



City of Doraville

Community Agenda

Future Development Narrative

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Doraville 2025: A Vision Statement

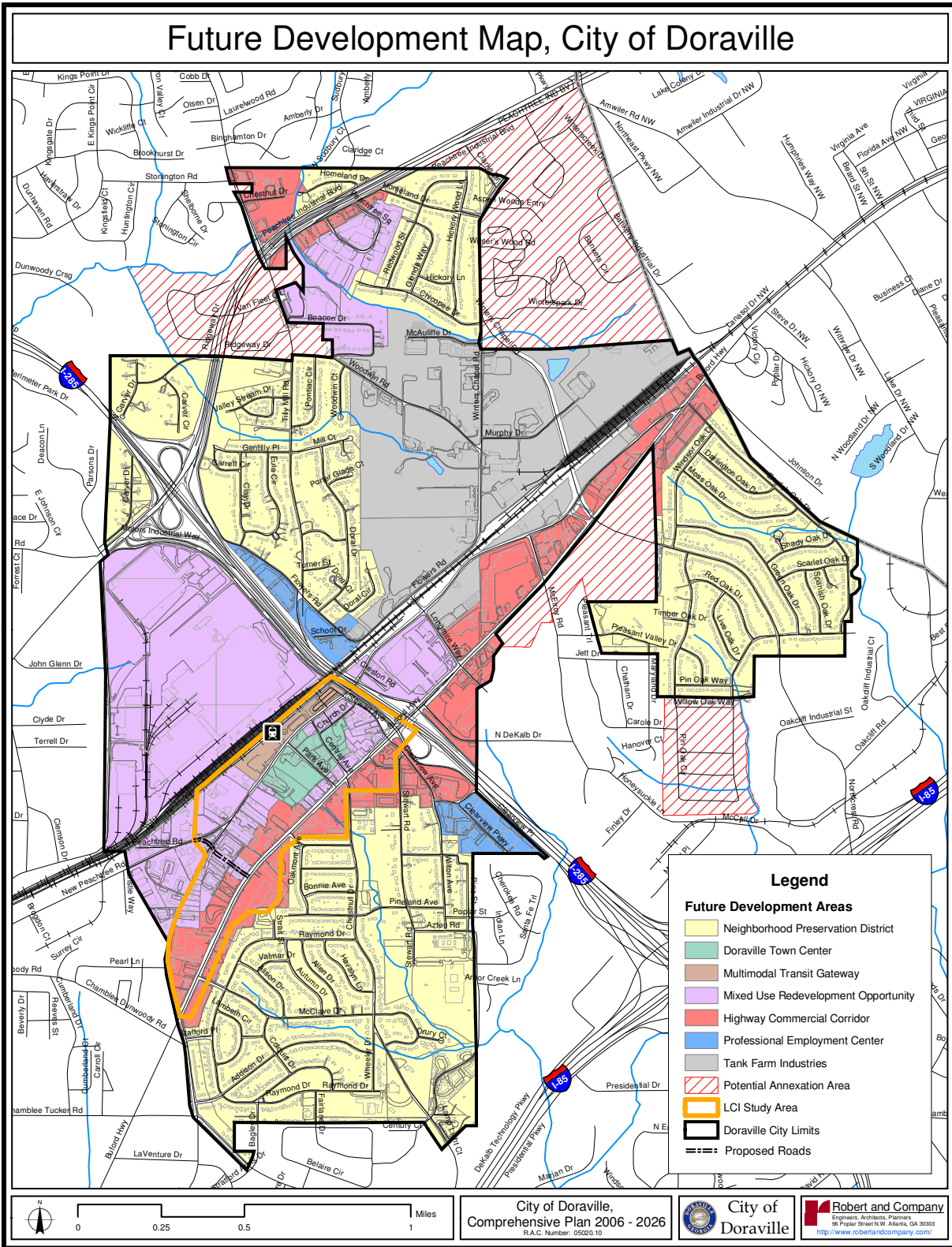
Doraville will be a city with stable neighborhoods, a developed city center and proper leadership. As it grows and changes, the city will become a community comprised of interconnected residential neighborhoods and distinctive commercial areas.

Growth must be directed and managed in order to achieve a balance between commercial development and the provision of housing that meets the needs of a diverse population. Doraville will offer opportunities for people of all ages, incomes, and ethnic backgrounds. The city recognizes the importance of harmony and our vision is that a majority of our citizens will have the opportunity to live and work here.

The city will be a thriving cultural center that has retail, offices, high-tech industry, and professional business incubators located in appropriate places. The downtown will continue to be a hub of activity, and will include a central park with surrounding business and retail development. Traffic, transit, and pedestrians will move about freely and safely due to a coordinated transportation network that meets both personal and public needs.

Doraville will be a place where citizens and business owners are actively involved in decision-making through boards, community organizations and meetings. Doraville will serve as a cultural center to the region, and also will be economically viable and environmentally responsible. Combined, these factors will create a high quality of life and also contribute to a broad tax base, making the city sustainable for future generations.

Future Development Map



Neighborhood Preservation District

Vision

While Doraville is emerging as a regional employment center, it is also important to retain the residential character of key neighborhoods. Doraville's Neighborhood Preservation Districts are marked by housing stock that is well maintained and environs which possess a distinct identity through architectural style, streetscape design, and high rates of home-ownership. These areas are based primarily on modified grid street patterns, allowing for interconnectivity.

In Doraville, the neighborhood preservation districts are located on the periphery just beyond the city's commercial spine. Specific neighborhood locations include Northwoods in the southeast corner of the city between Buford Highway, I-285, and I-85; Oakcliff Estates in the northeast corner of the city surrounding Oakcliff Rd; and the northwest corner of the city surrounding Tilly Mill and Peachtree Industrial Blvd. These neighborhoods typically consist of older housing in need of some stabilization and improvement.

The primary threat to neighborhood stability in these areas is their close proximity to high-volume commercial corridors and industrial districts.

Recommended Uses

- ❑ Single Family Detached Residential
- ❑ Public/Institutional
- ❑ Parks/Recreation



Narrow setbacks, sidewalks and on street parking on neighborhood streets



Bulb-outs and pedestrian island as traffic calming measures



Moderate density appropriate for stable neighborhoods

Quality Community Objectives

Addressed

- ❑ Traditional Neighborhood
- ❑ Sense of Place
- ❑ Heritage Preservation
- ❑ Open Space Preservation
- ❑ Infill Development
- ❑ Housing Opportunities

Implementation Measures

- ❑ Screening and buffering requirements between neighborhoods and surrounding commercial/Industrial uses
- ❑ Home ownership and maintenance programs
- ❑ Buyer education and counseling
- ❑ Strict code enforcement
- ❑ Encourage Traditional Neighborhood Development (TND) principles in zoning rewrite, such as minimizing setbacks, pedestrian orientation, and public open space.
- ❑ Roadway safety improvements
- ❑ Traffic Calming

Doraville Town Center

Vision

The City of Doraville will redevelop its center of civic activities in order to provide a town center node. This town center will provide a unique sense of place and identity for the city. The area will provide opportunities for traditional main street retail with an international theme. Consolidated civic uses and mixed-use retail opportunities will be centered on a town green. This town green will offer pedestrian orientation and linkages to the Multi-modal Transit Gateway. While serving as the focal point for civic activity in Doraville, the town green will provide a venue for gatherings and festival events.

The Doraville Town Center area is located between New Peachtree Road and Buford Highway in the blocks surrounding Park Avenue and Central Avenue. The area is ideal for town center redevelopment because of its proximity to the city's existing civic uses and the MARTA station. Because of the automobile oriented, linear nature of the Buford Highway Corridor, Doraville currently has few discernable centers of activity and little opportunity for pedestrian interaction. One of the challenges to pedestrian-oriented development of this area is the steep topography sloping down toward Buford Highway.

Recommended Uses

- ❑ Main street retail
- ❑ Government/civic
- ❑ Greenspace
- ❑ Office/Professional



Town square at Post Riverside



Sidewalk "amenity zones" provide areas for pedestrians and sidewalk cafes



Smyrna Town Center includes retail and civic uses centered on a central plaza

Quality Community Objectives

Addressed

- ❑ Appropriate Business
- ❑ Infill Development
- ❑ Employment Options
- ❑ Regional Identity
- ❑ Sense of Place
- ❑ Transportation Alternatives

Implementation Measures

- ❑ Develop new central park space/gathering area
- ❑ Greenspace set aside requirements
- ❑ Master planning of site
- ❑ Consolidate government facilities into fewer buildings with greater 'landmark' presence and consolidated parking
- ❑ Create a larger civic center with spaces for use by various non-profits, spaces for lease by community groups, and spaces for use for conferences, within easy walking distance of the MARTA station
- ❑ Festival events
- ❑ Pedestrian linkage to MARTA station
- ❑ Transit Oriented Development (TOD) principles
- ❑ Tax Allocation District (TAD)
- ❑ Redevelopment authority
- ❑ Gateways
- ❑ Marketing program for potential town center developers
- ❑ Marketing publication promoting cross-cultural patronage of existing businesses
- ❑ Coordinate redevelopment with key partners such as GDOT, MARTA, and DeKalb County

Multi-modal Transit Gateway

Vision

The area surrounding Doraville's MARTA station will be redeveloped into a Multi-modal Transit Gateway. This area will serve as a public plaza linking the proposed town center area along New Peachtree Road to the Mixed-Use Redevelopment of the GM factory site. The Multi-modal Transit Gateway will welcome visitors into Doraville through a signature public space. Both public art and landscaping should be utilized in order to make the area visually attractive and unique.

The area designated as the future Multi-modal Transit Gateway is located between the MARTA rail line and New Peachtree Road just southwest of I-285. Much of this land is currently occupied by surface parking lots feeding into the transit station. By redeveloping areas adjacent to the MARTA station at a higher intensity, the Transit Gateway area can serve as the keystone of both transit oriented development on the former GM site and town center development along New Peachtree Road.

Recommended Uses

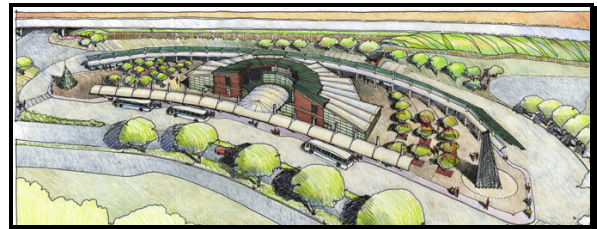
- ❑ Transit facilities
- ❑ Parking decks
- ❑ Public plaza
- ❑ Fountains/sculptures/public art

Quality Community Objectives Addressed

- ❑ Sense of Place
- ❑ Transportation Alternatives
- ❑ Infill Development



Transit plaza with fountain and bus shelters



Linear transit plaza with central civic space and connection to bus rapid transit



Transit plaza with community center

Implementation Measures

- ❑ Gateways
- ❑ Tax Allocation District (TAD)
- ❑ Transit Oriented Development (TOD) principles
- ❑ Pedestrian linkage to MARTA station
- ❑ Mixed-Use/TOD zoning
- ❑ Coordination of transit plaza with town center redevelopment plans
- ❑ Install public art and landscaping
- ❑ Explore partnerships with MARTA and Bellsouth to redevelop or cooperatively share underutilized parking facilities
- ❑ Promote retail and civic uses surrounding MARTA station
- ❑ Support long term plans for Bus Rapid Transit (BRT) along Buford Highway
- ❑ Explore shuttle service between Chamblee international village, MARTA, and GM redevelopment site.

Mixed Use Redevelopment Opportunity

Vision

In the future Doraville's Mixed Use Redevelopment areas will be integrated hubs of commercial, professional, and urban residential activity. Holistic development planning will be practiced in order to provide shared amenities and ensure that uses are complimentary. The city will capitalize on its excellent transportation access by encouraging the development of an edge-city employment and retail center. Opportunities for transit oriented development surrounding the Doraville MARTA station will be integrated with redevelopment planning at the GM factory site.

The City of Doraville contains three large mixed-use redevelopment opportunities. Two of these sites are former industrial properties which may require substantial environmental remediation. The largest of the redevelopment opportunity sites is the GM factory, located adjacent to I-285 and the central rail corridor. With the anticipated closure of the GM plant by 2008, redevelopment planning must be undertaken as soon as possible. The next Mixed-Use Redevelopment Opportunity site is surrounding the Doraville Town Center between New Peachtree and Buford Highway. This site also extends north of I-285 between New Peachtree, Buford Highway, and Longmire Road. The final Mixed-Use Redevelopment Opportunity site is located off Peachtree Industrial Blvd and Tilly Mill Rd.

GM Site



Atlantic Station: High-density mixed-use on a brownfield reclamation site



Transit oriented development: Bellsouth headquarters at Lindbergh Station



Georgia Tech's Technology Square: mixed-use office/commercial development with shuttle service linking plaza to main campus

Recommended Uses

The mixed use designation encourages redevelopment by allowing for flexibility in permitted uses. In addition to single-use structures, properties can be redeveloped with multiple uses on-site.

Recommended uses differ between the mixed use redevelopment area located at the GM factory site, the New Peachtree/Buford Hwy/Shallowford site, and the area off Tilly Mill Road. While high-density urban-oriented mixed use is recommended for the GM site, the city's remaining Mixed Use Redevelopment Opportunity sites should be redeveloped at a lower intensity.

GM Site Recommended Uses

- ❑ Mixed-use commercial
- ❑ Office / professional
- ❑ Public / institutional
- ❑ Townhomes
- ❑ Urban density condominiums

New Peachtree/Buford Hwy/Shallowford Recommended Uses

- ❑ Main street retail
- ❑ Mixed-use neighborhood commercial/residential
- ❑ Office / professional
- ❑ Townhomes/Condominiums

Tilly Mill Road Area Recommended Uses

- ❑ Neighborhood Commercial
- ❑ Office / professional
- ❑ Public / Institutional

New Peachtree/Buford Hwy/Shallowford



Lofts with ground floor retail



Condominiums with ground floor retail

Tilly Mill



Offices with ground floor retail

Quality Community Objectives

Addressed

- ❑ Appropriate Business
- ❑ Infill Development
- ❑ Employment Options
- ❑ Sense of Place
- ❑ Regional Identity
- ❑ Transportation Alternatives

Implementation Measures

- ❑ Tax Allocation District (TAD)
- ❑ Redevelopment authority
- ❑ Brownfield cleanup grants
- ❑ Environmental remediation
- ❑ Transit Oriented Development (TOD) principles
- ❑ Pedestrian linkage to MARTA
- ❑ Mixed-Use/TOD zoning
- ❑ Master planning of site
- ❑ Greenspace set aside requirements
- ❑ Shuttle Service

Highway Commercial Corridor

Vision

Highway Commercial Corridors will be vibrant retail districts that include shopping opportunities for all residents of Doraville. The aesthetic appearance of the Highway Commercial Corridors will be enhanced through unified design standards and the removal of visual clutter. Safety will be improved throughout these corridors for both pedestrians and motorists. Due to their locations they will be more auto-oriented than the town center commercial areas, yet they will still maintain a high level of pedestrian accessibility. Redevelopment in this area will be encouraged to reorient buildings closer to the street with parking in the rear as a means of encouraging pedestrian activity.

There are two primary commercial corridors in Doraville: Buford Highway and Peachtree Industrial Boulevard. Some of these areas are declining and need redevelopment to be vital in the future. Comprised primarily of unattractive, vacant, or under-utilized strip shopping centers, these areas are characterized by auto-oriented design that creates a high degree of access for vehicular traffic. Superfluous on-site parking and a lack of preserved open space typify these areas.

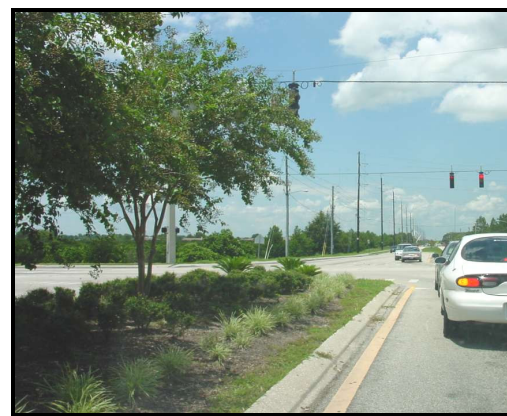
The designated commercial redevelopment areas are largely located in heavily traveled portions of the city. In order to increase activity in these areas, commercial redevelopment should focus on upgrades to the building and site aesthetics as well as the surrounding transportation network.



Commercial strip development providing pedestrian access



Detailed architecture on strip commercial facades



Landscaped medians can help promote auto circulation and enhance aesthetics of commercial corridors

Recommended Uses

- ❑ Commercial
- ❑ Limited office/professional
- ❑ Public/institutional

Quality Community Objectives Addressed

- ❑ Appropriate Business
- ❑ Infill Development
- ❑ Employment Options
- ❑ Sense of Place
- ❑ Transportation Alternatives

Implementation Measures

- ❑ Design/architectural guidelines
- ❑ Zoning overlay district
- ❑ Regulate signage
- ❑ Pedestrian safety improvements
- ❑ Streetscaping
- ❑ Landscaping, greenspace requirements
- ❑ Access management
- ❑ Interparcel connectivity
- ❑ Buffering between commercial uses and surrounding neighborhoods
- ❑ Reorient buildings closer to street with parking in rear



“Monument” style signage appropriate for commercial redevelopment areas

Professional Employment Center

Vision

The City of Doraville will build upon its existing Professional Employment Centers in order to provide for high quality office development. Because of the city's excellent access to regional transportation facilities, Doraville has the potential for expansion as an edge city employment center. With the existing combination of industrial and retail commercial activity, Doraville has already emerged as a job center. Office and professional employment are needed in order to diversify and strengthen the city's economic base.

Existing Professional Employment Centers are located within Doraville along I-285 at Flowers Road and at Clearview Parkway.

Recommended Uses

- ❑ Office / Professional
- ❑ Second Story Residential
- ❑ Commercial
- ❑ Distribution

Quality Community Objectives Addressed

- ❑ Appropriate Business
- ❑ Infill Development
- ❑ Employment Options
- ❑ Transportation Alternatives



Office park with pedestrian enhancements and commercial component



Office complex with landscaping and buffering



Office park and distribution center



Implementation Measures

- ❑ Urban Redevelopment Area designation
- ❑ Pedestrian Oriented Development (POD) principles
- ❑ Mixed-use/TOD zoning
- ❑ Pedestrian linkage to MARTA station
- ❑ Shuttle service
- ❑ Tax Allocation District (TAD)
- ❑ Redevelopment authority
- ❑ Marketing strategy
- ❑ Business incentives
- ❑ Design guidelines
- ❑ Coordinate redevelopment with key partners such as GDOT, MARTA, and DeKalb County

Tank Farm Industries

Vision

The City of Doraville will continue to provide opportunities for its core industrial areas to maintain operations. These areas include numerous fuel tank facilities. In the future these areas will retain viable industries that are adequately buffered and segregated from their surrounding neighborhoods. An emphasis on safety will also be maintained in order to ensure continued operation and compatibility with surrounding districts.

Doraville currently maintains an industrial district specializing in fuel tanks and fuel distribution located in the city's northeast corner along the railway / MARTA corridor. While these industries provide a crucial portion of the city's tax and employment base, they must be carefully managed in order to avoid interference with surrounding neighborhoods and commercial districts. Even small spills or safety lapses in these facilities can force evacuation and closure of surrounding areas. Likewise, truck traffic must be routed to avoid disruption of residential neighborhoods.

Recommended Uses

- ❑ Industrial
- ❑ Transportation / Communications / Utilities
- ❑ Commercial
- ❑ Warehousing / Distribution

Quality Community Objectives Addressed

- ❑ Appropriate Business
- ❑ Employment Options
- ❑ Regional Cooperation



Doraville tank farm industries: Aerial Photo



Warehousing / distribution facility



Implementation Measures

- ❑ Screening and buffering requirements for enhanced aesthetics
- ❑ Truck routing to avoid neighborhoods
- ❑ Safety / Security coordination with EMS, Police, and Industry
- ❑ Evacuation Plan

Potential Annexation Areas

Vision

The City of Doraville will delineate areas for municipal annexation in order to allow for both population expansion and economic growth. In order to accommodate the city's projected 23.4% increase in population between 2005 and 2025, Doraville will need to both redevelop appropriate areas at higher density and find areas for expansion through annexation. Annexation provides Doraville with the ability to optimize service delivery by incorporating areas that are most accessible to the city. By providing unified governance for the city's stretch of Buford Highway, design standards can be consistently applied. Finally, Doraville's financial position can be bolstered through the acquisition of commercial and industrial areas that will improve the local tax base.

The Potential Annexation Areas that have been delineated by the city include the area between Buford Highway and Oakcliff Estates. In the northeast quadrant of the city, annexation areas have been delineated to include the area between Peachtree Industrial Boulevard and the Gwinnett County Line. Along the northwest border of the city, the area between Peachtree Industrial Boulevard and Tilly Mill Road is also listed as a Potential Annexation Area. Finally, the neighborhood encompassed by Pin Oak Circle has also been identified as a Potential Annexation Area.

Recommended Uses

Permitted uses will vary according to the areas targeted for annexation. Along Buford Highway and the areas fronted by Peachtree Industrial Boulevard, land use recommendations will mirror those of the Highway Commercial Corridor designation. Additional annexation areas identified near the Gwinnett County line currently contain numerous apartment communities as well as some single family detached residential and even business parks.

Quality Community Objectives

- ❑ Growth Preparedness
- ❑ Infill Development
- ❑ Regional Cooperation

Implementation Strategy

- ❑ Coordinate service delivery strategy with annexation plans
- ❑ Assess fiscal impacts of planned annexations
- ❑ Ensure political support for annexation through transparent public engagement process
- ❑ Assess redevelopment potential of areas adjacent to major transportation facilities

Community Issues and Opportunities

There are a number of significant issues facing the City of Doraville. Many of the issues and opportunities are qualitative statements or inferred from multiple data and research efforts, and thus do not reference another specific section of this document. The list of issues and opportunities has been modified and revised through the public participation program.

Population

- ❑ The ethnic diversity of the community will increase and these changes will require adapting schools and public services to a wider array of language and cultural patterns. (See Technical Appendix, Table 5, pp.6-7)

Economic Development

- ❑ The community's dependency on a small number of industries/business types results in high vulnerability to downturns in the dominant industry type. (See Technical Appendix pp.22-24)
- ❑ Economic development programs do not support existing businesses (entrepreneur and small business assistance, business retention programs, etc.).
- ❑ The community does not track the existing businesses for changing levels of support and assistance needed. (See Technical Appendix p.27)
- ❑ The community does not have an active business recruitment and retention program. (See Technical Appendix p.27)
- ❑ Doraville may want to consider the establishment of an economic development incentives package similar to that of DeKalb County.
- ❑ The community needs an effective economic development agency or authority.
- ❑ The city does not communicate with local industry to determine how they can help supply a local workforce (workforce capabilities, supply, quality, and training needs are unknown).
- ❑ The Livable Centers Initiative study may lead to increased interest in redevelopment or economic growth in Doraville. (See Technical Appendix p.27)

Housing

- ❑ The city does not have varied housing options available to meet residents' needs at all stages of life. (See Technical Appendix, Tables 10 &11, pp.10-11)
- ❑ The community's neighborhoods do not have a healthy mix of uses, like corner groceries, barber shops, or drugstores within easy walking distance of residences.
- ❑ There is a lack of special needs housing (elderly, handicapped, etc.) in our community. (See Technical Appendix pp.17-18)
- ❑ There is a lack of affordable or subsidized housing in the community. (See Technical Appendix, Tables 17 &18, pp.15-17)

- ❑ The community has not compared housing costs and income levels to the available housing stock.
- ❑ Our community does not have an inventory of vacant properties, properties owned by the city or other government agencies, and tax delinquent properties suitable for infill development.

Natural & Cultural Resources

- ❑ There are not enough parks or greenspace. It may be possible to increase open space provision by revising development regulations. (See Technical Appendix, Table 29, p.45)
- ❑ There are pollution problems (light, noise, water, air, etc.).
- ❑ Best management practices are not encouraged or required as part of the development process.
- ❑ There are no linkages (existing or planned) between local trail systems, state designated bike routes, and existing trails in neighboring communities. (See Technical Appendix, Figure A21, pp.80-81)
- ❑ A portion of Doraville is located in a significant groundwater recharge zone; if there are no existing protective regulations, this must be addressed. (See Technical Appendix, Figure A5, p.33)

Community Facilities & Services

- ❑ The future costs of providing services have not been considered.
- ❑ The City may not have the fiscal capacity to meet future needs.
- ❑ The age, capacity function, safety, and maintenance needs of community's public facilities have not been inventoried.
- ❑ There is no long-term strategy for the location or maintenance of public service facilities.
- ❑ The efficiency of the community's services needs improvement.
- ❑ There is an apparent lack of health services and social assistance establishments in Doraville.
- ❑ The City of Doraville will soon experience the benefits of funding and services through the recently established DeKalb County Stormwater Utility. (See Technical Appendix, pp.49-50)

Transportation

- ❑ There is little connectivity between pedestrian, bike, transit, and road facilities. (See Technical Appendix, p.90)
- ❑ The lack of connectivity in certain parts of the city leads to a spatial mismatch between adequate transportation services and transit dependent populations' access to jobs, services, goods, health care and recreation. (See Technical Appendix, p.80-81)

- ❑ Buford Highway divides the city east-west; the residential areas east of Buford Highway have limited direct access to the community facilities on the west side of Buford Highway. (See Technical Appendix, p.56)
- ❑ There is high level of access to transit, but there are impedances to use including limited pedestrian facilities (sidewalks, delineated cross walks at intersections, and bus shelters) especially on routes that operate on high volume, high speed roadways. (See Technical Appendix, p.89)
- ❑ The MARTA Station is only accessible from the east side. Persons living in the area are separated from the station by busy, high traffic volume streets with limited pedestrian facility infrastructure around the station. (See Technical Appendix, p.89)
- ❑ The community's roadway design is not sensitive to roadway uses or local concerns. However, there is also an inability to adjust the design or operation of roadways to changing or future conditions. (See Technical Appendix, p.90)
- ❑ Citizens are experiencing increasing commute times and distances--more people driving longer distances in traffic to reach home, school, shopping, or work. (See Technical Appendix, p.57-59)
- ❑ Public parking in the city service area is limited. (See Technical Appendix, p.84)
- ❑ The city has not had a comprehensive transportation assessment that includes parking, traffic and transit, from a local and regional perspective. (See Technical Appendix, p.91)
- ❑ The Doraville MARTA Station is an important, multi-modal transit hub. (See Technical Appendix, p.90)
- ❑ Doraville could be eligible for funds from the 2005 federal transportation bill, (SAFETEA-LU), due to its high level of freight facilities and utilization. (See Technical Appendix, p.84,91)

Land Use

- ❑ The community's development patterns do not create safe and pedestrian-friendly environments.
- ❑ Public spaces are not designed to encourage the presence of people.
- ❑ The community does not have a center focus that combines commercial, civic, cultural and recreational uses.
- ❑ In some areas of Doraville there is a poor separation or buffering of incompatible land uses.
- ❑ Ordinances and development regulations do not currently address infill development.

Intergovernmental Coordination

- ❑ There is little or no coordination with other local governments in order to manage economic opportunities.
- ❑ There is no process in place to ensure consistency with the land use regulations of contiguous governments.

- ❑ The community does not participate in multi-jurisdictional sharing and integration of plans, causing conflicts and adversarial conditions.
- ❑ There are inadequate efforts to increase cooperation and build trust between the city and county governments.

Policies

Economic Development

- ❑ Promote holistic redevelopment planning for the redevelopment of the GM Factory site as a mixed use activity/employment center
- ❑ Establish package of economic development incentives in order to encourage redevelopment
- ❑ Recruit retail businesses to serve underserved residential markets
- ❑ Recruit new office businesses to the town center area that capitalize on transportation assets and Doraville's international character
- ❑ Encourage small scale commercial spaces to promote the strength of locally owned and operated businesses that cater to the local community
- ❑ Facilitate the creation of a cross-cultural business association in order to manage and coordinate business interests along Buford Highway
- ❑ Explore the creation of a Community Improvement District (CID) for the Buford Highway Corridor
- ❑ Create a map of existing grocery stores to circulate to residents upon request
- ❑ Create a guide to Doraville that highlights the shopping opportunities present within the town
- ❑ Create a brochure marketing Doraville's town center vision to developers. Make the brochure highly graphic with examples of desired types of development and encourage traditional and diverse merchants to locate in appropriate locations
- ❑ Make surplus government land available for redevelopment
- ❑ Coordinate redevelopment with key partners such as GDOT, MARTA and DeKalb County
- ❑ Identify and encourage workforce training opportunities for local residents, such as English as a second language classes

Housing

- ❑ Preserve and enhance the residential character of neighborhoods and prevent the encroachment of incompatible land uses
- ❑ Strictly enforce building codes and zoning ordinances in order to preserve the city's stable residential areas
- ❑ Consider regulations designed to limit overcrowding of housing as a means of ensuring neighborhood stability
- ❑ Provide opportunities for a range of housing options in areas undergoing redevelopment
- ❑ Ensure that redevelopment of existing city housing includes provisions for retaining current residents
- ❑ Adapt the city's housing to the aging of the general population and encourage the development of affordable housing for seniors
- ❑ Provide housing for special needs populations such as the disabled and mentally

- ❑ Establish a Land Bank as a public authority empowered to acquire, hold, manage, and develop tax-foreclosed property

Natural and Cultural Resources

- ❑ Continue fostering good land management practices in floodplains, groundwater recharge areas, and wetlands to avoid negative environmental impacts
- ❑ Ensure compliance with state environmental planning standards
- ❑ Coordinate with DeKalb County Stormwater Utility in managing non-point water pollution
- ❑ Promote protection of natural waterways, such as the Nancy Creek and Peachtree Creek spring heads
- ❑ Incorporate interpretive exhibits of Doraville's history in the town center area
- ❑ Promote cultural festivals celebrating the ethnic diversity and international flavor of Doraville
- ❑ Promote multicultural understanding through events programming
- ❑ Create a Doraville marketing publication that promotes cross-cultural patronage of existing businesses
- ❑ Encourage all public facilities to reach out to all communities by conducting outreach programs and providing materials in multiple languages
- ❑ Document and protect historic buildings and sites in the city in order to preserve the cultural heritage of Doraville

Community Facilities

- ❑ Consider the costs of providing services to existing and future residents within annexation plans
- ❑ Develop new park space and gathering space in the town center without the use of eminent domain
- ❑ Promote parks and plazas where community events can take place
- ❑ Explore options for consolidating government facilities into fewer buildings with a greater 'landmark' presence and consolidated parking
- ❑ Create a larger civic center with spaces for use by non-profits, community groups, and conferences, all within easy walking distance of the MARTA station
- ❑ Improve community facilities such as the library, the pool, and the civic center
- ❑ Promote the affordability of new commercial space to non-profit community organizations

Transportation

- ❑ Upgrade the pedestrian infrastructure throughout the downtown area, focusing especially on New Peachtree Road, Central Avenue, Park Avenue, and Buford Highway
- ❑ Promote connectivity between MARTA, open space, commercial, and residential areas with bike paths and walkways
- ❑ Support the development of a Bus Rapid Transit connection with existing MARTA facilities
- ❑ Explore state and federal transportation funding to mitigate the impacts of freight traffic through the city
- ❑ Enforce designated freight routes through the city in order to minimize truck cut through traffic in residential neighborhoods
- ❑ Create new streets to increase residents' access to the town center and increase connections between New Peachtree Road and Buford Highway south of Park Ave
- ❑ Provide traffic calming improvements in order to slow and minimize traffic in residential neighborhoods
- ❑ Create street section standards for Buford Highway and New Peachtree Road
- ❑ Limit curb cuts along Buford Highway
- ❑ Create new streets and interparcel connections to take some local traffic off of Buford Highway
- ❑ Reduce the cluster of confusing intersections near Buford Highway/I-285 to improve traffic operations
- ❑ Support the development of a shuttle connecting Peachtree DeKalb Airport, International Village, Chamblee MARTA, Doraville MARTA and the Gwinnett Chinatown

Land Use

- ❑ Promote holistic planning for redevelopment of the GM Site into a mixed-use employment center
- ❑ Make New Peachtree into Doraville's "Main Street" again with visible active retail uses on the first floor and residential uses above in designated Mixed Use Redevelopment Areas
- ❑ Develop a town center with civic uses, open space, and diverse commercial uses connected by a pleasant pedestrian environment within easy and convenient walking distance of the Doraville MARTA station
- ❑ Create gateways for the town center New Peachtree and Buford Highway
- ❑ Integrate the MARTA station into the Doraville town center
- ❑ Encourage transit oriented development within walking distance of the MARTA station, especially convenience oriented shops, residences, offices, and civic uses.
- ❑ Revise the zoning ordinance to encourage mixed use and town center/village development around the MARTA station

- ❑ Reinforce the connection between New Peachtree and Buford Highway by promoting active retail and civic uses along Park Avenue.
- ❑ Create design guidelines to address design elements such as architectural character, landscaping, parking lots, sidewalks, bus stops, and signs to improve the look of commercial corridors
- ❑ Create urban design standards for New Peachtree and Buford Highway
- ❑ Revise the zoning ordinance to incorporate updated urban design standards
- ❑ Create sign standards for Buford Highway and the town center area
- ❑ Update and enforce buffering standards for areas where commercial and industrial activity borders single-family residential land uses

Intergovernmental Coordination

- ❑ Maintain a close working relationship with DeKalb County regarding county provided services, such as water, sewer, fire, and emergency medical service
- ❑ Maintain required Service Delivery Strategy document outlining the service agreements between jurisdictions
- ❑ Ensure consistency of Doraville's future development plan with that of DeKalb County and surrounding cities
- ❑ Coordinate local transportation planning with regional plans for Road Improvements, highway corridor studies, MARTA, and Bus Rapid Transit

Implementation Program

In addition to the city's general policy statements, the comprehensive plan includes a short term work program that lists specific projects and capital improvements that are to be carried out within a five year time frame. A review of the city's previous short term work program is included in order to assess the performance of past planning efforts. In the case of Doraville, the city has not regularly maintained a short term work program. Thus, a review of the city's 1994-1998 short term work program is provided.

Report of Accomplishments – 1994 – 1998 Short Term Work Program

Report of Accomplishments	Status of Project or Activity				** Currently underway or temporarily postponed activities should appear in new STWP
	Completed	** Currently Underway	** Postponed*	Not Accomplished*	* Explanation for Postponed or Not Accomplished Project of Activity
ECONOMIC DEVELOPMENT					
Continue working cooperatively with DeKalb County, MARTA, Chamblee-Doraville Businessman's Association, the Koreatown Association, utility companies, and state agencies in coordinating local economic development efforts	X				Doraville Business Association is no longer in existence. However, comprehensive plan calls for increased business cooperation and recruitment activities.
Promote the expansion and retention of current business and industry	X				
Prepare an annexation study	X				
Prepare a study to analyze the feasibility of sidewalk construction along Buford Highway	X				
Support local and regional crime prevention programs	X				
NATURAL AND HISTORIC RESOURCES					
Continue fostering good land management practices in sensitive areas (floodplains, wetlands, etc)	X				
Amend city zoning ordinance to incorporate DNR's groundwater recharge area protection standards	X				

Report of Accomplishments	Status of Project or Activity				** Currently underway or temporarily postponed activities should appear in new STWP
Project or Activity from Previous STWP	Completed	** Currently Underway	** Postponed*	Not Accomplished*	* Explanation for Postponed or Not Accomplished Project of Activity
Annually review development regulations to ensure their appropriateness regarding environmental protection	X				
COMMUNITY FACILITIES AND SERVICES					
Work closely with DeKalb County regarding mutual areas of concerns such as water, sewer, fire, EMS, and police services	X				
Work closely with Georgia DOT regarding roadway improvements within the City	X				
Continue on-going street maintenance program	X				
Continue good working relationship with MARTA to ensure coordination of planning activities	X				
Maintain current information regarding the availability of state and federal financial assistance programs.	X				
Prepare a space needs assessment to identify ways of expanding City Hall to provide for additional city court space.	X				
Plan and develop new park (and on an "as-needed" basis.	X				
Annually assess solid waste management practices.	X				
Explore feasibility of sidewalk construction along Buford Highway.	X				
HOUSING					
Continue existing program of code enforcement and zoning administration.	X				

Report of Accomplishments	Status of Project or Activity				** Currently underway or temporarily postponed activities should appear in new STWP
Project or Activity from Previous STWP	Completed	** Currently Underway	** Postponed*	Not Accomplished*	* Explanation for Postponed or Not Accomplished Project of Activity
Identify residential areas which should be rezoned for other land uses.				X	Not Completed. Citizens and city officials desire to retain existing viable neighborhoods as residential areas.
LAND USE					
Update zoning ordinance on an "as needed" basis.		X			Ongoing. Consultants hired to rewrite zoning ordinance to be consistent with LCI and Comprehensive Plan.
Update Land Use Element on an annual basis.				X	Not Completed. Land use plans have not been updated regularly because of lack of planning staff resources.
Use land use objectives, land use plan narrative, and map in the review of rezoning requests and other development proposals.	X				
Prepare an annexation study.	X				
GENERAL					
Update Five Year Work Program on annual basis.				X	Not completed. Short term work program has not been updated regularly because of lack of planning staff resources.

Short Term Work Program 2006-2010

The following table lists items identified for the city's current Short Term Work Program. Many of these work items have been adapted from the city's recent Livable Centers Initiative (LCI) Study. The Doraville LCI Study provided the city's most recent list of desired capital improvement projects and implementation work items. Some of these items, such as the revision of the city's zoning ordinance, are already under way.

Project	Description	Year	Responsible Party	Est. Cost	Funding Source
Town center overlay & design guidelines	Regulate building location, orientation, height, bulk, parking location, mixed use, small business set aside, ground floor retail, streetscape requirements, materials, scale, banned uses. Town center area will be predominantly office over retail and civic land uses.	2007	City Staff / Consultant / Georgia DCA	\$50,000	General Fund / DCA Office of Downtown Development
Public amenity design guidelines	Identify preferred style of sign system, lighting, furniture, trash cans, kiosks, consistent street furniture for entire study area. Can be part of the town center overlay project.	2007	City Staff / Consultant / Georgia DCA	\$20,000	General Fund / DCA Office of Downtown Development
Developer Development Guidelines	New overlay guidelines should be summarized into an easy to understand, highly graphic document to illustrate design principles to developers. Document should be downloadable from city website.	2006-2008	City Staff / Consultant	Included in Buford Hwy Overlay	NA
Create downtown Doraville map and circulate	Create an illustrative, simplified map with major retail and civic destinations. Distribute the map at City Hall, the library, at the MARTA station, City Court, Arena, and online. Update map annually.	2007	City Staff	\$3,000	General Fund
Create Downtown Development Plan Pamphlet	Circulate pamphlet to help developers and citizens understand the redevelopment plan vision and implementation steps	2007	City Staff	\$2,000	General Fund
Redevelopment of New Peachtree	Prioritize early redevelopment on New Peachtree, Park, and Central corridors	2006-2010	City Staff	Staff Function	General Fund
Design gateway elements & sign system for key locations	Design and install gateway elements at identified locations	2008	City Staff	\$20,000	General Fund
Establish planning commission for design review in overlay districts	A planning commission can review development proposals to ensure they are consistent with articulated design standards in overlays. The commission is purely advisory, with final decisions in the hands of city council. Planning commissions normally have monthly meetings and are staffed by citizen volunteers.	2007	City Council / City Staff	Staff Function	General Fund
Incorporate a "Doraville International section into existing newsletter	Include a section about the many cross-cultural offerings of Doraville, including restaurants, shops, events, non-profits, education. Circulate the newsletter at City Hall, the library, and online.	2007	City Staff, APACS	Staff Function	General Fund

Project	Description	Year	Responsible Party	Est. Cost	Funding Source
Redevelopment of US post office parcel	Work with USPS to promote redevelopment of the post office on New Peachtree.	2007	City Staff	Staff Function	General Fund
Brownfield testing and mitigation	Based on past land uses, compile a list of properties that may need brownfield testing. Prioritize list based on estimated risk and value for redevelopment. Work with county and US EPA to obtain resources for remediation.	2008	City Staff	Staff Function	EPA Brownfield Funds
Business recruitment strategy	Develop a business recruitment strategy based on competitive advantages of location, transportation access, and international image. Consider nearby resources such as Peachtree Dekalb Airport, Emory/CDC, and the International Village. Coordinate with available property list.	2008	City Staff / GA Tech Economic Development Institute	\$25,000	General Funds, DeKalb Economic Development, Chamber of Commerce,
Buford Highway overlay and design guidelines	Regulate building location and orientation, mixed use, parking requirements, buffering requirements, streetscape requirements, signage, access management, interparcel access, bulk and height, materials, etc.	2008	City Staff / Consultant	N/A	General Funds
Move utility lines off New Peachtree	Relocate or bury high-voltage utility lines off New Peachtree to alternate location. Coordinate with New Peachtree streetscape	2009	City Staff / Georgia Power	Unknown	General Funds / Private Resources
Town Square Park	Acquire land for new town square park in Doraville Town Center District	2009	City Staff	\$1,250,000	DeKalb Greenspace / Blank Foundation
Annual Asian community day	Celebrate Korean, Chinese, Vietnamese, and other Asian communities in town center area.	2010	City Staff / Volunteers	N/A	General Funds
Annual Hispanic community day	Celebrate Hispanic community in town center area.	2010	City Staff / Volunteers	N/A	General Funds
International shuttle	Support a jointly operated shuttle between activity centers in order to reduce traffic congestion and facilitate transit usage	2010	Private developers	\$50,000	Public/Private Partnership
Redevelopment of MARTA parcel	Work with MARTA to redevelop key surface parking areas into mixed use with first floor retail. Select a site along New Peachtree with easy access for MARTA patrons and Doraville city staff.	2010	MARTA / City Staff	None	NA
Taxi regulation review	Review regulations governing taxis with public comment. Revise regulations as needed	2006	City Staff	Staff Function	General Fund
Available property list	Prepare an inventory of existing sites / buildings within the core redevelopment area that includes ownership, condition, use, value of land, etc. Update regularly.	2008	City Staff	Staff Function	General Funds
Code enforcement strategy	Review current code and survey residents for code enforcement priorities. Educate citizens on the current code .	2007	City Staff	Staff Function	General Funds
Senior Housing	Explore senior housing opportunities with non-profit developers.	2008	City Staff	Staff Function	General Funds

Project Name	Description	Year	Responsible Party	Est. Cost	Funding Source
Town Center area intersection improvements Central at New Peachtree	New Peachtree at Central Ave., New Peachtree at Park Ave. Buford Hwy at Central Ave ADA ramps, mast arm signals, pedestrian countdown timers textured crosswalks, signage	2007 – 2009	City Staff / DeKalb County, GDOT	\$444,000	LCI Implementation Funds, Local Match
MARTA Pedestrian Improvements	Improve signs directing to pedestrian entrances from Central & Park. Create a covered walkway from deck to station. Remove interior fencing; restrict fencing to outer perimeter of station and busway. Remove out-of-date signs.	2006 – 2009	MARTA	\$12,500	LCI Implementation Funds, Local Match
Shallowford Road and New Peachtree pedestrian and intersection safety improvements	Realign intersection of Shallowford Road and New Peachtree Road and improve pedestrian crossings, sidewalks, and signalization	2008 – 2010	City Staff, DeKalb County	\$790,000	TIP / DeKalb
New Peachtree Sidewalks – 4 Lane Area	Primary streetscape. sidewalks (10'), lighting, trees (30') street furniture. Consolidate telephone and cable with electric utilities	2007 – 2010	City Staff	Unknown	LCI Implementation Funds, Local Match
Sidewalks to schools	Improved sidewalks connecting Schools south of Buford Highway to Town Center, MARTA	2008 – 2011	City Staff	Unknown	LCI Implementation Funds, Local Match
Central Avenue Sidewalks	Primary Streetscape, sidewalks (10'), lighting, trees (30') street furniture	2008 – 2011	City Staff	Unknown	LCI Implementation Funds, Local Match
Park Avenue Sidewalks	Primary Streetscape, sidewalks (10'), lighting, trees (30') street furniture	2008 – 2011	City Staff	Unknown	LCI Implementation Funds, Local Match
Pinetree Plaza Extension	New 2 lane road with sidewalks connecting Buford Highway & New Peachtree, 2 intersection improvements	2008 – 2011	City Staff / GDOT	\$2,940,000	LCI Implementation Funds, Local Match
New Peachtree Sidewalks – 2 lane / Shallowford Area	Primary streetscape. Sidewalks (8'), lighting, trees (30'), street furniture. Consolidate telephone and cable with electric utilities.	2009 – 2012	City Staff	Unknown	LCI Implementation Funds, Local Match
Shallowford Road Sidewalks	Secondary streetscape. Sidewalks (8'), trees (30'), street furniture. Consolidate telephone and cable with electric utilities.	2009 – 2012	City Staff	Unknown	LCI Implementation Funds, Local Match