

## RESOLUTION 2021-20

### RESOLUTION TO ADOPT THE 2021 COMPREHENSIVE PLAN UPDATE FOR THE CITY OF STONE MOUNTAIN, GEORGIA AND TO DIRECT THE TRANSMITTAL OF THE UPDATE TO THE ATLANTA REGIONAL COMMISSION

**WHEREAS**, the City of Stone Mountain, Georgia has completed the 2021 Comprehensive Plan Update; and

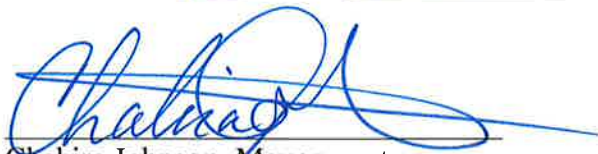
**WHEREAS**, these documents were prepared according to the Standards and Procedures for Local Comprehensive Planning effective October 1, 2018, and established by the Georgia Planning Act of 1989; and

**WHEREAS**, the City of Stone Mountain's Comprehensive Plan Update has been reviewed by the Atlanta Regional Commission and the Georgia Department of Community Affairs and found to be in compliance with the Minimum Standards and Procedures for Local Comprehensive Planning.

**NOW THEREFORE BE IT RESOLVED**, that the City of Stone Mountain, through the Mayor and City Council, does hereby adopt the 2021 Comprehensive Plan Update and directs that the availability of the Plan Update for public review and inspection be publicized.

**BE IT FURTHER RESOLVED**, that the City of Stone Mountain, through the Mayor and City Council, directs the City Clerk to forward a copy of this resolution and the final 2021 Comprehensive Plan Update to the Atlanta Regional Commission.

Adopted this 28<sup>th</sup> day of October 2021.

  
Chakira Johnson, Mayor pro tem

  
Alicia Daniels, City Clerk

# CITY OF STONE MOUNTAIN COMPREHENSIVE PLAN 2021 UPDATE

*Adopted by Stone Mountain City Council – October 28, 2021*



*The City of Stone Mountain will be a visionary, diverse, vibrant, sustainable community where people **live, visit, create, learn, play** and **prosper** together.*

This document was prepared by the Atlanta Regional Commission using funds provided by the State of Georgia.

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Appendix A: Data Update (includes Broadband Element)

Appendix B: Public Engagement Documentation



## **Acknowledgements**

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# Executive Summary

The 2021 City of Stone Mountain Comprehensive Plan is an update to the City's 2016 plan. That document represented a significant new step as the City's first plan developed under the Georgia Department of Community Affairs' (DCA) overhauled rules (*Minimum Standards and Procedures for Local Comprehensive Planning*) adopted in 2012. This plan and the 2016 version still draw substantially from the original plan, development by Robert and Company in 2006, and the original 2003 Livable Centers Initiative (LCI) Plan.

The current plan builds on the vision, goals and policies established in the 2016 plan. It also incorporates recent planning efforts from the last five years, current trends and data, new community input, and a new work program, to define the City's path for the future

Analysis and engagement underlying this plan document focused largely on core elements that DCA's rules require to be updated every five years. Those include Needs and Opportunities, Land Use, Broadband (which was not required for Comprehensive Plans until 2018), the Report of Accomplishments (ROA), and the Community Work Program (CWP). Feedback in those key areas also informed updates to the rest of the plan's elements.

As with the 2016 plan, this document remains organized in three sections: **Stone Mountain Yesterday**, **Stone Mountain Today**, and **Stone Mountain Tomorrow**. Stone Mountain Yesterday takes a look at the history of the City to establish background and context for decisions today and in the future. Stone Mountain Today examines current trends in population, housing, labor, and transportation – as well as current Community Needs (challenges to address) and Opportunities (assets to build upon). The intent is to understand trends that may have planning implications for the future, along with opportunities for improvement. This guides and informs the final section of the plan, Stone Mountain Tomorrow. This section contains the Future Land Use and Character Area elements and maps, outlines a Report of Accomplishments from the 2017-2021 Community Work Program, and documents a new 2022-2026 Work Program to organize initiatives for the near future.

# Stone Mountain Yesterday

# History of the City of Stone Mountain

The City of Stone Mountain is located in DeKalb County, Georgia and has a long history pre-dating the Civil War. The small railroad town situated at the base of a massive granite rock containing the world's largest bas-relief carving became a bustling center of industry. The rock was initially referred to as Rock Mountain, but by the end of the 1830's, Stone Mountain was more widely accepted and remains the name today. The village was later incorporated as New Gibraltar in 1839 and later renamed Stone Mountain in 1847. Early in its history, residents of Stone Mountain understood the importance of the Mountain and the opportunities a railroad line through the village could bring. The Georgia Railroad was constructed to connect Augusta to the Western & Atlantic's terminus in Marthasville (present-day Atlanta). The plan for the rail line by-passed the village, so residents moved the village center to the east side of the railroad, placing it in between the railroad and the Mountain. This foresight paid off and by the end of the 1840's, the village of Stone Mountain contained four hotels and eight stores with a population of 300.



HISTORIC PHOTO OF STONE MOUNTAIN VILLAGE.  
SOURCE: [HTTPS://STONEMOUNTAINHISTORICSOCIETY.ORG/ABOUT-2/](https://stonemountainhistoricsociety.org/about-2/)



HISTORIC PHOTO OF STONE MOUNTAIN VILLAGE.  
SOURCE: [HTTPS://STONEMOUNTAINHISTORICSOCIETY.ORG/ABOUT-2/](https://stonemountainhistoricsociety.org/about-2/)

During the Atlanta Campaign of the Civil War, the village experienced great loss, as stores, cotton and the granite depot were burned by Union forces. The train tracks were also destroyed. The village of Stone Mountain regained its footing and concentrated on mining the Mountain's granite as it grew in demand. The Venable Brothers incorporated the Southern Granite Company in the 1880's, and would allow the city to thrive through the early part of the 1900's. A new streetcar line was established linking Stone Mountain to Decatur, and on to Atlanta. Main Street flourished with activity and public schools to serve both the white and black populations were established.

At its height, the quarry industry produced 200,000 paving stones and 2,000 feet of curbing a day. As building techniques and materials changed, cut stone was less in demand and residents of Stone Mountain began to struggle, particularly during the onset of the Great Depression.

The United Daughters of the Confederacy initiated an idea in the 1910's to carve a monument into the side of Stone Mountain. Financial shortcomings, the Depression, and World Wars I and II, stalled the project for decades. In 1958, the State of Georgia purchased the Mountain and surrounding land to establish a park and complete the memorial. The City of Stone Mountain's population continued to climb until 2000 when it began to decline, dropping by almost 20 percent from 2000 to 2010. However, since the recovery from the real estate crisis and Great Recession, the population has begun to correct itself, growing by 8 percent from 2010 to 2019.

Stone Mountain Park has brought tremendous tourism opportunities to Stone Mountain village, including a number of Olympic events held in the park in 1996, such as tennis, archery and rowing. Since the Olympics, Stone Mountain Park has made a number of improvements including the addition of the 1870's-replica town of Crossroads, a redeveloped Olympic archery range and velodrome which is now a bird habitat, the SkyHike rope course, Snow Mountain, and a number of annual festivals. In recent years, the City has worked diligently to redevelop its historic downtown and provide an enhanced quality of life for residents and visitors alike. The efforts of revitalizing downtown and capitalizing on visitors to Stone Mountain Park provides the City of Stone Mountain a tremendous opportunity for expansion and growth.

*\*Much of the above information is from the Stone Mountain Historical Society <https://stonemountainhistoricsociety.org>.*

# Stone Mountain Today





## Location

The City of Stone Mountain is in DeKalb County, Georgia. The City is approximately 1.6 square miles and is less than 20 miles northeast of downtown Atlanta. A portion of Stone Mountain Park is within the city limits of the City of Stone Mountain. The figure at right shows the City's location south of Stone Mountain Freeway (US 78) and Memorial Drive (SR 10).

## Data Update

The planning process included an updated assessment of current trends in population, housing, labor, and transportation as tools to complement feedback received and inform key Plan elements such as Needs & Opportunities and Vision & Goals. These data points are detailed in **Appendix A**. The Appendix includes the DCA-required **Broadband Element**.





# Vision & Goals

*The City of Stone Mountain will be a visionary, diverse, vibrant, sustainable community where people **live, visit, create, learn, play** and **prosper** together.*

The City's Vision Statement has its roots in the original 2003 Livable Center's Initiative (LCI) Plan and 2006 Comprehensive Plan. It was modified slightly during the 10-year update to the LCI plan, the 2016 Comprehensive Plan update, and the 2021 plan update process.

To carry out this community vision, the Plan maintains six major goals. Similar to the vision, the goals tie strongly to the LCI Plan and other previous planning efforts. These goals are to be used to inform and guide policy- and decision-making broadly, as well as to organize activities in the Plan's five-year Community Work Program.

The six goals include:

- Vibrant downtown and resilient neighborhoods
- Strong, connected business environment
- Positive reputation and image
- High-quality community appearance with local character
- Growing resident population
- Safe, convenient transportation system for all modes

# Community Input

The Stone Mountain comprehensive plan update took place beginning in early 2021 and extending through the fall. The lingering COVID-19 pandemic continued to disrupt traditional in-person engagement during 2021, forcing the Planning Team to use a virtual approach to engagement, communication, and plan development.

The public engagement process focused on gathering input in the key areas that are required by the state's planning rules to be updated every five years. Those areas included Issues and Opportunities, Vision and Goals, and Future Land Use. Analysis and feedback in these areas also informed additional updates to other areas of the Plan.

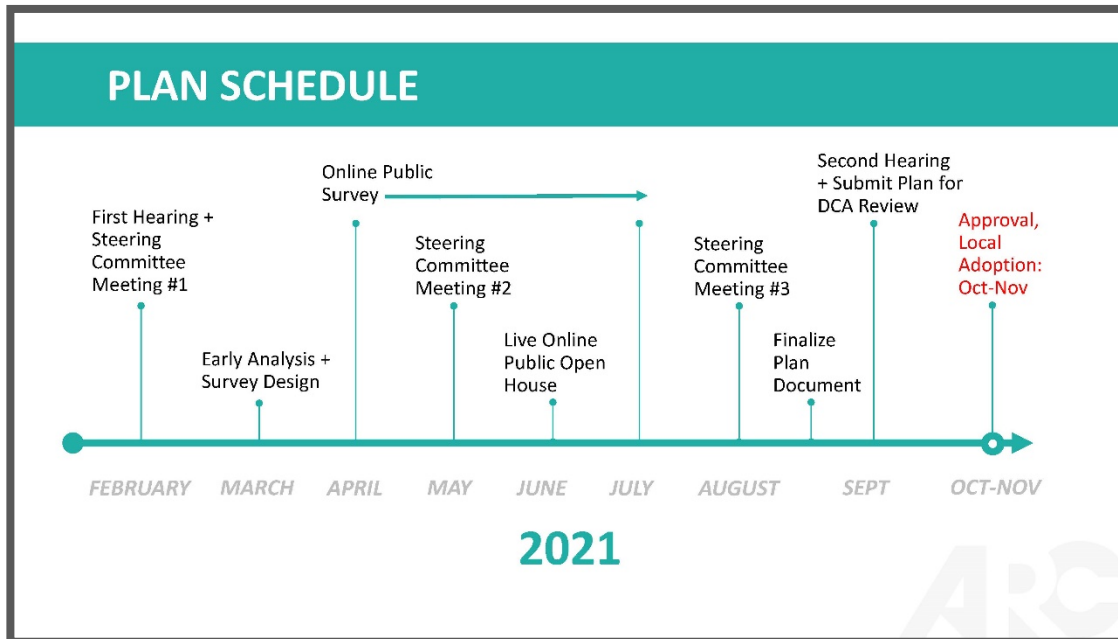
The planning process was guided by a Steering Committee comprised of residents, local business owners, and City staff. The Committee met on multiple occasions, providing direction and feedback at key points in the process. Steering Committee members are listed in the Acknowledgments section at the beginning of this plan document. The required economic development and governing authority representatives are identified. Additional opportunities for public engagement took place via a public open house, survey, and public hearings.

The first required public hearing was held virtually before Stone Mountain's City Council on February 16, 2021. The Planning Team then facilitated three virtual Steering Committee meetings (February 23, May 3 and August 12) and one virtual public open house (June 17). Engagement techniques used during public and Steering Committee meetings included presentation, guided discussion, interactive/real-time polling via text message, and question/answer via audio and chat. The Planning Team also developed a comprehensive online survey, which was open from April 22 through July 6.

The City promoted the public open house and survey through digital methods such as the City's website and social media accounts. One promotional tool developed by the Planning Team was a flyer with a QR code directing community members to the online survey. Steering Committee members were also tasked with promoting these activities. All milestones were documented on the project's PublicInput.com site at <https://publicinput.com/stonemountainplanupdate2021>.

Below are a summary of public engagement elements and a graphic showing the plan update schedule. Additional documentation of public engagement activities, including the full online survey results, can found in **Appendix B**.

Engagement Element	Details
Online project portal	<ul style="list-style-type: none"> <li>• <a href="https://publicinput.com/stonemountainplanupdate2021">https://publicinput.com/stonemountainplanupdate2021</a></li> </ul>
Steering Committee	<ul style="list-style-type: none"> <li>• 13 members</li> <li>• Mix of public and private interests</li> <li>• 3 virtual meetings</li> </ul>
Internal Staff Committee	<ul style="list-style-type: none"> <li>• 5 members</li> <li>• Participated in Steering Committee meetings when available</li> </ul>
Public Meeting	<ul style="list-style-type: none"> <li>• 1 virtual Open House</li> </ul>
Online Survey	<ul style="list-style-type: none"> <li>• 86 unique participants</li> <li>• 1,168 total responses</li> <li>• 291 total comments</li> </ul>
Public Hearings	<ul style="list-style-type: none"> <li>• 3 hearings: Kickoff, Pre-transmittal, Adoption</li> </ul>



PLAN SCHEDULE

**CITY OF STONE MOUNTAIN  
COMPREHENSIVE PLAN  
COMMUNITY SURVEY**

Communities guide growth and development through planning. Please take a moment to complete our survey on priority needs and opportunities for Stone Mountain's future. Your input will help shape the City's 2021 Comprehensive Plan Update!

To take the survey, just go online to this web address:  
<https://publicinput.com/StoneMountainPlanUpdate2021>

You can also use the camera app on your smartphone to scan the QR code at left.

Thank you for your participation!

FLYER FOR ONLINE SURVEY

# Needs & Opportunities

This section of the Plan details key needs and opportunities to be addressed by the City and its stakeholders and partners in the future. The list of needs and opportunities were developed based on the 2006 and 2016 Comprehensive Plans; feedback from City staff; Steering Committee input; online survey responses; and comments from community members during the virtual open house.

Opportunities are assets or strengths for the City to build on and accentuate. Needs can be seen as challenges for the City to monitor and address. Below each section of needs are corresponding policies for the City to pursue. These needs and opportunities will be addressed through future policy- and decision-making, implementation measures, and the Community Work Program.

## **Opportunities – Strengths to build upon**

- Location within the region and proximity to employment centers, transit, and amenities
- Growth of nearby cities and potential for spillover benefits to Stone Mountain
- Historic downtown with pedestrian-scale buildings and walkable street grid
- Opportunities for incremental infill development and redevelopment
- Historic identity and resources
- Low crime levels
- Stone Mountain Community Garden at VFW Park
- Proximity to natural beauty and recreation opportunities of Stone Mountain Park
- Affordability and a strong middle class
- Inclusivity, sense of community, and strong, caring neighborhoods
- *Village Forward* Master Plan to guide decision-making for downtown

**Needs – Challenges to be addressed**

<b>Economic Development Needs (Challenges)</b>
Coordination between City of Stone Mountain and Stone Mountain Park
Locally-owned and local-serving retail, especially downtown
Uniform and consistent business hours for shops and restaurants
Business retention, incubation and recruitment
Alignment/cohesion of business interests and their interaction with community
Branding and marketing - Identity beyond history, Park access, regional convenience
Events, programming and community-building activities
Limited growth in new resident population, especially young families
School quality and perception

<b>Economic Development Policies</b>
Continually cultivate partnerships with Stone Mountain Park
Welcome new businesses and support existing ones
Capitalize on the high traffic volumes passing through the city on Main Street each day and the four million visitors to Stone Mountain Park each year
Leverage the high number of employees working in the Stone Mountain Industrial Park as potential residents and customers for local businesses
Foster connections and information sharing between local businesses
Create unique brand
Leverage growth of nearby communities to attract new families to Stone Mountain
Maintain open dialogue with DeKalb County Schools to advocate for facilities improvements and accommodate student populations

<b>Land Use and Housing Needs (Challenges)</b>
Unsafe and vacant homes, buildings and lots / code enforcement
Aging housing stock and challenges for many residents in renovating
Limited mix of uses, e.g., offices/lofts over Main Street retail
Lack of downtown vibrancy
Minimal new housing in recent years
Need for preservation of affordability and equitable development

**Land Use and Housing Policies**

Research national best practices in code enforcement and vacant property management
Engage with residents and connect them to information about renovation resources
Promote redevelopment, image improvements and community branding to reinvigorate home values within the city
Encourage mixed use development downtown
Emphasize infill and redevelopment as tools to stimulate growth and support planning objectives
Support programs that facilitate home ownership
Ensure that future development honors the area's historic and cultural significance

**Natural and Cultural Resources Needs (Challenges)**

Historic structures in need of restoration/rehabilitation
Untapped opportunities for natural/passive greenspace
Widespread impervious surfaces and impaired natural resources such as streams
Arts and culture support/programming

**Natural and Cultural Resources Policies**

Engage with the community to identify and support resources worthy of historic designation or historic preservation efforts
Enforce design guidelines and/or standards for redevelopment of historic buildings or infill within the historic core.
Explore opportunities for stream restoration and accessible greenspace between neighborhoods
Actively grow Arts and Culture in Stone Mountain through public art, programming and events, and supporting and partnering with local artists

**Community Facilities and Services Needs (Challenges)**

Identifiable, aesthetically pleasing gateways
Untapped potential for more parks, rec facilities and community spaces
Lack of playgrounds in parks
Undeveloped/vacant sites that could accommodate new facility needs
No central community or senior center
Clear parking designation/signage for Main Street users vs. Stone Mountain Park users

**Community Facilities and Services Policies**

Enhance the image of the community in the village center, at key gateways and along arterial corridors.

Continue to maintain current recreation offerings while looking for opportunities to expand recreation programming in existing facilities

Create gathering spaces to support the village center as a community focal point.

Redevelop marginal public facilities into more functional spaces that satisfy community needs.

**Transportation and Infrastructure Needs (Challenges)**

Congestion and inadequate traffic operations on Main Street

Cut-through traffic in neighborhoods

Dysfunction of 5-point intersection of East Ponce, Main, Silver Hill, JBR Memorial

Improvement and expansion needed for sidewalk network

Limited safe pedestrian crossings throughout city

Infrastructure needing repair: striping, pavement, drainage, curbs, sidewalks, signage

Beautification: management of overgrowth, landscaping improvements

**Transportation and Infrastructure Policies**

Improve traffic flow along Main Street.

Actively promote pedestrian and bicycle connectivity throughout the city.

Support appropriate recommendations of existing transportation planning studies.

Enhance transit availability and links to major employment centers and Stone Mountain Park from the city center.

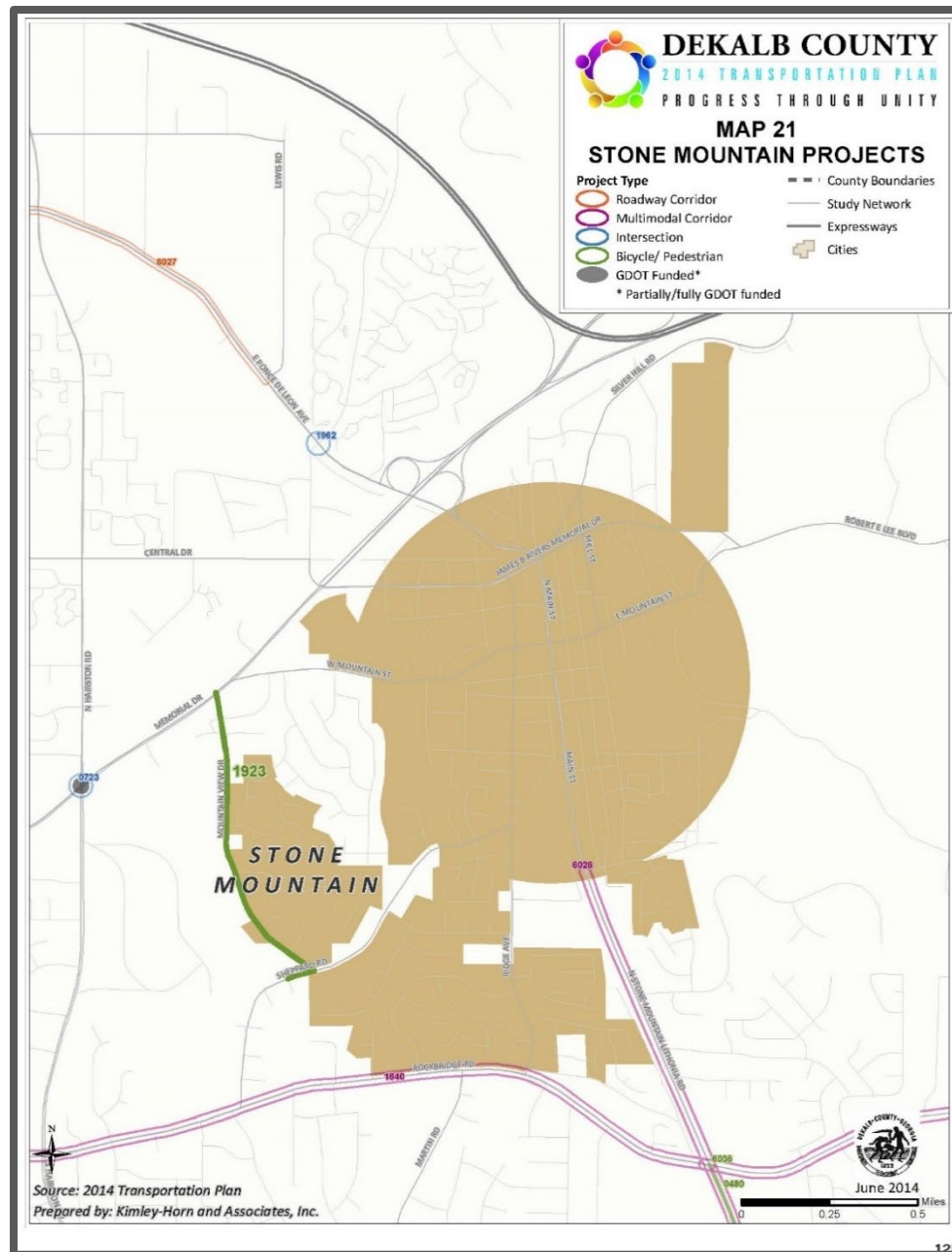
Enforce weight and size limits of vehicles that can utilize Main Street.

# Guiding Planning Documents

## DeKalb County Comprehensive Transportation Plan

The DeKalb County Comprehensive Transportation Plan (CTP) is an important mechanism for improving the Stone Mountain area's transportation network, particularly nearby state and county roads and projects of countywide significance.

The most recent DeKalb County CTP was [completed in 2014](#). Stone Mountain does not have its own list of projects, as no projects are more than 20 percent contained in the City. A number of projects fall near the city limits or connect to the City, including the multimodal corridor project along Rockbridge Road (Project 1640); the sidewalk project along Mountain View Road (Project 1923); the Heritage Corridor Study (Project 6026) and associated bicycle and pedestrian improvements (Project 0480); and the intersection projects of Memorial Drive and North Hairston Road (Project 0723) and Goldsmith Road at East Ponce de Leon Avenue (Project 1962). See the figure to the right for a map of projects affecting the City of Stone Mountain.





The DeKalb County CTP is currently being updated as part of the [2050 Unified Plan](#) process, with the 2019 [DeKalb County Transit Master Plan](#) serving as Phase I of the update. The Transit Master Plan documents that Stone Mountain (along with Tucker, Clarkston and Pine Lake) is only marginally served by MARTA bus and is underserved by MARTA rail, especially given its proximity to the Stone Mountain/Tucker Summit industrial area. A key aspirational project under future regional transit financing scenarios (“half-Penny” and “full Penny”) is Arterial Rapid Transit (ART) service along Memorial Drive from downtown Atlanta to the Goldsmith Park-and-Ride lot just outside of Stone Mountain.

**Project Fact Sheet**

**What is a Unified Plan?**  
 The DeKalb County 2050 Unified Plan will combine two of the County's long range plans into one: a **Comprehensive Transportation Plan** that identifies priority transportation projects and policy recommendations and a **Comprehensive Land Use Plan** that establishes the framework for future growth and development. Transportation and land use investments have a direct impact on one another, so the combined plan will create a more consistent, unified strategy. The combined plan will address arts and culture, housing, health and wellness, public safety, sustainability, retail, and annexation.

**Why is DeKalb creating a Unified Plan?**  
 The combined transportation and land use planning effort will enable the County to develop its strategies and investments in a more coordinated manner. The recommendations of this planning process will help DeKalb leadership determine which transportation projects to pursue for both local funding opportunities and state and federal dollars. The Plan will also include recommendations within unincorporated DeKalb activity centers for the types of growth and development that may occur based on new market realities and trends.

**Why 2050?**  
 2050 seems like a long way off, but an integrated short-, mid-, and long-term strategy for land use and transportation ensures that the incremental decisions being made today are forward thinking and made with the County's long-term vision and direction in mind.

**Project Timeline**

Project Tasks	2021												2022	
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb		
Project Tasks	Vision, Goals, Needs, & Opportunities			Transportation Nexus			Recommendations			Documentations, Review, and Adoption				
General Public Engagement	Online Survey		Community Events		Public Meetings		Public Meetings		Public Meetings		Focus Groups			

**LEGEND:** Online Survey (red bar), Community Events (purple bar), Public Meetings (blue bar), Focus Groups (green bar)

DEKALB COUNTY 2050 UNIFIED PLAN FACT SHEET

**DeKalb County**  
 TRANSIT MASTER PLAN

August 2019

**DeKalb County**  
 Transit Master Plan

Technical  
 Documentation  
 Compendium

DeKalb County GEORGIA A:R marta Prepared by: vhb

DEKALB COUNTY TRANSIT MASTER PLAN TECHNICAL ADDENDUM

## DeKalb County

### 2019-2023 Consolidated Plan for HUD Programs and 2019 Annual Action Plan

DeKalb County is a U.S. Department of Housing and Urban Development (HUD) entitlement community and receives Community Development Block Grant (CDBG) funding to perform various community improvement activities. As a HUD requirement, the County must periodically update its [Consolidated Plan and Annual Action Plan](#).

As detailed in the plan, the area surrounding Memorial Drive in the City of Stone Mountain is a target area of the County. Target areas help focus investment and allow the County to be more strategic in affecting areas with high concentrations of low- to moderate-income residents. The City of Stone Mountain works with DeKalb County to establish housing goals and initiatives for the City utilizing federal funds.

Many goals and projects found within the 2019 Annual Action Plan of DeKalb County's Consolidated Plan are countywide, but some specific activities are called out within the City of Stone Mountain. These include funds directed towards the renovation of the ART Station Facility in downtown Stone Mountain. ART Station is a nonprofit, professional, multicultural, multidisciplinary arts center, theatre company and arts organization.

**THE 2019-2023 CONSOLIDATED PLAN FOR HUD PROGRAMS, INCLUDING THE 2019 ANNUAL ACTION PLAN**  
DeKalb County, Georgia

DEKALB COUNTY GEORGIA  
1822

**RESPONSIBLE AGENCY:**  
DEKALB COUNTY COMMUNITY DEVELOPMENT DEPARTMENT  
750 Commerce Drive,  
Decatur GA 30030  
Phone: 404-371.2727  
Fax: 404-371.2742

## Stone Mountain LCI Plan (2013)

The Livable Centers Initiative (LCI) is a program funded by the Atlanta Regional Commission with the goal to create livable communities across the Metro Atlanta region “linking transportation improvements with land use development strategies”.

The Stone Mountain LCI was originally awarded in 2003, with the [current plan adopted in 2013](#) as a 10-year update. Importantly, it expanded the scope of the 2003 Plan from only downtown to the footprint of the entire City. LSL Planning, Inc. developed the plan with input from the public, as well as a steering committee of local stakeholders. The plan takes a look at current trends, future demands, and current opportunities to develop a 5-year work program that addresses transportation, housing and other aspects of Stone Mountain.

The plan outlines four “Catalyst Projects” for reuse that could potentially spur growth and redevelopment within the City. The four projects with potential uses include:

1. MARTA Parking Lot
  - Accomplished. Demolished to build 80-unit senior housing development, opened in fall of 2015.
2. DeKalb Housing Authority Youth Home – no longer in use
  - Art Camp or Hostel Facility; or

## City of Stone Mountain



adopted april 15, 2013



## Livable Centers Initiative Plan 10 Year Update



- Demolish current facilities and create 40-single family cottages; or
  - Combined senior housing and senior care facility.
3. Ridge Avenue – former residential subdivision with partially developed infrastructure (see photo below)
- 40-unit townhome development; or
  - 20 small lot single family homes; or
  - Active adult housing.
4. Generic Small Mixed Use Commercial Site
- Not site specific; various sites within the downtown area on approximately 1.5 acres; or
  - One story mixed use with 15,000 SF retail and office space; or
  - Two story mixed use with 12,000 SF retail and commercial space and 20 loft units.

The 2013 LCI plan update also contains a Zoning Ordinance Technical Review that analyzed various sections of the zoning code including organization of the document, variances, zoning districts, site plan review, rezonings, and other important elements.



## Stone Mountain Village Neighborhood Improvements Plan (2015)

In 2015, the Downtown Development Authority (DDA) worked with the Georgia Department of Community Affairs' Design Studio to develop conceptual designs making recommendations to enhance various entrances and gateways throughout Stone Mountain. Through use of DDA funds and contributions from private individuals, the gateway at the Main Street Gazebo has been completed. The plan looked at five areas. These included:

1. Cemetery Entrance Plaza
2. Ponce de Leon Bike Station
3. Sherman's Neckties
4. Main Street Gazebo
5. Cemetery Side Entrance

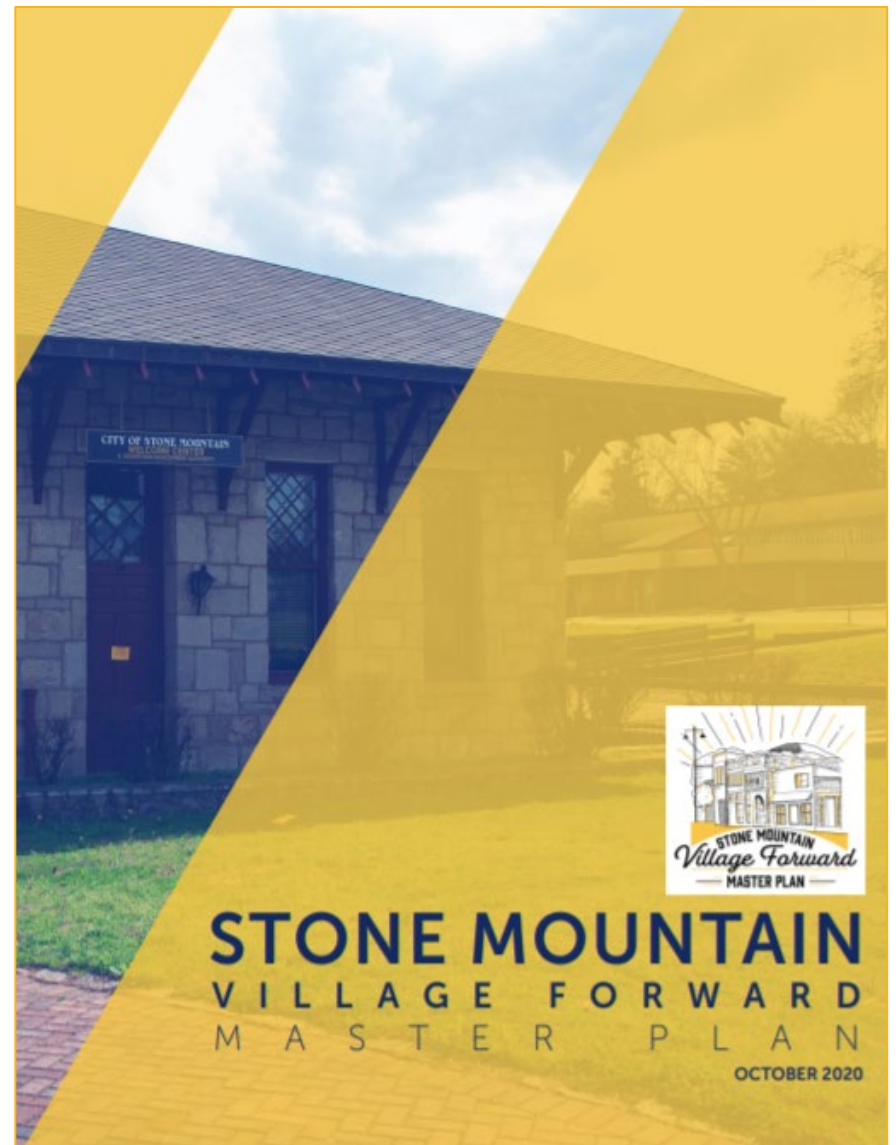


## Stone Mountain Village Forward Plan (2020)

In 2020, the Stone Mountain Downtown Development Authority (DDA) contracted with the consulting firm POND to create the [Village Forward Downtown Master Plan](#). The development of such a plan was a specific goal that came out of a DDA strategic planning retreat in 2019. The Village Forward Downtown Master Plan was adopted on October 6, 2020. The Plan can be understood and used as an important complement to the City's LCI Plan and other downtown planning efforts mentioned above.

Village Forward represents a comprehensive and collaborative effort between business owners, residents, elected officials, stakeholders, and planning professionals to position the City of Stone Mountain for future redevelopment, sound preservation, and an improved quality of life. The City is uniquely positioned geographically and economically to succeed and bring new opportunities to its downtown. Led by the DDA with support from the City, this plan seeks to unify various efforts to help the Village progress towards sustained change.

Leveraging partnerships, financial resources, and advocacy, both the DDA and the City can achieve the recommendations and vision set forth in this plan. During this process, many great conversations took place, participant ideas spurred innovation, and the momentum for positive change is growing. This plan helps guide the DDA and the City in managing change well and positioning the Village for future success.





## City of Stone Mountain Community Assessment by Georgia Power (2011)

Georgia Power's Community and Economic Development Department utilized Herron Consulting to conduct a community assessment for the City of Stone Mountain in 2011. The assessment looked at current assets and opportunities, current industry mix, and then made recommendations on recommended target industry and recruitment strategies. The recommended target industries are listed in the box below:

### 2.2 RECOMMENDED TARGET INDUSTRIES AND CLUSTERS

HERRON CONSULTING recommends specific target industry sectors for the City of Stone Mountain to pursue to bring new jobs and investment to the community. The industries are grouped into three clusters, based upon synergies between the target industry sectors. The recommended target industry clusters and sectors are:

- Entrepreneurial Networked Professionals
  - Independent Artists, Writers and Performers, NAICS 71150
  - Management, Scientific and Technical Consulting Services, NAICS 5416
- Motion Picture Production and Postproduction
  - Motion Picture and Video Production, NAICS 51211
  - Postproduction and Other Related Industries, NAICS 51219
- Computer Gaming
  - Software Publishing, NAICS 51121
  - Custom Computer Programming, NAICS 541511

In addition to these, we recommend Stone Mountain continue its focus on tourism because it is an export industry which increases community wealth and tax revenues; creates a positive image of the community and is beneficial for marketing. Tourism is one of Georgia's target industries and the entire state benefits from it.

## CITY OF STONE MOUNTAIN COMMUNITY ASSESSMENT

Prepared For:

**Georgia Power Company  
Community and Economic Development**

March 2011



**HERRON CONSULTING LTD**

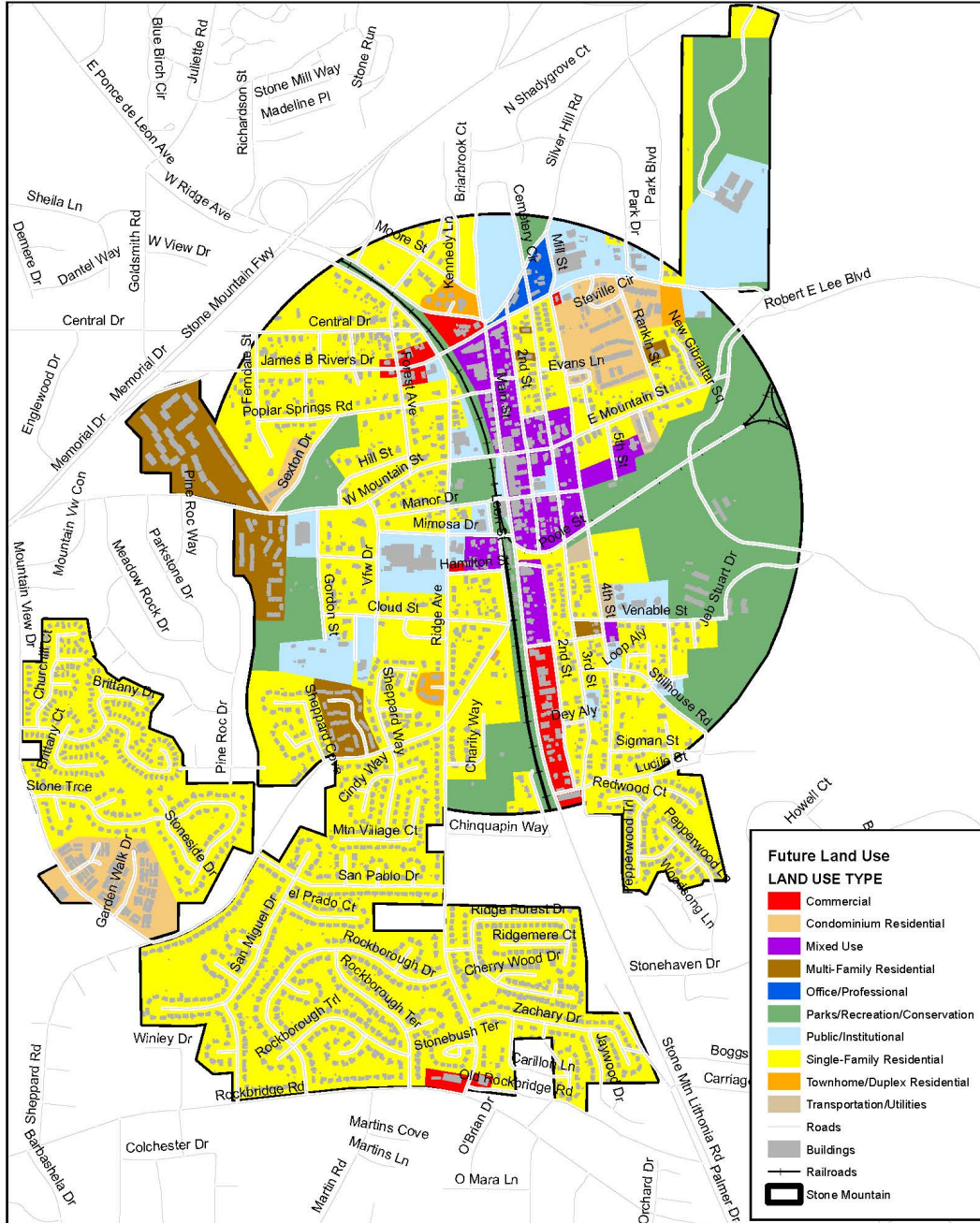
1101 Juniper Street, Suite 51  
Atlanta, Georgia 30309  
[www.HerronConsultingServices.com](http://www.HerronConsultingServices.com)

# Stone Mountain Tomorrow





# Future Land Use Map, City of Stone Mountain



## Future Land Use

The Future Land Use Map was created by utilizing the current land use and zoning map of the City of Stone Mountain. The future development map outlines anticipated land uses over the next 20 years and uses conventional classifications to describe the use of the land. This map will be used as a guide in conjunction with citywide polices and the Character Area Map located on page 29, when making development related decisions. The character area map identifies boundaries of sub-planning areas that have unique or special characteristics that require special attention in regards to development issues. The land use classifications used in the future land use development map are described below and further detailed within the *primary land use* section of each character area listed in the next section. Definitions for the standard land use categories are taken from Chapter 110-12-1 *Minimum Standards and Procedures for Local Comprehensive Planning* of the Georgia Department of Community Affairs and outline broad categories including potential land uses.

**Residential:** the predominant use of land within the residential category is for single-family and multi-family dwelling units organized into general categories of net densities. The residential land uses in the Stone Mountain Future Land Use Development Map include Condominium Residential, Multi-Family Residential, Single-Family Residential and Townhome/Duplex Residential.

**Commercial:** This category is for land dedicated to non-industrial business uses, including retail sales, office, service and entertainment facilities, organized into general categories of intensities. The commercial land uses in the Stone Mountain Future Land Use Development Map include Commercial and Office/Professional.

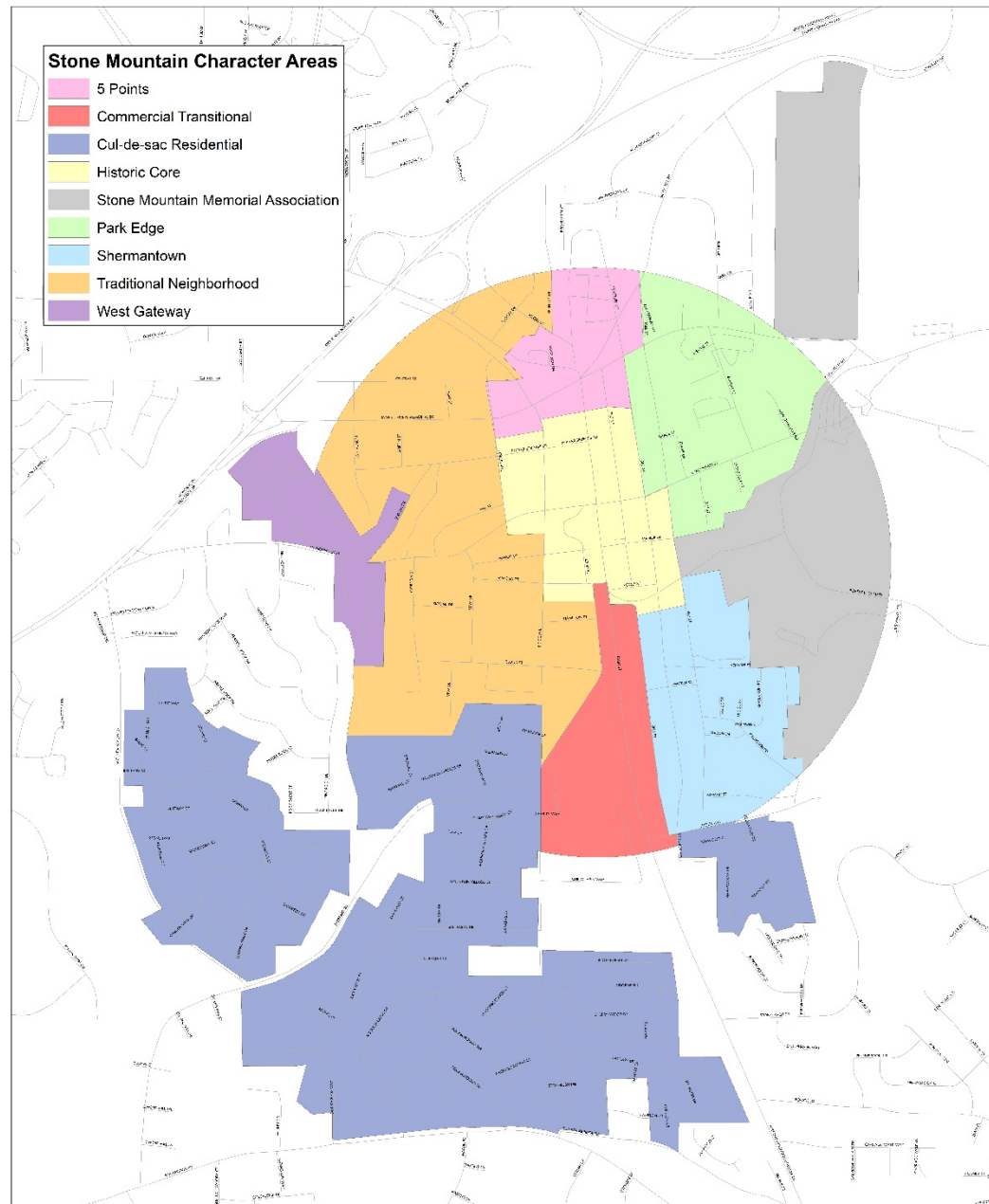
**Public/Institutional:** This category includes certain state, federal or local government uses, and institutional land uses. Government uses include government building complex, police and fire stations, libraries, prisons, post offices, schools, military installations, etc.

**Transportation/Communication/Utilities:** This category includes such uses as major transportation routes, public transit stations, power generation plants, railroad facilities, radio towers, telephone switching stations, airports, port facilities or other similar uses. The transportation/communication/utilities land uses in the Stone Mountain Future Land Use Development Map include Transportation/Utilities category.

**Park/Recreation/Conservation:** This category is for land dedicated to active or passive recreational uses.

**Mixed Use:** These areas combine land use types that are often physically and purposefully integrated.

# Character Areas, City of Stone Mountain

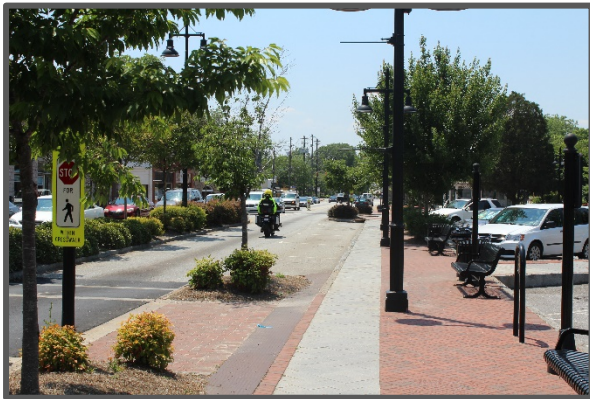




# Character Areas

The following list of character areas corresponds to the Character Area map listed on page 29. Character areas are sub-planning areas that have unique or special characteristics that require special attention in terms of future development. The character areas are listed below and include both a brief description of the area as well as current picture from those areas. The description also includes an explanation of desired development patterns, implementation strategies, and primary land uses.

## Historic Core



The Historic Core is the focal point of the city of Stone Mountain. The future of the historic core will encompass physical and economic redevelopment and revitalization in a manner that is sensitive to the area's historic context. New development and redevelopment will increase the burgeoning mix of uses, which includes higher-density residential, retail, and office professional activities. The area is, and will continue to be, the hub of city offices, greenspaces, and links to regional transportation routes. The area will be pedestrian friendly and linked to other city neighborhoods through sidewalk and bicycle routes.

Desired Development Patterns and Implementation Strategies:

- Traditional "downtown" with large blocks lined with buildings that meet the street.
- Parking located in civic lots, lots located behind structures or on the street.

- Sidewalks are wide and include amenity areas for street trees, benches, and plantings.
- Roadways should have well marked and signalized crossings for pedestrians and cyclists.
- Support implementation of 2013 10-Year LCI Update.
- Enforce historic district design guidelines and zoning regulations.

Stone Mountain's connection to the PATH network is another unique characteristic of the Town Center and should be expanded in the future, including more direct connections to greenspace and trail networks as well as linking parks to one another. All of these efforts, accompanied by the addition of sidewalks and creation of other pedestrian-friendly trail/bike routes will link neighboring communities and major destinations, such as libraries, neighborhood centers, health facilities, commercial clusters, parks, and schools. Public restrooms should also be constructed as part of the Main Street redevelopment.

New construction in this area should be compatible with existing buildings; heights should be limited to 2 to 3 stories for buildings facing Main Street and James B. Rivers Memorial Drive and 1 and ½ to two stories for structures fronting other streets in the area.

#### Primary Land Uses:

- Mixed use to include homes, offices, shops, greenspace, institutions and civic offices.
- Residential development reinforcing the traditional town center through a combination of historic home rehabilitation, compatible new infill development and lofts located over retail spaces.
- Housing density up to 12 units per acre is appropriate.
- Office development is appropriate, especially as a second story use in historic buildings with ground floor retail.

## Commercial Transitional



Stone Mountain has several commercial areas that are declining and in need of 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. An excess of on-site parking and a lack of preserved open space characterize this area.

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. In the future these areas will be hubs for commercial and professional activity. 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.

### Desired Development Patterns and Implementation Strategies:

- Well connected to the major transportation routes they front as well as the residential areas to which they are adjacent.
- In the south Main Street corridor, future commercial development may remain auto-oriented, but there should be greater control on access points and overall aesthetics.
- Manufactured or “Butler” buildings are not appropriate in this area.

- The Memorial Drive area should create a more cohesive fabric for pedestrians, bicycles, and cars.
  - Connection of the PATH Trail with Stone Mountain's internal bicycle and pedestrian trails, and coordination with nearby greenspace and the gateway(s) to the City.
- Green spaces should be provided in the redeveloped commercial areas.
  - Pedestrian seating, plantings, and trees should be incorporated into the site designs for all redevelopment projects, along with landscaping plans for the entrances, facades and service areas of each building.
  - A minimum of 20% open space should be retained on all developed lots.
- Signage in these areas should be "monumental" in style and include architectural elements and surface treatments that are attractive and cohesive with the architecture of the surrounding structures.

Primary Land Uses:

- Commercial uses will dominate in these areas.
- Limited professional (office) and second story residential uses are also appropriate.
- Buildings should vary in height between one and two stories.
- Commercial development intensities should range between 10,000 and 25,000 square feet per acre.
- Pocket Parks.



## Cul-de-sac Residential



The Cul-de-sac Residential, or Suburban Residential, character area encompasses much of the southern portion of the City of Stone Mountain. This area is currently, and will continue to be, characterized by larger lot (1/3 to 1/2 acre) residential development. These neighborhoods are comprised of typical suburban development from the 1970's through 1990's that exemplify the curvilinear street pattern and proliferation of cul-de-sacs and large lot sizes. Houses have large setbacks from the street and development is auto oriented and does not promote pedestrian activity.

In recent years some of the subdivisions in this area have experienced decline. Low rates of homeownership and lack of proper maintenance on the existing housing stock are factors contributing to the decline. In the future the area will remain suburban in feel but redevelopment and rehabilitation efforts should seek to better integrate the area with the rest of Stone Mountain. Small-scale, nodal commercial development will support the residential nature of the area as will the integration of parks and pedestrian facilities. Internal and external connectivity will be promoted (versus current cul-de-sac roadway design) to create alternative transportation routes.

Desired Development Patterns and Implementation Strategies:

- Revitalize existing housing stock
- Target homeowners at varied price points.



- New single-family detached and attached houses.
- Limit cul-de-sacs streets and promote street connectivity when feasible.
- Employ conservation style design to create common open space and recreation amenities
- Rehabilitation efforts should include streetscape improvements, such as sidewalks.

Primary Land Uses:

- Detached single-family residences
- Limited areas of multi-family housing (apartments) that may be rehabilitated but should not be expanded in the future.
- Town houses, where appropriate.
- Overall density should stay within a 2 to 4 unit per acre range.
- Pocket Parks.

## Park Edge



The City of Stone Mountain's location adjacent to Stone Mountain Park sets the precedent for open space and recreation amenities within the City. The Park Edge Character Area includes greenspace, recreation and conservation uses, as well as the Stone Mountain Memorial Association properties (Stone Mountain Park). The current development of the city reflects a strong commitment to providing active and passive greenspaces for the benefit of citizens and visitors. The vision for the future of greenspace in the city is the continued enhancement of existing parks and a steady increase in the amount of available active and passive green space. The city will also increase programming in existing greenspaces and seek opportunities to expand programming into new areas.

### Desired Development Patterns and Implementation Strategies:

- Expansion, support and maintenance of PATH (Bike trail connecting Stone Mountain Park with Atlanta) trails.
- Opportunities for new parks.
- Preserve and program current greenspace.
- Require new development to include greenspaces and/or small pocket parks for residents or development users.
  - Adopt conservation subdivision regulations or greenspace set aside requirements.

### Primary Land Uses:

- Detached single-family residences
- Town houses, where appropriate.
- Park and Recreation Space, Civic Uses, Walking and Biking Trail Connections

## Shermantown



Shermantown is the center of African-American community and culture in the City of Stone Mountain. The condition of properties varies widely. Dilapidated or declining structure may adversely affect future development. Turning the tide of decline and re-establishing this area as a thriving, more self-sustaining community is the goal of future development and improvement initiatives in this character area. The vision for the future of Shermantown is a vibrant neighborhood where older structures are seamlessly interwoven with context sensitive infill development in safe, pedestrian friendly arrangements. A healthy mix of residences, small commercial establishments and institutions such as churches will characterize the area. A new square will create a community gathering space that pays homage to the historic commercial node of the neighborhood.

Desired Development Patterns and Implementation Strategies:

- Traditional neighborhood development patterns
  - Currently, streets are narrow and laid out in a somewhat irregular grid pattern.
  - Houses and lots are small and have narrow setbacks
- Ensure maintenance of existing sidewalks and install new ones.
- Ensure connectivity of sidewalk network to community amenities.
- Preserve existing single family homes.
- Encourage restoration of aging homes with historic character.

- Promote new single family residential development.
- Develop new multi-family homes with high quality design elements compatible with existing single-family homes.
- Establish Pocket Parks.

Primary Land Uses:

- Detached single family homes.
- Compatible two-story townhome development.
- Compatible small multi-family residential development.
- Neighborhood serving retail establishments (2,000 sq. ft. or less).
- Parks and open space.

## Stone Mountain Memorial Association

The Stone Mountain Memorial Association (SMMA) is an authority created in 1958 by the State of Georgia to manage Stone Mountain Park (Official Code of Georgia Annotated §12-3-190, "Stone Mountain Memorial Association Act"). A portion of the park's land is located within the city limits of Stone Mountain; however, the SMMA has land use control over this portion. Therefore, this Character Area is not detailed in regards to land use, desired development patterns and implementation strategies, as are the other Stone Mountain Character Areas. This area is highlighted in gray on the "Character Area Map" found on page 29 of this plan.



## Traditional Residential



In Stone Mountain, the stable, traditional neighborhoods are adjacent to the Historic Core in the northern half of the city. These neighborhoods are typically a mixture of older and newer housing. Some of the traditional neighborhoods are located in close proximity to neighborhoods in need of improvement, which could impact them over time if action is not taken to protect the stable areas from encroaching decline. Such actions include reinforcing stability by encouraging homeownership and an emphasis on maintaining or upgrading existing properties. The traditional neighborhood in Stone Mountain is able to seamlessly integrate various institutional uses including Champion Theme Charter School, McCurdy Park, the city Post Office and churches into the residential fabric through use of sidewalk connectivity and appropriately placed parking.

Most of the city's traditional neighborhoods fall within Stone Mountain's designated National Historic Register District, which represents the city's unique history and includes numerous significant architectural resources. The city's historic character will continue to be promoted and preserved through the sensitive treatment of renovations and new development in these neighborhoods.

Desired Development Patterns and Implementation Strategies:

- Preserve existing single family homes.
- Encourage restoration of aging homes with historic character.

- Promote new single-family residential development with historic character.
- Develop new single family homes on ¼ acre lots or less.
- Develop new multi-family homes with high quality design elements compatible with existing single-family homes.
- Ensure installation of sidewalks to facilitate pedestrian activity.
- Ensure connectivity of sidewalk network to community amenities.
- Establish pocket parks.
- Incorporate traffic calming measures.
- Strict code enforcement.

Primary Land Uses:

- Single-family dwelling units.
- Compatible two-story townhome development.
- The addition of commercial uses into these areas is not appropriate due to the “skinny” street pattern and proximity to other commercial areas of the city.
- Institutional (schools, churches, etc.) and park uses that support a strong sense of community are appropriate.

## Gateways



Gateways consist of developed or undeveloped land paralleling the route of a major thoroughfare that serves as an important entrance or means of access to the community. In Stone Mountain, this describes two character areas: West Gateway and 5 Points. Future efforts to improve Main Street's appearance through new streetscapes, landscaping, and other beautification measures should originate or connect through the gateway areas. Other focused efforts should utilize these areas as hubs for directory signage to areas of interest within the city.

There are six areas designated as existing "Town Center" gateways that should be the focus of future aesthetic upgrades:

- South: Main Street at Mimosa Drive
- Southwest: Sheppard Road at Ridge Ave.
- West: West Mountain Street and Ridge Ave.
- Northwest: Memorial Drive at Ridge
- East: East Mountain Street and 4<sup>th</sup> Street
- North: Five Points intersection and Memorial Drive at Ridge Avenue

There are seven locations designated as potential “City” gateways that should provide aesthetic upgrades to create recognition that you are entering the City of Stone Mountain:

- South: South Main Street at Lucille
- Southwest: Sheppard Road at Mountain View Drive
- West: West Mountain Street and Memorial Drive
- Northwest: Memorial Drive and Memorial Drive/Stone Mountain Freeway Connector
- North: East Ponce de Leon Avenue at the City Limits Northeast: East Memorial Drive and Park Blvd.
- East: East Mountain Street at the Gate to Stone Mountain Memorial Park

The improvement of these gateway areas can provide the city the opportunity to announce and celebrate its historic Main Street. The gateways will provide a positive first impression and facilitate access into the Historic Core.

Desired Development Patterns and Implementation Strategies:

- Should include monumental signage made of durable high quality materials which is attractively designed.
  - Design should support the character of the city through incorporation of elements referencing the city’s unique natural features and railway history.
- Gateway signage should be surrounded by special landscaping treatments that create a formal entry into the Historic Core and are clearly distinguishable from the surroundings.
- Special sidewalk and/or pavement treatments can be implemented to help establish gateways.

Primary Land Uses:

- Single-Family Residential
- Multi-Family Residential
- Condominium and Townhome Residential
- Commercial
- Office/Professional Space
- Institutional
- Pocket Parks



# Report of Accomplishments

## (2017-2021)

Project	Status	Notes
<b>Housing</b>		
Coordinate with MARTA to redevelop current park/ride property with mixed-use/live-work development.	Cancelled	DDA submitted bid for acquisition. However, decision made during due diligence period not to pursue purchase.
Recruit builder or builders for the vacant subdivision lots at Cloud Street and Ridge Avenue.	Completed	Completed in 2018. 34 homes to be built.
<b>Economic Development</b>		
Certify TAD and issue bond.	Postponed	To 2024. Current value of TAD far less than base value per 2020 certified digest valuations.
Pursue designation as a State of Georgia Opportunity Zone for Westgate.	Postponed	To 2024.
Conduct annexation study.	Completed	Completed in 2019. Continuing conversations with DeKalb County and Carl Vinson Institute regarding countywide plan for annexation.
Recruit a major grocery store chain.	Underway	2024. Slow progress to date but still high priority for community.
<b>Natural and Cultural Resources</b>		
Provide greenway trails along existing streams, like Barbashela Creek, in existing neighborhoods to provide walking and biking connections between neighborhoods, parks, schools and the village center.	Cancelled	Large undertaking for right-of-way (ROW) acquisition. Considering targeted connections as more viable option, e.g., connecting VFW and McCurdy Park.

<b>Project</b>	<b>Status</b>	<b>Notes</b>
<b>Community Facilities</b>		
Provide additional and brighter lighting on North and South Main Street.	Underway	2026.
Complete Gateway Program	Underway	2026. Included in Village Forward Downtown Master Plan document adopted 2020.
Develop plan to utilize the Pavilion property and make it available as a community gathering place.	Underway	2023. No opportunity to acquire has presented itself. Considering partnership instead of acquisition.
Acquire historic rock gym from DeKalb County School District for community activities.	Cancelled	Assessment of building improvements to make compliant for public use did not present favorable lease scenario. No opportunity to acquire has presented itself.
Renovate Historic Train Depot as a welcome center, city museum, and community meeting space with public restroom facilities for downtown.	Underway	2026. North end improvements completed at end of 2018. Visitors Center and DDA office relocated to space in 2019. Future plans for renovation of south end of structure. City has set aside \$233,499 for project.
<b>Transportation</b>		
Continue restoration of granite curbing.	Underway	2026.
PATH expansions and connections within Village.	Underway	2026.
Improve road and drainage on Memorial Drive at railroad bridge.	Underway	2026.
East Mountain Street Sidewalk Project	Completed	Completed in 2018.

# Community Work Program

(2022-2026)

Project	2022	2023	2024	2025	2026	Responsibility	Funding/Cost
<b>Housing</b>							
Create ordinance and enforcement plan to address blight.	X	X				City	Staff Time
Create redevelopment plan for housing in conjunction with planned future Community HOME Investment Program (CHIP) application submittal.	X	X				City	CHIP funding
<b>Economic Development</b>							
Certify TAD and issue bond.	X	X	X			City	\$25,000
Pursue designation as a State of Georgia Opportunity Zone for Westgate.	X	X	X			DDA, GA DCA	Staff Time
Continue dialogue with DeKalb County and Carl Vinson Institute of Government regarding countywide plan for annexation	X	X				City	Staff Time
Recruit a major grocery store chain.	X	X	X			City, DDA, Private	Staff Time
Develop property maintenance enforcement and abatement options for buildings in downtown district	X	X	X			City	Staff Time

Project	2022	2023	2024	2025	2026	Responsibility	Funding/Cost
<b>Natural and Cultural Resources</b>							
Provide targeted connections between parks, e.g., connect VFW and McCurdy Park. Plan for major street crossings, traffic control devices, etc.	X	X	X	X	X	City	General fund
<b>Community Facilities</b>							
Provide additional and brighter lighting on North and South Main Street.	X	X	X	X	X	City	General fund
Complete Gateway Program in collaboration with DDA and using Village Forward Downtown Master Plan	X	X	X	X	X	City, DDA, GDOT	Staff Time, DDA
Develop plan to utilize the Pavilion property and make it available as a community gathering place.	X	X				City, DDA, Private	Staff Time
Renovate Historic Train Depot as a welcome center, city museum, and community meeting space with public restroom facilities for downtown.	X	X	X	X	X	City, DDA, Grants	\$1,500,000
<b>Transportation</b>							
Continue restoration of granite curbing.	X	X	X	X	X	City, Private	General Fund, Private Funds
PATH expansions and connections within Village.	X	X	X	X	X	City, PATH Foundation	\$80,000
Improve road and drainage on Memorial Drive at railroad bridge.	X	X	X	X	X	City, CSX	\$158,000
Address pedestrian safety citywide (crosswalks, sidewalks, intersections), including crosswalk warning light systems in appropriate downtown areas.	X	X	X	X	X	City	Staff Time, General Fund
Implement parking plan using recent Parking Study as guide.	X	X				City	Staff Time

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# Appendix A

## Data Update





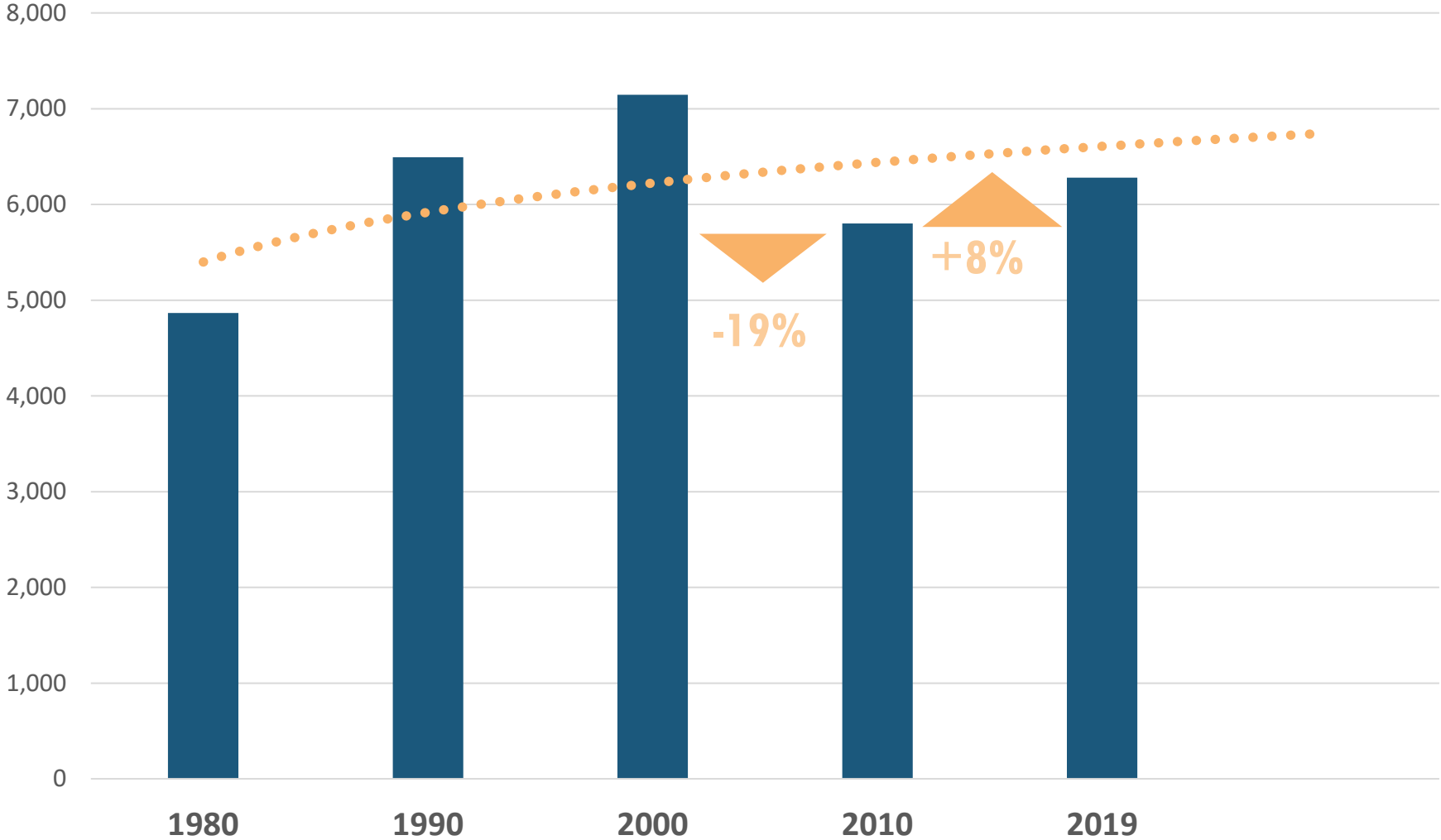
STONE MOUNTAIN VILLAGE  
VISITOR  
CENTER

# DATA TRENDS



# DEMOGRAPHIC TRENDS

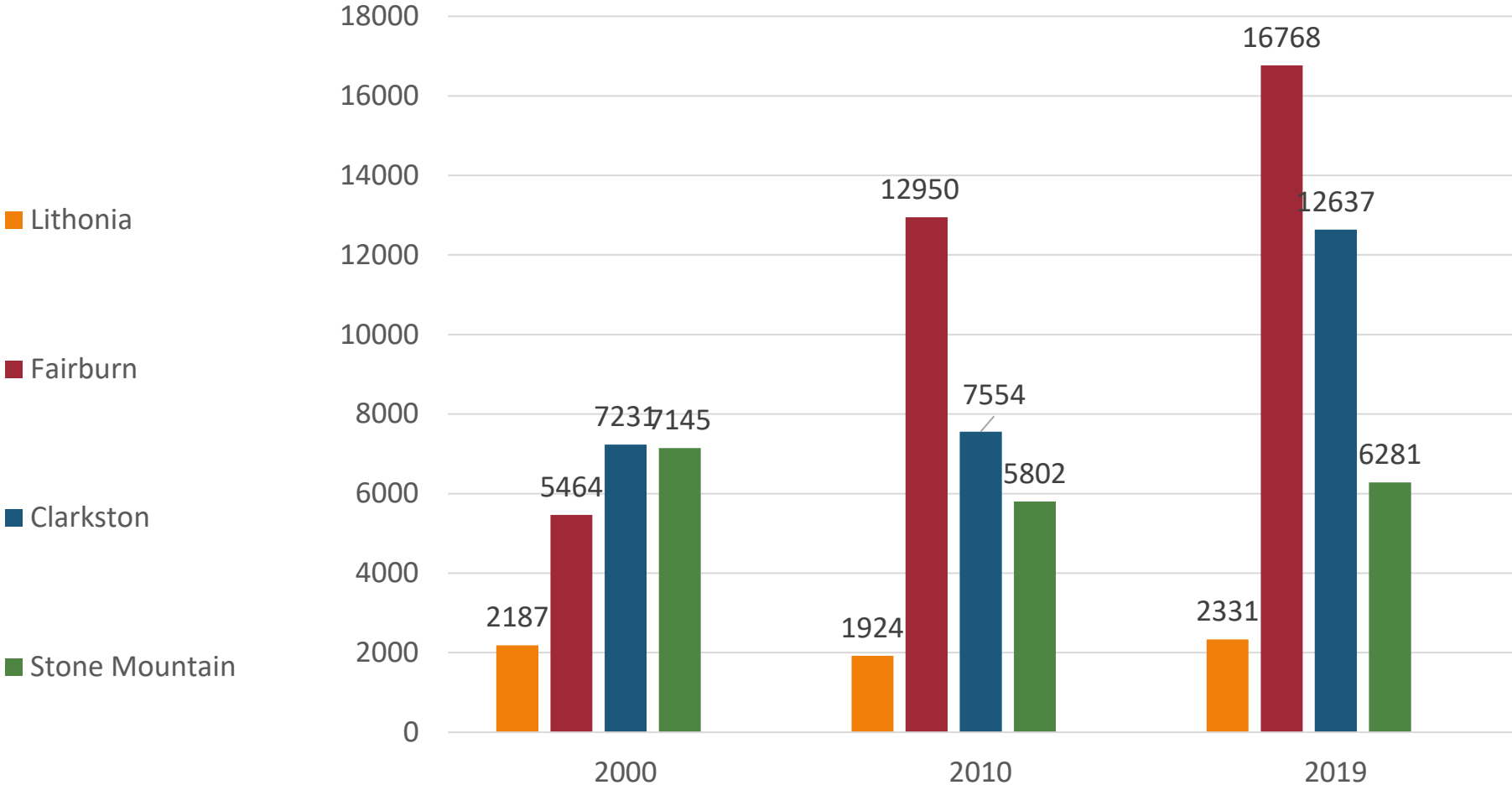
# POPULATION CHANGE



Data Source: US Census Bureau; American Community Survey, 2019



# POPULATION COMPARISON



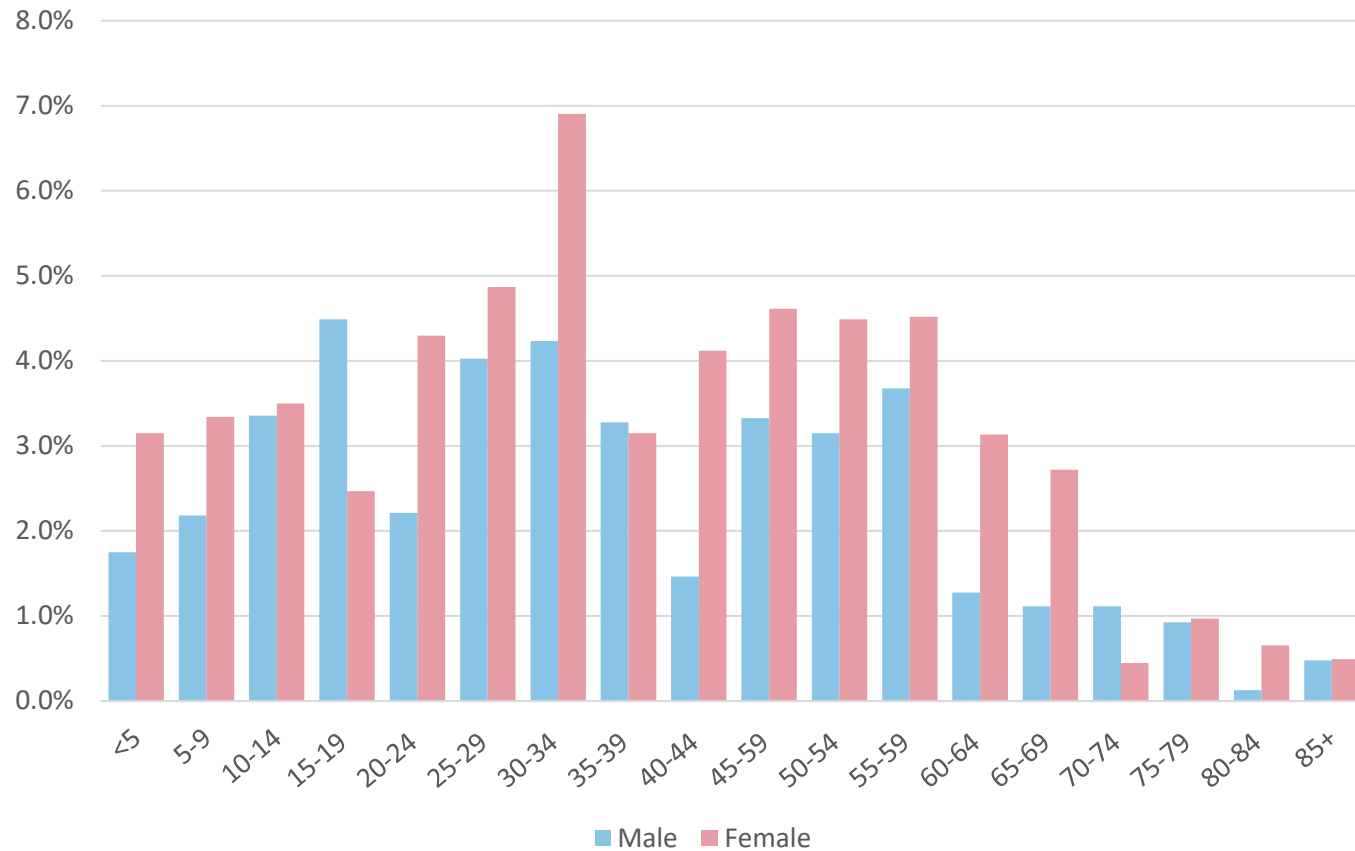
Data Source: US Census Bureau; American Community Survey, 2018





# AGE DISTRIBUTION

Stone Mountain, Age-Sex Distribution, 2019



34.5

Median Age  
Stone Mtn.

35.8

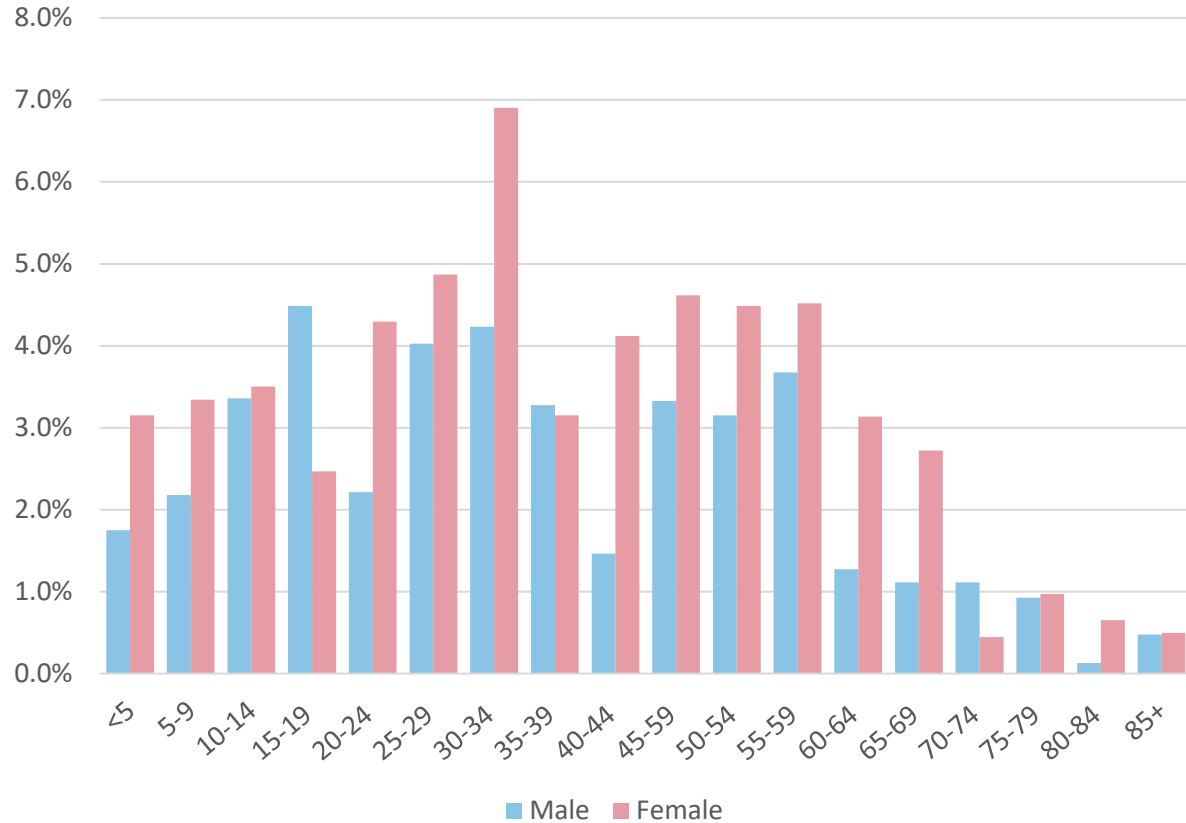
Median Age  
DeKalb County

This age-sex population graph illustrates the distribution of age groups in Stone Mountain.

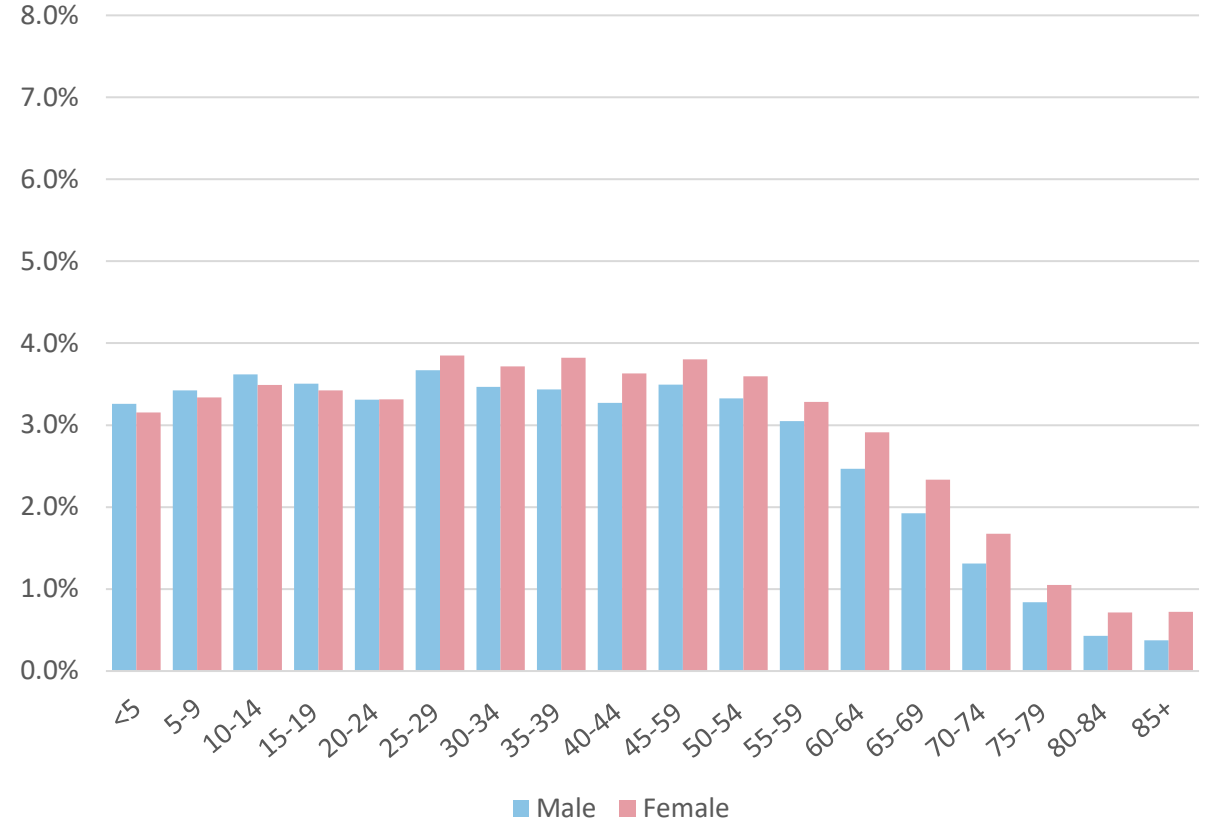
Only 9% of the city's population is aged 65 or older, with a fairly even distribution of residents at all younger ages. The squared left hand side of the graph illustrates a population with a large workforce and a roughly replacement-level fertility rate.

# AGE DISTRIBUTION COMPARISON

2019 Population by Age and Sex: Stone Mountain



2019 Population by Age and Sex: 10-County Region



These charts depict a comparison between the age group distributions in Stone Mountain to those for the 10-county metro area. Note that despite the left graph being more jagged, the two share similar overall patterns.

Data Source: Esri Business Analyst Online



# RACIAL COMPOSITION

Racial Composition of Stone Mountain, 2010

- White
- American Indian or Alaska Native
- Native Hawaiian or Pacific Islander
- Two or More Races
- Black
- Asian
- Other



Racial Composition of Stone Mountain, 2019

- White
- American Indian or Alaska Native
- Native Hawaiian or Pacific Islander
- Two or More Races
- Black
- Asian
- Other



Between 2010 and 2019, Stone Mountain's population experienced a few notable changes.

The proportion of Asian residents decreased by about 5% while the black population increased by a similar magnitude.

2% of residents of any race identified as Latino in 2010, and this percentage increased to 3.4% by 2019.

# RACIAL COMPOSITION COMPARISON

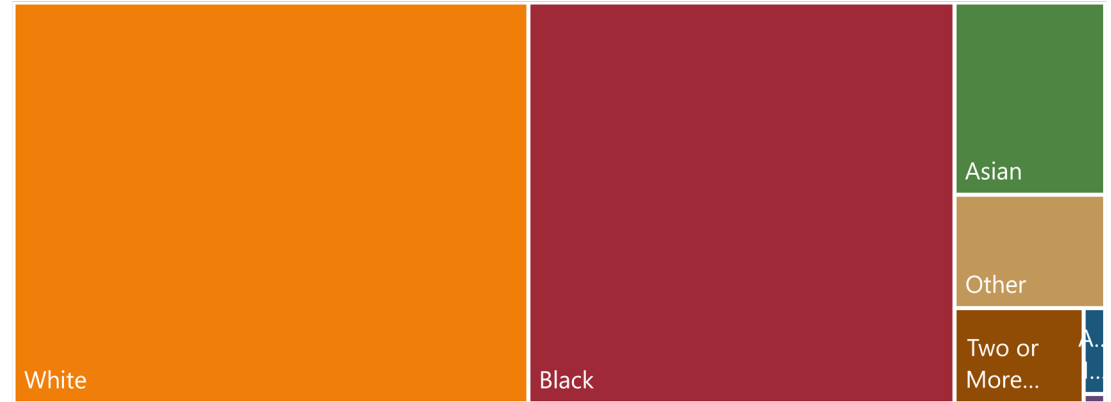
Racial Composition of Stone Mountain, 2019

- White
- American Indian or Alaska Native
- Native Hawaiian or Pacific Islander
- Two or More Races
- Black
- Asian
- Other



Racial Composition of 10-County Region, 2019

- White
- American Indian or Alaska Native
- Native Hawaiian or Pacific Islander
- Two or More Races
- Black
- Asian
- Other



Stone Mountain’s racial composition is more black than the region and DeKalb County as a whole. It is also home to fewer people who are neither white nor black than the region.

The Atlanta region is roughly 9.6% Hispanic, while Stone Mountain’s population is roughly 3.4% Hispanic.



# HOUSING TRENDS



# METRO ATL HOUSING STRATEGY

## Stone Mountain



### 53% SUBMARKET 9

Lower-priced rural areas

### 47% SUBMARKET 4

Lower-priced core neighborhoods  
vulnerable to increasing housing  
costs

## CITY SNAPSHOT

Median Home Sale Price  
(2018) **\$105,500**

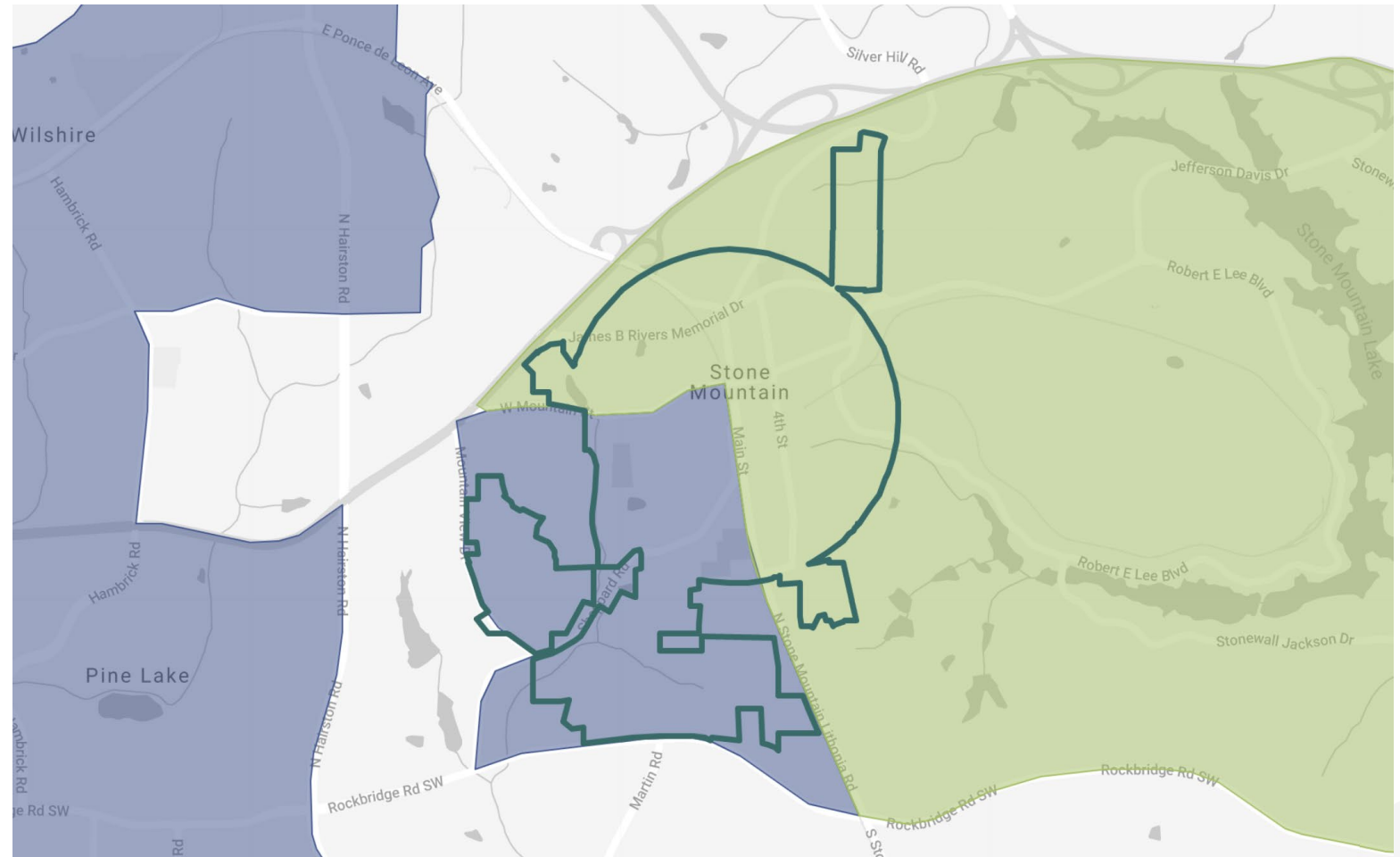
Change in Median Home Sale  
Price (2013-18) **+99.10%**

Home Sale Price Per Sq Ft  
(2018) **\$70.17 sq ft**

Percent Change in Home Sale  
Price Per Sq Ft (2013-18) **+83.70%**

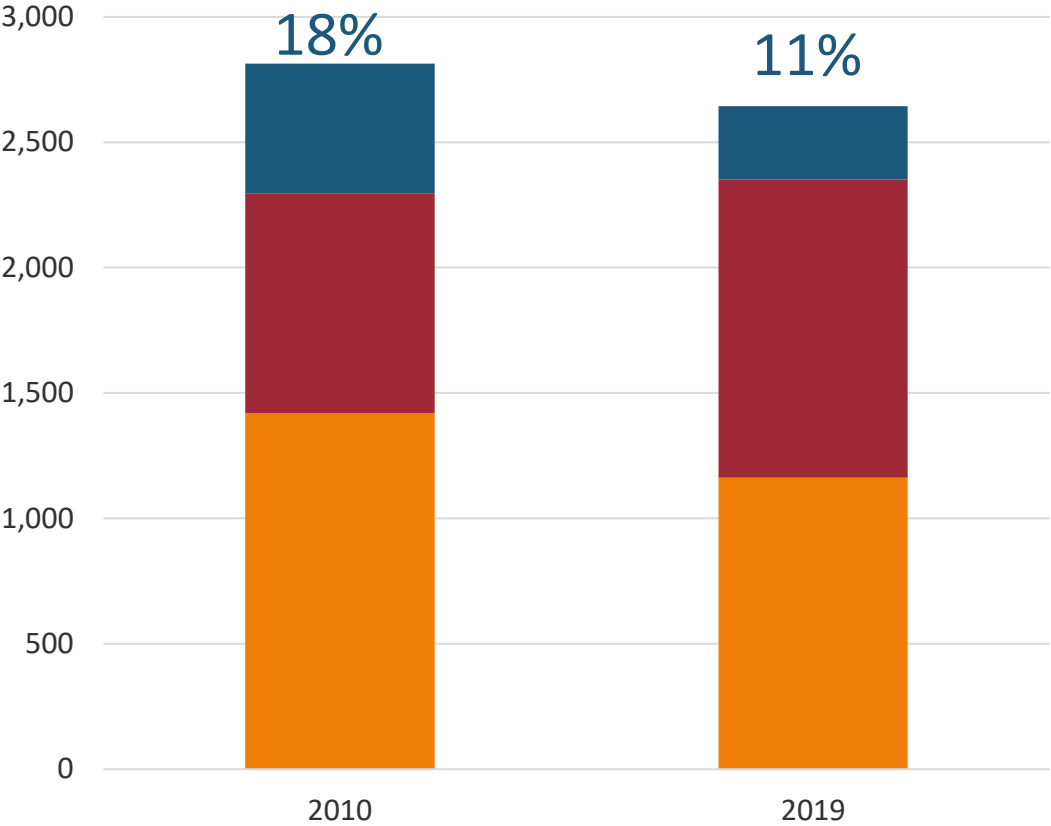
Median Building Area of Home  
Sales (2018) **1,447 sq ft**

Data source: ARC analysis of Zillow's ZTRAX home  
sale transactions, 2013 & 2018. Explore this data  
further in the [DATA EXPLORER](#)

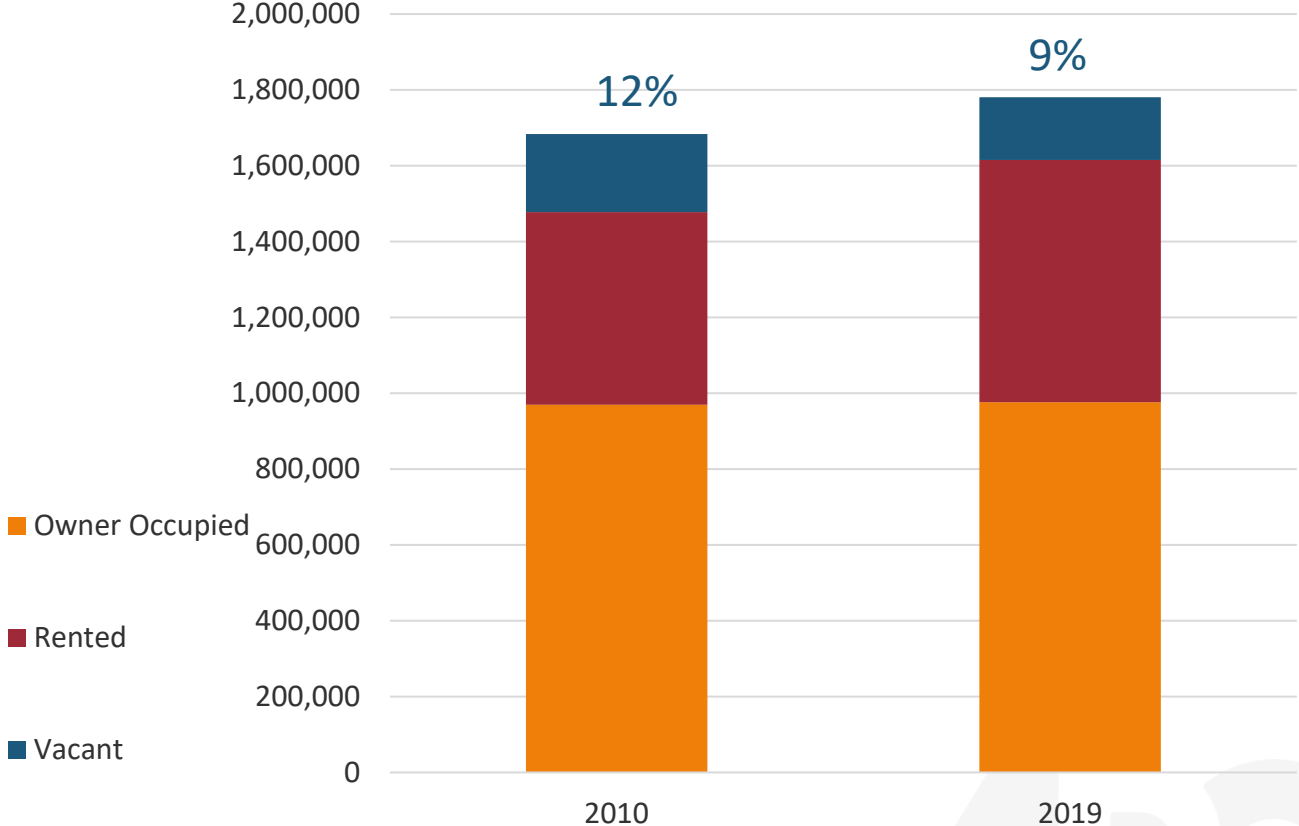


# HOUSING TENURE

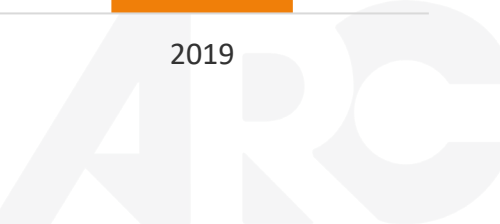
### Stone Mountain Tenure



### 10-County Atlanta Metro Tenure

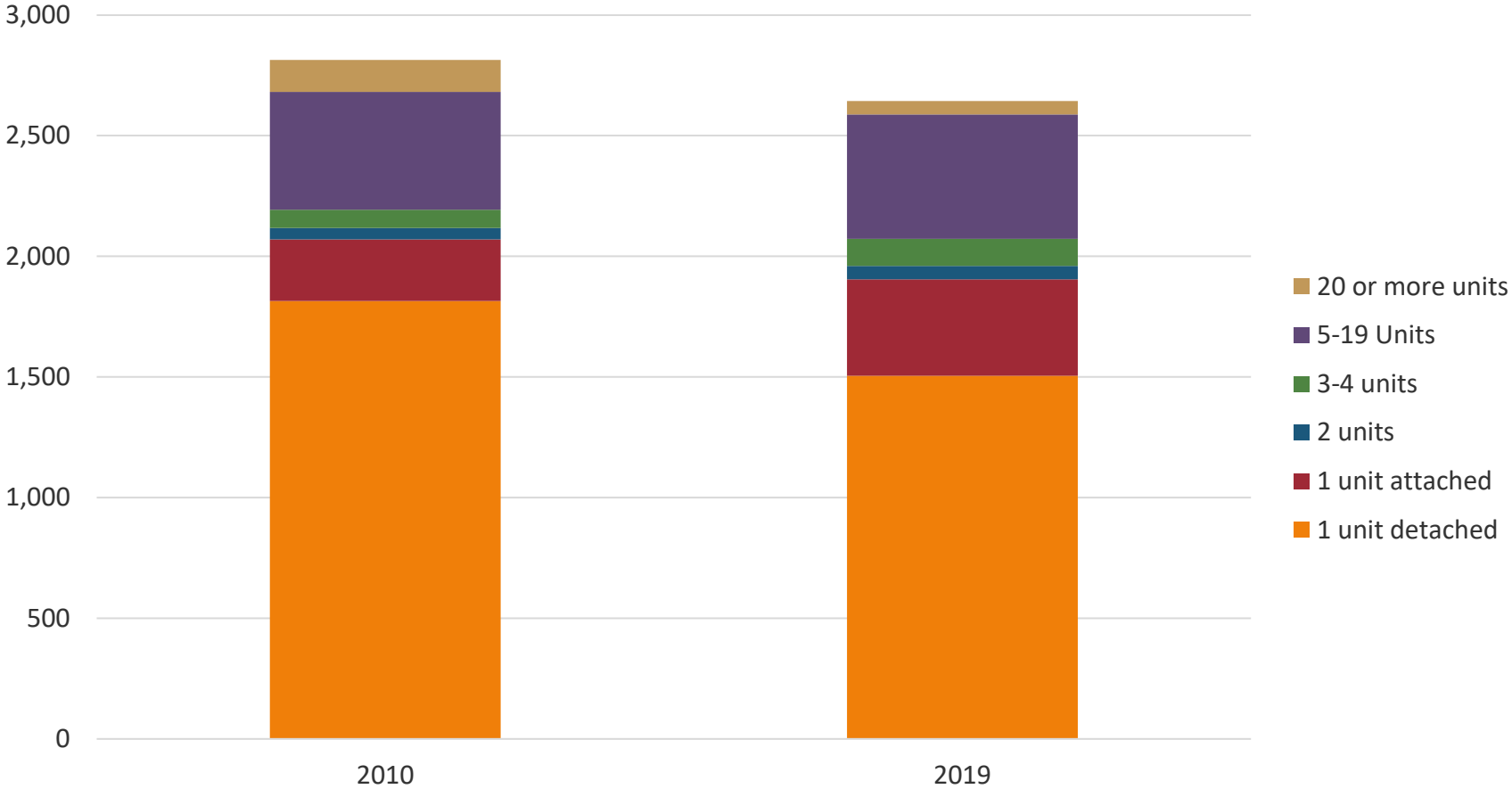


- Owner Occupied
- Rented
- Vacant



Data Source: American Community Survey, 2010 and 2019

# HOUSING TYPES

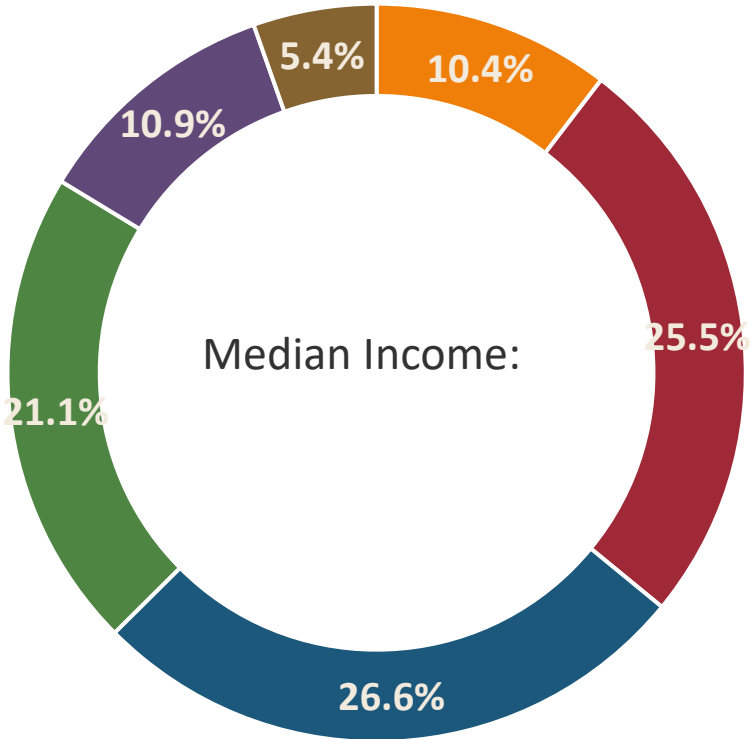


Data Source: American Community Survey, 2010 and 2019

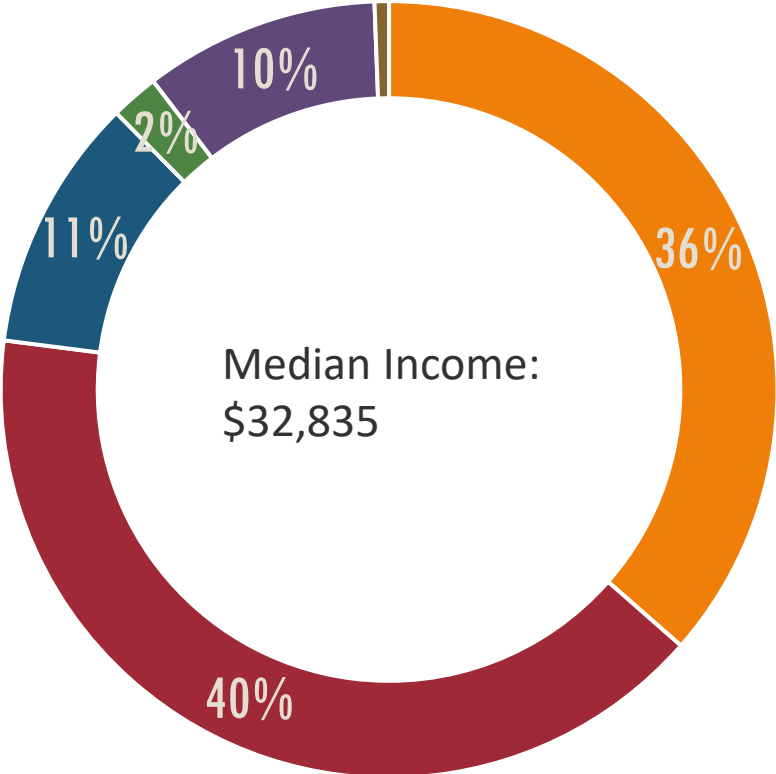


# HOUSEHOLD INCOME DISTRIBUTION: RENTERS & OWNERS

Owners Income Distribution



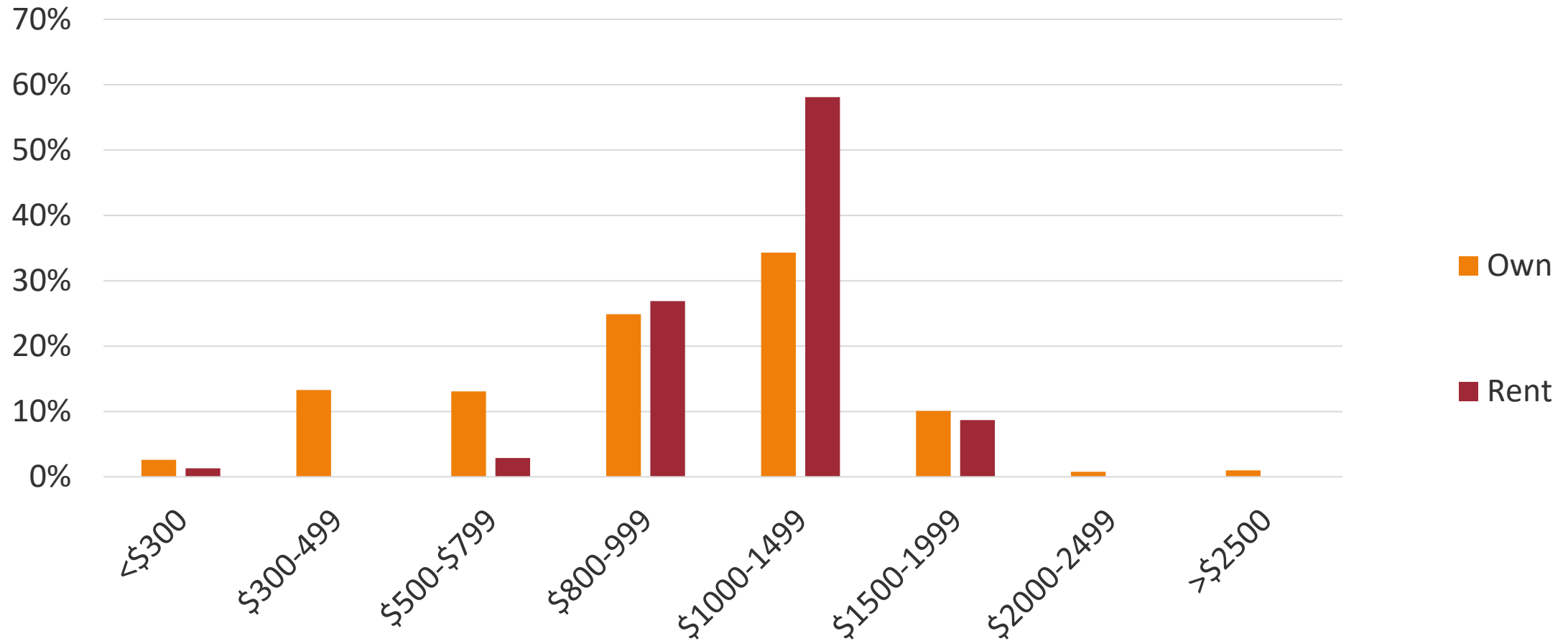
Renters Income Distribution



- <\$25,000
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- >\$150,000



# MONTHLY HOUSING COSTS: RENTERS & OWNERS



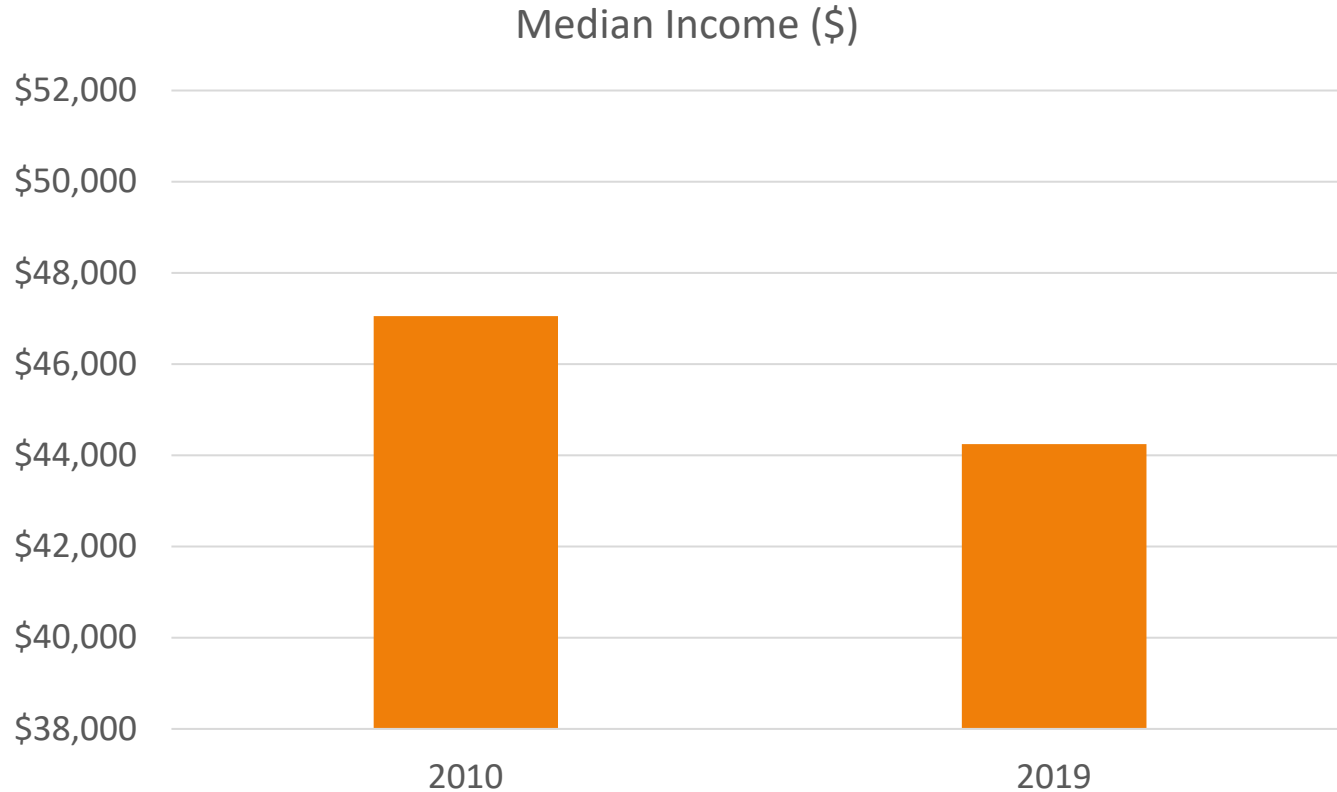
Most renters spend between \$800 and \$1,499 on housing costs each month, while housing costs for homeowners are more evenly distributed. The largest percentage of homeowners spend between \$800 and \$1,499 on housing costs monthly.





# ECONOMIC TRENDS

# MEDIAN HOUSEHOLD INCOME

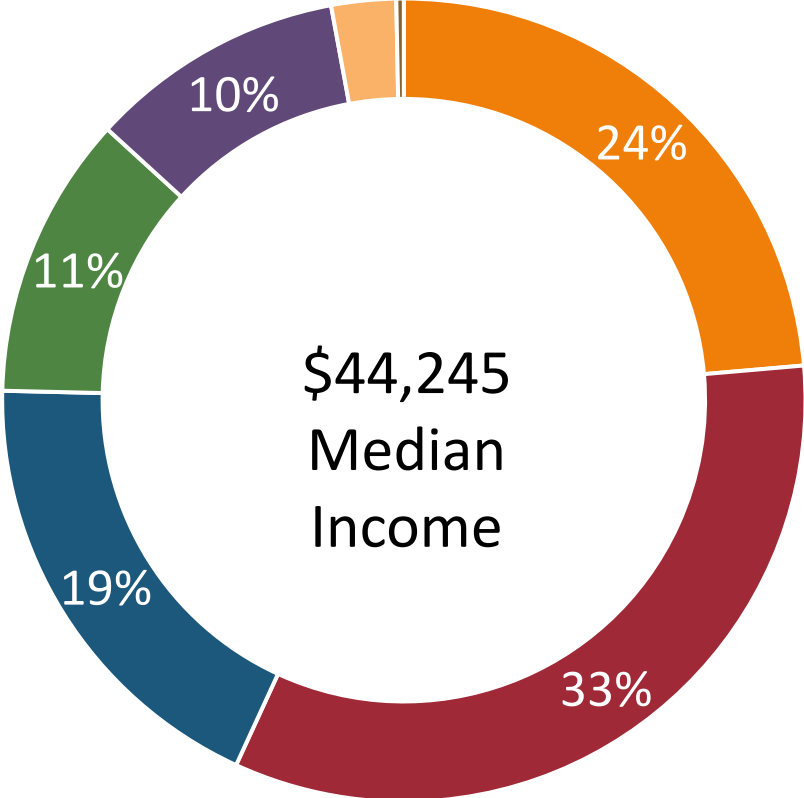


	2019
<b>Median income (dollars)</b>	<b>\$44,245</b>
<i>10% Jurisdiction AMI</i>	<i>\$4,425</i>
<i>30 % Jurisdiction AMI</i>	<i>\$13,274</i>
<i>50% Jurisdiction AMI</i>	<i>\$22,123</i>
<i>80% Jurisdiction AMI</i>	<i>\$35,396</i>
<i>120% Jurisdiction AMI</i>	<i>\$53,094</i>

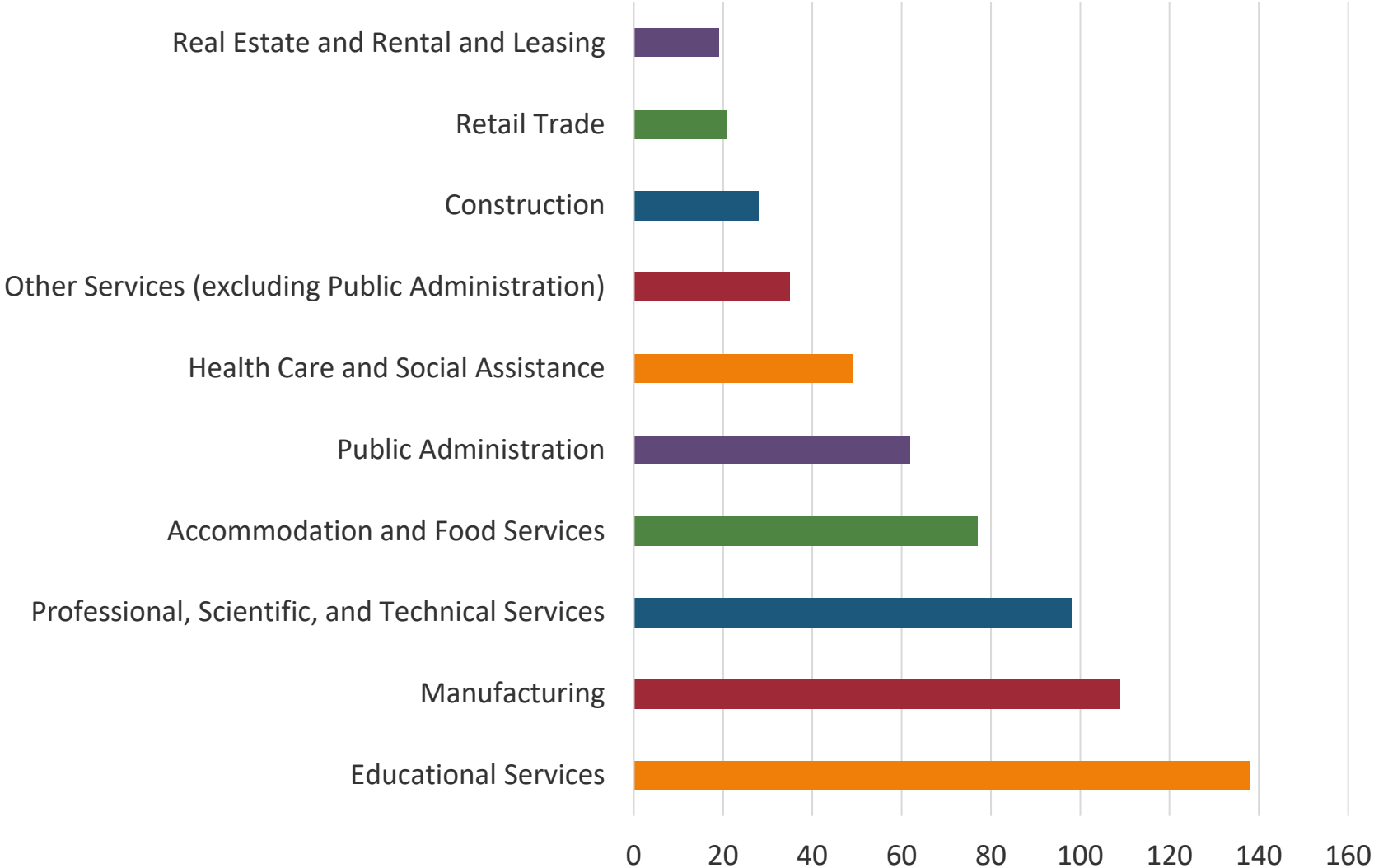


# INCOME DISTRIBUTION

- <\$25,000
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,999



# WORKPLACE AREA CHARACTERISTICS



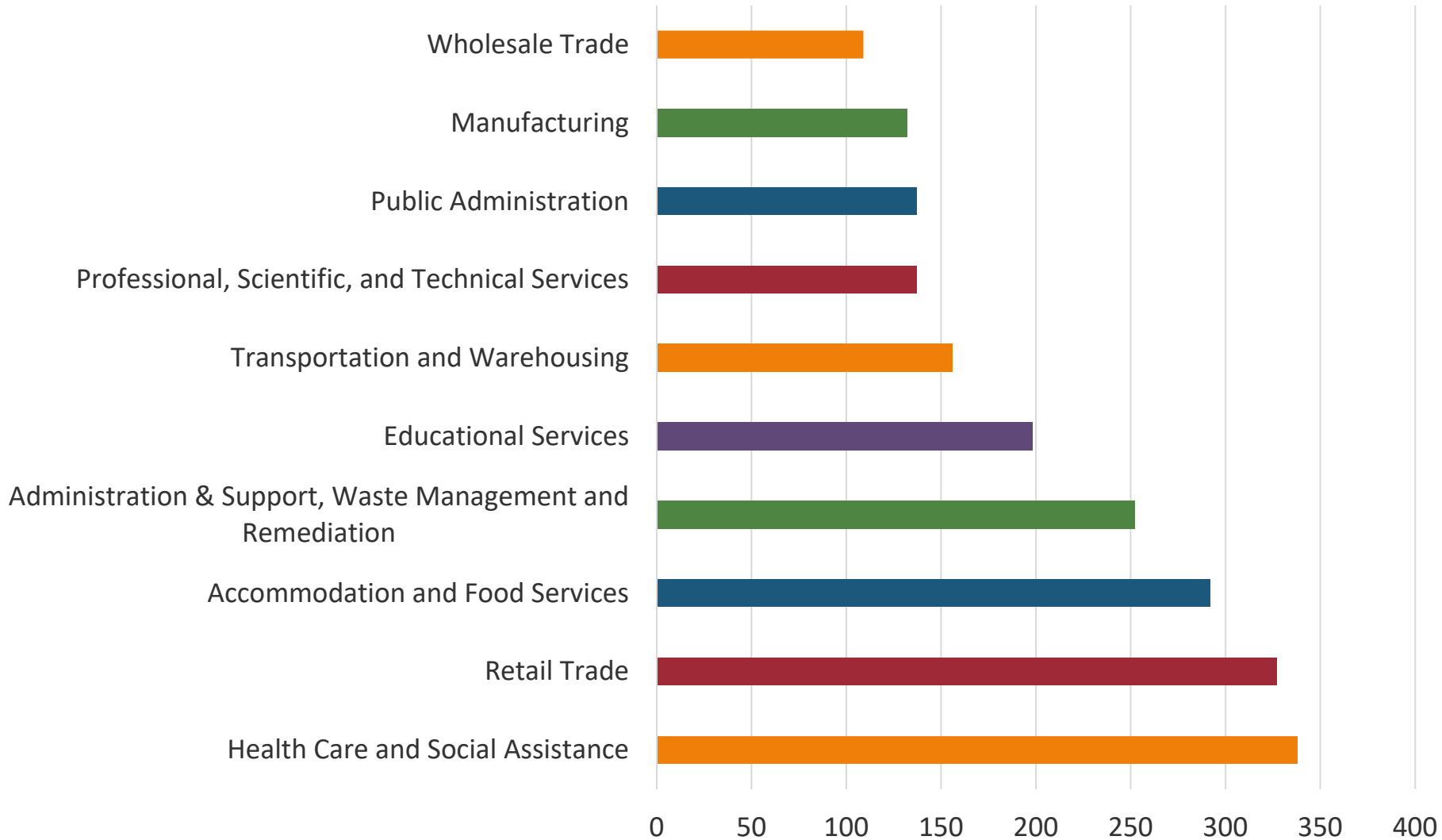
## What jobs exist in Stone Mountain?

In terms of employment, the largest industry in Stone Mountain is Education, followed by Manufacturing.

Note: This only represents the top ten Workplace Area Characteristics.



# RESIDENT AREA CHARACTERISTICS



What industries do Stone Mountain residents work in?

In terms of employment, the largest industry among the city's residents is Health Care and Social Assistance, followed closely by Retail Trade.

Note: This depicts only the top 10 industries occupied by residents of Union City. Others may be represented in the data that aren't shown here.



# BROADBAND AVAILABILITY

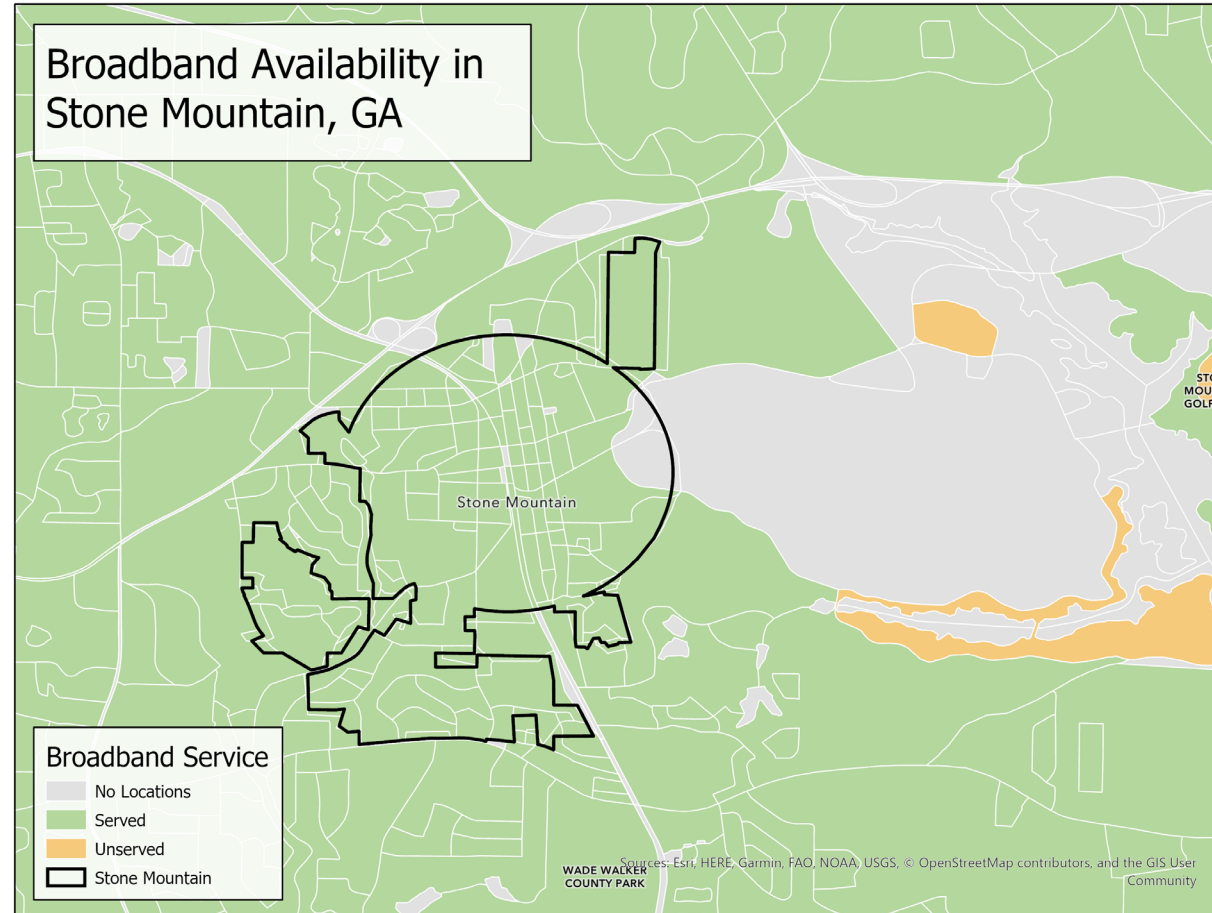
## Description

This map focuses on unserved broadband statistics for Georgia counties. Click in the map or search by county to see county statistics. Census block level availability will appear once zoomed in.

County statistics are based on a fixed, terrestrial broadband definition of 25 Mbps down and 3 Mbps up, and where the broadband service is available to more than 80% of locations in a census block. Census blocks that did not meet this definition are delineated as 'Unserved'. The map depicts access to broadband, not subscription to broadband.

Broadband data is provided by the various Internet Service Providers of Georgia.

Location data are from commercially available sources.



# TRANSPORTATION TRENDS

# TRAFFIC FLOWS

Commute into Stone Mountain:

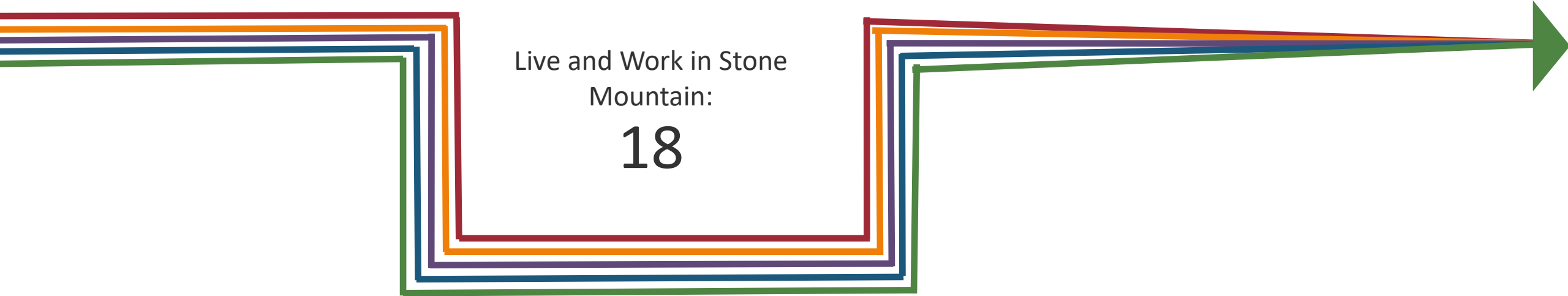
660

Commute out of Stone Mountain:

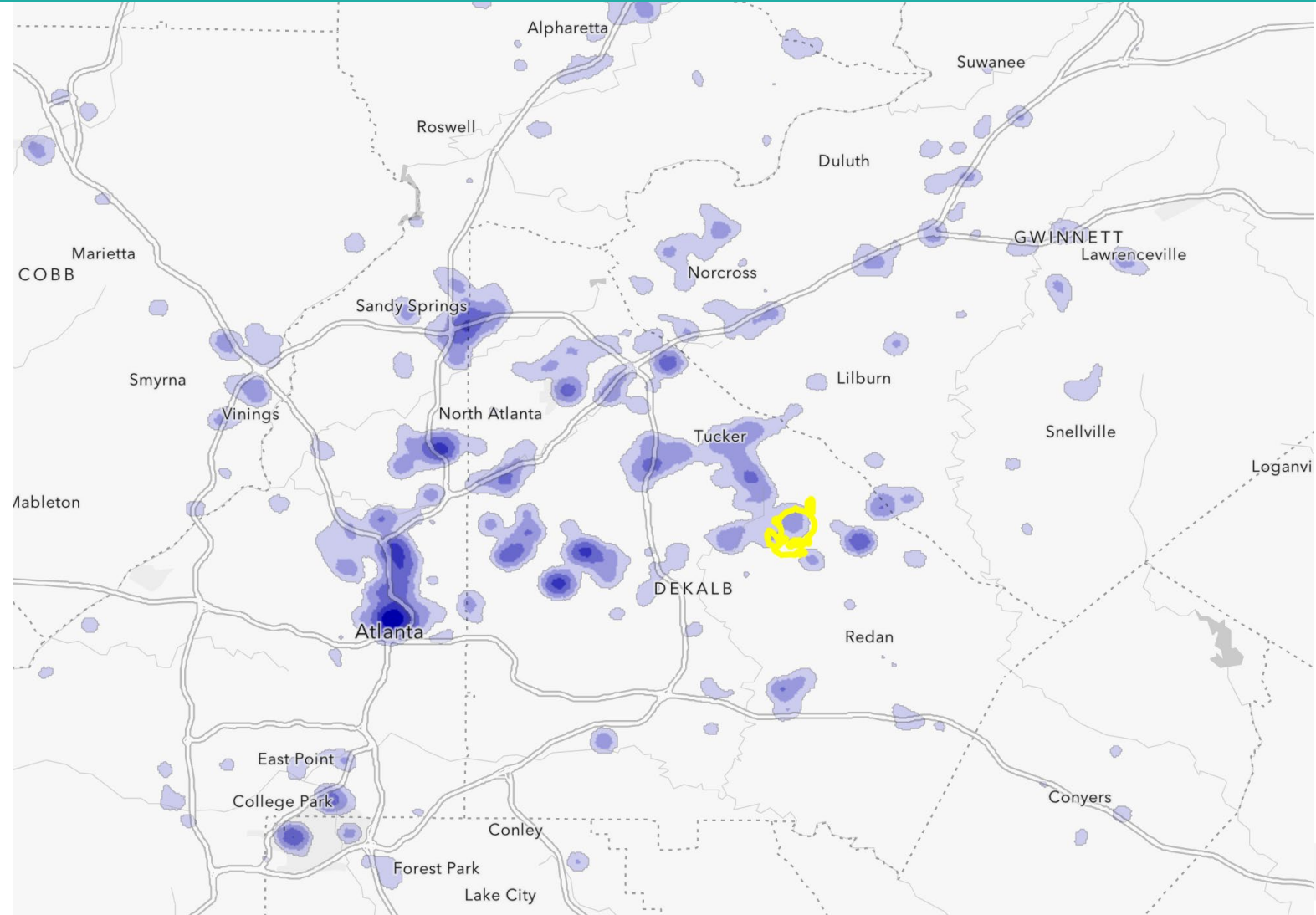
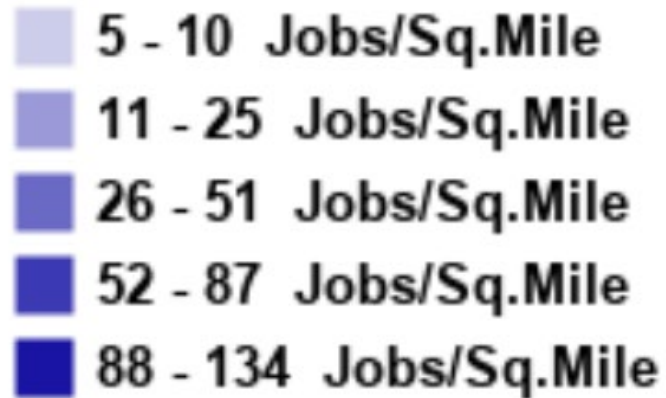
2,509

Live and Work in Stone Mountain:

18



# WHERE RESIDENTS OF STONE MOUNTAIN WORK



# COMMUTE TIME

9% of residents travel <15 minutes

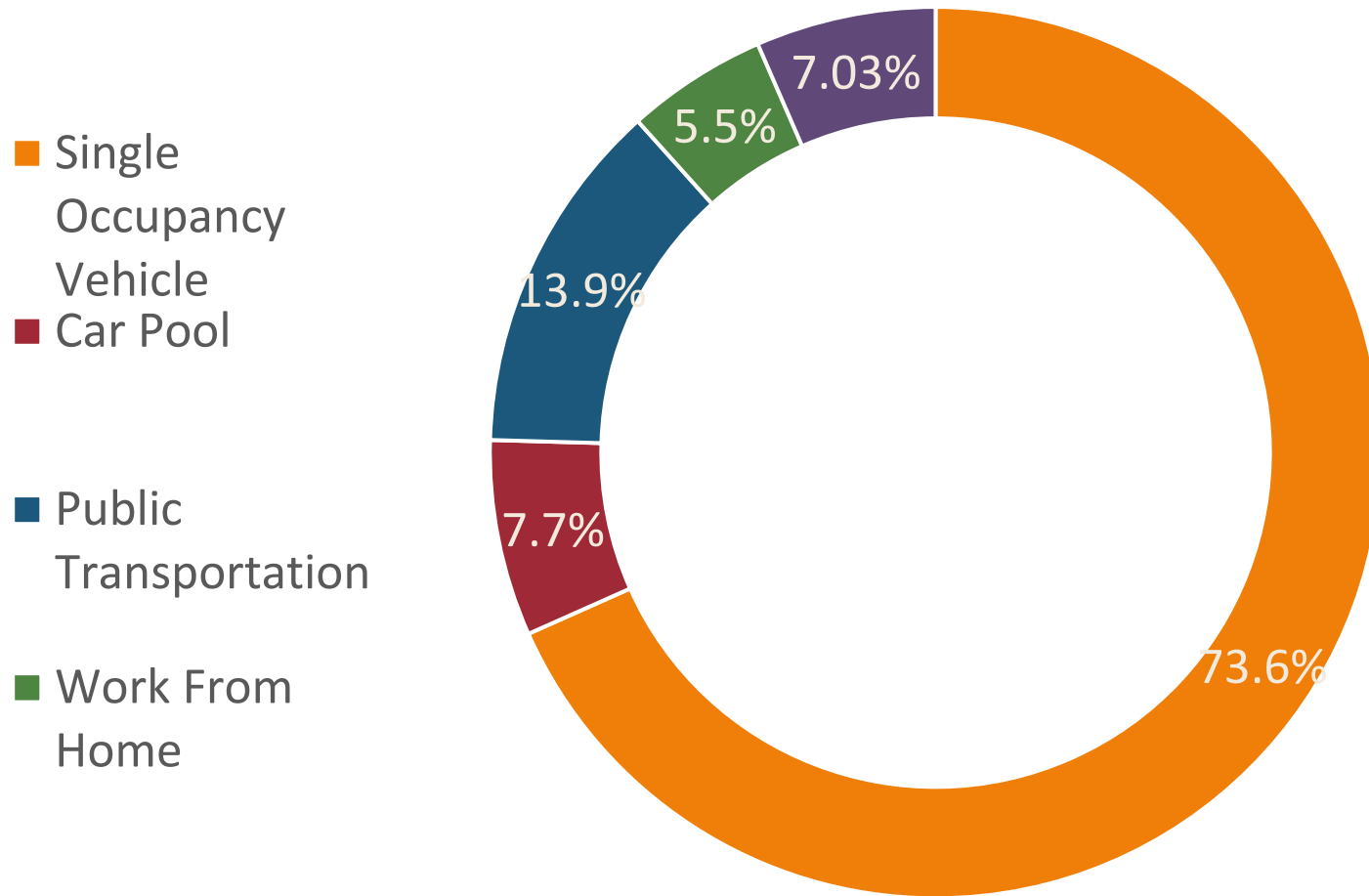
21% of residents travel 15-29 minutes

35% of residents travel 30-44 minutes

14% of residents travel 45-59 minutes

21% of residents travel >60 minutes

# MODE OF TRANSPORTATION



80% of residents use a car to get to work each day. The vast majority of those drive alone, while about 8% carpool. 14% of residents use public transportation, 5% work from home (in 2019).

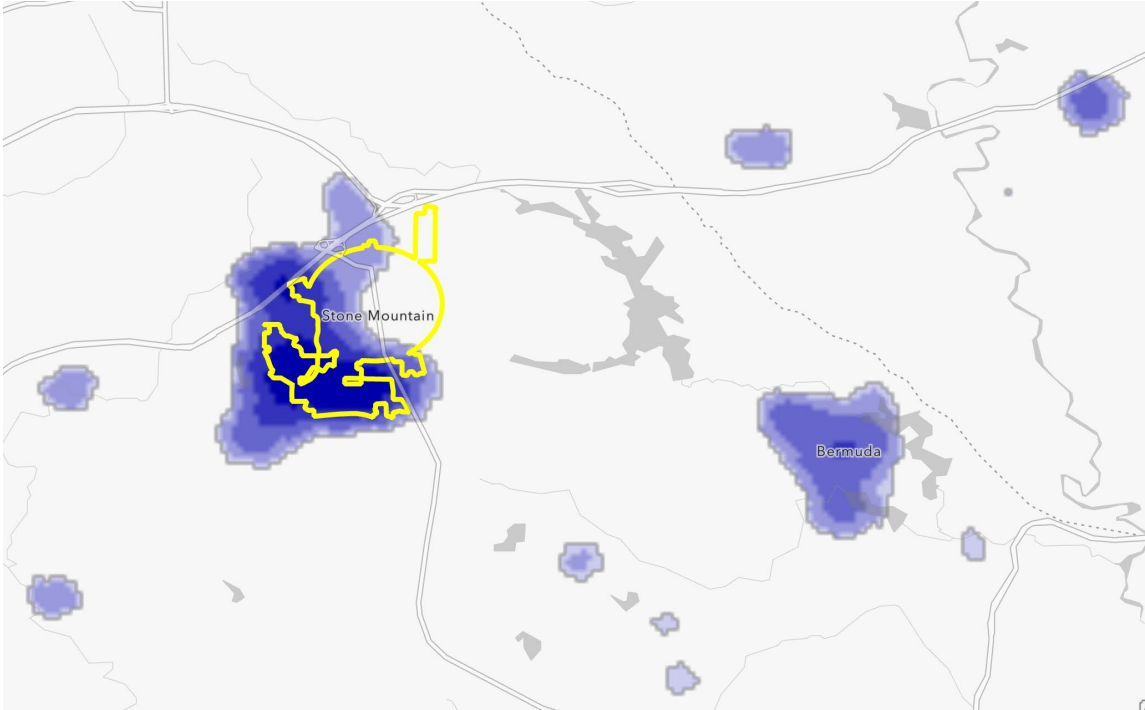
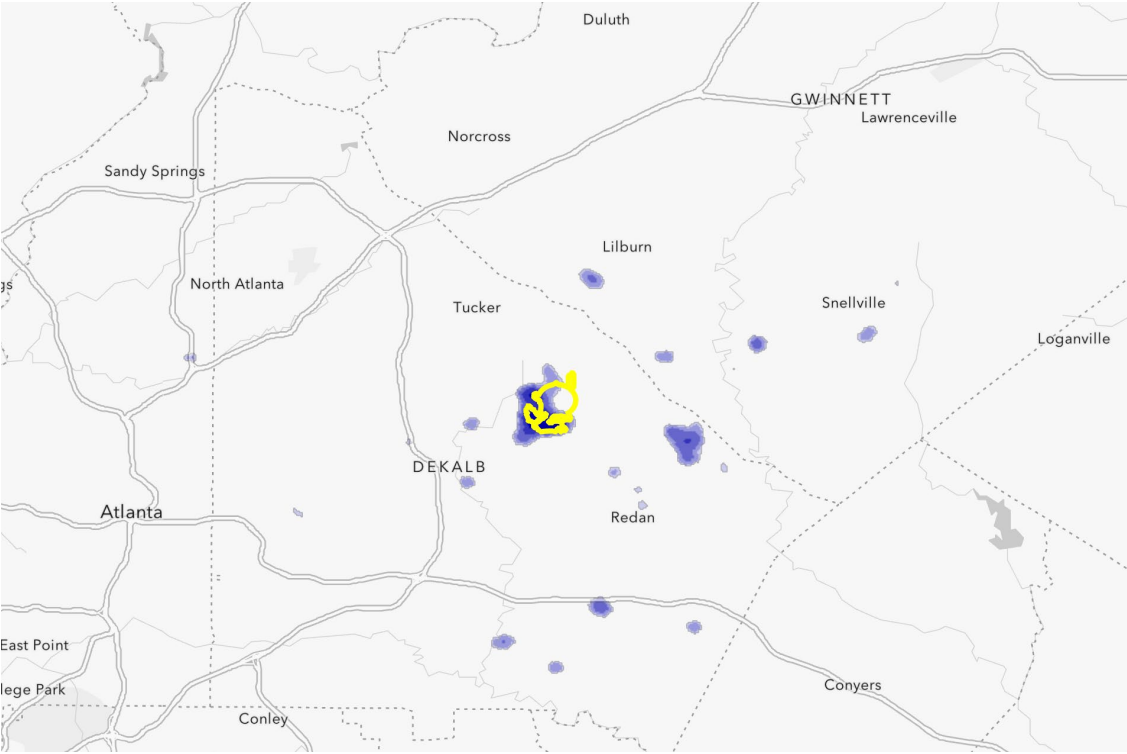
Note: This data does not reflect the influence of the pandemic on transportation.





# WHERE PEOPLE WORKING IN STONE MOUNTAIN LIVE

- 5 - 6 Jobs/Sq.Mile
- 7 - 10 Jobs/Sq.Mile
- 11 - 18 Jobs/Sq.Mile



Data Source: LEHD Origin Destination Employment Statistics, 2018



# Appendix B

## Public Engagement Documentation



# Dunwoody, Sandy Springs connector promotes regionalism

BY JAY PHILLIPS

Jay@dekalbchamp.com

Officials from city of Dunwoody, city of Sandy Springs and State Farm held a ribbon cutting Jan. 12 for the Springwood Connector, a roadway that connects Perimeter Center Parkway in Dunwoody to Peachtree Dunwoody Road in Sandy Springs, just north of I-285.

According to Dunwoody officials, Springwood Connector will help to reduce traffic on main roads in Dunwoody and Sandy Springs by diverting more than 8,000 cars a day from Hammond Drive. The connector also supports transit with new sidewalks and bicycle lanes within walking distance of Dunwoody MARTA Station and features a pedestrian walkway that connects to Perimeter Mall.

“Anything that moves cars and people better is a win,” said Dunwoody Mayor **Lynn Deutsch**. “One of my big goals is for people to be able to walk, run, or ride their bikes between cities. This is another connecting point where people will be able to get to Sandy Springs from Dunwoody or vice versa.”

Deutsch also said the roadway was built entirely with private-sector funds. According to a press release, State Farm donated part of the land and paid for design and construction costs of the Dunwoody portion of the road which runs south of State Farm’s new regional hub in Dunwoody.

State Farm’s project team managed the permitting and coordination required for the road to cross Perimeter Creek. Pollack Shores completed the segment of the connector in Sandy Springs as part of its new housing development.

“It didn’t cost us anything. ... That’s also a big win,” said Deutsch. “We’re all about pedestrian improvements in the Dunwoody area, and this is a big amenity.”

At the ribbon cutting,



Dunwoody Mayor Lynn Deutsch and Sandy Springs Mayor Rusty Paul cut the ribbon on the Springwood Connector Jan. 12, which officials said will divert more than 8,000 cars a day. Photo by Jay Phillips

Sandy Springs Mayor **Rusty Paul** said one of the biggest arguments against metro Atlanta cities incorporating was that “it would be the end of regionalism.” However, Paul and Deutsch said partnerships such as the one that produced Springwood Connector disprove the regionalism argument.

“Cities can get things done, faster sometimes than counties, and it’s totally promoting regionalism,” said Deutsch. “It will make people’s day-to-day lives better by making it easier to get to work and run errands. We really do make things

happen.”

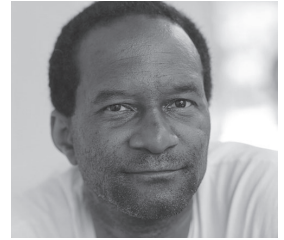
Dunwoody Public Works Director **Michael Smith** said all Springwood Connector plans were approved by city governments. Smith said approved plans were followed, and the private companies exceeded expectations.

“They paid for it and developed it, but it was approved by both cities,” said Smith. “We were able to work with them to get the wider sidewalks, street trees, and bicycle lanes. It actually turned out better than I thought.”

# New executive director looks to take nonprofit to ‘the next level’

BY KATHY MITCHELL

FREELANCE REPORTER



Aaron Sampson said he is proud to join an organization taking a unique approach to interrupting the cycle of abuse.

**Aaron Sampson** said as he was growing up he saw his mother, a social worker, caring for women who had suffered abuse at the hands of men—often their husbands, boyfriends, or others in their intimate circle. “I saw then how serious and widespread the issue is, but I really started to focus on it when I had daughters of my own,” Sampson said. “I knew how I wanted them to be treated; I wanted them to receive the respect that all women deserve.”

That perspective is at the center of Sampson’s efforts to take Men Stopping Violence (MSV) “to the next level,” he said, as he takes on the role of executive director of the Decatur-based nonprofit.

“I’m proud to join an organization taking a unique approach to interrupting the cycle of abuse,” Sampson

said. “We don’t have a lot of organizations enlisting and holding men accountable for their role in this deadly cycle. The staff at Men Stopping Violence are well-respected for their work and I’m excited to lead them into the next chapter.” He said it’s especially gratifying that his daughters are proud to see him in his new position.

“When the organization was founded, its focus was stopping violence perpetrated by men against women. We now also address larger issues of how

SEE SAMPSON ON PAGE 6

## PUBLIC NOTICE CITY OF TUCKER, GA

The date of the Municipal Election for the office of electing Mayor and Councilmember District 1 Post 1, Councilmember District 2 Post 1, Councilmember District 3 Post 1 is Tuesday, November 2, 2021. The qualifying fee for the office of Mayor is \$600.00, which is 3% of the total gross Mayoral salary of the preceding year and the qualifying fee for the office of City Council seat is \$420.00, which is 3% of the total gross councilmember salary of the preceding year (O.C.G.A. 21-2-131(a)(1)(A)). Each candidate shall file notice of candidacy in the office of the City Clerk of Tucker, 1975 Lakeside Pkwy Suite 350, Tucker, Georgia 30084. The qualifying dates will be Monday, August 16, 2021 through Thursday, August 19, 2021 during the hours of 9:00 am to 12:00 noon and 1:00 pm to 5:00 pm. and Friday, August 20, 2021 will be from 9:00 am to 12:00 noon. (O.C.G.A. 21-2-132(d)(4)). Each candidate must meet the qualifications of the Charter and Code of the City of Tucker, as well as applicable State Laws  
Bonnie Warne, CMC  
City Clerk/Qualifying Officer

## City of Stone Mountain NOTICE TO THE PUBLIC

The City of Stone Mountain’s Mayor & Council will hold an initial public hearing regarding the 2021 Comprehensive Plan Update. The hearing will be held by virtual meeting session on **Tuesday, February 16th, 2021 at 6:30PM.**

The purpose of this hearing is to brief the community on the process to be used to develop the plan, opportunities for public participation in development of the plan, and to obtain input on the proposed planning process.

All interested should attend. Access information is: **02/16/2021 at 6:30pm**  
Phone one-tap: +13126266799,,81453485687 or +16465588656,,81453485687  
Meeting URL: <https://us02web.zoom.us/j/81453485687>  
Meeting ID: 814 5348 5687  
Or Dial: +1 312 626 6799 or + 1 646 558 8656

Questions should be directed to City Manager ChaQuias Thornton at [manager@stonemountaincity.org](mailto:manager@stonemountaincity.org) or at **770-498-8984 ext. 126.**

Sign Up

Sign Up or Log In to Facebook

## 17 Events

Events



### FEB 16 Mayor & Council Public Hearing / Special Called Meeting / Work Session

Public · Hosted by **City of Stone Mountain - Government**

Tuesday, February 16, 2021 at 6:30 PM EST  
about 7 months ago

📺 Online with Facebook Live

#### Details

The Mayor and Council will host a Public Hearing on Tuesday, February 16, 2021, at 6:30 PM to discuss the 2021 Comprehensive Plan update. The purpose of the hearing is to discuss the process to develop the plan. The City will present opportunities for the public to participate in the development of the proposal. The public will have time to comment on the proposed planning process. After the Public Hearing the Council will call to order the Special Called Meeting to hear the 970 Main Street and 975 Main Street applications for Alcohol Privilege Licenses. After the Special Called Meeting the Council will call to order the Work Session. There is no in-person access to this meeting. The public can access the meeting via City of Stone Mountain – Government Facebook Live: <https://www.facebook.com/CityofStoneMtn/>

[Causes](#) [Online](#) [Live Video](#)

#### Hosted by



**City of Stone Mountain - Government**

**2 Went · 0 Interested**

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Do you want to join Facebook?

Sign Up

[Click to See the Updated City Calendar Daily](#)

**Mayor & Council  
Public Hearing / Special Called Meeting /  
Work Session  
Tuesday, February 16, 2021  
6:30 PM  
Virtual Meeting**

The Mayor and Council will host a Public Hearing on Tuesday, February 16, 2021, at 6:30 PM to discuss the 2021 Comprehensive Plan update. The purpose of the hearing is to discuss the process to develop the plan. The City will present opportunities for the public to participate in the development of the proposal. The public will have time to comment on the proposed planning process. After the Public Hearing the Council will call to order the Special Called Meeting to hear the 950 Main Street and 975 Main Street applications for Alcohol Privilege Licenses. After the Special Called Meeting the Council will call to order the Work Session. There is no in-person access to this meeting. The public can access the meeting via:

[Click - City of Stone Mountain - Government Facebook Live](#)

or

Join Zoom Meeting

<https://us02web.zoom.us/j/81453485687>

Meeting ID: 814 5348 5687

One tap mobile:

- +13126266799,,81453485687# US (Chicago)
- +16465588656,,81453485687# US (New York)

Dial by your location:

- +1 312 626 6799 US (Chicago)
- +1 646 558 8656 US (New York)
- +1 301 715 8592 US (Washington D.C)
- +1 346 248 7799 US (Houston)
- +1 669 900 9128 US (San Jose)
- +1 253 215 8782 US (Tacoma)

Meeting ID: 814 5348 5687

Find your local number: <https://us02web.zoom.us/u/ktKwGBV7T>

---

**Stone Mountain Cares**

**Calendar Name: Master**  
**Event Name: 1st Public Hearing - 2021 Comprehensive Plan Update - Virtual**



Date: Feb 16, 2021  
Day: Tue  
Time: 06:30 pm - 09:00 pm  
Duration: 2.5 Hour

The Mayor and Council will host a Public Hearing on Tuesday, February 16, 2021, at 6:30 PM to discuss the 2021 Comprehensive Plan update. The purpose of the hearing is to discuss the process to develop the plan. The City will present opportunities for the public to participate in the development of the proposal. The public will have time to comment on the proposed planning process. After the Public Hearing the Council will call to order the Special Called Meeting to hear the 950 Main Street and 975 Main Street applications for Alcohol Privilege Licenses. After the Special Called Meeting the Council will call to order the Work Session. There is no in-person access to this meeting. The public can access the meeting via:

City of Stone Mountain – Government Facebook Live:

<https://www.facebook.com/CityofStoneMtn/>(<https://www.facebook.com/CityofStoneMtn/>)  
or

Join Zoom Meeting

Detail: <https://us02web.zoom.us/j/81453485687>(<https://us02web.zoom.us/j/81453485687>)

Meeting ID: 814 5348 5687

One tap mobile

+13126266799,,81453485687# US (Chicago)

+16465588656,,81453485687# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 301 715 8592 US (Washington D.C)

+1 346 248 7799 US (Houston)

+1 669 900 9128 US (San Jose)

+1 253 215 8782 US (Tacoma)

Meeting ID: 814 5348 5687

Find your local number:

<https://us02web.zoom.us/j/81453485687>(<https://us02web.zoom.us/j/81453485687>)

Event updated: Monday February 15, 2021 12:36:31 pm

Viewing Event Details







## **PUBLIC HEARING AGENDA**

**(VIRTUAL MEETING TO BE HELD – CITY HALL CLOSED TO IN-PERSON, PUBLIC ACCESS)**  
**ZOOM MEETING INFO TO BE PROVIDED ON CITY WEBSITE & OTHER OUTLETS**

**Tuesday, February 16, 2021 @ 6:30 pm**  
**City Hall, 875 Main Street, Stone Mountain, Georgia 30083**

### **CALL TO ORDER**

### **PUBLIC HEARING**

- A. 2021 Comprehensive Plan – Public Hearing to Announce Kick-off of the 2021 Comprehensive Plan Update. The purpose of the hearing is to brief the community on the process to be used to develop the plan, opportunities for public participation in development of the plan, and to obtain public input on the proposed planning process. The plan update focuses on the 2022-2026 plan period.

### **ADJOURNMENT**

#### **COMMENTS FROM THE PUBLIC**

*The public comments are reserved exclusively for comments from the public and not for immediate reply. The purpose of public comment is to allow the public to voice city related requests, concerns or opinions only during the public comment portion of the City Council meeting. I. The Mayor and City Council reserves the right to extend or limit the length of public comments based on: (1) the issue under discussion; (2) the number of items on the agenda; and (3) the extent to which the speaker remain constructive in their comments and questions. II. The public may not directly confront the public speaker but must direct all comments and questions to the Mayor and City Council. III. Public harassment of or confrontation with a public speaker will not be tolerated. Members of the public violating tenets two or three will be asked to sit down or leave the premises.*

Sign Up

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## 17 Events

Events



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Forgot account?

Log In

Do you want to join Facebook?

Sign Up

### FEB 23 2021 Comprehensive Plan Steering Committee Meeting

Public · Hosted by [City of Stone Mountain - Government](#)

Tuesday, February 23, 2021 at 4:00 PM EST  
about 6 months ago

Online Event  
[https://zoom.us/j/91231159067?  
pwd=Mkc3amRodGZFNEpUampCRjR1T0JZUT09](https://zoom.us/j/91231159067?pwd=Mkc3amRodGZFNEpUampCRjR1T0JZUT09)

Event Ended

#### Details

2021 Comprehensive Plan Steering Committee Meeting is today, Tuesday, February 23, 2021, at 4:00 PM. The meeting is open to the public in a virtual forum. Meeting access information is below.

ARC Community Development is inviting you to a scheduled Zoom meeting. Topic: Stone Mountain Comprehensive Plan - Steering Committee Meeting #1

Time: Feb 23, 2021 04:00 PM Eastern Time (US and Canada)

Click to Join Zoom Meeting  
[https://zoom.us/j/91231159067?  
pwd=Mkc3amRodGZFNEpUampCRjR1T0JZUT09](https://zoom.us/j/91231159067?pwd=Mkc3amRodGZFNEpUampCRjR1T0JZUT09)

Meeting ID: 912 3115 9067  
Passcode: 902132

[See More](#)

[Causes](#) [Online](#)

#### Hosted by



**City of Stone Mountain - Government**

**2 Went · 2 Interested**

Share this event with your friends

[Click to See the Updated Calendar Daily](#)

**2021 Comprehensive Plan  
Steering Committee Meeting  
Tuesday, February 23, 2021  
4:00 PM  
Virtual**

2021 Comprehensive Plan Steering Committee Meeting is today, Tuesday, February 23, 2021, at 4:00 PM. The meeting is open to the public in a virtual forum. Meeting access information is below.

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Time: Feb 23, 2021 04:00 PM Eastern Time (US and Canada)

[Click to Join Zoom Meeting](#)

<https://zoom.us/j/91231159067?pwd=Mkc3amRodGZFNEpUampCRjR1T0JZUT09>

**Meeting ID: 912 3115 9067**

**Passcode: 902132**

One tap mobile:

- +13126266799,,91231159067#,,,,\*902132# US (Chicago)
- +19292056099,,91231159067#,,,,\*902132# US (New York)

Dial by your location:

- +1 312 626 6799 US (Chicago)
- +1 929 205 6099 US (New York)
- +1 301 715 8592 US (Washington DC)
- +1 346 248 7799 US (Houston)
- +1 669 900 6833 US (San Jose)
- +1 253 215 8782 US (Tacoma)

Meeting ID: 912 3115 9067

Passcode: 902132

Find your local number: <https://zoom.us/u/abkbl0a3Jd>

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**Stone Mountain Cares  
Small Business Relief Program**



## PUBLIC AGENDA

### 2021 COMPREHENSIVE PLAN STEERING COMMITTEE MEETING

**(VIRTUAL MEETING TO BE HELD – CITY HALL CLOSED TO IN-PERSON, PUBLIC ACCESS). ZOOM MEETING  
INFO TO BE PROVIDED ON CITY WEBSITE & OTHER OUTLETS**

**Tuesday, February 23, 2021 @ 4:00 pm**

**City Hall, 875 Main Street, Stone Mountain, Georgia 30083**

## CALL TO ORDER

### 2021 COMPREHENSIVE PLAN STEERING COMMITTEE MEETING – 1<sup>st</sup> Meeting

The Comprehensive Plan is a document that communicates the City of Stone Mountain's goals and objectives for a five-year period. The updated plan will communicate the City's goals and objectives for the 2022-2026 period. Plan elements include things like but, not limited to, community goals, needs and opportunities, community work program, and economic development.

The Steering Committee acts as a stakeholder advisory panel that provides input throughout the planning process. For comprehensive planning purposes, the Steering Committee is typically comprised of representatives from local authorities, the business community, key non-profit agencies, and citizen groups. The Georgia Department of Community Affairs (DCA) requires one member of the governing authority, one local economic development practitioner, and one local government staff member to serve on the committee. Steering Committee members are expected to provide feedback and advise the planning team.

## ADJOURNMENT

### **COMMENTS FROM THE PUBLIC**

*The public comments are reserved exclusively for comments from the public and not for immediate reply. The purpose of public comment is to allow the public to voice city related requests, concerns or opinions only during the public comment portion of the City Council meeting. I. The Mayor and City Council reserves the right to extend or limit the length of public comments based on: (1) the issue under discussion; (2) the number of items on the agenda; and (3) the extent to which the speaker remain constructive in their comments and questions. II. The public may not directly confront the public speaker but must direct all comments and questions to the Mayor and City Council. III. Public harassment of or confrontation with a public speaker will not be tolerated. Members of the public violating tenets two or three will be asked to sit down or leave the premises.*



# CITY OF STONE MOUNTAIN

## 2021 COMPREHENSIVE PLAN UPDATE

**STEERING COMMITTEE MEETING #1 – FEBRUARY 23, 2021**



# AGENDA

- I. Introductions & Overview
- II. Data Trends
- III. Needs and Opportunities
- IV. Next Steps





A historical color illustration of a street scene. On the right, a two-story red brick building with a balcony is labeled "STONE MOUNTAIN INN". A green trolley is on the left side of the street. People in early 20th-century attire are walking on the sidewalk. The sky is blue with white clouds. A teal semi-transparent banner is overlaid across the middle of the image.

# INTRODUCTIONS & OVERVIEW

# WHY WE PLAN



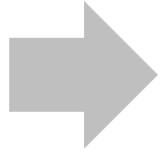
# HOW WE PLAN

- Updates to local plans required by Georgia Department of Community Affairs (DCA) every 5 years
- Stone Mountain's comprehensive plan last updated and adopted in 2016 → update due in 2021
- Regional Commissions (RCs) provide local governments direct assistance if requested



# REQUIRED PLAN ELEMENTS

*REQUIRED  
FOR ALL*



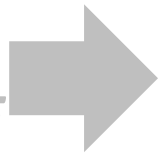
VISION &  
GOALS

NEEDS &  
OPPORTUNITIES

COMMUNITY  
WORK  
PROGRAM

BROADBAND  
SERVICES

*REQUIRED  
FOR SOME*



CAPITAL  
IMPROVEMENTS  
ELEMENT

LAND USE

ECONOMIC  
DEVELOPMENT

TRANSPORTATION

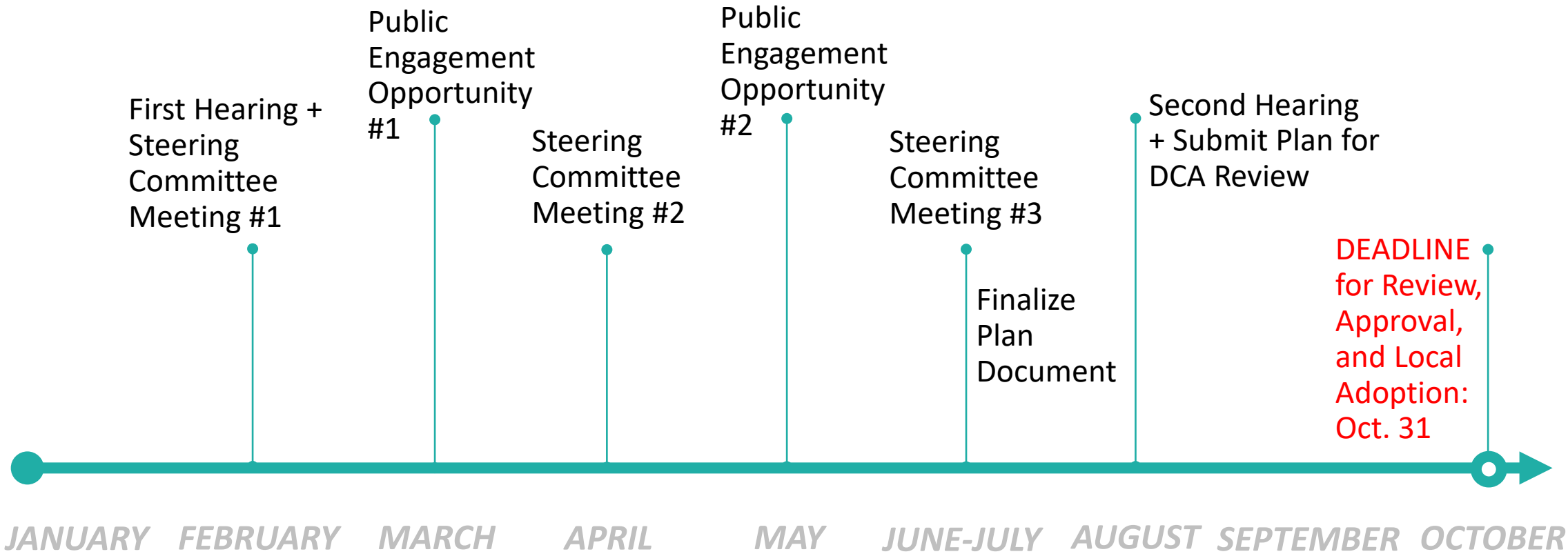
HOUSING

# KEY REQUIRED ELEMENTS FOR UPDATE

- **Updated Needs and Opportunities**
  - Informs any updates to Vision/Goals and other elements
- Updated Land Use Element
- Broadband Element (was not required until 2018)
- Report of Accomplishments (ROA)
  - Documents status of every item in current plan's 5-Year Community Work Program (CWP)
- Updated 5-Year CWP
  - Includes items noted as Underway or Postponed in ROA, plus any brand-new items resulting from 2021 planning process



# PLAN SCHEDULE



2021

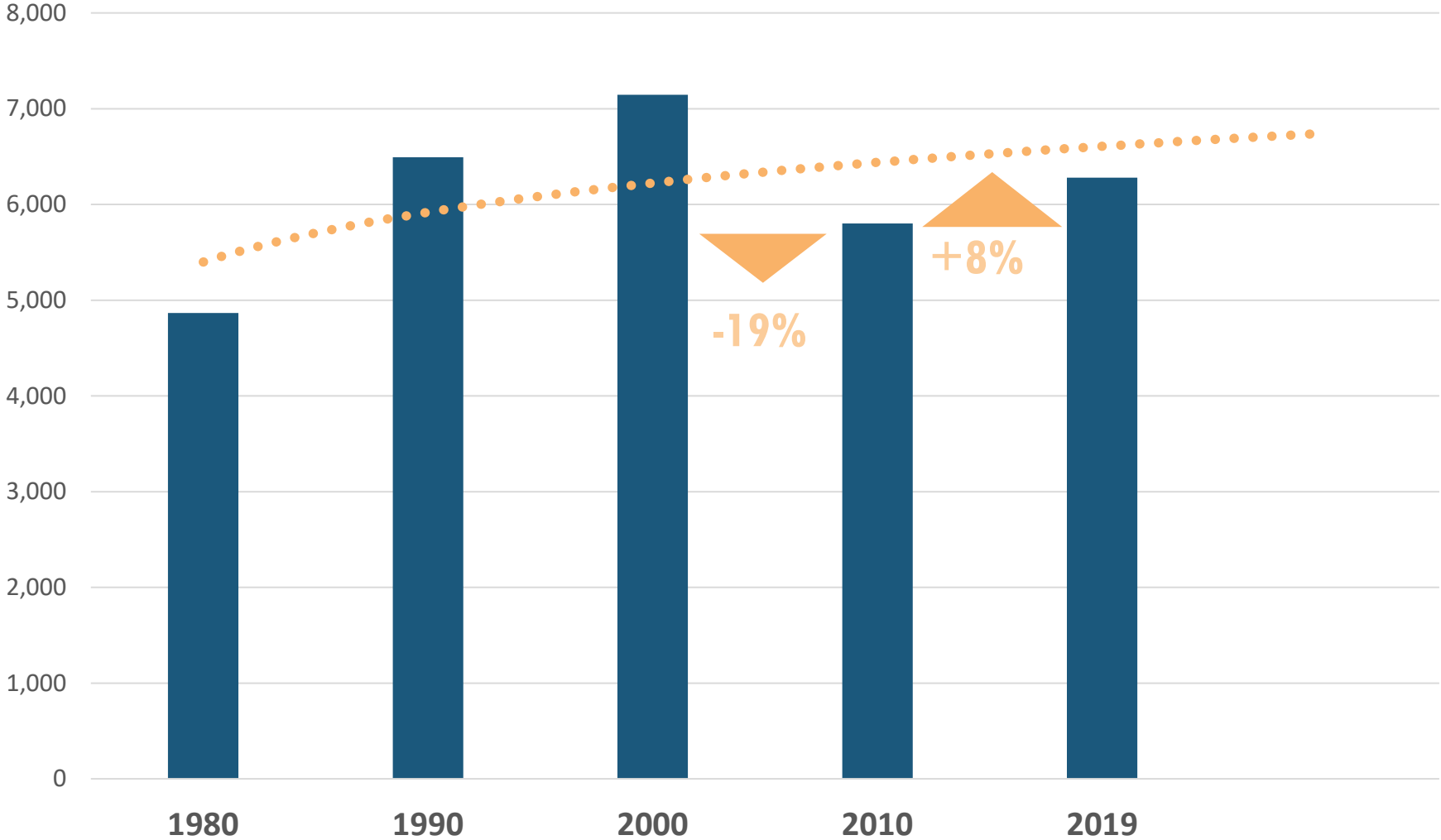






# DEMOGRAPHIC TRENDS

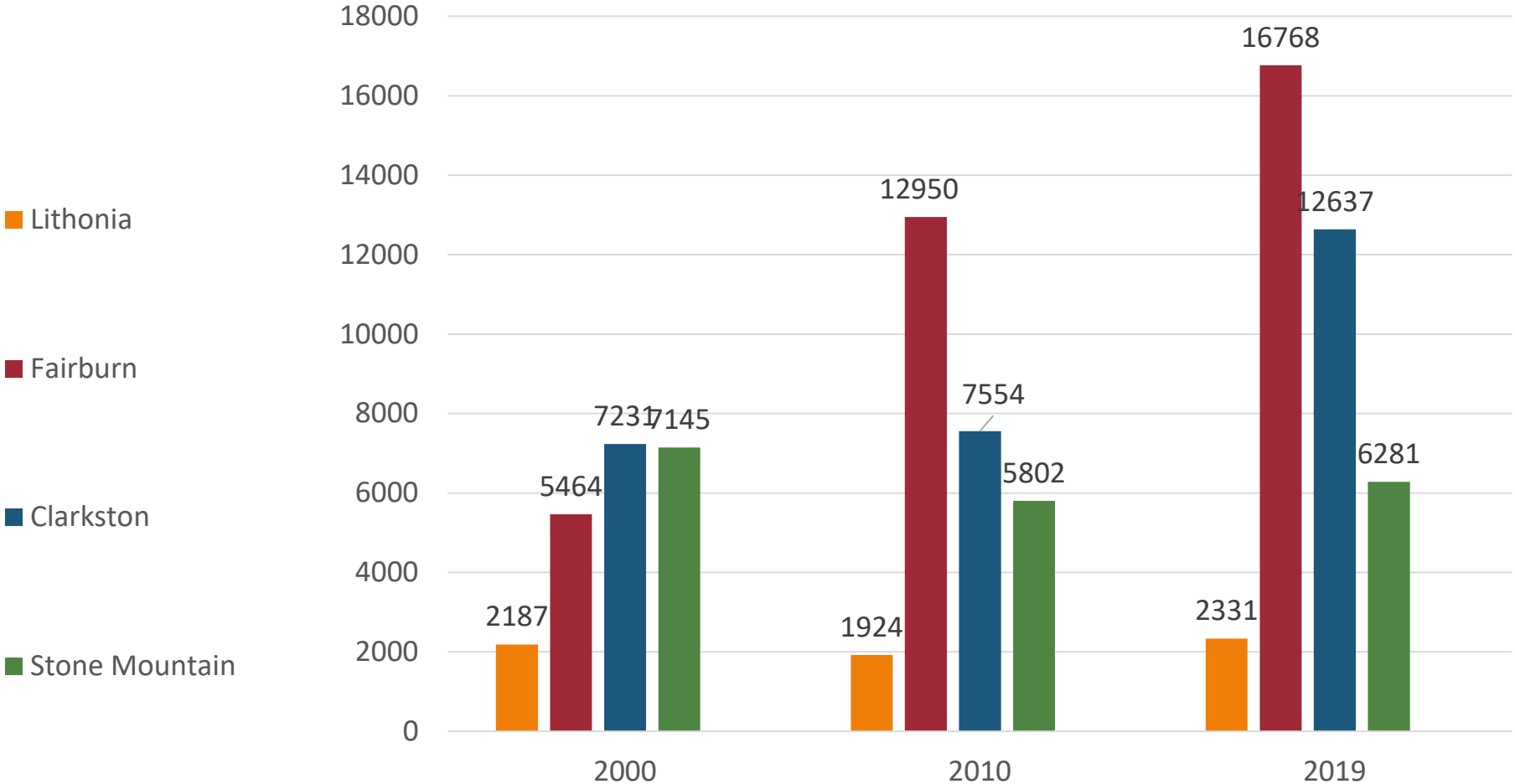
# POPULATION CHANGE



Data Source: US Census Bureau; American Community Survey, 2019



# POPULATION COMPARISON

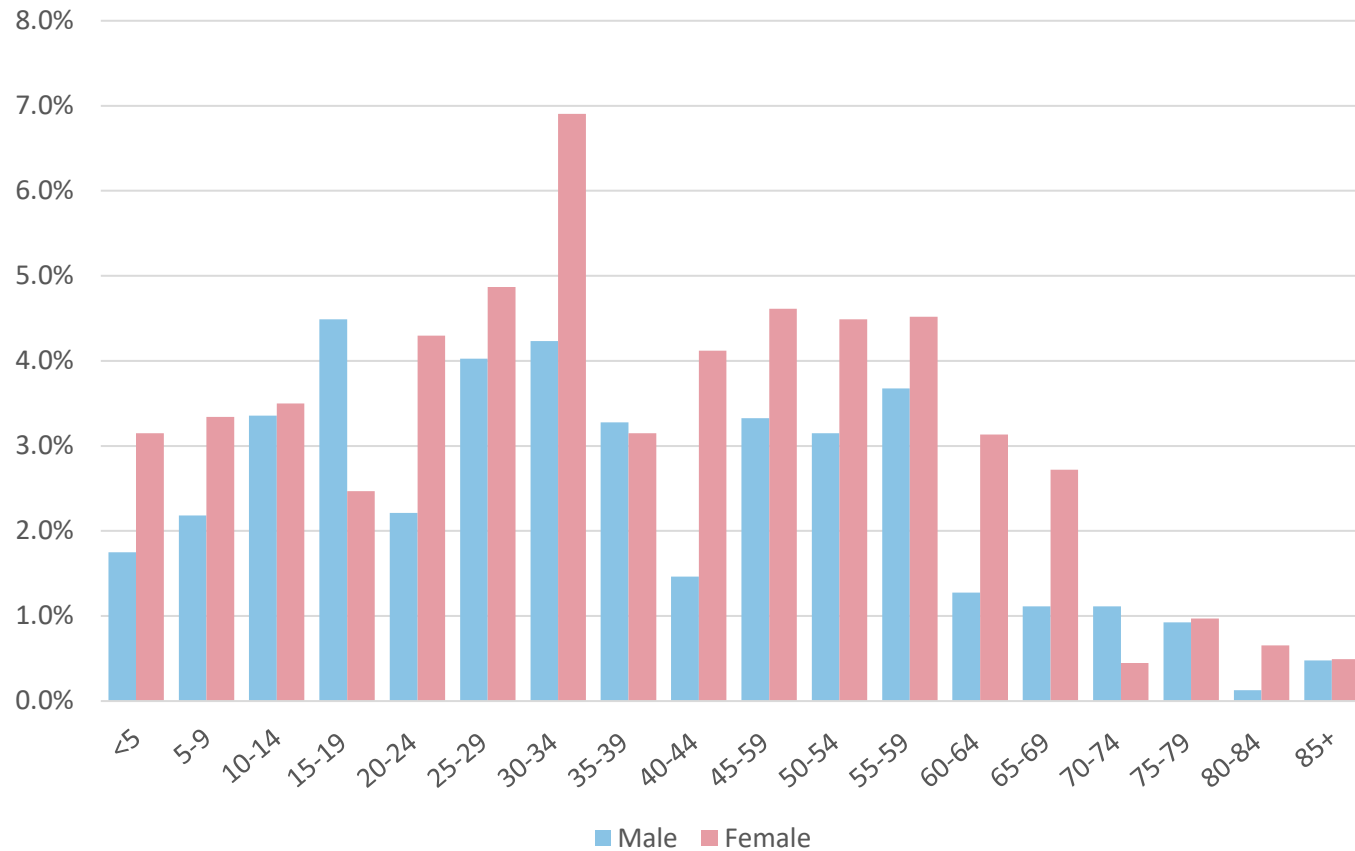


Data Source: US Census Bureau; American Community Survey, 2018



# AGE DISTRIBUTION

Stone Mountain, Age-Sex Distribution, 2019



34.5

Median Age  
Stone Mtn.

35.8

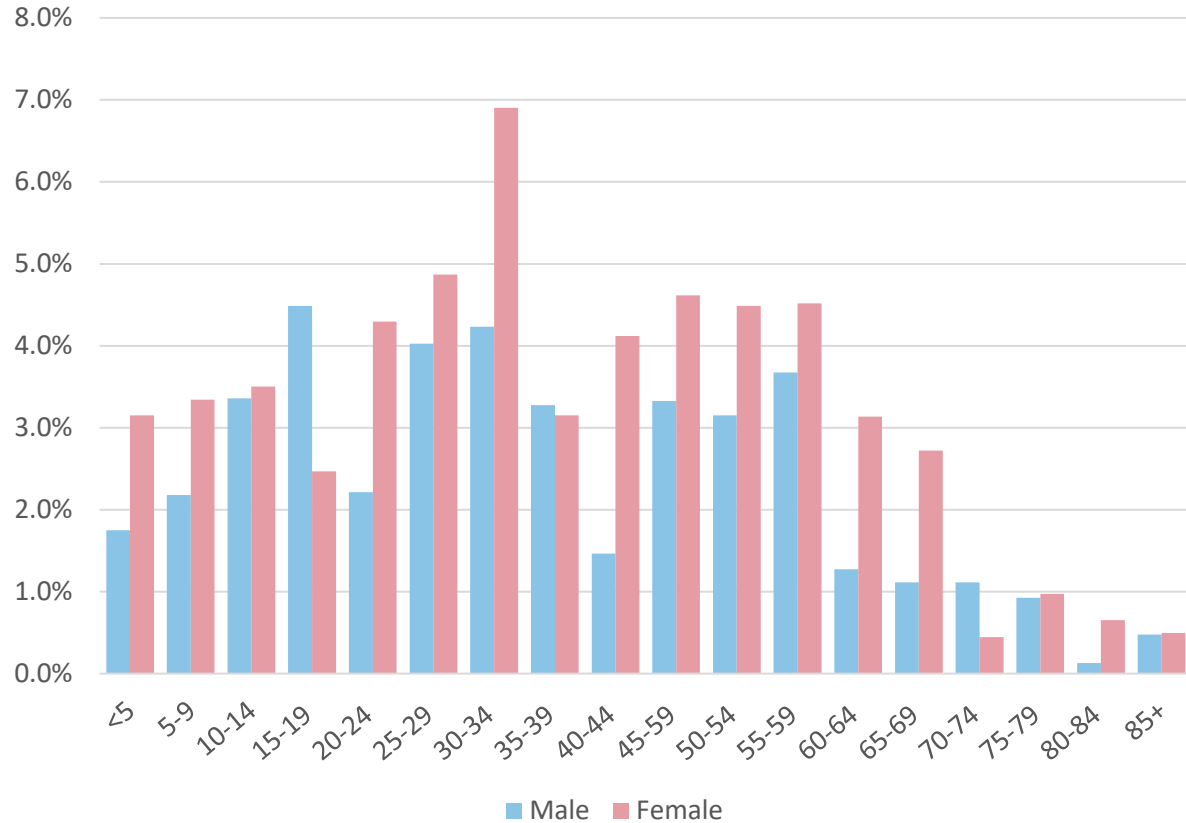
Median Age  
DeKalb County

This age-sex population graph illustrates the distribution of age groups in Stone Mountain.

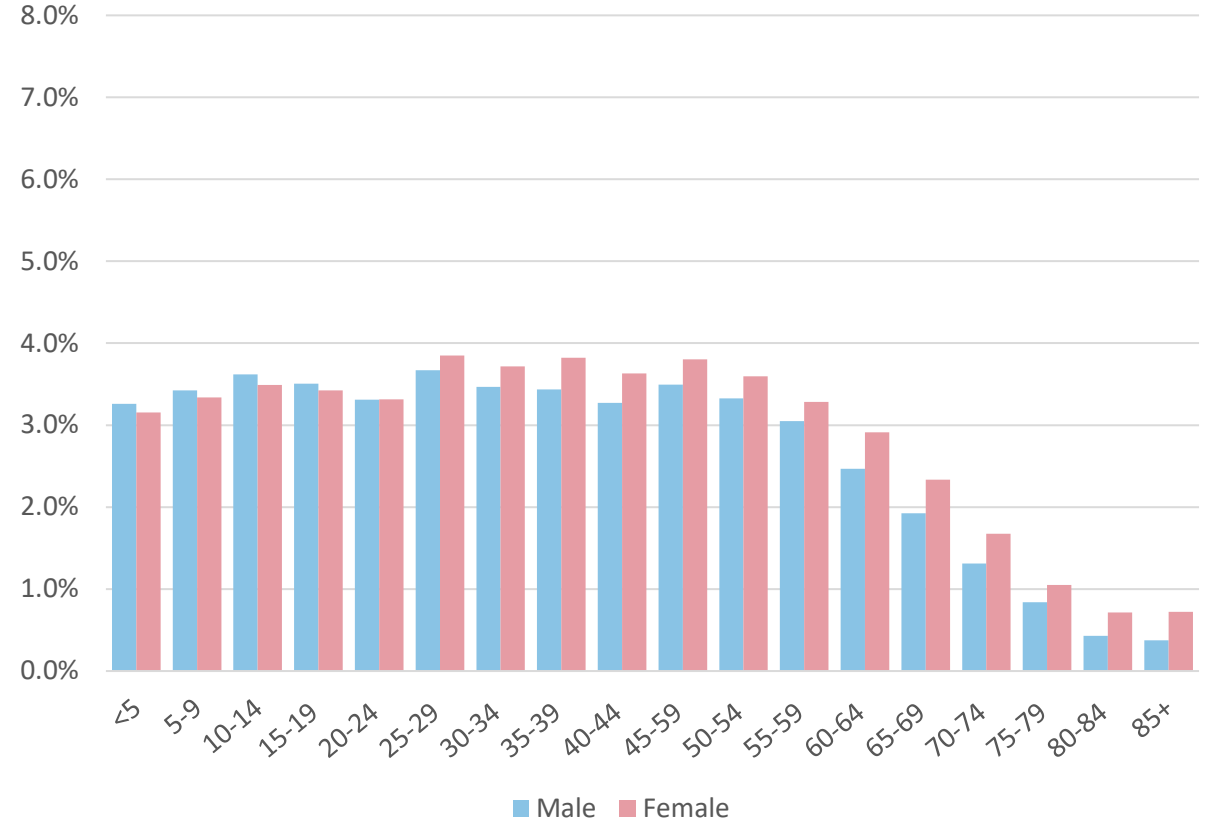
Only 9% of the city's population is aged 65 or older, with a fairly even distribution of residents at all younger ages. The squared left hand side of the graph illustrates a population with a large workforce and a roughly replacement-level fertility rate.

# AGE DISTRIBUTION COMPARISON

2019 Population by Age and Sex: Stone Mountain



2019 Population by Age and Sex: 10-County Region



These charts depict a comparison between the age group distributions in Stone Mountain to those for the 10-county metro area. Note that despite the left graph being more jagged, the two share similar overall patterns.

Data Source: Esri Business Analyst Online





# RACIAL COMPOSITION

Racial Composition of Stone Mountain, 2010

- White
- Black
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Other
- Two or More Races



Racial Composition of Stone Mountain, 2019

- White
- Black
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Other
- Two or More Races



Between 2010 and 2019, Stone Mountain’s population experienced a few notable changes.

The proportion of Asian residents decreased by about 5% while the black population increased by a similar magnitude.

2% of residents of any race identified as Latino in 2010, and this percentage increased to 3.4% by 2019.

# RACIAL COMPOSITION COMPARISON

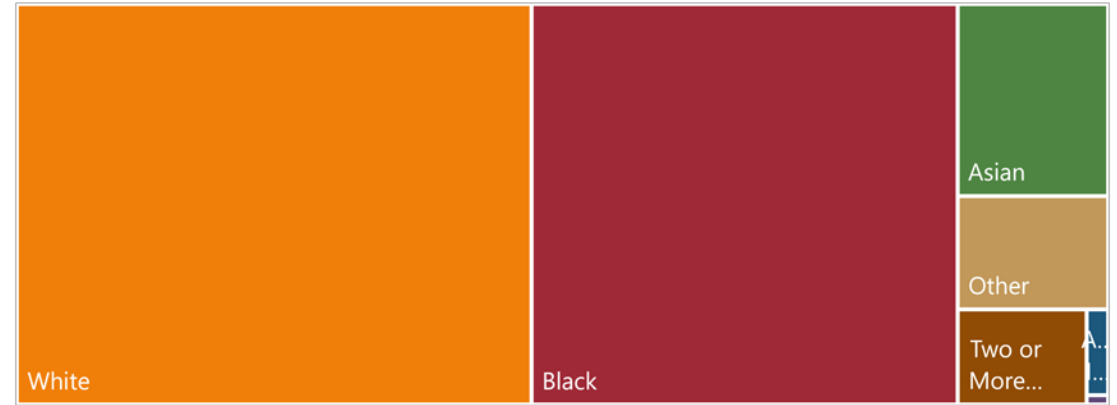
Racial Composition of Stone Mountain, 2019

- White
- American Indian or Alaska Native
- Native Hawaiian or Pacific Islander
- Two or More Races
- Black
- Asian
- Other



Racial Composition of 10-County Region, 2019

- White
- American Indian or Alaska Native
- Native Hawaiian or Pacific Islander
- Two or More Races
- Black
- Asian
- Other



Stone Mountain's racial composition is more black than the region and DeKalb County as a whole. It is also home to fewer people who are neither white nor black than the region.

The Atlanta region is roughly 9.6% Hispanic, while Stone Mountain's population is roughly 3.4% Hispanic.

# HOUSING TRENDS

# METRO ATL HOUSING STRATEGY

## Stone Mountain



**53% SUBMARKET 9**

Lower-priced rural areas

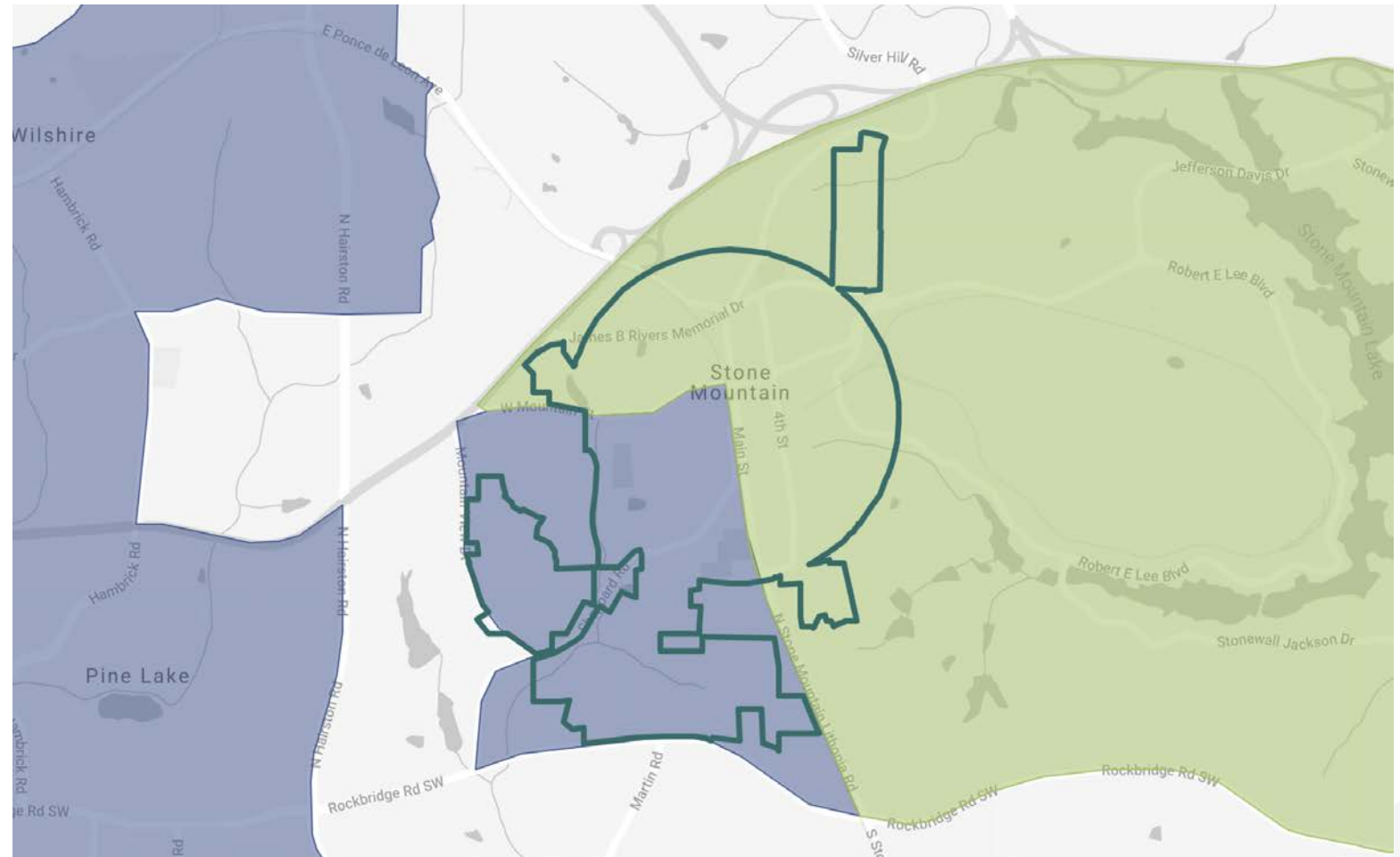
**47% SUBMARKET 4**

Lower-priced core neighborhoods  
vulnerable to increasing housing  
costs

### CITY SNAPSHOT

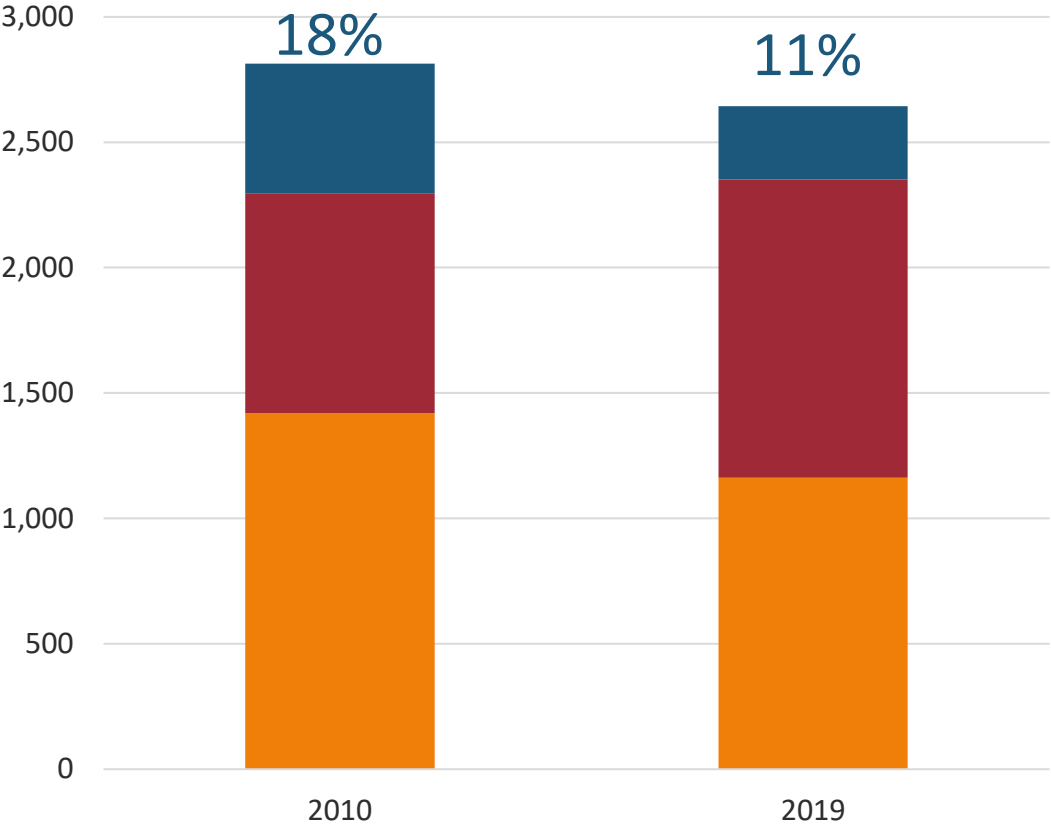
Median Home Sale Price (2018)	\$105,500
Change in Median Home Sale Price (2013-18)	+99.10%
Home Sale Price Per Sq Ft (2018)	\$70.17 sq ft
Percent Change in Home Sale Price Per Sq Ft (2013-18)	+83.70%
Median Building Area of Home Sales (2018)	1,447 sq ft

Data source: ARC analysis of Zillow's ZTRAX home sale transactions, 2013 & 2018. Explore this data further in the [DATA EXPLORER](#)

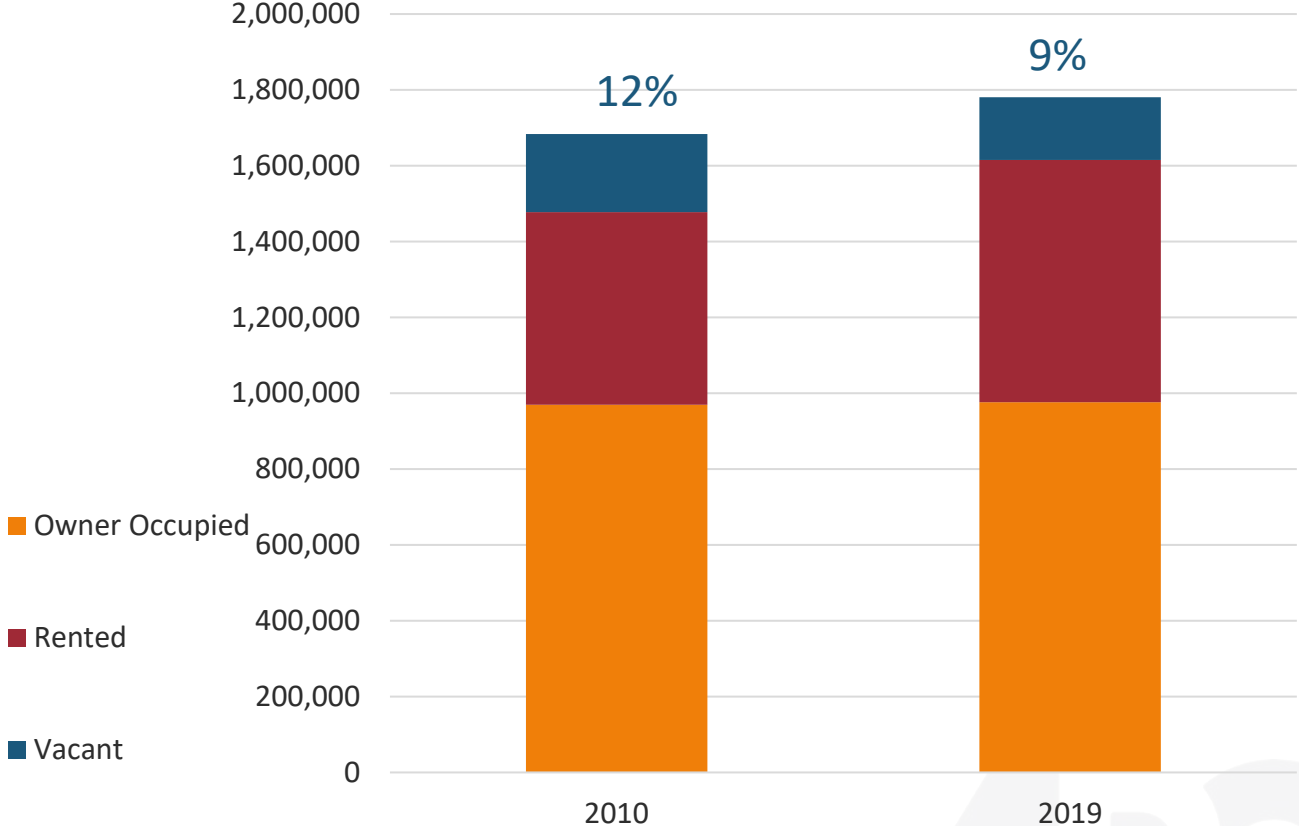


# HOUSING TENURE

### Stone Mountain Tenure



### 10-County Atlanta Metro Tenure

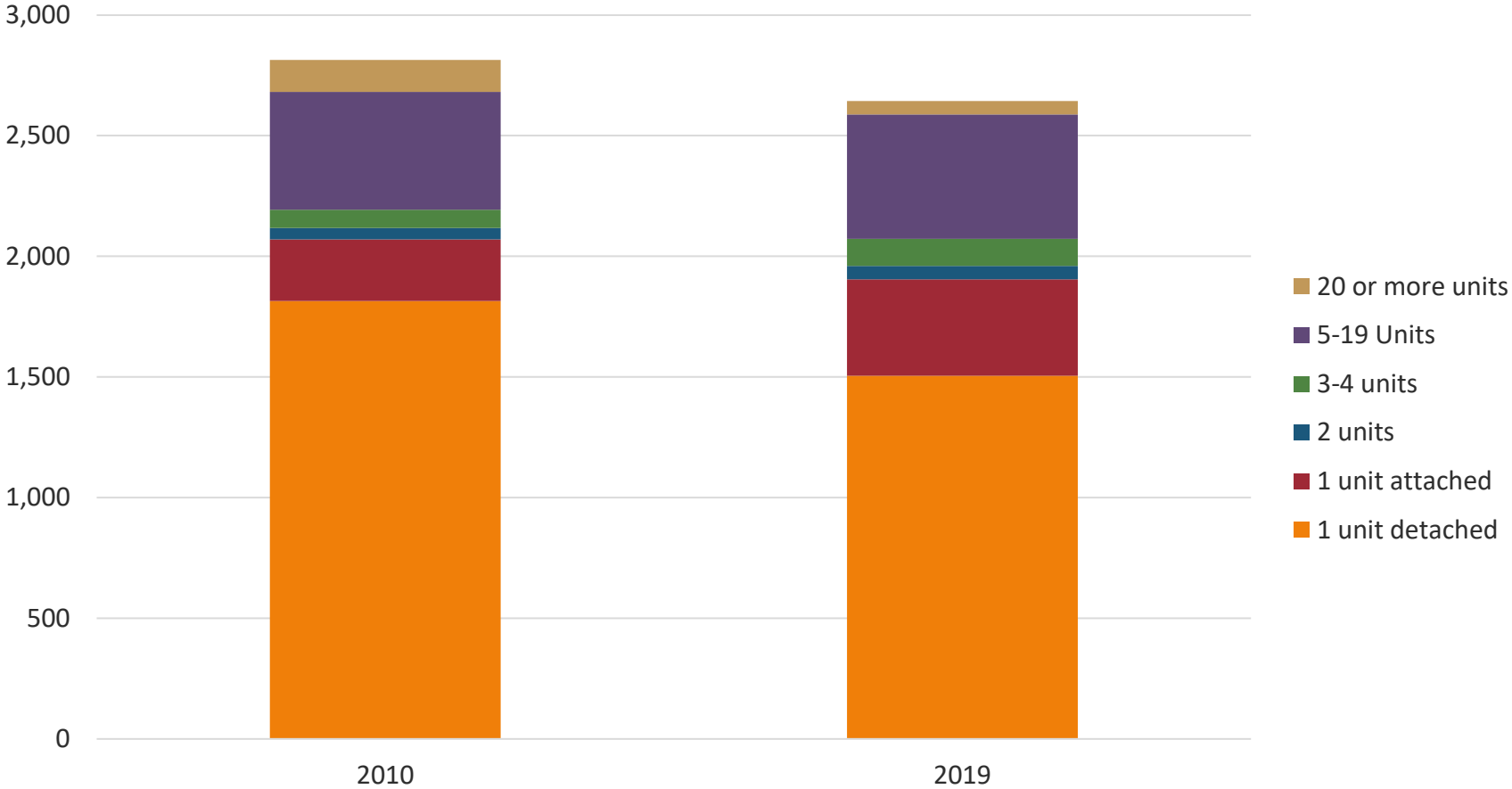


- Owner Occupied
- Rented
- Vacant



Data Source: American Community Survey, 2010 and 2019

# HOUSING TYPES



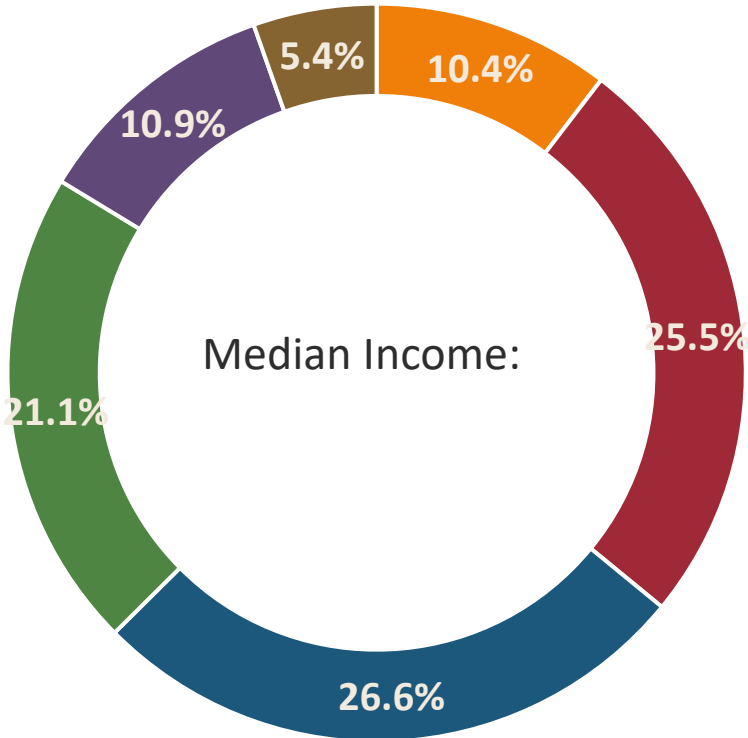
Data Source: American Community Survey, 2010 and 2019



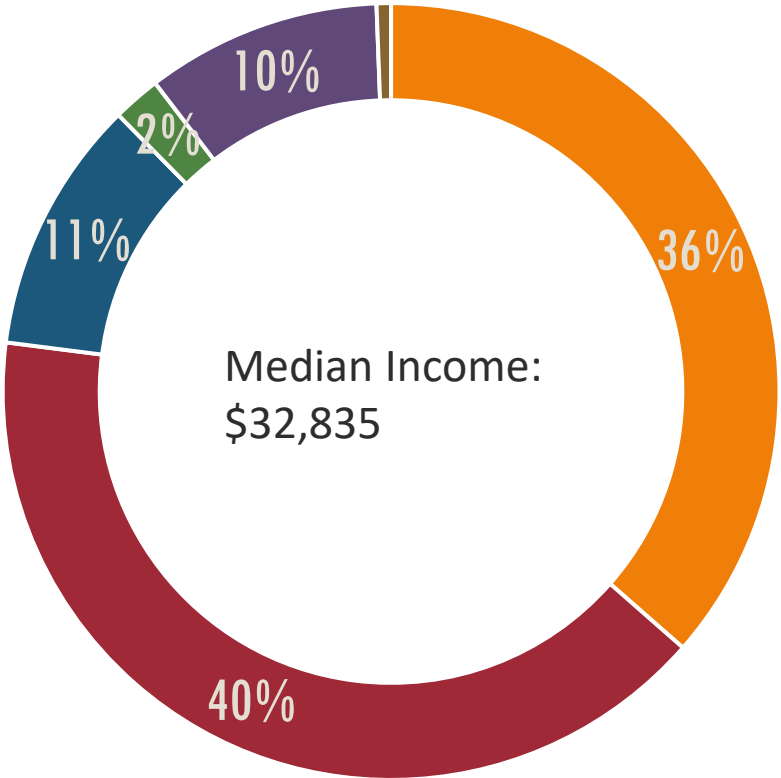


# HOUSEHOLD INCOME DISTRIBUTION: RENTERS & OWNERS

Owners Income Distribution



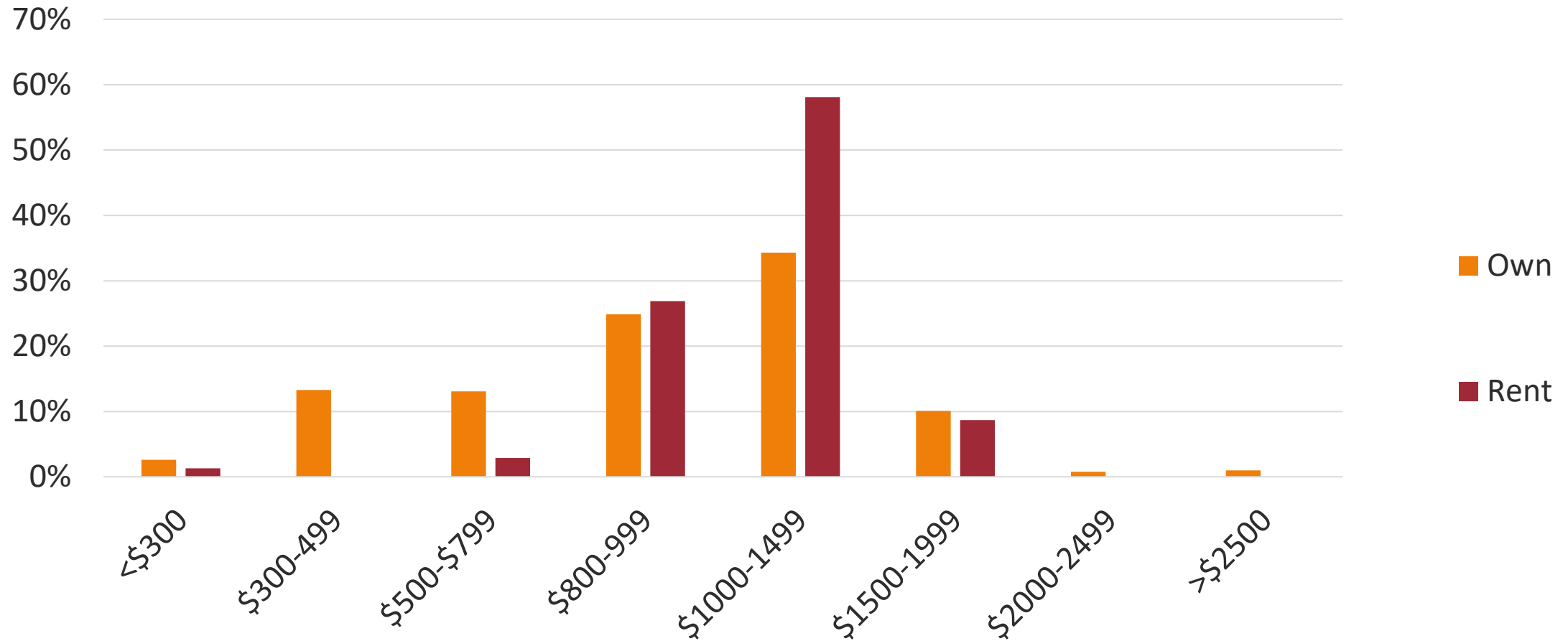
Renters Income Distribution



- <\$25,000
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- >\$150,000



# MONTHLY HOUSING COSTS: RENTERS & OWNERS

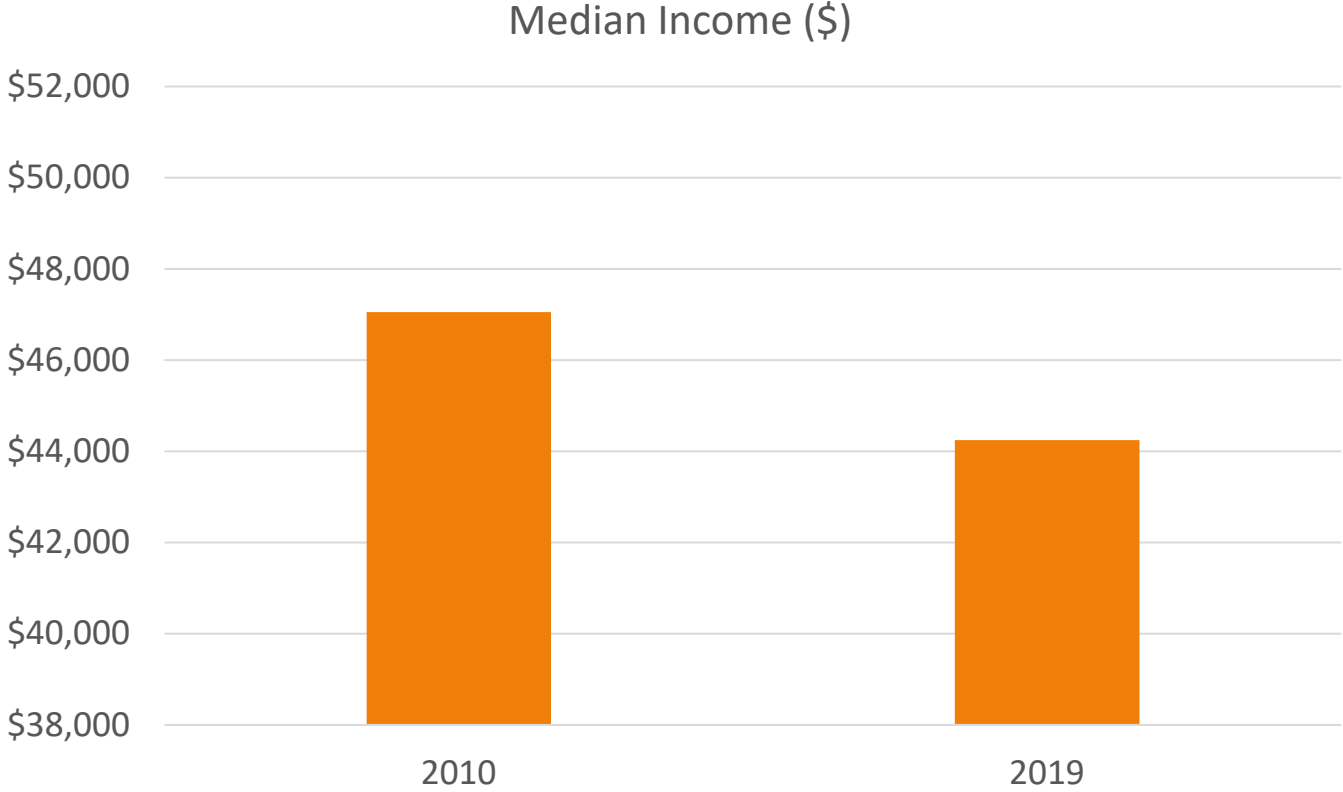


Most renters spend between \$800 and \$1,499 on housing costs each month, while housing costs for homeowners are more evenly distributed. The largest percentage of homeowners spend between \$800 and \$1,499 on housing costs monthly.



# ECONOMIC TRENDS

# MEDIAN HOUSEHOLD INCOME



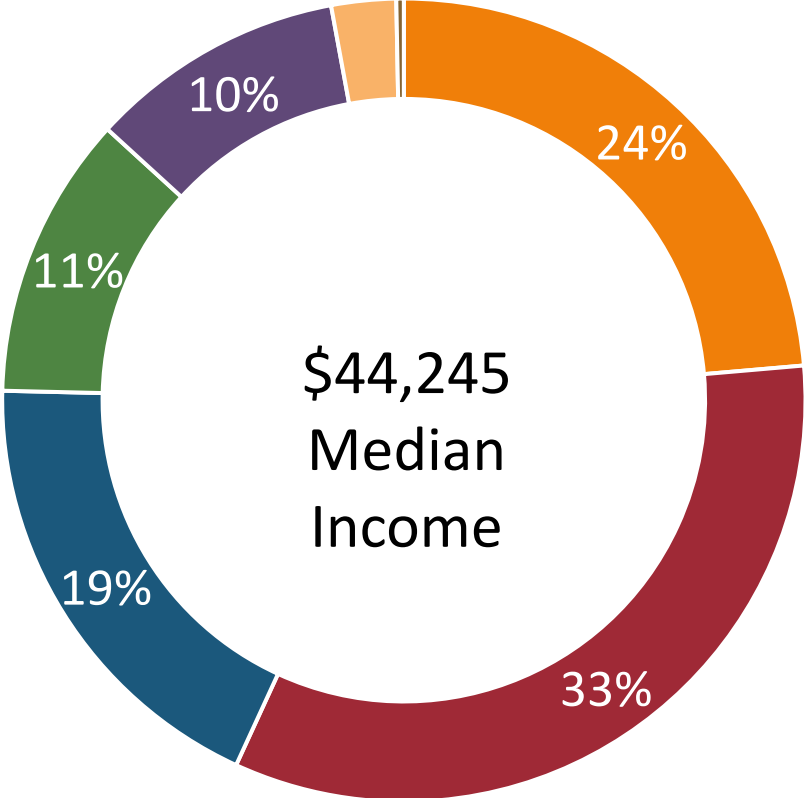
	2019
<b>Median income (dollars)</b>	<b>\$44,245</b>
<i>10% Jurisdiction AMI</i>	<i>\$4,425</i>
<i>30 % Jurisdiction AMI</i>	<i>\$13,274</i>
<i>50% Jurisdiction AMI</i>	<i>\$22,123</i>
<i>80% Jurisdiction AMI</i>	<i>\$35,396</i>
<i>120% Jurisdiction AMI</i>	<i>\$53,094</i>



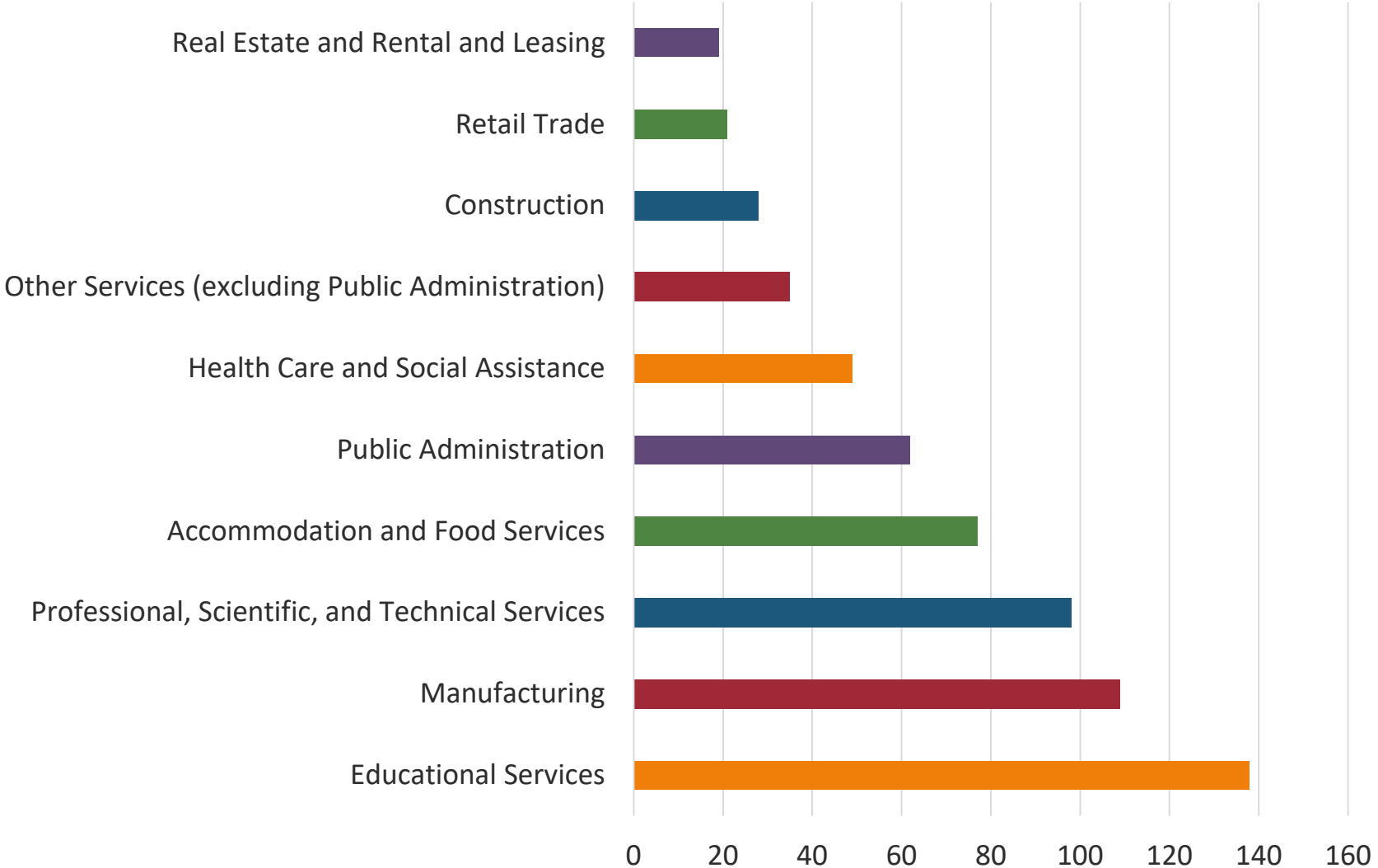
Data Source: American Community Survey, 2010 and 2018

# INCOME DISTRIBUTION

- <\$25,000
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,999



# WORKPLACE AREA CHARACTERISTICS



## What jobs exist in Stone Mountain?

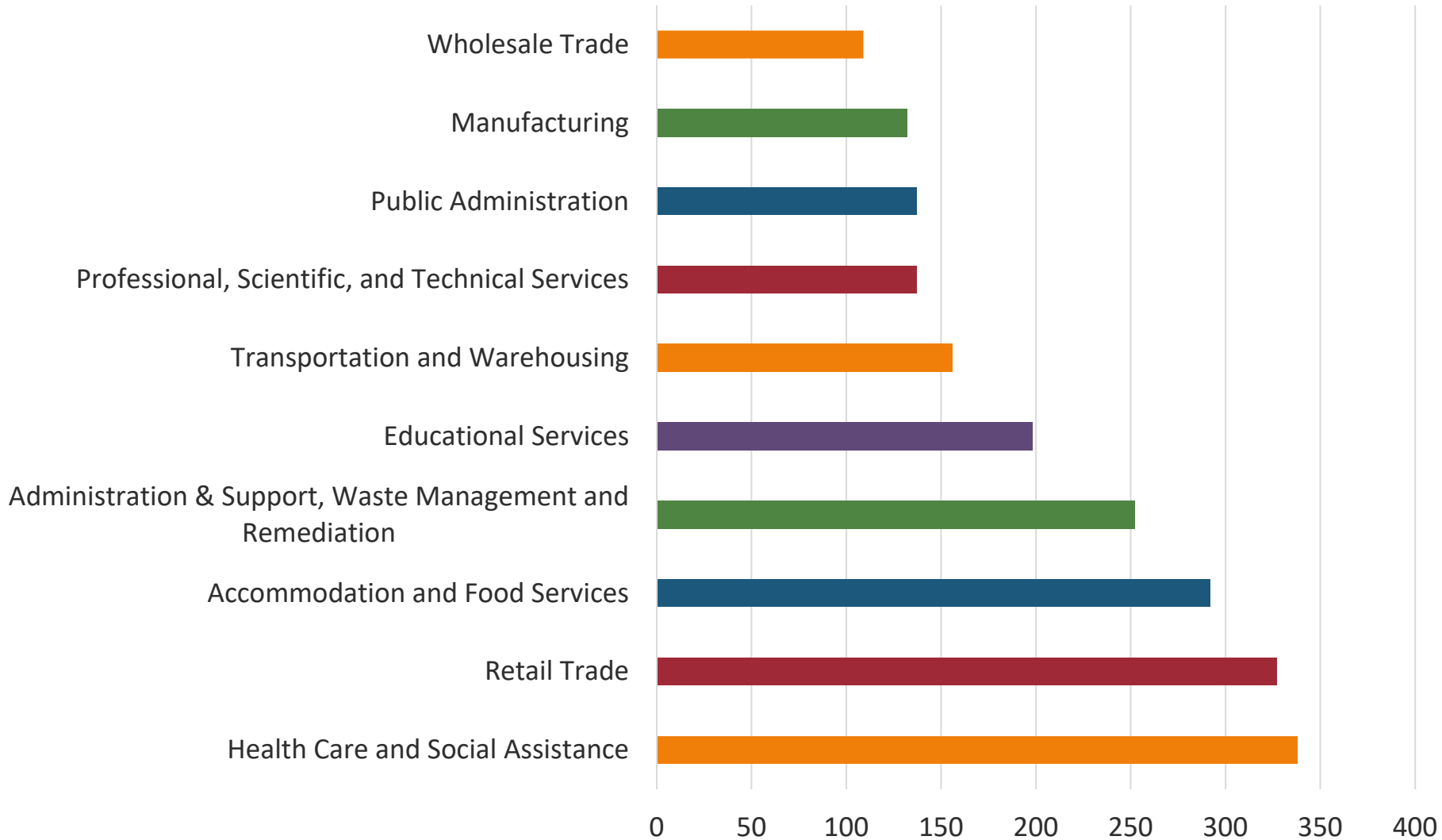
In terms of employment, the largest industry in Stone Mountain is Education, followed by Manufacturing.

Note: This only represents the top ten Workplace Area Characteristics.





# RESIDENT AREA CHARACTERISTICS



What industries do Stone Mountain residents work in?

In terms of employment, the largest industry among the city's residents is Health Care and Social Assistance, followed closely by Retail Trade.

Note: This depicts only the top 10 industries occupied by residents of Union City. Others may be represented in the data that aren't shown here.

# TRANSPORTATION TRENDS

# TRAFFIC FLOWS

Commute into Stone Mountain:

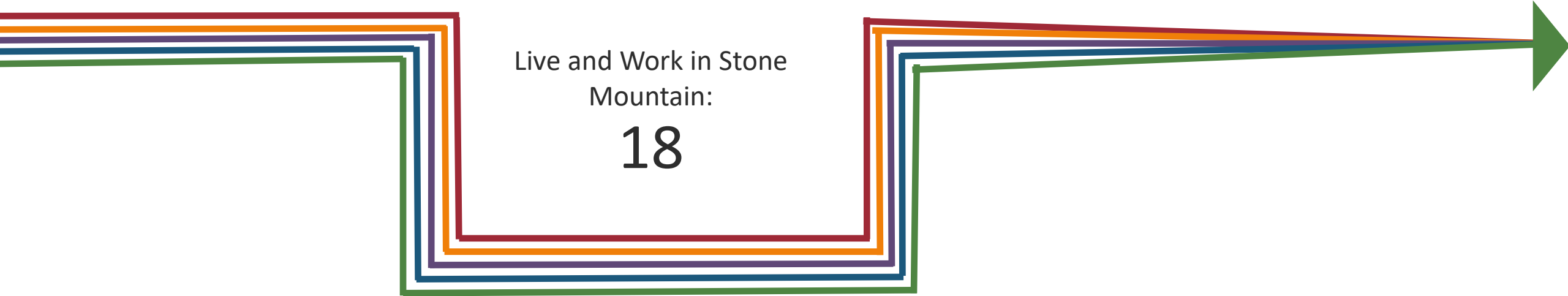
660

Commute out of Stone Mountain:

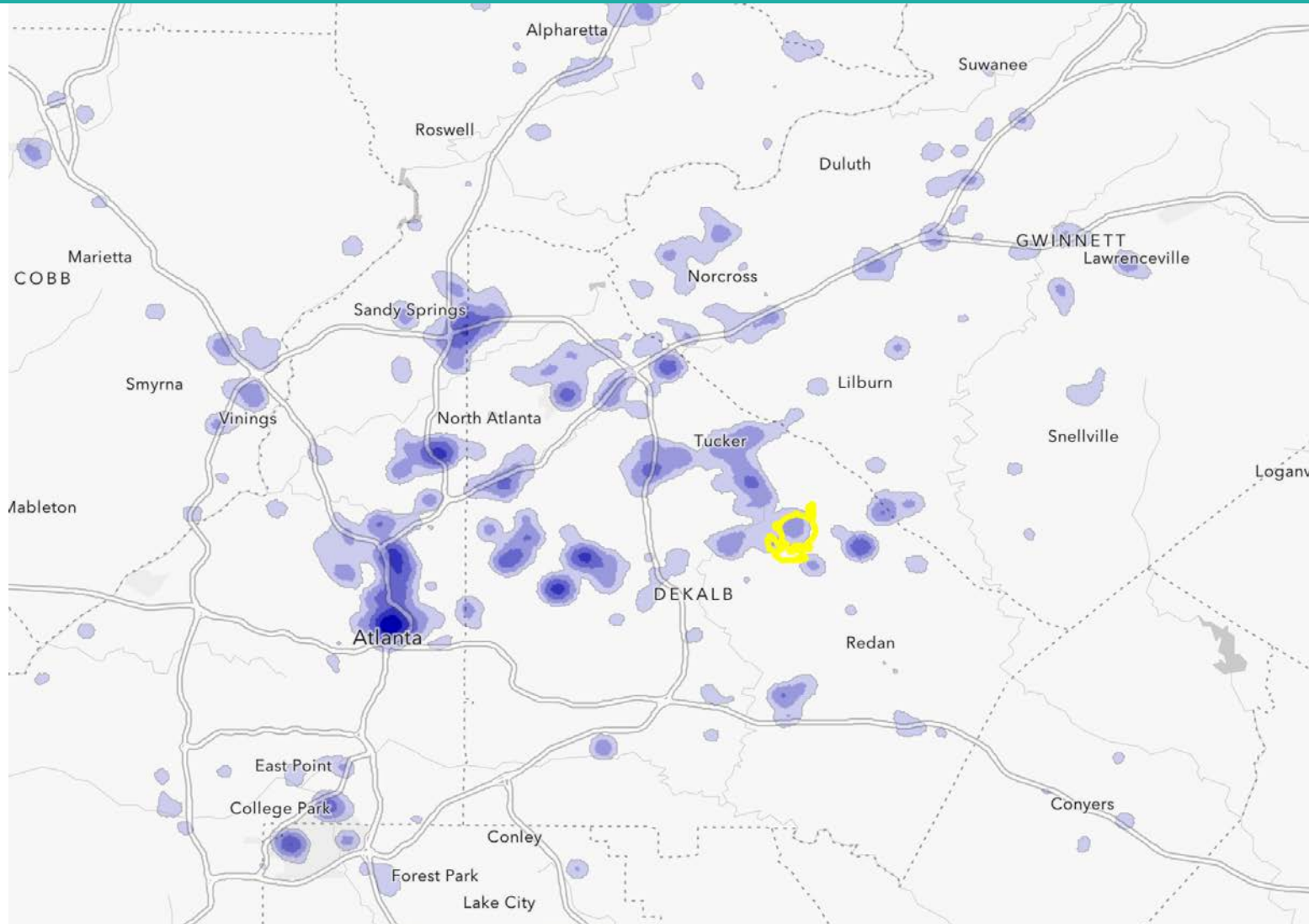
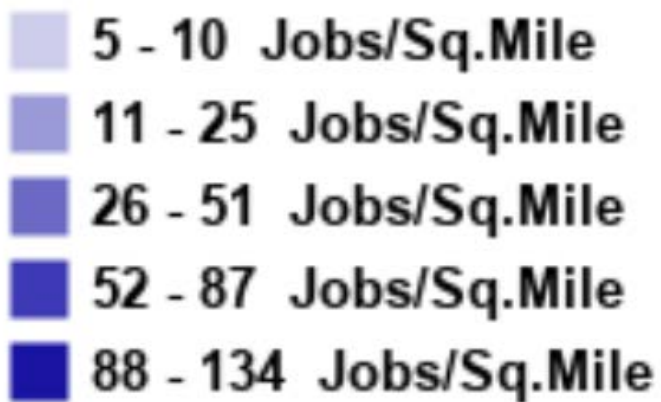
2,509

Live and Work in Stone Mountain:

18



# WHERE RESIDENTS OF STONE MOUNTAIN WORK



Data Source: LEHD Origin Destination Employment Statistics, 2018

# COMMUTE TIME

9% of residents travel <15 minutes

21% of residents travel 15-29 minutes

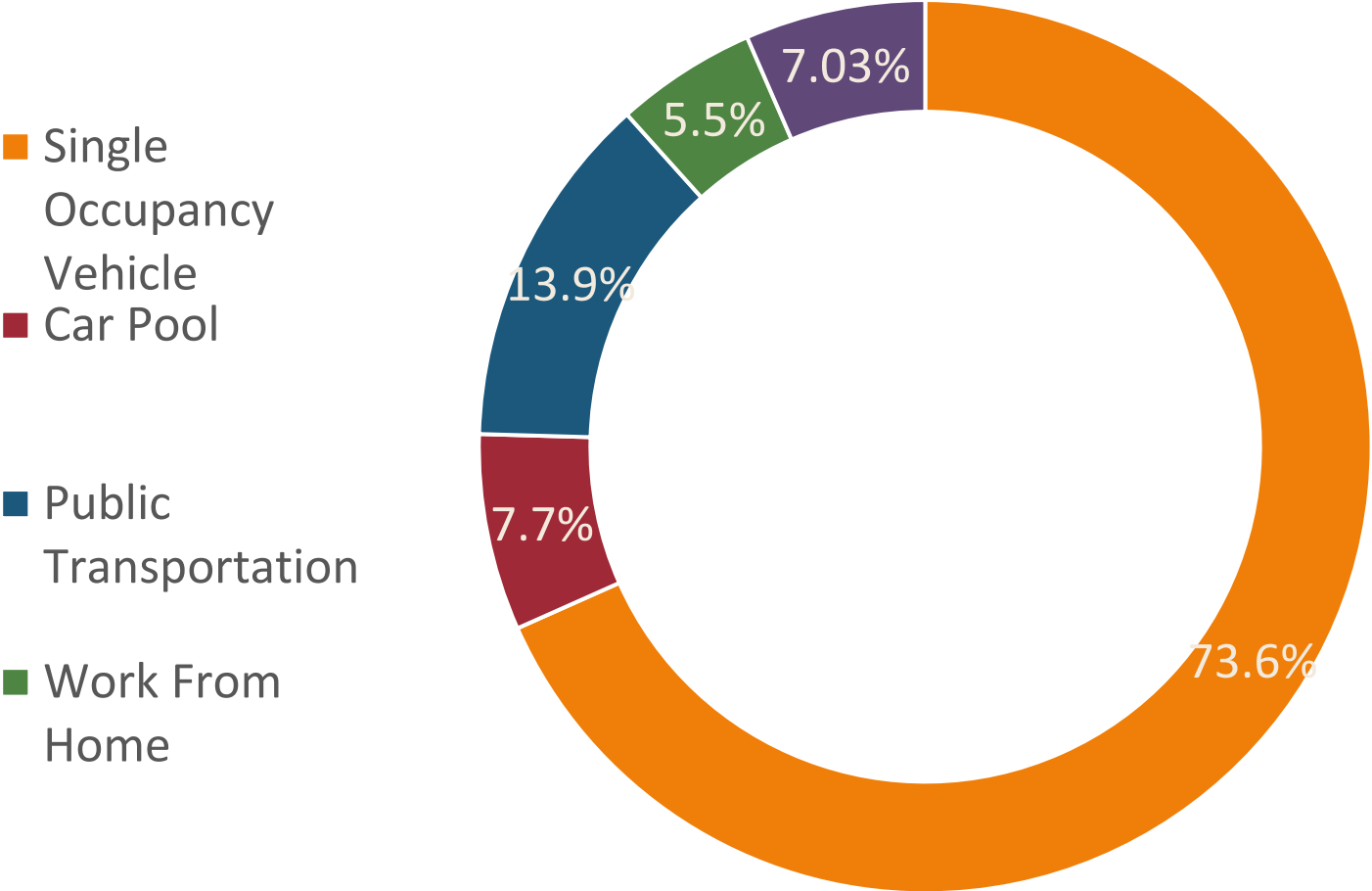
35% of residents travel 30-44 minutes

14% of residents travel 45-59 minutes

21% of residents travel >60 minutes



# MODE OF TRANSPORTATION



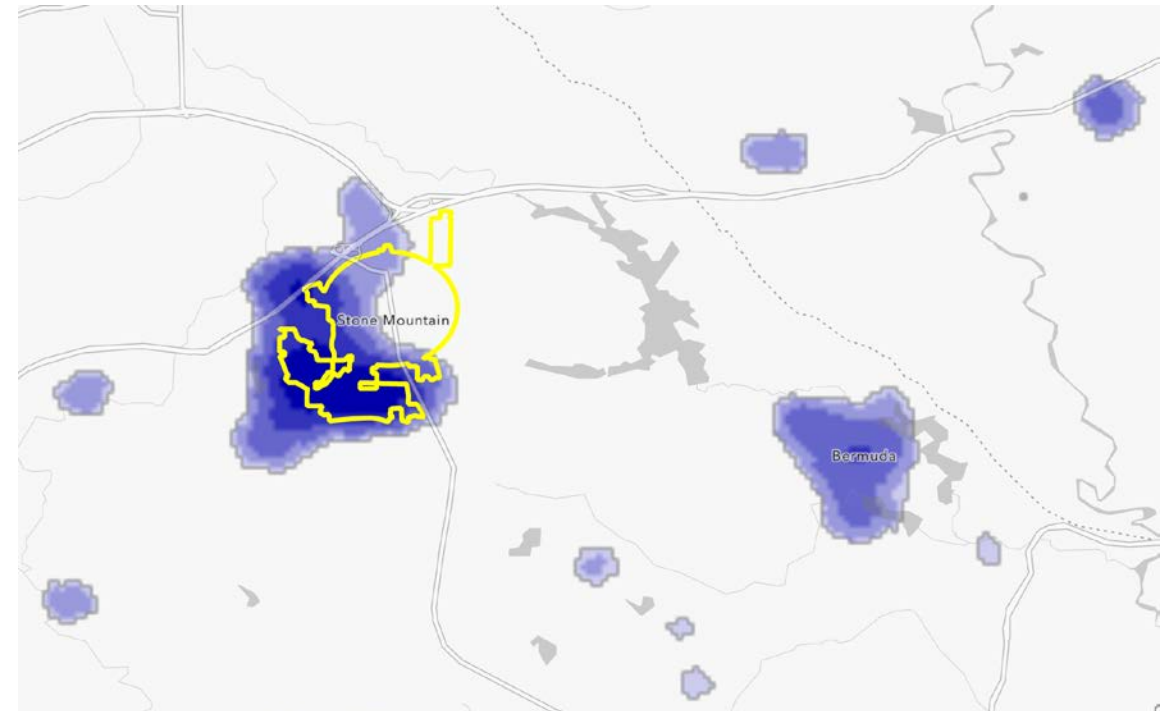
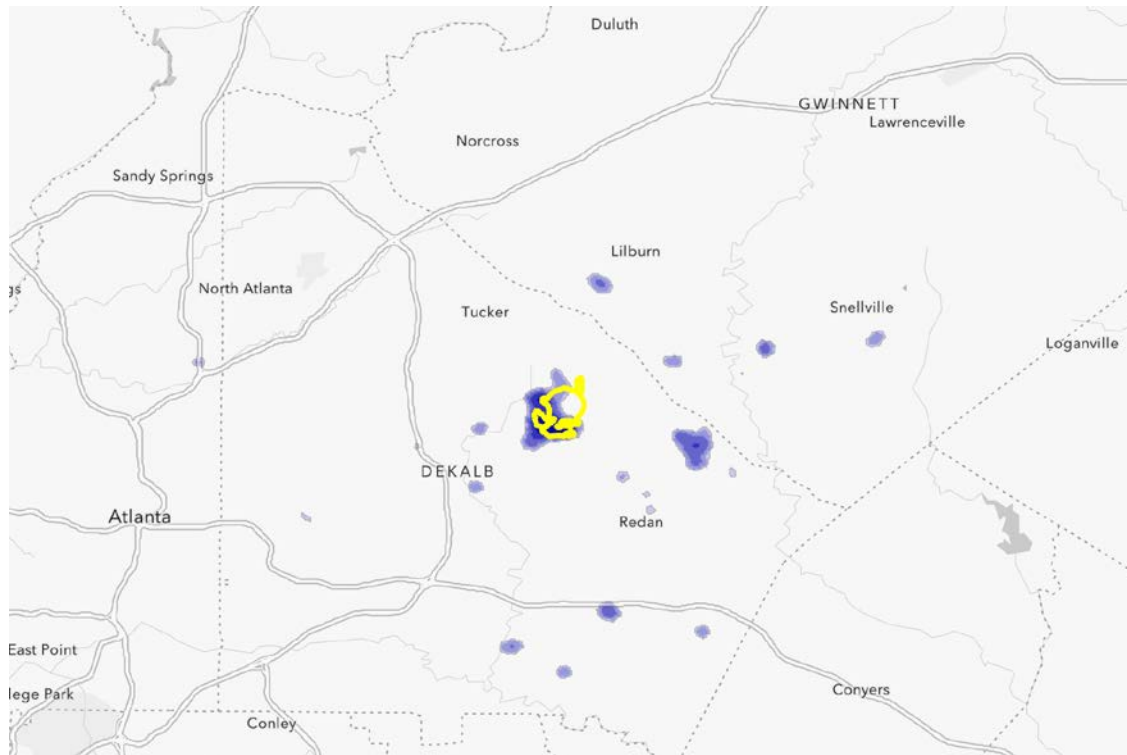
80% of residents use a car to get to work each day. The vast majority of those drive alone, while about 8% carpool. 14% of residents use public transportation, 5% work from home (in 2019).

Note: This data does not reflect the influence of the pandemic on transportation.




# WHERE PEOPLE WORKING IN STONE MOUNTAIN LIVE

- 5 - 6 Jobs/Sq.Mile
- 7 - 10 Jobs/Sq.Mile
- 11 - 18 Jobs/Sq.Mile





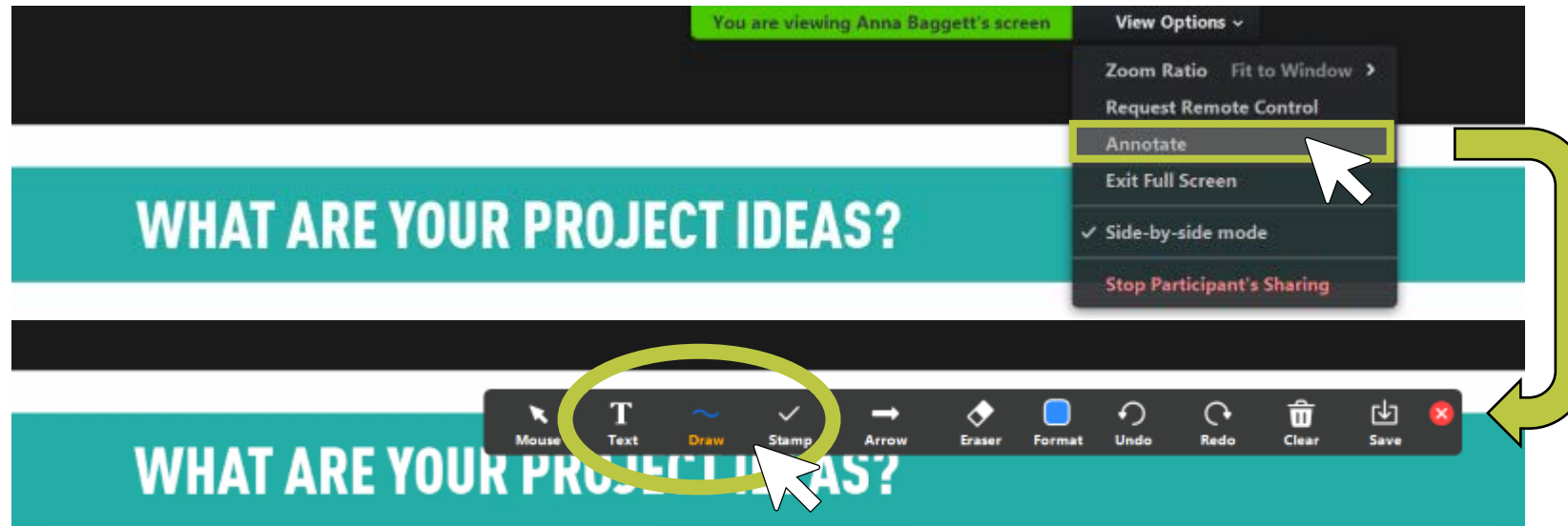


# ISSUES & OPPORTUNITIES



# ZOOM | MULTIPLE WAYS TO PARTICIPATE!

1. Use ZOOM's annotate feature to add ideas.



2. Enter ideas in the chat.
3. Unmute yourself and verbally discuss ideas



## NEEDS

WHAT ARE THE CITY'S BIGGEST *CHALLENGES* THAT NEED TO BE ADDRESSED?

If someone posts something you agree with, use the stamp function to vote on it!



# NEEDS

## WHAT ARE THE CITY'S BIGGEST CHALLENGES THAT NEED TO BE ADDRESSED?

If someone posts something you agree with, use the stamp function to vote on it!

✓ Capturing  
✓ Commuters



✓ Traffic  
Circles/Round  
abouts



✓ creating community  
community parking area



Parking  
✓ Repairing Aging  
Infrastructure



✓ ✓ Vacant storefronts  
Vacant Homes  
✓ Housing  
Rehabilitation



✓ Business Credits as  
incentives.

- Recreation Facility
- Improvs



✓ Parking  
Community parks



HOUSING  
REPAIRS



# NEEDS FROM 2016 – WHAT STILL RESONATES?

Use the stamp function to vote!

<b>Economic Development</b>
Not enough retail serving local community
Underperforming business retention
Lack of uniform/consistent business hours for retail and restaurants
Inadequate coordination between City and Stone Mountain Park
Insufficient parking clearly designated for Main Street users/visitors, bicyclists and those walking into Stone Mountain Park
<b>Land Use and Housing</b>
Housing units in need of repair or posing unsafe conditions – code enforcement
Greater percentage of renters vs. owners
Aging housing stock – code enforcement
Vacant properties – lack of infill (re)development to date
Local opposition to new, innovative, or higher density development
Lack of mix of uses, e.g., offices and lofts over Main Street retail

# NEEDS FROM 2016 (CONT'D) – WHAT STILL RESONATES?

Use the stamp function to vote!

## Community Facilities and Services

Lack of identifiable, aesthetically pleasing gateways at City boundaries

Uneven or damaged sidewalks in some neighborhoods – safety issue

Untapped potential for more parks, recreation facilities and community gathering spaces

Undeveloped/vacant sites that could be used to accommodate facility needs

## Natural and Cultural Resources

Historic structures in need of restoration/rehabilitation

Untapped opportunities for additional greenspace and parks

Opposition to historic preservation in some communities

## Transportation and Infrastructure

Enhancements needed to improve traffic operations on Main Street

Cut through traffic issues in neighborhoods

Improvements needed to 5-point intersection at East Ponce de Leon Ave./Main Street, Silver Hill Road , and James B. Rivers Memorial Dr.

Sidewalks in disrepair

Improvement and expansion needed for sidewalk network

Pedestrian crossing treatments needed throughout the city

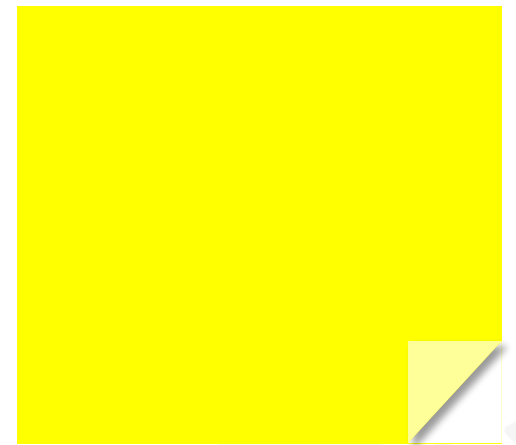




## OPPORTUNITIES

### WHAT ARE THE CITY'S BEST *ASSETS* TO ACCENTUATE AND STRENGTHEN?

If someone posts something you agree with, use the stamp function to vote on it!



# OPPORTUNITIES

## WHAT ARE THE CITY'S BEST ASSETS TO ACCENTUATE AND STRENGTHEN?

If someone posts something you agree with, use the stamp function to vote on it!

✓✓  
marta  
10+

parking  
a lot of space in  
downtown to develop  
Main Street ❤️

✓✓ location ✓  
✓ Street grid  
✓ Parks  
a lot of open space to  
hold festivals and events

✓ Vacinity to Stone  
Mountain Park  
and dowto  
Education SM Ele  
✓

Build  
events

✓ Strong Sense of  
Community  
✓  
young adult population

✓ Near 78 and 285  
Local control  
parks

Downtown is beautiful,  
it can only be ✓ more  
beautiful  
✓ Local concerts-events

# OPPORTUNITIES FROM 2016 – WHAT STILL RESONATES?

Use the stamp function to vote!

Assets
Access/location
Affordability
Historic identity
Low crime
Investment
Railroad/depot
Street grid
Downtown events
Garden
Stone Mountain Park
People/residents
Inclusivity
Sense of community



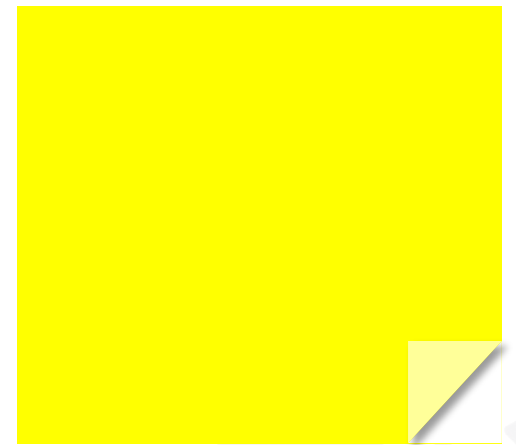
# OPPORTUNITIES FROM 2016 – WHAT STILL RESONATES?

Use the stamp function to vote!

Assets									
Access/location	✓	✓	✓	✓	✓	✓	✓	✓	✓
Affordability	✓	✓	✓	✓	✓	✓	✓	✓	✓
Historic identity	✓	✓	✓	✓	✓	✗	✗	✗	✗
Low crime	✓	✓	✓	✓	✓	✓	✓	✓	✓
Investment	✓	✓	✓	✓	✓	✓	✓	✓	✓
Railroad/depot	✓	✓	✓	✓	✓	✓	✓	✓	✓
Street grid	✓	✓	✓	✓	✓	✓	✓	✓	✓
Downtown events	✓	✓	✓	✓	✓	✓	✓	✓	✓
Garden	✓	✓	✓	✓	✓	✓	✓	✓	✓
Stone Mountain Park	✓	✓	✓	✗	✓	✗	✓	✓	✓
People/residents	✓	✓	✓	✓	✓	✓	✓	✓	✓
Inclusivity	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sense of community	✓	✓	✓	✓	✓	✓	✓	✓	✓

# WHAT'S ONE THING YOU WOULD TELL SOMEONE ABOUT STONE MOUNTAIN?

If someone posts something you agree with, use the stamp function to vote on it!





# WHAT'S ONE THING YOU WOULD TELL SOMEONE ABOUT STONE

Talking: ✓



If someone posts something you agree with, use the stamp function to vote on it!

✓✓ Diverse Community  
✓ City Manager cares about progress

It's the best place to live because of the people. ✓

Our city need to be more inclusive for all people ✓

[Blank pink sticky note]

DOES NOT ALWAYS INCLUDE ✓

unfortunately still has a reputation for being difficult to open a business ✓  
TOO LONG

We have a more progressive city employees and folks in position. ✓

At the beginning of becoming vibrant again ✓

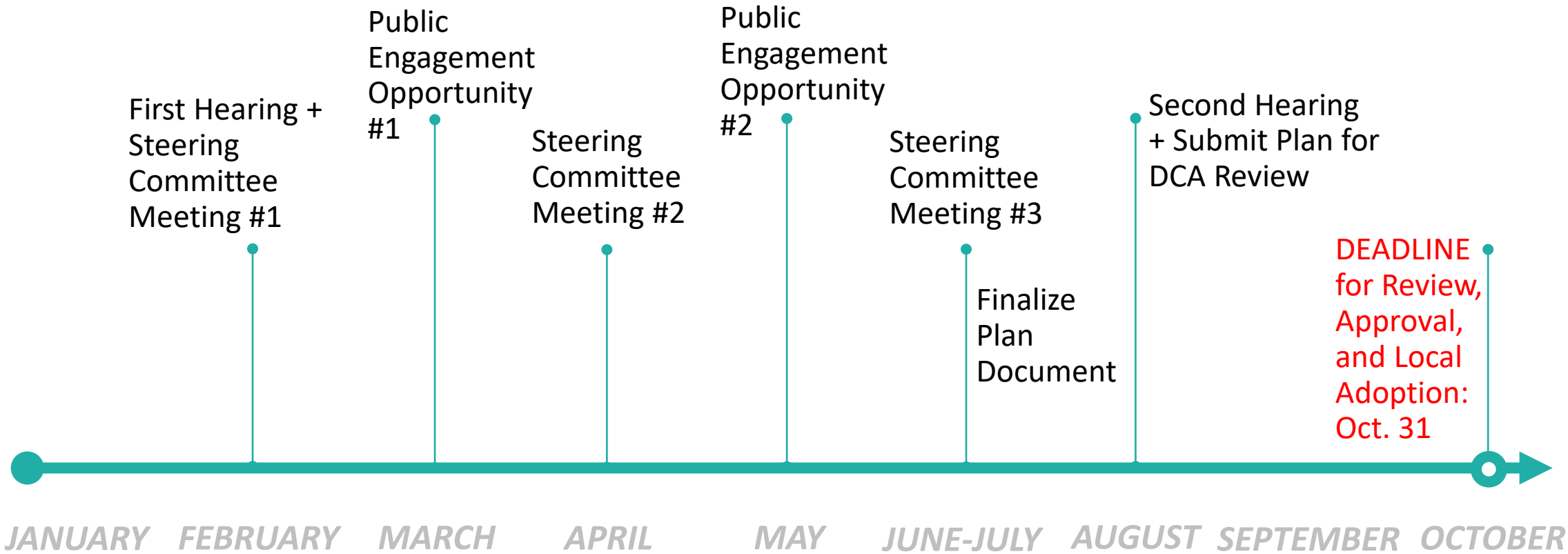




# NEXT STEPS



# PLAN SCHEDULE



2021



# NEXT MEETING (APRIL – EXACT DATE TBD)

- Wrap up needs and opportunities if needed
- Discuss community vision and goals
- Discuss key elements such as land use and transportation
- Between now and then: continue to review the 2016 plan







# THANK YOU!

Andrew Smith  
Atlanta Regional Commission  
[asmith@atlantaregional.org](mailto:asmith@atlantaregional.org)



Sign Up

Join or log into Facebook

## Events

Events



Email or Phone

Password

[Forgot account?](#)

Do you want to join Facebook?

**APR 22** 2021 Comprehensive Plan Steering Committee Meeting #2  
 Public · Hosted by **City of Stone Mountain - Government**

Thursday, April 22, 2021 at 4:00 PM EDT  
about 4 months ago

Online Event  
<https://zoom.us/j/98644052039?pwd=K09raUJUujZBTFiYTkZkZkMRmQ2dz09>

Event Ended

### Details

There is no in-person access to this meeting. The public can access the meeting via Zoom.

Join Zoom Meeting  
<https://zoom.us/j/98644052039?pwd=K09raUJUujZBTFiYTkZkZkMRmQ2dz09>  
 Meeting ID: 986 4405 2039  
 Passcode: 830291  
 One tap mobile:

- +13126266799,,98644052039#,,,,\*830291# US (Chicago)
- +19292056099,,98644052039#,,,,\*830291# US (New York)

Dial by your location:

- +1 312 626 6799 US (Chicago)
- +1 929 205 6099 US (New York)

[See More](#)

[Causes](#) [Online](#)

### Hosted by



**0 Went · 0 Interested**  
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## PUBLIC AGENDA

### 2021 COMPREHENSIVE PLAN STEERING COMMITTEE MEETING #2

**(VIRTUAL MEETING TO BE HELD – CITY HALL CLOSED TO IN-PERSON, PUBLIC ACCESS). ZOOM MEETING  
INFO TO BE PROVIDED ON CITY WEBSITE & OTHER OUTLETS**

Tuesday, April 22, 2021 @ 4:00 pm

City Hall, 875 Main Street, Stone Mountain, Georgia 30083

## CALL TO ORDER

### 2021 COMPREHENSIVE PLAN STEERING COMMITTEE MEETING 2nd Meeting

The Comprehensive Plan is a document that communicates the City of Stone Mountain's goals and objectives for a five-year period. The updated plan will communicate the City's goals and objectives for the 2022-2026 period. Plan elements include things like but, not limited to, community goals, needs and opportunities, community work program, and economic development.

The Steering Committee acts as a stakeholder advisory panel that provides input throughout the planning process. For comprehensive planning purposes, the Steering Committee is typically comprised of representatives from local authorities, the business community, key non-profit agencies, and citizen groups. The Georgia Department of Community Affairs (DCA) requires one member of the governing authority, one local economic development practitioner, and one local government staff member to serve on the committee. Steering Committee members are expected to provide feedback and advise the planning team.

## AGENDA

1. Review/discuss Needs/Opportunities Themes Emerging from Meeting #1
2. Review/discuss Vision and Goals
3. Review/discuss Land Use – Go Through Each Character Area
4. Discuss Community Engagement – Hype the Survey and the June 17 Public Meeting

## ADJOURNMENT

### **COMMENTS FROM THE PUBLIC**

*The public comments are reserved exclusively for comments from the public and not for immediate reply. The purpose of public comment is to allow the public to voice city related requests, concerns or opinions only during the public comment portion of the City Council meeting. I. The Mayor and City Council reserves the right to extend or limit the length of public comments based on: (1) the issue under discussion; (2) the number of items on the agenda; and (3) the extent to which the speaker remain constructive in their comments and questions. II. The public may not directly confront the public speaker but must direct all comments and questions to the Mayor and City Council. III. Public harassment of or confrontation with a public speaker will not be tolerated. Members of the public violating tenets two or three will be asked to sit down or leave the premises.*





# CITY OF STONE MOUNTAIN

## 2021 COMPREHENSIVE PLAN UPDATE

**STEERING COMMITTEE MEETING #2 – MAY 3, 2021**




# AGENDA

- I. Meeting #1 Themes
- II. Vision and Goals
- III. Land Use Element
- IV. Next Steps





A historical color photograph of a street scene. On the right, a two-story red brick building has a sign that reads "STONE MOUNTAIN INN". A balcony with a white railing is visible on the second floor. In the foreground, a green trolley is moving along the street. Several people in early 20th-century attire are walking on the sidewalk. The sky is blue with scattered white clouds. A semi-transparent teal banner is overlaid across the middle of the image, containing the text "EMERGING THEMES FROM MEETING #1".

# EMERGING THEMES FROM MEETING #1

## NEEDS

WHAT ARE THE CITY'S BIGGEST *CHALLENGES* THAT NEED TO BE ADDRESSED?

If someone posts something you agree with, use the stamp function to vote on it!



# NEEDS FROM 2016 – WHAT STILL RESONATES?

Use the stamp function to vote!

<b>Economic Development</b>
Not enough retail serving local community
Underperforming business retention
Lack of uniform/consistent business hours for retail and restaurants
Inadequate coordination between City and Stone Mountain Park
Insufficient parking clearly designated for Main Street users/visitors, bicyclists and those walking into Stone Mountain Park
<b>Land Use and Housing</b>
Housing units in need of repair or posing unsafe conditions – code enforcement
Greater percentage of renters vs. owners
Aging housing stock – code enforcement
Vacant properties – lack of infill (re)development to date
Local opposition to new, innovative, or higher density development
Lack of mix of uses, e.g., offices and lofts over Main Street retail

# NEEDS & OPPORTUNITIES

- Needs (Challenges):

- Housing rehabilitation
- Commercial vacancy
- Congestion mitigation
- Parking
- Capturing commuters, visitors, others
- Parks and community facilities
- Infrastructure repair

- Opportunities (Assets):

- Sense of community/pride
- Inclusivity
- Good government
- Location/access
- Street grid
- Infill/redevelopment potential
- Proximity to Stone Mtn Park
- “On the cusp”







# VISION & GOALS



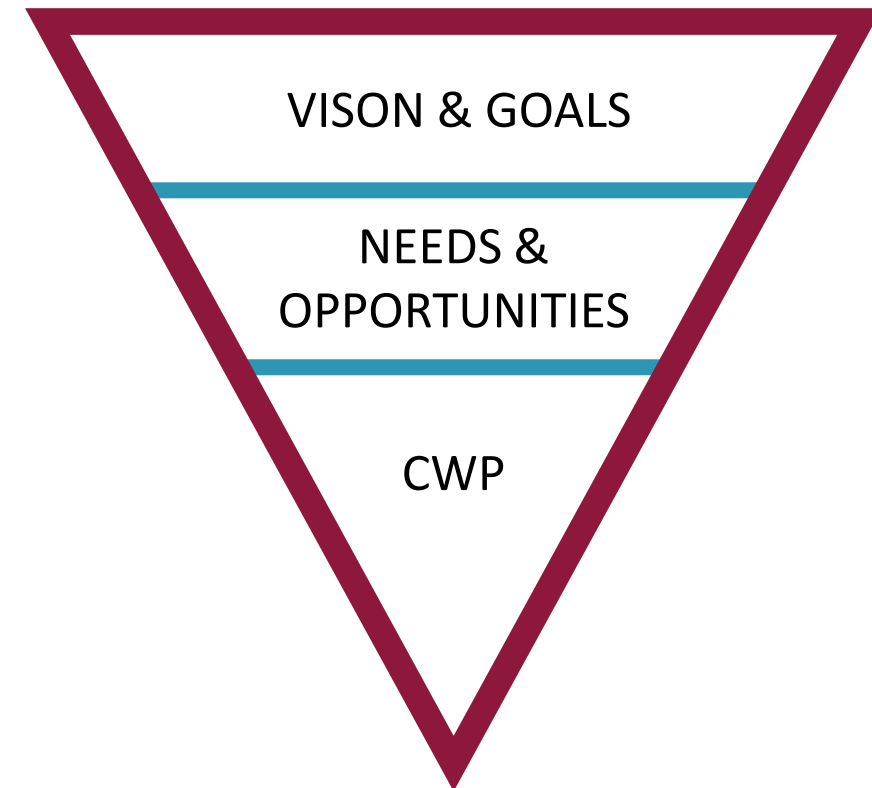
# REQUIRED PLAN ELEMENTS



# VISION & GOALS

*“The purpose of the Community Goals element is to articulate **a long-term strategy** for creating the set of conditions judged, by the community, to be best suited to maximizing the collective wellbeing of its residents. The Community Goals element details the **overarching concepts** which should guide local day-to-day decision-making for five, ten, even twenty years into the future. As such, the Community Goals shall be developed through a very public process of involving community leaders and stakeholders. The Community Goals are intended to generate local pride and enthusiasm about **the future of the community**, thereby leading citizens and leadership to act to ensure that the plan is implemented.”*

--DCA Minimum Standards for Local Comprehensive Planning



# VISION & GOALS

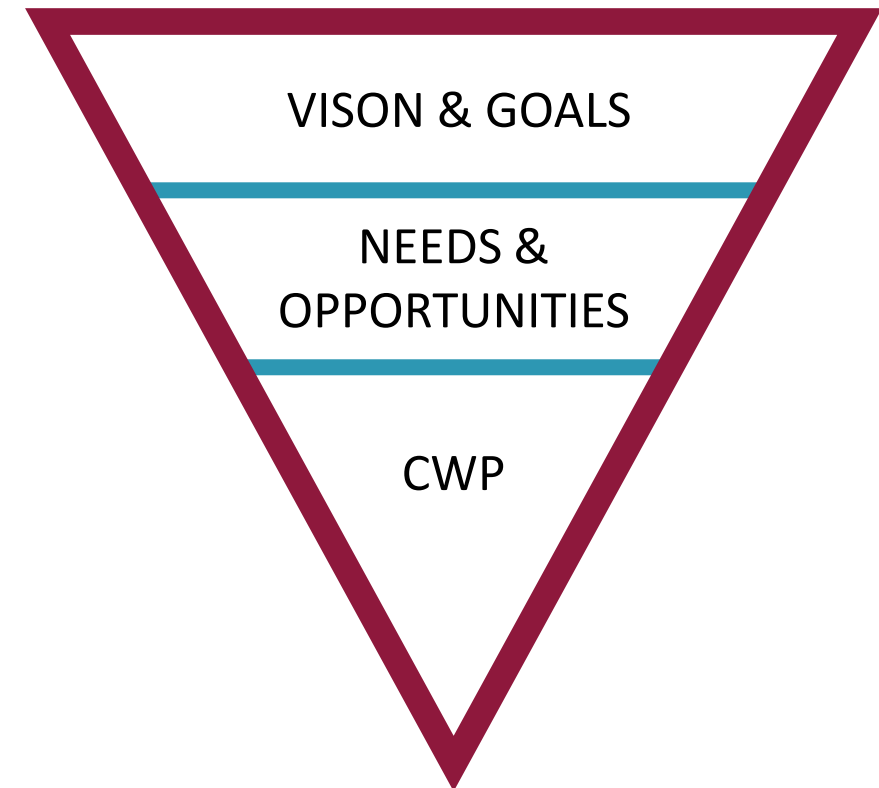
## VISION

*Stone Mountain Village, Atlanta's Mountain Town, is a diverse, energetic, sustainable community where people live, visit, create, learn, play and prosper together.*

## GOALS

*Originate from 2003 LCI Plan → 2006 Comp Plan*

- Better business environment
- Better reputation/image
- Better community appearance
- More residents
- Better traffic flow



When poll is active, respond at [pollev.com/cdev555](https://pollev.com/cdev555)

Text **CDEV555** to **22333** once to join

# VISION: Does the 2016 Vision Statement still resonate for you?



🔗 When poll is active, respond at [pollev.com/cdev555](https://pollev.com/cdev555)

📱 Text **CDEV555** to **22333** once to join

**VISION: What's one concept you would add to the 2016 Vision Statement? Try to use 1-2 words only.**

A word cloud of concepts for the 2016 Vision Statement. The words are arranged in a cluster, with 'focus' being the largest and most prominent word. Other words include 'architecture', 'business', 'innovation', 'participation', 'residents', 'preservation', and 'improvements'. The words are in various colors and orientations, with 'architecture' written vertically on the left side.

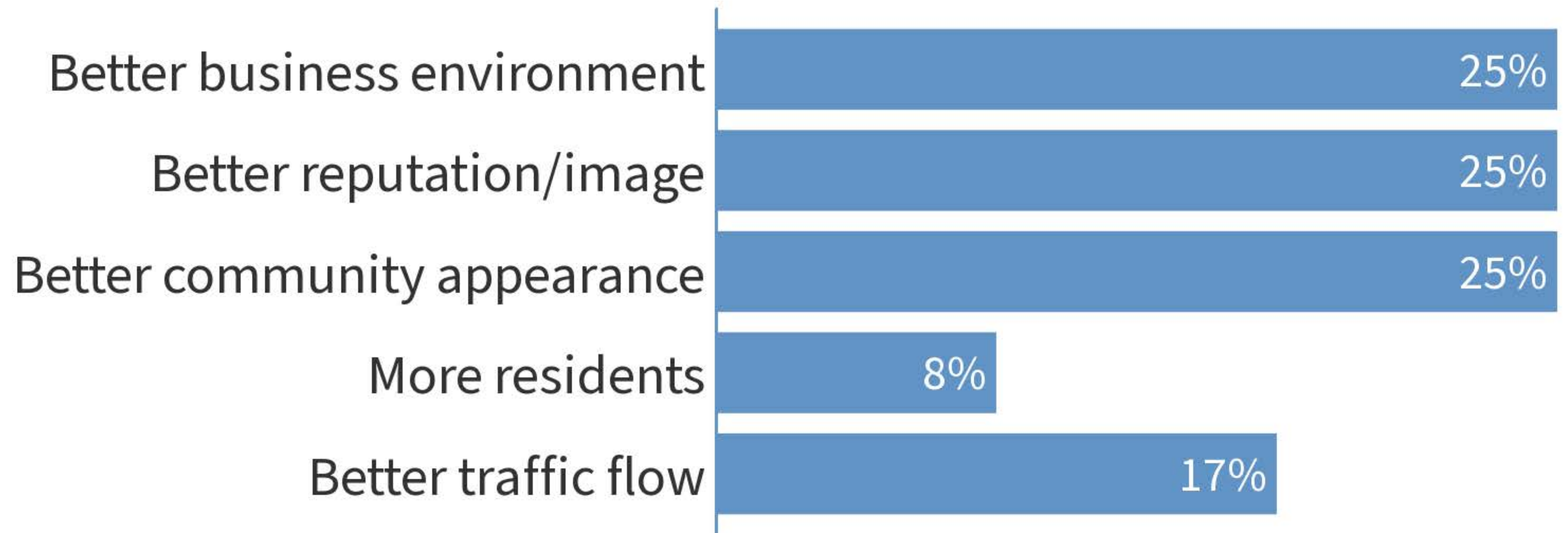
architecture business focus  
innovation participation residents  
preservation  
improvements



🔗 When poll is active, respond at [pollev.com/cdev555](https://pollev.com/cdev555)

📱 Text **CDEV555** to **22333** once to join

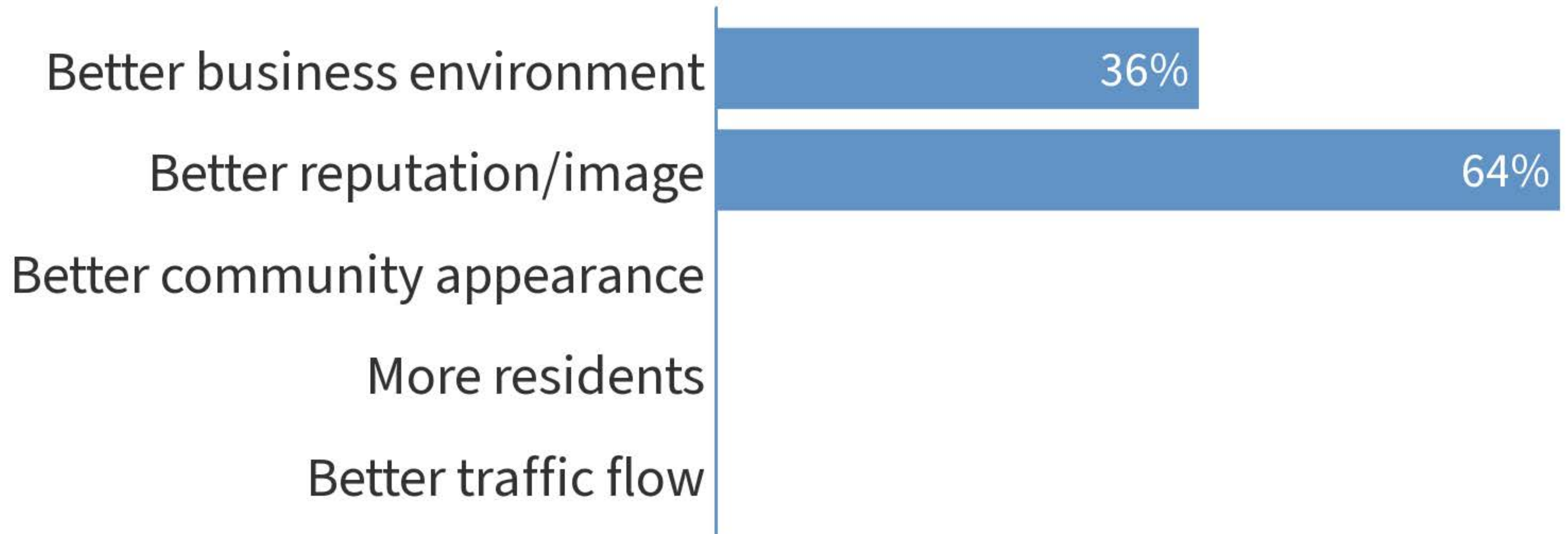
## **GOALS: Which 2016 Goals still resonate for you? Select all that apply.**



🔗 When poll is active, respond at [pollev.com/cdev555](https://pollev.com/cdev555)

📱 Text **CDEV555** to **22333** once to join

## **GOALS: Which of 2016 Goals do you feel is the MOST important to the City's future? Select only one.**





🔗 When poll is active, respond at [pollev.com/cdev555](https://pollev.com/cdev555)

📱 Text **CDEV555** to **22333** once to join

**GOALS: Describe one new Goal you would add to the 2016 Goals. Try to use as few words as possible.**







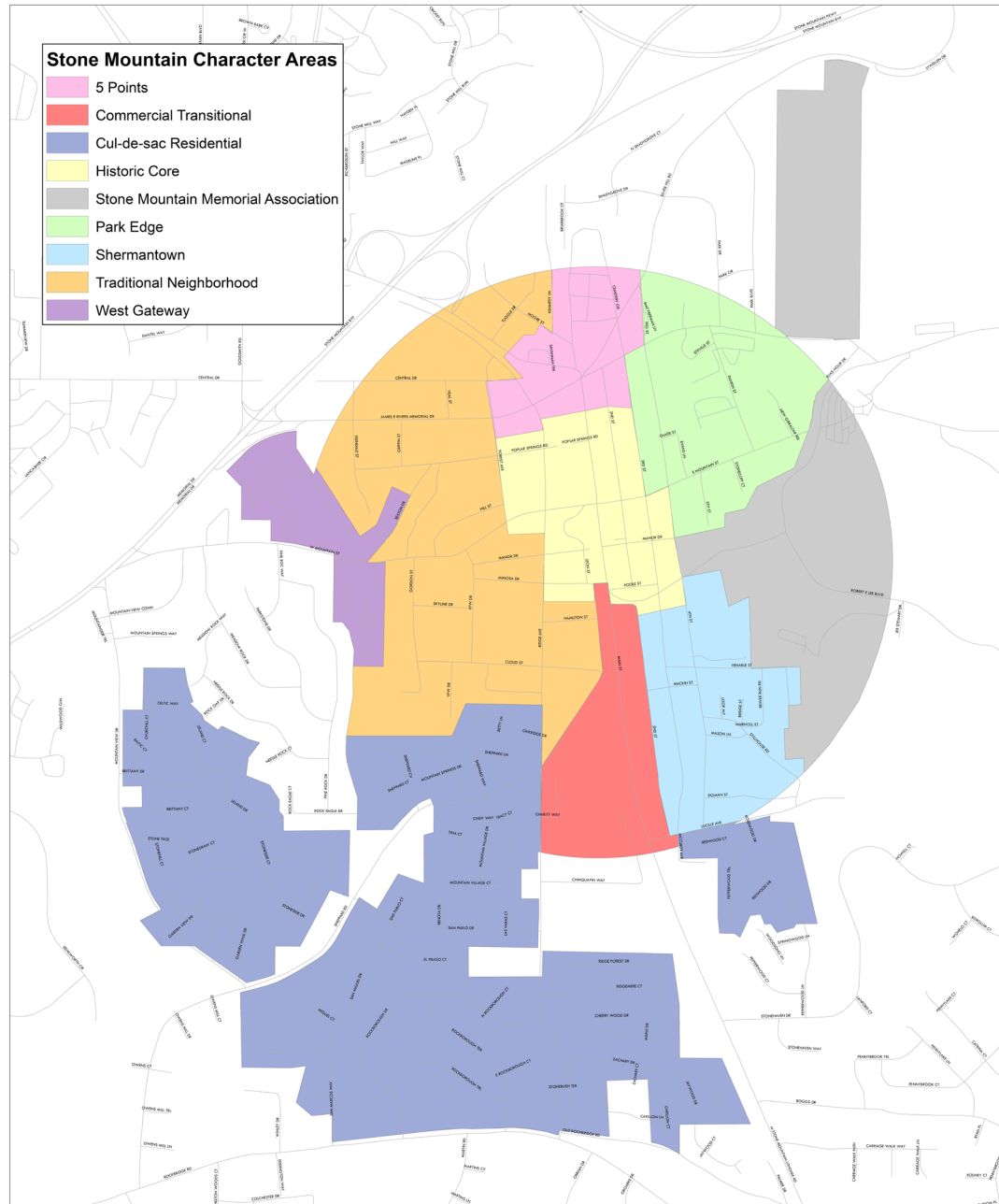
# LAND USE



# REQUIRED PLAN ELEMENTS



# Character Areas, City of Stone Mountain



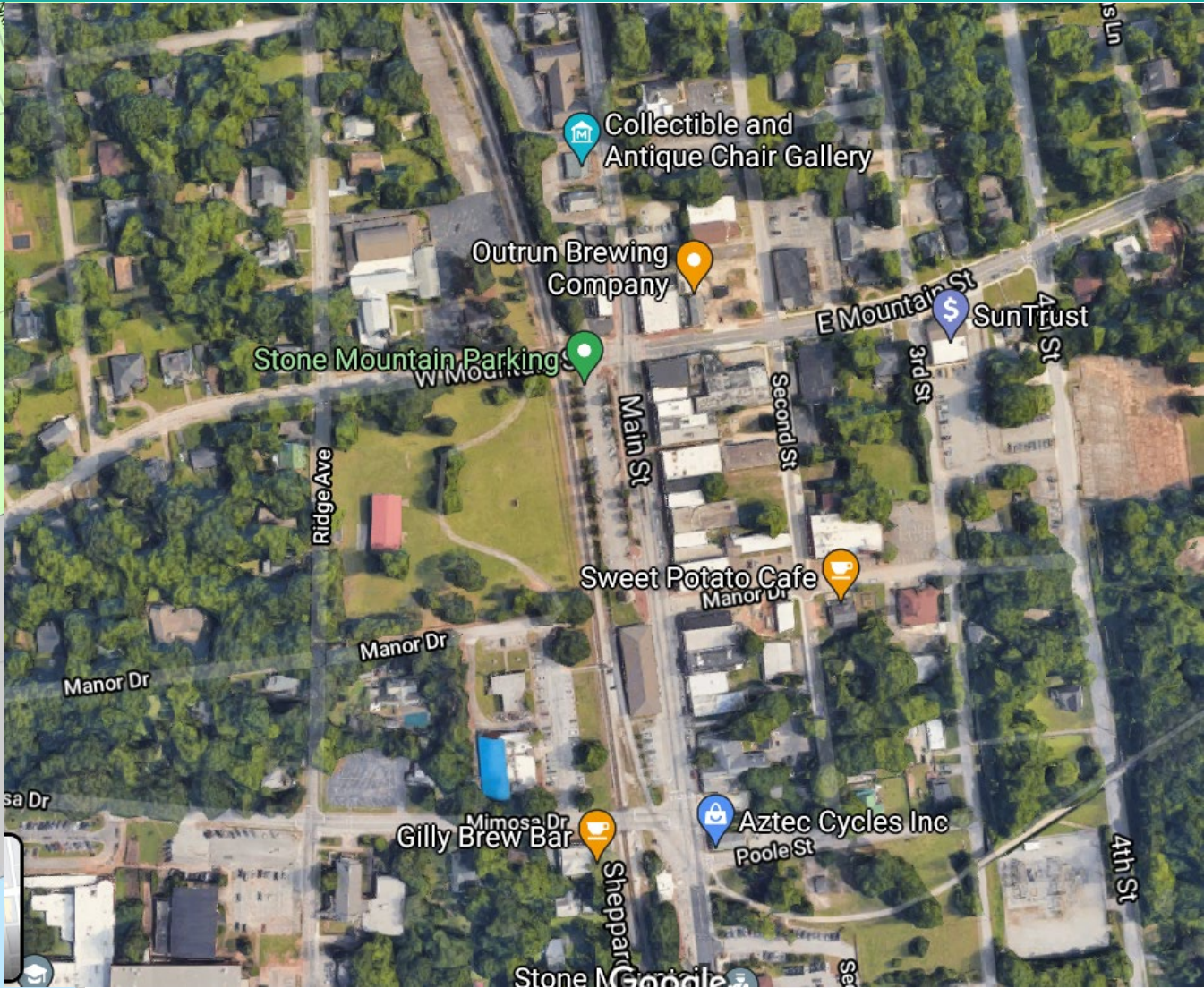
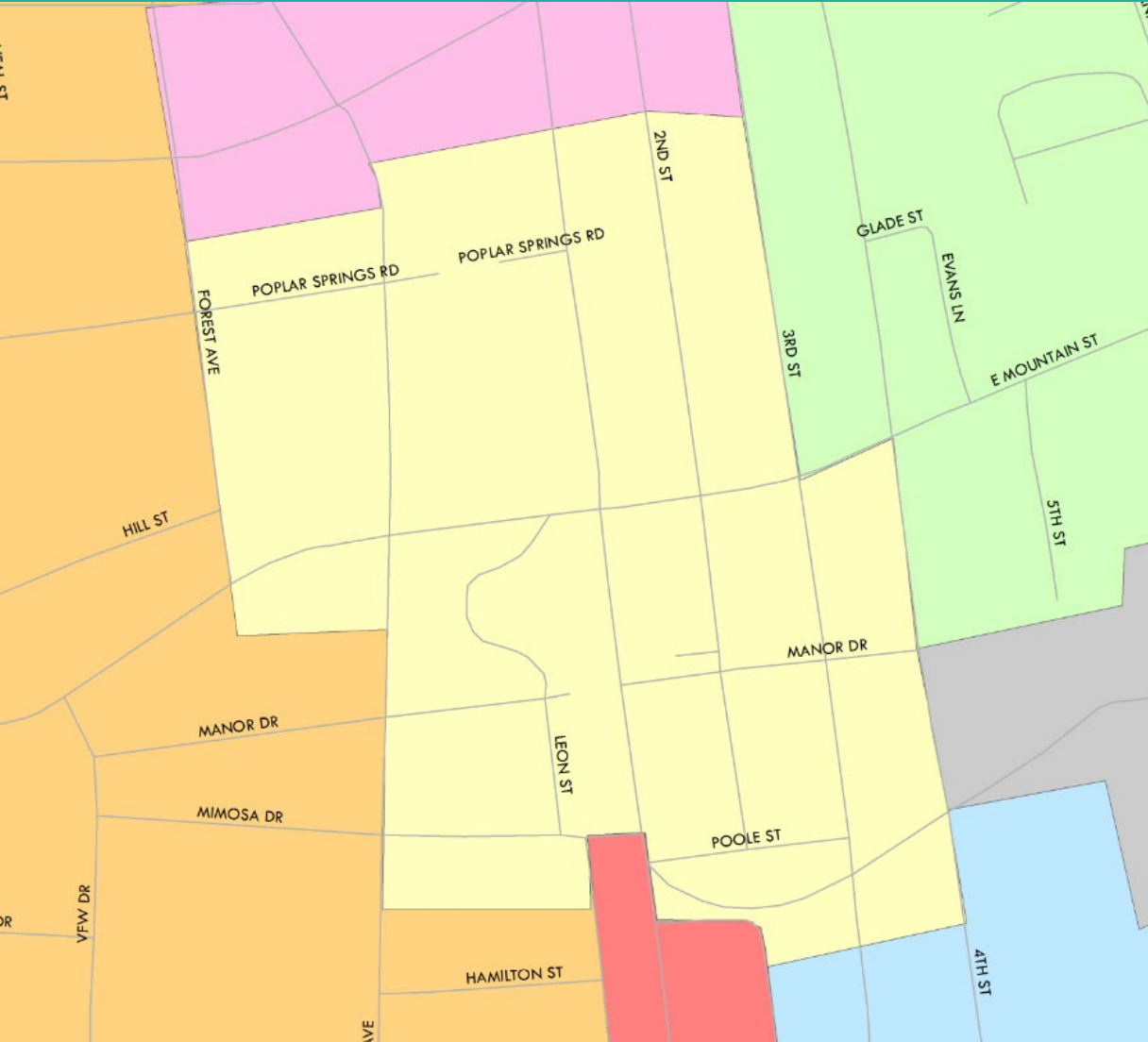
*Sub-planning areas that have unique or special characteristics that require special attention in regards to future development*

- 5 Points
- Commercial Transitional
- Cul-de-sac Residential
- Historic Core
- Park Edge
- Shermantown
- Traditional Neighborhood
- West Gateway





# HISTORIC CORE





## Desired Development Patterns and Implementation Strategies:

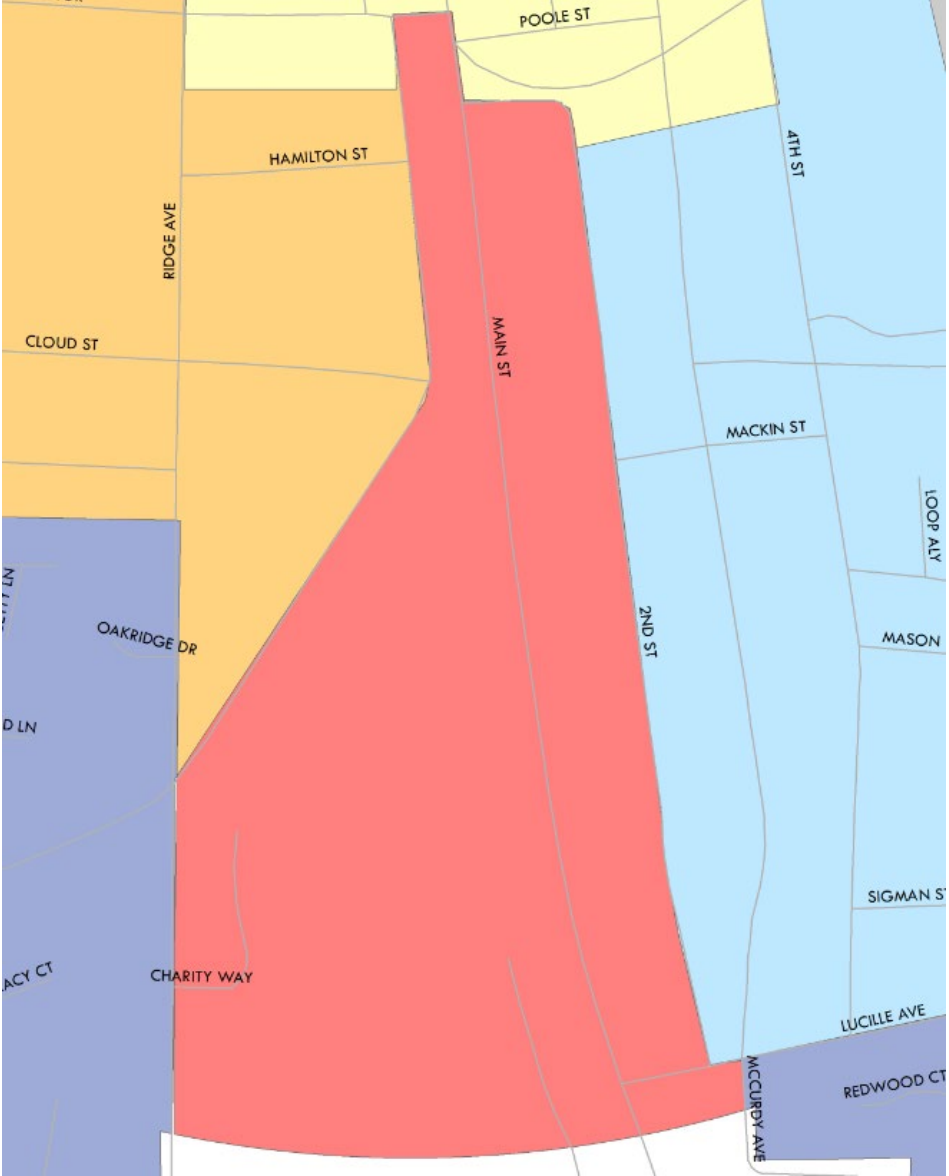
- Traditional “downtown” with large blocks lined with buildings that meet the street.
- Parking located in civic lots, lots located behind structures or on the street.
- Sidewalks are wide and include amenity areas for street trees, benches, and plantings.
- Roadways should have well marked and signalized crossings for pedestrians and cyclists.
- Support implementation of 2013 10-Year LCI Update.
- Enforce historic district design guidelines and zoning regulations.

## Primary Land Uses:

- Mixed use to include homes, offices, shops, greenspace, institutions and civic offices.
- Residential development reinforcing the traditional town center through a combination of historic home rehabilitation, compatible new infill development and lofts located over retail spaces.
- Housing density up to 12 units per acre is appropriate.
- Office development is appropriate, especially as a second story use in historic buildings with ground floor retail.



# COMMERCIAL TRANSITIONAL





## Desired Development Patterns and Implementation Strategies:

- Well connected to the major transportation routes they front as well as the residential areas to which they are adjacent.
- In the south Main Street corridor, future commercial development may remain auto-oriented, but there should be greater control on access points and overall aesthetics.
- Manufactured or “Butler” buildings are not appropriate in this area.
- The Memorial Drive area should create a more cohesive fabric for pedestrians, bicycles, and cars.
  - Connection of the PATH Trail with Stone Mountain’s internal bicycle and pedestrian trails, and coordination with nearby greenspace and the gateway(s) to the City.
- Green spaces should be provided in the redeveloped commercial areas.
  - Pedestrian seating, plantings, and trees should be incorporated into the site designs for all redevelopment projects, along with landscaping plans for the entrances, facades and service areas of each building.
  - A minimum of 20% open space should be retained on all developed lots.
- Signage in these areas should be “monumental” in style and include architectural elements and surface treatments that are attractive and cohesive with the architecture of the surrounding structures.



# COMMERCIAL TRANSITIONAL

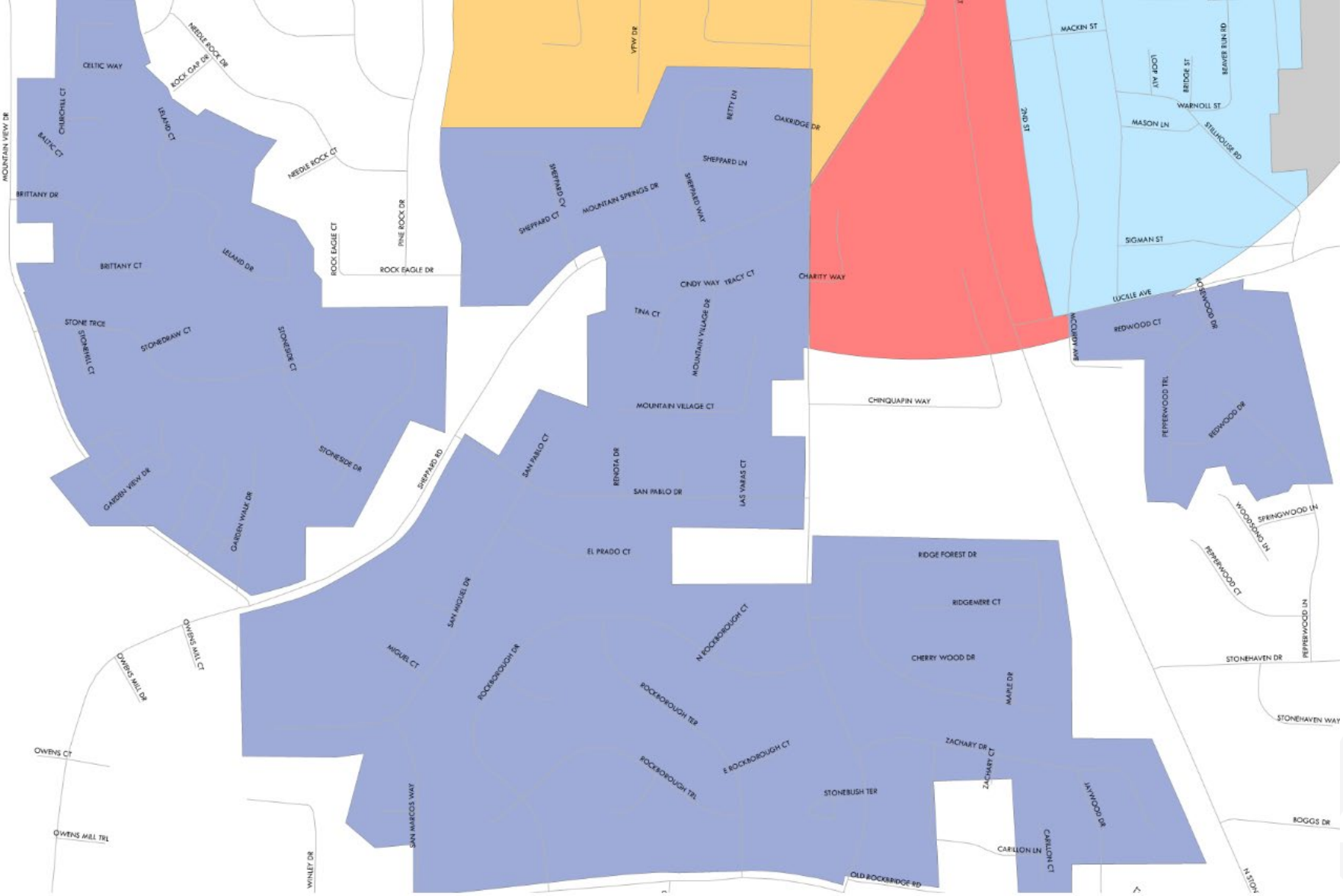
## **Primary Land Uses:**

- Commercial uses will dominate in these areas.
- Limited professional (office) and second story residential uses are also appropriate.
- Buildings should vary in height between one and two stories.
- Commercial development intensities should range between 10,000 and 25,000 square feet per acre.
- Pocket Parks.

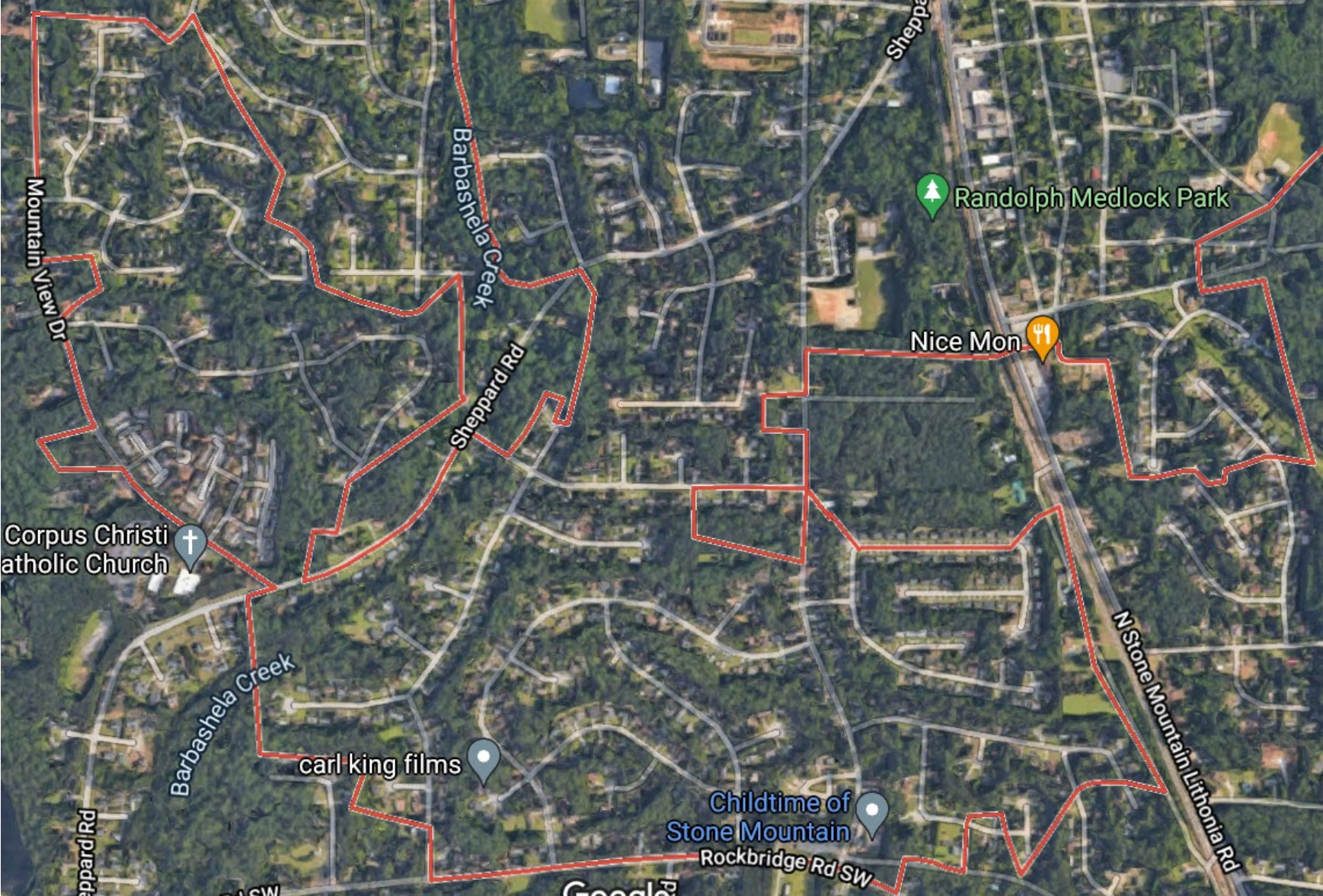




# CUL-DE-SAC RESIDENTIAL



# CUL-DE-SAC RESIDENTIAL





## Desired Development Patterns and Implementation Strategies:

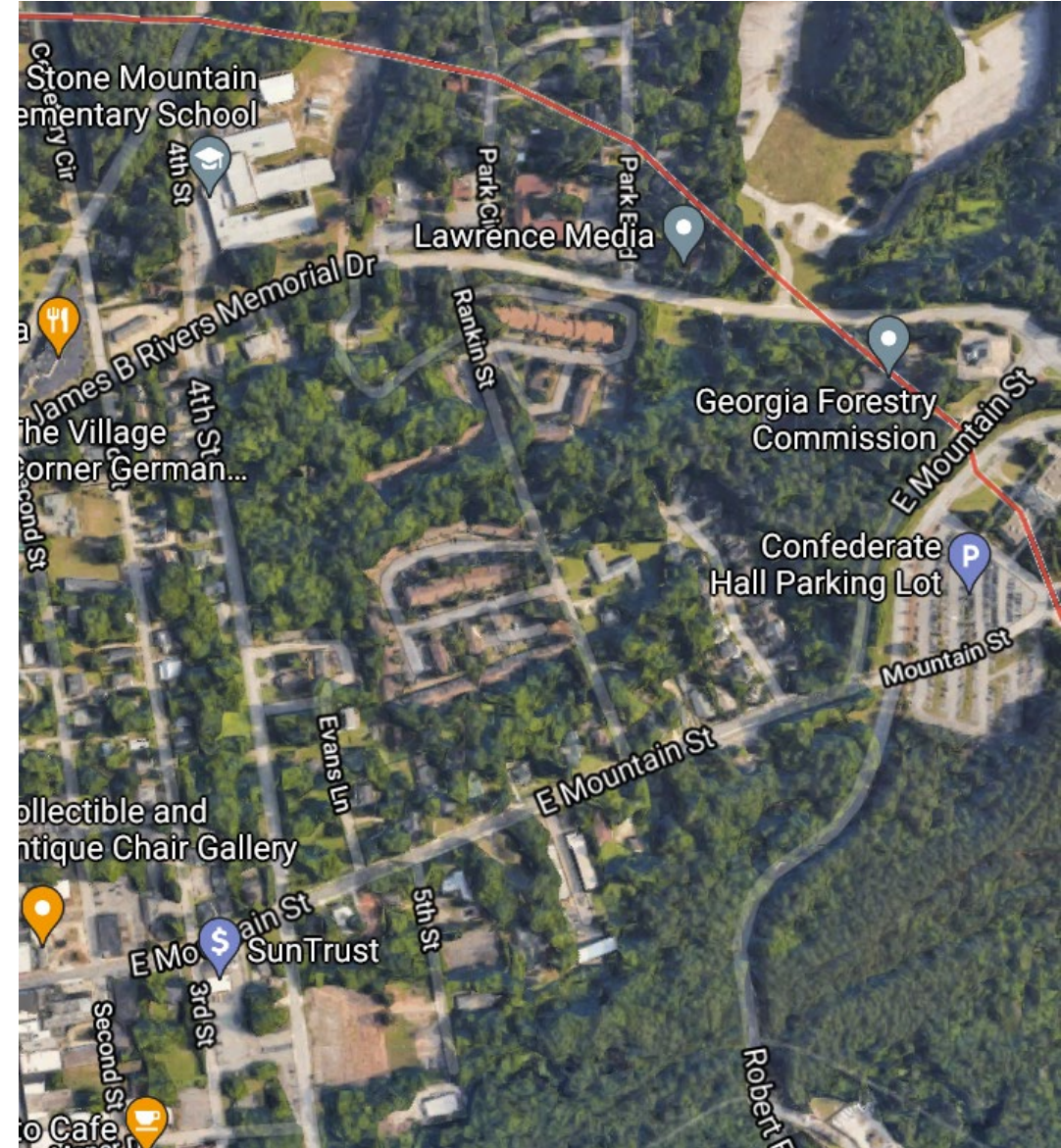
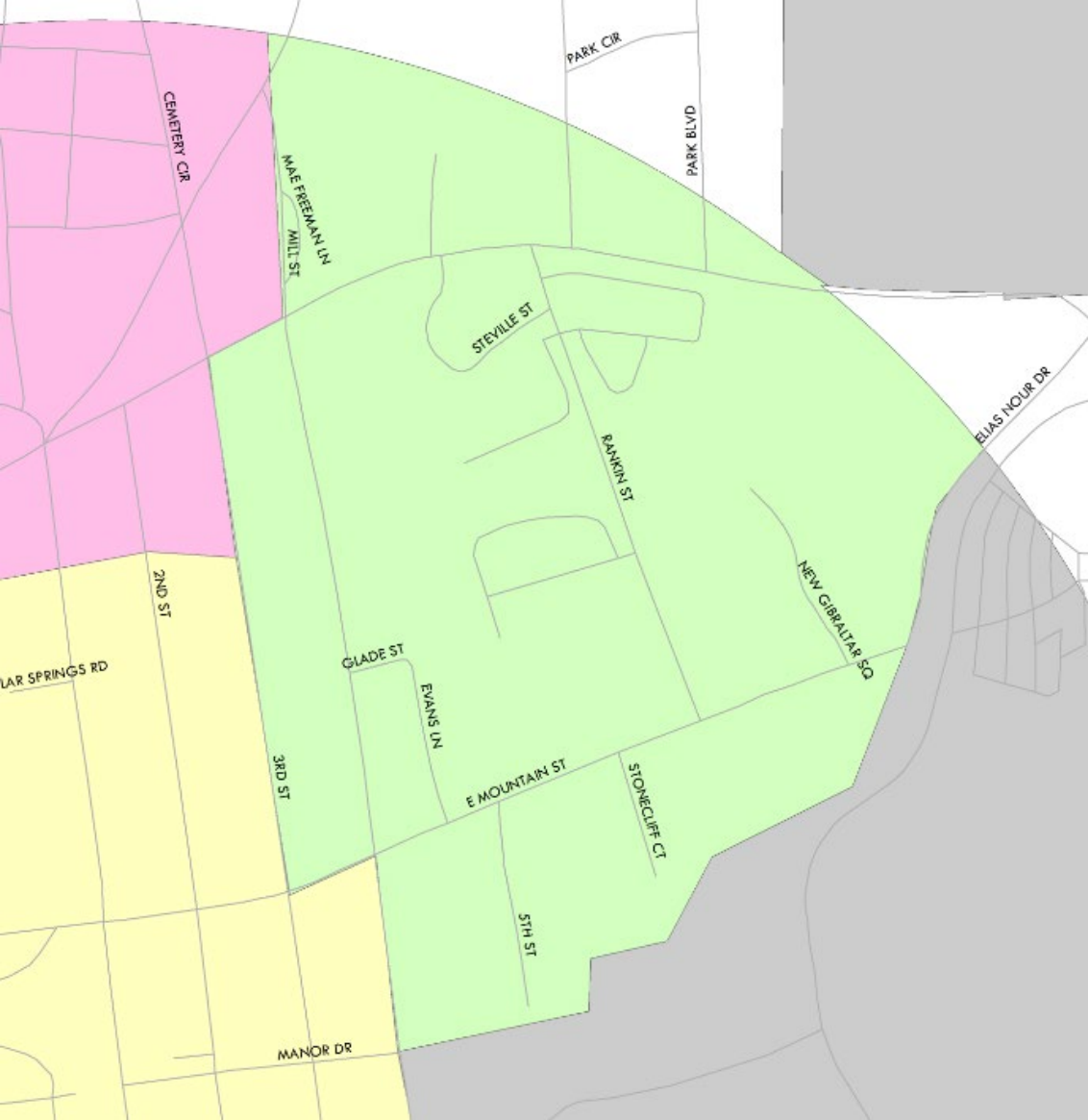
- Revitalize existing housing stock
- Target homeowners at varied price points.
- New single-family detached and attached houses.
- Limit cul-de-sacs streets and promote street connectivity when feasible.
- Employ conservation style design to create common open space and recreation amenities
- Rehabilitation efforts should include streetscape improvements, such as sidewalks.

## Primary Land Uses:

- Detached single-family residences
- Limited areas of multi-family housing (apartments) that may be rehabilitated but should not be expanded in the future.
- Town houses, where appropriate.
- Overall density should stay within a 2 to 4 unit per acre range.
- Pocket Parks.



# PARK EDGE



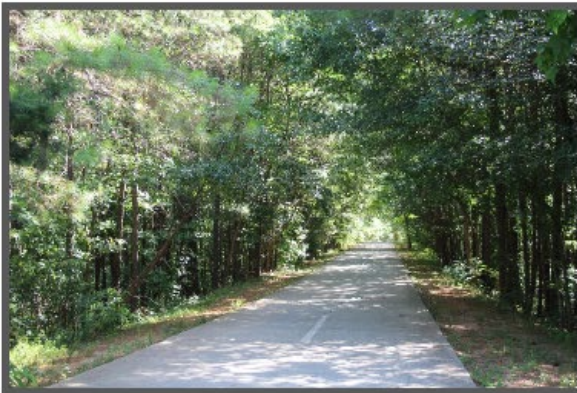


## Desired Development Patterns and Implementation Strategies:

- Expansion, support and maintenance of PATH (Bike trail connecting Stone Mountain Park with Atlanta) trails.
- Opportunities for new parks are located in Shermantown.
- Preserve and program current greenspace.
- Require new development to include greenspaces and/or small pocket parks for residents or development users.
  - Adopt conservation subdivision regulations or greenspace set aside requirements.

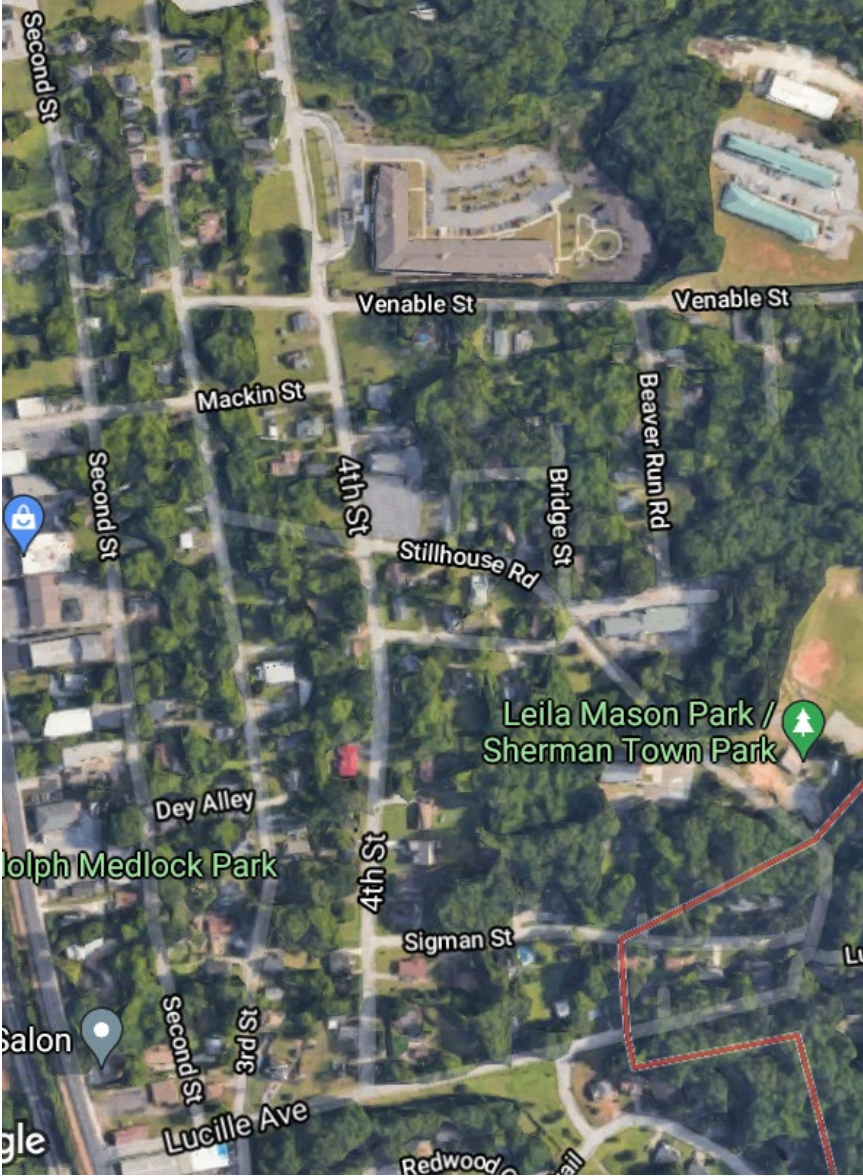
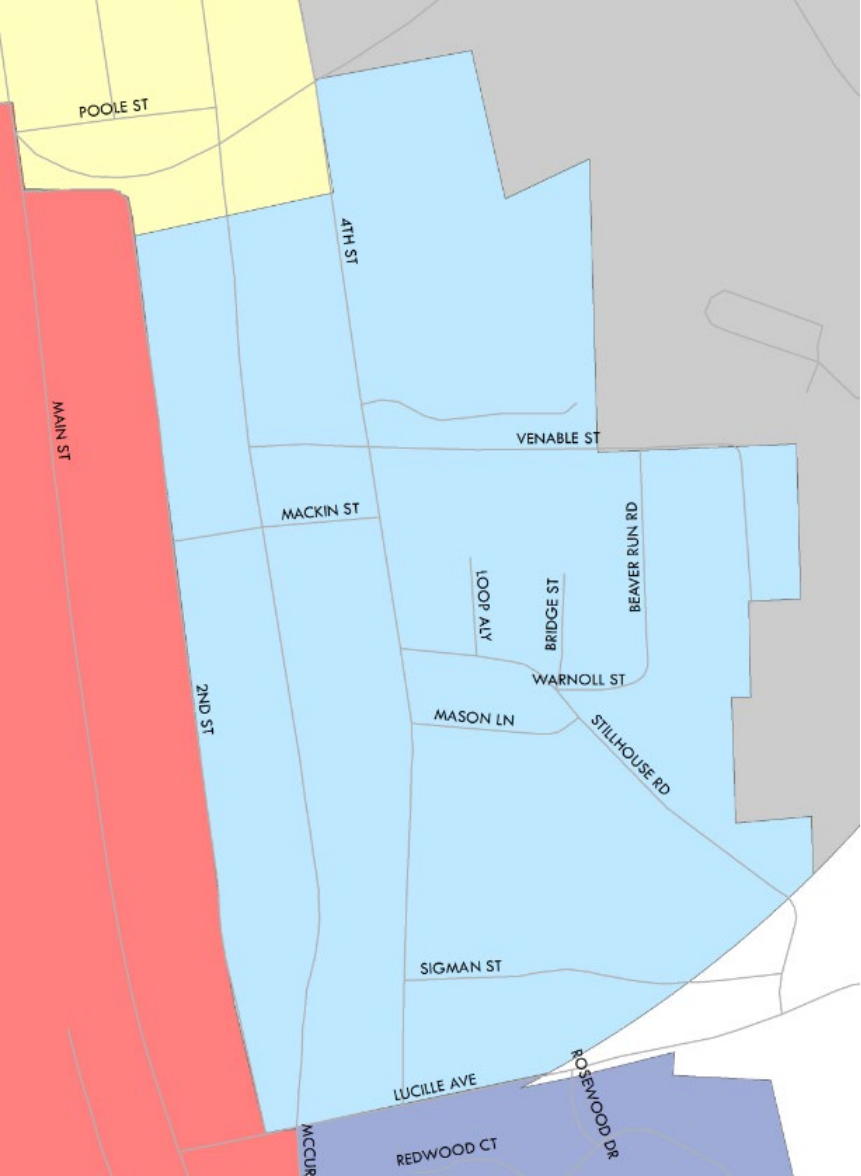
## Primary Land Uses:

- Park and Recreation Space
- Civic Use
- Walking and Biking Trail Connections





# SHERMANTOWN



## Desired Development Patterns and Implementation Strategies:

- Traditional neighborhood development patterns
  - Currently, streets are narrow and laid out in a somewhat irregular grid pattern.
  - Houses and lots are small and have narrow setbacks
- Ensure maintenance of existing sidewalks and install new ones.
- Ensure connectivity of sidewalk network to community amenities.
- Preserve existing single-family homes.
- Encourage restoration of aging homes with historic character.
- Promote new single family residential development.
- Develop new multi-family homes with high quality design elements compatible with existing single-family homes.
- Establish Pocket Parks.

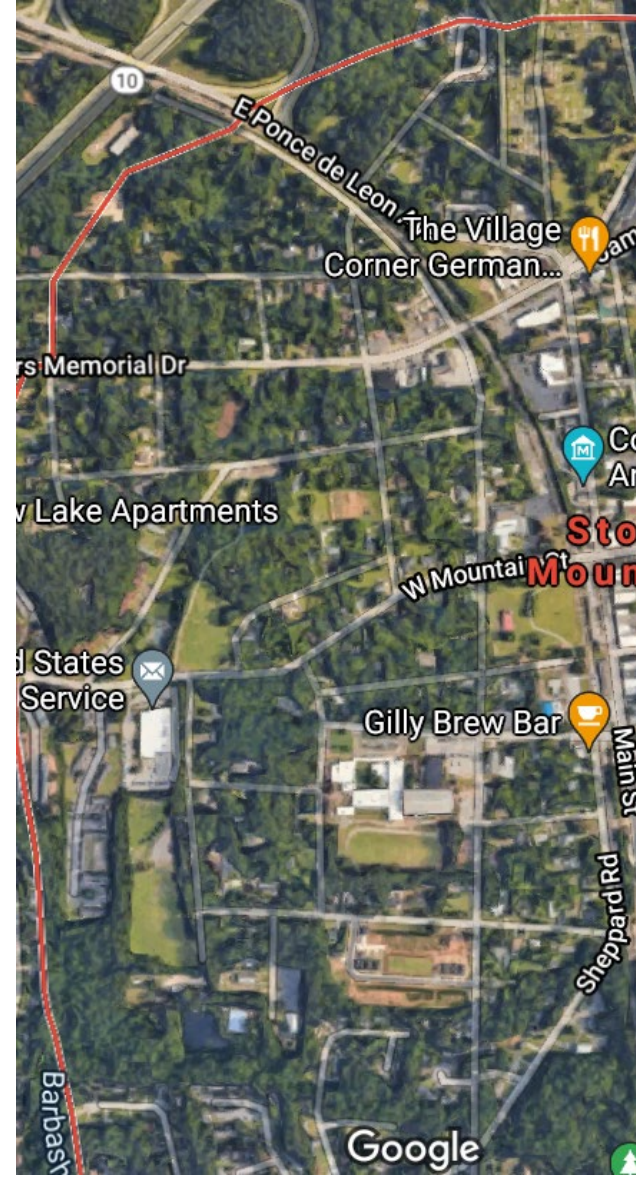
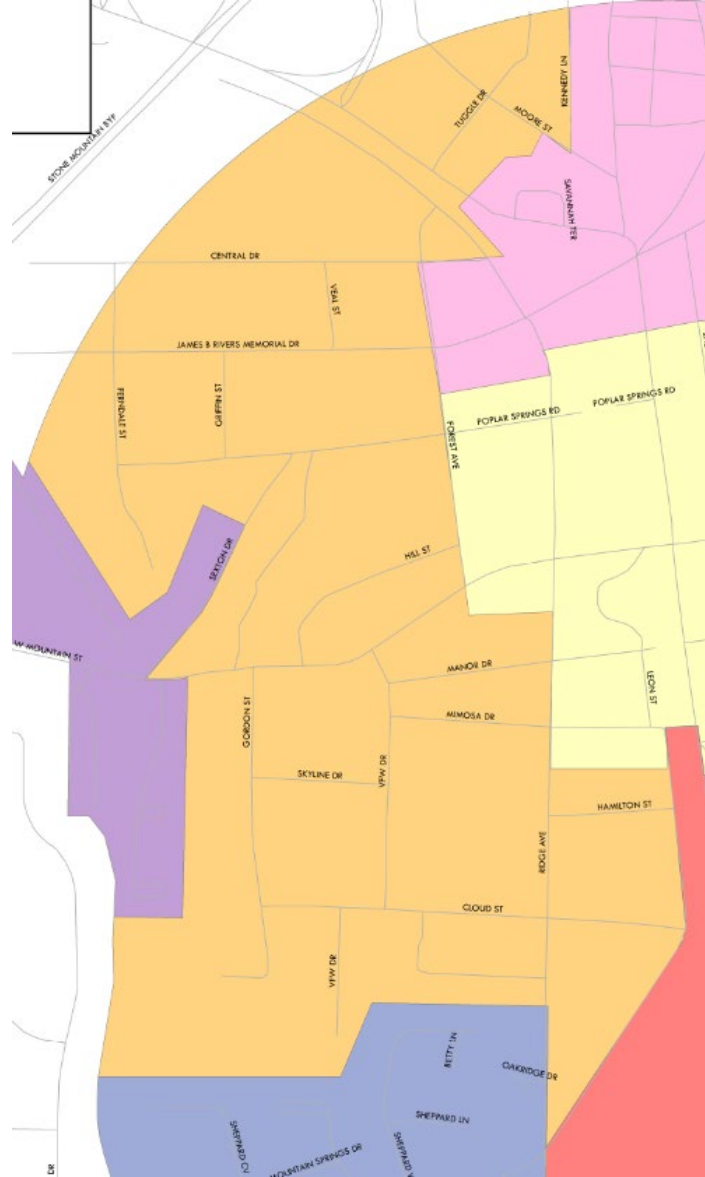
## Primary Land Uses:

- Detached single family homes.
- Compatible two-story townhome development.
- Compatible small multi-family residential development.
- Neighborhood serving retail establishments (2,000 sq. ft. or less).
- Parks and open space.





# TRADITIONAL RESIDENTIAL



## Desired Development Patterns and Implementation Strategies:

- Preserve existing single-family homes.
- Encourage restoration of aging homes with historic character.
- Promote new single-family residential development with historic character.
- Develop new single-family homes on ¼ acre lots or less.
- Develop new multi-family homes with high quality design elements compatible with existing single-family homes.
- Ensure installation of sidewalks to facilitate pedestrian activity.
- Ensure connectivity of sidewalk network to community amenities.
- Establish pocket parks.
- Incorporate traffic calming measures.
- Strict Code Enforcement.

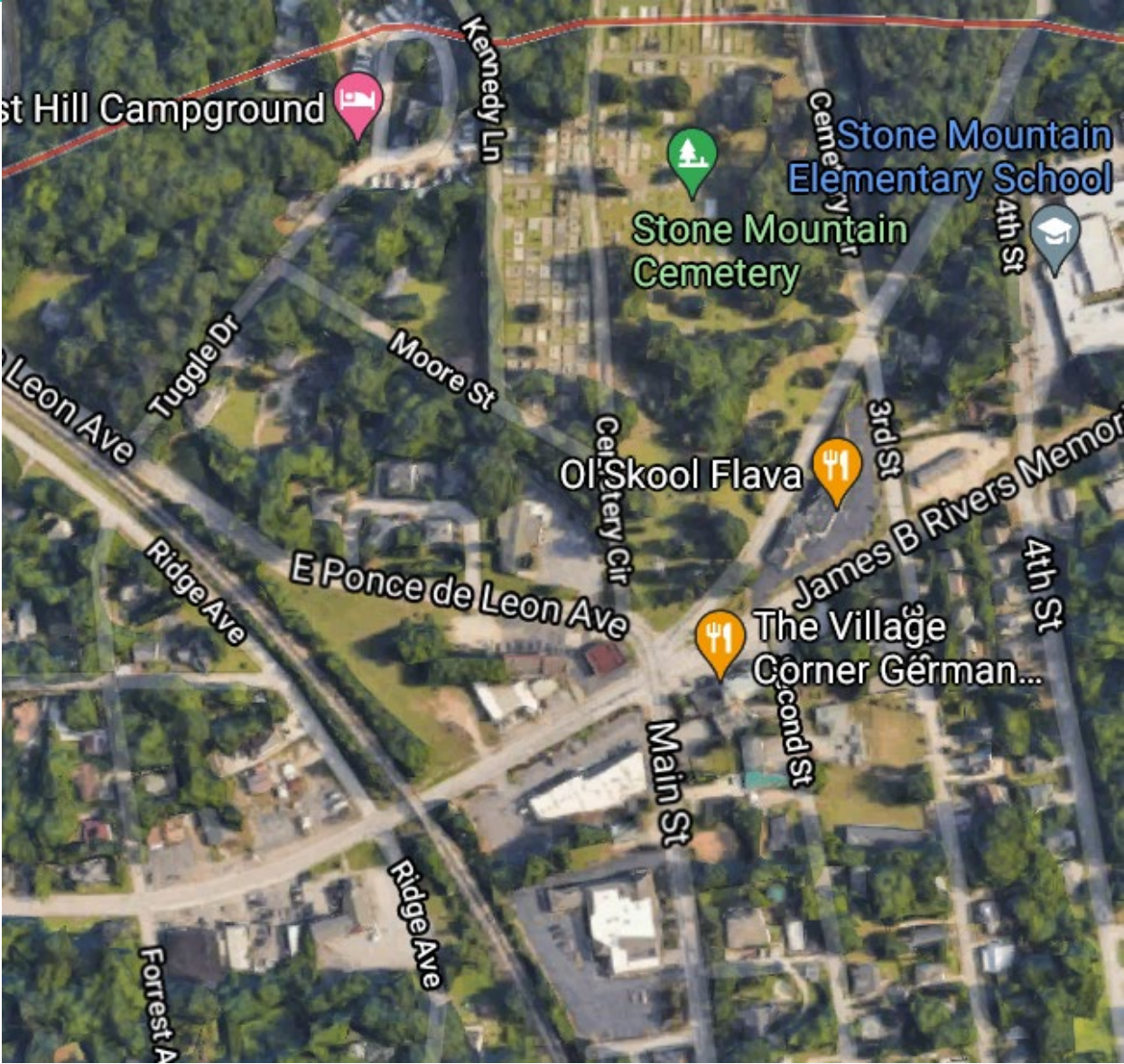
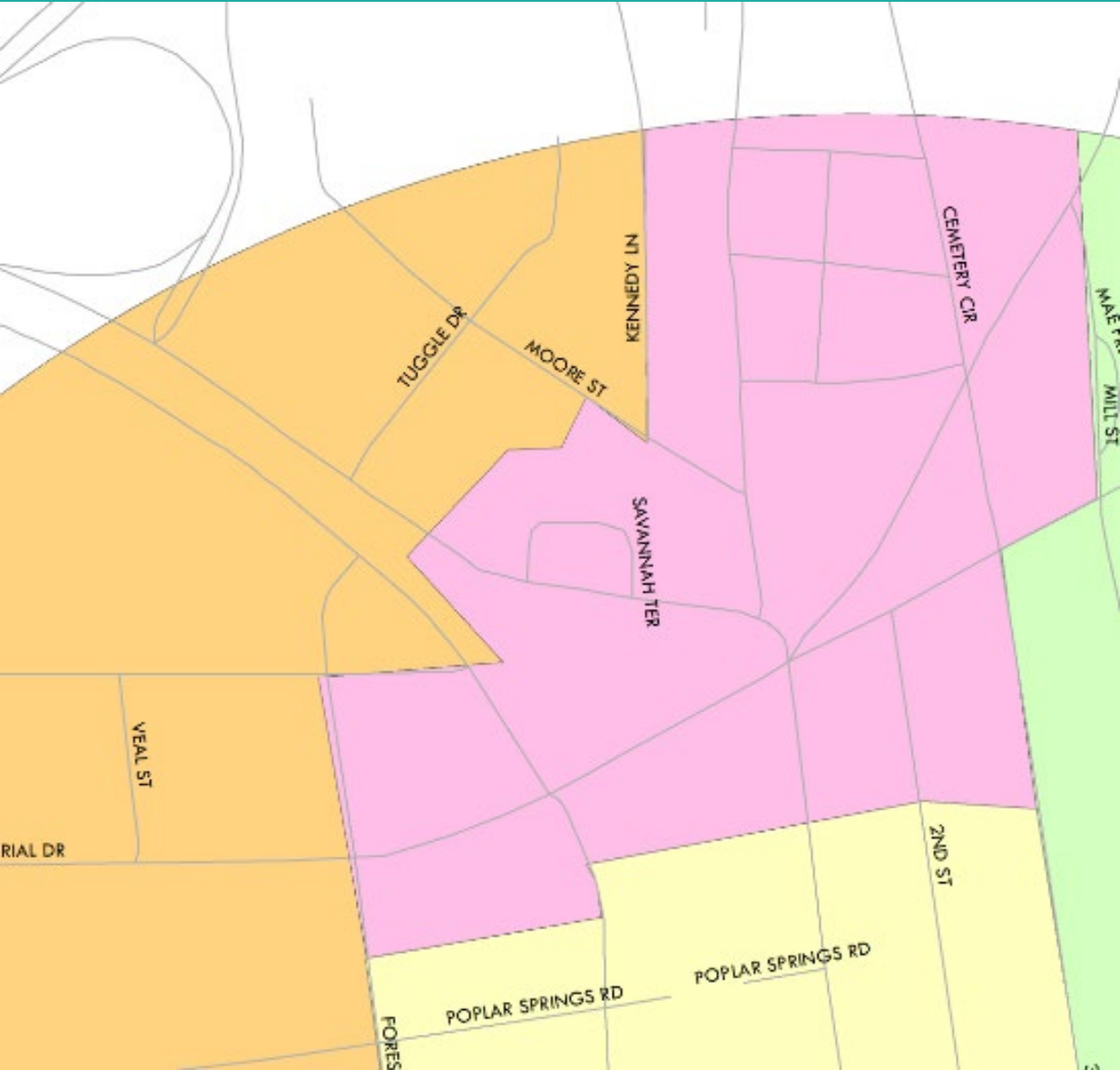
## Primary Land Uses:

- Single-family dwelling units.
- Compatible two-story townhome development.
- The addition of commercial uses into these areas is not appropriate due to the “skinny” street pattern and proximity to other commercial areas of the city.
- Institutional (schools, churches, etc.) and park uses that support a strong sense of community are appropriate.



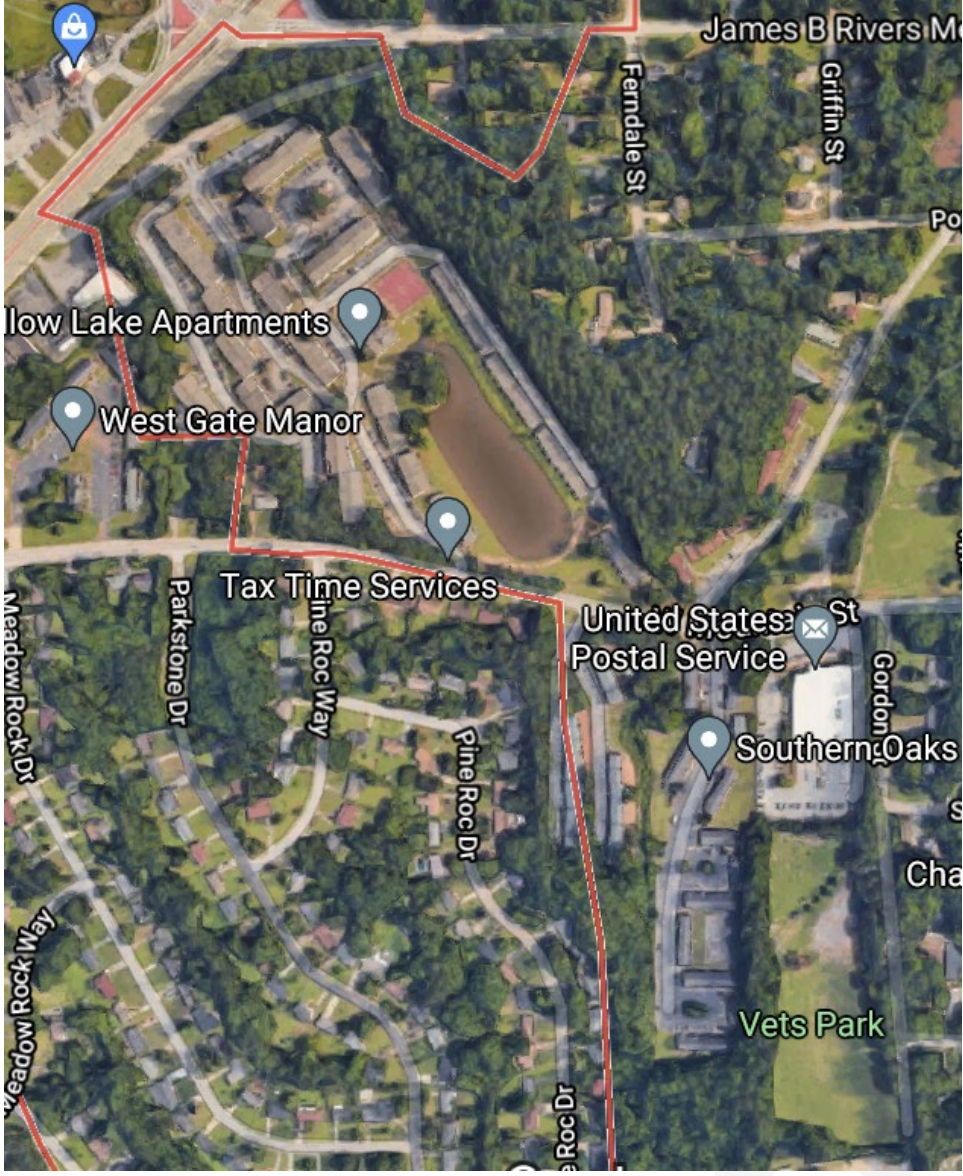
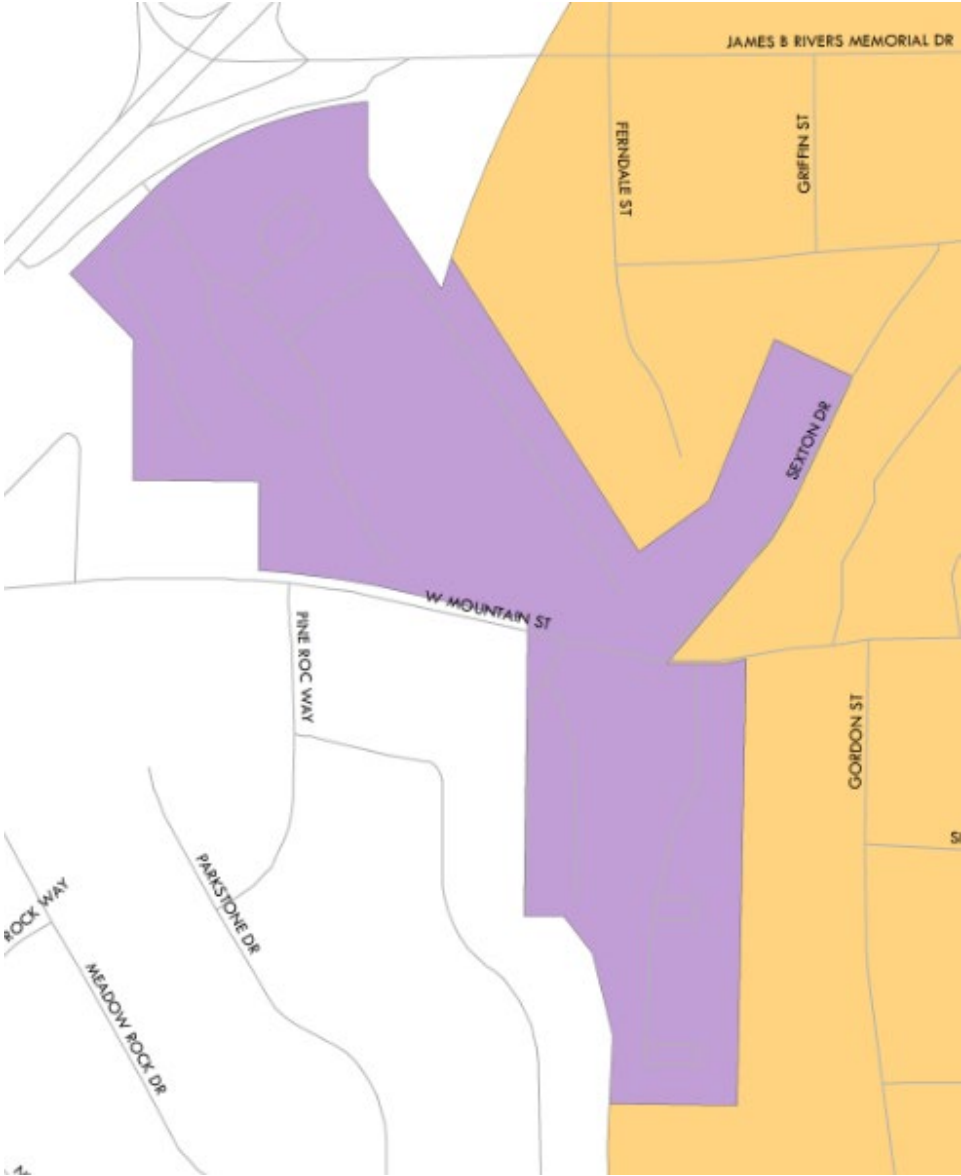


# GATEWAYS (FIVE POINTS)





# GATEWAYS (WEST GATEWAY)



## Desired Development Patterns and Implementation Strategies:

- Should include monumental signage made of durable high-quality materials which is attractively designed.
  - Design should support the character of the city through incorporation of elements referencing the city's unique natural features and railway history.
- Gateway signage should be surrounded by special landscaping treatments that create a formal entry into the Historic

Core and are clearly distinguishable from the surroundings.

- Special sidewalk and/or pavement treatments can be implemented to help establish gateways.

## Primary Land Uses:

- Single-Family Residential
- Multi-Family Residential
- Condominium and Townhome Residential
- Commercial
- Office/Professional Space
- Institutional
- Pocket Parks







# NEXT STEPS



# NEXT MEETING (JULY – EXACT DATE TBD)

- Discuss more elements:
  - Transportation
  - Housing
  - Economic Development
  - Community Facilities
- Between now and then:
  - Continue to review 2016 plan
  - Review project website
  - Take survey – open through June 4
  - Circulate survey to friends and neighbors

<https://publicinput.com/StoneMountainPlanUpdate2021>

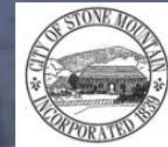




# PROJECT WEBSITE AND SURVEY

## CITY OF STONE MOUNTAIN COMPREHENSIVE PLAN COMMUNITY SURVEY

ARC



Communities guide growth and development through planning. Please take a moment to complete our survey on priority needs and opportunities for Stone Mountain's future. Your input will help shape the City's 2021 Comprehensive Plan Update!



To take the survey, just go online to this web address:

<https://publicinput.com/StoneMountainPlanUpdate2021>

You can also use the camera app on your smartphone to scan the QR code at left.

Thank you for your participation!







# THANK YOU!

Andrew Smith  
Atlanta Regional Commission  
[asmith@atlantaregional.org](mailto:asmith@atlantaregional.org)



Sign Up

Sign Up Log Out

## 17 Events

Events



### JUN 17 Comprehensive Plan Update Public Meeting

Public · Hosted by [City of Stone Mountain - Government](#)

Thursday, June 17, 2021 at 5:00 PM EDT  
about 3 months ago



Online Event

[https://zoom.us/webinar/register/WN\\_VtRpBXanTmqYx\\_bXoARKzA](https://zoom.us/webinar/register/WN_VtRpBXanTmqYx_bXoARKzA)

Event Ended

#### Details

Click link to join meeting:

[https://zoom.us/webinar/register/WN\\_VtRpBXanTmqYx\\_bXoARKzA](https://zoom.us/webinar/register/WN_VtRpBXanTmqYx_bXoARKzA)

After registering: You will receive a confirmation email containing information about joining the webinar.

Click link for the Project Plan website to complete the public survey:

<https://publicinput.com/StoneMountainPlanUpdate2021>

Causes [Online](#)

#### Hosted by



**City of Stone Mountain - Government**

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Privacy  
Cookie  
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[Forgot account?](#)

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Do you want to join Facebook?

Sign Up

Click Below to Follow Our Social Media Pages



## 2021 Calendar

(Click) View the Updated Calendar Daily

### Comprehensive Plan Update Public Meeting

Thursday, June 17, 2021

5:00 PM

Register in advance at:

[https://zoom.us/webinar/register/WN\\_VtRpBXanTmqYx\\_bXoARKzA](https://zoom.us/webinar/register/WN_VtRpBXanTmqYx_bXoARKzA)

After registering: You will receive a confirmation email containing information about joining the webinar.

Click image below to fill out the survey.

CITY OF STONE MOUNTAIN  
COMPREHENSIVE PLAN  
COMMUNITY SURVEY

ARC

Communities guide growth and development through planning. Please take a moment to complete our survey on priority needs and opportunities for Stone Mountain's future. Your input will help shape the City's 2021 Comprehensive Plan Update!

The banner features a dark background with a faint cityscape. On the left, the text 'CITY OF STONE MOUNTAIN COMPREHENSIVE PLAN COMMUNITY SURVEY' is written in white, serif, all-caps font. On the right, the 'ARC' logo is displayed in white, bold, sans-serif font. Below the 'ARC' logo is the official seal of the City of Stone Mountain, Georgia, which is circular and contains the text 'CITY OF STONE MOUNTAIN' and 'INCORPORATED 1953'. At the bottom of the banner, a white text box contains the message: 'Communities guide growth and development through planning. Please take a moment to complete our survey on priority needs and opportunities for Stone Mountain's future. Your input will help shape the City's 2021 Comprehensive Plan Update!'.

To take the survey, just go online to this web address:

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Thank you for your participation!





**COMPREHENSIVE PLAN UPDATE PUBLIC MEETING**  
**(VIRTUAL MEETING TO BE HELD – CITY HALL CLOSED TO IN-PERSON, PUBLIC ACCESS)**  
**MEETING INFO PROVIDED BELOW, ON CITY WEBSITE & OTHER OUTLETS**

**Thursday, June 17, 2021 @ 5:00 pm**  
**City Hall, 875 Main Street, Stone Mountain, Georgia 30083**

**Please join your fellow community members for a virtual open house, to provide input for the ongoing 2021 update to the City of Stone Mountain’s Comprehensive Plan!**

- **When:** Thursday, June 17, 2021 at 5:00 PM
- **Where:** Online via Zoom Webinar
- **Topic:** City of Stone Mountain Comprehensive Plan Update
- **Register in advance at:**  
[https://zoom.us/webinar/register/WN\\_VtRpBXanTmqYx\\_bXoARKzA](https://zoom.us/webinar/register/WN_VtRpBXanTmqYx_bXoARKzA)
- **After registering:** You will receive a confirmation email containing information about joining the webinar.

**AGENDA**

- Background/overview
- Condensed version of the data/demographics piece
- Overview of the Public Input site and survey, including promotion of the site/survey for those who haven’t seen it
- Polling on the below elements, using Steering Committee and survey input as a baseline from which to map out the options in the polls. This section will also include feed back some of the relevant Steering Committee and survey input to the audience, for comparison to their own responses.
  - o Needs/Opportunities
  - o Goals
  - o Other plan elements, including:
    - Land Use/Development
    - Housing and (will employ a visual preference survey)
    - Downtown-specific questions
    - Transportation

**REMARKS – Atlanta Regional Commission/City Administration**



# CITY OF STONE MOUNTAIN

## 2021 COMPREHENSIVE PLAN UPDATE

**VIRTUAL COMMUNITY OPEN HOUSE – JUNE 17, 2021**





# AGENDA

- I. Background and Process Overview
- II. Community Data Trends
- III. Your Feedback
  - i. Needs and Opportunities
  - ii. Vision and Goals
  - iii. Plan Elements – Housing, Development, Transportation, Broadband, Public Investments, Downtown
- IV. Next Steps



A historical colorized photograph of a street scene. On the right, a two-story red brick building features a balcony and a sign that reads "STONE MOUNTAIN INN". A vintage trolley is visible on the left side of the street. Numerous people in early 20th-century attire are walking along the sidewalks. The sky is blue with scattered white clouds. A semi-transparent teal banner is overlaid across the middle of the image, containing the text "BACKGROUND & PROCESS OVERVIEW" in white, bold, sans-serif font.

# BACKGROUND & PROCESS OVERVIEW

# WHY WE PLAN



# HOW WE PLAN

- Regional Commissions (RCs) provide local governments with direct assistance if requested
- Updates to local plans required by Georgia Department of Community Affairs (DCA) every 5 years
- Plan was last updated in 2016 → 2021 update needed
- Current update due to be completed, approved, adopted by October 31, 2021
- Doraville can amend its plan any time



# HOW WE PLAN

## Gain Community Input

Facilitate community members voicing their concerns and hopes for the future of the City

## Set Goals

Establish goals for the future of the City and actions to work toward them

## Prioritize

Determine realistic schedules and methods to implement the actions and achieve the goals



# HOW WE PLAN



## Public Engagement

The community is a critical part of the planning process



## Research & Analysis

Analyze existing conditions and desired changes

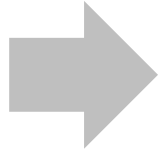


## Plan Documentation

Condense research and findings into a final draft update to the plan

# REQUIRED PLAN ELEMENTS

*REQUIRED  
FOR ALL*



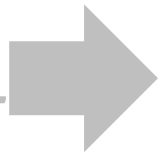
**VISION &  
GOALS**

**NEEDS &  
OPPORTUNITIES**

**COMMUNITY  
WORK  
PROGRAM**

**BROADBAND  
SERVICES**

*REQUIRED  
FOR SOME*



**CAPITAL  
IMPROVEMENTS  
ELEMENT**

**LAND USE**

**ECONOMIC  
DEVELOPMENT**

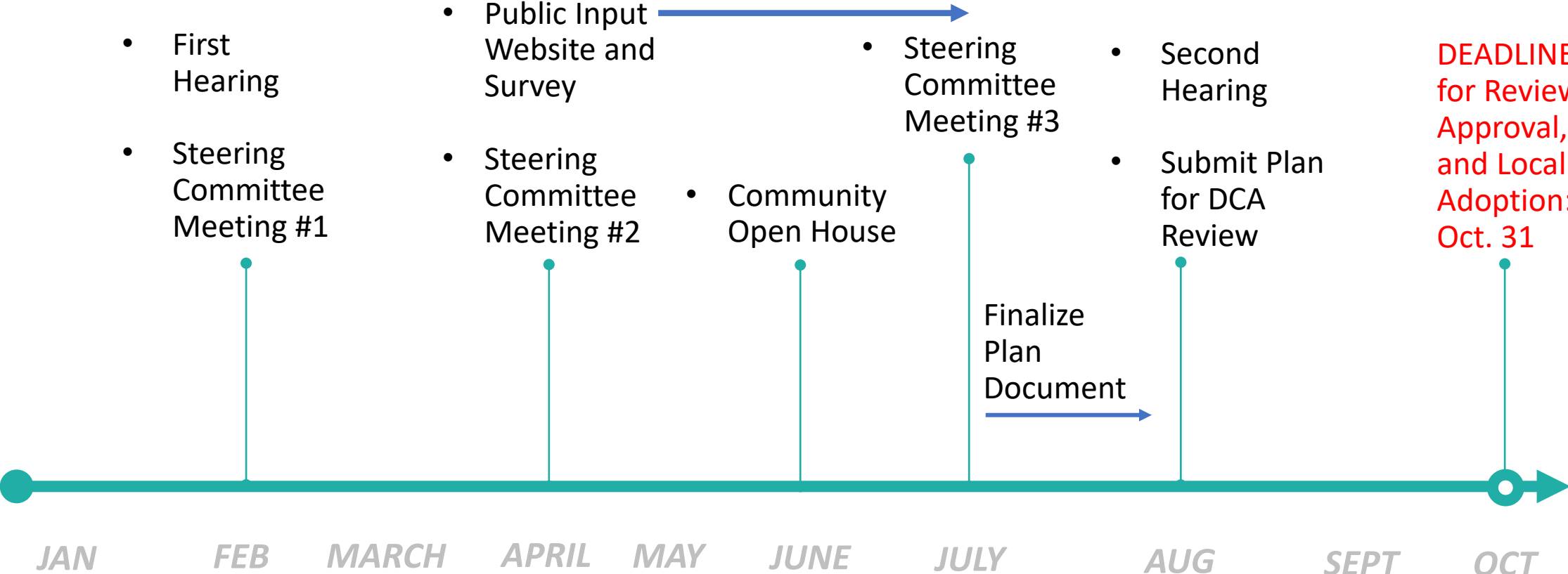
**TRANSPORTATION**

**HOUSING**

# KEY REQUIRED ELEMENTS FOR UPDATE

- Updated Needs and Opportunities
  - Informs any updates to Vision/Goals and other elements
- Updated Land Use Element
- Broadband Element (was not required until 2018)
- Report of Accomplishments (ROA)
  - Documents status of every item in current plan's 5-Year Community Work Program (CWP)
- Updated 5-Year CWP
  - Includes items noted as Underway or Postponed in ROA, plus any brand-new items resulting from 2021 planning process

# PLAN SCHEDULE



2021



# PublicInput.com/StoneMountainPlanUpdate2021

- Main site for public engagement
- Allows activities and input similar to in-person open house
  - **Community Survey**
- Educates on background/process
- Allows for input any time during process and records all comments for review
- **Check it out and take the survey!**



CITY OF STONE MOUNTAIN  
COMPREHENSIVE PLAN  
COMMUNITY SURVEY

ARC



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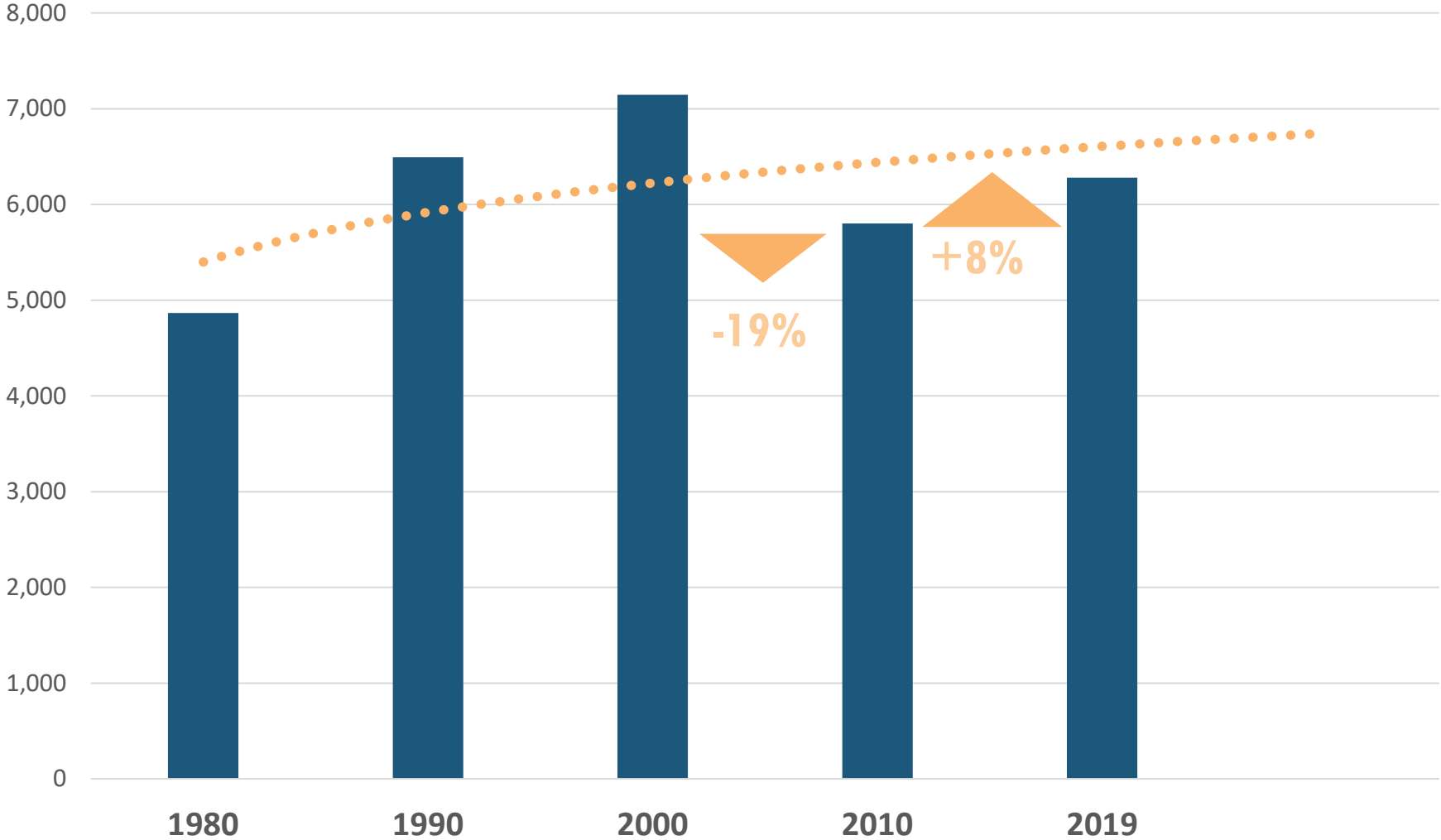


A photograph of a red building with green awnings, partially obscured by a teal semi-transparent overlay. In the foreground, a sign on two posts reads "STONE MOUNTAIN VILLAGE VISITOR CENTER". Below the main sign is a smaller sign that says "DEKALB COUNTY WATER GARDNER".

# COMMUNITY DATA TRENDS



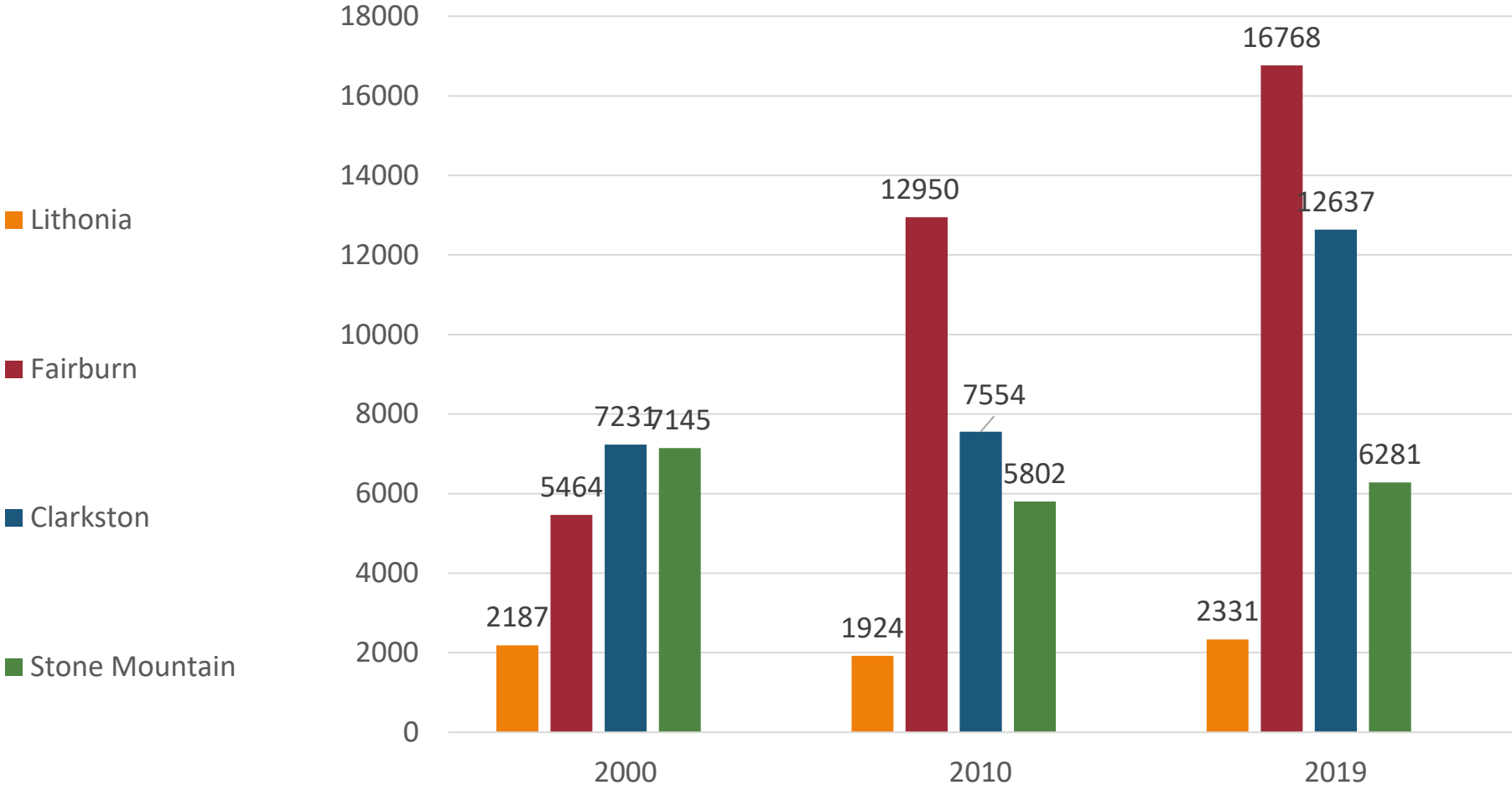
# POPULATION CHANGE



Data Source: US Census Bureau; American Community Survey, 2019



# POPULATION COMPARISON

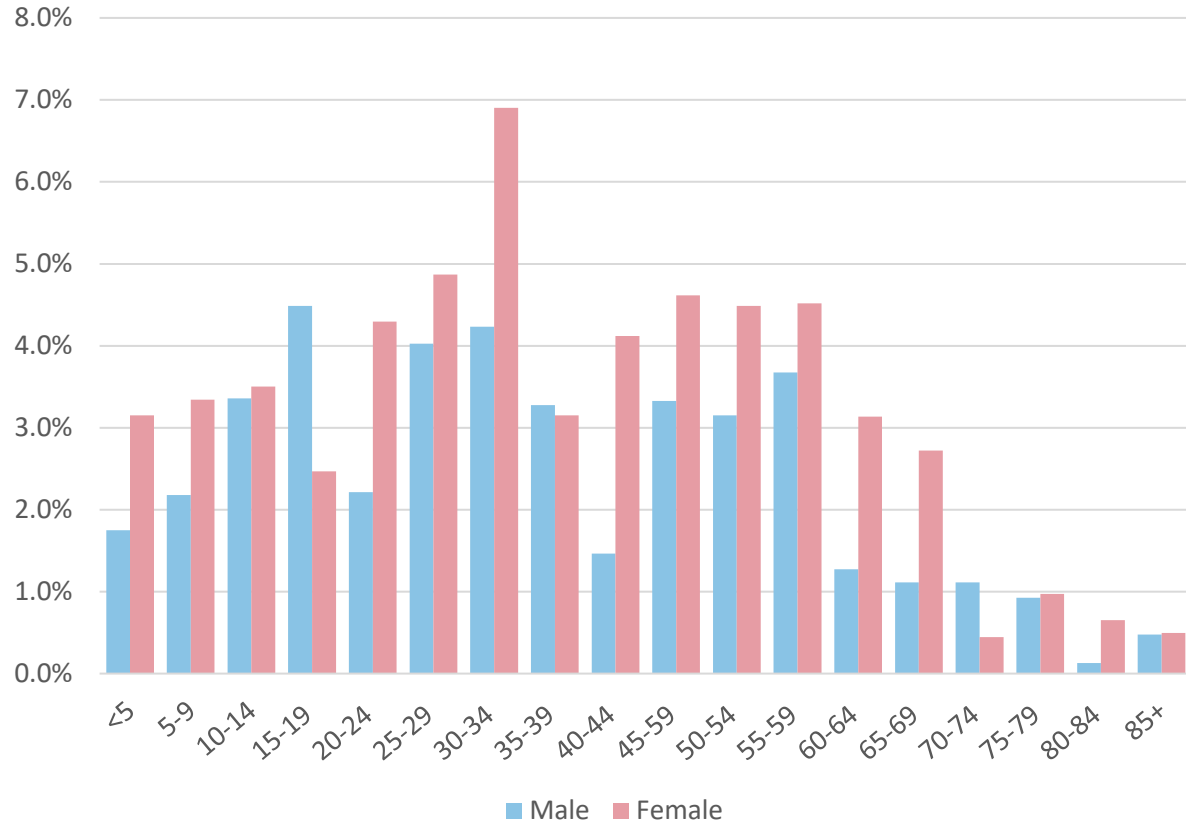


Data Source: US Census Bureau; American Community Survey, 2018

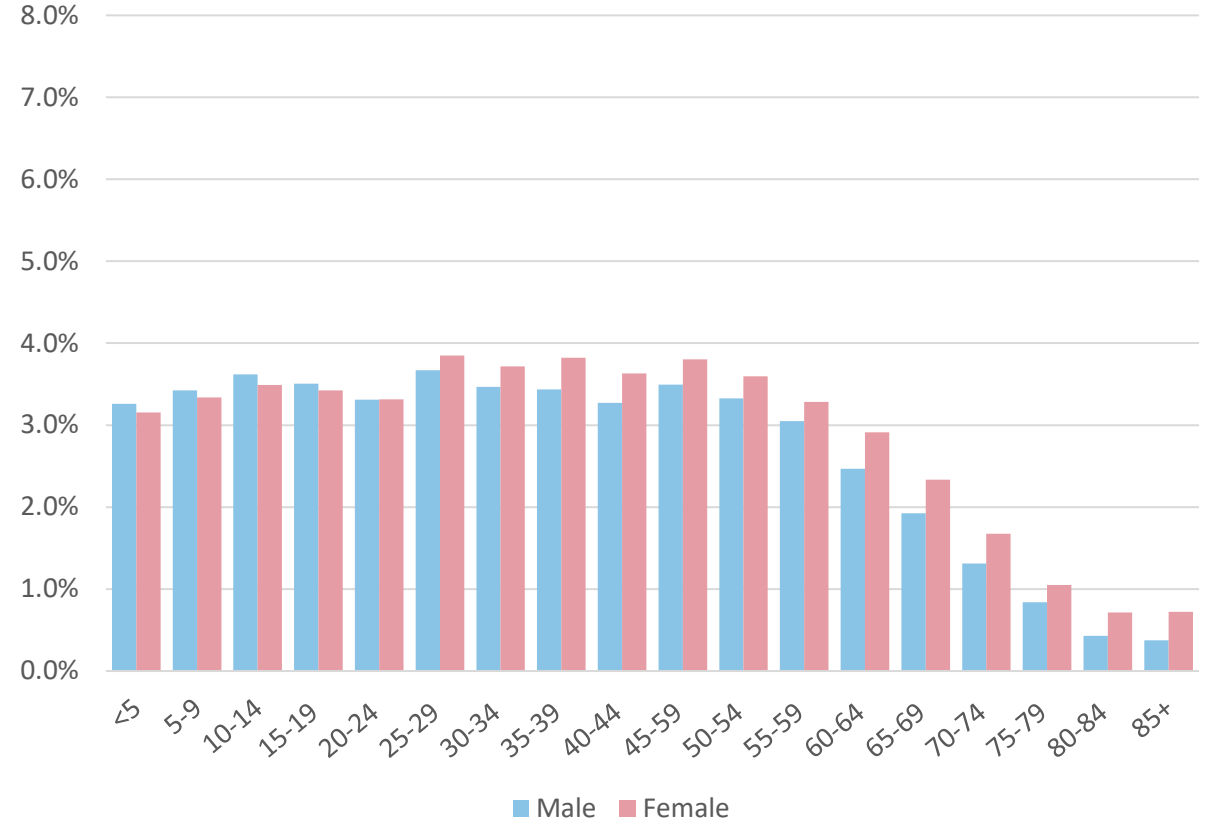


# AGE DISTRIBUTION COMPARISON

2019 Population by Age and Sex: Stone Mountain



2019 Population by Age and Sex: 10-County Region



These charts depict a comparison between the age group distributions in Stone Mountain to those for the 10-county metro area. Note that despite the left graph being more jagged, the two share similar overall patterns.

Data Source: Esri Business Analyst Online



# RACIAL COMPOSITION COMPARISON

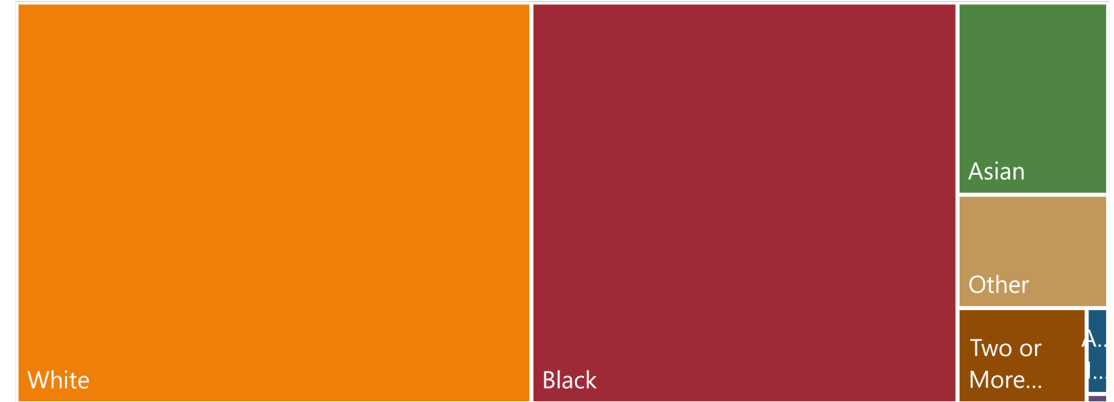
Racial Composition of Stone Mountain, 2019

- White
- Black
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Other
- Two or More Races



Racial Composition of 10-County Region, 2019

- White
- Black
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Other
- Two or More Races



Stone Mountain’s racial composition is more black than the region and DeKalb County as a whole. It is also home to fewer people who are neither white nor black than the region.

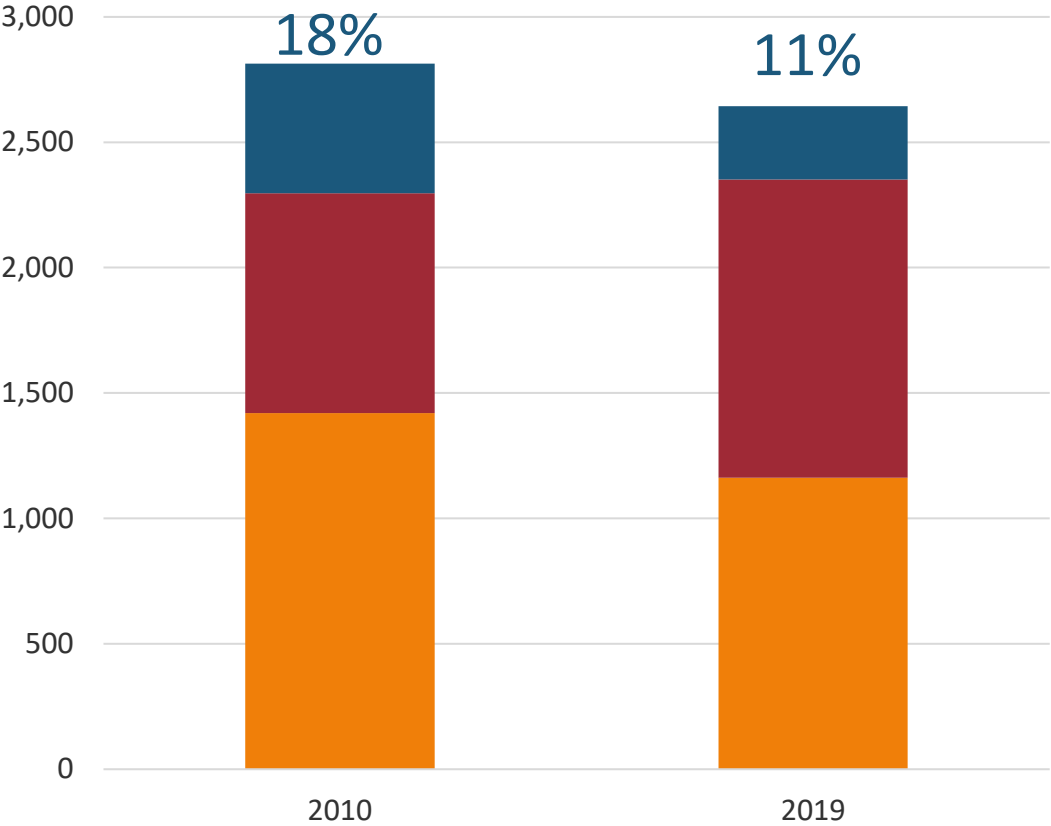
The Atlanta region is roughly 9.6% Hispanic, while Stone Mountain’s population is roughly 3.4% Hispanic.



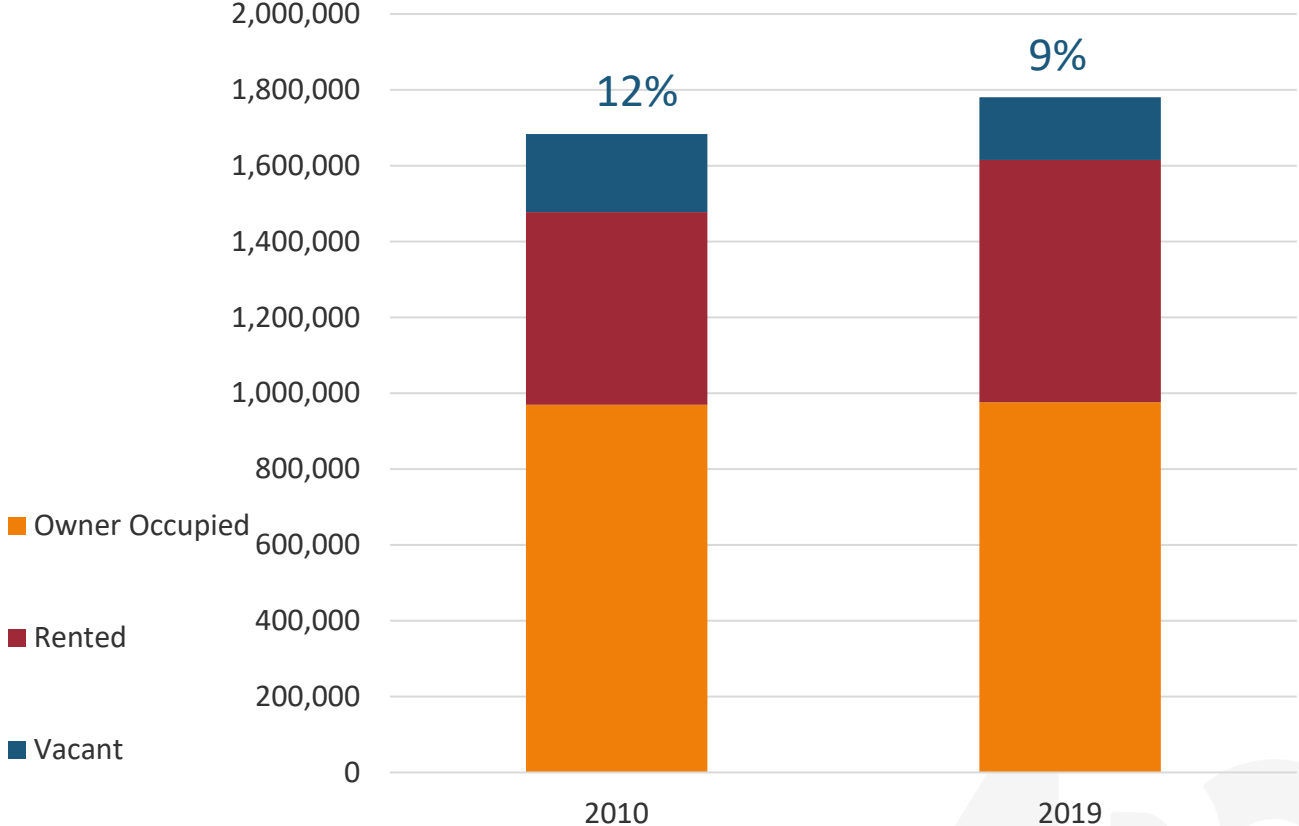


# HOUSING TENURE

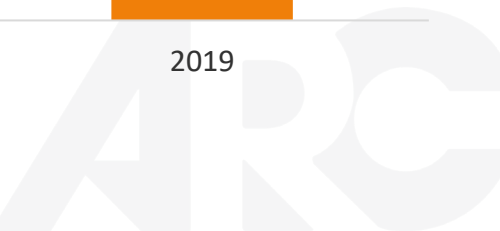
### Stone Mountain Tenure



### 10-County Atlanta Metro Tenure

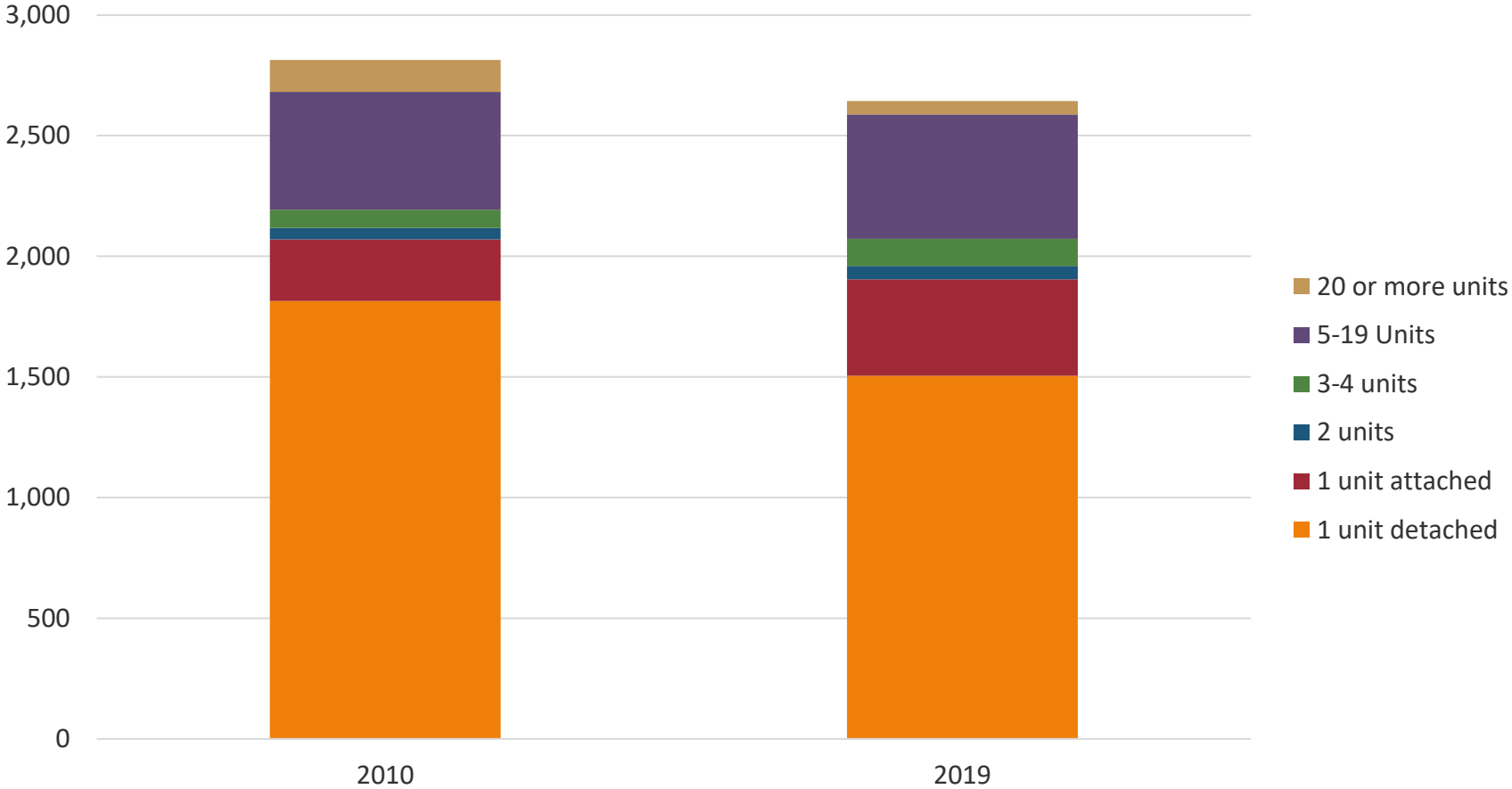


- Owner Occupied
- Rented
- Vacant



Data Source: American Community Survey, 2010 and 2019

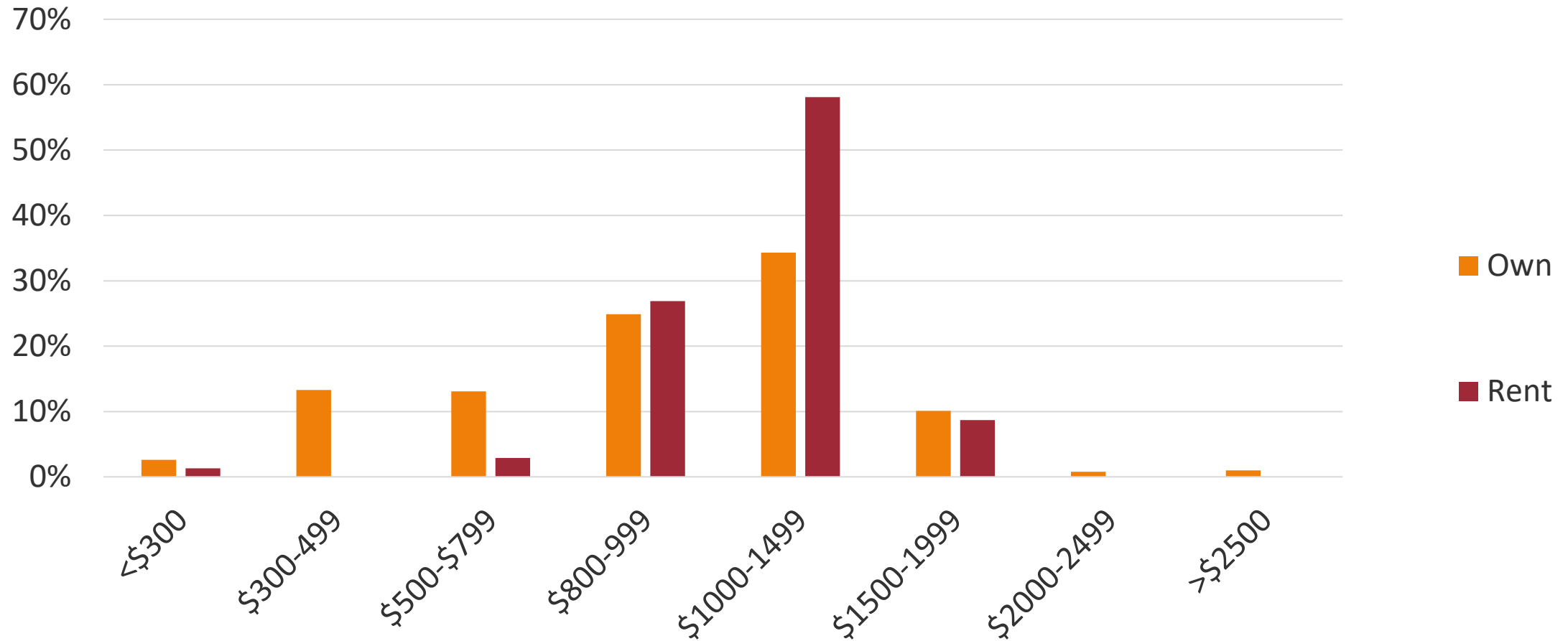
# HOUSING TYPES



Data Source: American Community Survey, 2010 and 2019



# MONTHLY HOUSING COSTS

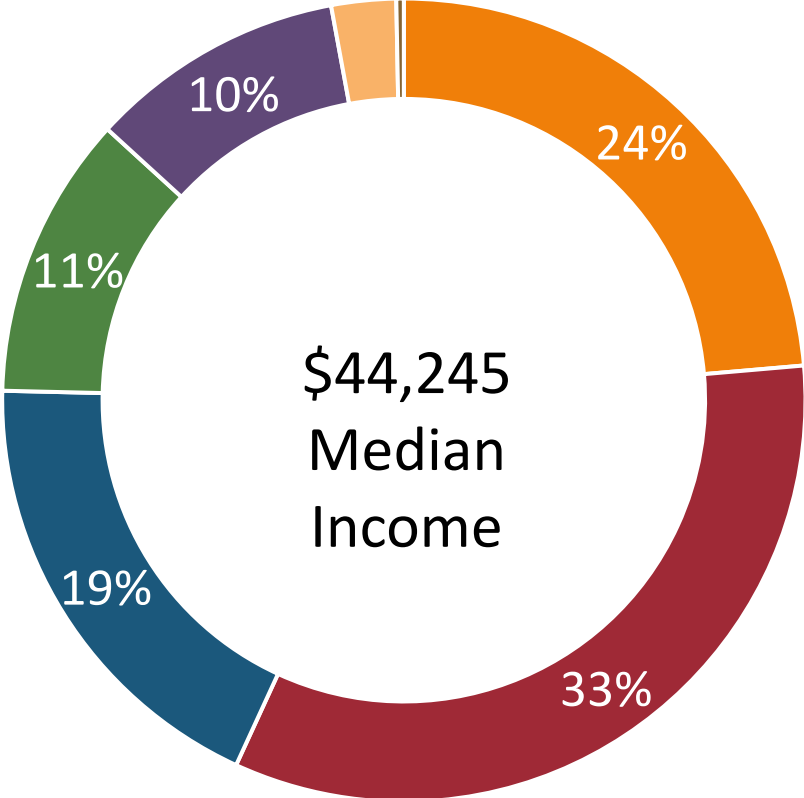


Most renters spend between \$800 and \$1,499 on housing costs each month, while housing costs for homeowners are more evenly distributed. The largest percentage of homeowners spend between \$800 and \$1,499 on housing costs monthly.



# INCOME DISTRIBUTION

- <\$25,000
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,999



# TRAFFIC FLOWS

Commute into Stone Mountain:

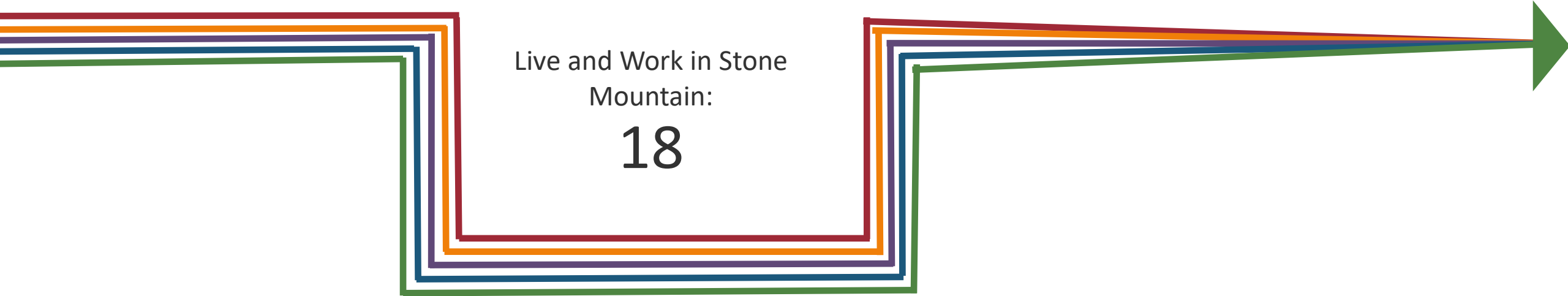
660

Commute out of Stone Mountain:

2,509

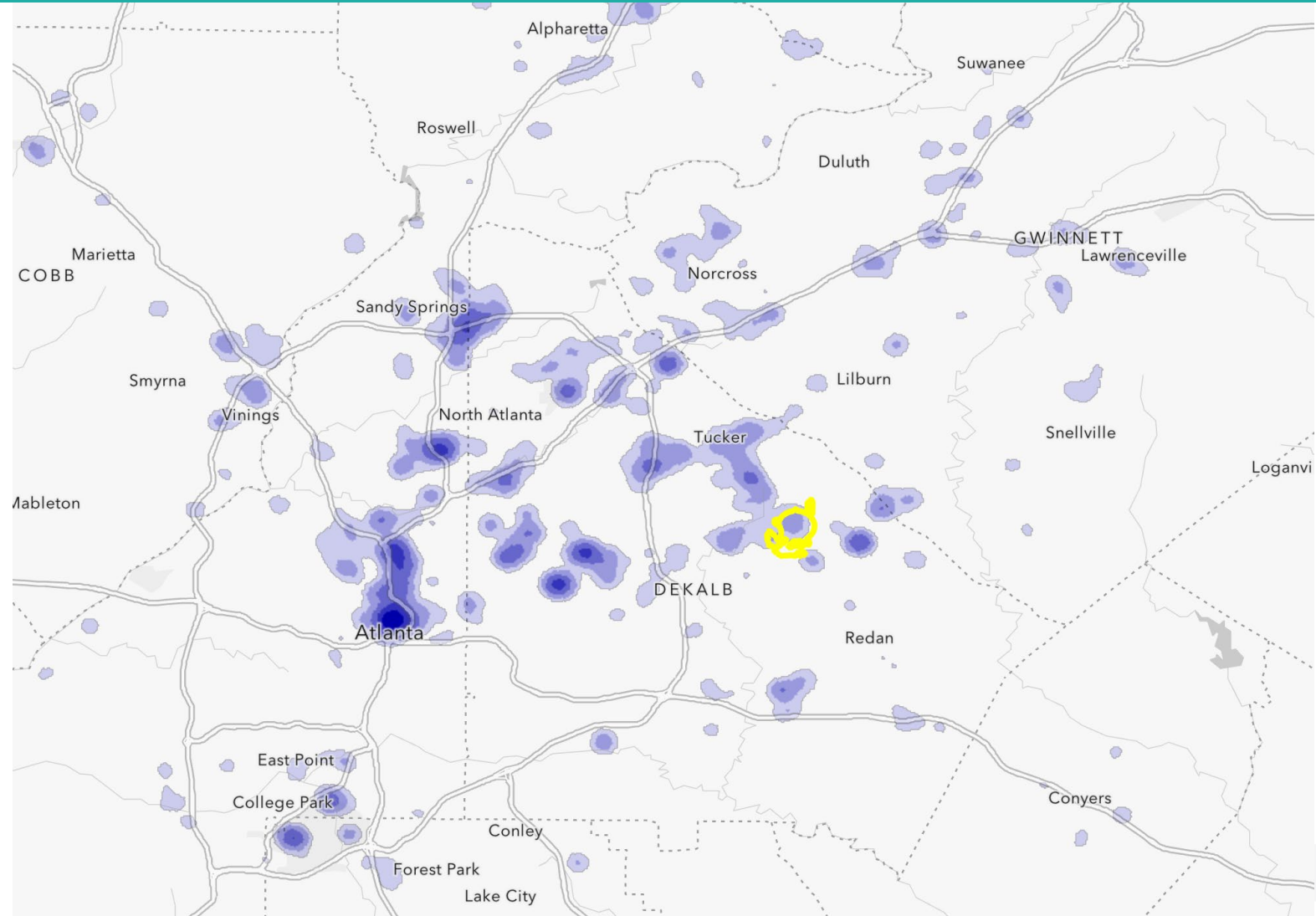
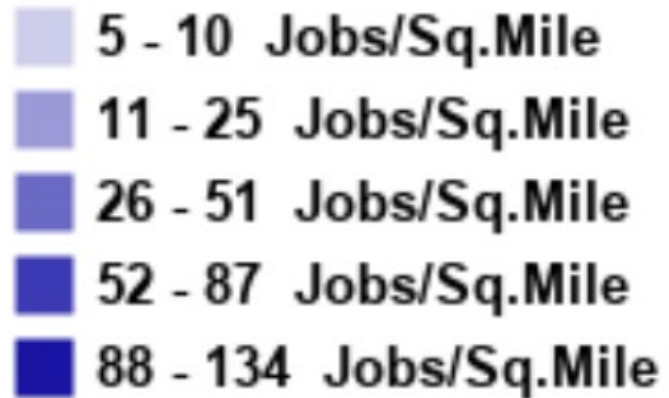
Live and Work in Stone Mountain:

18



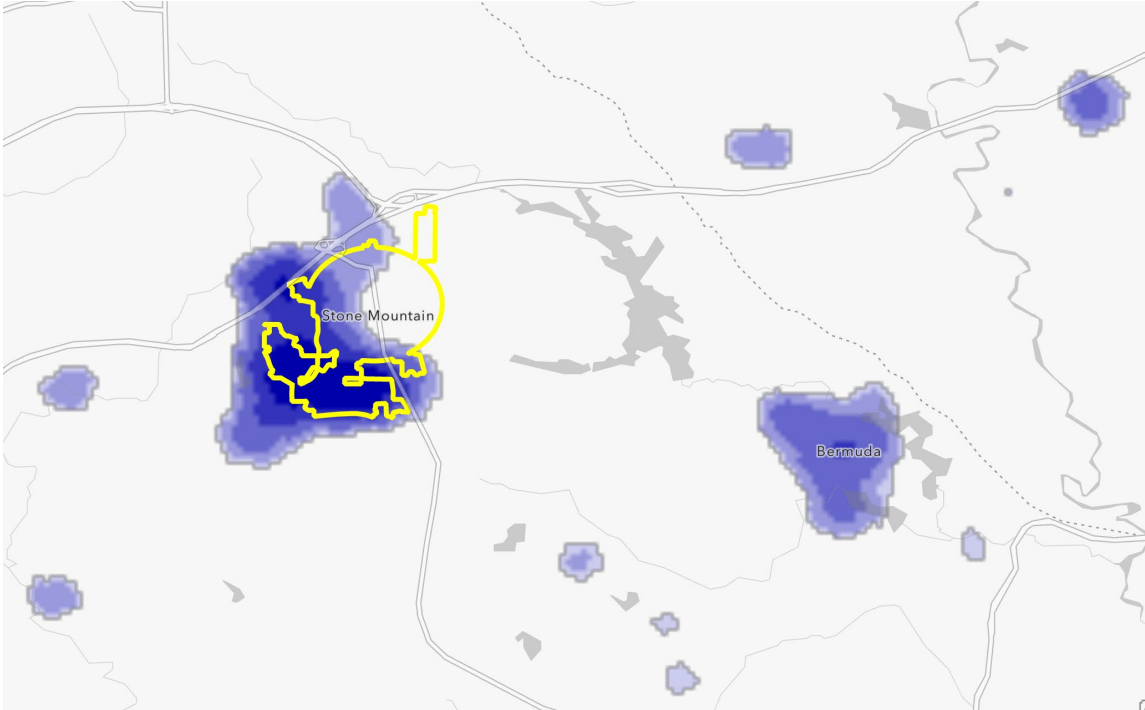
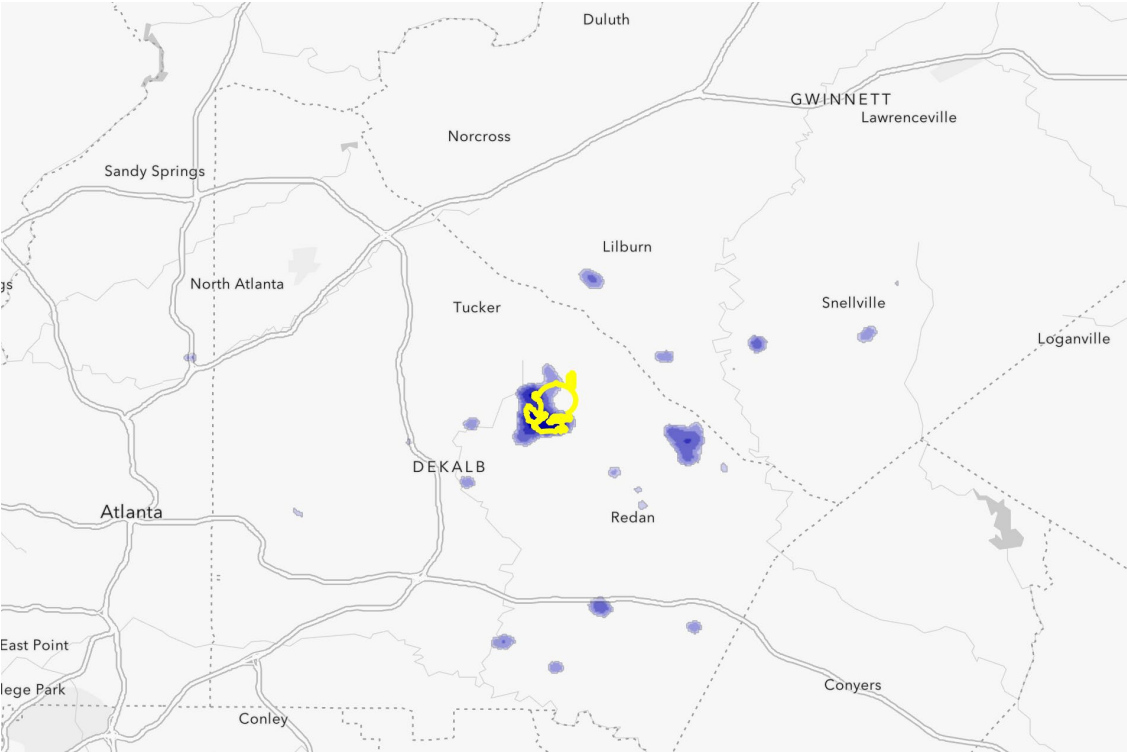


# WHERE RESIDENTS OF STONE MOUNTAIN WORK



# WHERE PEOPLE WORKING IN STONE MOUNTAIN LIVE

- 5 - 6 Jobs/Sq.Mile
- 7 - 10 Jobs/Sq.Mile
- 11 - 18 Jobs/Sq.Mile





A scenic view of a residential complex featuring a large pond in the foreground, lush green trees, and multi-story apartment buildings in the background under a bright blue sky with scattered white clouds. A semi-transparent teal banner is overlaid across the middle of the image.

**YOUR FEEDBACK**

# MULTIPLE WAYS TO PARTICIPATE!

- Participate in the polls
- Enter observations/thoughts/ideas in the Chat
- Enter *questions* in the Q&A
  - We'll discuss in real time or at the end





**What comes to mind when you think about Stone Mountain? (one-word or hyphenated responses are best)**

“ Small-town ”

“ friendly ”

“ Potential ”

“ Community ”

“ ice cream ”

“ Quaint ”

“ Tired ”



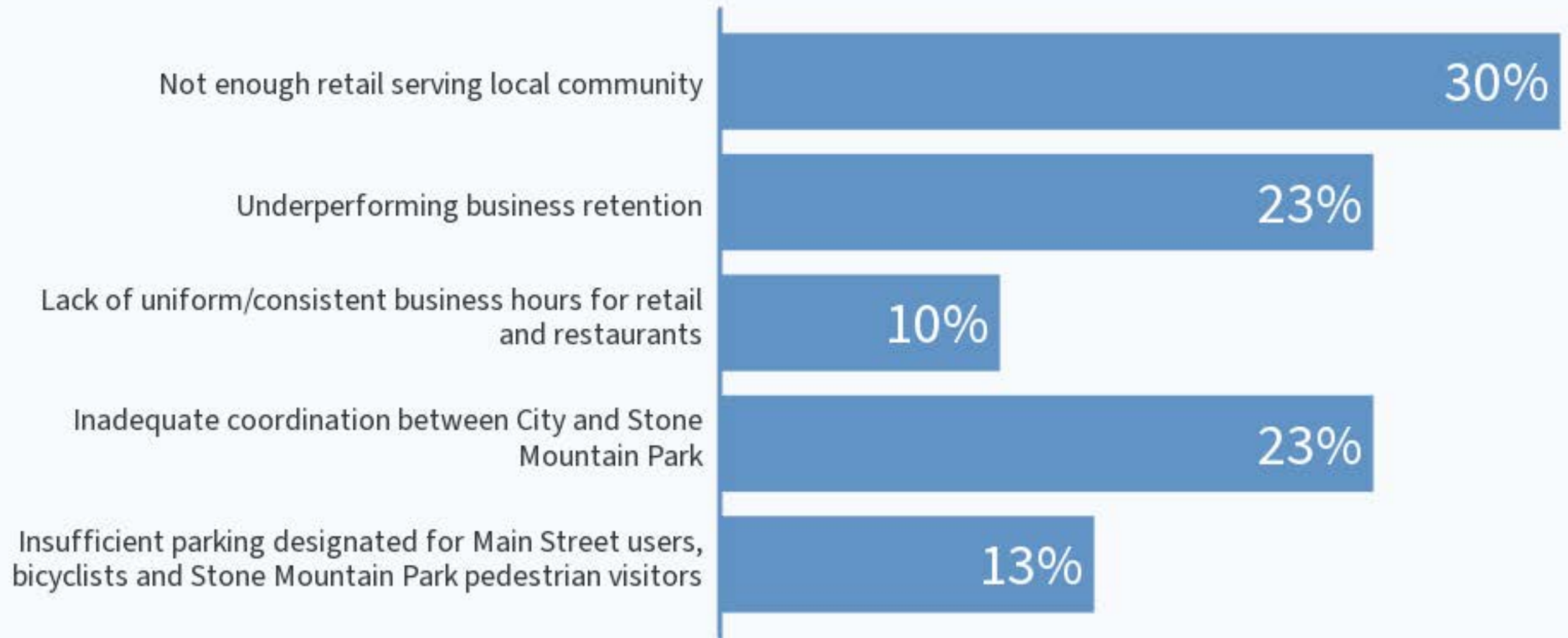
Respond at [PolleEv.com/cdev555](https://www.pollevo.com/cdev555)

Text **CDEV555** to **22333** once to join, then text your message

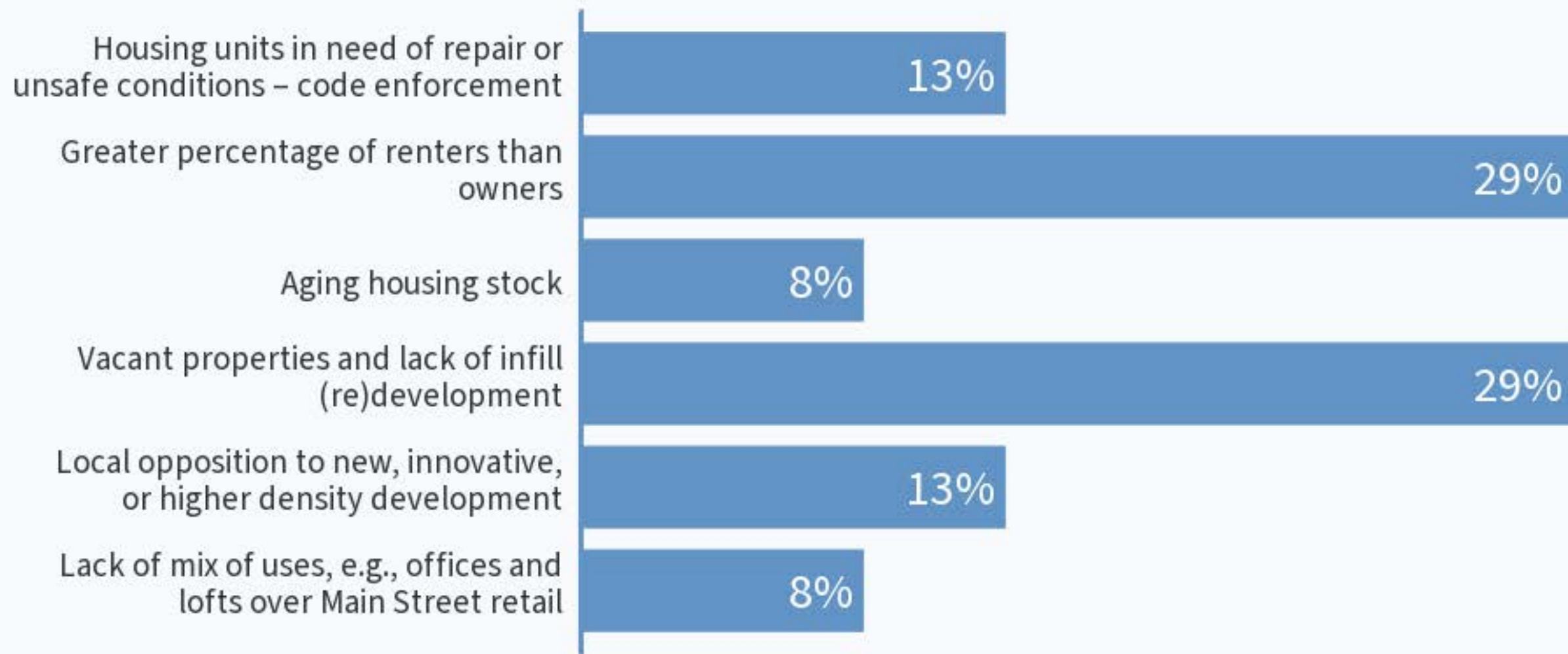
# NEEDS: What are Stone Mountain's biggest needs/challenges? (one-word or hyphenated responses are best)



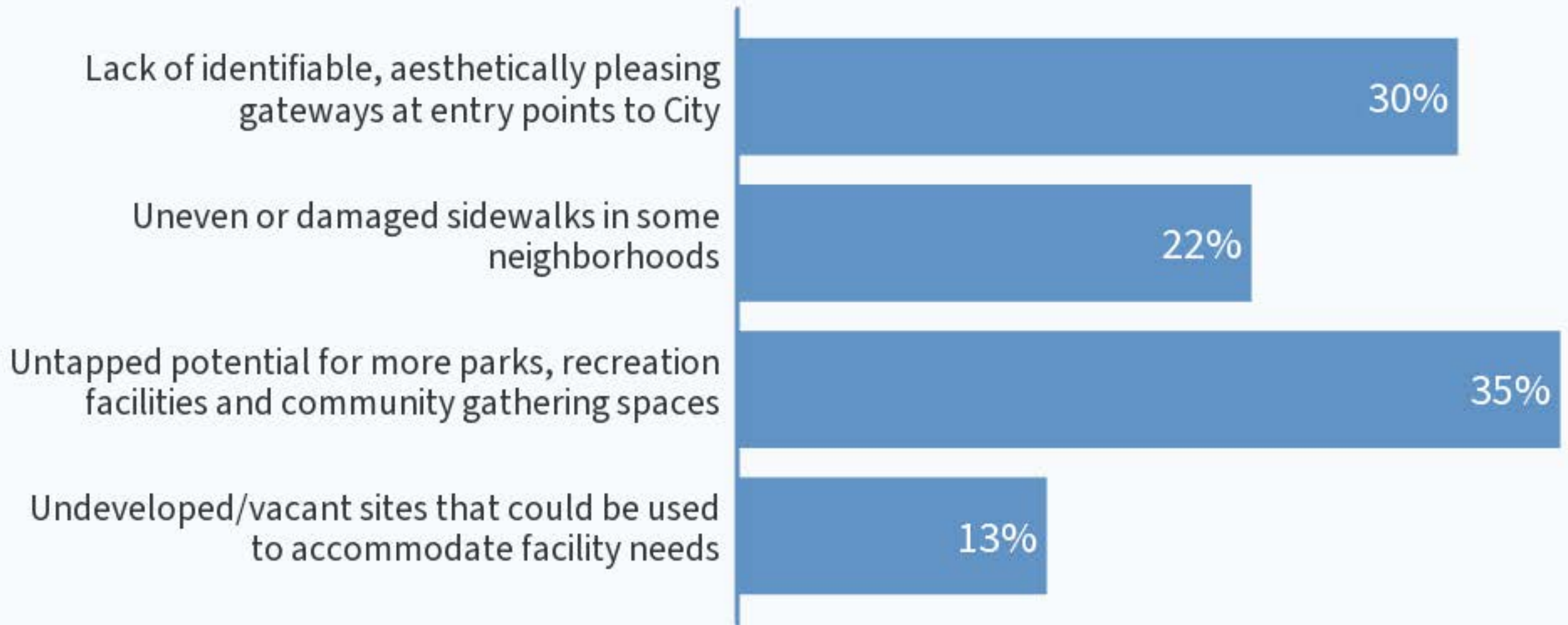
# NEEDS - ECONOMIC DEVELOPMENT: What still resonates from the 2016 Plan? (select all that apply)



# NEEDS - LAND USE and HOUSING: What still resonates from the 2016 Plan? (select all that apply)

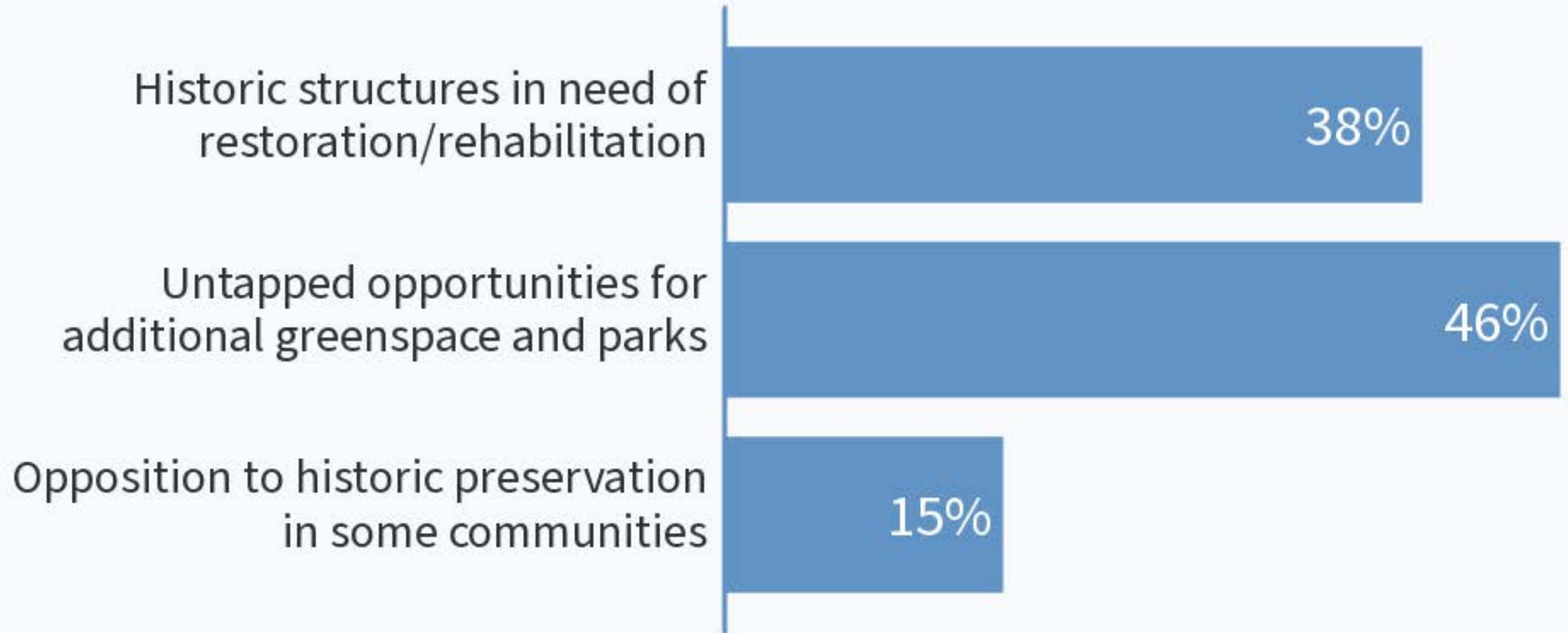


# NEEDS - COMMUNITY FACILITIES/SERVICES: What still resonates from the 2016 Plan? (select all that apply)





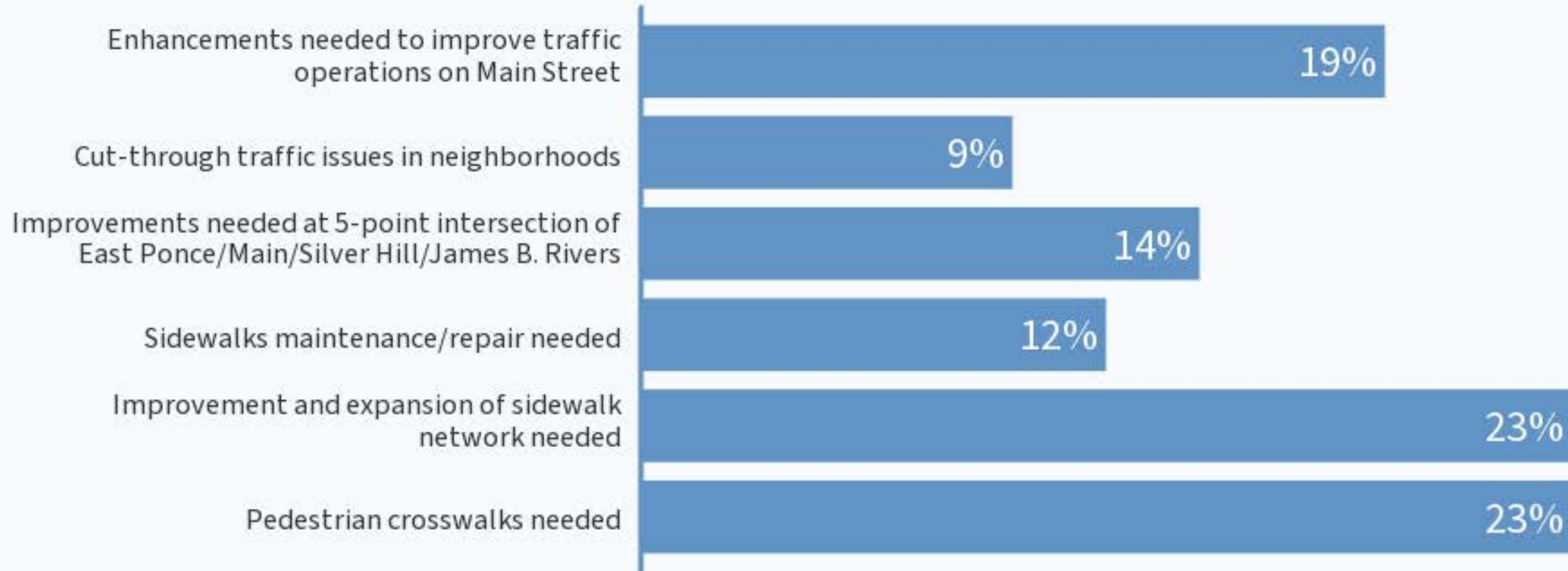
## NEEDS - NATURAL/CULTURAL RESOURCES: What still resonates from the 2016 Plan? (select all that apply)





# NEEDS - TRANSPORTATION and INFRASTRUCTURE:

## What still resonates from the 2016 Plan? (select all that apply)

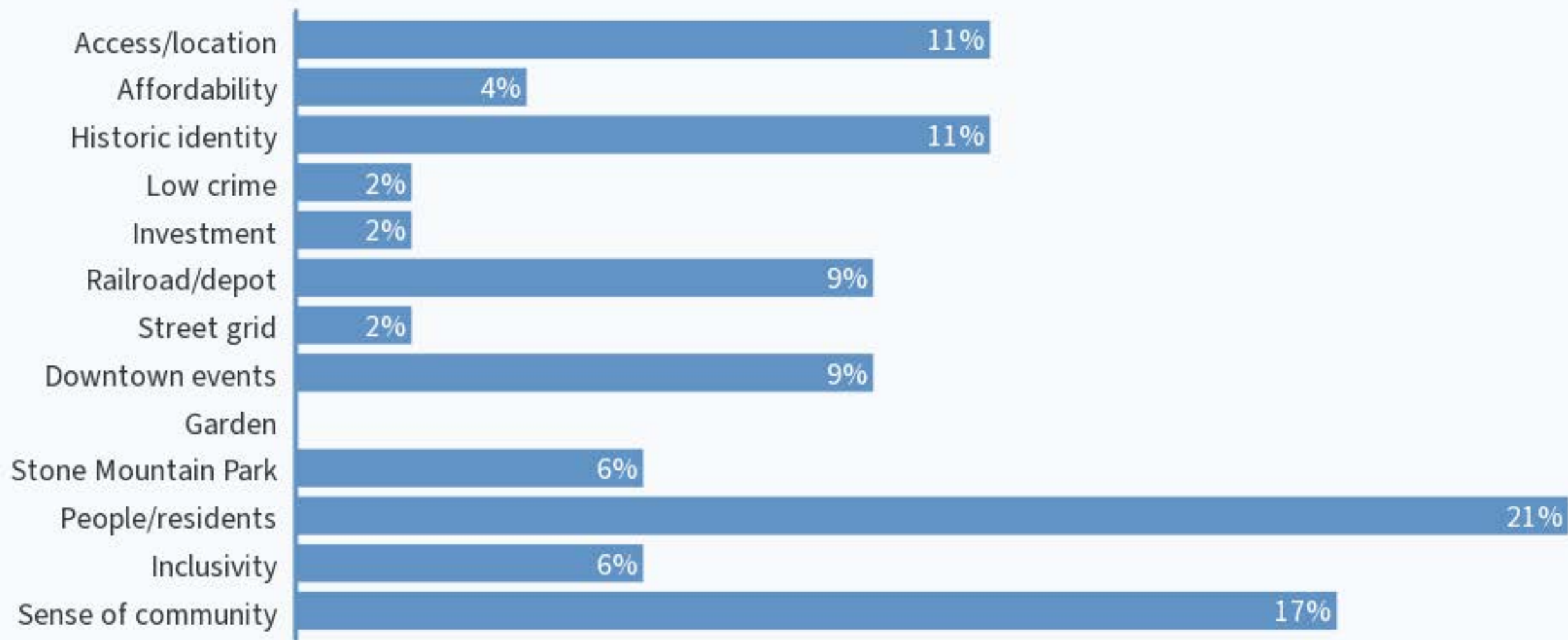


**OPPORTUNITIES: What are Stone Mountain's biggest opportunities/assets? (one-word or hyphenated responses are best)**

A word cloud of responses to the question. The words are arranged in a roughly circular pattern around the center. The most prominent words are 'downtown' and 'location', both in a large, dark blue font. Other words include 'affordable', 'trees', 'people', 'grid', 'festivals', 'landscaping', 'street', 'dog', 'historic', 'retail', 'scenery', 'park', 'needed', and 'available-buildings'. The colors of the words vary, including shades of green, brown, and blue.

affordable trees people  
dog grid festivals landscaping  
street downtown  
historic retail scenery  
location park  
needed available-buildings

# OPPORTUNITIES: What still resonates from the 2016 Plan? (select all that apply)



# NEEDS & OPPORTUNITIES: STEERING COMMITTEE INPUT

- Needs (Challenges):

- Housing rehabilitation
- Commercial vacancy
- Congestion mitigation
- Parking
- Capturing commuters, visitors, others
- Parks and community facilities
- Infrastructure repair

- Opportunities (Assets):

- Sense of community/pride
- Inclusivity
- Good government
- Location/access
- Street grid
- Infill/redevelopment potential
- Proximity to Stone Mtn Park
- “On the cusp”



# NEEDS: ONLINE SURVEY INPUT

City leaders are defiant to raise money and put initiatives in place to complete beautification and public works projects.

Building Owners do not want to revitalize their properties.

Certain businesses do not open during the hours that they advertise on a consistent basis.

one month ago

⬆️ 29 Agree

Identity confusion between Stone Mountain Park, unincorporated Stone Mountain, City of Stone Mountain/Village

No alternate traffic route creates horrible morning and afternoon back-ups

Lack of retail shops

one month ago

⬆️ 28 Agree

empty store fronts, lack of parking, more shopping options, confusion over Park and City

one month ago

⬆️ 22 Agree

Empty Storefronts,  
not enough businesses open consistently,  
Lack of parking

one month ago

⬆️ 20 Agree

Excessive Traffic

Lack of downtown parking

Identity confusion with unincorporated Stone Mountain



# OPPORTUNITIES: ONLINE SURVEY INPUT

Proximity to the park  
The bones for a thriving business community  
Loyal locals dying for things to do/ places to go in stone mountain

one month ago

⬆️ 47 Agree

Community  
Walk ability  
Small size

one month ago ⬆️ 31 Agree

Potential for thriving business and social community  
Walkability

one month ago

⬆️ 25 Agree

Potentially walkability- some improvement still badly needed.

one month ago

⬆️ 20 Agree

Friendly atmosphere, small town feel, proximity to other local destinations

one month ago

⬆️ 20 Agree

Stone Mountain Park  
Thousands of cars travel up and down Main Street everyday.  
Historic City

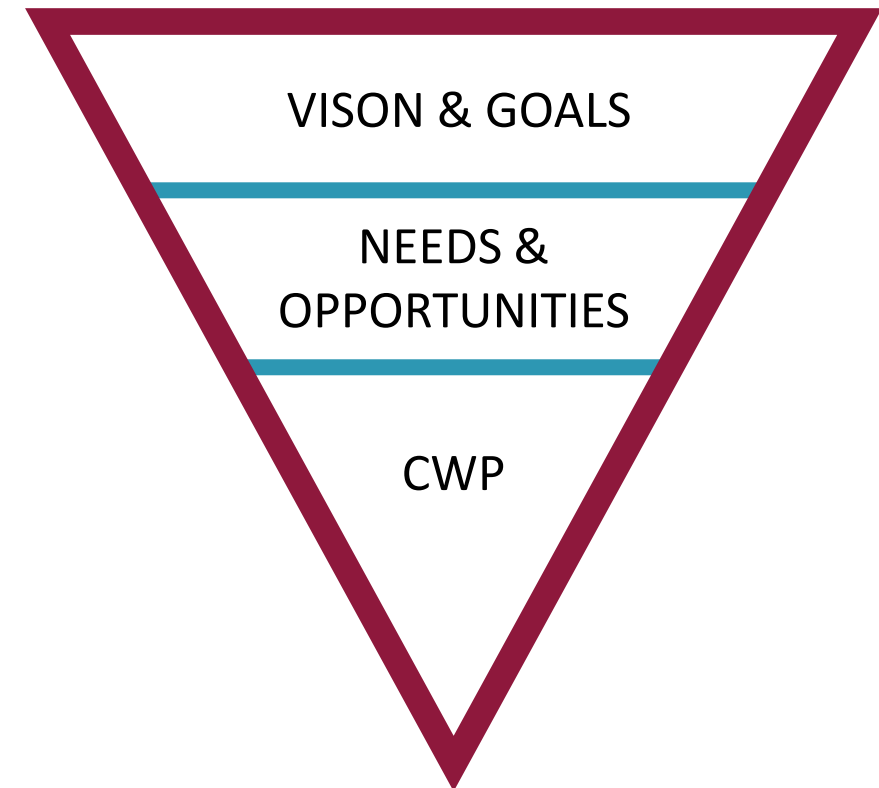
one month ago

⬆️ 1 Agree

# VISION & GOALS

*“The purpose of the Community Goals element is to articulate **a long-term strategy** for creating the set of conditions judged, by the community, to be best suited to maximizing the collective wellbeing of its residents. The Community Goals element details the **overarching concepts** which should guide local day-to-day decision-making for five, ten, even twenty years into the future. As such, the Community Goals shall be developed through a very public process of involving community leaders and stakeholders. The Community Goals are intended to generate local pride and enthusiasm about **the future of the community**, thereby leading citizens and leadership to act to ensure that the plan is implemented.”*

--DCA Minimum Standards for Local Comprehensive Planning



# VISION & GOALS

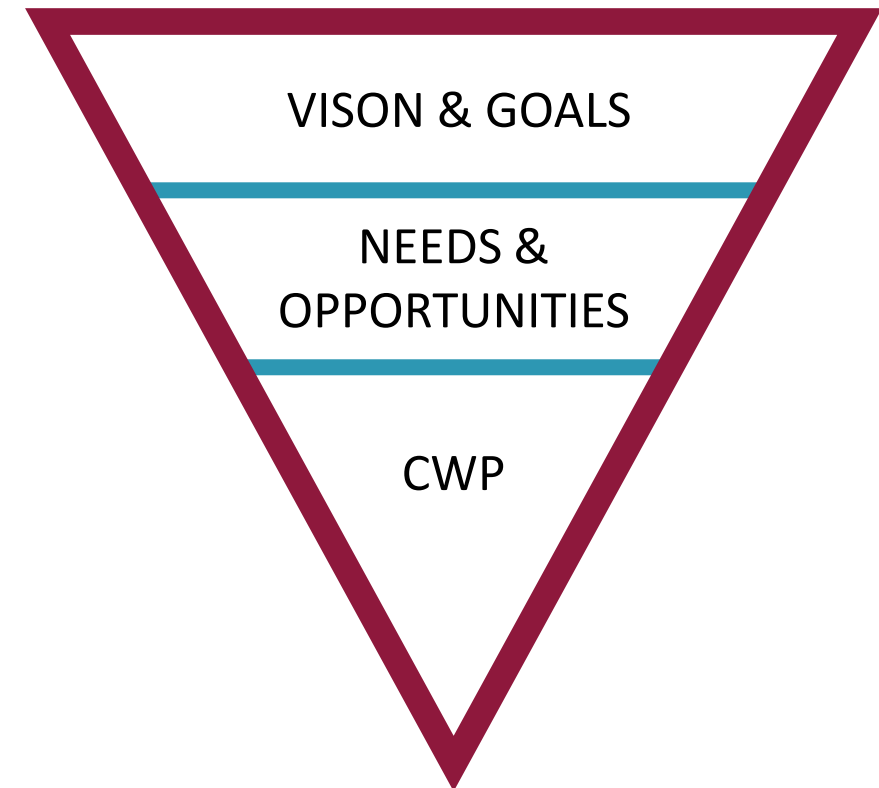
## VISION

*Stone Mountain Village, Atlanta's Mountain Town, is a diverse, energetic, sustainable community where people live, visit, create, learn, play and prosper together.*

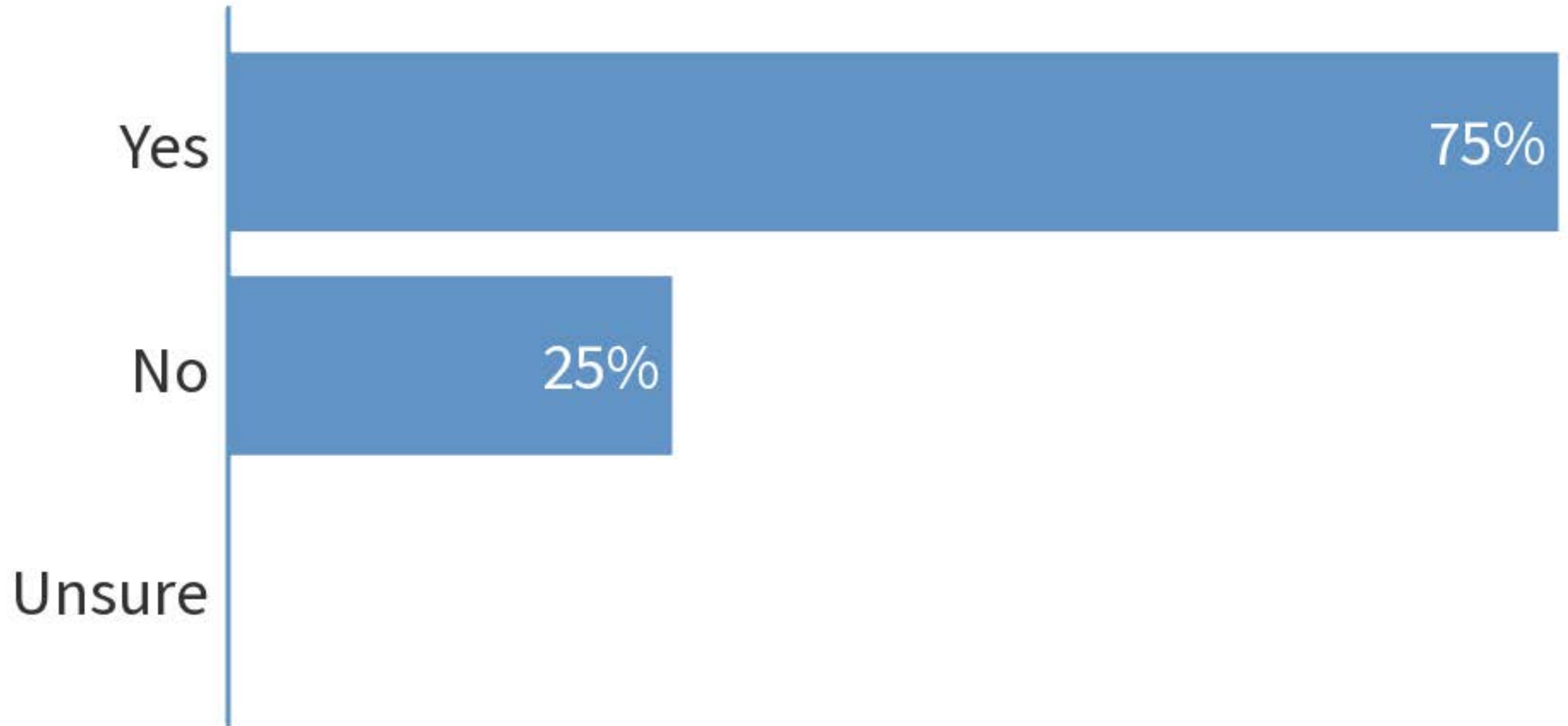
## GOALS

*Originate from 2003 LCI Plan → 2006 Comp Plan*

- Better business environment
- Better reputation/image
- Better community appearance
- More residents
- Better traffic flow



## VISION: Does the 2016 Vision still resonate for you?



# STEERING COMMITTEE INPUT

**VISION: Does the 2016 Vision Statement still resonate for you?**





**VISION: Anything missing from the 2016 Vision? (one-word or hyphenated responses are best)**

vision  
innovation

# STEERING COMMITTEE INPUT

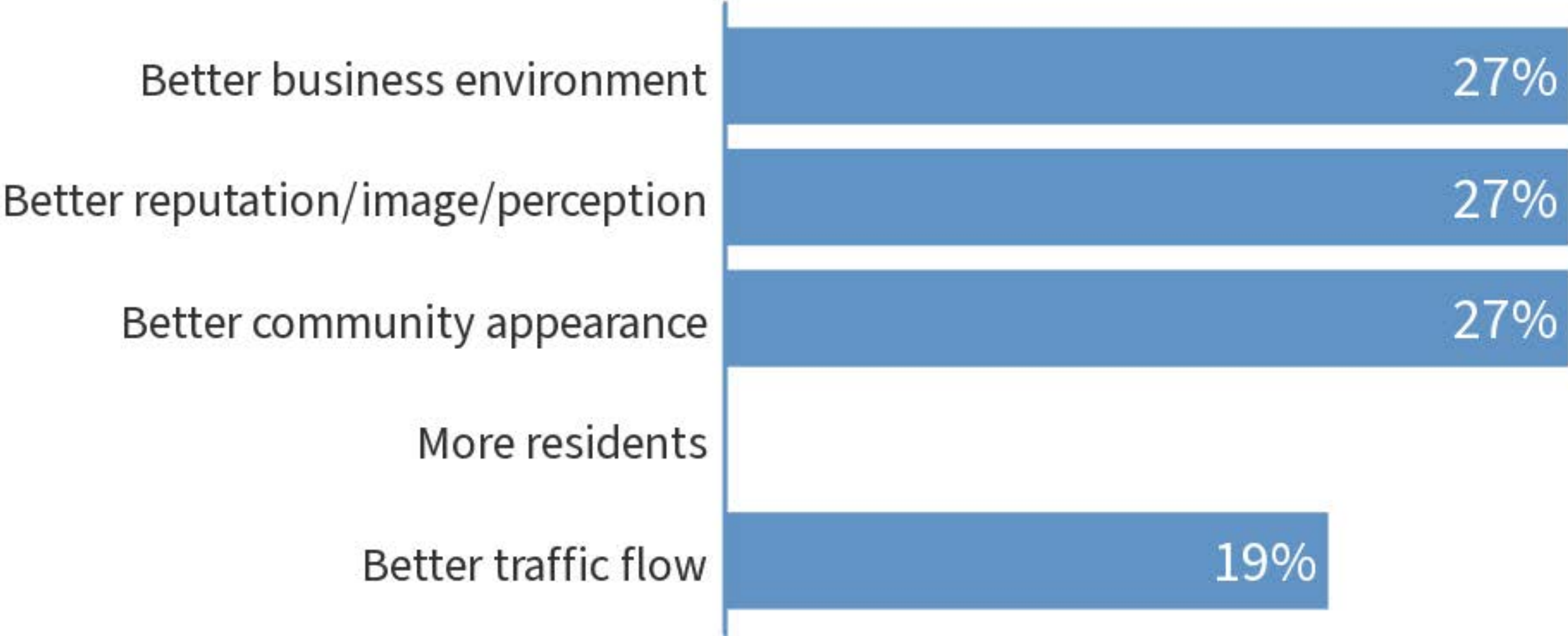
**VISION: What's one concept you would add to the 2016 Vision Statement? Try to use 1-2 words only.**



A word cloud of steering committee input. The word 'focus' is the largest and most prominent, rendered in a dark red color. Other words include 'improvements' (purple), 'architecture' (green, oriented vertically), 'innovation' (brown), 'participation' (blue), 'residents' (blue), 'preservation' (teal), and 'business' (blue).

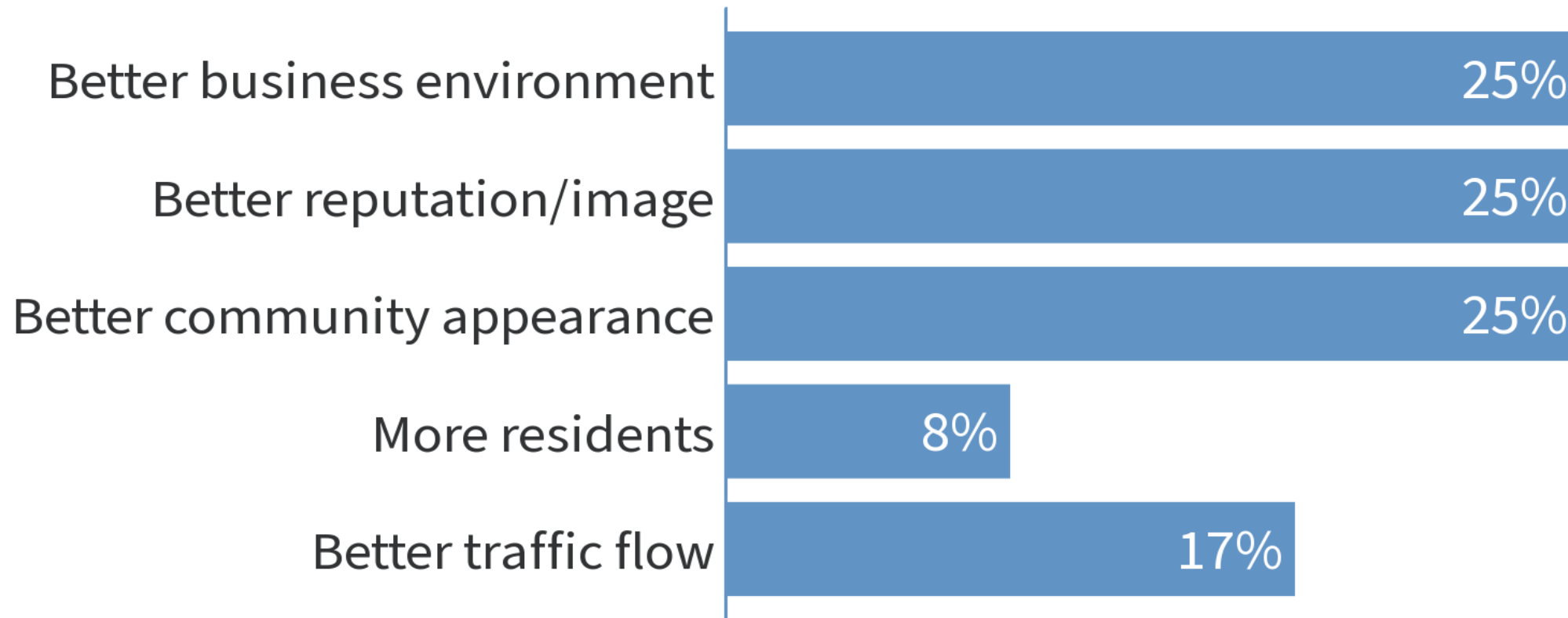


# GOALS: Which 2016 Goals still resonate for you? (select all that apply)

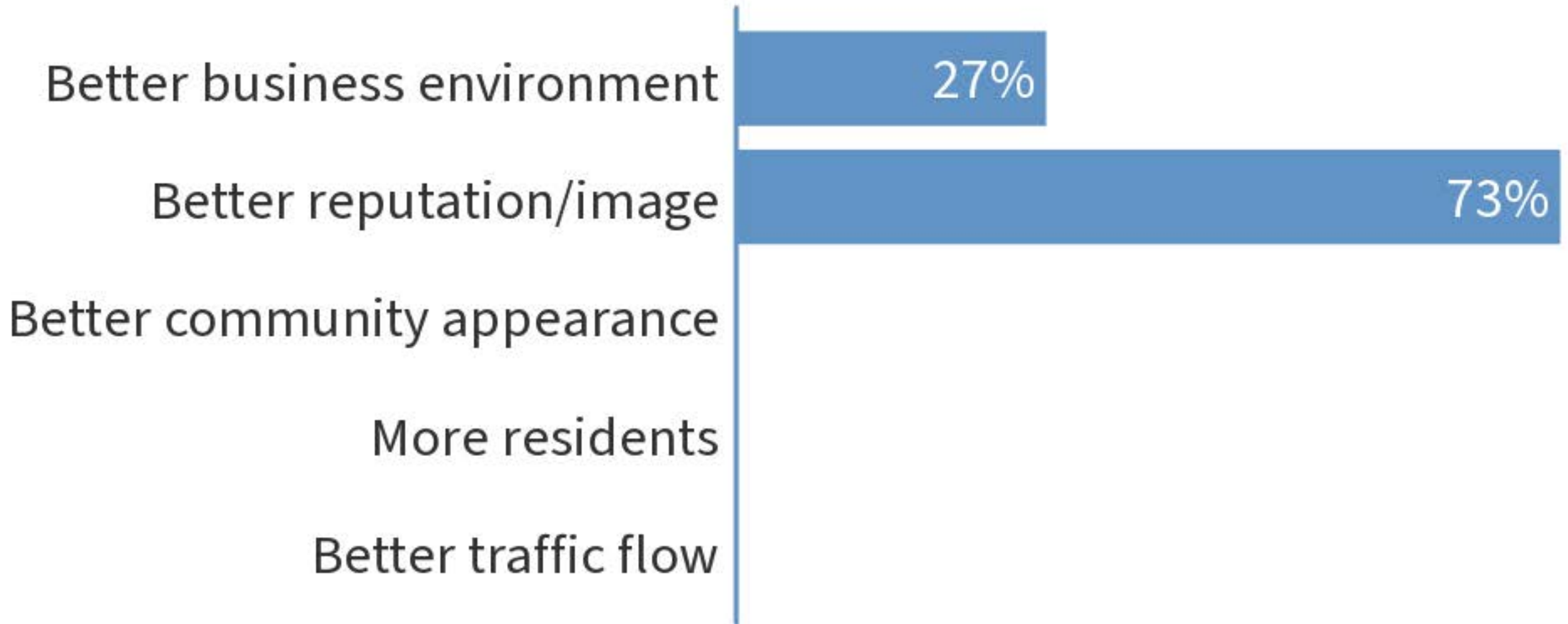


# STEERING COMMITTEE INPUT

**GOALS: Which 2016 Goals still resonate for you? Select all that apply.**



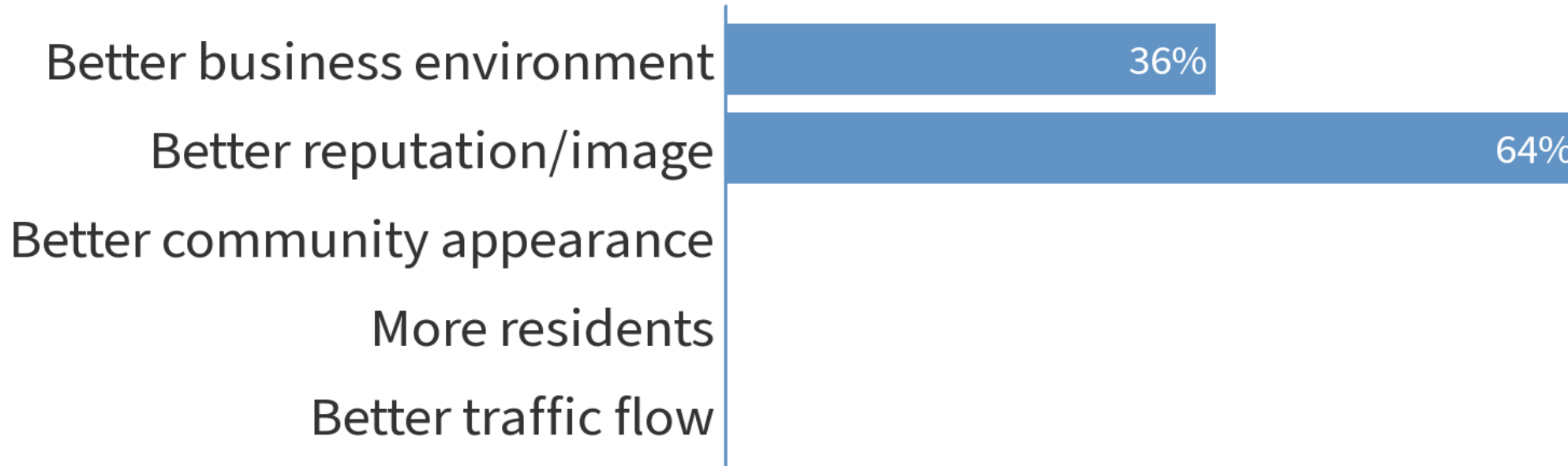
**GOALS: Which of 2016 Goals is the MOST important to the City's future? (select only one)**





# STEERING COMMITTEE INPUT

**GOALS: Which of 2016 Goals do you feel is the MOST important to the City's future? Select only one.**



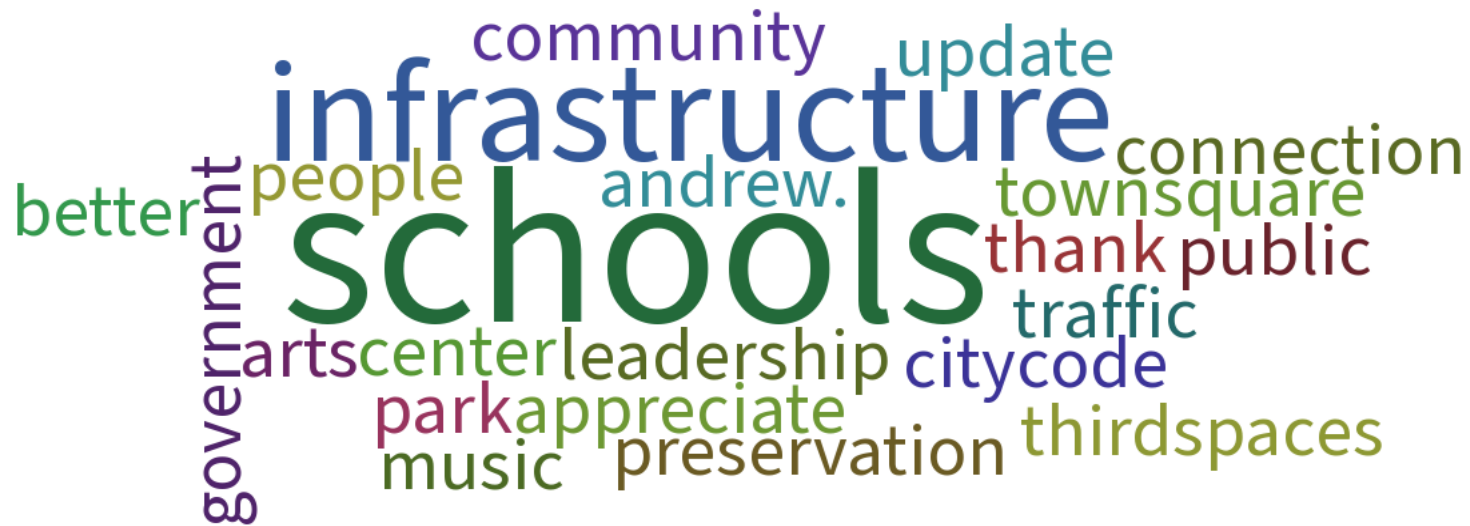
**GOALS: Any new Goals you would add? (one-word or hyphenated responses are best)**

A word cloud featuring the word 'leadership' in the largest, central font. Other words are scattered around it in various sizes and colors. The words include: 'communication' (purple), 'improvement' (green), 'better' (dark red), 'residents' (blue), 'festivals' (purple), 'parks' (purple), 'trees' (purple), and 'inclusion' (green).

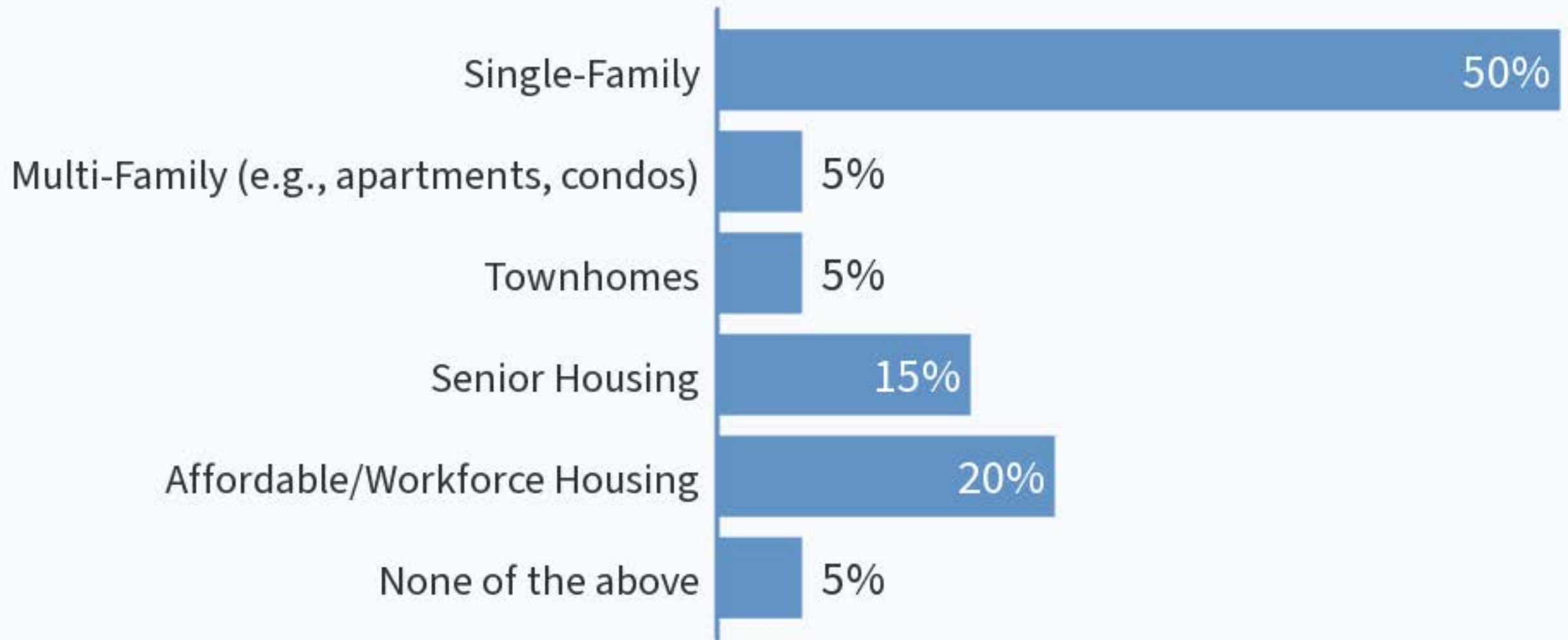
communication  
better improvement  
residents  
leadership  
festivals parks trees  
inclusion

# STEERING COMMITTEE INPUT

**GOALS: Describe one new Goal you would add to the 2016 Goals. Try to use as few words as possible.**



# What types of new housing would you like to see in Stone Mountain? (select all that apply)



# ONLINE SURVEY INPUT

How do you perceive the supply/amount of the following housing types in Stone Mountain?

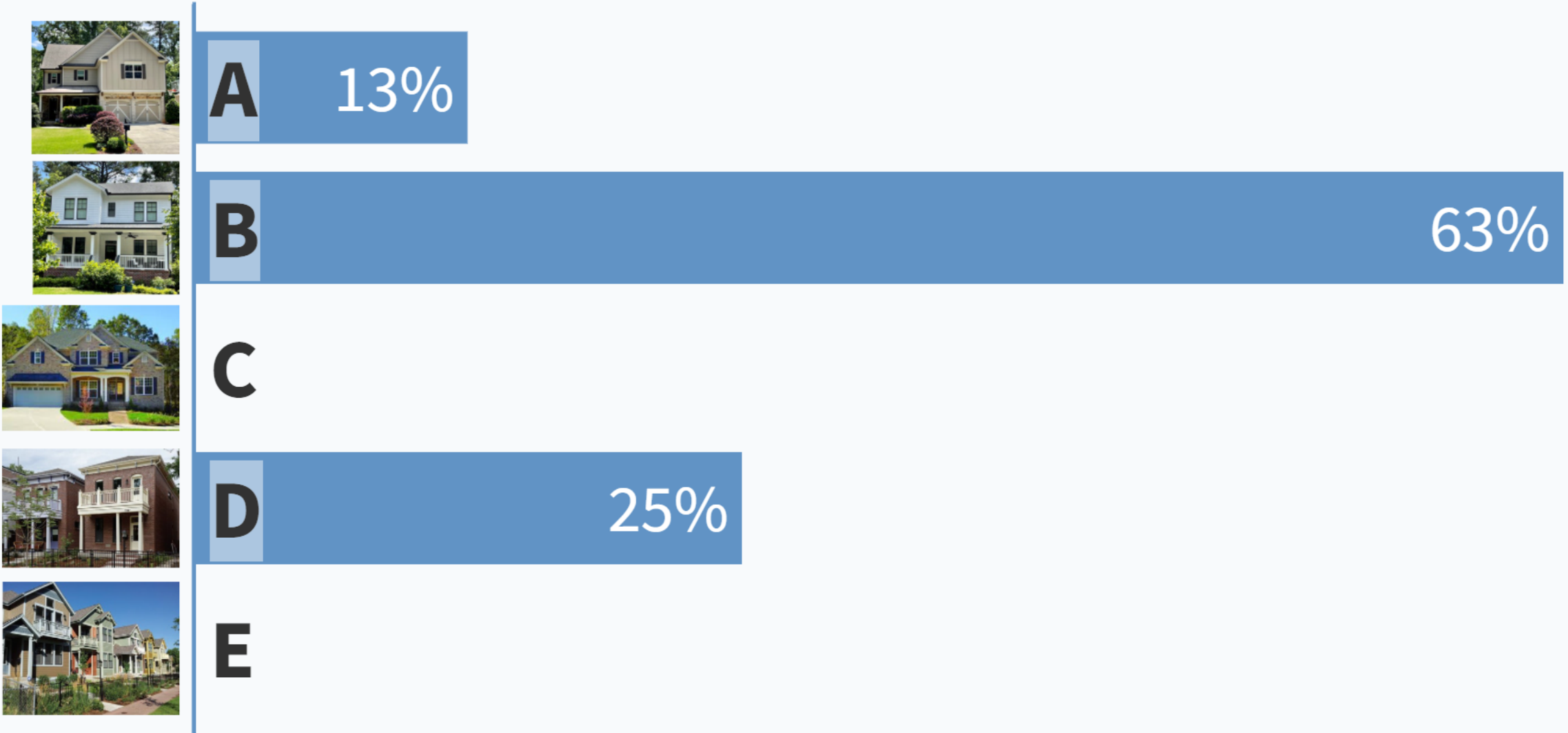
	Need More	Have the Right Amount	Need Less	No Opinion
Affordable Housing	27% Need More	45% Have the Right Amount	7% Need Less	20% No Opinion
Senior Housing	22% Need More	40% Have the Right Amount	7% Need Less	31% No Opinion
Multi-Family Housing	19% Need More	25% Have the Right Amount	39% Need Less	17% No Opinion
Mixed-Income Housing	21% Need More	43% Have the Right Amount	14% Need Less	21% No Opinion

59 respondents





Which new single-family house type would you like to see in Stone Mountain? (select only one)



### Which garage type would you prefer in new homes? (select only one)



A

10%



B

10%



C

10%



D

40%



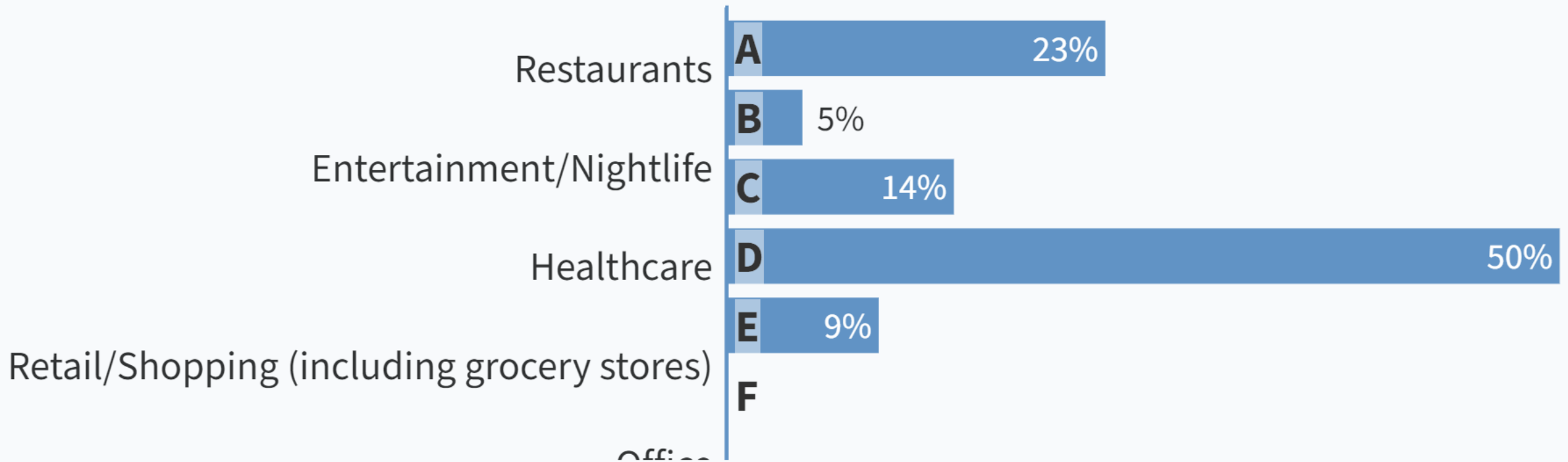
E

30%

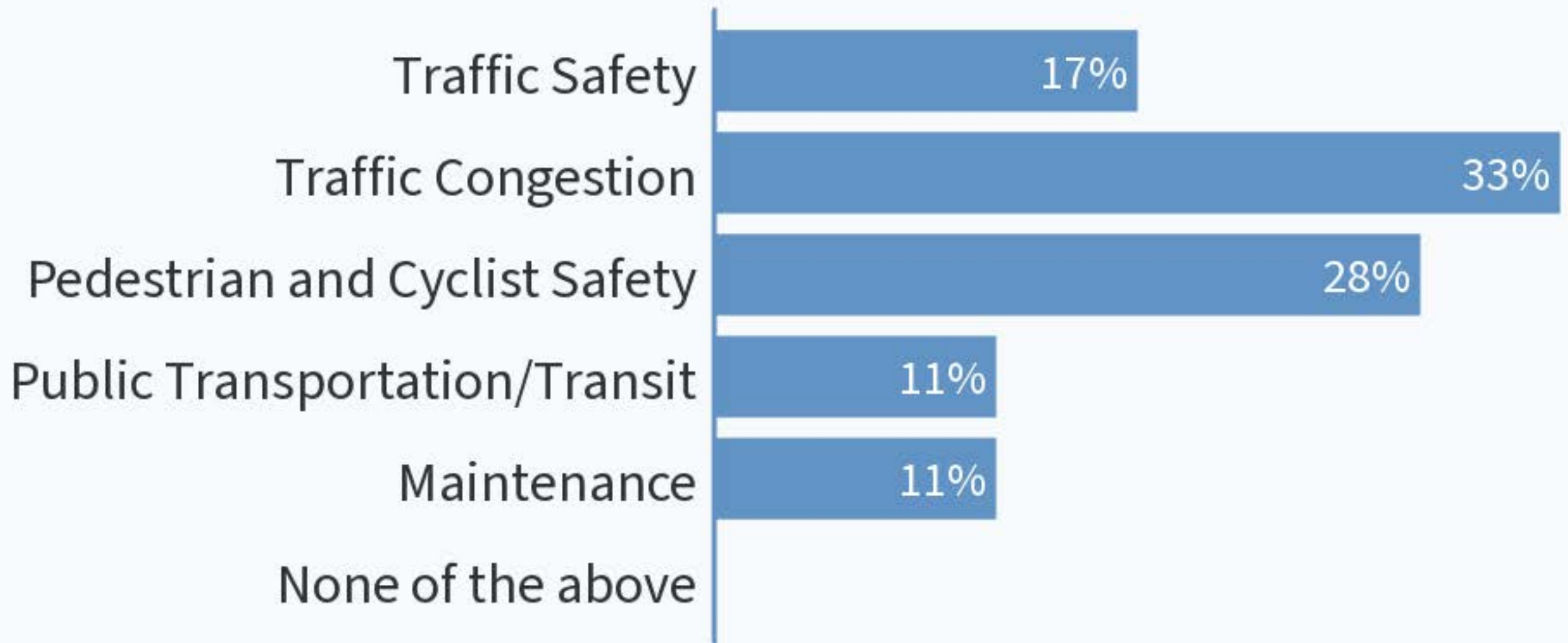
Respond at [PolleEv.com/cdev555](https://PolleEv.com/cdev555)

Text **CDEV555** to **22333** once to join, then **A, B, C, D, E...**

# In general or overall, what types of new commercial development would you like to see in Stone Mountain? (select all that apply)



# What are the biggest transportation issues in Stone Mountain? (select all that apply)



# ONLINE SURVEY INPUT

How do you perceive the following aspects of the City's transportation system?

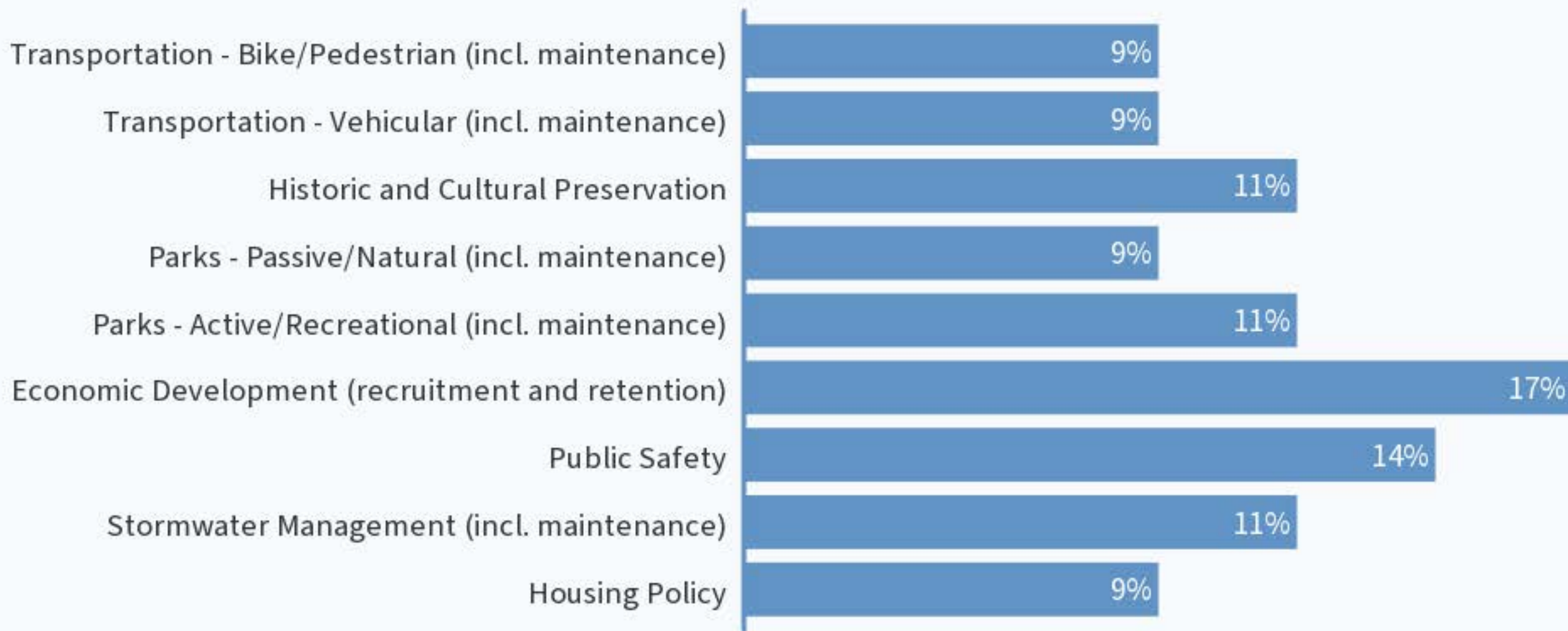
	Poor	Below Average	Adequate	Good	Excellent	No Opinion
Traffic Safety	22% Poor	35% Below Average	24% Adequate	13% Good	2% Excellent	4% No Opinion
Traffic Congestion	55% Poor	29% Below Average	11% Adequate	2% Good	- Excellent	4% No Opinion
Roadway Conditions/Maintenance	38% Poor	29% Below Average	30% Adequate	4% Good	- Excellent	- No Opinion
Pedestrian and Bicycle Safety	29% Poor	40% Below Average	22% Adequate	5% Good	2% Excellent	2% No Opinion
Public Transportation/Transit	19% Poor	23% Below Average	36% Adequate	8% Good	- Excellent	15% No Opinion

58 respondents

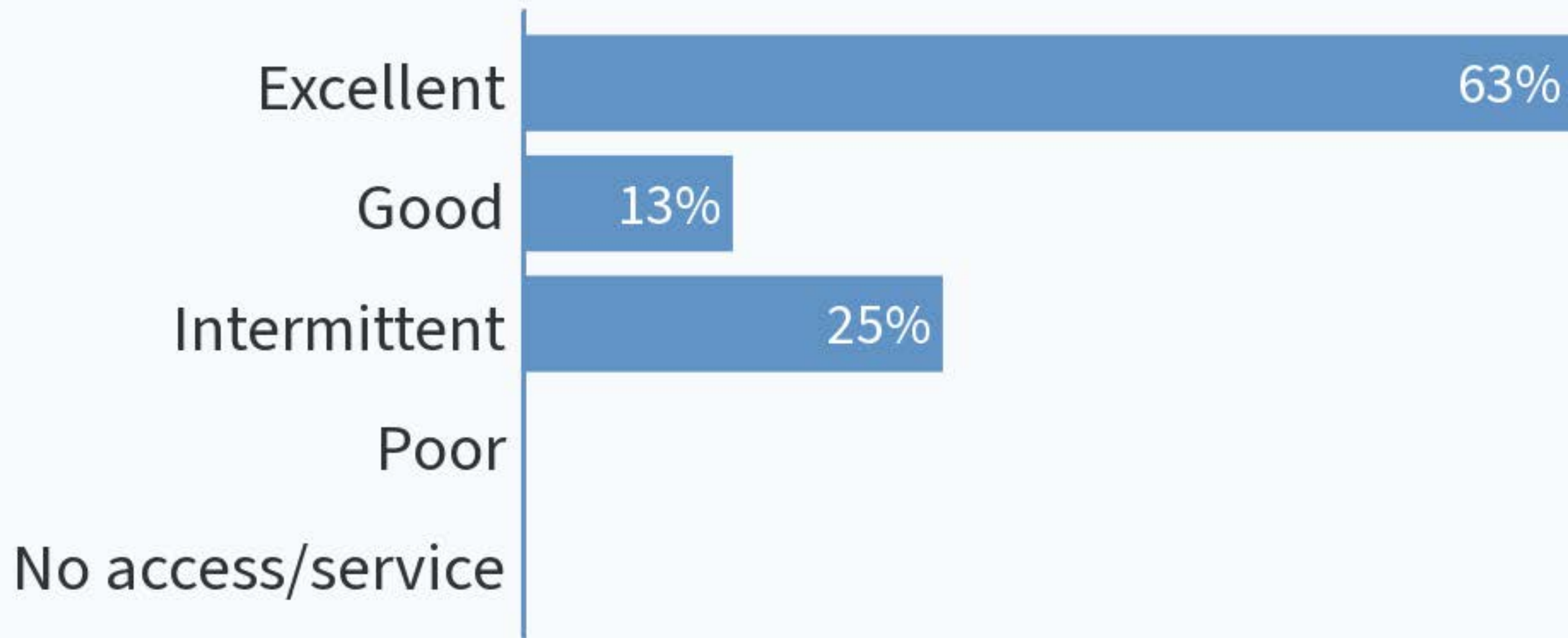




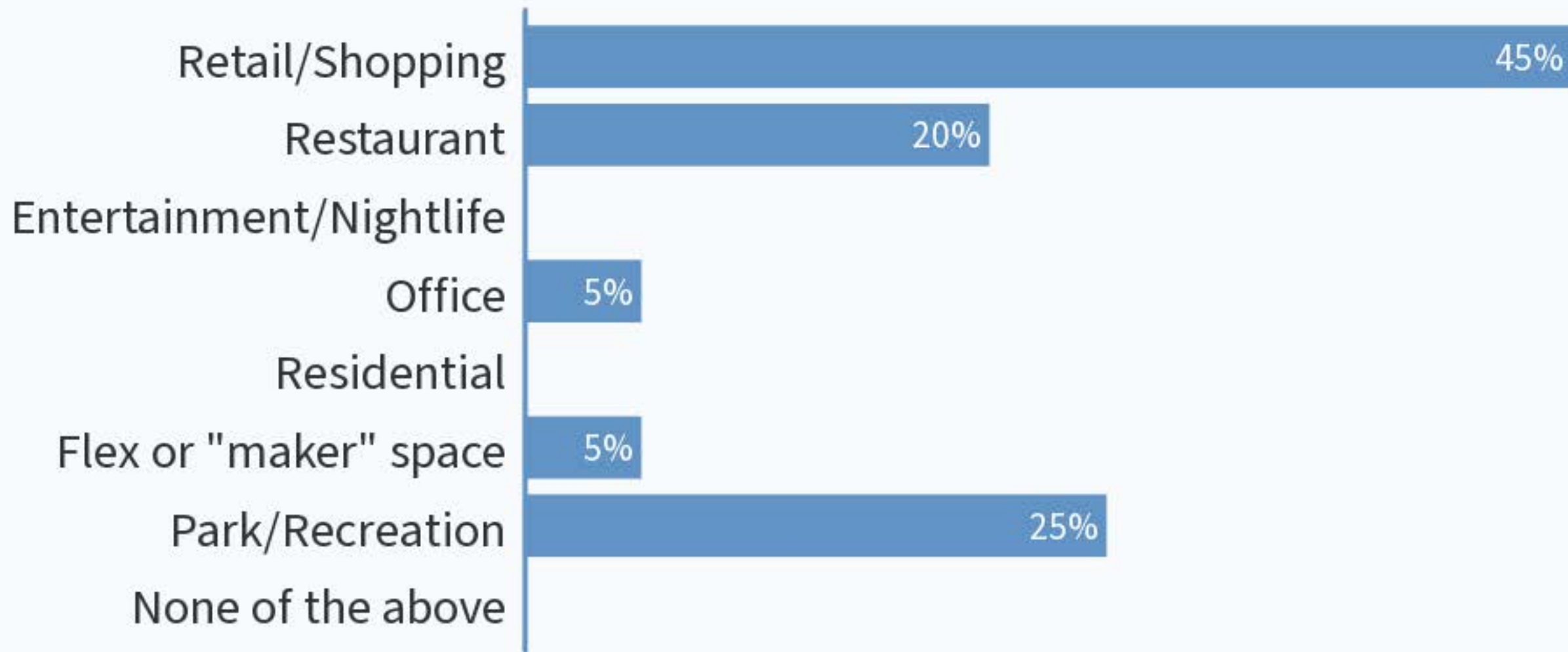
# Select your Top 5 types of public investments you'd like to see the City focus on.



# What is your experience with internet (broadband) service?

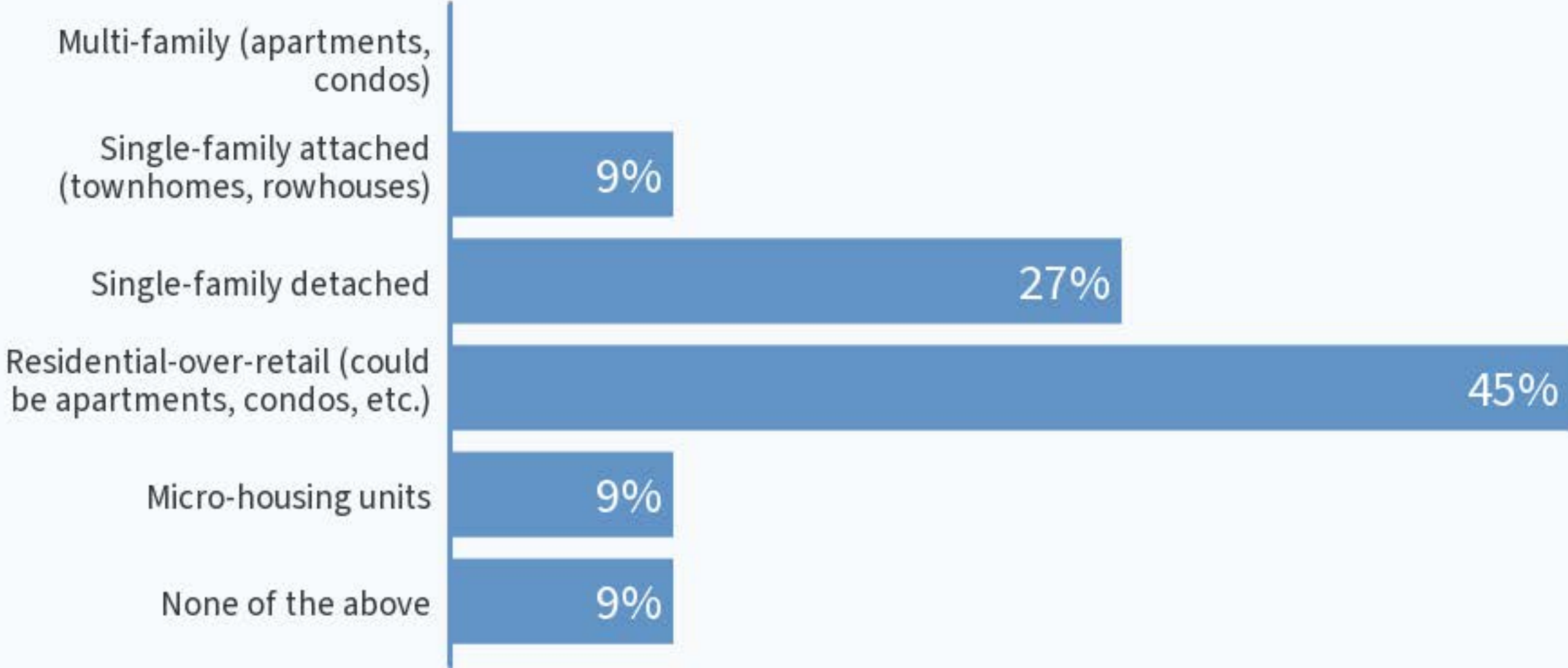


# What new uses would make you the most excited about spending time Downtown? (select all that apply)

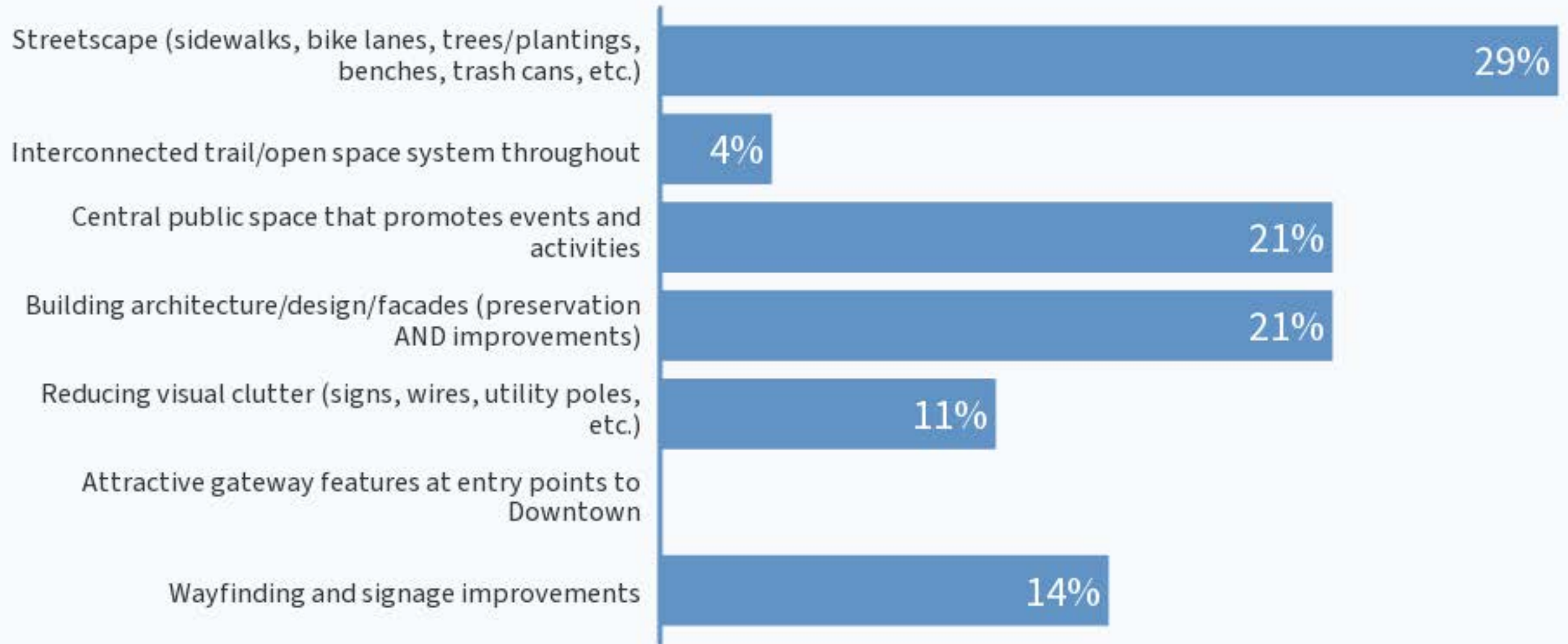


# What kinds of housing would you like to see Downtown?

(select all that apply)



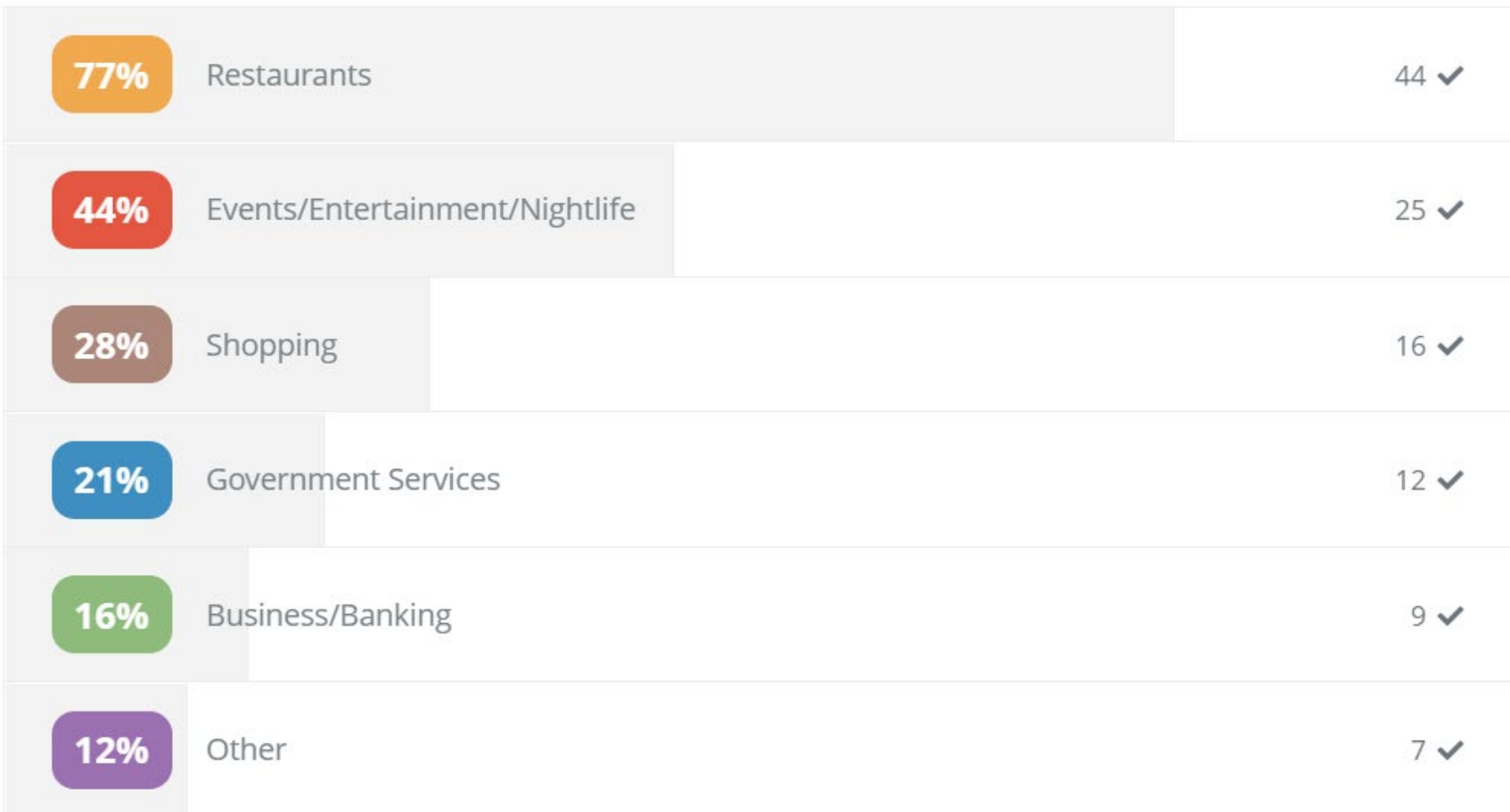
# Select your Top 3 focus areas for improving the Downtown experience/environment.





# ONLINE SURVEY INPUT

What is your primary reason for visiting downtown Stone Mountain (select all that apply)



57 Respondents



**What about Stone Mountain makes you proud to live and/or work here? (one-word or hyphenated responses are best)**

A word cloud of responses to the survey question. The word "community" is the largest and most prominent, centered in the image. Other words are scattered around it, including "friends", "nothing", "friendly-people", "small", "comments", "shown.", "attendees", and "friendliness". The words are in various colors and sizes, with "community" being the largest and most central.

small friends comments shown. friendly-people  
community  
nothing attendees  
friendliness

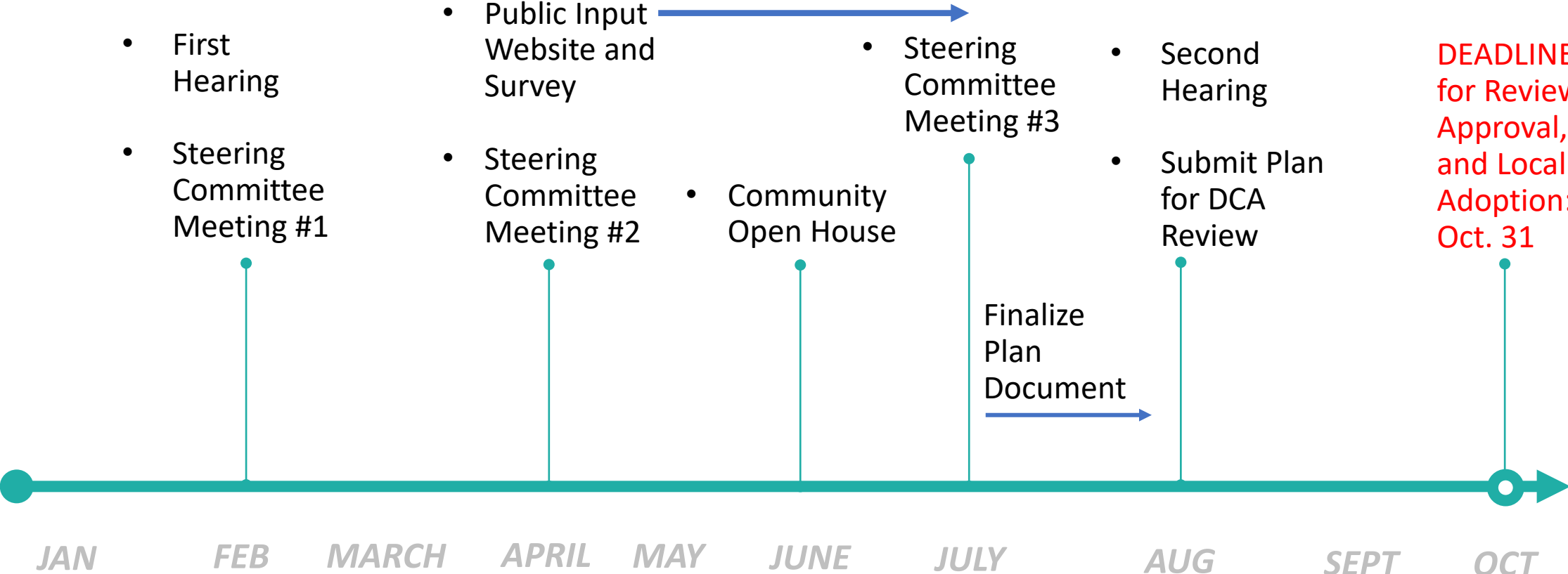




# NEXT STEPS



# PLAN SCHEDULE



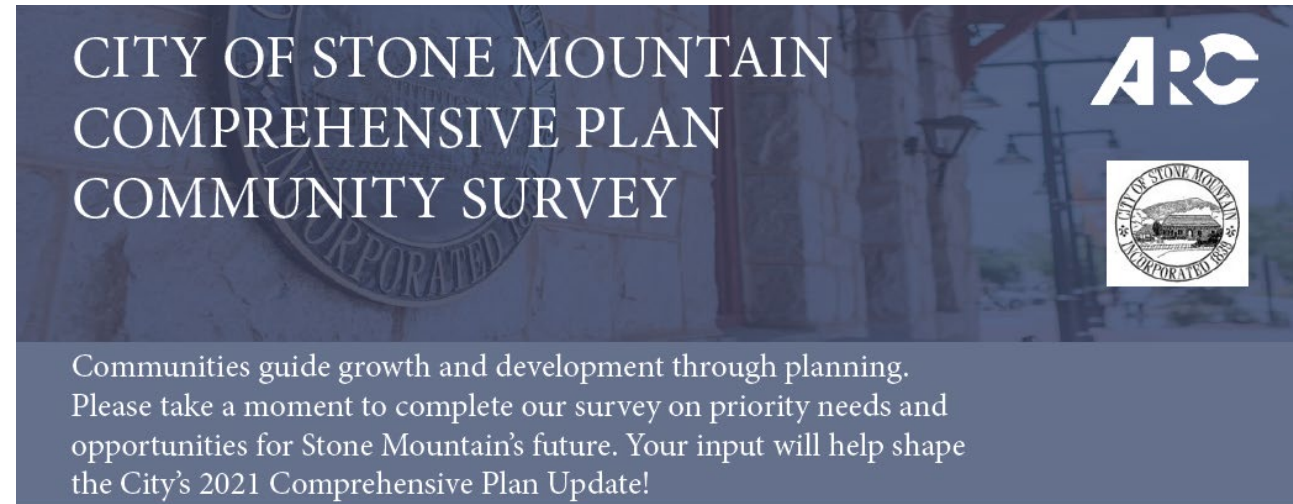
2021





# PublicInput.com/StoneMountainPlanUpdate2021


- Main site for public engagement
- Allows activities and input similar to in-person open house
  - **Community Survey**
- Educates on background/process
- Allows for input any time during process and records all comments for review
- **Check it out and take the survey!**



CITY OF STONE MOUNTAIN  
COMPREHENSIVE PLAN  
COMMUNITY SURVEY

Communities guide growth and development through planning. Please take a moment to complete our survey on priority needs and opportunities for Stone Mountain's future. Your input will help shape the City's 2021 Comprehensive Plan Update!

ARC



To take the survey, just go online to this web address:

<https://publicinput.com/StoneMountainPlanUpdate2021>

You can also use the camera app on your smartphone to scan the QR code at left.

Thank you for your participation!





# THANK YOU!

Andrew Smith  
Atlanta Regional Commission  
[asmith@atlantaregional.org](mailto:asmith@atlantaregional.org)



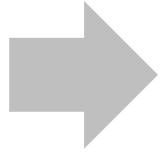
# CITY OF STONE MOUNTAIN

## 2021 COMPREHENSIVE PLAN UPDATE

**STEERING COMMITTEE MEETING #3 – AUGUST 12, 2021**

# REQUIRED PLAN ELEMENTS

*REQUIRED  
FOR ALL*



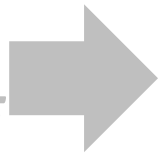
**VISION &  
GOALS**

**NEEDS &  
OPPORTUNITIES**

**COMMUNITY  
WORK  
PROGRAM**

**BROADBAND  
SERVICES**

*REQUIRED  
FOR SOME*



**CAPITAL  
IMPROVEMENTS  
ELEMENT**

**LAND USE**

**ECONOMIC  
DEVELOPMENT**

**TRANSPORTATION**

**HOUSING**

# KEY REQUIRED ELEMENTS FOR UPDATE

- Updated Needs and Opportunities
  - Informs any updates to Vision/Goals and other elements
- Updated Land Use Element
- Broadband Element (was not required until 2018)
- Report of Accomplishments (ROA)
  - Documents status of every item in current plan's 5-Year Community Work Program (CWP)
- Updated 5-Year CWP
  - Includes items noted as Underway or Postponed in ROA, plus any brand-new items resulting from 2021 planning process



# Where We've Been

- Steering Committee #1 – Feb. 23
  - Demographic Data
  - Needs & Opportunities
- Steering Committee #2 – May 3
  - Vision & Goals
  - Future Land Use
- Online Survey – April 22 to July 6
  - EVERYTHING!
- Virtual Public Meeting – June 17
  - EVERYTHING!
- Steering Committee #3 – Today
  - Summary

## CITY OF STONE MOUNTAIN COMPREHENSIVE PLAN COMMUNITY SURVEY

ARC



Communities guide growth and development through planning. Please take a moment to complete our survey on priority needs and opportunities for Stone Mountain's future. Your input will help shape the City's 2021 Comprehensive Plan Update!



To take the survey, just go online to this web address:

<https://publicinput.com/StoneMountainPlanUpdate2021>

You can also use the camera app on your smartphone to scan the QR code at left.

Thank you for your participation!

ARC





# KEY THEMES



# KEY THEMES

- *Italics* = In existing plan but seems less important now
- **Black** = In existing plan and largely reaffirmed
- **Teal** = New or unique from this planning process

# KEY THEMES: NEEDS/CHALLENGES

## Economic Development

- Coordination between City and Park
- ~~Designated parking for downtown users vs. Park users~~ (move to “Community Facilities/Services”)
- Insufficient (locally-owned and -serving) retail, esp. downtown
- Inconsistent business hours downtown
- Business retention, incubation, recruitment
- Better align business interests → improve their interaction w/ community
- Branding and marketing
- Identity beyond history, Park access, regional convenience
- Events, programming, community-building
- Limited growth in new resident population, esp. young families
- School quality and perception



# KEY THEMES: NEEDS/CHALLENGES

## Land Use and Housing

- *More renters than owners*
- *Local opposition to new, innovative, or higher density development*
- Unsafe and vacant housing and buildings / code enforcement
- Aging housing / code enforcement
- Limited mix of uses, e.g., offices/lofts over Main St. retail
- Lack of downtown vibrancy
- Minimal new housing in recent years
- Preservation of affordability / equitable development



# KEY THEMES: NEEDS/CHALLENGES

## Community Facilities and Services

- Identifiable, aesthetically pleasing gateways
- ~~Uneven, damaged or non-existent sidewalks~~ (duplicated in “Transportation and Infrastructure”)
- Undeveloped/vacant sites that could accommodate facility needs
- Untapped potential for more parks, rec facilities and community spaces
- Lack of playgrounds in parks
- No central, City-managed community or senior center
- Parking for Downtown vs. Park users (moved from Economic Dev’t)





# KEY THEMES: NEEDS/CHALLENGES

## Transportation and Infrastructure

- Congestion and inadequate traffic operations on Main St.
- Cut-through traffic in neighborhoods
- Intersection of East Ponce, Main, Silver Hill, JBR Memorial
- Improvement and expansion needed for sidewalk network
- Limited safe pedestrian crossings throughout city
- ROW infrastructure needing repair: striping, pavement, drainage, curbs, sidewalks, signage
- Beautification: overgrowth management, landscaping improvement



# KEY THEMES: NEEDS/CHALLENGES

## Natural and Cultural Resources

- *Opposition to historic preservation in some communities*
- Historic structures in need of restoration/rehabilitation
- Untapped opportunities for ~~additional~~ natural/passive greenspace and parks
- Impervious surfaces and impaired natural resources
- Arts and culture support/programming



# KEY THEMES: OPPORTUNITIES/ASSETS

- Access/location
- Growth of nearby cities
- Opportunity for incremental infill and redevelopment
- Affordability, strong middle class
- Historic identity
- Low crime
- ~~Investment~~ – Seems more like a Need?
- Railroad/depot
- Street grid
- ~~Downtown events~~ – Seems more like a Need?
- Community Garden
- Stone Mountain Park
- Inclusivity, people/residents, sense of community, strong and caring neighborhoods



# KEY THEMES: VISION & GOALS

## VISION

*Stone Mountain Village, ~~Atlanta's Mountain Town~~, is **will be** a **visionary**, diverse, **energetic vibrant**, sustainable community where people live, visit, create, learn, play and prosper together.*

## GOALS

- Better business environment
- Better reputation/image
- Better community appearance
- More residents
- Better traffic flow
- **More vibrant downtown and resilient neighborhoods**



BUY A ROUND

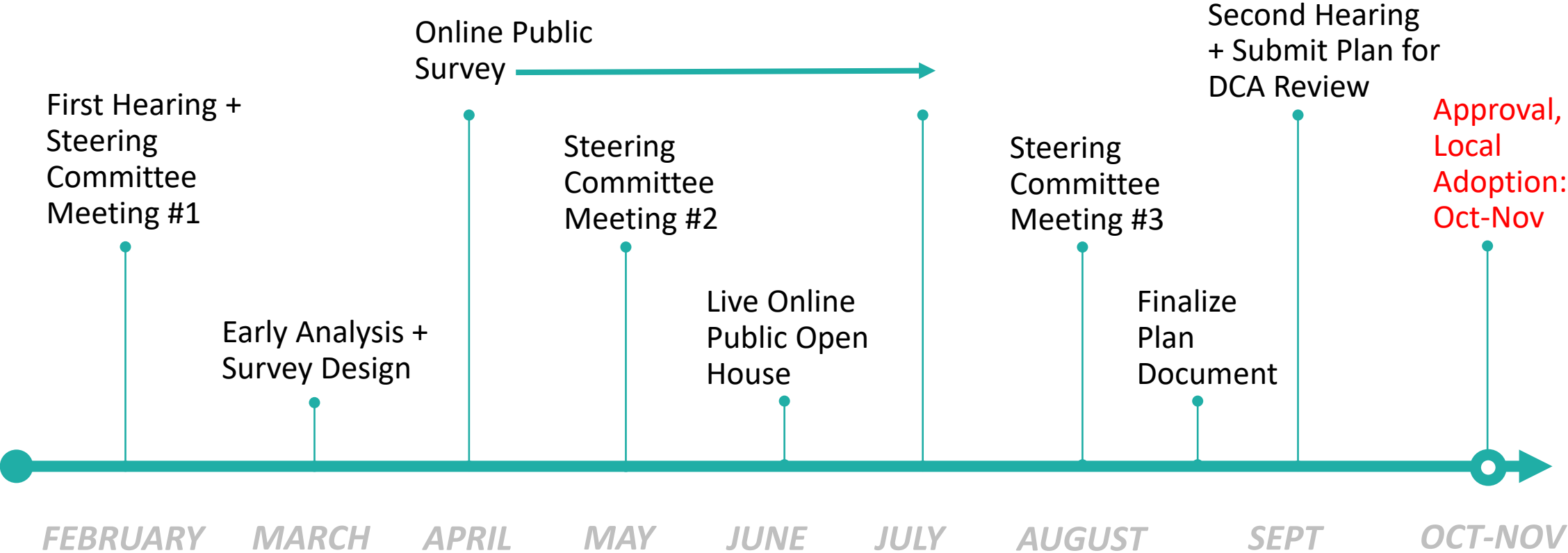
TRIP

# NEXT STEPS





# PLAN SCHEDULE



2021



# THANK YOU!

**Andrew Smith**  
**Atlanta Regional Commission**  
**[asmith@atlantaregional.org](mailto:asmith@atlantaregional.org)**



# Mobile COVID-19 vaccination units make more stops across DeKalb County

**BY CHRISTINE FONVILLE**  
CHRISTINE@DEKALBCHAMP.COM

The DeKalb County Board of Health has added mobile vaccination unit stops in an effort to protect residents against the COVID-19 virus.

The mobile units will roll out to four new stops on Tuesdays, Wednesdays, and Thursdays throughout the county on a rotating basis. Six mobile medical units are being deployed throughout the county, but all may not be deployed at once as the units must be rotated for cleaning and restocking, said DeKalb County Board of Health Public Information Officer **Eric Nickens**.

“The additional unit stops [are] all about providing greater access and convenience to residents who desire to get the COVID-19 vaccine, particularly those who may have limited transportation options,” Nickens explained.

The mobile units made new stops in Ellenwood and Atlanta last week.

The locations and times for the additional mobile unit stops are:

-Sept. 8 and 15 from 3 to 7 p.m. at Exchange Recreation and Integrational Center, 2771 Columbia Drive, Decatur

-Sept. 2 from 3 to 7 p.m. at Redan Recreation Center, 1839 Philips Road, Lithonia

The mobile units were implemented earlier this year as part of ongoing efforts to stop the spread of COVID-19. The latest data shows that about 40 percent of Georgia’s population has been fully vaccinated.

Nickens said the plan to increase the number of unit stops was already underway before the U.S. Food and Drug Administration approved the Pfizer-BioNTech COVID-19 vaccine on Aug. 23.

For now, the mobile units will only be providing shots to residents who have yet to be vaccinated, but a third booster dose option is on the way.

According to its website, the department “will offer third doses of Pfizer and Moderna COVID-19 vaccines for people with weakened immune systems soon. We’re awaiting further guidance from Georgia Department of Public Health.”

Vaccinations at the mobile units are available on a walk-up basis. Residents 12 and older are eligible but a parent or guardian must accompany those between the ages of 12 and 17. The vaccines are free and no identification, proof of citizenship, health insurance information or appointment is required.

To view the entire mobile unit stop calendar, visit [www.dekalbhealth.net/mobile-covid-19-vaccination-clinic/](http://www.dekalbhealth.net/mobile-covid-19-vaccination-clinic/).



A mobile vaccination unit stops at Candler Plaza in Decatur.



Medical professionals and volunteers work during a mobile unit vaccination stop at Candler Plaza in Decatur.

## PUBLIC NOTICE CITY OF STONE MOUNTAIN 2021 COMPREHENSIVE PLAN UPDATE PUBLIC MEETING/TRANSMITTAL HEARING

Please join your fellow community members for a virtual public meeting/hearing on the draft 2021 City of Stone Mountain Comprehensive Plan Update. This hearing is a requirement of the Georgia Department of Community Affairs (DCA) *Minimum Standards and Procedures for Local Comprehensive Planning*. The purpose of the hearing is to brief the community on the contents of the draft plan update; provide an opportunity for community members to make public comments regarding suggestions, additions or revisions; and notify the community of when the plan will be submitted to the Atlanta Regional Commission (ARC) and DCA for regional/state review.

•When: Tuesday, September 21, 2021 at 6:30 PM

•Where: Online via Zoom  
One tap mobile: US: +13126266799, 88973788274# or +16465588656, 88973788274#

Meeting URL: <https://us02web.zoom.us/j/88973788274?pwd=NWxnNDJrOEVWc2NmZUZEQm9jMHhvQT09>

Meeting ID: 889 7378 8274  
Passcode: 052717

Facebook Live Stream  
<https://www.facebook.com/CityofStoneMtn>

•Topic: City of Stone Mountain Comprehensive Plan Update Draft Review

Community members are encouraged to visit the **COMPREHENSIVE UPDATE PROJECT SITE** at: <https://publicinput.com/StoneMountainPlanUpdate2021>

## PUBLIC NOTICE CITY OF STONE MOUNTAIN 2021 COMPREHENSIVE PLAN UPDATE PUBLIC MEETING/TRANSMITTAL HEARING

Please join your fellow community members for a virtual public meeting/transmittal hearing, to provide input for the ongoing 2021 update and to receive public comment on the City of Stone Mountain’s Comprehensive Plan draft document!

•When: Tuesday, September 21, 2021 at 6:30 PM

•Where: Online via Zoom  
One tap mobile: US: +13126266799, 88973788274# or +16465588656, 88973788274#  
Meeting URL: <https://us02web.zoom.us/j/88973788274?pwd=NWxnNDJrOEVWc2NmZUZEQm9jMHhvQT09>  
Meeting ID: 889 7378 8274  
Passcode: 052717

Facebook Live Stream  
<https://www.facebook.com/CityofStoneMtn>

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# New director of DeKalb County Board of Health outlines initiatives, ideas to better community

BY CHRISTINE FONVILLE  
CHRISTINE@DEKALBCHAMP.COM



Dr. Sandra Valenciano is the new District Health Director for the DeKalb County Board of Health. / Photo submitted by the DeKalb Board of Health

While **Dr. Sandra Valenciano** is new to her position as the District Health Director for the DeKalb County Board of Health, she brings the experience and knowledge she gained as the board's Medical Director for the Division of Community Health and Prevention Services beginning last year. Since that time, she has led the COVID-19 response overseeing testing and COVID-19 vaccination efforts, in addition to, standardizing several COVID-19 operating procedures.

"I can probably say that I have never worked more in my life," said Valenciano in an interview with *The Champion*. "The response is certainly a marathon and not a sprint. When I came in

and COVID-19 vaccination operations. There is no official guidebook on how to operate these massive endeavors seamlessly, and there have been a lot of lessons learned throughout my time here. Things are constantly changing, and we have to be able to adapt very quickly as new information

comes to light and as the evidence changes."

Tackling the ever-evolving COVID-19 crisis throughout DeKalb County is a big part of Valenciano's immediate goals as district health director.

"We want to continue to vaccinate as many DeKalb County residents

as possible," she said. "I want to ensure that those community members that are unvaccinated remain our top priority. We're also now evaluating our response to the pandemic to identify best practices and gaps so that we can improve our actions as the pandemic continues."

Other concerns for

SEE HEALTH ON PAGE 11

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

## Public Hearing Notice

Notice is hereby given that the Metropolitan Atlanta Rapid Transit Authority (MARTA) Board of Directors will hold public hearings for the purpose of considering the

**Proposed Bus Service Changes Effective December 4, 2021 for the following bus routes:**

- Route 12:** Howell Mill Road / Cumberland,
- Route 95:** Metropolitan Parkway,
- Route 194:** Conley Road / Mt. Zion, **Route 196:** Upper Riverdale

To participate in MARTA's upcoming public hearings:

**Tuesday, September 14 - IN PERSON**

Proposed Route Review: 6 PM  
**PUBLIC HEARING: 7 PM**  
*Masks required, social distancing*

Flint River Community Center  
153 Flint River Road  
Riverdale, GA 30274  
Riding MARTA: Route 191

**Wednesday, September 15 - VIRTUAL**

Proposed Route Review: 10 AM  
**PUBLIC HEARING: 11 AM**

Go to itsmarta.com  
to join the virtual hearing  
Phone In: call 646-558-8656  
Webinar ID: 870 13611349  
Access Code: 424536

**Thursday, September 16 - IN PERSON**

Proposed Route Review: 6 PM  
**PUBLIC HEARING: 7 PM**  
*Masks required, social distancing*

MARTA Headquarters  
2424 Piedmont Road, N.E.  
Atlanta, GA 30324  
Riding MARTA: Red/Gold Line to Lindbergh Center Station (north exit)

**COMMUNITY REVIEW**

An overview of the proposed service changes, routing and maps will be available for review from September 14 to September 21 at itsmarta.com.

Copies of the proposed service changes and routing will also be available for public viewing at MARTA Headquarters, 2424 Piedmont Road, N.E. Atlanta, Georgia 30324 during regular business hours, Mon-Fri-8:30 am to 5:00 pm.

For accessible formats (FREE of charge) in accordance with the ADA and Limited English Proficiency regulations contact, (404) 848-4037. For those patrons requiring further accommodations, information can be obtained by calling the Telephone Device for the Deaf (TDD) at (404) 848-5665.

In addition, a sign language interpreter will be available at the hearing. If you want to provide comments you may: (1) leave a message at (404) 848-5299; (2) write to MARTA's Office of External Affairs, 2424 Piedmont Road, N.E. Atlanta, GA 30324- 3330; (3) complete an online Comment Card at itsmarta.com; (4) email to custserv@itsmarta.com; (5) or fax your comments no later than September 21, 2021 to (404) 848-5035.

All citizens of the City of Atlanta and the counties of Fulton, DeKalb and Clayton whose interests are affected by the subjects to be considered at the hearing are hereby notified and invited to appear at said time and place and present such evidence, comment or objection as their interests require. To learn more, visit itsmarta.com or call 404-848-5000.



Jeffrey A. Parker, General Manager/CEO

**PUBLIC NOTICE**

**CITY OF STONE MOUNTAIN  
2021 COMPREHENSIVE PLAN UPDATE  
PUBLIC MEETING/TRANSMITTAL  
HEARING**

Please join your fellow community members for a virtual public meeting/transmittal hearing, to provide input for the ongoing 2021 update and to receive public comment on the City of Stone Mountain's Comprehensive Plan draft document!

•**When:** Tuesday, September 21, 2021 at 6:30 PM

•**Where:** Online via Zoom

One tap mobile: US: +13126266799, 88973788274# or +16465588656,,88973788274#

**Meeting URL:** [https://us02web.zoom.us/j/88973788274?](https://us02web.zoom.us/j/88973788274?pwd=NWxnNDJrOEVWc2NmdUZEQm9jMHhvQT09)

**pwd=NWxnNDJrOEVWc2NmdUZEQm9jMHhvQT09**

**Meeting ID:** 889 7378 8274

**Passcode:** 052717

**Facebook Live Stream**

<https://www.facebook.com/CityofStoneMtn>

•**Topic:** City of Stone Mountain Comprehensive Plan Update Draft Review

Community members are encouraged to visit the **COMPREHENSIVE UPDATE PROJECT SITE** at: <https://publicinput.com/StoneMountainPlanUpdate2021>





# City of Stone Mountain 2021 Comprehensive Plan Update

MOVE 

FILTER BY SEGMENT 

OPTIONS 



Project Engagement

VIEWS

572

RESPONSES

1,168

SUBSCRIBERS

2

PARTICIPANTS

86

COMMENTS

291

## What are the three (3) strongest assets in Stone Mountain currently?

Proximity to the park  
The bones for a thriving business community  
Loyal locals dying for things to do/ places to go in stone mountain

4 months ago

[53 Agree](#)

Community  
Walk ability  
Small size

4 months ago

[37 Agree](#)

Potential for thriving business and social community  
Walkability

4 months ago

[29 Agree](#)

Friendly atmosphere, small town feel, proximity to other local destinations

4 months ago

[25 Agree](#)

Potentially walkability- some improvement still badly needed.

4 months ago

[23 Agree](#)

Stone Mountain Park  
Thousands of cars travel up and down Main Street everyday.  
Historic City

4 months ago

[2 Agree](#)

The walkability. Small town feel but still close to the city. The potential of growing into a really thriving town. So many opportunities for growth and development if government would allow change.

4 months ago

[1 Agree](#)

Diversity  
Stone Mountain Park  
Downtown

4 months ago

[1 Agree](#)

Proximity to Stone Mountain Park  
Georgia Military College  
New businesses revitalizing downtown business district

3 months ago

diversity of the community  
areas of natural beauty  
affordability

3 months ago

As long as Main St continues to be a drive through only, our businesses will suffer. Our streets and roads in coming and out going will continue to be destroyed. Parking free for St Mt Park visitors will continue to stop the flow of revenue to businesses on Main St and side streets . We can only grow if we do this together. Conflicts among residents, council members and businesses has to stop. There must be Unity. Raising of taxes with no concern that we were all suffering through this pandemic was unconquerable. Why do we still have NO library? This is a source of education, computer assistance for those that need help and not to mention books for us all to indulge in through this unusual time.

3 months ago

The city has alot of potential but there is to much red tape to start a business.And the leadership or people in power aren't properly spending the funds I've been a home owner since 1997 here and have payed close attention.Also the property taxes are ridiculous for this small town and compared to near by cities .

3 months ago

Proximity to the ATL  
Proximity to Stn Mtn Park  
Potential for walkability

3 months ago

Proximity to ATL  
Proximity to Stn Mtn Park  
Walkability

3 months ago

Stone Mountain is close to the park and everyone just parks here so they can go in for free. There is not shops here for people to purchase items from other that drinking and dining establishments. This used to be a thriving community and over the years the town has gone in the toilet. There are no festivals, outdoor events or even parades anymore.

3 months ago

Historical importance of Shermantown and stories of generations of residents

3 months ago

Proximity to the park  
The expanding dining and shopping options  
Walking to the village or parking and being able to walk to dine and shop

3 months ago

The growth of the ATL region and the current availability of reasonably priced real estate.

3 months ago

Small size, proximity to park, small businesses

3 months ago

Natural resources and "Urban Forest" environment  
Historic homes and Main Street commercial core  
Close proximity to St Mtn Park and Atlanta

3 months ago

Its history and its historic buildings

4 months ago

A massive infrastructure project on James B. Rivers East from Memorial Drive to Ponce de Leon Avenue would be a great step toward creating a positive image for the city and a safe pedestrian and cyclist pathway to the mountain. This street is a major gateway to the state's largest tourist attraction, Stone Mountain, as well as to the City of Stone Mountain and currently the business district in this area looks like something from a Zombie Apocalypse movie. The currently approved traffic study does NOT take the needs or desires of the residents and businesses into account and does not provide a measurement for tracking the point at which traffic speeds reach their peak, which is in front of Veal Street. There is zero transparency about the cost of the study and why it does not include this key detail or why it does not include an accounting for the weights of the massive vehicles that use this street on a regular basis. There is currently no way to safely walk in this area to downtown or to the mountain and the City Council has so far refused to include these key measurements in the upcoming traffic study. To obtain accurate information on ways to proceed with improvements to this area, both of these details need to be measured and the will of the tax paying citizens with regard to how the study is handled, needs to be addressed. The City and Public Works Department have been asked to wait until a consensus from residents and businesses can be obtained in order to conduct a traffic study that accurately reflects our issues and to provide transparency with regard to this upcoming study.

4 months ago

Easy access to Stone Mt Park  
Small community feel  
Friendly neighbors

4 months ago

Gloria

4 months ago

Live/work/play  
Family Friendly  
Good bones

4 months ago

It has so much potential downtown Stone Mountain. The rent is a little pricey though.

4 months ago

In your plan , you have misleading information! You have properties listed as downtown Stone Mountain when they actually in the City of Tucker.

4 months ago

Excellent @ wasting tax payer dollars  
Excellent police force not enforcing  
Excellent @ claiming the city limits for tax purposes but 'taking care' of just a few blocks downtown

4 months ago

small size  
diversity  
transparent city government

4 months ago

Walkability, Proximity to Stone Mountain Park, Friendly small town atmosphere

4 months ago

Most definitely agree.

4 months ago

### What are the three (3) biggest challenges facing Stone Mountain currently?

Identity confusion between Stone Mountain Park, unincorporated Stone Mountain, City of Stone Mountain/Village  
 No alternate traffic route creates horrible morning and afternoon back-ups  
 Lack of retail shops

4 months ago

[+ 33 Agree](#)

City leaders are defiant to raise money and put initiatives in place to complete beautification and public works projects.

Building Owners do not want to revitalize their properties.

Certain businesses do not open during the hours that they advertise on a consistent basis.

4 months ago

[+ 32 Agree](#)

empty store fronts, lack of parking, more shopping options, confusion over Park and City

4 months ago

[+ 26 Agree](#)

Empty Storefronts,  
 not enough businesses open consistently,  
 Lack of parking

4 months ago

[+ 23 Agree](#)

Excessive Traffic  
 Lack of downtown parking  
 Identity confusion with unincorporated Stone Mountain

4 months ago

[+ 16 Agree](#)

The City's property tax digest is heavily residential and there is little room for new commercial development to alleviate the increasing tax burden on homeowners. Is there any possibility for annexation?

How to benefit from or ameliorate the problem created by the enormous traffic flow on our "landlocked" Main Street.

Competition with larger Metropolitan Atlanta municipalities for experienced and talented governmental employees.

3 months ago

history of KKK and white supremacist violence which continues to be played down by some government and business leaders  
 need revitalization with affordability of community outside the park  
 access to walking trails, cafes, shopping outside the park

3 months ago

I see where other towns have no thru traffic signs installed. The traffic coming through the village does not help the citizens of the village being able to park, shop or drive their golf carts around the village during the day.

If we are a golf cart community, we need to be able to utilize access more.

I own a building on Main Street and I do update and keep my building up. During this pandemic, I have not tried to rent my building. I have been doing some updating inside the building.

And the process of getting a tenant in the building is so long and drawn out with so many permits and inspections, that possible tenants are going to other towns. It takes around 6 months for a tenant to be approved. Persons who want to open a business in the village do not want to be tied up in permits for months. This has been my main problem with renting my building.

3 months ago

Current city government  
 Blighted downtown without shops of interest  
 Apathetic citizenry

3 months ago



Bad city government  
 Blighted downtown  
 Nothing here to encourage new homeowners (i.e. parks, good schools, shopping)

3 months ago

The problem with Stone Mountain is that they keep voting in the same people to run the city. They have a City Manager that keeps raising the taxes claiming it is to pay for payroll when the city got 2 COVID relief packages. The same people run this town and have run it into the ground. They removed the overhang which everyone liked and kept the weather off of people shopping. They put back garbage that is not attractive and changed the original design. What ever the DDA wants they get and the citizens have to foot the bill for it. The traffic was of a big concern 2 years ago and nothing has been done about that at all. Who wants to come and open a store up in Stone Mountain there is too much red tape you have to go through to get open one up. The challenges will continue until the people wake up and start voting in representatives that are honest and care about this city rather than have a title and get extra money.

3 months ago

Resistance to embrace difficult racial history and be a model for acknowledging and honoring painful history

3 months ago

no grocery store, food desert

3 months ago

Lack of accessible entrances to shops is not welcoming-lots of ways to do that in a historic district

3 months ago

City Government  
 No good recreation  
 Bad downtown

3 months ago

The city government is completely incapable of coming into the 21st century. Unqualified administration, corrupt city council. A mayor that might have been fine in 1960 but appears to have dementia issues and can't see the forest for the trees.

3 months ago

With as many bikes passing through (people walking to the park will stop and shop or dine sometimes), there are very few ways for them to enjoy the city (bicycle parking) and travel options—the Atlanta bicycle PATH stops near the five-way intersection and continues near city hall  
 The Village feels separate from Shermantown, rather than the two feeling like two combined areas that are working together  
 Traffic issues at five-way intersection as well as entering/leaving the Village on Main Street (start/end of work days and weekends)

3 months ago

The buildings need paint and general rehab. The few run down shops are not reason enough to stop.

3 months ago

The lack of interesting shops. No one from the ATL will come to Stone Mountain for T-shirts, crystals and junk

3 months ago

The existence of klan and their continued involvement in Stone Mountain politics

3 months ago

Strong vibrant communities are the result of many factors but I think good schools maybe at the heart what of what our community needs most to grow.

4 months ago

A massive infrastructure project on James B. Rivers East from Memorial Drive to Ponce de Leon Avenue would be a great step toward creating a positive image for the city and a safe pedestrian and cyclist pathway to the mountain. This street is a major gateway to the state's largest tourist attraction, Stone Mountain, as well as to the City of Stone Mountain and currently the business district in this area looks like something from a Zombie Apocalypse movie. The currently approved traffic study does NOT take the needs or desires of the residents and businesses into account and does not provide a measurement for tracking the point at which traffic speeds reach their peak, which is in front of Veal Street. There is zero transparency about the cost of the study and why it does not include this key detail or why it does not include an accounting for the weights of the massive vehicles that use this street on a regular basis. There is currently no way to safely walk in this area to downtown or to the mountain and the City Council has so far refused to include these key measurements in the upcoming traffic study. To obtain accurate information on ways to proceed with improvements to this area, both of these details need to be measured and the will of the tax paying citizens with regard to how the study is handled, needs to be addressed. The City and Public Works Department have been asked to wait until a consensus from residents and businesses can be obtained in order to conduct a traffic study that accurately reflects our issues and to provide transparency with regard to this upcoming study.

4 months ago

Juneteenth is a made up holiday from Texas. Emancipation proclamation freed slaves only in confederate held areas. 13th Amendment freed all people, slaves and indentured servants, of all races, in all states. This is the date to celebrate.

4 months ago

High crime rate in county is incorrectly associated with the city. Murders in DeKalb and Tucker are reported as in "Stone Mountain".

Dumping ground for people too cheap to buy a park parking pass. They use our limited parking resources, burden our public works by trashing our city, and contribute nothing to the businesses or tax base by spending money in the city.

4 months ago

City council and mayor's failure to take advantage of the innate assets of the city. Too much potential being squandered by government apathy

4 months ago

Dilapidated houses & buildings  
Lack of upkeep on major roads  
No grocery store

4 months ago

Proximity to mountain  
New Construction  
Downtown if SAFE (no way to know who's around you)

4 months ago

Traffic flowing thru village  
No playground (we need a great playground)  
Need some more restaurant options  
Need a market

4 months ago

Government. Lack of redevelopment. Business owners preventing opportunities by not selling or updating their facade. Too many junk shops of non operating businesses. Lack of retailers. Lack of food options. No promotion for downtown. Government again.

4 months ago

Empty storefronts  
Lack of identity (village, unincorporated, and city)  
Poor public infrastructure (broken, small sidewalks, lack of public parks, facilities, etc)

4 months ago

Funding  
Vacant Building Owners  
Connectivity between walkable areas

4 months ago

Misleading information about businesses coming. There is planning when action is not following. Is this because our administration has problems?

4 months ago

Streets/roads are littered with HUGE potholes that literally destroy your automobile. It's a very unattractive feature of out town. It makes it less desirable to drive through. --Also, I agree with all of the above.

4 months ago

Elected officials  
Elected officials  
City Manager

4 months ago

property owners maintaining exterior of property  
code enforcement doing their job  
city leaders bringing community together

4 months ago

Excessive traffic, Lack of parking, Empty storefronts

4 months ago

Schools are horrible  
Roads are terrible  
Stigmatized as racist due to mountain monument

4 months ago

Businesses are treated more as hobbies, not serious business  
Need better advertising/marketing for the city  
Too hard to open a business

4 months ago

Identity confusion with unincorporated Stone Mountain and Park  
Empty storefronts/unused green space in middle of town  
Need daytime retail and businesses open more regularly

4 months ago

**What are three (3) words or phrases you would use to describe Stone Mountain to someone unfamiliar with the community?**

Community  
Friendly  
Diverse

4 months ago [27 Agree](#)

Friendly  
Quaint  
Community

4 months ago [19 Agree](#)

Historic  
Southern Charm  
Small Friendly Community

4 months ago [13 Agree](#)

Quaint / charming  
Friendly  
Community

4 months ago [10 Agree](#)

Growing  
Click-ish  
Small

4 months ago [9 Agree](#)

I picked the Community/Diversity option as much for what I see evolving in Stone Mountain as who I know in the Community.

2 months ago

Small town atmosphere  
New restaurants and entertainment revitalizing the downtown district  
Walking distance to Stone Mountain Park

3 months ago

diverse  
friendly  
natural beauty

3 months ago

1. Very divided 2. slow to change and get rid of sad racist past 3. charming small Village

3 months ago

The town of Stone Mountain has always been a diverse community. I have lived here for most of my life and I have friends that I grew up with that are still here also.

3 months ago

Historic  
community  
Diverse

3 months ago

Affordable  
mid 20th century attitudes  
clickish

3 months ago

Dirty, High crime, drive by town.

3 months ago

Affordable  
Divided  
Clickish

3 months ago

Boring, Dirty, Tired

3 months ago

Potential  
Empty storefronts  
Painful history

3 months ago

Backwards  
Klan  
Second rate merchants

3 months ago

Ghost Town, Klan run, Two-faced city leaders

3 months ago

Friendly, inviting, and neighborly  
Becoming a dining/shopping/nightlife destination  
Growing

3 months ago

Small-town feel with great potential for retail and commercial growth

A community with a mix of traditional southern values and visionary entrepreneurs who see the potential in modern ideas

A walkable, dog-friendly, golf cart friendly place where neighbors gather for barbecues in the summer and around fire pits in the winter

3 months ago

I can't describe Stone Mountain. The quaintness went away when the awning was torn down. There are empty stores and no shopping. It is really not a friendly community since no one interacts with each other.

4 months ago

None of the above is how I would describe Stone Mountain. The charm and quaintness went out when they torn down the continuous awning. Now all you have is the same type of businesses and no shopping except for a few.

4 months ago

None of these are what I would describe Stone Mountain.

4 months ago

Behind the times

4 months ago



Beautiful  
Quaint  
Neighborhoodly

4 months ago

Historic, Diverse, Community

4 months ago

Potential  
Potential  
Potential

4 months ago

New comers love potentiality but start problems when history is mentioned? Please address correctly without opinion.

4 months ago

Historic  
Stuck  
Flailing

4 months ago

A modern Mayberry  
Friendly  
Quaint

4 months ago

Used to be great  
A pass-through  
Maybe someday

4 months ago

nice homes  
good location  
not enough to do

4 months ago

Diverse  
Rough  
Southern

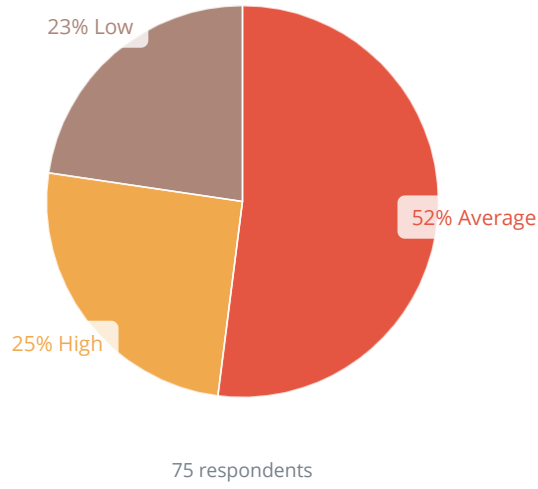
4 months ago

Diverse but has a hard time stepping into the 21st century.  
Generally areas history is romanticized to the detriment of the greater good

4 months ago

---

Quality of life can be defined as the standard of health, comfort, and happiness experienced by an individual or group. How would you rate the quality of life that you experience in Stone Mountain ?



### What places in Stone Mountain are most important to you? (e.g., local businesses, parks, places of worship, community centers, buildings, etc.)

Local businesses  
Parks  
Good variety of restaurants  
4 months ago [33 Agree](#)

thriving day/night opportunities for food, fellowship, shopping  
4 months ago [20 Agree](#)

Parks, stores and public area  
4 months ago [9 Agree](#)

Local Businesses, Community Events  
4 months ago [6 Agree](#)

Downtown. A city with a blighted downtown usually has higher crime and lower property values. SMV's downtown is really making great progress.  
4 months ago [4 Agree](#)

Churches  
Historic Buildings  
Local Businesses  
Stone Mountain Park  
4 months ago [1 Agree](#)

This category is the weakest for the City.  
2 months ago

Pedestrian entrance to Stone Mountain Park  
Historic Train Depot - home of the Tourism Center  
ART Station  
3 months ago

local businesses  
access to natural beauty  
affordability for all  
3 months ago

Need Good grocery store  
Why is library still closed?  
Streets need cleaning  
Public works is very poorly run  
3 months ago

Local businesses  
Community events  
Parks & youth recreational activities  
3 months ago

Community/Help Center  
Parks  
Bike Trails  
3 months ago

Downtown. A city with a blighted downtown usually has higher crime and lower property values. Downtown has made little progress in the last 25 years.

3 months ago

The city does not want a community center so built a retirement home instead. They also purchased the Old Post Office for \$600,000 instead of the Rock Gym and has not put the citizens in debt to pay it off. 30 years ago Stone Mountain had events all the time and all of the store fronts had a business in them then the city took over and everyone left and now we have nothing to show for it. You don't need more restaurants, drinking establishments this town needs a shot of wake up juice. Years ago they compared themselves to Decatur but Decatur had a group of people that had a vision and that vision came true. Stone Mountain has no vision and the same people are running it into the ground. How many times can you do the same study over and over again and nothing happens. Those people need to go and another group needs to take over because they never listen to what the people are saying they only do what they want.

3 months ago

Community Center, Parks, Enjoyable Public Areas - all non existent

3 months ago

Dining and shopping  
Centralized community  
Centralized park/public space

3 months ago

There are no important places in Stone Mountain. Everything is run or done by certain individuals or groups. What is the point in having another survey when it is never looked at or read. The town is only being improved for the enjoyment of a small group of people.

4 months ago

Rock Gym, Main Street Block, Mountain Street

4 months ago

Music venues

4 months ago

Stone Mountain park  
Restaurants  
Community events

4 months ago

Local businesses. Having a variety of fun things to do for both families, young adults, and couples .

4 months ago

Local businesses and places of worship

4 months ago

Lovely places of worship  
Historic homes  
Businesses - love the ones that are here, but wishing and hoping others find us more desirable if we make better and necessary decisions about our town.

4 months ago

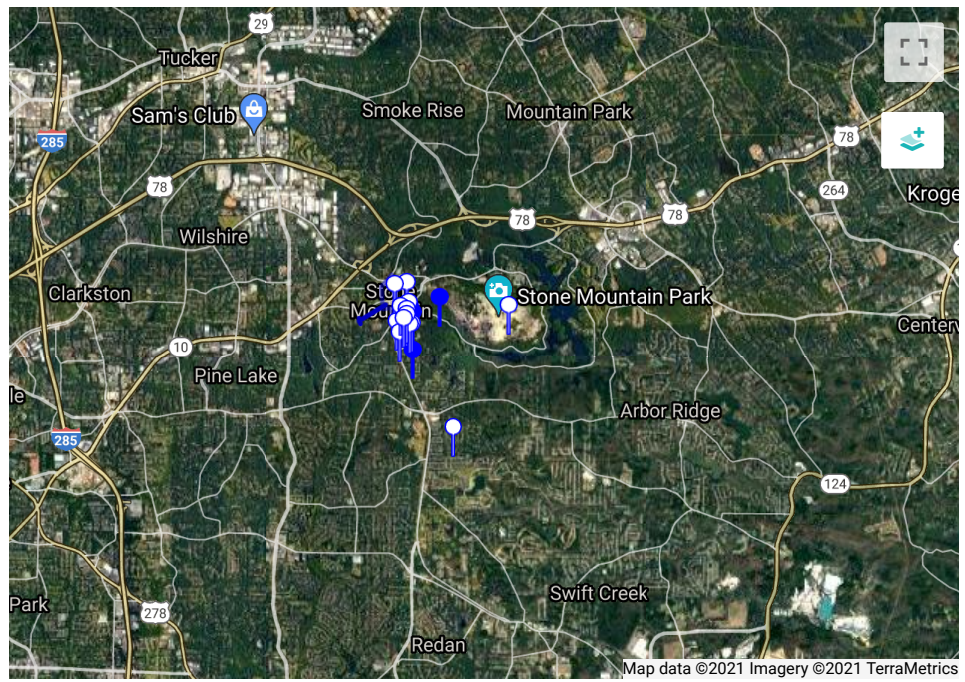
My home

4 months ago

- local businesses
  - museums
  - library
  - community center
  - farmers market
- 4 months ago

- Groceries
  - Restaurants
  - Churchs
- 4 months ago

Use this map to point out the places in Stone Mountain that are most important to you. (e.g., local businesses, parks, places of worship, community centers, buildings, etc.)





**What are the most significant natural and environmental resources in the area?  
(Natural and environmental resources can include bodies of water, wildlife and wildlife habitat, forests, undeveloped land, etc.)**

Stone Mountain Park - water, trails, hiking, native plants

4 months ago

[34 Agree](#)

the mountain-not the touristy stuff but the Park itself and all of the natural opportunities that are available

4 months ago

[23 Agree](#)

Stone Mountain Park  
Trails leading to Decatur and Lithonia

4 months ago

[16 Agree](#)

The parks

4 months ago

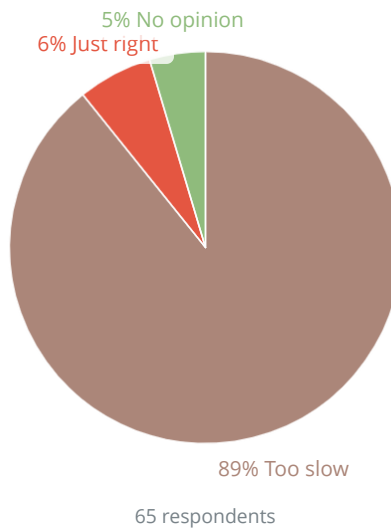
[8 Agree](#)

The mountain

4 months ago

[8 Agree](#)

**How would you characterize the pace of development in Stone Mountain in recent years?**



### Where do you think new development should be focused or located in Stone Mountain?

Empty storefronts on Main St

4 months ago

[29 Agree](#)

New businesses and support for existing businesses along the Main Street Corridor (JB Rivers to Rockbridge)

4 months ago

[28 Agree](#)

Downtown

4 months ago

[20 Agree](#)

New businesses in the downtown district

4 months ago

[11 Agree](#)

Somehow, need to expand downtown to reach further or deeper.

4 months ago

[6 Agree](#)

### How do you perceive the supply/amount of the following housing types in Stone Mountain?

	Need More	Have the Right Amount	Need Less	No Opinion
Affordable Housing	27% Need More	45% Have the Right Amount	7% Need Less	20% No Opinion
Senior Housing	22% Need More	40% Have the Right Amount	7% Need Less	31% No Opinion
Multi-Family Housing	19% Need More	25% Have the Right Amount	39% Need Less	17% No Opinion
Mixed-Income Housing	21% Need More	43% Have the Right Amount	14% Need Less	21% No Opinion

59 respondents

**How do you perceive the following aspects of the City's transportation system?**

	Poor	Below Average	Adequate	Good	Excellent	No Opinion
Traffic Safety	22% Poor	35% Below Average	24% Adequate	13% Good	2% Excellent	4% No Opinion
Traffic Congestion	55% Poor	29% Below Average	11% Adequate	2% Good	- Excellent	4% No Opinion
Roadway Conditions/Maintenance	38% Poor	29% Below Average	30% Adequate	4% Good	- Excellent	- No Opinion
Pedestrian and Bicycle Safety	29% Poor	40% Below Average	22% Adequate	5% Good	2% Excellent	2% No Opinion
Public Transportation/Transit	19% Poor	23% Below Average	36% Adequate	8% Good	- Excellent	15% No Opinion

58 respondents

**Are there any locations in the City that you feel are particularly dangerous for pedestrians or bicyclists? Please list specific intersections or areas – and what makes the area dangerous (e.g., traffic, traffic signals, lack of crosswalks, quality of road surface, etc.).**

The five points intersection

4 months ago

[15 Agree](#)

Main Street from Poole to James B Rivers

In front of City Hall

James B Rivers intersecting with Main Street, by the Citgo gas station

4 months ago

[8 Agree](#)

JBR and Ponce, et. al. Bad for biking

4 months ago

[7 Agree](#)

Corner of JBR and Ridge. Needs to be a four way stop. Turning left off ridge, the train bridge obstructs the view of oncoming traffic.

4 months ago

[7 Agree](#)

All of the crosswalks that are not at a traffic light are dangerous due to lack of visibility of pedestrians using them. Also JBR suffers from excessive speeding issues on both sides of the 5-points intersection.

4 months ago

[4 Agree](#)

### What is your primary reason for visiting downtown Stone Mountain (select all that apply)

77%	Restaurants	48 ✓
44%	Events/Entertainment/Nightlife	27 ✓
27%	Shopping	17 ✓
19%	Government Services	12 ✓
16%	Business/Banking	10 ✓
15%	Other	9 ✓

62 Respondents

### What do you think is the top project or improvement that could be made to downtown Stone Mountain?

To get rid of all the empty storefronts and open new businesses.

4 months ago

[27 Agree](#)

Beautification. All over. Grass needs to be cut, flowers planted, get rid of weeds. Just general landscape maintenance needs to be done all over the place.

4 months ago

[18 Agree](#)

Force the owners of empty store fronts to use them or rent/sell them so someone who wants to have a business in our City to do so.

4 months ago

[17 Agree](#)

To have a common event space that leaves the parking lot open for parking

4 months ago

[13 Agree](#)

Attract more boutique-type and specialty type shops to main street, such as toy store, ice-cream shop, flower shop, American Girl store, jewelry store, magazine/newstand. These type businesses would create a walking patronage and really foster that small town feel that everyone loves about the city.

4 months ago

[10 Agree](#)

**If desired, please use the space below to list anything else you would like to be considered in future planning efforts for Stone Mountain that was not covered by the previous survey questions.**

Need more outdoor activities that will bring people into downtown. Some suggestions: Taste of Stone Mountain, concerts, monthly or quarterly flea market/craft show, art festival, book festival, cultural festivals (not just Juneteenth, but what about Asian/German/Latin/Hispanic/African/Indian), get storefronts to decorate windows during Christmas season to give people something to look at when walking Main street. What about an annual outdoor Tea Party! Maybe have an open-house weekend for the local businesses so the community can come out and find out just what businesses are there.

4 months ago

[13 Agree](#)

I would like to see more of a presence of local officials. There is a sense of disconnect between many in the community whereas a lot of businesses don't feel supported which in turn comes across to the general public. A lot has been said about the "new" business but what about the ones who've stuck it out and are attempting to remain despite the pandemic and lack of local support.

4 months ago

[13 Agree](#)

Elect members to Council that are interested in working WITH the DDA and not against them.

4 months ago

[12 Agree](#)

Need to make the village appealing for young people/families. We need nice parks to take our kids too, nice inviting main streets to walk down, and a clean, safe, maintained sidewalk to get there.

4 months ago

[7 Agree](#)

Elect council members who actually LIVE IN THE CITY and are interested in what's best for it. Elect members who have the skills and knowledge of projects and are capable of getting the ball rolling to make them happen. Teresa is one of the ones who stands out currently, and seems to know what is going on. If not for her, the online meetings would be dreadful. Just one opinion. Take the city resident's comments and suggestions to heart, and not just as written comments that will not be looked at other than just the fact that you guys asked our opinions. Actually TAKE THEM TO HEART! Do something about all of these issues/comments that would make our city a better place and a desirable place for folks to visit. Maybe attend other thriving city's zoom meetings or public meetings to see how they do/handle things and possibly change the way you look at things. I love my city, but feel it could be SO MUCH MORE! On another note, I think a nite club such as the one I hear is going into the Old Post Office, is a mistake waiting to happen. An outdoor/indoor dining area would be wonderful. But a true blue nite club? Big mistake. I hope I am wrong about what I heard. Our streets are in such ragged shape that it is embarrassing. Other surrounding small towns have fabulously maintained streets. It gives the appearance that the town is actually loved and cared about by officials.

4 months ago

[5 Agree](#)

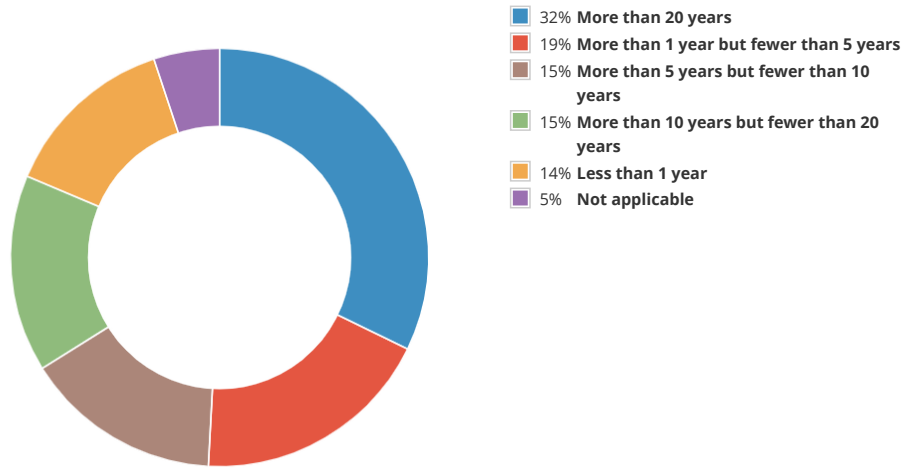
**Which of the following statements apply to you? (select all that apply)**

<b>83%</b>	I am a resident of Stone Mountain	55 ✓
<b>21%</b>	I work in Stone Mountain	14 ✓
<b>20%</b>	I own a business located in Stone Mountain	13 ✓
<b>5%</b>	Other	3 ✓

66 Respondents

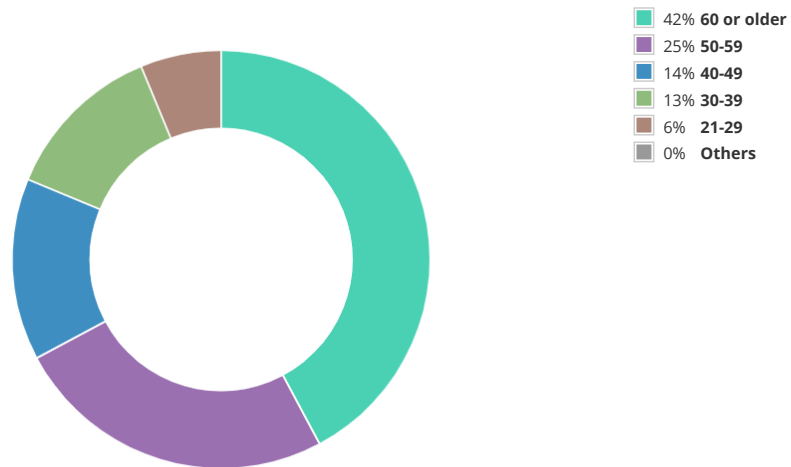


### If you are a resident of Stone Mountain, how long have you lived in the city?



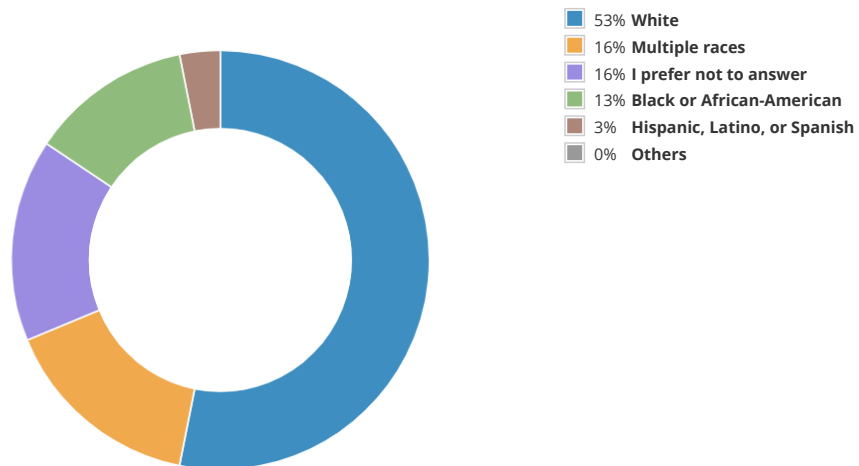
59 respondents

### What is your age?



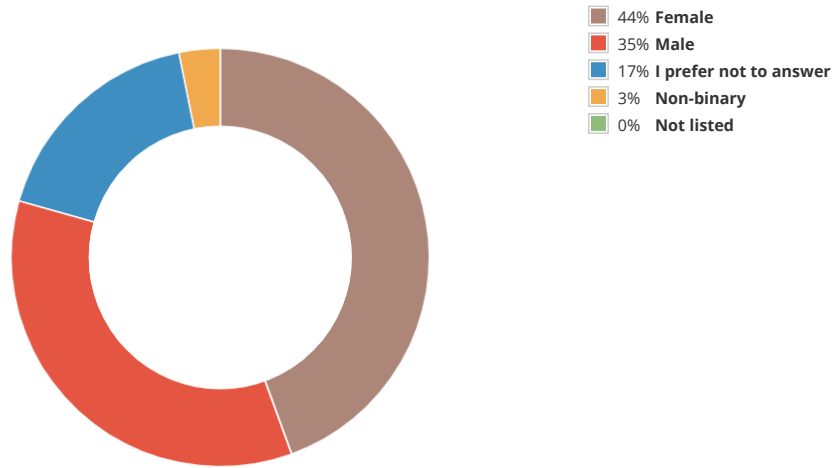
64 respondents

### What race do you identify as?



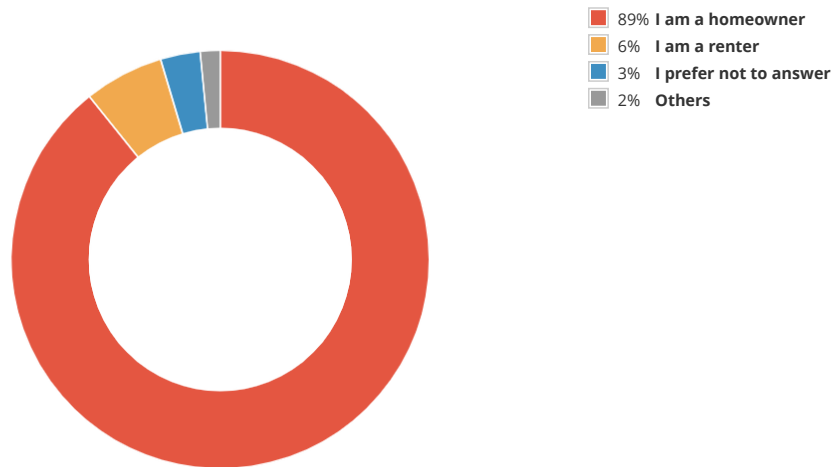
64 respondents

### What is your gender identity?



63 respondents

### What best describes your housing status?



65 respondents

### Contact Us!

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