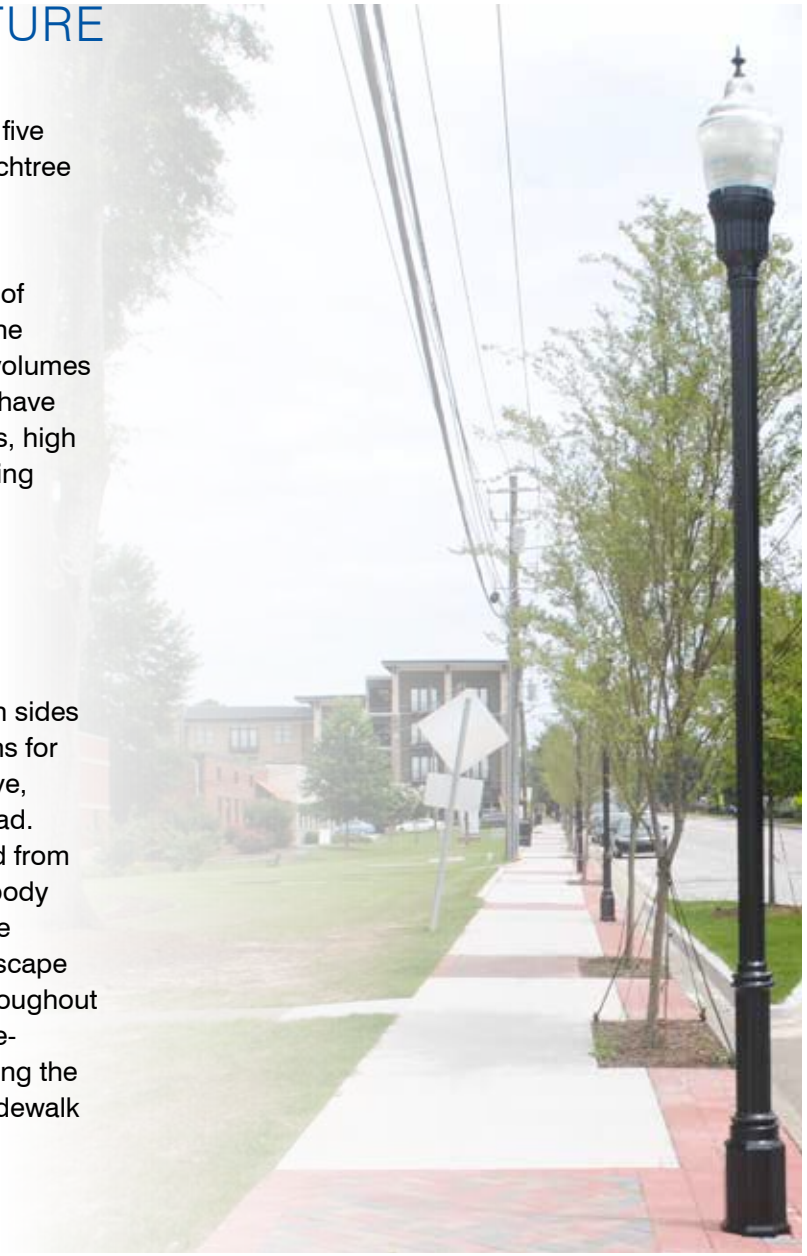
FIGURE 1.4

# EXISTING TRANSPORTATION INFRASTRUCTURE

## ROADWAY NETWORK

The study area includes one urban principal arterial, Peachtree Boulevard (SR 141), five minor arterials (Peachtree Road, Clairmont Road, Chamblee Tucker Road, New Peachtree Road, and Chamblee Dunwoody Road), one collector (Peachtree Road northeast of Chamblee Dunwoody Road), and a number of local roads not including driveways.

Based on Annual Average Daily Traffic (AADT) counts from the Georgia Department of Transportation (GDOT), Peachtree Boulevard carries over 35,000 vehicles per day, the highest traffic volume in the study area. Clairmont Road has the next highest traffic volumes in the area with approximately 13,000 vehicles per day. These two roadways do not have many useful sections of sidewalk and are primarily vehicle-oriented with high speeds, high vehicular volumes, and limited crossing opportunities. Figure 1.5 illustrates the existing roadway network.



## EXISTING SIDEWALKS

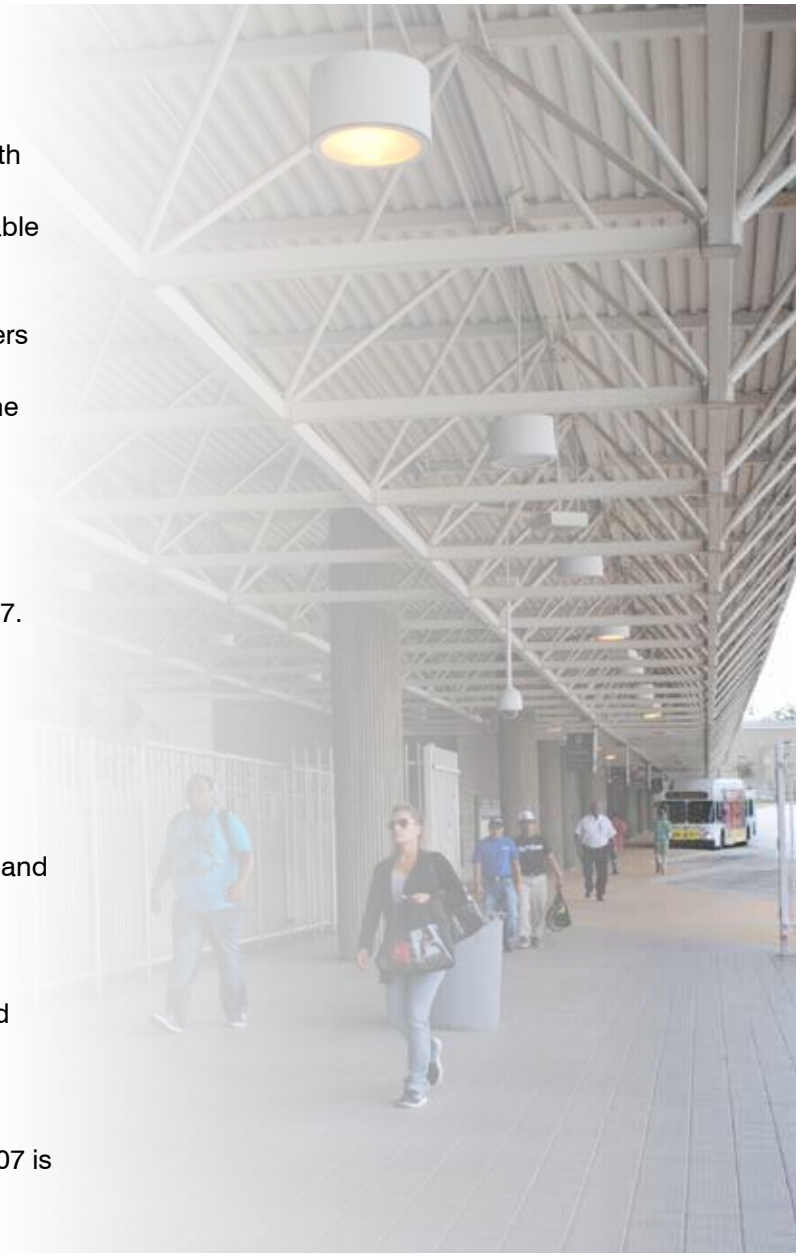
The roadways immediately surrounding the MARTA transit station (Peachtree Road, Chamblee Tucker Road, and New Peachtree Road) primarily have sidewalks on both sides of the roadway with complete connections (100% both sides). The poorest conditions for pedestrians (meaning that significant gaps exist) are along Malone Drive, Pierce Drive, American Drive, and American Industrial Way northeast of Chamblee Dunwoody Road. The sections of roadway where sidewalks exist on only one side are Peachtree Road from Clairmont Road to Chamblee Tucker Road, parts of Malone Drive, Chamblee Dunwoody Way, Chamblee Dunwoody Road, Broad Street, and Peachtree Road from Chamblee Dunwoody Road to Ingersoll Rand Drive. Most sidewalks do not meet current streetscape guidelines except those recently constructed. Pedestrian crossings are sufficient throughout much of the study area, except when crossing Peachtree Boulevard, which is vehicle-oriented with high speeds and high vehicular volumes. These attributes make crossing the roadway difficult and dangerous for pedestrians. Figure 1.5 illustrates the existing sidewalk network.

Legend
100% Sidewalk Both Sides
100% Sidewalk One Side
More Than 50% Sidewalk
10% to 50% Sidewalk
Less Than 10% Sidewalk
Chamblee Rail Trail
MARTA Bus Routes
MARTA Rail
Norfolk Southern
Pedestrian Crossings
MARTA Bus Stops
Traffic Signals
MARTA
Parks
Structured Parking
Surface Parking
Vacant Lots
PEACHTREE BLVD.
BROAD STREET
BRIDGE DRIVE
CHAMBLEE DUNWOODY ROAD
PIERS DRIVE
CHAMBLEE TUCKER ROAD
PEACHTREE ROAD
NEW PEACHTREE ROAD
WATKINS AVENUE
HOOPER AVENUE
POWELL DR.
BURK TERRACE
BURK DRIVE
141
23

FIGURE 1.5

## EXISTING TRANSIT

MARTA operates a heavy rail line and six bus routes within the study area. The bus routes include Routes 19, 25, 33, 47, 126, and132. Route 25 runs along Peachtree Boulevard and Johnson Ferry Road. Routes 19, 33, 47, and 126 terminate at the south side of the Chamblee MARTA Station. Route 132 terminates at the north side of the Chamblee MARTA Station. The study area is serviced by a significant amount of reliable transit and has the potential to focus more Transit Oriented Development (TOD) in the area. Currently, The Chamblee MARTA rail station does not allow pedestrians to cross through the station without paying the fare. This creates an issue for transit users connecting between different bus routes and for pedestrians seeking a quicker route to downtown Chamblee. A map illustrating the existing transit routes is provided in the Appendix.



## DEKALB CTP 2007

A Comprehensive Transportation Plan (CTP) was prepared for DeKalb County in 2007. While the full plan was never fully adopted by the County, it did provide a number of projects for the County to proceed on implementing projects. The following are the projects that existed within the study area:

- Two intersection projects were proposed to enhance the safety at the intersections
- New bus route configurations were proposed for Chamblee Tucker Road and Peachtree Boulevard
- Bicycle facility additions along Peachtree Road and New Peachtree Road
- Sidewalk additions along Clairmont Road and Chamblee Dunwoody Road
- Widening Peachtree Boulevard from 4 to 6 lanes

A new Comprehensive Transportation Plan is currently being developed for DeKalb County and set to be complete in March 2014. A map illustrating the DeKalb CTP 2007 is provided in the Appendix.

## REGIONAL TRANSPORTATION PLAN - PLAN 2040

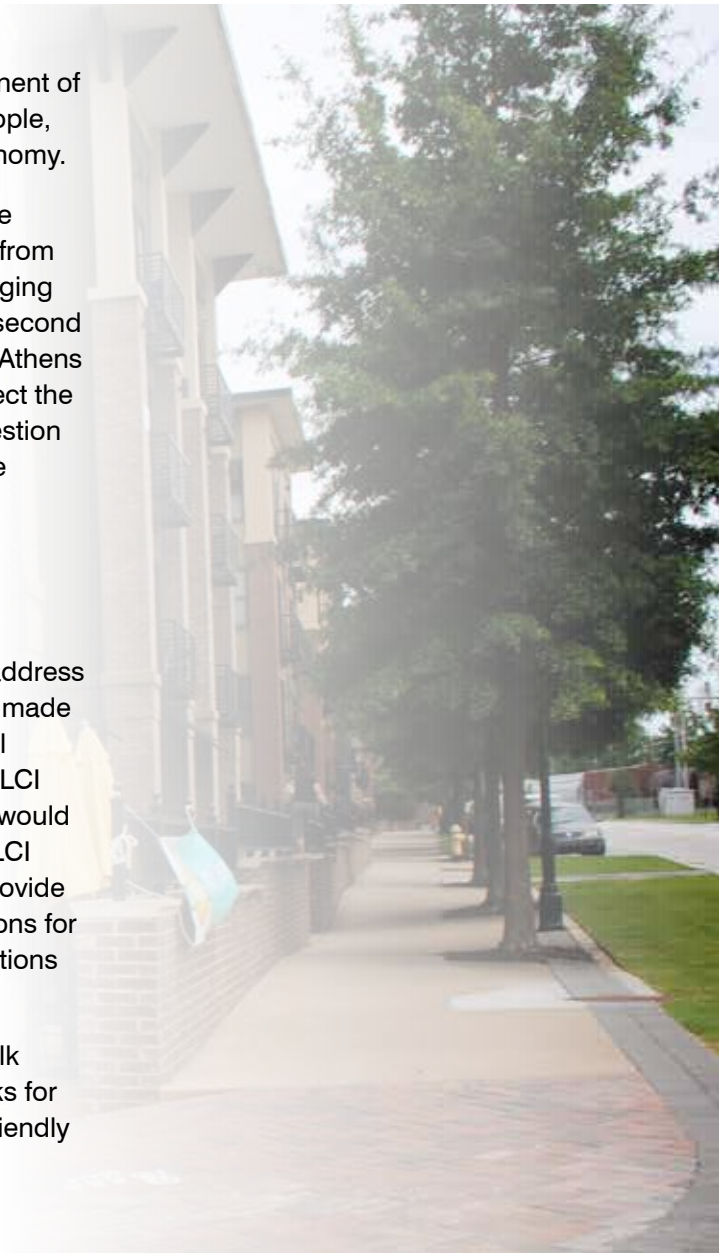
The Atlanta Regional Commission (ARC) adopted the Regional Transportation Plan component of PLAN 2040 in 2009, as required by USDOT. The plan's five objectives focus on: serving people, building community, enhancing mobility, preserving the environment, and growing the economy.

There are two projects from that plan that are located within the LCI boundary. Both of these projects are long-term/aspirations. The first project is the widening of Peachtree Boulevard from four to six lanes. This project would allow for a better flow of traffic, but also make it challenging to make Peachtree Boulevard a more walkable and safe environment for pedestrians. The second project is the proposed commuter rail transit line that would connect inner-city Atlanta with Athens and the cities along the route. This project would use existing right-of-way and better connect the northeast suburbs of Atlanta to transit. The commuter rail is expected to help reduce congestion on Interstate 85. A map illustrating the Regional Transportation Plan 2040 is provided in the Appendix.

## CHAMBLEE COMMUNITY ACTIVE LIVING PLAN (ALP)

The DeKalb County Board of Health completed the Chamblee Community ALP in 2011 to address the infrastructure needs to keep residents active. In the plan, there were recommendations made for improvements to sidewalks, crosswalks, bicycle facilities, and to reduce speeds on local roadways for better pedestrian and bicycle safety. The biggest project proposed within the LCI area is to add bicycle facilities and enhance sidewalks along Peachtree Road. This project would better connect the area around the MARTA rail station with the more traditional side of the LCI near the antique shops and City Hall. It also provides more pedestrian activity, which will provide a mechanism for denser, more transit-oriented development. The proposed recommendations for Peachtree Road also are in the Regional Bicycle and Pedestrian Plan. Similar recommendations also were made for New Peachtree Road, on the south end of the MARTA Station area.

As stated above, Peachtree Boulevard is challenging for pedestrians to cross. The crosswalk improvements proposed in the ALP are necessary. Providing improved and safer crosswalks for pedestrians will make the commercial areas along Peachtree Boulevard more pedestrian-friendly and accessible to Chamblee residents. A map illustrating the Chamblee Community ALP is provided in the Appendix.



# MARKET ANALYSIS

## POPULATION

In 2012 the LCI study area contained 1,831 residents. The largest age cohort in both 2000 and 2012 was 25-34 year-olds (Figure 1.6). All cohorts over age 25 reported growth between 2000 and 2012, led by the 45 and 54 age group. The largest loss was 138 persons in the 15-24 age cohort, representing a 35% decline. This cohort fell from second, to third-largest over the 12-year period, representing a decline in high-school and college students.

## HOUSEHOLDS/INCOME

In 2012, there were 756 households in the LCI study area. From 2000 to 2012, the LCI added households in all income cohorts, but two-thirds of the growth was concentrated between $50,000 and $149,999. Households earning $50,000-$74,999 became the largest cohort by 2012, replacing the $35,000-$49,999 cohort. The LCI has become more affluent over the last 12 years, with 21% of households earning over $100,000 in 2012, up from 10% in 2000. (Figure 1.7)

FIGURE 1.6: LCI POPULATION BY AGE 2000-2012

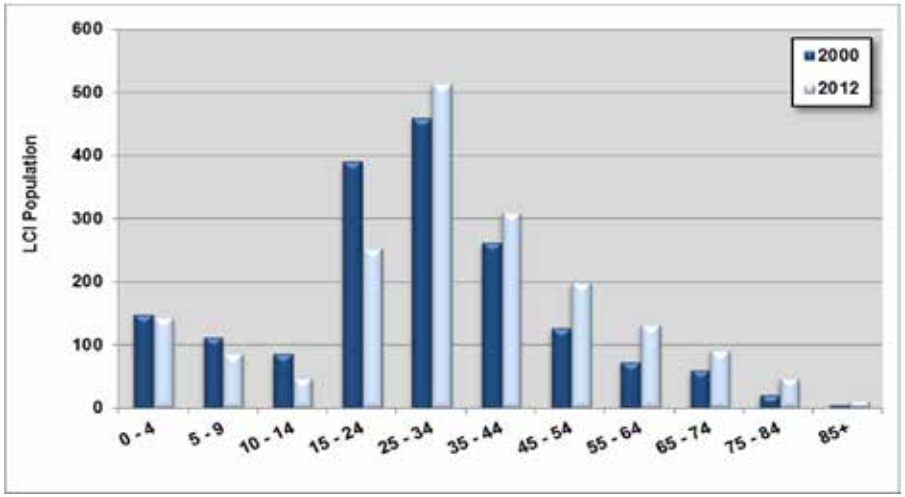
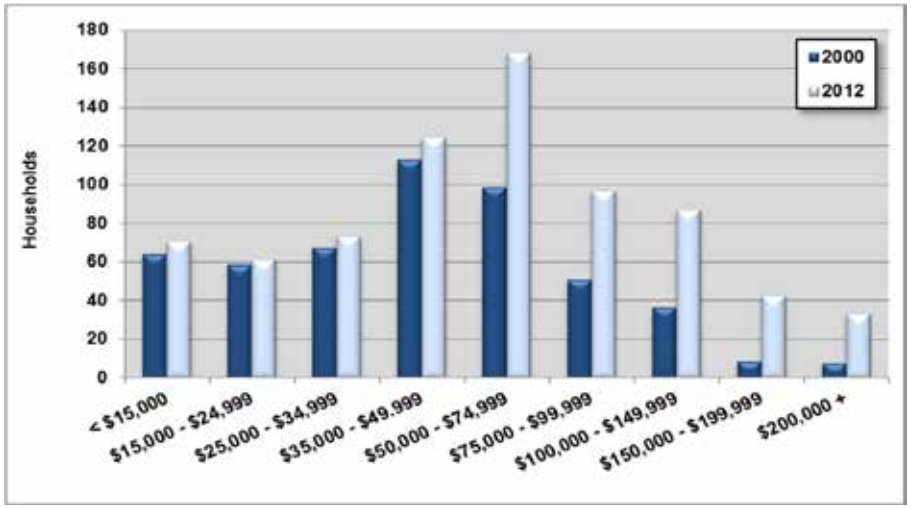



FIGURE 1.7: LCI HOUSEHOLD BY INCOME COHORT 2000-2012



Nationally, the share of single-person households increased from 25.8% in 2000 to 26.7% in 2010, while the percentage of two-person households declined. During the same time period, the LCI's one-person household share increased more significantly from 16.6% to 40.3%. Two-person households increased substantially as well, with households of 3-5 persons or more.

The LCI had an owner-occupied share of 35% in 2012, down from 38% in 2000. However, the renter-occupied share also decreased from 56% to 44%, attributable to a dramatic rise in vacancy from 6.4% to 20.9%. This level of vacancy is well above a 7%-8% standard equilibrium for housing markets is not sustainable over the long-term.

## EMPLOYMENT

While trend data was not available for the LCI, Transportation Analysis Zone (TAZ) data from ARC was used to determine a 2010 snapshot of employment. Some TAZ's were located entirely in the LCI, while others partially in the LCI were estimated on an area weighted basis. The majority of 2,136 LCI jobs are in retail trade (25.5%), Information (21.3%), and Construction (12.0%). (Figure 1.8)

FIGURE 1.8: LCI EMPLOYMENT 2010

| Industry | Jobs | % of Total |
|---|---|---|
| Agriculture and Mining | 0 | 0.0% |
| Construction | 256 | 12.0% |
| Manufacturing | 58 | 2.7% |
| Wholesale Trade | 123 | 5.8% |
| Retail Trade | 544 | 25.5% |
| Transportation, Warehousing & Utilities | 77 | 3.6% |
| Information | 455 | 21.3% |
| F.I.R.E. | 59 | 2.8% |
| Professional Services | 186 | 8.7% |
| Educational Services | 39 | 1.8% |
| Healthcare and Social Assitance | 86 | 4.0% |
| Other Services | 179 | 8.4% |
| Public Administration | 73 | 3.4% |
| Total | 2,136 | 100.0% |

Source: ESRI; Georgia DOL; Kimley-Horn and Associates

## REAL ESTATE TRENDS

Submarket vacancy peaked at 11.2% in 2009, following two years of completions outpacing demand. The Submarket subsequently rebounded with strong net absorption in 2010, combined with limited deliveries in 2011 and 2012. The vacancy rate fell to 6% by year's-end 2012. These trends mirrored the nation over the same period.

For the last five years, the average monthly rent in the North DeKalb Submarket has been around $80 per month higher than the larger Atlanta Metro area. As of year-end 2012, the Submarket average rent of $959 was 5.1% higher than $912 in 2009. The Atlanta Metro was slower to recover, with the average rent of $873 in 2012 up only 3.3% from $845 in 2009.

There was only one year of inventory growth between 2008 and 2012, attributable to the conversion of single-tenant buildings to multi-tenant space. Net absorption was negative in all years except for 2009. The vacancy rate increased from 9.6% in 2008-2009 to 14.6% in 2012, indicating the impact of job losses during and after the 2007-2009 recession.

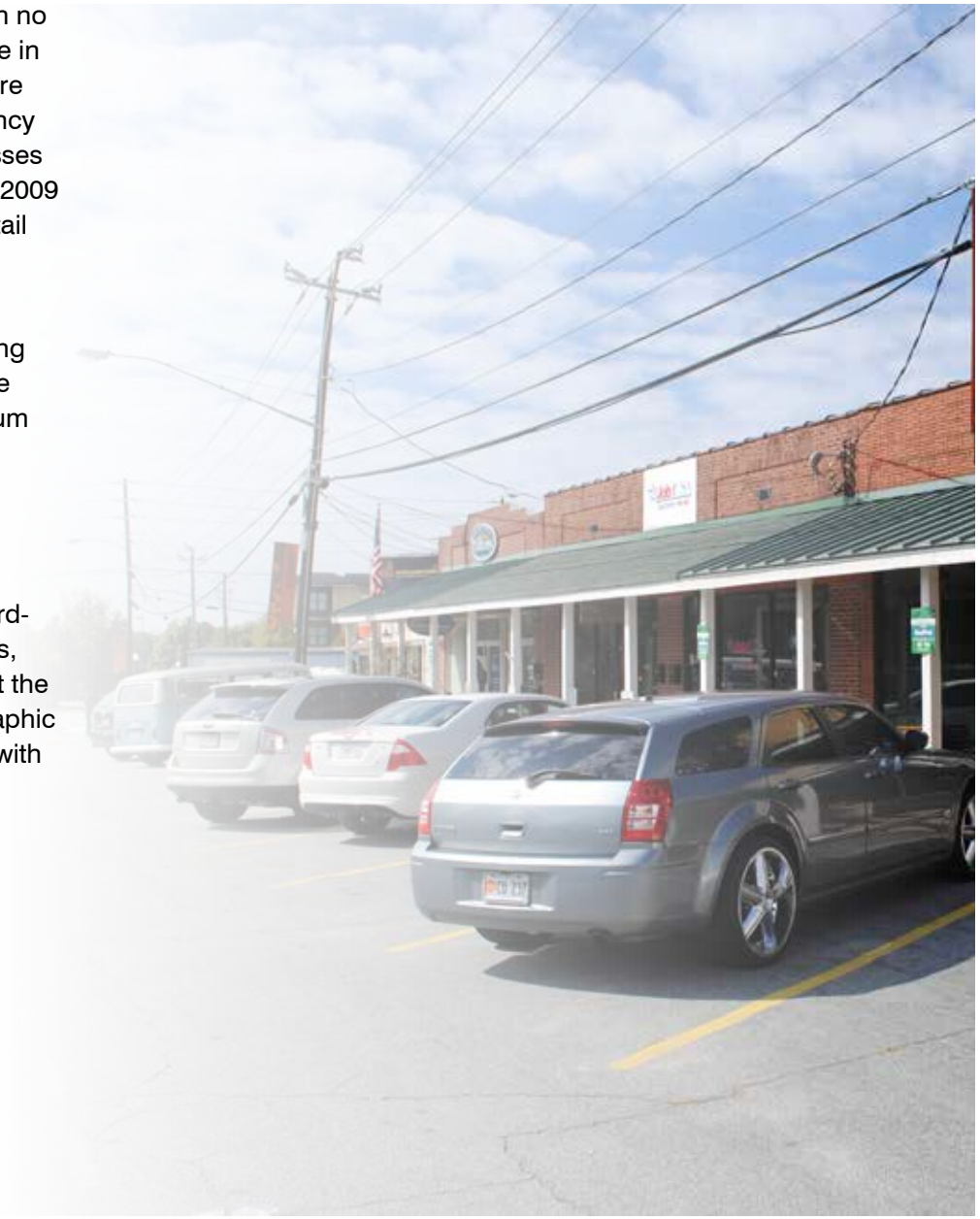
Monthly rents in the Northeast Atlanta/I-85 Submarket have been trending around $3.50 per month less than that of the larger Atlanta Metro Area, reflecting the concentration of older product constructed in the 1960's and 1970's. Rents in both the Submarket and the larger metro area are virtually unchanged from 2008.

Retail center completions have been on the decline since 2008, with no space added between 2010 and 2012. Net absorption was negative in four of the five years, with the only positive measure of 23,000 square feet in 2011. Since increasingly sharply to 15.9% in 2009, the vacancy rate has posted no improvement. This reflects the impact of job losses and static wages on consumer spending during and after the 2007-2009 recession, as well as retrenchment and consolidation in national retail chains.

The average retail rent for the Submarket was $18.69 in both 2009 and 2012, reflecting generally flat supply and demand trends. During the same period, the Atlanta Metro Area posted a decline in average retail rent from $17.49 to $17.19. As a result, the Submarket premium increased from $1.20 (6.4%) to $1.50 (8%).

## MARKET SWOT ANALYSIS

The information on the following page represents a strategic, forward-looking evaluation of the LCI's strengths, weaknesses, opportunities, and threats (SWOT), grounded in facts and informed thinking about the future. It combines quantitative real estate, economic, and demographic analysis with qualitative research, including stakeholder interviews with community leaders, area businesses, and local civic organizations.



## Strengths

- MARTA transit station provides comparatively quick access to regional employment centers
- MARTA-owned parcels adjacent to transit station are well-positioned for redevelopment and location inside I-285
- Equidistant to Buckhead and Perimeter Center employment and regional retail
- Comparative housing affordability for areas inside I-285 and west of I-85
- Strong local school performance
- Growing higher-income household base, with 21% earning over $100k in 2012, more than double the 10% share in 2000
- Large and growing 25-34 age cohort
- Strong citizen participation in planning efforts and support for growth in LCI

## Weaknesses

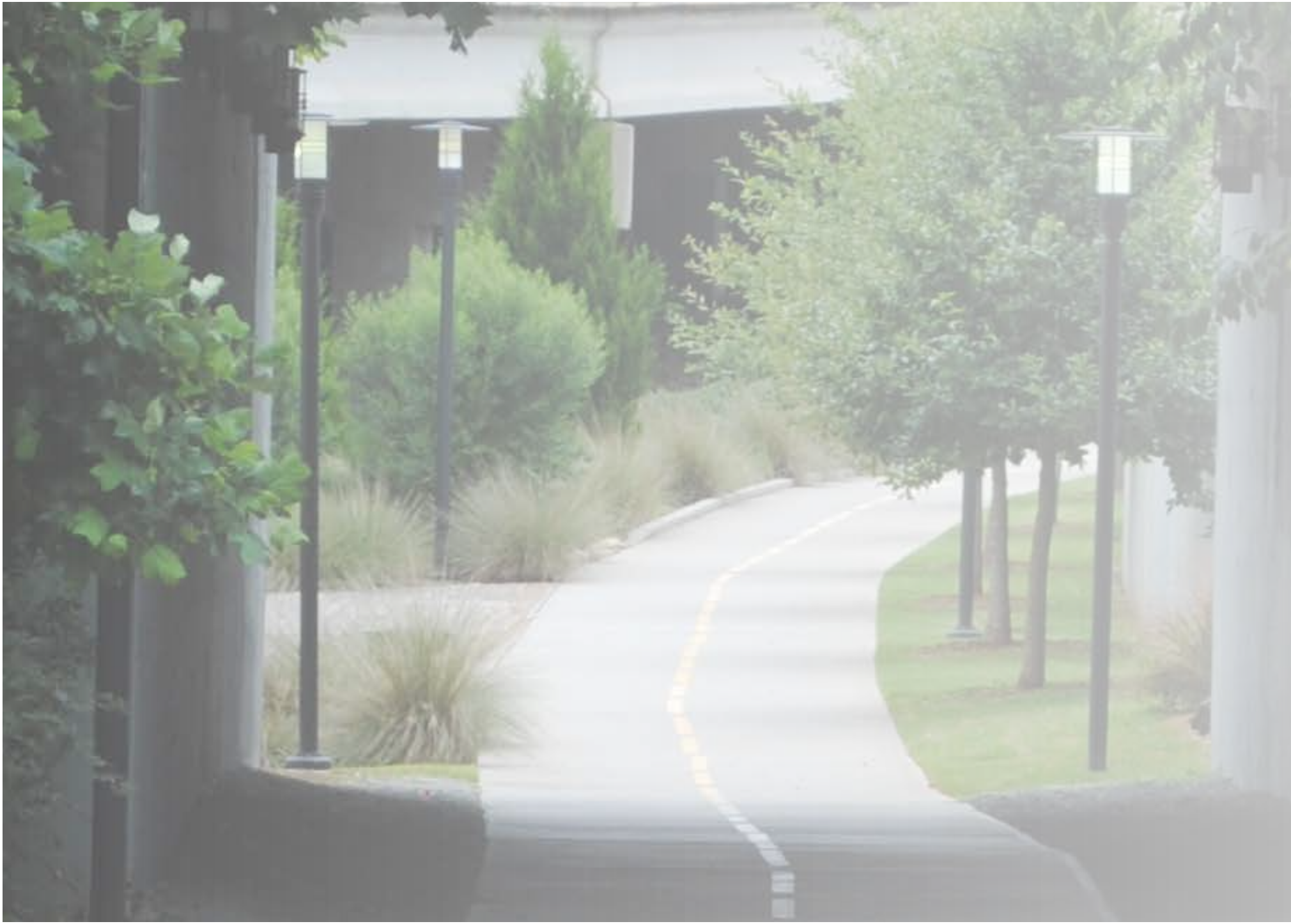
- Limited visibility from Peachtree Boulevard
- MARTA and Norfolk Southern railroad lines bisect LCI, creating a two-sided market
- Two “competing” nodes of historic downtown and MARTA station along Peachtree Road
- High share of existing commercial buildings and housing stock are suffering from physical and economic obsolescence
- Excessive housing vacancy rate of 21% in 2012
- Lack of major private-sector employers
- Absence of newer hotels owned or operated by major national chains

## Opportunities

- Several large vacant or underutilized parcels available for redevelopment, including those owned by MARTA
- Rapidly increasing share of one- and two-person households creates demand for smaller housing units
- Growth of Generation Y and Baby Boom age cohorts and national shift toward rental housing create demand for higher-quality apartments
- New housing will increase demand for retail, professional services, and restaurants
- Professional office space will accommodate growth for employers seeking close proximity to MARTA station and a mixed-use environment near I-285
- Office employment growth will support hotels

## Threats

- General Motors Plant redevelopment in adjacent Doraville could “steal” market share from Chamblee LCI
- City zoning codes requiring retail uses to occupy the entire first floor of multi-family buildings and steel/concrete construction are not supported by current land/development economics shaping Chamblee LCI
- Resistance to rental housing could cause Chamblee LCI to get bypassed in current development cycle



# PART 2 : CONCEPT PLAN

## CHAMBLEE LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

# CONCEPT PLAN

Based on the market analysis, analysis of existing conditions, and a series of public workshops, the Planning Team drafted a series of conceptual diagrams to present four alternative land development scenarios for Chamblee's Town Center. These development scenarios were based on a framework plan that identified two key development modes, the Chamblee Transit Oriented Development (TOD) subarea and Downtown subarea. Within each development area alternative concepts were developed to build upon existing surrounding development and take advantage of subarea opportunities.

This section is broken into three main sections - existing issues and opportunities, a framework plan for the LCI Area, and illustration of the 4 subarea concepts - each building upon one another to formulate a cohesive approach and vision to future development.

The issues and opportunities section uses the inventory and assessment to inform and identify parcels of land within the LCI that are susceptible or likely to change.

The framework plan takes these potential development parcels and provides a general development strategy to identify and clarify desired future development patterns. The framework plan also identifies potential connections through the identification of corridor, multi-modal, and intersection improvements linking potential development nodes together in a more walkable manner.

The subarea concepts take the framework plan one step further by providing potential concept plans to key development opportunity areas. The TOD subarea is almost fully developed. The subarea concept for this node builds upon the existing development and looks to create a more centralized space, oriented to regional MARTA traffic, while the Downtown Subarea has three concepts, each identifying potential development opportunities within the Downtown subarea.

This section illustrates Chamblee's future development potential and lays the foundation for the infrastructure improvements that can improve downtown connectivity and link future development.

# ISSUES AND OPPORTUNITIES

A series of eleven stakeholder interviews and two public meetings were held at the Chamblee Civic Center and City Hall to create an understanding of existing opinions of the Chamblee LCI study area, including - strengths, weaknesses, opportunities, and threats. Participants in stakeholder interviews and public meetings included the Mayor and members of City Council, MARTA representatives, local property owners, business owners, the Downtown Development Authority, Chamblee Business Association, representatives of local neighborhoods and downtown residents, as well as officials from Senior Connections, Center for Pan Asian Community Services, CDC, US General Services Administration and DeKalb Peachtree Airport.

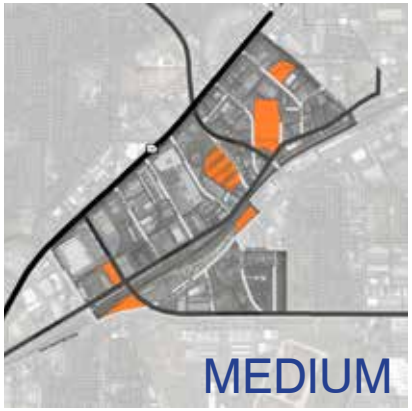
This analysis along with the inventory and assessment in the previous section and a series of public workshops were used to inform the planning effort and create the updated LCI Concept Plan. This updated concept plan is intended to provide a framework for redevelopment and growth within the study area, informed by the market assessment contained within in this report.

As a first step, the planning team reviewed information from the Inventory and Assessment Phase to identify parcels within the study area that were most likely to change in the near future. Identified parcels were assigned one of three categories - low susceptibility to change, medium susceptibility to change, and high susceptibility to change.

Generally, properties designated low susceptibility were parcels that were recently developed or were active residential properties. The remaining categories of medium and high Susceptibility were more subjective due to varying degrees of influential factors. Some of these factors included but were not limited to land uses that have short life-cycles, the age or quality of the development, and properties exhibiting vacancy. Properties that were designated medium susceptibility to change were generally older retail structures that will reach the end of their typical life cycle within the next few years. Highly susceptible properties are generally vacant and, undeveloped, or might soon see or require reinvestment due to available land or significant underutilization.

The susceptibility to change map shown if Figure 2.1 points out the notion as discussed in other portions of this report that two development nodes are emerging, the TOD subarea and the Downtown subarea. It also points out that much of the land within the study area is subject to redevelopment. Finally, while the map shows many properties are prime for redevelopment, those along the most traveled corridor, Peachtree Boulevard, are not as likley to redevelop in the short-term, either because they consist of new uses, or are smaller parcels which will be challenging to redevelop without additional assemblage under the existing zoning regulations.

LOW


MEDIUM

HIGH

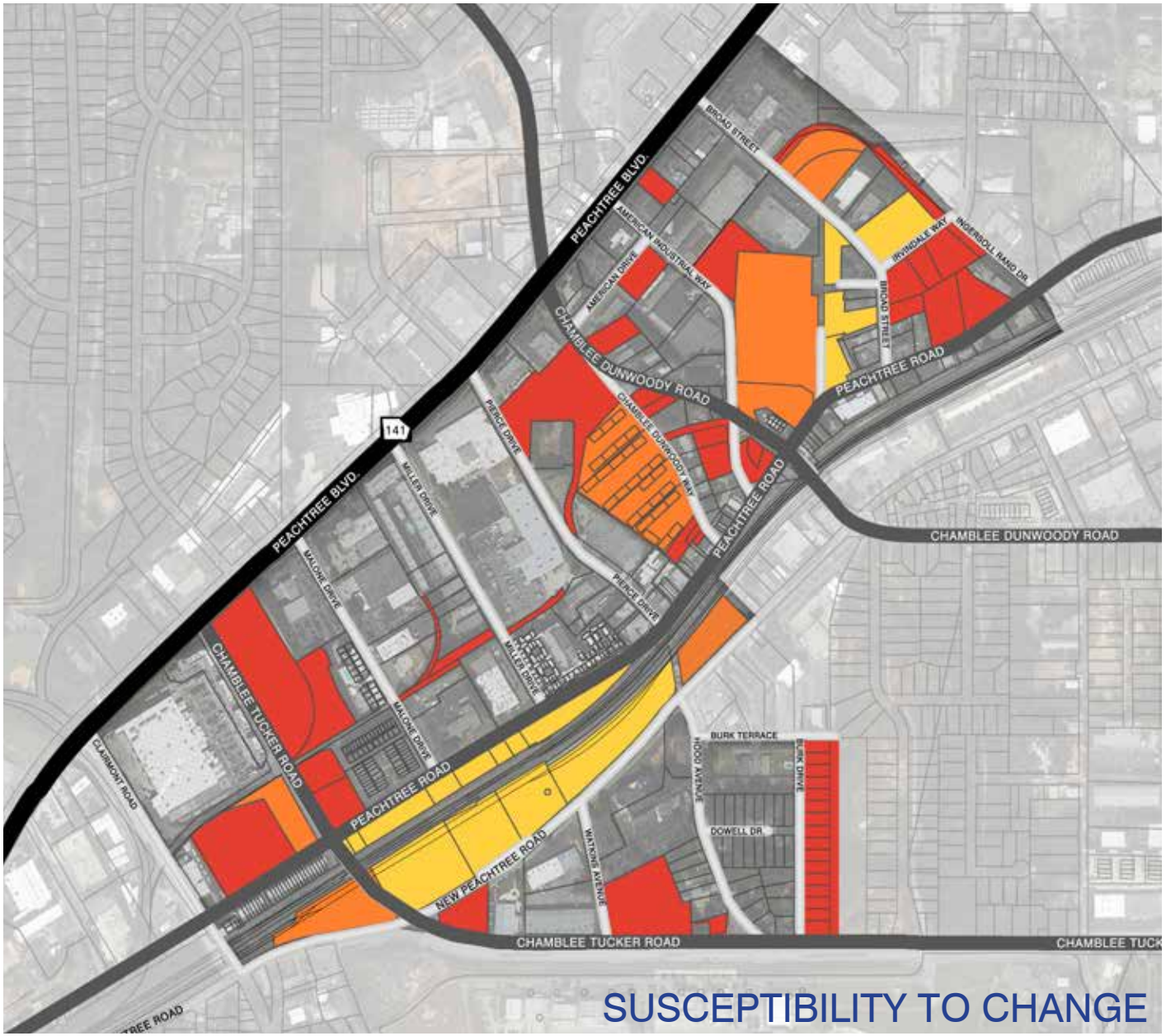

PEACHTREE BLVD.
BROAD STREET
AMERICAN INDUSTRIAL WAY
AMERICAN DRIVE
IVYDALE WAY
INGERSOLL RAND DR.
CHAMBLEE DUNWOODY ROAD
PEACHTREE ROAD
141
PEACHTREE BLVD.
MILLER DRIVE
PEACHTREE ROAD
CHAMBLEE DUNWOODY ROAD
MALONE DRIVE
CHAMBLEE TUCKER ROAD
CLAIRMONT ROAD
PEACHTREE ROAD
NEW PEACHTREE ROAD
WATKINS AVENUE
BURK TERRACE
HOOD AVENUE
BURK DRIVE
DOWELL DR.
CHAMBLEE TUCKER ROAD
SUSCEPTIBILITY TO CHANGE

FIGURE 2.1

# FRAMEWORK PLAN

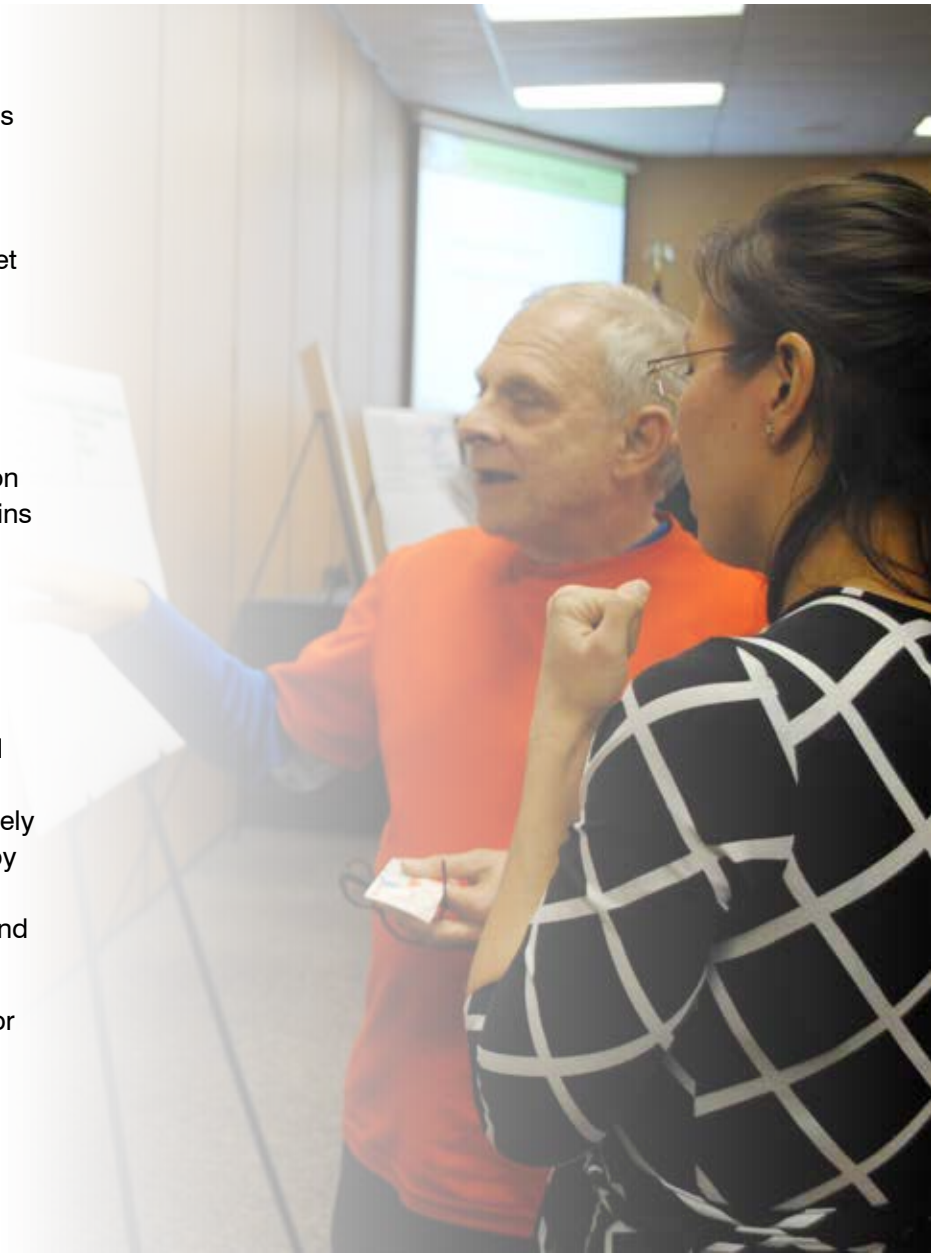
Through public workshops and consideration of the properties most susceptible to change, the planning team worked with City representatives and the public to develop a Framework Plan to guide future policy and development. The Framework Plan identifies two subareas within the LCI study boundaries and outlines recommended development and redevelopment strategies and attributes based on a combination of market opportunities, physical constraints, community vision, and civic need.

The two subareas strengthen existing development by building upon the area's existing character.

The TOD subarea, is adjacent to the Chamblee MARTA rail station in the southwestern portion of the LCI study area, along and near the intersection of Chamblee Tucker Road and Peachtree Road. This area not only contains several recent commercial and residential developments, but also several vacant and underutilized properties, both privately- and MARTA-owned. This area has an established street grid network in which to support additional development.

The second subarea is the Downtown subarea, located in the northeast portion of the LCI study area including the existing historic downtown and City Hall along Peachtree Road and Broad Street. This subarea varies in character from the TOD subarea in several ways. It is located approximately ½ mile from the Chamblee MARTA rail station, making it less accessible by transit. Vacant and underutilized properties are scattered throughout this subarea, and the environment is distinctly more small-town commercial and institutional rather than multi-family and larger-scale retail.

These subareas (shown in Figure 2.2) along with the identification of major pedestrian and vehicular improvements and the updated market study, inform the Concept Plan and the following subarea concepts.



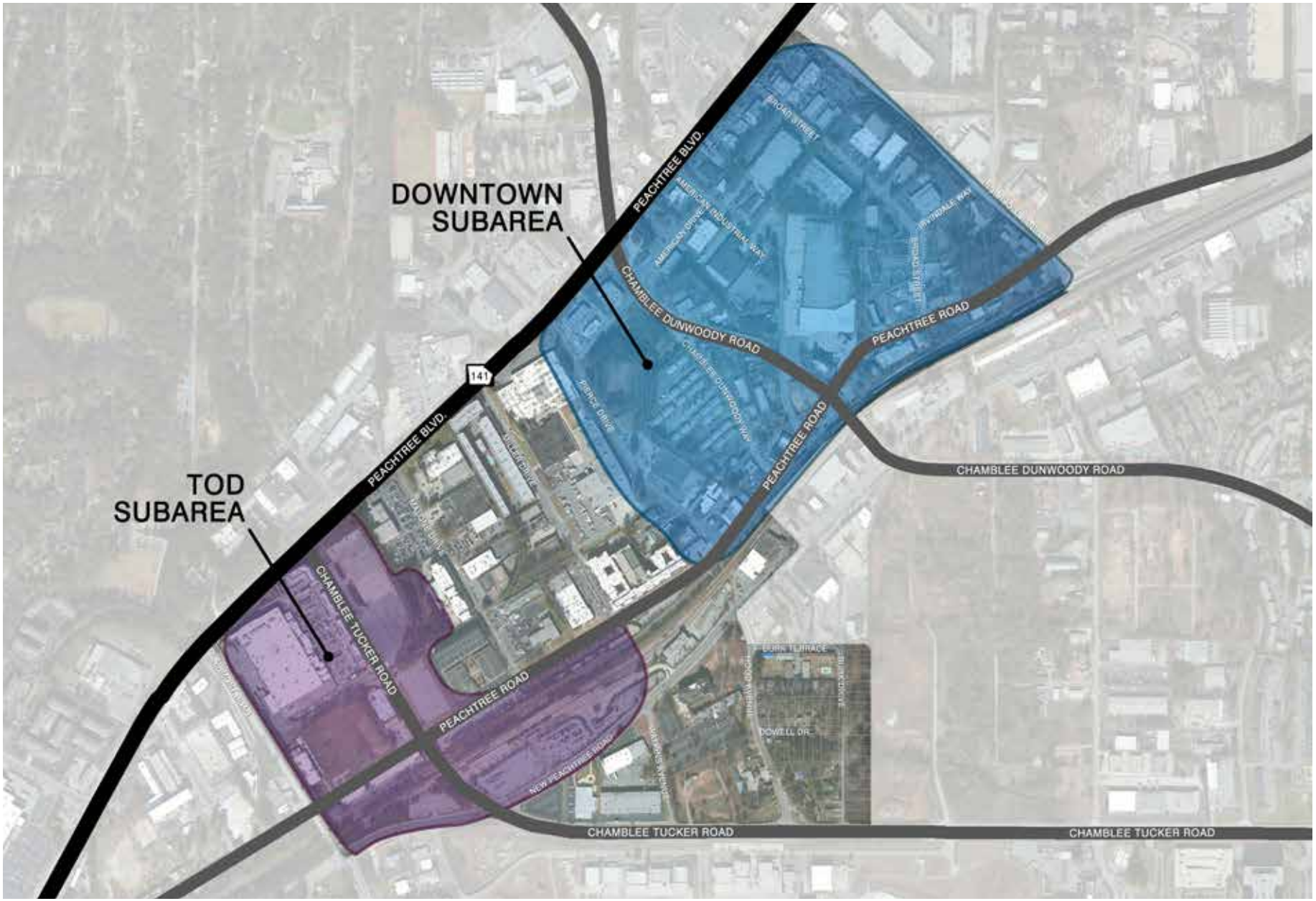



FIGURE 2.2 - FRAMEWORK PLAN

# SUBAREA CONCEPTS

After identifying the TOD Subarea and the Downtown Subareas, the Planning Team worked to create four subarea concepts. Development Node A provides a concept site layout plan for the TOD subarea, while Development Nodes B, C, and D provide three different concept options for the Downtown subarea. Figure 2.3 shows the location of each of the development nodes.

Each of the following Development Node Concepts illustrate scenarios that are consistent with the community vision and can be implemented over the next 10-20 years. They are meant to illustrate and reinforce the ideas behind a strong street grid, integration of community green space, and high-quality development.

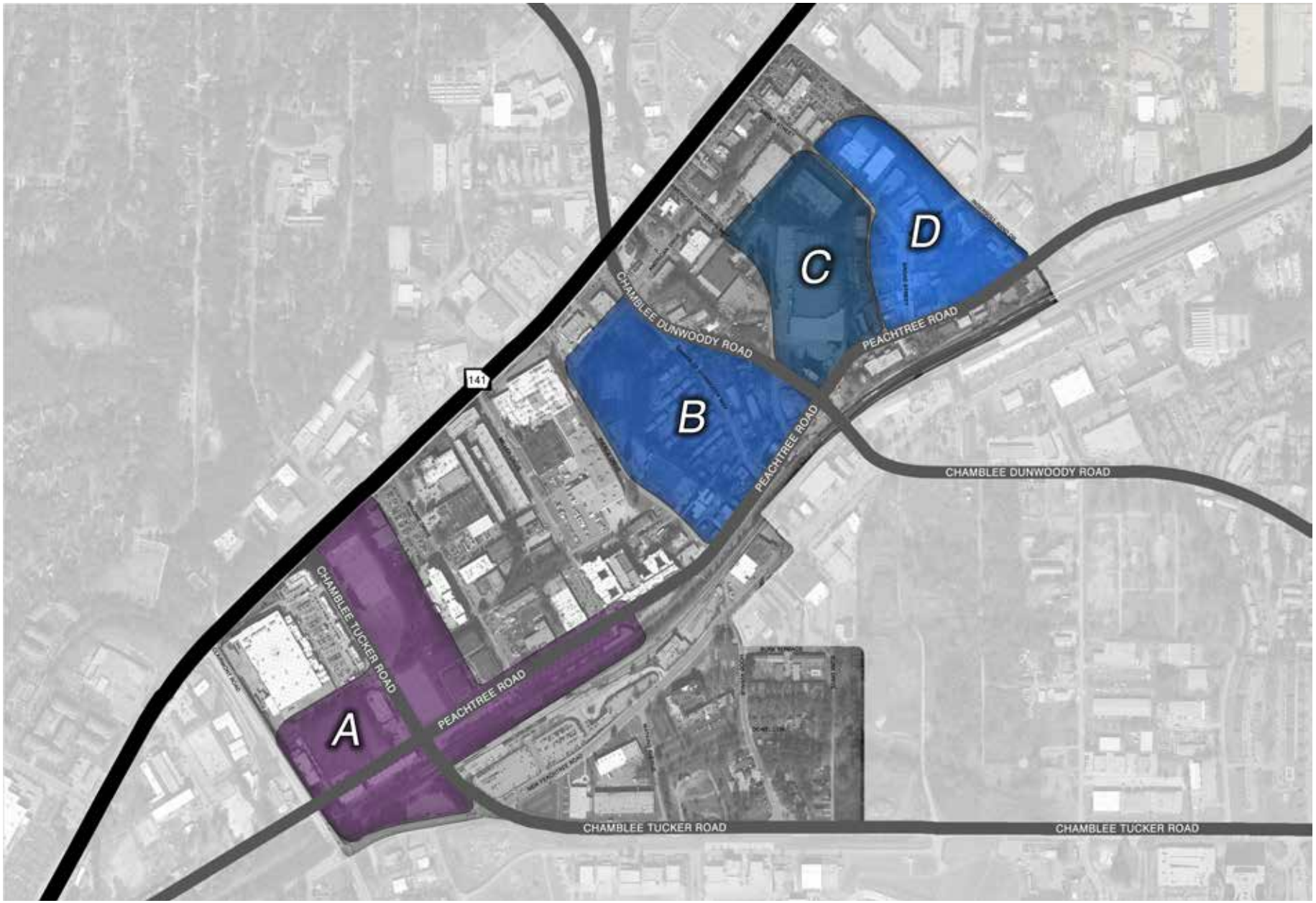



FIGURE 2.3 - DEVELOPMENT NODES

FIGURE 2.4 - DEVELOPMENT NODE A

# DEVELOPMENT NODE A

Development Node A focuses on the continued redevelopment and build-out of the original LCI TOD area, placing compatible mixed-use development adjacent to the existing Chamblee Village development. Future development in this area is most likely to be multi-family residential and/or mixed-use to take advantage of vacant parcels proximity to MARTA and Downtown Chamblee. Many of the available parcels are MARTA-owned and will require transit supportive densities to lease or purchase the sites.

The Concept Plan emphasizes urban design principles that foster a more walkable community and pedestrian connections at key intersections across Chamblee Tucker Road. Parking structures are appropriate in this subarea to support residential and commercial densities in transit supported places.

A key feature of this land use concept is the development of a public space along the Chamblee Rail Trail conversion project that is proposed through the area from the MARTA station to downtown. The trail links to existing phases of the Chamblee Rail Trail project that parallel Clairmont Road (Perimeter Trail). MARTA owns an approximate 2.5 acre parcel that is used for a detention pond adjacent to its vacant parking lot and the Chamblee Rail Trail. The City may wish to partner with MARTA to design and construct a City Park above or adjacent to a regional underground detention pond at this location. Once constructed, the City could sell or lease detention capacity to adjacent developments to provide a regional environmental feature and public park space.

Development on the southern side of Peachtree Road and MARTA looks to mirror the existing linear residential development south of Peachtree Road west of Chamblee-Tucker, placing residential development in the existing MARTA parking lots and bus docking station. Development on and adjacent to the Chamblee MARTA station should be of significant intensity to create a destination and/or support additional ridership. MARTA station area developments also should provide strong, safe pedestrian connections between development and the MARTA train station. Figure 2.4 provides an illustration of the potential land use concept for Development Node A.

It should be noted that several parcels shown in this concept are owned by MARTA. While market forces indicate this area is experiencing pressures for redevelopment, potential developers will need to work with both MARTA and the City to establish development concepts that meet both MARTA's policies for parcels adjacent to MARTA stations and the City's zoning and LCI Goals.

FIGURE 2.5 - DEVELOPMENT NODE B

# DEVELOPMENT NODE B

Development Nodes B, C, and D conceptualize the Downtown subarea in three different areas. One key feature that can be found in each concept is that proposed future development incorporates a central public green space, providing a community space for civic gatherings and community events. While each of the three downtown concept plans can be developed over time, the market analysis clearly indicates that the City should not pursue all three areas immediately. Rather, the City of Chamblee should select one of the development scenarios to pursue and incentivize and allow the other development concepts to serve as a guide for future public sector investments.

Development Node B, shown in Figure 2.5, is the first of three concepts for the Downtown subarea. Because it is the southwestern most concept, it also is the closest to the MARTA station - only 2,000 feet from the MARTA entrance. This makes this concept ideal for continued connection to Chamblee's regional access point. This concept takes the underdeveloped areas located between Chamblee Dunwoody Road, Peachtree Road, and American Industrial Way and further matures the street grid to accommodate a significant green space at the corner of Peachtree Road and Chamblee Dunwoody Way. This green space then serves as the organizing element for the surrounding development by framing all future development with an internal walkable civic and green space. It is important to note that is concept also has the most impact to existing infrastructure with the realignment of three roadways and requires the complete redevelopment of an existing multi-family residential development.

Concept B focuses redevelopment along the Chamblee Dunwoody Road corridor, which has been identified by City Council as a priority corridor. It also seeks to reinforce the street edge along Peachtree Road and opens up opportunities for additional parking to serve existing businesses along Peachtree Road which currently experience parking shortages. This site is however, separated from City Hall and will likely requires a substantial amount of utility and infrastructure work.

FIGURE 2.6 - DEVELOPMENT NODE C

# DEVELOPMENT NODE C

Development Node C, shown in Figure 2.6, uses the land that currently serves a large industrial facility along American Industrial Way. Due to its medium susceptibility to change and the vast size of the property, this site has significant potential to anchor future surrounding development. Through the reclamation of this site, this concept looks to reorient development around a large central green space. The location of this green space will provide an alternate orientation of Chamblee's most prized civic structures - Chamblee City Hall, the Police Station, and Civic Center - as they border the east side of the potential green space. This reorientation would provide a strong connection from Broad Street to American Industrial Way with increased visibility of the historic Antique District and the revitalization of some of Chamblee's largest industrial buildings. Though this concept is further from the Chamblee MARTA station, about 2,500 feet at its closest point, it does allow Chamblee to formalize its downtown by activating existing city assets, while still being within a reasonable walking distance to MARTA.

FIGURE 2.7 - DEVELOPMENT NODE D

# DEVELOPMENT NODE D

Development Node D, shown in Figure 2.7, uses the highly developable parcels of land that are along Broad Street between Peachtree Road and the Antique District. It recognizes the amenity this existing downtown street is and looks to reinforce Broad Street with new development, while preserving its character. Parking is provided within the development, leaving store frontages close to the street. The anchor green space for this concept is centered at the intersection of Broad Street and Irvindale Way. The open area becomes a place for the pedestrian and slows vehicular traffic along Broad Street. While the development concept shows Broad Street through the green space, the open space can be positioned to one side or the other of Broad Street as additional land is secured from the City's property, the Chamblee Bistro, or future private redevelopment on the east side of Broad Street. Several of the parcels represented in this concept have recently become available and are prime for redevelopment.

This concept accomplishes many of the goals of the City by activating existing City assets like City Hall and embracing Broad Street, which is identified in zoning regulations as a store front street. This concept is the furthest from MARTA, over 4,000 feet, which may not be perceived as within walking distance to MARTA by some.

# PART 3 : RECOMMENDATIONS

## CHAMBLEE LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

# RECOMMENDATIONS

The planning team worked with City of Chamblee staff, local businesses, local stakeholders, and Chamblee residents to develop a list of recommendations to guide future policy, development, and transportation initiatives within the Chamblee LCI study area. These recommendations are broken into two primary categories, Development Recommendations and Transportation Recommendations. Each set of recommendations has a subset of topics and categories as follows:

Development Recommendations:

- Comprehensive Plan Update and Land Use Policy
- Urban Design Priorities
- Historic Resources
- Market/Economic Development
- Lifelong Community Strategy
- Zoning Considerations

Transportation Recommendations:

- Pedestrian
- Bicycle
- Corridor
- Gateway
- Parking
- Transit

Development recommendations are designed to allow for targeted growth in the downtown Chamblee area, reevaluate existing policies for their relevance in today's economic climate, provide strategic procedures for implementing the City's vision, and enhance the area's quality of life.

Transportation projects are an important focus of a successful LCI Plan. The Transportation Recommendations section provides a detailed list of specific transportation projects. Some of these projects were identified in previous planning efforts including the 2007 DeKalb County CTP, the Atlanta Regional Commission PLAN 2040, the Chamblee Community ALP, and the most recent 2012 Chamblee LCI Plan while others were identified through this LCI planning process by prioritized in public input sessions.

Key improvements are designed to improve safety, build connectivity, enhance multi-modal opportunities in the area and reduce congestion in key locations.

Each section includes a detailed description of specific recommendations and outlines how to best prioritize the City's LCI implementation investments over the next 5 - 10 years.

# DEVELOPMENT RECOMMENDATIONS

The following recommendations include the full complement of land use and development initiatives that the City of Chamblee may consider to encourage and catalyze appropriate downtown development in keeping with the City's LCI vision. Several recommendations relate to city policy (Comprehensive Plan Updates and Land Use and Zoning policy) while others provide guidance

The Development Recommendations are broken into the following categories:

- Comprehensive Plan Update and Land Use Policy
- Urban Design Priorities
- Historic Resources
- Market/Economic Development
- Lifelong Community Strategy
- Zoning Considerations

# COMPREHENSIVE PLAN UPDATE AND LAND USE POLICY

As part of the adoption of this LCI Plan, the City should incorporate the plan as an amendment to its Comprehensive Plan. The City's most recent Comprehensive Plan was developed in 2006 and substantially amended in 2011. The 2011 Future Development Map identifies the Mid City District, which is synonymous with the TOD Subarea contain in this LCI (the area bounded by Clairmont Road, Peachtree Road, Pierce Drive, and Peachtree Boulevard). The Historic City Core identified in the 2011 Comprehensive Plan Amendment is largely located along Peachtree Road between Pierce Drive and North Peachtree Road. The Comprehensive Plan contrasts with the City's current zoning regulations where the Village Center zoning district covers the entirety of the LCI Study Area.

The LCI Plan recommends maintaining the Mid City District as illustrated in 2011 and expanding the Historic City Core to include all areas between Peachtree Road and Peachtree Boulevard from Pierce Drive to east of Broad Street.

Expansion of the Village Center zoning district was a recognition that some development types (multi-story, mixed-use, walkable) are both appropriate and desired in both the Mid City District and the Historic City Core. While that may be true, the two districts should be distinguishable and emphasize different priorities. The TOD area lends itself to larger developments with greater density (current height limit is 75 feet), larger retailers, and more contemporary architecture. While the Historic City Core should generally consider slightly less density/building heights (no more than 4-5 stories), a greater degree of open space, and a higher sensitivity to more traditional architectural features that blend with the area's history and character.

The City may also consider a third subarea along Peachtree Boulevard. Due to the higher volumes of traffic, larger setbacks and green space, similar to that already implemented between Malone and Pierce Drives, an additional subarea may be appropriate along Peachtree Boulevard. Additionally, greater density may be necessary and appropriate along the east side of Peachtree Boulevard to provide a greater residential and office base, form gateways and connections between Peachtree Boulevard and Chamblee's Town Center, and have a stronger presence (larger appearance) along the major arterial roadway. A recent code modification recognized this need raising the potential height limit on Peachtree Boulevard to 90 feet.

As described in the market analysis, office and retail demand will likely remain modest over the next 25 years. For that reason, the land use recommendations below are intended to provide general affirmation and direction to create a critical mass of development that forms a more economically sustainable town center.

**Continue to encourage mixed-use development in key locations.**
Residential market demand is expected to remain strong over the next 5-10 years within the Chamblee Town Center. While mixed use development in the town center may be primarily residential on upper floors, downtown mixed use development should include retail, restaurant, and office uses as well. Special interest should be given to attracting office uses, which will increase pedestrian activity during the day and into the early evening and support additional retail over time. While ground floor commercial is an important element of walkable downtown areas, it is unlikely that the current and future residential base can support streetfront commercial on all Downtown Streets. The Planning Team would encourage the city to consider requiring streetfront commercial on the highest priority pedestrian streets such as Peachtree Road, Broad Street, Chamblee Dunwoody Road, and Chamblee Tucker Road, to name a few, as well as reducing or eliminating the storefront retail requirement on less primary streets.

**Support a variety of housing types.**
There is a growing demand for senior services within the LCI study area. Additional senior housing should be pursued to support these senior services without the need to transport seniors from out of the area. Workforce housing, housing available to workers within a reasonable proximity to their work place, should also be a priority. Measures such as reducing the minimum or average dwelling unit size will increase the opportunity for this sector of the market. Greater diversity in housing types will not only make Chamblee attractive to a wider cross section of the population, but will also protect the City to some degree from overbuilding any one unit type, which could result in future vacancies and redevelopment issues.

**Incorporate the Chamblee Rail Trail and Open Space into redevelopment efforts.**
While Chamblee's development code includes strict requirements to encourage quality development, one of the elements that can improve the Chamblee LCI Area is embracing the proposed Town Center trail system and community open space as part of redevelopment efforts. In order to maintain its push for quality development, but also improve the area's character and livability, the City might consider adding flexibility to some of this development regulations in return for encouraging additional and higher quality outdoor spaces.

**Seek opportunities along the Peachtree Boulevard Corridor.**
Peachtree Boulevard carried an average of 35,440 vehicles per day in 2012. The City should focus efforts on enabling the consolidation of parcels to create development opportunities along the corridor (especially along the east side) in order to connect Peachtree Boulevard to the historic downtown area along Peachtree Road, currently hidden from and not apparent from Peachtree Boulevard.

# URBAN DESIGN PRIORITIES

The Chamblee Town Center LCI study area has a well-defined street grid network and excellent access to transit. The City should build on this framework by maintaining policies and strategies that continue to create greater connectivity, civic space, and high-quality developments.

## TOD SUBAREA

The Transit Oriented Development (TOD) subarea, is located adjacent to the Chamblee MARTA rail station in the southwestern portion of the LCI study area, along and near the intersection of Chamblee Tucker Road and Peachtree Road (See Figure 2.2). This area contains several recent commercial and residential developments, but also contains several vacant and underutilized properties, both private and MARTA-owned. This area has an established street grid network in which to support additional development.

Market pressures are already in place within the TOD subarea, as several developments are currently in the City's review process. The below strategies should be deployed to ensure that future development in the **TOD subarea** is done so in a high-quality, walkable manner.

**Continue to work with Developers to ensure that development around the existing MARTA rail station is walkable.**
Market pressures are in play in areas closest to the MARTA rail station. The City should work with both MARTA and developers to provide maximum pedestrian and bicycle connectivity to each new development in this area.

**Seek high-quality development immediately adjacent to the MARTA rail station.**
The City should work with MARTA and private developers to build on MARTA owned properties adjacent to the MARTA rail station, primarily along the northwest side of the platform. Development should be connected directly to the rail station with well lit, inviting corridors lined with active uses. This will aid in visibility, safety and convenience for users.

**Develop a regional detention area and community space on the MARTA owned property located between Chamblee Tucker Road and Malone Drive.**
This property is wooded and undeveloped and currently serves in a limited capacity as a detention area. The City should work with MARTA and private developers to design a park to serve as a regional stormwater detention area as well as serve as a public space for adjacent properties and the larger Chamblee community. The site is conveniently located along the proposed Chamblee Rail Trail extension and adjacent developments. It should have convenient access to adjacent uses and include public amenities such as a dog park (replacing the current Malone Lofts dog park), a walking trail and seating areas.

**Provide safe and convenient access to future Chamblee Rail Trail extensions.**
The City should work with developers and MARTA to provide safe and convenient access from the proposed Chamblee Rail Trail into adjacent properties.

**Adopt a long-range maintenance plan for parks and green space.**
With existing facilities as well as proposed new parks and multi-use paths, the City will have more public and civic space to maintain. Allocating funds for parks and recreation maintenance will help ensure that facilities are kept at a high level that encourages the public to make use of the facilities.

**Seek opportunities for alternative fuel source stations in public or semi-public places.**
The City recently acquired three electric vehicle charging stations. These recharging stations will be located at various locations throughout the City. The City should seek acquisition of additional electric vehicle charging stations and place them in additional locations throughout the Downtown area to showcase its commitment to environmentally sensitive solutions.

**Develop Brownfield Evaluation and Designation Criteria.**
The City should perform an evaluation of brownfield sites location within the City Center and throughout the City. Incentives should be provided to developers who desire to redevelop on these sites. Incentives may include local subsidies or staff to provide assistance to the developer for receiving state and federal grants for redeveloping the sites.

## DOWNTOWN SUBAREA

The Downtown subarea is located along the northeast portion of the LCI study are near the existing historic downtown and City Hall along Peachtree Road and Broad Street (See Figure 2.2). This subarea varies in character from the TOD subarea in several ways. It is located approximately ½ mile from the Chamblee MARTA rail station, making it less accessible by transit.

Market forces are also not quite as prevalent as in the Downtown subarea and vacant and underutilized properties are more scattered throughout this subarea. Future development within the Downtown subarea will need to have a much more targeted approach in order to create a concentration of density that is sustainable and attracts additional development. The strategies listed below should be deployed to ensure that future development in the **Downtown subarea** is undertaken in a strategic manner.

**Determine the preferred location for additional downtown district development.**
As described earlier in this report, three specific locations have been identified as potential areas of focus for downtown district expansion and redevelopment. One includes redevelopment along Broad Street, one along American Industrial Way, and one along Chamblee Dunwoody Way. While opportunities for each of these areas vary, the City should prioritize one of the concepts to aggressively pursue.
Focusing redevelopment opportunities in one area, rather than in all three areas, will allow for a more targeted development process that will begin to build a critical mass for future redevelopment to catalyze additional investment. Focus upon one area will also reduce the potential for overdevelopment, beyond what the current market can support.

**Invest in a civic green space.**
Throughout the public involvement process, the community voiced a strong desire for a more formalized green space within the Downtown subarea. As redevelopment begins to occur in the Downtown subarea, the City should partner with developers to design and construct civic space that works in tandem with new development. The City should begin now investigating funding mechanisms for all or a portion of the park. If the City can acquire land within the downtown area, one proven strategy is to develop a community green space and then sell adjacent development property to recoup some or all of the initial funding or to fund park improvements.

**Extend historic architectural 'look and feel' of downtown Chamblee.**
The City should work with developers to ensure that building materials and architecture is context sensitive within the Downtown subarea and relates to the existing historic/pedestrian oriented character of existing 'old town' Chamblee. The City may consider developing a template of acceptable building materials to ensure new development follows these standards. Attention should also be given to pedestrian scale signage and architectural features between Pierce and Broad Street.

**Integrate the Chamblee Rail Trail extension through the Downtown subarea.**
Existing rail spurs and vacant parcels are more limited in this area than they are in the TOD subarea. The City should work with developers to continue the extension of the Rail Trail by determining a set alignment and building the trail as redevelopment occurs. The trail should have safe and convenient access into adjacent properties.

# HISTORIC RESOURCES

The downtown Chamblee Town Center has a strong historic character along Peachtree Road on the eastern side of the study area. The following policies, strategies and projects should be pursued in order to leverage and enhance this historic "look and feel" of Downtown Chamblee.

**Become an active participant in the Main Street program.**
Chamblee recently joined the Main Street program administered by the National Trust for Historic Preservation. The National Main Street Center, Inc. works with a nationwide network of communities to encourage preservation-based economic revitalization. The Center provides information, offers technical assistance, holds conferences and workshops, and conducts research and advocacy on critical revitalization issues. The program also helps cities identify potential grants for minor improvements such as signage, streetscapes, etc. The City should leverage the resources available through the Main Street program in order to revitalize the historic downtown along Peachtree Road.

**Educate commercial property owners about historic preservation tax credits and the Georgia Cities Foundation loan program.**
State and Federal government tax incentives are available for owners of a historic property who carry out a substantial rehabilitation. All properties must be listed in, or eligible for, the National/Georgia Register of Historic Places, either individually or as part of a National /Georgia Register Historic District. The City of Chamblee should work to expand the use of this tool. More information on this can be found online at:

***http://georgiashpo.org/incentives/tax***

To date, the Georgia Cities Foundation has provided 15 loans totaling $1,477,725 for energy efficient improvement projects in 11 cities. The total cost for the 15 projects is $1,872,790. Projects have been funded in the following cities: Atlanta, Augusta, Cartersville, Gray, Kennesaw, Marietta, Richmond Hill, Savannah, Washington, Milledgeville, Valdosta. The City of Chamblee should seek loan opportunities with this organization. More information on this can be found online at:

***www.georgiacitiesfoundation.org***

**Develop marketing collateral that highlights Chamblee's Historic Downtown.**
Material should be used in correspondence with potential retailers, office tenants, and other commercial entities as a separator between Chamblee and other locations without the same character. This branding should also be used in branding and signage efforts along Peachtree Boulevard, Chamblee Tucker Road and Chamblee Dunwoody Road.

**Create architectural standards for historically designated areas, such as Antique Row and the Downtown Subarea.**
The City should work with developers to ensure that building materials and architecture are context sensitive within the Downtown subarea and relates to the existing historic character of existing 'old town' Chamblee and Antique Row. The City may consider developing a template of acceptable building materials to ensure new development follows these standards. Public art should also be encouraged.

# MARKET/ECONOMIC DEVELOPMENT

As discussed in the Market Analysis portion of this report, the Chamblee Town Center LCI is conveniently located within the Atlanta Region and demographic trends indicate strong demand for diverse housing development. At the same time, the study area competes for office and retail development with adjacent activity centers including Buckhead, Brookhaven, Doraville (most notably the redevelopment of the GM plant), Dunwoody, and Perimeter Center. This competition will require that the City develop a targeted plan to attract high-quality commercial development.

The City should continue to embrace and attract a variety of residential product types, which will increase the demand for additional retail, restaurants and nightlife, as well as provide a more competitive environment for office space. At some point in the future, a greater critical mass of development may create enough demand for one or more limited service hotels.

The following policies, strategies and projects should be considered to support quality residential development while attracting additional office, retail and other commercial development. The following initiatives are generally listed in order of priority.

**Hire or appoint a new Economic Development Manager.**
The City is currently in the process of recruiting for this position. The Manager's role will be to set the strategic direction of economic development for the City and investigate/pursue each of the recommendations in this section. The Economic Development Manager should also work closely with City Council and the newly created Downtown Development Authority (DDA) by bridging the gap between the two groups and helping establish goals for the DDA. The Director and the DDA should work together to market available sites for redevelopment and make their primary focus the Chamblee Town Center LCI study area.

**Develop a "Road Map" for the DDA and determine a long-term funding mechanism.**
The new Director of Economic Development should work with City Council and the DDA to develop a Road Map that includes a two-year and five-year action plan for the DDA. The Plan should include a prioritized list of projects, initiatives and action items. A staffing plan should be included that addresses how each of the actions will be accomplished. Finally, potential sources of private funding should be investigated. Following development of the Road Map, City Council should approve a long-term funding strategy to maintain the strength and mission of the DDA. One of the key features of the DDA is the ability to acquire, hold, and sell key properties. When the City pursues one of the Town Center development options (particularly Concept C or D), the DDA can play an important role in property assembly and disposition for commensurate private development.

**Partner with MARTA and experienced developers to pursue mixed-use projects around the MARTA Chamblee rail station and on MARTA-owned properties.**
As discussed in this report, there are several properties that MARTA currently owns near the rail station that are prime locations for redevelopment. Due to requirements on parking, lease structure, etc., developing on these properties can be more challenging than developing on private property. The City and staff representing the DDA should work together with MARTA and private developers to offer support such as marketing, incentives, and public/private partnerships for these properties. The DDA should provide staff that is an advocate for high-quality development and supports these redevelopment efforts.

**Identify funding mechanisms for Transportation infrastructure improvements listed in this report.**
Having funds available will provide a match for state and federal grant programs and make the City more competitive to receive various types of grants. The two most likely sources for project funding are from the City's general or capital improvements funding or the creation of a tax allocation district (TAD) for the Chamblee Town Center. A tax allocation district would utilize this LCI plan as the basis of an urban redevelopment plan and utilize future city revenue from new development in the area to fund design, engineering, and implementation of town center improvements. Other strategies could include a bond referendum or investiga

tion of “infrastructure” or “impact” fees in the town center area to create a fund for downtown improvements.

**Create a Utility Relocation Fund.**
The City should begin setting aside money in a utility relocation account that will give the City the ability to fund relocation of overhead utilities to underground along specific corridors. Emphasis should be given to storefront streets. This account may be funded by the City’s general fund and through fees assessed to property owners as properties redevelop.

**Seek redevelopment opportunities and gateways to Downtown along Peachtree Boulevard.**
One of the challenges of the historic downtown Chamblee Town Center is that it is located along Peachtree Road, which only carried 6,060 vehicles per day in 2012. Most retailers will not consider locating in areas with low traffic volumes. Peachtree Boulevard however, carried 35,440 vehicles per day in 2012, which is well over the volume that most retailers consider adequate. The challenge is that Downtown Chamblee is not visible to Peachtree Boulevard. To improve redevelopment potential along Peachtree Boulevard property consolidations or assemblies should be sought near gateways into Downtown Chamblee such as Broad Street, American Industrial Way and Chamblee Dunwoody Road. High quality redevelopment and gateway nodes should be constructed on these sites to form visible entries into Downtown Chamblee.

## LIFELONG COMMUNITY STRATEGY

The Chamblee Town Center is already home to some senior services currently in place. As the region continues to grow and the baby boomers grow in numbers, additional consideration should be given to provide housing and services to seniors. The following strategies will aid in furthering the lifelong communities goals within the study area.

**Focus additional senior housing and services around MARTA infrastructure.**
Lifelong communities require a variety of transportation options. As our population ages, many individuals will no longer be able to drive. By focusing senior-related facilities near the MARTA rail station and along short-headway bus routes, seniors can maintain their freedom as they age.

**Focus additional senior housing near retail and other services.**
Seniors may not have the ability to drive or walk long distances. Locating senior housing nearby to local retailers, such as grocery stores, allow them to maintain dependence by allowing them have access to every day necessities without the help from others.

**Work with the Atlanta Regional Commission Lifelong Communities division to incorporate best practices in design and program delivery for local seniors.**
ARC’s LLC’s division has recently published an online guidebook called “Aging in Place: A Toolkit for Local Government’s” to help guide local governments in the planning and preparation for their aging populations. It presents a series of programs and zoning practices that expand alternatives available to older adults living in the community. A pdf of this document can be found online at :

**http://www.atlantaregional.com/File%20Library/Local%20Gov%20Services/gs_cct_agingtool_1009.pdf**

# ZONING CONSIDERATIONS

Chamblee has one of the most progressive zoning ordinances in Georgia. In 2006, the City undertook a total overhaul of its ordinance as a result of the original LCI study prepared in 2001. The City's Zoning Ordinance included a new zoning designation, Village Commercial (VC), which was later extended to regulate almost all of the downtown and TOD area, as shown in Figure 1.4. This new designation includes many elements addressing urban form, such as building relationship to the street, allowable uses, and material types.

Many of the ordinances' individual stipulations are in keeping with urban form best practices that encourage walkability and in the best economic climate can be encouraged. Collectively, the full slate of regulations may be overly onerous and due to changed economic conditions and competition in nearby community may be preventing development from occurring in Chamblee. Based on maintaining the City's vision in this and previous LCI efforts, but acknowledging that market and development needs and forces change over time, these elements from the existing zoning ordinance should be reevaluated and potentially modified to provide greater flexibility in its administration:

**Section 400 – The Village Commercial (VC) designation geographical coverage should be reevaluated.**
The VC designation is stringent in its requirements as they pertain to urban form and allowable uses. The classification has also been applied to a large geographical area. That area includes most of the LCI study area, with the exception of a few parcels north of Broad Street and east of Peachtree Boulevard. The City should consider a VC-2 designation with relaxed site standards in physically constrained or less developable areas or consider modifications to distinguish the TOD Area from the Town Center area. While the difference may seek modest, differentiation between the TOD and Town Center area can limit competition and foster critical development mass in key locations.

**Section 407 – Consider removing the requirement that mixed-use developments include between 20 and 80 percent residential uses.**
While the intent of the regulation is consistent with urban mixed-use building form, the requirement eliminates some development from the downtown area. Some Developments may be successful with a mixture of other uses that are not residential (office over retail) while other quality developments may be hindered by carrying 20% non-residential uses.

**Section 902 – Consider removing the requirement that all utilities in both public and private rights-of-way be placed underground.**
While well intentioned, the requirement to remove or underground utilities is financially constraining to smaller developments. Utility removal often requires public assistance or collective action beyond more than a single property owner. Rather than requiring removal as part of individual redevelopment projects, the City should consider conducting underground utility relocations along key corridors. This will lower the costs of the projects. Funding for these utility projects may either come from the City's general fund or from a specific account that includes utility fees for each property owner required when redevelopment occurs.

**Section 906 – Consider removing the requirement that all residential uses on the first floor have individual entrances to the sidewalk.**
In many cases, direct access to an adjacent sidewalk to a private residential dwelling is a safety/privacy concern. It is important to have windows and "eyes" on the street. However, this requirement may be more successful if applied to particular streets that are intended to have a more residential character or provided as an incentive rather than a requirement. Additionally, this requirement conflicts with the VC classification since non-residential uses are required on the first floor of any development in the Village Commercial area.

**Section 907 – Reconsider the streets designated as storefront streets.**
Peachtree Boulevard, Broad Street, and Peachtree Road from Ingersoll Rand Drive to Pierce Drive are currently designated as storefront streets. Along those streets, retail and office uses, higher floor to ceiling heights, and greater façade transparency are required. Additional streets to consider for this designation include the following:

- Peachtree Road from Pierce Drive to Clairmont Road
- Chamblee Tucker Road from Peachtree Boulevard to Peachtree Road
- Chamblee Dunwoody Road from Peachtree Boulevard to New Peachtree Road
- American Industrial Way from Peachtree Boulevard to Peachtree Road

In lieu of designation of storefront streets, the City may consider reducing the geographical limits of the VC designated zoning classification to the areas in which these higher standards are desired or maintain storefront streets as those that require non-residential ground floor uses, but eliminate the requirement on non-storefront streets.

**Section 908 – Consider requiring that development with any use, not just nonresidential, with more than 600 feet of frontage along a single street be divided into blocks having a minimum of 600 feet.**
This is in keeping with urban form that supports walkability.

**Section 1004 – Consider eliminating or raising the height limit in VC designated area.**
As redevelopment occurs and land values escalate, consideration should be given to relaxing building height restrictions. Consideration for relaxing these restrictions should occur within the VC designated area or perhaps along the storefront designated streets. Consideration should also be given to applying a transitional height plane in order to protect property adjacent to VC designated parcels.

**Section 1007 – Consider removing the minimum size requirement for one-, two-, and three-bedroom apartments or replace the minimum size requirement with a minimum average unit size.**
As the market analysis describes, trends indicate that more households will contain only one person into the next 25 years. This primarily includes single professionals that may be seeking a smaller dwelling unit size. Allowing the market to dictate unit size is suggested. A more flexible strategy for maintaining a healthy mix of unit sizes may be to establish a minimum average unit size regulation rather than a minimum unit size.

**Section 1007 – Consider removing the requirement that multifamily residential uses be located above nonresidential uses.**
The market analysis indicates that nonresidential market demand is not strong enough to support occupying the space within the entire first floor of each potential development located within the VC district. Instead, consideration should be given to requiring that only a portion of the first floor be designated as nonresidential or that only storefront streets are required to have 100 percent nonresidential uses on the first floor.

In addition to the Zoning Ordinance, Chamblee's Code of Ordinances includes additional requirements on development within the City. Below is a suggested modification to the City's Development Regulations.

**Section 93-1 – Consider modifying the requirement that all buildings three or more stories in height, excluding all single-family dwellings, shall be constructed with concrete and steel framing materials.**
While requiring concrete and steel construction may serve to ensure a certain level of investment in the area, it is also financially prohibitive to lower scale development (less than 8-12 stories). Many high quality developments are constructed with a concrete podium (base) and stick frame (wood) construction above. The City should consider reducing the concrete and steel construction requirement to the base/first floor, maintaining the requirement only on storefront streets, or eliminating the requirement within the downtown sub-area. Over time, land economics may support taller buildings with all concrete and steel construction, but reliance on that requirement in the short term my prevent positive development from occurring in the area.

# TRANSPORTATION RECOMMENDATIONS

The recommendations in this section are drawn from an in-depth local assessment of existing conditions and a series of public meetings where detailed public input was sought from the citizens, businesses, local stakeholders, and City of Chamblee staff.

In addition to the local assessment and public input, the planning team reviewed a series of existing plans. These plans included the 2007 DeKalb County Comprehensive Transportation Plan, the Atlanta Regional Commission PLAN 2040, the Chamblee Community Active Living Plan, and the most recent 2012 Chamblee Livable Centers Initiative Plan. Existing projects were carried through to this plan based on their relevance to the LCI program.

The following section outlines the complete list of transportation recommendations and should serve as a resource for the City as it determines its capital needs and expenditures over the next 5-10 years. The order, priorities, potential funding mechanisms and target years for these efforts are outlined in this document's "Implementation" section.

The goal of these recommendations is to provide safer and more pleasant travel for pedestrians and cyclists, while still providing vehicle access and circulation throughout the LCI area. They seek to connect the LCI area to surrounding amenities and neighborhoods. These recommendations bring emphasis to the City's existing amenities such as the Chamblee Rail Trail, Keswick Park, and the Broad Street Antiques District. They also extend to existing and potential open space, and allow major streets to become shared community spaces that will enhance Chamblee's quality of life for decades to come.

The transportation projects are broken into the following categories:

- Pedestrian
- Bicycle
- Corridor
- Gateway
- Parking
- Transit

It's important to note that funding is not available for each of the projects listed in the various categories. The 5-year action plan listed later in this report includes the highest priority projects. The determination for highest priority projects was based on the Mayor and City Council's priorities and public input as well as the likely redevelopment that will occur as discussed in this report.

# PEDESTRIAN

The Pedestrian Projects extend, enhance, and create pedestrian connections throughout the Chamblee LCI area. Many of the projects identified are recommended in the Chamblee Community Active Living Plan. The identified projects look to enhance pedestrian circulation within the Chamblee LCI area, providing sidewalks where there are none and extending existing sidewalks so they meet and connect to surrounding sidewalk amenities. It should be noted that streetscapes are required to be installed by property owners when redeveloping a site. The city should evaluate funding any of these projects against its probability to be privately funded in the near future.

Pedestrian Projects are listed as follows and are illustrated on the Pedestrian Project Figure 3.1.

## SHORT-TERM 5-YEAR ACTION PLAN

**P1 – Streetscape improvements along Chamblee Dunwoody Road**
Install sidewalks, lighting, landscaping, and street furnishings (per Chamblee Streetscape Guidelines, December 2008) on Chamblee Dunwoody Rd (east side) from American Industrial Way to Peachtree Blvd.

**P2 – Streetscape improvements along Chamblee Tucker Road**
Install sidewalks, lighting, landscaping, and street furnishings (per Chamblee Streetscape Guidelines, December 2008) on Chamblee Tucker Rd (west side) from MARTA bridge to New Peachtree Rd.

**P3 – Pedestrian crosswalk improvements at Peachtree Road at Pierce Drive**.
Install a crosswalk with a raised pedestrian refuge island and ADA ramps across Peachtree Rd on the north side of its intersection with Pierce Dr. Provides enhanced pedestrian access from the City parking lot to downtown Chamblee businesses.

**P4 – Streetscape improvements along Malone Drive**
Install on-street parking, sidewalks, lighting, landscaping, and street furnishings (per Chamblee Streetscape Guidelines, December 2008) on Malone Dr (both sides) from rail spur to Peachtree Blvd. This project is currently underway.

**P5 – Streetscape improvements along Broad Street**
Install sidewalks, lighting, landscaping, and street furnishings (per Chamblee Streetscape Guidelines, December 2008) on Broad St (west side) from Peachtree Rd to Harts Mill Road.

## LONG-TERM ACTION PLAN

**P6 – Streetscape improvements along Peachtree Road (Clairmont Road to Chamblee Tucker Road)**

Install sidewalks, lighting, landscaping, and street furnishings (per Chamblee Streetscape Guidelines, December 2008) on Peachtree Rd (both sides) from Clairmont Rd to Chamblee Tucker Rd.

**P7 – Streetscape improvements along Peachtree Road (Broad Street to Ingersoll Rand Drive)**

Install sidewalks, lighting, landscaping, and street furnishings (per Chamblee Streetscape Guidelines, December 2008) on Peachtree Rd (north side) from Broad St to Ingersoll Rand Dr.

**P8 – Streetscape improvements along Burk Terrace**

Install sidewalks, lighting, landscaping, and street furnishings (Per Chamblee Streetscape Guidelines, December 2008) on Burk Terrace (both sides) from Hood Ave to Burke Dr to connect MARTA station to International Village.

**P9 – Streetscape improvements along American Industrial Way**

Install sidewalks, lighting, landscaping, and street furnishings (per Chamblee Streetscape Guidelines, December 2008) on American Industrial Way (both sides) from Chamblee Dunwoody Rd to Peachtree Blvd.

**P10 – Streetscape improvements along Peachtree Boulevard (south side)**

Install sidewalks, lighting, landscaping, and street furnishings (per Chamblee Streetscape Guidelines, December 2008) on Peachtree Blvd (south side) from Chamblee Dunwoody Rd to Longview Dr.

**P11 – Streetscape improvements along Peachtree Boulevard (north side)**

Install sidewalks, lighting, landscaping, and street furnishings (per Chamblee Streetscape Guidelines, December 2008) on Peachtree Blvd (north side) from Clairmont Rd to Longview Dr.

**P12 – Streetscape improvements along Watkins Avenue**

Install sidewalks, lighting, landscaping, and street furnishings (per Chamblee Streetscape Guidelines, December 2008) on Watkins Ave (both sides) from Chamblee Tucker Rd to New Peachtree Rd (includes International Village streetscape detail).

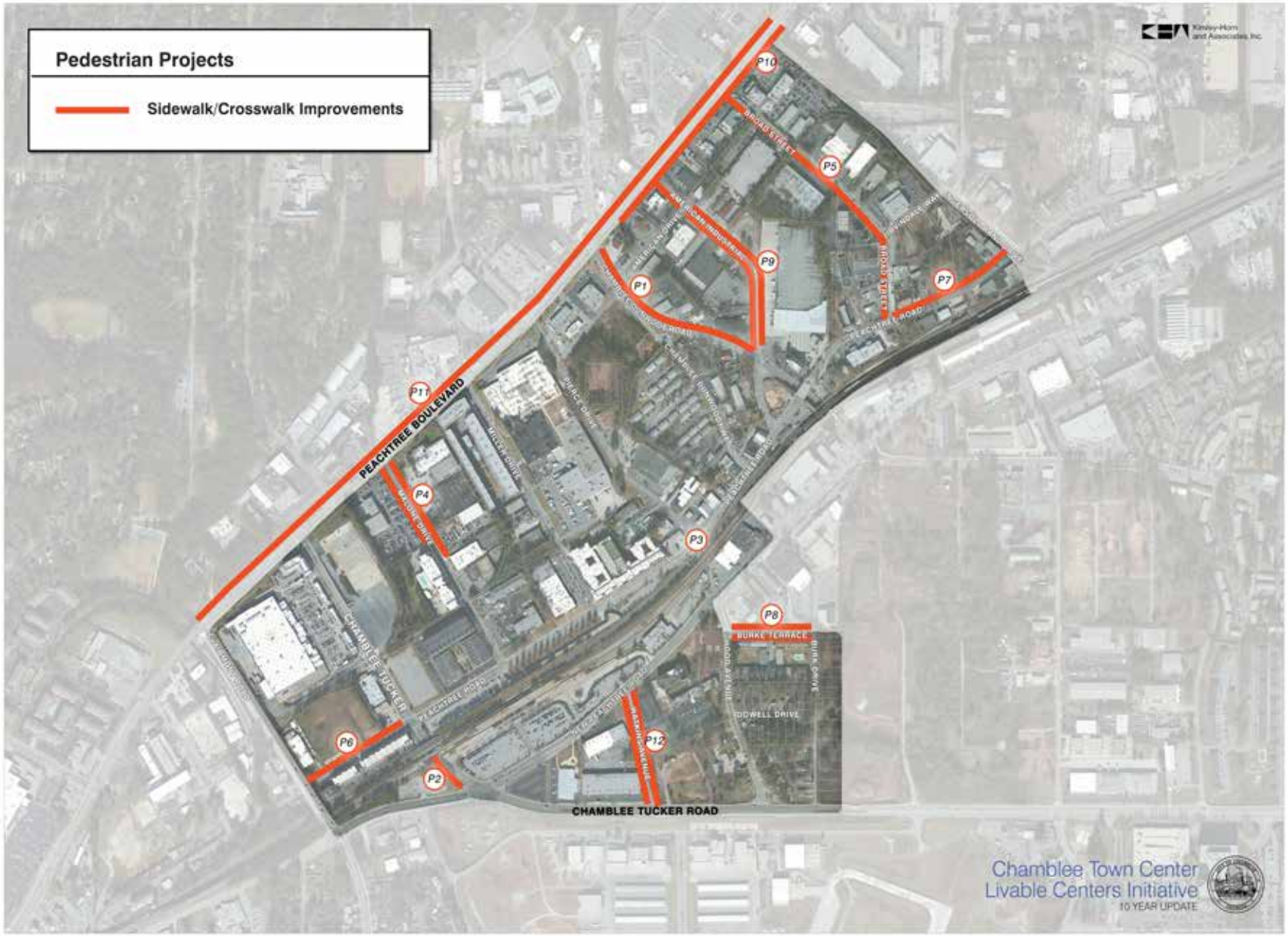

Pedestrian Projects
Sidewalk/Crosswalk Improvements
P1
P2
P3
P4
P5
P6
P7
P8
P9
P10
P11
P12
PEACHTREE BOULEVARD
CHAMBLEE TUCKER ROAD
BROAD STREET
BURKE TERRACE
Chamblee Town Center
Livable Centers Initiative
10 YEAR UPDATE

FIGURE 3.1

BROAD STREET

# BICYCLE

The Bicycle Projects seek to create and connect bicycle corridors throughout the Chamblee LCI area. Many of the projects identified are recommended in PLAN 2040 and the Chamblee Community Active Living Plan. This section also includes one of the most aggressive projects in the Chamblee LCI 5-Year Action Plan, which recommends extending the existing Rail Trail through the heart of the LCI area. Bicycle Projects are listed below in terms of priority and are illustrated on the Bicycle Project Figure 3.2.

## SHORT-TERM 5-YEAR ACTION PLAN

**B1 – Chamblee Rail Trail Multi-use Greenway (Phase 2) and Extend existing Rail Trail from under Clairmont Road bridge to Chamblee Dunwoody Way and to Peachtree Road**
Includes intersection improvements at Peachtree Blvd at Sexton Woods Dr including relocated northbound crosswalk along Peachtree Blvd at Sexton Woods Dr and southbound approach with raised concrete median. Also includes midblock crossing improvements at entrance into trail at Peachtree Rd, Malone Dr Miller Dr and Pierce Dr.

**B2 – Bicycle improvements along Peachtree Road (Pierce Drive to Ingersoll Rand Drive) and along American Industrial Way**
Install shared lane markings “Sharrows” along Peachtree Rd from Pierce Drive to Ingersoll Rand Dr and along American Industrial Way from Chamblee Dunwoody Rd to Peachtree Rd.

## LONG-TERM ACTION PLAN

**B3 – Chamblee Rail Trail Multi-use Greenway (Phase 3)**
Extend existing Rail Trail from Phase 2 at Chamblee Dunwoody Way to Downtown Chamblee extending to Peachtree Rd. To occur as redevelopment allows.

**B4 – Bicycle improvements along Peachtree Road (west of Clairmont Road)**
Install shared lane markings “Sharrows” along Peachtree Rd from Peachtree Blvd to Clairmont Rd.

**B5 – Bicycle improvements along New Peachtree Road and Chamblee Tucker Road**
Install shared lane markings “Sharrows” along New Peachtree Rd from 8th St to Kristie Way and along Chamblee Tucker Rd from Peachtree Rd to New Peachtree Rd.

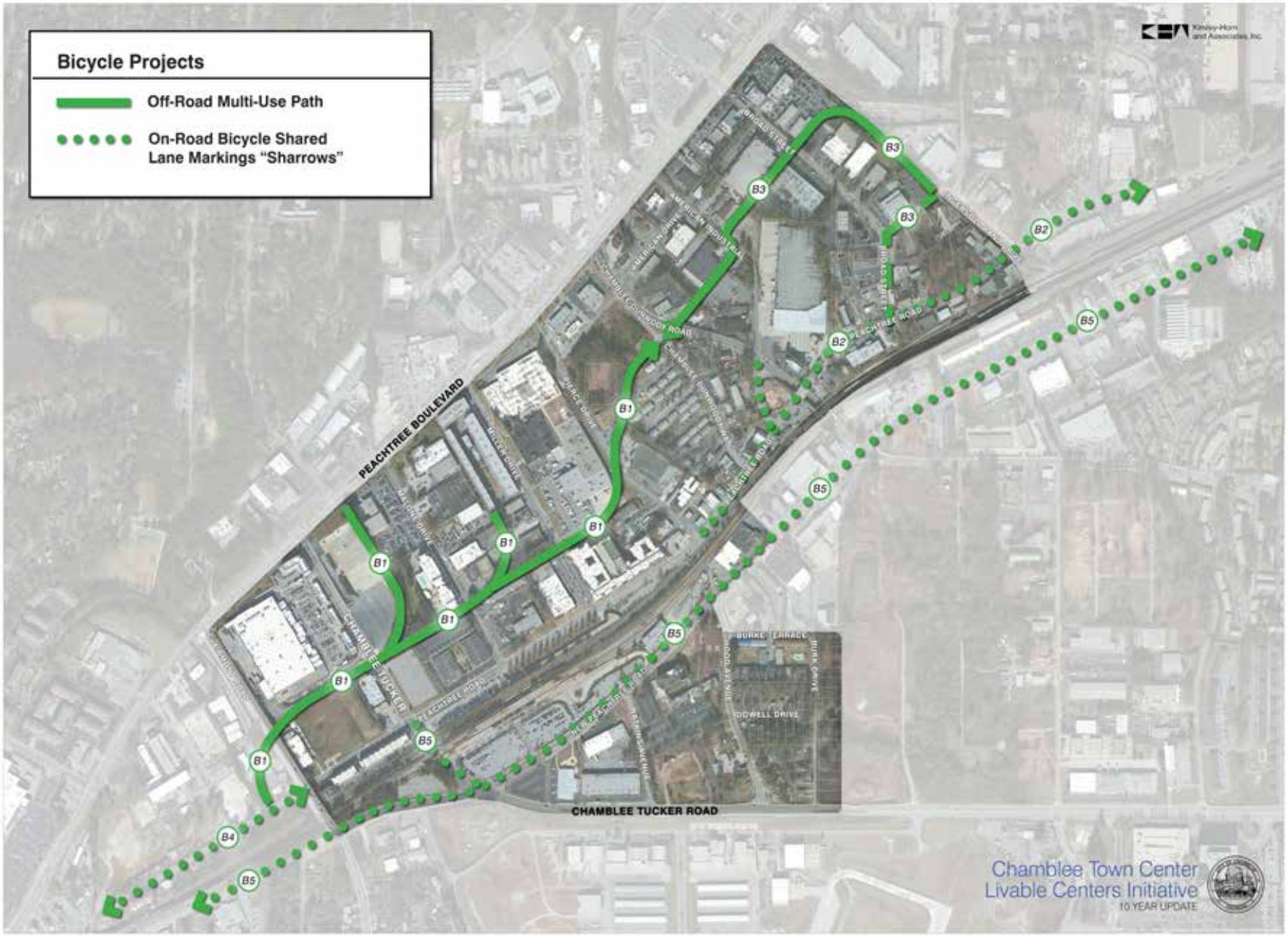

Bicycle Projects
Off-Road Multi-Use Path
On-Road Bicycle Shared Lane Markings "Sharrows"
PEACHTREE BOULEVARD
CHAMBLEE TUCKER ROAD
B1
B2
B3
B4
B5
Chamblee Town Center
Livable Centers Initiative
10 YEAR UPDATE

FIGURE 3.2

# CORRIDOR

Corridor Projects are vehicular improvements along specific roadway segments. Improvements along these roadway segments include vehicular operational improvements such as the addition or removal of a travel lane, increasing or decreasing the width dimensions of lanes, inclusion of a dedicated turn lane, incorporation of shared travel lanes for vehicles and bicycles, installation of ADA ramps, and other such operational improvements. Though the majority of the corridor projects listed are vehicular oriented, many of them look to improve the segment of roadway for pedestrians in the surrounding area as well. Corridor Projects are listed as follows and illustrated on the Corridor and Gateway Project Figure 3.3.

## SHORT-TERM 5-YEAR ACTION PLAN

**C1 – Corridor improvements along Chamblee Dunwoody Road (New Peachtree Road to Harts Mill Road)**

Operational improvements along Chamblee Dunwoody Rd from New Peachtree Rd to to Harts Mill Rd - Includes widening sidewalks along Chamblee Dunwoody Rd from New Peachtree Rd to American Industrial Way by removing one northbound lane and adding shared lane markings “Sharrows.” Stays within existing curb-to-curb limits. Also includes a new cross-section from American Industrial Way to Harts Mill Rd to consist of one lane in each direction with dedicated left-turn lanes at intersections, streetscapes, and bike lanes. Includes intersection improvements at American Industrial Way consisting of ADA ramps, additional crosswalks to each approach of the intersection and enhancing the aesthetics of the intersection to create a gateway feature. Also includes capacity improvements and gateway features at Peachtree Boulevard.

**C2 – Corridor improvements along Chamblee Tucker Road (Peachtree Boulevard to Chamblee Village) and midblock crossing at Chamblee Village pedestrian entrance**

Install a raised median along Chamblee Tucker Rd from Peachtree Blvd to Chamblee Village/Walmart Driveway with Rectangular Rapidly Flashing Beacon (RRFB) midblock crossing at the pedestrian entrance into the Walmart - Reduce lanes from 12’ to 11’ outside lanes with 10’ inside lanes, maintain curb-to-curb width.

**C3 – Corridor improvements along Peachtree Road (Clairmont Road to Pierce Drive)**

Operational improvements along Peachtree Rd from Clairmont Rd to Pierce Drive - New cross-section to consist of one lane in each direction with dedicated left-turn lanes at intersections and raised center islands where appropriate. Stays within existing curb-to-curb limits. Include bike lanes where width allows, shared lane markings “Sharrows” where width does not permit bicycle lanes. Includes reconfiguration of intersection of Peachtree Rd at Chamblee Tucker Rd to provide exclusive northbound and southbound left-turn lanes along Peachtree Rd with left-turn signal phasing. Includes on-street parking where space allows.

**C4 – Corridor improvements along Peachtree Road (American Industrial Way to Chamblee Dunwoody Road)**

Remove southbound right-turn lane along Peachtree Rd between American Industrial Way and bridge over Chamblee Dunwoody Rd - Reallocate width to sidewalks on both sides of the road. Install ADA ramps and add crosswalks to each approach of the intersection of American Industrial Way at Peachtree Rd. Construct raised concrete island at the crosswalk between Vintage Pizza and the Frosty Caboose along Peachtree Rd.

## LONG-TERM ACTION PLAN

**C5 – Corridor improvements along New Peachtree Road (Clairmont Road to Hood Avenue)**

Install a raised median along New Peachtree Rd from Clairmont Rd to Hood Ave - Requires reduction of lanes from 12' to 10' inside and 11' outside lanes. Remove one northbound lane from Chamblee Tucker Rd to Hood Ave (requires northbound outside lane to drop as a right-turn only).

**C6 – Corridor improvements along Peachtree Boulevard**

Create pedestrian refuge by adding raised center medians at various locations throughout the corridor where space allows.

# GATEWAY

Gateway Projects are pedestrian oriented projects that look to create gateways or entrances to underutilized or unsafe pedestrian intersections. Gateway Projects seek to enhance the aesthetics in otherwise deteriorated areas of existing pedestrian traffic, provide pedestrian refuges in areas where pedestrian crossing is difficult or unsafe, and create a sense of entry to a heavily trafficked vehicular and pedestrian area. Gateway Projects are listed as follows in terms of priority and illustrated on the Corridor and Gateway Project Figure 3.3.

## SHORT-TERM 5-YEAR ACTION PLAN

**G1 – Chamblee Dunwoody Road Gateway Improvements**

Enhance aesthetics of Chamblee Dunwoody Rd under the MARTA/ Norfolk Southern bridges. Install overhead "Chamblee" Gateway Signage on the northbound and southbound approaches on Chamblee Dunwoody Rd at the MARTA/Norfolk Southern bridge, provide additional lighting and visibility.

**G2 – Gateway improvements along Peachtree Boulevard**

Construct gateway enhancements oriented to motorists along the east side of Peachtree Blvd at either Broad St, American Industrial Way, or Chamblee Dunwoody Rd, depending on development patterns of the downtown area. These would be larger in size than the existing wayfinding signage that currently exists along Pechtree Blvd.

## LONG-TERM ACTION PLAN

**G3 – Gateway improvements at Chamblee Tucker Road and MARTA bridge**

Create extended sidewalk/plaza along the east side of Chamblee Tucker Rd under the MARTA and Norfolk Southern Bridge. Install overhead "Chamblee" Gateway Signage on the northbound and southbound approaches on Chamblee Tucker Rd at the MARTA/Norfolk Southern bridges.

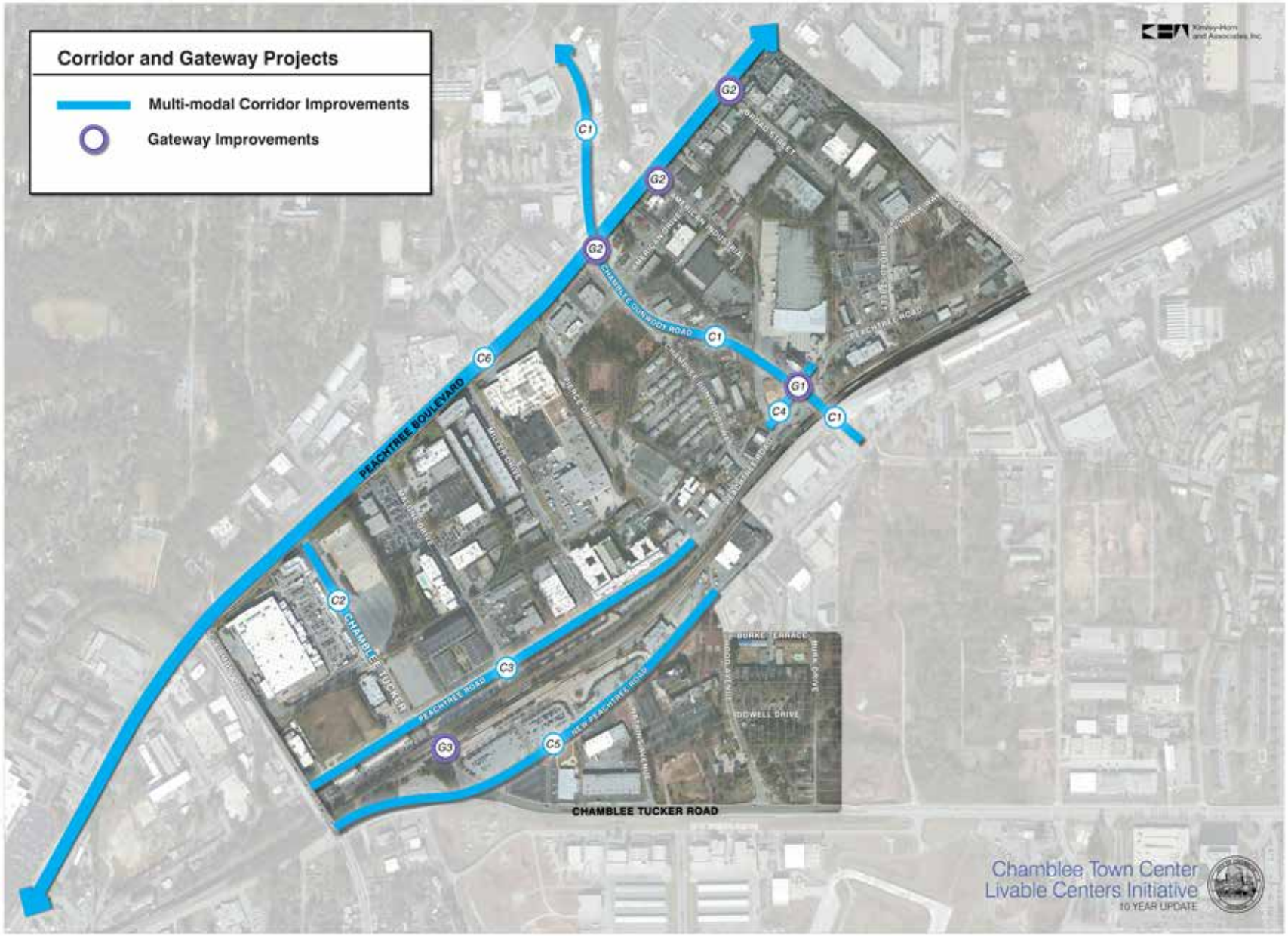

Corridor and Gateway Projects
Multi-modal Corridor Improvements
Gateway Improvements
PEACHTREE BOULEVARD
CHAMBLEE TUCKER ROAD
PEACHTREE ROAD
NEW PEACHTREE ROAD
CHAMBLEE-DUNWOODY ROAD
BROAD STREET
BURKE TERRACE
IDLEWELL DRIVE
C1
C2
C3
C4
C5
C6
G1
G2
G3
Chamblee Town Center
Livable Centers Initiative
10 YEAR UPDATE

FIGURE 3.3

CHAMBLEE TUCKER ROAD AT PEACHTREE ROAD

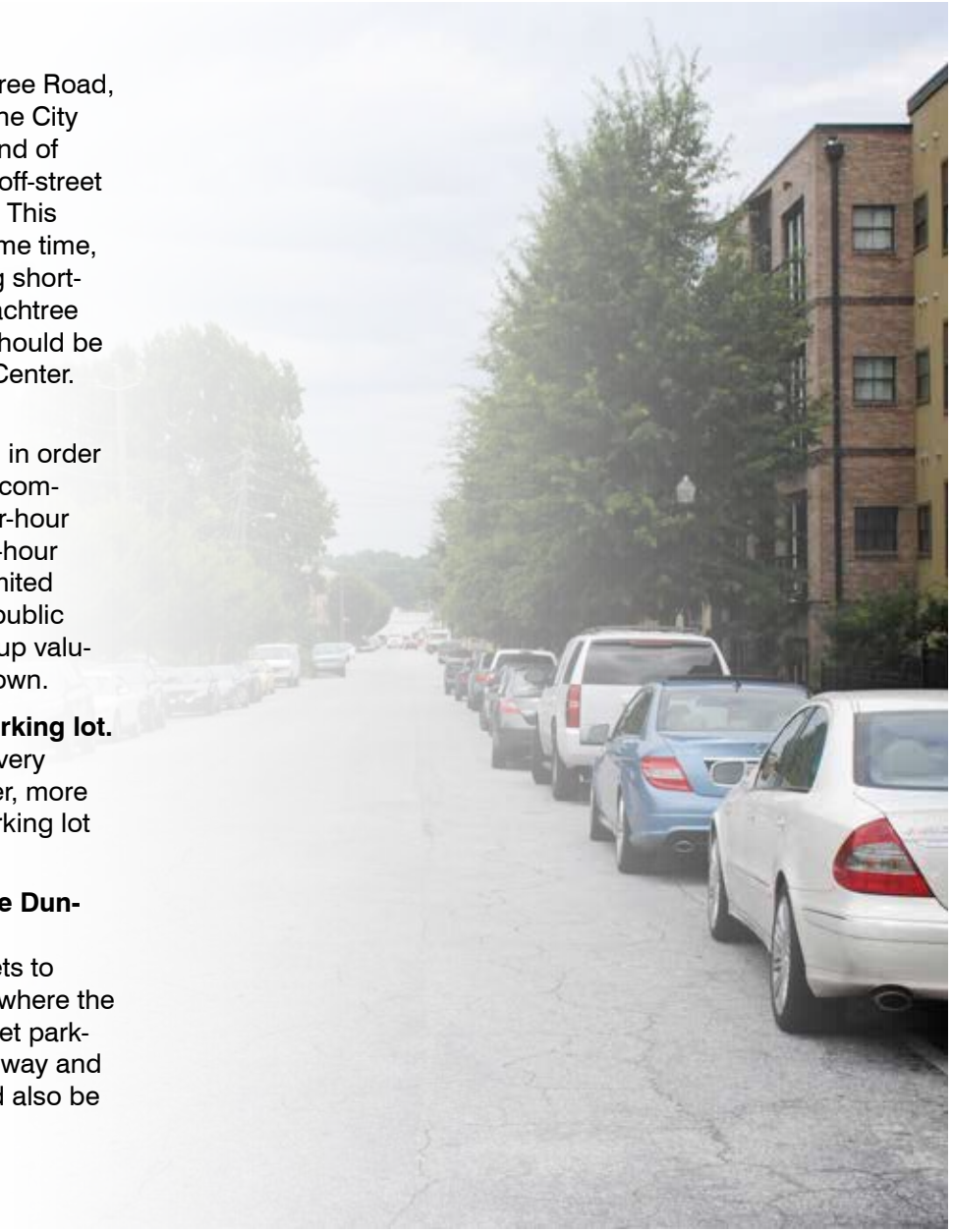
# PARKING

On-street public parking is currently provided along portions of Peachtree Road, Malone Drive and Miller Drive. A public surface parking lot leased by the City from MARTA with approximately 75 spaces is located at the northern end of the Chamblee rail station along Peachtree Road. These on-street and off-street facilities have no restrictions on who may use them and no time limits. This allows anyone to park in these spaces on a long-term basis. At the same time, several areas throughout the Town Center currently experience parking shortages, primarily restaurants and retail establishments located along Peachtree Road just north of Pierce Drive. The following strategies and projects should be considered to address parking challenges within the Chamblee Town Center.

**PK1 – Enact time-limited parking.**
The City should make both on-street and off-street parking time-limited in order to encourage turnover needed to support retail establishments. It is recommended that the MARTA leased surface parking lot be restricted to four-hour parking. On-street parking should either be limited to two-hour or four-hour parking, depending on the City's desires to increase turnover. Time-limited parking will remove residents living in the area from utilizing premium public parking in lieu of the parking provided on their properties and will free up valuable spaces for visitors and patrons of the retail establishments downtown.

**PK2 – Install more visible signage at the MARTA leased surface parking lot.**
Existing signage advertising free city parking does exist, however, it is very small and hard to identify when traveling along Peachtree Road. Larger, more visible signage should be installed that draws more attention to the parking lot and makes it clear that it is public parking.

**PK3 – Consider on-street parking along Pierce Drive and Chamblee Dunwoody Way.**
Pierce Drive and Chamblee Dunwoody Way are the closest cross-streets to Peachtree Road between Pierce Drive and Chamblee Dunwoody Way where the highest parking demand is being experienced. Any addition of on-street parking along these two roadways should occur along one side of the roadway and not obstruct visibility or access to existing driveways. Sidewalks should also be constructed to connect any new on-street parking to Peachtree Road.



# TRANSIT

The existing MARTA rail station and the associated bus service is one of the greatest assets of the Chamblee Town Center. From March through May 2013, average ridership for the station was 3,776 people per day. This makes the Chamblee station the 19th busiest of the 37 total rail stations in the MARTA rail network. This station experiences 2.4 percent of the MARTA system's 158,783 passenger trips per day.

While the station is reasonably utilized, improvements could enhance the station's convenience and encourage greater use. Additionally, MARTA controls several properties located near the station. The City should work with MARTA officials and private developers to leverage these MARTA owned properties and enhance the usability of the station.

**T1 – Encourage MARTA to reconfigure ticketing equipment.**
There is a pedestrian tunnel/pass-through under the MARTA rail platform. However, this pass-through cannot be used by a pedestrian without paying the MARTA fare because of the location of the existing ticketing equipment. Because of the limited number of railway crossings in the area (Chamblee Tucker and Chamblee Dunwoody Road), the ticketing equipment should be relocated so that a pedestrian can utilize the pass-through without being required to pay the fare.

**T2 – Eliminate the bus bays along the northwest side of the MARTA station.**
Currently, buses use bus bays at both the northwest and southeast sides of the station; however, the southeast side is the heavier used of the two. Two bus routes utilize the bus bays on the northwest side while four bus routes utilize the bus bays along the southeast side. By consolidating all bus routes to the southeast side, the northwest bus bays can be eliminated and transit supportive development placed there instead.

**T3 – Development immediately adjacent to the MARTA rail station should be tied to the station seamlessly.**
Development suggested along the northwest side of the MARTA rail station should be connected directly to the rail station with well lit, inviting corridors lined with active uses. This will aid in visibility, safety and convenience for users.

**T4 – Work with MARTA to develop an expedited review and permitting process for developers building on MARTA owned properties in a manner that is consistent with LCI and City policies.**

**T5 – Work with developers to ensure that new development meets MARTA's TOD development standards.**
The City should work with developers by providing flexibility to development regulations that support MARTA's TOD development standards for the Town Center designation on properties owned by MARTA and other adjacent properties.

**T6 – Work with developers to encourage at least 20% of affordable housing for residential developments on MARTA owned property and reasonable higher density development adjacent to the MARTA Station.**
MARTA's guidelines for development on MARTA owned property calls for this level of affordable housing.

# PART 4 : IMPLEMENTATION

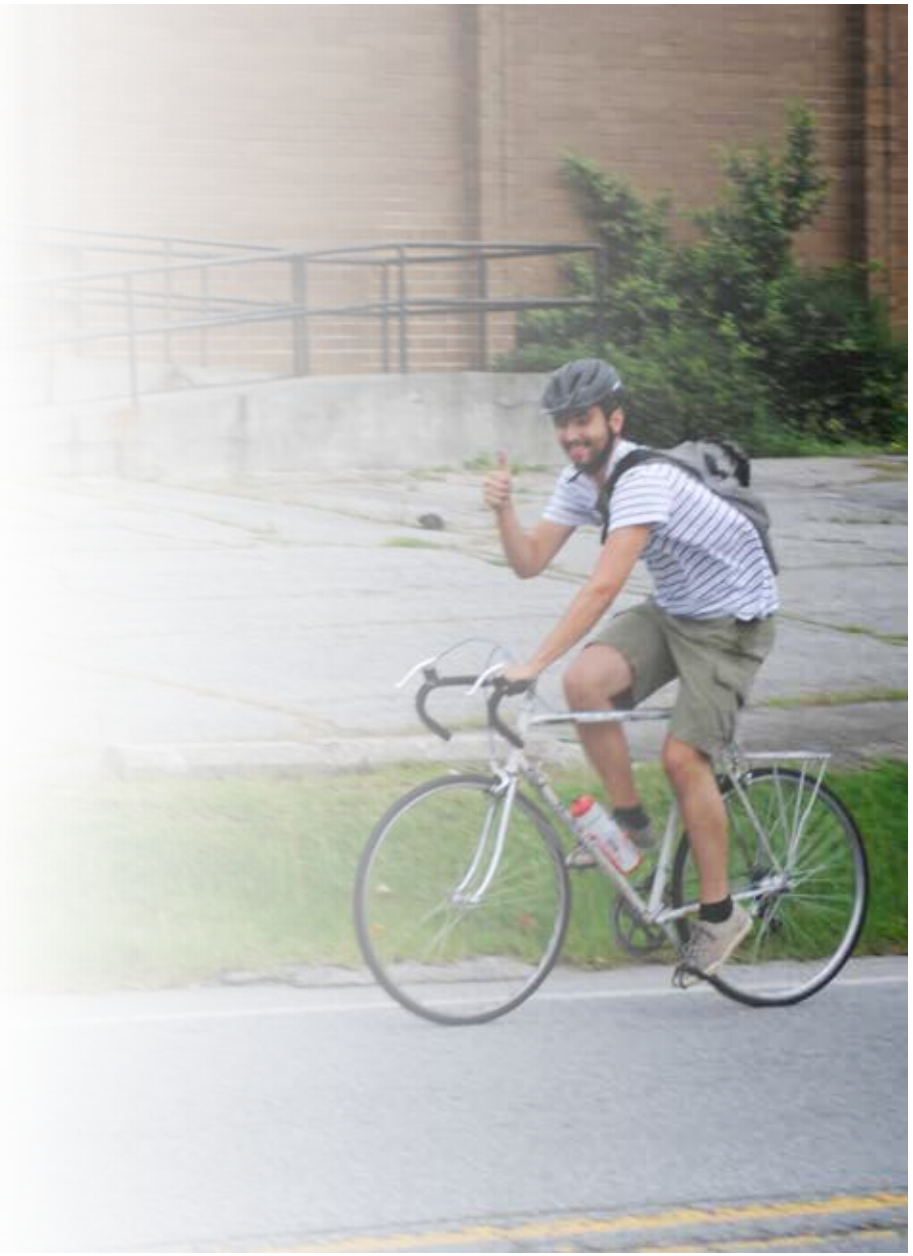
## CHAMBLEE LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

# IMPLEMENTATION

While the previous section outlines the complete list of initiatives, this section identifies City and community priorities for implementation. The priorities are broken down into two separate lists, the short-term 5-year action plan and long-term future improvements.

Improvement projects and initiatives have been identified both by previous LCI and local planning efforts and throughout this LCI update. In late 2013 and early 2014, downtown improvement efforts were presented to the public and prioritized by Mayor and City Council. Immediate, short-term improvements are slated for 2014-2015. Other short-term initiatives are 5-7 year projects, while others identified are longer-term future improvements.

Over time, project priorities may change based on funding availability, community needs and/or private development within the Chamblee Town Center area. With community and market needs apt to change, the implementation plan should be a “living document’ that the City, Mayor, and Council should revisit on an annual basis.



# CITY OF CHAMBLEE PRIORITIES

As described in this report, there are over 35 development recommendations and 35 transportation projects to enhance the Town Center area, catalyze appropriate development, and improve quality of life. The following projects were identified through the LCI effort as priorities of Mayor and Council in January 2014.

**Chamblee Dunwoody Rd/Peachtree Blvd intersection improvements**
Intersection capacity and pedestrian safety improvements. The intersection is an important gateway to downtown Chamblee and serves as a main connection to Chamblee High School. It should be improved with gateway features such as attractive landscape, streetscape, and wayfinding. While the immediate priority is on intersection improvements, this initiative is part of a larger improvement to the Chamblee-Dunwoody Corridor (Project C1), and should be designed to integrate with the larger improvement and provide a gateway from Peachtree Boulevard to the Town Center Area (Gateway project G2).

**Peachtree Road/Chamblee Tucker Rd intersection improvements**
This intersection currently experiences high levels of traffic congestion and safety problems during the afternoon rush hour. Turn-lanes and signal phasing should be installed. While the immediate priority is on intersection improvements, this initiative is part of a larger Peachtree Road improvement project (Project C3) and should be designed to integrate with the larger pedestrian/bicycle improvement.

**Development of regional detention park and Chamblee Rail Trail Extension**
The existing Perimeter Trail should be extended through the downtown district and tie into a new 2.5 acre regional detention area and park located on the currently wooded MARTA owned parcel to the east of Chamblee Tucker Road. The City may consider partnering with MARTA to design and construct the park to be located above a regional underground detention pond. Once constructed, the City would lease detention capacity to adjacent property to provide a regional environmental feature and park. This is part of project B1 and shown in the development node A concept plan.

**Downtown Parking Study**
A detailed parking study should be performed to identify detailed options, including locations for on-street parallel and angle parking and for larger off-street parking facilities at strategic locations where public-private partnerships may be possible to enable additional mixed use development and business activity to occur in the downtown. Depending on the results of the study, the City may purchase land in order to construct one or several parking facilities in downtown. The LCI Plan outlines several parking initiatives including better signage for the current, City lot south of Peachtree Road, addition of on-street parking where available and development of additional parking north of Peachtree Road in conjunction with property acquisition and/or redevelopment activity.

**Downtown streetscape "blueprint"**
The entire mid-City district should be evaluated for priority streetscape and on-street parking improvements. The "blueprint" would identify potential locations for on-street parking and also identify the gaps in the existing sidewalks and streetscapes on downtown streets in the mid-City area using a value-based priority system to evaluate feasibility and value of each project. While the City may revisit the exact order and priority of streetscapes, the LCI Plan prioritized remaining portions of Peachtree Road, Chamblee-Tucker Road, Chamblee-Dunwoody Road, and Broad Street.

**Peachtree Road Improvements**
The City is currently in the design phase of streetscape along Peachtree Road. This project, as well as those others listed in this report should progress forward in order to further increase walkability and bikability along this, the City's primary downtown corridor. Peachtree Road improvements are identified in the LCI Plan in several phases as Projects C3, C4, P3, and B2.

# 5-YEAR ACTION PLAN

Short-term implementation projects and initiatives are outlined in the Action Plan. LCI recommendations are divided into two sections, The Five-Year Action Plan and the Long-Term Plan. The Five-Year Action Plan extracts projects that can be completed or started within the next 5 years, while those found in the Long-Term Plan are projects that will require additional time and effort or are lower priority items.

The 5-Year Action Plan lists recommended projects along with schedules, cost estimates, possible funding sources, and parties responsible for leading each initiative's implementation.It is important that ongoing attention and priority is given to the Five Year Action Plan and its implementation. As such, an annual project budget review and continued citizen involvement and input as exhibited throughout the study process will be essential to the long-term success of the plan.

City staff should track projects and maintain milestone dates and deadlines to help keep projects on schedule and moving toward completion. The 5-year action plan should also be utilized as a tool during the City's annual planning retreat. This effort will aid elected officials in establishing policies and setting priorities for funding and implementation of the projects outlined in the 5-Year Action Plan list.

The Atlanta Regional Commission has committed to making funding available for the implementation of transportation-related projects. The City of Chamblee, specifically the transportation project coordinator, should work with the Atlanta Regional Commission to ensure that projects requiring transportation funds are included in future Regional Transportation Plans, which are revised every five years. Most of these funds will require at least a 20 percent local match, which is often allocated come from the general fund of participating cities. The City's transportation project coordinator should also be involved with and attend Transportation Coordinating Committee (TCC) meetings at ARC on a regular basis.

Realizing the plan's vision requires long-term commitment. The plan's future vision cannot be achieved overnight, and if it is not consulted and reviewed regularly, it risks becoming obsolete. As the City of Chamblee moves forward with implementation, it is important to remember the following:

- While the vision may be unlikely to change in the near future, it is important that the community recognize that the vision/plan can and will change over time.

- The future addition or subtraction of policies or projects should not be viewed as a compromise of the vision, but rather its natural evolution in response to changing conditions and challenges.

Budget estimates in the 5-year action plan as based on the economic climate, land costs, transportation costs, transportation funding programs, and development trends as of late 2013/early 2014. As these factors are subject to change (sometimes rapidly), Chamblee must be prepared to respond to changes in order to ensure an ongoing relevant plan and necessary budgets. The 5-Year Action Plan projects are graphically shown on Figure 4.1. A detailed project list of the 5-Year Action Plan projects is provided in Figure 4.2. Long-term projects are shown on Figure 4.3. Housing and other initiatives are shown on Figure 4.4.

Chamblee Five-Year Action Plan
Sidewalk/Crosswalk Improvements
Off-Road Multi-Use Path
On-Road Bicycle Shared Lane Markings "Sharrows"
Multi-modal Corridor Improvements
Gateway Improvements
PEACHTREE BOULEVARD
CHAMBLEE TUCKER ROAD
PEACHTREE ROAD
BROAD STREET
AMERICAN INDUSTRIAL DRIVE
BURKE DRIVE
BURKE TERRACE
DOWELL DRIVE
G1
G2
P1
P2
P3
P4
P5
C1
C2
C3
C4
B1
B2
Chamblee Town Center
Livable Centers Initiative
10 YEAR UPDATE

FIGURE 4.1

## Chamblee Five-Year Action Plan

| Project ID | Project Name | Description | Type of Improvement | Engineering Year | Engineering Costs | ROW Year | ROW Costs | Construction Year | Construction Costs | Total Project Cost | Responsible Party | Funding Source | Local Source | Match Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| C1 | Corridor improvements along Chamblee Dunwoody Rd (New Peachtree Rd to Chamblee High School) | Operational improvements along Chamblee Dunwoody Rd from New Peachtree Rd to Chamblee High School - Includes widening sidewalks along Chamblee Dunwoody Rd from New Peachtree Rd to American Industrial Way by removing one northbound lane and adding shared lane markings "Sharrows." Stays within existing curb-to-curb limits. Also includes a new cross-section from American Industrial Way to Chamblee High School to consist of one lane in each direction with dedicated left-turn lanes at intersections and bike lanes. Includes intersection improvements at American Industrial Way consisting of ADA ramps, additional crosswalks to each approach of the intersection and enhancing the aesthetics to create a gateway feature. | Corridor | 2015 | $72,500 | 2016 | N/A | 2017 | $725,000 | $800,000 | City | Local, ARC/Federal State (GDOT) | City of Chamblee | $160,000 |
| P1 | Pedestrian improvements along Chamblee Dunwoody Rd | Install sidewalks, lighting, landscaping, and street furnishings (Per Chamblee Streetscape Guidelines, December 2008) on Chamblee Dunwoody Rd (east side) from American Industrial Way to Peachtree Blvd. | Pedestrian | 2017 | $50,000 | 2018 | N/A | 2019 | $500,000 | $550,000 | City | Local, ARC/Federal | City of Chamblee | $110,000 |
| P2 | Pedestrian improvements along Chamblee Tucker Rd | Install sidewalks, lighting, landscaping, and street furnishings (Per Chamblee Streetscape Guidelines, December 2008) on Chamblee Tucker Rd (west side) from MARTA bridge to New Peachtree Rd. | Pedestrian | 2014 | $12,000 | 2015 | N/A | 2016 | $120,000 | $140,000 | City | Local, ARC/Federal | City of Chamblee | $28,000 |
| B1 | Chamblee Rail Trail Multi-use Greenway (Phase 2) | Extend existing Rail Trail from under Clairemont Road bridge to Chamblee Dunwoody Way and to Peachtree Rd. Includes intersection improvements at Peachtree Blvd @ Sexton Woods Dr to include relocated northbound crosswalk along Peachtree Blvd at Sexton Woods Dr to southbound approach with raised concrete median. Also includes midblock crossing improvements at entrance into trail at Peachtree Rd, Malone Dr, Miller Dr, and Pierce Dr. | Bicycle | 2014 | $280,000 | 2015 | $ 688,000.00 | 2016 | $2,800,000 | $3,770,000 | City, State/ Federal | Local, ARC/Federal State | City of Chamblee | $754,000 |
| C2 | Corridor improvements along Chamblee Tucker Rd (Peachtree Blvd to Walmart driveway) and midblock crossing at Walmart pedestrian entrance | Install a raised median along Chamblee Tucker Rd from Peachtree Blvd to Walmart Driveway with Rectangular Rapidly Flashing Beacon (RRFB) midblock crossing at the pedestrian entrance into the Walmart - Reduce lanes from 12' to 11' outside lanes with 10' inside lanes, maintaining curb-to-curb width. | Corridor | 2015 | $45,000 | 2016 | N/A | 2017 | $450,000 | $500,000 | City | Local, ARC/Federal | City of Chamblee | $100,000 |
| C3 | Corridor improvements along Peachtree Rd (Clairmont Rd to Pierce Dr) | Operational improvements along Peachtree Rd from Clairmont Rd to Pierce Drive - New cross-section to consist of one lane in each direction with dedicated left-turn lanes at intersections and raised center islands where appropriate. Stays within existing curb-to-curb limits. Bike lanes where width allows, shared lane markings "Sharrows" where width does not permit. Includes reconfiguration of intersection of Peachtree Rd at Chamblee Tucker Rd to provide exclusive northbound and southbound left-turn lanes along Peachtree Rd with left-turn signal phasing. | Corridor | 2014 | $67,800 | 2015 | N/A | 2016 | $678,000 | $750,000 | City | Local, ARC/Federal | City of Chamblee | $150,000 |
| P3 | Pedestrian crosswalk improvements at Peachtree Rd @ Pierce Dr | Install a crosswalk with a raised pedestrian refuge island and ADA ramps across Peachtree Rd on the north side of its intersection with Pierce Dr. Providing enhanced pedestrian access from the City parking lot to downtown Chamblee businesses. | Pedestrian | 2014 | $0 | 2015 | N/A | 2016 | $4,250 | $10,000 | City | Local | City of Chamblee | N/A |

FIGURE 4.2, CONTINUED ON PAGE 77

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **C4** | Corridor improvements along Peachtree Rd (American Industrial Way to Chamblee Dunwoody Rd) | Remove southbound right-turn lane along Peachtree Rd between American Industrial Way and bridge over Chamblee Dunwoody Rd - Reallocate width to sidewalks on both sides of the road. Install ADA ramps and add crosswalks to each approach of the intersection of American Industrial Way at Peachtree Rd. Construct raised concrete island at the crosswalk between Vintage Pizza and the Frosty Caboose along Peachtree Rd. | Corridor | 2015 | $38,000 | 2016 | N/A | 2017 | $380,000 | $420,000 | City | Local, ARC/Federal | City of Chamblee | $84,000 |
| **G1** | Chamblee Dunwoody Rd Gateway Improvements | Enhance aesthetics of Chamblee Dunwoody Rd under the MARTA/Norfolk Southern bridges. Install overhead "Chamblee" Gateway Signage on the northbound and southbound approaches on Chamblee Dunwoody Rd at the MARTA/Norfolk Southern bridge, provide additional lighting and visibility. | Gateway | 2016 | $65,000 | 2017 | N/A | 2018 | $650,000 | $720,000 | City | Local, ARC/Federal, State (GDOT) | City of Chamblee | $144,000 |
| **B2** | Bicycle improvements along Peachtree Rd (Pierce Drive to Ingersoll Rand Dr) and along American Industrail Way | Install shared lane markings "Sharrows" along Peachtree Rd from Pierce Drive to Ingersoll Rand Dr and along American Industrial Way from Chamblee Dunwoody Rd to Peachtree Rd. | Bicycle | 2016 | $450 | 2017 | N/A | 2018 | $4,500 | $5,000 | City | Local | City of Chamblee | N/A |
| **G2** | Gateway improvements along Peachtree Blvd | Construct gateway enhancements along the east side of Peachtree Blvd at either Broad St, American Industrial Way, or Chamblee Dunwoody Rd, depending on development patterns of the downtown area. | Gateway | 2016 | $150,000 | 2017 | $ 35,000.00 | 2018 | 800,000 | $950,000 | City, GDOT | Local, ARC/Federal, State (GDOT) | City of Chamblee | $190,000 |
| **P4** | Pedestrian improvements along Malone Dr | Install on-street parking, sidewalks, lighting, landscaping, and street furnishings (Per Chamblee Streetscape Guidelines, December 2008) on Malone Dr (both sides) from rail spur to Peachtree Blvd. | Pedestrian | 2017 | $28,000 | 2018 | N/A | 2019 | $280,000 | $310,000 | City | Local / Private | City of Chamblee/ Private | N/A |
| **P5** | Pedestrian improvements along Broad St | Install sidewalks, lighting, landscaping, and street furnishings (Per Chamblee Streetscape Guidelines, December 2008) on Broad St (west side) from Peachtree Rd to Peachtree Blvd. | Pedestrian | 2015 | $37,500 | 2016 | $ 92,000.00 | 2017 | $375,000 | $510,000 | City | Local, ARC/Federal | City of Chamblee | $102,000 |

Notes:
All costs are estimated in 2013 US Dollars.
Right-of-Way costs are conservative and include a factor for scheduling contingency, admin/court costs, and inflation
**City = City of Chamblee, LCI = Livable Centers Initiative Funds, GDOT = Georgia Department of Transportation, MARTA = Metropolitan Atlanta Rapid Transit

FIGURE 4.2

## Chamblee Long-Term Plan

| Project ID | Project Name | Description | Type of Improvement |
|---|---|---|---|
| **B3** | Chamblee Rail Trail Multi-use Greenway (Phase 3) | Extend existing Rail Trail from Phase 1 at Chamblee Dunwoody Way to Downtown Chamblee extending to Peachtree Rd. To occur as redevelopment allows. | Bicycle |
| **C5** | Corridor improvements along New Peachtree Rd (Clairmont Rd to Hood Ave) | Install a raised median along New Peachtree Rd from Clairmont Rd to Hood Ave - Requires reduction of lanes from 12' to 10' inside and 11' outside lanes. Remove one northbound lane from Chamblee Tucker Rd to Hood Ave (requires northbound outside lane to drop as a right-turn only). | Corridor |
| **P6** | Streetscape improvements along Peachtree Rd (Clairmont Rd to Chamblee Tucker Rd) | Install sidewalks, lighting, landscaping, and street furnishings (Per Chamblee Streetscape Guidelines, December 2008) on Peachtree Rd (both sides) from Clairmont Rd to Chamblee Tucker Rd. | Pedestrian |
| **P7** | Streetscape improvements along Peachtree Rd (Broad St to Ingersoll Rand Dr) | Install sidewalks, lighting, landscaping, and street furnishings (Per Chamblee Streetscape Guidelines, December 2008) on Peachtree Rd (north side) from Broad St to Ingersoll Rand Dr. | Pedestrian |
| **G3** | Gateway improvements at Chamblee Tucker Rd and MARTA bridge | Create extended sidewalk/plaza along the east side of Chamblee Tucker Rd under the MARTA and Norfolk Southern Bridge. Install overhead "Chamblee" Gateway Signage on the northbound and southbound approaches on Chamblee Tucker Rd at the MARTA/Norfolk Southern bridges. | Gateway |
| **B4** | Bicycle improvements along Peachtree Rd (west of Clairmont Rd) | Install shared lane markings "Sharrows" along Peachtree Rd from Peachtree Blvd to Clairmont Rd. | Bicycle |
| **B5** | Bicycle improvements along New Peachtree Rd and Chamblee Tucker Rd | Install shared lane markings "Sharrows" along New Peachtree Rd from 8th St to Kristie Way and along Chamblee Tucker Rd from Peachtree Rd to New Peachtree Rd. | Bicycle |
| **P8** | Streetscape improvements along Burk Terrace | Install sidewalks, lighting, landscaping, and street furnishings (Per Chamblee Streetscape Guidelines, December 2008) on Burk Terrace (both sides) from Hood Ave to Burke Dr to connect MARTA station to International Village. | Pedestrian |
| **P9** | Streetscape improvements along American Industrial Way | Install sidewalks, lighting, landscaping, and street furnishings (Per Chamblee Streetscape Guidelines, December 2008) on American Industrial Way (both sides) from Chamblee Dunwoody Rd to Peachtree Blvd. | Pedestrian |
| **P10** | Streetscape improvements along Peachtree Blvd (south side) | Install sidewalks, lighting, landscaping, and street furnishings (Per Chamblee Streetscape Guidelines, December 2008) on Peachtree Blvd (south side) from Chamblee Dunwoody Rd to Longview Dr. | Pedestrian |
| **P11** | Streetscape improvements along Peachtree Blvd (north side) | Install sidewalks, lighting, landscaping, and street furnishings (Per Chamblee Streetscape Guidelines, December 2008) on Peachtree Blvd (north side) from Clairmont Rd to Longview Dr. | Pedestrian |
| **P12** | Streetscape improvements along Watkins Ave | Install sidewalks, lighting, landscaping, and street furnishings (Per Chamblee Streetscape Guidelines, December 2008) on Watkins Ave (both sides) from Chamblee Tucker Rd to New Peachtree Rd (includes International Village streetscape detail). | Pedestrian |
| **C6** | Corridor improvements along Peachtree Blvd | Create pedestrian refuge by adding raised center medians at various locations throughout the corridor where space allows. | Corridor |

Frosty
CABOOSE

## Housing Projects/Initiatives

| Proj ID | Project Name | Description | Year | Cost | Responsible Party | Funding Source |
|---|---|---|---|---|---|---|
| N/A | Senior housing near MARTA infrastructure | Focus additional senior housing and services around MARTA infrastructure. Lifelong communities require a variety of transportation options. By focusing senior-related facilities near the MARTA rail station and along short-headway bus routes, seniors can maintain their freedom as they age. | N/A | N/A | City/MARTA | N/A |
| N/A | Senior housing near retail and other Services | Focus additional senior housing near retail and other services. Seniors may not have the ability to drive or walk long distances. Locating senior housing nearby to local retailers, such as grocery stores, allow them to maintain dependence by allowing them have access to every day necessities without the help from others. | N/A | N/A | City/MARTA | N/A |
| N/A | Revise dwelling unit size requirement in zoning ordinance | Consider removing the minimum size requirement for one-, two-, and three-bedroom apartments. As the market analysis describes, trends indicate that more households will contain only one person. Allowing the market to dictate unit size is suggested. | 2014 | N/A | City | N/A |

## Other Local Projects/Initiatives

| | Project Name | Description | Year | Cost | Responsible Party | Funding Source |
|---|---|---|---|---|---|---|
| PK1 | Enact time-limited parking | Convert both on-street and off-street parking to time-limited in order to encourage turnover needed to support the retail establishments. It is recommended that the MARTA leased surface parking lot be restricted to four-hour parking. On-street parking should either be limited to two-hour or four-hour parking, depending on the City's desires to increase turnover. | 2014 | $8,000 | City of Chamblee | Local |
| PK2 | Install more visible signage at the MARTA leased surface parking lot | Install larger, more visible signage at the MARTA leased public parking lot that makes it more clear that it is a public parking facility. | 2014 | $75,000 | City of Chamblee | Local |
| T1 | Encourage MARTA to reconfigure ticketing equipment | Ticketing equipment at the existing tunnel under the MARTA rail platform should be relocated so that a pedestrian or bicyclist can travel through the tunnel without being required to pay the fee. | 2014 | $75,000 | MARTA | MARTA |
| T4 | Assist with creation of expedited MARTA development review | Work with MARTA to develop an expedited review and permitting process for developers building on MARTA owned properties. | 2014 | N/A | City of Chamblee/MARTA | N/A |
| N/A | Develop a "Road Map" for the DDA and determine a long-term funding mechanism | Road Map should include a two-year and five-year action plan for the DDA with a prioritized list of projects, initiatives and action items. A staffing plan should be included that addresses how each of the actions will be accomplished. City Council should approve a long-term funding strategy to support the DDA. | 2014 | N/A | City of Chamblee | N/A |
| N/A | Partner with MARTA and developers to pursue mixed-use projects around the MARTA Chamblee rail station and on MARTA-owned properties | MARTA currently owns several properties near the rail station prime for redevelopment. The City and the DDA should work together with MARTA and private developers to offer support such as staffing, incentives, and tax breaks for these properties. | 2014 | N/A | City of Chamblee/MARTA | N/A |
| N/A | Identify funding mechanisms for Transportation infrastructure improvements | The two most likely sources for project funding are from the City's general or capital improvements funding or the creation of a tax allocation district (TAD) for the Chamblee Town Center. Other strategies could include a bond referendum or investigation of "infrastructure fees" to create a fund for downtown improvements. | 2014 | N/A | City of Chamblee | N/A |

FIGURE 4.4, CONTINUED ON PAGE 81

| | | | | | | |
|---|---|---|---|---|---|---|
| N/A | Create a Utility Relocation Fund | The City should begin setting aside money in a utility relocation account that will give the City the ability to fund relocation of overhead utilities to underground along specific corridors. This account may be funded by the City's general fund and through fees assessed to property owners as properties redevelop. | 2014 | N/A | City of Chamblee | N/A |
| N/A | Seek redevelopment opportunities along Peachtree Boulevard | Efforts should be made for seeking opportunities along Peachtree Boulevard for redevelopment. Property consolidations should be sought near gateways into Downtown Chamblee such as Broad Street, American Industrial Way and Chamblee Dunwoody Road. High quality redevelopment and gateway nodes should be constructed on these sites which provide a visible corridor into Downtown Chamblee. | 2015 | N/A | City of Chamblee | N/A |
| N/A | Determine the appropriate location for additional downtown district development | Three specific locations have been identified as potential areas of focus for historic district redevelopment. Focusing redevelopment opportunities in one area, rather than in all three areas, will allow for a more targeted development process that will begin to build a center of mass for future redevelopment to center around. | 2015 | N/A | City of Chamblee | N/A |
| N/A | Develop marketing collateral that highlights Chamblee's Historic Downtown | Material should be used in correspondence with potential retailers, office tenants, and other commercial entities as a separator between Chamblee and other newer locations. This historical material should also be used in branding and signage efforts along Peachtree Boulevard, Chamblee Tucker Road and Chamblee Dunwoody Road. | 2015 | $150,000 | City of Chamblee | Local |
| N/A | Create architectural standards for historically designated areas | The City should work with developers to ensure that building materials and architecture is context sensitive within the Downtown subarea and relates to the existing historic character of existing 'old town' Chamblee. The City may consider developing a template of acceptable building materials to ensure new development follows these standards | 2015 | N/A | City of Chamblee | N/A |
| N/A | Create a Civic Green Space Fund | The City should begin setting aside money in a civic green space account that will allow it to fund all or a portion of the park as a catalytic project to help initiate redevelopment in the Town Center. | 2015 | N/A | City of Chamblee | N/A |
| N/A | Partner with MARTA to develop a regional detention area and community space on the MARTA owned property located between Chamblee Tucker Road and Malone Drive | The property should be designed to serve as a regional stormwater detention area as well as serve as a public space for adjacent properties and the larger Chamblee community. The site is conveniently located along the proposed Chamblee Rail Trail extension and should include public amenities such as a dog park, a walking trail and seating areas. | 2016 | $6,000,000 | MARTA/City of Chamblee/Private Developers | MARTA/Local/Private Developers |
| N/A | Adopt a long-range maintence plan for parks and green space | With existing facilities as well as proposed new parks and multi-use paths, the City will have more public and civic space to maintain. Allocating funds for parks and recreation maintenance will help ensure that facilities are kept at a high level that encourages the public to make use of the facilities. | 2016 | N/A | City of Chamblee | N/A |

FIGURE 4.4

# IMPLEMENTATION TOOLS

The LCI 10-Year Update has included extensive effort to understand and refine the vision and needs of the Chamblee Town Center. Meaningful implementation of this plan will occur through a strategic approach that includes priority actions that yield long-lasting return and accountability. The implementation tools below are intended to provide the framework for moving this plan into implementation.

**Revise Development Regulation Ordinances**
This reports lists a series of recommended considerations to provide additional flexibility and emphasis within the City's zoning and development ordinances. Revising the ordinances where necessary is critical in providing a supportive regulatory framework for new development and redevelopment within the Town Center in the post-Great Recession economy.

**Hire or appoint a new Economic Development Manager and Assign Roles to the DDA**
Assigning a Economic Development Manager is perhaps one of the most crucial actions the City can take to spur new, high-quality development. The Manager's role will be to manage the strategic direction of economic development for the City and investigate/pursue priorities outlined by City Council. The Economic Development Manager will also work closely with City Council and the newly created Downtown Development Authority (DDA) by bridging the gap between the two groups and helping set goals for the DDA. The Economic Development Manager and the DDA will work together to market available sites for redevelopment and enhance the Chamblee Town Center LCI study area.

Creation of a DDA is an exciting step for the City of Chamblee. The new Economic Development Manager should work with City Council and the DDA to develop a two-year and five-year action plan for the DDA. The DDA Plan should be drawn from the projects and initiatives listed in this LCI Plan. Finally, potential sources of public and private funding should be investigated.

**Identify State and Federal funding mechanisms for infrastructure improvements**
Having funds available will ensure that the City can take advantage of and be competitive for state and federal grant programs. The two most likely sources for project funding are from the City's general or capital improvements funding or the creation of a tax allocation district (TAD) for the Chamblee Town Center. A tax allocation district would utilize this LCI plan as the basis of an urban redevelopment plan and utilize additional tax revenue from new development in the area to fund design, engineering, and implementation of town center improvements. Other strategies could include a bond referendum or investigation of "infrastructure fees" or "impact fees" in the town center area to create a fund for downtown improvements.

One such source may be the Congestion Mitigation and Air Quality Improvement (CMAQ) Program. Jointly administered by the U.S. Department of Transportation Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA), the CMAQ program was reauthorized under the Transportation Equity Act for the 21st Century (TEA-21) in 1998, the Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) in 2005, and most recently, the Moving Ahead for Progress in the 21st Century Act (MAP-21) in July, 2012. Through the close of the SAFETEA-LU period in 2012, the CMAQ program has provided nearly $30 billion in just under 29,000 transportation-environmental projects to State DOTs, metropolitan planning organizations, and other sponsors across the country. As with its predecessor legislation, the MAP-21 provides funding to areas in nonattainment or maintenance for ozone, carbon monoxide, and/or particulate matter.

# 25-YEAR PROJECTIONS

LCI forecasts were prepared for the five following demographic and employment attributes for the 2010-2035 period:

- Population
- Households
- Average Household Size
- Employment
- Job/ Household Ratio

The 25-year growth for the LCI is shown in Figure 4.5 by five-year increments, ranging from 25 units between 2010 and 2015 to 405 units between 2030 and 2035.

## FIGURE 4.5: BASELINE LCI HOUSING UNIT INCREASE

| Time Period | Housing Unit Increase |
|---|---|
| 2010-2015 | 25 |
| 2015-2020 | 176 |
| 2020-2025 | 325 |
| 2025-2030 | 369 |
| 2030-2035 | 405 |
| Total | 1,299 |

Source: Kimley-Horn & Associates

Based on an average household size of 1.8 people for the absorbed new units and 2.4 people for the absorbed existing vacant units, the LCI would have 4,515 residents in 2035. This represents an increase of 2,680 people from 2010 (3.7% CAGR). A summary table of the 2010-2035 baseline forecast for housing units, households, and population is shown in Figure 4.6.

## FIGURE 4.6: BASELINE FORECAST SUMMARY TABLE

| LCI Characteristic | 2010 | 2035 | Δ | CAGR |
|---|---|---|---|---|
| Housing Units | 975 | 2,274 | 1,299 | 3.4% |
| Households | 767 | 2,192 | 1,425 | 4.3% |
| Population | 1,835 | 4,515 | 2,680 | 3.7% |

Source: Kimley-Horn & Associates

Figure 4.7 by five-year increments, netting 954 jobs over the 25 year period. Job growth is expected to vary over time due to economic cycles and market forces, with a peak of 300 potential jobs added between 2025 and 2030.

## FIGURE 4.7: BASELINE LCI JOB INCREASE

| Time Period | Job Increase |
|---|---|
| 2010-2015 | 175 |
| 2015-2020 | 175 |
| 2020-2025 | 137 |
| 2025-2030 | 300 |
| 2030-2035 | 167 |
| Total | 954 |

Source: Kimley-Horn & Associates

Population, household, and employment forecasts are summarized in Figure 4.8, indicating 2,680 people, 1,425 households, and 954 jobs could be added to the Chamblee LCI between 2010 and 2035. The average household size is projected to decrease from 2.39 to 2.06 people. This reflects national and regional trends, and the increasing share of smaller one- and two-person households in the LCI. The decrease from 2.78 to 1.41 jobs per household over the 25-year period is representative of an area transitioning to a “livable center”, with a healthy mix of jobs, households, and retail within a comfortable pedestrian zone served by mass transit.

## FIGURE 4.8: SUMMARY OF LCI FORECAST RESULTS

| LCI Characteristic | 2010 | 2015 | 2020 | 2025 | 2030 | 2035 |
|---|---|---|---|---|---|---|
| Population | 1,835 | 1,954 | 2,536 | 3,135 | 3,799 | 4,515 |
| Households | 767 | 827 | 1,037 | 1,384 | 1,772 | 2,192 |
| Average HH Size | 2.39 | 2.36 | 2.45 | 2.26 | 2.14 | 2.06 |
| Employment | 2,136 | 2,311 | 2,486 | 2,623 | 2,923 | 3,090 |
| Job/HH Ratio | 2.78 | 2.79 | 2.40 | 1.89 | 1.65 | 1.41 |

Source: ESRI, Kimley-Horn & Associates

eZenTea
www.eZenTea.com
Rooibos Lemon
Lemongrass
eZenTea
www.eZenTea.com
Green Rooibos
Mango Passion

# APPENDIX

## CHAMBLEE LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Welcome to Cho
RUS

# MARKET ANALYSIS REPORT

## CHAMBLEE LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE



Kimley-Horn and Associates, Inc.

# COMPLETE MARKET ANALYSIS

**1. Demographic and Employment Trends**

Demographic and employment trends were prepared for the LCI, and compared to the City of Chamblee, the Atlanta MSA, and the Atlanta Regional Commission (ARC) Superdistrict 41 (a Department of Labor (DOL).

The data for this section was provided by the Environmental Systems Research Institute (ESRI), ARC, and the Georgia Department of Labor (DOL).

Map 1 shown to the right: Chamblee LCI, City of Chamblee, and Superdistrict 41-Area Comparison Map.

***a. Population***

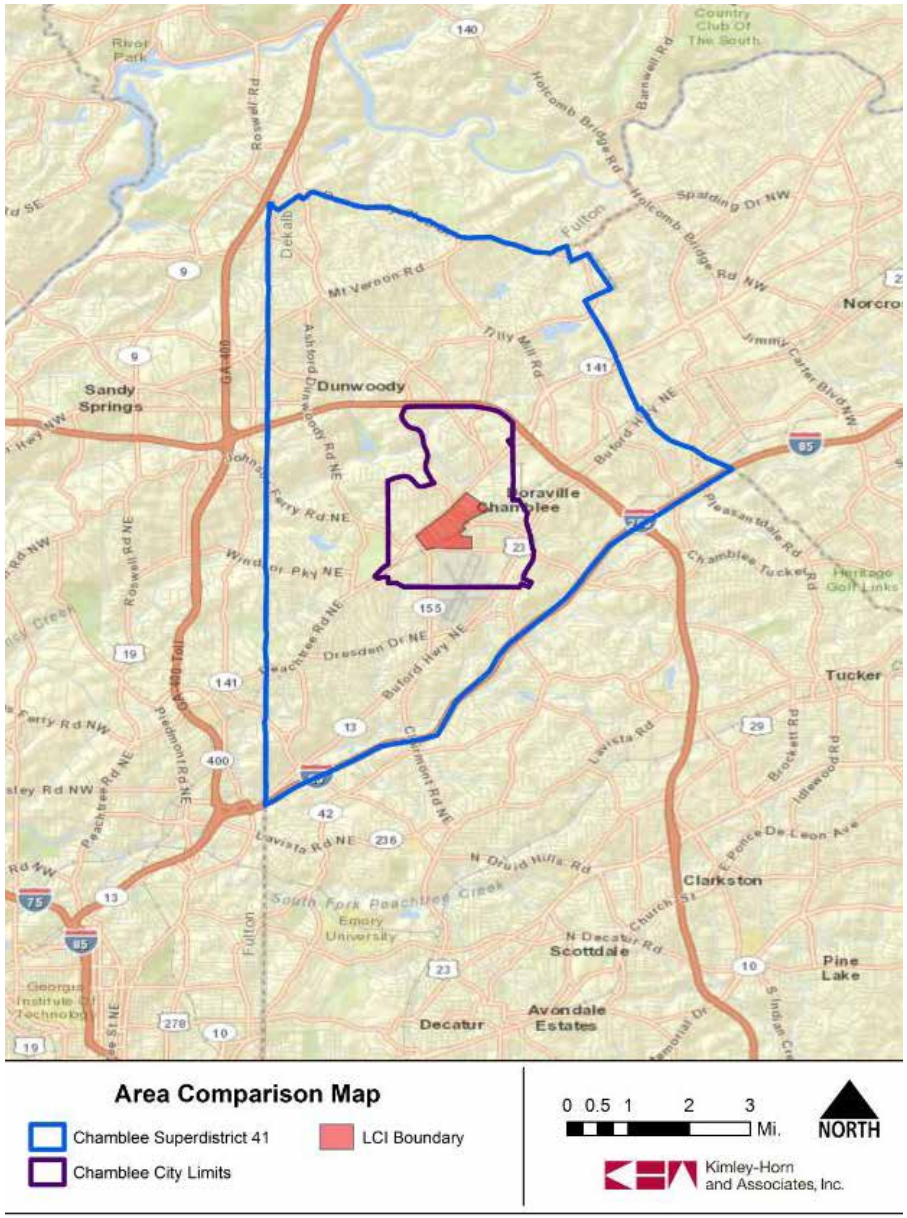
The LCI contained 1,831 residents in 2012. The increase of 86 people from 2000 equated to a compound annual growth rate (CAGR) of 0.4%. The City of Chamblee grew at a similar rate of 0.6%, adding 1,127 people. The Atlanta MSA grew at a much faster CAGR of 2.0%, adding 1,117,269 people over the 12-year period.

As shown in the Figure 5.1 below:

FIGURE 5.1: COMPARISON OF POPULATION TRENDS 2000-2012

| | | | 2000-2012 Δ | | |
|---|---|---|---|---|---|
| Area | 2000 | 2012 | # | % | CAGR |
| LCI | 1,745 | 1,831 | 86 | 4.9% | 0.4% |
| City of Chamblee | 14,910 | 16,037 | 1,127 | 7.6% | 0.6% |
| Atlanta MSA | 4,247,981 | 5,365,250 | 1,117,269 | 26.3% | 2.0% |
| LCI % of Chamblee | 11.7% | 11.4% | 7.6% | | |

Source: ESRI; Kimley-Horn and Associates



### *b. Households*

In 2012, there were 756 households in the LCI. As shown in Table 2, the growth of 258 households between 2000 and 2012 represented a 3.5% CAGR. This growth rate was more than double 1.5% for the City of Chamblee and higher than 2.0% for the Atlanta MSA. From 2000 to 2012, the LCI captured 26.4% of growth in the City of Chamblee. As a result, its share of the City increased from 9.8% in 2000 to 12.4% in 2012.

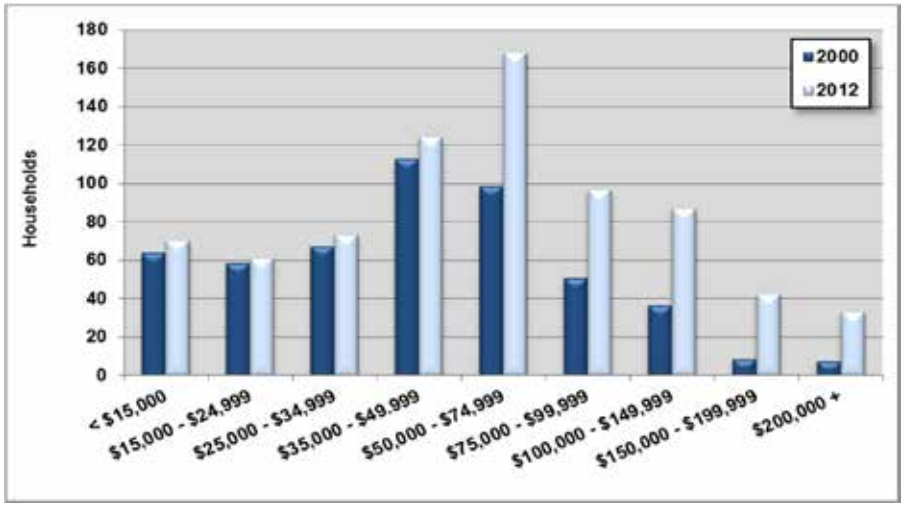
FIGURE 5.2: COMPARISON OF HOUSEHOLD TRENDS 2000-2012

| | | | 2000-2012 Δ | | |
|---|---|---|---|---|---|
| **Area** | **2000** | **2012** | **#** | **%** | **CAGR** |
| **LCI** | 498 | 756 | 258 | 51.8% | 3.5% |
| **City of Chamblee** | 5,107 | 6,085 | 978 | 19.2% | 1.5% |
| **Atlanta MSA** | 1,554,154 | 1,970,820 | 416,666 | 26.8% | 2.0% |
| **LCI % of Chamblee** | **9.8%** | **12.4%** | **26.4%** | | |

Source: ESRI; Kimley-Horn and Associates

From 2000 to 2012, the LCI added households in all income cohorts, but two-thirds of the growth was concentrated between $50,000 and $149,999. Households earning $50,000-$74,999 became the largest cohort by 2012, replacing the $35,000-$49,999 cohort. The LCI has become more affluent over the last 12 years, with 21% of households earning over $100,000 in 2012, up from 10% in 2000.

FIGURE 5.3: LCI HOUSEHOLDS BY INCOME COHORT 2000-2012




Nationally, the share of single-person households increased from 25.8% in 2000 to 26.7% in 2010, while the percentage of two-person households declined (Figure 5.3). During the same time period, the LCI's one-person household share increased more significantly from 16.6% to 40.3%. Two-person households increased substantially as well, with 3, 4, and 5+ person households losing share

FIGURE 5.4: LCI HOUSING TENURE 2000-2012

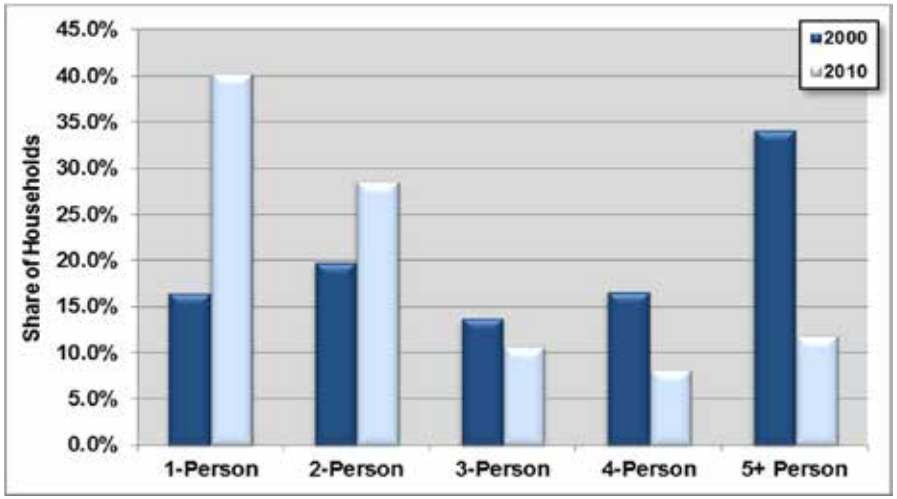



FIGURE 5.5: HOUSING TENURE COMPARISON

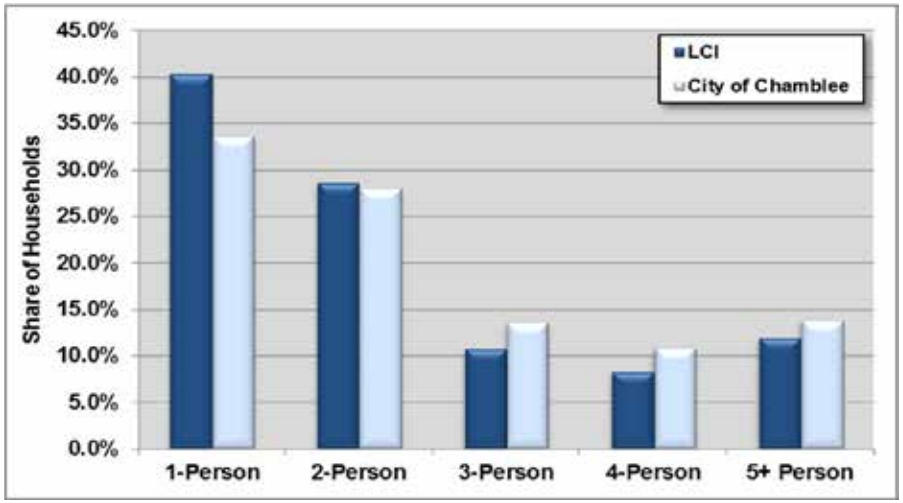



Figure 5.5 depicts a comparison between the LCI and the City of Chamblee in 2010 in terms of household size. In 2010, one person households were the largest type in both the LCI and the City of Chamblee. This is representative of national and regional trends toward delayed marriage and childbirth, and more professional adults choosing to live alone. It also indicates growing market demand for smaller housing units. Overall, the City of Chamblee has a larger share of 3+ person families, driven by families residing in single family neighborhoods outside of the LCI.

### c. *Housing Units and Tenure*

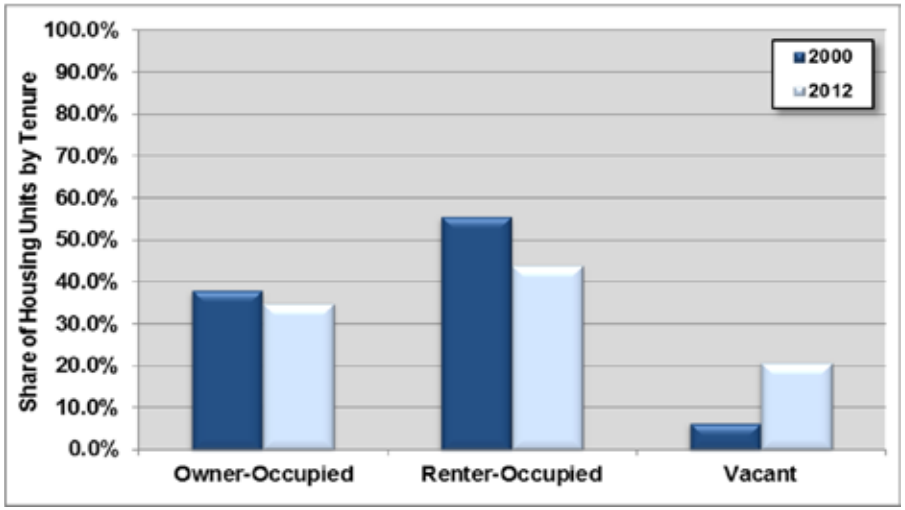
Mirroring household trends, housing units in the LCI experienced a higher CAGR of 3.0% as compared to the City of Chamblee (2.1%) and the Atlanta MSA (2.5%). As shown in Figure 5.6, the LCI added 224 housing units between 2000 and 2012, equating to 15.4% of growth in the City of Chamblee.

FIGURE 5.6: COMPARISON OF HOUSING UNIT TRENDS

| | | | 2000-2012 Δ | | |
|---|---|---|---|---|---|
| Area | 2000 | 2012 | # | % | CAGR |
| LCI | 532 | 756 | 224 | 42.1% | 3.0% |
| City of Chamblee | 5,283 | 6,740 | 1,457 | 27.6% | 2.1% |
| Atlanta MSA | 1,644,572 | 2,199,910 | 555,338 | 33.8% | 2.5% |
| LCI % of Chamblee | 10.1% | 11.2% | 15.4% | | |

Source: ESRI; Kimley-Horn and Associates

FIGURE 5.7: LCI HOUSING TENURE 2000-2012




As shown in Figure 5.7 the LCI had an owner-occupied share of 35% in 2012, down from 38% in 2000. However, the renter-occupied share also decreased from 56% to 44%, attributable to a dramatic rise in vacancy from 6.4% to 20.9%. This level of vacancy is well above a 7%-8% standard equilibrium for housing markets, and not sustainable over the long-term.

### *d. Employment*

The Chamblee LCI is located in ARC's Superdistrict 41, which is part of the Atlanta MSA. Superdistrict 41 employment was analyzed because it is reported by sector similarly to the MSA. No employment trends are available for the City of Chamblee. As shown in Figure 5.8, employment in the Atlanta MSA declined 5.8% from 2,333,986 jobs in 2007 to 2,199,587 jobs in 2012.

Despite the overall job loss, the following sectors had absolute job gains:

- Healthcare and Social Assistance (+23,156)
- Professional and Technical Service (+5,131)
- Management of Companies and Enterprises (+3,067)
- Educational Services (+626)
- Arts, Entertainment, and Recreation (+242)

The majority of the sectors experienced decline, with Construction and Manufacturing losing the most at -51,071 and -28,495 jobs, respectively.

FIGURE 5.8: ATLANTA MSA EMPLOYMENT TRENDS 2000-2012

| | | | 2007-2012 Δ | |
|---|---|---|---|---|
| Industry | 2007 | 2012 | # | % |
| Agriculture, Forestry, Fishing & Hunting | 2,782 | 1,737 | -1,045 | -37.6% |
| Mining | 2,061 | 915 | -1,146 | -55.6% |
| Utilities | 11,132 | 10,241 | -891 | -8.0% |
| Construction | 134,553 | 83,482 | -51,071 | -38.0% |
| Manufacturing | 174,749 | 146,254 | -28,495 | -16.3% |
| Wholesale Trade | 145,472 | 130,893 | -14,579 | -10.0% |
| Retail Trade | 270,566 | 250,286 | -20,280 | -7.5% |
| Transportation and Warehousing | 134,866 | 130,286 | -4,580 | -3.4% |
| Information | 86,945 | 78,906 | -8,039 | -9.2% |
| Finance and Insurance | 110,320 | 98,810 | -11,510 | -10.4% |
| Real Estate and Rental and Leasing | 45,095 | 39,092 | -6,003 | -13.3% |
| Professional and Technical Services | 162,005 | 167,136 | 5,131 | 3.2% |
| Management of Companies and Enterprises | 39,903 | 42,970 | 3,067 | 7.7% |
| Administrative and Waste Services | 184,254 | 173,439 | -10,815 | -5.9% |
| Educational Services | 200,340 | 200,966 | 626 | 0.3% |
| Healthcare and Social Assistance | 216,070 | 239,226 | 23,156 | 10.7% |
| Arts, Entertainment, and Recreation | 27,298 | 27,540 | 242 | 0.9% |
| Accommodation and Food Services | 205,863 | 203,932 | -1,931 | -0.9% |
| Other Services | 61,066 | 57,139 | -3,927 | -6.4% |
| Public Administration | 118,646 | 116,337 | -2,309 | -1.9% |
| **Total** | **2,333,986** | **2,199,587** | **-134,399** | **-5.8%** |

Source: ESRI; Georgia DOL; Kimley-Horn and Associates

In Superdistrict 41, there was a more pronounced 15.7% decline from 98,839 jobs in 2007 to 83,363 jobs in 2012. As shown in Figure 5.9, there were only six sectors posting gains, including the following:

- Healthcare and Social Assistance (+1,411)
- Information (+708)
- Management of Companies and Enterprises (+509)
- Unclassified (+191)
- Arts, Entertainment, and Recreation (+139)

These increases were more than offset by broadly-based losses, with the largest declines in Administrative and Waste Services (-3,732), Manufacturing (-3,236), and Public Administration (-2,356). As of 2012, Retail Trade remained the largest sector in the LCI, followed by Professional and Technical Services.

FIGURE 5.9: SUPERDISTRICT 41 EMPLOYMENT TRENDS

| | | | 2007-2012 Δ | |
|---|---|---|---|---|
| Industry | 2007 | 2012 | # | % |
| Agriculture, Forestry, Fishing & Hunting | 6 | 0 | -6 | -100.0% |
| Mining | 67 | 23 | -44 | -65.7% |
| Utilities | 504 | 187 | -317 | -62.9% |
| Construction | 3,363 | 2,521 | -842 | -25.0% |
| Manufacturing | 6,043 | 2,807 | -3,236 | -53.5% |
| Wholesale Trade | 7,249 | 5,717 | -1,532 | -21.1% |
| Retail Trade | 11,991 | 10,011 | -1,980 | -16.5% |
| Transportation and Warehousing | 2,168 | 1,908 | -260 | -12.0% |
| Information | 6,151 | 6,858 | 708 | 11.5% |
| Finance and Insurance | 7,145 | 6,489 | -656 | -9.2% |
| Real Estate and Rental and Leasing | 2,072 | 1,659 | -413 | -19.9% |
| Professional and Technical Services | 11,658 | 9,374 | -2,284 | -19.6% |
| Management of Companies and Enterprises | 2,841 | 3,350 | 509 | 17.9% |
| Administrative and Waste Services | 9,561 | 5,829 | -3,732 | -39.0% |
| Educational Services | 3,823 | 3,489 | -334 | -8.7% |
| Healthcare and Social Assistance | 5,507 | 6,917 | 1,411 | 25.6% |
| Arts, Entertainment, and Recreation | 682 | 821 | 139 | 20.4% |
| Accommodation and Food Services | 7,895 | 7,897 | 3 | 0.0% |
| Other Services | 3,128 | 2,682 | -446 | -14.3% |
| Public Administration | 6,826 | 4,470 | -2,356 | -34.5% |
| Unclassified | 164 | 354 | 191 | 116.5% |
| **Total** | **98,839** | **83,363** | **-15,476** | **-15.7%** |

Source: ESRI; Georgia DOL; Kimley-Horn and Associates

### 2. *Real Estate Market Trends*

Real estate market trends were analyzed for the apartment, office, and retail sectors using Reis, a national third-party data source. Reis defines separate submarkets for each real estate sector.

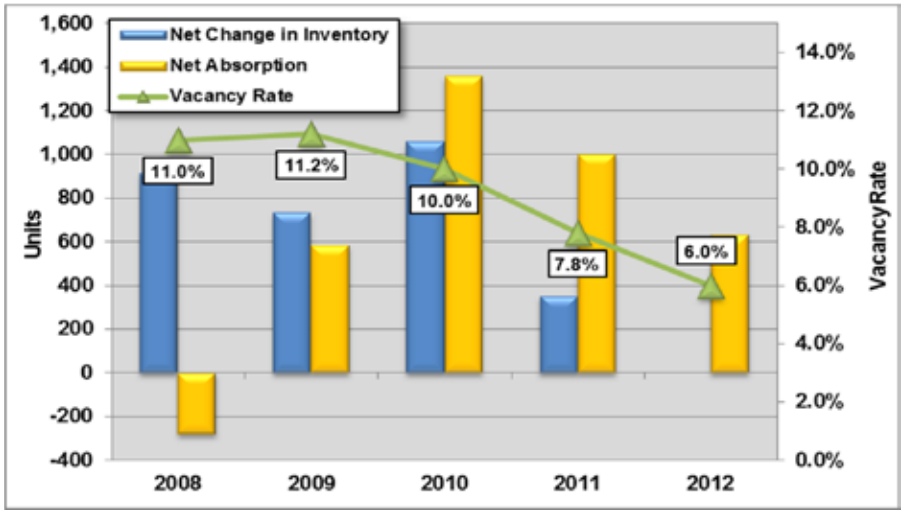
As depicted in Figure 5.10, the Submarket peaked at 11.2% vacancy in 2009, following two years of completions outpacing demand. The Submarket subsequently rebounded with strong net absorption in 2010, combined with limited deliveries in 2011 and 2012. The vacancy rate fell to 6% by year's-end 2012. These trends mirrored the nation over the same period.

#### a. *Apartments*

Recent apartment trends have been analyzed for an apartment submarket that contains the LCI. The pre-defined North DeKalb Submarket is shown in Map 2.

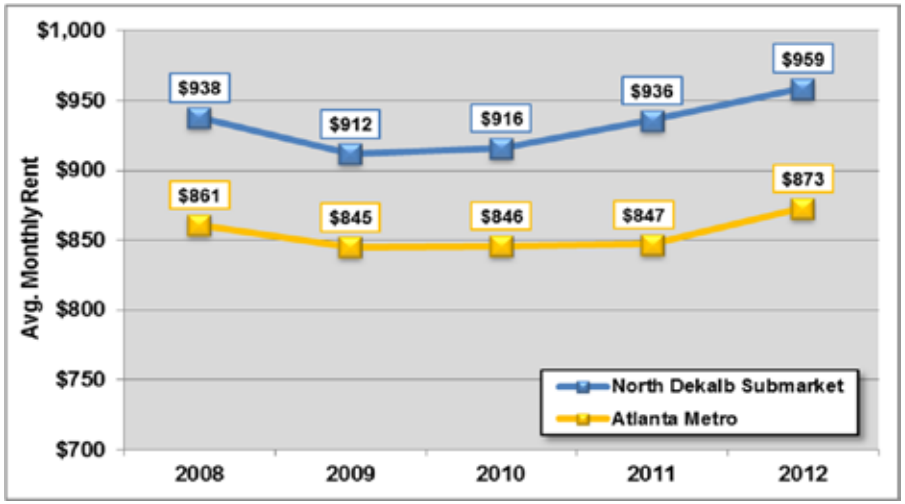
MAP 2: NORTH DEKALB APARTMENT SUBMARKET

FIGURE 5.10: NORTH DEKALB APARTMENT SUBMARKET TRENDS



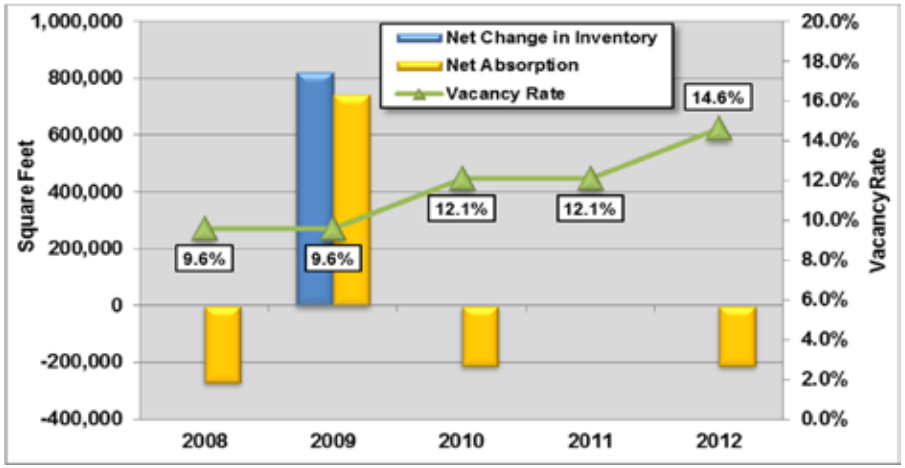

For the last five years, the average monthly rent in the North DeKalb Submarket has been around $80 per month higher than the larger Atlanta Metro area (Figure 5.11). As of year-end 2012, the Submarket average rent of $959 was 5.1% higher than $912 in 2009. The Atlanta Metro was slower to recover, with the average rent of $873 in 2012 up only 3.3% from $845 in 2009.

FIGURE 5.11: COMPARISON OF MONTHLY RENT TRENDS



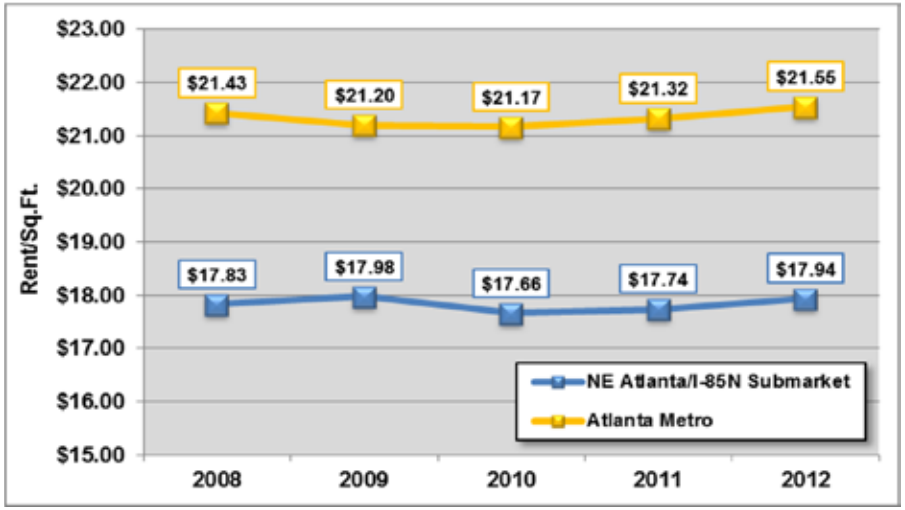
As depicted in Figure 5.12, there was only one year of inventory growth between 2008 and 2012, attributable to the conversion of single-tenant buildings to multi-tenant space. Net absorption was negative in all years except for 2009, when 740,000 square feet was absorbed in the converted multi-tenant space. The vacancy rate increased from 9.6% in 2008 and 2009 to 14.6% in 2012, indicating the impact of job losses during and after the 2007-2009 Recession.

FIGURE 5.12: NE ATLANTA/I-85 SUBMARKET TRENDS 2008-2012



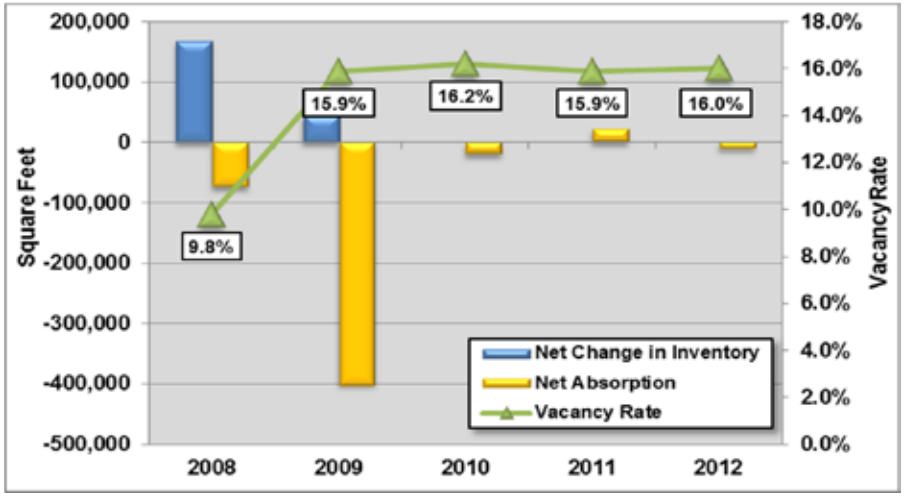

Monthly rents in the NE Atlanta/I-85 Submarket have been trending around $3.50 per month less than that of the larger Atlanta Metro area, reflecting the concentration of older product constructed in the 1960's and 1970's. Rents in both the Submarket and the larger metro area are virtually unchanged from 2008 (Figure 5.13).

FIGURE 5.13: COMPARISON OF OFFICE RENT TRENDS 2008-2012



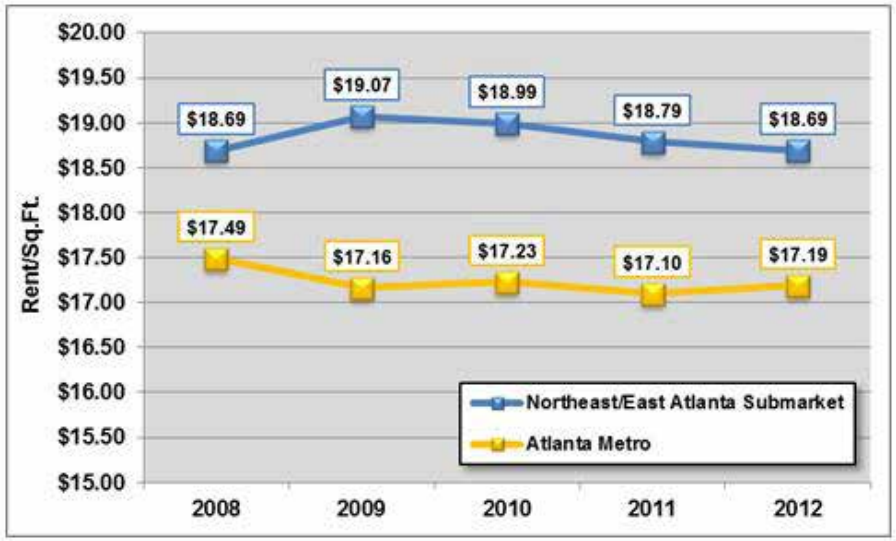
As depicted in Figure 5.14, retail center completions have been on the decline since 2008, with no space added between 2010 and 2012. Net absorption was negative in four of the five years, with the only positive measure of 23,000 square feet in 2011. Since increasingly sharply to 15.9% in 2009, the vacancy rate has posted no improvement. This reflects the impact of job losses and static wages on consumer spending during and after the 2007-2009 Recession, as well as retrenchment and consolidation in national retail chains.

FIGURE 5.14: NORTHEAST/EAST ATLANTA SUBMARKET TRENDS



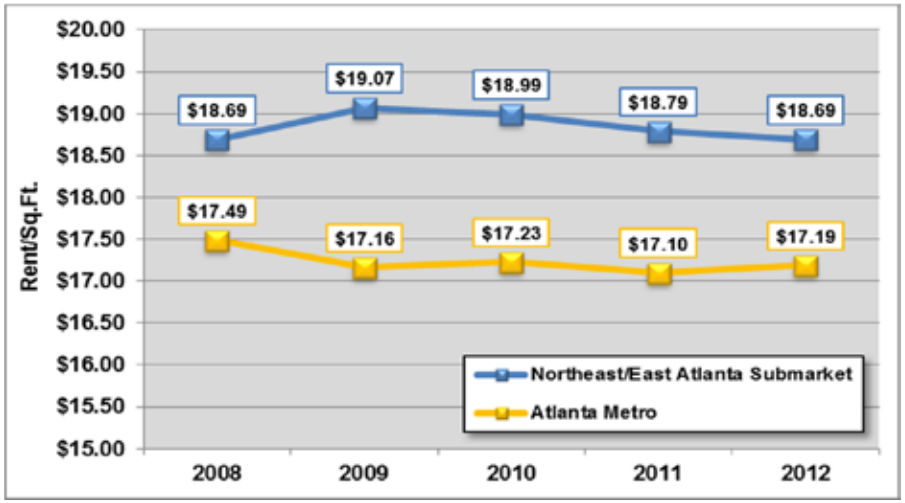

The average retail rent for the Submarket was $18.69 in both 2009 and 2012 (Figure 5.15), reflecting generally flat supply and demand trends. During the same period, the Atlanta Metro Area posted a decline in average retail rent from $17.49 to $17.19. As a result, the Submarket premium increased from $1.20 (6.4%) to $1.50 (8%).

FIGURE 5.14: COMPARISON OF RETAIL TRENDS 2008-2012



The average retail rent for the Submarket was $18.69 in both 2009 and 2012 (Figure 5.16), reflecting generally flat supply and demand trends. During the same period, the Atlanta Metro Area posted a decline in average retail rent from $17.49 to $17.19. As a result, the Submarket premium increased from $1.20 (6.4%) to $1.50 (8%).

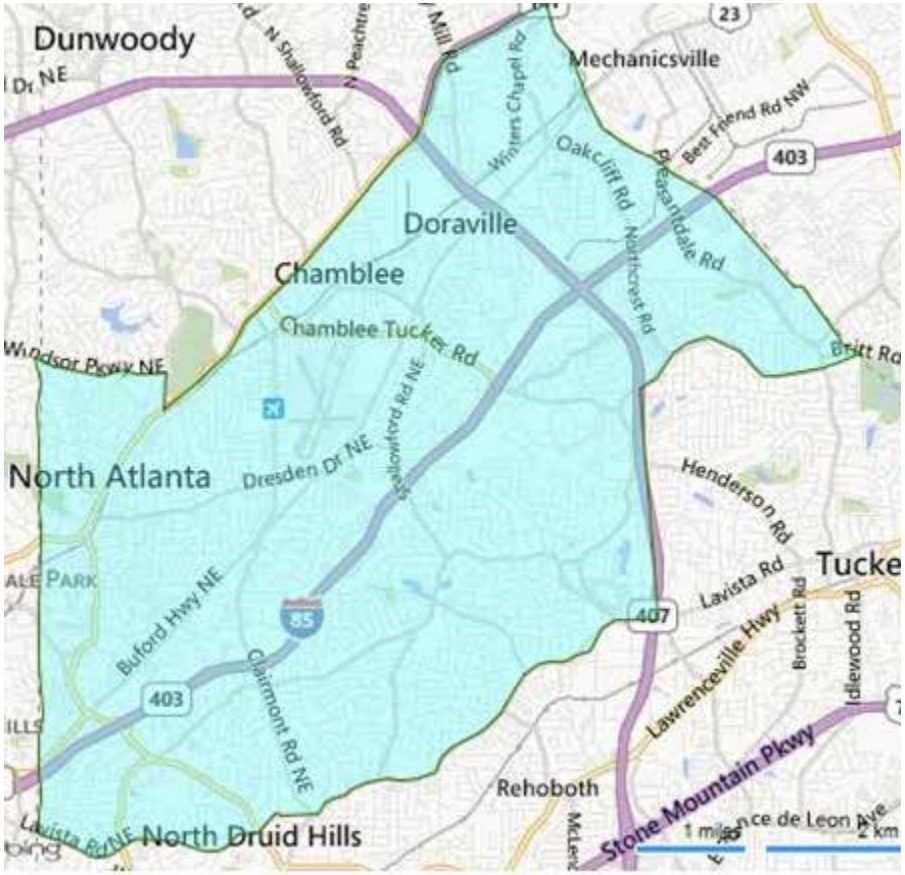
FIGURE 5.16: COMPARISON OF RETAIL RENT TRENDS 2008-2012




***b. Office***

As defined by Reis, the Chamblee LCI is located within the NE Atlanta/I-85 Submarket. This Submarket is shown in Map 3.

MAP 3: NE ATLANTA/1-85 OFFICE SUBMARKET

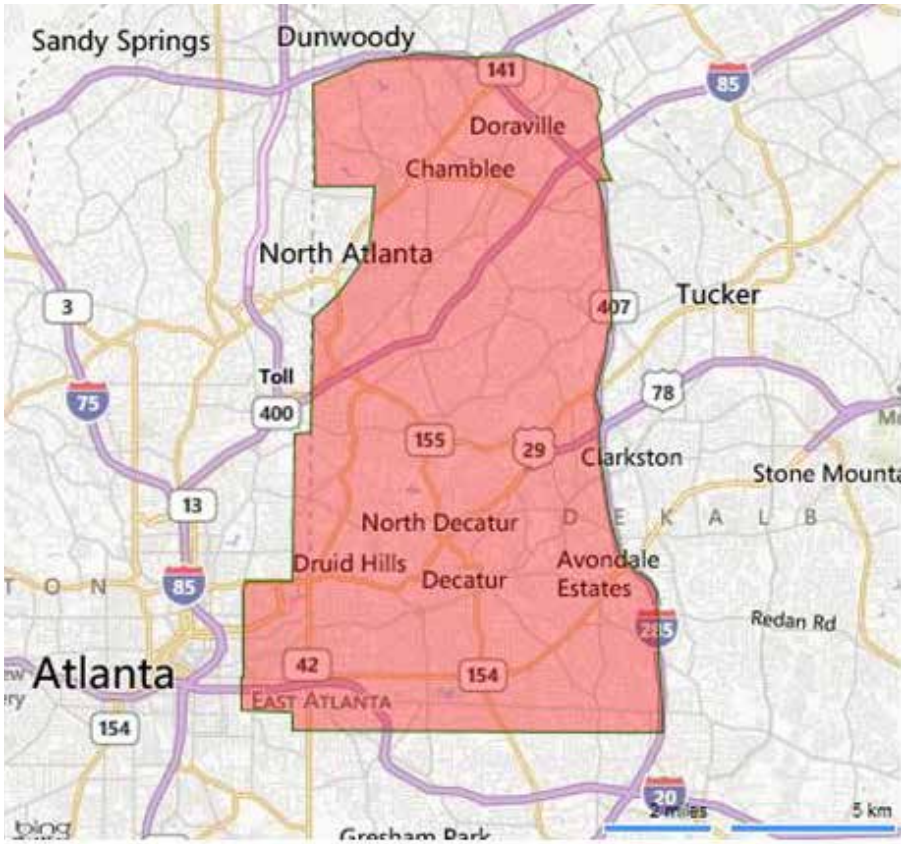



c. Retail

### c. *Retail*

For retail, the Chamblee LCI is located within Reis's Northeast/East Atlanta Submarket. As shown in Map 4, this Submarket extends generally from I-285 on the north to I-20 on the south.

MAP 4: NORTHEAST/EAST ATLANTA RETAIL SUBMARKET



# COMPLETE 25-YEAR PROJECTIONS

In order to begin forecasting the data, existing trends were considered. As shown in Figure 5.17 below, the number of people, households, and housing areas experienced an increase from 2000 to 2012, but a decline from 2010 to 2012.

### FIGURE 5.17: LCI DEMOGRAPHIC TRENDS 2000-2012

| | 2000 | 2010 | 2012 | '00-'10 CAGR | '10-'12 CAGR | '00-'12 CAGR |
|---|---|---|---|---|---|---|
| **LCI Area Population** | 1,745 | 1,835 | 1,831 | 0.5% | -0.1% | 0.4% |
| **LCI Area Households** | 498 | 767 | 756 | 4.4% | -0.7% | 3.5% |
| **LCI Area Housing Units** | 532 | 975 | 956 | 6.2% | -1.0% | 5.0% |

Source: ESRI, Kimley-Horn & Associates

The base year for the LCI forecast is 2010. Figure 5.18 below shows a comparison of the LCI to the City of Chamblee and the Superdistrict 41 geographies for the five demographic and employment attributes. Physically, the LCI area composes 9.4% of the City of Chamblee area and 1.2% of Superdistrict 41's land mass.

### FIGURE 5.18: 2010 AREA DEMOGRAPHIC AND EMPLOYMENT COMPARISON

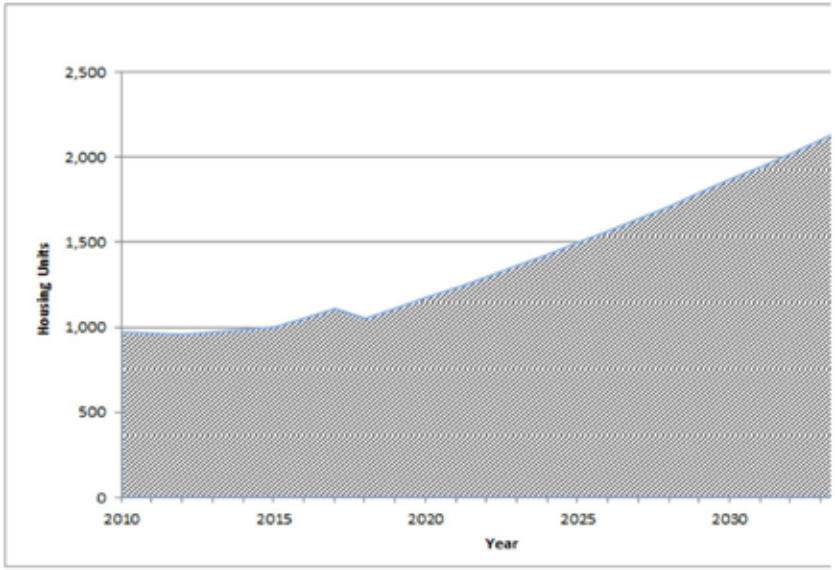
| | LCI | City of Chamblee | LCI % of Chamblee | Chamblee Superdistrict 41 | LCI % of Superdistrict 41 |
|---|---|---|---|---|---|
| **Population** | 1,835 | 15,622 | 12% | 137,772 | 1% |
| **Households** | 767 | 6,013 | 13% | 55,259 | 1% |
| **Average HH Size** | 2.39 | 2.60 | n/a | 2.49 | n/a |
| **Employment** | 2,136 | 15,354 | 14% | 91,507 | 2% |
| **Job/HH Ratio** | 2.78 | 2.55 | n/a | 1.66 | n/a |

Sources: ARC, ESRI, Kimley-Horn & Associates

Housing units provided the basis for household and population forecasts. From 2000 to 2012 the LCI grew from 532 to 975 housing units, representing a 5.0% CAGR. Based off of this trend, housing units were projected at varying growth rates (1.5% to 5.5%) for each 5 year period to reflect development and economic cycles. This resulted in a forecast of 2,274 housing units in 2035, up 1,299 units from 975 in 2010 (3.4% CAGR).

The LCI baseline housing unit forecast is shown over time in Figure 5.19. By 2035, the area is forecasted to have 2,274 housing units. Most of the increase would occur after 2020, leveraging the availability of development parcels near the MARTA station, and continued recovery in the housing market. A slight decrease in 2018 would be caused by existing unit demolition.

### FIGURE 5.19: BASELINE LCI HOUSING UNIT FORECAST

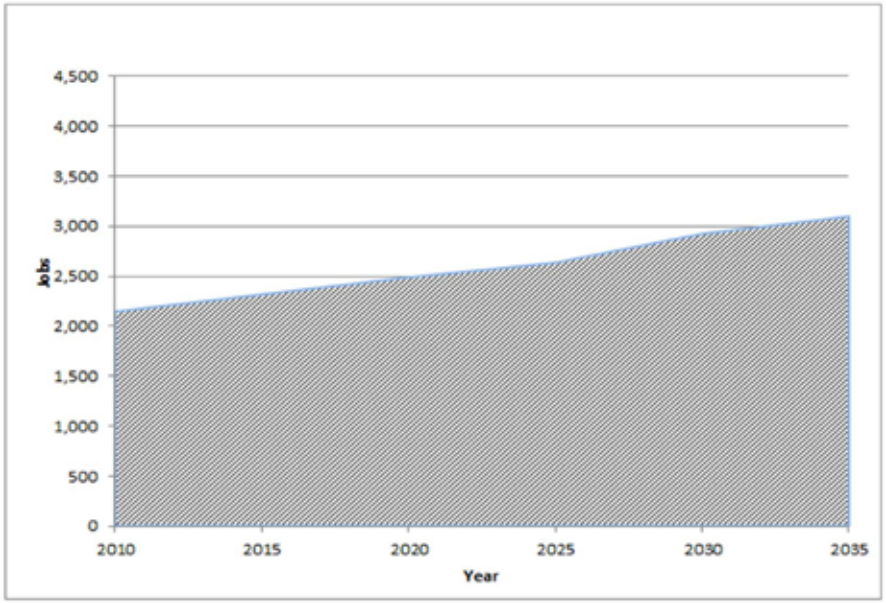


It is important to note that existing vacant units were absorbed as well as new units. The vacancy for existing units was projected to go down from 21.3% in 2010 to 12% in 2025, and the new units were absorbed at 7% vacancy. This combination of new and existing unit absorption results in a 2035 forecast of 2,192 households, representing net growth of 1,425 households over the 25 year period.

To create a baseline for job growth in the LCI, Transportation Analysis Zone (TAZ) data from ARC was used. The TAZ estimate for 2010 was 2,136 jobs, representing 2.33% of the 91,496 jobs in ARC's Superdistrict 41 for the same year. ARC projects job growth for superdistricts through 2040. The LCI share of jobs was projected parallel to the Superdistrict, ranging from 2.30% to 2.55% between 2010 and 2035. The "baseline" forecasted job increase for the LCI is shown.

Forecasted job growth in the LCI reflects an overall CAGR of 1.5% between 2010 and 2035 (Figure 5.20). By the end of the forecast period, the LCI could contain 3,090 total jobs.

FIGURE 5.20: BASELINE LCI JOB FORECAST




The baseline job forecast scenario amounts to 289,835 square feet of potential occupied space. This was calculated by using employee space requirements of 225 square feet for office and 400 square feet for retail. Based on the potential development program, the weighted average space utilization was 304 square feet per employee.

A portion of the commercial space demand would be generated by consumer spending by LCI residents, employees and visitors. A retail demand forecast is presented later in the Appendix.

### *4. LCI Potential Redevelopment Parcels*

The "baseline" forecast was compared with three categories of potential redevelopment parcels defined by the Kimley-Horn consulting team and City of Chamblee staff. Parcels were designated as having high, medium, or low susceptibility to change (STC). The parcels are shown in Map 5, on the following page.

The STC map was created by tax parcel. Depending on lot dimensions, location, and access, some parcels were combined. Each parcel was then assigned a use (residential, office, or retail) and a corresponding square footage or unit capacity was calculated. Some parcels were designated as mixed/multi use.

#### *a. Housing Unit, Household, and Population Capacity*

For residential land, density (units/acre), average unit size (square feet), and Core Factor (used to net out common spaces) assumptions were applied to the residential acreage to determine the housing capacity for each type of parcel (high, medium, and low susceptibility to change). Demolished units were netted out, with the results seen in Figure 5.21. Overall, a total potential capacity of 3,068 housing units was estimated for the LCI. Approximately 42% of the potential capacity would be accommodated on the parcels designated as having a high susceptibility to change (STC). The medium STC parcels could comprise another 35% of the potential capacity, with low STC parcels at a 23% share.

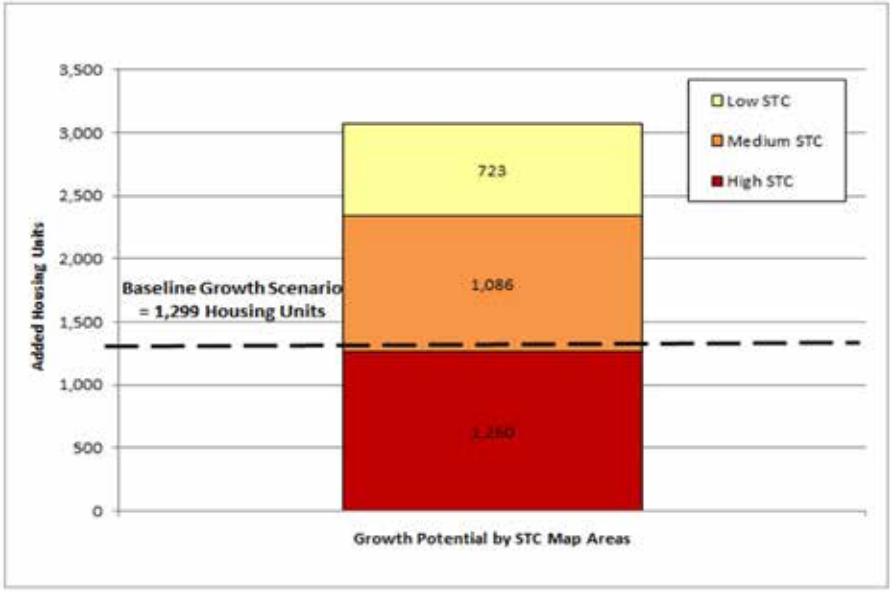
FIGURE 5.21: STC MAP POTENTIAL HOUSING UNIT CAPACITY

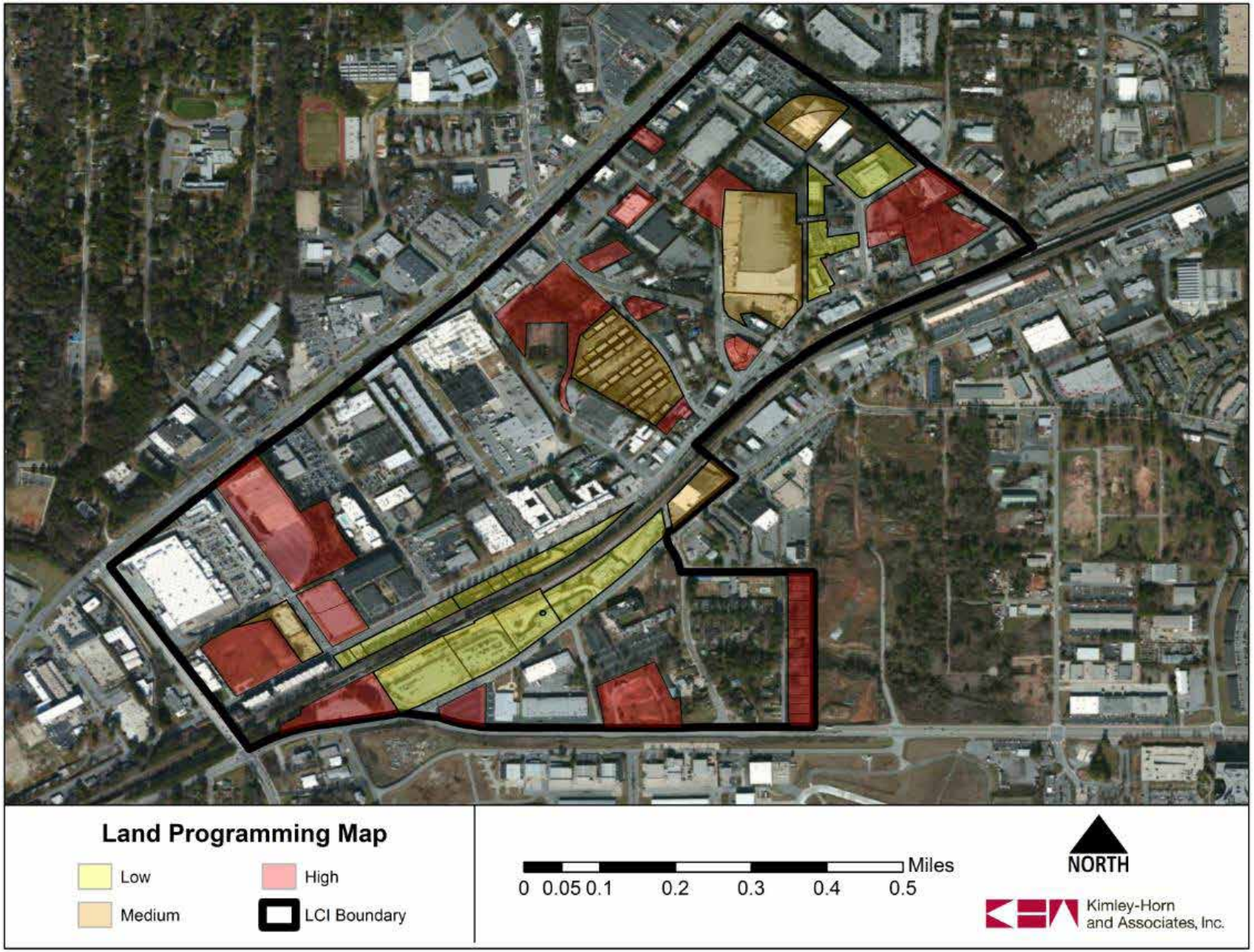
| Susceptibility to Change | New Units | Less Demolition | Net Increase |
|---|---|---|---|
| High | 1,262 | 2 | 1,260 |
| Medium | 1,202 | 116 | 1,086 |
| Low | 723 | 0 | 723 |
| **Total** | **3,186** | **118** | **3,068** |

Source: Kimley-Horn & Associates

This net housing unit capacity from the STC parcels was then compared to the baseline forecast scenario. This comparison can be seen in Figure 5.22. It should be noted that development could occur on any parcel, regardless of STC designation type (high, medium, or low). The baseline growth forecast of 1,299 housing units would result in an un-built balance of 1,769 units that could be accommodated on the STC parcels.

FIGURE 5.22: NET HOUSING UNIT GROWTH COMPARISON






MAP 5: SUSCEPTIBILITY TO CHANGE PARCELS

Job growth capacity was estimated for the STC parcels identified in the LCI. A Floor Area Ratio (FAR) was determined for the commercial acreage, with the resulting potential space divided into office and retail based on site attributes. FAR is defined as the square footage of building area divided by the square footage of land.

Square footage was equated to jobs based on ratios provided by the U.S. Green Building Council (USGBC) and other sources for both office and retail space. Those ratios were 225 square feet per employee for office and 400 square feet per employee for retail. Jobs within existing buildings were netted out based on local knowledge of square footage, use, and occupancy. Some consideration was given to jobs that will likely stay in the area even if the current places of employment are redeveloped. This is depicted in Figure 5.23, with a total potential capacity of 1,238 new jobs.

FIGURE 5.23: STC MAP JOB INCREASE CAPACITY

| Susceptibility to Change | Potential Jobs | Less Demolition | Net Job Capacity |
|---|---|---|---|
| High | 820 | 7 | 813 |
| Medium | 274 | 82 | 192 |
| Low | 283 | 50 | 233 |
| **Total** | **1,376** | **139** | **1,238** |

Source: Kimley-Horn & Associates

The parcel-based job capacity according to the STC map is compared to the "baseline" job forecast in Figure 5.24. Again, it is important to note that job growth may occur on any parcel regardless of high, medium, or low STC designation. Similar to housing units, the baseline 2010 to 2035 forecast of 954 jobs would result in a remaining capacity of 284 jobs on the STC parcels.

FIGURE 5.24: NET JOB GROWTH COMPARISON

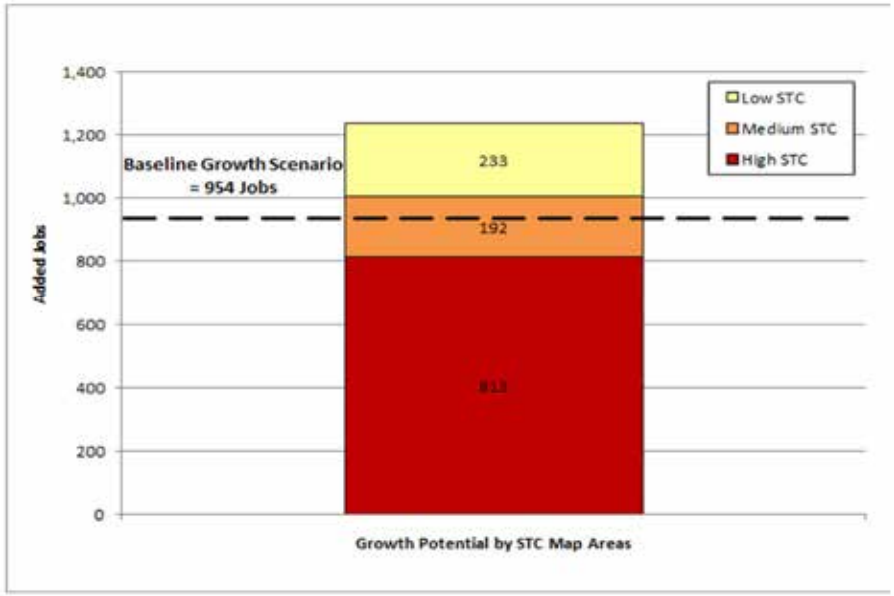


Figure 5.25 depicts the potential new supply of commercial building space in the LCI as compared to the baseline forecast. The baseline job forecast scenario amounts to 289,835 square feet of potential occupied space. This was calculated by using employee space requirements of 225 square feet for office and 400 square feet for retail. Based on the potential development program, the weighted average space utilization was 304 square feet per employee. The STC parcel potential development capacity of 449,380 square feet would easily accommodate the baseline job forecast.

FIGURE 5.25: COMMERCIAL SPACE GROWTH COMPARISON

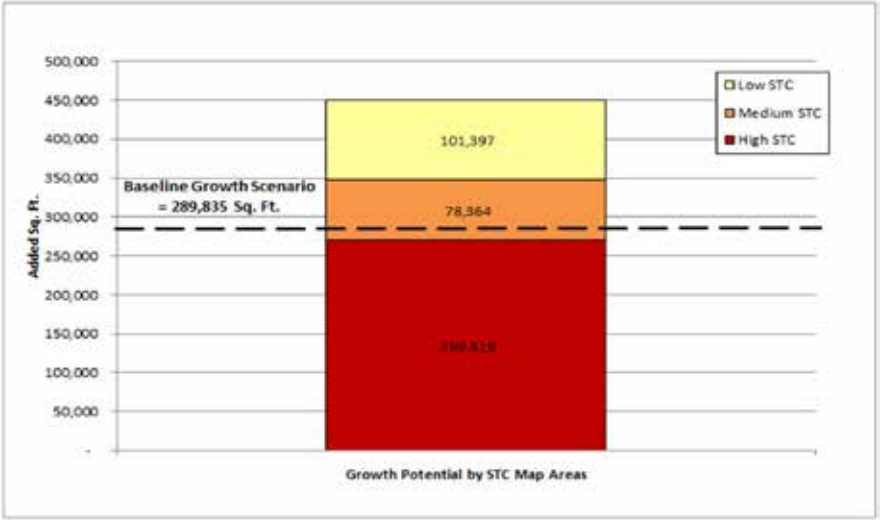



Figure 5.26 provides a summary of the development capacity for the STC-designated parcels in the LCI. The STC parcels could accommodate up to 3,186 housing units, 183,245 square feet of new office space, and 266,135 square feet of new retail space, equating to a combined 1.06 FAR on 86.26 acres.

FIGURE 5.26: STC SUMMARY TABLE

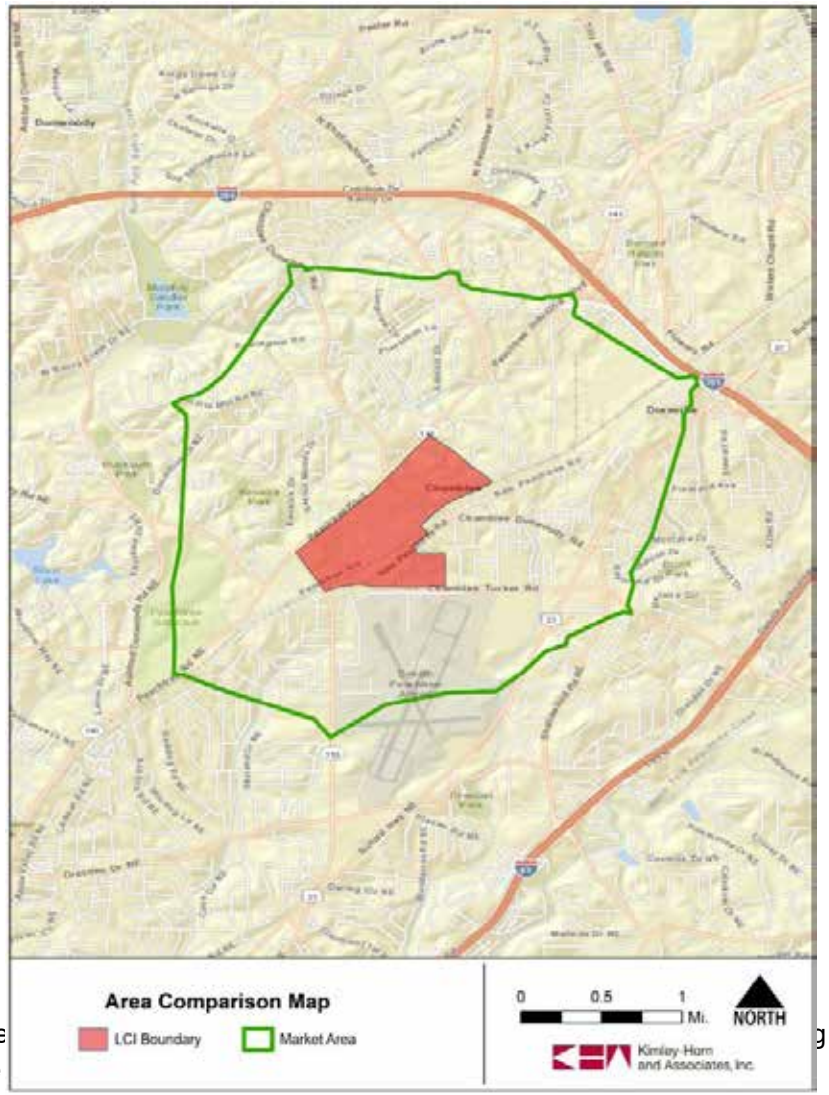
| Susceptibility to Change | Acres | Housing Units | Office Sq. Ft. | Retail Sq. Ft. | Total FAR |
|---|---|---|---|---|---|
| High | 43.41 | 1,262 | 106,816 | 162,803 | 0.90 |
| Medium | 21.76 | 1,202 | 50,495 | 27,870 | 1.51 |
| Low | 21.09 | 723 | 25,935 | 75,462 | 0.92 |
| **Total** | **86.26** | **3,186** | **183,245** | **266,135** | **1.06** |

Source: Kimley-Horn & Associates

# COMPLETE RETAIL DEMAND ANALYSIS

This section forecasts retail demand for the LCI, based on a Market Area defined loosely by a three minute drive time from Peachtree Road and American Industrial Way. Based on demographic data and competitive retail nodes (Map 5), potential square footage and land demand were forecasted for the Market Area and LCI through 2035.

MAP 6: RETAIL MARKET AREA AND CHAMBLEE LCI MAP

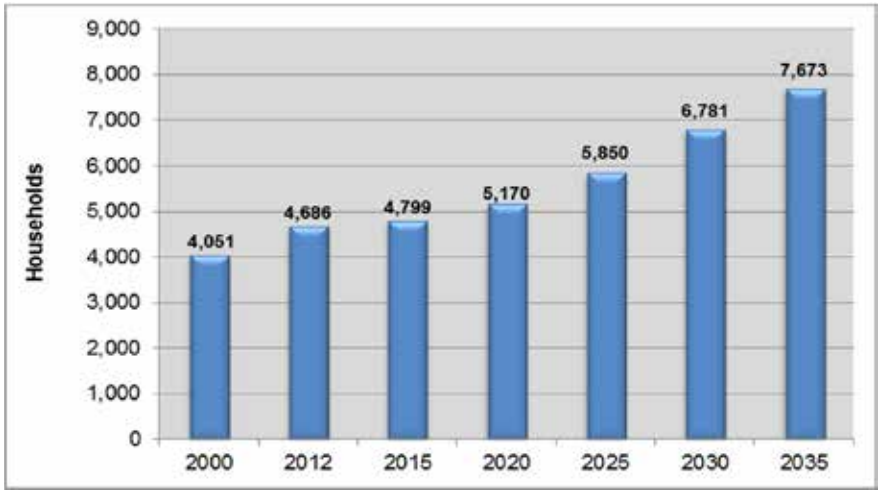



The g
the

1. Forecasting the Market Area's households and average household income from 2012 to 2035.
2. Estimating the Market Area's expenditure potential based on reported data that indicates the percentage of income spent on various retail goods and services.
3. Determining Market Area sales potential through 2035 for Market Area households.
4. Estimating sales inflow from non-Market Area residents, including commuters and visitors.
5. Converting retail sales to square feet based on average performance data by retail store type and/or good.

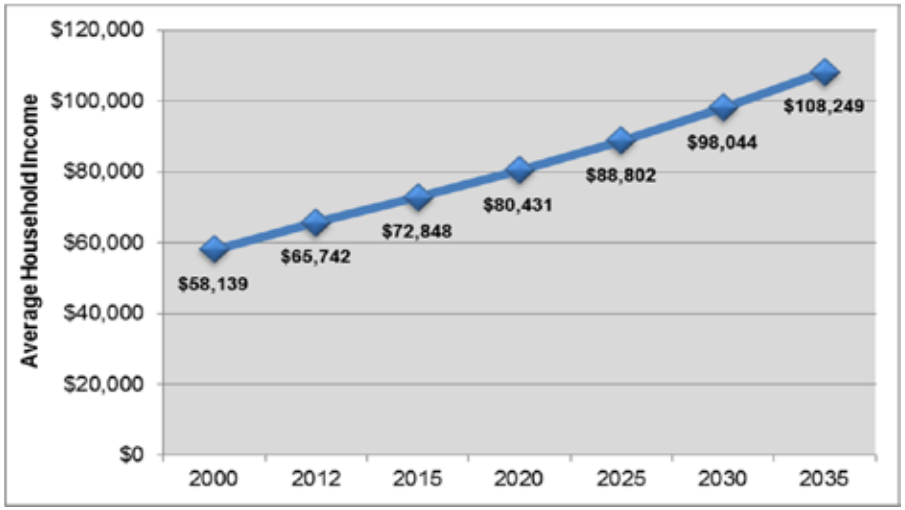
The graph to the right outlines the household growth forecast for the Chamblee Market Area. This was calculated by using ESRI and Census estimates for 2000 and 2012, and a 2012-2017 projected 0.8% CAGR. The CAGR was forecasted between 1.5% and 3.0% through the balance of the period to 2035. The LCI household forecast presented in Section 3 of the report would represent about 50% of the larger Market Area growth. Of the 2,987 new households forecasted for the Market area from 2012 to 2035, an estimated 1,425 would reside in the LCI.

FIGURE 5.27: MARKET AREA HOUSEHOLD FORECAST



According to ESRI, the Market Area had an average household income of $58,139 in 2012. Based on a 2.0% compounded annual growth, the Market Area is expected to have an average household income of $108,249 by 2035.

FIGURE 5.3: MARKET AREA AVERAGE HOUSEHOLD INCOME FORECAST




Given the total household income resulting from the method outlined above, and average expenditures by retail category, the Market Area has a forecasted incremental retail demand of approximately 427,581 square feet between 2012 and 2035. New retail demand could be accommodated in existing center vacancies, redevelopment of existing structures, or green-field development. It is also possible that consumers would travel outside of the Market Area if new supply is constrained by a lack of developable land. The forecast measures demand for net new retail space. Restaurants and Bars (22.9%, or approximately 97,835 square feet), Building Material & Supply Dealers (12.1%, or approximately 52,000 square feet), and Supermarkets & Other Groceries (11.6%, or approximately 50,000 square feet) comprise the largest growth categories.

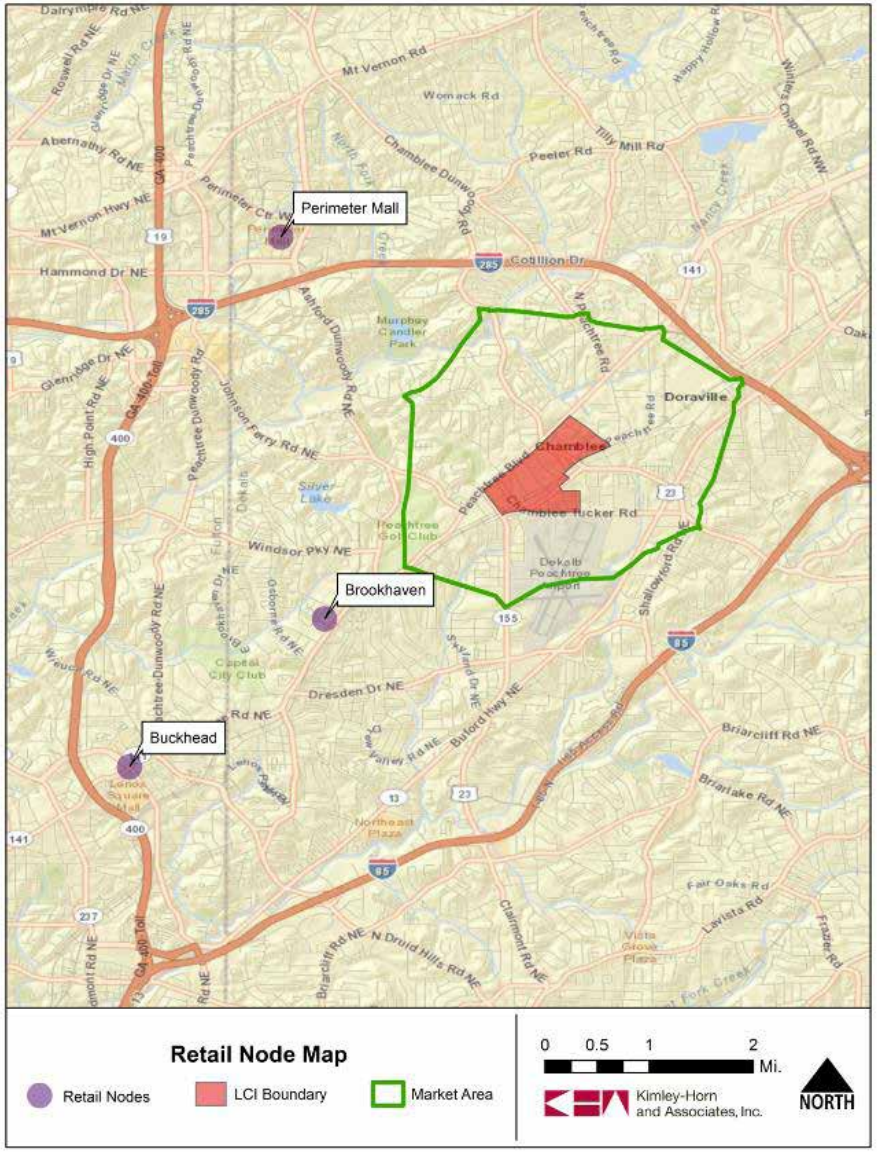
FIGURE 5.29: RETAIL DEMAND COMPARISON 2012-2035

| | Net New Sq.Ft. | | 2012-2035 | % of |
|---|---|---|---|---|
| | 2012-2020 | 2020-2035 | Total | Total |
| **Market Area** | 75,158 | 352,423 | 427,581 | 100.0% |
| **LCI Capture** | 15,032 | 88,106 | 103,137 | 24.1% |

Source: Kimley-Horn and Associates

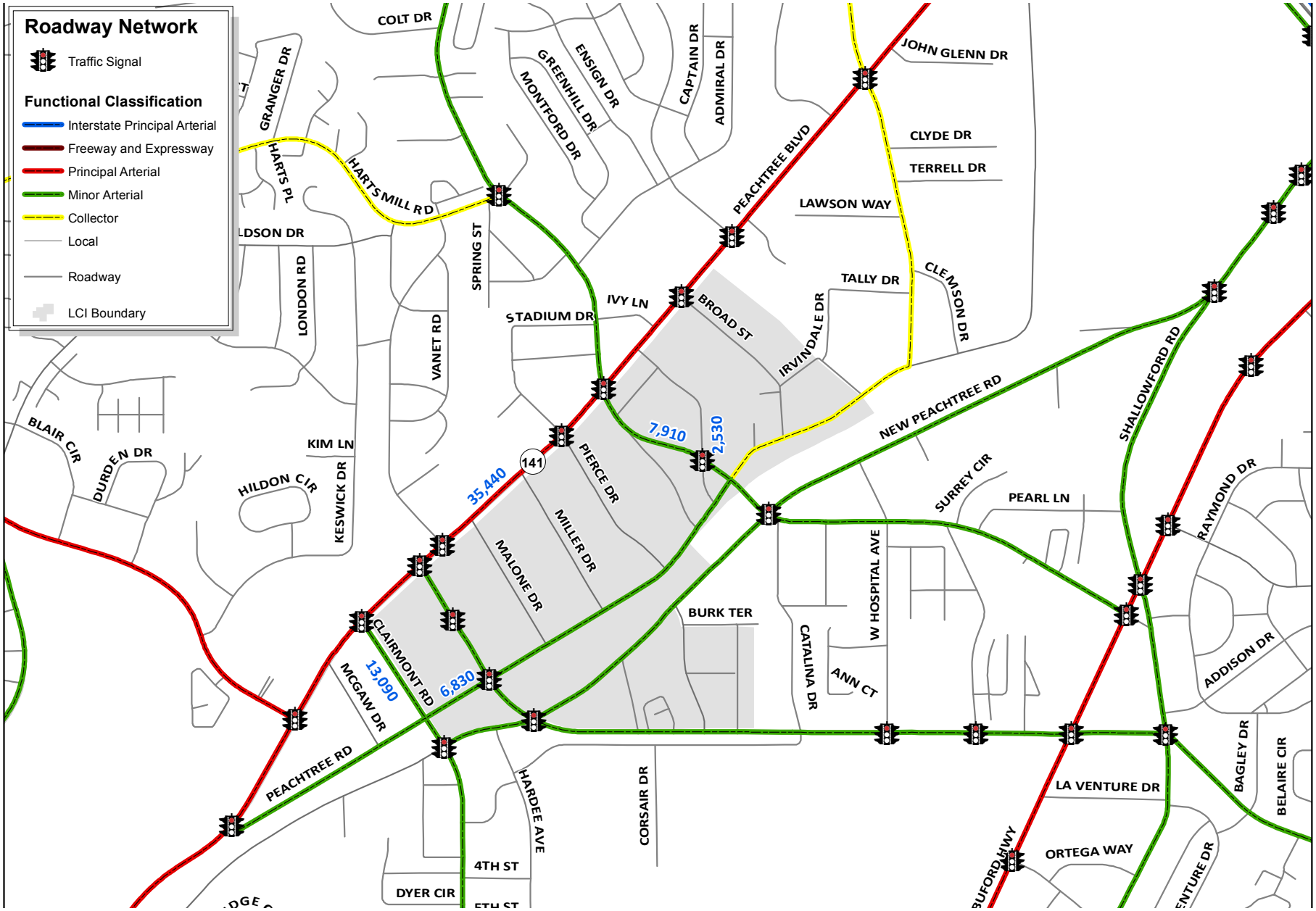
When applying a 20% LCI capture of retail demand from 2012-2020, and a 25% capture from 2020-2035 to reflect concentrated household growth in a pedestrian zone and mixed-use synergy, the LCI could capture 103,137 square feet of retail space between 2012 and 2035. This would represent 24.1% of the total Market area demand. The LCI capture of the top three categories from the Market Area equate to approximately 24,000 square feet of new restaurants and bars, 13,000 square feet of new building material and supply dealers, and 12,000 square feet of supermarkets and other grocery stores. While this potential includes demand from new and existing residents, employees, and visitors, it is important to note that land availability and development economics would determine the feasibility of constructing retail space. Due to Chamblee's collection of vacant properties, the land that is readily available for new development is ample.

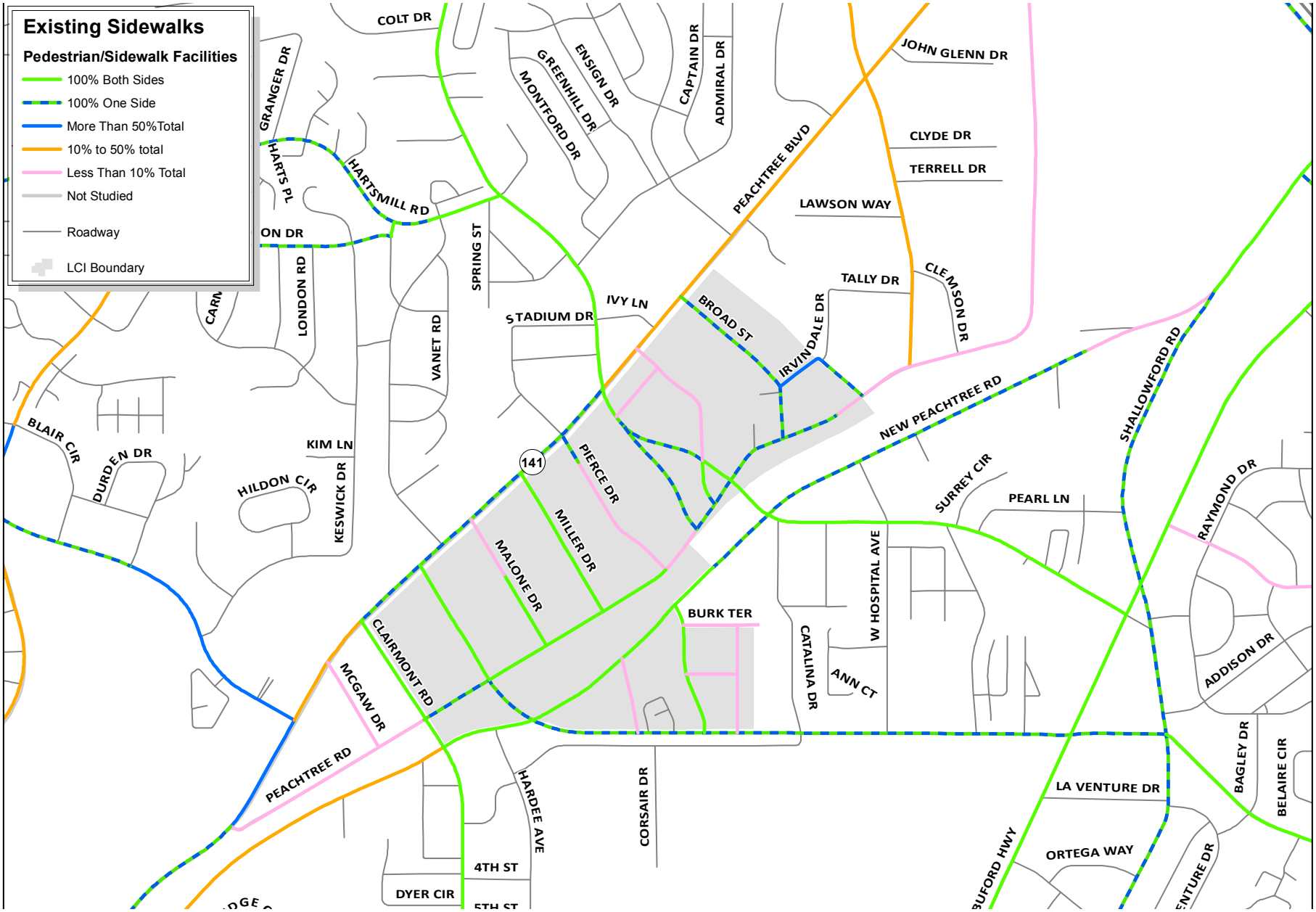
## MAP 7: LCI MARKET AND COMPETITIVE RETAIL NODES

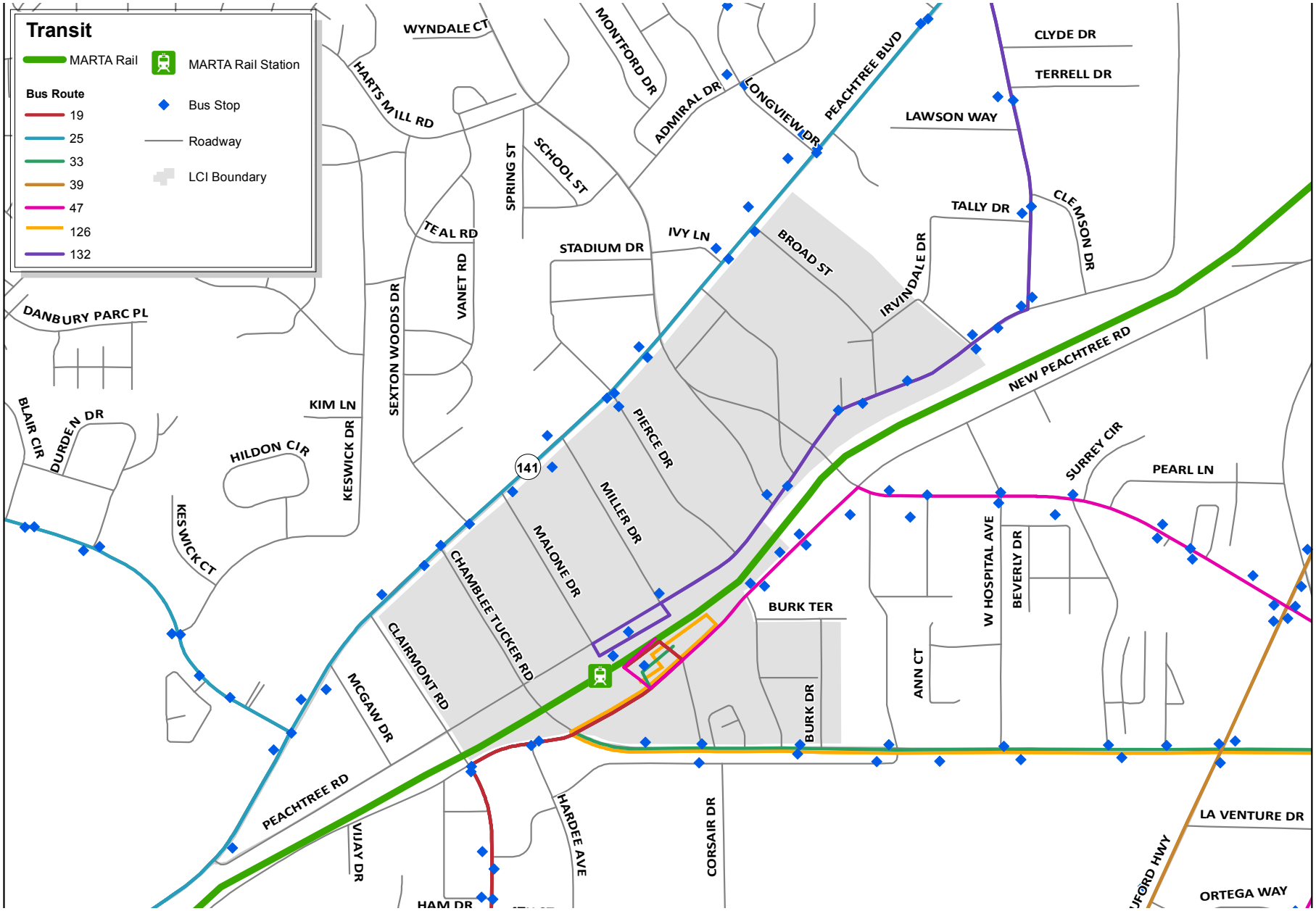


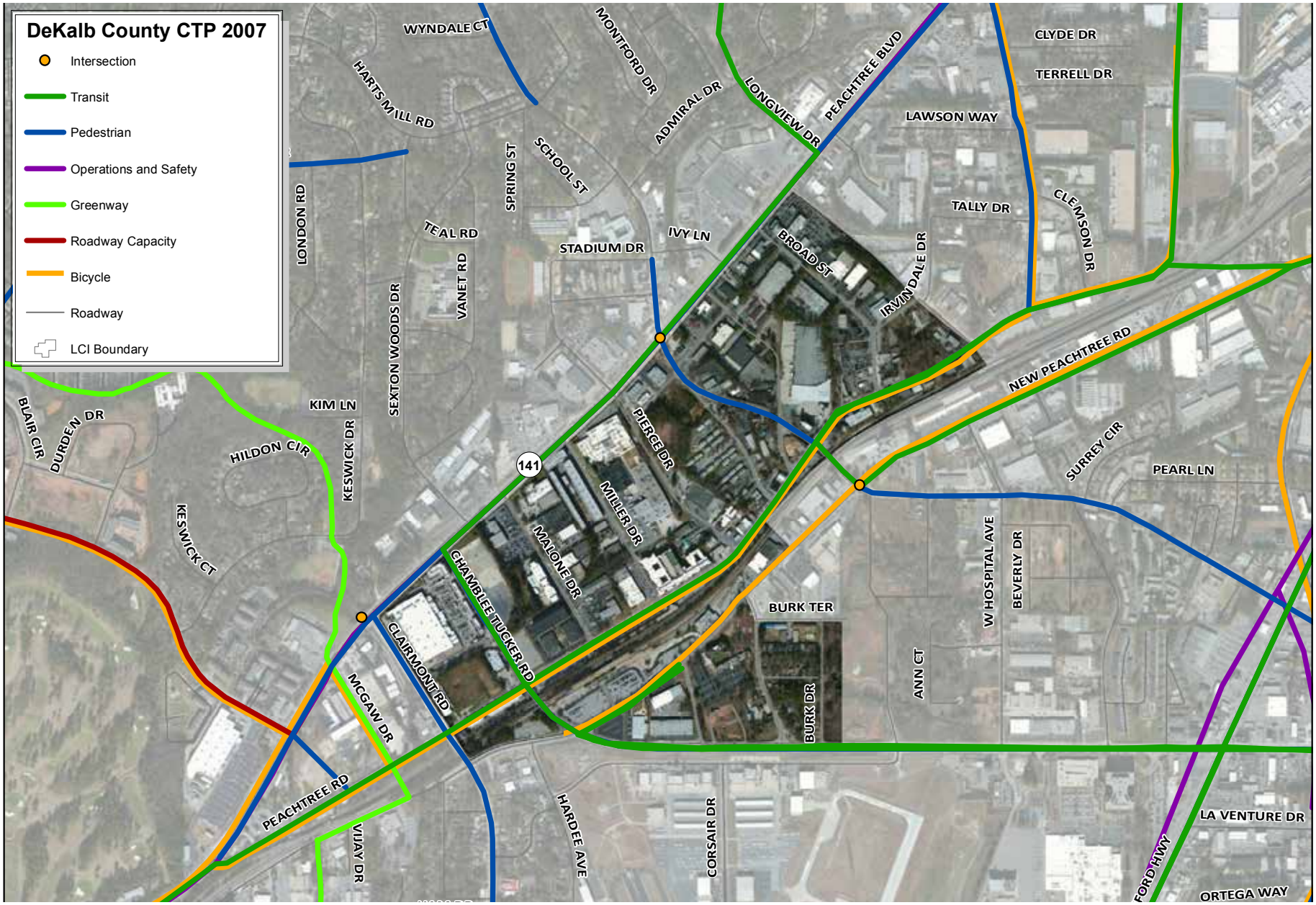
# EXISTING TRANSPORTATION INFRASTRUCTURE

## CHAMBLEE LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE


Roadway Network
Traffic Signal
Functional Classification
Interstate Principal Arterial
Freeway and Expressway
Principal Arterial
Minor Arterial
Collector
Local
Roadway
LCI Boundary
COLT DR
GRANGER DR
HARTS PL
HARTS MILL RD
LDSON DR
LONDON RD
VANET RD
SPRING ST
GREENHILL DR
MONTFORD DR
ENSIGN DR
CAPTAIN DR
ADMIRAL DR
JOHN GLENN DR
CLYDE DR
TERRELL DR
PEACHTREE BLVD
LAWSON WAY
TALLY DR
CLEMSON DR
IVY LN
STADIUM DR
BROAD ST
IRVINDALE DR
NEW PEACHTREE RD
SHALLOWFORD RD
BLAIR CIR
DURDEN DR
KIM LN
HILDON CIR
KESWICK DR
141
35,440
PIERCE DR
MILLER DR
MALONE DR
7,910
2,530
SURREY CIR
PEARL LN
RAYMOND DR
W HOSPITAL AVE
BURK TER
CATALINA DR
ANN CT
ADDISON DR
CLAIRMONT RD
13,090
6,830
MCGAW DR
PEACHTREE RD
HARDEE AVE
CORSAIR DR
LA VENTURE DR
BAGLEY DR
BELAIRE CIR
ORTEGA WAY
4TH ST
DYER CIR


Existing Sidewalks
Pedestrian/Sidewalk Facilities
100% Both Sides
100% One Side
More Than 50%Total
10% to 50% total
Less Than 10% Total
Not Studied
Roadway
LCI Boundary
COLT DR
GRANGER DR
HARTS PL
HARTSMILL RD
ON DR
LONDON RD
CARN
SPRING ST
VANET RD
GREENHILL DR
MONTFORD DR
ENSIGN DR
CAPTAIN DR
ADMIRAL DR
JOHN GLENN DR
PEACHTREE BLVD
CLYDE DR
TERRELL DR
LAWSON WAY
TALLY DR
CLEMSON DR
IVY LN
STADIUM DR
BROAD ST
IRVINDALE DR
NEW PEACHTREE RD
SHALLOWFORD RD
BLAIR CIR
DURDEN DR
KIM LN
HILDON CIR
KESWICK DR
141
PIERCE DR
MILLER DR
MALONE DR
SURREY CIR
PEARL LN
RAYMOND DR
W HOSPITAL AVE
BURK TER
CATALINA DR
ANN CT
ADDISON DR
CLAIRMONT RD
MCGAW DR
PEACHTREE RD
HARDEE AVE
CORSAIR DR
BAGLEY DR
BELAIRE CIR
LA VENTURE DR
ORTEGA WAY
BUFORD HWY
4TH ST
DYER CIR

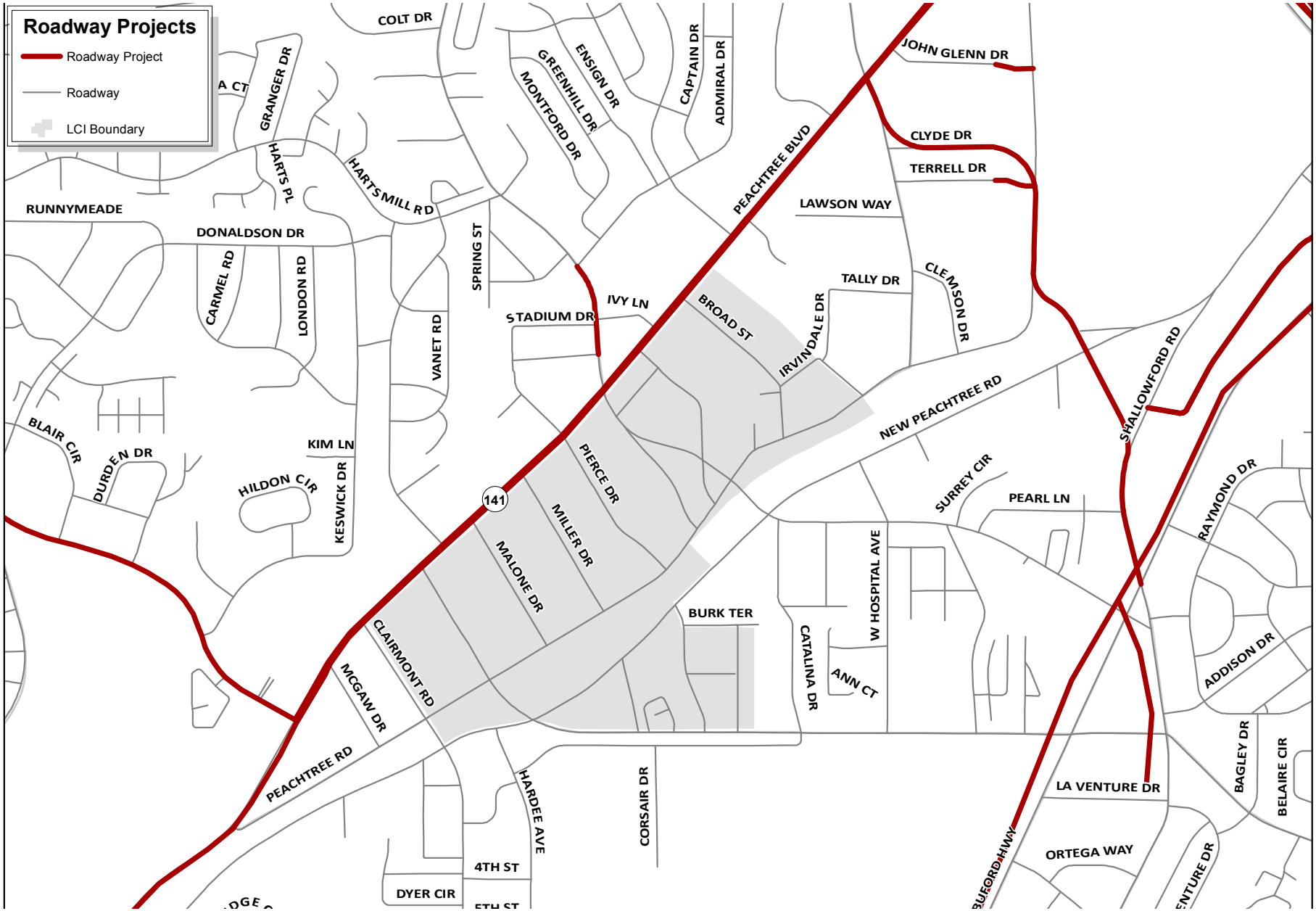

Transit
MARTA Rail
MARTA Rail Station
Bus Route
19
25
33
39
47
126
132
Bus Stop
Roadway
LCI Boundary
WYNDALE CT
MONTFORD DR
ADMIRAL DR
LONGVIEW DR
PEACHTREE BLVD
CLYDE DR
TERRELL DR
LAWSON WAY
HARTS MILL RD
SPRING ST
SCHOOL ST
TALLY DR
CLEMSON DR
TEAL RD
STADIUM DR
IVY LN
BROAD ST
IRVINDALE DR
VANET RD
SEXTON WOODS DR
DANBURY PARC PL
NEW PEACHTREE RD
KIM LN
BLAIR CIR
DURDEN DR
HILDON CIR
KESWICK DR
KESWICK CT
141
PIERCE DR
MILLER DR
MALONE DR
CHAMBLEE TUCKER RD
CLAIRMONT RD
MCGAW DR
SURREY CIR
PEARL LN
W HOSPITAL AVE
BEVERLY DR
BURK TER
ANN CT
BURK DR
PEACHTREE RD
VIJAY DR
HARDEE AVE
CORSAIR DR
LA VENTURE DR
ORTEGA WAY
HAM DR


DeKalb County CTP 2007
Intersection
Transit
Pedestrian
Operations and Safety
Greenway
Roadway Capacity
Bicycle
Roadway
LCI Boundary
WYNDALE CT
MONTFORD DR
HARTSMILL RD
ADMIRAL DR
LONGVIEW DR
PEACHTREE BLVD
CLYDE DR
TERRELL DR
LAWSON WAY
SCHOOL ST
SPRING ST
LONDON RD
TEAL RD
STADIUM DR
IVY LN
BROAD ST
IRVINDALE DR
TALLY DR
CLEMSON DR
VANET RD
SEXTON WOODS DR
NEW PEACHTREE RD
KIM LN
BLAIR CIR
DURDEN DR
HILDON CIR
KESWICK DR
PIERCE DR
141
SURREY CIR
PEARL LN
KESWICK CT
MILLER DR
MALONE DR
CHAMBLEE TUCKER RD
W HOSPITAL AVE
BEVERLY DR
BURK TER
CLAIRMONT RD
MCGAW DR
ANN CT
BURK DR
PEACHTREE RD
VIJAY DR
HARDEE AVE
CORSAIR DR
LA VENTURE DR
ORTEGA WAY

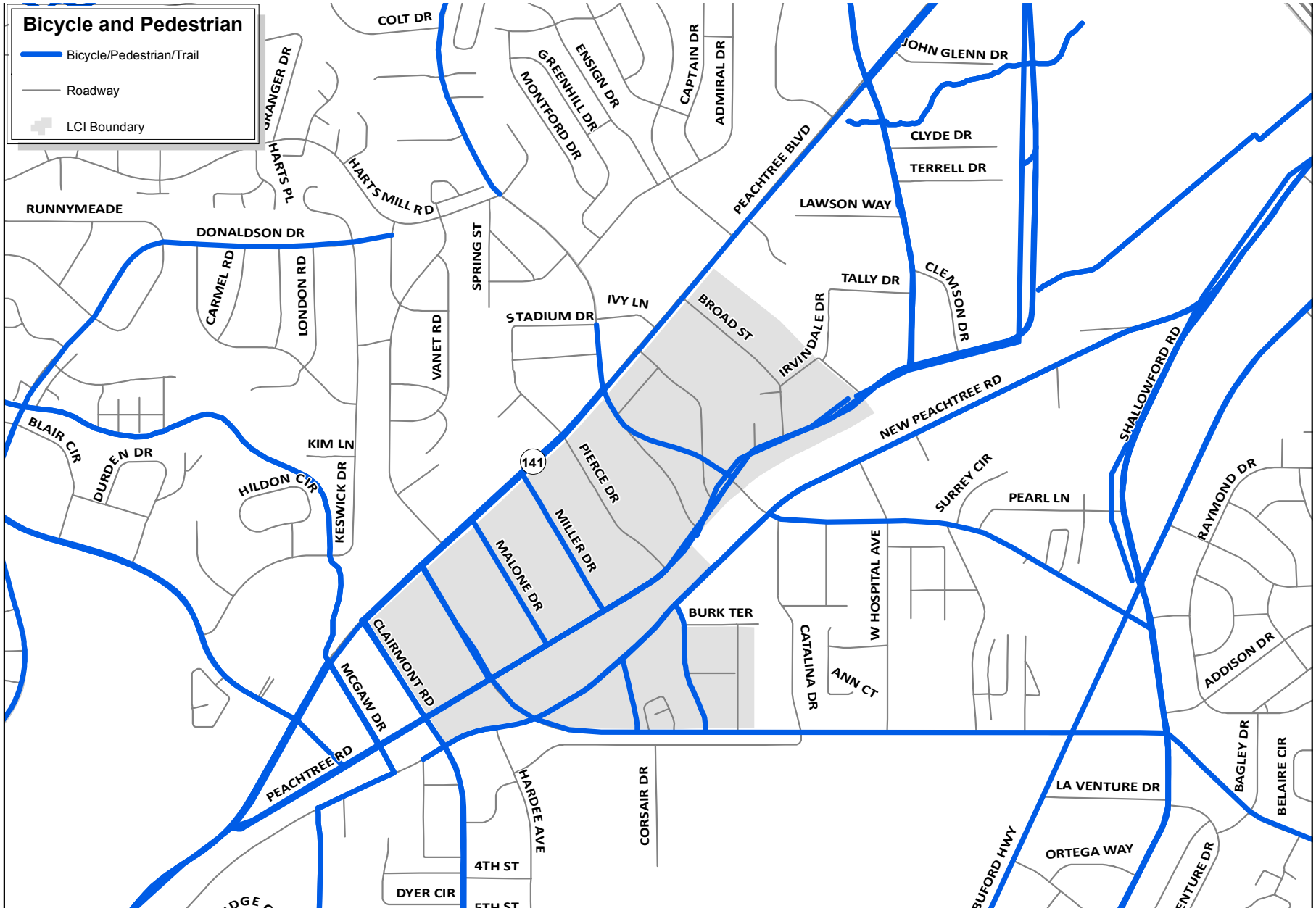
PLAN 2040
Improvement Type
Commuter Rail
Roadway Widening
Roadway
LCI Boundary
WYNDALE CT
MONTFORD DR
CLYDE DR
TERRELL DR
HARTSMILL RD
ADMIRAL DR
LONGVIEW DR
PEACHTREE BLVD
LAWSON WAY
DONALDSON DR
SPRING ST
SCHOOL ST
CARMEL RD
FORTINGALE RD
LONDON RD
TEAL RD
STADIUM DR
IVY LN
BROAD ST
TALLY DR
CLEMSON DR
IRVINDALE DR
VANET RD
SEXTON WOODS DR
DANBURY PARC PL
NEW PEACHTREE RD
KIM LN
BLAIR CIR
DURDEN DR
HILDON CIR
KESWICK DR
141
PIERCE DR
SURREY CIR
PEARL LN
KESWICK CT
MILLER DR
MALONE DR
CHAMBLEE TUCKER RD
BURK TER
W HOSPITAL AVE
BEVERLY DR
CLAIRMONT RD
MCGAW DR
ANN CT
BURK DR
PEACHTREE RD
VIJAY DR
HARDEE AVE
CORSAIR DR
LA VENTURE DR
ORTEGA WAY

Active Living Plan
Improvement Type
Bicycle
Bicycle/Sidewalk
Crosswalk
Traffic Calming
Sidewalk
Roadway
LCI Boundary
WYNDALE CT
MONTFORD DR
CLYDE DR
TERRELL DR
HARTSMILL RD
ADMIRAL DR
LONGVIEW DR
PEACHTREE BLVD
LAWSON WAY
SCHOOL ST
SPRING ST
FORTINGALE RD
LONDON RD
TEAL RD
STADIUM DR
IVY LN
BROAD ST
TALLY DR
CLEMSON DR
IRVINDALE DR
VANET RD
SEXTON WOODS DR
DANBURY PARC PL
NEW PEACHTREE RD
KIM LN
BLAIR CIR
DURDEN DR
HILDON CIR
KESWICK DR
PIERCE DR
141
SURREY CIR
PEARL LN
KESWICK CT
MILLER DR
MALONE DR
CHAMBLEE TUCKER RD
W HOSPITAL AVE
BEVERLY DR
BURK TER
CLAIRMONT RD
MCGAW DR
ANN CT
BURK DR
PEACHTREE RD
VIJAY DR
HARDEE AVE
CORSAIR DR
LA VENTURE DR
ORTEGA WAY

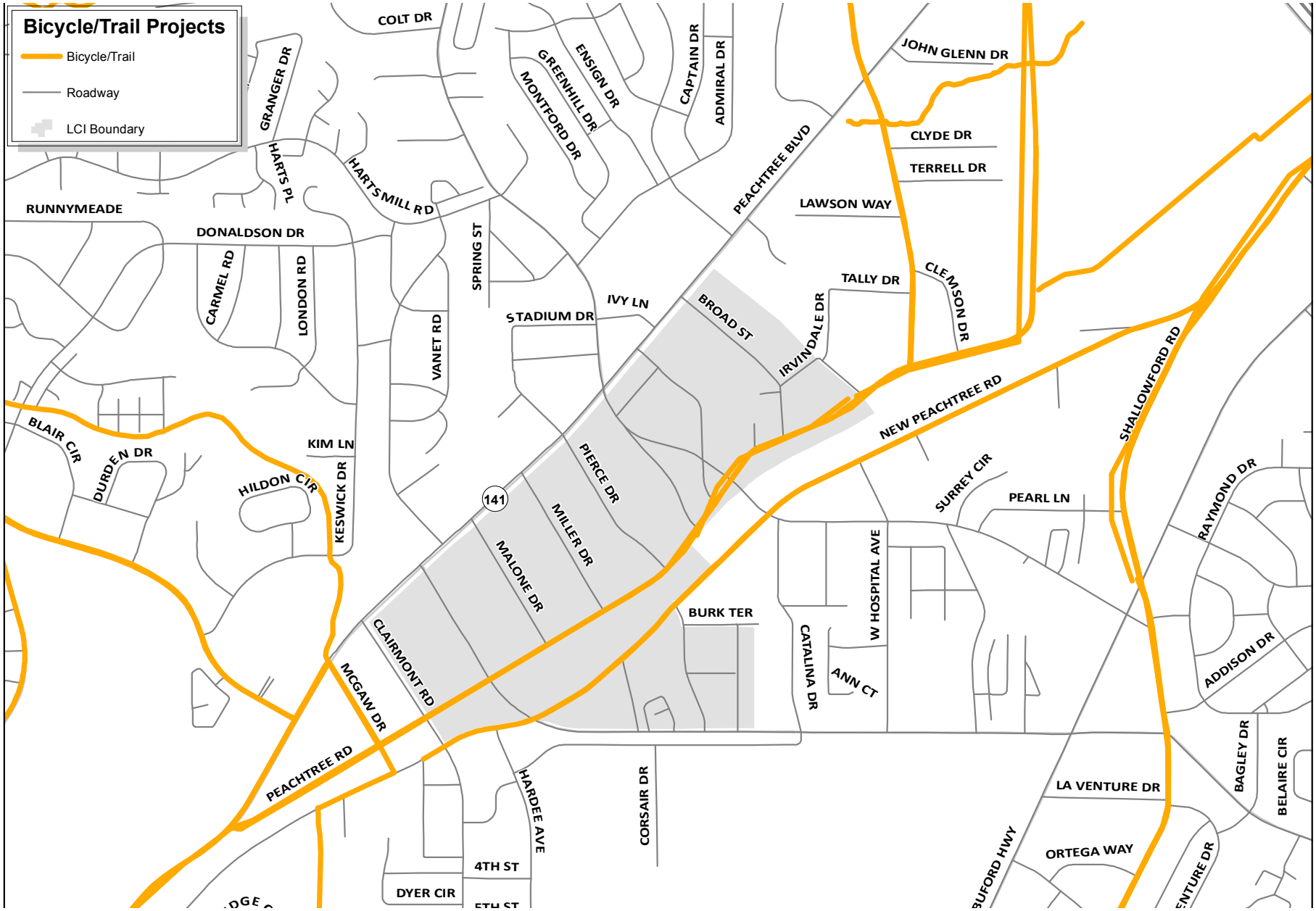
DeKalb County LCI
Improvement Type
Sidewalk/Crosswalk
Roadway Widening
Trail
Roadway
LCI Boundary
WYNDALE CT
MONTFORD DR
HARTSMILL RD
ADMIRAL DR
LONGVIEW DR
PEACHTREE BLVD
CLYDE DR
TERRELL DR
LAWSON WAY
SCHOOL ST
SPRING ST
FORTINGALE RD
LONDON RD
TEAL RD
STADIUM DR
IVY LN
BROAD ST
IRVINDALE DR
TALLY DR
CLEMSON DR
VANET RD
SEXTON WOODS DR
DANBURY PARC PL
NEW PEACHTREE RD
KIM LN
BLAIR CIR
DURDEN DR
HILDON CIR
KESWICK DR
KESWICK CT
PIERCE DR
141
SURREY CIR
PEARL LN
MILLER DR
MALONE DR
CHAMBLEE TUCKER RD
CLAIRMONT RD
BURK TER
W HOSPITAL AVE
BEVERLY DR
ANN CT
BURK DR
MCGAW DR
PEACHTREE RD
VIJAY DR
HARDEE AVE
CORSAIR DR
LA VENTURE DR
ORTEGA WAY


Roadway Projects
Roadway Project
Roadway
LCI Boundary
COLT DR
GRANGER DR
A CT
HARTS PL
HARTSMILL RD
RUNNYMEADE
DONALDSON DR
CARMEL RD
LONDON RD
SPRING ST
VANET RD
GREENHILL DR
MONTFORD DR
ENSIGN DR
CAPTAIN DR
ADMIRAL DR
PEACHTREE BLVD
JOHN GLENN DR
CLYDE DR
TERRELL DR
LAWSON WAY
TALLY DR
CLEMSON DR
IVY LN
STADIUM DR
BROAD ST
IRVINDALE DR
NEW PEACHTREE RD
SHALLOWFORD RD
BLAIR CIR
DURDEN DR
KIM LN
HILDON CIR
KESWICK DR
141
PIERCE DR
MILLER DR
MALONE DR
SURREY CIR
PEARL LN
RAYMOND DR
W HOSPITAL AVE
BURK TER
CATALINA DR
ANN CT
ADDISON DR
CLAIRMONT RD
MCGAW DR
PEACHTREE RD
HARDEE AVE
CORSAIR DR
BAGLEY DR
BELAIRE CIR
LA VENTURE DR
ORTEGA WAY
BUFORD HWY
4TH ST
DYER CIR

Intersection Projects
Signal Upgrade
Improvements
Roadway
LCI Boundary
COLT DR
GRANGER DR
HARTS PL
HARTS MILL RD
RUNNYMEADE
DONALDSON DR
CARMEL RD
LONDON RD
SPRING ST
VANET RD
GREENHILL DR
MONTFORD DR
ENSIGN DR
CAPTAIN DR
ADMIRAL DR
JOHN GLENN DR
PEACHTREE BLVD
CLYDE DR
TERRELL DR
LAWSON WAY
TALLY DR
CLEMSON DR
IVY LN
STADIUM DR
BROAD ST
IRVINDALE DR
NEW PEACHTREE RD
SHALLOWFORD RD
BLAIR CIR
DURDEN DR
KIM LN
HILDON CIR
KESWICK DR
141
PIERCE DR
MILLER DR
MALONE DR
SURREY CIR
PEARL LN
RAYMOND DR
W HOSPITAL AVE
BURK TER
CATALINA DR
ANN CT
ADDISON DR
CLAIRMONT RD
MCGAW DR
PEACHTREE RD
HARDEE AVE
CORSAIR DR
BAGLEY DR
BELAIRE CIR
LA VENTURE DR
ORTEGA WAY
BUFORD HWY
4TH ST
DYER CIR


Bicycle and Pedestrian
Bicycle/Pedestrian/Trail
Roadway
LCI Boundary
COLT DR
GRANGER DR
HARTS PL
HARTS MILL RD
RUNNYMEADE
DONALDSON DR
CARMEL RD
LONDON RD
SPRING ST
VANET RD
GREENHILL DR
MONTFORD DR
ENSIGN DR
CAPTAIN DR
ADMIRAL DR
PEACHTREE BLVD
JOHN GLENN DR
CLYDE DR
TERRELL DR
LAWSON WAY
TALLY DR
CLEMSON DR
IVY LN
STADIUM DR
BROAD ST
IRVINDALE DR
NEW PEACHTREE RD
SHALLOWFORD RD
BLAIR CIR
DURDEN DR
KIM LN
HILDON CIR
KESWICK DR
141
PIERCE DR
MILLER DR
MALONE DR
CLAIRMONT RD
MCGAW DR
PEACHTREE RD
BURK TER
CATALINA DR
ANN CT
W HOSPITAL AVE
SURREY CIR
PEARL LN
RAYMOND DR
ADDISON DR
BAGLEY DR
BELAIRE CIR
LA VENTURE DR
ORTEGA WAY
BUFORD HWY
HARDEE AVE
CORSAIR DR
4TH ST
DYER CIR

Transit Projects
Transit Projects
Roadway
LCI Boundary
COLT DR
GRANGER DR
STA CT
HARTS PL
HARTSMILL RD
RUNNYMEADE
DONALDSON DR
CARMEL RD
LONDON RD
SPRING ST
VANET RD
GREENHILL DR
MONTFORD DR
ENSIGN DR
CAPTAIN DR
ADMIRAL DR
JOHN GLENN DR
PEACHTREE BLVD
CLYDE DR
TERRELL DR
LAWSON WAY
TALLY DR
CLEMSON DR
IVY LN
STADIUM DR
BROAD ST
IRVINDALE DR
NEW PEACHTREE RD
SHALLOWFORD RD
BLAIR CIR
DURDEN DR
KIM LN
HILDON CIR
KESWICK DR
141
PIERCE DR
MILLER DR
MALONE DR
SURREY CIR
PEARL LN
RAYMOND DR
W HOSPITAL AVE
BURK TER
CATALINA DR
ANN CT
ADDISON DR
CLAIRMONT RD
MCGAW DR
PEACHTREE RD
HARDEE AVE
CORSAIR DR
BAGLEY DR
BELAIRE CIR
LA VENTURE DR
ORTEGA WAY
BUFORD HWY
4TH ST
DYER CIR


Bicycle/Trail Projects
Bicycle/Trail
Roadway
LCI Boundary
COLT DR
GRANGER DR
HARTS PL
HARTSMILL RD
RUNNYMEADE
DONALDSON DR
CARMEL RD
LONDON RD
SPRING ST
VANET RD
GREENHILL DR
MONTFORD DR
ENSIGN DR
CAPTAIN DR
ADMIRAL DR
PEACHTREE BLVD
JOHN GLENN DR
CLYDE DR
TERRELL DR
LAWSON WAY
TALLY DR
CLEMSON DR
IVY LN
STADIUM DR
BROAD ST
IRVINDALE DR
NEW PEACHTREE RD
SHALLOWFORD RD
BLAIR CIR
DURDEN DR
KIM LN
HILDON CIR
KESWICK DR
141
PIERCE DR
MILLER DR
MALONE DR
SURREY CIR
PEARL LN
RAYMOND DR
W HOSPITAL AVE
BURK TER
CATALINA DR
ANN CT
ADDISON DR
CLAIRMONT RD
MCGAW DR
PEACHTREE RD
HARDEE AVE
CORSAIR DR
BAGLEY DR
BELAIRE CIR
LA VENTURE DR
ORTEGA WAY
BUFORD HWY
4TH ST
DYER CIR

Frosty
CABOOSE
facebook

# PUBLIC MEETING SUMMARIES

## CHAMBLEE LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

## Public Workshop #1
October 2, 2013

Based on the inventory and assessment of existing conditions and goal-setting session with City Council, the first of two public workshops was held at the Chamblee Civic Center on October 2, 2013. This public workshop looked to create an understanding of the LCI vision and goals as well as open discussion of some of the significant opportunities and challenges within the LCI area. After an opening presentation given by Kimley-Horn and Associates, participants broke-out into several planning exercises.

Participants in the public workshop included the Mayor, the Chamblee Director of Development, and a representative from City Council, local property owners, business owners, as well as local and downtown residents.

**Meeting Agenda:**

1. **Welcome and Introductions**
   - Mayor
   - Director of Development
2. **Presentation**
   - History of the Chamblee LCI
   - Land Use and Zoning
   - Transportation
   - Market Analysis
   - LCI Challenges and Opportunities
3. **Group Planning Exercise**
   - Strengths, Weaknesses, Opportunities
   - Inspiration Images
4. **Next Steps**
   - Prioritization Exercise



**Public Workshop #1**
October 2, 2013

**Where in Chamblee are you?**

Here, participants were asked to map where in Chamblee they spend their most time. Using 3 different colored dots, we asked the participants to map where they lived, worked, and played.

| | |
|---|---|
| Live: | Green |
| Work: | Red |
| Play: | Blue |

**Public Workshop #1**
October 2, 2013

**Existing Transportation Exercise:**

Here, participants were asked to denote where they saw transportation issues throughout Chamblee Town Center. Using post-it notes, participants mapped where they saw needed improvement.



**Public Workshop #1**
October 2, 2013

**Summary of Strengths, Weaknesses, and Opportunities Exercise:**

The participants were asked to divide into 5 groups, each group was responsible for discussing and documenting their ideas on a base map. The first exercise asked the participants to illustrate the Strengths, Weakness, and Opportunities they saw around Chamblee Town Center using 3 different colored markers, each color represented either a strength, weakness, or opportunity:

| | |
|---|---|
| Strengths: | Green |
| Weaknesses: | Red |
| Opportunities: | Blue |

After completing the map, they were asked to select images from a series of photographs and place them throughout the Chamblee Town Center where they thought the photographed development worked best, if at all. Further findings are documented in the next section:

**Group 1:**

**Public Workshop #1**
October 2, 2013

**Summary of Strengths, Weaknesses, and Opportunities:**

**Group 2:**

**Public Workshop #1**
October 2, 2013

**Summary of Strengths, Weaknesses, and Opportunities:**

**Group 3:**

**Public Workshop #1**
October 2, 2013

**Summary of Strengths, Weaknesses, and Opportunities:**

**Group 4:**

**Public Workshop #1**
October 2, 2013

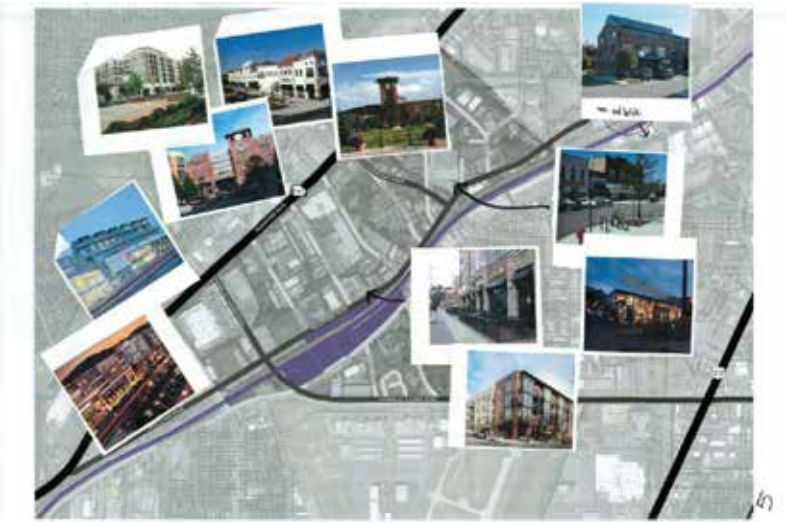
**Summary of Strengths, Weaknesses, and Opportunities:**

**Group 5.1:**

**Public Workshop #1**
October 2, 2013

**Summary of Strengths, Weaknesses, and Opportunities:**

**Group 5.2:**





**Public Workshop #1**
October 2, 2013

**Summary of Prioritization Exercise:**

Using the following handout, participants were asked to list LCI Project Types in rank of priority, then using a $100 dollar bill as a reference, allocate the 100 dollars among the project types the way they would spend their money on Chamblee Town Center.

How would **YOU** spend this $100 on Chamblee Town Center??

**Standard LCI Projects:**

- Traffic/Vehicular Improvements
- Parks and Open Space
- Pedestrian/Bicycle Improvements
- Enhanced Bus Service/Amenities
- Parking
- Additional Commercial Development (retail/office)
- Additional Housing

**Directions:**

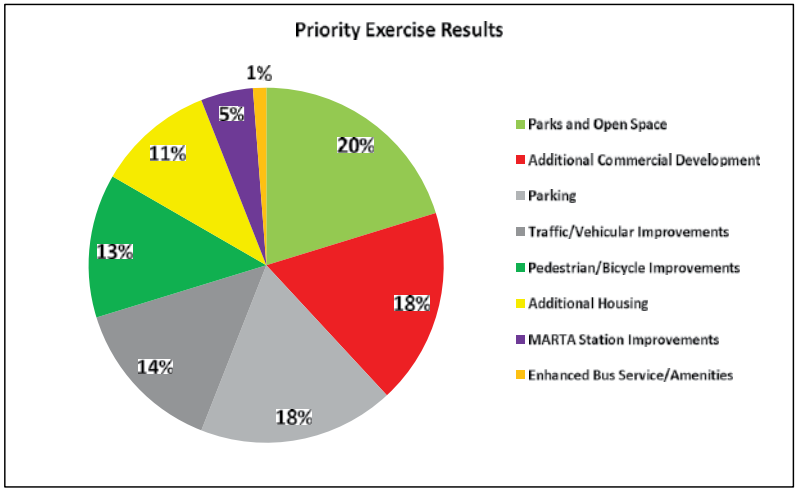
Using the list of Standard LCI Projects above, please select 5 project types. List your 5 projects in the order you wish to prioritize your spending and then allocate your $100 among the 5 projects. Remember, you can only select 5 projects from the list above.

| | | |
|---|---|---|
| **1.** | | $ |
| **2.** | | $ |
| **3.** | | $ |
| **4.** | | $ |
| **5.** | | $ |
| | **TOTAL** | $ **100** |

Kimley-Horn and Associates, Inc.

**Public Workshop #1**
October 2, 2013

**Summary of Prioritization Exercise:**






**Public Workshop #2 Summary**
November 20, 2013

This was the second of two public workshops for the Chamblee Town Center LCI 10-year Update. It was held at the Chamblee Civic Center on Wednesday, November 20, 2013. This public workshop built upon the first public meeting by providing an opportunity for local residents and stakeholders to provide input regarding preliminary development concepts and project lists.

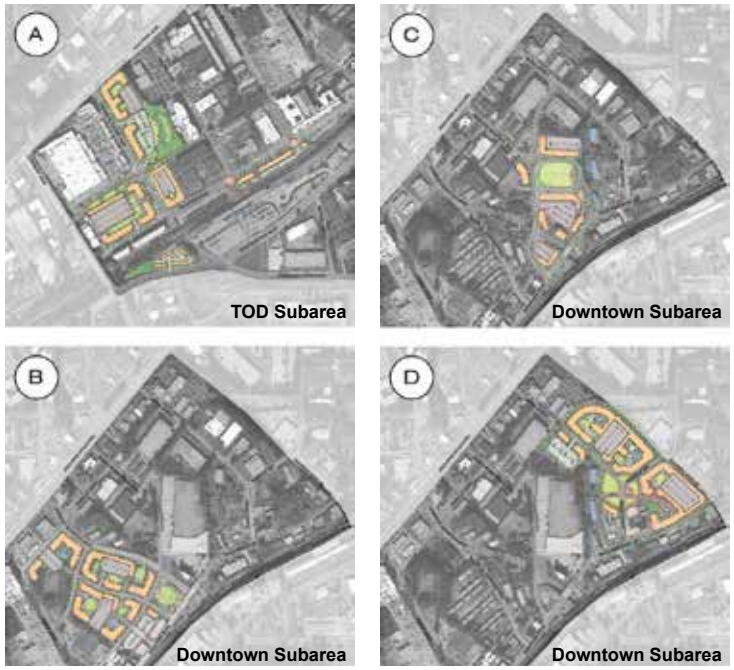
After an opening presentation given by Kimley-Horn and Associates, attendees broke into small groups to participate in a series of exercises.

Participants in the public workshop included the City of Chamblee Mayor, the Chamblee Director of Development, and several representatives from City Council, local property owners, business owners, as well as local and downtown residents.

**Meeting Agenda**:

1. **Welcome and Introductions**
   City of Chamblee, Director of Development, Gary Cornell
   Jeffrey Smith, Kimley-Horn and Associates
2. **Presentation**
   Community Opinions and Priorities
   Susceptibility to Change and Market Forecast
3. **Potential Land Use Plans**
   Group Exercise
4. **Preliminary Project List**
   Group Exercise

**Potential Land Use Plan Exercise:**

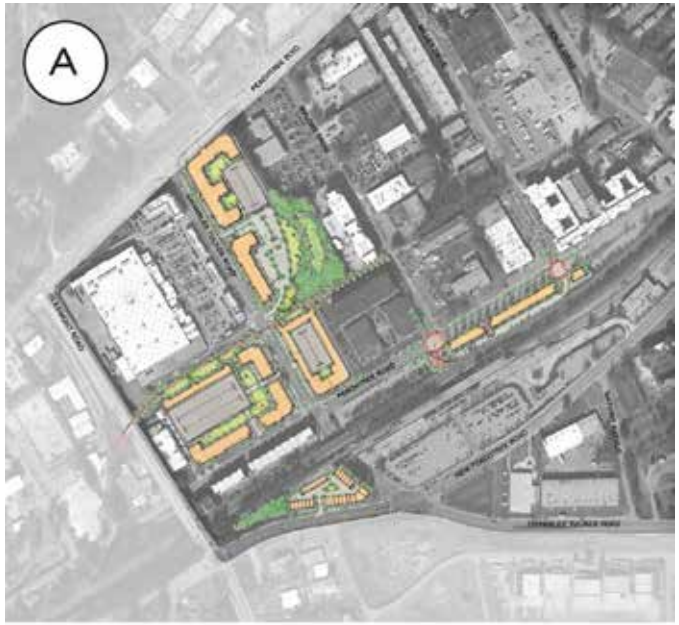



Participants were asked to list pros and cons for each land use plan. After listing pros and cons the groups were asked to select their preferred concept for each Subarea, the Transportation Oriented Development Subarea and the Downtown Subarea.



**Public Workshop #2 Summary**
November 20, 2013

**Transit Oriented Development Subarea Option A:**




Pros
- This plan is already in the “playbook”
- Market is ensuring development
- Retail proximity to Keswick Park
- Makes use of MARTA properties adjacent to the station
- Walkability
- Reclaimed Greenspace on MARTA property is a good use of that parcel

Cons
- Existing pedestrian crosswalks in this area are difficult to cross
- Intersection improvements need to be made at Peachtree Road and Chamblee Tucker Road

**Downtown Subarea Option B:**

Pros
- Housing redevelopment would be well received
- Adds parking behind businesses on Peachtree Road to serve under parked parcels
- The proximity to existing MARTA rail station would encourage a more cohesive approach to the redevelopment of this area in conjunction with the TOD Subarea concept.
- Located along Chamblee Dunwoody Road makes this a high visibility area

Cons
- Parking too far from greenspace
- Too far from existing City Hall
- Requires major roadway reconfiguration



**Public Workshop #2 Summary**
November 20, 2013

**Downtown Subarea Option C:**

Pros
- Connects to existing city assets such as City Hall and Police Station
- Large Greenspace would attract retailers and provide a central gathering space
- Adds parking around proposed businesses on Chamblee Dunwoody Road
- Access to Antique Row and elimination of warehouse
- Located along Chamblee Dunwoody Road makes this a high visibility area

Cons
- Requires significant public investment
- Requires major roadway reconfiguration
- Steep grade change around Public Buildings (City Hall and Police Station)

**Downtown Subarea Option D:**

Pros
- Greenspace enhancements and sense of public space
- Easily developable land and most plausible solution for what can happen in next 10 years
- Creates synergy that will spawn future development
- Strong Town Center feel that is centered around existing City assets

Cons
- Steep grade change around Public Buildings
- Lack of pedestrian connectivity
- Proposed Public and Park space is too divided by Broad Street
- Not as highly visible, feels a little “tucked away”



**Public Workshop #2 Summary**
November 20, 2013

**Preliminary Project List Exercise:**

A result of the Livable Centers Initiatives 10-year Update is to produce a list of projects that aim to support a more walkable environment that encourages development and creates an identity for the LCI area. This effort often consists of a list of 30-40 projects, all of which have either been previously identified in past LCI efforts, have been identified in current ongoing local and regional plans, have been established as a desire by the community, or have been identified during the inventory and analysis phase of the 10-year Update effort.

During this exercise, participants were asked to review and discuss the preliminary project lists with their groups. Each group was tasked to openly discuss and conclude on what they considered to be the most valuable potential investment for the City of Chamblee. After their discussion, as the participants left the Public Meeting, they were asked to vote for their preferred preliminary projects. Each station had an overall plan that called out the location of the project and a project list where participants “voted” by placing their allotted dot to denote their preferred projects within each of the 3 categories. The 3 categories are as listed:

Pedestrian and Intersection Projects
Bicycle and Multi-Use Trail Projects
Corridor and Gateway Projects

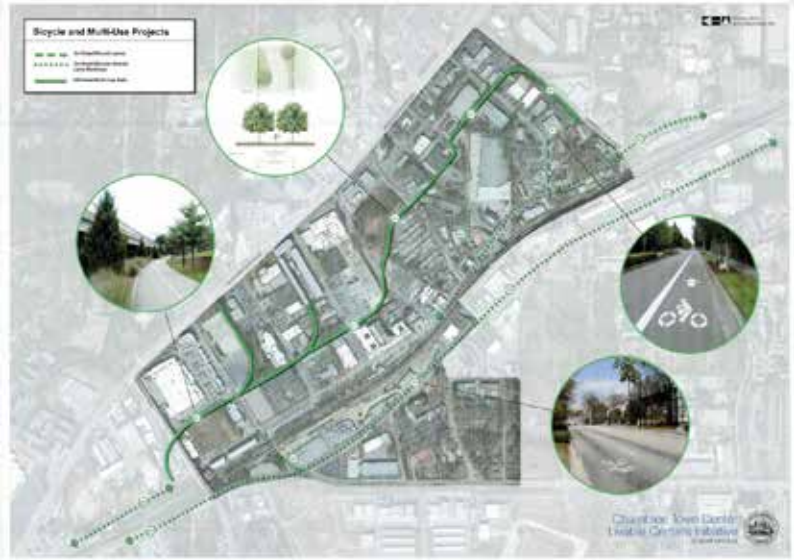
The following pages include the preliminary project diagrams/lists and a record of community “votes” from the public meeting.

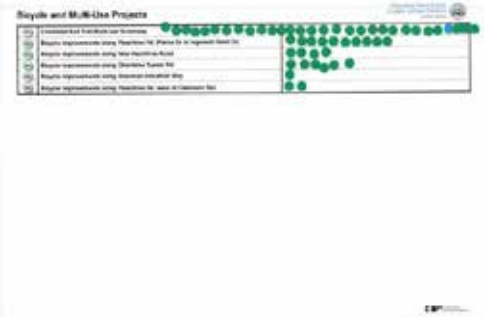
**Public Workshop #2 Summary**
November 20, 2013

**Pedestrian and Intersection Projects:**

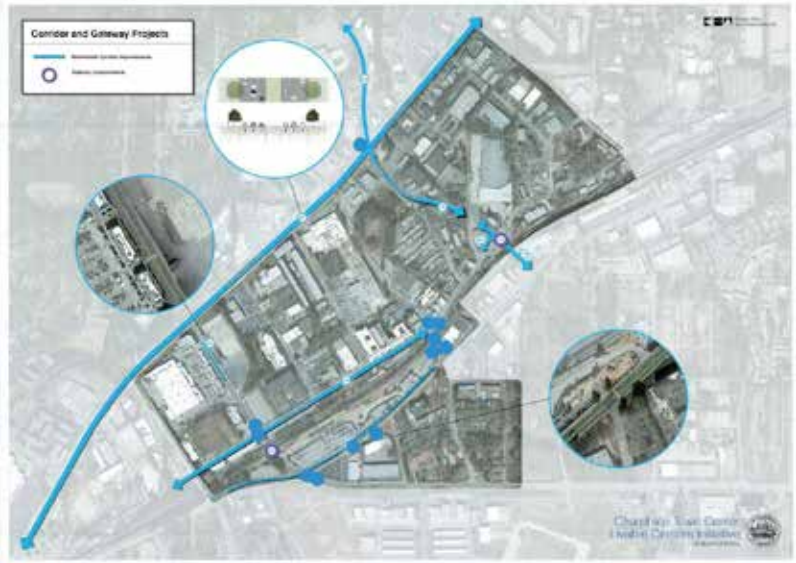
**Public Workshop #2 Summary**
November 20, 2013

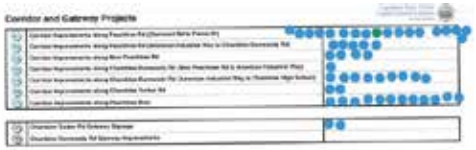
**Bicycle and Multi-Use Trail Projects:**



**Corridor and Gateway Projects:**






**Public Workshop #2 Summary**
November 20, 2013

**Preliminary Project List Exercise Summary:**

Below is a list of the most preferred projects within each category:

**Pedestrian and Intersection Projects:**

Pedestrian Projects:

1. MARTA Plaza at Chamblee Tucker Road
2. Streetscape Improvements along Broad Street
3. Streetscape Improvements along Peachtree Road (Pierce Drive to City Hall)

Intersection Projects:

1. Intersection Improvements at Peachtree Road @ Chamblee Tucker Road
2. Intersection Improvements at Peachtree Road @ Pierce Drive
3. Intersection Improvements at Peachtree Boulevard @ Chamblee Dunwoody Road

**Bicycle and Multi-Use Trail Projects:**

1. Chamblee Rail Trail Multi-use Greenway
2. Bicycle Improvements along Peachtree Road (Pierce Drive to Ingersoll Rand Drive)
3. Bicycle Improvements along Chamblee Tucker Road

**Corridor and Gateway Projects:**

Corridor Projects:

1. Corridor Improvements along Peachtree Road (Clairmont Road to Pierce Drive)
2. Corridor Improvements along Peachtree Road
3. Corridor Improvements along Chamblee Dunwoody Road
   (American Industrial Way to Chamblee High School)

Gateway Projects:

1. Chamblee Tucker Road Gateway Signage

# PUBLIC PROCESS

The public process included:

- August 28-29, 2013 — Stakeholder Interviews
- September 12, 2013 — City Coucil Briefing
- October 2, 2013 — Public Workshop #1
- October 30, 2013 — Business Roundtable
- November 14, 2013 — City Council Briefing
- November 20, 2013 — Public Workshop #2
- January 16, 2014 — City Council Workshop
- February 18, 2014 — City Council Adoption

The following pages include excerpts from the October 2nd and November 20th Public Workshops.