

13 BuFORD HIGHWAY MASTERPLAN

A LIVABLE CENTERS INITIATIVE (LCI) PLANNING PROCESS



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

AUGUST 2017

prepared for:

ARC
ATLANTA REGIONAL COMMISSION

CHAMBLEE
Georgia
A CITY ON THE RIGHT TRACK

THE CITY OF
Doraville
Diversity, Vitality, Community

ACKNOWLEDGEMENTS

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1. BACKGROUND

1.1 OVERVIEW

The Buford Highway corridor is an incredible collection of history and diverse culture. Buford Highway is a 50 mile thoroughfare designated as State Route 13 that stretches from Midtown, Atlanta to Gainesville, Georgia. The Buford Highway LCI focused on six miles of the roadway through the cities of Doraville and Chamblee.

This Buford Highway stretch, as we know it today, one of overlapping ethnicities living and working together, did not begin emerging until the mid 1970s and early 1980s. Before that time, Chamblee and Doraville functioned as small agricultural communities connected by the railroad to Atlanta. In 1947, General Motors strategically placed its new assembly plant along that railroad line in Doraville. The construction of Interstate 85 (and later I-285) in the 1950s, combined with affordable home loans, ensured that a family could stay away from the hustle and bustle of the city, but commute quickly using the network of interstates through the city. The combination of industry, jobs, and accessibility meant that Chamblee and Doraville were now viable suburbs for growing lower and middle class families. With the influx of families came new schools and shopping centers with plenty of parking. But as the size and width of interstates increased, so did the ability for newer suburbs to develop in Gwinnett and Cobb counties, which ultimately drew many families further out and away from Atlanta.

As factories slowed down in the 1960s, rental vacancy rates climbed and rental prices dropped. The multi-family units once reserved for Metro Atlanta singles and new couples became vacant quickly. The area became extremely affordable, and as a result the Buford Highway corridor of Doraville and Chamblee were a natural and accessible destination for Atlanta's growing immigrant population.



A picture of the I-285 and I-85 interchange (Spaghetti Junction) being built in the mid-1980s.

1.1 OVERVIEW

“You have areas of concentration of businesses but . . . it’s almost like somebody took a handful of your ethnic groups and just did a little shake and just threw it down.” Harold Shinn talking to Southern Foodways Alliance explaining the uniqueness of Buford Highway.

Along with the immigrants came visionary entrepreneurs such as Harold Shinn and his father who opened Metro Atlanta’s first Asian food market in 1974, which would later become the world famous Buford Highway Farmer’s Market in Doraville. The location was an obvious choice for the large Asian immigrant population in Doraville. Further south in Chamblee, similar entrepreneurship was happening among a growing Latino community.

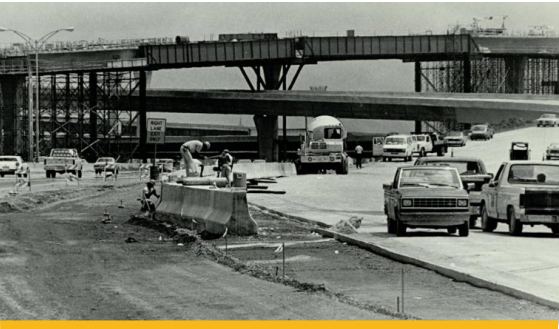
Along the corridor, commercial property owners like J. Halpern began providing opportunities to immigrant entrepreneurs, resulting in decreased vacancies in the corridor’s strip shopping centers. Over time, trust and word-of-mouth among the different ethnic communities began creating the vibrant Buford Highway that we know today (Walcott 2002).



An older photo of the current Buford Highway Farmers Market which, in a past life, was one of the original Home Depot locations (and before that a Treasure Island retail/grocer). Image via Amanda Shoemaker, date unknown

1. BACKGROUND

image via myAJC.com



CONSTRUCTION ON I-85 AND I-285

The 1960s brought construction of the now famous interstate project - ‘Spaghetti Junction’ or the Tom Moreland Interchange.

image via wherehonorisdue.wordpress.com



CAMP GORDON - THE GREAT WAR

Built in just five months (where Dekalb-Peachtree Airport-PDK is today), Camp Gordon helped mobilize and train troops for World War I. It was the foundation for the 82nd All-American Division and later the famous 82nd Airborne.

image via i88.photobucket.com/albums/k178/ulver_2006/56.jpg



1960S COLONIAL GROCERY STORE

The Colonial Store was a staple in the Skyland shopping center just south of (now) Plaza Fiesta off Clairmont Road and Buford Highway. It is now an Advanced Auto Parts.

image via www.flickr.com/photos/11035256@N05/3293245334



SEVERAL LIVES

This Lionel Play World toy store in Doraville would later become the Buford Highway Farmer’s Market and most recently functioned as an indoor soccer facility (S.F.A Interview with Harold Shinn).

image via GDOT



GOV. LESTER MADDOX OPENS I-285

In 1969, Interstate 285 opens to much fanfare with the controversial governor, Lester Maddox, presiding over an opening gala.

image via Tom Hill of Getty images



STUDIO 1 IN DORAVILLE

The famous Studio 1 music studio in Doraville hosted many famous artists like Lynyrd Skynyrd- shown above.



CONTEXT IS KEY

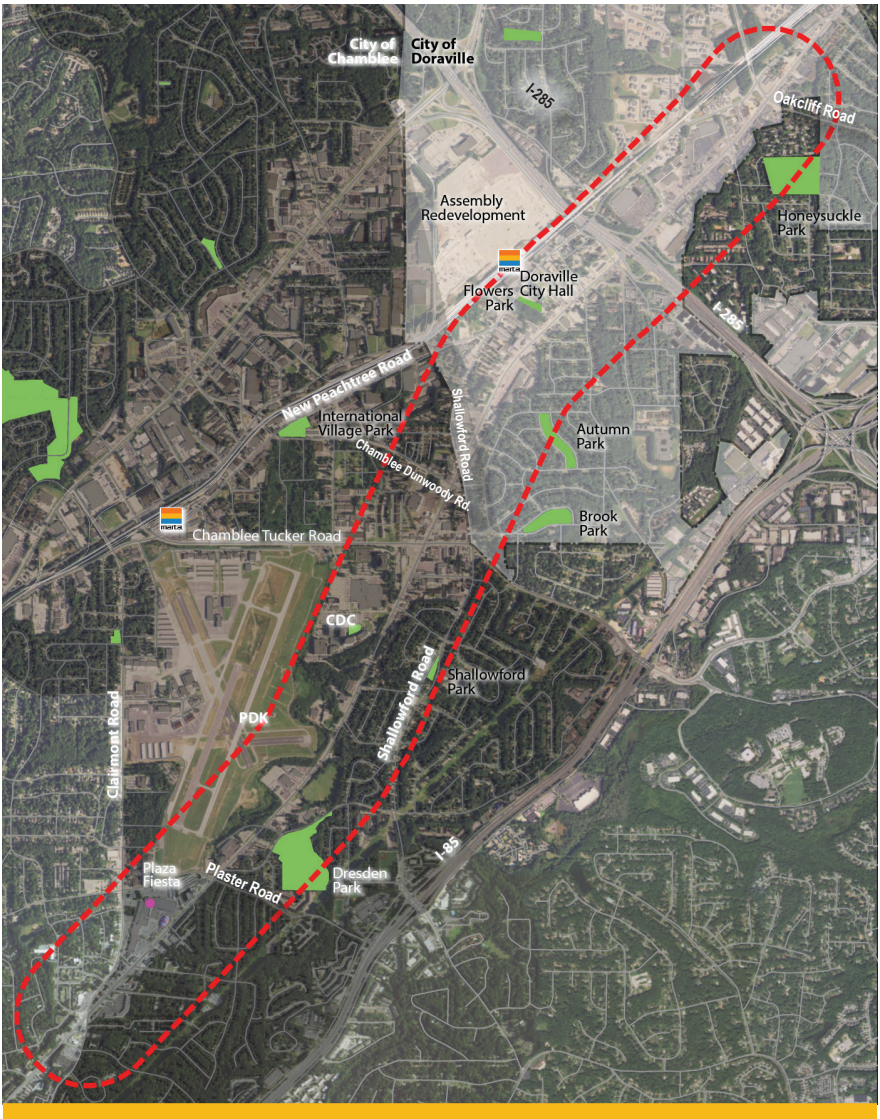
1.2 EXISTING CONDITIONS

STUDY AREA

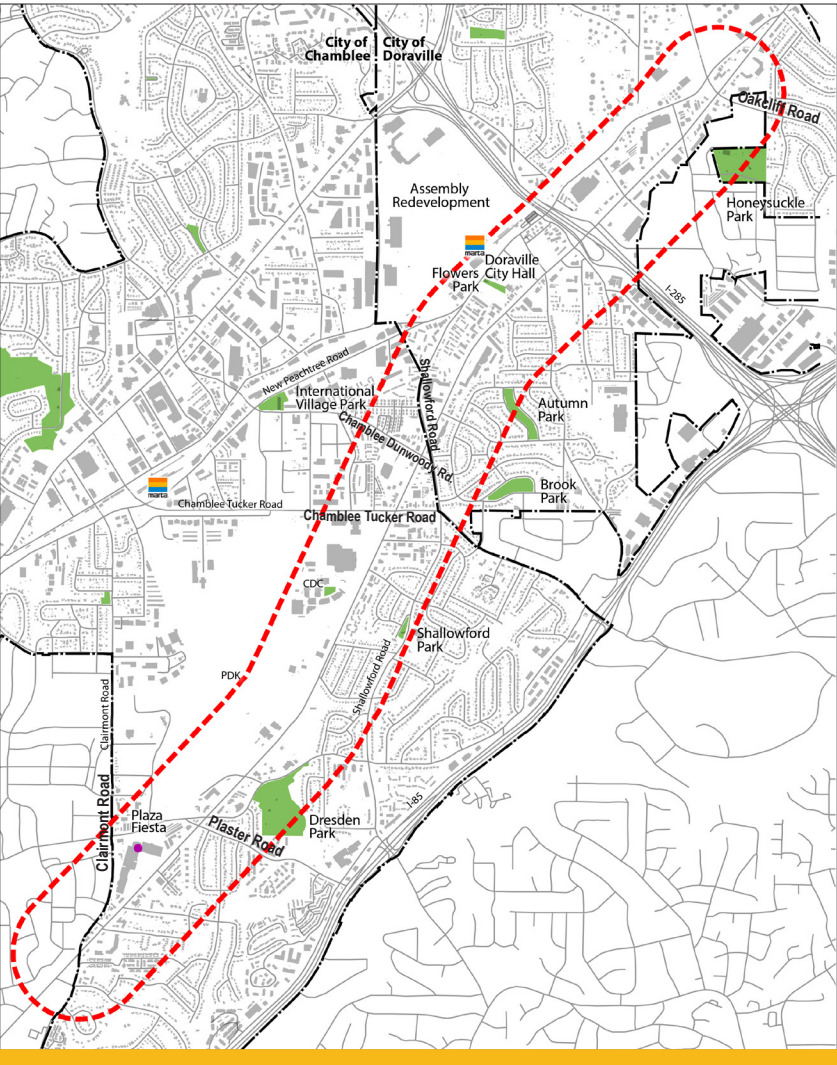
The Buford Highway LCI study area extends from Clairmont Road at the Skye Hill Shopping Center in Chamblee to north of Oakcliff Road at the International Plaza in Doraville. The study area extends out 1,500 feet (slightly more than a quarter-mile) along each side of the corridor although the focus of this study is on the parcels that front along Buford Highway.

STUDY AREA HIGHLIGHTS:

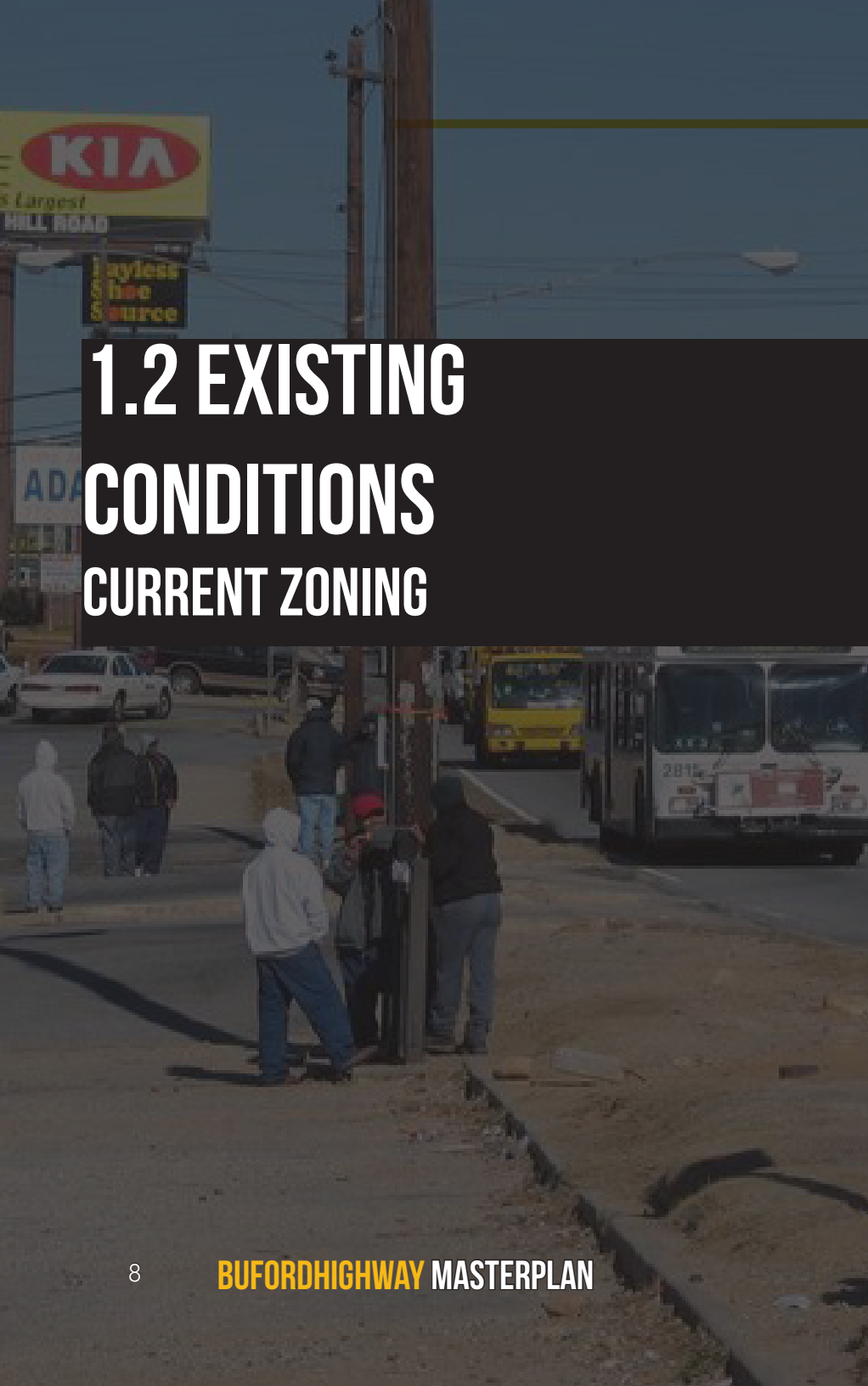
- > The study is focused on the parcels fronting Buford Highway in Doraville and Chamblee.
- > The majority of the study area is low-density and single-story commercial retail and restaurant uses.
- > Buford Highway is designated as State Route 13 by the Georgia Department of Transportation and has seven travel lanes through the study area.
- > The Centers for Disease Control and Prevention have a major presence along Buford Highway in Chamblee.
- > There are two heavy rail MARTA (Metropolitan Atlanta Rapid Transit Authority) stations adjacent to the corridor in Doraville and Chamblee.



Map 1. Study Area Aerial View



Map 2. Study Area Development Patterns



1.2 EXISTING CONDITIONS CURRENT ZONING

CURRENT ZONING

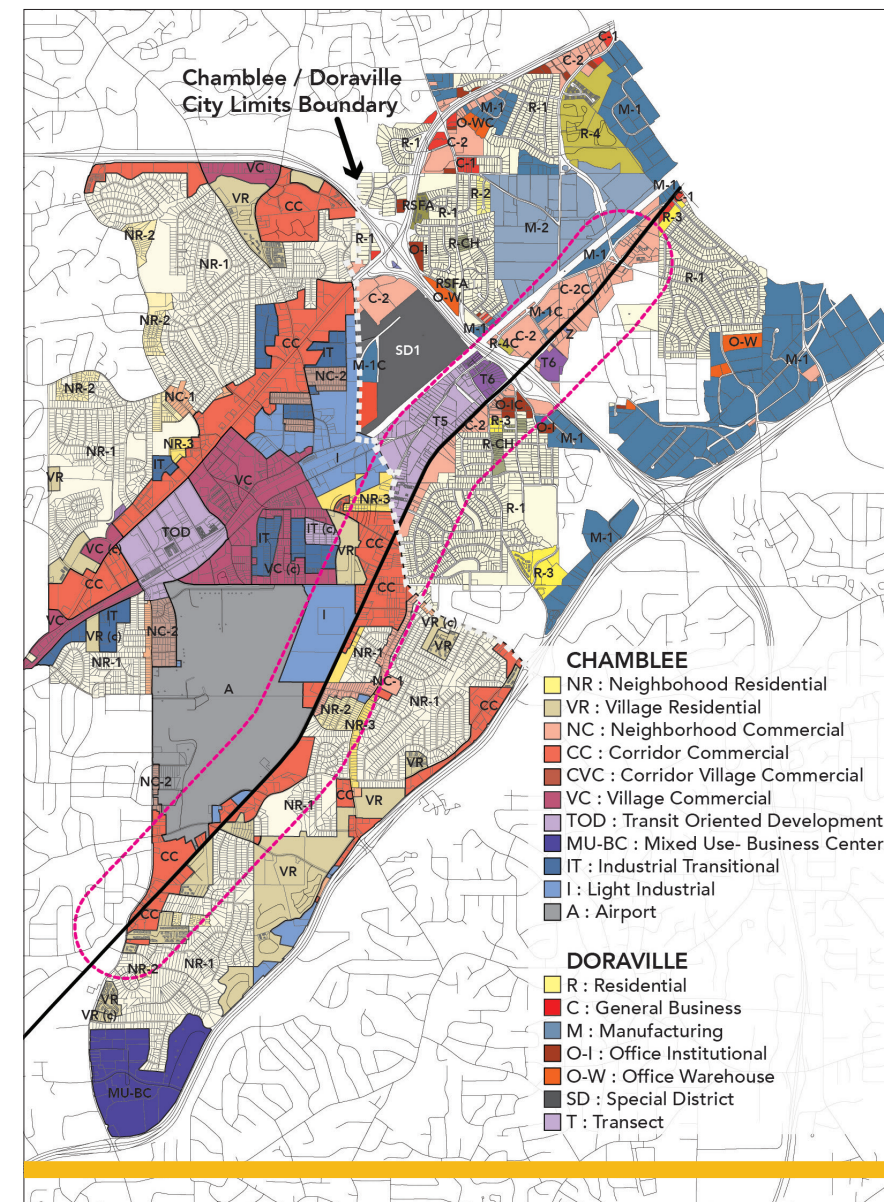
Both Chamblee and Doraville have been proactively updating their respective zoning codes over the last 10 years. Chamblee has seen a more recent over-haul to their code and Doraville has completed an updated Comprehensive Plan complete with policies geared towards updating their zoning code.

The City of Doraville's current zoning code includes the following designations:

- *R* : Residential
- *C* : General Business
- *M* : Manufacturing
- *O-I* : Office Institutional
- *O-W* : Office Warehouse
- *SD* : Special District
- *T* : Transect

The City of Chamblee's current zoning code includes the following designations:

- *NR 1-3* : Neighborhood Residential
- *VR* : Village Residential
- *NC 1-2* : Neighborhood Commercial
- *CC* : Corridor Commercial
- *CVC* : Corridor Village Commercial
- *VC* : Village Commercial
- *TOD* : Transit Oriented Development
- *MU-BC* : Mixed Use- Business Center
- *IT* : Industrial Transitional
- *I* : Light Industrial
- *A* : Airport



Map 3. Study Area Zoning Map

1. BACKGROUND

The zoning regulations in place along Buford Highway differ based on the respective city.

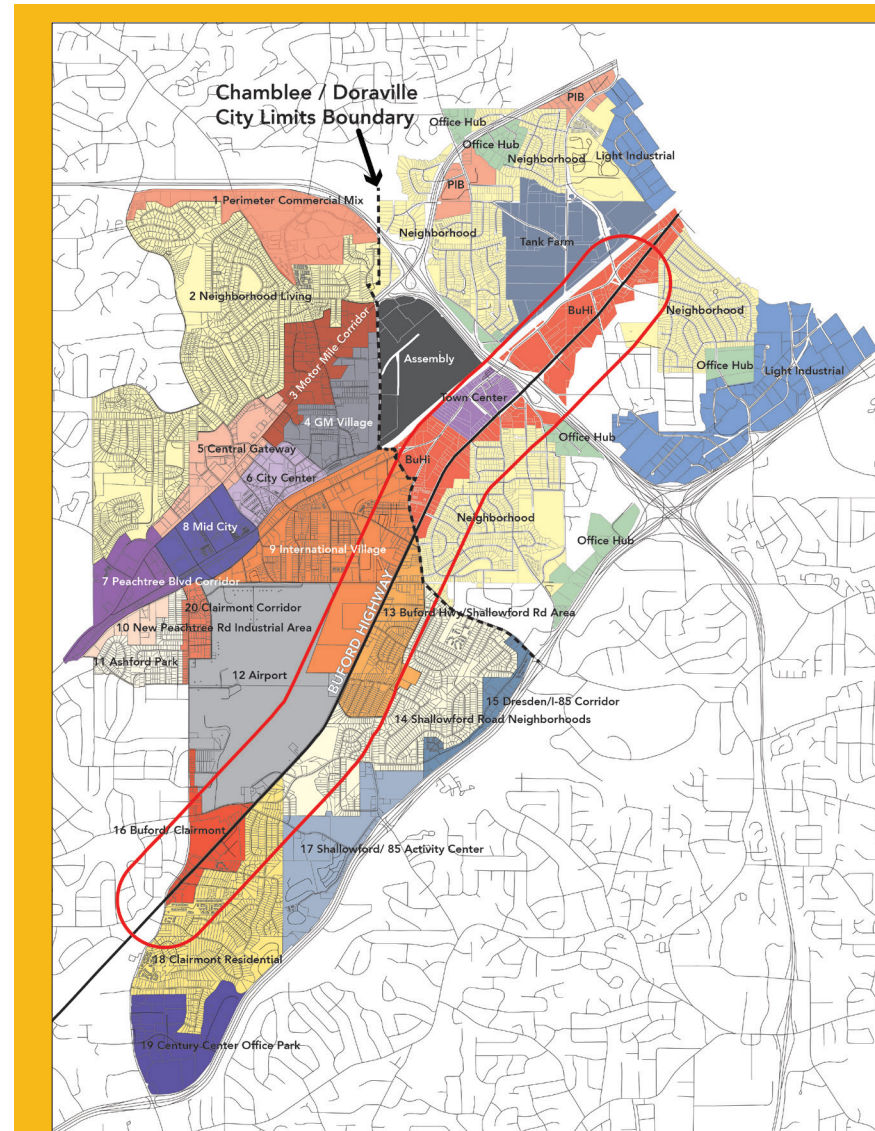
In the City of Chamblee, the corridor is predominantly zoned Corridor Commercial which allows for mixed use development. This zoning contains urban design standards that ensure all new development has wide sidewalks, buildings built up to the sidewalk, ample storefront window fenestration on building facades, and parking lot landscaping requirements. These areas also contain the two sections of storefront streets on Buford Highway which include heightened frontage and streetscape standards. The area of the corridor containing the DeKalb Peachtree Airport and the Centers for Disease Control and Prevention is zoned Airport and Light Industrial.

In the City of Doraville, the portion of the corridor that is south of I-285 and north of Buford Highway has a newer set of Livable Communities form-based zoning code that allows for mixed uses and requires streetscapes, design standards, and an urban building form. The remainder of the corridor is conventionally zoned for commercial and does not require the same urban design standards as the Livable Communities Code (LCC) portion of the corridor.

1.2 EXISTING CONDITIONS FUTURE LAND USE

FUTURE LAND USE

The accompanying map highlights the future land uses prescribed by each City through their respective Comprehensive Plans. These future land use designations are policy guides for future zoning and development actions based on the community visions developed in the respective Comprehensive Plan processes.



Map 4. Study Area Land Use Map

1. BACKGROUND

The City of Chamblee's future land use map is based off the 2014 Chamblee Comprehensive Plan and the City of Doraville's future development map is based off of the Doraville Comprehensive Plan 2017-2037. The following designations represent the current land use policy for the Buford Highway area for Chamblee and Doraville:

- **Chamblee: International Village**

The area along New Peachtree Road, Chamblee-Dunwoody Road and Chamblee-Tucker Road with an international theme.

- **Chamblee: Airport**

The area adjacent to and including Dekalb-Peachtree Airport.

- **Chamblee: Buford Highway/ Shallowford Road Area**

The area of Chamblee Tucker Road, Shallowford Road and Buford Highway, with neighborhood-oriented commercial activities.

- **Chamblee: Shallowford Road Neighborhoods**

A single-family neighborhood area with access to recreation and neighborhood commercial uses.

- **Chamblee: Buford / Clairmont**

A mixed use community level activity center area.

- **Chamblee: Shallowford / I-85 Activity Center**

A mixed use activity center area with access to I-85.

- **Chamblee: Chamblee Clairmont Residential**

A residential area with a diversity of housing types and limited neighborhood commercial uses.

- **Doraville: Town Center**

The area representing a transportation hub for the region.

- **Doraville: BuHi Cultural Corridor**

The Buford Highway Cultural Corridor is the walkable and vibrant district with international diversity of businesses and multi-family residences.

- **Doraville: Neighborhood Preservation**

The single-family neighborhood areas with low-density multi-family housing.

- **Doraville: Office Hubs**

An area of office uses that transition between higher intensity uses and existing neighborhoods.

- **Doraville: Tank Farms**

The area that is home for numerous fuel tank facilities and related industrial uses.

1.3 LIVABLE CENTERS INITIATIVE

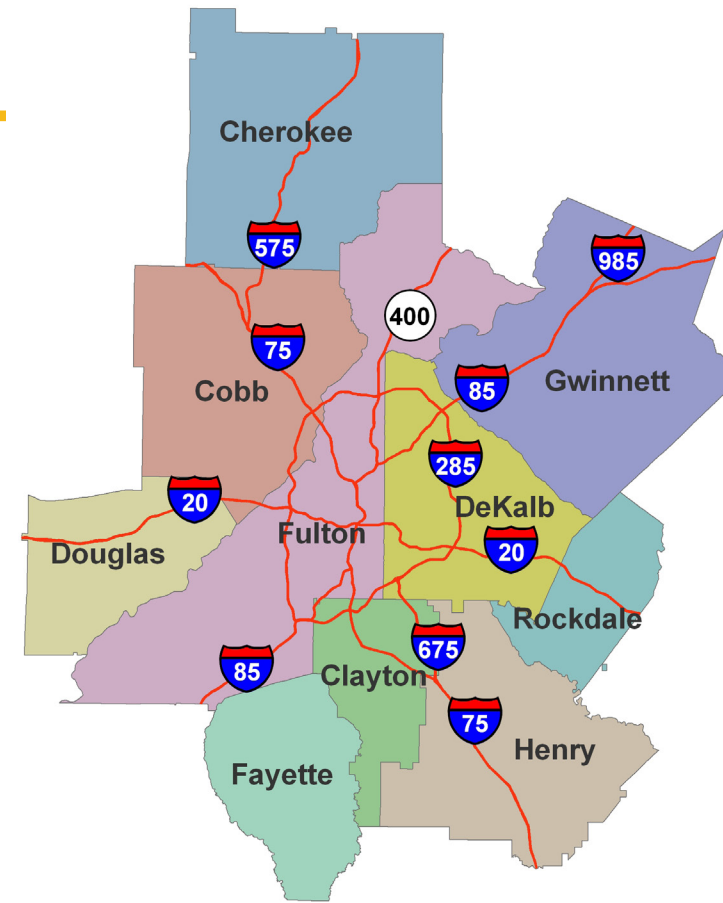
01 PURPOSE

The Livable Centers Initiative (LCI) is a program from the Atlanta Regional Commission (ARC). The Atlanta region has been designated by government officials as being a “non-attainment area” for failing to meet the air quality standards established by the Clean Air Act Amendments of 1990. Due to this failure to comply with environmental standards, regional municipalities and agencies must develop strategies, policies, and plans that help to reduce the dependence upon single occupant vehicles (SOV) as a primary mode of transportation within the region. The Livable Centers Initiative (LCI) program assists local governments in this process by funding planning studies and implementation efforts that support the use of alternative modes of transportation in order to aid in the reduction of vehicular emissions and to enable the region to meet federal air quality standards.

02 GOALS

The LCI program seeks to achieve the following objectives as part of local LCI planning processes:

- Increase the use of alternatives to driving alone;
- Develop transportation projects and other programs to improve accessibility;
- Expand mixed land uses;
- Utilize transit; and
- Support further development in the study area.



The map above represents the 10-county area for the Atlanta Regional Commission (ARC).

1. BACKGROUND

Since its inception in 1999, LCI has assisted 112 communities with more than \$194 million in planning and implementation grants to devise strategies that reduce traffic congestion and improve air quality by better connecting homes, shops and offices. LCI communities cover less than 4% of the region’s land area, but contain 7% of its residential development, 29% of its commercial development, and 69% of its office development according to ARC.

03 LCI SUCCESS STORIES

SUWANEE TOWN CENTER



Photo by David Douglas

The City of Suwanee completed a LCI Study and from that vision developed a plan for a new town center. The vision called for a 10-acre park, a mixed-use development plan, accessible sidewalks, and a terraced amphitheater for the community. Today, these features create a postcard-like scene for the region.

BUCKHEAD: PEACHTREE BOULEVARD



Source: Buckhead Community Improvement District

Atlanta’s Buckhead commercial district utilized LCI Study processes to generate a vision for the transformation of the Peachtree corridor. Plans for transforming the thoroughfare into a boulevard with street trees, wide sidewalks, landscaped medians, and reduced driveway curb cuts have now been implemented.

1.4 PREVIOUS PLANS AND STUDIES

01

2007 LCI FIVE-YEAR PLAN UPDATE FOR CHAMBLEE TOWN CENTER

In 2007, the City of Chamblee completed a Five-Year Plan Update to the Chamblee Town Center Livable Centers Initiative. This plan update included the following concepts relevant to the Buford Highway corridor:

- Chamblee Tucker Road Pedestrian corridor improvements.
- Hood Avenue Pedestrian corridor improvements.
- Peachtree Boulevard Pedestrian Facility improvements.
- Chamblee Area MARTA Station improvements .
- Peachtree Road Pedestrian Facility.

02

2007 DEKALB COUNTY CTP - A COMPREHENSIVE TRANSPORTATION PLAN

The DeKalb County Comprehensive Transportation Plan was prepared for DeKalb County in 2007, which generating a strategic plan for improving mobility and transportation throughout the County. While the full plan was never fully adopted by the County Commission, it did call for a number of projects that impact the Buford Highway corridor:

- Two intersection projects were proposed to enhance the safety at Buford Highway/Clairmont Road and Buford Highway/Shallowford Road.
- 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.

1. BACKGROUND

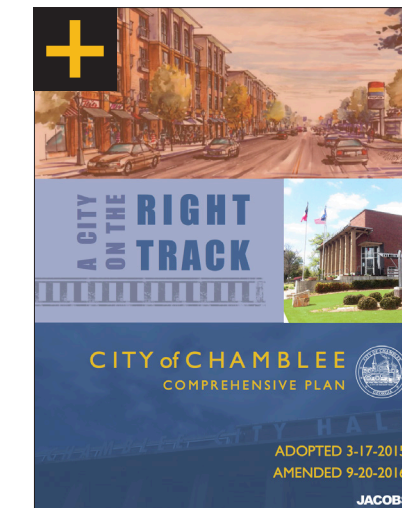
03

2011 CHAMBLEE COMMUNITY ACTIVE LIVING PLAN (ALP)

The DeKalb County Board of Health completed the Chamblee Community ALP in 2011 to address the infrastructure needs in order to keep residents active. The plan made the following recommendations that have application for the Buford Highway corridor:

- Improve area sidewalks to ensure safe pedestrian mobility.
- Improve crosswalks to ensure safe pedestrian mobility across busy streets.
- Provide bicycle facilities wherever possible to enhance safety for cyclists.
- Reduce speeds on local streets to ensure safe pedestrian and bicycling mobility.

PREVIOUS PLANS



2014 Chamblee Comprehensive Development Plan (CDP)



2016 Design Doraville Comprehensive Development Plan (CDP)



2014 Dekalb County Comprehensive Transportation Plan (CTP)

1.4 PREVIOUS PLANS AND STUDIES

04

2014 DEKALB COUNTY CTP - A COMPREHENSIVE TRANSPORTATION PLAN

In 2014, the DeKalb County Comprehensive Transportation Plan was conducted in order to identify needs, goals, and priorities for the County transportation system for the next 25 years. The plan was adopted in 2014 and has the following set of recommendations with relevance to the Buford Highway corridor:

> New Peachtree Road Bicycle and Pedestrian (Project 0007)

Detailed corridor study is needed: provide improved bicycle and pedestrian access including a combination of bike lanes, fill in sidewalk gaps, or multi-use sidepath. Realign the intersection of New Peachtree Road at Shallowford Road.

> Dresden Drive Pedestrian Improvements (Project 0858)

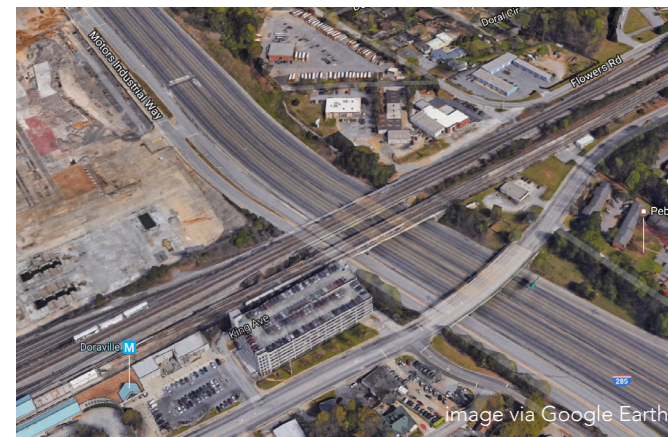
Install sidewalks and improve pedestrian crossings. Sidewalks needing minimal, moderate, and severe grading assumed for approx. 0.3, 0.3, and 1.2 miles respectively. Caldwell Road to Conasauga Avenue already have sidewalks but are considered for improved crossings.

> New Roadway Connection between Flowers Road and Assembly / MARTA over I-285 (Project 1359)

New roadway connection over I-285 - will include bike and pedestrian improvements. (estimated at \$12 million).



The Dekalb County Comprehensive Transportation Plan called for investments in bicycle and pedestrian infrastructure for the area.



New Peachtree Road is poised to receive new bike lanes and sidewalk improvements.

1. BACKGROUND

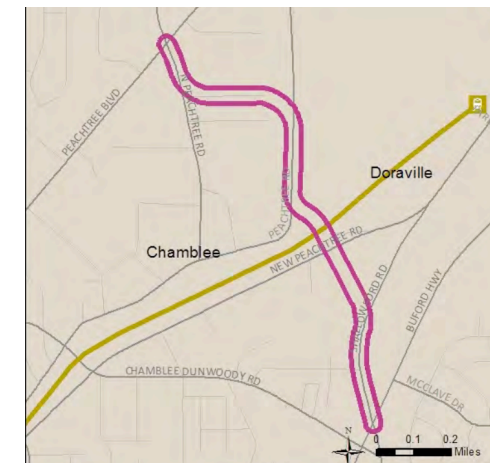
> New Roadway Connection between Shallowford Road and Central Avenue (Project 1360)

To serve as a connection from I-85 and Buford Highway to Assembly and Peachtree Boulevard.

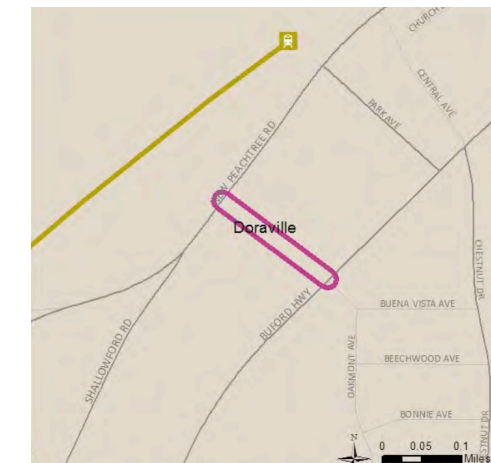
> DeKalb Human Services Transportation set-aside (Project 6039)

Human Services Transportation monetary should be set aside to expand and/or sustain existing aging and disability transportation options such as flex route shuttles, transportation voucher program, and the ICARE volunteer driver program (non-profit).

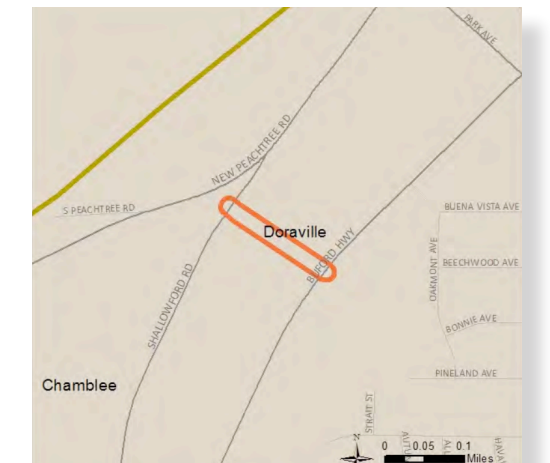
> New Roadway Connection between Buford Highway and Peachtree Boulevard (Project 1362)



> Oakmont Avenue Multimodal Corridor Extension (Project 1380)



> Pinetree Plaza Roadway Realignment (Project 1409)



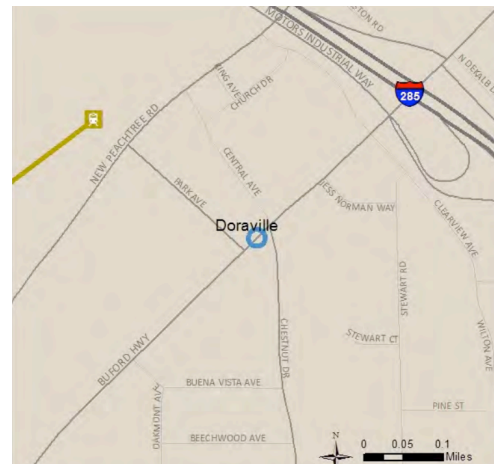
1.4 PREVIOUS PLANS AND STUDIES

04

2014 DEKALB COUNTY CTP - A COMPREHENSIVE TRANSPORTATION PLAN (CONTINUED)

> Chestnut Drive at Park Avenue Intersection Realignment: Project 1418

Realign Chestnut Drive with Park Avenue to create a centralized route from Northwoods to MARTA, including pedestrian and bicycle accommodations.



> Buford Highway / Motors Industrial Way at I-285 Interchange Improvements (Project 1420)

Free flow right turn lane on northbound Buford Highway to eastbound I-285; eastbound through lane on Motor Ind. Way onto I-285 eastbound ramp to eliminate storage congestion during peak hours.

> Buford Highway Pedestrian Improvements (Project 2037)

Install additional pedestrian crossings.

> Clairmont Road Bicycle Improvements (Project 2230)

Improve access for bikes along this corridor. Sidepath was assumed for this 2.2-mile corridor, but a detailed corridor study is needed to determine recommended improvements (from Peachtree Boulevard to Buford Highway).

> Clairmont Road Multimodal Corridor Improvements (Project 5093)

Corridor improvements to include a median (center turn lane or landscaped) as well as bike and pedestrian accommodations and operational recommendations at key intersections (terminating at Buford Highway).

> Buford Highway Multimodal Corridor Improvements (Project 5084)

Project to include transit and pedestrian improvements and access management along the corridor. Improvements may include bus-only or transit priority facilities for Bus Rapid Transit and pedestrian sidewalk and crossing improvements in key location (estimated at \$21 million).

05

2014 CHAMBLEE CDP - A COMPREHENSIVE DEVELOPMENT PLAN

In 2014, the City of Chamblee completed an update to the Comprehensive Development Plan (CDP) for the city. Specific policy statements within the CDP and related to Buford Highway are included in this section.

> CHAMBLEE CDP POLICIES

- Create and fund a Sidewalk Improvement Program.
- Better equip housing and public space for seniors.
- Capitalize on the ethnic diversity of the city as reflective in the unique commercial establishments along Buford Highway.
- Promote supportive land use patterns to capitalize on the redevelopment of the Assembly site in Doraville.
- Develop additional recreational spaces.
- Increase connectivity between neighborhoods/employment centers and major community destinations via bikes, pedestrians, and local transportation.
- There is a need for a central community gathering place.
- There is a need to improve pedestrian infrastructure and landscape.



Improved public space for seniors was a policy objective of the 2014 Chamblee Comprehensive Development Plan.



Chamblee's Comprehensive Plan also identified the need for a centralized community gathering place.

1.4 PREVIOUS PLANS AND STUDIES

05

2014 CHAMBLEE CDP - A COMPREHENSIVE DEVELOPMENT PLAN (CONTINUED)

> CHAMBLEE CDP POLICIES (CONTINUED)

- Look for opportunities for local connections across regional transportation facilities (i.e., Rail lines, Peachtree Boulevard, Buford Highway, PDK Airport).
- Strong location-based assets and excellent multimodal transportation network creates opportunities for reinvestment in vacant structures.
- Expand bicycle network and facilities.
- There is a need for better traffic and access management.
- Look for opportunities to maintain an environment of multi-cultural acceptance and tolerance.
- Investigate opportunities to support urban farming and gardening practices.
- There is a need for additional housing options.
- Create an environment that supports residents of all ages.



The Chamblee Comprehensive Plan identified the creation of an expanded bicycle network as a top priority.



The Chamblee community supported pursuing urban farming opportunities through the 2014 Comprehensive Plan process.

> BUFORD HIGHWAY-SPECIFIC POLICIES IN THE CHAMBLEE CDP

- Buford Highway is a Boulevard Street and sections of it are to be treated as a storefront Street.
- Large sidewalks and planter zones will help comfort pedestrians traveling along heavily trafficked corridors.
- Access management measures, such as consolidation of driveways, will help to prevent pedestrian / automobile conflicts, while they also provide for the orderly procession of traffic.
- Bus stop amenities may provide important havens for transit users. However, they should be redesigned to prioritize access to local businesses for pedestrians and bicycles over vehicular through-put.
- Possible techniques to achieve these goals include reducing the width of the roads and installing traffic calming devices, such as planted medians, on-street parking, bump outs, crosswalks, pedestrian crossing signals, pedestrian-scale signage etc.



The Chamblee Comprehensive Plan supported the vision of Buford Highway as a tree-lined pedestrian Boulevard.



Enhanced bus stop areas and new pedestrian crossing signals are also supported in the Chamblee Comprehensive Plan.

1.4 PREVIOUS PLANS AND STUDIES

The City of Doraville initiated an update to their own Comprehensive Development Plan which was adopted in 2016. The policy statements within the Doraville Comprehensive Development Plan 2017-2037 that impact the Buford Highway Study Area are included in this section.

> MAJOR TAKEAWAYS FROM PUBLIC OUTREACH

- Foster a more collaborative business environment leveraging the city’s location and access to regional transportation resources to attract investment.
- While the community welcomes change along Buford Highway, the ongoing success of the area as a multi-cultural corridor will rely on allowing for change but not forcing it upon property owners and businesses.
- The diversity of residents and commercial businesses is what makes Doraville special to many residents. Work and commitment are required to preserve the diversity to better address the needs of members of the residential and business community.
- Residents desire preservation of the city’s single-family neighborhoods and better connectivity between the neighborhoods that make up the city.

> FURTHER DORAVILLE’S TRADITION OF CULTURAL DIVERSITY

Balance the desires of millennials, families, empty-nesters, recent immigrants, visitors, and businesses in our initiatives by enhancing yet protecting Buford Highway’s diversity and working collaboratively with our nonprofit community partners.

> PRESERVE AND ENHANCE OUR NEIGHBORHOODS

Preserve the heritage of our neighborhoods and enhance what makes them great; including ease of walking and biking and internal parks and schools, while providing for new residential opportunities for a wide range of incomes and stages of life.

> LINK DORAVILLE

Continue to further initiatives that build upon Doraville’s role as a regional transportation hub while ensuring that all travel modes internal to Doraville advance mobility desires of all community members.

> ALIGN IMPLEMENTATION TOOLS WITH OUR VISION

Refresh zoning ordinance, economic development tools, and unique community programs to attract residents, businesses, employment, and visitors.

> CREATE A STRONG, CONNECTED BUSINESS COMMUNITY

Champion our businesses that are here, and create a collaborative network of businesses.

> QUALITY OF LIFE

- The community envisions a reinvented Buford Highway that reflects greater walkability and nodes of mixed use that help connect Doraville’s neighborhoods and create a more accessible city for residents, businesses, and visitors alike while maintaining its cultural diversity.
- Inherent to encouraging transit-oriented development (TOD) and mixed-use is the overall goal to make Doraville a more vibrant place by encouraging higher density and a more walkable and mixed-use environment in the city’s core and along major corridors.
- Build on the “We Love BuHi” initiative.
- Encourage inter-parcel connections to reduce the abundant driveway curb cuts to improve safety for all travel modes.
- Enhance existing cross streets for bicycle and pedestrian connections.
- Preserve the cultural diversity of the corridor by working with businesses and business organizations.



The Doraville Comprehensive Plan calls for walkable mixed use nodes that are accessible for residents, businesses, and visitors.

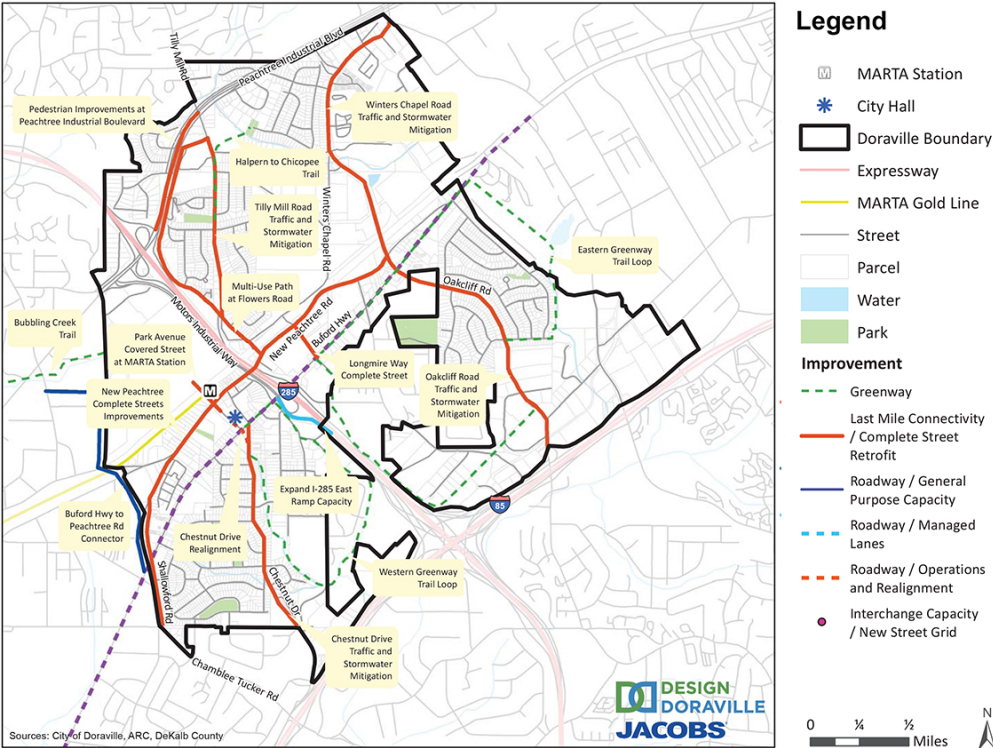
1.4 PREVIOUS PLANS AND STUDIES

06

2016 DESIGN DORAVILLE CDP - A COMPREHENSIVE DEVELOPMENT PLAN 2017-2037 (CONTINUED)

- > QUALITY OF LIFE (CONTINUED)
- Include urban design requirements in all zoning regulations along the corridor to require a pedestrian-oriented building form as redevelopment occurs.
 - Create community gathering spaces.
 - Implement Doraville Active Living Plan and 2015 Sidewalk Implementation Community Improvement Plan (CIP) components.
 - Community Improvement Districts (CIDs) provide a mechanism for businesses to work collaboratively and pursue enhancements that fall outside of the City's primary functions. The city has recently established a CID at Assembly, and should explore opportunities to establish a Buford Highway CID in partnership with neighboring jurisdictions.
 - Although Buford Highway primarily functions as an arterial, allowing mixed-use development (including residential), better pedestrian crossings, and alternative forms of transportation along the commercial corridor can strengthen this key economic asset. For example, strategically located multi-family residential uses along Buford Highway will not only attract positive evening activity and reduce the perception of poor personal safety, but the additional housing will also provide for a larger local population to support a wider range of businesses along the corridor.

5-Year Transportation Vision (2016-2021)



1. BACKGROUND

07

2012 DORAVILLE ACTIVE LIVING PLAN (ALP)

- > Built Environment
- Goal #1: Improve the pedestrian experience
 - o Install new sidewalks and repair existing sidewalks.
 - o Install new crosswalks and improve existing crosswalks near schools and parks.
 - o Implement traffic calming measures.
 - o Enforce city codes.
- Goal #2: Improve the bicycling experience
 - o Provide ample bicycle parking throughout the community.
 - o Encourage safely for bicyclists on shared roads.
- Goal #3: Improve connectivity to active living opportunities
 - o Improve access to active living opportunities at community parks.
 - o Improve access to community schools.
- > Employer Incentives
- Goal #1: Promote a healthy workplace.
 - o Share information among employees that promotes health and wellness.
 - o Offer free, low-cost, and frequent health screenings to employees.
- Goal #2: Promote awareness of active living opportunities.
 - o Coordinate with the City of Doraville to increase access to and awareness of active living opportunities.
- > Sustainability
- Goal #1: Encourage neighborhood unity.
 - o Maintain the Active Living Steering Committee.
 - o Encourage Doraville residents to participate in hands-on improvement projects.
 - o Celebrate successes.
- Goal #2: Promote awareness of active living opportunities.
 - o Share the Adult and Youth Active Living Directory.
 - o Develop a way-finding signage system for active living opportunities.
-
- Buford Highway LCI, August 2017

25

1.5 SIDEWALKS AND CURB CUTS

KEY FOR THE FOLLOWING MAPS

- FAUX BRICK SIDEWALKS
- NO BUFFER SIDEWALKS
- GRASS BUFFER SIDEWALKS
- NO SIDEWALKS
- CURBCUTS

The following maps show an inventory of sidewalks and driveway curbcuts along the Buford Highway corridor. Sidewalks and driveway curbcuts often represent different priorities for the way people move along a corridor. The greater the number of driveway curbcuts along a roadway, the more unsafe it is for pedestrian mobility along that same roadway. Each curbcut presents an additional conflict between pedestrians and vehicles. The following maps show an in-depth documentation of the locations of sidewalks, the condition of the sidewalks, and the location of driveway curbcuts along Buford Highway.



The Buford Highway corridor is characterized by excessive driveway curb cuts which further contributes to a degraded and unsafe pedestrian environment.

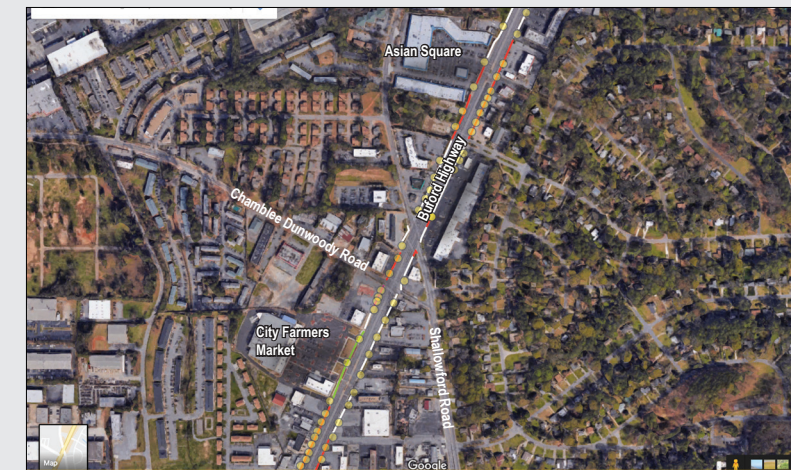
image via shadeparadenashville.blogspot.com

Map 5. Sidewalks and Curb Cuts Map (North of I-285)



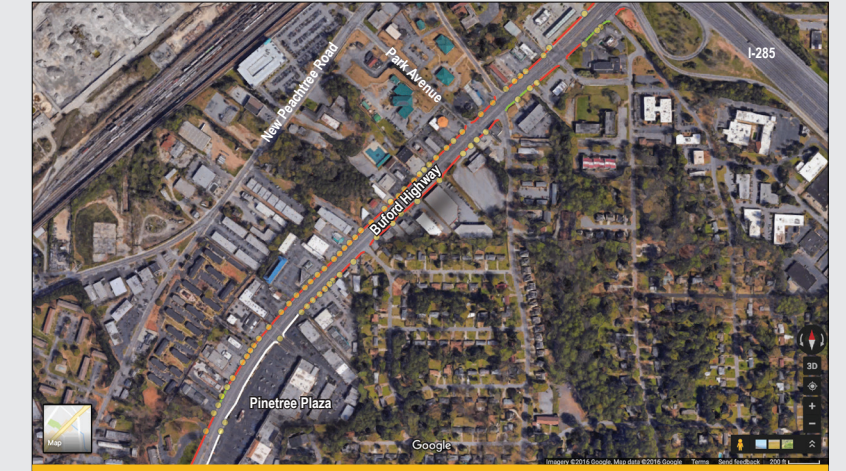
➤ 48 CURBCUTS

Map 7. Sidewalks and Curb Cuts Map (Asian Square to Chamblee-Tucker Road)



➤ 55 CURBCUTS

Map 6. Sidewalks and Curb Cuts Map (South of I-285)



➤ 75 CURBCUTS

- FAUX BRICK SIDEWALKS
- NO BUFFER SIDEWALKS
- GRASS BUFFER SIDEWALKS
- NO SIDEWALKS
- CURBCUTS

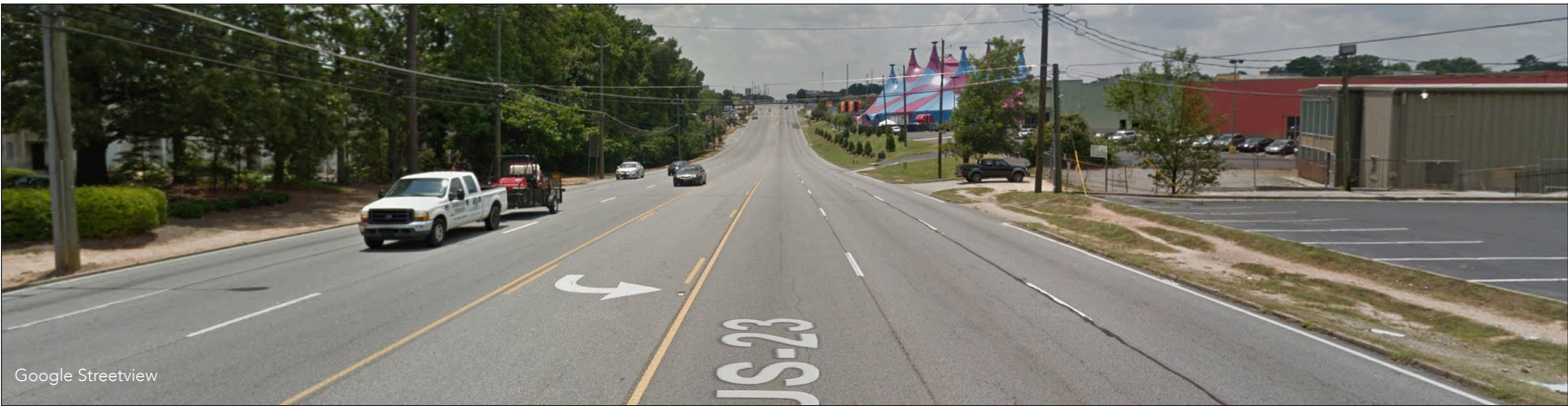
1.5 SIDEWALKS AND CURB CUTS



In many locations along Buford Highway, the excessive number of driveway curb cuts has almost completely eroded the sidewalk environment along the corridor.

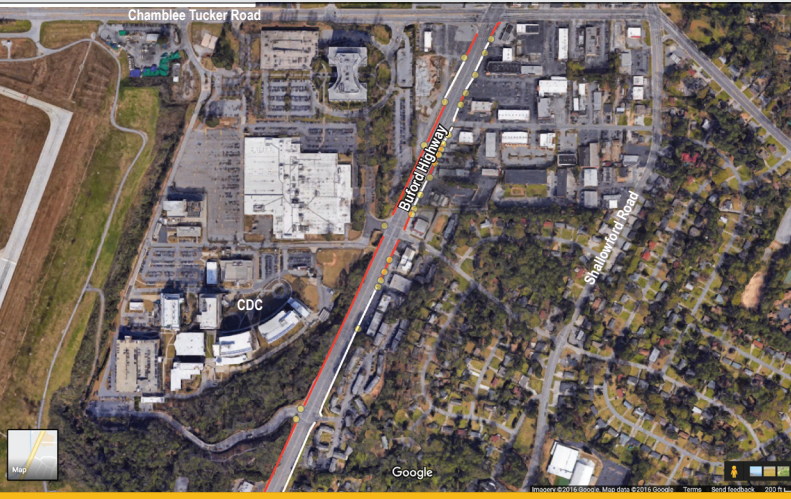
- FAUX BRICK SIDEWALKS
- NO BUFFER SIDEWALKS
- GRASS BUFFER SIDEWALKS
- NO SIDEWALKS
- CURBCUTS

1. BACKGROUND



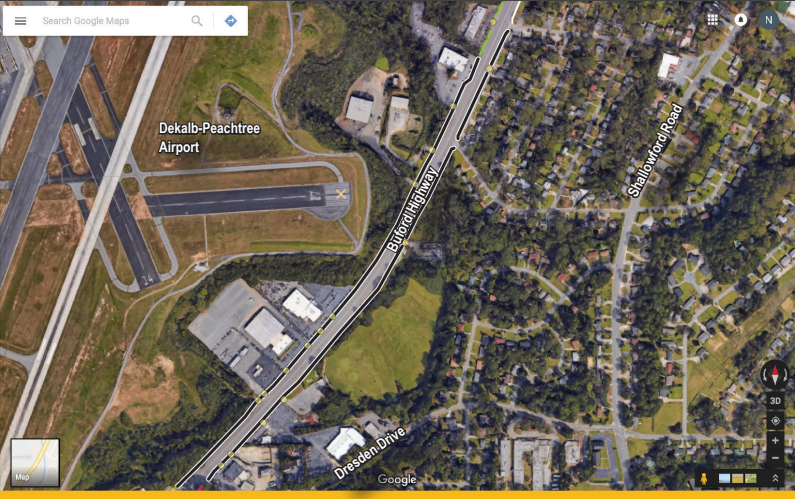
In certain locations along the corridor, worn paths reveal the presence of pedestrian traffic that utilize the corridor in spite of the absence of a sidewalk infrastructure.

Map 8. Sidewalks and Curb Cuts Map (Chamblee-Tucker Road to CDC)



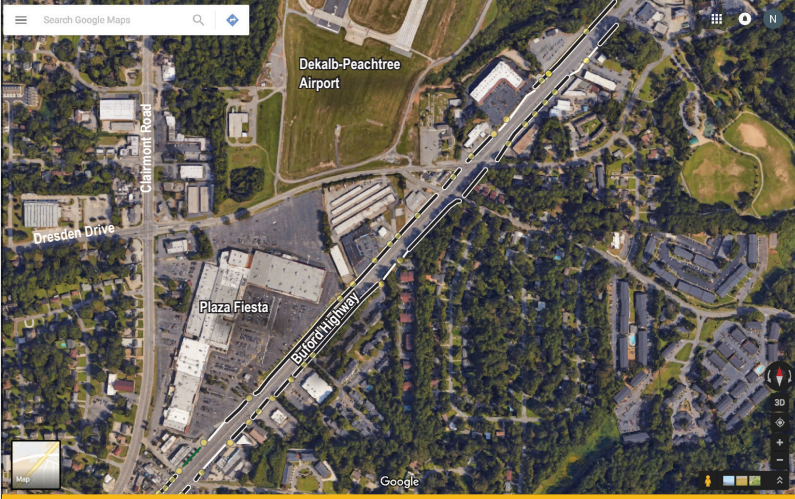
25 CURBCUTS

Map 9. Sidewalks and Curb Cuts Map (CDC to Airport)



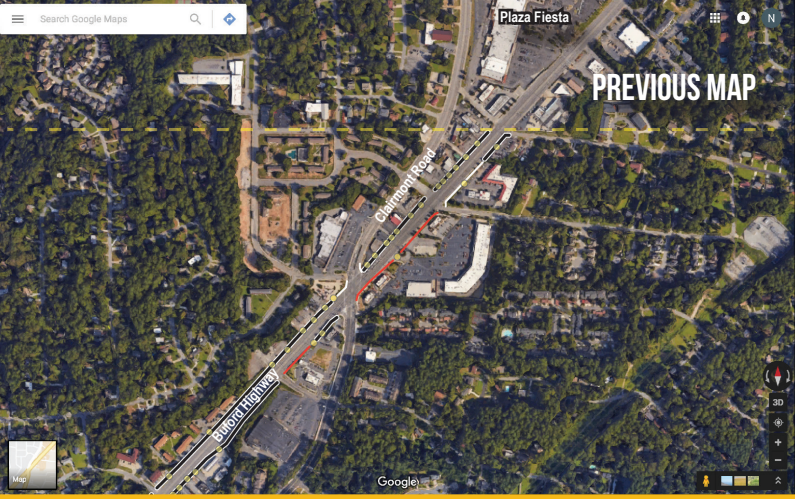
17 CURBCUTS

Map 10. Sidewalks and Curb Cuts Map (Airport to Plaza Fiesta)



37 CURBCUTS

Map 11. Sidewalks and Curb Cuts Map (Plaza Fiesta to Brookhaven City Limit)



32 CURBCUTS

1.6 TRAFFIC CONSIDERATIONS

Diagram 1. Daily Traffic Volumes

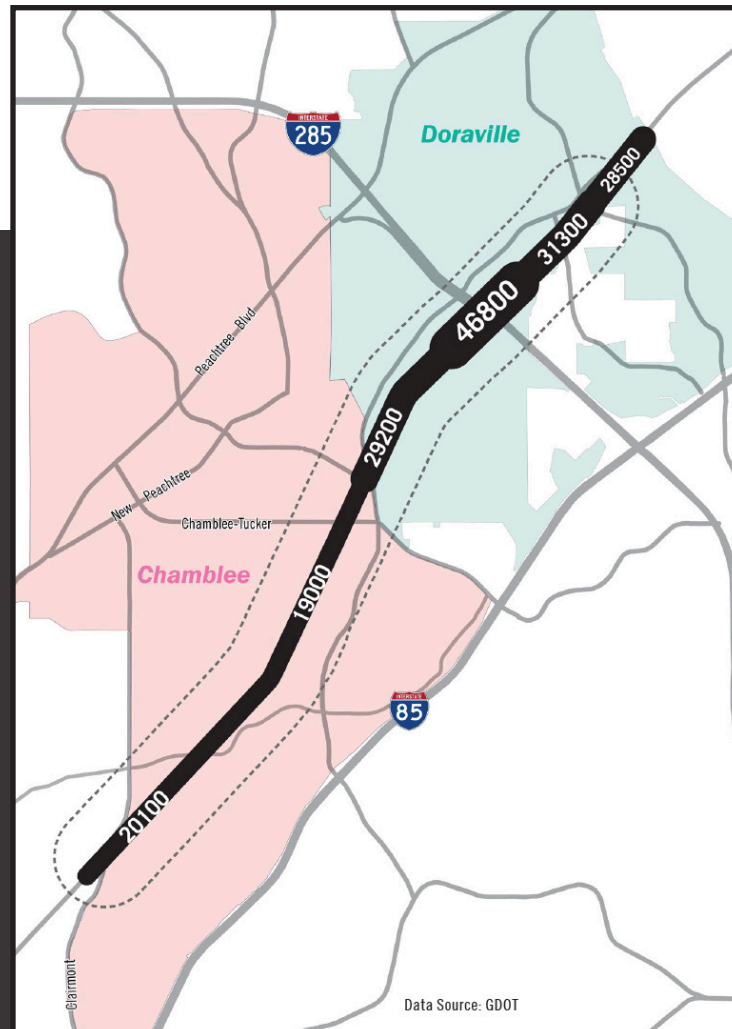
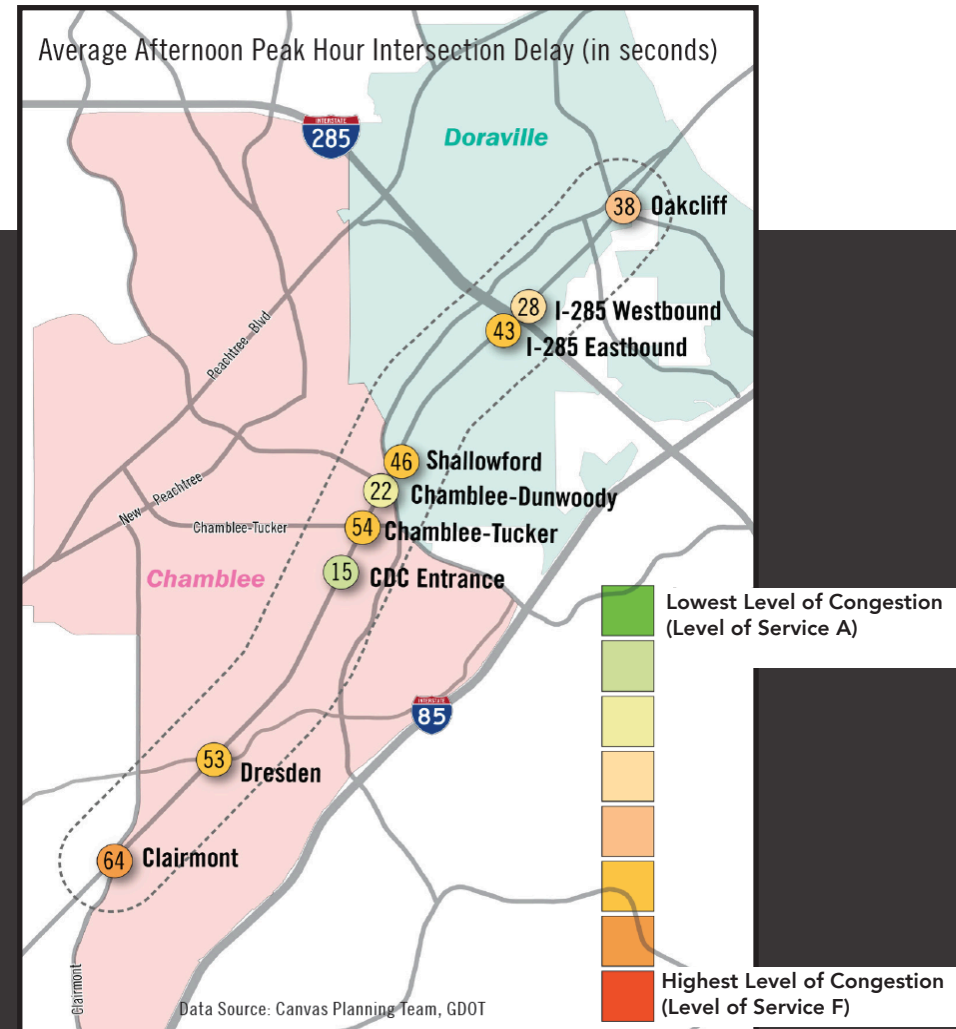


Diagram 2. Intersection Traffic Operations



Daily volumes are primarily under 30,000 vehicles per day with the exception of the portion of the corridor approaching the I-285 interchange. As a reference, a three-lane road (center turn lane) can handle about 25,000 vehicles per day. Although the corridor has a high degree of traffic capacity in terms of lanes and daily volumes, several key intersections are more constrained in their capacity.

1. BACKGROUND

ROADWAY OVERCAPACITY

The Buford Highway corridor is a major thoroughfare in the northeast part of the Atlanta metropolitan region. Designed with seven travel lanes throughout the cities of Chamblee and Doraville, the road has historically been designated as a regional support arterial intended to relieve traffic congestion on I-85. However, in much of the corridor the road consistently carries traffic volumes that do not justify the excessive number of lanes present on the corridor today.

When examining key intersections, however, several points on the corridor are prone to delay and congestion. This occurs at intersections of major cross streets, especially those providing access to I-85 (i.e. I-285, Chamblee Tucker Road, Shallowford Road, and Clairmont Road) which can contain high volumes of traffic at peak congestion times of the day. At these intersections, the typical traffic signal patterns that favor vehicle movement on Buford Highway must also give green light time to cross streets, leading to longer waiting times at these intersections.

Diagrams 1 and 2 illustrate levels of average delay (measured in seconds) at each intersection during the afternoon peak hour of travel.

1.6 TRAFFIC CONSIDERATIONS

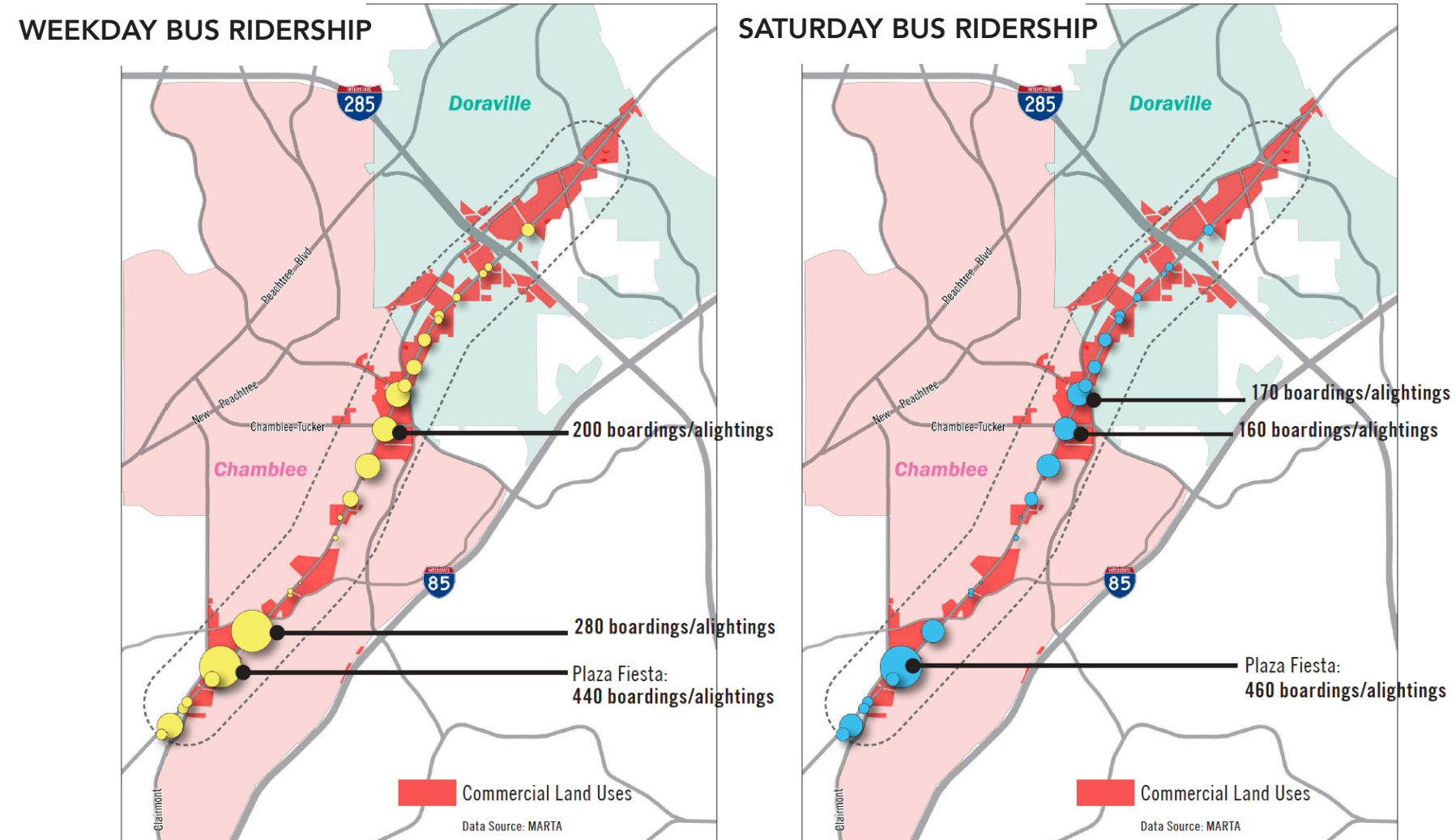


Diagram 3. Transit/Bus Ridership by Stop Pair (Weekday and Saturday)

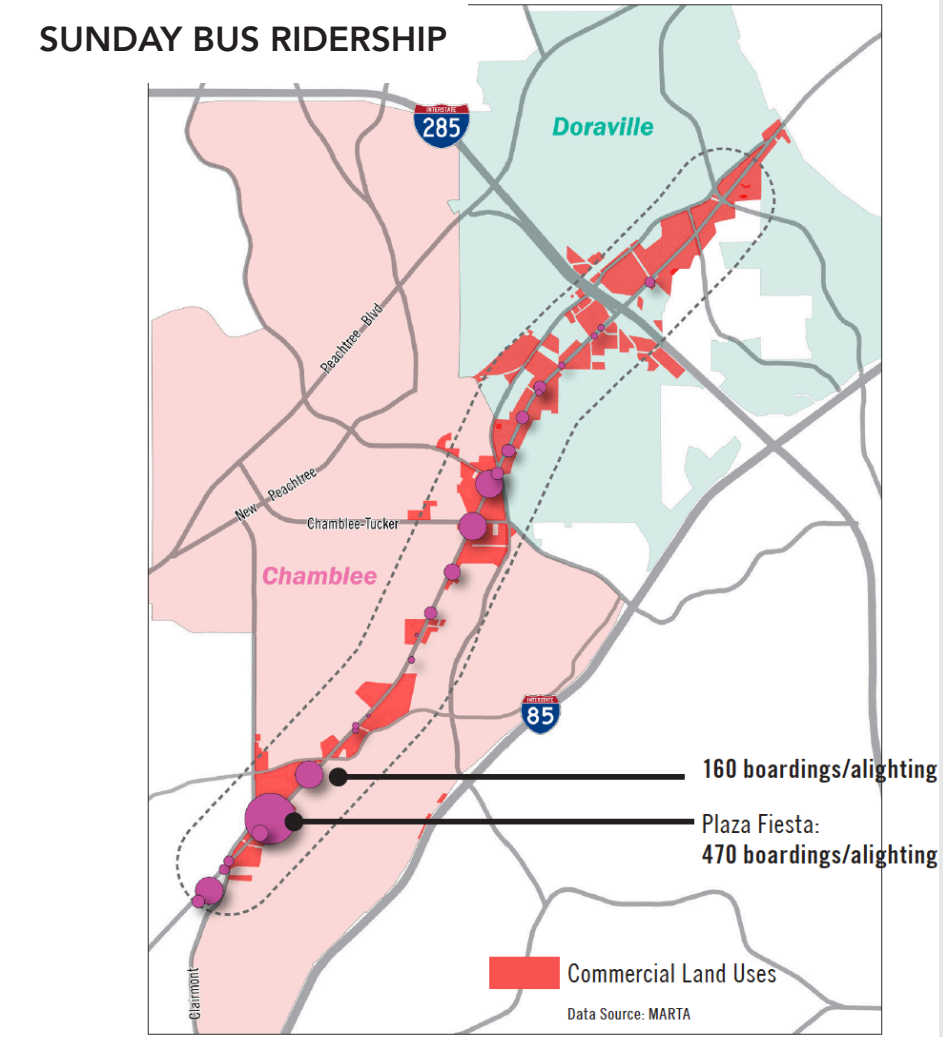


Diagram 4. Transit/Bus Ridership by Stop Pair (Sunday)

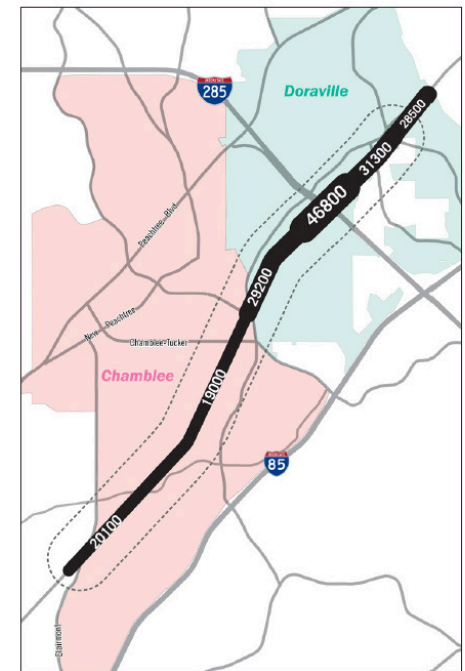
1. BACKGROUND

Of the approximately 6,000 riders per day using MARTA's Bus Route 39 between Lindbergh Center and Doraville Stations, approximately 2,000 trips are generated along the extent of Buford Highway in Chamblee and Doraville. These patterns are not simply weekday-oriented. Strong ridership also occurs on weekends at major retail destinations.



MARTA bus route 39 traverses Buford Highway from the Lindbergh MARTA Station to the Doraville MARTA Station, and represents the highest ridership route in the entire MARTA bus system.

1.6 TRAFFIC CONSIDERATIONS



EXCESSIVE CRASH RATES

The majority of the corridor has a crash rate that is higher than the statewide average for functional classification (an urban principal arterial on the National Highway System, NHS).

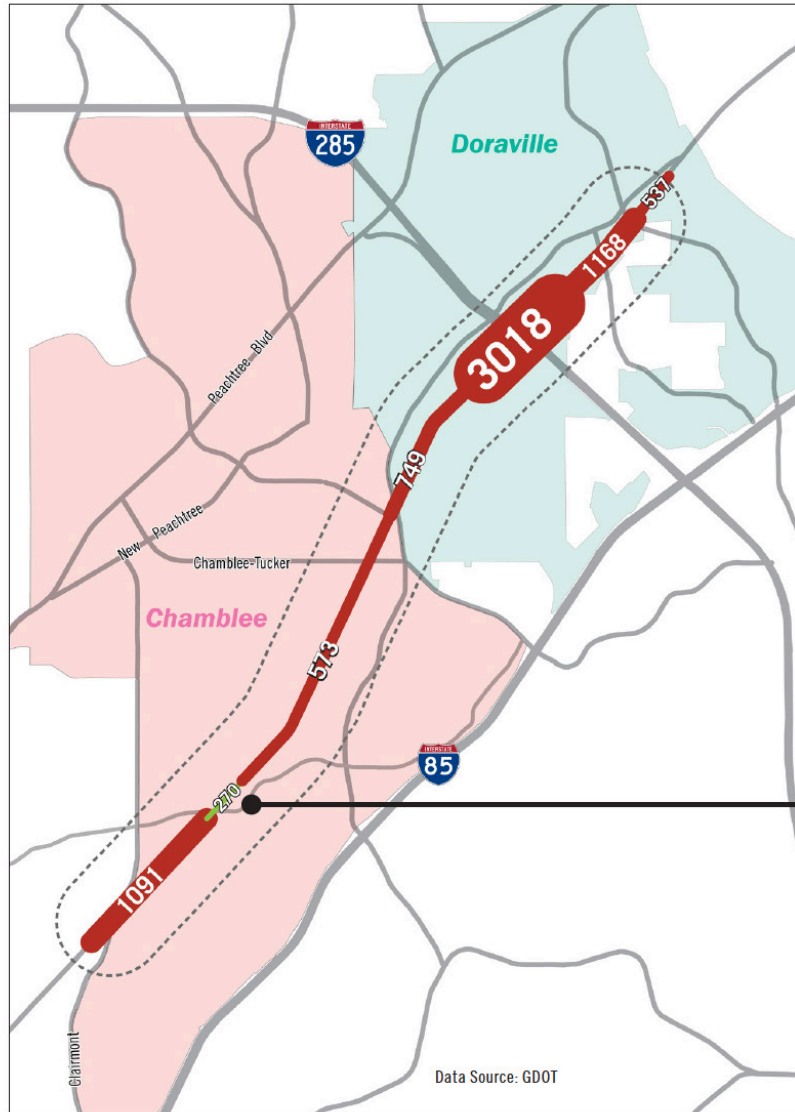


Diagram 5. Crash Rates.

CRASH RATES

2013-15 Crash rates as displayed on this diagram are corrected for volume exposure and expressed in terms of 100 million vehicle miles (100 MVM) traveled. Crashes include vehicle/vehicle, vehicle/pedestrians, and vehicle/bicycle crashes.

Statewide Average Crash Rate (Urban Principal Arterial, NHS):

361
per 100 MVM

**The link between Dresden Drive and the CDC entrance is the only portion below the statewide average.*

VEHICLE/PEDESTRIAN CRASHES

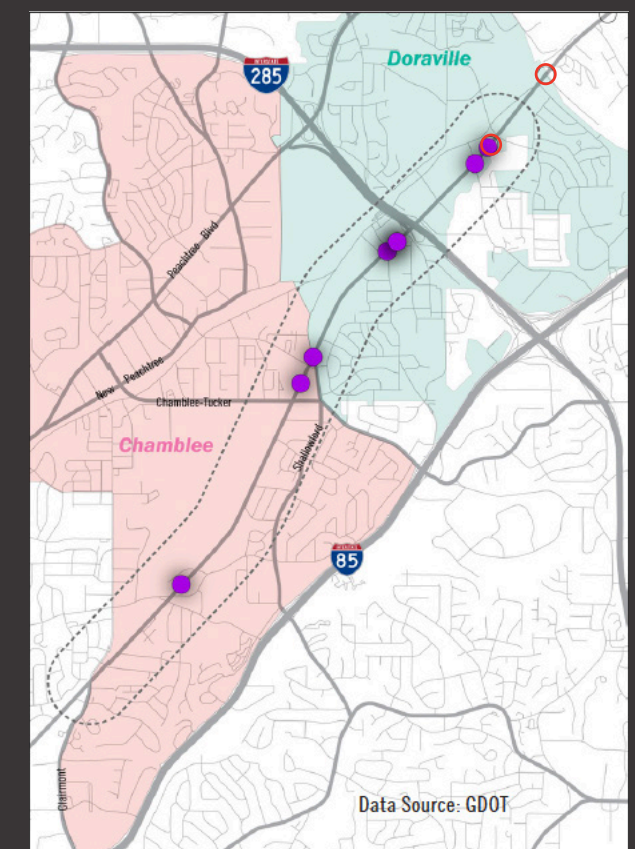


Diagram 6. Vehicle/Pedestrian Crashes

Pedestrian crashes in 2013-2015 were located along the corridor, though most were north of Chamblee-Tucker Road.

1. BACKGROUND

VEHICLE/BICYCLE CRASHES

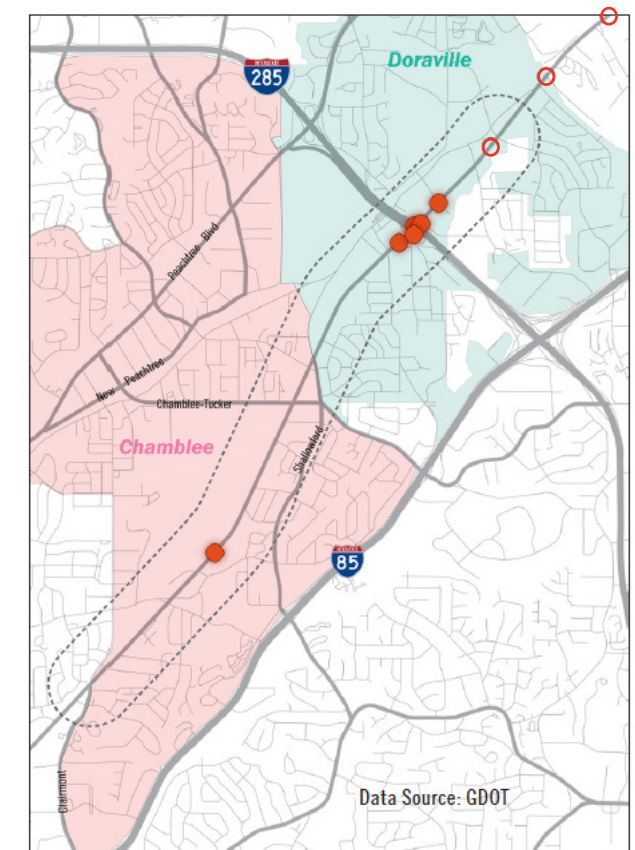


Diagram 7. Vehicle/Bicycle Crashes

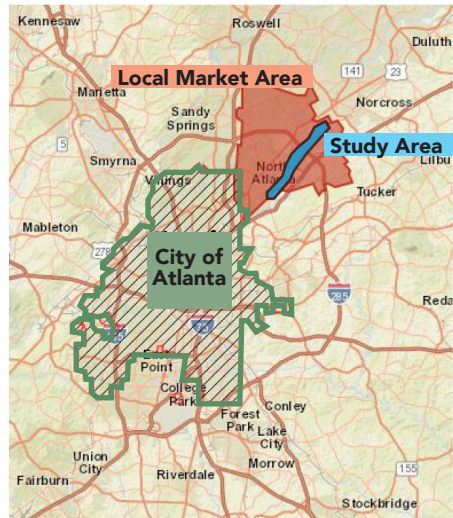
Bicycle crashes in 2013-2015 were located primarily in the I-285 interchange area.

- Bicycle Crash
- Fatality Crash

1.7 MARKET ANALYSIS

This section summarizes neighborhood demographics, real estate conditions and trends, and planned development projects to better understand the constituency that is being served. The market analysis further serves to delineate the opportunities and limitations for real estate development along the Buford Highway corridor.

This market analysis provides projections for future growth that are based on established conditions in the area but it is important to note that there are major new developments under way that once completed will serve to change the dynamics of the local market beyond what would be projected based on previous trends. These developments are highlighted in this section of the plan and are far enough along to be considered credible. Given these pending investments within the market area, it is likely that future development activity will significantly increase along the Buford Highway corridor.

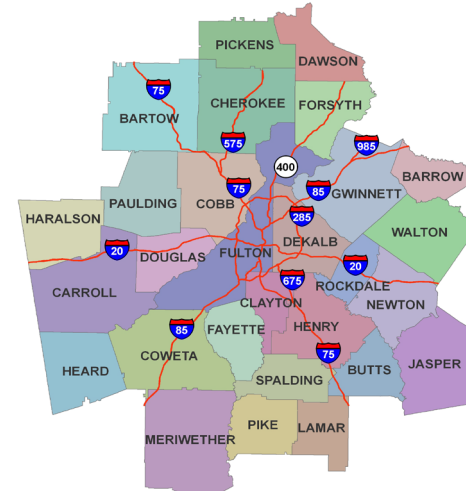


Map 12. Study Area and Local Market Area Map

> MARKET AREA

This analysis considers market trends within three primary geographic areas:

- The **Study Area** consisting of the Buford Highway corridor within the delineated study area.
- The **Local Market Area**, depicted in red in the map to the left. This 49-square-mile geography includes the full corridor, and spans a number of neighborhoods in Dunwoody, north Atlanta, Brookhaven, Chamblee, and Doraville stretching west of GA-400 to north of I-285.
- Lastly, to understand how the corridor and immediate neighborhoods fit into the larger context, the study area is compared throughout this analysis to the **Atlanta Metro Area** as defined by the Atlanta-Sandy Springs-Roswell Metropolitan Statistical Area (MSA), which spans well beyond the area depicted in the map to the left.



Map 13. Atlanta Metro Area Map

1. BACKGROUND

01

CORRIDOR DEMOGRAPHICS

> POPULATION TRENDS

The study area of the Buford Highway corridor currently consists of 15,046 residents within 4,366 households. The population of this area is relatively stagnant with very little growth over the past 16 years. The corridor has only seen a growth rate of 0.4% since 2010 while the Atlanta metro area has experienced significantly more growth at an annual rate of 2.1%. As a result of this slow historical growth, there is projected to be less than 1,000 new residents along the corridor over the next 5 years with today's infrastructure.

Chart 1. Population in Study Area

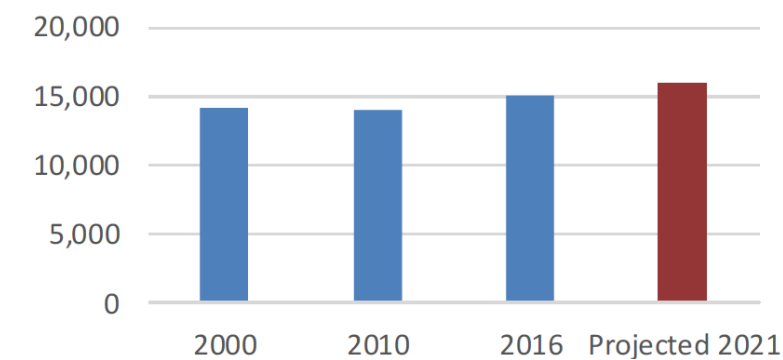
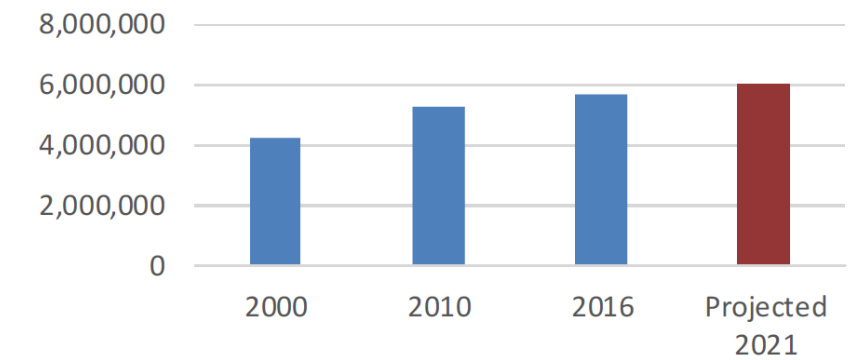


Chart 2. Population in Atlanta Metro Area



1.7 MARKET ANALYSIS

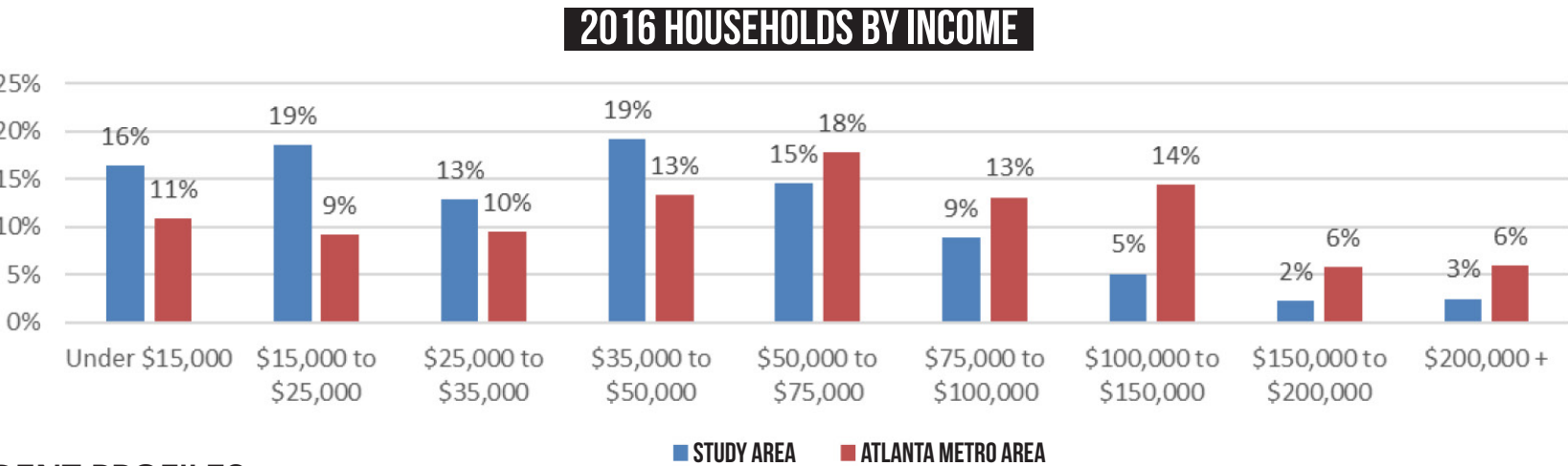
01

CORRIDOR DEMOGRAPHICS

> INCOME

Households in this study area are relatively low-income. The median household income for the study area is \$36,289 in 2016 while it is \$57,792 for the Atlanta metro area – a difference of over \$20,000. Only 34% of households in the study area earn an income greater than \$50,000 compared with 57% of households within the Atlanta metro area.

Chart 3. Income Distribution (Study Area vs. Atlanta Metro Area)



> RESIDENT PROFILES

Neighborhood residents are predominantly lower-income working-class families, a majority of which are Latino. A market assessment tool called **tapestry segmentation** was used to describe neighborhood residents based on socioeconomic and demographic data. In the US, there are 67 distinctive segments / neighborhood types (*Note: Tapestry Segmentation and all data segmentation utilized in this plan is produced by ESRI software services*). There are three primary tapestry segment types within the study area, each described on the following page.

1. BACKGROUND

RESIDENT PROFILES

1. NeWEST RESIDENTS (57% of study area population)

“For this young Latino market, life has taken many turns recently. They are new to America and new to their careers, with new, young families. Many are new to the English language; more than one-third of households are linguistically isolated. NeWest Residents are ambitious and dream of a better life. They aren’t ready to fully adopt the American way of life but are willing to take risks for the benefit of their families. As the primary breadwinners, the men of the house work long hours in blue collar jobs, primarily in the service industry. Skilled workers steer toward construction and manufacturing sectors. Female labor force participation is low, perhaps due to the language barrier, but also because of their parenting responsibilities.” (Text from ESRI)

2. INTERNATIONAL MARKETPLACE (29% of study area population)

“International Marketplace neighborhoods are a rich blend of cultures, found in densely populated urban and suburban areas, almost entirely in the Middle Atlantic (especially in New York and New Jersey) or in California. Almost 40% of residents are foreign-born; one in four households are linguistically isolated. Young, Latino families renting apartments in older buildings dominate this market; about two-fifths of households have children. Over one-fifth of households have no vehicle, typically those living in the city. Workers are mainly employed in white collar and service occupations (especially food service and building maintenance). One-fifth of workers commute using public transportation and more walk or bike to work than expected. Median household income is lower, but home values are higher, reflecting the metropolitan areas in which they live. Consumers are attentive to personal style; purchases reflect their youth and their children. True to their culture, residents visit Spanish language websites, watch programs on Spanish TV networks, and listen to Latino music.” (Text from ESRI)

3. PARKS AND REC (8% of study area population)

“These practical suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.” (Text from ESRI)

1.7 MARKET ANALYSIS

01

CORRIDOR DEMOGRAPHICS (CONTINUED)

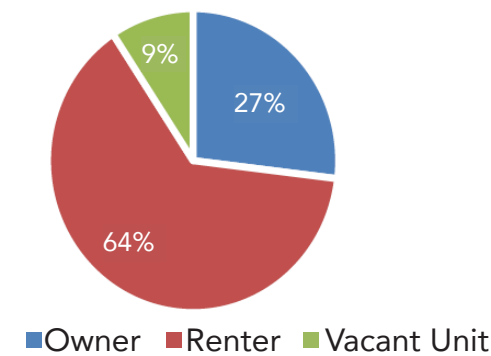
> HOUSING

Residents within the Buford Highway corridor study area predominately rent, with 69% of the 4,814 housing units positioned as rentals. The area has little vacancy, and the vast majority of vacancy falls within rental housing. Although study area incomes are much lower than the Atlanta metro area average, the median home is \$180,900, only \$11,000 less than the median home in the Atlanta metro area.

> EMPLOYMENT OF POPULATION LIVING IN STUDY AREA

Although the median household income is low within the study area, over 96% of the population ages 16 and older are employed with only a 4% unemployment rate. Employment overall in Atlanta is healthy at a rate of 94%, only 2% less than the study area. Almost half of the residents in the study area are employed in the service industry (which mirrors employment in this industry in the Atlanta metro area) and almost a third of the residents are employed in the construction field (this is considerably higher than the Atlanta metro area, where only 6% work in construction).

Chart 4.
Housing Units by Occupancy Status



1. BACKGROUND

02

RESIDENTIAL REAL ESTATE TRENDS

> FINDINGS

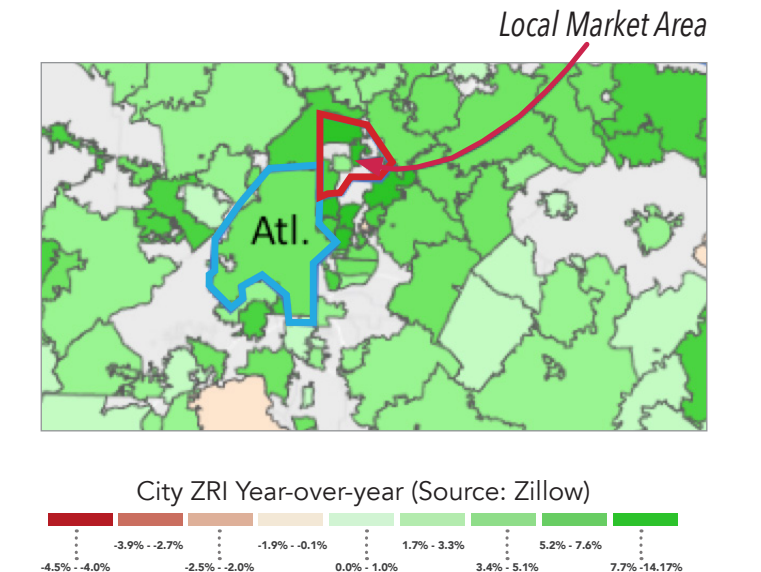
Multifamily products – particularly rental apartment buildings – have boomed in recent years. The average monthly rent in Atlanta is \$1,319, which is a 3.6% increase over last year. This growth rate is double the national average. The areas north of Atlanta, as indicated in the darker greens on the map to the right, have experienced the largest year-over-year increase. This area includes the corridor study area. Portions of the local market area have seen an increase in over 10% in rent appreciation over the last year alone.

According to Zillow, the median home value in the study area is \$180,900. This is significantly less than the local market area where the median home value is \$354,700 (almost twice as much). However, study area home prices are similar to the Atlanta metro area average of \$192,300 – a difference of only \$11,400. Zillow predicts that the median home value will grow 3.2% annually in the Atlanta metro area over the next five years and 2.3% annually in the neighborhoods surrounding the study area corridor.

> IMPLICATIONS

The regional trend toward multifamily development is applicable to the study corridor. The residential product planned for the corridor calls predominantly for multifamily buildings. An influx of multifamily units would add density, spending capacity, walkability, and could improve the neighborhood's building stock, mixed-use appeal, and viability for additional retail development.

Map 14. Atlanta Residential Rent Growth



1.7 MARKET ANALYSIS

03

RETAIL REAL ESTATE TRENDS

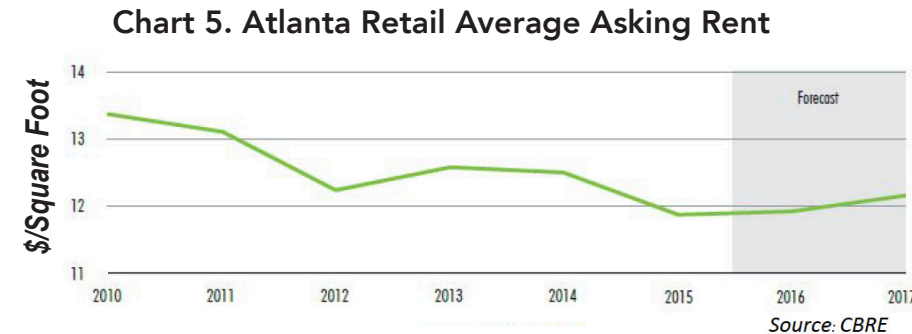
> FINDINGS

Since 2010, Atlanta has seen a decline in the retail asking rates, yet has seen an almost continuous increase in retail square footage added to the market through new construction. Retail development, unsurprisingly, has recently started to slow, and there is less retail construction planned for 2017 than there has been in a few years.

> IMPLICATIONS

While retail construction is expected to slow regionally, there is considerable new retail space within the planned and proposed projects for the corridor. The projected increase in area residential units will support a considerable amount of new local-serving retail activity. Furthermore, the proposed developments have the opportunity to establish the area as a destination shopping and dining area, and could continue to attract new customers from outside of the immediate neighborhoods.

Note: The retail industry segment is defined as any business involved in the sale of product or services. These businesses include food and beverage stores or restaurants, merchandise stores, clothing stores, furniture stores, convenience stores, and similar establishments.



1. BACKGROUND

04

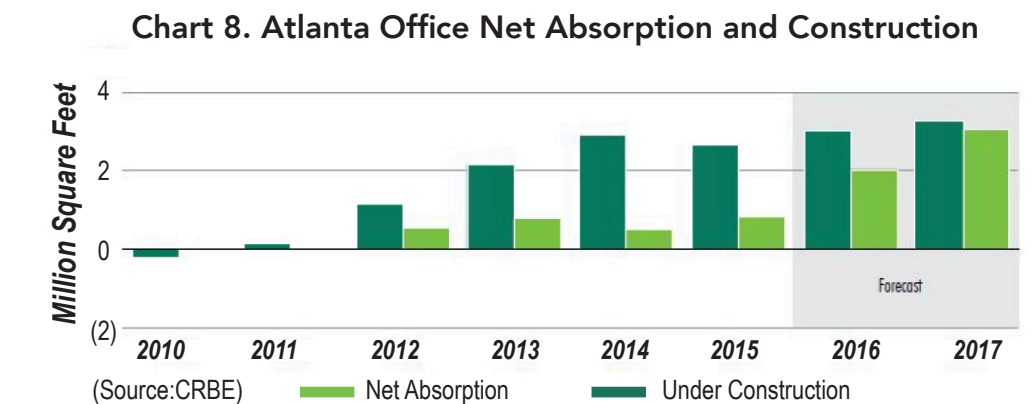
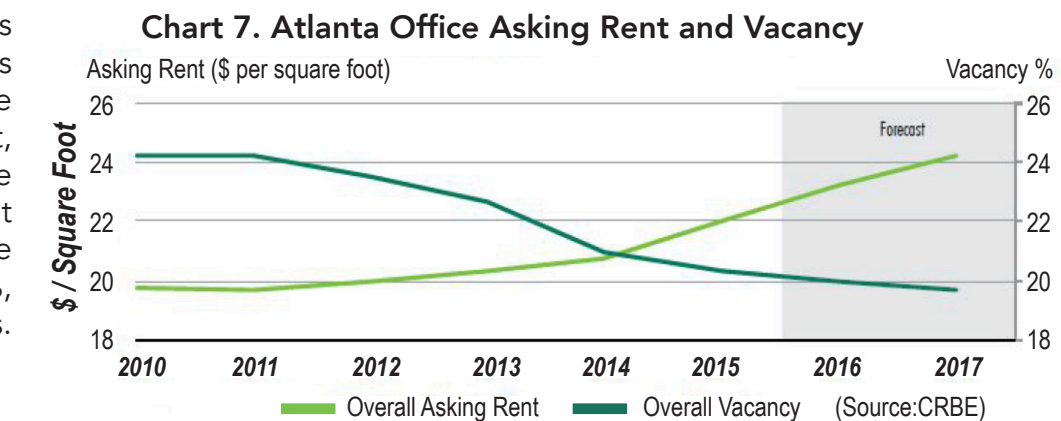
OFFICE REAL ESTATE TRENDS

> FINDINGS

Over the past five years, the demand for office space has increased in the Atlanta metro area, leading to increasing rents and declining vacancy rates. In 2017, an anticipated three million square feet of office space will be added to the market, which is approximately the same amount of space that the area has added over the last five years combined. Asking rent rates are expected to continue to increase to \$24 per square foot per year and vacancy will have declined to less than 17%, which is still a high vacancy rate compared with other markets.

> IMPLICATIONS

The Buford Highway study area is not an established office destination. The corridor's retail-oriented character and residential setting indicate a likelihood of little change in office development over the coming years. The exception, however, are the proposed developments of Assembly, Downtown Doraville, and Nexus BuHi – projects with an extensive mix of uses including office. Chamblee also has the Trackside office development delivering 80,000 square feet of Class A office as part of the MARTA TOD. If these projects are successful in creating a new sense of place with an attractive, transit-oriented atmosphere, it will be possible to establish an office market for the area over time. The Downtown Doraville masterplan calls for 1.3 million square feet of commercial space.



1.7 MARKET ANALYSIS

05 BUSINESSES IN STUDY AREA

Chart 9. Study Area Business Mix

Business Types	Number of Businesses	Total Employees	Total Sales
Services Excl. Public Admin	206	1,099	\$77,084
Food Service & Drinking Places	144	1,095	\$52,992
Professional	133	691	\$122,611
Finance & Insurance	110	456	\$158,088
Construction	88	558	\$159,842
Real Estate	86	544	\$122,556
Health Care / Social Assistance	83	759	\$93,575
Manufacturing	77	1,160	\$293,759
Admin./Support/Waste Mgmt.	70	780	\$73,512
Central Bank	65	311	\$109,021
Automotive Repair	64	437	\$52,572
Motor Vehicle and Parts Dealer	62	842	\$505,222
Wholesale Trade	61	487	\$988,105
Food & Beverage Stores	61	1,039	\$228,647
Transportation / Warehouse	58	663	\$46,255
Clothing / Accessories	54	172	\$24,623
All Uses	1,612	12,013	\$3,264,628

The study area has 1,612 businesses employing 12,013 workers. A high proportion of businesses are retail establishments – 326 businesses in all. Retailers account for nearly \$1,000,000 in revenue – close to 30% of the revenue generated by all businesses within the study area. Additionally, the corridor study area contains 144 restaurants, employing almost 1,100 people, and the majority of these establishments are independently owned minority-operated businesses.

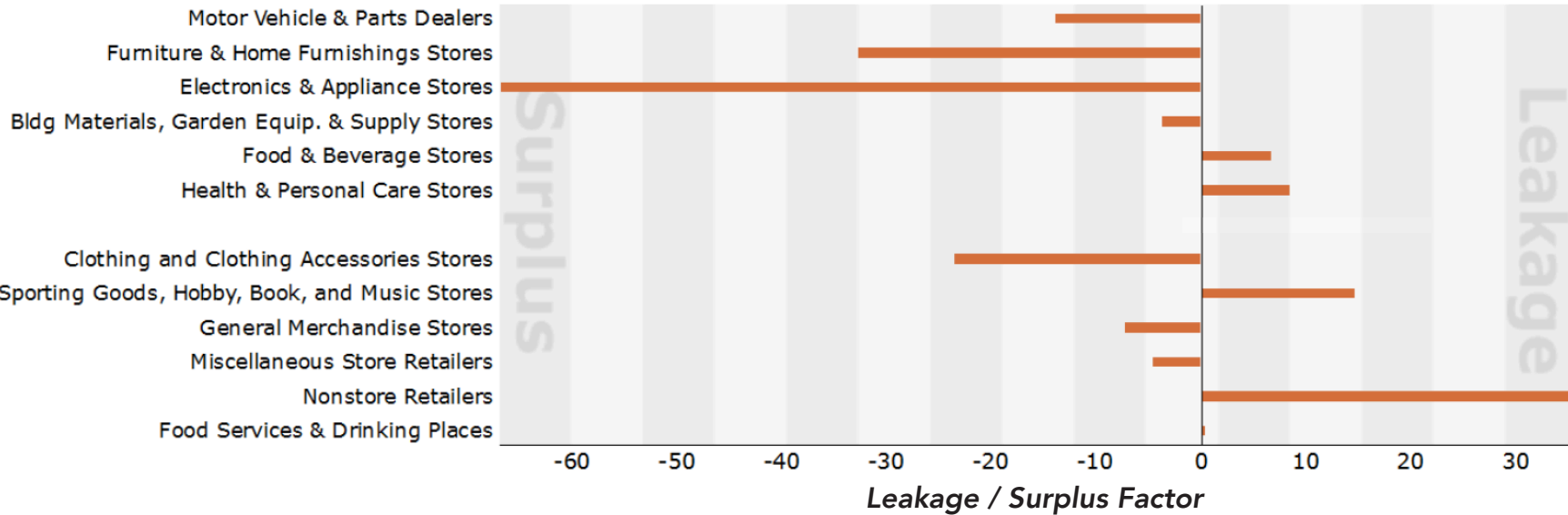
The study area consists of 15% of the businesses in the market area, but only 10% of the revenue and 10% of the employees, indicating that the businesses are family-owned and most are relatively small operations. The study area corridor contributes less than 1% of the total businesses, sales, and employees compared to the Atlanta metro area.

1. BACKGROUND

06 MARKET AREA RETAIL CONDITIONS

The local market area is well balanced, experiencing both slight surplus and slight leakage as evident in Chart 10. Notably, the ‘food service and drinking place industry group’ experiences almost no surplus or leakage indicating that the demand in the area matches the existing market supply. The local market area attracts a large customer base to furniture, electronics and appliances, and clothing retailers, as indicated in the market area surplus and leakage graph below. There is pent up demand for food and beverage stores, health and personal care stores, gasoline stations, and hobby, book, and music stores, indicating that there may be a particular opportunity for such retailers to locate along the Buford Highway corridor. The corridor has established a niche in small, ethnic restaurants – a sector of activity that has the opportunity to expand with (a) more local population growth or (b) if the study area begins to attract a larger number of customers from outside of the nearby neighborhoods.

Chart 10. Local Market Area Retail Leakage



1.7 MARKET ANALYSIS

07

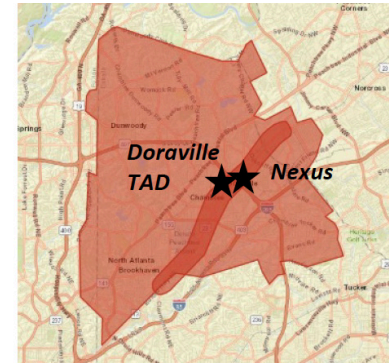
LOCAL PLANNED AND PROPOSED DEVELOPMENT

There are a number of large-scale, catalytic mixed-use development projects proposed within the study area. There are six distinct development projects that fall within the Doraville Tax Allocation District (TAD) alone, located directly to the west of I-285 north of Buford Highway. Nexus BuHi and Assembly in Doraville are two projects that have the potential to dramatically change the landscape and character of this portion of the Buford Highway corridor, and could spur additional new development in the area. In addition, the Centers for Disease Control and Prevention (CDC) has plans to grow their work force at their Buford Highway Campus in Chamblee. This expansion may add between 4,000 and 7,000 additional employees to the corridor, which would help support local businesses – especially restaurants providing lunch to the workers.

> DORAVILLE TOD TAX ALLOCATION DISTRICT

A large, mixed-use project called Nexus BuHi is planned for the former Kmart site on Buford Highway bordering I-285 to the north. Led by Macauley Investments, the project calls for 400 multifamily units with a senior living component, 14 townhomes, a 120-key hotel, and 48,000 SF of retail (as of March 2017). The project is expected to be fully delivered by 2019. (Images to right courtesy of Cushman Wakesfield and Associates).

The City of Doraville has embarked upon a major redevelopment opportunity: to re-unite Downtown Doraville with the adjacent 165 acre former General Motors (GM) Assembly Plant, and to create a regional mixed-use employment and activity center centered on the Doraville MARTA transit station. As the culmination of



Map 15.
Doraville
Tax
Allocation
District



Nexus BuHi will be built on the former Kmart site on Buford Highway, consisting of multifamily housing, senior housing, townhomes, a hotel, and retail uses.



years of planning and visioning, and work with public and private development partners, Doraville is ready to implement this redevelopment initiative. The scope of this potential project is vast, and its successful redevelopment will require new or significantly upgraded infrastructure. The former GM plant has been demolished, leaving the site with little to no viable infrastructure.

In order to support redevelopment, new streets, utilities, parks and other infrastructure must be funded and constructed. The City of Doraville created the City of Doraville Tax Allocation District #1: Doraville Transit Oriented Development (TOD) to capture the value of new development in the TAD district, so the value can be reinvested in the TAD district to fund these infrastructure improvements. Upgraded infrastructure and new redevelopment will catalyze redevelopment of underdeveloped properties in and around Downtown Doraville and the TAD redevelopment area, leading to more opportunities, jobs, activity, and an improved quality of life city-wide. (Source: Doraville Transit-Oriented Development Plan, July 2015.) To develop an accurate development model, potential development was allocated to six areas within the recommended TAD boundary (The Assembly; the Assembly North; the Yards; Downtown Doraville; MARTA Air-Rights; and Shallowford).

Collectively, the redevelopment of the TAD Redevelopment Area over 25 years could include: 5,358 housing units (apartments, condominiums, and townhomes); 5.0 million SF of commercial space, of which approximately 62% would be office space; and 307,000 SF of civic space, including a City Hall, Library, and/or school facilities. The redevelopment would have an estimated market value of \$1.98 billion at build-out. To-date, a 130,000 square foot movie studio called Third Rail Studios has begun operation, and Serta Simmons Beddings has announced plans to build a \$65 million, 250,000 square foot office facility for 500 employees all within the Assembly area of the TAD.

1. BACKGROUND



The Assembly development is located at the site of the former General Motors manufacturing plant. The recently adopted Tax Allocation District is being leveraged to facilitate the development of this mixed use activity center located adjacent to I-285 and the Doraville MARTA Station.

1.7 MARKET ANALYSIS

08

DEVELOPMENT IMPLICATIONS

If the study area continues to grow in accordance with historical trends, it would experience 1.2% population growth over the next five years, bringing fewer than 1,000 new residents to the area. However, Nexus BuHi, Assembly, Downtown Doraville, and other sites within the Doraville TAD aspire to bring nearly 6,000 new housing units to the corridor over the next twenty-five years. It is likely that new construction will bring at least 2,000 new residents to the corridor by 2020. In addition, the number of daytime workers looks to increase significantly in the upcoming years due to the expansion of the CDC campus as well as retail, hotel, office, and flex industrial uses at Nexus BuHi and the TAD sites.

This influx of residential and daytime population will support new retail and restaurant businesses located not only at the redevelopment sites, but also elsewhere along the Buford Highway corridor.

The lack of recent development along the corridor means that new multifamily construction and new office construction is a relatively untested market. If Nexus BuHi is successful in attracting residential and retail tenants, it will establish Buford Highway as a desirable place for people to move to, for visitors to shop, and for businesses to locate. This, in turn, will help encourage developers to move forward with projects at Assembly, Downtown Doraville, and the other Doraville TAD sites.

A key success factor that will help these developments establish a new market for mixed-use construction is placemaking. The developers and local municipalities must partner to create an environment where people want to live, where hotel guests want to stay, where companies want to locate, and where people want to shop.

If enough value is created, it will allow for a denser, transit-oriented urban form that can fully leverage the local MARTA station and promote a more walkable and transit-oriented development neighborhood.

1. BACKGROUND

09

PRELIMINARY OPPORTUNITIES AND EMERGING RECOMMENDATIONS

The findings of the Market Analysis for the BuHi LCI support the following preliminary opportunities and emerging recommendations and further form the basis for several of this plan's final recommendations:

- Support existing planned development efforts to help encourage new construction, the creation of mixed-use product, and infill development that creates a more walkable, transit-oriented urban fabric.
- Leverage existing and planned nodes of activity; enhance streetscaping and sidewalk infrastructure to connect existing shopping centers and create a more walkable environment.
- Plan for the continued densification of the Buford Highway corridor to allow for an infill street grid that creates a denser urban form.
- Despite the large scale of currently planned development, growth along the corridor will occur gradually: plan for the long term in phases; be flexible to allow for changes in market conditions and neighborhood needs.
- Because of the long-term purview of corridor change, local public sector and nonprofit planning entities should not be overly prescriptive; support developers so that they can be successful, which will in turn encourage additional local development.
- Gauge business support for developing a business association or business advocacy organization that can give local business owners a unified voice in marketing the corridor, addressing collective needs, communicating with local developers, and participating in local planning initiatives.



The continuation of mixed use and walkable development patterns similar to what is being built in Chamblee (above) and Doraville (below) is encouraged along the corridor.



2. COMMUNITY ENGAGEMENT

2.1 PROCESS

Community engagement was truly foundational for this important LCI master planning process. Identifying stakeholders and engaging the often voiceless was a core value for the city leadership and consultant planning team.

The consultant team used a wide variety of public involvement strategies including:

- Stakeholder interviews.
- Community Open Houses at Plaza Fiesta (in Spanish) and 3rd Rail Studios (for the business community).
- Interactive displays at Plaza Fiesta and the Farmer's Market.
- Large-scale community forums.
- A project website.
- Social media input.
- Online surveys in five languages.
- Multi-language informational flyers.
- Cross Keys High School input sessions and presentations.
- A master plan steering committee made up of residents, business owners, and government leaders.

In addition to the steering committee, the consultant team met monthly with the city staff from Chamblee and Doraville along with representatives from the Atlanta Regional Commission. These project management meetings allowed for discussions around logistics, emerging concepts, and additional ideas from the community and city staff to be implemented into the plan.

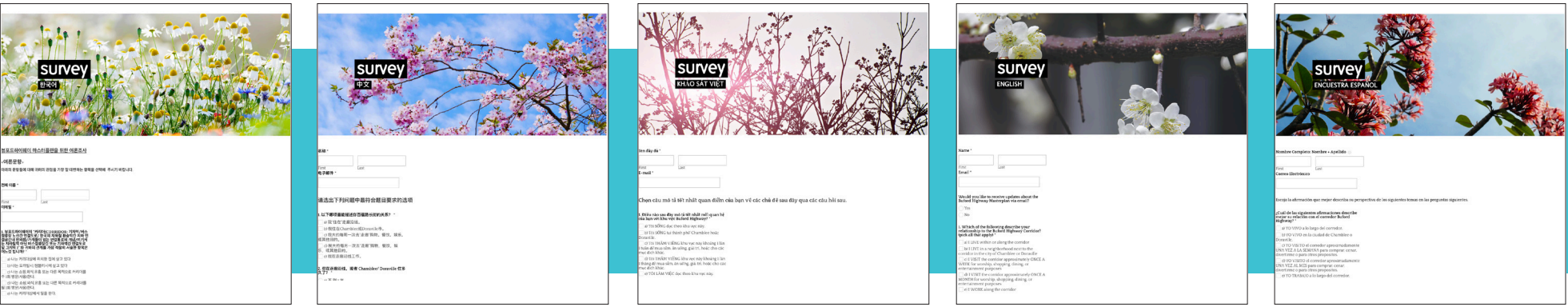
MULTILINGUAL EXAMPLES



PUBLIC MEETING FLYERS



SURVEY FLYERS



ONLINE SURVEYS

2. COMMUNITY ENGAGEMENT



MULTILINGUAL SURVEYS

Community Surveys were created in five languages in order to better engage the diversity of stakeholders on Buford Highway. When possible materials were made available in English, Spanish, Chinese, Vietnamese, and Korean.



PUBLIC FORUMS

Public Forums were held to enable the larger community to hear updates on the planning process and to provide their feedback to the Planning Team.



FOCUS GROUPS

Focus Group interviews were held with community leaders and advocates. Focus Groups included resident/neighborhood groups, elected officials, housing advocates, international associations, and business leaders.



STEERING COMMITTEE

A Steering Committee made up of business owners, property owners, residents, municipal staff, and local agencies and organizations was formed to further guide the planning process.



CHAMBER OF COMMERCE

Early in the process, the Planning Team made a presentation to the Chamblee Chamber of Commerce to inform local business leaders of the intent of the LCI process and to gain their feedback on the issues and opportunities of the corridor.



WALKING TOURS

The LCI Planning Team and WeLoveBuHi led a walking tour of the corridor for community members to gain perspective on the character and operation of the roadway.

2. COMMUNITY ENGAGEMENT

CORE VALUES

> MULTILINGUAL STRATEGIES



Buford Highway is an international corridor that brings together people from all over the world. It was important to the planning team, the City of Chamblee, and the City of Doraville that we worked hard to ensure that we weren't leaving anyone out of the process. For this reason, we worked with translators and advocacy groups along Buford Highway to translate as many materials as possible into the five most prominent languages: English, Spanish, Chinese, Korean, and Vietnamese. Samples of flyers and our online survey in the five different languages are located on the page 52.

> LOCAL EXPERTISE



The planning team and city leadership leaned heavily on the expertise of those living on and near Buford Highway. Leadership from Chamblee and Doraville provided a list of business professionals, organizations, and neighborhood groups for in-depth stakeholder interviews. These interviews, in combination with the public meetings and surveys, provided the foundation and direction for all of the recommendations and ideas generated during the planning process.

> LOCALLY LED



A project steering committee made up of residents, business owners, and government leaders was formed to guide the planning process. The steering committee met monthly to discuss emerging ideas and to ensure different stakeholders' ideas and input were adequately represented. The meetings were held at city offices, local restaurants, and even the Buford Highway Farmer's Market to enable the committee to experience the corridor during the process.



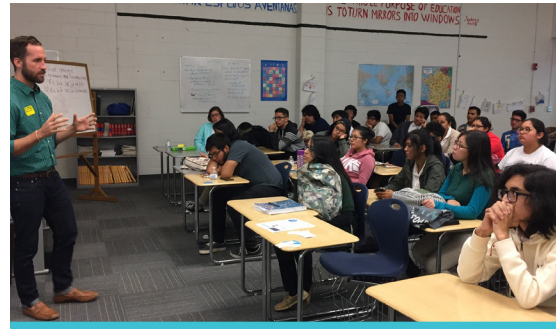
TEA WALK OUTREACH

The LCI Planning Team set up a booth at the Center for Pan Asian Community Services TEA Walk to get the community to finish this sentence... "My Buford Highway is..."



PLAZA FIESTA STUDIO

The LCI Planners gave a presentation in Spanish at Plaza Fiesta as part of the mobile studio that was created for the planning process.



CROSS KEYS HIGH SCHOOL

The LCI Planners met with Cross Keys High School teachers and students to ask students about their experiences and vision for Buford Highway.



BUSINESS LEADERS

Third Rail Studios hosted a mid-day presentation for local business owners to hear about the LCI plan and to provide their feedback and input.



FOOD EXPERTS

A group of chefs, restaurant owners, market owners, and food critics were convened to gain their feedback and input into the future of Buford Highway.

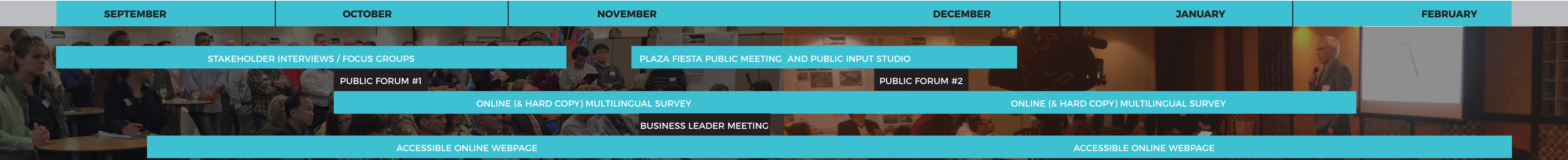


CENTERS FOR DISEASE CONTROL AND PREVENTION

A CDC Built Environment group met with the LCI Planning Team to lend their expertise regarding community health and the future of Buford Highway.

2. COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT SCHEDULE



> **Stakeholder interviews/ focus groups**

The LCI Planning Team met with over 15 different groups (residents, GDOT, MARTA, international organizations, developers, elected officials, municipal employees, CDC representatives, affordable housing advocates, etc.) to hear their perspectives and ideas for the corridor.

> **Public forums**

Public forums were held at Canton House in Chamblee and at I Luv Pho in Doraville. Large crowds and local media came out to learn about the LCI process, to ask questions and to weigh in on key questions related to the future of the corridor.

> **Business leader meeting**

A presentation was made to local business leaders midday on a weekday at Third Rail Studios as a way to provide an accessible meeting opportunity to this important constituency.

> **Plaza Fiesta public meeting & public input studio**

A “BuHi Studio” was installed at Plaza Fiesta along Buford Highway. The studio was a series of interactive posters translated into Spanish that was installed in a high-traffic pedestrian area of this area shopping center. The studio remained in place for one month and enabled shoppers to weigh in on their hopes and dreams for the future of Buford Highway.

> **Online & Hard-copy survey**

A 21-question survey was translated into five different languages as a way of gaining information and input from community members. By the end of the process, the consultant team collected nearly 400 surveys from the community, which was instrumental in forming the key recommendations of the LCI.

> **Project website**

The www.buhimasterplan.com website was an essential tool in sharing up-to-date information like public meeting info, the online survey, and downloadable multilingual flyers.

ONLINE SURVEY RESULTS SUMMARY

- > HOUSING *
- 46% OF RESPONDENTS WOULD PREFER A HOUSE AS THEIR PRIMARY RESIDENCE.
 - 21% OF RESPONDENTS WOULD PREFER A TOWNHOME/ROWHOUSE.
 - 15% OF RESPONDENTS WOULD PREFER AN APARTMENT OR CONDO.
 - 37% OF RESPONDENTS SAID HAVING A WIDE RANGE OF PRICE POINTS WAS MOST IMPORTANT FOR HOUSING INITIATIVES.
 - 26% OF RESPONDENTS SAID HAVING UNITS CATERING TO DIFFERENT STAGES OF LIFE WOULD BE MOST IMPORTANT.
 - 21% SAID THERE NEEDED TO BE HOUSING WITH HIGH QUALITY AMENITIES IN THE FUTURE.

- > TRANSPORTATION *
- 78% OF RESPONDENTS USE A CAR AS THEIR PRIMARY MODE OF TRANSPORTATION.
 - 24% OF RESPONDENTS WOULD PREFER TO BIKE AS THEIR PREFERRED TRANSPORTATION.
 - 18% OF RESPONDENTS WOULD PREFER TO UTILIZE THE MARTA TRAIN.
 - 17% OF RESPONDENTS WOULD PREFER TO USE A CAR (SINGLE OCCUPANT).
 - 16% OF RESPONDENTS WOULD PREFER TO USE A STREETCAR/TROLLEY.

- > WALKING *
- 53% OF RESPONDENTS DO NOT WALK ALONG THE CORRIDOR.
 - 16% WALK WEEKLY ALONG THE CORRIDOR.
 - 21% OF RESPONDENTS WOULD WALK MORE IF SIDEWALK WERE BETTER.
 - 17% OF RESPONDENTS WOULD WALK MORE IF THERE WERE MORE BUSINESSES TO WALK TO.
 - 15% WOULD WALK MORE IF THERE WERE TREES/CANOPIES PROVIDING SHADE.

- > BUS *
- 79% OF RESPONDENTS DO NOT RIDE THE BUS ALONG THE CORRIDOR.
 - 21% OF RESPONDENTS WOULD RIDE IF IT WENT WHERE THEY WANTED IT TO GO.
 - 18% WOULD RIDE MORE IF THERE WERE GOOD SIDEWALK CONNECTIONS TO THE BUS STOPS.

** Survey responses represent the aggregated individual answers to multiple survey questions related to the same defining topic.*

TOP WRITE-IN COMMENTS

The ONE THING that MUST CHANGE about Buford Highway...

- Slower vehicular speeds
- Safer streets

The BUSINESS/SERVICE you would like to see MORE OF along Buford Highway...

- Grocer
- Civic Space/Theater

The BUSINESS/SERVICE you would like to see LESS OF along Buford Highway...

- Adult entertainment
- Car repair and sales
- Fast food

2. COMMUNITY ENGAGEMENT

ONLINE SURVEY OVERVIEW (CONTINUED)

- > ELDERLY **
- 29% OF RESPONDENTS WANTED MORE RECREATION/EXERCISE OPPORTUNITIES FOR ELDERLY.
 - 25% OF RESPONDENTS SAID THERE NEEDED TO BE MORE GOODS AND SERVICES TO WALK TO.
 - 22% SAID THERE NEEDED TO BE MORE SENIOR HOUSING OPPORTUNITIES FOR THE ELDERLY.
- > CHILDREN **
- 35% OF RESPONDENTS SAID SAFE STREETS WOULD MAKE BUHI A BETTER PLACE FOR KIDS.
 - 23% OF RESPONDENTS SAID CHILDREN NEEDED MORE RECREATION OPPORTUNITIES.
 - 15% OF RESPONDENTS NOTED QUALITY HOUSING WOULD BEST BENEFIT CHILDREN.
- > BEAUTY **
- 28% OF RESPONDENTS SAID GREENER STREETS WOULD MAKE BUHI MORE BEAUTIFUL.
 - 21% OF RESPONDENTS SAID PLACES TO GATHER WOULD MOST HELP THE BEAUTY OF BUHI.
 - 12% SAID THERE NEEDED TO BE MORE ATTRACTIVE BUILDINGS.
- > REDUCING CAR DEPENDENCY **
- 40% OF RESPONDENTS SAID BIKE/PEDESTRIAN PATHS WOULD REDUCE CAR-DEPENDENCY.
 - 18% OF RESPONDENTS SAID ENCOURAGING MIXED USES WOULD CURB CAR-DEPENDENCY.
 - 17% SAID IT NEEDED TO BE EASIER TO GET TO THE TRAIN STATIONS BY WALKING/BIKING.
- BUSINESS **
- >
- 21% OF RESPONDENTS SAID A MARKETING ORGANIZATION WOULD BEST HELP BUSINESSES.
 - 17% OF RESPONDENTS SAID BUSINESSES WOULD PROSPER IF MORE PEOPLE COULD LIVE WITHIN WALKABLE DISTANCE TO THEM.
 - 17% SAID THERE NEEDED TO BE A GREATER DIVERSITY OF BUSINESS TYPES ALONG BUHI.

*** Survey responses represent the aggregated individual answers to a single survey question.*

ADDITIONAL INPUT FROM THE DECEMBER PUBLIC FORUM

- Protecting BuHi’s identity and cultural diversity. (six comments)
- Change name of Buford Hwy. (four comments)
- How do you make zoning changes without eliminating current businesses? (four comments)
- Local food competitions and food trucks would be awesome.
- Bring some ‘water features’ in the area around walking trail.
- Connect these ideas into Gwinnett County.
- Don’t let medians block the entrances to businesses.
- Keep art local.
- Separate bike lanes need real barriers, not just painted lines.
- Work with MARTA Army to do the new MARTA stop area improvements.
- Don’t let Buford Highway gentrify and displace the people who are there now.
- Northwoods seems left out.
- Improve traffic flow around 285 and Buford Highway.
- How will private transit use the new road configuration?

3. CORRIDOR VISION

3.1 PURPOSE

The recommendations of the Buford Highway LCI are rooted in the purpose and goals of the LCI Program to establish plans and policies in promotion of alternative forms of transportation. The desire to enable viable alternative modes of transportation, complete with walkable mixed-use development that provides housing opportunities for a wide range of incomes, stages of life, and family sizes is a goal that is shared by the stakeholders in the Buford Highway area.

Yet this plan goes a step further by identifying concepts that aim to preserve, enhance, and cultivate a unique identity for the corridor. Today's Buford Highway is truly a unique, one-of-a-kind community in the Atlanta region, and this plan acknowledges this uniqueness as a cultural and economic asset that must be retained into the future. It is this existing uniqueness that has more and more of Atlanta coming to Buford Highway to participate in the local food and retail scene offered along the corridor.

This plan is based upon the fundamental belief that the future of Buford Highway must not lose the character, culture, and people of today's Buford Highway. The problems that plague the corridor can be addressed in a way that works with the roadway's assets as opposed to removing them. This plan presents a bold new vision for the future that is woven into the unique and diverse fabric of this amazing community.

The plan provides recommendations that are big impact yet low cost while also generating recommendations that are bold and big dollar. And as with all plans, the recommendations and vision established within the plan do not in and of themselves turn the ideas into reality. Rather, this plan represents the intent of the community based on documented consensus. Creating the plan is only part of the work. Community members must continue the hard work of advocating for the implementation of this plan and, at times, stepping in to lead and participate in various initiatives to bring these concepts to life.

Given the role of Buford Highway as a regional thoroughfare connecting multiple neighboring jurisdictions, it will become increasingly beneficial for many of this plan's recommendations to eventually become integrated into the plans of these neighboring jurisdictions such as DeKalb County, Brookhaven, Norcross, and others.

3.2 BIG IDEAS

The recommendations of the LCI Plan are positioned here as 23 Big Ideas. These Big Ideas encapsulate all of the concepts, ideas, and recommendations discussed and generated through the planning process.

3. CORRIDOR VISION

BIG IDEA

01

ENHANCED BUSES

DESCRIPTION

MARTA's Route 39 serves Buford Highway between the Doraville and Lindbergh MARTA stations and is the busiest bus route in the system. It also enjoys the most frequent service of the bus system, with headways of 12 minutes throughout the day and on weekends. MARTA's recent investments in new fleet vehicles (60-foot articulated buses) have expanded the ridership capacity of this route and increased its profile as a flagship bus corridor.

The LCI study explores ways that these investments might be enhanced even further, recognizing MARTA's ongoing efforts to reconfigure systemwide service from its 2016 Comprehensive Operations Analysis (COA) and GDOT's implementation of pedestrian safety enhancements along the Buford Highway corridor. Both of these will play a part in increasing access to transit service and making transit use a more attractive option for the Buford Highway corridor communities.



MARTA's bus route 39 is envisioned to become a more modern experience with enhanced vehicles and expedited service along Buford Highway.

Big Idea #1 includes the following more specific bus enhancement recommendations:

RECOMMENDATIONS

- 1.1 Hi-Tech Route.** Upgrade MARTA bus route 39 with the latest "hi-tech" improvements related to energy, payment systems, and vehicle design.
- 1.2 Modern Buses.** Provide modern bus cars that have the feel of an on-street trolley line complete with multiple doorways and curb-level height doorways.
- 1.3 BuHi Fare.** Create a lower bus fare "BuHi" route ticket, for travel restricted to Buford Highway.
- 1.4 Bus Lane (Short-Term).** Work with GDOT to analyze the feasibility of utilizing the outside travel lane as a bus-only lane.
- 1.5 Multi-purpose Path (Long-term).** Work with GDOT to analyze the feasibility of utilizing the outside travel lane as a walking and biking path.
- 1.6 Coordination Framework.** Establish a coordination committee consisting of City staff, community members, partner agencies, business owners, and property owners to monitor and pursue grant funding opportunities for implementing plan recommendations. (CDC REACH Grant and DOT TIGER Grant are ideal funding opportunities for future pursuit.)

A CLOSER LOOK: MARTA BUSES



The Cities should coordinate with MARTA on studying operational improvements as part of implementing its 2016 Comprehensive Operations Analysis (COA) and subsequent Transit Development Plan. At the time of writing this report, these are ongoing efforts and coordination should begin as quickly as possible. The Cities should emphasize a desire for operational improvements such as reduced headways between buses, consolidation or relocation of stops to locations that are more pedestrian-friendly, and potential limited-stop service on portions of the corridor or at certain times of the day.

The Cities should also coordinate with MARTA on any future evolution of MARTA fare policy, especially to explore creation of a zoned fare system that might allow short trips on Buford Highway to incur lower fares or costs to riders. MARTA's COA has already recommended that MARTA tailor

its fare policy to appeal to 'lifestyle' transit riders (i.e. riders who would use transit to satisfy multiple daily trips, not just commuting to and from work), and in many ways the Buford Highway corridor communities already provide this transit market segment through their use of transit for work, school, shopping, medical visits, and other trip purposes. By consolidating fares to be more user-friendly, MARTA may be able to increase ridership but also serve a broader portion of the community currently served by private transit vehicles (Georgia Bus Lines) or by other, less convenient modes.

As an ongoing effort, MARTA should monitor ridership and transit demand trends on the Buford Highway corridor to inform future planning decisions. This already happens as a matter of regular MARTA roles and responsibilities. Coordination of this effort and regular sharing of data

with the Cities could help to identify analysis topics to which this data could be applied, to channel input from the Cities and community members on potential service enhancements, and to provide the Cities with information helpful in their own planning and development review processes.

image via Kristain Baty

3. CORRIDOR VISION

BIG IDEA

02

ENHANCED BUS STOPS

DESCRIPTION

As part of the enhanced bus service along Buford Highway, the bus stops should also be improved. Big Idea #2 includes the following more specific bus stop recommendations:



Future bus stops on Buford Highway could be enhanced to become transit plazas completed with station names, bus shelters, and seating areas.

RECOMMENDATIONS

- 2.1 **Public Spaces.** Create "major" bus stop areas complete with transit plazas and public spaces. Consider sites that have high ridership at stops, have obvious physical opportunities in terms of size and space, and that have partnership potential with private property or business owners in bringing enhancements out of right-of-way and onto private property.
- 2.2 **Amenities.** Develop a standard amenity package for the entire corridor for seating areas, shelters, public art, lighting at stops and other pedestrian amenities.
- 2.3 **Fare Vending Machines.** Provide fare vending machines/kiosks at bus stops.
- 2.4 **Signage.** Provide signage in multiple language to encourage ridership.
- 2.5 **Stop Names.** Create "names" for the stops similar to train station names.
- 2.6 **Digital Maps.** Provide digital maps showing route 39 complete with the designated stop names, and real-time bus locations and arrival times.

A CLOSER LOOK: MARTA BUS STOPS



MARTA should consider conducting a feasibility study of off-board ticketing at key locations to improve transit service performance and allow more efficient passenger loading and unloading at busy stops. MARTA has explored and engaged in off-board fare vending programs in the past, with limited success and considerable logistical challenges to implementation. This recommendation may also depend on MARTA's current fare vending technology and related service providers. The advent of mobile technology in fare payment, something that MARTA is currently developing with an expected forthcoming public introduction, might also greatly facilitate fare payment and reduce the need for investment in capital infrastructure.

MARTA should further add real-time display information at key stops, allowing riders without mobile devices or handheld data connections to understand real-time bus locations and arrival times. MARTA has begun installing real-time displays at rail stations; displays at the bus stops may be more basic in order to fit them into available spaces and reduce cost, but should still provide the same useful information to riders.

image via NACTO

3. CORRIDOR VISION

BIG IDEA

03 SIDEWALK IMPROVEMENTS

DESCRIPTION

Buford Highway has a significant number of pedestrians who traverse the corridor and this plan proposes to do more to make walking safe and comfortable. Big Idea #3 includes the following more specific sidewalk recommendations:



A wide multi-use path will be provided along Buford Highway for purposes of accomodating both pedestrians and cyclists.

RECOMMENDATIONS

- 3.1 **New Sidewalks.** Construct new sidewalks on portions of Buford Highway where they do not exist today. The primary length of missing sidewalks is from Oak Shadow Circle to Shallowford Terrace in Chamblee.
- 3.2 **Wider Sidewalks.** Provide 15-foot sidewalks along the entire length of Buford Highway on both sides of the street.
- 3.3 **Landscape Buffer.** Provide a minimum 5' landscape/amenity zone adjacent to the curb along the entire length of Buford Highway on both sides of the street.
- 3.4 **Supplemental Zone.** Provide a minimum 10' supplemental zone in front of newly constructed buildings along the entire length of Buford Highway on both sides of the street, to be used for outdoor dining, residential buffering, or pedestrian plaza areas.
- 3.5 **Multi-Use Path.** Design a wider multi-use path along Buford Highway so they can be safely utilized by both pedestrians and cyclists.

A CLOSER LOOK: STREET TRANSFORMATION



The central long-term recommendation for Buford Highway is to transform it from its current highway design into a more urban street that promotes safe and comfortable pedestrian movement, improves access to transit, and maintains efficient traffic operations. This balance of modes is not a part of today's corridor experience, which prioritizes vehicle movement and allows traffic to move at high speeds—in spite of the large numbers of travelers who are not driving along the corridor. It cannot be emphasized enough that addressing the current safety challenges on the corridor will involve a series of strategic actions that reduce travel speeds to a more urban-appropriate level.

This transformation entails a series of steps that the study has organized into a central decision-making framework. These steps are actions that the Cities, GDOT and other partner agencies take, but they are based on observation and understanding of corridor characteristics and reaching consensus on moving forward. This is outlined in the following section. It is supported by a general LCI recommendation for consolidation of access and curb cuts to properties along Buford Highway.

The future urban street of Buford Highway must also establish firm linkages to the future mixed use Activity Centers that currently exist or that will emerge along the corridor such as Downtown Doraville, Assembly, Nexus BuHi, and Plaza Fiesta. Future improvements such as enhanced buses, wide sidewalks, bike lanes, and the BuHi Walk should all establish a direct tie-in from Buford Highway to these existing and planned nodes to provide for a seamless experience along the corridor.

image via Georgia State's Planning Atlanta 1991

3. CORRIDOR VISION

BIG IDEA

04

MORE MID-BLOCK CROSSINGS

DESCRIPTION

In addition to improving the sidewalk infrastructure along the corridor, it is imperative to continue providing safe opportunities for crossing the street as well. Big Idea #4 includes the following more specific mid-block crossing recommendations:



Additional mid-block crossings are needed to continue to ensure that the large number of pedestrians along the corridor can safely cross the busy street at key locations.

RECOMMENDATIONS

- 4.1 Park Avenue Crossing.** Install an additional mid-block crossing along Buford Highway near the Doraville City Hall, generally near Park Avenue.
- 4.2 Longmire Way/McElroy Crossing.** Install an additional mid-block crossing along Buford Highway between Longmire Way and McElroy Road.
- 4.3 Bus Stop Coordination.** Coordinate new mid-block crossings with the installation of enhanced bus stop areas wherever possible (Idea #2).
- 4.4 Curb Cut Consolidation Coordination.** Coordinate new mid-block crossings with the consolidation of curb cuts and driveways wherever possible (Idea #5).
- 4.5 Landscaped Medians.** Utilize cross walk installations to simultaneously create enhanced landscaped (with street trees) medians that serve as pedestrian refuge locations along the corridor.
- 4.6 Future Crossing Coordination.** Continue to coordinate with GDOT to identify future mid-block crossings at other key locations, as warranted, to provide smaller block sizes for purposes of improving pedestrian safety.

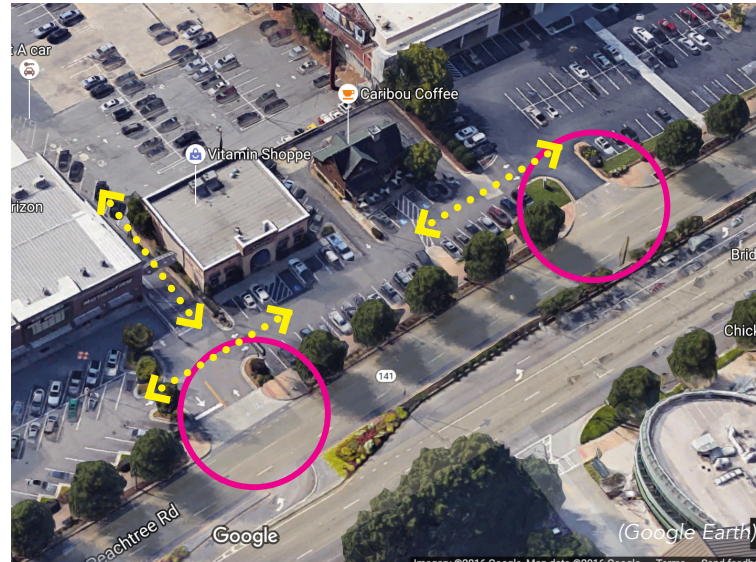
3.2 BIG IDEAS

BIG IDEA 05 CONSOLIDATE DRIVEWAYS / CURB CUTS

DESCRIPTION

Virtually every transportation recommendation made as part of this LCI Study is dependent on the eventual consolidation of driveway curb cuts. From improving pedestrian mobility with wider sidewalks or facilitating enhanced bus service along the corridor, the degree to which the recommendations of this plan will be successfully implemented is directly related to the ability of the existing number of driveways and curb cuts to be reduced.

The current inventory of driveway curb cuts emerged when the roadway was largely considered to be navigable only by car. But more recent plans and policies initiated by both cities, as well as the vision established through this planning process, have confirmed that this auto-oriented orientation is undesirable and unsustainable.



Peachtree Road in Buckhead is a model for how a busy corridor can transform into a pedestrian-friendly boulevard.

The large number of driveway curb cuts emerged over several decades of development and it will likely take an equal amount of time for reductions and consolidations to occur. Big Idea #5 includes the following more specific driveway and curbcut consolidation recommendations:

RECOMMENDATIONS

- 5.1 Curb Cut Consolidation.** Work with property owners to consolidate multiple adjoining curb cuts as part of new streetscape installations or when associated with new development or redevelopment applications.
- 5.2 Access Study.** Conduct a detailed access study on the corridor to determine a current number and spacing of driveways, to understand and illustrate right-of-way constraints, and to identify opportunities for closure, consolidation, and interparcel connectivity.
- 5.3 Zoning Changes.** Update zoning ordinances and/or development regulations to integrate updated driveway curb cuts standards and interparcel connectivity requirements. (Idea #15)

3. CORRIDOR VISION

BUFORD HIGHWAY TRANSFORMATION

EXISTING CONDITIONS

Although this typical section varies slightly throughout the corridor, nearly the entire length of the study area through Chamblee and Doraville features a seven-lane cross-section (six travel lanes with a continuous, two-way left turn lane) with several intersections also featuring right-turn storage lanes (for a total of nine lanes). Sidewalks are generally five feet in width and may contain an additional two feet of landscaping separation from the roadway curb.

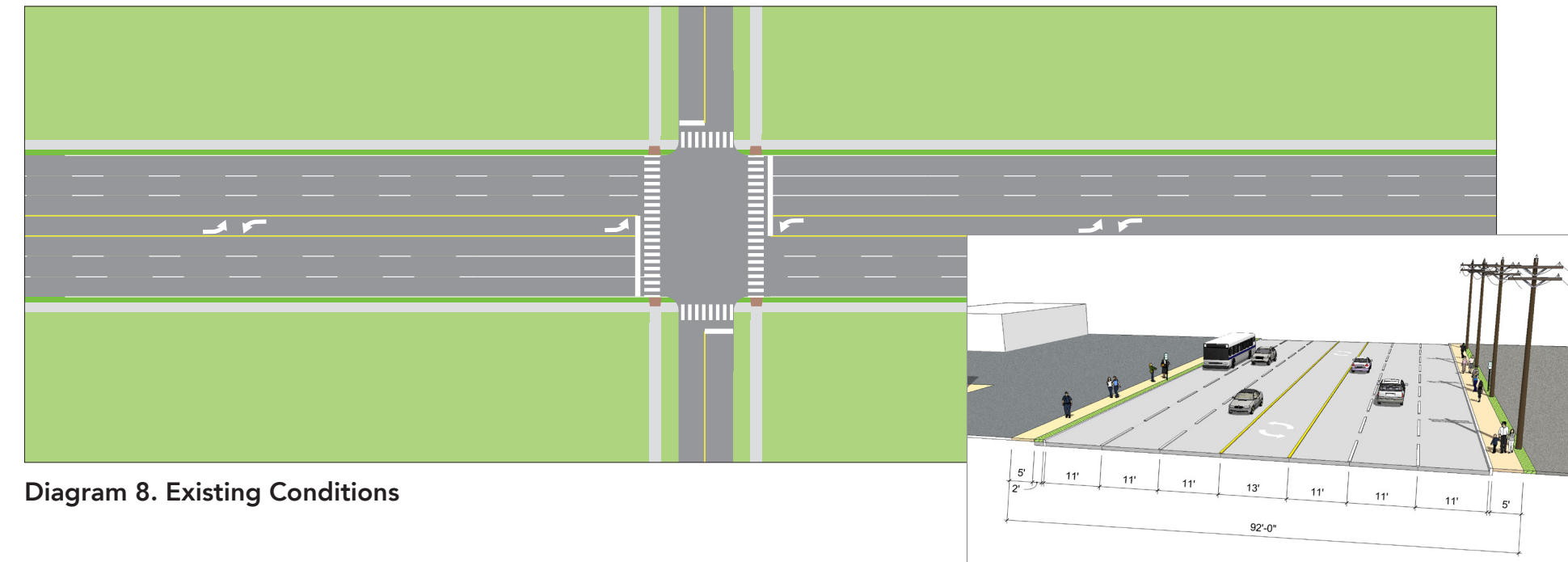


Diagram 8. Existing Conditions

3.2 BIG IDEAS

STEP 1: REPURPOSED OUTER LANE

Note: Lane reductions on Buford Highway are subject to further study and review in partnership with GDOT.

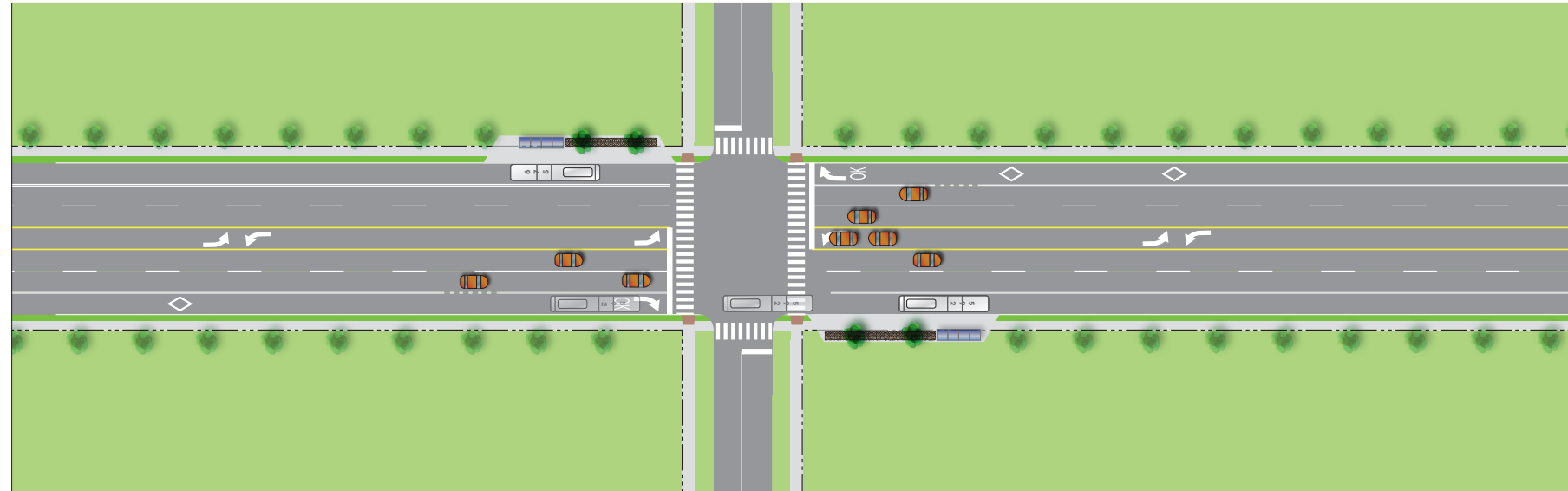


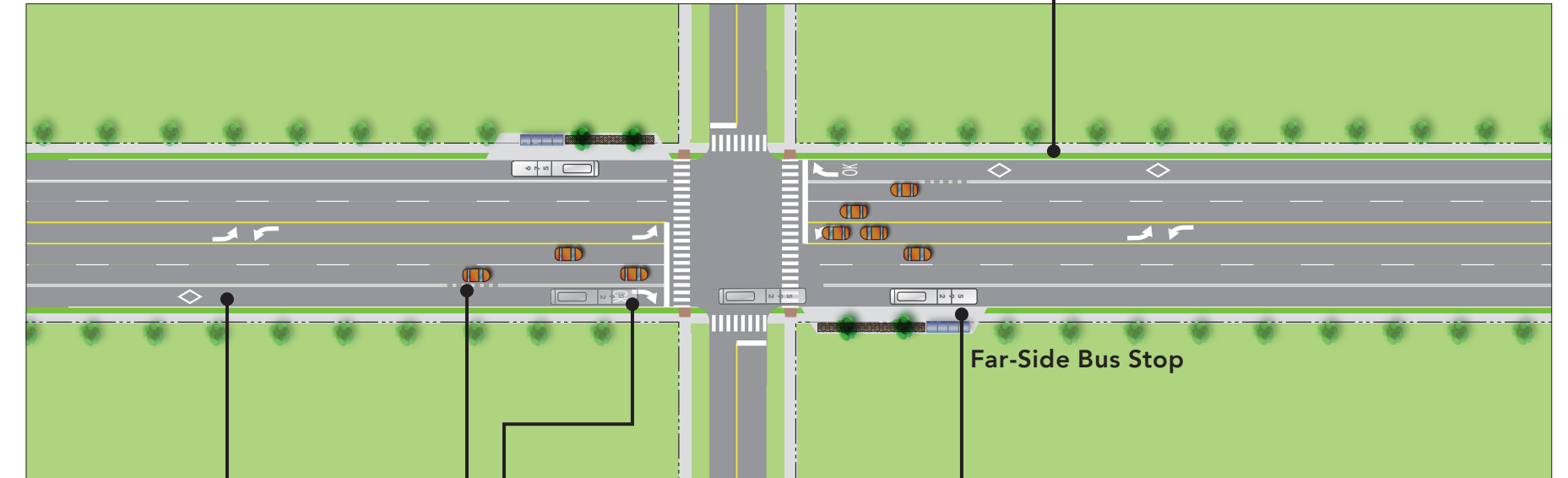
Diagram 9. Buford Highway Repurposed Outer Lane

This design makes no fundamental changes to the curb-to-curb space other than striping and marking to convert the outer travel lane to a dedicated transit facility. In the near-term, this lane will be traversed by vehicles entering or exiting driveways, and ongoing driveway consolidation should remain a priority of both Cities and GDOT. In this design, upgraded transit facilities and streetscape enhancements are located outside the Right-of-Way (ROW) in easements. This represents a low-cost, capital-light enhancement program that would allow current transit services to operate more efficiently in travel lanes dedicated to transit buses.

3. CORRIDOR VISION

STEP 1

Streetscape enhancements located outside of the ROW may include simple tree and landscape additions intended to provide shade and pedestrian comfort, or may include more extensive enhancements that incorporate placemaking features including public furniture such as benches, waste receptacles, and pedestrian lighting.



Repurposing the outer travel lane for transit operations reduces the number of vehicles in this lane and provides an additional 11 to 12 feet of separation between pedestrians and general purpose vehicles. This lane is envisioned to support both MARTA buses as well as private transit operators, with potentially more services (such as vanpools and multi-passenger shared ride services) also allowed.

In the near term, the transit lane will be used for right turns, especially at intersections. Design will likely feature periodic transition or weaving zones where vehicles may enter the transit lane, although signage and marking should indicate that general-purpose through travel is not allowed in the transit lane.

Transit stops with enhanced shelter and waiting areas are shown in the diagram as far-side stops at intersections, though portions of these stop are likely to lie outside of the right-of-way and require easements or use agreements (Near-side stops are located immediately before an intersection and far-side stops are located immediately after an intersection). Exact stop locations will be determined in partnership with MARTA as part of ongoing study efforts for the corridor and is dependent on signal prioritization. For articulated (double length) buses, at least 100 feet of length along the curbside should be allowed for bus boarding and passenger waiting.

3.2 BIG IDEAS

STEP 2: MEDIAN AND MIDBLOCK CROSSINGS

Note: Lane reductions on Buford Highway are subject to further study and review in partnership with GDOT.



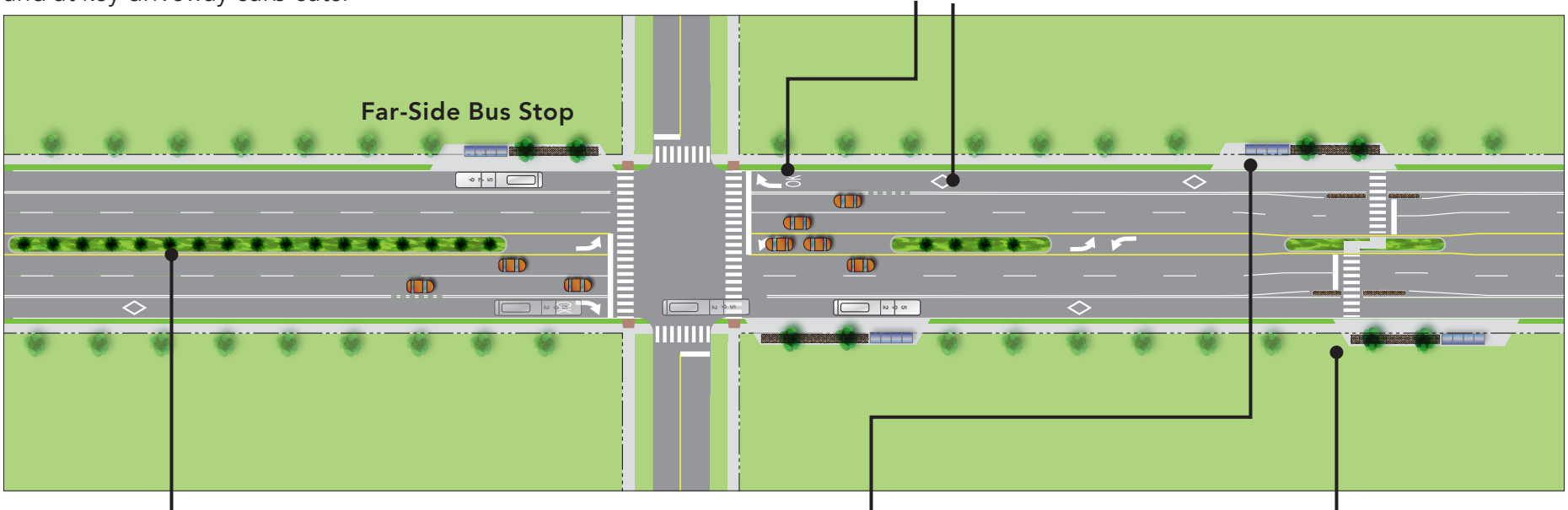
Diagram 10. Buford Highway Median and Midblock Crossings

Keeping the same fundamental cross-section as in Step 1, consolidation and closure of driveways along significant lengths of corridor also allows the opportunity to add raised medians in place of the two-way left turn lane. These should continue to allow sufficient left-turn storage length at intersections, and should generally be placed when at least 100 feet of median length is achievable. Medians should also be placed around future signalized mid-block (HAWK) crossings, as indicated to the right of the diagram. These are proposed with special buffer treatment allowing pedestrians to cross through the transit lane before crossing main lanes, which can shorten the distance needed while the signal has stopped vehicular traffic. Medians should be designed to accomodate overstory trees.

3. CORRIDOR VISION

STEP 2: MEDIANS AND MIDBLOCK CROSSINGS

As the number of driveway curb cuts are reduced, the transition areas to use the transit lane for right turns can also be reduced. An ultimate design for this transit lane concept would likely continue to allow right turns at key intersections, but only at these locations and at key driveway curb cuts.



Addition of medians can begin on an opportunity basis and GDOT has expressed support for the concept. The Cities will take lead responsibility for efforts in driveway consolidation, but once this has occurred medians allowing sufficient left turn storage can be added. The Cities and GDOT should explore landscaping or other features as environmental and aesthetic improvements.

HAWK (High intensity Activated crossWalk) crossings may not always feature transit stops, but opportunities to pair them should be prioritized. Transit facility design should incorporate sufficient waiting space for pedestrians crossing at HAWK signals but also provide ample length for transit vehicles to stop while not blocking the crosswalk or impeding pedestrian visibility across the road.

When utilizing HAWK crossings, special designs are needed around the transit lane. Proposed here is a lane-narrowing design that allows space (typically 2 feet) for raised island buffers to separate the transit lane from general-purpose travel lanes so that pedestrians crossing at the signal can wait in the buffer for Buford Highway traffic to be stopped.

3.2 BIG IDEAS

STEP 3: RECLAIMED OUTER LANE

Note: Lane reductions on Buford Highway are subject to further study and review in partnership with GDOT.

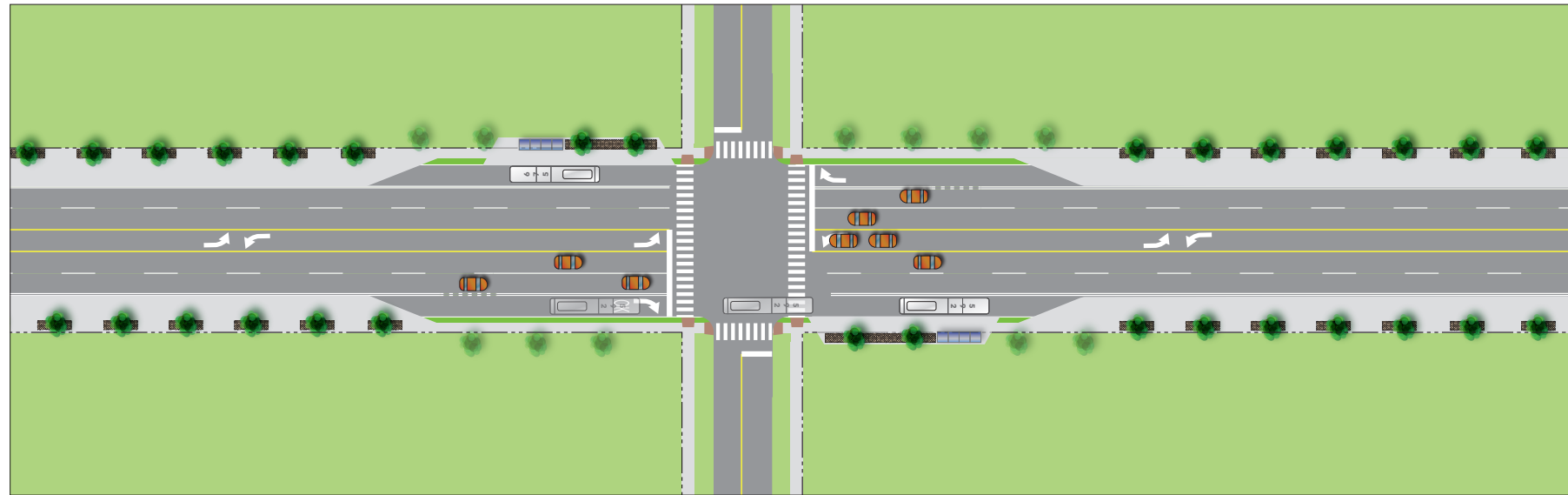


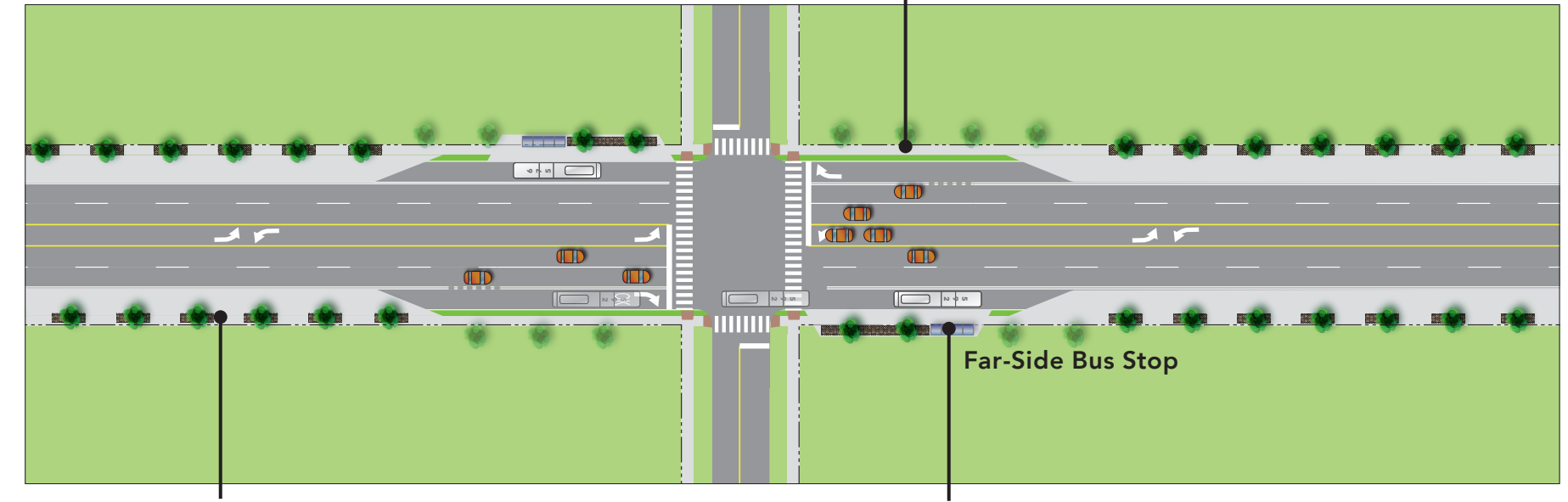
Diagram 11. Buford Highway Reclaimed Outer Lane

As a long-term approach, if the Cities, agency partners, and stakeholders reach consensus that traffic operations will not require the full seven-lane roadway section into the future, the outer lanes may be reclaimed as expanded sidewalk with right turn lane and transit stop spacing preserved at intersections or other key locations where transit stops are located. This allows sufficiently greater space for streetscape enhancements in the ROW and reduces the overall dimensions of the street section, thus helping to control vehicle speeds and reduce safety risk. The Cities should work with GDOT to delineate the scenarios which would enable the street trees planted along the corridor to be able to be located adjacent to the Buford Highway street curb.

3. CORRIDOR VISION

STEP 3: RECLAIMED OUTER LANE

The expanded curbs of this section would revert to the existing third lane on approach to intersections, serving both right-turn vehicles and allowing a queue jump lane for transit. If the far-side stops as shown in these diagrams are used, a corresponding stop area across the intersection would be reserved for transit vehicles.



GDOT standards require streetscape enhancements and other vertical elements to be located at the back of ROW. However, Chamblee and Doraville should pursue design variances from GDOT to create an urban streetscape for increased pedestrian safety and to separate pedestrian traffic from vehicular traffic.

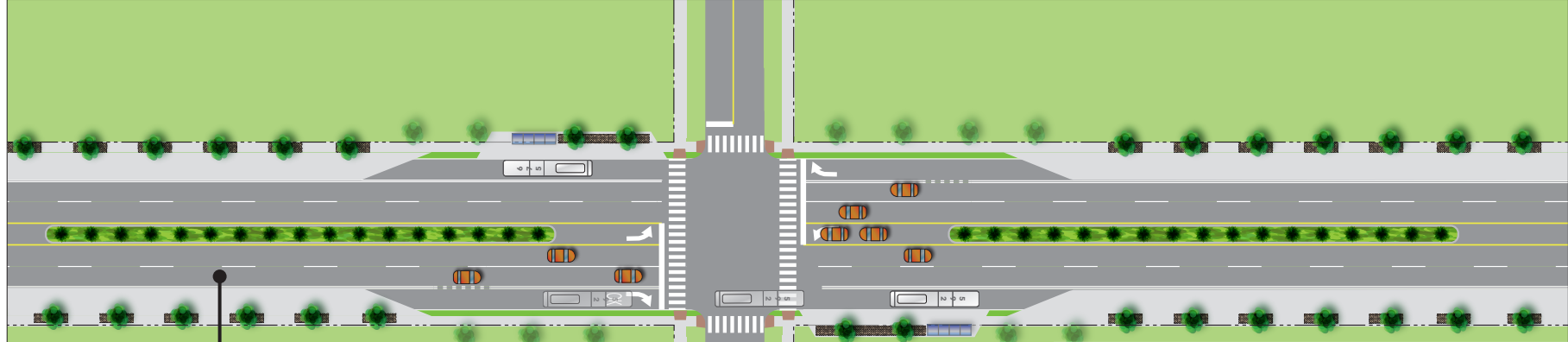
The third travel lane is preserved for transit stop areas, with the far-side design shown here allowing transit vehicles to pass through intersections and avoid queues and signal red lights before making a stop to board or release passengers. This allows transit vehicles to re-enter an outer lane during red light phases for Buford Highway, when through traffic is held at the intersection.

3.2 BIG IDEAS

STEP 3A: ADDED MEDIANS

Similar to the addition of medians under Step 2, the two-way left turn lane may be replaced with medians once sufficient consolidation of driveways has been achieved, even if curbs are extended. As before, it is important that medians allow openings and left turn storage at key locations, and installation of medians without treatment of driveways is likely to generate U-turn movements at intersections - which can add to corridor safety risk, especially for pedestrians.

Diagram 12. Buford Highway Added Medians



The Buford Highway bus route could evolve over time to become a light rail transit infrastructure mixed with regular vehicular traffic along the corridor. Continued collaboration with MARTA on the viability of this concept should be pursued.

Providing overstory trees within a landscaped median would help to lower vehicular speeds along the corridor while also providing for a significant aesthetic improvement to Buford Highway.



3. CORRIDOR VISION

STEP 3A: ADDED MEDIANS

As with Step 2, placement of medians should continue to allow sufficient left-turn storage space and should be designed as a joint GDOT-Cities effort based on more detailed traffic and operational study.

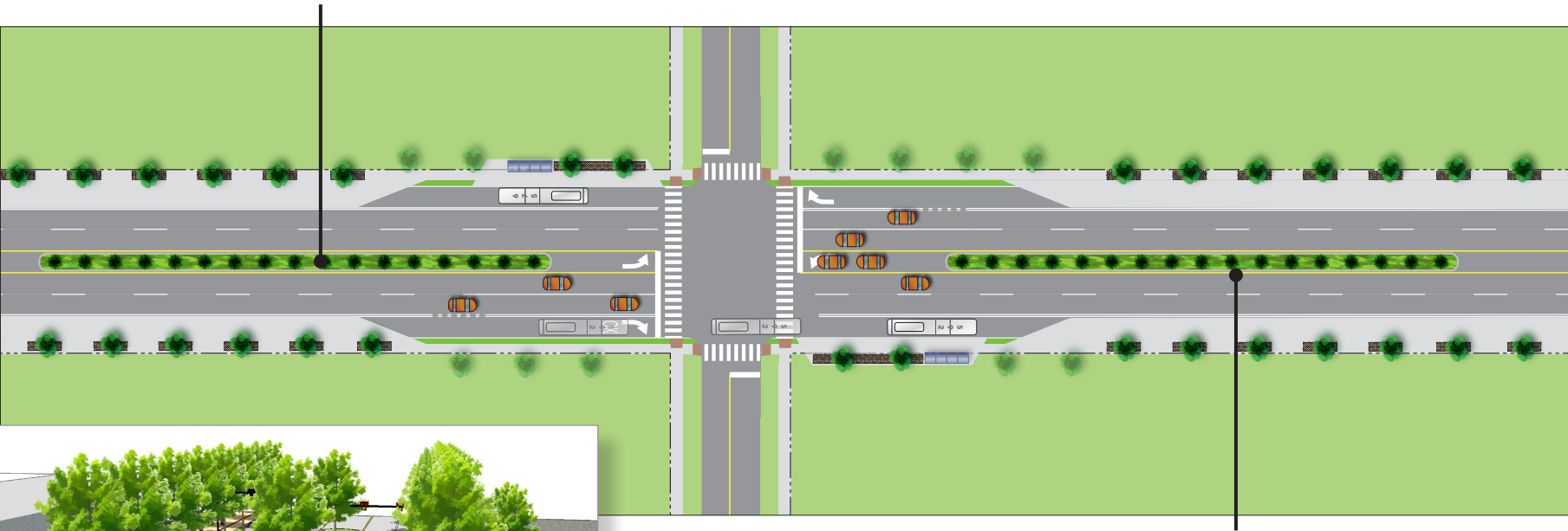


Diagram 13. Buford Highway Conceptual Rendering

Although median placement could continue as an opportunity-based, incremental enhancement of the corridor, it is likely that medians would already be in place by the time a major reconstruction of the corridor to replace the outside travel lane for the multi-use path would occur.

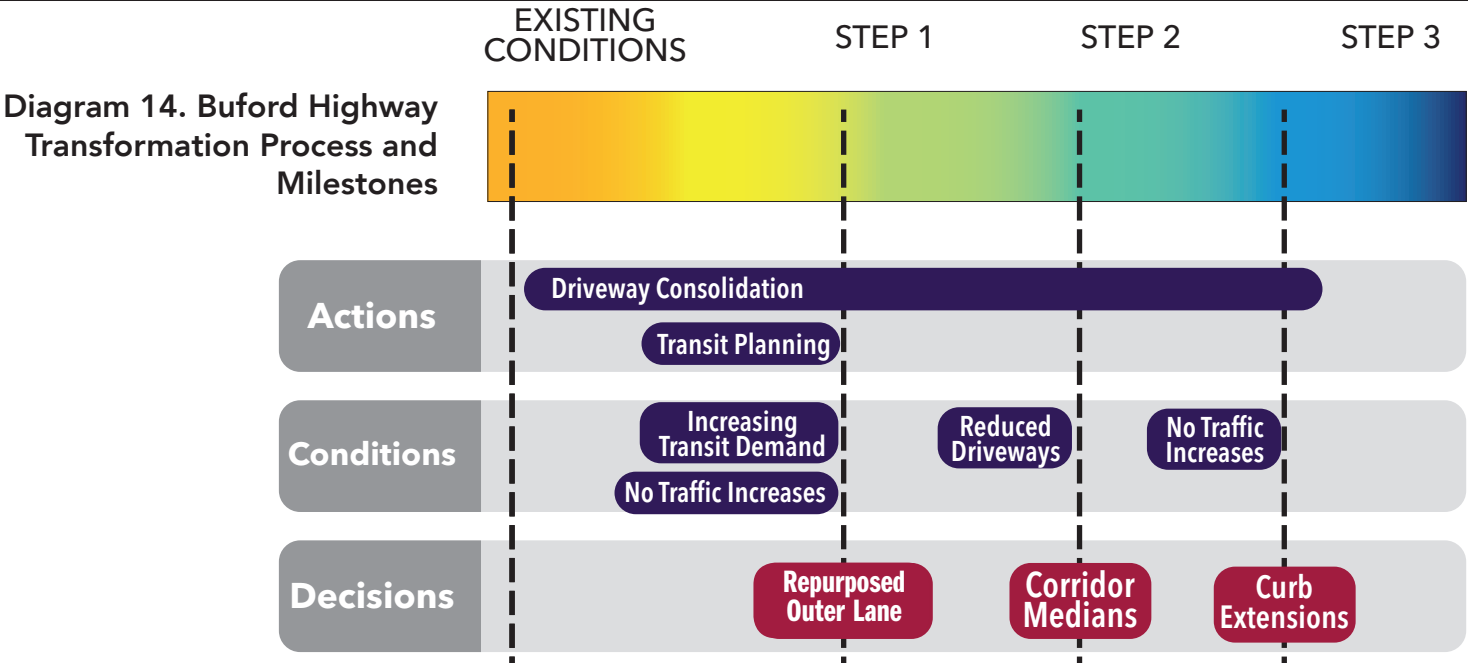
3.2 BIG IDEAS

BUFORD HIGHWAY TRANSFORMATION: PROCESS OVERVIEW AND MILESTONES

The diagram to the right illustrates the transformation decision-making process in greater detail, with key actions for each of the agency partners identified for each step, conditions to be satisfied for the corridor to move onto the next step, and decision points needing consensus between the Cities, GDOT, MARTA and other agency partners.

The LCI recommends a specific supplemental study for the first set of actions. The first of these (defined as the LCI's Recommendation 5.2) is a more detailed corridor access study that would identify current driveway locations, right-of-way boundaries, and parcel boundaries. This study would identify opportunities and general costs involved with driveway consolidation and establish an outline for a more proactive access management policy and program to expedite further consolidation of driveways on the corridor.

The second study recommendation is for ongoing coordination with MARTA as the agency develops its Transit Development Plan and implements recommendations of its 2016 Comprehensive Operations Analysis. If these efforts both advance the idea of enhanced bus service on Buford Highway and current efforts are successful in increasing transit ridership, the partner agencies may consider moving forward with implementation of Step 1.



3. CORRIDOR VISION

BIG IDEA

06

UNIFIED TRAVEL SPEED



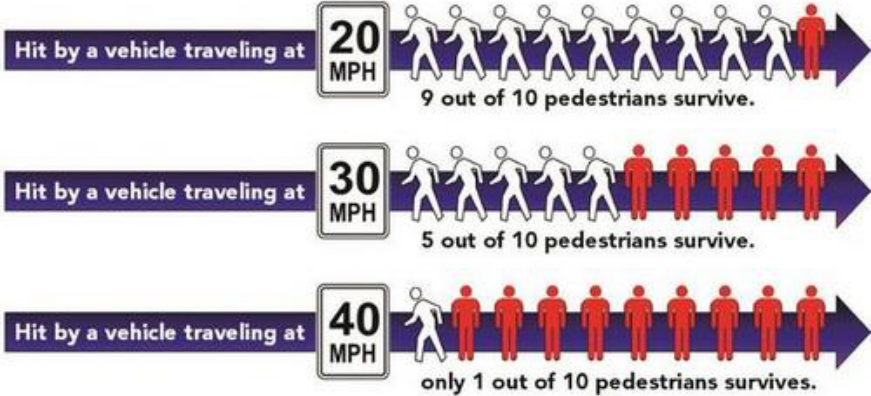
DESCRIPTION

There are many factors that contribute to high travel speeds along the Buford Highway corridor, perhaps most significantly the fact that there are more lanes than are needed for the amount of traffic that utilizes the roadway. Many of the recommendations of this plan will go a long way towards reducing travel speeds along the corridor. In addition to these other recommendations, there is a need for a unified travel speed to be established for speeds that reflect the desire for the roadway to be safe and accessible for all modes of transportation including buses, pedestrians, and cyclists. Big Idea #6 includes the following more specific travel speed recommendations:

RECOMMENDATIONS

- 6.1 **Travel Speeds.** Adopt a 35mph travel speed for the entire corridor. This speed is already established in Doraville and should be applied corridor-wide.
- 6.2 **Travel Lanes.** Reduce travel lane dimensions from the current 12' width per travel lane to 10' width per lane.

Diagram 15. Vehicular Speed Pedestrian Impact



3.2 BIG IDEAS

BIG IDEA

07

I-285 AREA IMPROVEMENTS

DESCRIPTION

Although the study recommends a high-level framework approach to implement improvements over most of the Buford Highway corridor, it makes specific improvements around the I-285 interchange in Doraville, which is by most measures the most challenging and dangerous part of the corridor. This portion of the corridor has the highest crash rate, the highest numbers of bicycle and pedestrian crashes, and the highest daily traffic volumes. Due to the large intersections at the ends of the I-285 access ramps, pedestrians face some of the most difficult crossings of the entire corridor and a high number of turning vehicles whose drivers are focused on accessing the freeway ramps.

The study recommends a set of improvement projects to enhance pedestrian conditions at these crossings. The diagram to the right illustrates the different improvements and defines them as distinct projects. GDOT may be able to advance some of these projects as part of regular roadway maintenance and repairs.

Big Idea #7 includes the following more specific I-285 recommendations on the following page.



Map 16. I-285 Intersection Improvements

RECOMMENDATIONS

- 7.1 Signage.** Add signage to alert motorists to pedestrian crossings at ramps, especially for motorists making left turns onto ramps who may have attention focused on oncoming vehicle traffic. The crosswalks across existing ramps are currently aligned close to the Buford Highway travel lanes and give motorists little distance after turning to slow or stop if needed.
- 7.2 Lighting.** Improve pedestrian separation and lighting under the I-285 bridge. Although the sidewalk is generally wider under the bridge than in other extents of the corridor, it is dark and generally not a pleasant walking environment. Nighttime pedestrians may face particular challenges of seeing curb lines and curb ramps when attempting to cross.
- 7.3 Widened Sidewalks.** Widen the sidewalks and restore curbs along Buford Highway (especially on the north/west side of the road) and install raised islands on the southeast corner of the interchange (specifically, where the northbound-side crosswalk crosses the entry and exit ramps to/from eastbound I-285). Ideally a redesigned interchange would add buffer separation along Buford Highway between sidewalks and travel lanes.
- 7.4 Public Art.** Develop a concept for a public art installation underneath the I-285 intersection. Work with local public art groups to conduct the art installation.



The existing 285 overpass with Buford Highway (above) is an extremely unpleasant experience for pedestrians. The City of Campbell, California recently made pedestrian improvements to a highway underpass similar to the recommendations made by this plan.

A CLOSER LOOK: REVIVE 285

As an interchange that will be involved in the Revive285 planning process, the City of Doraville may have opportunities to work with GDOT to modify the interchange design to better balance pedestrian and vehicle priorities. No specific design concepts for the interchange were available at the time of the LCI study, but the following should be considered as potential design elements that can improve the movement of pedestrian and cars at the interchange:

- Reduced radii on channelized right turns at ramp intersections, with high-visibility crosswalks at all pedestrian crossings of these ramps.
- Realignment of Motors Industrial Way and reconstruction of the eastbound I-285 exit ramps to a more conventional diamond design that reduces ramp turning volumes from the east.
- Lengthened spans on the I-285 bridge crossings allowing greater distance between the Buford Highway traveled lanes and sidewalks, in turn allowing crosswalks of the entry ramps to be separated from the travel lanes.



The Revive 285 implementation should include improvements for pedestrian mobility including wider sidewalks and delineated crosswalks through the 285 intersection.

3. CORRIDOR VISION

BIG IDEA

08

THE BuHi WALK

DESCRIPTION

There is arguably no other recommendation that better exemplifies the heartbeat of this planning process than the BuHi Walk. The BuHi Walk is the perfect combination of all that is great about Buford Highway today (the local businesses) with something new to make the corridor even better (public art and amenities).

The BuHi Walk is a proposed pedestrian pathway that will be created by utilizing the existing shopping centers with their rich offerings of restaurants and retailers and by adding public art and amenities to provide for a more engaging walking environment. The BuHi Walk has the potential to make a significant impact with very little funding, and can further add to the reputation of Buford Highway as a destination for eating and entertainment throughout the Atlanta region.

Big Idea #8 includes the following more specific BuHi Walk recommendations on next page:



The BuHi Walk will connect the corridor's many restaurants and retailers through a series of pedestrian walkways created through public art activations.

3.2 BIG IDEAS

BIG IDEA

08

THE BuHi WALK

RECOMMENDATIONS

- 8.1 Route (Short-Term).** Create a 1st phase route that extends from Orient Center at Chamblee Tucker Road to Pinetree Plaza at Oakmont Avenue.
- 8.2 Route (Long-Term).** Extend the route north to White Windmill Bakery at Oakcliff Road.
- 8.3 Public Art.** Utilize public art and similar activations to connect adjacent shopping centers.
- 8.4 Shopping Centers.** Use the fronting arcades, walkways, or wide driveways as part of the BuHi Walk. In concert, the planting of overstory trees could also enhance the pedestrian experience by providing shade canopy and to further delineate the walking path.
- 8.5 Infrastructure.** Use branding, wayfinding signage, lighting, and similar elements to unify the system.
- 8.6 Marketing.** Promote and market the BuHi Walk as a destination in the Atlanta region.
- 8.7 Business Participation.** Engage businesses to contribute landscaping, dining, and vending to the BuHi Walk.
- 8.8 New Development.** Work with pending developments to integrate the BuHi Walk.
- 8.9 I-285 Public Art.** Coordinate with the I-285 art installation to connect through the I-285 intersection.
- 8.10 Neighborhood Connections.** Work with neighborhoods to identify new future pedestrian connections to the BuHi Walk.



We Love BuHi has already begun some of the work in February 2017 by planting fruit trees and painting paths at the Korea Town shopping center.

3. CORRIDOR VISION

THE BuHi WALK : POTENTIAL ALIGNMENT



Recommended Path
Connections

Existing Path /
Sidewalk Infrastructure

Map 17. BuHi Walk Alignment

3.2 BIG IDEAS

BIG IDEA

08

THE BuHi WALK

This rendering shows what the BuHi Walk could look like built out in early phases. The pedestrian right of way is extended and fun paint designs create a more fun and inviting environment to direct pedestrians along the route. Small planters and bright crosswalks create separation and call more attention to pedestrian walkways.



Diagram 16. Pinetree Plaza BuHi Walk

3. CORRIDOR VISION

BIG IDEA

09

NIGHT MARKET

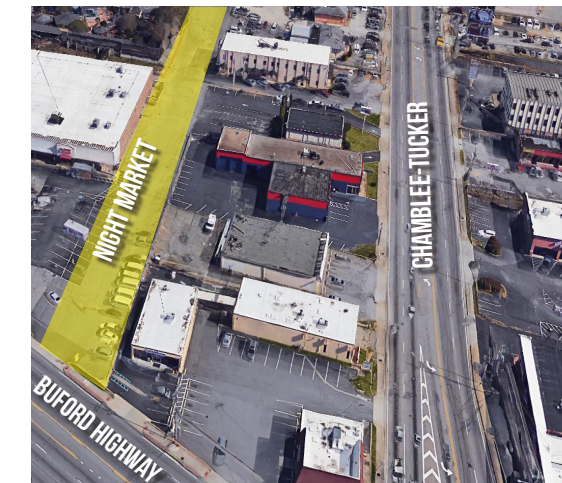
DESCRIPTION

Many cities throughout the world have begun to create night markets or bazaars which function as evening street markets. Night markets typically offer an outdoor shopping and strolling environment though many markets specialize in a primary offering such as food. Buford Highway is the perfect location for creating Atlanta's premier night market. The corridor's diverse offering of restaurant and retail representing multiple cultures and nationalities are the ideal vendors for an outdoor market. The market should also encourage local artisans to sell handwoven textiles, painted ceramics, leather goods, drawings and paintings, and other distinctive handmade goods. The BuHi Market should be coordinated with and co-located along the BuHi Walk to ensure both initiatives are supporting each other.

Big Idea #9 includes the following more specific BuHi Night Market recommendations:

RECOMMENDATIONS

- 9.1 Pop Up Event (Short Term).** Establish the BuHi Night Market as a periodic and mobile event.
- 9.2 Permanent Location (Long Term).** Establish a permanent location for the BuHi Night Market.
- 9.3 Local Business Coordination.** Work with local Buford Highway businesses to facilitate their participation in the BuHi Night Market.
- 9.4 Marketing.** Market and promote the BuHi Night Market as a major event destination throughout the greater Atlanta region.



The BuHi Night Market could emerge in a number of locations along the corridor, activating under-utilized parking lots or driveways and transforming them into a vibrant temporary event space.

3.2 BIG IDEAS

BIG IDEA

10

BuHi LANTERNS



The BuHi Lanterns are an opportunity to create a signature piece of infrastructure along the corridor representing the uniqueness of the businesses and people of Buford Highway.

DESCRIPTION

In conjunction with the BuHi Walk and the BuHi Night Market, the BuHi Lantern is an opportunity to continue to distinguish Buford Highway from other commercial corridors in the region. The lanterns are inspired by the outdoor lights displayed in many Latino and Asian communities around the world and will be customizable so that individual businesses, organizations, or residents can design their own lanterns and display them along the corridor. Big Idea #10 includes the following more specific BuHi Lanterns recommendations:

RECOMMENDATIONS

- 10.1 Acquire Lanterns.** Acquire lanterns that can be individually tailored and designed by local businesses or residents.
- 10.2 Business Participation.** Work with local businesses to customize their own lanterns and to display them in front of their business along the street.
- 10.3 Community Participation.** Coordinate with local art organizations to engage residents in creating their own BuHi Lanterns to display along Buford Highway during targeted events, festivals, or celebrations.
- 10.4 BuHi Market Coordination.** Launch the BuHi Lanterns with the launch of the BuHi Night Market (Idea #9).
- 10.5 MARTA Coordination.** Work with MARTA to integrate the BuHi Lanterns into enhanced MARTA bus stop areas and at the Doraville and Chamblee MARTA Stations.
- 10.6 Public Space Integration.** Integrate BuHi Lanterns into community open spaces, street trees, street lights, and/or at major corridor gateways.
- 10.7 Lantern Festival.** Establish a BuHi Lantern festival to allow the community to participate in the creation of lanterns and to celebrate the people and the businesses of Buford Highway.

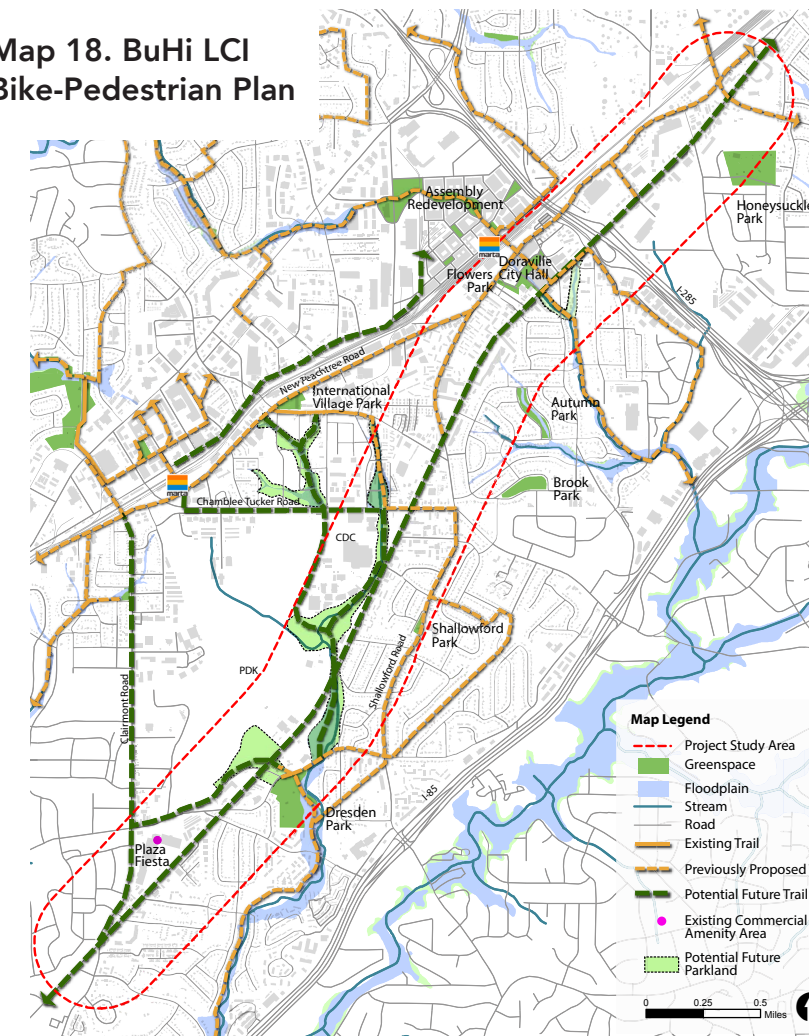
3. CORRIDOR VISION

BIG IDEA

11

COHESIVE BIKE-PEDESTRIAN PLAN

Map 18. BuHi LCI Bike-Pedestrian Plan



DESCRIPTION

The LCI study area has focused on Buford Highway and its immediately adjacent properties for most of its recommendations. However, as a central transportation spine through Chamblee and Doraville, it also offers potential to tie together larger transportation systems in surrounding neighborhoods, especially for bicycles and pedestrians. The study has identified a program of multi-use path connections around the larger corridor, offering connections to MARTA rail (via both the Chamblee and Doraville stations), the Assembly development, and to Dresden Park.

Big Idea #11 includes the following more specific Bike-Ped recommendations:

RECOMMENDATIONS

- 11.1 Previous Plans.** Implement previously proposed Chamblee and Doraville bicycle and pedestrian plans.
- 11.2 Peachtree Creek Greenway.** Extend the proposed Peachtree Creek Greenway to Buford Highway via Dresden Park.
- 11.3 Buford Highway.** Pursue bicycle use along a future widened Buford Highway sidewalk, extending from Clairmont Road to Oakcliff Road (Idea #3).
- 11.4 Chamblee Tucker Road.** Create bike path along Chamblee Tucker Road from Chamblee MARTA station connecting to other planned bike-ped infrastructure.

3.2 BIG IDEAS

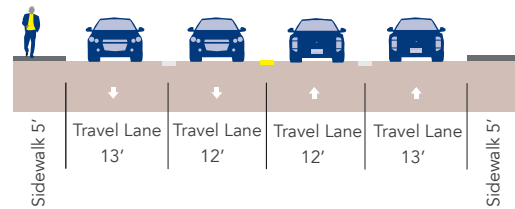
BIG IDEA

11 BIKE-PEDESTRIAN PLAN

RECOMMENDATIONS (CONTINUED)

- 11.5 Clairmont Road.** Create bike path along Clairmont Road by reducing road from four to three travel lanes.
- 11.6 Peachtree Road.** Create bike path from Chamblee MARTA station to Assembly along Peachtree Road.
- 11.7 Longmire Way.** Create bike path along Longmire Way that connects New Peachtree Road to Buford Highway.
- 11.8 Floodplain and Stream Opportunities.** Continue to pursue opportunities to create bike-ped paths along floodplains and stream corridors where they represent connections between other planned bike-ped infrastructure.

CLAIRMONT ROAD EXISTING



CLAIRMONT ROAD PROPOSED

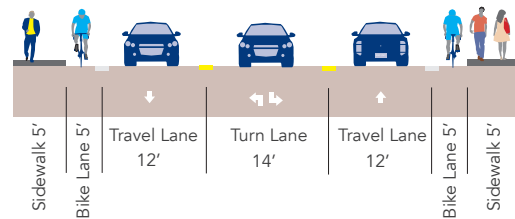
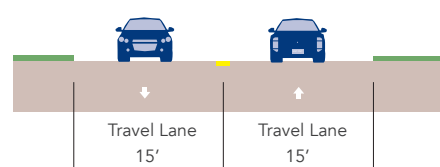


Diagram 17. Clairmont Road Section

PEACHTREE ROAD EXISTING



PEACHTREE ROAD PROPOSED

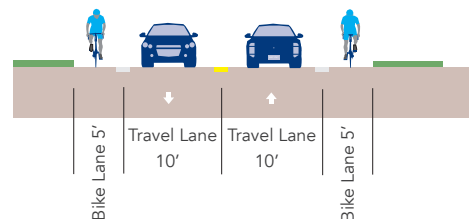
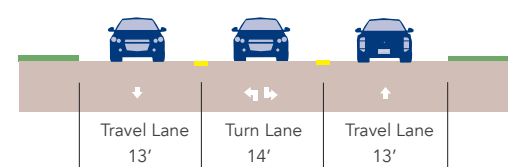


Diagram 18. Peachtree Road Section

LONGMIRE WAY EXISTING



LONGMIRE WAY PROPOSED

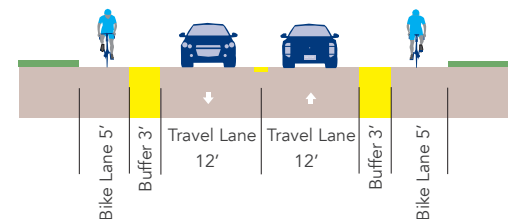


Diagram 19. Longmire Way Street Section

3. CORRIDOR VISION

BIG IDEA

12 GREEN SPACE PLAN

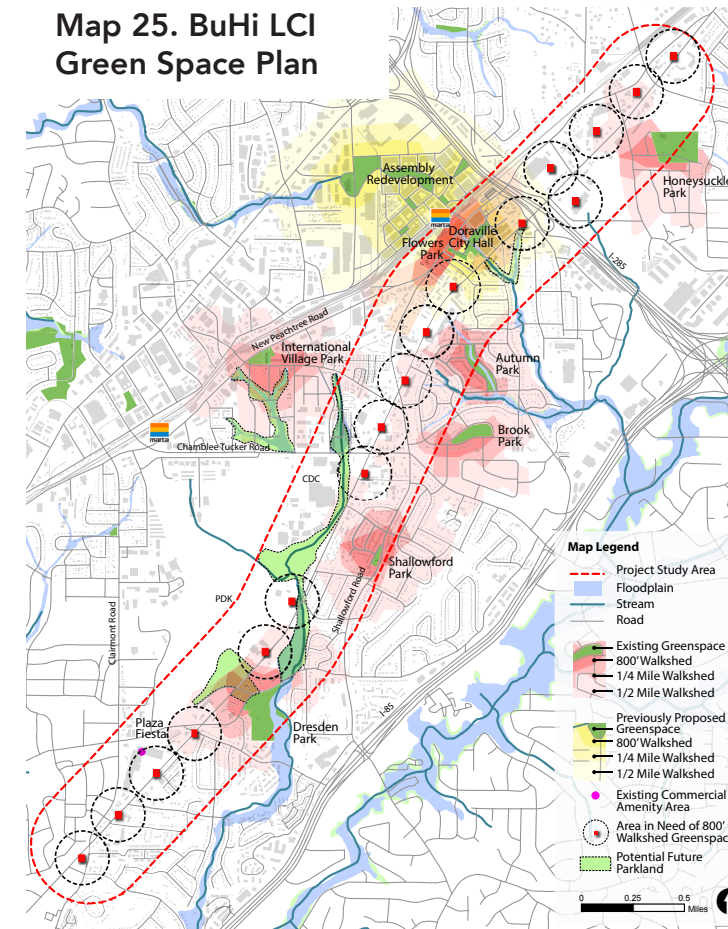
DESCRIPTION

The Buford Highway corridor is severely lacking green space and public space. Much can be done to ensure that future redevelopment integrates such spaces into the fabric of the redevelopment which will greatly help to add needed green and public space. But more will need to be done to begin providing these open spaces along the corridor in the short-term. Big Idea #12 includes the following more specific Open Space recommendations:

RECOMMENDATIONS

- 12.1 Floodplain and Stream Opportunities.** In conjunction with recommendation #11.8, continue to pursue opportunities to create new green spaces along floodplains and stream corridors.
- 12.2 Day Light Streams.** Identify where there are buried streams that can be "day lit" and integrated into a system of linear parks.
- 12.3 Brown Field Remediation.** Work with City staff and property owners to identify potential brown field sites that could be remediated and utilized as future public spaces.
- 12.4 Corridor Public Spaces.** Work with property owners to identify opportunities to create a system of green spaces located every 800' along Buford Highway. These spaces can be as small as one acre and should be engaged by commercial, retail, or residential uses. The community should be engaged to assist in the design of new public spaces to address their needs and desires.

Map 25. BuHi LCI Green Space Plan



3.2 BIG IDEAS

BIG IDEA

13

SIGNATURE PUBLIC SPACE



Map 20. Conceptual Signature Public Spaces

DESCRIPTION

While recommendation #12 focuses on providing new open spaces throughout the corridor, there is still a need for a single public space of significance. The area is lacking a public space large enough in size and designed in such a way that it could attract and accommodate large gatherings of people. Several similar types of spaces have been created in the Atlanta region over the last 10 years such as Old Fourth Ward Stormwater Park and Suwanee Town Center demonstrating that significant open spaces can become economic catalysts as well as amenities for local residents. Big Idea #13 includes the following more specific Signature Public Space recommendations:

RECOMMENDATIONS

- 13.1 New Signature Public Space.** Create a sizable signature public space along the corridor large enough to host large gatherings of people. This space should be designed to be a major destination for the area with opportunities for all ages to be engaged. This signature space should be a minimum of 5 acres in size to have enough area to fulfill its purpose.
- 13.2 CDC Collaboration.** Collaborate with the CDC to pursue partnership opportunities for the funding of this space. Such a partnership could result in an outdoor classroom for public health and active living, consistent with CDC advocacy in support of such concepts.
- 13.3 Stormwater Retention.** If possible, integrate stormwater retention and remediation elements in the signature space.
- 13.4 Public Space Activation.** Integrate residential, retail, dining, hotel, and/or entertainment uses into the public space so that it is properly activated and engaged at all times.
- 13.5 Public Art.** Integrate a significant work of art within the signature space to provide a unique sense of place and to attract visitors.

3. CORRIDOR VISION

BIG IDEA

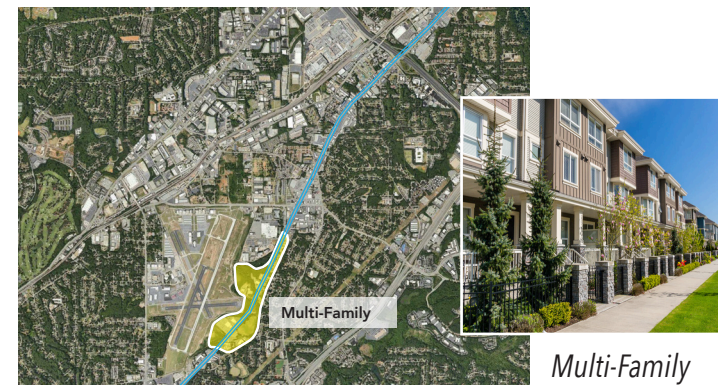
14

FUTURE DEVELOPMENT



Map 21.
Proposed Mixed Use
Zoning Map

Mixed Use development example.



Map 22.
Proposed Multifamily
Zoning Map

*Multi-Family
development example.*

DESCRIPTION

Much of the Buford Highway corridor today has zoning regulations that enable mixed-use development. This plan recommends filling in the gaps from a land use perspective and ensuring that all of the corridor north of the CDC becomes mixed-use-zoned. There are portions of the corridor in Chamblee between the CDC and Plaza Fiesta that are more suitable to multifamily land use and these areas should be zoned accordingly. Big Idea #14 includes the following more specific Zoning: Future Development recommendations:

RECOMMENDATIONS

- 14.1 Mixed-Use.** Establish a mixed-use zoning district north of Beverly Hills Drive in Chamblee to the Gwinnett County line and south of Bragg Street to the Brookhaven city limit. Mixed-use includes residential, retail, commercial, office, and service uses.
- 14.2 Multifamily.** Establish a multifamily zoning district south of Beverly Hills Drive and north of Bragg Street in Chamblee. Multifamily uses include condos, townhomes, and apartments and should enable limited ground floor retail in association with the overall development.
- 14.3 Open Space.** Require commercial development to provide open space that is equal to a minimum of 10% of the lot area. Require residential development to provide open space that is equal to a minimum of 20% of the lot area.

3.2 BIG IDEAS

BIG IDEA

15

URBAN DESIGN STANDARDS

DESCRIPTION

Portions of the Buford Highway corridor in both cities have more modern zoning regulations complete with urban design standards that require elements such as sidewalks and streetscapes, landscaped parking lots, and storefront treatment on new buildings. This plan calls for the entirety of the corridor to have a form-based zoning so that the corridor is uniform in its aesthetic requirements for future development. All of these recommendations would apply to the zoning of parcels along the corridor and would only be required as part of new development. All existing development and uses would be grandfathered in with no new change required unless redevelopment of property occurs. Big Idea #15 includes the following more specific Zoning: Urban Design Standards recommendations:



Edgewood Retail District in Atlanta successfully screens surface parking lots from the street and sidewalk with active buildings.

RECOMMENDATIONS

- 15.1 Block Patterns.** Require large parcels to break into smaller block patterns with a maximum block area of 120,000 sqft. This will ensure that the traffic associated with future development can circulate internally and off of Buford Highway. Creating a smaller block pattern will allow for a more usable street network off of the corridor and enhance pedestrian circulation.
- 15.2 BuHi Walk.** Require the BuHi Walk to be integrated into new developments with enough flexibility to enable developers to make it work.
- 15.3 BuHi Lanterns.** Enable BuHi Lanterns to be provided on buildings, in streetscapes, and on properties.

- 15.4 Parking Lot Landscaping.** Require pedestrian walkways and landscaped islands (with overstory trees) in newly created surface parking lots.
- 15.5 Storefront Treatment.** Require new street-fronting buildings to have storefront fenestration (glass) treatment.
- 15.6 Buford Highway Frontage.** Require future buildings or open spaces to front along Buford Highway instead of large surface parking lots.
- 15.7 Sidewalks.** Require sidewalks along all existing streets and new streets or driveways.
- 15.8 Drive-Throughs and Parking.** Require newly built drive-throughs and parking areas to be located to the side or rear of buildings.
- 15.9 Signage.** Prohibit shopping center pole signage as part of future development and instead allow monument and building signage.
- 15.10 Shared Parking.** Enable parking spaces to be counted and shared by uses with opposite peak hours to help reduce the total number of parking spaces that are required to be provided.
- 15.11 Curb Cut Paving.** Provide special paving materials to demarcate sidewalk zones crossing over driveways.
- 15.12 Access Management.** Wherever possible, prioritize accessing Buford Highway frontage parcels from side streets instead of from Buford Highway.
- 15.13 Curb Cut Widths.** Limit curb cuts to 12-foot width for 1-way entrances and 24-foot width for 2-way entrances.

- 15.14 Curb Cut Spacing.** Space curb cuts a minimum of 200' apart from each other on individual parcels.
- 15.15 Interparcel Connectivity.** Require adjacent parcels to enable internal vehicular connectivity to alleviate the need to utilize Buford Highway for such trips.
- 15.16 Building Design.** Require facades for buildings and structures to be designed to have the appearance of horizontal building floors, with window fenestration, street fronting pedestrian doors, and quality building materials. Parking decks should require ground floor active tenant spaces adjacent to Buford Highway and require screening of vehicles on building facades facing all other streets.



Zoning regulations should ensure that new development provides an urban character with engaging building facades that cater to pedestrians.

3.2 BIG IDEAS

BIG IDEA

16

SMALL BUSINESSES

DESCRIPTION

One of the defining characteristics of the corridor today is the preponderance of small businesses. The various strip mall shopping centers that line the corridor are home to many small commercial offerings, full of a diverse offering of local businesses and giving the corridor its unique character. This plan calls for retaining this character as part of future development by providing a zoning mechanism that requires larger new development to carve out a small percentage of space for smaller uses. Big Idea #16 includes the following more specific Zoning: Small Businesses recommendations:

RECOMMENDATIONS

16.1 Small Businesses. Require retail developments over 20,000 square feet in size to provide 10% of the new development as individual businesses that are 2,000 square feet or less in size, provided as external storefronts with building entrances fronting onto streets and/or parking lots.

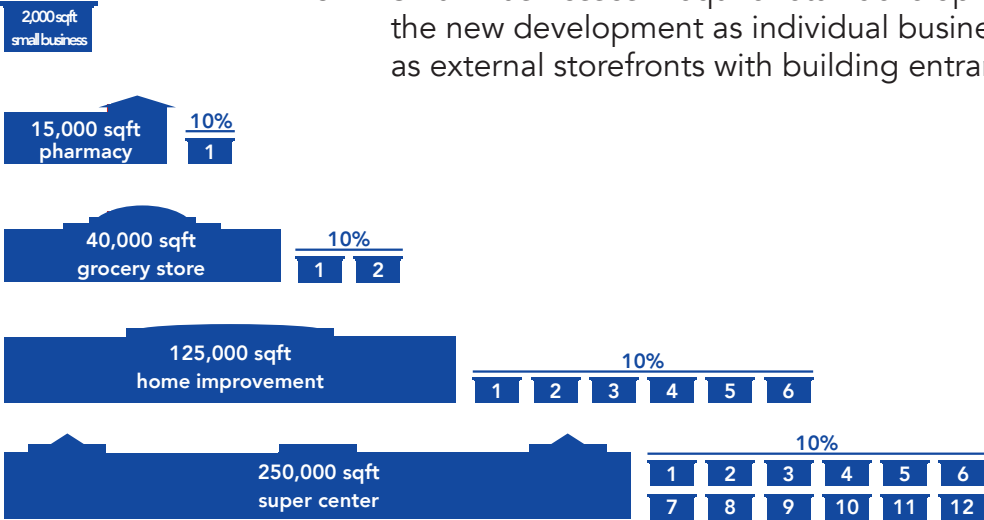


Diagram 20. Small Business Strategy



Small businesses represent the predominant character of Buford Highway and should continue to be integrated into larger retail development that is likely to occur in the future.

3. CORRIDOR VISION

BIG IDEA

17

MIXED-INCOME RESIDENTIAL

DESCRIPTION

Throughout the LCI Plan process, the community feedback that was collected indicated support for future housing options along the corridor catering to a variety of different incomes and stages of life. Community members supported the idea of a future Buford Highway that provides housing opportunities for the elderly and for families that is located in close proximity to goods and services as well as to MARTA transportation options. The proposed Nexus development is an example of a housing development that is providing this exact housing diversity in a mixed-use development north of I-285 and more of this type of development would be beneficial. Big Idea #17 includes the following more specific Zoning: Mixed Income Housing recommendations:

RECOMMENDATIONS

17.1 Mixed-Income Housing. Update the zoning district regulations for the corridor to establish density bonuses for providing residential units that either accommodate income levels that are below the Atlanta region Area Mean Income (AMI) or that are targeted to seniors.



The Cities should integrate zoning density bonuses triggered by providing mixed income residential in an effort to ensure that future redevelopment provides elements of housing affordability.

3.2 BIG IDEAS

BIG IDEA

18 SPECIFIC USES

DESCRIPTION

One of the defining characteristics of the corridor today is the large number of small businesses. The various strip mall shopping centers that line the corridor are home to many small commercial offerings, full of a diverse offering of local businesses and giving the corridor its unique character. This plan calls for retaining this character as part of future development by providing a zoning mechanism that requires larger new development to carve out a small percentage of space for smaller uses. Big Idea #18 includes the following more specific use recommendations:

START LIMITING THESE...



START ALLOWING THESE...



RECOMMENDATIONS

- 18.1 Residential Uses.** Allow multifamily uses in the commercial and mixed use districts along the corridor.
- 18.2 Auto-Oriented Uses.** Place a minimum distance limitation on gas stations, auto repair shops, and car sales for all new such uses and prohibit these on Buford Highway.
- 18.3 Amenities.** Allow outdoor dining, balconies, rooftop terraces, and gardens as accessory uses as part of new development.
- 18.4 Hotels.** Allow hotels in mixed-use zoning districts complete with exterior and interior amenity requirements to ensure a higher level of quality.
- 18.5 Food-Related Industries.** Update zoning regulations for the corridor and nearby commercial areas to allow the food-related industries in Idea #19 to be permitted where appropriate.

3. CORRIDOR VISION

BIG IDEA

19 EXPANDED LOCAL FOOD IDENTITY

DESCRIPTION

While much of the corridor has evolved into a robust restaurant and retail scene, there are still portions that are defined by businesses that are auto-oriented such as gas stations, repair garages, and car sales. While some of these uses may still be desirable and provide a service to the community, there is not a need for an agglomeration of such uses that cater to a larger area than the local community. These types of uses should still be allowed yet controlled to ensure the gradual “evening out” of these uses over time. Big Idea #19 includes the following more specific Food Identity recommendations:



RECOMMENDATIONS

- 19.1 Marketing.** Promote and market the Buford Highway corridor as a “Foodie” destination throughout Atlanta and the Southeast.
- 19.2 Food-Related Industries.** Work with the Cities and County to attract other food-related industries (farming, production, manufacturing, and distribution) to the corridor to further establish the corridor as a Foodie district. Such uses should be located in such a way as to not inhibit the retail and pedestrian character of the uses immediately adjacent to Buford Highway.

By pursuing uses that are complimentary to the food industry, the Buford Highway corridor could continue to brand itself as a Foodie District while also providing a broader diversity of employment opportunities to the area.

3.2 BIG IDEAS

BIG IDEA

20 LANDMARK SIGNAGE

DESCRIPTION

In an effort to better promote the “BuHi” corridor to travelers through the area, a series of Landmark Signage installations should be provided. The signage would further serve to provide a sense of orientation when navigating the corridor, helping to provide greater sense of place on a corridor that currently appears mostly the same for the majority of the length of the roadway.

Big Idea #20 includes the following more specific Landmark Signage recommendations:

RECOMMENDATIONS

- 20.1 Landmark Signage.** Develop a new signage template for BuHi Landmark Signage to be used at gateways along the corridor.
- 20.2 Public Art.** Utilize the Landmark Signage as public art, utilizing the signage as an opportunity to express the unique identity of the area.
- 20.3 Key Locations.** Locate BuHi Landmark Signage at key points of entry to the Buford Highway corridor such as Clairmont Road, Dresden Drive, Chamblee Tucker Road, Chamblee Dunwoody Road, Shallowford Road, the I-285 interchange, and Oakcliff Road. The enhanced MARTA bus stop locations could also be opportune locations for Landmark Signage.
- 20.4 Seasonal Banners.** Develop street light seasonal banners to promote the BuHi district and each respective City along the corridor.
- 20.5 Sign Toppers.** Develop BuHi street sign toppers for the corridor.



Elements such as archways, street sign toppers, and street banners are ideal tools for creating landmark signage along the corridor.

3. CORRIDOR VISION

BIG IDEA

21 UNIFIED BUSINESS ORGANIZATION

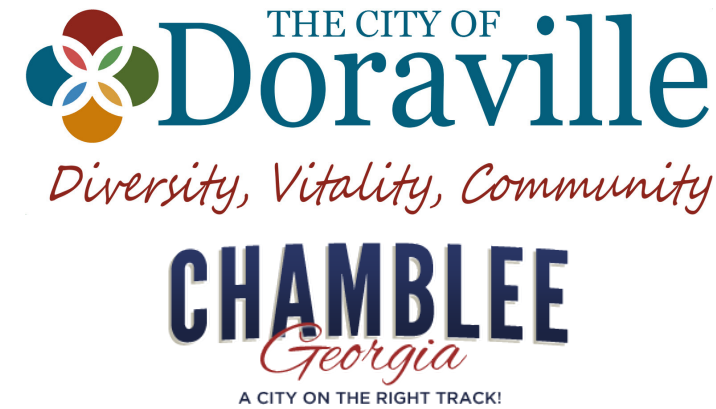
DESCRIPTION

There are many different active formal and informal organizations along the corridor today made up of various cultural, business, and advocacy groups. However there is no formally organized business association that represents all of the businesses along the corridor. This plan recommends the creation of such an organization to better equip local businesses with resources and information and to aid in the implementation of some of the recommendations of this LCI.

Big Idea #21 includes the following more specific Unified Business Organization recommendations:

RECOMMENDATIONS

- 21.1 Business Organization.** Establish a unified business organization for all of the businesses along the corridor.
- 21.2 Promotion and Marketing.** Promote and market the district as a live/work/play/eat/transit destination in Atlanta and the Southeast.
- 21.3 Local Government Liaison.** Utilize the organization as a conduit between local businesses and local governments.



3.2 BIG IDEAS

BIG IDEA 22 COMMUNITY IMPROVEMENT DISTRICT

DESCRIPTION

There are several commercial districts throughout Atlanta that have created self-taxing mechanisms that enable the district to control funds for purposes of improving a targeted area. These Community Improvement Districts (CIDs) are organized by the commercial property owners of the district and often times these districts are formed in response to plans such as this LCI. This plan recommends the creation of a CID for the Buford Highway corridor to fund certain plan recommendations such as the BuHi Walk, new streetscapes, seasonal banners, and new corridor open spaces.

Big Idea #22 includes the following more specific Community Improvement District (CID) recommendations:

RECOMMENDATIONS

- 22.1 CID Formation.** Monitor the feasibility of the creation of a CID along the corridor.
- 22.2 CID Funding.** Utilize a CID as a tool for funding recommendations of this plan.



3. CORRIDOR VISION

BIG IDEA 23 LAND TRUST DEVELOPMENT

DESCRIPTION

In order to continue to pursue the preservation of long-term affordable residential and commercial opportunities along the corridor, a Buford Highway Land Trust is proposed to be created. Land trusts work by acquiring and holding land in order to eliminate the cost of the land from the cost of renting or owning the buildings on the land. Land trusts are in place throughout the country including in Atlanta, with the BeltLine Land Trust as an example of how these organizations can work within the region. A Buford Highway Land Trust should focus on acquiring land for the purpose of preserving affordability for both residential and commercial uses along the corridor. Big Idea #23 includes the following more specific Land Trust recommendations:

RECOMMENDATIONS

- 23.1 Land Trust.** Create the BuHi Land Trust to provide and preserve workforce housing and affordable business opportunities along the corridor.

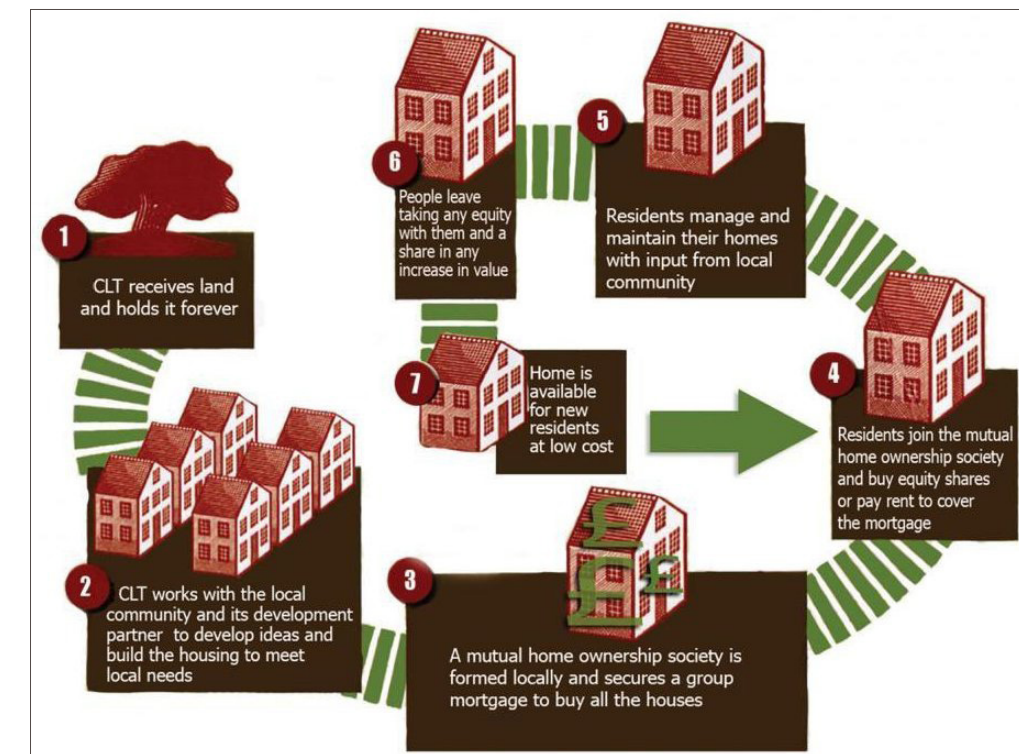


Diagram 21. Land Trust Model

4. IMPLEMENTATION

This section of the plan outlines the pertinent details that will provide guidance to implement the overall plan. Responsible entities are highlighted; estimated budgets and projected time lines are provided. The result is a broad set of resources that can guide the community towards bringing the plan to life.

Some of the methods and processes for implementation are easy and able to be achieved quickly - within the next year or two. Other mechanisms and schedules will be more challenging and will necessitate the involvement of many agencies or partners and multiple funding streams over several years. Still other aspects of implementation can take up to 20 years to achieve, owing to the need for the initial recommendations of the plan to be implemented within the community in order to then be utilized as a foundation.

City funding sources are always limited so collaboration with other agencies and organizations will be necessary. Continuing to coordinate with the Atlanta Regional Commission is critical to pursuing federal dollars for many of the recommendations of this plan. The Cities should also support local grassroots organizations and/or CIDs in pursuing funding sources to support efforts in line with the implementation of several of this LCI recommendations.

The time frame assigned to each of the recommendations in the tables of this section are identified as follows:

- Short-term - 0-2 years;
- Mid-term - 2-10 years;
- Long-term - 10-20 years; and
- Ongoing - recurring year-to-year.

4. IMPLEMENTATION

IDEA 1: BUS ENHANCEMENT

PROJECT	PROJECT NAME	PROJECT TYPE	COST	TIMEFRAME	LEAD AGENCY
1.1	Hi-Tech Route	Policy and Coordination	N/A	Short	MARTA
1.2	Modern Buses	Further Study	TBD	Medium	MARTA
1.3	BuHi Fare	Further Study	\$200,000	Medium	MARTA
1.4	Bus Lanes (Short-Term)	Further Study	TBD	Short	MARTA, GDOT
1.5	Bus Lanes (Long-Term)	Further Study	TBD	Long	MARTA, GDOT
1.6	Coordination Framework	Coordination	N/A	Ongoing	Chamblee, Doraville

IDEA 2: BUS STOPS

PROJECT	PROJECT NAME	PROJECT TYPE	COST	TIMEFRAME	LEAD AGENCY
2.1	Public Spaces	Transit Project	\$25,000 per year	Short	MARTA
2.2	Amenities	Transit Project	\$25,000 per year	Short	MARTA
2.3	Fare Vending	Further Study	TBD	Long	MARTA
2.4	Signage	Transit Project	\$1,000 per year	Short	MARTA
2.5	Stop Names	Transit Project	\$1,000 per year	Short	MARTA
2.6	Digital Maps	Transit Project	\$440,000	Medium	MARTA

Short Timeframe - 0-2 years
Medium Timeframe - 2-5 years
Long Timeframe - 5-10 years
Ongoing - recurring year-to-year

Chamblee - City of Chamblee
Doraville - City of Doraville
GDOT - Georgia Department of Transportation
MARTA - Metropolitan Atlanta Rapid Transit Authority

N/A - Not Applicable
TBD - To Be Determined

IDEA 3: SIDEWALKS

PROJECT	PROJECT NAME	PROJECT TYPE	PROJECT PE	PROJECT ROW/UTILITIES	PROJECT CONSTRUCTION	TOTAL COST	TIME-FRAME	LEAD AGENCY
3.1	New Sidewalks, Clairmont Road to Oakcliff Road	Pedestrian Project	\$100,000	\$500,000	\$1,200,000	\$1,800,000	Medium	GDOT
3.2	Wider Sidewalks, Clairmont Road to Oakcliff Road	Future Study	TBD	TBD	TBD	TBD	Medium	GDOT, Chamblee, Doraville
3.3	Landscape Buffer, Clairmont Road to Oakcliff Road	Future Study	TBD	TBD	TBD	TBD	Medium	GDOT, Chamblee, Doraville
3.4	Supplemental Zone, Clairmont Road to Oakcliff Road	Zoning Action	TBD	TBD	TBD	TBD	Medium	Chamblee, Doraville
3.5	Multi-Use Path, Clairmont Road to Oakcliff Road	Part of 3.1	N/A	N/A	N/A	N/A	Medium	GDOT, Chamblee, Doraville

IDEA 4: MID-BLOCK CROSSINGS

PROJECT	PROJECT NAME	PROJECT TYPE	PROJECT PE	PROJECT ROW/UTILITIES	PROJECT CONSTRUCTION	TOTAL COST	TIME-FRAME	LEAD AGENCY
4.1	Park Avenue Crossing	Pedestrian Project	\$20,000	-	\$150,000	\$170,000	Short	GDOT
4.2	Longmire Way/McElroy Crossing	Pedestrian Project	\$20,000	-	\$150,000	\$170,000	Short	GDOT
4.3	Bus Stop Coordination	Pedestrian Project	TBD	TBD	TBD	N/A	Short	GDOT, MARTA

Short Timeframe - 0-2 years
Medium Timeframe - 2-5 years
Long Timeframe - 5-10 years
Ongoing - recurring year-to-year

Chamblee - City of Chamblee
Doraville - City of Doraville
GDOT - Georgia Department of Transportation
MARTA - Metropolitan Atlanta Rapid Transit Authority

N/A - Not Applicable
TBD - To Be Determined

4. IMPLEMENTATION

IDEA 4: MID-BLOCK CROSSINGS (CONTINUED)

PROJECT	PROJECT NAME	PROJECT TYPE	PROJECT PE	PROJECT ROW/UTILITIES	PROJECT CONSTRUCTION	TOTAL COST	TIME-FRAME	LEAD AGENCY
4.4	Curb Cut Consolidation Coordination, Clairmont Road to Oakcliff Road	Pedestrian Project	TBD	TBD	TBD	TBD	Short	GDOT
4.5	Landscaped Medians, Clairmont Road to Oakcliff Road	Beautification Project	\$5,000	N/A	\$25,000	\$25,000	Short	GDOT
4.6	Future Crossing Coordination	Pedestrian Project	N/A	N/A	N/A	N/A	Ongoing	GDOT

IDEA 5: CURB CUT CONSOLIDATION

PROJECT	PROJECT NAME	PROJECT TYPE	COST	TIMEFRAME	LEAD AGENCY
5.1	Curb Cut Consolidation	Coordination	TBD	Ongoing	GDOT, Chamblee, Doraville
5.2	Access Study	Further Study	\$200,000 study	Short	Chamblee, Doraville
5.3	Zoning Changes	Zoning Action	N/A	Short	Chamblee, Doraville

Short Timeframe - 0-2 years
Medium Timeframe - 2-5 years
Long Timeframe - 5-10 years
Ongoing - recurring year-to-year

Chamblee - City of Chamblee
Doraville - City of Doraville
GDOT - Georgia Department of Transportation
MARTA - Metropolitan Atlanta Rapid Transit Authority

N/A - Not Applicable
TBD - To Be Determined

IDEA 6: TRAVEL SPEED

PROJECT	PROJECT NAME	PROJECT TYPE	PROJECT PE	PROJECT ROW/UTILITIES	PROJECT CONSTRUCTION	TOTAL COST	TIME-FRAME	LEAD AGENCY
6.1	Travel Speeds, Clairmont Road to Oakcliff Road	Policy and Coordination	-	-	\$150,000	\$150,000	Short	GDOT
6.2	Travel Lanes, Clairmont Road to Oakcliff Road	Roadway Project	TBD	TBD	TBD	TBD	Long	GDOT

IDEA 7: I-285

PROJECT	PROJECT NAME	PROJECT TYPE	PROJECT PE	PROJECT ROW/UTILITIES	PROJECT CONSTRUCTION	TOTAL COST	TIME-FRAME	LEAD AGENCY
7.1	Signage, Stewart Road to N. Dekalb Drive	Pedestrian Project	\$5,000	-	\$50,000	\$55,000	Short	GDOT
7.2	Lighting, Stewart Road to N. Dekalb Drive	Pedestrian Project	\$10,000	TBD	\$100,000	\$110,000	Short	GDOT
7.3	Widened Sidewalks, Stewart Road to N. Dekalb Drive	Pedestrian Project	\$30,000	\$150,000	\$300,000	\$330,000	Short	GDOT
7.4	Public Art, 285 underpass	Public Art Project	\$25,000	TBD	\$225,000	\$250,000	Medium	Doraville

Short Timeframe - 0-2 years
Medium Timeframe - 2-5 years
Long Timeframe - 5-10 years
Ongoing - recurring year-to-year

Doraville - City of Doraville
GDOT - Georgia Department of Transportation

N/A - Not Applicable
TBD - To Be Determined

4. IMPLEMENTATION

IDEA 8: BUHI WALK

PROJECT	PROJECT NAME	PROJECT TYPE	COST	TIMEFRAME	LEAD AGENCY
8.1	Route (Short-Term)	Pedestrian Project	N/A	Short	UBO, CID
8.2	Route (Long-Term)	Pedestrian Project	N/A	Long	UBO, CID
8.3	Public Art	Public Art Project	\$100,000 per year	Short	UBO, CID
8.4	Shopping Centers	Pedestrian Project	N/A	Short	UBO, CID
8.5	Infrastructure	Pedestrian Project	\$100,000 per year	Short	UBO, CID
8.6	Marketing	Pedestrian Project	\$20,000 per year	Ongoing	UBO, CID
8.7	Business Participation	Pedestrian Project	N/A	Short	UBO, CID
8.8	New Development	Zoning Action	N/A	Short	Chamblee, Doraville
8.9	I-285 Public Art	Public Art Project	\$250,000	Medium	GDOT, Doraville
8.10	Neighborhood Connections	Pedestrian Project	TBD	Short	UBO, CID

Short Timeframe - 0-2 years
Medium Timeframe - 2-5 years
Long Timeframe - 5-10 years
Ongoing - recurring year-to-year

Chamblee - City of Chamblee
Doraville - City of Doraville
GDOT - Georgia Department of Transportation
CID - Future Community Improvement District

N/A - Not Applicable
TBD - To Be Determined
UBO - Future Unified Business Organization

IDEA 9: BUHI NIGHT MARKET

PROJECT	PROJECT NAME	PROJECT TYPE	COST	TIMEFRAME	LEAD AGENCY
9.1	Pop Up Event (Short-Term)	Event Promotion	\$50,000	Short	UBO, CID
9.2	Permanent Location (Long-Term)	Event Promotion	TBD	Medium	UBO, CID
9.3	Local Business Coordination	Event Promotion	N/A	Short	UBO, CID
9.4	Marketing	Event Promotion	\$10,000	Ongoing	UBO, CID

IDEA 10: BUHI LANTERNS

PROJECT	PROJECT NAME	PROJECT TYPE	COST	TIMEFRAME	LEAD AGENCY
10.1	Acquire Lanterns	Event Promotion	\$500	Medium	UBO, CID
10.2	Business Participation	Event Promotion	N/A	Medium	UBO, CID
10.3	Community Participation	Event Promotion	N/A	Medium	UBO, CID
10.4	BuHi Market Coordination	Event Promotion	N/A	Medium	UBO, CID
10.5	MARTA Coordination	Event Promotion	N/A	Medium	UBO, CID
10.6	Public Space Integration	Event Promotion	N/A	Medium	UBO, CID
10.7	Lantern Festival	Event Promotion	\$10,000	Medium	UBO, CID

Short Timeframe - 0-2 years
Medium Timeframe - 2-5 years
Long Timeframe - 5-10 years
Ongoing - recurring year-to-year

CID - Future Community Improvement District
UBO - Future Unified Business Organization

N/A - Not Applicable
TBD - To Be Determined

4. IMPLEMENTATION

IDEA 11: BIKE-PED NETWORK

PROJECT	PROJECT NAME	PROJECT TYPE	PROJECT PE	PROJECT ROW/UTILITIES	PROJECT CONSTRUCTION	TOTAL COST	TIME-FRAME	LEAD AGENCY
11.1	Previous Plans	Policy and Coordination	N/A	N/A	N/A	N/A	Short	Chamblee, Doraville
11.2	Peachtree Creek Greenway, Peachtree Creek to Dresden Park	Bike-Ped Project	\$25,000	\$100,000	\$150,000	\$275,000	Short	PCGI
11.3	Buford Highway, Clairmont Road to Oakcliff Road	Bike-Ped Project	TBD	TBD	TBD	TBD	Long	GDOT, Chamblee, Doraville
11.4	Chamblee Tucker Road, Chamblee MARTA Station to Buford Highway	Bike-Ped Project	\$55,000	\$200,000	\$550,000	\$805,000	Medium	Chamblee
11.5	Clairmont Road, Peachtree Road to Buford Highway	Bike-Ped Project	\$15,000	-	\$120,000	\$135,000	Short	Brookhaven, Chamblee
11.6	Peachtree Road, Chamblee MARTA Station to Assembly	Bike-Ped Project	\$80,000	\$400,000	\$800,000	\$1,280,000	Medium	Chamblee, Doraville
11.7	Longmire Way, New Peachtree Road to Buford Highway	Bike-Ped Project	\$100,000	\$500,000	\$1,000,000	\$1,600,000	Medium	Doraville
11.8	Floodplain and Stream Opportunities	Further Study	N/A	N/A	N/A	N/A	Medium	Chamblee, Doraville

Short Timeframe - 0-2 years
Medium Timeframe - 2-5 years
Long Tlmeframe - 5-10 years
Ongoing - recurring year-to-year

Brookhaven - City of Brookhaven
Chamblee - City of Chamblee
Doraville - City of Doraville
GDOT - Georgia Department of Transportation

PCGI - Peachtree Creek Greenway Inc.
N/A - Not Applicable
TBD - To Be Determined

IDEA 12: GREEN SPACE PLAN

PROJECT	PROJECT NAME	PROJECT TYPE	COST	TIMEFRAME	LEAD AGENCY
12.1	Floodplain and Stream	Further Study	N/A	Medium	Chamblee, Doraville
12.2	Day Light Streams	Further Study	N/A	Short	Chamblee, Doraville
12.3	Brown Field Remediation	Further Study	N/A	Short	Chamblee, Doraville
12.4	Corridor Public Spaces	Zoning Action	N/A	Short	Chamblee, Doraville

IDEA 13: SIGNATURE PUBLIC SPACE

PROJECT	PROJECT NAME	PROJECT TYPE	COST	TIMEFRAME	LEAD AGENCY
13.1	New Signature Public Space	Further Study	TBD	Long	Chamblee, Doraville
13.2	CDC Collaboration	Collaboration	N/A	Short	Chamblee, Doraville, CDC
13.3	Stormwater Retention	Further Study	TBD	Medium	Chamblee, Doraville
13.4	Public Space Activation	Zoning Action	N/A	Short	Chamblee, Doraville
13.5	Public Art	Public Art Project	TBD	Long	Chamblee, Doraville

Short Timeframe - 0-2 years
Medium Timeframe - 2-5 years
Long Tlmeframe - 5-10 years
Ongoing - recurring year-to-year

Chamblee - City of Chamblee
Doraville - City of Doraville
CDC - Centers for Disease Control and Prevention

N/A - Not Applicable
TBD - To Be Determined

4. IMPLEMENTATION

IDEA 14: ZONING: FUTURE DEVELOPMENT

PROJECT	PROJECT NAME	PROJECT TYPE	COST	TIMEFRAME	LEAD AGENCY
14.1	Mixed-Use	Zoning Action	N/A	Short	Chamblee, Doraville
14.2	Multi-Family	Zoning Action	N/A	Short	Chamblee, Doraville
14.3	Open Space	Zoning Action	N/A	Short	Chamblee, Doraville

IDEA 15: ZONING: URBAN DESIGN STANDARDS

PROJECT	PROJECT NAME	PROJECT TYPE	COST	TIMEFRAME	LEAD AGENCY
15.1	Block Patterns	Zoning Action	N/A	Short	Chamblee, Doraville
15.2	BuHi Walk	Zoning Action	N/A	Short	Chamblee, Doraville
15.3	BuHi Lanterns	Zoning Action	N/A	Short	Chamblee, Doraville
15.4	Parking Lot Landscaping	Zoning Action	N/A	Short	Chamblee, Doraville
15.5	Storefront Treatment	Zoning Action	N/A	Short	Chamblee, Doraville
15.6	Buford Highway Frontage	Zoning Action	N/A	Short	Chamblee, Doraville

Short Timeframe - 0-2 years
Medium Timeframe - 2-5 years
Long Timeframe - 5-10 years
Ongoing - recurring year-to-year

Chamblee - City of Chamblee
Doraville - City of Doraville

N/A - Not Applicable

IDEA 15: ZONING: URBAN DESIGN STANDARDS

PROJECT	PROJECT NAME	PROJECT TYPE	COST	TIMEFRAME	LEAD AGENCY
15.7	Sidewalks	Zoning Action	N/A	Short	Chamblee, Doraville
15.8	Drive-Throughs and Parking	Zoning Action	N/A	Short	Chamblee, Doraville
15.9	Signage	Zoning Action	N/A	Short	Chamblee, Doraville
15.10	Shared Parking	Zoning Action	N/A	Short	Chamblee, Doraville
15.11	Curb Cut Paving	Zoning Action	N/A	Short	Chamblee, Doraville
15.12	Access Management	Zoning Action	N/A	Short	Chamblee, Doraville
15.13	Curb Cut Widths	Zoning Action	N/A	Short	Chamblee, Doraville
15.14	Curb Cut Spacing	Zoning Action	N/A	Short	Chamblee, Doraville
15.15	Interparcel Connectivity	Zoning Action	N/A	Short	Chamblee, Doraville
15.16	Building Design	Zoning Action	N/A	Short	Chamblee, Doraville

IDEA 16: ZONING: SMALL BUSINESSES

PROJECT	PROJECT NAME	PROJECT TYPE	COST	TIMEFRAME	LEAD AGENCY
16.1	Small Businesses	Zoning Action	N/A	Short	Chamblee, Doraville

Short Timeframe - 0-2 years
Medium Timeframe - 2-5 years
Long Timeframe - 5-10 years
Ongoing - recurring year-to-year

Chamblee - City of Chamblee
Doraville - City of Doraville

N/A - Not Applicable

4. IMPLEMENTATION

IDEA 17: ZONING: MIXED INCOME HOUSING

PROJECT	PROJECT NAME	PROJECT TYPE	COST	TIMEFRAME	LEAD AGENCY
17.1	Mixed Income Housing	Zoning Action	N/A	Short	Chamblee, Doraville

IDEA 18: ZONING: SPECIFIC USES

PROJECT	PROJECT NAME	PROJECT TYPE	COST	TIMEFRAME	LEAD AGENCY
18.1	Residential Uses	Zoning Action	N/A	Short	Chamblee, Doraville
18.2	Auto Oriented Uses	Zoning Action	N/A	Short	Chamblee, Doraville
18.3	Amenities	Zoning Action	N/A	Short	Chamblee, Doraville
18.4	Hotels	Zoning Action	N/A	Short	Chamblee, Doraville
18.5	Food-Related Industries	Zoning Action	N/A	Short	Chamblee, Doraville

Short Timeframe - 0-2 years
Medium Timeframe - 2-5 years
Long Timeframe - 5-10 years
Ongoing - recurring year-to-year

Chamblee - City of Chamblee
Doraville - City of Doraville

N/A - Not Applicable

IDEA 19: FOOD IDENTITY

PROJECT	PROJECT NAME	PROJECT TYPE	COST	TIMEFRAME	LEAD AGENCY
19.1	Marketing	Coordination	N/A	Ongoing	Chamblee, Doraville
19.2	Food-Related Industries	Coordination	N/A	Short	Chamblee, Doraville

IDEA 20: LANDMARK SIGNAGE

PROJECT	PROJECT NAME	PROJECT TYPE	COST	TIMEFRAME	LEAD AGENCY
20.1	Landmark Signage	Beautification	\$1,000,000	Medium	UBO, CID
20.2	Public Art	Beautification	N/A	Medium	UBO, CID
20.3	Key Locations	Beautification	N/A	Medium	UBO, CID
20.4	Seasonal Banners	Beautification	\$50,000	Medium	UBO, CID
20.5	Sign Toppers	Beautification	\$10,000	Short	UBO, CID

Short Timeframe - 0-2 years
Medium Timeframe - 2-5 years
Long Timeframe - 5-10 years
Ongoing - recurring year-to-year

Chamblee - City of Chamblee
Doraville - City of Doraville

CID - Future Community Improvement District
N/A - Not Applicable
UBO - Future Unified Business Organization