



CITY OF DORAVILLE | COMPREHENSIVE PLAN 2017-2037

ADOPTED OCTOBER 17, 2016



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ADOPTED OCTOBER 17, 2016

PRESENTED AT PLANNING COMMISSION HEARING AUGUST 3, 2016
PRESENTED AT CITY COUNCIL HEARING AUGUST 15, 2016

Prepared for:



Prepared by:



In collaboration with:



ACKNOWLEDGEMENTS

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EXECUTIVE SUMMARY

OUR NEXT CHAPTER

The City of Doraville is at the cusp of a new chapter in its history. Centrally located northeast of the City of Atlanta and with direct access to I-285, I-85, rail lines, and MARTA, the city is an attractive location for residents and businesses alike. The promise of new public and private investments in Doraville’s core is anticipated to create a renaissance in the city. Reinvestment in communities along the northeast MARTA rail line and I-85 corridor is certain as young and old, businesses and residents alike, look to invest in a community with a strong foundation and promise for future success.

THE NEXT 20 YEARS

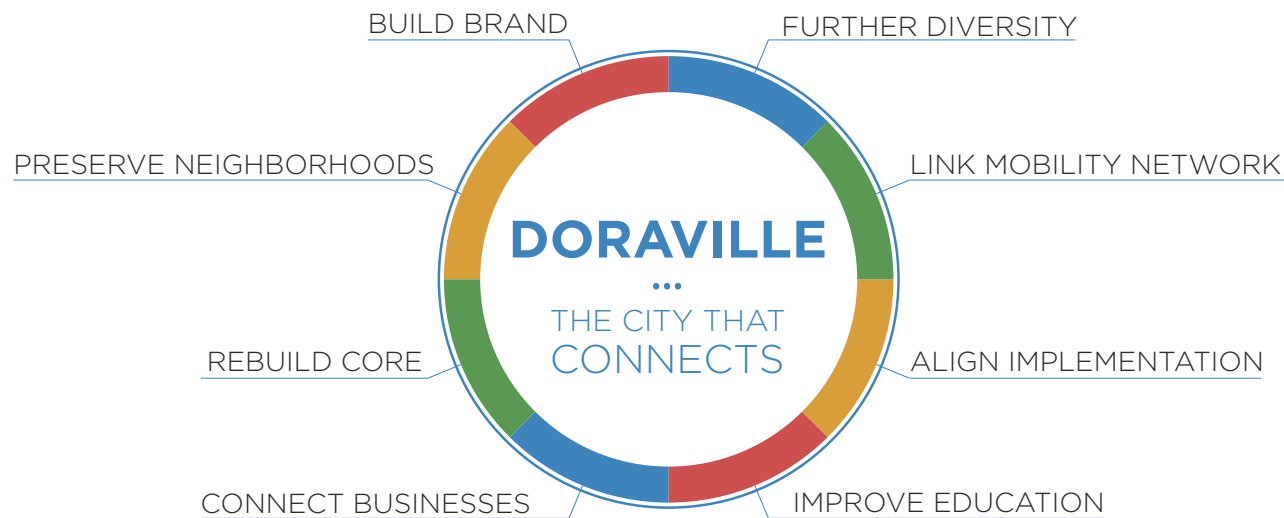
Comprehensive Plan 2017-2037 sets the tone and direction for the next 20 years in Doraville’s future. This next chapter for the City furthers the unique cultural diversity of the city, found within its large foreign born population and unique ethnic restaurants, while creating a new dynamic of mixed use within its core, streets for all users – particularly around the core, and a continued heritage of leafy, single-family neighborhoods. Recent annexation of industrial land, combined with the eminent redevelopment within the city’s core, will ensure a balanced tax base while creating a more livable and vibrant core. Community members are eager to see this unfold.

OUR VISION

Doraville will stand out as a vibrant, diverse and open-minded community that offers unique opportunities to live, work, shop, and enjoy the best of what the Atlanta region has to offer – a balanced mix of uses, strong neighborhoods, good schools, family friendliness, a diverse employment sector, and a multi-modal transportation network.

Doraville... the city that connects.

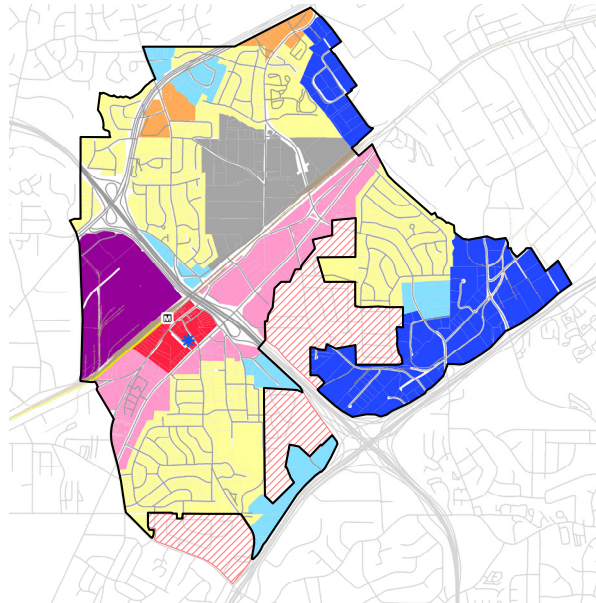
Vision and Goals Graphic. See Chapter 3 for more details regarding goals and vision development.



The goals and vision laid out in our Comprehensive Plan reflect a collaborative public involvement process – one that engaged the city’s residents, businesses, workers, staff, and officials in dialogue about what makes us stand out in the region. Within this process, what we should strive to maintain, what would make us better in the future, and how our investments and policies as a city can best accomplish that were addressed. Community input and guidance collected via a Citizen Advisory Panel, stakeholder interviews, five public meetings, and a community survey nourished the formation of this vision and the priorities and actions that will actualize it as we move forward. The collective Design Doraville process resulted in the vision and goals that will guide the future.

FUTURE DEVELOPMENT MAP

The Future Development Map demonstrates, geographically, how the City wishes to evolve over time as new investments in land use take shape. Each of nine character areas includes a description of how the community envisions the area changing and key actions needed to achieve that. Notable change and redevelopment is envisioned in four character areas: 1. BuHi Cultural Corridor, 2. Doraville Town Center, 3. Assembly District, and 4. PIB Marketplace. These areas are flanked by additional opportunities in other character areas to preserve the character of long-term neighborhoods, create refreshed commercial nodes, and attract more investment. A full review of character areas is available in **Chapter 4: Implementing Our Vision**, along with other important implementation strategies.



Future Development Map
(see page 3-5 for enlargement)

PRIORITIES & ACTIONS

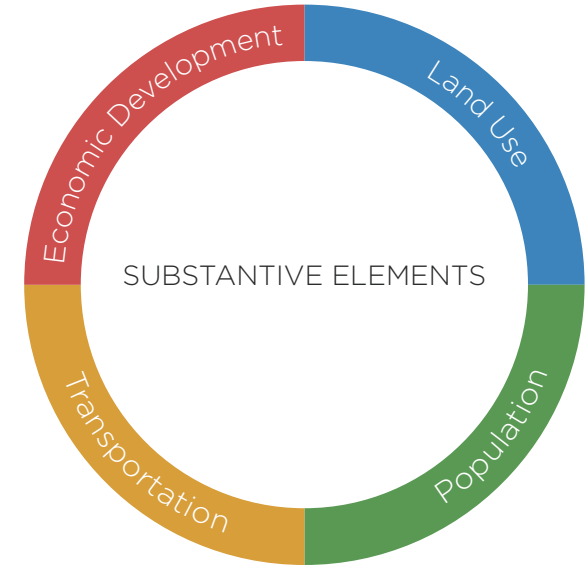
Priorities for Doraville’s future—those which require immediate and focused attention—are structured around key elements of the plan. Top priorities include:

- Advancing the Historic Downtown Doraville Redevelopment Masterplan.
- Increasing community activities and events.
- Creating a better business environment.
- Updating the City’s codes and ordinances.
- Facilitating new, private developments in-line with our vision.
- Putting in place actions that further diversity.

Among these priorities are a series of five year actions for 2017-2021 that will put the plan in motion. Many of these initiatives are already underway:

- Financing for infrastructure improvements to facilitate the former General Motors site reinvestment is being finalized.
- A business organization is forming along Buford Highway.
- The City is advancing streetscape plans.
- A detailed Livable Centers Initiative study is underway along Buford Highway, which will identify a more tailored strategy for a corridor that is hospitable for all travel modes.
- The first steps in achieving the *Historic Downtown Doraville Redevelopment Masterplan* have been taken.

A full list of priorities and actions is provided in **Chapter 5: Our Focus**.



The Doraville community is excited about what the next 20 years will hold. While this plan seeks to facilitate new opportunities, it also recognizes that the neighborhoods, parks, and sense of community within Doraville must be maintained and strengthened.

Join us, as we realize our vision!

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1. DESIGN DORAVILLE

1.1 WHAT IS DESIGN DORAVILLE?

Design Doraville is the multi-month planning process resulting in an update to the City of Doraville’s long-term vision for growth and development, which was last updated in 2006. The resulting update to the City’s Comprehensive Plan, contained herein, is the City’s overarching policy document defining what we, the Doraville community, aim to be in long-term. This definition includes how we want to develop, what we want that development to look like, and what types of housing we hope to offer. It also describes how we envision our business and industrial sectors, transportation network, and quality of life evolving with the growth in development. Design Doraville is our commitment to this envisioned future.

Our plan looks out 20 years while focusing on the priorities and actions for the next 5 years (2017-2021). An important overarching theme coming out of the Design Doraville process is that we are moving together under a joint vision for our future: **Forward Together 2037**.

HOW WE WILL USE THIS PLAN

The plan contained herein will help guide decisions by our City’s elected officials, guide day-to-day decisions by staff, and inspire people to continue to invest, live, and operate a business here. The Future Development Map, character areas, and associated narrative will help inform rezoning and development decisions. The implementation strategy and work program is intended to help drive actions, initiatives, and investments made by the City during the planning horizon.

OUR COMMUNITY

We are a diverse community located at a vantage point in the Atlanta region with many opportunities at our doorstep.

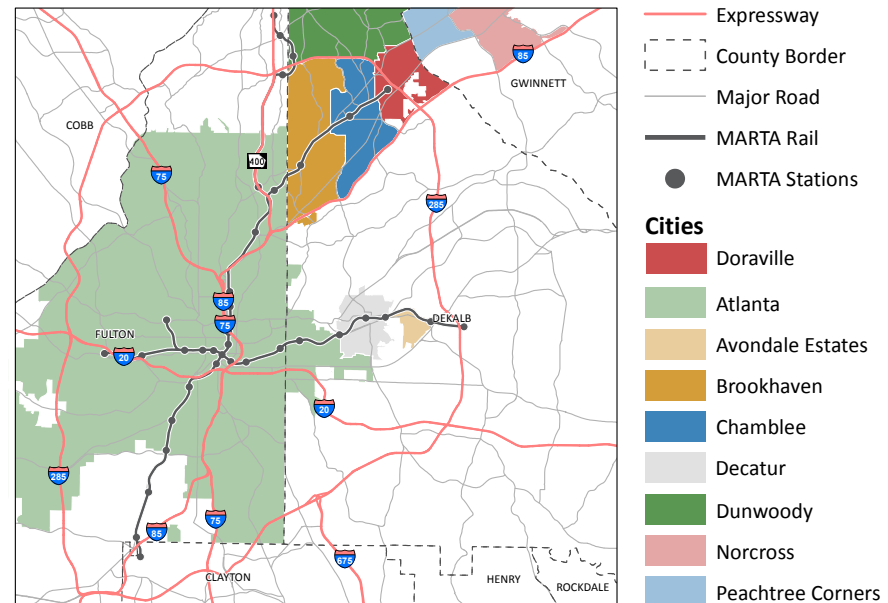
OUR COMMITMENT

The Comprehensive Plan is intended to serve as a guide and allow for flexibility as unforeseen opportunities and ideas arise; to this end, our comprehensive plan is intended to be treated as an iterative document and updated as new direction is desired by community members or as needed as a consequence of unanticipated contextual changes.

ABOUT OUR CITY

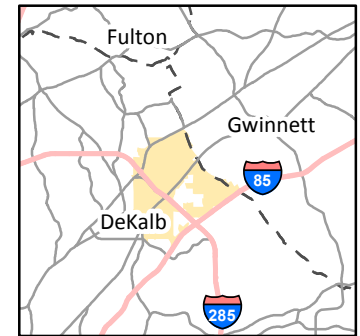
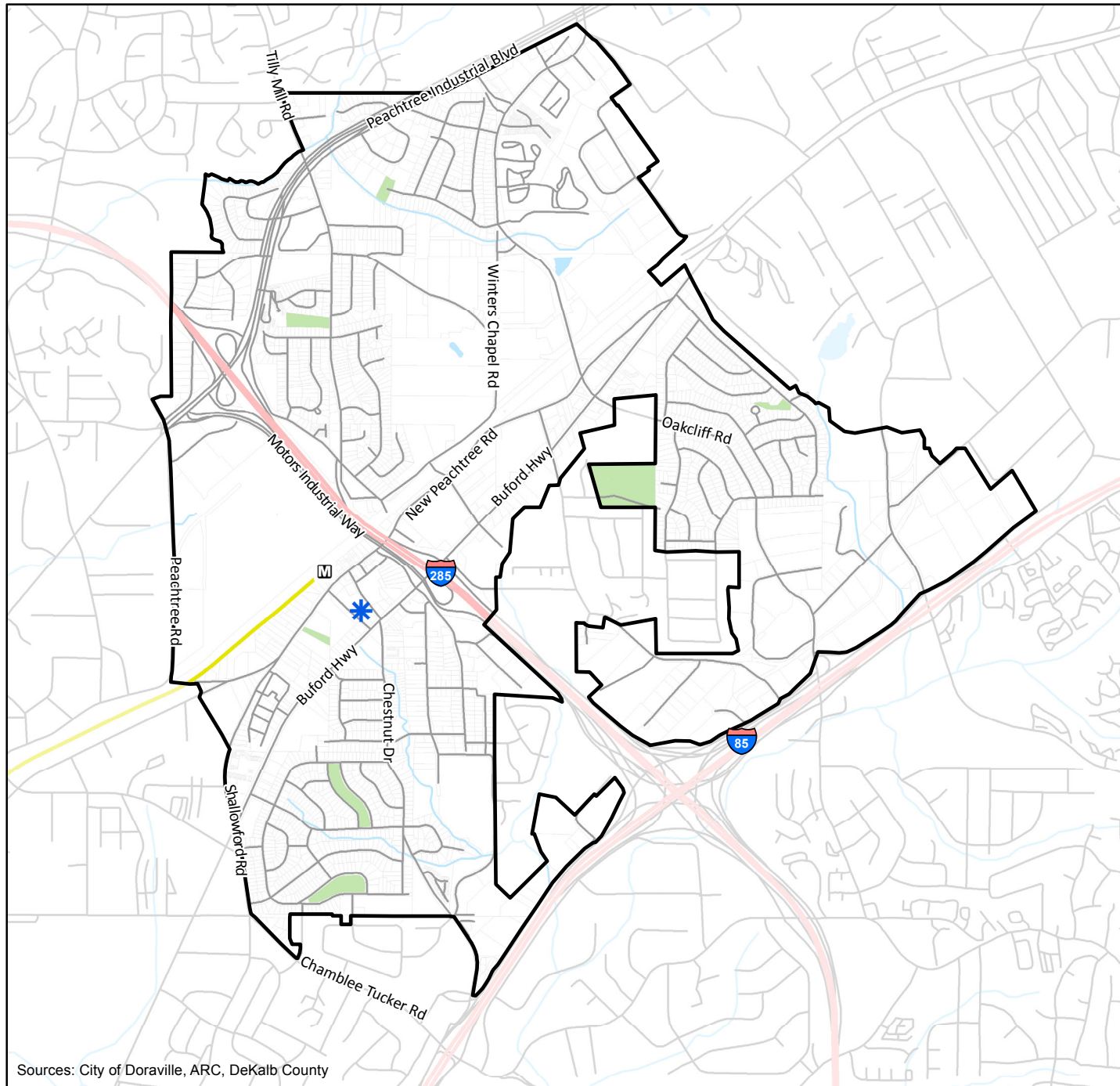
The City of Doraville is centrally located in the Atlanta metro area, roughly eight miles northeast of the City of Atlanta (see **Figures 1-1 and 1-2**). It is adjacent to Interstate 85 and Interstate 285 and the final stop on the MARTA Gold line. Although almost entirely built out, as an inner ring suburb, areas of Doraville are ripe for reinvestment and redevelopment. Doraville is part of DeKalb County, which serves an important role in providing schools, road improvements, and emergency fire services within the city. Doraville abuts the cities of Chamblee, Dunwoody, and Peachtree Corners as well as portions of unincorporated Gwinnett and DeKalb counties.










FIGURE 1-1: DORAVILLE IN THE ATLANTA REGION

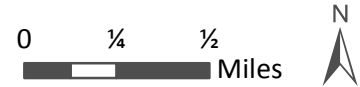


FORWARD TOGETHER 2037

**FIGURE 1-2: CITY OF
DORAVILLE BASE MAP**



-  Doraville Boundary
-  Parcel
-  City Hall
-  MARTA Station
-  MARTA Gold Line
-  Street
-  Expressway
-  Water
-  Parks



Sources: City of Doraville, ARC, DeKalb County

1.2 THE PROCESS

The City of Doraville worked with community members over a series of several months to update the Comprehensive Plan. The process began in November 2015 and is targeted for completion in October 2016 (**Figure 1-3**). Five distinct tasks guided the process, which were led by the planning team, consisting of City staff, led by the Community Development Department, and the consultant team. Plan initiation and existing conditions helped set the project on the right track, furthering a base understanding of where we are today and what we might face in the future, moving forward.

The heart of the process included visioning as well as prioritization and implementation planning. Both of these tasks were focused on gathering input through community workshops, stakeholder interviews, and the Citizen Advisory Panel, using that input to update elements of the plan, and then giving draft plan content back to the community to review. A community survey complemented the process; see survey participant relationship to Doraville in **Figure 1-4**. Plan finalization and adoption allows for an extended review and input period by multiple partners to help ensure the plan is compatible with the vision.

FIGURE 1-4: SURVEY PARTICIPANTS

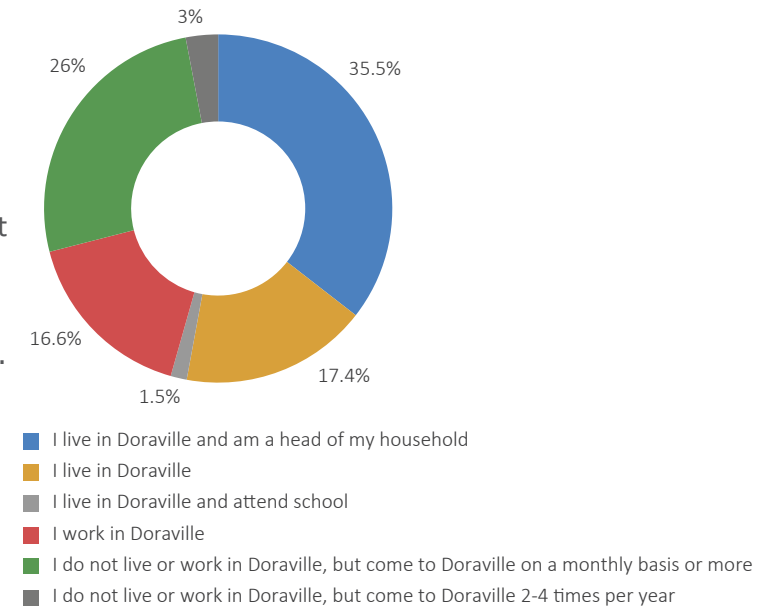
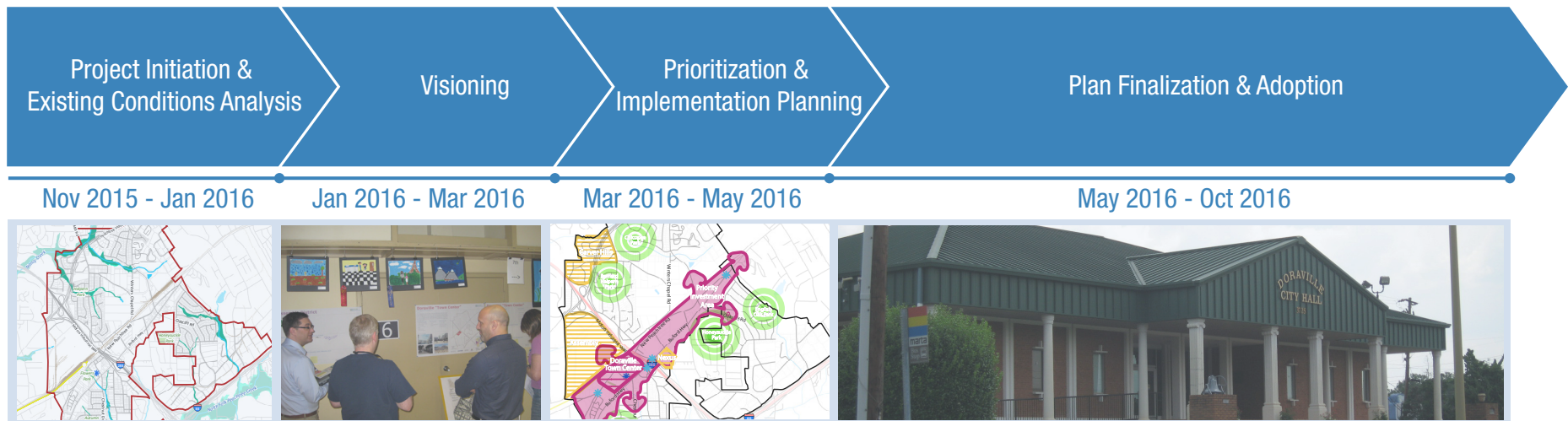


FIGURE 1-3: PLANNING PROCESS & SCHEDULE



1.3 PLAN ORGANIZATION

This Comprehensive Plan is organized in five chapters with three supporting appendices.

Chapters 1 and 2 provide an overview of the process, explain why this plan matters, and snapshot who we are as a community today, in 2016.

Chapter 3 identifies our vision, reflecting on how community members were involved in updating our plan and highlighting the overarching vision statement, goals, and overall development vision.

Chapter 4 provides the strategy for moving forward in each substantive element of our plan: land use and future development, economic development, population (quality of life), and transportation.

Chapter 5 identifies how we will focus our efforts by identifying top priority needs and opportunities, relating those back to our vision and goals and then laying out our plan of action.

Appendices (three) offer additional documentation of public involvement activities that informed the plan update (**Appendix A**), existing conditions analysis (**Appendix B**), and the record of accomplishments from the previous five-year work program (**Appendix C**).

1.4 KEY ELEMENTS

The updated Comprehensive Plan focuses on four major topic areas or “substantive elements”: land use (and housing), economic development, population (quality of life), and transportation. These elements are key building blocks of what make our community function and define who we are. For each of these areas, there is an implementation strategy and series of five-year actions and policies for moving forward.



FIGURE 1-5: PLAN FRAMEWORK

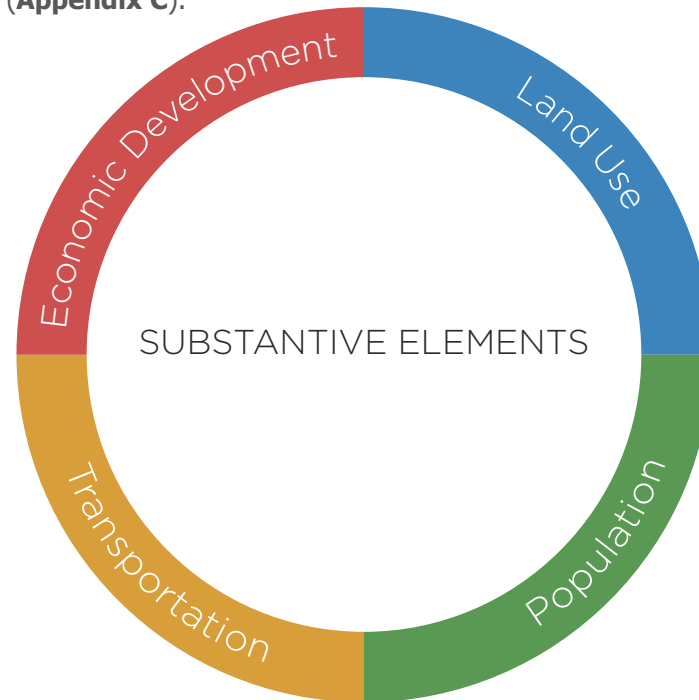


FIGURE 1-6: PLAN ELEMENTS

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2. THE STORY OF DORAVILLE

2.1 OUR HISTORY

OUR BACKGROUND

The Doraville of today, a residential community flanked by a unique concentration small, local restaurants featuring international cuisine, foreign-born residents, industrial businesses, and a major crossroads of transportation infrastructure, is at a unique time in its history. This chapter provides a broad snapshot of Doraville as a city at this point in time, looking at the state of substantive elements of the planning effort: population, land use, housing, economic development (our industry, workforce and related efforts), and the transportation network

that connects commerce, people, and our way of life. Existing conditions highlighted in this section reflect data and information collected at the beginning of the planning process, including key observations related to possible issues and opportunities that the City should consider exploring in the future. A more detailed review of existing conditions for each substantive element is provided in **Appendix B**.

Before focusing on highlights from each of these elements, this chapter takes a quick look at Doraville's history and those important junctures that influence our future.

OUR TIMELINE

Doraville's history (**Figure 2-1**) provides an important backdrop to understanding how and why Doraville has developed as it is today, how that influences form and function today, and also to help inform how we think about our future and the issues and opportunities that will shape our long-term trajectory. While the City incorporated in 1871, much of the Doraville's history took shape mid-20th century, post-World War II. Doraville's history is largely shaped by the 1947 opening of the General Motors (GM) Assembly Plant, a major new employer for the region and a driving factor behind the development

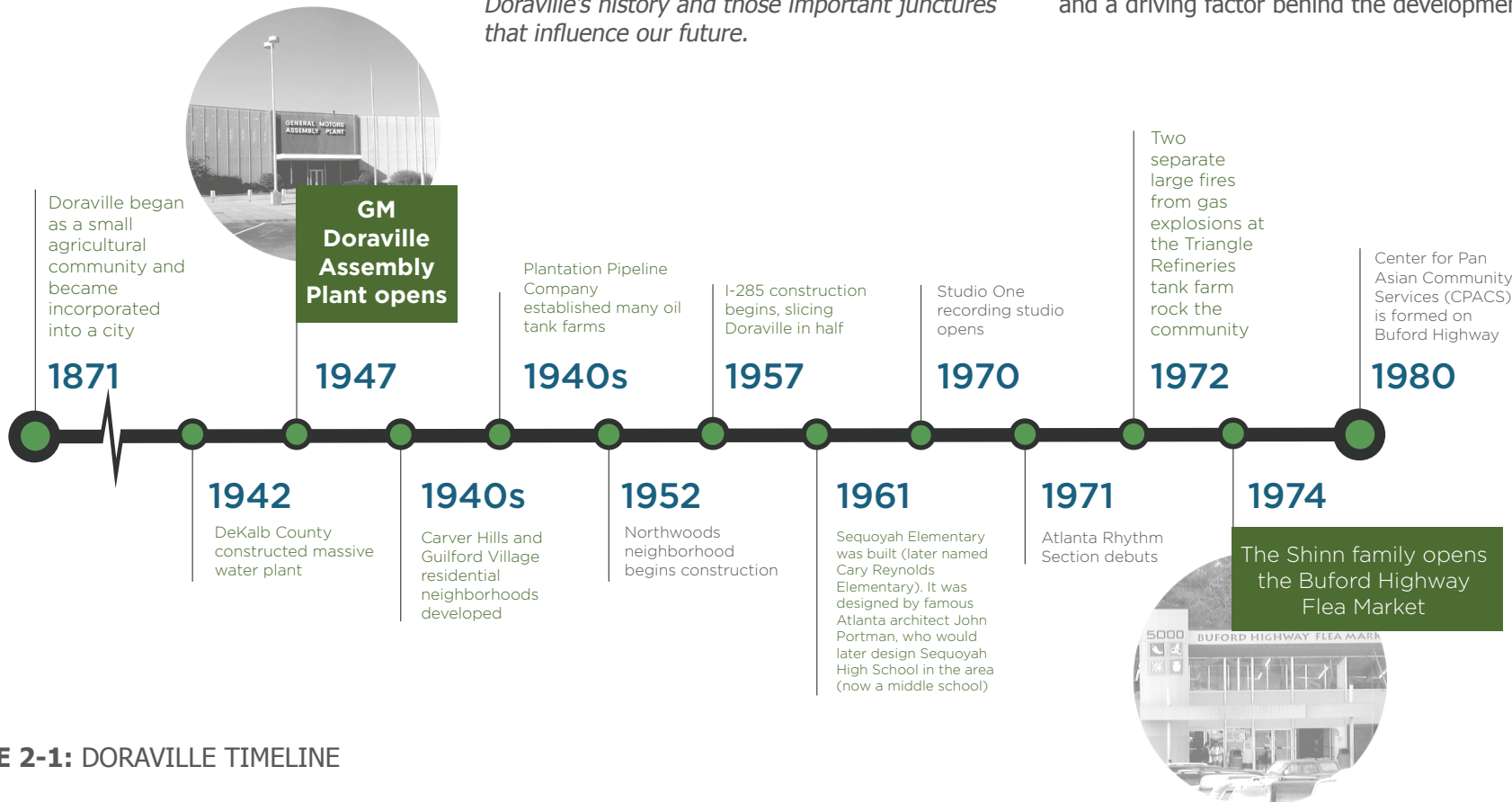


FIGURE 2-1: DORAVILLE TIMELINE

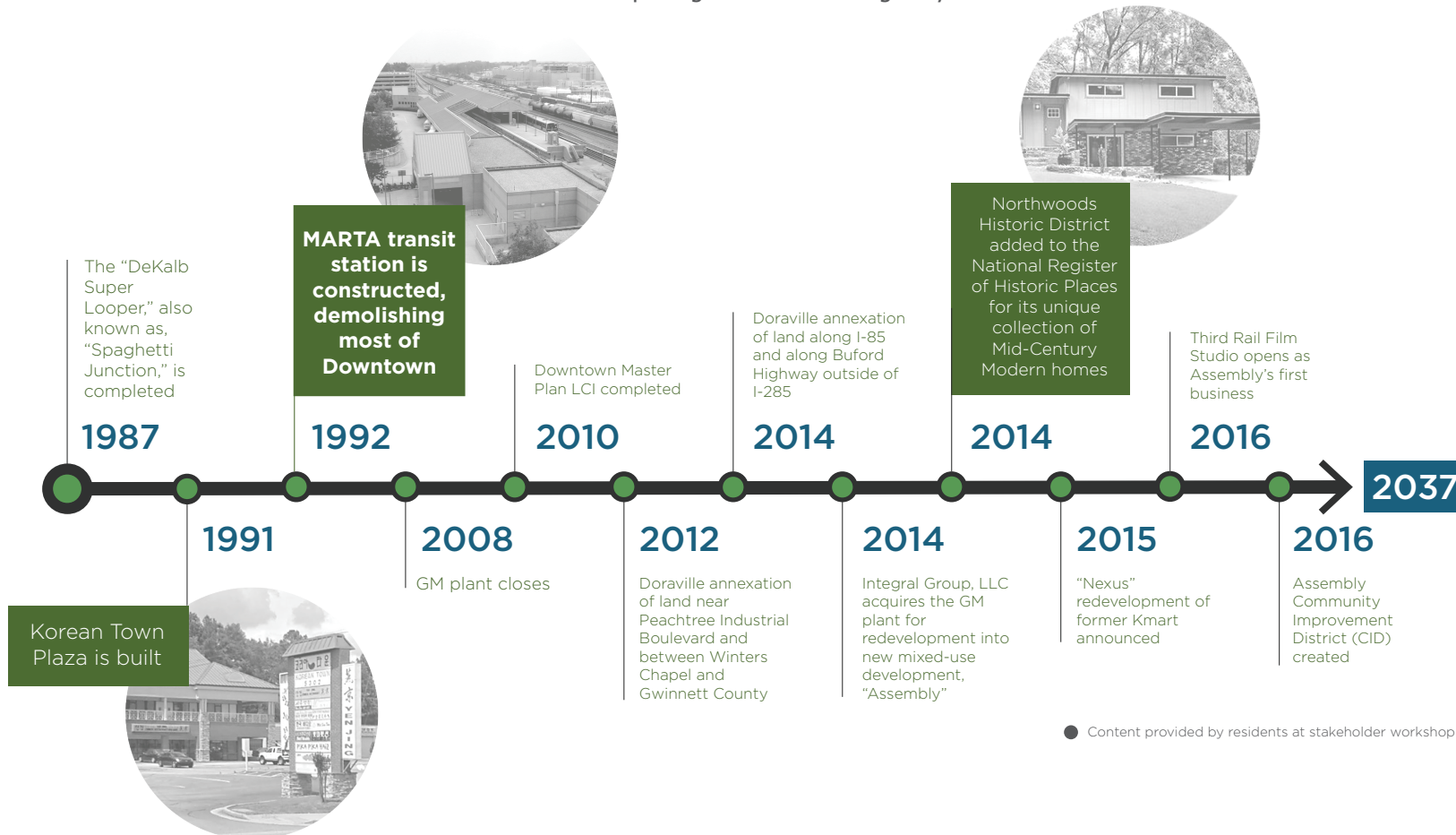
of neighborhoods that define the character of Doraville today. Doraville enjoyed a strong blue collar economy until 2008 when the GM Assembly Plant closed, leaving a void in the community's economy and land use but also opening up a new era of opportunity for the future development of the city. The City's history has always been shaped by major infrastructure investments; these investments will continue to influence Doraville well into the future.

Major Infrastructure Investments

- Oil tank farms, largely concentrated along Winters Chapel Road
- 1987: completion of Spaghetti Junction at interstates I-285 and I-85
- 1992: construction of the Doraville MARTA station

and the Buford Highway Farmers Market in the 1970s and 1980s as well as the formation of the Center for Pan Asian Community services (CPACS) on Buford Highway. These developments speak to the increasing number of immigrants that are locating near the Buford Highway Corridor. This movement has attracted a large number of foreign-born residents and diverse, ethnic businesses still present in Doraville today.

Other important development influences include the opening of the Buford Highway Flea Market

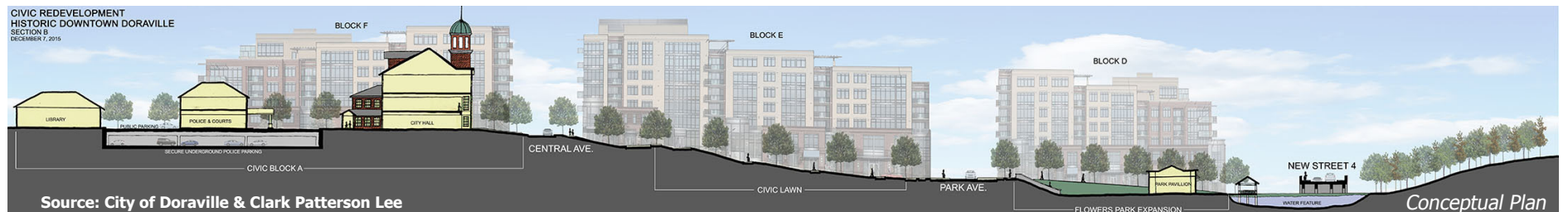
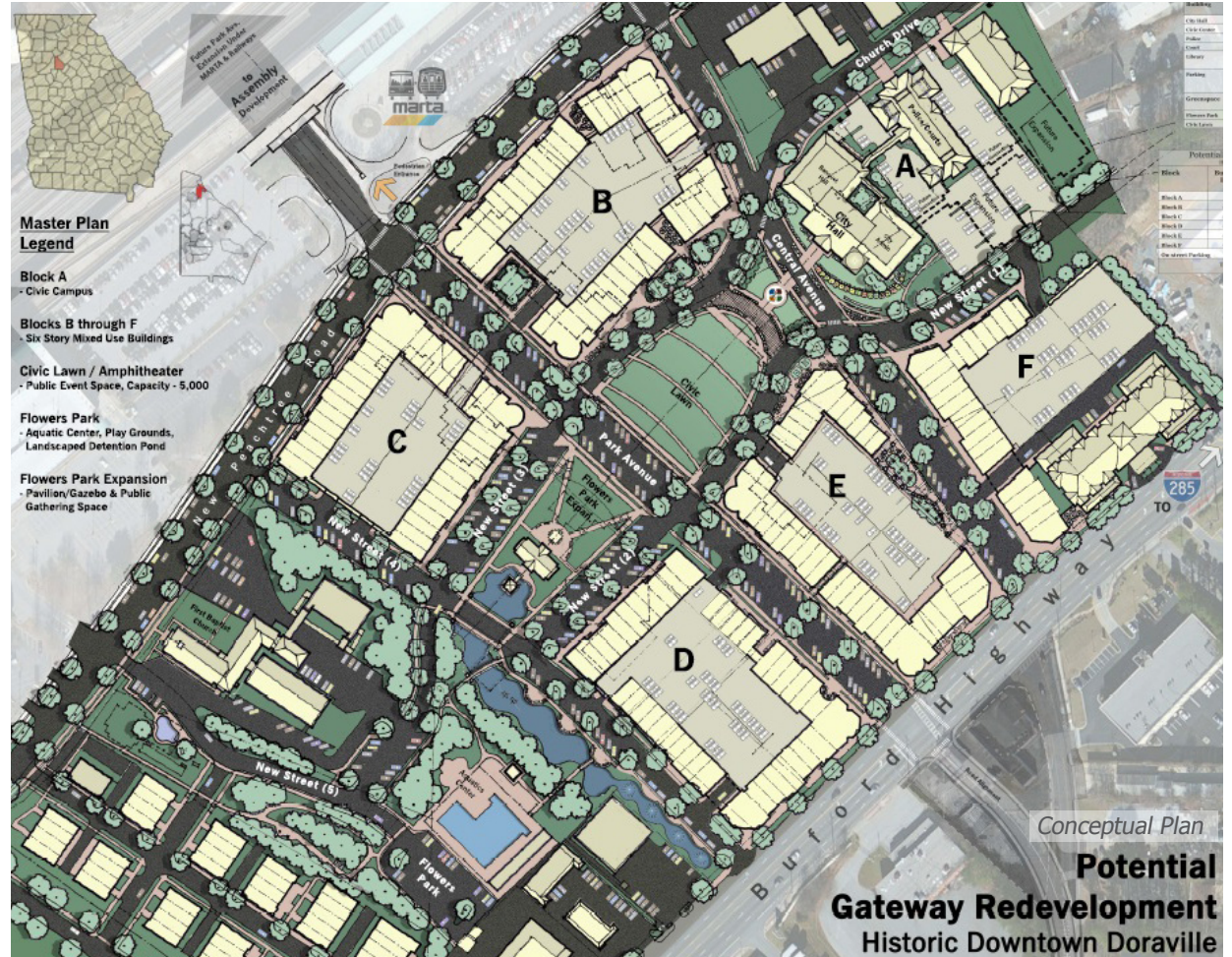


2.2 CURRENT MAJOR REDEVELOPMENTS

HISTORIC DOWNTOWN DORAVILLE REDEVELOPMENT MASTERPLAN

Today's Doraville government facilities consist of eight separate buildings, half of which require repair and half of which are severely over capacity. Large surface parking lots surround the buildings and disconnect them from city streets, and a lack of sidewalks inhibit safe and convenient pedestrian circulation. The City's proposed new town center will consolidate civic uses onto one parcel, opening up the remaining site for private mixed-use development, and the expansion of Flowers Park with a green stormwater detention park system will expand the amount of greenspace. Downtown's direct access to MARTA across New Peachtree Road will attract transit-oriented development. The project aims to:

- Create a sense of place for Doraville
- Install a new network of streets to prioritize the pedestrian and bicyclist
- Engage the street with ground-floor retail
- Build streetscape with elegant tree-lined streets & on-street parking
- Create a new central gathering green space
- Design architecturally significant buildings
- Sell City land for new private mixed-use development to offset the costs of civic facilities & expand the City's tax revenue



Source: City of Doraville & Clark Patterson Lee

ASSEMBLY

Headed by the development team of Integral-Macauley + Schmit, Assembly is the game-changing redevelopment of the former Doraville General Motors Plant. The 165-acre site is the largest developable property inside metro Atlanta's I-285 perimeter, flanked by Doraville's MARTA Station and downtown, I-285, Peachtree Industrial Boulevard, and Peachtree Road. As part of the rezoning to the form-based Livable Community Code, the Doraville City Council adopted a masterplan for the site that establishes new streets and green space to provide the framework for vertical mixed-use development comprised of new multi-family residential, high-rise office, retail shops, restaurants and other commercial uses to create a vibrant mixed-use neighborhood. Direct access to the MARTA station and downtown will be created through a covered street running beneath the rail lines.

At full buildout, the project is anticipated to generate over 14,000 new office, retail, and technology jobs, and provide approximately 4,300 residential dwellings. Assembly's first business, opening August 2016, Third Rail Studios is a film studio generating national interest as part of "Yallywood," the trend of Hollywood moving its film industry to the Atlanta region.



NEXUS

Redevelopment is also underway at the former site of the Kmart shopping center. The 13-acre project will signal a paradigm shift for Buford Highway combining a mixture of land uses in a walkable, urban built environment. A Macauley Investments project, the development includes a hotel, 60,000-square-foot of retail, new greenspace, and more than 500 multi-family and senior living units to be constructed atop podium parking.

The site is located at the corner of Buford Highway and I-285 providing ultimate regional access as it also has close proximity to I-85. Pedestrians and bicyclists will be able to access the Doraville MARTA Station in a short half-mile trip. The highlight of the project is its residential housing component which includes all stages of aging in place: multi-family, independent senior living, and assisted living with memory care.



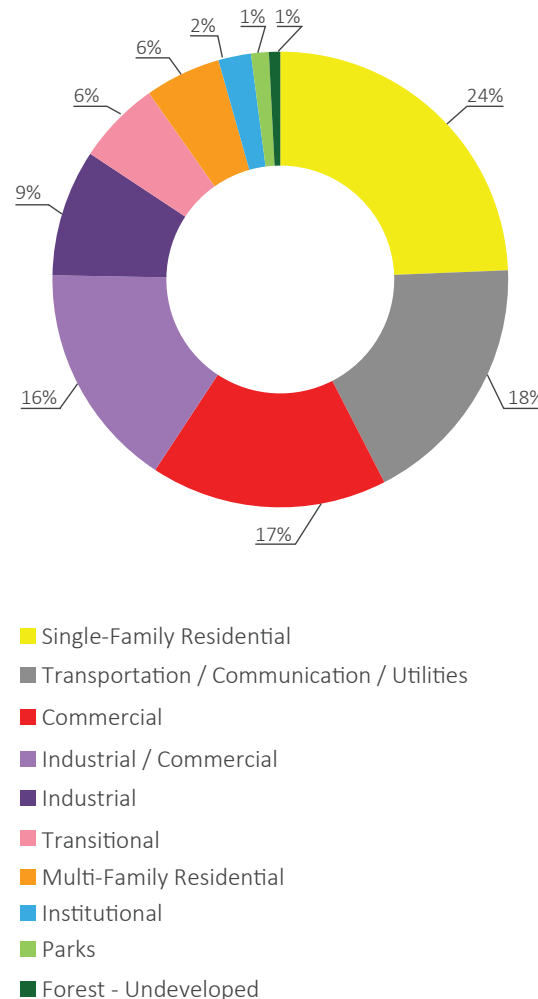
2.3 EXISTING LAND USE

KEY OBSERVATIONS

The City of Doraville currently encompasses approximately 3,150 acres. There are four predominant categories of land uses within the city: residential, TCU (transportation, communication, utilities), commercial, and industrial/commercial. Commercial land uses in Doraville are generally strip-commercial and found along three major corridors: Buford Highway, New Peachtree Road, and Peachtree Industrial Boulevard (PIB). There are three predominant pockets of single-family residential uses found in Doraville: Tilly Mill/Winters Chapel, Oakcliff, and Northwoods. These older neighborhoods are bounded by significant infrastructure investments, including major highways, railroad, and fuel pipelines, and in some cases, non-complementary uses such as heavy manufacturing. See **Figures 2-2** and **2-3**. A large amount of Doraville’s land (18 percent) consists of infrastructure. Two areas that are currently in transition, the former General Motors (GM) Assembly Plant and the former Kmart shopping center, have pending development proposals that would result in a mix of land uses including: multi-family residential, commercial, office, and parks.

The City’s 2012 and 2014 annexations brought in large areas of industrial and commercial land uses along I-85 and PIB, giving the City of Doraville zoning and development control over properties abutting residential land uses while also increasing the City’s tax base.

FIGURE 2-2: EXISTING LAND USE MAKEUP

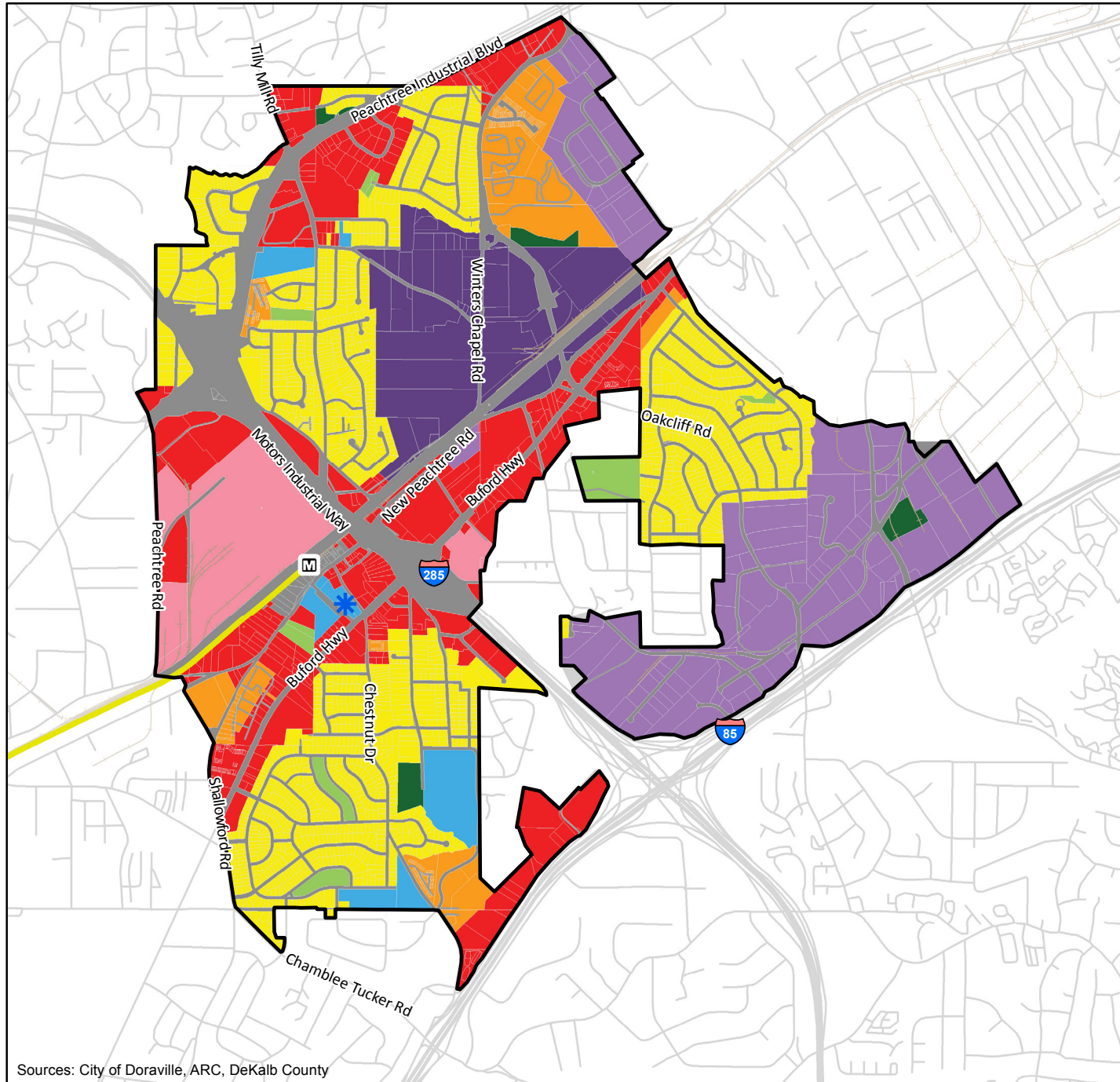


Sources: City of Doraville, ARC, DeKalb County, Jacobs

ISSUES AND OPPORTUNITIES

- Redevelopment and infill are major opportunities, particularly along Buford Highway, in the town center area, near the MARTA station, near PIB, and at Assembly.
- The city has a notable amount of industrial/commercial uses as well as heavy industrial within the tank farm area. It will be important that the City’s codes continue to buffer residential areas from these uses for safety and quality of life purposes.
- Currently R-1 (single-family) is the dominant zoning district. To better serve a multi-generational and mixed-income community, there is an opportunity to support and work to attract a greater variety of housing products to the city.
- Doraville’s extensive tree canopy provides a peaceful residential environment. The City should ensure that there are sufficient protections in place to maintain the character of these areas as redevelopment pressures extend further outward in the Atlanta region to communities such as Doraville.
- While the adoption of the Livable Community Code (LCC) has provided new form-based development opportunities in Doraville, there remains an opportunity to better align the LCC and the City’s base zoning code to create greater continuity across the ordinances.
- There is a large amount of impervious surface within Doraville. The City has the opportunity to encourage green infrastructure policies and initiatives to mitigate the impacts of impervious surface.

FIGURE 2-3: EXISTING LAND USE MAP



Sources: City of Doraville, ARC, DeKalb County

- Doraville Boundary
 - MARTA Station
 - MARTA Gold Line
 - Parcel
 - Expressway
 - Street
 - Railroad
 - Parks
- Land Use**
- Single-Family Residential
 - Multi-Family Residential
 - Commercial
 - Transitional
 - Industrial / Commercial
 - Industrial
 - Institutional
 - Parks
 - Forest - Undeveloped
 - TCU



2.4 STATE OF HOUSING

OVERVIEW

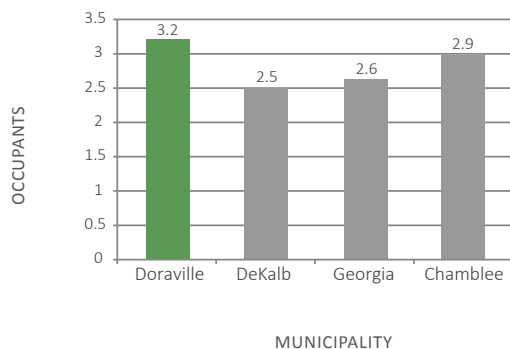
The variety and mix of housing available in Doraville has a major impact both on the way community members interact and on the demands for supportive infrastructure and services. Doraville’s housing is primarily low-density in nature, and as an inner suburb in the Atlanta metro area, much of it is aging and requires regular maintenance to remain in good condition. Within Doraville, there has been limited housing redevelopment, although developments such as Assembly at the former General Motors (GM) plant and Nexus at the old Kmart shopping center at Buford Highway and I-285 are anticipated to bring a new multi-family housing product to the city.

ISSUES AND OPPORTUNITIES

The following housing related issues and opportunities were identified through existing conditions analysis, see **Appendix B** for more information.

- Lack of new housing development in the Doraville community in recent years.
- U.S. Census data indicates that the housing occupancy rate has steadily increased suggesting that the city may not be meeting housing demands.
- Overcrowded housing continues to be an issue as heard during stakeholder interviews. Doraville has a large average household size in comparison to other communities (**Figure 2-4**).
- Doraville is likely to see increasing interest in infill housing over upcoming years.
- There are a limited number of multi-family housing options in the city. With such close proximity to MARTA, there is a real opportunity to encourage higher density housing that can facilitate a more walkable community.
- There is a limited variety of multi-family housing products in the city, including owner/renter options and range of sizes of structures. Envisioning and identifying areas of the city appropriate for different types of multi-family structures can help establish a strong foundation for appealing to a variety of community members.
- As redevelopment increases property values and associated taxes, gentrification will likely be an issue confronting the community in the next several years, particularly since Doraville already has a high number of cost-burdened owner-occupied and renter-occupied housing units.

FIGURE 2-4: AVERAGE HOUSEHOLD SIZE



Source: U.S. Census Bureau, 2010 Census, SF1



Single family homes are a defining feature of Doraville



Multi-family residential in the form of townhomes

2.5 WHO LIVES HERE

OVERVIEW

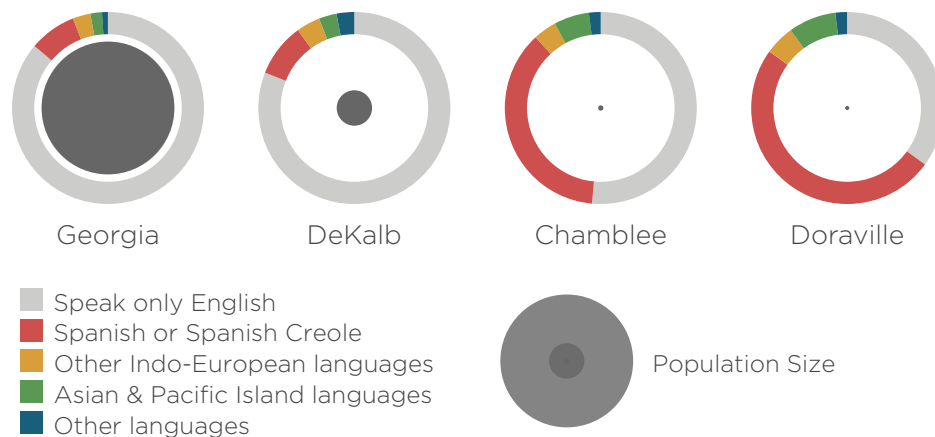
The characteristics of the Doraville population have a defining impact on the unique needs of its people and provide valuable insight on the services, initiatives, and policies that the City may want to further pursue. Over time, Doraville has seen significant changes in its population: beginning as an agricultural community in the late 19th and early 20th century, to a growing blue collar community catalyzed by the General Motors plant location and new housing development in the mid-20th century, and to present day, with a highly diverse community including a large Hispanic population. Today Doraville includes a mix of long-time residents and newcomers seeking the unique environment that Doraville offers. As new development occurs in the community, such as the Assembly and Nexus mixed-use developments, the diversity of backgrounds and needs of the population will continue to evolve.

ISSUES AND OPPORTUNITIES

The below population-related issues and opportunities were identified through existing conditions analysis, see **Appendix B** for more information.

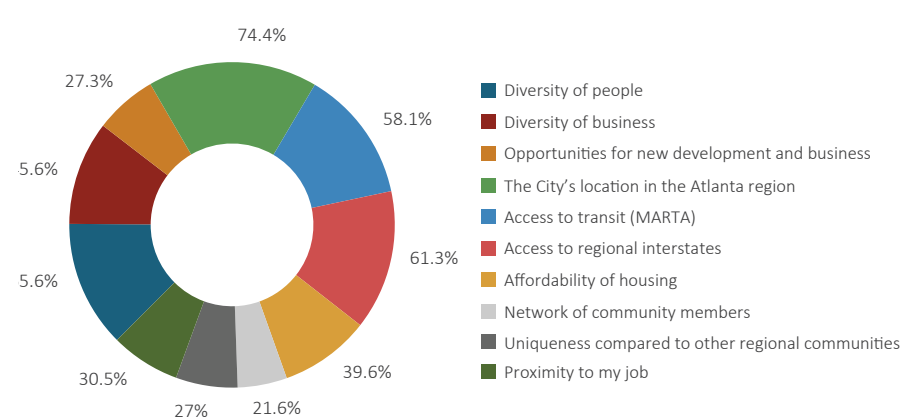
- Leverage the diversity of the foreign-born population to host unique events and offer programs that build upon native cultures of the city’s residents.
- A high percentage of the population speaks another language at home (**Figure 2-5**), posing the need for Spanish translation services and English as a Second Language (ESL) programs at local schools and other ESL training for adults.
- Need for increasing space in schools due to high percentage of young children.
- Consider ways to connect residents to educational training and/or pursue higher paying jobs within the city to provide opportunities to increase pay.
- The city has a relatively high poverty rate at 25 percent.
- Differing needs and priorities of the city’s different demographic groups (foreign-born, aging, Millennials, etc.).
- Because Doraville has a strong immigrant presence, it is likely that the population figures provided by the U.S. Census Bureau are not wholly reflective of all of those living in the community.
- As higher density mixed-use developments come online, increasing property values will potentially cause gentrification.

FIGURE 2-5: LANGUAGES SPOKEN AT HOME (2010-2014)



Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

FIGURE 2-6: LIKE MOST ABOUT DORAVILLE



Source: Design Doraville Community Survey Question 3 Responses

2.6 OUR ECONOMY

OVERVIEW

Economic conditions in Doraville reflect the strengthening economy across the Atlanta Metropolitan Statistical Area (MSA) since its emergence from the Great Recession. The region has seen growth in a number of key sectors including professional and business services, trade, transportation and utilities, leisure and hospitality, and education and health services. Doraville currently serves a number of functions in the regional economy:

- Doraville is a bedroom community, with residents that commute to work at regional office cores including Perimeter Center, Buckhead, and Midtown.
- Many people pass through Doraville on a daily basis, accessing the MARTA station and our several interstates and highways, providing a high visibility upon which Doraville can capitalize.
- Due to strong interstate and rail access, Doraville is a hub for wholesale trade, transportation, and warehousing.
- Finally, the city is known regionally for its restaurants and food stores, which are concentrated along Buford Highway in Doraville and neighboring Chamblee. Doraville’s retail footprint far exceeds demand from its 10,896 residents; therefore, outside visitors are critical to supporting the Buford Highway corridor.

The Assembly development at the former GM site and the City’s downtown redevelopment plan could bring more than 14,000 new permanent jobs to Doraville. Compared to just 5,691 people employed within the city limits today, Assembly has a large potential impact on Doraville’s economic trajectory as approximately 4,300 residential units are planned for the site.

Doraville has a large industrial sector driving its local economy. Colliers International, a global commercial real estate company recognized for providing reputable market data, places Doraville in the Northeast Atlanta submarket, which is the largest and among the healthiest industrial markets in the region. The submarket includes the I-85 corridor from I-285 to Gainesville. With 176.8 million square feet of industrial space, the submarket is 92.7 percent occupied as of Q3 2015. Year to date the submarket has absorbed over 2 million-square-feet with more than 4 million-square-feet under construction, most of it warehouse. Average rent in the submarket is \$4.20 per square foot, 8.2% above the metro average of \$3.88.

Doraville’s industrial footprint has two major components:

- The large gas and oil depot (locally referred to as the tank farms) is primarily zoned M-2 (heavy industrial), located northeast of I-285 and the MARTA tracks. A sizable share of the region’s oil and gas products are stored in or pass through this area.
- Light industrial areas, primarily zoned M-1 (light industrial), are located both along the I-85 corridor and the DeKalb/Gwinnett county line. They predominantly include light manufacturing, warehousing, and flex space. Adjacency to the regional highway network renders Doraville well-suited for warehouse space.

Doraville’s business mix compared to Chamblee and DeKalb is shown in **Figure 2-7**.

ISSUES AND OPPORTUNITIES

Doraville is at an exciting place in its evolution. From a manufacturing town characterized by its access to infrastructure, to a regional dining destination poised for one of the largest brownfield redevelopments in the country, Doraville has the opportunity to lead the Atlanta region in transit-oriented development while creating Georgia’s next great downtown. In the process, a number of opportunities and challenges are emerging.

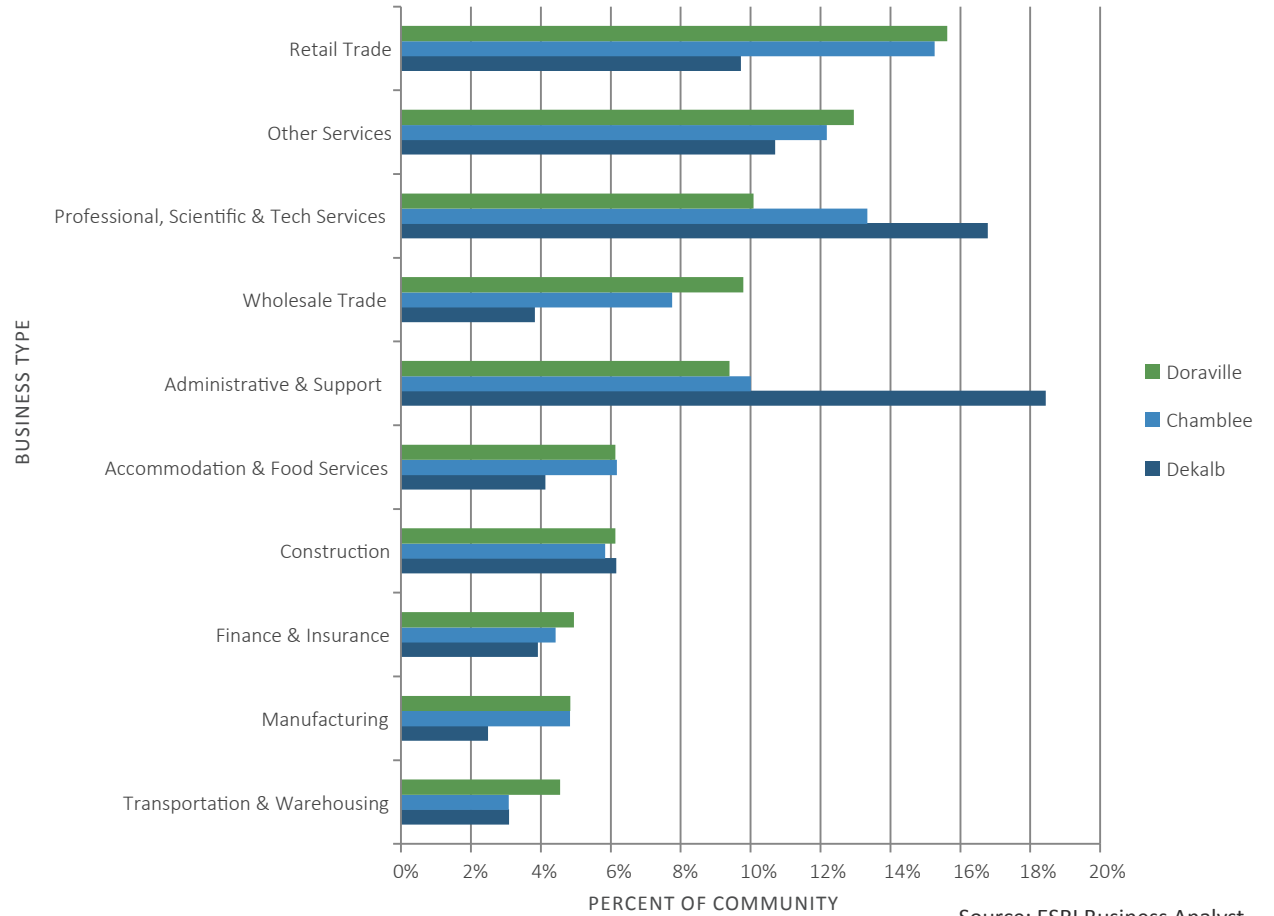
- Doraville’s retail/restaurant market is largely driven by visitors. Buford Highway is a regional draw that should be leveraged to create even more interest in Doraville. The nonprofit-driven “We Love BuHi” initiative is an exciting opportunity to show off what makes Doraville unique.
- The City would benefit to enhance visitors’ experience, particularly along Buford Highway. This includes improved accommodations for pedestrians, cyclists, transit, and vehicles. Connections from downtown to Assembly are critical to leveraging the redevelopment.
- Doraville’s immigrant population is a tremendous resource, and the City should nurture its diversity and entrepreneurial spirit.
- A strong, local chamber of commerce or business association would help to align interests and facilitate more interaction between the City and the business community.
- Opportunities exist for working with Chamblee in planning improvements along Buford Highway.

- New growth, jobs, and tax revenue will result from new mixed-use developments, including Assembly, Nexus, and the City's *Historic Downtown Doraville Redevelopment Masterplan*, helping increase property values and potentially catalyze other private and public investment in the city due to the increased property values and additional housing.
- DeKalb County schools continue to experience challenges. The health of the County's school system will have an important impact on the desire to reside within Doraville.
- Growth due to Assembly, Nexus, and other redevelopment projects will increase pressure to maintain government's levels of service.
- Adjustments to zoning and other City ordinances could help Doraville attract more of the development that the community wants while protecting the commercial tax base upon which the City relies.



Tank farm facilities near the railroad tracks

FIGURE 2-7: BUSINESS TYPES BY COMMUNITY



Source: ESRI Business Analyst

2.7 TRANSPORTATION: HOW WE ARE CONNECTED

OVERVIEW

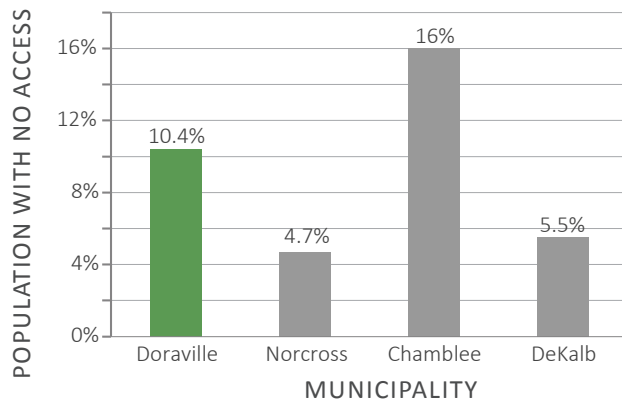
The City of Doraville is a diverse community with a variety of transportation options, including access to heavy-rail and bus transit, interstate highways and major arterials, and a growing sidewalk system. Doraville is positioned to benefit greatly from its transportation assets as development continues and further local and regional transportation improvements are made. The DeKalb County *Comprehensive Transportation Plan* and ARC's *Regional Transportation Plan (RTP)* are important aspects of advancing Doraville's transportation network, particularly as they relate to state and county roads as well as projects of regional significance.

ISSUES AND OPPORTUNITIES

The below transportation-related issues and opportunities were identified through existing conditions analysis, see **Appendix B** for more information.

- A significant portion (10.4 percent) of Doraville's workers lack access to a personal vehicle. **See Figure 2.8.**
- As properties redevelop into higher density uses, the city will experience increased traffic congestion.
- Pedestrian and bicycle infrastructure and safety is an ongoing issue in Doraville. Improved pedestrian and bicycle infrastructure can help increase safety while decreasing vehicular traffic.
- Truck traffic contributes to congestion and may adversely impact local roadways.
- Transit expansion northward and along I-285 would greatly benefit the Doraville community. The City can help advocate for these projects.
- Ramp improvements for I-285 at PIB and Buford Highway would greatly benefit the Doraville community. The City can help to advocate for these projects.
- Ensuring multimodal access at major new developments can help promote mobility within the Doraville community and to other parts of the region.
- Roadway maintenance on local roads may be a safety or operations issue.
- The Buford Highway Livable Centers Initiative (LCI) study recommendations will present future funding opportunities.

FIGURE 2-8: WORKERS WITHOUT VEHICLE ACCESS



Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates



The Doraville MARTA station



Existing pedestrian facilities along Buford Highway

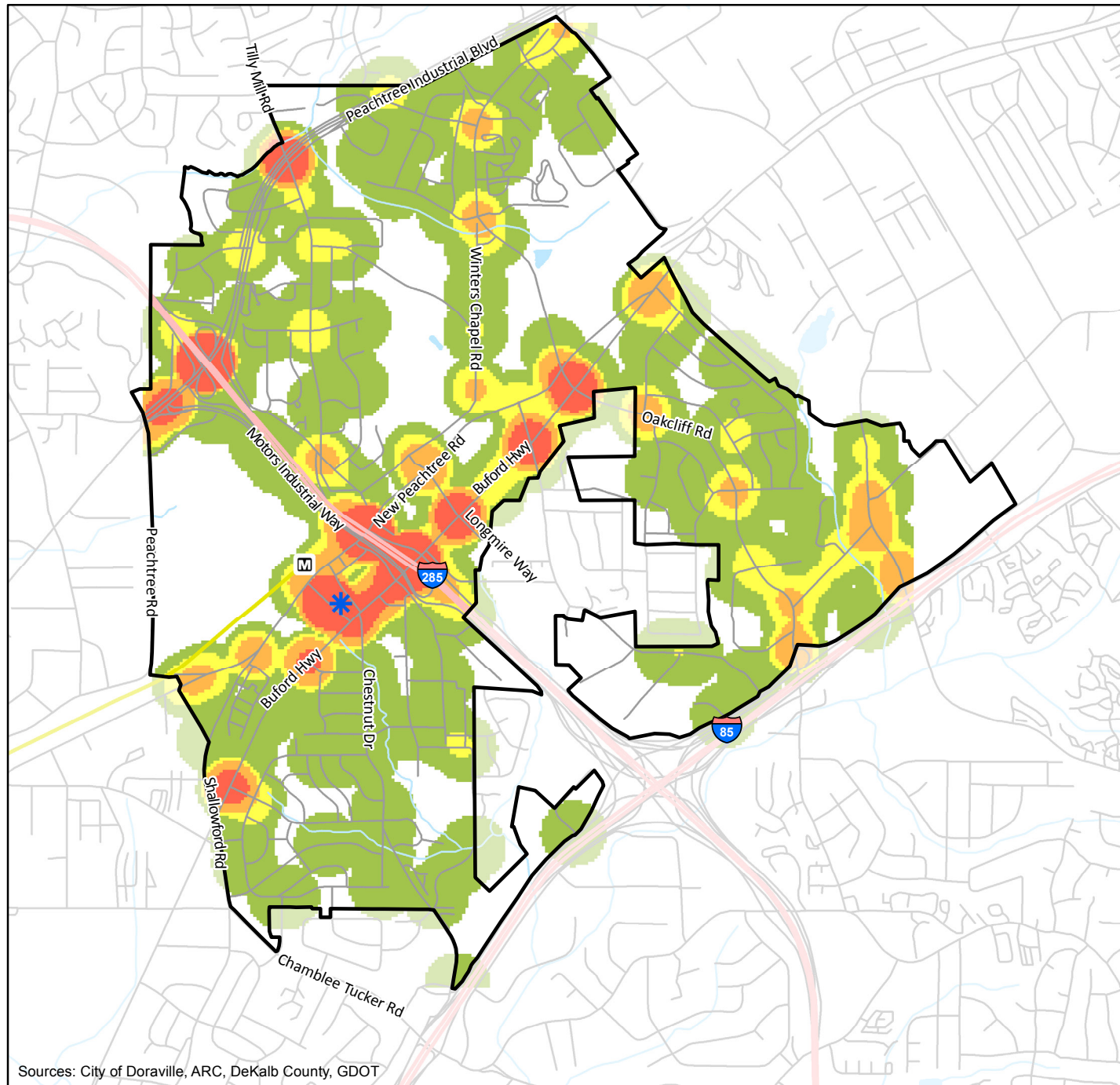
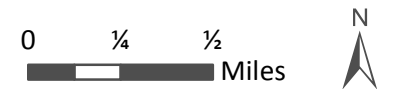


FIGURE 2-9: CRASH ANALYSIS MAP

- Doraville Boundary
 - City Hall
 - MARTA Station
 - MARTA Gold Line
 - Street
 - Expressway
 - Water
- Crash Volumes**
- None
 - Low
 - Medium
 - High
 - Very High
- January 2011 - September 2014



Sources: City of Doraville, ARC, DeKalb County, GDOT

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3. OUR PATH FORWARD

3.1 THE PUBLIC PROCESS

The Design Doraville planning process took place over several months, beginning in November 2015 and extending through anticipated adoption in October 2016, in which final comments from the public will be taken for consideration prior to finalizing the plan. The multi-faceted public process focused on gathering input to shape the update to the City’s future land use plan (Future Development Map), overall vision and goals, and priorities for the future, along with actions to achieve them. The public process included the following key elements.

ELEMENT	DETAILS
Project webpage	Located at doravillega.us
Stakeholder interviews*	15 held
The Citizen Advisory Panel*	Five (5) meetings; participation from all council districts and public/private interests
Three public workshops*	Doraville Future Workshop & Two-Part Planning Charrette
Community survey*	425 participants
Group input sessions	Including a Cross Keys Sustainable Neighborhood Initiative (CKSNI) Meeting and two Buford Highway Business Focus groups
Community event kiosks	One held at the Buford Highway Farmers Market; One held at the CKSNI Soccer Tournament at Honeysuckle Park
Open house and four public hearings	To introduce, transmit, and adopt the plan

*Detailed meeting minutes and/or summaries are available in Appendix A.



Community members provide input on character areas



Group discussion at Doraville Future Workshops

MAJOR TAKEAWAYS FROM THE PUBLIC OUTREACH PROCESS

- *Implement Historic Downtown Doraville Redevelopment Masterplan.*
- *The desire for Doraville to embrace a new chapter in its history is a must. Major investment downtown and at Assembly will change the face of Doraville in upcoming years, and Doraville should prepare for and embrace that change.*
- *Improve the schools that serve the Doraville community. This is essential to Doraville experiencing continued investment by families and businesses.*
- *Foster a more collaborative business environment leveraging the city’s location and access to regional transportation resources to attract investment.*
- *While the community welcomes change along Buford Highway, the ongoing success of the area as a multi-cultural corridor will rely on allowing for change but not forcing it upon property owners and businesses.*
- *The diversity of residents and commercial businesses is what makes Doraville special to many residents. Work and commitment are required to preserve the diversity to better address the needs of members of the residential and business community.*
- *Residents desire preservation of the city’s single-family neighborhoods and better connectivity between the neighborhoods that make up the city. Formation of a central gathering space as a part of new town center development as well as programming more community events and improving communications from City Hall will help with this.*

3.2 VISION STATEMENT AND GOALS

The below statement captures the community’s long-term vision and top goals for the 20-year planning horizon. These statements were built over the iterative process of developing the plan. They are grounded in the City’s long-term planning efforts and have been updated to reflect the next chapter in Doraville’s history.

VISION STATEMENT

Doraville will stand out as a vibrant, diverse, and open-minded community that offers unique opportunities to live, work, shop, and enjoy the best of what the Atlanta region has to offer – a balanced mix of uses, strong neighborhoods, good schools, family friendliness, a diverse employment sector, and a multimodal transportation network.

Doraville... the city that connects.

GOALS

BUILD A DORAVILLE BRAND

Support local entrepreneurs, invest in quality infrastructure, encourage neighborhood preservation and improvement, carryout community activities, and further strategic redevelopment and investment in line with our vision.

FURTHER DORAVILLE’S TRADITION OF CULTURAL DIVERSITY

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

PRESERVE AND ENHANCE OUR NEIGHBORHOODS

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

LINK DORAVILLE

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

REBUILD DORAVILLE’S CORE

Reposition the City’s administrative core in order to encourage further investment, support livability in the community, and create a central hub within the city. An important part of this will be continuing to advance the Livable Centers Initiative vision by supporting all transportation modes, creating a sense of place, and increasing greenspace.

ALIGN IMPLEMENTATION TOOLS WITH OUR VISION

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

CREATE A STRONG, CONNECTED BUSINESS COMMUNITY

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

IMPROVE PUBLIC EDUCATION

Continue to lobby to the DeKalb County Board of Education for improvements as a critical need to achieve our long-term vision.

3.3 HOW WE MOVE FORWARD

FUTURE DEVELOPMENT

The Future Development Map (**Figure 3-1**) captures the community's vision for future growth and development in the City of Doraville. The development map is comprised of nine unique character areas including properties that the community identified would be appropriate for incorporation by the city should the opportunity to annex arise in the future. The character areas reflect a combined vision for redeveloping targeted areas of the city while preserving the city's tree canopy, single-family neighborhoods, and light industrial areas.

The city's vision for future development calls for a major change in character in four character areas:

- Doraville Town Center;
- Assembly District;
- BuHi Cultural Corridor; and
- PIB Marketplace.

Each of these areas is envisioned as ripe for redevelopment and major new public and private investment. They also all consider the opportunity of mixing uses to create a more communal environment where people can access more than one service without traveling to another location. High-quality design with an emphasis on creating walkable developments within these character areas will be of high importance. This vision for future development is a key component of the City's path forward. More details for each of the character areas is provided in Chapter 4.

WHAT IT DOES

The following are summary distinctions in each character area's envisioned future:

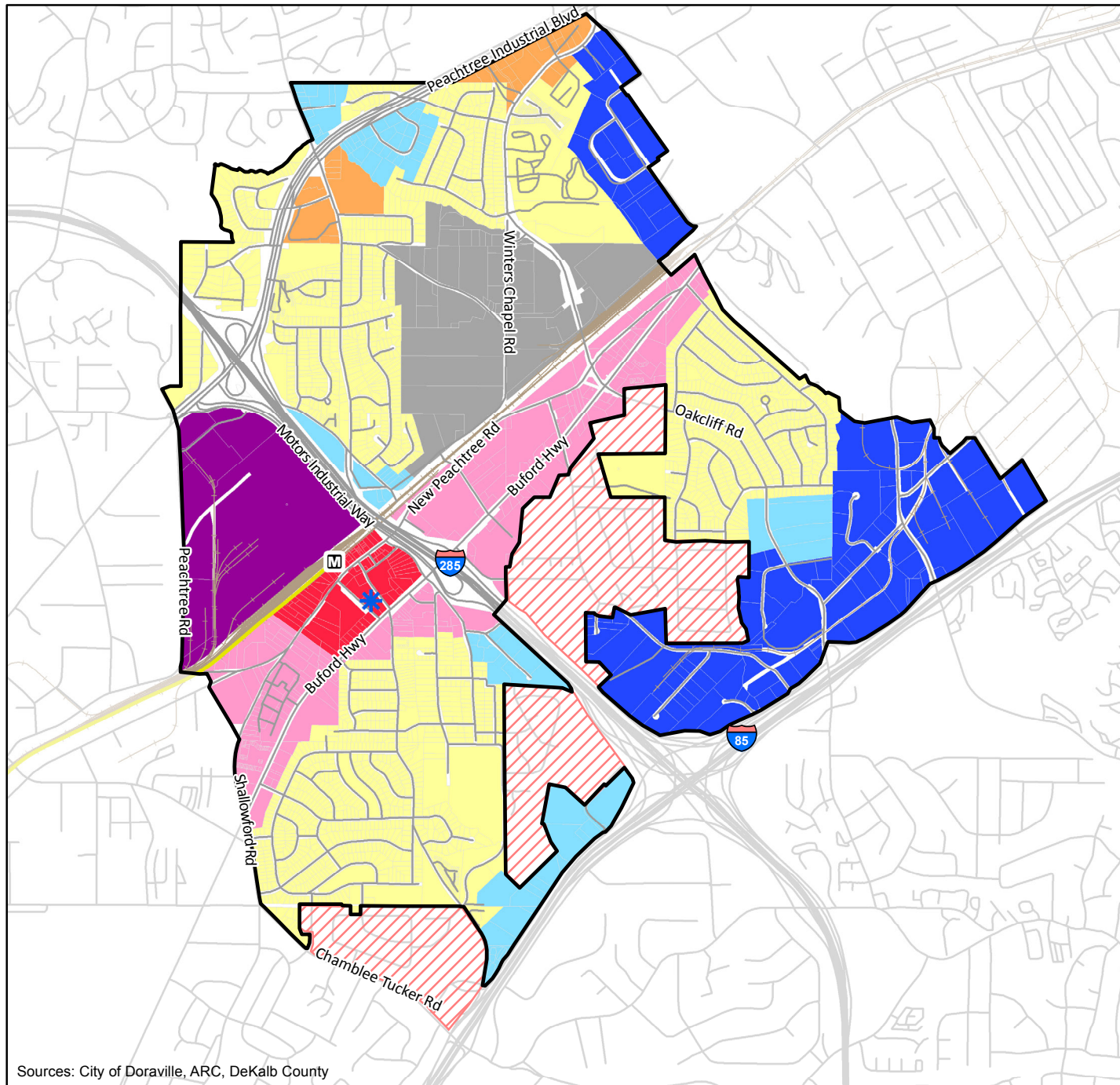
- Neighborhood Preservation District: Protect existing residential character
- PIB Marketplace: Mixed-use neighborhood activity nodes
- BuHi Cultural Corridor: Mixed-use corridor preserving the diversity of businesses
- Doraville Town Center: The city's central hub, established with a unique sense of place
- Assembly District: High-density mixed-use district
- Office Hub: Integrated centers of office uses and business incubators
- Light Industrial District: Commercial uses that leverage connections to regional transportation
- Tank Farms District: Heavy industrial district with an emphasis on safety
- Annexation: Areas outside the city limits appropriate for future incorporation into the city.

CHARTING A NEW COURSE

The vision largely builds upon the vision contained in the 2006-2026 Comprehensive Plan with a handful of important changes:

- Expansion of the Doraville Town Center to include properties on the opposite side of New Peachtree Road, incorporating parcels currently used for MARTA rail and parking.
- Consolidation of the Tank Farms District to the north side of the railroad tracks should an opportunity arise to revisit the tank infrastructure in this area. In doing so, additional opportunities would arise within the Buford Highway Cultural Corridor for redevelopment.
- Distinguishing a set of Office Hubs that would create a more flexible regulatory context for introduction of office and creative industrial uses.
- Incorporation of multi-family residential as sub-areas within the Neighborhood Preservation District rather than as a stand-alone character area.

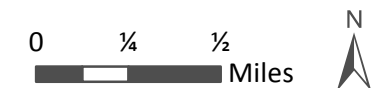
FIGURE 3-1: FUTURE DEVELOPMENT MAP



- Doraville Boundary
- City Hall
- MARTA Station
- MARTA Gold Line
- Expressway
- Street
- Railroad

Future Development Areas

- Neighborhood Preservation District
- PIB Marketplace
- BuHi Cultural Corridor
- Doraville Town Center
- Assembly District
- Office Hub
- Light Industrial District
- Tank Farms District
- Annexation



Sources: City of Doraville, ARC, DeKalb County

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4. IMPLEMENTING OUR VISION

4.1 THE STRATEGY

Implementing our vision for the future requires a targeted effort. As a small community with limited resources, we must ensure that our efforts are focused on those strategies that will have the most impact in advancing the City of Doraville down its desired path, as laid out at broad level in Chapter 3. This requires moving our vision forward in all elements of the plan in a coordinated fashion. This chapter discusses an overall strategy for each of these elements. Chapter 5 builds on these strategies further by clearly laying out our priority needs and opportunities required by each strategy as well as actions the City will take, in coordination with public, private, and nonprofit partners to implement the vision forward in the next five (5) years.



Word cloud of top initiatives community members would like to see accomplished in next five years (Source: Design Doraville Community Survey, Question 8)

4.2 FUTURE LAND USE STRATEGY

Among the top priorities for implementing the vision for the future are the following important initiatives related to future land use.

TARGET OUR EFFORTS

As previously alluded to, the City’s small size and limited resources call for focused efforts in each implementation area of the plan. In the area of land use, the City can make the biggest impact in upcoming years by focusing on redevelopment downtown and fostering redevelopment at Assembly and along Buford Highway.

Figure 4-1 highlights priority public and private investment areas identified as important catalysts in the years ahead. The image also depicts neighborhood investment areas surrounding the city’s neighborhood parks. Through the public visioning process, community members identified these areas as important catalysts for the city’s future success.

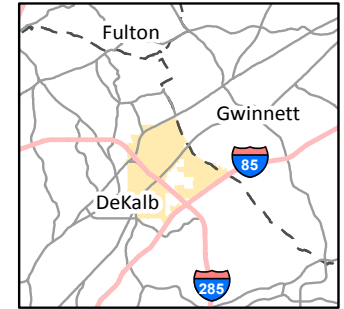
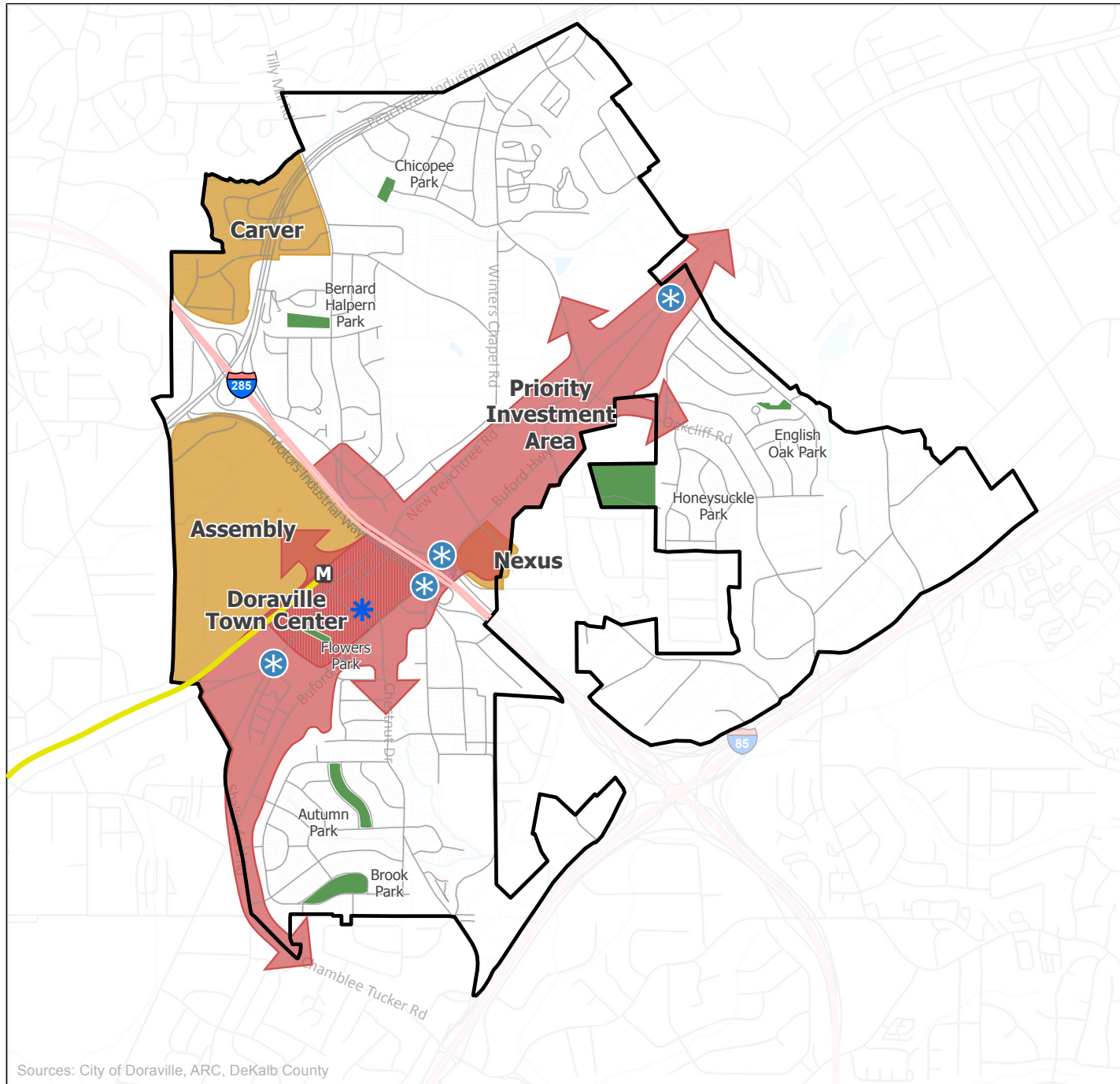
The redevelopment of the former General Motors site will advance the City in a variety of ways; it will create a new source of professional jobs, instill additional community pride and access to more recreational resources, and generate a major new source of revenue for the City. The City and other government authorities should prioritize community development and economic development efforts to ensure that the Assembly project advances along with private redevelopment opportunities at the former Kmart site, Friday’s Plaza, and the Carver Hills neighborhood.

Downtown redevelopment will help shape a refreshed identity for Doraville while furthering the area as a walkable transit-oriented center where people can live, work, and play with the opportunity to provide an environment that could rival downtown Decatur and other successful activity centers. Finally, the community envisions a reinvented Buford Highway that reflects greater walkability and nodes of mixed use that help connect Doraville’s neighborhoods and create a more accessible city for residents, businesses, and visitors alike while maintaining its cultural diversity.

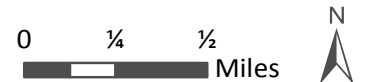
ENCOURAGE TOD & MIXED-USE

Inherent to encouraging transit-oriented development (TOD) and mixed-use is the overall goal to make Doraville a more vibrant place by encouraging higher density and a more walkable, mixed-use environment in the city’s core and along major corridors. By encouraging TOD and mixed-use development and preserving the city’s beloved residential neighborhoods, the City can truly advance a Doraville that preserves its roots while taking a new and strategic direction that capitalizes on the city’s unique location in the Atlanta region. To retain the diversity that makes Doraville stand out in the region today, it will be critical for Doraville to advance and work with current businesses and residents as identified through economic development and quality of life initiatives to ensure that the very people that make us special today do not get left behind as Doraville opens its next chapter in life.

FIGURE 4-1: PRIORITY INVESTMENT AREAS MAP



- City of Doraville
 - City Hall
 - MARTA Station
 - MARTA Gold Line
 - Street
 - Expressway
 - Parks
- Investment Areas**
- Priority Investment Area
 - Doraville Town Center
 - Private Investment Areas
 - Neighborhood Investment Area
 - Gateway within Priority Investment Areas



Sources: City of Doraville, ARC, DeKalb County

ADHERE TO THE VISION

The Future Development Map, introduced in Chapter 3 on page 3-5 and also shown on page 4-5 (**Figure 4-2**), is the most important aspect of ensuring our vision and goals for land use move forward. This map is used on a day-to-day basis by City leaders and staff to guide land use and zoning decisions as well as other development initiatives under consideration and proposed for approval in the Doraville community. The following pages provide a two-page overview for each of nine (9) unique character areas of the city, providing the following policy guidance.

HEADING	GUIDANCE PROVIDED
Existing character	Documentation of the area today
Vision for the future	Long-term vision for the area as redevelopment and other new investment occurs
Potential uses	Types of use that are appropriate
Building scale	Appropriate scale for uses in this district
Zoning districts	Appropriate zoning districts for the area
Strategies	Unique initiatives to advance the area's vision that require City-led activities
Character images	Benchmark images, showing how the community envisions future design and form

Each two-page description also offers a closer map view of the character area and parcels contained within it.

ALIGN ZONING WITH VISION

In order to be successful in implementing the Future Development Map vision and policies, the City must have in place the appropriate zoning tools and regulations to make the plan a reality. Through the planning process, City leaders and staff identified several barriers within the existing code that would inhibit the ability to achieve the vision for the different areas. Recommended changes to the City of Doraville Zoning Ordinance are identified in Chapter 5.



Planned gateway signage



Assembly rendering

Photo credit: the Integral Group



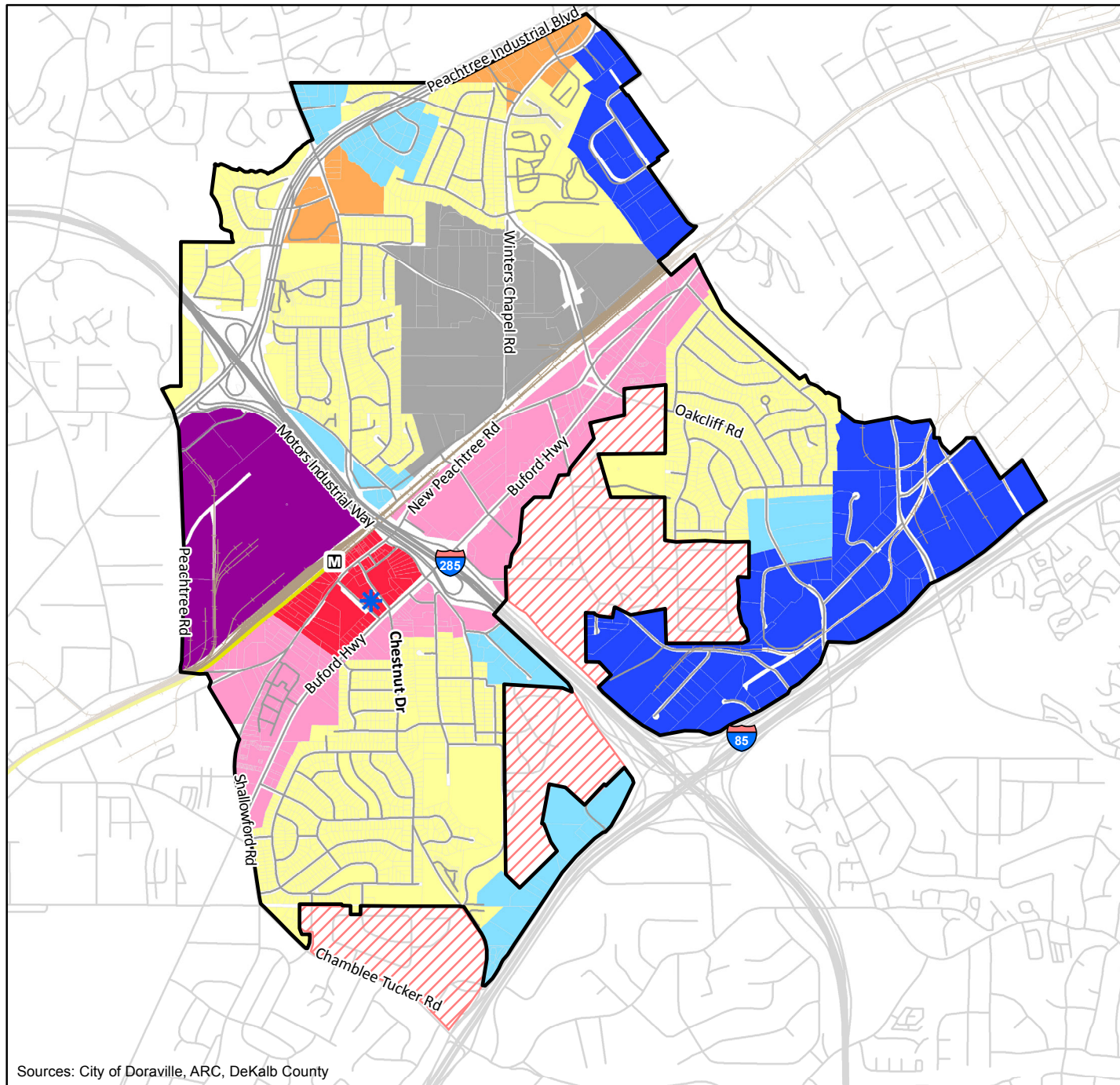
Assembly rendering

Photo credit: the Integral Group



Nexus rendering

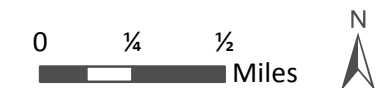
FIGURE 4-2: FUTURE DEVELOPMENT MAP



- Doraville Boundary
- City Hall
- MARTA Station
- MARTA Gold Line
- Expressway
- Street
- Railroad

Future Development Areas

- Neighborhood Preservation District
- PIB Marketplace
- BuHi Cultural Corridor
- Doraville Town Center
- Assembly District
- Office Hub
- Light Industrial District
- Tank Farms District
- Annexation



Sources: City of Doraville, ARC, DeKalb County

ASSEMBLY DISTRICT

EXISTING CHARACTER

The former General Motors (GM) plant has been largely cleared of prior structures and is an open canvas for redevelopment, starting with a new film studio. The Assembly District is bordered by I-285, Peachtree Industrial Boulevard (SR-141), the Doraville MARTA Station, and Norfolk Southern rail.

VISION FOR THE FUTURE

Doraville’s Assembly district, formerly the GM property, will be transformed into a walkable mixed-use district that serves an integrated hub of commercial, office, and residential activity. Redevelopment of this area will include new public greenspace and a network of new streets to connect to adjacent centers and corridors.

POTENTIAL USES

- Vertical mixed-use
- Office
- Retail/commercial
- Arts/film/media industry
- Multi-family residential
- Parks & open space

BUILDING SCALE

- 6-30 stories

ZONING DISTRICTS

- T-5 & T-5A
- T-6 & T-6A

STRATEGIES

1. Create a new multi-modal street connection under the existing MARTA and Norfolk Southern corridor.
2. Make Peachtree Industrial Blvd and Flowers Rd to New Peachtree Rd bicycle- and pedestrian-friendly to allow for safe and efficient access to Assembly and the Doraville MARTA station.
3. Implement traffic calming along streets connecting the Assembly development to established residential neighborhoods.
4. Ensure higher density development adjacent to the MARTA Station and I-285 corridor.
5. Implement Tax Allocation District (TAD) and Community Improvement District (CID).
6. Continue to exercise other economic development strategies to attract job-creating businesses.

CHARACTER IMAGES



Buckhead Atlanta



Atlantic Station Atlanta



Buckhead Atlanta



Proposed Assembly rendering Doraville

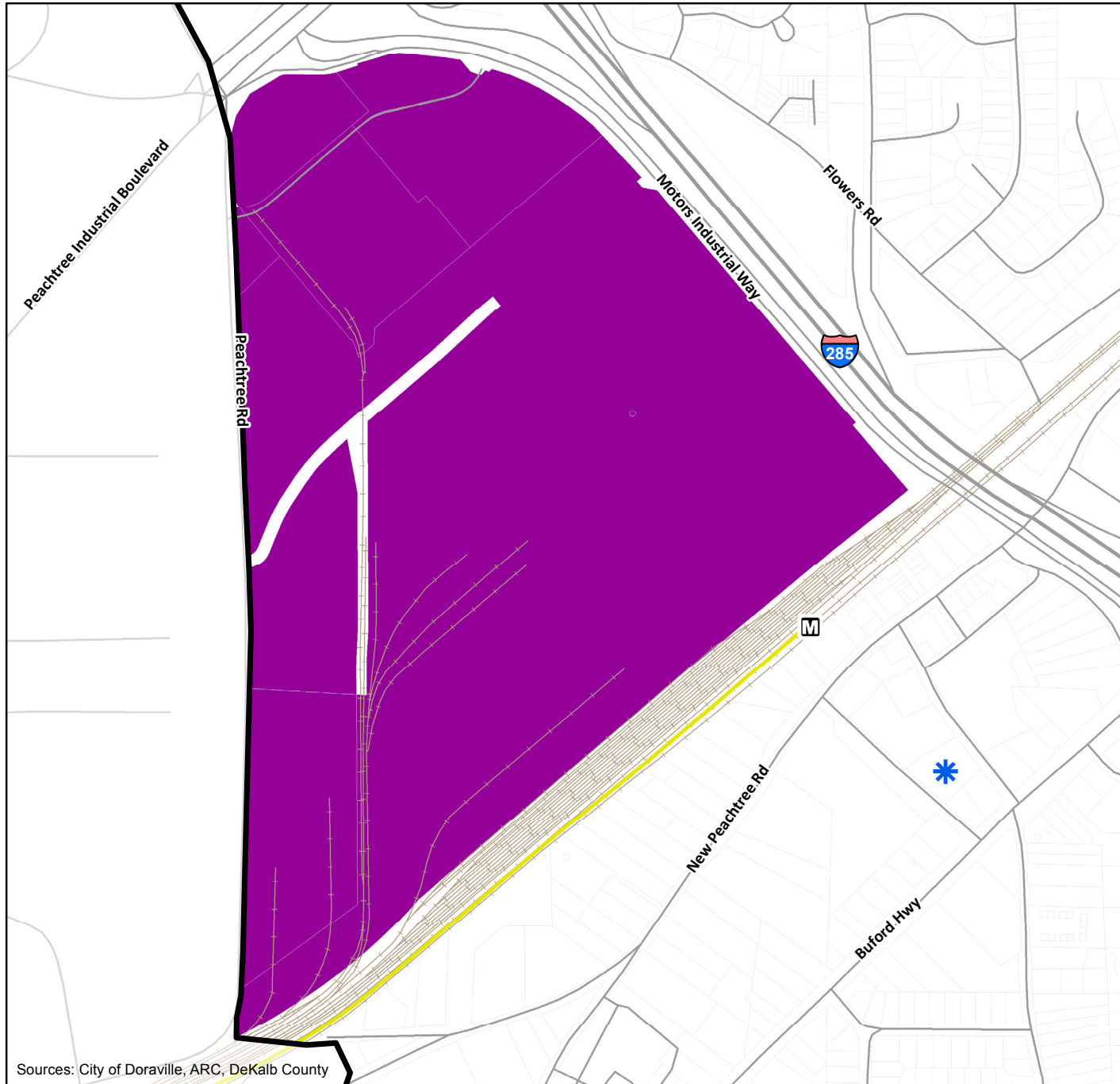
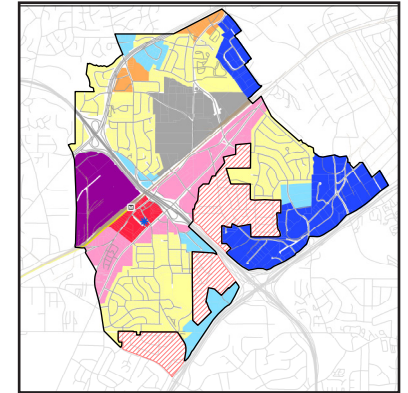








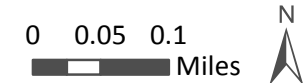


FIGURE 4-3: ASSEMBLY DISTRICT



-  Doraville Boundary
-  City Hall
-  MARTA Station
-  MARTA Gold Line
-  Expressway
-  Street
-  Railroad
-  Assembly District



Sources: City of Doraville, ARC, DeKalb County

DORAVILLE TOWN CENTER

EXISTING CHARACTER

The Doraville Town Center includes a mixture of public government buildings and private properties located inside the I-285 perimeter, between the Doraville MARTA Station and Buford Highway. This area is ripe for development as many buildings are vacant, aging, and/or underutilized.

VISION FOR THE FUTURE

As a transportation hub for the region, the Doraville Town Center will provide a unique sense of place and identity for the city. Visitors will be welcomed into a signature public town green with traditional main street retail embodying Doraville’s cultural diversity. A combination of new civic buildings and private development comprised of a mixture of residential, retail, and office uses will line beautiful streetscapes framing a new built environment. The town center will serve as a focal point for community gatherings and festival events.

STRATEGIES

1. Implement *Historic Downtown Doraville Redevelopment Masterplan*.
2. Extend the complete streets design beyond New Peachtree Road.
3. Improve and expand bicycle and sidewalk connections to the neighborhoods.
4. Establish Downtown Doraville as an urban, walkable town center.
5. Implement Tax Allocation District (TAD) and Community Improvement District (CID).
6. Continue to exercise other economic development strategies to attract job-creating businesses.

POTENTIAL USES

- Transit Oriented Development
- Vertical mixed-use
- Retail/commercial
- Office
- Civic/institutional
- Multi-family residential
- Parks & open space

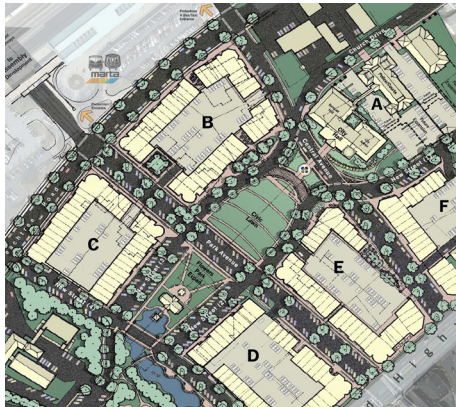
BUILDING SCALE

- 6-8 stories in downtown redevelopment
- Up to 15 stories on MARTA property

ZONING DISTRICTS

- T-5
- T-6

CHARACTER IMAGES



Historic Downtown Doraville Redevelopment Masterplan



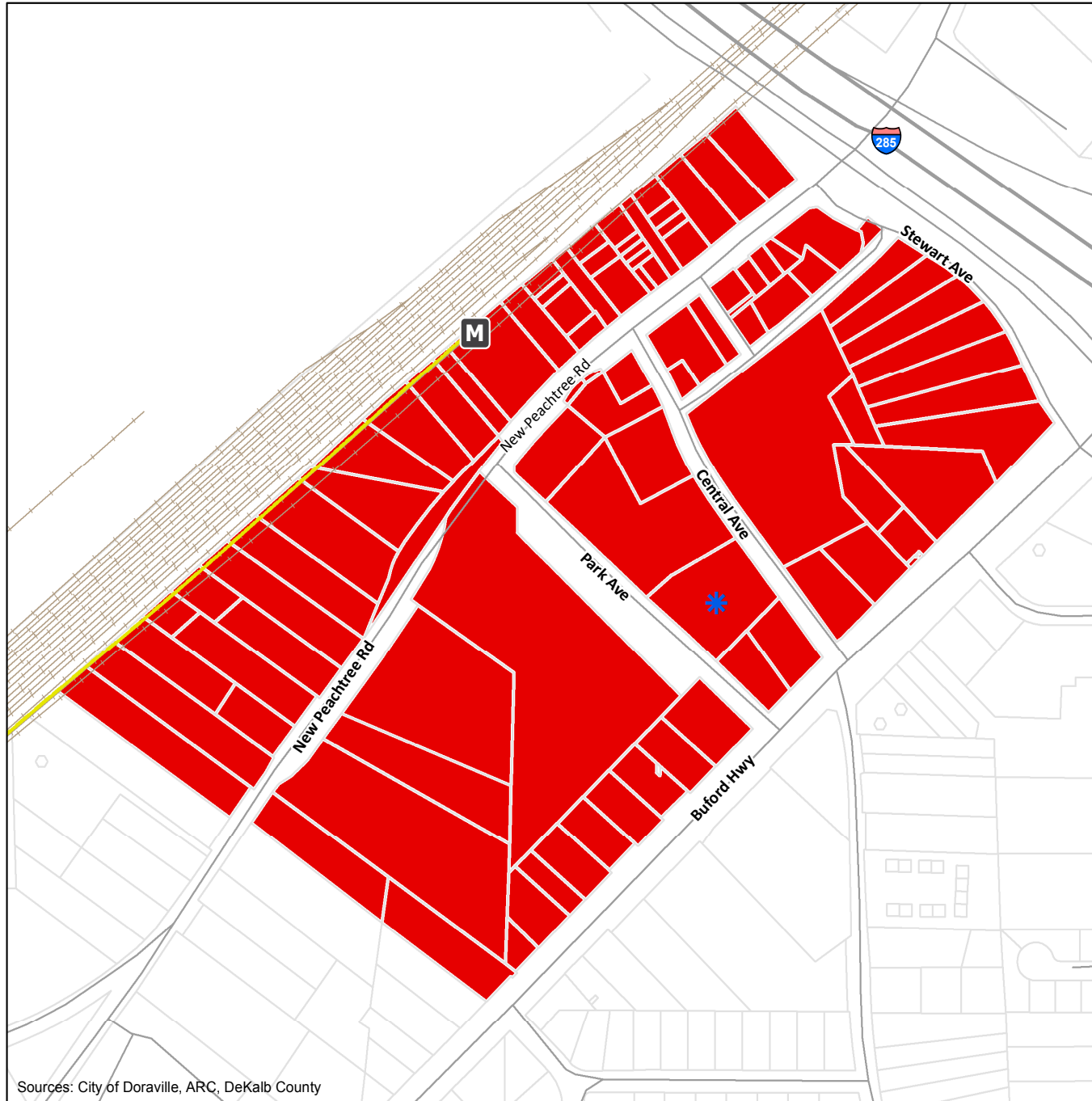
Town Brookhaven



Midtown Atlanta

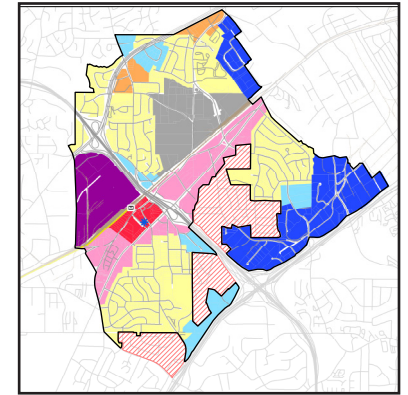


Suwanee Town Center

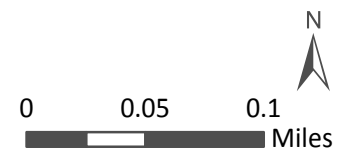


Sources: City of Doraville, ARC, DeKalb County

FIGURE 4-4: DORAVILLE TOWN CENTER



- City of Doraville
- * City Hall
- M MARTA Station
- MARTA Gold Line
- Expressway
- Street
- Railroad
- Town Center



BUHI CULTURAL CORRIDOR

EXISTING CHARACTER

Buford Highway is a bustling area of internationally-rooted small local businesses. The physical form consists of large surface parking lots sprinkled with mostly one-story buildings spanning a seven-lane roadway with an overabundance of driveway curb cuts and limited pedestrian crossings, creating a poor pedestrian environment.

VISION FOR THE FUTURE

BuHi Cultural Corridor will preserve the international diversity of businesses and new multi-family residents along Buford Highway while becoming a walkable and vibrant district for Doraville residents, workers, and visitors from around the world. Enhancements to streetscape, signage, and innovative public investments such as public art will make the corridor a popular destination in the greater Atlanta region.

POTENTIAL USES

- Mixed-use
- Retail/commercial
- Office
- Multi-family residential
- Parks & open space

BUILDING SCALE

- 3-8 stories (stepping down to 3 stories abutting low-density residential uses)

ZONING DISTRICTS

- C-1 & C-2
- T-3, T-4 & T-5
- R-3 & R-4

STRATEGIES

1. Implement Buford Highway Livable Centers Initiative (LCI) recommendations to build on the vision for the corridor
2. Build on the "We Love BuHi" initiative.
3. Preserve the cultural diversity of the corridor by working with businesses and business organizations.
4. Add multi-family residential to the corridor through either text amendments to the C-1 and C-2 zoning districts or rezoning to a Livable Communities Code (LCC) district to facilitate the vision of a mixed-use corridor.
5. Improve Buford Highway to enable multi-modal transportation access along the corridor.
6. Enhance existing cross streets for bicycle and pedestrian connections.
7. Include urban design requirements in all zoning regulations along the corridor to require a pedestrian-oriented building form as redevelopment occurs.
8. Encourage inter-parcel connections to reduce the abundant driveway curb cuts to improve safety for all travel modes.

CHARACTER IMAGES



Future Nexus Development
Doraville



Plaza Fiesta
Chamblee



LaVista Walk
Atlanta



Buford Highway Farmers Market
Doraville

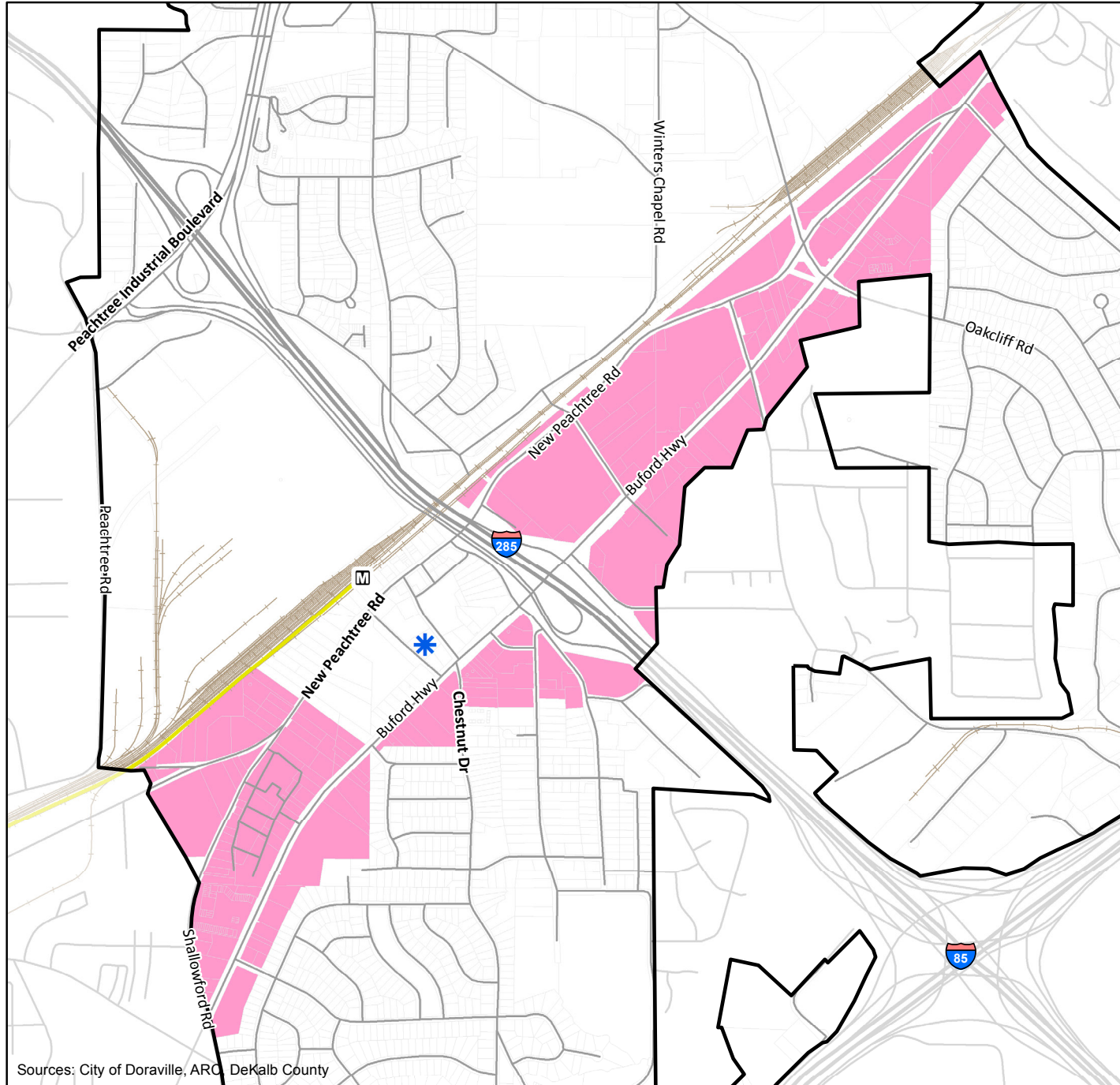
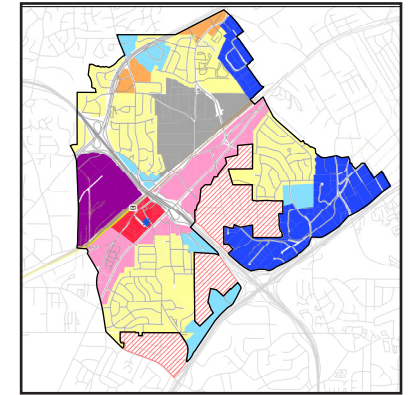
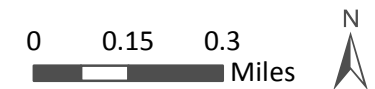


FIGURE 4-5: BUHI CULTURAL CORRIDOR



- Doraville Boundary
- City Hall
- MARTA Station
- MARTA Gold Line
- Expressway
- Street
- Railroad
- BuHi Cultural Corridor



PIB MARKETPLACE

EXISTING CHARACTER

The two PIB Marketplaces provide a gateway between Peachtree Industrial Boulevard and the residential neighborhoods on Tilly Mill and Winters Chapel. Both commercial areas have components that are aging, underutilized, and/or provide only limited neighborhood commercial services.

VISION FOR THE FUTURE

The PIB Marketplaces will serve as integrated nodes of commercial, office, and residential activity that provide additional or enhanced multi-modal connectivity to neighborhoods, corridors, and other activity centers. They will serve as commercial gateways for Doraville’s northern residential neighborhoods.

POTENTIAL USES

- Mixed-use
- Retail/commercial
- Multi-family residential
- Parks & open space

BUILDING SCALE

- 2-6 stories

ZONING DISTRICTS

- T-4 & T-5
- C-1 & C-2

STRATEGIES

1. Structure redevelopment of parcels to improve overall walkability and connectivity.
2. Allow for a range of neighborhood commercial uses with multi-family housing.
3. Encourage new multi-use path from Chicopee Park to the Marketplaces.
4. Create community gathering spaces.

SUB-AREAS

Two sub areas comprise the PIB Marketplace:

- Tilly Mill Marketplace
- Winters Chapel Marketplace

The same policies apply to both sub areas with the exception that within the Winters Chapel Marketplace, building height will step down to three stories when abutting low-density residential uses.

CHARACTER IMAGES



Post Riverside
Atlanta



Town Brookhaven

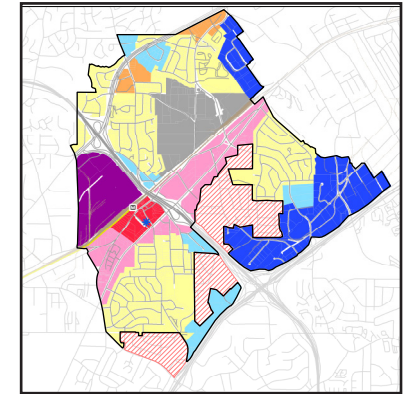
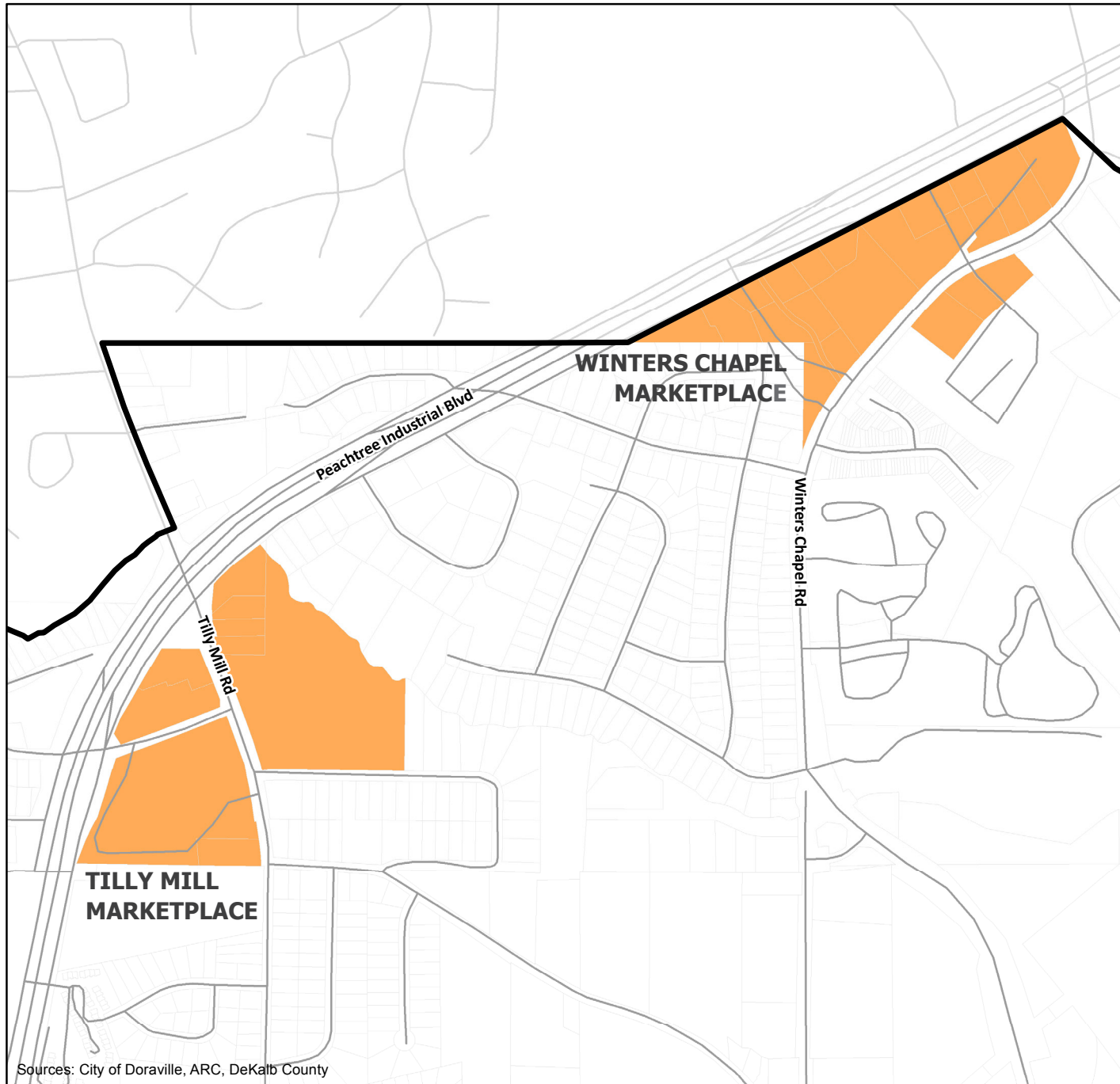










Decatur



Cheshire Bridge
Atlanta

FIGURE 4-6: PIB MARKETPLACE



-  Doraville Boundary
-  City Hall
-  MARTA Station
-  MARTA Gold Line
-  Expressway
-  Street
-  Railroad
-  PIB Marketplace



Sources: City of Doraville, ARC, DeKalb County

NEIGHBORHOOD PRESERVATION DISTRICT

EXISTING CHARACTER

The Neighborhood Preservation District is comprised of the established residential neighborhoods of Tilly Mill, Winters Chapel, Northwoods, and Oakcliff. The housing is predominantly single-family with multi-family along the edges.

VISION FOR THE FUTURE

Doraville will maintain and protect the single-family neighborhoods and allow for low-density multi-family housing at neighborhood edges, improving connections to schools, City parks, and religious institutions. Five low-density multi-family sub-areas will serve as transition areas from higher intensity land uses outside the character area to single-family residential within the character area. Multi-family sub-areas 2 and 4 will also allow for limited commercial. Today most of the single-family homes in these subareas have been converted into commercial uses with small parking lots in front. This development pattern is popular in the Buckhead Village Atlanta area as single-family homes have been converted to businesses of neighborhood services.

POTENTIAL USES

- Single-family residential
- Townhomes
- Limited multi-family residential

BUILDING SCALE

- Up to 3 stories

ZONING DISTRICTS

- R-1, R-2, R-3, R-4, R-CH, RSFA
- T-3 & T-4

STRATEGIES

1. Implement Doraville Active Living Plan and 2015 Sidewalk Implementation Community Improvement Plan (CIP) components.
2. Continue to build upon programming of special events at community parks.
3. Continue to enforce existing City code ordinances to ensure property upkeep.
4. Improve overall connectivity between neighborhoods, and between neighborhoods and activity centers with paths and bicycle connections.
5. Include landscape buffer requirements in abutting non-residential zoning districts.

SUB-AREAS (SEE FIGURE 4-7)

1. Carver Hills area at PIB and I-285
2. Properties off Tilly Mill Road, between Beacon Drive and Woodwin Drive
3. Existing multi-family on the eastern side of Winters Chapel
4. Properties fronting Chamblee Tucker Road
5. Existing multi-family near Aztec and Chestnut between Northwoods single-family and Office Hub

CHARACTER IMAGES



Historic Single-Family
Doraville



Chestnut Place
Doraville



New single-family
Doraville



Inman Park
Atlanta

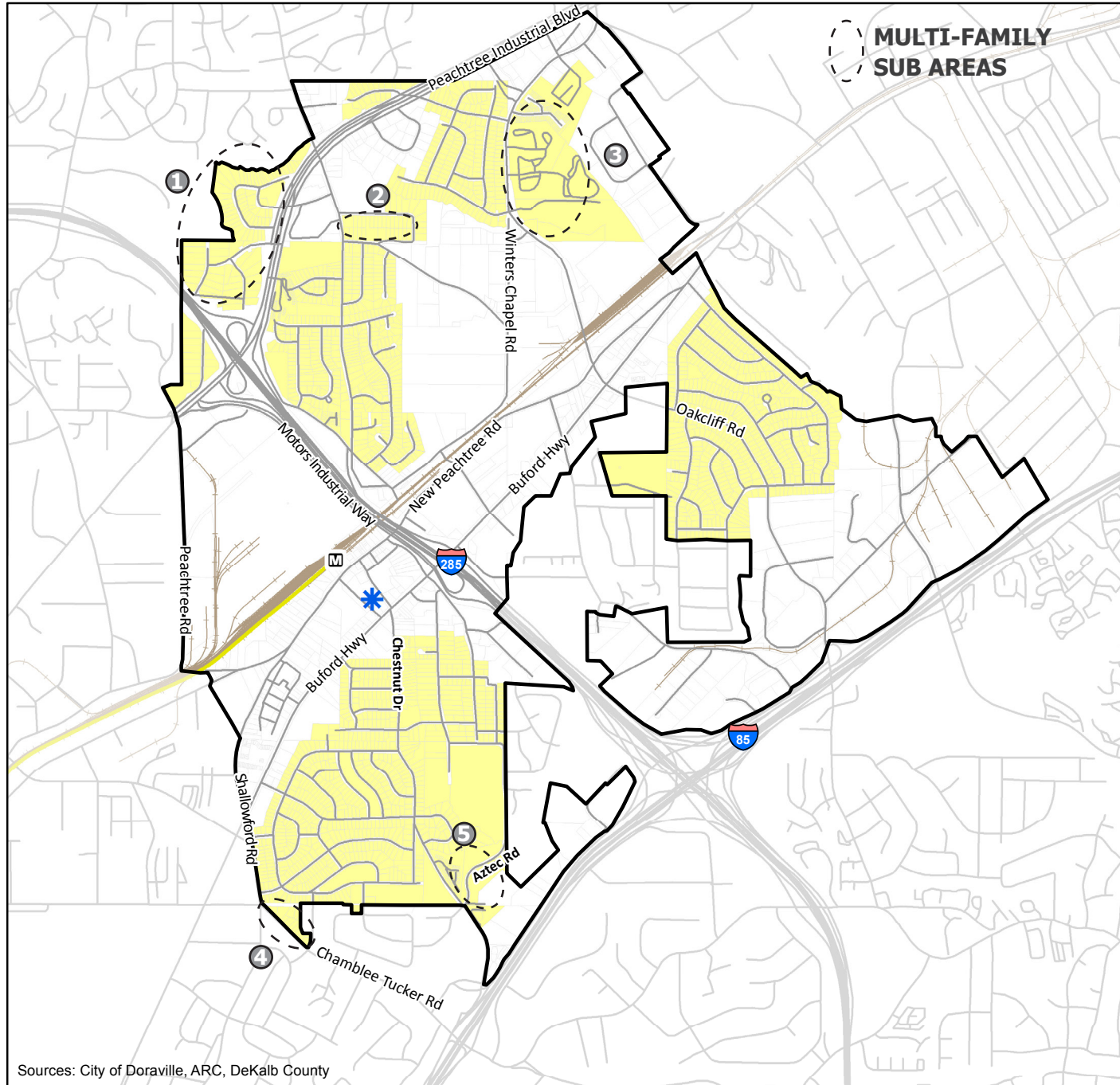
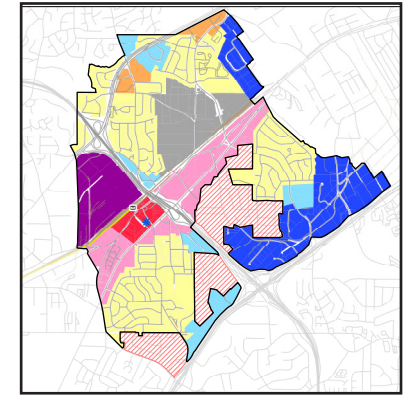


FIGURE 4-7: NEIGHBORHOOD PRESERVATION DISTRICT



- Doraville Boundary
- City Hall
- MARTA Station
- MARTA Gold Line
- Expressway
- Street
- Railroad
- Neighborhood Preservation District



Sources: City of Doraville, ARC, DeKalb County

OFFICE HUBS

EXISTING CHARACTER

Office Hubs are areas currently occupied by a mix of office and commercial uses. They often have high visibility from and access to Doraville’s highways.

VISION FOR THE FUTURE

The Office Hubs will serve as integrated centers of office uses that transition between higher intensity uses and existing neighborhoods. These business and incubator areas will be centers of innovation, leveraging the city’s diversity to attract unique businesses.

STRATEGIES

1. Ensure the City’s ordinances allow for diverse employment opportunities to diversify the City’s employment sector.
2. Install high-speed fiber to attract more businesses.
3. Create a multi-use trail along existing utility corridor to increase connectivity and provide passive greenspace.
4. Allow residential uses only as accessory to office as part of work/live units.
5. Allow for conversion of light industrial buildings to flex, loft-style office spaces.

POTENTIAL USES

- Office
- Public/institutional
- Work/live

BUILDING SCALE

- Up to 3 stories

ZONING DISTRICTS

- O-I
- O-W

CHARACTER IMAGES



*The Lumberyard Office Lofts
West Midtown, Atlanta*



*Northyards
Downtown Atlanta*

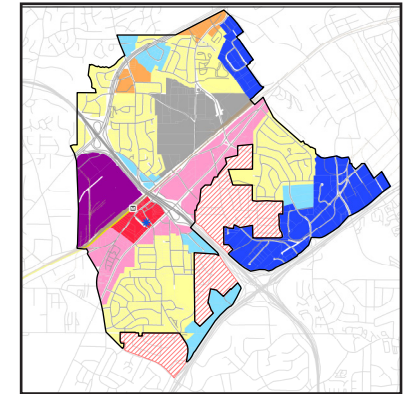
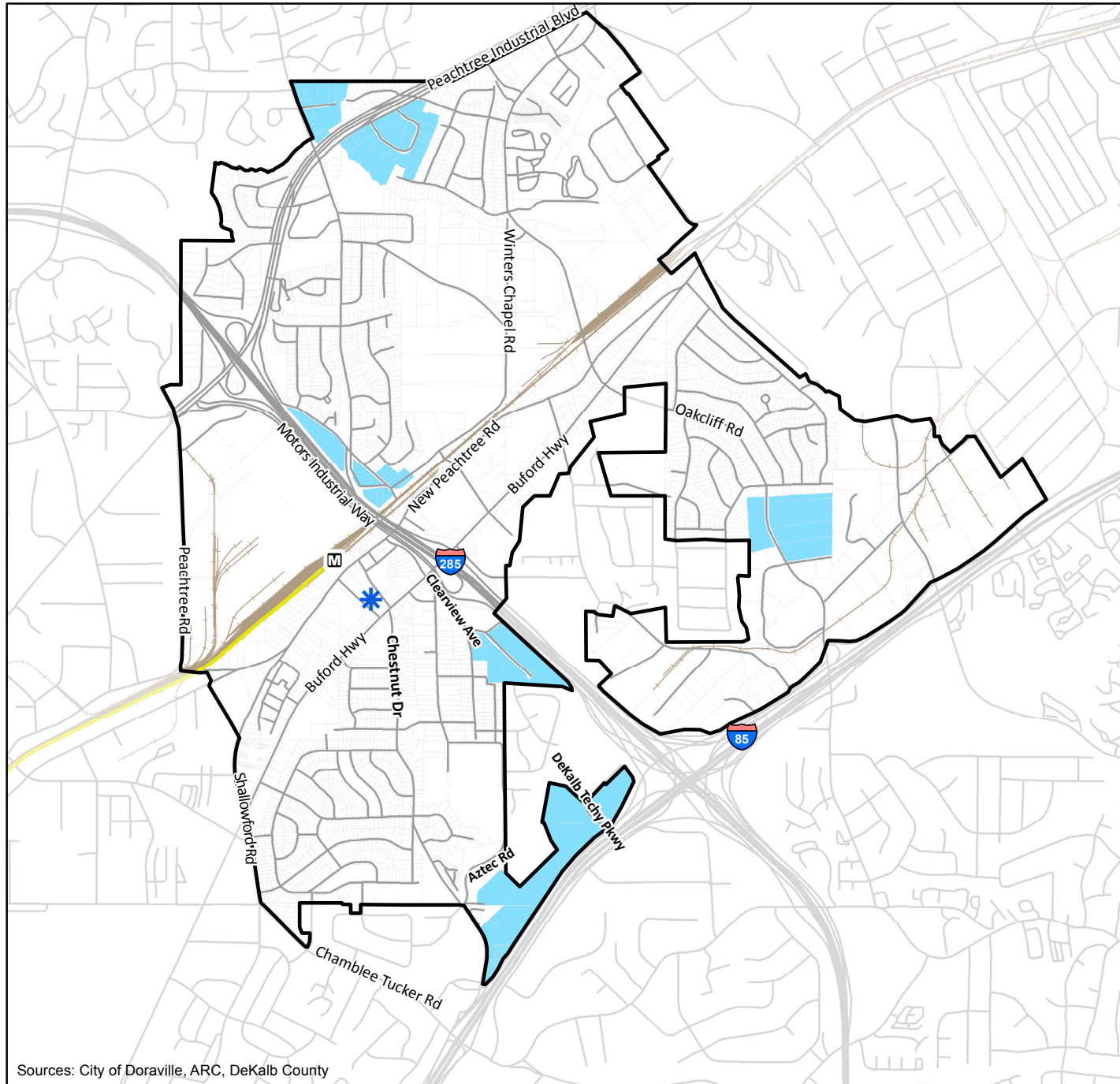


*Big Green Egg
Doraville*

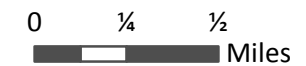


*The Blue Horse
Inman Park, Atlanta*

FIGURE 4-8: OFFICE HUBS



- Doraville Boundary
- City Hall
- MARTA Station
- MARTA Gold Line
- Expressway
- Street
- Railroad
- Office Hub



Sources: City of Doraville, ARC, DeKalb County

LIGHT INDUSTRIAL DISTRICT

EXISTING CHARACTER

Light Industrial Districts include a mix of low impact industrial, manufacturing, and distribution uses. There are two areas of the city included in this district: Oakcliff Rd/Oakcliff Industrial near I-85 and Bankers Industrial near Peachtree Industrial at the DeKalb/Gwinnett county line.

VISION FOR THE FUTURE

The Light Industrial Districts will leverage the city's connection to the regional transportation system to support a variety of light industrial, distribution, and warehousing uses with limited supporting uses. These centers will be more auto-oriented, yet still maintain connectivity for pedestrians, bicyclists, and vehicles.

STRATEGIES

1. Re-evaluate zoning, tree, and sign ordinances to attract businesses.
2. Ensure businesses are aware of the appropriate truck routes to regional infrastructure system.
3. Provide sidewalks along key corridors such as Oakcliff Road and Bankers Industrial Drive to encourage alternative modes of transportation.
4. Ensure landscaped buffers are provided adjacent to low-density residential districts.
5. Create a multi-use trail along existing utility corridor to increase connectivity and provide passive greenspace.

POTENTIAL USES

- Distribution
- Light industrial
- Manufacturing
- Warehousing

BUILDING SCALE

- Up to 3 stories

ZONING DISTRICTS

- M-1
- O-W

CHARACTER IMAGES



Film studio
Doraville



Sweetwater Brewery
Atlanta



Armour Ottley
Atlanta



Lindbergh
Atlanta

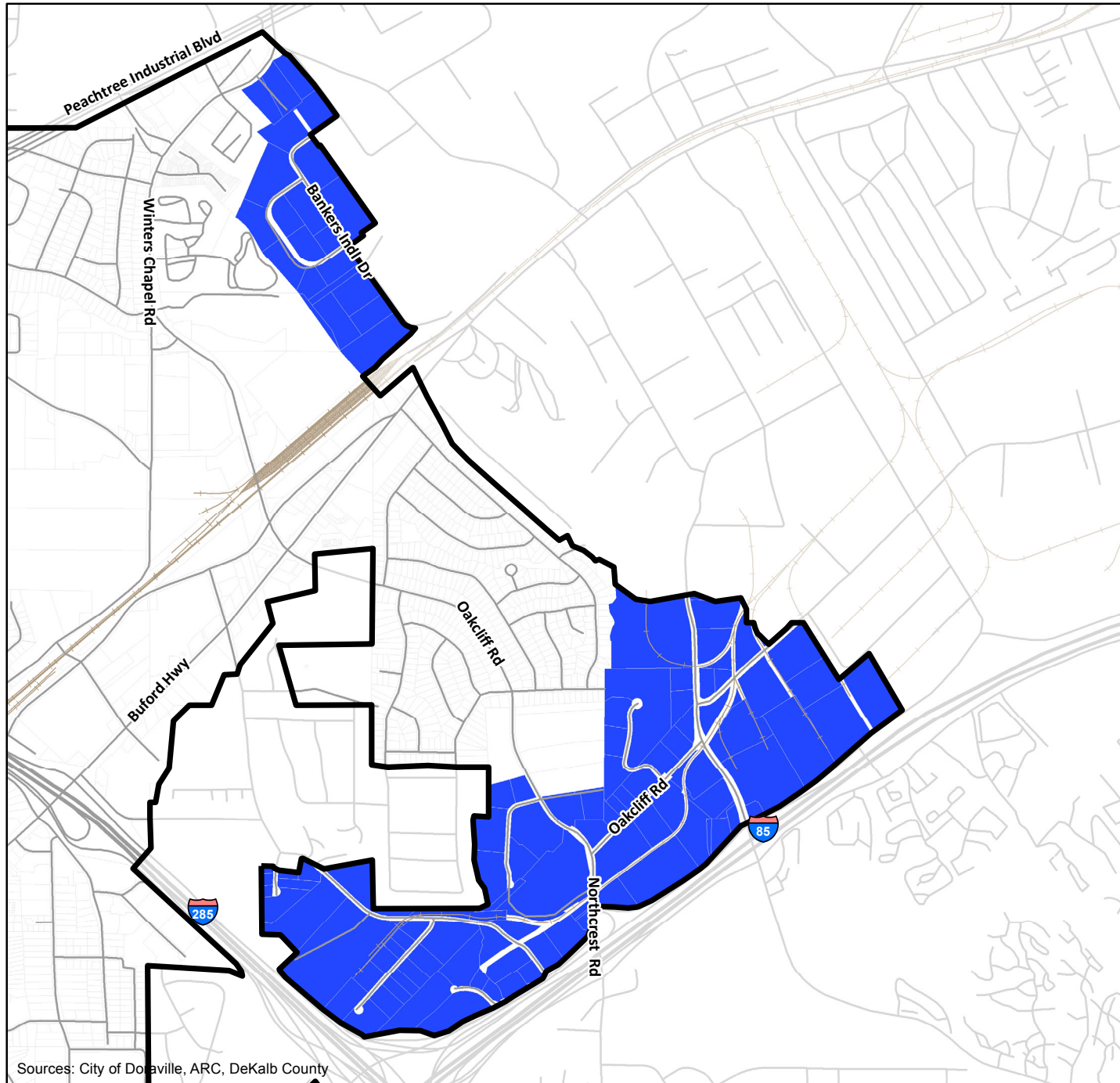
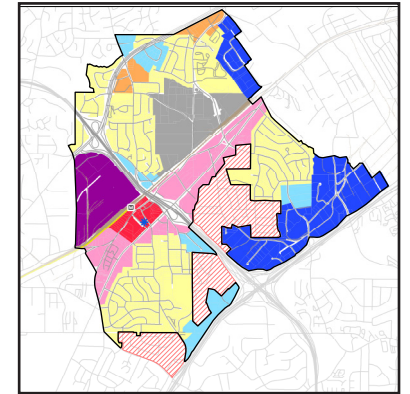


FIGURE 4-9: LIGHT INDUSTRIAL DISTRICT



- Doraville Boundary
- City Hall
- MARTA Station
- MARTA Gold Line
- Expressway
- Street
- Railroad
- Light Industrial District



Sources: City of Doraville, ARC, DeKalb County

TANK FARMS DISTRICT

EXISTING CHARACTER

This Tank Farms area is limited to oil tank uses and other industrial uses west of the railroad. The location is a major extraction point for oil and gas traveling through the pipeline up the Atlantic coast.

VISION FOR THE FUTURE

The Tank Farms District will continue to be a home for numerous fuel tank facilities, as well as the variety of industrial uses that support their operations. These industries will continue to provide an important portion of the City's tax base. Future improvements in the district will place an emphasis on safety, ensuring sufficient buffer to all non-industrially-zoned properties.

STRATEGIES

1. Ensure businesses are aware of appropriate truck routes.
2. Study the potential of consolidating existing tanks south of rail corridor into area north of rail corridor to allow for the long-term redevelopment of the BuHi Cultural Corridor.
3. Ensure landscaped buffers are provided adjacent to low-density residential districts.
4. Explore public art opportunities along fencing and other infrastructure facing right-of-way.

POTENTIAL USES

- Heavy industrial
- Light industrial
- Distribution
- Warehousing

BUILDING SCALE

- 3-5 stories

ZONING DISTRICTS

- M-2



Proposed safety area around tank farm structures

CHARACTER IMAGES



Tank farm
Doraville



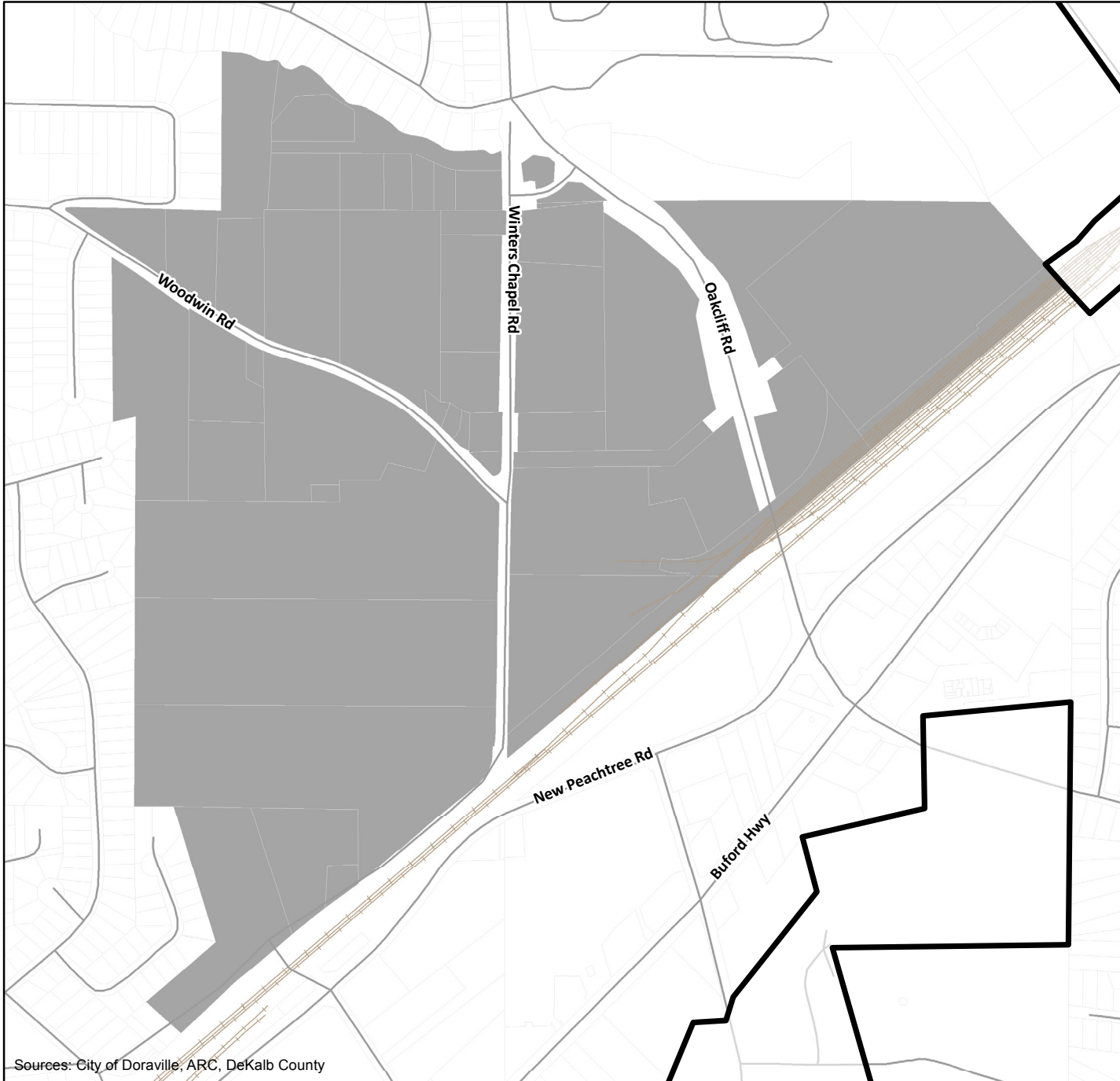
Clean energy station
Doraville



Boulevard
Atlanta

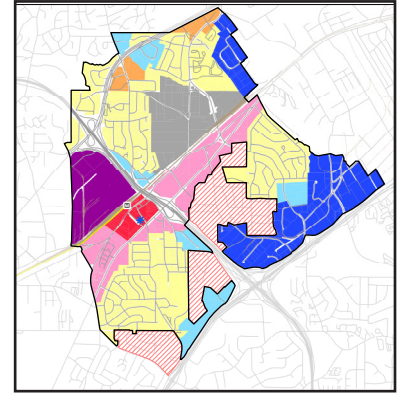










The BeltLine
Atlanta



Sources: City of Doraville, ARC, DeKalb County

FIGURE 4-10: TANK FARMS DISTRICT



-  Doraville Boundary
-  City Hall
-  MARTA Station
-  MARTA Gold Line
-  Expressway
-  Street
-  Railroad
-  Tank Farms District



ANNEXATION

EXISTING CHARACTER

Potential annexation areas already function informally as part of the city due to location, largely surrounded by parcels that are in Doraville. The uses within this area are predominantly single-family homes with some multi-family, institutional, office, and retail.

VISION FOR THE FUTURE

Annexation will provide Doraville with the ability to optimize service delivery in residential areas that are most accessible to the Doraville community and informally considered a part of Doraville neighborhoods. Should these areas be annexed, it is anticipated they would largely be incorporated into the Neighborhood Preservation District. Multi-family housing would be appropriate where multi-family housing already exists as well as on properties fronting Chamblee-Tucker Rd.

STRATEGIES

1. Annex adjacent neighborhood areas to provide continuity in land uses with adjacent surrounding land within Doraville.
2. Encourage redevelopment of existing single-family properties along major corridors into new structures of multi-family, office, and/or limited commercial uses.

POTENTIAL USES

- Single-family residential
- Townhomes
- Multi-family residential
- Limited commercial/office
- Institutional
- Parks & open space

BUILDING SCALE

- Up to 3 stories

ZONING DISTRICTS

- R-1, R-2, R-3, R-4, R-CH, RSFA
- O-I
- C-1
- T-3, T-4, & T-5

CHARACTER IMAGES



Cambridge Square Townhouses
Unincorporated DeKalb County



Chamblee-Tucker
Unincorporated DeKalb County

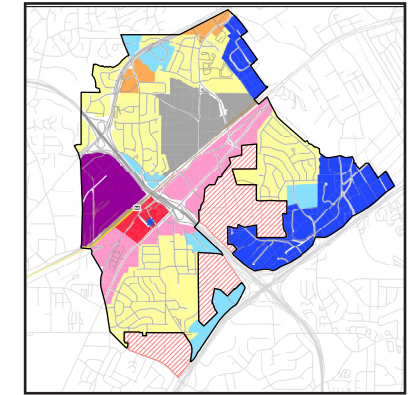
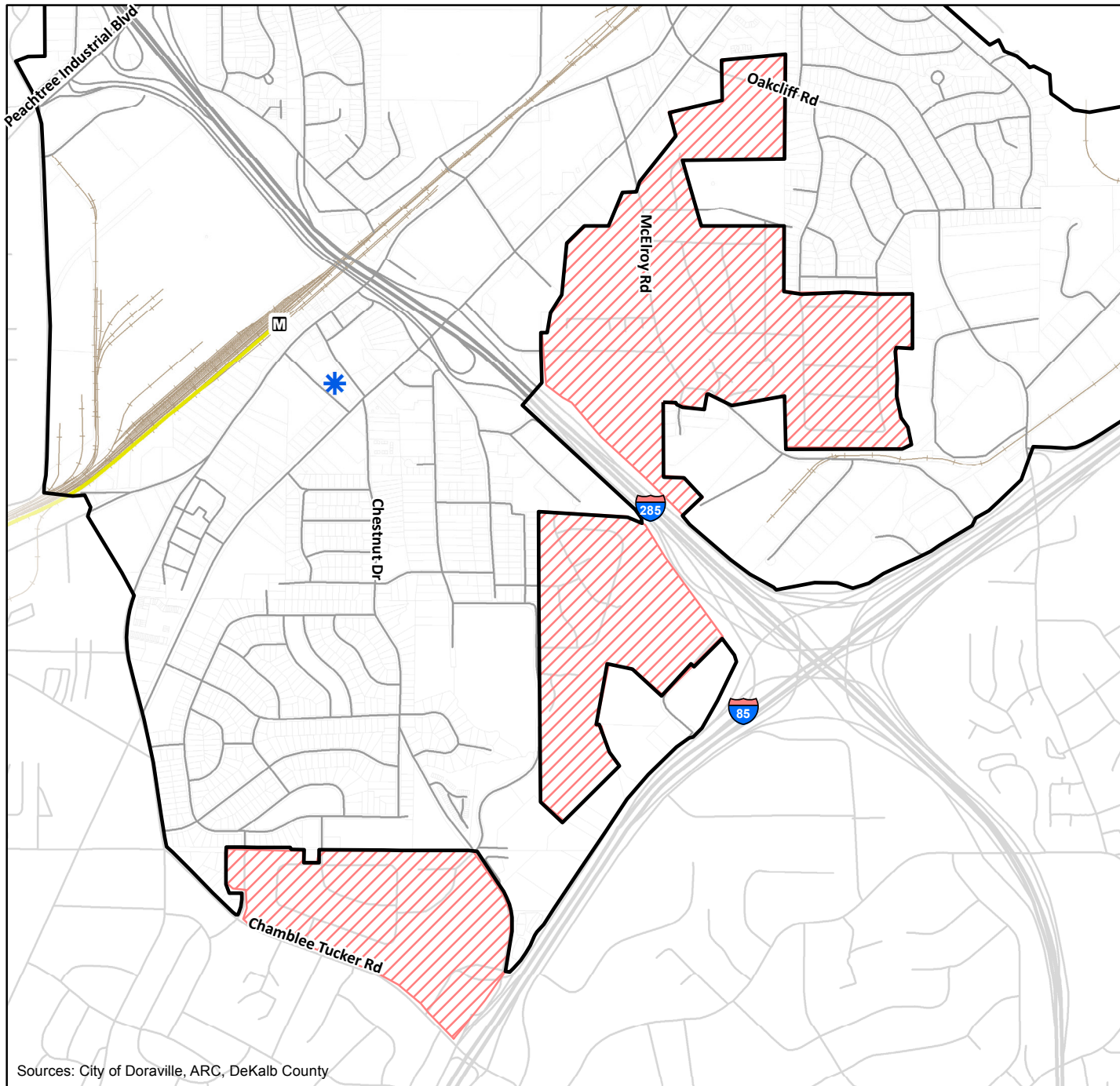










Ashlyn Pointe
Unincorporated DeKalb County



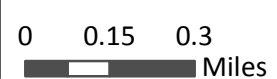
Oakcliff School
Unincorporated DeKalb County

**FIGURE 4-11: ANNEXATION
AREAS**



-  Doraville Boundary
-  City Hall
-  MARTA Station
-  MARTA Gold Line
-  Expressway
-  Street
-  Railroad
-  Annexation

Sources: City of Doraville, ARC, DeKalb County



4.3 ECONOMIC STRATEGY

BUILDING UPON THE CITY'S UNIQUE STRENGTHS

Doraville is an emerging urban center with a relatively small population base (less than 11,000). More than 75 percent of the city's assessed property value is commercial or industrial, and business and occupational taxes are the third largest source of General Fund revenue for the city. As a result, the City's fiscal health and future opportunities depend to a large extent on a thriving business community and, by extension, the continued growth of commercial property values.

Doraville is attractive to business for a number of reasons. Despite the small population of Doraville proper, the city is strategically located northeast of Atlanta at the intersection of two major interstates (I-285 and I-85), two major state routes (Buford Highway and Peachtree Industrial Boulevard), and the end of MARTA's Gold Line. This places the city within reach of a large share of the region's 5.5 million people, in one of the fastest growing portions of the metropolitan statistical area (MSA).

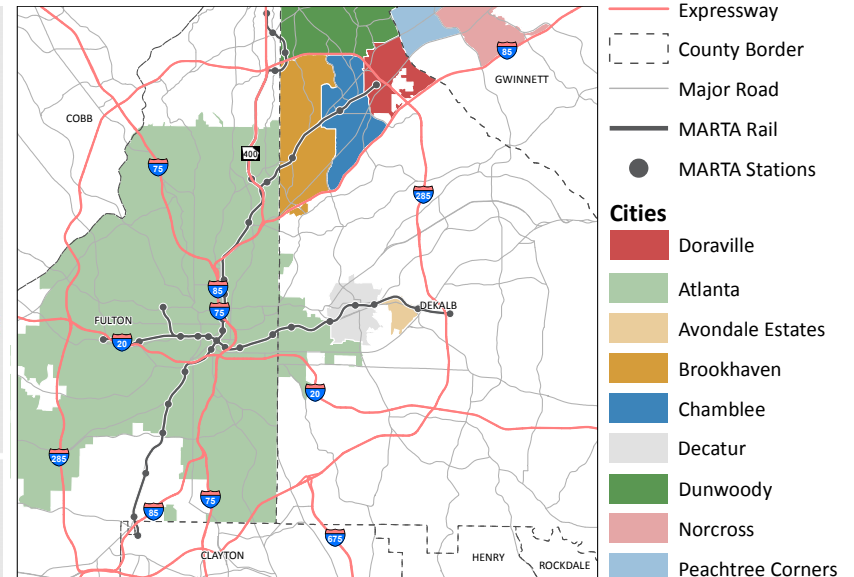
The interstate access makes Doraville extremely attractive from a logistics standpoint and drives demand for the roughly 800 acres of industrial property in the city. Wholesale businesses are particularly attracted to Doraville for this reason, while retailers benefit from the high traffic and visibility of key intersections and corridors.

Doraville's access to mass transit is another major selling point for businesses. Ongoing redevelopment of the 165-acre Assembly development depends heavily on the site's access to the Doraville MARTA Station. The proposed gateway redevelopment in Historic Downtown Doraville will similarly leverage the city's strong transit connectivity. These developments and others are tapping into a broader regional shift toward transit-oriented development (TOD) that has placed close-in communities like Doraville at a tremendous advantage relative to conventional suburban employment nodes.

In addition, the DeKalb-Peachtree Airport at less than two miles away from the Doraville MARTA station adds additional transportation access to Doraville. As the second busiest airport in the State of Georgia only behind Hartsfield-Jackson Atlanta International Airport, its proximity to downtown Atlanta makes it the airport of choice for corporate and business clients doing business in the Atlanta metropolitan area. Doraville can benefit greatly from the airport in particular with its emerging film industry in Doraville as it will attract outside investment and talent.

Finally, Doraville has developed a reputation in the region for diverse international restaurants and shops such that Buford Highway has become a destination for unique dining and shopping experiences, and the corridor has even served to incubate small businesses for internationally acclaimed developments elsewhere in the region. Such recognition presents tremendous opportunities to grow and leverage what is otherwise an aging corridor of suburban strip retail.

A major economic development advantage of Doraville is its central location in the region and access to transit, the interstate highways, and airways.



OVERCOMING BARRIERS TO OPEN THE NEXT CHAPTER OF PROSPERITY

Doraville faces a number of barriers to realizing the full economic potential of its vast commercial footprint. In the city today, businesses rarely work together in any formal way to leverage the strong brand and regional draw of Buford Highway. Although there is a sense that local businesses do a good job of serving visitors and drive-by traffic, Doraville residents cannot always find needed goods and services within the city limits. Pedestrian safety and sidewalk maintenance on Buford Highway are clear challenges, and the scattered commercial zones throughout the city have little connection or relevance to the neighborhoods that surround them.

To address these challenges, a number of strategies come to light that can help to ensure Doraville's future economic vitality. These strategies should be managed by the City's Economic Development Department but will require collaboration with other City departments. In order to implement these and other plans, it will be important for the City to identify and pursue additional partnerships and funding streams. Working closely with DeKalb County, Atlanta Regional Commission, Metro Atlanta Chamber, and other economic development entities should remain a priority.

CREATE A MORE COLLABORATIVE BUSINESS ENVIRONMENT

Public input suggests that many of the business owners and employees in Doraville do not live in the community, and there is no unified organization representing the interests of commercial property owners or businesses. As a result, the needs and interests of the business community are underrepresented in civic life. A strong business association could help to ensure smooth interactions with the City related to permitting and licensing issues. Further, the lack of such an organization precludes the type of engagement that could result in local businesses having stronger relationships with residents and more effectively serving the community.

While the association is a forum best led by the business community, City staff has the ability to convene this group, and provide meeting spaces, facilitate connections with the Mayor or designated council members representing Doraville as an ex officio member. The City can further create a collaborative business environment by establishing a set of business events during the year that can help bring businesses together with city leadership. A biannual or quarterly event where businesses are able to informally interact with City staff and build relationships with each other would provide a collaborative, successful business environment among businesses that is currently lacking.

Another way that the City can work with businesses is to continue streamlining the business licensing process. The City has made great strides in this regard, but other approaches could include the creation of one-page guidelines, better training of front-line staff, and leveraging technology – including social media – to keep business and property owners abreast of policies, code enforcement, meeting schedules, and success stories.

Finally, Community Improvement Districts (CIDs) provide a mechanism for businesses to work collaboratively and pursue enhancements that fall outside of the City's primary functions. The City recently established a CID at Assembly and should explore opportunities to establish a Buford Highway CID in partnership with neighboring jurisdictions.

DIVERSIFY THE BUSINESS SECTOR AND EXPAND EMPLOYMENT OPPORTUNITIES

In order to retain and attract healthy, growing businesses, it is important for Doraville to provide the type of environment that today's businesses, visitors, and residents desire. While strategies related to mixed-use and TOD are described in more detail in the future land use strategy section (beginning on page 4-2), these efforts relate directly to the City's ability to maintain and grow healthy commercial areas.

Around the country and especially in Metro Atlanta, walkable, mixed-use districts are proving more attractive to businesses and consumers than single-use, auto-oriented locations. For Doraville to remain economically vibrant, its commercial areas must be made safer and more appealing for all users, including drivers, cyclists, and pedestrians. Although Buford Highway primarily functions as an arterial, allowing mixed-use (including residential), better pedestrian crossings, and alternative forms of transportation along the commercial corridor can strengthen this key economic asset. For example, strategically located multi-family residential uses along Buford Highway will not only attract positive evening activity and reduce the perception of poor personal safety, but the additional housing will also provide for a larger local population to support a wider range of businesses along the corridor.

Ordinances should be refreshed to ensure that entrepreneurial businesses like Big Green Egg can continue to choose Doraville. Big Green Egg opened its 35,000-square-foot headquarters on DeKalb Technology Parkway in 2015, and in addition to office space the facility includes a culinary teaching center, outdoor kitchen, and retail outlet. Hybrid spaces such as this may not be permitted under standard zoning classifications. Attracting such businesses without the burden of a cumbersome conditional use permit process should be the goal as the broader Atlanta economy moves toward creative industries, technology, and innovation. Fiber infrastructure will also be important to attracting this activity.

Finally, because most Doraville residents do not work in the city, projects such as Assembly can create employment opportunities for residents within the city limits. Economic development has a key role in supporting the TAD, CID, and other mechanisms that can facilitate the redevelopment of this important property as well as others around the city.

ESTABLISH A UNIQUE IDENTITY AND ENHANCE VISITORS' EXPERIENCE

Doraville's businesses rely heavily on visitors, but there is currently no consistent or unique identity associated with the community. Many outsiders know Doraville only as home to the former GM plant, as Buford Highway, as an interstate exit along their commute, or as the name of the northbound MARTA Gold Line train. A strong and consistent brand is important to maintaining a healthy business community and can increase civic pride and engagement among residents. Implementing the *Historic Downtown Doraville Redevelopment Masterplan* is an important step toward creating a sense of place and providing a community gathering spot for residents and visitors. The City can also do more to leverage existing assets including Buford Highway, which is viewed as a special and distinguishing feature of the city. The City should build from private initiatives like "We Love BuHi" and form partnerships as they provide great platforms to connect businesses and visitors. Engaging Doraville residents in these initiatives will help to ensure their longevity.

The City should leverage email and social media to communicate to residents and surrounding communities about events, business openings, and other community news. Online and printed maps and business directories are also important to highlight the city's impressive business offerings. Finally, leveraging partners such as the DeKalb Convention and Visitors Bureau can help to promote local events and businesses.

4.4 QUALITY OF LIFE

SHAPING OUR POPULATION

An important part of Doraville’s path forward is the quality of life it is able to offer its residential population. During the Design Doraville process, the quality of life term was used broadly to capture those activities outside transportation, economic development, housing, and land use that Doraville residents believe are core elements to their individual success, ease of day-to-day life, and general happiness.

Predominant ideas that were heard include better schools, continued diversity, continued dedication to improving our parks, more events, and more places for the Doraville community to come together for events, activities, and entertainment – themes that carried throughout the planning process. Many of Doraville’s quality of life factors will have an important impact on the evolution of the city’s residential population in the future. There is consensus in the community that Doraville’s location makes it well-suited to better serve the needs of Doraville’s families, older retirees, and internationally connected community, while becoming better positioned to young adults that are starting their careers and can help contribute to Doraville’s livelihood. There are five key strategy areas coming out of the planning process that should be a focus of Doraville advancing a high quality of life within the city; these topics work hand-in-hand with strategies for land use, transportation, housing, and economic development.

STRATEGY FOR SUCCESS

IMPROVE OUR SCHOOLS

The schools that serve Doraville’s children are under-performing both in the quality of education and the lack of adequate facilities. The result is not only adversely affecting Doraville’s school-aged children and their families but also inhibiting Doraville’s ability to attract new investment by the private sector. While the City does not have authority over the DeKalb County Schools, it is essential that the City’s leadership, community groups, and residents continue to advocate for ameliorating and improving the public schools as a number one factor for Doraville’s future success.

This topic is viewed with such importance that it is also an overarching goal for the community’s future.



Improvement of public schools is a must for Doraville’s future success



Doraville has the opportunity to host events like Atlanta’s Dogwood Festival to meet resident desires and attract regional visitors
Photo credit (right): Atlanta Dogwood Festival

ADVANCE SPACES FOR GATHERING & RECREATING

Central Gathering Space

Although Doraville residents feel that they connect with neighbors within their respective neighborhood of the city, there is general agreement that Doraville lacks a central location to come together as one community. In addition to this, the public spaces within Doraville can continue to be better utilized to bring the Doraville community together.

Continue to Invest in Parks & Recreation

Doraville's parks are the heart of its residential neighborhoods as they provide opportunities for informal play and interaction, becoming important communal places among neighborhoods. The City recently adopted its *Parks and Recreation Masterplan*. A key aspect of the Community Work Program provided in Chapter 5 (beginning on page 5-11) is advancing the priority projects identified in the greenspace masterplan.



Residents desire continued investment in City parks

FACILITATE MORE EVENTS, ACTIVITIES & ENTERTAINMENT

There is a strong desire for Doraville to embrace a more active role in carrying out and hosting more events and activities oriented to both community members and visitors. Additional opportunities for entertainment for families, younger workers, and aging adults are also desired. Throughout the public process, there were several ideas discussed around hosting events downtown and along Buford Highway. It is also believed that Doraville could accommodate a public space where a variety of activities could be hosted by both the public and private sector, including cultural arts activities, business events, public meetings, and other exhibitions. It is possible that a space like this could be developed as a part of Assembly or downtown.



A new town green could host a variety of activities
Photo credit: Ledger Enquirer

ROLE OF PARTNERS

While there is much desire to advance the City's role in community activities, it is important that the limited resources of the City be kept in mind. As a city of only 11,000 people, yet likely to grow with redevelopment and infill development, there are limited resources to dedicate to special activities and events. The City's nonprofit partners, community groups, partner government entities, schools, and private sector developments are key partners and should also lead in advancing many of the plan's quality of life priorities. The City should play a primary role as supporter, advocate, and developer, where appropriate, as laid out in the Community Work Program in Chapter 5 (beginning on page 5-11).



The Center for Pan Asian Services TEA Walk in Doraville

4.5 TRANSPORTATION

STRENGTHS, CHALLENGES, AND OPPORTUNITIES

Doraville is uniquely positioned to take advantage of the regional transportation network. With access to MARTA's rail network and the regional highway network, the city already offers many transportation options to residents and visitors. Doraville's transportation strengths include:

- Regional rail access at Doraville Station
- Multijurisdictional regional bus service
- Regional highway access via I-285, I-85, Peachtree Industrial Boulevard (PIB), and Buford Highway
- Heavy rail access through Norfolk Southern rail lines

While possessing strong transportation access, Doraville does face challenges in terms of connectivity, multi-modal support, safety, and congestion. The city's major challenges in coming decades include:

- A partially connected sidewalk network
- Major highways and rail lines which separate the city's neighborhoods
- Increasing congestion due to new development
- Pedestrian safety concerns along Buford Highway and PIB

Addressing the challenges ahead requires the exploitation of all opportunities offered by Doraville's existing transportation network and planned regional projects. The City should embrace the following opportunities:

- Redevelopment and infill development both provide opportunities to incorporate standards that require multi-modal friendly designs, including sidewalks, parking and storage for bicycles, and inter-connectivity that allows for better access and circulation for all transportation modes. These items can be accomplished through modifications to the zoning ordinance, establishment of urban design standards, and establishing conditions in rezonings.
- Assembly should follow TOD design guidelines and ensure the construction of the new multimodal covered street underneath the MARTA and Norfolk Southern tracks to connect Assembly to MARTA and downtown.
- Most neighborhood streets can be easily retrofitted with sidewalks, bike lanes, and other complete street amenities to create a pedestrian-friendly environment.

The City should advocate for the I-285 managed lanes project and I-85 collector-distributor system, regional projects that will improve congestion at access points into the city by connecting frontage roads running along both roadways. See Table B-35, Regional Transportation Projects in Appendix B, for more details on these projects.

AREAS OF FOCUS

Community outreach and review of previously planned projects indicate a clear focus for Doraville's transportation network as the City moves forward. The diverse Doraville community needs access to a variety of transportation modes and connectivity that allows people to travel easily within the city limits and throughout the region. These enhancements and investments will not only advance Doraville's quality of life and attractiveness as a place to visit but provide a boost to the City's economic development agenda. Such multimodal transportation connectivity requires:

- A network of sidewalks and trails that improve last-mile connectivity (the final stages of a trip after an individual has exited their bus or train to reach their destination) and allow residents to travel freely by foot and bicycle.
- Pedestrian and bicycle connectivity to the Doraville MARTA station to ensure equitable access to transit.
- A connected roadway network that allows commuters to enter and exit the city efficiently, even during rush hour periods.
- A focus on pedestrian improvements along major commercial corridors, particularly Buford Highway, to ensure that Doraville's residents are safe.

TRANSPORTATION STRATEGY

Given the areas of focus and opportunities available to the City of Doraville, as well as the goals and priorities established by the community, Doraville should strive toward:

- Improved pedestrian safety, mobility, and connectivity within the city;
- A bicycle network;
- Traffic calming in neighborhoods;
- An automobile parking policy aligned with the land use policy; and
- Advocacy for regional roadway investments.

IMPROVE PEDESTRIAN SAFETY, MOBILITY, AND CONNECTIVITY WITHIN THE CITY

Pedestrian connectivity initiatives should focus on major neighborhood streets, major arterials and commercial centers, new developments, and around the Doraville station and civic areas. The City has completed a sidewalk investment plan that largely identifies where these investments should occur. There are additional opportunities to pair sidewalk investments with other planned initiatives to facilitate complete streets. Primary projects include:

- Traffic and stormwater mitigation projects along Oakcliff Road, Winters Chapel Road, and Chestnut Drive (Phase I)
- Realignment of Chestnut Drive at Park Avenue at the intersection with Buford Highway
- Realignment and extension of Oakmont Avenue to expand the downtown street grid.

- Implementation of a new multi-use path along Flowers Road to allow access from adjacent neighborhoods to the New Peachtree Road corridor and MARTA station
- New Peachtree Road complete streets project, Phase I (inside the perimeter) and Phase II (outside the perimeter), creating safe pedestrian and bicycle connectivity to MARTA
- Construction of a multimodal covered street underneath MARTA and Norfolk Southern tracks extending Park Avenue to Assembly

The Buford Highway LCI study will yield further potential projects that fulfill this transportation priority.

BUILD A BICYCLE NETWORK

A strong bicycle network allows residents to more quickly and easily reach transit services and local destinations. Doraville should promote a dedicated bicycle network alongside pedestrian enhancements. The traffic and stormwater mitigation and complete streets projects include bicycle facilities which fulfill this priority.

IMPLEMENT TRAFFIC CALMING IN NEIGHBORHOODS

Traffic calming is an important strategy for Doraville to improve transportation safety and comfort for pedestrians and cyclists. The City's projects should incorporate medians, extensive crosswalks, flashing yellow lights and mid-block crossings, bicycle lanes, and raised pedestrian crossings in order to slow traffic speeds and ensure that pedestrians and cyclists are safe, particularly within neighborhoods.

ALIGN AUTOMOBILE PARKING POLICY WITH LAND USE POLICY

The City should amend minimum parking requirements and establish maximum parking requirements in the zoning ordinance, require alternative fuel vehicle charging stations for multi-family and mixed-use/commercial developments, and ensure that excess parking is not constructed in new development. Additional amendments to the zoning ordinance should ensure that innovative parking amenities, such as Zipcar locations, and shared parking arrangements are allowed. These policies will promote an urban built environment, facilitate multimodal travel, and catalyze economic development.

ADVOCATE FOR REGIONAL ROADWAY INVESTMENTS

Doraville should continue to advocate for valuable regional roadway investments to ensure that they are delivered in a way that benefits residents. Advocacy should focus on projects already listed in the DeKalb County *Comprehensive Transportation Plan (CTP)* and the Atlanta' Regional Commission's (ARC's) *Regional Transportation Plan (RTP)*. The primary regional roadway investments in Doraville are:

- PIB widening inside I-285 and PIB southbound improvements outside I-285
- Off-ramp improvements to I-285 managed lanes
- I-85 northbound collector-distributor system
- Buford Highway to Peachtree Road flyover connection along Shallowford Road

TRANSPORTATION VISION

Doraville’s transportation vision implements the transportation strategy through a series of projects. These projects include a combination of five-year, short-term projects, for years 2017 to 2021, as well as long-term projects that extend beyond year 2021. Short-term projects are illustrated in Figure 4-12. This map aligns with the five-year work program for transportation provided in Figure 5-2 of Chapter 5. Long-term projects, shown in Figure 4-13, include those projects that will not be achieved in the short-term due to limited resources or intensity of project scope as well as those that require further analysis or are aspirational in nature. Many of these projects originated as a part of the DeKalb County CTP and/or are incorporated in ARC’s RTP and will require coordination with DeKalb County and other regional partners to move forward.

It should be noted that both the short-term and long-term project maps are further supported by the City’s Doraville 2015 Sidewalk Implementation Capital Improvement Plan provided in Appendix B.4, Figure B-41. This map documents the County’s comprehensive investment plan for sidewalk improvements.



Upgraded bus stops



New bicycle facilities



New streetscapes and bicycle parking

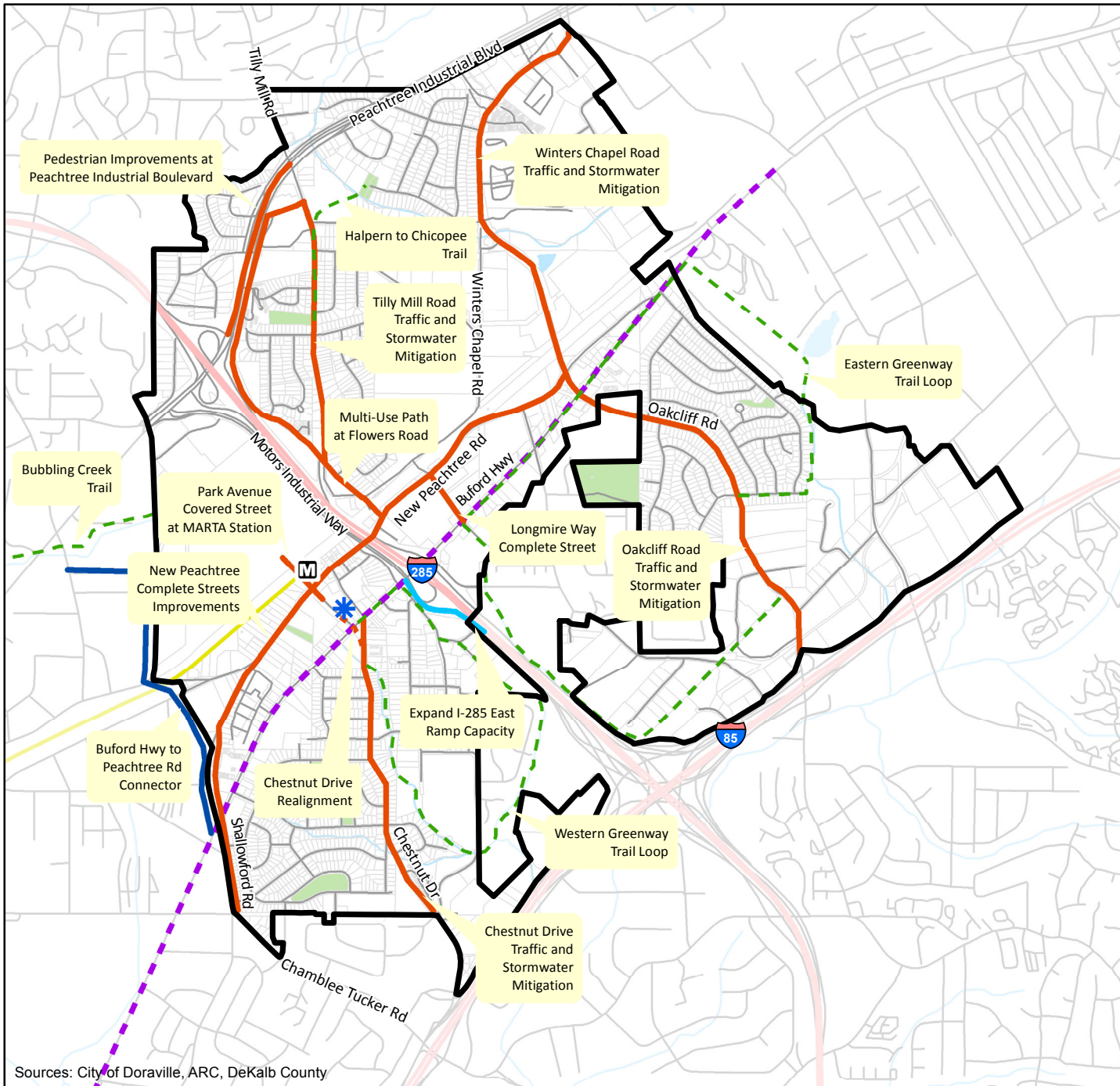


FIGURE 4-12: DORAVILLE 5-YEAR TRANSPORTATION VISION

- MARTA Station
- City Hall
- Doraville Boundary
- Expressway
- MARTA Gold Line
- Street
- Parcel
- Water
- Park

Improvement

- Greenway
- Last Mile Connectivity / Complete Street Retrofit
- Roadway / General Purpose Capacity
- Roadway / Managed Lanes
- Roadway / Operations and Realignment
- Interchange Capacity / New Street Grid

Sources: City of Doraville, ARC, DeKalb County

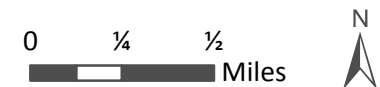
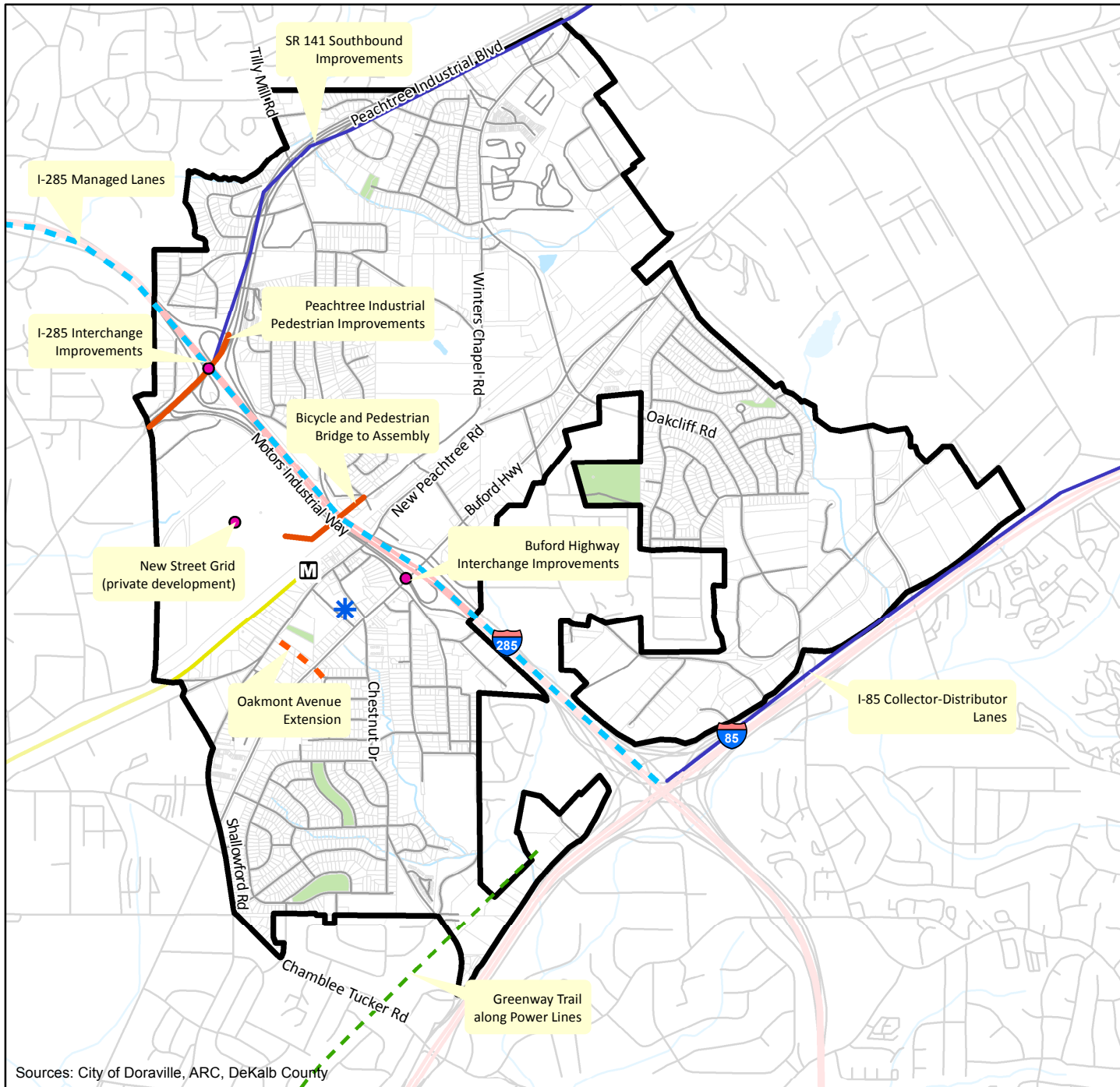
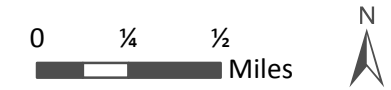


FIGURE 4-13: DORAVILLE LONG-RANGE TRANSPORTATION VISION



- MARTA Station
- City Hall
- Doraville Boundary
- Expressway
- MARTA Gold Line
- Street
- Parcel
- Water
- Park
- Improvement**
 - Greenway
 - Last Mile Connectivity / Complete Street Retrofit
 - Roadway / General Purpose Capacity
 - Roadway / Managed Lanes
 - Roadway / Operations and Realignment
 - Interchange Capacity / New Street Grid



Sources: City of Doraville, ARC, DeKalb County

PARTNERSHIP & FUNDING

Funding for Doraville’s transportation vision should be drawn from a number of key partners and strategies. Doraville should actively engage the region’s transportation agencies to ensure that all available funding sources are made available. Key regional partners include:

- Georgia Department of Transportation (GDOT);
- Metropolitan Atlanta Rapid Transit Authority (MARTA);
- Atlanta Regional Commission (ARC);
- DeKalb County;
- Georgia Regional Transportation Authority (GRTA); and
- Norfolk Southern.

GEORGIA DEPARTMENT OF TRANSPORTATION

GDOT is the primary distributor of transportation funding in the state of Georgia. Major state routes such as Buford Highway and PIB can qualify for state funding for maintenance. GDOT also coordinates the region’s large-scale transportation improvements such as the I-85 collector-distributor lanes. Doraville should maintain contact with GDOT to ensure that the execution of these projects benefits local residents. Doraville should also consider providing local matching funds for GDOT-based roadway maintenance funding to ensure that the greatest amount of state maintenance funding is made available.

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

MARTA is the region’s leading transit provider. Doraville should coordinate investments near the Doraville Station with MARTA in order to explore opportunities for funding partnerships. Due to TOD investment required downtown and at Assembly, Doraville can coordinate with MARTA to access MARTA’s allocated TOD funding and promote transit-based elements of the local transportation vision, such as the proposed covered street underneath the existing MARTA tracks.

ATLANTA REGIONAL COMMISSION

ARC, the metropolitan planning organization (MPO) for the Atlanta region, coordinates projects from all regional jurisdictions through its Regional Transportation Plan. Doraville should ensure that all desired local transportation projects are included in the RTP and made available for ARC-based funding sources. ARC also coordinates the region’s Livable Centers Initiative (LCI) program which allocates funds for neighborhood- and corridor-level studies and resultant multimodal projects. The Buford Highway LCI represents a critical opportunity for Doraville to highlight and expose funding for local transportation projects.

DEKALB COUNTY

Doraville should coordinate with DeKalb County’s planning and public works departments to ensure that roadway maintenance proceeds as necessary. Doraville should also ensure that local projects are included in the DeKalb CTP to increase visibility.

GEORGIA REGIONAL TRANSPORTATION AUTHORITY

GRTA, as the operator of regional commuter transit, provides an important role in connecting regional residents and workers to the Doraville MARTA station and providing regional service along the City’s eastern border via I-85. The City should continue to collaborate with GRTA to ensure services complement City mobility goals.

NORFOLK SOUTHERN

Norfolk Southern tracks run through the heart of Doraville and adjacent to the Town Center. Coordination and partnership with the company will be essential to achieving connectivity and redevelopment goals for the Town Center and at the former General Motors site.

Doraville Tax Allocation District

The Doraville tax allocation district (TAD) is a critical mechanism for generating local funding for transportation improvements. The Assembly site requires extensive infrastructure improvements to incentivize the desired development. All local projects proposed within the TAD should be designed to facilitate Assembly development and multimodal transportation. Creating access between Doraville’s downtown and Assembly should be the number one priority for all infrastructure improvements proposed within the TAD. Coordination between developers, TAD leaders, and regional transportation officials is critical to ensuring that improvements such as the covered street underneath MARTA at Doraville Station are completed. MARTA’s TOD program aligns well with the goals of the Doraville TAD and should be investigated for partnership opportunities.



5. OUR FOCUS

5.1 ACTION PLAN FRAMEWORK

OVERVIEW

This section of our plan takes the important step of moving from vision and strategy to implementation. The content within defines how Doraville can best advance its vision and goals in the next five years, building off the strategies identified in Chapter 4. This chapter reiterates the overarching vision and goals identified in Chapter 3 and the top needs and opportunities (priorities) discussed in Chapter 3 to frame the work program for the future.

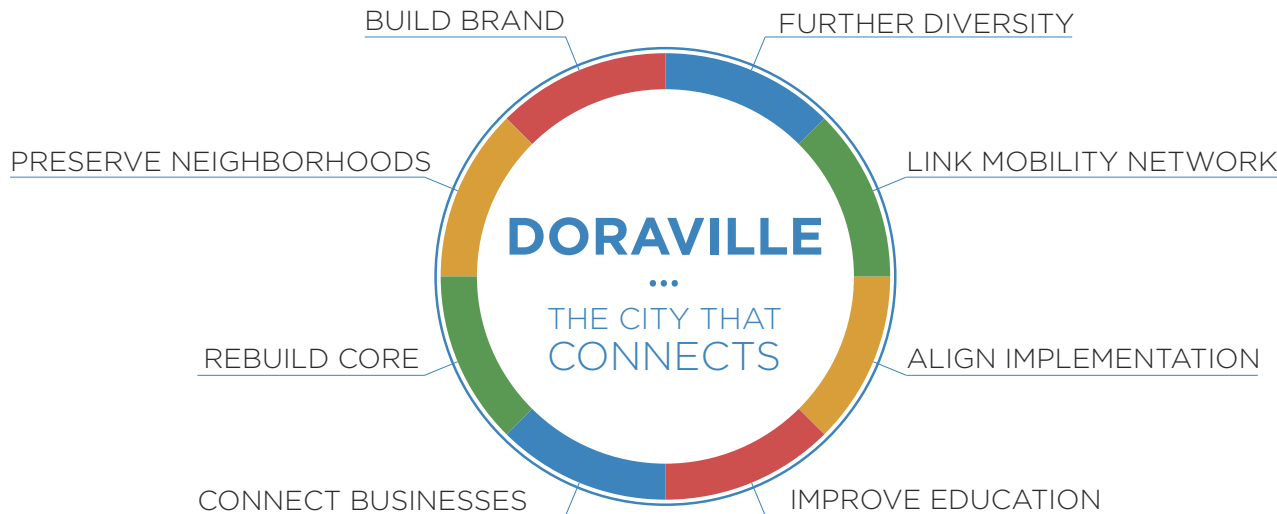
Following this summary Action Plan Framework is a list of key actions for the next five years that address each of the priorities by subject area plan. That narrative is followed by the 100-Day Action Plan and the Community Work Program, identifying time frame, responsible parties, funding streams, and cost for advancing priorities identified in this plan.

VISION STATEMENT

Doraville will stand out as a vibrant, diverse and open-minded community that offers unique opportunities to live, work, shop, and enjoy the best of what the Atlanta region has to offer – a balanced mix of uses, strong neighborhoods, good schools, family friendliness, a diverse employment sector, and a multi-modal transportation network.

Doraville... the city that connects.

FIGURE 5-1: VISION AND GOALS GRAPHIC



GOALS

CONTINUE TO **BUILD** A DORAVILLE **BRAND**

FURTHER DORAVILLE'S **TRADITION** OF CULTURALLY DIVERSE RESIDENTS AND BUSINESSES

PRESERVE AND **ENHANCE** OUR NEIGHBORHOODS

LINK DORAVILLE

REBUILD DORAVILLE'S **CORE**

ALIGN IMPLEMENTATION TOOLS WITH OUR VISION

CREATE A STRONG, **CONNECTED** BUSINESS COMMUNITY

IMPROVE PUBLIC **EDUCATION**

PRIORITIES

The priority needs and opportunities are organized by the key substantive areas of our plan. Each of the items below reflects a recurring topic that was heard by community members and other stakeholders that will help the City advance its goals and vision.

QUALITY OF LIFE

1. Enhance relationship with DeKalb County School Board to improve schools to which Doraville residents are districted.
2. Increase the number of community events and programs offered by the City.
3. Establish more formalized methods for community's diverse members to be engaged in City of Doraville decision making to preserve diversity of Doraville population.
4. Provide more places for public gathering and social activities.



Creative bicycle and pedestrian safety & storage solutions
Photo credit: City of Austin

TRANSPORTATION

1. Improve pedestrian safety, mobility, and connectivity within the city.
2. Build a complete bicycle network within the city that also connects to adjacent cities.
3. Further traffic calming in neighborhoods.
4. Adjust parking policy to align with land use policy.
5. Other roadway investments programmed for next five years.

ECONOMIC DEVELOPMENT

1. Create a more collaborative business environment.
2. Improve the business licensing process.
3. Update the City's ordinances to diversify the business sector and expand employment opportunities.
4. Enhance the visitors' experience in Doraville.



New housing products will be an element of Doraville's future
Photo credit: Smith Dalia Architects

5. Establish a unique Doraville identity in the greater Atlanta region.

LAND USE

1. Update the City's zoning ordinance, including the Livable Communities Code, to address ongoing issues and align with updated Comprehensive Plan policies and goals.
2. Implement the *Historic Downtown Doraville Redevelopment Masterplan*.
3. Advance the redevelopment of the former General Motors site into Assembly.
4. Facilitate the introduction of mixed-use development at strategic locations in the city.
5. Facilitate transit-oriented development and mixed-use near the transit station and along major corridors and highways.
6. Allow multi-family residential uses in the C-1 and C-2 zoning districts.

HOUSING

1. Increase the variety of housing price points and housing sizes (number of bedrooms per unit) in Doraville.
2. Preserve property values through code enforcement.
3. As land values increase and properties redevelop, help set aside a percentage of housing at affordable price points.

5.2 PRIORITIES & ACTIONS

QUALITY OF LIFE

1. **Enhance relationship with DeKalb County School Board to improve schools to which Doraville residents are districted.**
 - Continue to develop a plan to establish and formalize more school resources in Doraville.
2. **Increase the number of community events and programs offered by the City.**
 - Develop a strategic plan for enhancing community event offerings in the city.
 - Establish Doraville ambassador program to support the Doraville 101 initiative.
3. **Establish more formalized methods for community’s diverse members to be engaged in City of Doraville decision making to preserve diversity of Doraville population.**
 - Develop a simple guide to City government. (address permitting and code enforcement, education, and government organizational structure; as appropriate, add education tailored to annexation areas). Provide guide in multiple languages.
 - Develop a diversity plan. See City of Decatur’s diversity plan, *Better Together Community Action Plan*.
 - Establish Doraville 101 – open to all residents.
4. **Provide more places for public gathering and social activities.**
 - Implement the *Parks and Recreation Master Plan (PRMP)*.
 - Meet *PRMP* sign standards & design standards.
 - Complete *PRMP* parkland feasibility study.
 - Establish a new park on the west side of the City near the Doraville MARTA Station per *PRMP*.
 - Work with Assembly developers to restore the banks of Bubbling Creek for future creation of a linear park or walking path.

SUPPORTING POLICY

- Regularly collaborate with and lobby the DeKalb County Board of Education on needs and improvements for Doraville area.



Word cloud of most common responses to “What makes Doraville stand out in 2036?”
(Source: Design Doraville Community Survey, Question 5)



Investment in public space, similar to the Suwanee Town Center, is a top priority of the the community

Photo credit: David Douglas

TRANSPORTATION

1. Improve pedestrian safety, mobility, and connectivity within the city.

- Implement the *Parks and Recreation Master Plan (PRMP)*.
- Carry-out and implement Buford Highway Livable Centers Initiative Study.
- Implement Phase 1 New Peachtree Road complete streets improvements, inside the Perimeter (2017-2018 construction).
- Implement high priority sidewalk projects.
- Implement New Peachtree Road complete streets improvements (Phase 2), outside the Perimeter (2019-2021).
- Implement Phase 1 (Oakcliff, Chestnut, Winters Chapel) of traffic and stormwater mitigation project.
- Implement Phase 2 of traffic and stormwater mitigation project.
- Adopt a complete streets ordinance, to be applied to appropriate roads within the city.
- Establish plan for and implement bus stop enhancements (physical and informational improvements). Coordinate with MARTA.
- Provide multi-use trail along Flowers Road to connect Ridgeway Drive and Carver Circle to the Tilly Mill Marketplace and to the MARTA station and downtown.

2. Build a complete bicycle network within the city that also connects to adjacent cities.

- Provide a multi-use trail along Flowers Road to connect Ridgeway Drive and Carver Circle to the Tilly Mill Marketplace and to the MARTA station and downtown.
- Build a multi-use path between Chicopee Park and Tilly Mill Marketplace.

3. Further traffic calming in neighborhoods.

- Implement Phase 1 (Oakcliff, Chestnut, Winters Chapel, Tilly Mill) of traffic & stormwater mitigation project.
- Implement Phase 2 of traffic & stormwater mitigation project.
- Install raised pedestrian crossings as speed tables.

4. Adjust parking policy to align with land use policy.

- Amend minimum bicycle and vehicular parking requirements in the zoning ordinance.
- Add maximum vehicular parking thresholds.
- Require electric vehicle or alternative fuel charging stations in multi-family and mixed-use developments.
- Introduce innovative parking policies that allow for reverse angled parking, Zipcar (or similar business) locations, and shared parking arrangements.

5. Other Roadway Investments Programmed for Next 5 Years.

- Chestnut Dr. realignment and signalization with Park Ave at Buford Hwy.
- Create a new multimodal street connection under the existing MARTA and Norfolk Southern corridor.
- Buford Highway (SR 23) to Peachtree Boulevard (SR 141) Arterial Connector & Bridge (TIA-DK-057).

MID- TO LONG-TERM CONSIDERATIONS

- Pursue bus transit-oriented development.
- Establish pedestrian and bicyclist improvements at Peachtree Industrial Boulevard (SR 141) and I-285.
- SR 141 Southbound capacity improvement.

SUPPORTING POLICIES

- Support transit expansion that connects to the Doraville MARTA station.
- Support a connected street network.
- Continue to enhance Doraville's street network by undertaking operational and capacity improvements.

ECONOMIC DEVELOPMENT

1. Create a more collaborative business environment.

- Initiate consideration of a Buford Highway Community Improvement District with adjacent jurisdictions.
- Host a regular business forum (quarterly or other interval as determined appropriate).
- Establish an annual or bi-annual developer day.

2. Improve the business licensing process.

- Update permit application forms bi-annually.
- Train City staff to better facilitate formal enrollment of businesses in the City of Doraville. Training should occur via quarterly meetings and when staff starts position.
- Establish a Doraville Business Academy or other educational program to help guide businesses through the City permitting and licensing process.

3. Update the City's ordinances to diversify the business sector and expand employment opportunities.

- Update all zoning district uses.
- Reduce the number of conditional use permits required by improving allowed uses lists and minimum buffer requirements.
- Allow for flexibility of uses within Office Hubs – e.g. demonstration kitchen, beer served at special events, etc.

- Allow for flex office space to be shared between various individuals/companies.

4. Enhance the visitors' experience in Doraville.

- Implement the *Historic Downtown Doraville Redevelopment Masterplan*.
- Create a map-based marketing package for visitors, to include a City map and business directory (see "We Love BuHi" map as an example).
- As Phase 2 to the gateway signage installed in 2016 along the edges of the city, install signs or public art at major intersections within the city and at the Doraville MARTA Station.
- Grow the online incentives and tax credits toolbox outlining available local, state, and federal tax credits, financial assistance, and business start-up / support organizations.

5. Establish a unique Doraville identity in the greater Atlanta region.

- Create a (set of) brochure(s) to market and build a brand for the city.
- Resume recognition of national holidays for the nations with a consulate or trade representative in the Atlanta area and pursue the Sister City program to help market Doraville to the world.

6. Attract businesses to Doraville through economic development strategies.

- Utilize EPA and CDBG revolving loan funds to remediate, address blight, and create jobs.

- Collaborate with Chamblee on a Joint Development Authority or expand Doraville's Downtown Development Authority (DDA) to city-wide to provide bond-financing to areas outside of the current DDA boundary.
- Conduct a city-wide comprehensive economic development plan.

SUPPORTING POLICIES

- Recognize the importance of the business community by facilitating a Doraville Chamber of Commerce or other like business organization.
- Encourage fiber infrastructure. Package Doraville as a market to invest in for fiber.
- Identify and pursue additional partnerships and funding streams for economic development.
- Continue to develop the City's economic development incentives/tax credits toolbox.
- Support and encourage public art initiatives.
- Encourage events/activities by outside groups that help promote Doraville.
- Better leverage the DeKalb Convention & Visitors Bureau as a tool for marketing Doraville.
- Update and/or amend *Urban Redevelopment Plan* as needed to expand Opportunity Zone status to appropriate areas.

LAND USE

1. **Update the City’s Zoning Ordinance, including the Livable Community Code, to address ongoing issues and align with updated Comprehensive Plan policies and goals.**
 - Address the list of detailed zoning ordinance update recommendations identified in this chapter (pages 5-7 through 5-8).
 - Design uniform standards for signage and public amenities to frame the quality of future development.
2. **Implement the Historic Downtown Doraville Redevelopment Masterplan.**
 - Administer two RFPs: 1) Civic campus and 2) Mixed-use redevelopment.
3. **Facilitate the introduction of mixed-use development at strategic locations in the city.**
 - Expand form-based Livable Community Code to the Buford Highway corridor to improve urban design standards and allow mixed-use residential uses.
4. **Facilitate transit-oriented development and mixed-use near the transit station and along major corridors and highways.**
 - Update zoning code to ensure such developments are supported.

ZONING IMPROVEMENTS

1. Update the permitted uses in all zoning districts to identify appropriate uses for each district to align with vision laid out in the Comprehensive Plan. Make allowable uses clearer to understand and easier to administer.
2. Organize zoning districts by a hierarchy of intensity of uses and building scale.
3. Particular attention should be paid to allowable uses in the M-1 (light industrial district) and the O-I and O-W districts.
4. Update the “use” definitions to ensure clarity in the code; definitions should be crafted as to allow for flexibility where desired by the community.
5. Allow multifamily residential uses in the C-1 and C-2 districts.
6. Minimize application of conditional use permits (CUPs) in each zoning district. Limit those uses and/or locations where a use could have a notable adverse impact on surrounding residential properties if not designed or executed well.
7. Amend the C-1, C-2, O-I and multi-family residential zoning districts to incorporate urban design and building form requirements to establish a pedestrian-oriented building form when redevelopment occurs.
8. Consider rezoning the eastern side of Buford Highway inside I-285 to the Livable Community Code to create a uniform look and feel along the corridor. Changes to this area should reflect recommendations of Buford Highway Livable Centers Initiatives study.
9. Allow for flexibility in Office Hub character area to attract new businesses, diversify the business sector, and expand employment opportunities.
10. Establish broader “permitted uses” in districts and eliminate restrictions on similar uses within a “use” category.
11. Allow home occupation businesses within all residential zoning districts.
12. Revisit residential districts and evaluate whether districts sufficiently allow for a variety of housing price points and housing sizes. Considerations should include housing that accommodates needs of millennials and young professionals, empty nesters and seniors, families, and variety of workers that are in employed in Doraville by decreasing minimum lot area, width, depth, frontage, setbacks, and maximum units per acre; consider adding maximum lot sizes.
13. Update the minimum lot sizes and setbacks in single-family districts to match the historic lot pattern in established neighborhoods.
14. Require new multi-family residential developments seeking financial assistance from the city to have a certain percentage of affordable workforce housing units. Consider requirements for new affordable/ workforce housing as part of new multi-family residential developments exceeding a certain number of residential units.
15. Update parking regulations.
 - a. Expand minimum bicycle parking requirements to all multi-family residential and non-residential and mixed-use zoning districts to encourage bicycling as an alternative means of transportation.
 - b. Establish minimum requirements for electric vehicle or alternative fuel charging stations for all multi-family residential and non-residential and mixed-use zoning districts.

- c. Establish maximum vehicular parking thresholds within ¼ mile of the Doraville MARTA Station.
 - d. Reduce minimum parking requirements for all uses for properties within a ½ mile of the Doraville MARTA station.
 - e. Introduce innovative parking strategies that allow for reverse angled parking, Zipcar (or similar business) locations, shared parking arrangements, valet parking, and tandem parking (shared parking spaces).
 - f. Encourage on-street parking throughout downtown and in new developments creating new streets.
16. Add parking lot landscaping requirements.
 17. Revisit landscape buffer requirements between single family residential districts and abutting non-residential zoning districts to help protect property values and mitigate the negative impacts of noise and aesthetics from commercial and industrial uses.
 18. Evaluate the zoning, tree, and sign ordinances in terms of their impact on attracting desirable businesses; amend accordingly.
 - a. Amend the tree ordinance to value quality over quantity. Encourage overstory trees over understory trees to serve the purpose of reducing the heat island effect and improve air quality. Include spacing requirements that reflect minimum root zone square footage.
 19. Adopt street design guidelines to promote the development of complete streets.
 20. Remove LEED requirements; develop alternative requirements that streamline the permitting process and yet achieve similar green infrastructure goals.
 21. Revise sign regulations in light of the Supreme Court ruling in Reed versus Town of Gilbert to ensure content neutrality.
 22. Incorporate any changes needed to address state environmental planning requirements, O.C.G.A. § 12-7-6.
 23. Update LCC to address issues identified since its adoption in 2014.
 24. Addition of a new zoning district to allow for the conversion of single-family homes into limited commercial uses along commercial corridors of adjacent to commercial nodes.
 25. Allow for flex office space to be shared between various individuals/companies.

SUPPORTING POLICIES

- Continue to advocate for TAD approval.
- Support annexation of islands of unincorporated land that are surrounded by the City of Doraville.
- Make transit-oriented development an economic development priority.

HOUSING

- 1. Increase the variety of housing price points and housing sizes (number of bedrooms per unit) in Doraville.**
 - Ensure the zoning ordinance allows for unit variety among the residential zoning districts.
- 2. Preserve property values through code enforcement.**
 - Modernize code enforcement program by establishing an online form to report and monitor code violations.
 - Create a visuals-based brochure detailing City code enforcement violations and how to avoid them.
- 3. As land values increase and properties redevelop, help set aside a percentage of housing at affordable price point.**
 - Establish a policy to support and/or include a percentage of units in developments as affordable workforce housing.

MID- TO LONG-TERM CONSIDERATIONS

- Add accessory dwelling unit as an allowable use in appropriate districts.

SUPPORTING POLICIES

- Work with developers to increase development of additional housing product types (multi-family and townhome).
- Continue to work with developers towards creating more housing choices for seniors in accordance with Aging in Place principles.
- Support MARTA TOD affordable workforce housing component.

5.3 100-DAY ACTION PLAN

The most difficult action in achieving a goal or objective is often taking the first step. This 100-Day Action Plan is intended to help ensure this plan document quickly and efficiently moves from the planning phase to implementation. The plan should be used from day one to drive decisions or it is at risk of sitting on a shelf.

This list of actions equates to advancing roughly five to six items per month for the first three (3) months following Comprehensive Plan adoption. Actions are intentionally grouped in one list as moving them forward should be a collaborative effort of the administrative and elected leaders of the city. To this end the first item on the list is to form a “Design Doraville First” committee – a committee intended to help maintain Doraville’s commitment to following the plan.

1. Form a Design Doraville First committee to meet on a regular basis to check the status of annual actions on the plan, comprised of City department heads and the Mayor.
2. Meet with DeKalb County Public Works to discuss transportation maintenance funding and ongoing stormwater projects. Update them on related priorities reflected in the comprehensive plan.
3. Move forward with the Buford Highway Livable Centers Initiative with the City of Chamblee to further develop priority initiatives and a more refined vision for Buford Highway’s future.
4. Continue to work with Assembly developers to advance strategies that address infrastructure improvements and funding streams needed to move projects forward.
5. Hold a coordinating meeting with Doraville business leaders to establish and plan for a Doraville Business Association.
6. Develop and execute a training session with City Hall staff (including front line employees) on interacting with business and property owners and the business licensing process.
7. In collaboration with the Community Development Department, establish a list of by-right uses for the Office Hub character area.
8. Outreach to telecommunications companies that are establishing fiber networks in Metro Atlanta to understand their current plans for Doraville and communicate this information to citizens and businesses.
9. Establish a business directory on the City web site. Meet with the “We Love BuHi” team to identify opportunities to collaborate on business/restaurant maps and incorporate this information online.
10. Develop a social media strategy for communicating to residents and visitors about events, business openings, and City news.
11. Grow relationships with other municipalities to better understand how they have launched and maintained successful community events, ambassador programs, and like programs. Possible communities to meet with include City of Decatur, City of Dunwoody, City of Norcross, and City of Suwanee.
12. Create a strategy outline for establishing Doraville 101. Identify appropriate City staff to be engaged.
13. Identify specific time frame and clear understanding of resources required to implement zoning recommendations.
14. Release Requests for Proposal (RFPs) for downtown redevelopment.
15. Meet with MARTA to discuss advancement of TOD initiative at the Doraville MARTA property. Familiarize MARTA with the City’s recently adopted plan.

This 100-day action list is intended to help ensure this plan document quickly and efficiently moves from the planning phase to implementation.

5.4 COMMUNITY WORK PROGRAM

The Community Work Program lays out the five-year action plan for advancing the vision, goals, and priorities identified herein during the 2017-2021 time period. The work program serves not only as a straight-forward tool for implementing the plan, but can also help measure our success in implementing the plan. While the plan's success involves a joint coordination among the public, private, and nonprofit sectors, it is the commitment of Doraville's leadership and community members to the plan that will inspire others to believe in it, support it, and help advance it. These partners include businesses, real estate developers, other government entities, and community groups.

Figure 5-2 is organized by substantive area of the plan and then by priority area. For each action item listed, the work program identifies the time frame for pursuing the action, the responsible party for leading its achievement, the anticipated costs (if any), and potential funding sources.

The actions address priorities identified in this plan as well as planned initiatives that further Doraville's vision and goals for the future. For example, the plan carries over projects from the City's last five-year work program that were postponed or delayed but are important initiatives that are still top priorities for the community.

The Record of Accomplishments for the previous 2011-2016 Short Term Work Program is provided in Appendix C.

FIGURE 5-2: 2017-2021 COMMUNITY WORK PROGRAM

QUALITY OF LIFE

ID	Project	Timeframe					Responsible Party	Estimated Cost	Potential Funding Source
		2017	2018	2019	2020	2021			
1.1	Enhance relationship with DeKalb County School Board to improve schools to which Doraville residents are districted.								
a	Continue to develop a plan to establish and formalize more school resources in Doraville.	X	X	X	X	X	City Staff, Mayor, Council, DeKalb Co. Board of Education, ARC	Staff time	City
1.2	Increase the number of community events and programs offered by the City.								
a	Develop a strategic plan to incorporate international appreciation to public festivals and other events, such as "Doraville Days" and road races to catalyze Doraville's vibrant culture and attract consulate corps & schools of international studies.	X	X	X	X	X	City Staff, Mayor, Council, business community, nonprofit & civic associations	Staff time	General Funds, Corporate, Institutional, Nonprofit, Multi- National Sponsorship
b	Establish Doraville ambassador program to support the Doraville 101 initiative.	X	X				City Staff	Staff time	City
1.3	Establish more formalized methods for community's diverse members to be engaged in City of Doraville decision making to preserve diversity of Doraville population.								
a	Develop a simple guide to City government structure.	X					City Staff	Staff time	City
b	Develop a diversity plan utilizing the City of Decatur's Diversity Plan as a precedent.	X	X				City Staff	Staff time	City
c	Establish Doraville 101 – open to all residents.	X	X				City Staff	Staff time	City
1.4	Provide more places for public gathering and social activities.								
a	Implement <i>Parks & Recreation Master Plan (PRMP)</i> : Renovate existing parks (Chicopee, English Oak, Autumn, Brook, Flowers, Halpern, & Honeysuckle).	X	X	X	X	X	City Staff	\$2,510,000	City, TBD
b	Meet <i>PRMP</i> sign standards & design standards.	X					City Staff	\$100,000	City, TBD
c	Complete <i>PRMP</i> parkland feasibility study.		X				City Staff	\$85,000	City, TBD
d	Establish a new park on the west side of the City near the Doraville MARTA Station per <i>PRMP</i> .					X	City Staff	\$2,500,000	City, TBD
e	Work with Assembly Developers to restore the banks of Bubbling Creek (eroded & overgrown with invasive species) for future creation of a linear park or walking path.	X	X	X	X	X	City Staff, Assembly developers	\$80 - \$120,000	EPA, 5 Star, State grants, private or nonprofit

FIGURE 5-2: 2017-2021 COMMUNITY WORK PROGRAM (CONTINUED)

TRANSPORTATION

ID	Project	Timeframe					Responsible Party	Estimated Cost	Potential Funding Source
		2017	2018	2019	2020	2021			
2.1	Improve pedestrian safety, mobility, and connectivity within the city.								
a	Adopt a complete streets ordinance with standards to be applied to appropriate roads.	X					City Staff, Consultants	\$5,000	General Fund, LCI Implementation Funds
b	Carry out and implement Buford Highway Livable Centers Initiative Study.	X	X	X	X	X	TBD	TBD ¹	LCI Implementation Funds, local match
c	Implement Phase 1 New Peachtree Road complete streets improvements, inside the Perimeter.	X	X				City Staff, DeKalb County, GDOT	\$2,850,000	LCI Implementation Funds, local match
d	Implement Phase 2 New Peachtree Road complete streets improvements, outside the Perimeter.			X	X	X	City Staff	TBD ¹	City
e	Create a safe, continuous route for pedestrians and cyclists accessing Assembly along Peachtree Industrial Boulevard from Flowers Road to North Peachtree Road by adding sidewalks with signalized crosswalks.	X	X	X	X	X	City Staff, DeKalb County, GDOT	\$211,600	LCI Implementation Funds, LMIG, local match
f	Complete sidewalk project from Flowers Road to Hightower Elementary along Tilly Mill Road.		X	X			City Staff	\$600,000	GDOT (Safe Routes to Schools)
g	Implement Phase 1 of high priority sidewalk projects.	X	X				City Staff	\$1,323,000	City
h	Improve Shallowford Road corridor with a cycle track, sidewalks, and signalized crosswalks, with a focus on the intersection at New Peachtree Road.	X	X	X	X	X	City Staff, DeKalb County, GDOT	\$3,480,000	LCI Implementation Funds, LMIG, CDBG, local match
i	Coordinate with MARTA to establish plan for and implement bus stop enhancements.	X	X				City Staff, MARTA	\$5,000 to \$10,000	City
2.2	Build a complete bicycle network within the city that also connects to adjacent cities.								
a	Study feasibility of and implement a connector trail from Chicopee Park to Halpern Park per <i>PRMP</i> .		X	X			City Staff	\$1,795,000	City, TBD
b	Implement multi-use trail along Flowers Road, connecting Tilly Mill and Carver Circle neighborhoods to the Doraville MARTA Station via New Peachtree Road.			X	X	X	City Staff	TBD ²	City
c	Study feasibility of and implement a western greenway loop from the Doraville MARTA Station to DeKalb Technology Parkway via Clearview Parkway and Chestnut Drive per <i>PRMP</i> .			X	X		City Staff, DeKalb County, GDOT	\$1,950,000	City, TBD
d	Study feasibility of an eastern greenway loop connecting Nexus and Buford Highway to the Oakcliff neighborhood per <i>PRMP</i> .				X		City Staff, DeKalb County, GDOT	\$35,000	City, TBD

¹ To be determined based upon availability of funding and City budgeting process

² To be determined based on scope of work necessary for project

FIGURE 5-2: 2017-2021 COMMUNITY WORK PROGRAM (CONTINUED)

TRANSPORTATION (CONTINUED)

ID	Project	Timeframe					Responsible Party	Estimated Cost	Potential Funding Source
		2017	2018	2019	2020	2021			
e	Work with Chamblee and Assembly developers to provide pedestrian and bicycle link along Bubbling Creek from Assembly to encourage access from Chamblee's neighborhoods & downtown to Assembly businesses.	X	X	X	X	X	City Staff, Assembly developers	\$900,000	LCI, CDBG, LMIG, CMAQ
f	Install bicycle racks at City-owned locations to encourage bicycle use.	X					City Staff	\$10,000	City, nonprofit, private
2.3	Further traffic calming in neighborhoods.								
a	Install raised pedestrian crossings as speed tables.	X	X	X	X	X	City Staff	\$5,000 per speed table ³	City
b	Implement Phase 1 (Oakcliff, Chestnut, Winters Chapel, Tilly Mill) of traffic & stormwater mitigation project.	X	X	X			City Staff	TBD ²	City
c	Study feasibility of and implement Phase 2 of traffic & stormwater mitigation project.			X	X	X	City Staff	TBD ²	City
2.4	Adjust parking policy for cars and bicycles to be consistent with land use policy.								
a	Amend minimum bicycle and vehicular parking requirements in the zoning ordinance.	X					City Staff	Staff Time	City
b	Add maximum vehicular parking thresholds to zoning ordinance.	X					City Staff	Staff Time	City
c	Introduce innovative parking policies that allow for reverse angled parking, Zipcar (or similar business) locations, and shared parking arrangements.	X					City Staff	Staff Time	City
2.5	Other Transportation Improvements Programmed for Next 5 Years								
a	Realign Chestnut Drive with Park Avenue at Buford Highway to decrease vehicular accidents at Central Avenue.	X	X	X	X	X	City Staff	TBD ⁴	City, LMIG
b	Create a new multi-modal covered street under the existing MARTA and Norfolk Southern rail lines to connect Assembly to the Doraville MARTA Station.	X	X	X	X	X	City Staff, Assembly developers	TBD ²	TBD
c	Construct a new vehicular, pedestrian, and cycletrack bridge connecting Buford Highway to Peachtree Industrial Boulevard and Assembly over the existing rail corridor via Shallowford Road and Peachtree Road.	X	X	X	X	X	City Staff, DeKalb County, GDOT	\$48,492,000	TIA, LCI, private developers, General Assembly, local match
d	Increase capacity on the Buford Highway to I-285 East entrance ramp to relieve congestion.			X	X	X	City Staff, DeKalb County, GDOT	\$1,676,000	LCI, LMIG, CMAQ, local match

² To be determined based on scope of work necessary for project

³ Number to be determined based upon 2016 traffic study

⁴ To be determined based upon development concepts resulting from the Downtown Doraville Private Mixed-use Development RFP

FIGURE 5-2: 2017-2021 COMMUNITY WORK PROGRAM (CONTINUED)

ECONOMIC DEVELOPMENT

ID	Project	Timeframe					Responsible Party	Estimated Cost	Potential Funding Source
		2017	2018	2019	2020	2021			
3.1	Create a more collaborative business environment.								
a	Initiate a Buford Highway Community Improvement District (CID) with adjacent jurisdictions.		X				City Staff, Mayor, Council, business community, Peachtree Gateway Partnership	Staff time	General Funds, private resources
b	Host a regular business forum (quarterly or other interval as determined appropriate) as part of a Doraville Business Association or Chamber of Commerce.	X	X				City Staff, Mayor, Council, business community, CID	\$2,000 annually	General Funds, private resources
c	Establish an annual or bi-annual developer day.		X	X	X	X	City Staff, Mayor, Council, business community, CID	Staff time	General Funds, private resources
3.2	Improve the business licensing process.								
a	Update permit application forms bi-annually.	X	X	X	X	X	City Staff	Staff time	City
b	Train City Staff (quarterly and upon hiring) to better facilitate formal enrollment of businesses in the City of Doraville.	X	X	X	X	X	City Staff	Staff time	City
c	Establish a Doraville Business Academy (educational program to help guide businesses through process of getting established in the city).			X	X		City Staff, business community, CID	TBD	General Funds, private resources
3.3	Update the City's ordinances to diversify the business sector and expand employment opportunities.								
a	Update all district uses of the zoning code.	X	X				City Staff, Consultant	Staff Time	City
b	Reduce the number of conditional use permits needed by improving allowed uses lists and minimum buffer requirements.	X	X				City Staff, Consultant	Staff Time	City
c	Allow for flexibility of uses within Office Hubs (demonstration kitchen, beer served on special events, etc.).	X	X				City Staff, Consultant	Staff Time	City
3.4	Enhance visitors' experience in Doraville.								
a	Create a map-based marketing package with a business directory for visitors.	X					City Staff	Staff time	City
b	As Phase 2 to the gateway signage installed in 2016 along the edges of the city, install signs or public art at major intersections within the city and at the Doraville MARTA Station.	X					City Staff, MARTA	\$29 - \$44,000	City, GDOT, Gateway, LOGO
c	Implement City's wayfinding plan.	X	X	X	X	X	City Staff	Staff time	City

FIGURE 5-2: 2017-2021 COMMUNITY WORK PROGRAM (CONTINUED)

ECONOMIC DEVELOPMENT (CONTINUED)

ID	Project	Timeframe					Responsible Party	Estimated Cost	Potential Funding Source
		2017	2018	2019	2020	2021			
d	Grow the online incentives & tax credits toolbox outlining available local, state, & federal tax credits, financial assistance, and business start-up / support organizations.	X					City Staff	Staff time	General Funds, ad sales
3.5	Establish a unique Doraville identity in the greater Atlanta region.								
a	Create a (set of) brochure(s) to market and build a brand for the city.	X	X	X	X	X	City Staff	Staff time	General Funds, ad sales
b	Resume recognition of national holidays for the nations with a consulate or trade representative in the Atlanta area and pursue the Sister City program to help market Doraville to the world.	X	X	X	X	X	City Staff, Mayor, Council	Staff time	General Funds
3.6	Attract businesses to Doraville through economic development strategies.								
a	Utilize EPA and CDBG revolving loan funds to remediate, address blight, and create jobs.	X	X	X	X	X	DDA	\$1 Million	DDA, City grants
b	Collaborate with Chamblee on a Joint Development Authority or expand Doraville's Downtown Development Authority (DDA) to city-wide to provide bond-financing to areas outside of the current DDA boundary.	X	X				City Staff, Mayor, Council, Chamblee Staff	Staff time	Self-funded, State tax credits
c	Conduct a city-wide comprehensive economic development plan.	X	X				City Staff, Mayor, Council	\$100,000	General Funds

FIGURE 5-2: 2017-2021 COMMUNITY WORK PROGRAM (CONTINUED)

LAND USE

ID	Project	Timeframe					Responsible Party	Estimated Cost	Potential Funding Source
		2017	2018	2019	2020	2021			
4.1	Update the City’s Zoning Ordinance, including the Livable Community Code, to address ongoing issues and align with updated Comprehensive Plan policies and goals.								
a	Address the list of detailed zoning ordinance update recommendations in Chapter 5 (page 5-7) of Design Doraville.	X	X				City Staff/ Consultant	Staff Time	City
b	Design uniform standards for signage & public amenities to frame the quality of future development	X					City Staff	Staff Time	City
4.2	Implement the Historic Downtown Doraville Redevelopment Masterplan.								
a	Administer two RFPs: 1) Civic campus and 2) Mixed-use redevelopment.	X	X	X	X	X	City Staff, Private Sector	Staff Time	City, TBD
4.3	Facilitate the introduction of mixed-use development at strategic locations in the city.								
a	Expand form-based Livable Community Code to the Buford Highway corridor to improve urban design standards and allow mixed-use residential uses.	X					City	Staff Time	City/ ARC-LCI Implementation Technical Assistance
4.4	Facilitate transit-oriented development and mixed-use near the transit station and along major corridors and highways.								
a	Update zoning ordinance to ensure transit-oriented development is supported.	X	X				City Staff/ Consultant	Staff Time	City

FIGURE 5-2: 2017-2021 COMMUNITY WORK PROGRAM (CONTINUED)

HOUSING

ID	Project	Timeframe					Responsible Party	Estimated Cost	Potential Funding Source
		2017	2018	2019	2020	2021			
5.1	Increase the variety of housing price points and housing sizes (number of bedrooms per unit) in Doraville.								
a	Ensure the zoning ordinance allows for unit variety among the residential zoning districts.	X	X				City Staff/ Consultant	Staff Time	City
5.2	Preserve property values through code enforcement.								
a	Modernize Code Enforcement program by establishing an online form to report and monitor code violations.	X	X	X	X	X	City	TBD ¹	City
b	Create a visuals-based brochure detailing City Code Enforcement violations and how to avoid them.	X					City Staff	Staff Time	City
5.3	As land values increase and properties redevelop, help set aside a percentage of housing at affordable price point.								
a	Establish a policy for new housing developments to provide a certain percentage of units at affordable workforce housing rates.	X					City	Staff Time	City

¹ To be determined based upon availability of funding and City budgeting process

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APPENDIX A: PUBLIC INVOLVEMENT DOCUMENTATION

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Citizen Advisory Panel Members

A.1 COMMUNITY PARTICIPATION PLAN



Doraville Comprehensive Plan Update Community Participation Plan

Prepared by
Sycamore Consulting, Inc.

Submitted
February 8, 2016

Outreach Overview

Public involvement is an essential component of the process for updating Doraville's comprehensive plan – Design Doraville. A hands-on, interactive and community-driven approach to engaging stakeholders combined with traditional outreach tools will appeal to a wide variety of people. Thoughtful and focused engagement is critical to a successful community participation process.

This Community Participation Plan outlines tools for both spreading project-related information and gathering input that reflects community concerns and interests. It will serve as a resource for community members to better understand how public engagement will impact the Design Doraville process.

Key Stakeholder Groups

Doraville is a diverse community. There are a number of key stakeholders that will be engaged throughout the planning process. This planning process will be led by the three following teams:

Project Management Team (PMT): includes City of Doraville staff and the Consultant Team, led by Jacobs Engineering and supported by Sycamore Consulting (public involvement coordination) and Canvas Planning (visioning). The PMT will manage the project as a team. The PMT will also plan community participation activities and will lead the development of the updated plan document.

The Citizen Advisory Panel: includes members of the local business community as well as area neighborhood representatives, international groups, and commercial property owners. This group will meet on a regular basis to review draft materials, provide guidance regarding local preferences, and make recommendations regarding the various components of the Comprehensive Plan. Up to five (5) meetings will be held.

The General Public: includes the broader public including those who live, work, play and worship in Doraville. The general public will be included in the process in many ways including open houses and workshops, social media, a survey and other opportunities.

Engagement Opportunities

The public will be invited to participate in a variety of engagement opportunities. All engagement opportunities will be advertised on the City's webpage and on all City supported social media. Information about ways the public can be involved will also be sent to television, newspaper and radio contacts. Flyers will be produced and distributed as needed. The Team will coordinate closely with City of Doraville staff to arrange and schedule all engagement opportunities.

Engagement opportunities that will be available throughout the project timeline are detailed in the following section.

Stakeholder Interviews

Stakeholder interviews are an important source for gaining an understanding of what needs are most important to the community. They will also give the team an idea of opportunities for

the City. The Consultant Team will hold up to 12 in-person stakeholder interviews. Phone interviews will be scheduled, as needed, for those who are unable to attend in-person interviews. The Consultant Team will seek to schedule interviews with the Mayor and City Council members, and key staff, including Community Development and Economic Development. Additionally, interviews may be scheduled with the business/development community and others as suggested by the City.

Meetings with the Citizen Advisory Panel

The Citizen Advisory Panel (CAP) will meet at strategic points throughout the project timeline. This group will assist by reviewing draft materials before public events and providing guidance on community wants and needs. The CAP will also share information about the plan with the groups they represent. The members of the CAP are shown in the table below.

Name	Perspective Represented
Khadija Ben	Resident, District 1
Ray Benitez	Resident, District 2
Jimmy Cushman	Halpern Enterprises
Charlene Fang	Business Owner
Susan Fraysse	Resident, District 3
Shannon Gilmer	Resident, District 1
Ching Hsia	Yen Jing Chinese Restaurant
Victoria Huynh	Center for Pan Asian Community Services (CPACS)/Resident, District 2
Stephe Koontz	Resident, District 3
Bruce Landsverk	AOTC President/tank farms
Lindy Orr	Resident, District 2
Oscar Perez	Oscar's Upholstery
Yotin Srivanjarean	CPACS
Anibal Torres	Latin American Association
Kent Walker	Selig Enterprises

Five (5) meetings are planned for the CAP (dates pending final approval):

- CAP Kick-off Meeting #1 & #2 [January 26, 2016]: This combined meeting will include a review of Comprehensive Plan requirements, the current plan, the Community Participation Plan, the proposed schedule, and potential meeting locations. Outcomes of the Existing Conditions Analysis will also be presented and discussed.

- CAP Meeting #3 [March 1, 2016]: This meeting will focus on reviewing the draft community goals (including the future land use dialogue) resulting from work to date and discussing the overall approach for the Implementation Planning Task.
- CAP Meeting #4 [April 26, 2016]: This meeting will focus on reviewing and providing feedback on the outcomes of the Action Planning Charrette as well as the draft priority needs and opportunities. Additionally, the Team will lay out the final steps of developing the plan. Maps and graphics will be adjusted as needed.
- CAP Meeting #5 [May 17, 2016]: The fifth and final meeting of the CAP will focus on reviewing and providing feedback on the Community Work Program and will include a discussion of possible changes to maps and graphics. The format of the public open house will also be discussed.

Meetings with the General Public

This process includes a variety of meeting styles designed to share and collect information from the public. Formal opportunities for the community to be involved in the process include:

- Public Kick-Off Hearing [December 7, 2015]: A public kick-off hearing with the Mayor and City Council will be held. At this time, the Consultant Team will provide a brief presentation highlighting the planning process, key components of the plan update, an outline of anticipated community participation activities, and how to stay involved.
- Doraville Future Workshop [February 9, 2016]: This interactive workshop will help set the framework for updating the City's overall vision statement, policies, and goals. The make-up of the comprehensive plan and its role in the City's day-to-day activities and long-term planning will be discussed. The meeting will address broad community goals as well as the City's unique character areas.
- Doraville Action Planning Charrette [March 24, 2016 & March 31, 2016]: The charrette will include a Healthy and Vibrant Community Workshop as well as an Action Planning Workshop. These two workshops will take place on two separate days.
- Open House [June 23, 2016]: This interactive open house will be held before the public hearings to give the community time to review the plan and give feedback before the document is finalized.
- Public Hearing/Adoption [September 26, 2016]: The Consultant Team will present at one planning commission hearing and one Mayor and City Council hearing to assist in the adoption of the plan.

The PMT will work together to coordinate the meetings with the general public. This includes producing and sharing meeting information to the public, setting up meeting locations, developing handouts, and gathering other items/equipment necessary. The Consultant Team will facilitate and document all public engagement opportunities.

Other Engagement Tools & Techniques

In addition to the interactive meetings detailed above, the Consultant Team will also employ the following tools and techniques throughout the process to inform and engage the community:

- **Project Branding** – At the onset of the project, the Consultant Team will work with the PMT to develop a logo, tagline, color palette and font guidelines to establish consistency among all documents related to this planning process.
- **Community Survey** – An online survey will be made available following the Doraville Future Workshop to collect input on the community’s vision and priorities for its future. The survey will be translated to Spanish to help increase participation from the City’s diverse residents. The survey can also be provided in print to be sure that a variety of Doraville community members can participate.
- **Community Event Kiosks** – The Consultant Team will prepare for and attend up to two (2) community events. Materials and ideas for engaging with the public at the events will be selected with help from City staff and may include input walls, on-the-spot surveys, and gathering thoughts on long-term needs.
- **Community Group Input Sessions** – Consultant Team members will attend up to three (3) regularly scheduled meetings of community groups to give a brief overview of the comprehensive plan update process and allow for a brief brainstorming session among participants. This is another opportunity to connect with groups that may not otherwise attend public meetings. These meetings are similar to a focus group, but less formal and can be coordinated at the request of a community group or recommendation from City staff.
- **Online Engagement** – Online engagement will include a combination of website and social media usage. The City’s website will serve as the central location for online project information including plan documents and meeting displays. The Consultant Team will also provide content that can be posted on social media sites such as Facebook and Twitter. Existing City of Doraville communication tools such as e-newsletters, the City events calendar, and email blasts will also be used.
- **Media Releases** – Media releases will be drafted and submitted to the City of Doraville Communications staff who will then share this information with the City’s network of media outlets. A media release will be prepared and submitted a minimum of two (2) weeks in advance of the community workshop, the charrette and the open house for a total of three (3) releases.
- **Printed Materials** – Graphic flyers will be developed in advance of each public engagement opportunity and submitted to the City of Doraville Communications staff for distribution to the City’s email list. The Citizen Advisory Panel will also share flyers with their networks. Printed flyers will be produced and made available to CAP and City staff to boost outreach efforts to Doraville residents. Printed materials will be finalized a minimum of two (2) weeks in advance of each engagement opportunity.

“Design Doraville” was selected as the tagline for this Comprehensive Plan process.



- **Language Services** – The Consultant Team will assist the City in providing a Spanish version of project material. Interpretation services can also be made available for public engagement opportunities as needed.

Timeline & Schedule

The plan update process is a combination of five project tasks, including Project Initiation, Existing Conditions Analysis, Visioning, Prioritization and Implementation Planning, and Plan Finalization and Adoption. Community participation activities are integrated throughout the duration of the planning process. The overall planning process is expected to be completed by October of 2016.

	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUGUST	SEPTEMBER
TASK 1: PROJECT INITIATION		★									
TASK 2: EXISTING CONDITIONS ANALYSIS											
TASK 3: VISIONING				★							
TASK 4: PRIORITIZATION + IMPLEMENTATION PLANNING						★ ★					
TASK 5: PLAN FINALIZATION + ADOPTION								★	★	★ ★	★

- CAP Meeting
- ★ Public Hearing or Meeting



Gathering input at one of the community charrettes

A.2 INTERVIEW SUMMARY



Summary of Stakeholder Interviews: Key Themes and Topics

Prepared by
Jacobs

Overview

The Design Doraville team used the stakeholder interviewing process as an opportunity to better understand the values and concerns of the Doraville community. Stakeholders were selected with the intention of representing broad backgrounds and perspectives. Those interviewed provided passionate and useful information relating to local values and challenges.

Interviews began with inquiries about the background and relationship of the stakeholders to the City of Doraville. Questions relating to assets and opportunities within Doraville as well as the challenges of the community were asked in order to understand the broad conditions within Doraville. A deeper look at how the Doraville Comprehensive Plan update could best serve the community was gathered through questions about current land use, transportation, population/quality of life, economic development, and housing.

The Doraville community has meaningful assets including a strong foundation of diversity and invaluable access to transportation infrastructure. Stakeholders discussed lack of connectivity, desire for identity, and language barriers as primary concerns. These concerns were determined to deter from developing a local sense of place.

About the Stakeholders

Stakeholder interviews were held with 15 leaders within the Doraville community to discuss the past, present, and future of Doraville. Stakeholder backgrounds range from experience in local nonprofit human services organizations, such as members of the Center for Pan Asian Community Services (CPACS) and the Latin American Association (LAA), to employment and experience of more than 30 years in the local housing development field. These varied backgrounds, interests, and levels of involvement with the City of Doraville allowed for interviews with rich conversation and varied perspectives.

Many of the stakeholders have lived in Doraville for 30 years or more and know the past and present conditions of the city thoroughly. These historical perspectives were contrasted with a number of stakeholders who have been involved with Doraville for only a few years, giving them a fresh perspective on the opportunities and needs of the community. This balance of experience provided diverse topics of discussion with broad outcomes.

Those interviewed primarily addressed similar assets and issues within the Doraville community, making key concerns and opportunities clear. With more than 150 combined years of experience in Doraville, the selected group of stakeholders provided useful insight for helping inform key discussion topics for public outreach activities and also help inform plan outcomes. The voice of the community was well represented through honest discussion of values and concerns belonging to the Doraville community.

Assets and Opportunities:

Stakeholders recognize plentiful opportunities for growth and betterment of the Doraville community. Main assets of the community include access to transportation, location, diversity, and redevelopment potential. This portion of the interviewing process led to excitement about large projects such as Assembly and discussion about leveraging diversity as an asset. Many stakeholders view the unique background and population of Doraville a priceless asset to the community.

Key Assets:

- Diversity
 - Businesses
 - Food
 - Culture
 - Perspectives
 - News Resources
- Location
 - Access to the City of Atlanta
 - Access to transportation options
 - Within the perimeter (I-285)
- Neighborhoods
- Small businesses
- Effective police force
- Transportation
 - I-285
 - I-85
 - Peachtree Industrial Boulevard
 - Marta Gold Line (Doraville Station)
 - Buford Highway
- City Staff
 - Professional
 - Useful website
 - Prompt
- Economic potential
 - Employment opportunities
- Redevelopment opportunity
 - Nexus
 - Assembly
- Livable Community Code

Challenges:

While diversity and transportation were communicated as two of Doraville’s greatest assets, they are both also seen as significant challenges for the city. The language barriers that accompany diversity in the community create difficulty for representation and involvement, and arterial transportation lines (Buford Highway, I-285, etc.) make connectivity a significant challenge for Doraville. A key challenge in the community is defining the local identity in order to enhance sense of place and branding. Challenges and issues discussed with stakeholders led to productive discussion about setting meaningful goals in the community.

Key points:

- Need for zoning reevaluation and adjustment
 - Contradictory ordinances
 - Not enough code enforcement
 - No zoning to promote higher density
 - Need multi-family housing inclusion
 - Need mixed-use inclusion
 - Evaluation of Livable Community Code to address challenges since adoption
- Traffic
 - Speeding
 - Tank farms traffic
 - Potholes
- Too much parking
- Walkability
 - Need more sidewalks
 - Want to connect parks
- Schools
 - No high school
 - Buildings need renovation
- Housing options lack variety
- No sense of place, identity
 - Need for branding
 - Would like better signage
- Define Downtown area
- Too much commercial
- Need variety in businesses
- Want to attract young professionals
 - Need night life
- Diversity
 - Language barriers
 - Conflicting cultural differences
- Too much industrial
 - Damaged property values
- Need a grocery store in addition to the Farmer’s Market

Transportation

Transportation within Doraville is seen as both an asset and a challenge. Doraville has great transportation assets such as I-285 and the Doraville Marta station. There is, however, a need for connectivity within the local area. Many stakeholders are interested in attracting a young population with alternative transportation options including bike lanes and more sidewalks. Many are also concerned with traffic congestion and aging infrastructure. There were a couple comments that Doraville is not yet ready to be a full pedestrian city; it is the end of a rail line and by nature, driving is a key part of who Doraville is.

Key points:

- Consider alternative transportation options to attract younger ages
- More sidewalks
- Need more pedestrian crossings
- Consider parks as opportunities for connection
- Fill in potholes
- Many Doraville residents walk
- Does Doraville transportation support the vision of the community?
- Address Tank Farm traffic
- Connect neighborhoods
- Address Hightower Elementary traffic
- Community needs traffic calming
- There are nails on the roads
- Conflicting feelings about how many would like to be able to walk to parks
- Modernized streets with bike paths
- Consider potential of Amtrak
- Address speeding problems
- Extend the trail system
- Avoid walkability safety hazards near the Tank Farm

Economic Development

Doraville has ample opportunity for economic development due to its location and large redevelopment projects, such as Nexus and the Assembly. Many stakeholders are interested in diversifying employment options, leveraging the opportunity of redevelopment projects, and developing representation for local businesses in order to boost economic development in the community. Challenges to economic development and growth within the community include local schools in need of renovation.

Key points:

- Doraville has ample new growth
- Consider a Chamber of Commerce
- Plenty of employment opportunities
- Should attract more diverse businesses
- Should be a job center, not just retail
- Use large developments as opportunities
 - Nexus
 - Assembly
- Address oversaturation of commercial businesses
- School quality is a challenge to economic development
- Address development pressure

Housing

Many stakeholders voiced concern with the lack of diverse housing options in Doraville. While Doraville has many attractive neighborhoods, the stakeholders would like to see more options for multi-family housing, mixed-use with housing as a component, starter homes, rental housing, and higher density housing. Impacts to housing such as local school and zoning restrictions were also a concern for many of the stakeholders. At the same time, multiple long-term residents identified the City's residential neighborhoods as one of the key elements that make Doraville great; the character of these areas should be preserved.

Key points:

- Doraville has great bones and opportunity for housing
- There is a large market for starter homes
- Want to be more of a residential community, less industrial
- Housing changes should address cultural differences
- Current zoning does not support variety
- There is a need for more rental housing
- Housing should be higher density
- Infill housing could be a solution
- There are many ongoing neighborhood projects
- Mixed use housing is an opportunity
- Schools are negatively impacting the local housing market
- Would like to see more multi-family housing options
- There are many foreclosures in Doraville
- Much of the current housing in Doraville is dated
- Market local business. Example: We Love BuHi
- Concern that higher density and redevelopment could displace some lower income residents

Quality of Life / Population

The population of Doraville was described as being a supportive, diverse community. Stakeholders are interested in ensuring that this diversity is preserved while cleaning up Doraville and creating an identity for the community. One asset contributing to quality of life of this diverse population in Doraville is a helpful City staff and effective police department. Challenges include difficulty attracting Millennials as members of the resident population and establishing a unified sense of place among community members and within the broader region.

Key points:

- General clean-up in Doraville
- Police force is good
- Interest in embracing and preserving diversity
- Overcrowding in schools should be addressed
- MARTA station needs more trash cans and clean up
- Sign code needs improvement
- Image of Doraville and identity need to be considered
- Would like for Doraville to be a live, work, play community
- Need to attract Millennials
- Night life would attract a younger population
- Neighborhoods are in need of clean up
- Desire for more parks and trails
- Citizens care about each other
- Interest in more volunteer opportunities

Land Use

Primary land use concerns for the City of Doraville included updating zoning codes and addressing local housing challenges. Zoning codes, while not altogether inappropriate, were described as needing reevaluation to ensure that they address the goals of the community accurately. The Livable Communities Code (LCC) is of particular concern. Some stakeholders would like to see this type of zoning extended across Buford Highway and potentially throughout the entire community.

Reevaluating the amount of industrial use areas in Doraville and making zoning adjustments to address this topic is another area of interest expressed by many stakeholders. Most would like to see fewer industrial use areas. Housing was another key topic for stakeholders when discussing land use. A need for updated housing options, such as multi-family inclusion in C1 and C2 zoning, were mentioned by some stakeholders. Increasing mixed-use options and housing density were also topics of discussion throughout the interview process.

Key points:

- Decreasing industrial uses
- Avoiding damage to property values
- Tearing down and replacing old homes
- Incorporating mixed use
- Updating zoning codes
- Extending LCC to the whole community
- Considering a Northwoods preservation district
- Leveraging old time industries
- Increasing housing density
- Annexing the area behind Nexus and the Oakcliff
- Addressing M1 zoning district needs
- Evaluating what is appropriate in the industrial districts
- Considering C1 & C2 to allow multi-family
- Decreasing parking spaces per unit requirements
- Assembly & Nexus will be game changers
- Increasing code enforcement
- Zoning should address cultural concerns
- Contradicting ordinances should be evaluated

A.3 CITIZEN ADVISORY PANEL MINUTES

CITIZEN ADVISORY PANEL KICK-OFF MEETING



CITIZEN ADVISORY PANEL KICK-OFF MEETING

Tuesday, January 26, 2016; 6:00 - 8:00 pm; Doraville City Hall

CAP Attendees

Khadija Ben, Resident [District 1]
Jimmy Cushman, Halpern Enterprises
Charlene Fang
Susan Fraysse, Resident [District 3]
Victoria Huynh, Center for Pan Asian Community Services (CPACS); Resident [District 2]
Ching Hsia, Yeng Jing Chinese Restaurant
Stephe Koontz, Resident [District 3]
Bruce Landsverk, AOTC President
Lindy Orr, Resident [District 2]
Oscar Perez [Oscar's Upholstery]
Yotin Srivanjarean, CPACS
Anibal Torres, Latin American Association
Kent Walker, Selig Enterprises

City Staff Attendees

Enrique Bascuñana, Community Development Department
Brianna Rindge, Community Development Department

Consultant Team Staff

Amanda Hatton, Jacobs
Addie Weber, Jacobs
Leah Vaughan, Sycamore Consulting

Members of the Public

Thom Abbott, Planning Commission

Summary

Enrique Bascuñana welcomed everyone to the meeting and thanked the CAP members for their participation. He then introduced City staff and members of the consultant team.

Enrique stated the City is updating the Comprehensive Plan, which was last completed in 2005. He noted that a lot has changed in Doraville, specifically with the planned redevelopment of the GM site and the annexation of additional land into the City's boundaries. Enrique described the various other studies that have been completed since the last Comprehensive Plan update and noted that this update will seek to consolidate the projects recommended from other plans.



In describing the Comprehensive Plan process, Enrique stated that it is a long range masterplan document that serves to guide the growth and development of the City for the next 20 years. The Plan will provide a vision, detailed policies, and set forth an implementation plan for the City. He also noted that an updated plan is necessary to maintain a local government status, which allows the City to apply for funding from State and Federal sources. He reviewed the schedule for the update process, noting that a draft would be available in June and final adoption is scheduled for the fall.

Enrique then discussed the role of the CAP. He noted that the diversity of the group is intentional; the group is representative of the City but it is small enough to be a good working group capable of guiding the update process. He noted that the CAP includes residents from each council district, the Center for Pan Asian Community Services (CPACS), the Latin American Association, DeKalb County Schools, and small and large business interests.

At this point, Enrique asked members of the group to introduce him/herselves, and then turned to Amanda Hatton of the consultant team to continue the presentation.

Amanda briefly reviewed the role of the CAP- highlighting members' important role in helping guide the planning process and in encouraging fellow community members to participate in the planning process, and again thanked the members for their participation. She then provided an overview of the consultant team members and their responsibilities. Amanda then reviewed the project tasks.

She stated that Tasks 1 and 2, Project Initiation and Management and Existing Conditions Analysis started in December, noting that the process is not to reinvent the wheel but to pull existing conditions and plans into an updated document.

For Task 3 – Visioning, Amanda noted that the project team would work with the community members to try to understand the overall long-term vision and goals of the community. Under Task 4 – Prioritization & Implementation Planning, the project team will seek to prioritize issue and opportunity areas to address, initiatives and activities the community may want to pursue to advance them, and develop a five year plan for implementation of those priority initiatives. Amanda then reviewed the final task, Plan Finalization and Adoption. She stated that under this task the project team would vet the plan with elected officials and the public and then work with the Planning Commission and elected officials to officially adopt the plan. Amanda stated that plan action on the plan by City Council is targeted for October.

Amanda then introduced Leah Vaughan to discuss the public engagement for the Comprehensive Plan Update. Leah indicated that a draft copy of the engagement plan is



included in the meeting handouts. She stated the goal of the effort is to make engagement easy, convenient and meaningful, and then detailed the types of activities the team would undertake to reach out to the very diverse community.

Enrique then reviewed the required components of a comprehensive plan, noting that each plan must include community goals, needs and opportunities, a community work program, land use, transportation, housing and natural resources. He went on to list the optional elements that are encouraged to be included, which are economic development urban design, historic resources, and community facilities.

The floor was then opened for questions:

- Q. The 2006 Comprehensive Plan had visions and goals, but a lot has changed since then. Can we see what the vision was then and what we think it is now?
 - A. We can break it down for you, but our approach will be to go out with a blank slate and then come back to confirm/contrast/update the vision based on the feedback we receive. The 2006 Comprehensive Plan is on the website if you want to take a look at it.
- Q. Will this Comprehensive Plan have any impact on the GM site plan?
 - A. The GM site has been rezoned and a master plan for the site has been adopted by the City Council. Our process will mainly focus on the rest of the City outside of the GM site.
- C. I prefer a lunch time for subsequent meetings of the CAP.
- C. I would like to see some faith based organizations represented on the CAP. Our City is very diverse with lots of different religions, but there is no council of churches.
- C. I have lived here a long time and have participated in visioning processes before. The huge elephant in the room is the condition of our schools and the school system. The neighborhood school looks like it belongs in a third-world country. If the City is going to grow into something nice, you have to fix the schools. It can't be ignored.
- R. The Comprehensive Plan is the umbrella long-term policy document of the city – and one of the main outcomes of the process will be identifying top goals of the community, of which school improvement may rise to the top. In response to this, the City can advocate for improvements to the schools system with our policies and goals. We can look at where we could consider adding schools. We can identify key issues and goals and present it to the school system.



- C. For translated materials, please let the CAP members review to ensure the materials are correct.
 - R. The project team will look to the CAP to help further disseminate/translate materials. Should groups have volunteers that can help with this, the planning team is interested in working together to further the reach of the project.
 - C. The Latin American Association and CPACS are working with underserved communities on school choice issues. Parents have been very engaged. This is an urgent and immediate issue.
 - R. We will work to incorporate the school system issues in our planning. Having an adequate school system affects property values, etc.
 - Q. Could you ask Dan Drake from DeKalb School System to participate on the CAP? The LAA and CPAC is meeting with him on Friday. We could float the idea if you could follow up with him next week.
 - Q. I have a question about the connectivity of the proposed town center to the GM site.
 - A. The City is currently in a situation where city buildings are not meeting our needs. We are running out of space and the current buildings don't meet the day to day functions we need. These factors have helped to trigger the idea to develop a plan for a new town center, where the existing building would be demolished and rebuilt, perhaps on the Salvation Army site. New streets would be created to connect Central to Park and create green space. Additionally, we want to extend Park under the MARTA rail line to connect to the GM site.
- Part of the plan is to allow denser development of up to six stories on several of the larger parcels, and provide opportunities for Transit Oriented Development.
- Q. What is it you want us to do? How do we help you achieve short term goals? Doraville is ready to do something!
 - A. We need to develop a Comprehensive Plan and work program that is implementable and realistic and prioritize it in a fashion that makes the most sense.



- C. There are other ways to reach out to the non-English speaking population. I would suggest a press release to the non-English local newspapers. Perhaps even a briefing of media from these papers so that it can be a discussion rather than just a press release.

Following a brief break, Amanda led the group in a discussion of Doraville demographic information. A copy of the presentation is attached.

- Q. With the annexation, did the City see greater population growth than what is captured in the Census numbers?
- A. No, the annexation was commercial property.
- C. There is no functional business group. This should be a goal – to get businesses together in an organization.
- C. The City's website needs to be improved and updated. When you click on the newsletter link, the most recent version is from 2011.

Following the demographic presentation, Amanda asked the group to think about Strengths, Weaknesses, Opportunities, and Threats for the City.

- Strengths
 - Transportation access [MARTA, Interstate]
 - Diverse community
 - Access to Peachtree-DeKalb Airport
 - Employment [CDC]
 - Restaurants/Diversity [a destination]
 - Affordable housing
 - Low crime rate
 - Petroleum access point for region
 - Strong public safety (excellent police department)
 - Civic groups and their work [need to better engage in the City]
 - Energy and Desire
- Weaknesses
 - Education
 - Language barrier
 - Funding??
 - Buford Highway for pedestrians & bicyclists
 - Doraville City Government – hesitant of moving forward, inaction



- Chamber of Commerce
- PTA Lacking
- Opportunities
 - New, high-end housing – expand ownership
 - Right-of-way on Buford Highway [market, market, market!]
 - Koreatown/Chinatown – capitalize on the diversity
 - Density
 - Millennials & multi-generational
 - Charter Schools [language & business]
 - High School
 - Inter-city coordination
 - Embrace diversity
 - Engage the cultures
 - Leverage momentum of Buford Highway
- Threats
 - Desired development occurring elsewhere [e.g., Whole Foods]
 - Crime – is this an issue?
 - DeKalb Co. Schools – education
 - Access to fund/implement initiatives that are identified
 - Lack of School Board support for Tax Allocation District
 - Lack of business group/collaboration
 - Assembly execution – not connecting to rest of Doraville

Following the discussion, Amanda reminded the CAP of the Doraville Future Workshop, scheduled for February 9 at the Salvation Army (6-8pm). She asked CAP members to come and to encourage others to participate.

- Q. Can you email the flyer to the CAP members?
- Q. Can you send a list of the project team staff with their contact information as well?
- A. Yes, the project team will follow-up with requested information.

At 8:25 pm, the meeting was adjourned.

CITIZEN ADVISORY PANEL MEETING 3



CITIZEN ADVISORY PANEL MEETING #3

Tuesday, March 1, 2016; 6:00 - 8:00 pm; DeKalb Public Library - Doraville Branch

CAP Attendees

Khadija Ben, Resident (District 1)
Ray Benitez, Resident (District 2)
Jimmy Cushman, Halpern Enterprises
Susan Fraysse, Resident (District 3)
Stephe Koontz, Resident (District 3)
Kent Walker, Selig Enterprises

City Staff Attendees

Enrique Bascuñana, Community Development Department
Brianna Rindge, Community Development Department

Consultant Team Staff

Amanda Hatton, Jacobs
Addie Weber, Jacobs
Kristine Hansen-Dederick, Sycamore Consulting
Aaron Fortner, Canvas Planning Group

Members of the Public

Thom Abbott, Planning Commission

Summary

Enrique Bascuñana welcomed everyone to the meeting and thanked the CAP members for their participation. He then introduced City staff and members of the Consultant Team. He explained that two members of the CAP had resigned for personal reasons. A replacement has been identified for District 1; the City is still actively looking for a replacement for a District 2 representative. He asked the committee to submit any recommendations, preferably a citizen that lives in a multi-family residential community, since that perspective is currently underrepresented on the CAP.

Enrique reiterated that much has changed in Doraville since the completion of the last Comprehensive Plan, specifically with the redevelopment opportunities of the GM site and K-Mart and the annexation of additional land into the City's boundaries. This update process is a chance to revisit policies and establish a vision, goals, and a future land use map more in line with the current direction of the City. This evening's CAP meeting would focus on collecting input on these components of the plan.



Amanda Hatton, Consultant Team, then began the presentation. (Presentation available at www.doravillega.us/comprehensive-plan-update-2016). She provided an update on the progress of the plan's development describing tasks and outreach completed to date and upcoming activities.

Q. Regarding existing conditions, when will we, the CAP, see Existing Conditions data? Did I miss it?

A. The standards from the State on the Comprehensive Planning process have changed, with a stronger focus on visioning and less emphasis on data. We have completed the Existing Conditions assessment and analysis, but it is not the volumes of data that you may have seen in the past. We are planning to include the analysis in the draft plan in June, however, we can work with City to get you the data sooner if you are interested.

C. Yes, we would like to see the data.

Amanda continued the presentation reviewing the outcomes of the Doraville Future Workshop held in early February. The workshop attracted approximately 60 attendees providing input on the current needs, features and positive attributes of Doraville, as well as aspirations for the future. She summarized the input heard from the attendees.

Amanda then led the CAP in a discussion on Vision and Goals. She started by showing the CAP the vision statement from the 2006 Comprehensive Plan Update. She then showed the proposed draft revised statement, comprised from input heard at the workshop and City staff. The new statement is proposed to be more succinct and shown alongside goals and also a graphic. Keeping in mind it was not a polished statement, she asked the CAP to provide feedback.

Q. Is this statement supposed to be reflective of what we are now, or what we want to be?

A. It is a statement for Doraville's future, what you want the City to become.

Summary of Comments:

- Missing an "of" between variety and jobs
- Change "distinct" to "unique" – describes the diversity of Doraville better
- Love the term "open-mindedness", implies acceptance of all people
- Move "diversity" up to the front of the statement
- "Mix of uses" doesn't add anything to the statement
- Insert transportation hub/access
- Don't like the term "center"; "community" is a better choice
- Attracting families should be part of the future



Amanda then moved on to the next topic of Goals. Amanda distributed a handout of 10 goals, listed in no particular order, and asked the group to provide their comments and also rank their top three choices directly on their worksheets.

C. Concerning the goal "Elevate Buford Highway as a Nationally Recognized Benchmark", I don't really like the use of "benchmark". It seems Buford Highway is already a benchmark of "bad".

Enrique stated that the City, along with co-sponsor City of Chamblee, was just awarded a Livable Centers Initiative (LCI) grant from the Atlanta Regional Commission (ARC) to study Buford Highway from an urban design perspective. The goal is to establish a united front between the two cities to discuss projects with the Georgia Department of Transportation (GDOT). Designated a state route, GDOT maintains jurisdiction over Buford Highway and approaches amenities such as bicycle and pedestrian facilities from a different perspective than the City. The City would like Buford Highway to be more multi-modal friendly and appealing as a gateway. The study will kick off this summer.

C. The City surrounds these pockets of unincorporated DeKalb. I would like to see them annexed so we can have cleaner boundaries and a more unified vision. It's very difficult to establish consistency between areas when some parts are Doraville and others are DeKalb County.

Amanda and Addie Weber, Consultant Team, polled the CAC on their choices for top goals. The group selected the following as high ranking goals: Improve Public Education, Continue to Build a Doraville Brand, Preserve and Enhance Our Neighborhoods, and Rebuild Doraville's Core. The groups also noted Create a Strong, Connected Business Community as important. Further, the group made the following comments:

- We need to bring back the park.
- Attracting millennials is important; keeping them here with options for families is important too.
- We need an active civic center with events.
- A strong city center will pull other things together, like attracting business and residents.
- Currently there no sense of place.
- We can attract business with both a strong core and branding.

Next, Addie moved into discussing the Future Development map. She presented the existing 2015 map and then the proposed refreshed character areas for the 2016 map. The existing Future Development map utilized eight development areas. The proposed revised character



areas condense several of the previous development areas for a reduced total of six areas. She then asked the CAC for their initial thoughts on the new character areas.

C. I don't want to lose the "Doraville Town Center" category. We really need that so we can designate areas for city facilities and amenities and ensure they are protected from unrelated and random development.

Q. Is it just the names of the areas that are changing?

A. No, the boundaries of the districts themselves are changing and also the allowable uses.

C. We agree that The "Neighborhood Preservation" category should remain, along with the existing districts.

Q. For the mixed-use categories, is the mix mandated, or simply allowed?

A. Just allowed. The intent is to offer some flexibility for the private market. We want to encourage a mixture of uses. Currently, the zoning is too restrictive and as a result we have too much commercial and not enough residential to support it. By allowing residential and commercial together, we can encourage a greater balance.

Q. What about redevelopment of some smaller parcels? Not sure they will be able to offer a mix.

A. Yes, we recognize that. This really speaks to the larger parcels where there is more opportunity for flexibility and creativity. We also acknowledge that it will not be corridor-wide, mostly likely at the key intersections.

C. The title of the category really needs to reflect character and not just the use.

A. Understood. The description of the category will include the vision as well.

C. We really need to have a master plan; free flow is not good. We need to decide what is good for the City in the future.

C. Semantics is important. "Industrial" makes some people think of smokestacks, but in reality, it's wholesalers and printers in one-story buildings that are occupying industrial space.

C. We need to ensure some compatibility and consistency in naming our character areas with other places. We don't want to have names that are too "far out", not comparable with adjacent areas, and hard to understand.

Amanda thanked the CAC for their participation and reminded them of the upcoming charettes. The meeting was adjourned at 8:00pm.

CITIZEN ADVISORY PANEL MEETING 4



CITIZEN ADVISORY PANEL MEETING #4

Tuesday, April 26, 2016; 6:00 - 8:00 p.m.; Doraville City Hall

CAP Attendees

Anibal Torres, Latin American Association
Elliott Fried, Resident (District 1)
Ray Benitez, Resident (District 2)
Joseph Geierman, Resident (District 2)
Victoria Huynh, CPACS/Resident (District 2)
Jimmy Cushman, Halpern Enterprises
Susan Fraysse, Resident (District 3)
Stephe Koontz, Resident (District 3)
Kent Walker, Selig Enterprises

City Staff Attendees

Enrique Bascañana, Community Development Department
Brianna Rindge, Community Development Department

Consultant Team Staff

Amanda Hatton, Jacobs
Jim Summerbell, Jacobs
Kristine Hansen-Dederick, Sycamore Consulting

Members of the Public

Thom Abbott, Planning Commission

Summary

Enrique Bascañana welcomed the attendees to the meeting and asked the CAP members and the project team members to introduce themselves. He provided a short summary of project-related happenings since the last meeting, including the hosting of two charrettes, City attendance at the Food Truck Rally kick-off event, and the public survey. He stated that the survey deadline would be extended to May 6th, in an effort to attract more participation, especially from the Latin American community. He asked the committee to please provide any thoughts on how to increase participation. He then handed the meeting over to Amanda Hatton, Consultant Team, to begin the presentation. (Presentation available at http://www.doravillega.us/departments/community_development_department/design_doraville.php)

Amanda reviewed the agenda and the goals for the evening's meeting. She provided an update on the progress of the plan's development, describing tasks and outreach completed to date and a schedule of upcoming activities and milestones. She pointed out that adoption of the plan was slated for October. She reiterated that the survey would be available until May 6th. Amanda also mentioned that planning for the Buford Highway business focus group was still underway.



Amanda continued the presentation reviewing the activities since the last CAP meeting, specifically the outcomes of the March 28th and April 13th public charrettes. At the meetings, participants provided input on the vision statement and goals, character areas, priorities and focus/action areas. Overall, people generally agreed with the Future Development Map and character areas and provided comments on the themes of connectivity and how to enhance and improve the city and promote its unique features.

Amanda then discussed the public survey. To date, about 170 surveys have been completed. The survey is available in Spanish; however, only one response has been received. Since Latinos are a big segment of the population, Amanda stated the project team would like to ensure folks are being reached and invited ideas from the CAP.

C. Please forward the links again, we can share with our contact lists.

C. I suggest posting in businesses that cater to the Hispanic population, possibly just a flyer or a ¼ page postcard with a QR code for scanning. Most people use mobile devices.

C. Chicago Supermarket would be a great place to leave paper copies. It is a very popular destination.

C. I can also take a flyer to my church to distribute.

C. Having computers available at events is helpful to promote online surveys.

C. Paper copies work best for the Asian community. Participation for online surveys is typically very low. If you can provide us (CPACS) with some paper copies, we can collect the completed surveys for you to input.

Amanda thanked the committee and reminded them of the short timeframe for the survey. She stated that the consultant would work with the City to provide the flyers and the paper copies for distribution ASAP. She then reviewed the initial results of the survey stating that location and transportation were the top "liked" features of Doraville. Identified needs for Doraville include variety of jobs, entertainment opportunities, activities for children, a trail network, improved schools, and a unique brand/identity for the city.

Amanda then presented how the outcomes of the outreach to date have impacted the development of the plan. She discussed the refinement of the Vision Statement, the initial prioritization of goals, and how the identified priorities will shape the work program. She then began a discussion of the individual character areas, asking the committee to provide ideas for more detailed information and also implementation strategies.

Assembly:

Q. For this one, are we to assume that the development will come through? Is it supposed to frame our ideas?

A. Yes, the Assembly development already went through a very public process. The Comprehensive Plan should reinforce that process, the zoning, and the vision. This policy document is intended to work with the zoning ordinance and establish some consistency.

C. I don't think it is very realistic to have a multi-use path under I-285, connecting from the Tilly Mill area to the Assembly area. The cost just would not make sense-maybe put the money into the existing bridge at the interchange, making that more pedestrian- and bicycle-friendly.

Q. What about tying it to zoning, making it mandatory that connectivity occur at the time of development?

A. No, I don't think that would be appropriate, it may detract from proposals. Because it is a large enough development, the proposal is undergoing a review from the Atlanta Regional Commission (Development of Regional Impact or DRI). The DRI process may recommend some improvements the applicant would have to implement, but those improvements would be in close proximity or adjacent to their development.

Q. I am confused by the word "Assembly".

A. The developer, Integral, branded the site with that name. We wanted to use nomenclature that has meaning to the community. We also wanted to differentiate this site from the zoning category "mixed-use development".

Light Industrial:

Q. Is the assumption that sidewalks will be on both sides of the street?

A. That is not set yet. The City does have an extensive sidewalk master plan, as well as streetscape and traffic calming initiatives. We could get that information to you.

A. I think traffic calming is very positive. Trucks and cars are always just blowing through the area.

Historic Tank Farm:

C. I think you are grasping at straws calling it "historic". It's still a working area.

C. It's not really something the community wants to celebrate.

C. Drop the word "historic". (CAP agrees by consensus)

C. I don't think it is realistic that the tanks could be consolidated across the railroad tracks, but it would be good to include in case the opportunity comes up.

C. There is a cemetery in this corridor, too.

C. Do we really want to encourage more truck volume along N. Peachtree and Winters Chapel Roads?

A. I think there will be truck traffic there, regardless.

C. There is also a lot of infrastructure there. The pipeline runs all the way up to Maryland.

Neighborhood Preservation Districts:

C. The name of the Active Living plan should be "Doraville Activating Living Plan".

C. Potentially the City could extend the permit fee amnesty program to further inspire renovations on homes and perhaps businesses, too.

C. There are some neglected single-family homes on Shallowford Road along the Doraville/Chamblee border. I think it makes sense to convert them to businesses/offices.

C. It would be difficult to get someone to invest in that area as single-family. It makes sense to allow other uses.

C. Chamblee may have different zoning on its side of the street [Shallowford Road], so there would need to be some interjurisdictional coordination.

C. Sidewalks are important, too. I see dirt paths worn from people walking along Shallowford Road.

Carver Hills:

C. What about a school here? I heard some talk about a high school.

A. There is mention of townhomes but not a school.

C. It may be an isolated location for a school.

Town Center:

C. I think it should have bicycle and sidewalk connections to all neighborhoods, not just Northwoods.

Tilly Mill Marketplace:

C. As a gateway into Doraville, there should be signage and promotion. We need to build a Doraville brand.

Innovation Hubs:

C. I need more information on this character area. We need to be sure we keep a buffer on Oakcliff Road to protect the residential area. Right now we have a buffer of trees and one-story light industrial. Losing the trees and replacing the one-story buildings with three-story buildings would not be good.

A. We could ensure a landscape buffer within the Innovation Hub character area and have it apply to all the locations. We could also put such language into our residential strategies.

C. Are there any examples of Innovation Hub areas?

A. Yes, Northyards is a good one.

C. I would prefer entrepreneurs over breweries. Breweries came up a lot in discussion at the charrette. I would think that would be more appropriate for Light Industrial.

Q. What about coffee shops and bookstores?

A. No, that would not be included in this area.

BuHi Cultural Corridor:

Q. How can we address the proportion of wholesalers to retail in this corridor? There is just too much wholesale.

A. We can address that by creating opportunities for multi-family residential. More residential will attract the commercial.

Q. What are we specifically building on with the BuHi initiatives, now that Marian Liou is not working for the City?

A. We are building on the ideas of identity, sense of place, and connectivity, and we want to leverage momentum built by the We Love BuHi effort.

Q. What about the International Village? How does this identity jell with BuHi?

C. There were some statements made about that at the charrettes. We don't want to shoehorn in cultural elements such as Chinese lanterns. The character is still evolving; we don't want to tie the identity to one specific group of people.

A. Here we are talking more about changes occurring over time, incorporating a mix of uses and accommodating a variety of demographics. We are talking more from land use and built environment standpoint. We are also thinking about public art, gateways, and branding.

C. What about incorporating architectural standards, so we don't allow building of unattractive structures? Nothing too restrictive, just some basic standards so that buildings doesn't detract from the area.

A. It is important to focus more on the form and how the building interacts with the street and not so much the subjective architectural features. There are some key ingredients that make for good design, like sidewalks, lighting, and setbacks. What we really want here is to get at the big picture and define a vision for the area.

C. We should do a master plan for this area in conjunction with Design Doraville. It is a good time for it.

C. I hope that we do not discourage the mom and pop establishments as we plan for redevelopment. We need to remember what started us and make sure that we preserve the affordable business opportunities.

C. We also need to keep an element of originality here, and make sure the redevelopment is not cookie-cutter.

A. When we hold the BuHi focus groups, we can get some ideas on actions we can take to preserve both the affordability and uniqueness of the area.

C. I am not sure you can expect the corridor to development all in the same way; some parts of the corridor will be different.

Following the discussion on Character Areas, Jim Summerbell, Consultant Team, gave a brief presentation on supporting policy maps (to the Future Development Map), followed by a brief group discussion on Priority Areas and Priority Community-wide Action Items. Jim talked about an overarching framework for connecting Doraville, including multi-use paths as key components in linking Doraville. He also discussed priority investment areas as a second supporting policy map, identifying Buford Highway and the Town Center as a priority investment areas for the short term.

Q. Are there any plans to make Buford Highway more bicycle- and pedestrian-friendly?

A. That will be part of the focus of the Livable Centers Initiative (LCI) study that we are undertaking with Chamblee. The goal of the LCI is to create a more urban street concept that we can take to GDOT, together.

Each CAP member was then asked to identify their number one action item for the next five years. By the vast majority, the Doraville Town Center was stated, followed by the Park Avenue extension.

Amanda then reviewed the next steps which tentatively include appearances at the Food Tuck Rally on May 12th and 26th and the final CAP meeting on May 17th. Brianna also mentioned that the City is launching a new website on May 2nd. The meeting was then adjourned.

CITIZEN ADVISORY PANEL MEETING 5



CITIZEN ADVISORY PANEL MEETING #5

Tuesday, May 17, 2016; 6:00 - 8:00 p.m.; Doraville City Hall

CAP Attendees

Anibal Torres, Latin American Association
Elliott Fried, Resident (District 1)
Jimmy Cushman, Halpern Enterprises
Joseph Geierman, Resident (District 2)
Kent Walker, Selig Enterprises
Khadija Ben (District 1)
Oscar Perez, Oscar's Upholstery
Ray Benitez, Resident (District 2)
Stephe Koontz, Resident (District 3)
Susan Fraysse, Resident (District 3)
Victoria Huynh, CPACS/Resident (District 2)

City Staff Attendees

Enrique Bascuñana, Community Development Department
Brianna Rindge, Community Development Department

Consultant Team Staff

Amanda Hatton, Jacobs
Jim Summerbell, Jacobs
Jen Price, Sycamore Consulting

Summary

Enrique Bascuñana welcomed the attendees and led the group through introductions. He gave a brief overview of project happenings to date as well as the expected outcomes of this meeting. He handed the meeting over to Amanda Hatton, Consultant Team, to begin the presentation. (Presentation available at http://www.doraville.us/departments/community_development_department/design_doraville.php)

Amanda gave a brief overview of the previous CAP meeting which included a lengthy discussion about the character areas. She framed the purpose of this final meeting within the overall project schedule and next steps of the process. She reminded CAP members that the final public meeting, the open house, will take place on June 23rd at Honeysuckle Park.

Next, Amanda reviewed highlights from the community survey. She thanked the CAP members for assisting in getting the word out and collecting input. Of the 425 participants, there were 61% residents and 39% workers or visitors. She also talked about the resident composition and what people like most about Doraville which included location, transportation and diversity of people. The planning team is still processing the results but will have a full summary for public review.



The outcomes of the Buford Highway Business Focus Groups were discussed. These sessions served as another source of information about the community. Amanda talked about the two sessions that were held on May 9th and 10th with 20 participants attending both meetings. The sessions produced helpful and meaningful dialogue around topics such as "why Doraville is great for business." Amanda discussed that businesses and residents have the same ideas: that transportation, a unique character and diversity are important factors in Doraville. She talked about the dialogue regarding opportunities for improvement in the business community and climate. Among responses was the need to improve customer service, simplify the Occupational Tax Certificate process, and to learn from other cities. Amanda invited CAP members who were in attendance to contribute their outcomes from the business focus groups.

Victoria Huynh mentioned that there were business owners who wanted to attend the focus groups, but who were unavailable. CPACS shared information with many of the Asian-owned businesses along the corridor. She stated that property and business owners are willing to offer some sort of seed money to ensure that there are consistent meetings. Victoria said that this group is ready to start as soon as possible to collaborate with each other and with the City on a business organization. Consistent meetings among the group as well as with the City are desired.

C: There is more interest in a positive environment for sharing and collaborating with fellow businesses. There is an interest in starting a Buford Highway business association as opposed to a Doraville centric business association.

C: This may be a good place to start with the Buford Highway corridor, but the ideal scenario is to have a business association that encompasses all of Doraville's businesses. This would help with business marketability and promoting the area.

C: Maybe we can start from Buford Highway since they seem most interested but open it to all businesses so as not to exclude anyone. It can start with the current group and then grow from there.

C: Businesses can be a good source of information for how to make improvements and make things better.

C: I know of another 10 or 15 business owners who would have liked to come but the meeting time was a conflict. Also, most of the business owners who I contacted mentioned that they don't get the City newsletter. It would be a nice gesture for all of the businesses to get the City newsletter.

Q: Can we email the newsletter?

A: That would be more economically feasible. We have limited resources to mail out the physical newsletter.

Q: Is it translated into Spanish?

A: We had a meeting on Friday with a potential vendor who can ensure that many more documents are translated into Spanish. We're also determining if we should hire a new person to replace the vacant part-time events coordinator position or if we should hire a firm that can

do multiple things, including provision of translation services on an as needed basis. We're looking into that.

C: Everyday information on how to be a citizen (e.g., sanitation collection schedules) should be available in several languages.

C: The City of Atlanta has documents translated into four languages.

C: Subscribing to become a "Welcoming City" will bring more resources. This is an application process that the City would undertake to receive this designation.

Prioritization Activity/Group Discussion

Amanda transitioned into the prioritization activity. She invited the CAP to walk around, review the boards and identify things that the City should do within the next 5 years and what the City should not focus on. CAP members were also invited to use sticky notes to write in ideas for what may be missing. After the prioritization activity, Amanda and Jim Summerbell, senior advisor with Jacobs, led the CAP through a discussion of each of the boards. A matrix summarizing the outcomes of the prioritization activity and the discussion is organized by work program area. Suggested edits and other suggestions provided on sticky notes are shown in blue italics in the matrix. Other points of discussion for each work program area follow in bullets.

Population/Quality of Life	# Green Votes Received	# Red Votes Received
1. Enhance relationship with DeKalb County School Board to improve schools to which Doraville residents are districted.	0	0
a. Continue to develop a plan to establish and formalize more school resources in Doraville.	10	0
b. Regularly collaborate with and lobby the DeKalb County Board of Education on needs and improvements for Doraville area.	7	0
2. Increase the number of community events and programs offered by the City.	0	0
a. Develop a strategic plan for enhancing community event offerings in the city.	0	0
3. Establish more formalized methods for community's diverse members to be engaged in City of Doraville decision making to preserve diversity of Doraville population.	0	0
a. Establish Doraville Leadership Academy – starting with school-aged children.	2	2
<i>Suggested Edit: Establish Doraville 101 open for all. Establish Doraville Ambassador Program.</i>		

Population/Quality of Life	# Green Votes Received	# Red Votes Received
b. Develop a simple guide to City government. (address code enforcement, education, and government structure; as appropriate, add education tailored to annexation areas) <i>Suggestion: In multiple languages</i>	6	0
c. Develop a diversity plan. See City of Decatur's Diversity Plan.	0	0
d. Celebrate the diversity of the community with special events, etc.	3	0
e. Establish an affordable housing policy in the City's zoning code.	2	0
4. Provide more places for public gathering and social activities.	0	0
a. Implement Parks and Recreation Master Plan. What are the actions?	3	0
b. Implement the Historic Downtown Doraville Redevelopment Masterplan. Administer two RFPs: 1) City facilities and 2) Redevelopment.	8	0

- *Feedback on #1: Enhance relationship with DeKalb County School Board to improve schools to which Doraville residents are districted.*
 - The wording of #1a and 1b is excellent. The idea of lobbying is what needs to be done. A relationship can be formed between the City and the school board Commissioners.
 - Many other cities have good relationships with their school boards.
- *Feedback on #3a: Establish Doraville Leadership Academy – starting with high school aged children*
 - I've never heard of the Doraville Leadership Academy.
 - The idea is to provide a way for people to get engaged and be aware of what's going on in the City.
 - This would start with school-aged kids and go from there. It can be a way to build civic engagement among youth.
 - You may run into some opposition from schools to coordinate this.
 - A "Doraville 101" would be a good start with adults.
 - Could this be a library program for kids and parents to learn more?
 - What are the resources it takes to do a "Doraville 101" class?
 - Staff time and availability.
 - Could this be a "City Ambassadors" program? You can train city residents who can then take this information out to the community on the City's behalf.
 - You may also be able to do this in conjunction with the summer programs.

- *Feedback on #4b: Implement the Historic Downtown Doraville Redevelopment Masterplan*
 - This confirms that there is support for the Historic Downtown Doraville Redevelopment Masterplan.
 - What is the status of the carwash at Central? Is the City buying it?
 - This property has lost its grandfathered status. The City could go after it but the key issue today is limited funds. We are not aware of it being for sale at this point.

Housing	# Green Votes Received	# Red Votes Received
1. Increase the variety of housing price points and housing sizes (number of bedrooms/unit) in Doraville.	0	0
a. Revisit residential districts and allow for variety.	0	0
b. Work with developers to attract additional housing products.	1	0
c. Increase multi-family and townhome development in the city.	2	0
2. Preserve property values through code enforcement.	0	0
a. Modernize Code Enforcement program:	0	0
i. Establish an app to report and monitor code violations. (See Chamblee example)	0	1
<i>Suggested Edit: Establish an online form to report and monitor code violations.</i>		
ii. Review and develop strategy to continue to Improve code enforcement process	1	0
b. Create program to educate community members of City regulations and how they may impact their property.	6	0
<i>Suggestion: Information in multiple languages.</i>		
3. As land values increase and properties redevelop, help set aside a percentage of housing at affordable price point.	0	0
a. Establish a policy to support and/or policy to include a percentage of housing in developments as affordable.	2	0
b. Support MARTA TOD affordable housing component.	0	0
c. Add accessory dwelling unit as an allowable use in appropriate districts.	0	1
<i>Suggestion: Strike; consider for long term.</i>		

- *Feedback on 2(a)(i): Establish an app to report and monitor code violations*
 - This is not a priority.
 - The City gets many calls about code enforcement. We want to move in a direction where people can input more specific information and it can be sent to Code Enforcement, directly.
 - This can start with an online form to submit instead of an app. It can be easy
- *Feedback on 3(c): Add accessory dwelling unit as an allowable use in appropriate districts.*
 - Doraville already has quite a bit of accessory dwellings. This already exists.
 - This would allow it to be codified and refers to a separate building, not garages or basements converted to living spaces. It would also create diversity in housing types. It could be a form of income for property owners and an opportunity for less expensive housing.
 - This may be something more appropriate down the line/later in Doraville when affordability is a concern. We may not be there yet.
 - I don't think we have the appropriate lot size.
 - I see a lot of carports that have been converted and homes converted into duplexes. I understand where it's coming from but don't think it's going to go over well right now.

Land Use	# Green Votes Received	# Red Votes Received
1. Update the City's Zoning Ordinance, including the Livable Communities Code, to address ongoing issues and align with updated Comprehensive Plan policies and goals.	0	0
a. NOTE: Separate list being developed.	0	0
2. Implement the Historic Downtown Doraville Redevelopment Masterplan.	7	0
3. Advance the redevelopment of the former General Motors site into Assembly.	0	0
a. Continue to advocate for TAD approval.	2	0
4. Facilitate the introduction of mixed-use development at strategic locations in the city.	3	0
5. Facilitate transit-oriented development and mixed-use near the transit station and along major corridors and highways.	4	0
a. Make transit-oriented development an economic development priority.	0	0
b. Update zoning code to ensure such developments are supported.	0	0
Supporting Policies		
1. Support annexation of islands of unincorporated land that	1	0

Land Use	# Green Votes Received	# Red Votes Received
are surrounded by the city.		

- The Historic Downtown (#2) and TOD (#3) are closely interlinked.
- As the TAD becomes more questionable, the historic downtown becomes more important.
- Regarding the "Supporting Policies" from a policing standpoint, if the 'islands' were annexed into the city, it would be easier for the police to patrol.
- Can the City do something about the non-annexed islands?
 - The City can do a better job of promoting its vision for the area.
 - The community has engaged in two campaigns to promote annexation. It can become contentious.
 - Annexations are shown as Character Area – part of neighborhood conservation areas.

Economic Development	# Green Votes Received	# Red Votes Received
1. Create a more collaborative business environment.	0	0
a. Host a regular business forum (quarterly or other interval as determined appropriate).	9	0
b. Establish a Doraville Business Academy (educational program to help guide businesses through process of getting established in the city).	0	0
c. Establish a database of available property. <i>Suggested Edit: Establish a Developer Day (annual or bi-annual)</i>	0	2
d. Regularly update business forms.	1	0
e. Train staff to better facilitate formal enrollment of businesses in the City of Doraville.	1	0
f. Establish the Assembly Community Improvement District.	0	0
g. Initiate consideration of a Buford Highway Community Improvement District with adjacent jurisdictions.	1	0
2. Improve the business licensing process.	7	0
3. Update the City's ordinances to diversify the business sector and expand employment opportunities.	0	0
a. Update all district uses.	0	0
b. Allow for flexibility of uses within Innovation Hubs – e.g. demonstration kitchen, beer served on special	2	0

Economic Development	# Green Votes Received	# Red Votes Received
events, etc.)		
c. Conditional uses – reduce where this is needed by providing improved allowable uses lists.	2	0
4. Enhance the visitors' experience in Doraville.	0	0
a. Implement the Historic Downtown Doraville Redevelopment Masterplan.	9	0
b. Establish a City map for visitors (see We Love BuHi map as an example) <i>Suggested Edit: Establish a City map and business directory for visitors.</i>	4	0
c. Better leverage the DeKalb Convention & Visitors Bureau as a tool for marketing Doraville.	3	0
d. Implement wayfinding plan. (TBD phasing) <i>Suggestion: Please further explain or define.</i>	0	0
<i>Suggested Addition: e. Create a marketing package for visitors</i>	N/A	N/A
5. Establish a unique Doraville identity in the greater Atlanta region.	2	0
a. Communications/Activity.	0	0
b. Study feasibility of establishing a public art program. <i>Suggested Edit: Support and encourage public art initiatives.</i> <i>Suggestion: Move to "Supporting Policies"</i>	0	2
Supporting Policies		
1. Recognize the importance of the business community by facilitating a Doraville Chamber of Commerce or other like organization.	0	0
2. Encourage fiber infrastructure. Package Doraville as a market to invest in for Fiber.	0	0
3. Identify and pursue additional partnerships and funding streams for economic development.	0	0
4. Continue to develop the City's economic development incentives/tax credits toolbox.	0	0
<i>Suggested Addition: 5. Encourage promotional events/activities by outside groups</i>	N/A	N/A

- *Feedback on 1(c): Establish a database of available property*
 - Is a database of available property something that other communities are doing?
 - This is not necessary. It is fairly well covered in the private sector.

- Maintaining a database may be a lot of work.
- This can also become political.
- Luke Howe from the City has subscribed to a property database. He has access to data. There is potential for a developers' day to talk about projects, property for sale, etc. It would be a one-day PR event held annually.
- What would make a visitor come to visit Doraville? What is Doraville's niche – an attraction that would drive development around it and become a pull?
 - Buford Highway can be that but it is not advertised properly?
 - A map with things to do, etc. would be a good start. It needs to be a well-advertised reason for people to come to Doraville.
 - Need to better leverage existing resources such as the John Maloney property – this could highlight Doraville's farming culture and history.
 - On the recent Buford Highway bus crawl, most of the attendees were not from Doraville but came for the experience. We can promote things like that.
 - When Park Ave is built out it will be an attraction.
 - Buford Highway is already an attraction we just need to better marketing it across the city, at the Doraville MARTA station and in other key places in Atlanta.
 - The Food Truck Rally is good but we also have lots of restaurants that people drive to from all over the place. Could there be a 'taste of' event to showcase the local businesses?
 - There has been some feedback that the Food Truck Rally creates competition for local restaurants.
 - Develop a marketing package that is oriented at attracting visitors to Doraville – this is a function of a 'chamber'.
 - Are there resources within the Convention & Visitors Bureau or DeKalb Chamber that could be used in Doraville?
 - The Department of Community Affairs has a tourism manager that connects communities and does a free audit; a resource for the City.
- *Feedback on 5 (b): Study feasibility of establishing a public art program*
 - There are other resources outside of the City that can come in and provide this type of support. This is not a City responsibility. Resources can go to other things that are much more needed. Nonprofits can fill this need.
 - If the City has a facility where community art programs can be housed (civic center, city hall) this would be more feasible.
 - We could use empty spaces as locations for pop-up art crawls and leverage the restaurants in that plaza as well.
 - This is something that can be done further down the line.
 - We need to determine what the business community wants and what the City needs and then have a dialogue about it.
 - We need a collective voice.
 - Maybe the City will revisit the Food Truck Rally as an ongoing City event.
 - Movies in the Park could be an opportunity to showcase local businesses and restaurants. This will not compete with the Food Truck Rally.
 - Doraville Days promoted local restaurants and businesses in the community. It created new markets for their food. We should revisit that.
 - Can non-restaurant businesses be involved in the Food Truck Rally?

- *Feedback on 3 (c): Conditional uses – reduce where this is needed by providing improved allowable uses lists*
 - You have to be careful about doing away with conditional uses. There is a happy medium.
 - What are you recommending? Is this captured in the Character Areas?
 - The Character Areas set up the vision and what types of uses are appropriate. We will apply corresponding zoning districts that would be appropriate for that Character Area. The zoning district will outline a list of allowable uses by right and a list of uses that are allowed by conditional use permit.
 - Are there certain uses that should not have to go through the conditional use permitting process? For example, should offices have to go through this process?
 - If this is done with common sense, I am okay with that.

Transportation	# Green Votes Received	# Red Votes Received
1. Improve pedestrian safety, mobility, and connectivity within the city.	0	0
a. Implement the Parks and Recreation Master Plan.	4	0
b. Carry-out and implement Buford Highway Livable Centers Initiative Study.	4	0
c. Implement Phase 1 New Peachtree Road improvements, inside the Perimeter. (2017-2018 construction)	2	0
d. Implement Phase 1 of high priority sidewalk projects.	5	2
e. Implement Phase 2 New Peachtree Road improvements, outside the Perimeter. (2019-2021)	0	0
f. Implement Phase 1 (Oakcliff, Chestnut, Winters Chapel) of traffic & stormwater mitigation project.	4	0
g. Implement Phase 2 of traffic & stormwater mitigation project.	0	0
h. Adopt a complete streets ordinance.	1	1
<i>Suggestion: Please explain further what this entails.</i>		
i. Establish plan for and implement bus stop enhancements (physical and informational improvements).	3	0
j. Implement multi-use trail along Flowers Road.	2	0
2. Build a complete bicycle network within the city that also connects to adjacent cities.	1	0
a. Implement a multi-use trail along Flowers Road.	0	0

Transportation	# Green Votes Received	# Red Votes Received
b. Implement a multi-use path between Chicopee Park and Tilly Mill Marketplace	2	0
3. Further traffic calming in neighborhoods.	0	0
a. Implement Phase 1 (Oakcliff, Chestnut, Winters Chapel) of traffic & stormwater mitigation project.	0	0
b. Implement Phase 2 of traffic & stormwater mitigation project.	0	0
c. Installation of raised pedestrian crossings as speed humps	1	0
4. Adjust parking policy for cars and bicycles to be consistent with land use policy.	0	0
a. Amend minimum bicycle and vehicular parking requirements in the zoning ordinance.	0	0
b. Consider adding maximum vehicular parking thresholds.	1	0
c. Introduce innovative parking strategies such as reverse angled parking, zip car (or similar business) locations, electric vehicle charging stations. <i>Suggested Edit: Introduce innovative parking policies that support reverse angled parking, zip car (or similar business) locations, electric vehicle charging stations.</i>	3	0
Other Transportation Improvements Programmed for Next 5 Years		
1. Roadway Investments	0	0
a. Central Ave. realignment with Chestnut Dr. and signalization at Buford Hwy	2	0
b. SR 141 Southbound Capacity improvement.	0	0
c. Create a new multi-modal connection under the existing MARTA and Norfolk Southern Corridor.	0	1
d. Buford Highway (SR 23) to Peachtree Boulevard (SR 141) Arterial Connector & Bridge (TIA-DK-057).	0	1
Mid to Long Term Considerations		
1. Pursue bus transit oriented development.	3	0
2. Establish pedestrian and bicyclist improvements at Peachtree Industrial Boulevard and I-285.	5	0
Supporting Policies		
1. Support transit expansion that connects to the Doraville MARTA station.	0	0
2. Support a connected street network.	0	0

Transportation	# Green Votes Received	# Red Votes Received
3. Continue to enhance Doraville's street network by undertaking operational and capacity improvements.	0	0

- *4 (c): Introduce innovative parking strategies such as reverse angled parking, zip car (or similar business) locations, electric vehicle charging stations*
 - I don't see this as a need right now. I don't think we are at that point.
 - There are a lot of people who walk here. If we want to leverage MARTA, I could see this being useful.
 - For those who take MARTA, this could provide access. What do you do once you get to Doraville on MARTA and then want to visit a second location?
 - Would the City be involved in this?
 - No. This is a code issue. The code does not currently allow this. Updates would allow for this type of thing to happen in Doraville.
 - The City should not be involved in bringing businesses here to do this but should adjust codes to allow private sector business to bring this to Doraville.
 - Is reverse angled parking on-street parking?
 - Yes. Drivers would back into spaces. It improves safety for cyclists, others on the street and for passengers.
 - Several cities are starting to do this.
- *Feedback on Other Transportation Improvements Programmed for next 5 Years – Roadway investments*
 - Note: these are already planned in the regional transportation plan.
 - Re: a new multimodal connection, I do not recommend doing this until we see that The Assembly will actually be what we think it will be.
 - This roadway is critical for attracting the businesses to The Assembly in the first place as well as a connection to MARTA.
 - A large part of the investment that may come to the area is the connectivity/accessibility to MARTA. It is an attractor.
 - The City is pursuing other opportunities and funding mechanisms for infrastructure if the TAD does not pass.
 - The Comprehensive Plan also helps to leverage funding from different sources such as the Atlanta Regional Commission and the federal government.
- *1 (h): Adopt a Complete Streets ordinance*
 - This will target major corridors and streets adjacent to higher density developments.
 - This won't make sense in a single-family neighborhood but would make sense on Buford Highway. It can transform the nature of the development.
 - Any new development would have to adhere to this code. The City will make investments as well in targeted areas.

Future Development Map Update

Amanda discussed some changes made since the last meeting. Changes include:

- Renaming of the Tilly Mill Market Place in north Doraville (near Home Depot) to the PIB Marketplace and creating a second PIB Marketplace area near the intersection of PIB and Winters Chapel.
 - Will include a descriptor for the Tilly Mill and Winters Chapel areas.
 - The current zoning (light industrial) does not 'fit' for this area. It serves the neighborhoods more than it has a real industrial focus.
 - This change helps focus industrial where it is more appropriate.

- Re-thinking the Innovation Hubs
 - Thinking of renaming the Innovation Hubs so they do not sound like they are only high tech areas. This may make the areas sound more flexible.
 - Still need to find a way to graphically show how all of these areas can work together and how they are linked. The Plan will better outline the appropriate uses.
 - Looking at what the appropriate uses are in this zoning district. We need to clarify this in the plan so that they function as they are envisioned to and to be sure they're the right uses since many abut neighborhoods.
 - I'm not concerned with the name "Innovation Hub." I think it is okay, but am concerned with the type of buffer more so with the height. On the edge of residential areas, will three story buildings overshadow homes?
 - Right now the designation says one to three stories.
 - We also discuss a landscaped buffer.
 - The three story height limit was set for this district because in the adjacent residential areas, you are allowed to build a three story home.
 - Does Doraville have transitional height recommendations in code?
 - No. We talked about a step-down option.
 - I don't dislike the "Innovation Hub" idea but I would like to see more examples of buffering. This will help sell the idea to residents.

- Residential area/homes along Shallowford Road
 - We talked about creating a buffer here.
 - Should the City zone to allow the conversion of homes to commercial uses and offices or little shops in this area?
 - Yes.
 - Then scale becomes the next question.
 - There are already businesses in some of those homes.
 - This can be a sub-area of the Neighborhood Preservation District.
 - Allowing this kind of use is okay but I worry about clear-cutting this area. That would change the character of the Northwoods area.
 - It should be made clear that parcels with direct frontage on Shallowford Rd and that may be converted to businesses/commercial uses should be treated in a different way.
 - The code should allow the opportunity for commercial to exist along Shallowford Road. It could improve the gateway into Doraville.

What's Next for Design Doraville?

Amanda asked the attendees to let the Consultant Team know, as the plan is drafted and distributed for review, if anything is missing or captured inaccurately in the draft plan document, to be available in time for the Open House. The Open House is on June 23rd at Honeysuckle Park from 6 – 8 p.m. Following the J 23rd meeting, the plan will be transmitted for regional and state review. There will also be two kiosk events coming up to allow the public to ask questions. Enrique thanked the committee for their participation. The meeting was then adjourned.

A.4 PUBLIC MEETING SUMMARIES

FUTURE WORKSHOP SUMMARY



Doraville Future Workshop Summary

Meeting Logistics

February 9, 2016 | 6:00 – 8:00 PM
 The Salvation Army
 Atlanta International Corps
 3771 Central Ave. Doraville, GA 30340

Attendees

A total of 58 individuals signed in at the workshop. Attendees included elected officials, Design Doraville Citizen Advisory Panel members, the general public, Cross Keys High School students, and media as well as other stakeholders.

Agenda

- Sign-in, Review Displays, Tell Us About You, the Story of Doraville, and Questions that Matter Exercise
- Welcome and Comprehensive Plan Introduction
- Keeping Up and Standing Out in the Region
- Questions and Answers
- Defining Our City's Heart Exercise
- Questions That Matter Exercise
- Adjourn

Summary

The Visioning Workshop was interactive in nature with opportunities for the public to provide input throughout. The meeting began with an open house period that allowed the public to review displays with highlights from the existing conditions analysis; provide their home and work locations on a map of the city; provide their input on a timeline of Doraville's history and future; and share their thoughts on what makes Doraville special now and goals for the future. Input received on these displays is summarized on the following pages.



Tell Us About You

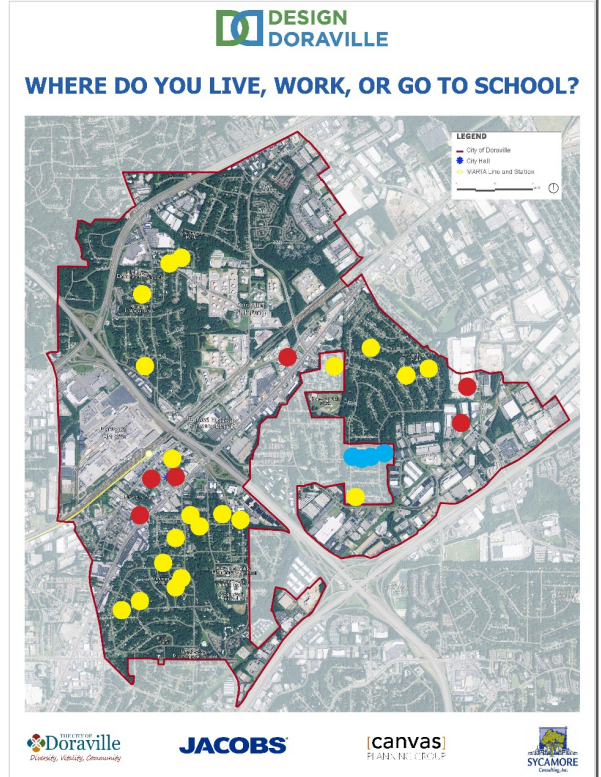
Meeting attendees were invited to document where they live (using a yellow dot), work (using a red dot) and go to school (using a blue dot) in Doraville. The responses received for this activity are shown in the graphic below. As shown on the map, attendees represented residents from the different residential areas of the community as well as workers from the Buford Highway Corridor as well as the recently annexed area near I-85. It is important to note that not all attendees participated in this activity.

The Story of Doraville

The City of Doraville timeline was one input tool utilized at the meeting to better understand what events in Doraville's history are most defining to the character of Doraville today. Major events such as the opening and closing of the Doraville General Motors (GM) Plant, completion of "Spaghetti Junction", and the building of the Doraville Marta Station were incorporated on the timeline by the project team prior to the meeting. At the workshop, community members were invited to add additional events to the timeline. The input received expresses both the importance of Doraville's diverse population and the desire to have better schools, sidewalks, and parks in the future.

*Additions to the City of Doraville Timeline are documented in blue

- 1871 – Doraville is incorporated by the Georgia General Assembly
- 1947 – GM Doraville Assembly Plant opens



- 1961 – Sequoyah Elementary was built (later named Cary Reynolds Elementary). It was designed by famous Atlanta architect, John Portman, who would later design Sequoyah High School in the area (now a middle school).
- 1972 – Two separate large fires from gas explosions at the Triangle Refineries tank farm rock the community.
- 1974 – The Shinn family opens up the Buford Highway Flea Market
- 1974 – ARS Doraville
- 1980 – Center for Pan Asian Community Services CPACS was formed on Buford Highway
- 1987 – The “DeKalb Super Looper” a.k.a. “Spaghetti Junction” is completed.
- 1989 – Studio One closes
- 1991 – Korean Town Plaza built
- 1992 – Doraville Marta Station is built and replaces many of the town buildings.
- 1998 – First Resurgent Housing Boom
- 2008 – GM Doraville Assembly Plan closes
- 2012 – The Cross Keys (Sustainable Neighborhood) Initiative (CKSNI) was formed
- 2013 – The 1st National Asian Summit held in Doraville. White House Initiative on AAPIS
- 2014 – Northwoods Historic District added to National Register for Historic Places for its unique collection of Mid-Century Modern homes.
- 2016 – A unified city government
- 2018 – Sidewalks in all residential areas
- 2018 – New or renovated elementary schools
- 2018 – Awesome Park
- 2019 – New high school, middle school, 2 elementary schools (Charter Cluster Doraville)



Visioning Boards

One interactive activity included a series of five boards with questions that prompted attendees to think about and offer input on the future of Doraville. Questions asked are shown below in italics while responses submitted are shown in bullets after each question.

What is your number one goal for Doraville?

- A beautiful successful Assembly project WITH covered street
- Many communities that share this place and communicate with each other
- ECONOMIC EDUCATION HUB
- Better neighborhoods
- To be a safe and beautiful place where the generations to come can enjoy and have a place to call home
- Better educations
- All new schools
- Downtown area
- To be a leader as most livable place in terms of
 - Environment
 - Diversity
 - Place for all incomes
 - Innovation in urban design
- Preserve existing residential neighborhoods

It's 2036... What do you see?

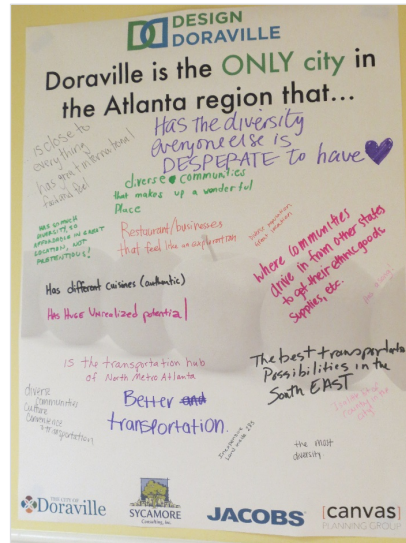
- Bustling Assembly?
- Built out GM site, good schools, parks + sidewalks
- A new library + civic center
- Better neighborhoods, work, schools
- A New Doraville Charter Schools cluster in city limits
- Better schools
- “Welcome to Doraville” *** Big welcome sign fronts 285!!!, little China Town, international charter high school, theater, improve New Peachtree Road
- Better Schools
- Updated schools, growing housing markets, downtown
- Thriving city center, Lots of green space where there was industrial, Inclusive city – place for everyone

I REALLY wish that Doraville had:

- DEDICATED TRANSIT LANES
- More sidewalks + bike lanes, better schools/buildings
- More sidewalks, better schools, more parks/green spaces
- A tour of mid-century homes
- More parks, more sidewalks, more jobs, better schools
- Two more elementary schools (maybe charter + "traditional"), 1 more middle school
- Dog park
- Larger community & an arts center (theater, dance, visual)
- More parks, more bike lanes, more sidewalks
- Improved MARTA Bus stops
- A soccer field
- A good grocery store
- A chamber of commerce
- More jobs, better newer schools, more transportation options
- Walking areas, more elementary + updated schools, parks or mixed use development
- A Council of Faith Communities
- A park
- A pharmacy
- Bike lanes

Doraville is the ONLY city in the Atlanta region that...

- Has the diversity that everyone is DESPERATE to have
- Diverse communities that makes up a wonderful place
- ... is close to everything, ... has great international food and feel
- Has so much diversity, so affordable in great location, not pretentious
- Restaurant/businesses that feel like an exploration
- Diverse population, great location



- Where communities drive in from other states to get their ethnic goods, supplies, etc.
- Has a song!
- Has different cuisines (authentic)
- The diversity in race, socioeconomics, culture + education
- Has huge unrealized potential
- Is the transportation hub of North Metro Atlanta
- Better transportation, it's the only LIT city!
- Inexpensive land inside 285
- The most diversity
- The best transportation possibilities in the Southeast
- Is a little bit of country in the city
- Diverse communities, culture, convenience, and transportation

If Doraville had _____ I wouldn't want to live anywhere else

- A LANTERN FESTIVAL
- A huge change itself
- More walkable, bike and green spaces
- A good grocery store (oh wait, it does ☺)
- Better school facilities
- Better school buildings
- Better school system
- An ocean
- More kid activities
- Nice hall, remolded house & building structures
- A park with a splashpad
- More community involvement opportunities
- A great Old Ladies Condo
- Better schools and job options
- Better school facilities, updated/renovated housing
- Good neighborhood
- A better mix of businesses
- Better, newer schools
- MORE BUBBLE TEA



Welcome & Comprehensive Plan Introduction

The open house period was followed by the formal section of the workshop. It began with a welcome from the City of Doraville Community Development Director Enrique Bascuñana, with a special welcome extended to the students from the Cross Keys High School. Introductions of City staff and the Consultant Team were made next. Consultant Team project manager Amanda Hatton from Jacobs Engineering provided a presentation of the comprehensive planning process, schedule, community participation activities, and a review of the initial existing conditions including demographics, housing characteristics, economic factors, land use, community resources, and natural resources.

Keeping Up and Standing Out in the Region

A second presentation by Aaron Fortner of Canvas Planning followed, who focused on “keeping up” and “standing out” in the region. This discussion was designed to encourage attendees to think about how to define the future of Doraville, specifically what makes Doraville special, how the City can maximize these qualities, challenges to overcome, and realistic goal setting.

Questions and Answers

A brief question and answer period followed, with the below questions and comments offered.

Q. Does Design Doraville have a website?

A: *Yes, the project does have a webpage off the City's current website, <http://www.doravillega.us/comprehensive-plan-update-2016>. The page will contain information about the project; meeting announcements, presentations and summaries; and documents.*

Q. Why not go out and ask every resident for their input?

A. *While connecting with every citizen would be ideal, there simply aren't enough resources, such as time and money, to do so. That said, we have designed the outreach program with a survey, workshops and charrettes, to reach out to as many citizens as possible. We also ask you, as attendees, to spread the word about the project and encourage participation.*



Q. Will you have upcoming meetings in other parts of the City?

A. *Yes, we will, and we will post the meeting information on the project webpage.*

C. I think it is very important that we identify and set a goal for our future, whether it is to have an excellent school district; a leading hospital; or a great business community. We need to identify something special, something realistic, that we can work towards accomplishing.

C. Heritage can also inspire entrepreneurship, as in the owners of King of Pops, who were motivated to start their successful Atlanta-based popsicle business after eating paletas on the streets in South America.

C. We must be careful not to take away homes for low income residents when we try to improve some areas. We don't want to lose the cultural aspect of these neighborhoods as well.

Defining our City's Heart

Following the question and answer period, attendees were split into four groups to discuss responses to a series of three questions:

- Where are our neighborhoods? What's in them? What's outside of them?
- What do you LOVE about Doraville?
- Draw a circle around the area of the city that represents the number one issue area that should be addressed.

Attendees' responses were recorded on a table map, individual maps and also on a flipchart. Input received during this activity is summarized below.

Table #1

Throughout the table discussion, there were a few prominent points the entire table agreed on: Doraville lacks connectivity but has great potential. This was the main theme of all likes and challenges discussed throughout the activity.

Question 1: Where are the neighborhoods of Doraville?

The first activity of defining neighborhoods brought up the point that Doraville is divided into neighborhoods by major roadways. Many at the table also identified separate neighborhoods within the “quadrants” of the city. This definition of where neighborhoods are located brought up a strong dialogue about the need for connectivity between areas of the city.

Neighborhoods circled on the map:

- Two larger neighborhoods circled in Southwest quadrant
- Six smaller neighborhoods circled in Northeast quadrant
- One large neighborhood circled in Southeast quadrant
- The strip between Buford Highway and Old Peachtree was circled to show the “heart” of Doraville

Question 2: What do you LOVE about Doraville?

When answering this question, the table agreed that Doraville has great potential. Everything from parks to large transportation infrastructure was discussed as Doraville’s strongest assets.

- Assets discussed or marked on the map:
- Great parks (Brook Park and Autumn Park circled on map)
- Schools (Cary Reynolds Elementary and Sequoyah circled on map)
- Large scale connectivity
 - Access to I-285
 - Access to I-85
 - Marta station
- Diverse restaurants
- Buford Highway Farmers Market

Question 3: Draw a circle around the area of the city that represents the number one issue area that should be addressed.

This question seemed to be discussed throughout the table activity. While many needs, issues, and challenges came up throughout conversation, the need for connectivity seemed to be the greatest concern. Connectivity across major roadways and connectivity to the GM development were both discussed at length.

Challenges discussed or marked on the map:

- Connectivity / Walkability
 - Across major roadways
 - To the GM development
- Schools
- Tank Farm
- Annexation of Sequoyah Woods neighborhood
- Lack of public art

Table #2

Question 1: Where are the neighborhoods of Doraville?

Oakcliff neighborhood north of 285 and east of Buford Highway. All of the table participants that circled their neighborhood were from the Oakcliff neighborhood. Three table members were students and they circled apartments located in the neighborhood. These students drew small circles that only encompassed their building. They felt that their neighborhood was small, revealing that they did not feel that the broader single-family part of the neighborhood was really their community. Two table members lived in single-family houses in the neighborhoods and they drew their circles to encompass all of the residences in the neighborhood. One of these table members even circled the office park to the east, noting that this felt like it was a part of the neighborhood and that it has potential to be so much more in the future. None of the participants felt that Buford Highway was a part of their neighborhood.



Question 2: What do you LOVE about Doraville?

- Many people LOVE the neighborhood parks.
- People of ALL AGES loved the neighborhood parks.
- Especially Honeysuckle Park!!
- Many people like that Doraville has businesses and restaurants that are unique and that you can’t find anywhere else.
- Make sure Doraville continues to be a place where lower income families can live.

Question 3: Draw a circle around an area of the city that represent the number one issue area that should be addressed?

- Would be great if it were easier/safer to bike or walk to all of the city parks.
- Buford Highway feels like a canyon – it is a barrier that divides both sides of the city.
- Buford Highway is unsafe and UGLY!!!
- Some people would like to see smaller neighborhood commercial uses emerge within the neighborhoods – so that they can be even closer and more walkable to where people live.
- The area south of Honeysuckle Park that is not currently in the city limits should be annexed into the city.
- More needs to be done to provide safe and walkable streets from the neighborhoods to Buford Highway and across Buford Highway.

Table #3

Question 1: Where are the neighborhoods of Doraville?

Most people were confused by this question. The first circle was drawn around the elementary and middle school cluster in southern portion of Doraville. After that people began to help dictate where different neighborhoods were.

Neighborhoods circled on the map:

- **Northwest area** framed by 285, Doral Drive, Woodwin Road, and then goes under Peachtree Industrial to include the northwest boundary of Doraville City Limits in and around N. Carver Drive (this portion was added last and connected to the portion on the east side of Peachtree Industrial).
- **North area** was split into two neighborhoods divided by Winters Chapel Road. To the west is the Chicopee Park area framed by Chicopee Drive to the south; Redwood Street to the west and north. To the east of Winters Chapel, this area is framed by Winters Park Drive to the south; Old Winters Chapel Road the north and backs up to some Buildings on Bankers Circle for the eastern boundary.
- **Eastern Area** seems to be a single-family neighborhood denoted by English Oak Park. The North and west boundary is Windsor Oak Drive along with the city limits that hugs around Honeysuckle Park. The southern boundary is Pin Oak Way. The eastern boundary is formed by the Doraville City limits and English Oak Drive.
- **Southwestern Area** uses Buford Highway as its northwestern boundary. Its western and southern boundary is Raymond Drive. Aztec Road, Pine Street, and Clearview Avenue form this area's eastern boundary. Within this area, participants circled 4 different 'neighborhoods.' The southeast circle was a circle

around Cary Reynolds Elementary and Sequoyah Middle. The northeast circle was framed by Pineland Avenue, Pine Street/Clearview Avenue, and Wheeler Drive. The northwest circle was framed by Pineland Avenue, Wheeler Drive, Buena Vista Avenue, and Oakmont Avenue. The southwestern circle was framed by Raymond Drive and Wheeler Drive. Much of this area is referred to as Northwoods.

Question 2: What do you LOVE about Doraville?

- Several of the people were from the Northwoods neighborhood and were very proud of its housing and that it was the 1st PUD in GA and now on the Historic Register for its mid-century modern homes.
- Location, Location, Location (spaghetti junction, 285, 85, Buford Hwy, and Peachtree Industrial).
- It's diverse food options.
- A community centered Mosque
- Having a Home Depot nearby
- Buford Highway Farmer's Market
- Several Community Pools included Flowers Park
- One participant noted that the old GM Plant has the most potential and promise and is excited for it to develop.

Question 3: Draw a circle around an area of the city that represent the number one issue area that should be addressed?

- Several people are concerned that most of the good shopping options are gone from Doraville and would like to see that changed
- Schools need to be renovated and improved
- Making the most out of new redevelopments like the GM Plant and Friday's Plaza (rezoning needed).
- Making the most out of its location and food options
 - Better sidewalks and streetscapes?

Table #4

Question 1: Where are the neighborhoods of Doraville?

The group identified three major neighborhood areas within the city, each of which was in a different quadrant of the city and identified as being grounded by different community activity or meeting centers. A fourth, yet smaller neighborhood was identified in and around Flowers Park.

Neighborhoods circled on the map:

- One large neighborhood area that functions together is the northwest quadrant of Doraville. This area included neighborhoods and apartments along Winters Chapel Road, Chicopee Drive, and Tilly Mill Road, west of the rail line, east of Peachtree Industrial Boulevard, and north of I-285. Bernard Halpern Park is the



heart of this neighborhood district. Community meeting hubs include the Waffle House and Quick Trip – these are places where community members bump into each other and reconnect. This area is serviced by Dunwoody schools, and as such, experiencing private investment in form of new housing. A mosque at Woodfin Road in the neighborhood is also a regional draw for Doraville.



- A second neighborhood area, Northwoods, in the southeast quadrant is bounded by I-285 to the north and Chamblee Tucker to the south. The neighborhood extends beyond the city limits, providing some support for future annexation of this land. Buford Highway is the heart of this neighborhood; there is also a Waffle House and Quick Trip in this quadrant that help bring the community together via informal encounters. Other elements that connect residents of this area include the churches and schools. There is a segment of this area, in and around Chamblee Tucker, where there is a strong sense of community; community members hold an annual celebration together.
- A third major neighborhood area is in the northeast quadrant of the city, the Oakcliff neighborhood. This area also extends into unincorporated areas behind Buford Highway. The heart of this district is Honeysuckle Park. Movies Under the Stars happen here. There is also a charter school that is an asset to the area.
- The fourth small neighborhood district is in and around Flowers Park, with rough boundaries being the rail tracks to the west and Buford Highway to the west, and the city complex to the north. The commercial hubs of Asian Plaza, Korean Town, and that at Shallowford and New Peachtree Road ground this district. The residential component is multi-family homes and apartments.

Question 2: What do you LOVE about Doraville?

Responses to this question often returned to areas and assets that had been identified as a part of the neighborhood discussion. Buford Highway and the Buford Highway Farmers Markets were two city areas identified as most loved by the City. Other assets loved by the community identified include:

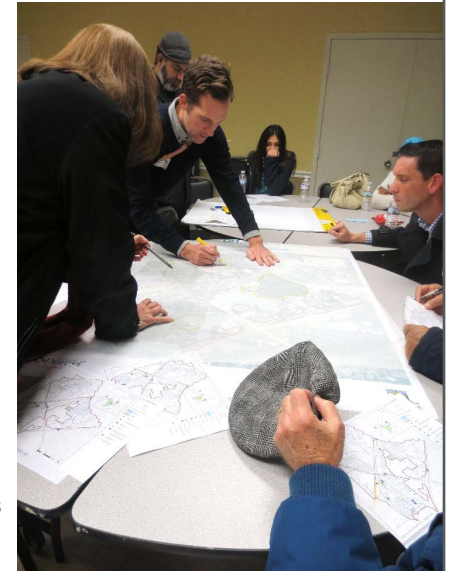
- Asian bakeries (Paris Baguette and White Windmill, to mention a couple)
- Chinatown
- Food trucks
- The Doraville Library – which brings us together! (young and old)



- The community's Quick Trips
- Dunwoody Schools (which serve the northwest quadrant of the city)
- Bernard Halpern Park, as well as other city parks that bring the community together

Question 3: Draw a circle around the area of the city that represents the number one issue area that should be addressed.

- The greatest need identified for the city was changing the schools. There is a school cluster issue as well as a capital structure needs.
- Annexation – there are pockets of unincorporated land just outside the city boundaries that function as a part of Doraville. These areas should be strategically annexed.
- The redevelopment of the former GM plant is a critical component to positive change in the community. There needs to be a bridge to connect over to the Doraville GM site.
- The MARTA area is ripe for transit oriented development – this area should be prioritized for land use change.
- There is an opportunity to create Doraville signage that can be seen from I-285 as the Town Center Campus Plan is implemented.
- Business licensing for small non-English speaking business owners needs improvement; it is a big challenge



As a side discussion, it was identified that Doraville would be a great location for a language school – this is an opportunity area for the City.

General Comments/Questions

- Will the schools improve?
- Also will the school get more technology in the schools?
- Are we getting more schools or housing?
- I love the diversity of stakeholders who came tonight.

Adjourn



The meeting concluded with a thank you to the attendees and the Salvation Army from Enrique Bascuñana. He further stated that this workshop was just the beginning and that additional public meetings were on the horizon, as well as meetings with the Citizen Advisory Panel. Mr. Bascuñana reminded the attendees to check the project webpage to stay up to date on the project and to provide feedback.

HEALTHY AND VIBRANT COMMUNITY CHARRETTE



Doraville Healthy & Vibrant Community Charrette

Meeting Logistics

March 28, 2016 | 6:00 – 8:00 PM
 The Church of the New Covenant
 3330 Chestnut Drive, Doraville, GA 30340

Attendees

A total of 29 individuals signed in at the charrette. Attendees included elected officials, Design Doraville Citizen Advisory Panel members, the general public, media, and other stakeholders. A significant number of attendees identified themselves as Northwoods neighborhood residents.

Agenda

- Sign-in, How We Stand Out Feedback Activities
- Welcome Presentation: Standing Out, Yet Staying Grounded
- Our City’s Unique Areas – Character Areas/Future Development Map Feedback Activity
- Determining Our Priorities – Priority Needs & Opportunities Refinement Table Discussions
- Report Back & Parting Remarks
- Adjourn

Summary

The Healthy and Vibrant Community Charrette was interactive in nature with opportunities for the public to provide input throughout.

How We Stand Out Feedback Activities

The meeting began with a brief open house period that allowed the public to review and provide input on “How We Stand Out” which included displays on the Doraville timeline and the draft vision statement and overarching community goals. The input received on the draft vision statement and plan goals is summarized below.

Draft Vision Statement Feedback



*Doraville will stand out as a vibrant, diverse and open-minded community of new opportunities that offers a unique destination to live, work, shop and enjoy the best of what the Atlanta region has to offer- including a balanced mix of uses, strong neighborhoods, good schools, family-friendliness, a diverse employment sector, and a multimodal transportation network.
 Doraville...the city that connects.*

Attendees were asked to provide input using green dots to denote agreement, yellow dots to denote conditional agreement, and red dots to denote disagreement. Comment forms were also made available for written suggestions. A summary of responses follows.

Response	Number of Votes
Agree	10
Conditional	1
Disagree	2

Comments:

- Why not just “...best of what Atlanta has to offer...”
- Long but generic vision—trying too hard to capture everything instead of embracing a unique character
- “City that connects” has legs and can grow
- Needs to be business friendly
- Remove “of new opportunities”—too wordy

Draft Community Goals

Attendees were invited to provide feedback on the nine draft overarching community goals using green dots to denote agreement, yellow dots to denote conditional agreement, and red dots to denote disagreement. Comment forms were also made available for written suggestions. A summary of responses per goal follows.

Goal #1: Link Doraville

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

Response	Number of Votes
Agree	7
On the Fence	2

Disagree	6
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Comments:

- Maintaining neighborhood character districts
- Fresher appeal
- Schools

Goal #2: Align Implementation Tools with Our Vision

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

Response	Number of Votes
Agree	16
On the Fence	0
Disagree	1

Comments:

- Not more pawn shops, cash checking or strip clubs

Goal #3: Rebuild Doraville's Core

Reposition the City's administrative core in order to encourage further investment, support livability in the community, and create a central hub within the city. An important part of this will be continuing to advance the Livable Centers Initiative vision by supporting all transportation modes, creating a sense of place, and increasing greenspace.

Response	Number of Votes
Agree	14
On the Fence	0
Disagree	3

Comments:

- None

Goal #4: Create a Strong, Connected Business Community

Champion our businesses that are here and create a collaborative network of businesses that share ideas and work towards joint goals.

Response	Number of Votes
Agree	11
On the Fence	0
Disagree	3

Comments:

- Please rid Doraville of sexually-oriented businesses
- Stop attacking existing business
- Stop denials on new business

Goal #5: Elevate Buford Highway as a Nationally Recognized Model

Strengthen the corridor by furthering its reputation as a model of diversity, safety, and municipal collaboration and transform its physical condition to support multiple transportation modes.

Response	Number of Votes
Agree	7
On the Fence	2
Disagree	4

Comments:

- Improvement in condition and standard of living a must
- Explain how flashing stop lights work through signage. Make the lights come on more quickly
- Transportation modes that work to allow citizens and visitors to safely enjoy Doraville from end-to-end
- Improve safety for cars, people, and bikes.

Goal #6: Improve Public Education

Continue to lobby to the DeKalb County Board of Education for improvements as a critical need to achieve our long-term vision.

Response	Number of Votes
Agree	10
On the Fence	1
Disagree	2

Comments:

- Schools here are horrible! This is #1 priority!
- Most critical!!
- Good schools and a partnership with the community and the school board are critical
- Very important!
- Please make #1 priority

Goal #7: Preserve and Enhance Our Neighborhoods

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

Response	Number of Votes
Agree	15
On the Fence	2
Disagree	5

Comments:

- Need to repair sidewalks to schools
- Remove “wide range of income” and carefully define intention. This community is affordable
- Need to annex Oakcliff and unite it
- Need to unite Historic Northwoods District by annexing remaining ITP neighborhoods like Fleetwood Hills

Goal #8: Continue to Build a Doraville Brand

Support local entrepreneurs, invest in quality infrastructure, encourage neighborhood preservation and improvement, carryout community activities, and further strategic redevelopment and investment in line with our vision.

Response	Number of Votes
Agree	10
On the Fence	4
Disagree	2

Comments:

- City should be providing infrastructure that attracts business and high-income residents. High speed internet, public Wi-Fi, etc.

- Need city center

Goal #9: Further Doraville’s Tradition of Culturally-Diverse Residents and Businesses Balance the desires of millennials, families, empty nesters, recent immigrants, visitors, and businesses in our initiatives by enhancing yet protecting Buford Highway’s diversity and working collaboratively with our nonprofit community partners.

Response	Number of Votes
Agree	10
On the Fence	1
Disagree	2

Comments:

- “Nonprofit community partners are key as many residents who are limited English proficiency rely on the nonprofit for assistance, etc.
- “What about the PIB side of the city?”

One comment was submitted via comment form which stated:

- Modern digital infrastructure to support commerce, city services, and residents.

Welcome Presentation

The open house period was followed by a formal presentation. It began with a welcome from the City of Doraville Community Development Director Enrique Bascuñana. Mayor Donna Pittman also provided a welcome to attendees and thanked them for their participation in the process. Church Administrator Stephe Koontz invited attendees back to a student art showcase featuring work from Doraville students. Consultant Team project manager Amanda Hatton from Jacobs Engineering provided a presentation of the Design Doraville process and anticipated outcomes. Aaron Fortner from Canvas Planning followed with a discussion about the key components of a healthy and vibrant community. The project team concluded the formal presentation with a review of the existing Future Development Map and a discussion of the proposed Future Development Map. Addie Weber with Jacobs provided an overview of each proposed Character Area to prepare the attendees to participate in the next interactive exercise.

Our City’s Unique Areas

This interactive activity gave attendees an opportunity to review each of the nine proposed future development Character Areas and to provide feedback on the name, vision, top priorities, and design needs for each. At each Character Area station, sticky notes, dots, and markers were used to make notations. As with the previous exercise,



red dots were used to denote disagreement, yellow dots denoted conditional agreement, and green dots denoted agreement. Comment forms were also made available to record written comments.

While attendees did not disagree with the visions of the districts, some asked for more clarification or tweaking in the visions as noted below.

1. INNOVATION HUBS

- Vision statement received: 12 green dots and 1 yellow dot.
- Everyone agreed with the idea and vision of this district.
- There were just a couple comments to work through the language a bit to ensure that everyone understands what this means.
- One comment about encouraging more innovation hubs along Buford Highway.

2. LIGHT INDUSTRIAL

- Vision Statement received: 9 green dots, 2 yellow and 1 red.
- People mostly agreed with the vision for this district.
- Some people wanted to ensure that traffic considerations were made in this district especially.

3. ANNEXATION

- Vision statement received: 11 green dots.
- Everyone agreed with the need and idea around the annexation areas.
- One constituent duly noted that these areas are especially important for retaining the Neighborhood Preservation districts.
- Another comment highlighted that annexation will allow for additional and enhanced connectivity for many transportation modes and services.
- Annexation areas would split between Northwoods and Oakcliff.

4. NEIGHBORHOOD PRESERVATION

- Vision statement received: 7 green dots and 1 yellow.
- People mostly agreed with the vision of a Neighborhood Preservation Districts.
- If there is to be increased density within these neighborhoods, the density should be added on the fringes of these districts.
- Continue to allow for tear downs and be careful not to be too restrictive. *(It may be valuable to have added education for what a being on the National Register for Historic places entails – i.e. : listing in the National*



Register does not place obligations or restrictions on the use, treatment, transfer, or disposition of private property.)

- Traffic calming should be integrated to create slower streets with more pedestrian focus.
- Code enforcement is an issue within the area.
- Connections to other neighborhoods within Doraville should be encouraged.
- Annexed areas would help “complete” the neighborhoods.

5. ASSEMBLY DISTRICT

- Vision statement received: 14 green dots and 1 yellow.
- Everyone was in favor of the vision and designation of this district.
- Several comments indicated the importance of MARTA and the Town Center to connect well with the Assembly District.
 - Also mention of connecting to the Tilly Mill area.
- Continue to place an emphasis on careful and thoughtful traffic planning in this area; utilize gateways in effectively brand these areas.
- The development of this area presents unique opportunities to leverage investment in infrastructure of many kinds.
- Highest density should be along I-285.
- One comment encouraged a better aesthetic from I-285.

6. TOWN CENTER

- Vision statement received: 16 green dots and 1 yellow.
- The name “Doraville Town Center” received 3 dots although there was a comment to translate the names into other languages.
- Everyone agreed with the vision and direction of this district.
- This represents one of the best opportunities for a central place for community events – food trucks, movie nights, etc.
- Prioritize ways to get and connect here for all parts of Doraville.
- Relocate civic buildings to BuHi. Civic buildings very near MARTA do not properly leverage prime transit access.

7. BUHI CORRIDOR

- Vision statement received: 6 green and 3 yellow.
- Constituents agree with the vision, but there may be value in continuing to wordsmith the name itself.
 - For the group present, people seemed to like the simplicity of a “Cultural Corridor”.

- One resident thought it would be nice to have English subtitles on signs of different languages so they had a better idea of each business.
- Efforts should be made to design more at the human scale:
 - Areas should be retrofitted to become more bike/pedestrian friendly.
 - Encourage outdoor space like patios.
 - Buildings should have a more substantial character (brick facades).
- Some residents preferred that future developments abandon the suburban style plaza design and front the street with parking in the rear.
- Collaborate with Chamblee and Brookhaven for generally uniform streetscape style.

8. TILLY MILL

- Vision statement received: 11 green dots.
- Everyone agreed with the vision and district idea.
- “Tilly Mill Marketplace” was the preferred name for this district.
- Efforts should be made to connect this district with the Assembly site and encourage sidewalks along major roads.
- Would like to see this area more “artsy”.
- We absolutely need mainstream retail – CVS, Trader Joes, coffee shop, etc.

9. TANK FARM DISTRICT

- Vision statement received: 12 green dots and 1 yellow dot.
- Everyone agreed with the vision for this district, but some were concerned with highlighting “Tank Farm” for Doraville.
- Currently, the tank farms cut off many parts of Doraville. These pieces of land present opportunity to make more formal connections.
 - Identify where people are already walking and make it more official with actual sidewalks.
 - Explore traffic routing around the tank farm.
- This use should not be allowed to grow within Doraville.
- These farms need to be proactively investigated for their brownfield implications. Planning efforts should stay on top of remediation and transitions in use.

Other Comments:

- Unify the Assembly, Light Industrial, Historic Tank Farm, Neighborhood Preservation, Doraville “Town Center” and Tilly Mill Center districts with a pedestrian and bike friendly ‘Beltline’ and make it a single City. Not just individual districts

Determining Our Priorities

Following the Character Area activity, attendees were reconvened for a brief overview of the table discussions and then dispatched to two tables. At the tables, draft priorities were discussed within the following categories:

- Population/Quality of Life
- Land Use
- Economic Development
- Transportation
- Housing
- Other

Attendees were asked to review, discuss, and provide feedback on the draft priorities (shown in bullets below). This input and feedback is shown in blue.

Table #1

Population/Quality of Life

- Improve DeKalb County Schools, including facilities and quality of education, particularly those to which Doraville residents are districted
 - Impacts development
 - Schools – 1st priority! If schools don’t improve, development will not occur.
- Increase the number of community events and programs offered by the City.
- Establish more formalized methods for community’s diverse members to be engaged in City of Doraville business and decision making.
- Preserve diversity of Doraville population
 - How?
 - Help cultural groups and organizations become better organized to help preserve diversity
- Provide more places for public gathering and social activities.

Land Use

- Update the City’s Zoning Ordinance to address ongoing issues and align with updated Comprehensive Plan policies and goals.



- Implement the Historic Downtown Doraville Master Plan.
- Advance the redevelopment of the former General Motors site.
- Facilitate the introduction of mixed-use development at strategic locations in the city.
- Develop higher density near the transit station and along major corridors and highways.
- Annex islands of unincorporated land that are surrounded by the city.
- [Increasing housing options in neighborhoods \(Carver Heights\)](#)
- [Preserve and enhance green space \(Carver Heights\)](#)
- [Allow multi-family along Buford Hwy and major corridors](#)

Economic Development

- Create a Doraville Chamber of Commerce or other like organization.
- Improve the business licensing process.
 - [Allow for home businesses in multi-family environment; now only allowed in single family homes.](#)
- Update the City’s ordinances to diversity the business sector and expand employment opportunities.
 - [Zoning & other areas.](#)
- Enhance the visitors’ experience in Doraville
 - [Need a gateway into Doraville from Chamblee \(monument sign\).](#)
- Establish a unique Doraville identity in the greater Atlanta region.
 - [Tie history of Doraville into branding.](#)
- [Revisit permitting process for redevelopment.](#)
- [Identify other partnership and funding streams \(Atlanta Regional Commission, DeKalb County, etc.\).](#)
- [Re-assess the current code regulations as related to home businesses in apartments, condos, and other multi-family housing types.](#)

Transportation

- Improve pedestrian safety and mobility within the city.
 - [Connectivity \(pedestrian\) between MARTA stops](#)
- Build a complete bicycle network within the city that also connects to adjacent cities.
- Increase connectivity between centers and neighborhoods.
- Address cut through traffic in neighborhoods.
 - [Traffic calming. Slow down and decrease](#)
 - [“Play street” = lower speeds](#)



- Support transit expansion that connects to the Doraville MARTA station the Historic Downtown Doraville Master Plan.
- [In Tilly Mill: Where do sidewalks go? There needs to be a continuous sidewalk. Could this be done using Georgia Department of Transportation right of way? Major roads? Easy wins?](#)
- [Assembly impacts to network – area needs a traffic study.](#)
- [Specific action: Chestnut signal](#)

Housing

- Increase the variety of housing price points in Doraville.
 - [Need higher price points – infill and tear downs](#)
 - [As gentrification occurs, preserve a percentage of housing at affordable price point.](#)
- Increase multi-family and townhome development in the city.
- Educate community members of City regulations and how they impact their property.
- [Increase diversity of housing sizes \(small to large\)](#)
- [Preserve historic character of Northwoods.](#)
- [Enough “workforce” housing.](#)

Table #2

Population/Quality of Life

- Improve DeKalb County Schools, including facilities and quality of education, particularly those to which Doraville residents are districted
 - [#1 Priority!](#)
- Increase the number of community events and programs offered by the City.
 - [Bicycle event, 5K, movie night, food trucks](#)
- Establish more formalized methods for community’s diverse members to be engaged in City of Doraville business and decision making.
- Preserve diversity of Doraville population
 - [Education, age, ethnicity, etc.](#)
 - [Aging in place preserving housing type](#)
- Provide more places for public gathering and social activities.
- [Fiber infrastructure](#)
- [Access and connectivity to gathering spaces and greenspace](#)

Land Use

- Update the City’s Zoning Ordinance to address ongoing issues and align with updated Comprehensive Plan policies and goals.



- Implement the Historic Downtown Doraville Master Plan.
- Advance the redevelopment of the former General Motors site.
- Facilitate the introduction of mixed-use development at strategic locations in the city.
- Develop higher density near the transit station and along major corridors and highways.
- Annex islands of unincorporated land that are surrounded by the city.
 - [Make the city whole.](#)

Economic Development

- Create a Doraville Chamber of Commerce or other like organization.
- Improve the business licensing process.
 - [Improved but still needs help.](#)
- Update the City’s ordinances to diversity the business sector and expand employment opportunities.
- Enhance the visitors’ experience in Doraville
 - [Character map](#)
- Establish a unique Doraville identity in the greater Atlanta region.

Transportation

- Improve pedestrian safety and mobility within the city.
- Build a complete bicycle network within the city that also connects to adjacent cities.
- Increase connectivity between centers and neighborhoods.
 - [And from neighborhood to neighborhood](#)
- Address cut through traffic in neighborhoods.
 - [Traffic calming.](#)
- Support transit expansion that connects to the Doraville MARTA station the Historic Downtown Doraville Master Plan.
- [Aesthetics – pedestrian scale amenities. Entry into City \(I-285\)](#)

Housing

- Increase the variety of housing price points in Doraville.
 - [And housing types](#)
- Increase multi-family and townhome development in the city.
- Educate community members of City regulations and how they impact their property.
 - [Enforcement](#)
- [Preserve existing housing](#)



- [Historic preservation guidelines](#)

Other

- [Tree ordinance – maintain and preserve](#)
- [Overall code enforcement – rentals, trees, leash law, etc.](#)

Adjourn

To conclude the meeting, Nathan Gallentine of Canvas Planning Group reported back on the feedback received on the Character Areas followed by a report of input received on the draft vision and goals given by Nico Boyd of Sycamore Consulting.

Amanda announced the next charrette meeting date and invited the community to take the online survey and to share information about the survey with other Doraville stakeholders. Enrique Bascuñana thanked the attendees for coming as well as Stephe Koontz and the Church of the New Covenant for hosting the meeting.

General Feedback

The comment form, distributed to all meeting attendees upon entry, also provided an avenue for the public to provide general comments and input. The following comments were received:

- Develop tanker truck routes and guide signs.
- Community goal: lack of balance in housing, retail, restaurants – mostly low end.
- I spend my income in Dunwoody, Chamblee, Brookhaven, and Alpharetta. I’d love to have the retail opportunities in my own community and invest into my own community. We need mainstream, popular retail offerings, and restaurants – not everyone wants to eat international cuisine every day. And there is nowhere to buy clothes in Doraville.

ACTION PLANNING CHARRETTE



Action Planning Charrette

Meeting Logistics

April 13, 2016 | 6:00 – 8:00 PM
Doraville Department of Public Works
3883 Flowers Road, Doraville, GA 30340

Attendees

A total of 13 individuals signed in at the charrette. Attendees included elected officials, Design Doraville Citizen Advisory Panel members, the general public, and other stakeholders.

Agenda

- Sign-in, Arrival & Feedback Activities
- Welcome Presentation: Setting our Goals and Priorities in Action
- Character Area Refinement
- Linking Doraville Together
 - Connecting Our Hubs
 - Bringing Us Together as ONE Community
 - Inviting the World to Doraville
 - Enhancing Our Policies & Ordinances
- Report Back & Parting Remarks
- Adjourn

Summary

The Action Planning Charrette was interactive in nature with opportunities for the public to provide input throughout.

Arrival & Feedback Activities

The meeting began with a brief open house period that allowed the public to review the final vision statement. Attendees were also invited to react to the community goals: Upon arrival, each attendee received three dots and was asked to place them next to their priority goals. They were allowed to place as many dots on one community goal as they wished or could spread them out among three different goals. The number of dots or 'votes' received is shown in parenthesis for each of the nine community goals. *Please*



note that goals are listed in no particular order; numbering scheme is for reference purposes only.

Goal #1: Continue to Build a Doraville Brand (8)

Support local entrepreneurs, invest in quality infrastructure, encourage neighborhood preservation and improvement, carryout community activities, and further strategic redevelopment and investment in line with our vision.

Goal #2: Further Doraville's Tradition of Culturally-Diverse Residents and Businesses (3)

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

Goal #3: Preserve and Enhance Our Neighborhoods (3)

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

Goal #4: Link Doraville (2)

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

Goal #5: Rebuild Doraville's Core (8)

Reposition the City's administrative core in order to encourage further investment, support livability in the community, and create a central hub within the city. An important part of this will be continuing to advance the Livable Centers Initiative vision by supporting all transportation modes, creating a sense of place, and increasing greenspace.

Goal #6: Align Implementation Tools with Our Vision (1)

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

Goal #7: Create a Strong, Connected Business Community (5)



Champion our businesses that are here and create a collaborative network of businesses that share ideas and work towards joint goals.

Goal #8: Elevate Buford Highway as a Nationally Recognized Model (0)

Strengthen the corridor by furthering its reputation as a model of diversity, safety, and municipal collaboration and transform its physical condition to support multiple transportation modes.

Goal #9: Improve Public Education (9)

Continue to lobby to the DeKalb County Board of Education for improvements as a critical need to achieve our long-term vision.

Welcome Presentation

The open house period was followed by a formal presentation, beginning with a welcome from the City of Doraville Community Development Director Enrique Bascuñana. Consultant Team project manager Amanda Hatton from Jacobs Engineering provided a presentation of the Design Doraville process and anticipated outcomes. She gave an overview of community involvement to date, including the outcomes of the Healthy and Vibrant Community Charrette and upcoming Food Truck Rally kiosks. Amanda reviewed the plan priorities and the community work program elements. She talked about the specific areas of discussion for the Action Planning Charrette including the need to further refine two character areas (Carver Hills and the Chamblee-Tucker/Shallowford Corridor) and the “Linking Doraville Together” table exercises. After the presentation, the attendees were divided among two tables to begin the discussions and activities.

Linking Doraville Together

The goal of this discussion was to develop framework policy maps or graphics and to identify action items that can bring Doraville together under one joint approach. Resulting items will be refined and incorporated into the final Comprehensive Plan. There were four topics of discussion:

- Connecting Our Hubs
- Bringing Us Together as ONE Community
- Inviting the World to Doraville



- Enhancing Our Policies & Ordinances

Character Area Refinement

Below is a summary of feedback related to refining narrative related to the Carver Hills area and the Chamblee-Shallowford corridor in the Future Development Map.

1. Carver Hills

- Challenges include:
 - No sewer
 - No infrastructure.
 - Landlocked area
 - This is an African American neighborhood that could be adversely affected by development; there is also a possibility that there is a cemetery in this area
 - There is exclusive access; not many cut-through options. Some residents may be motivated to sell property to increase access
- Vision for area:
 - Need more access
 - Opportunities for townhomes/clustered housing as well as trail and greenspace incorporation
 - Developers should build in the cost of infrastructure
 - Consider clustered single family development
 - There is an opportunity to utilize the available greenspace and create green ‘links’
 - There is an opportunity for higher value/higher priced homes due to proximity to Dunwoody
- Recommended Uses:
 - Townhomes/open space
 - Higher density housing surrounded by greenspace is an option
 - Is retail appropriate here? A school or institutional use?
- Building scale
 - Low-medium density
- Top initiatives or priorities for this area:
 - Infrastructure/sewer and connectivity
 - Can code dictate a percentage of housing?
 - Provide flexibility in code and future land use map:
 - Preserve greenspace

- Allow transition between housing types (consider townhomes on outer streets)

Chamblee-Tucker/Shallowford Corridor

- Challenges include:
 - Traffic is the number one concern.
 - What about access to The Assembly? Will this become a designated cut-through? A new street would reduce current cut-through traffic on Chestnut and gives way to development
 - Consider alleyways to allow access to homes
 - Are there design standards to dictate that development must 'blend' in with the existing character?
 - Should this area 'buffer' the development in Chamblee? This is mostly commercial property. What can the buffer be? More commercial?
 - Should we allow for 3 story buildings?
- Vision for area:
 - Need to increase capacity on the road as a top priority.
 - Not clear on what it should be or how it can improve.
 - Want to maintain mid-century modern environment
 - Business doesn't 'fit' here
 - Preserve the homes in the interior
 - Consider a landscaped buffer
- Recommended uses:
 - A multi-use path along the road makes sense in the long-run.
 - Consider townhomes with commercial facing the street
 - Can homes be converted to businesses or other uses?
- Top initiatives or priorities for this area:
 - Homes on interior streets are well maintained, but street-facing homes are in poor shape

Summary of Table Discussions

Below is a summary of feedback for each of the four topics of discussion.

1. Connecting Our Hubs

- Signal timing needs to be improved.
- Maintenance of infrastructure needs to be a priority.
- Can multi-use paths be constructed on easements? If so, who is tasked with the maintenance?
- There is a potential to connect the Chamblee trail with the PATH.
- Doraville MARTA has bad footings and would require a fix before any future development occurs.
- Connectivity via trails to connect neighborhoods and centers should be a priority.
- Walkability needs to be improved.
- At Chicopee Park, can we connect this area via trail to future development?

2. Bringing Us Together as ONE Community

Improvements to Better Support Residents

- Currently the city's parks provide differing levels of services.
 - Honeysuckle provides the most programming, including activities for seniors, garden programs, a mini library, exercise work stations, a playground, and a tree bank.
 - Other parks are smaller and do not have much programming.
 - There is an opportunity to consider "mobile parks" – play days at park, where a mobile car travels and provides activities at local parks for nearby children. Park Pride has implemented such program in other areas.
- The City needs a central gathering space in the town center to serve as the home for a variety of activities, including Doraville Days, Food Trucks, etc.
 - We should look to Historic Old Fourth Ward Park in Atlanta as an example of how we could develop and program a central gathering space in Doraville town center.
 - The town center could be used for concerts, Easter Services, etc.
- To accommodate the needs of both future and current residents we should think about:

- Aging in Place – housing and support services for seniors, like Chamblee; affordability for senior housing (particularly nursing care) is a concern, not only in Doraville but everywhere.
- Millennials – needs and desires
- Minorities – needs and desires
- There is an opportunity for Civic Center or Concert Venue in Doraville.
- Could Friday’s Plaza near Tilly Mill be home to something like this? It’s close to neighborhoods, so there are possibilities it could have negative impacts on the areas around it.
- A Civic Center may serve more uses, one like they have in Gwinnett. It could potentially go in the Assembly District, house indoor events, graduations, etc.
- The Historic Downtown Doraville Redevelopment Master Plan is good. It is the number one priority for community members. This will be a central gathering space, somewhere you go to get ice cream, etc.
- The Council approved the Tax Allocation District (TAD) to support redevelopment in the town center and Assembly area.
- We need to attract housing that would help house millennials and our workforce.
- There is an opportunity for indoor recreational opportunities both public and private, such as an indoor play zone and an opportunity to leverage an indoor pool.
- Design for 8-80 year olds [design with all ages in mind].

Improvements to Better Support Businesses

- Need a good business organization like Inman Park, Grant Park, etc.
- Promote better collaboration among businesses. Currently there are three segmented business organizations in the city: Korean business association (largest), Northwoods business group, and a third, operating north of I-285.
- Continue to improve business licensing (City has made progress in this area; we need to continue in that direction).
- The City is becoming more competitive from a business perspective.
- Bad for some to say “no more wholesale”.

3. Inviting the World to Doraville

- Improve Marketing/Branding

- Should have a City Map of Buford Highway attractions for visitors. Maybe partner with We Love BuHi to create one?
- Need for a Chamber that can better promote us.
- There’s a marketing need to sell Buford Highway as an upscale district as a whole. We should not promote one ethnicity over another but rather the corridor as a whole as a dining district.
- It’s important to carefully name the district
- BuHi is where growth is and should be directed as a focus of setting ourselves apart.
- Establish Gateways
 - Gateways should include signage and landscaping.
 - Are appropriate at following locations:
 - Buford Highway and I-285,
 - Park Avenue at New Peachtree Road (gateway to/from Town Center to the Assembly),
 - Park Avenue at Buford Highway (gateway to/from City Hall/municipal redevelopment area), and
 - Special signage at Oakcliff and Buford Highway (northern gateway into/out of Doraville).
 - Some ideas include:
 - Iconic signage over road.
 - Statue of lions or something similar at entry points to Buford Highway.
 - BuHi hanging lanterns.
 - Flag, sign for everyone (this idea was for a citywide flag; similar to what other neighborhoods do around Atlanta).
 - There’s an opportunity to make the corridor a promenade by retrofitting suburban plazas (outdoor dining, kiosks to profile food and buy on the street, design to facilitate walking).
- Focus on Public Art
 - Ideal locations for public art are Buford Highway and in the Town Center area.
 - There is a need to have a vetting process for public area – the City could have an Art Advisory Council.
 - There is an opportunity for a BuHi Art Gallery.
 - There is an opportunity for something like the tiny doors adventure along the Beltline – something that’s temporary and non-static.

- The underpass from BuHi to the tank farm area could have public art (but not on Tank Farms, this is not allowed for safety reasons).
- Place art under the overpass going between Buford Highway into the Tilly Mill area.

4. Enhancing Our Policies & Ordinances

Innovation Hub

- Is there an opportunity for breweries here? Is it an appropriate use elsewhere in other Innovation Hubs?
 - A microbrewery could thrive in an entertainment 'zone' in an existing light industrial area
 - What is the most appropriate location for a microbrewery? Should a use like this be allowed in an overlay district?
- If changes are made to allow different uses in this zone, would it change the intent of the character area too drastically?
- Current zoning for Innovation Hub shows light industrial backed up against residential. May need a buffer depending on the type of future residential development.
- There are one-way streets at the Innovation Hub/Tilly Mill Marketplace. Need to develop new roads and improve access.

Tank Farm

- Can an overlay be considered?
- Can the Tank Farm be phased out over time? What would remediation look like?
- A reduction in gas consumption could force a downsize.
- Can we relocate them? Are there too many barriers (cost, negotiation, remediation, etc.?)
- Buffer and disguise this area with plantings and trees.
- Could put a walking trail through this area [the portion of the Tank Farms south of the railroad tracks; include passive greenspace]

General feedback on ordinance/codes

- The current code does not encourage development. It is too generic as is.
- Code needs to allow for a transition of places over time.
- There should be more housing on Buford Hwy as a part of mixed-use development.

Adjourn

The meeting was concluded with a reminder to take and share the community survey.

Open House Meeting

Meeting Logistics

June 23, 2016 | 6:00 – 8:00 PM
 Honeysuckle Park – Forest Fleming Arena
 3037 Pleasant Valley Drive, Doraville, GA 30340

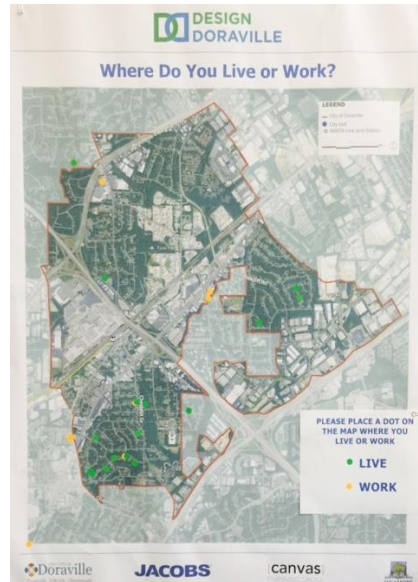
Attendees

A total of 23 individuals signed in at the open house and an additional four (4) attended without signing in for a total of 27 attendees. Among those present include City of Doraville staff, Design Doraville Citizen Advisory Panel members, the general public, and other stakeholders. Attendees noted a variety of ways in which they heard about the meeting including word of mouth, email, and through the Citizen Advisory Panel.

Summary

The Open House format of the meeting allowed stakeholders to drop in at any time during the two-hour period and review project boards at different stations around the venue. All in attendance received a handout that showed the layout of the Open House as well as information on next steps and how they can view the draft and final plans once they are available. The Design Doraville Team was available to answer questions and address concerns one-on-one. Meeting attendees were encouraged to provide comments in writing.

The first station was interactive and asked participants to note where they live and work in and around Doraville. The exercise showed that the three residential areas of Doraville were represented with most meeting attendees from the Northwoods area. A few 'live' dots were from people who reside just beyond the Doraville city limits to the north of Tilly Mill and to the east of



Northwoods. Many of the 'work' dots were placed along Buford Highway and one was placed in northern Doraville in the industrial Tilly Mill Road area. 'Work' dots were also shown in connection to 'live' dots for those who work from home.

Additional stations and display boards focused on the planning process, vision and goals, future development, priorities and the action plan.





Comments

The following comments were received in writing:

- No zone-outs! Thanks.
- Draft future development map – City Hall is not visible/marked.
- We are already affordable housing. We need more \$\$\$ homes.

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A.5 COMMUNITY SURVEY SUMMARY

DESIGN DORAVILLE COMMUNITY SURVEY



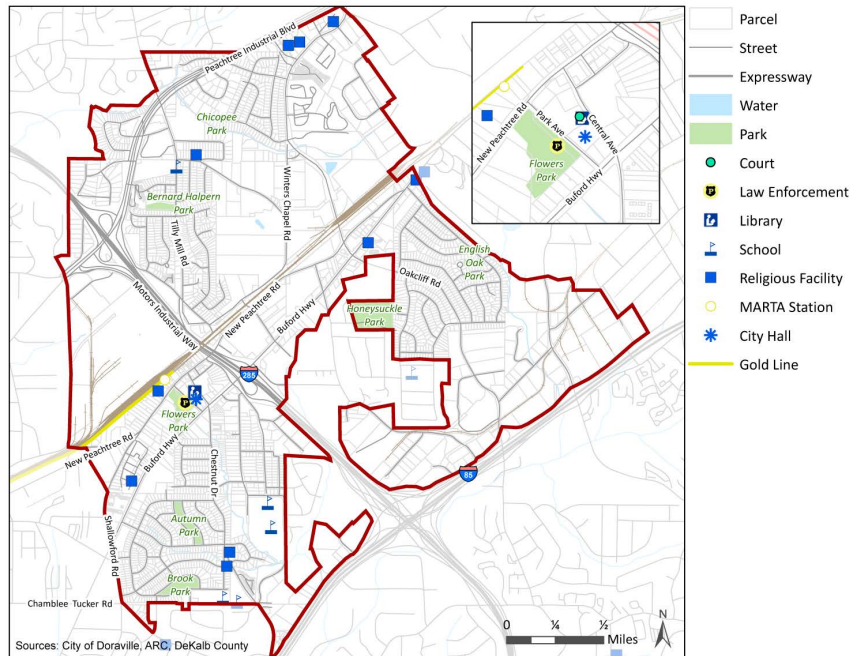
COMMUNITY SURVEY

Thank you for participating in our survey for *DESIGN DORAVILLE*, the City of Doraville's process of updating its Comprehensive Plan – the City's long-term vision for future growth & development.

This survey will take roughly 5-10 minutes to complete. The City values your input!

Before starting, please review the below map, which depicts the City of Doraville boundaries with major landmarks & parks.

City of Doraville



1. Which of the following best describes your relationship to Doraville? Check all that apply to you.

- I live in Doraville & am a head of my household
- I live in Doraville
- I live in Doraville & attend school
- I work in Doraville
- I do not live or work in Doraville, but come to Doraville on a monthly basis or more often
- I do not live or work in Doraville, but come to Doraville 2-4 times per year
- I live in an adjacent community
- Other, please specify: _____

2. Do you plan to continue living in Doraville 5 years from now? Circle one & explain.

Yes No Please explain: _____

VISIONING

3. What do you like most about Doraville? Check all that apply.

- Diversity of people
- Diversity of businesses
- Opportunities for new development & investment
- The City's location in the Atlanta region
- Access to transit (MARTA)
- Access to regional interstates
- Affordability of housing
- Network of community members
- Uniqueness compared to other regional communities
- Proximity to my job
- Other: _____

4. Imagine it is the year 2036. In a perfect future, how is Doraville different or the same as it is today? Please limit your response to 1-2 sentences.



5. Imagine it is the year 2036. What makes Doraville stand out as a special place compared to other communities in the Atlanta region? Please limit your response to 1-2 sentences.

LIVING, WORKING & PLAYING IN DORAVILLE

6. On a scale of 1-10 (10 being the highest), how well do you feel that Doraville meet the needs of:

- Children: _____
- Teenagers: _____
- Young adults (18-31 years old): _____
- Young families: _____
- Mid-career professionals: _____
- Empty-nesters (parents with children over 18 years old): _____
- Seniors (65 years & older): _____
- Businesses: _____

If you answered below a 5 on any of the above, please explain why:

7. Which of the following are important in Doraville's future success? For each row, select the option that best identifies to what degree you believe each of the following uses or activities should increase or decrease in quantity within the City of Doraville.

	Need to increase/improve	Maintain	Need to decrease	Unsure
Variety of housing types (house/townhome/condo/apartment)				
Variety of housing price points (cost)				
Presence of national restaurants (chains)				
Presence of local restaurants				
Presence of national retailers (chains)				
Presence of local retailers				
Variety of jobs				
Schools / school facilities				
Entertainment opportunities (bars/nightlife, bowling/golf/etc., sporting events, theater/shows, gaming such as Dave & Busters, etc.)				
Activities for children				
Park space				
Trail network				
Doraville's identity today				



COMMUNITY PROGRAMMING

8. List the top 3 projects or initiatives you would like the City of Doraville to accomplish in the next five years.

1. _____
2. _____
3. _____

9. What should the City of Doraville do to continue to build a unique brand & set itself apart in the region? Mark an "X" in the corresponding box for each row.

	Too much	Sufficient	Need more	Need more variety	No opinion
City-sponsored events (festivals, parades)					
Community gathering places/plazas					
Communication with the public					
In-person opportunities to learn about City services					
Opportunities to serve on City committees					

Please provide additional ideas & thoughts here:

CONNECTIVITY

10. For each of the following travel modes, indicate how often you travel by each? Mark an "X" in the corresponding box for each row.

Frequency	Daily	Often (weekly)	Sometimes (monthly)	Rarely	Never
Walk					
Bike					
MARTA train					
Regional bus					
MARTA bus					
Taxi					
Uber, Lyft, etc.					
Carpool					
Drive your own car					



11. If improvements were made (in Doraville) to each of the below transportation modes, how often would you travel by each? Mark an "X" in the corresponding box for each row.

Frequency	Daily	Often (weekly)	Sometimes (monthly)	Rarely	Never
Walk					
Bike					
MARTA train					
Regional bus					
MARTA bus					
Taxi					
Uber, Lyft, etc.					
Carpool					
Drive your own car					

12. Which of the following transportation investments would you most like to see implemented to improve your ability to travel around Doraville? Rank in the order of importance (1 being most important, 6 being least important).

- _____ Additional sidewalks
- _____ Dedicated bike lanes, sharrows
- _____ Multi-use trails (that allow for walking, biking, roller blading, skate boarding, etc.)
- _____ A new connection linking Doraville Town Center with the GM redevelopment site
- _____ New roadway connections
- _____ Operational improvements, such as traffic signal timing & intersection improvements

TELL US ABOUT YOU

13. If you live in Doraville, what neighborhood do you consider yourself a part of? Check one.

- Oakcliff
- Tilly Mill/Winters Chapel
- Northwoods
- Do not live here
- Other (please specify): _____

14. How long have you lived in Doraville? Check one.

- 1 year or less
- 1-5 years
- 5-10 years
- 10+ years
- I do not live in Doraville



15. I am:

- Under age 15
- Age 15-18
- Age 19-24
- Age 25-31
- Age 32-45
- Age 46-60
- Over age 60

16. Gender:

- Male
- Female

17. Which of the following best describes your living situation? Check one.

- Homeowner
- Townhome/Condo owner
- House renter
- Apartment renter
- Live with relatives (including parents)

18. What is your total household income (for all people living in your housing unit)?

Check one.

- Less than \$25,000
- \$25,000-49,999
- \$50,000-\$99,999
- \$100,000-\$149,999
- \$150,000 or more
- Prefer not to answer

THANK YOU! PLEASE RETURN COMPLETED SURVEYS TO DORAVILLE CITY HALL.

Thanks for sharing your ideas and priorities for Doraville's future! Please stay involved in the planning process. More information on ways to become involved can be found at <http://www.doravillega.us/comprehensive-plan-update-2016/>.





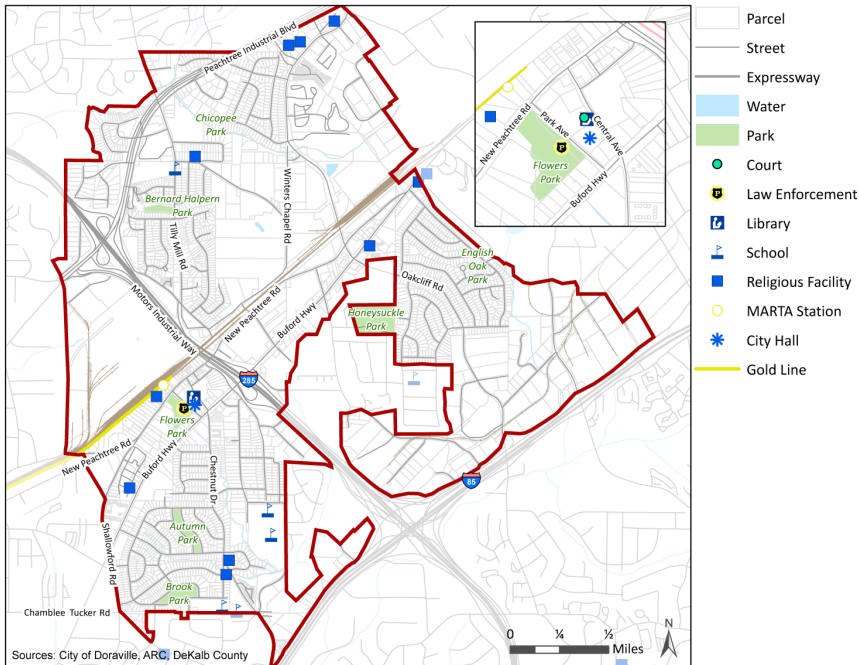
ENCUESTA DE LA COMUNIDAD

Gracias por participar en nuestra encuesta para *DESIGN DORAVILLE*, el proceso de la ciudad de Doraville de actualizar su Plan Integral – la visión a plazo largo para el futuro crecimiento y desarrollo.

La encuesta durará aproximadamente 5-10 minutos. ¡La ciudad valora su aporte!

Antes de empezar, por favor repase el siguiente mapa, cual describe las fronteras de la ciudad de Doraville con puntos de referencia importantes y parques.

La Ciudad of Doraville



1. ¿Cuál de los siguientes opciones mejor describe su relación a la ciudad de Doraville? Marque los que apliquen en su caso.

- Vivo en Doraville y soy cabeza de mi familia.
- Vivo en Doraville
- Vivo en Doraville y asisto a la escuela
- Trabajo en Doraville
- No vivo o trabajo en Doraville, pero vengo a Doraville una vez al mes o más a menudo
- No vivo o trabajo en Doraville, pero vengo a Doraville 2-4 veces al año
- Vivo en una comunidad cercana.
- Otro (por favor, escríbalo): _____

2. ¿Usted planea vivir en Doraville durante los próximos cinco años? Circule uno y explique

Sí No Por favor explique: _____

EL FUTURO

3. ¿Qué le gusta más de la ciudad de Doraville? Marque todo los que apliquen.

- Diversidad de gente
- Diversidad de empresas
- Oportunidades por nuevo desarrollo e inversión
- La ubicación de Doraville en la región de Atlanta
- Acceso a tránsito (MARTA)
- Acceso a carreteras interestatales regionales
- Accesibilidad económica de la vivienda
- La red de miembros de la comunidad
- Singularidad comparado a otras comunidades regionales
- Proximidad a mi trabajo
- Otro: _____

4. Imagina es el año 2036. ¿En un futuro perfecto, como es Doraville diferente o el mismo a como es hoy? Por favor, limite su respuesta a 1-2 frases.



5. Imagina es el año 2036. Que hace que Doraville se destaque como un lugar especial comparado a otras comunidades en la región de Atlanta? Por favor, limite su respuesta a 1-2 frases.

VIVIENDO, TRABAJANDO, y JUGANDO EN DORAVILLE

6. En una escala de 1-10 (siendo 10 el más alto), qué tan bien se siente que Doraville satisface las necesidades de:

- Niños: _____
- Adolescentes: _____
- Jóvenes Adultos (18-31 años): _____
- Familias jóvenes: _____
- Profesionales a mitad de carrera: _____
- Padres del nido vacío (padres con niños mayores de 18 años de edad): _____
- Mayores (65 años de edad y mayor que 65): _____
- Negocios/Empresas: _____

Si su respuesta está por debajo de un 5 en cualquiera de los anteriores, explique por qué:

7. ¿Cuál de los siguientes son importantes en el futuro éxito de Doraville? Para cada fila, seleccione la opinión que mejor identifica en qué medida creen que cada uno de los siguientes usos o actividades debe aumentar o disminuir en cantidad dentro de la ciudad de Doraville.

	Necesidad de aumentar/mejorar	Mantener	Necesidad de bajar	No seguro
Variedad de tipos de vivienda (casa / casa adosada / condominio / apartamento)				
Variedad de precios de vivienda (coste)				
Presencia de restaurantes nacionales (cadenas)				
Presencia de restaurantes locales				
Presencia de tiendas nacionales (cadenas)				
Presencia de tiendas locales				
Variedad de puestos de trabajo				
Escuelas / instalaciones escolares				
Oportunidades de entretenimiento (bares / vida nocturna, bolos / golf / etc., eventos deportivos, teatro / espectáculos, juegos, tales como Dave & Busters, etc.)				
Actividades para niños				
Parques				



	Necesidad de aumentar/mejorar	Mantener	Necesidad de bajar	No seguro
Red de senderos				
La identidad de Doraville hoy en día				

PROGRAMACIÓN COMUNITARIA

8. Enumerar los 3 mejores proyectos o iniciativas que le gustaría que la ciudad de Doraville logre hacer en los próximos cinco años.

1. _____
2. _____
3. _____

9. ¿Qué debe hacer la ciudad de Doraville para seguir construyendo una marca única y diferenciarse en la región? Marque con una "X" en la casilla correspondiente para cada fila.

	Demasiado	Suficiente	Necesita más	Necesita más variedad	Sin opinión
Eventos patrocinados por la ciudad (festivales, desfiles)					
Lugares de reunión de la comunidad					
La comunicación con el público					
La oportunidad de aprender acerca de los servicios en persona					
Oportunidades de servir en los comités de la ciudad					

Por favor, dé ideas y opiniones adicionales aquí:



CONECTIVIDAD

10. Para cada uno de los siguientes modos de transporte, indica la frecuencia con la que usted viaja. Marque con una "X" en la casilla correspondiente para cada fila.

Frecuencia	Diariamente	A menudo (semanal)	A veces (mensual)	Raramente	Nunca
Caminar					
Ir en bicicleta					
Tren de MARTA					
Autobús regional					
Autobús de MARTA					
Taxi					
Uber, Lyft, etc.					
Compartir un viaje					
Conducir su propio coche/automobil					

11. Si se realizaron mejoras (en Doraville) a cada uno de los modos de transporte abajo, ¿con qué frecuencia usted viajaría por cada uno? Marque con una "X" en la casilla correspondiente para cada fila.

Frecuencia	Diariamente	A menudo (semanal)	A veces (mensual)	Raramente	Nunca
Caminar					
Ir en bicicleta					
Tren de MARTA					
Autobús regional					
Autobús de MARTA					
Taxi					
Uber, Lyft, etc.					
Compartir un viaje					
Conducir su propio coche/automobil					

12. ¿Cuál de los siguientes inversiones para modos de transportación a usted le gustaría más ver implementado para mejorar su habilidad de viajar alrededor de Doraville? Clasifique por orden de importancia (1 siendo el más importante, 6 siendo el menos importante).

- _____ Aceras adicionales
- _____ Carriles para bicicletas, sharrows
- _____ Senderos de usos múltiples (que permiten caminar, ciclismo, patinaje, skate, etc.)
- _____ Una nueva conexión que une Doraville Town Center con el sitio de remodelación GM
- _____ Nuevas conexiones viales
- _____ Las mejoras operacionales, como la coordinación de semáforos y mejoras de intersección



CUÉNTANOS ACERCA DE USTED

13. ¿Si usted vive en Doraville, a qué urbanización usted considera que pertenece? Seleccione uno.

- Oakcliff
- Tilly Mill/Winters Chapel
- Northwoods
- No vivo aquí
- Otro (por favor especifica): _____

14. ¿Cuánto tiempo ha vivido en Doraville? Seleccione uno.

- 1 año o menos
- 1-5 años
- 5-10 años
- 10+ años
- No vivo en Doraville

15. Tengo:

- menos de 15 años de edad
- 15-28 años de edad
- 29-34 años de edad
- 35-44 años de edad
- 45-60 años de edad
- Más de 60 años de edad

16. Género:

- Masculino
- Femenino

17. ¿Cuales de los siguientes es la mejor descripción de su situación de vivienda?

Seleccione uno.

- Dueño(a) de casa
- Dueño(a) de Townhome/Condo
- Inquilino(a) de casa
- Inquilino(a) de apartamento
- Vivo con parientes (incluyendo padres)



18. ¿Cuánto es su ingreso en el hogar (para toda la gente viviendo en su hogar)?

Seleccione uno.

- Menos de \$25,000
- \$25,000-49,999
- \$50,000-\$99,999
- \$100,000-\$149,999
- \$150,000 o más
- Prefiero no responder

¡GRACIAS!

Gracias por compartir sus ideas y prioridades para el futuro de Doraville. Por favor continúe participando en el proceso de planear nuestro futuro. Usted puede encontrar más información sobre maneras de participar en <http://www.doravillega.us/comprehensive-plan-update-2016/>.



DESIGN DORAVILLE COMMUNITY SURVEY SUMMARY



Design Doraville Survey Summary

Introduction

The Design Doraville Community Survey received responses from both English-speaking and Spanish-speaking community members. The survey was open from March 23 until May 13. Community members were able to take the survey either online or on a hard copy available at City Hall and other locations as requested. The survey was advertised through the project outreach email list, the City's website, and by distribution through the Citizen Advisory Panel. Through a variety of questions, the survey captured the goals and concerns of individuals who live in or around Doraville.

The survey was comprised of 18 questions, 7 of which were demographic-oriented questions for the purpose of understanding who took the survey. The remaining questions gave the Design Doraville planning team an idea of who took the survey, what they love about Doraville, what needs improvement, and the respondents' vision for the area. Responses showed that many people find location and access to major transportation corridors to be Doraville's greatest assets. A need for improvement in schools and public spaces was also a key finding in survey responses. Overall, those who took the Design Doraville survey showed a passion for the culture and diversity of their community.

Who Took The Survey?

The majority of responses to the Design Doraville Community Survey were received from residents of Doraville. Others who took the survey include those who do not live in Doraville but either work in Doraville or visit the city for other reasons. Those who live in Doraville make up 62.3 percent of responses with 41.8 percent of those claiming to be the head of their household. Those who do not live in Doraville are divided by those who work in Doraville (19.4 percent) and those who visit Doraville for other reasons (29.3 percent).

Respondents who live in Doraville were asked to identify which neighborhood they consider themselves a part of. The greatest pool of respondents, 39.5 percent, identified with the Northwoods neighborhood. Nearly 17 percent chose Tilly Mill/Winters Chapel as their neighborhood, and 11.1 percent chose Oakcliff as their neighborhood. Of those who took the survey, 42.7 percent have lived in Doraville for ten or more years and 63.8 percent are between the age of 32 and 60. Only 5.5 percent of respondents are in the 15-24 age group.

An overwhelming majority of survey respondents, 75.2 percent, recorded themselves as homeowners. All other categories including townhome/condo owners, house renters, apartment renters, and those who live with relatives make up the remaining 24.8 percent of respondents. A slight majority of respondents were female, making up 56.9 percent of those who took the survey.

The largest income group recorded by the community is \$50,000-\$99,000 a year. Nearly 35 percent of respondents chose this group, with 37.3 percent choosing a higher income group and 13.5 percent choosing a lower income group.



A few notable differences in surveys taken by Spanish speakers include living situation, mode of transportation, and where the respondents live. Spanish survey respondents had much higher numbers of respondents who live in apartments and who live outside of the city of Doraville. Those who took the survey were also more likely to walk or take public transit than English-speaking survey respondents. The pool of people who took the Spanish survey was generally younger and had lower income than those who took the English survey. There was also a greater desire for a more unique and inclusive community recorded by those who took the Spanish survey.

Visioning

The Visioning section of the survey included questions that address what community members love about Doraville, wish for Doraville to maintain, and why Doraville will stand out among surrounding communities in 2036. This gave respondents an opportunity to express their ideal vision for Doraville.

What We Heard

The first visioning question (Question 3) asked respondents to mark all options that they found the most appealing about Doraville. The most-checked answer is the "City's location in the Atlanta region" with nearly 75 percent of participants selecting this option. The other two questions in the Visioning portion of the survey were related to the future of Doraville. The first of these questions asked respondents to imagine the year 2036 and describe how Doraville is different or the same in a "perfect" future. Many respondents imagined better transportation infrastructure, retail businesses, schools, housing, and greenspaces. Responses also heavily support more business diversity, a thriving redevelopment of the GM site, affordability, a cleaner community, and enhanced safety. There were conflicting comments to this question with many wishing for greater density and others preferring a small town feel. Several responses envision diversity, community caring, great restaurants, and culture, characteristics that are similar to Doraville today. In the final question related to vision, participants were asked why Doraville will stand out in 2036; responses primarily include our diversity of people and businesses, location in the Atlanta region, access to transportation options, community pride, great schools, Assembly, shopping, safety, quality of neighborhoods, affordability, great food, and the presence of arts and culture.

Take-Aways

When asked about their vision for Doraville, many respondents were quick to discuss attributes of the community that they both love and see as an issue:

- Survey responses make it clear that the Doraville community finds value in local diversity, access to the City of Atlanta, and a clean, safe community.
- Community members are excited about the redevelopment of the former General Motors site and hope for more diversity in businesses, walkability and transportation improvements, and better education.
- The Design Doraville action plan should address transportation both within Doraville and connection to the Atlanta region as suggested by the visioning responses.
- Maintenance of neighborhoods, culture, and diversity should also be addressed.
- All of these issues should be aimed to attract more diverse businesses and promote a strong sense of place.

Living, Working, & Playing in Doraville

This section of the Design Doraville survey included two questions that address how well Doraville meets the needs of community members and what types of changes would best serve the community.

What We Heard

Question 6 asks community members to rank how well Doraville meets the needs of several age groups using a rating scale of 1 to 10, with 10 being fully meets. Survey results indicate that Doraville is the least attractive for teenagers and young adults. For both of these groups, nearly 43 percent of respondents selected a ranking of 1, 2, or 3 due to lack of entertainment options, a need for better schools, and the absence of arts and culture venues and programs. Many comments also identify a need for walkability in order to meet the needs of younger age groups. The age groups receiving the highest number of 8-10 rankings are empty nesters and seniors.

Take-Aways

- Attention to younger age groups is necessary to make Doraville a place that meets the needs of everyone.
- The Design Doraville action plan should consider meeting places and activities for younger demographics, while maintaining quality of life for all other age groups.
- A plan that includes incentives for meeting places as well as better schools is necessary to advance the quality of life for teenagers and young professionals.

Community Programming

The Community Programming questions asked respondents two questions regarding priority projects and action items that would enhance a unique brand for Doraville. Question 8 asked community members to identify the top three projects they would like the City of Doraville accomplish in the next five years. Community members had the opportunity to express any ideas for projects while choosing which are the most important. The second question in this section lists five options for how the City could build a unique brand for itself: City-sponsored events, community gathering spaces/plazas, communication with the public, in-person opportunities to learn about City services, and opportunities to serve on City committees. Respondents indicated whether Doraville needs more, less, or the same amount of each option.

What We Heard

Responses to Question 8 most frequently addressed the following topics: schools, arts/culture programs, parks, Assembly, walkability, transportation improvements, cleaning up Doraville, promoting homeownership, attracting more local restaurants, better representation of businesses in local government, and implementing bike lanes. The most popular of these projects is improving schools and supporting Assembly development. Question 9 asked community members what the City of Doraville should do to continue to build a brand and set itself apart in the region. While the majority of respondents agree that the community needs more or more variety of each answer option, community gathering spaces is most needed or needs more variety according to the 81.5 percent of respondents.

Take-Aways

- More community gathering spaces and projects that better the education system in Doraville are important to community members.
- The Doraville Comprehensive Plan should aim to reflect the importance of education and provide direction on adding gathering spaces for the community.
- Other popular responses, including redevelopment of the former General Motors site and improvements to walkability, are important to the public and should be pursued moving forward.

Connectivity

Questions 10-12 addressed connectivity and transportation in Doraville, asking community members how often they currently use various modes of transportation such as the MARTA train or a bike as well as how often they use these modes of transportation if improvements were made to each. Question 12 asked respondents which transportation investments are most important to them.

What We Heard

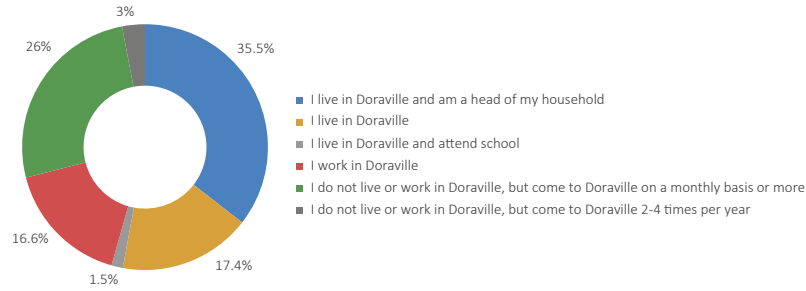
While 20.9 percent of participants walks as a mode of transportation on a daily basis, the overwhelming majority of participants, 82.3 percent, uses their own car as a mode of transportation on a daily basis. These are the two most popular current modes of transportation. The least popular mode of transportation is regional bus with only 1.5 percent of community members using the service on a daily or weekly basis. Few of these answers changed drastically when respondents were asked which modes of transportation they would use if improvements were made. The amount of community members who would walk on a daily basis rose to 28.2 percent and those who would bike on a daily or weekly basis rose to 35.3 percent. Driving personal vehicles remained the most popular mode of transportation with 87.4 percent of community members responding they would drive their car on a daily or weekly basis. Taxis are the least supported mode of transportation as only 2.7 percent of participants would use a taxi on a daily or weekly basis even if improvements are made.

When asked which transportation improvements respondents would most like to see implemented to improve travel around Doraville, community members were given the options of additional sidewalks, dedicated bike lanes, multi-use trails, a connection between Doraville Town Center and Assembly, new roadway connections, and operational improvements. Additional sidewalks are the most desired transportation investments in Doraville with 51.6 percent of respondents ranking this their first or second choice out of the six options. The least popular of the transportation improvement options is new roadway connections; only 19.5 percent of respondents ranked this their greatest or second-greatest priority transportation investment. More than half of community members ranked new roadway connections in the bottom third of the transportation investment options.

Take Aways

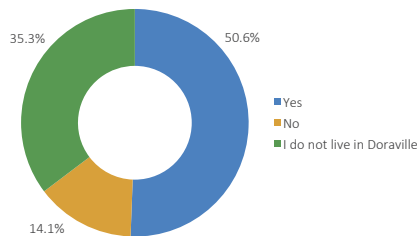
- Survey responses reveal that the Doraville community is deeply committed to driving personal cars as a primary mode of transportation.
- Doraville should continue to consider roadway maintenance when planning future transportation projects but keep safety as a top priority as the community also values the ability to walk as a mode of transportation.
- Driving, walking, and biking should be considered in conjunction with one another when planning, designing, or implementing transportation projects in the Doraville community as there is an apparent priority of connectivity in the community.

Question 1: Which of the following best describes your relationship to Doraville?



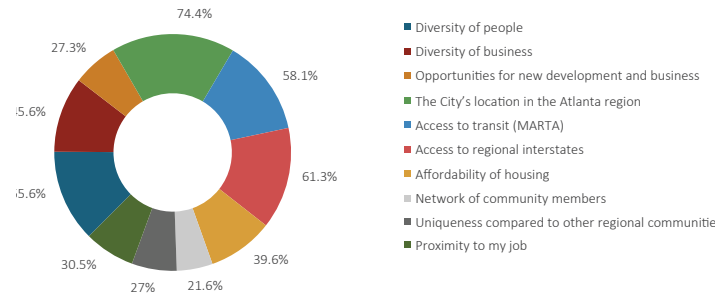
*Note: "I live nearby Doraville" was an option on the Spanish survey but not the English. 13 people recorded living around Doraville. This category was grouped with the "I do not live or work in Doraville, but come to Doraville on a monthly basis or more" option.

Question 2: Do you plan to continue living in Doraville 5 years from now?



*Note: The "I do not live in Doraville" option was given on the English survey but left off of the Spanish survey. This option has been included in the analysis separately, but we suspect that some who marked "no" on the Spanish survey may have marked "I do not live in Doraville" if given the option.

Question 3: What do you like most about Doraville?



Question 4: Imagine it is the year 2036. In a perfect future, how is Doraville different or the same as it is today? Please limit your response to 1-2 sentences.

Schools Buford-Highway
 Clean Housing
 Business Parks
 Walkable

Question 5: Imagine it is the year 2036. What makes Doraville stand out as a special place compared to other communities in the Atlanta region? Please limit your response to 1-2 sentences.



Question 6: On a scale of 1-10 (10 being the highest) how well do you feel that Doraville meets the needs of:

Answer Option:	Percent	Count
Children		
Responded 1-3	33.92	96
Responded 4-7	50.88	144
Responded 8-10	15.19	43
	100	283
Teenagers		
Responded 1-3	42.96	119
Responded 4-7	44.77	124
Responded 8-10	12.27	34
	100	277
Young adults (18-31 years old)		
Responded 1-3	26.79	75
Responded 4-7	54.29	152
Responded 8-10	18.93	53
	100	280
Young families		
Responded 1-3	28.42	79
Responded 4-7	50.72	141
Responded 8-10	20.86	58
	100	278
Mid-career professionals		
Responded 1-3	14.29	40
Responded 4-7	61.79	173
Responded 8-10	24.29	68
	100	281
Empty-nesters (parents with children over 18 years old)		
Responded 1-3	12.90	36
Responded 4-7	49.10	137
Responded 8-10	38.00	106
	100	279
Seniors (65 years and older)		
Responded 1-3	16.85	47
Responded 4-7	49.46	138
Responded 8-10	33.69	94
	100	279

Question 6 (continued)

Businesses		
Responded 1-3	16.49	47
Responded 4-7	53.05	148
Responded 8-10	30.47	85
	100	279

Question 7: Which of the following are important in Doraville's future success? For each row, select the option that best identifies to what degree you believe each of the following uses or activities should increase or decrease in quantity within the City of Doraville.

Answer Option:	Percent	Count
Variety of Housing Type		
Increase/Improve	64.39	170
Maintain	29.17	77
Decrease	6.44	17
		264
Variety of Price Points (cost)		
Increase/Improve	53.96	24
Maintain	36.98	98
Decrease	9.06	143
	100	265
Presence of National Restaurants (chains)		
Increase/Improve	40.30	108
Maintain	37.69	101
Decrease	22.01	59
	100	268
Presence of Local Restaurants		
Increase/Improve	50.90	141
Maintain	44.77	124
Decrease	4.33	12
	100	277
Presence of National Retailers (chains)		
Increase/Improve	58.74	158
Maintain	30.48	82
Decrease	10.78	29
	100	269
Presence of Local Retailers		
Increase/Improve	55.80	154
Maintain	36.96	102
Decrease	7.25	20
	100	276
Variety of Jobs		
Increase/Improve	81.51	216
Maintain	18.11	48
Decrease	.38	1
	100	265

Question 7 (continued)

Answer Option:	Percent	Count
Schools/School Facilities		
Increase/Improve	84.12	233
Maintain	14.80	41
Decrease	1.08	3
	100	277
Entertainment Opportunities		
Increase/Improve	80	228
Maintain	14.39	41
Decrease	5.61	16
	100	285
Activities for Children		
Increase/Improve	78.83	216
Maintain	20.07	55
Decrease	1.09	3
	100	274
Park Space		
Increase/Improve	70.14	195
Maintain	28.42	79
Decrease	1.44	4
	100	278
Trail Network		
Increase/Improve	85.17	224
Maintain	12.55	33
Decrease	2.28	6
	100	263
Doraville's Identity		
Increase/Improve	83.77	222
Maintain	15.47	41
Decrease	.75	2
	100	265

Question 8: List the top 3 projects or initiatives you would like the City of Doraville to accomplish in the next five years.



Question 9: What should the City of Doraville do to continue to build a unique brand & set itself apart in the region?

Answer Option:	Percent	Count
City-Sponsored Events (festivals, parades)		
Too Much	4.65	12
Sufficient	17.05	44
Need More	53.88	139
Need More Variety	24.42	63
	100	258
Community Gathering Places/Plazas		
Too Much	4.62	12
Sufficient	13.85	36
Need More	61.15	159
Need More Variety	20.38	53
	100	260
Communication with the Public		
Too Much	3.54	9
Sufficient	20.08	51
Need More	57.09	145
Need More Variety	19.29	49
	100	254
In-Person Opportunities to Learn About City Service		
Too Much	3.88	9
Sufficient	31.47	73
Need More	49.14	114
Need More Variety	15.52	36
	100	232
Opportunities to Serve on City Committees		
Too Much	5.67	14
Sufficient	28.74	71
Need More	45.75	113
Need More Variety	19.84	49
	100	247

Question 10: For each of the following travel modes, indicate how often you travel by each.

Answer Option:	Percent	Count	Answer Option:	Percent	Count
Walk			Taxi		
Daily	20.88	57	Daily	2.29	6
Weekly	20.88	57	Weekly	1.53	4
Monthly	19.78	54	Monthly	6.11	16
Rarely	25.64	70	Rarely	33.59	88
Never	12.82	35	Never	56.49	148
	100	273		100	262
Bike			Uber, Lyft, etc.		
Daily	.75	2	Daily	0	0
Weekly	3.76	10	Weekly	7.55	20
Monthly	13.53	36	Monthly	20	53
Rarely	31.20	83	Rarely	24.90	66
Never	50.75	135	Never	47.55	126
	100	266		100	265
MARTA Train			Carpool		
Daily	7.14	19	Daily	1.88	5
Weekly	6.76	18	Weekly	9.40	25
Monthly	35.34	94	Monthly	17.67	47
Rarely	39.47	105	Rarely	21.05	56
Never	11.28	30	Never	50	133
	100	266		100	266
Regional Bus			Drive Your Own Car		
Daily	.38	1	Daily	82.27	232
Weekly	1.15	3	Weekly	10.99	31
Monthly	4.20	11	Monthly	1.42	4
Rarely	15.65	41	Rarely	.35	1
Never	78.63	206	Never	4.96	14
	100	262		100	282
MARTA Bus					
Daily	1.89	5			
Weekly	1.89	5			
Monthly	7.58	20			
Rarely	20.45	54			
Never	68.18	180			
	100	264			

Question 11: If improvements were made (in Doraville) to each of the below transportation modes, how often would you travel by each?.

Answer Option:	Percent	Count	Answer Option:	Percent	Count
Walk			Taxi		
Daily	28.15	76	Daily	.77	2
Weekly	35.19	95	Weekly	1.93	5
Monthly	17.78	48	Monthly	8.11	21
Rarely	11.11	30	Rarely	36.29	94
Never	7.78	21	Never	52.90	137
	100	270		100	259
Bike			Uber, Lyft, etc.		
Daily	9.77	26	Daily	.77	2
Weekly	25.56	68	Weekly	9.58	25
Monthly	22.93	61	Monthly	27.97	73
Rarely	16.17	43	Rarely	25.29	66
Never	25.56	68	Never	36.40	95
	100	266		100	261
MARTA Train			Carpool		
Daily	13.81	37	Daily	3.07	8
Weekly	20.92	56	Weekly	13.03	34
Monthly	36.19	97	Monthly	22.22	58
Rarely	22.39	60	Rarely	24.90	65
Never	6.72	18	Never	36.78	96
	100	268		100	261
Regional Bus			Drive Your Own Car		
Daily	1.58	4	Daily	66.67	180
Weekly	4.74	12	Weekly	20.74	56
Monthly	14.23	36	Monthly	6.67	18
Rarely	24.90	63	Rarely	2.59	7
Never	54.22	138	Never	3.33	9
	100	253		100	270
MARTA Bus					
Daily	6.15	16			
Weekly	8.08	21			
Monthly	20	52			
Rarely	23.08	60			
Never	42.69	111			
	100	260			

Question 12: Which of the following transportation investments would you most like to see implemented to improve your ability to travel around Doraville? Rank in the order of importance (1 being most important, 6 being least important)

Answer Option:	Percent	Count
Additional Sidewalks		
Ranked 1 or 2	51.61	112
Ranked 3 or 4	31.80	69
Ranked 5 or 6	16.59	36
	100	217
Dedicated Bike Lanes, Sharrows		
Ranked 1 or 2	22.87	51
Ranked 3 or 4	34.53	77
Ranked 5 or 6	42.60	95
	100	223
Multi-Use Trails (that allow for walking, biking, roller blading, skate boarding, etc.)		
Ranked 1 or 2	44.59	99
Ranked 3 or 4	36.94	82
Ranked 5 or 6	18.47	41
	100	222
A New Connection Linking Doraville Town Center with the GM Redevelopment		
Ranked 1 or 2	38.29	85
Ranked 3 or 4	31.08	69
Ranked 5 or 6	30.63	68
	100	222
New Roadway Connections		
Ranked 1 or 2	19.46	43
Ranked 3 or 4	29.87	66
Ranked 5 or 6	50.68	112
	100	221
Operational Improvements (traffic signal timing, intersection improvements, etc.)		
Ranked 1 or 2	35.54	86
Ranked 3 or 4	30.58	74
Ranked 5 or 6	33.88	82
	100	242

A.6 FLYERS AND PRESS RELEASES

What does the future hold for Doraville? Let's decide, together!



The Doraville Future Workshop



Design Doraville is the multi-month process of updating the City's Comprehensive Plan, a policy document that helps inform rezoning decisions and other strategic activities and decisions by the City. This plan will serve as a blueprint for the future growth and development of Doraville.

For information about this workshop, contact Jen at jenprice@sycamoreconsulting.net, call 404-377-9147 or visit www.doravillega.us/community-development-department



February 9th
6:00—8:00 PM
The Salvation Army
Atlanta International Corps
3771 Central Ave.
Doraville, GA 30340



¿Qué depara el futuro para la ciudad de Doraville?
¡Podemos forjarlo entre todos!



Taller: “El Futuro de Doraville”



Design Doraville es el proceso que llevará varios meses para actualizar el Plan Integral de la ciudad, es decir, el documento de políticas que informa sobre las decisiones tomadas respecto de una re zonificación, así como sobre otras actividades y decisiones estratégicas de la ciudad. Este plan servirá como una propuesta para el crecimiento y el desarrollo futuro de Doraville.

Para obtener información sobre este taller, comuníquese con Jen a la dirección electrónica: jenprice@sycamoreconsulting.net, o llame al 404-377-9147, o vaya al sitio web www.doravillega.us/community-development-department.



9 de febrero
6:00—8:00 PM
The Salvation Army
Atlanta International Corps
3771 Central Ave.
Doraville, GA 30340



IT'S TIME TO TAKE ACTION!

What Will Make Doraville a Healthy &
Vibrant City?

MAR
28

Healthy & Vibrant Community Charrette

What makes a community healthy and vibrant?
Join us as we discuss the future of our city's
distinct areas as well as the top opportunities
that will make Doraville a vibrant community.

6:00 to 8:00 p.m.

The Church of the New Covenant
3330 Chestnut Dr, Doraville, GA 30340



A **charrette** is an intensive planning session where residents, business owners, planners and other community stakeholders collaborate on a vision for the community. It provides a forum for ideas and allows everyone who participates a chance to contribute to the development of the plan.

Design Doraville is the multi-month process of updating the city's Comprehensive Plan, a policy document that helps inform rezoning decisions and other strategic activities by the city. This plan will serve as a blueprint for the future growth and development of Doraville.

For information contact Jen at
jenprice@sycamoreconsulting.net,
call 404-377-9147 or visit
www.doravillega.us/community-development-department



¡HA LLEGADO LA HORA DE PONERSE EN ACCIÓN!

¿Cómo convertiremos a Doraville en
una ciudad próspera y dinámica?

28
DE
MARZO

Reunión de trabajo para una comunidad próspera y dinámica

¿Por qué una comunidad es próspera y dinámica?
Participe con nosotros para forjar el futuro de zonas
específicas de nuestra ciudad, así como debatir las
oportunidades principales que convertirán a Doraville
en una comunidad dinámica.

6:00 to 8:00 p.m.

The Church of the New Covenant
3330 Chestnut Dr, Doraville, GA 30340



Una reunión de
trabajo (*charrette*) es una sesión
de planificación intensiva, en la
cual los residentes, empresarios,
planificadores y otros grupos de
interés colaboran para crear una
visión para la comunidad. Brinda
un foro para intercambiar ideas y
permite que todos los
participantes tengan la
oportunidad de aportar a la
formulación del plan.

Design Doraville es el proceso que llevará
varios meses para actualizar el Plan Integral
de la ciudad, es decir, el documento de
políticas que informa sobre las decisiones
tomadas respecto de una rezonificación, así
como sobre otras actividades y decisiones
estratégicas de la ciudad. Este plan servirá
como una propuesta para el crecimiento y el
desarrollo futuro de Doraville.

Para obtener información, comuníquese con Jen
a la dirección electrónica:
jenprice@sycamoreconsulting.net, o llame al 404
-377-9147, o vaya al sitio web
[www.doravillega.us/community-development-
department](http://www.doravillega.us/community-development-department).



FLYERS

IT'S TIME TO TAKE ACTION!

**APR
13**

Action Planning Charrette

We've heard your input and have collected some great ideas. Now, how do we put it all together? Join us at our second charrette to help us connect the dots within and through Doraville!

6:00 to 8:00 p.m.**City of Doraville Public Works Department
3883 Flowers Road, Doraville, GA 30360****TELL US WHAT
YOU THINK****Take the Online Survey!****Input will be accepted until April 17th**English: <https://www.surveymonkey.com/r/surveydesigndoraville>Spanish: <https://es.surveymonkey.com/r/encuestadesigndoraville>

A **charrette** is an intensive planning session where residents, business owners, planners and other community stakeholders collaborate on a vision for the community. It provides a forum for ideas and allows everyone who participates a chance to contribute to the development of the plan.

Design Doraville is the multi-month process of updating the city's Comprehensive Plan, a policy document that helps inform rezoning decisions and other strategic activities by the city. This plan will serve as a blueprint for the future growth and development of Doraville.

For information contact Jen at jenprice@sycamoreconsulting.net, call 404-377-9147 or visit www.doravillega.us/community-development-department



¡HA LLEGADO LA HORA DE PONERSE EN ACCIÓN!

13
de abril

Sesión para planificar intervenciones

Escuchamos sus opiniones y recogimos algunas ideas excelentes. ¿Ahora bien, cómo correlacionamos todas estas ideas? ¡Participe en nuestra segunda sesión de trabajo para ayudarnos a entender y correlacionar estas ideas en toda la ciudad de Doraville!

6:00 to 8:00 p.m.

**Departamento de Obras Públicas de la Ciudad de
Doraville**

3883 Flowers Road, Doraville, GA 30360

**¡Nos interesa
su opinión!**

¡Complete la encuesta en Internet!

Se aceptarán comentarios hasta el 17 de abril.

Inglés: <https://www.surveymonkey.com/r/surveydesigndoraville>

Español: <https://es.surveymonkey.com/r/encuestadesigndoraville>



Una reunión de trabajo (*charrette*) es una sesión de planificación intensiva, en la cual los residentes, empresarios, planificadores y otros grupos de interés colaboran para crear una visión para la comunidad. Brinda un foro para intercambiar ideas y permite que todos los participantes tengan la oportunidad de aportar a la formulación del plan.

Design Doraville es el proceso que llevará varios meses para actualizar el Plan Integral de la ciudad, es decir, el documento de políticas que informa sobre las decisiones tomadas respecto de una rezonificación, así como sobre otras actividades y decisiones estratégicas de la ciudad. Este plan servirá como una propuesta para el crecimiento y el desarrollo futuro de Doraville.

Para obtener información, comuníquese con Jen a la dirección electrónica:

jenprice@sycamoreconsulting.net, o llame al 404-377-9147, o vaya al sitio web www.doravillega.us/community-development-department.



OPEN

Thursday, June 23rd

6 - 8 pm

at **Honeysuckle Park**

(Forest Fleming Arena)

3037 Pleasant Valley Drive, Doraville

**There is no formal presentation; drop in at any time during Open House hours*

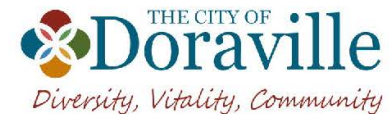
HOUSE



**Come for the
draft plan
unveiling and
provide us with
your feedback!**

Design Doraville is the multi-month process of updating the City's Comprehensive Plan, a policy document that helps inform rezoning decisions and other strategic activities by the City. This plan will serve as a blueprint for the future growth and development of Doraville.

For information contact Jen at
jenprice@sycamoreconsulting.net,
call 404-377-9147 or visit
www.doravillega.us/community-development-department



REUNIÓN

Juves, 23 de junio
6 - 8 pm

en **Honeysuckle Park**
(Forest Fleming Arena)
3037 Pleasant Valley Drive, Doraville

** No habrá una presentación formal. Venga en cualquier momento durante el horario de la reunión.*

ABIERTA INFORMATIVA



¡Participe en la
presentación
del plan
preliminar y
denos su
opinión!

Design Doraville es el proceso que llevará varios meses para actualizar el Plan Integral de la ciudad, es decir, el documento de políticas que informa sobre las decisiones sobre rezonificación, así como sobre otras actividades y decisiones estratégicas de la ciudad. Este plan servirá como una propuesta para el crecimiento y el desarrollo futuros de Doraville.

Para obtener información, comuníquese con Jen a la dirección electrónica: jenprice@sycamoreconsulting.net, llame al 404-377-9147, o vaya al sitio web www.doravillega.us/community-development-department.



PRESS RELEASES



January 27, 2016

FOR IMMEDIATE RELEASE

Contact: Bob Kelley
Doraville Public Information Officer
770-457-9872
robert.kelley@doravillega.us

Doraville Seeks Input on Community Vision for Comprehensive Plan Update

The City of Doraville is embarking upon the important process of updating its comprehensive plan, a policy document that outlines the long-range vision for Doraville's future and helps shape rezoning decisions and other strategic activities and decisions by the city. This plan will serve as a blueprint for the future growth and development of Doraville.

City officials would like to invite community members to the Doraville Future Workshop, the first of several engagement opportunities for Design Doraville, the process of updating the city's plan:

1st Meeting Date: Tuesday, February 9th from 6 to 8 p.m.
Location: The Salvation Army
Atlanta International Corps
3771 Central Avenue
Doraville, GA 30340

Parking is available on a surface parking lot on the Salvation Army campus. This location is less than a quarter mile from the Doraville MARTA Station and is also served by MARTA Bus Route 124 (Pleasantdale Road). It is one block away from MARTA Bus Route 39 (Buford Highway).

This interactive community visioning workshop will help set the framework for the plan update by gathering input on community goals. The workshop will also serve as an opportunity to educate the community about the role of the comprehensive plan in the city's long-term planning and day-to-day activities. A primary question for discussion will be: "What makes Doraville stand out?"

Community involvement is key in ensuring the plan update truly captures the spirit and desire of the various voices that represent Doraville. Residents, business owners, service organizations, and other stakeholders are urged to attend the visioning workshop to learn more about the comprehensive planning process and to provide input.

All are welcome and encouraged to attend this interactive and informative workshop. A Spanish interpreter will be present during the workshop to help facilitate discussion.

For more information on the Design Doraville Comprehensive Plan, contact the City of Doraville Director of Community Development, Enrique Bascuñana, AICP, at (770) 451-8745 ext. 234 or by email at Enrique.Bascunana@doravillega.us.





March 15, 2016 (or appropriate release date, once determined)

FOR IMMEDIATE RELEASE

Contact: Bob Kelley

Doraville Public Information Officer

770-457-9872

robert.kelley@doravillega.us

What Will Make Doraville A Healthy & Vibrant City?

The City of Doraville has embarked upon the important process of updating its Comprehensive Plan, a policy document that outlines the long-range vision for Doraville's future and helps inform rezoning decisions and other strategic activities by the city. This plan will serve as a blueprint for the future growth and development of Doraville.

Community members are invited to participate in a two-part **Action Planning Charrette** on **March 28** and **April 13**. A charrette is an intensive planning session where residents, business owners, planners, and other community stakeholders collaborate on a vision for development. The charrette will build upon the input collected at the February 9th Doraville Future Workshop, where the public weighed in with their vision and goals for the community.

Part I of the **Action Planning Charrette** series is a **Healthy and Vibrant Community Charrette**. Here, stakeholders will discuss the key priorities for furthering a strong Doraville community and how that impacts the Comprehensive Plan for the city. Attendees will have the opportunity to act as community planners, reviewing different character areas of the city and updating appropriate land use types, design characteristics, and priority initiatives for those areas.

Charrette Part I: **Healthy and Vibrant Community Charrette**
Monday, March 28 from 6 to 8 p.m.

Location: **The Church of the New Covenant**
Fellowship Hall
3330 Chestnut Drive
Doraville, GA 30340

Parking is available on a surface parking lot on the Church of the New Covenant campus. This location is approximately one mile from the nearest MARTA Route 47 stop at the intersection of Shallowford Road and Addison Drive. It is also approximately 0.6 miles from the nearest MARTA Route 33 stop at the corner of Chamblee-Tucker Road and DeKalb Technology Parkway.

Part II of the **Action Planning Charrette** series will focus on developing an Action Plan that both identifies strategies for implementation and visualizes how action items will lead to achieving community goals. This session will take place on **April 13** (details forthcoming).

Community involvement is key to ensuring the Comprehensive Plan update truly captures the spirit and desire of the various voices that represent Doraville. Residents, business owners, service organizations, students, and other stakeholders are urged to attend both charrettes to learn more about the comprehensive planning process and to provide input.

All are welcome and encouraged to attend the interactive two-day charrette. A Spanish interpreter will be present to help facilitate discussion.

For more information on the Design Doraville Comprehensive Plan, visit the City of Doraville webpage at: <http://www.doravillega.us/community-development-department/>

Project contact: Doraville Director of Community Development, Enrique Bascuñana, AICP, at (770) 451-8745 or by email at Enrique.Bascunana@doravillega.us.





April 1, 2016

FOR IMMEDIATE RELEASE

Contact: Bob Kelley

Doraville Public Information Officer

770-457-9872

robert.kelley@doravillega.us

Doraville turns to community for action steps

The City of Doraville has embarked upon the important process of updating its Comprehensive Plan, a policy document that outlines the long-range vision for Doraville's future and helps inform rezoning decisions and other strategic activities by the city. This plan will serve as a blueprint for the future growth and development of Doraville.

The Doraville community is encouraged to participate in the *Design Doraville Action Planning Charrette* series. As the second of a two-part series, the charrette will build upon the input collected at the March 28th Healthy and Vibrant Community Charrette, where stakeholders discussed the key priorities for furthering a strong Doraville community and how that impacts the Comprehensive Plan for the city.

On April 13th, attendees will be engaged in activities and discussions with other residents, business owners, planners, and other community stakeholders. The focus will be on developing an Action Plan that both identifies strategies for implementation and visualizes how action items will lead to achieving community goals. Group discussions will include connecting and bringing us together as ONE community, enhancing our policies and ordinances, and inviting the world to Doraville – furthering our unique role in the region.

Charrette Part II: Action Planning Charrette
Wednesday, April 13 from 6 to 8 p.m.
Location: The City of Doraville Public Works Department
3883 Flowers Road
Doraville, GA 30360

Parking is available on-site. This location is approximately one-third mile from the nearest MARTA Route 104 stop at the intersection of New Peachtree Road at Longmire Way.

All are welcome and encouraged to attend. A Spanish interpreter will be present to help facilitate discussion.

The city has also launched an online survey as another avenue to collect input. The brief 10-minute survey is available in both **English** and **Spanish** and can be accessed using the following web addresses:

English version: <https://www.surveymonkey.com/r/surveymonkeydesigndoraville>

Spanish version: <https://es.surveymonkey.com/r/encuestadesigndoraville>

Paper copies of the survey are also available at Doraville City Hall. Input will be accepted until the April 17th deadline.

Community involvement is key to ensuring the Comprehensive Plan update truly captures the spirit and desire of the various voices that represent Doraville. Residents, business owners, service organizations, students, and other stakeholders are urged to attend this final charrette to learn more about the comprehensive planning process and to provide input.

For more information on the Design Doraville Comprehensive Plan, visit the City of Doraville webpage at: <http://www.doravillega.us/community-development-department/>

Project contacts:

Doraville Director of Community Development, Enrique Bascuñana at
Enrique.Bascunana@doravillega.us

Amanda Hatton, project manager with Jacobs Engineering at 404-978-7535 or
Amanda.Hatton@jacobs.com

Design Doraville Open House slated for June 23

Community encouraged to attend to preview key recommendations for land use and other community priorities

The City of Doraville will host an open house on June 23rd to unveil and collect feedback on the draft recommendations of the Comprehensive Plan Update. Over the past four months, Doraville stakeholders have participated in *Design Doraville*, the city's process of updating its comprehensive plan. The plan is a policy document that outlines the long-range vision for Doraville's future and helps inform rezoning decisions and other strategic activities by the city. This plan will serve as a blueprint for the future growth and development of Doraville.

The Comprehensive Plan Update has been molded by public input received through a series of Citizen Advisory Panel meetings, public meetings, charrettes, focus group sessions, and a survey. The Doraville community is encouraged to attend this final input session to learn about and to provide valuable input on the comprehensive plan.

Open House
Thursday, June 23
6-8 p.m.
Honeysuckle Park (Forest Fleming Arena)
3037 Pleasant Valley Drive, Doraville

Parking is available on-site. This location is approximately one-half mile from the nearest MARTA Route 124 stop at the intersection of Buford Highway and McElroy Road. A Spanish interpreter will be present to help facilitate discussion.

Community involvement is a key component of the Design Doraville process and ensures the Comprehensive Plan Update truly captures the spirit and desire of the various voices that represent Doraville. Following the Open House, the draft comprehensive plan document will be refined based on comments received.

For more information on the Design Doraville comprehensive plan, visit the City of Doraville webpage at: http://www.doravillega.us/departments/community_development_department/design_doraville.php

Project contacts:
Enrique Bascuñana, Doraville Community Development Director at Enrique.Bascunana@doravillega.us

Amanda Hatton, Project Manager with Jacobs Engineering at 404-978-7535 or Amanda.Hatton@jacobs.com

La reunión abierta informativa de *Design Doraville* será el 23 de junio

Se alienta a que la comunidad participe para conocer recomendaciones clave para el uso de tierras y otras prioridades comunitarias.

La ciudad de Doraville auspiciará una reunión abierta informativa el 23 de junio para comunicar las recomendaciones preliminares de la Actualización del Plan Integral y recabar comentarios. En los últimos cuatro meses, los grupos de interés de Doraville han participado en *Design Doraville*, el proceso llevado a cabo por la ciudad para actualizar su plan integral. El Plan es un documento de políticas que describe la visión de largo alcance para el futuro de Doraville e informa sobre las decisiones sobre rezonificación, así como sobre otras actividades y decisiones estratégicas de la ciudad. Este plan servirá como una propuesta para el crecimiento y el desarrollo futuros de Doraville.

Los comentarios del público, recabados a través de una serie de reuniones del Panel Asesor de Ciudadanos, reuniones públicas y de trabajo, grupos de discusión y una encuesta, han contribuido a crear esta Actualización del Plan Integral. Se alienta a que la comunidad de Doraville asista a esta reunión final para aprender más y dar sus valiosas opiniones sobre el Plan Integral.

Reunión abierta informativa
Jueves, 23 de junio
6-8 p.m.
Honeysuckle Park (Forest Fleming Arena)
3037 Pleasant Valley Drive, Doraville

Hay estacionamiento disponible en el lugar. El parque se encuentra aproximadamente a media milla de la parada más cercana de la Ruta 124 de MARTA, en el cruce con Buford Highway y McElroy Road. Habrá un intérprete de español para asistir al público.

La participación de la comunidad es un componente clave del proceso de *Design Doraville* y garantiza que la Actualización del Plan Integral capture realmente el espíritu y el deseo de las diversas voces que representan a Doraville. Luego de la Reunión Abierta Informativa, se mejorará el plan integral preliminar, basándose en los comentarios recibidos.

Para obtener más información sobre el Plan Integral *Design Doraville*, vaya al sitio web de la ciudad de Doraville: http://www.doravillega.us/departments/community_development_department/design_doraville.php

Personas de contacto del proyecto:
Enrique Bascuñana, Director de Desarrollo Comunitario de Doraville, a la dirección electrónica: Enrique.Bascunana@doravillega.us.

Amanda Hatton, Gerente de Proyectos, Jacobs Engineering, al número de teléfono 404-978-7535 o la dirección electrónica: Amanda.Hatton@jacobs.com.

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APPENDIX B: EXISTING CONDITIONS

B.1 HOW OUR LAND IS USED: LAND USE INVENTORY

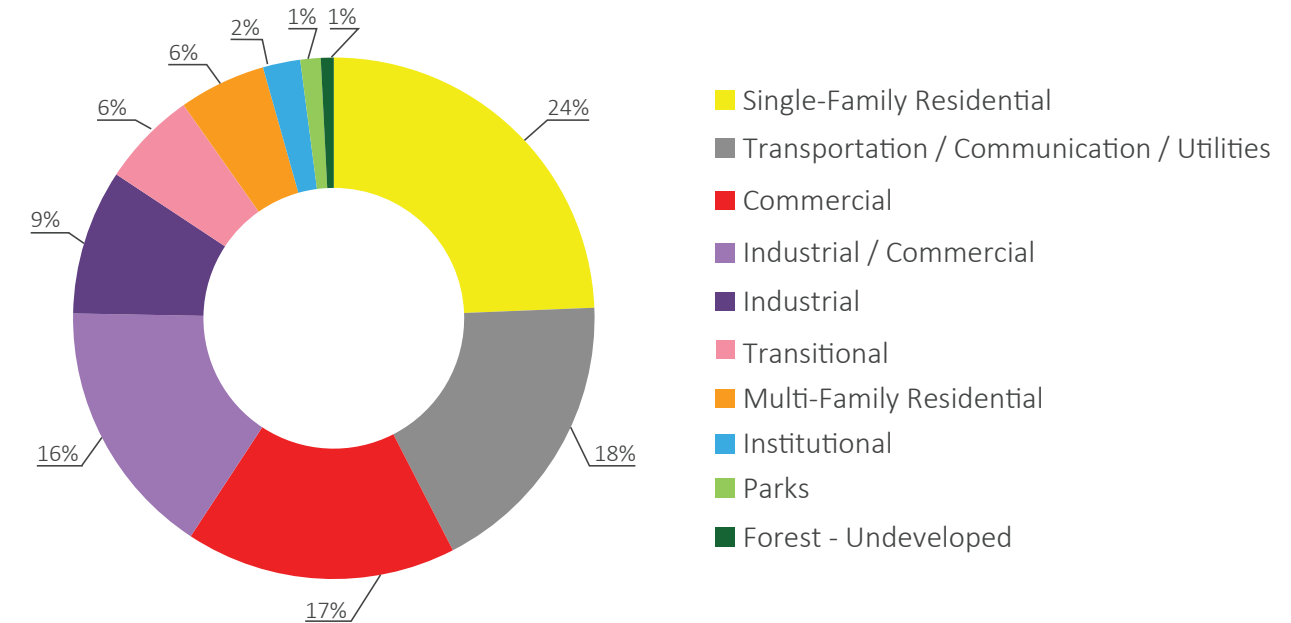
INTRODUCTION

The City of Doraville is comprised of various land uses, including commercial, industrial, residential, and institutional. The relationships of these land uses and the connections among them are what drive the other topic areas addressed by the Comprehensive Plan. The land use inventory is an integral step in the comprehensive plan update, providing an overarching assessment of current land uses and development patterns, community activity centers, likely areas of change, and current land use policy, including the City's current vision for future growth as well as zoning regulations. This assessment provides a foundation upon which the community can identify potential adjustments to its Future Development Map, land use policy, and related initiatives the City may choose to pursue.

EXISTING LAND USE

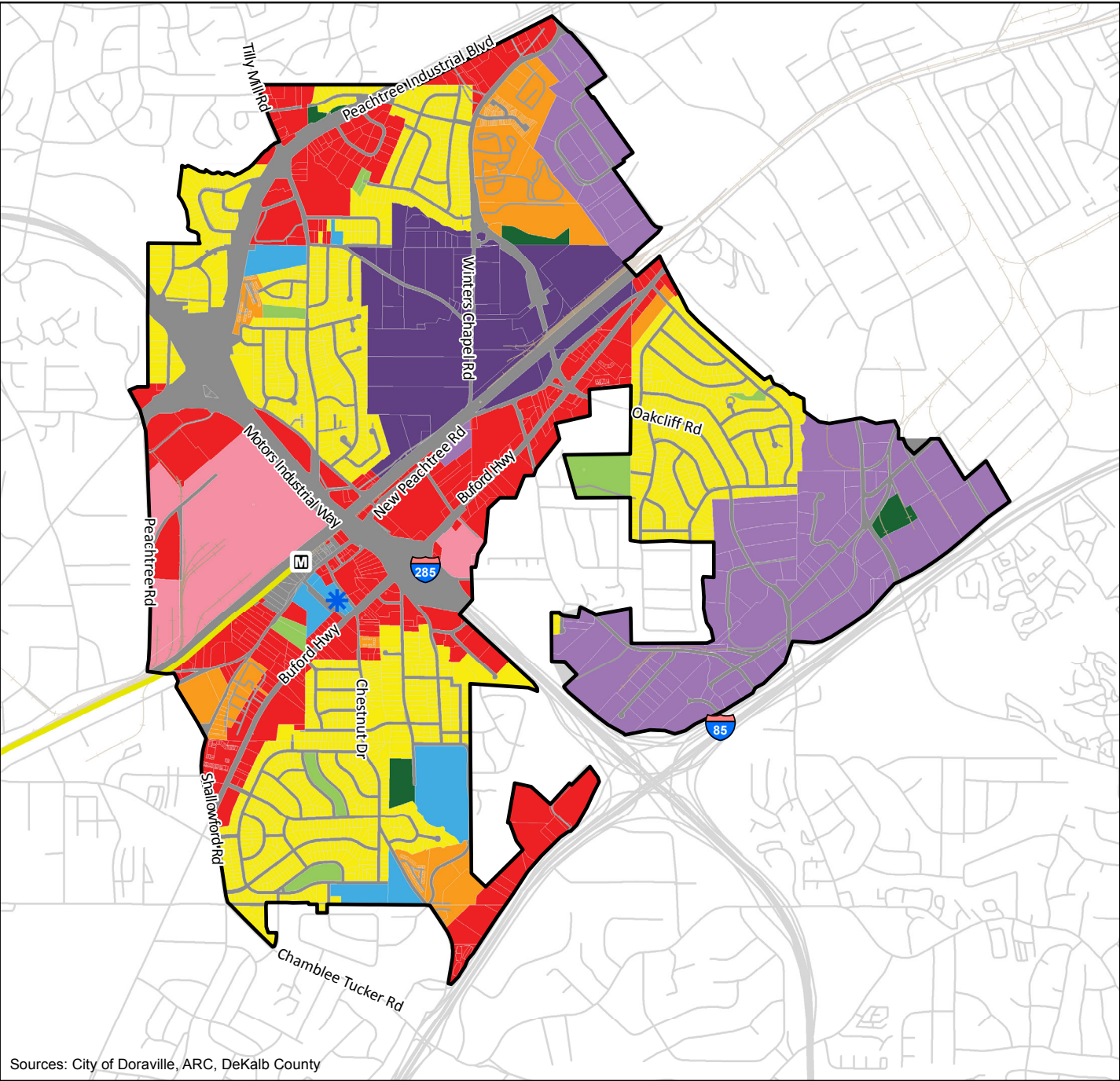
The City of Doraville currently encompasses approximately 3,150 acres (4.92 square miles). Existing land use data was derived from the Atlanta Regional Commission's (ARC's) LandPro2010 dataset and was verified by a wind-shield survey and adjusted by Jacobs in December 2015 based on the pre-existing land use categories. Summary existing land use data is shown in **Figures B-1** and **B-2**. While the broad ARC categories do not provide a detailed delineation of the various commercial, industrial, and other land use types, they are a helpful starting point for understanding the City's current land use and development pattern. **Figure B-3** (page B-5) identifies the land use categories and the zoning designations found within those categories as of December 2015.

FIGURE B-1: CITY OF DORAVILLE EXISTING LAND USE



Sources: City of Doraville, ARC, DeKalb County, Jacobs

**FIGURE B-2: EXISTING
LAND USE**



Sources: City of Doraville, ARC, DeKalb County

- City Hall
 - Doraville Boundary
 - MARTA Station
 - MARTA Gold Line
 - Parcel
 - Expressway
 - Street
 - Railroad
 - Parks
- Land Use**
- Single-Family Residential
 - Multi-Family Residential
 - Commercial
 - Transitional
 - Industrial / Commercial
 - Industrial
 - Institutional
 - Parks
 - Forest - Undeveloped
 - TCU

0 1/4 1/2 Miles



KEY OBSERVATIONS

- There are four predominant categories of land uses within the city:
 - Residential
 - TCU (transportation, communications, utilities),
 - Commercial, and
 - Industrial/commercial.
- Commercial land uses are generally strip-commercial and found along three major corridors: Buford Highway, New Peachtree Road and Peachtree Industrial Boulevard (PIB).
- Single-family residential neighborhoods are organized in three areas of the Doraville: Tilly Mill/Winters Chapel, Oakcliff, and Northwoods. These older neighborhoods are bounded by major infrastructure investments, including major highways, railroad, fuel pipelines, and in some cases, non-complementary uses, such as heavy manufacturing. Some multifamily residential uses are also present in these neighborhoods.
- A large amount of Doraville's land (18 percent) consists of transportation infrastructure; this comes as no surprise given the city's location straddling I-285, major rail lines, PIB, and Buford Highway.
- Should Assembly and Nexus (see page 2-5), move forward as planned, the land would transition from industrial and commercial strip uses into a mix of uses including multi-family residential, retail/commercial, office, and new parks and open space.
- The City's 2014 annexation along I-85 and PIB brought in large areas of industrial and commercial land uses conferring the City of Doraville zoning and development control over properties abutting residential land uses while also increasing the City's tax base.
- The tank farms, an industrial land use, occupy approximately 11 percent of the overall city.

FIGURE B-3: CITY OF DORAVILLE EXISTING LAND USE CATEGORIES

Use Category	Description	2015 Zoning Categories
Single-Family Residential	<ul style="list-style-type: none"> Well-established neighborhoods comprising the largest land use in Doraville Majority of homes occupy 0.2- to 2.0-acre lots. Well-connected internally with supporting schools and parks within easy walking distance Surrounded by commercial and industrial uses 	R-1 (Single-Family Residential) R-2 (General Residential - duplex) R-CH (Single-Family Cluster Residential)
Multi-Family Residential	<ul style="list-style-type: none"> Predominantly apartment, condominium, and townhouse complexes Net density generally exceeds eight units per acre Found along Aztec Road, Shallowford Road, Winters Chapel Road, and Flowers Road Majority of buildings are older, garden-style, three- to four-story dwellings 	R-3 (Multi-Family Residential - apartments) R-4 (Multi-Family Residential-condos & townhomes) RSFA (Single-Family Attached Residential) T-5 (Urban Center)
Commercial	<ul style="list-style-type: none"> One of the most common land use categories within the city Commercial strip development, shopping centers, and automotive uses Suburban building form with large parking lots and limited landscaping Buildings are set back far from the street accompanied by numerous driveway curb cuts May include some non-commercial uses too small to be separated out Churches, schools, and some residential units sometimes included The majority of commercial uses in Doraville are located along Buford Highway and PIB 	C-1 (Neighborhood Commercial) C-2 (General Business) T-5 (Urban Center) T-6 (Urban Core) O-I (Office-Institutional) O-W (Office-Warehouse) M-1 (Light Manufacturing)
Transitional	<ul style="list-style-type: none"> Two major redevelopment projects underway Assembly (former General Motors Plant) Nexus (former Kmart shopping center site) Proposed redevelopment into higher density, walkable, mixed-use districts 	SD-1 (Special District 1) T-6 (Urban Core)
Industrial/Commercial	<ul style="list-style-type: none"> Third most prominent land use within the city Warehousing, wholesaling, and occasionally retailing Organized into industrial parks All found within the recently annexed portions of the city 	M-1 (Light Manufacturing) O-I (Office-Institutional) O-W (Office-Warehouse) C-2 (General Business)
Industrial	<ul style="list-style-type: none"> Light or heavy manufacturing The tank farms area is the only portion of the city under this land use 	M-2 (Heavy Manufacturing) M-1 (Light Manufacturing)
Institutional	<ul style="list-style-type: none"> The city has several small pockets of institutional uses. School uses: Cary Reynolds Elementary School, Sequoyah Middle School, Hightower Elementary School, Atlanta Jewish Academy, and Tapestry School Municipal uses: Doraville City Hall, Public Library, Police Station, and Courthouse. Religious uses 	R-1 (Single-Family Residential) T-5 (Urban Center)
Parks	<ul style="list-style-type: none"> Majority are located within the residential neighborhoods Serve as both passive and active recreation areas for residents Autumn Park, Brook Park, Flowers Park, Chicopee Park, Halpern Park, & English Oak Park are passive parks with some recreational amenities including playgrounds Honeysuckle Park is an active park, with more recreation-based activities including ball fields As the largest city park, Honeysuckle at times hosts events of national attention 	R-1 (Single-Family Residential) T-5 (Urban Center)
Forest/Undeveloped	<ul style="list-style-type: none"> Typically are undeveloped areas with coniferous and/or deciduous tree cover. Likely to remain forested due to topography or stream buffers 	R-1 (Single-Family Residential) R-4 (Multi-Family Residential) O-I (Office-Institutional) T-5 (Urban Center) M-1 (Light Manufacturing)
Transportation, Communication, Utilities (TCU)	<ul style="list-style-type: none"> Includes all right-of-way Second largest land use in the city, reflecting Doraville’s role as a transportation hub 	N/A

REPRESENTATIVE LAND USES



Industrial



Multi-family housing



Single-family housing



Institutional



Commercial

ACTIVITY CENTERS & CORRIDORS

ARC generally defines activity centers as traditional municipal downtowns and significant regional centers. The majority of activity centers are well-served by vehicular connections. Activity centers within Doraville represent a broad range of uses and conditions. For example, the recently annexed areas of the city that are currently designated as Industrial/Commercial are regional centers relying heavily on regional vehicular traffic. Parks and schools within the neighborhood are more local, neighborhood-serving activity centers.

Also important to Doraville is the Buford Highway corridor, which serves as a major area of commerce, and as such, attracts high traffic volume. The corridor is developed with a combination of single free-standing buildings and strip shopping centers with large surface parking lots, numerous driveway curb cuts, and limited pedestrian access. The corridor also lacks sufficient pedestrian crossings to access both sides of the corridor.

KEY OBSERVATIONS:

- The Doraville MARTA Station and the City's government facilities that form part of downtown along New Peachtree Road and Park Avenue are key activity centers. Expanding and improving pedestrian connections throughout downtown and from the MARTA station, government buildings and the Buford Highway corridor towards adjacent neighborhoods should become a priority.
- Buford Highway Farmers Market is a local and regional activity center well-served by vehicular connections.
- Assembly and Nexus will be two new mixed-use activity centers. Assembly has the ability to pull in new workers and visitors from across the metro area in addition to the local community while Nexus will likely draw more locally by nature of the development.
- Schools, local community centers, and parks are neighborhood-servicing activity centers that include:
 - Cary Reynolds Elementary School
 - Hightower Elementary School
 - Sequoyah Middle School
 - Atlanta Jewish Academy
 - Tapestry School
 - Northwoods Montessori School
 - Honeysuckle Park
- In addition to Buford Highway, there are other key pedestrian/bicycle corridors with potential to improve connectivity between activity centers and neighborhoods; these include:
 - New Peachtree Road
 - Park Avenue / Chestnut Drive
 - Longmire Way
 - McElroy Road
 - Oakcliff Road
 - Winters Chapel Road
 - Flowers Road

EXISTING ZONING

The City’s zoning regulations, design guidelines, and development requirements play a dominant role in shaping the city’s natural and built environment and defining the city’s formal land use policy. The City currently has two zoning ordinances: the conventional zoning ordinance, in place for several decades, and a recently adopted (2014) form-based ordinance, titled the Livable Community Code (LCC). The conventional zoning ordinance reflects Euclidean-style development that separates traditionally incompatible land uses, with urban design playing a secondary role behind function. The LCC allows for a mixture of land uses, with function playing a secondary role behind building form and urban design. **Figure B-4** summarizes the prominence of each of these districts within the city.

KEY OBSERVATIONS:

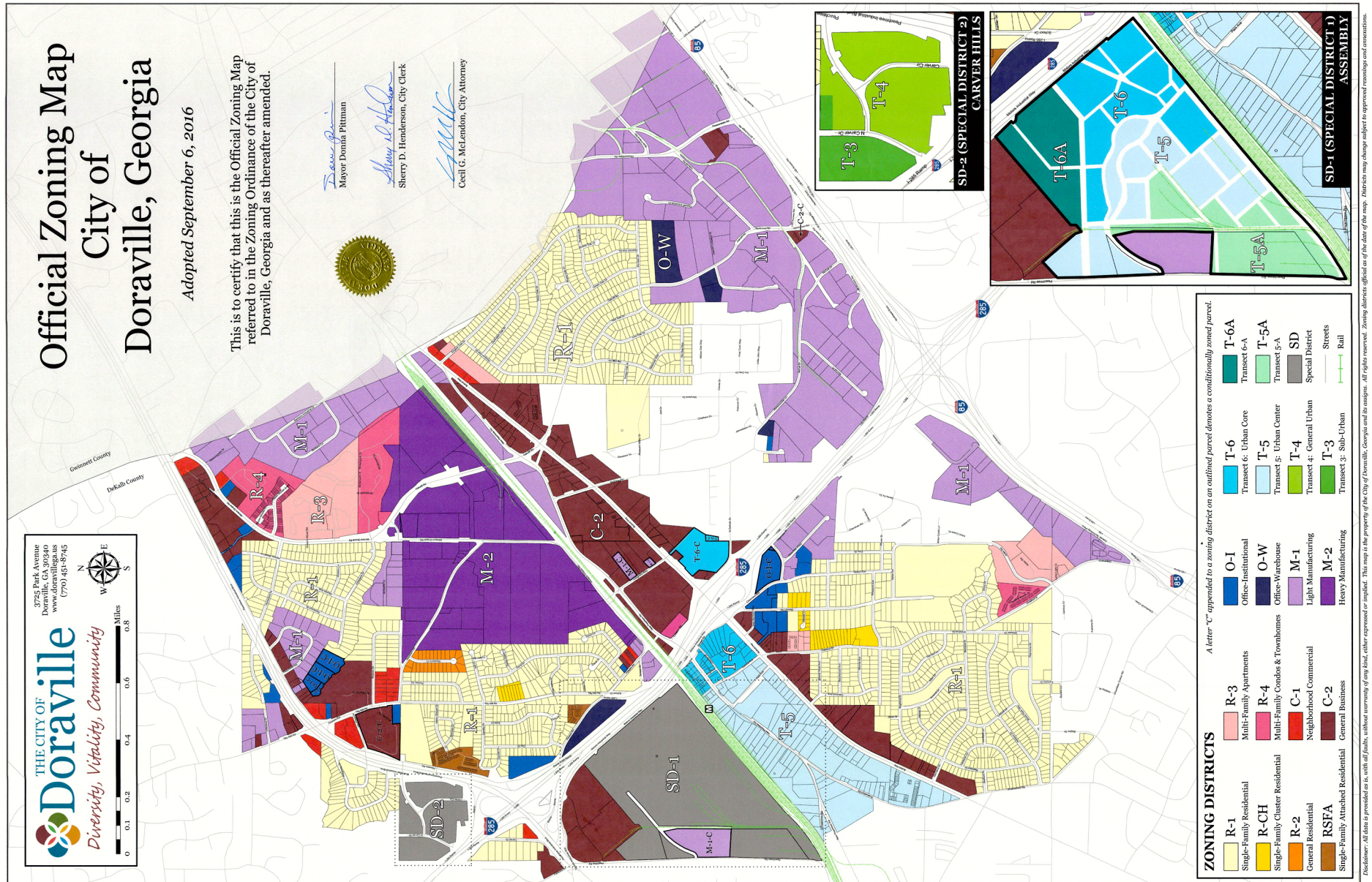
- R-1 single family residential is the dominant zoning district in the city, comprising nearly one third of the city’s properties.
- M-1 is the second dominant zoning district in the city at 24 percent; the City’s code provides a long list of conditional uses within this district. These conditional uses should be revisited to determine which are appropriate to be allowed by right, ensuring there are adequate distance and buffer requirements in place from single-family residential uses.
- The City’s zoning code could be simplified and reorganized to combine like information in similar tables to ease use of code for both City staff and ease of use by community members.
- While the introduction of the LCC has provided new opportunities for developing in Doraville, it has also added a new area of code that is completely different than the city’s conventional zoning code. There are opportunities to further align these two parts of the zoning code moving forward.

FIGURE B-4: ZONING ACREAGE

Zoning District	Acres	Percent
R-1 (Single-Family Residential)	833	32.1%
M-1 (Light Manufacturing)	646	24.9%
C-2 (General Business)	287	11.0%
M-2 (Heavy Manufacturing)	254	9.8%
SD Special District	166	6.4%
R-3 (Multi-Family Residential)	136	5.2%
T-5 (Urban Center)	122	4.7%
O-W (Office-Warehouse)	33	1.3%
T-6 (Urban Core)	33	1.3%
O-I (Office-Institutional)	31	1.2%
C-1 (Neighborhood Commercial)	23	0.9%
R-CH (Single-Family Cluster Residential)	17	0.7%
RSFA (Single-Family Attached Residential)	10	0.4%
R-2 (General Residential)	8	0.3%

Source: City of Doraville

FIGURE B-5: CITY OF DORAVILLE ZONING*



*This zoning map was adopted September 6, 2016 and was the effective zoning map as of the adoption of this Comprehensive Plan. For the most recent version, see the City of Doraville Community Development Department website.

AREAS OF CHANGE

The Areas of Change Map (**Figure B-6**) represents areas within the City of Doraville that have the short and long-term potential to redevelop and contribute to the community's vision. Areas least susceptible to change include the single-family neighborhoods, the tank farms, and active commercial/light industrial areas and are therefore not considered. Areas of change include the following:

- The areas within the Livable Centers Initiate (LCI) study boundary, also known as the new downtown
- Planned mixed-use developments, including Assembly and Nexus
- Large commercial parcels along Buford Highway
- Tank farms south of the railroad tracks, adjacent to New Peachtree Road and Buford Highway residences and businesses
- Currently zoned industrial and office properties along Clearview Ave, the properties closest to the I-285/I-85 entrance ramp, having logistic and visibility advantages
- Older multi-family developments and the area designated as mixed-use on the city's existing 2006 Future Development Map, north of the Tilly Mill neighborhood

KEY OBSERVATIONS:

- There are three major areas susceptible to change identified in initial analysis of the community. It is anticipated that the planning process will further define these areas as a part of the Future Development Map refinement.
 - Around the existing MARTA station, which includes Assembly and downtown
 - East of Tilly Mill Road near PIB
 - Along New Peachtree Road outside of I-285 near Oakcliff Road
- Areas of change have the ability over the long-term to contribute to the overall mobility (vehicular, bicycle and pedestrian) of the area and provide transition from established neighborhood areas to commercial and/or industrial uses.
- Parcels over 4 acres and parcels that have deep block depth (approximately 200'+) have a greater potential to redevelop with new buildings engaging the street and provide connectivity to the surrounding neighborhoods.
- These areas should be included in the updates to the City's Future Development Map to implement the community's vision.

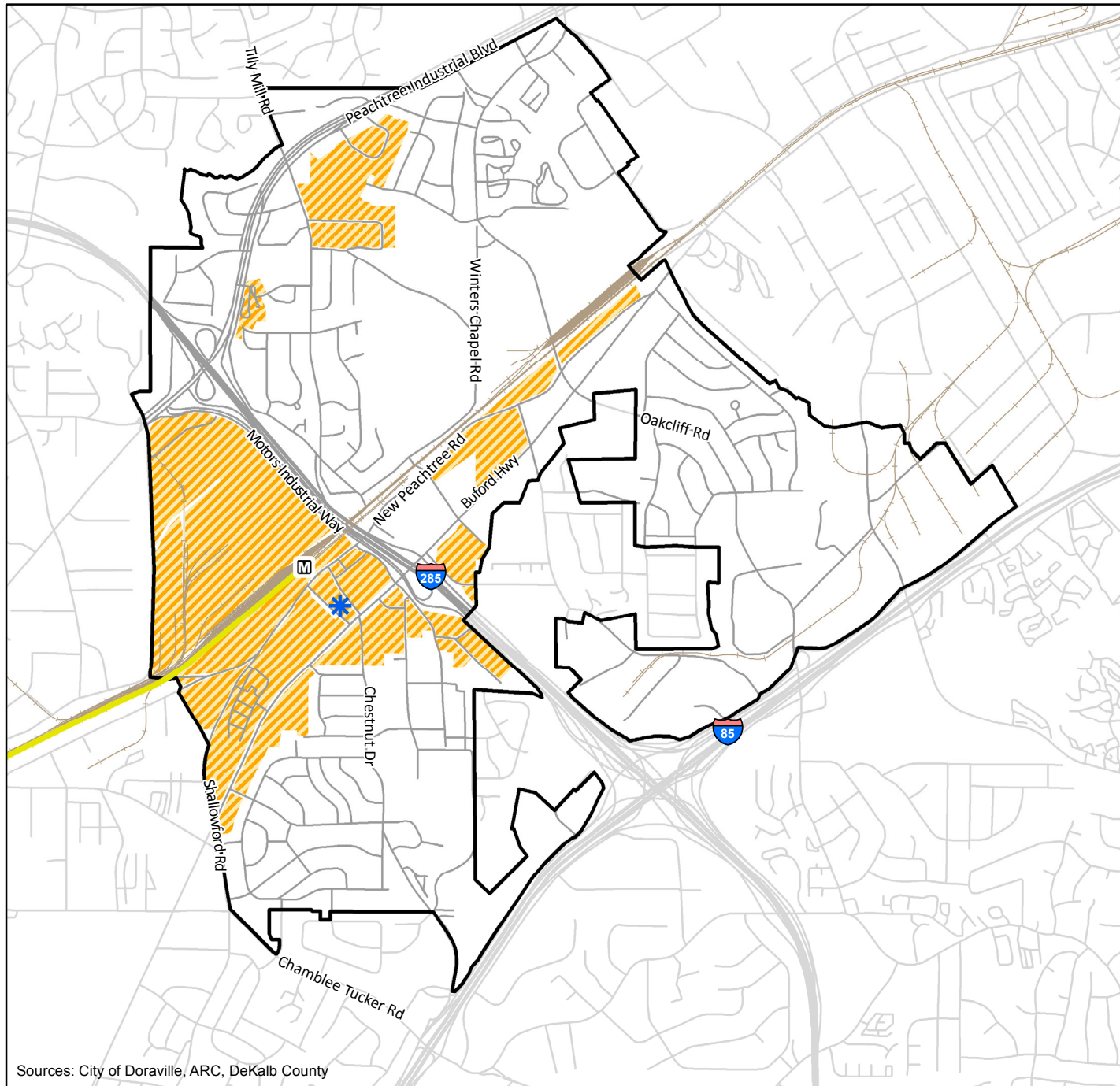








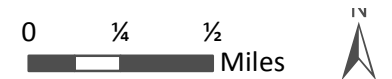


FIGURE B-6: AREAS OF CHANGE

-  City of Doraville
-  City Hall
-  MARTA Station
-  MARTA Gold Line
-  Street
-  Expressway
-  Railroad
-  Areas of Change

Sources: City of Doraville, ARC, DeKalb County



2006 COMPREHENSIVE PLAN FUTURE DEVELOPMENT MAP ANALYSIS

Doraville's 2006 Future Development Map (**Figure B-7**) breaks the city down into eight distinct areas each with an associated vision, recommended land uses, and implementation measures. The character areas of the 2006 Future Development Map are summarized below. These statements reflect the adopted vision in the current 2006 Comprehensive Plan and were validated or altered throughout the Design Doraville planning process.

Neighborhood Preservation District

These areas include the existing single family residential neighborhoods of Northwoods, Oakcliff, and Tilly Mill. These neighborhoods are marked by well-maintained housing stock and access to neighborhood parks. The newer multi-family neighborhoods off of Winters Chapel should be added to this designation. Screening and buffering surrounding commercial/industrial continues to be an important issue.

Doraville Town Center

This area includes all of the government/institutional buildings for the City of Doraville. The 2006 future development plan calls for the creation of a town center with infill development, consolidation of government facilities, TOD, public greenspace, mixed-use development, and leveraging the connection to the MARTA station. This area has some significant topography and will likely require creative grading to achieve desired walkability and access.

Multimodal Transit Gateway

The plan recommends development of a public plaza and transit gateway around the Doraville MARTA Station. The area is a major strength for Doraville but proper design of open space and mixed-use properties is key to its success.

Mixed-Use Redevelopment Opportunity

These areas include Assembly, Nexus, areas surrounding the town center and multimodal transit gateway, and a mixed-use development hub at Tilly Mill and PIB. The plan calls for the highest density at Assembly. Walkable mixed-use areas are critical to improving quality of life.

Highway Commercial Corridor

Buford Hwy and PIB are the two primary commercial corridors in Doraville. The plan calls for these areas to be vibrant retail districts unified through urban design standards with improved safety for motorists, pedestrians, and cyclists. The plan also encourages redevelopment reorienting buildings closer to the street with parking in the rear, as well as streetscape improvements and buffering between commercial and residential neighborhoods. The Future Development Map must be updated to include recently annexed areas along Buford Highway and Winters Chapel Road. It is important for Doraville to prioritize streetscape and safety improvements to spur private redevelopment that may not occur otherwise. Improvements to the gateway entrances to the city at both ends of Buford Highway should also be considered.

Professional Employment Center

Existing office uses on Clearview Parkway and Flowers Road leverage access to transportation with close proximity to I-285 and MARTA. Mixed-use classifications for work/live buildings may need to be considered in these areas. The recently annexed light industrial properties along I-85 need to join this classification.

Tank Farm Industries

The tank farm industry covers a large area north of Buford Hwy outside I-285 with a focus on fuel storage and distribution. The area requires truck re-routing and screening from adjacent neighborhoods. The City should consider reclassifying the tank farms south of the railroad to Highway Commercial Corridor.

Potential Annexation Area

Most of the Potential Annexation areas on the Future Development Map have since been annexed into the city. It is logical to square-off the city, designating the remainder of unincorporated land between Chamblee-Tucker Road and the Gwinnett Border north of I-85 as Potential Annexation Area.

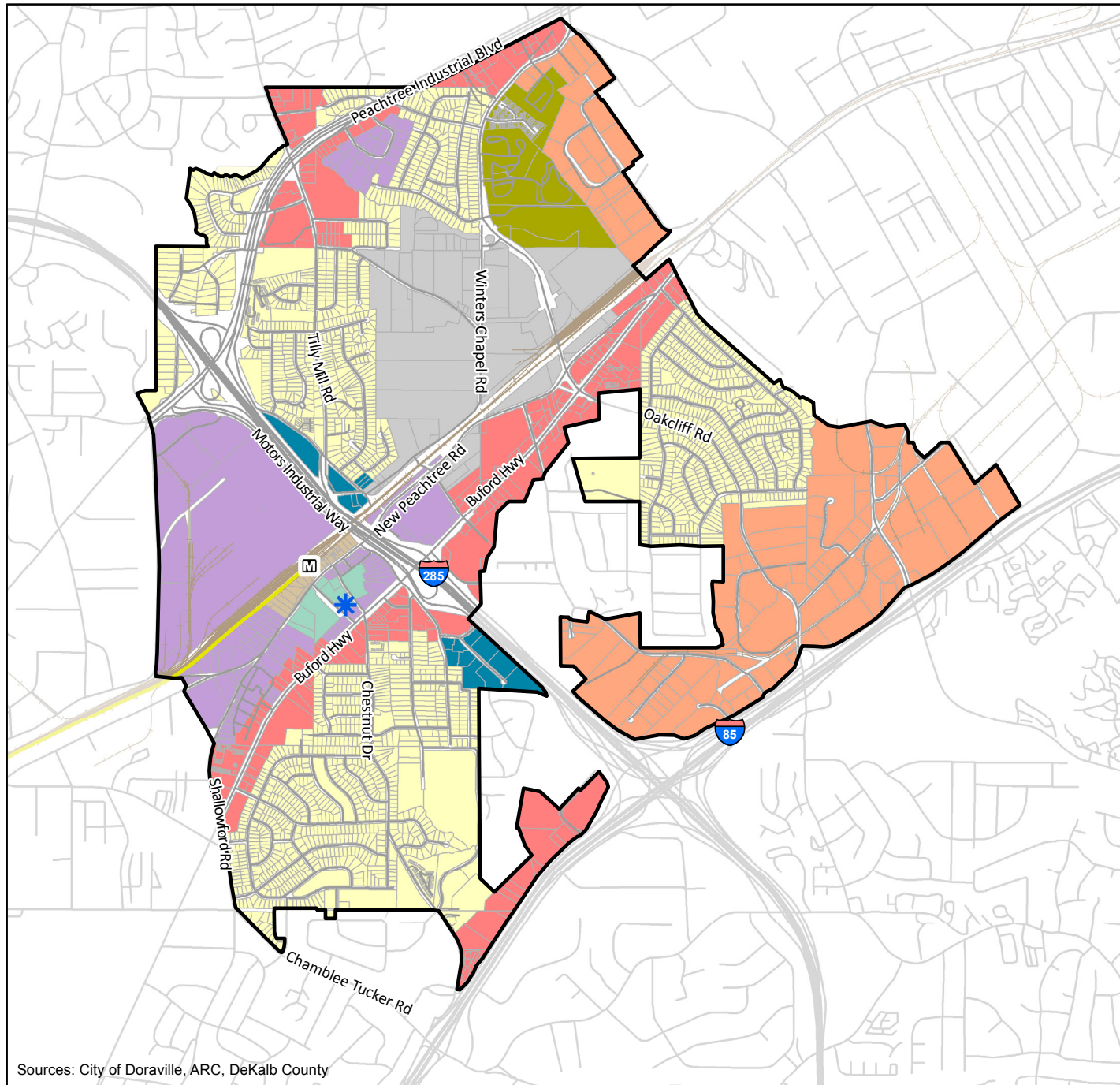
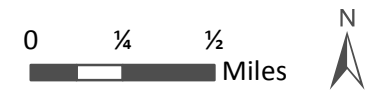


FIGURE B-7: FUTURE DEVELOPMENT AREAS (2006 COMPREHENSIVE PLAN)

- City of Doraville
 - City Hall
 - MARTA Station
 - MARTA Gold Line
 - Expressway
 - Street
 - Railroad
- Future Development Areas**
- Neighborhood Preservation District
 - Multi-Family Residential
 - Doraville Town Center
 - Multimodal Transit Gateway
 - Mixed Use Redevelopment Opportunity
 - Highway Commercial Corridor
 - Professional Employment Center
 - Tank Farm Industries
 - Light Industrial / Commercial

Sources: City of Doraville, ARC, DeKalb County



NATURAL RESOURCES

KEY OBSERVATIONS:

- Combine the Doraville Town Center and the Multimodal Transit Gateway character areas into one character area to align with the LCI Framework Plan and create a stronger brand for downtown.
- Create a new character area that encourages compatible land uses adjacent to existing neighborhoods to include townhomes, neighborhood-scaled commercial, and integrated mixed-use at a scale that supports the neighborhood but recognize areas like the tank farms.
- The recently annexed areas along I-85 and PIB provide opportunity to combine flex office, commercial, and warehousing uses. There is opportunity to structure this area to also allow for residential units as accessory to the office and commercial uses in a manner similar to those found along Marietta Boulevard and Huff Road in the City of Atlanta, potentially in only targeted areas to provide a more compatible transition between industrial uses and single-family residential areas.
- Mixed-Use Redevelopment Opportunity should be renamed, as parts of this area are set to be developed within the next few years.

Doraville’s natural features (**Figure B-8**) are typical to those of other small inner suburbs in metro Atlanta primarily characterized by a mature tree canopy, stream network, and sloping topography. There are limited wetlands in the city, as depicted in **Figure B-9**. Several city parks provide a reprieve from the built environment in commercial and industrial areas adjacent to the community’s major roads.

- The city’s single-family residential neighborhoods are characterized by a robust tree canopy and series of streams that wind their way through properties.
- Two streams meander through the city’s leafy single-family residential areas as depicted in **Figure B-8**:
 - Nancy Creek crosses through the city’s northern most portion, at PIB.
 - The North Fork Peachtree Creek system extends into the Oakcliff and Northwoods neighborhoods.
- The city’s highest points are along New Peachtree Road near Central Avenue and along PIB (see **Figure B-10**).
- The city’s 100-year floodplain areas are limited along the city’s stream network. Every City park is located within a floodplain except the largest park, Honeysuckle.

REGIONAL WATER PLANS & ENVIRONMENTAL CRITERIA

Protecting the city’s natural environment plays an important role in furthering the quality of life of Doraville residents and contributing to a healthy regional ecosystem that is sustainable for generations to come. The City of Doraville’s ordinances and development regulations help achieve these important needs by including a series of provisions that maintain consistency with the Metropolitan North Georgia Water Planning District plans and the Part 5 Environmental Planning Criteria of the Georgia Planning Act that are administered by the Environmental Protection Division (EPD) of the Georgia Department of Natural Resources (DNR). Consistency with these plans and criteria is described below.

Regional Water Plans

The City of Doraville is part of the Metropolitan North Georgia Water Planning District (MNGWPD), which was created in 2001 to oversee regional water management for over 100 jurisdictions within metropolitan Atlanta, including DeKalb County and the City of Doraville. The MNGWPD oversees implementation of three plans that help protect water quality, supply, and recreational areas: the *Water Supply and Conservation Management Plan*, *Watershed Management Plan*, and *Wastewater Management Plan*. The water supply and wastewater plans are implemented through water and wastewater service providers. For the City of Doraville, the DeKalb County Department of Watershed Management oversees implementation of these items.

ISSUES AND OPPORTUNITIES

The *Watershed Management Plan* includes local management measures that are to be undertaken by all MNGWPD jurisdictions. These measures include five model ordinances to be adopted by all local jurisdictions within the MNGWPD. The ordinances are for Post-development Stormwater Management, Floodplain Management and Flood Damage Prevention, Stream Buffer Protection, Illicit Discharges and Illegal Connections, and Litter Control. The City of Doraville has adopted all of these regulations as a part of its Code of Ordinances:

- Chapter 6.5 Article II. Stormwater Quality Management (includes regulations for Illicit Discharges and Illegal Connections)
- Chapter 8 Floodplain Management/Flood Damage Control
- Chapter 15 Article V Litter Control
- Chapter 23 Article XIX Stream Buffer Protection

DNR Environmental Planning Criteria

DeKalb County and its member municipalities have adopted Part V of the Georgia Planning Act, the environmental planning criteria developed by the Department of Natural Resources (DNR). These standards include requirements governing development in water supply watersheds, groundwater recharge areas, and river corridors (DNR Rules for Environmental Planning Criteria).

Water Supply Watersheds

The City of Doraville is not considered part of a water supply watershed due to its drainage attributes and distant location from water supply intake points. As a result, water supply watershed regulations do not apply to Doraville.

Groundwater Recharge Areas

Groundwater recharge areas play an important role in the region's water supply by serving as locations where water infiltrates the ground, thereby replenishing groundwater supplies. The Doraville contains a significant groundwater recharge area, as illustrated in **Figure B-8**, which requires special protection. The City of Doraville has adopted a Groundwater Recharge Area Protection Ordinance (Chapter 6.5 Article V Groundwater Recharge Area Protection) to protect these important areas. The City's ordinance meets the DNR environmental planning criteria for such areas by limiting development densities, the design of stormwater infiltration basins, and the handling of hazardous materials within the recharge area.

Wetlands

The City of Doraville has limited wetlands almost exclusively located in the city's northwest quadrant, as indicated on **Figure B-9**. These wetland areas are primarily freshwater ponds, although there is very limited presence of freshwater emergent wetlands (Source: Nation Wetlands Inventory, available online at www.fws.gov/wetlands/) According to DNR rules, local governments must consider wetlands in their planning decisions, mapping and identifying them in land use plans. DNR outlines a number of considerations that must be addressed and the minimum types of wetlands that the City must identify, and under federal policy, development should not alter or degrade wetlands without showing that there will be no adverse impacts or net loss of wetlands. These items have been addressed by the City's zoning and development ordinances.

- Doraville's neighborhood parks and extensive tree canopy provide a peaceful residential environment. The City should ensure that there are sufficient provisions in place to protect the residential character of these areas as redevelopment pressures extend further outward in the Atlanta metro region to communities such as Doraville.
- The city has a notable amount of industrial/commercial uses as well as heavy industrial uses within the tank farms area. It is important that city ordinances continue to ensure sufficient buffers are provided adjacent to residential neighborhoods for both safety and quality of life purposes.
- Redevelopment and infill development provide major opportunities, particularly along Buford Highway, near PIB, at Assembly, and downtown. The Comprehensive Plan update can help ensure that as redevelopment opportunities are pursued, the City has the right policies and tools in place to implement the city's vision with new investments in public projects and private developments.
- There is a large amount of impervious surface within and around Doraville due to large surface parking lots and wide highways. These areas contribute to stormwater runoff, erosion, the heat island effect, and air quality. The City has the opportunity to encourage use of greenroofs and other green infrastructure policies and initiatives to mitigate the impacts of impervious services.

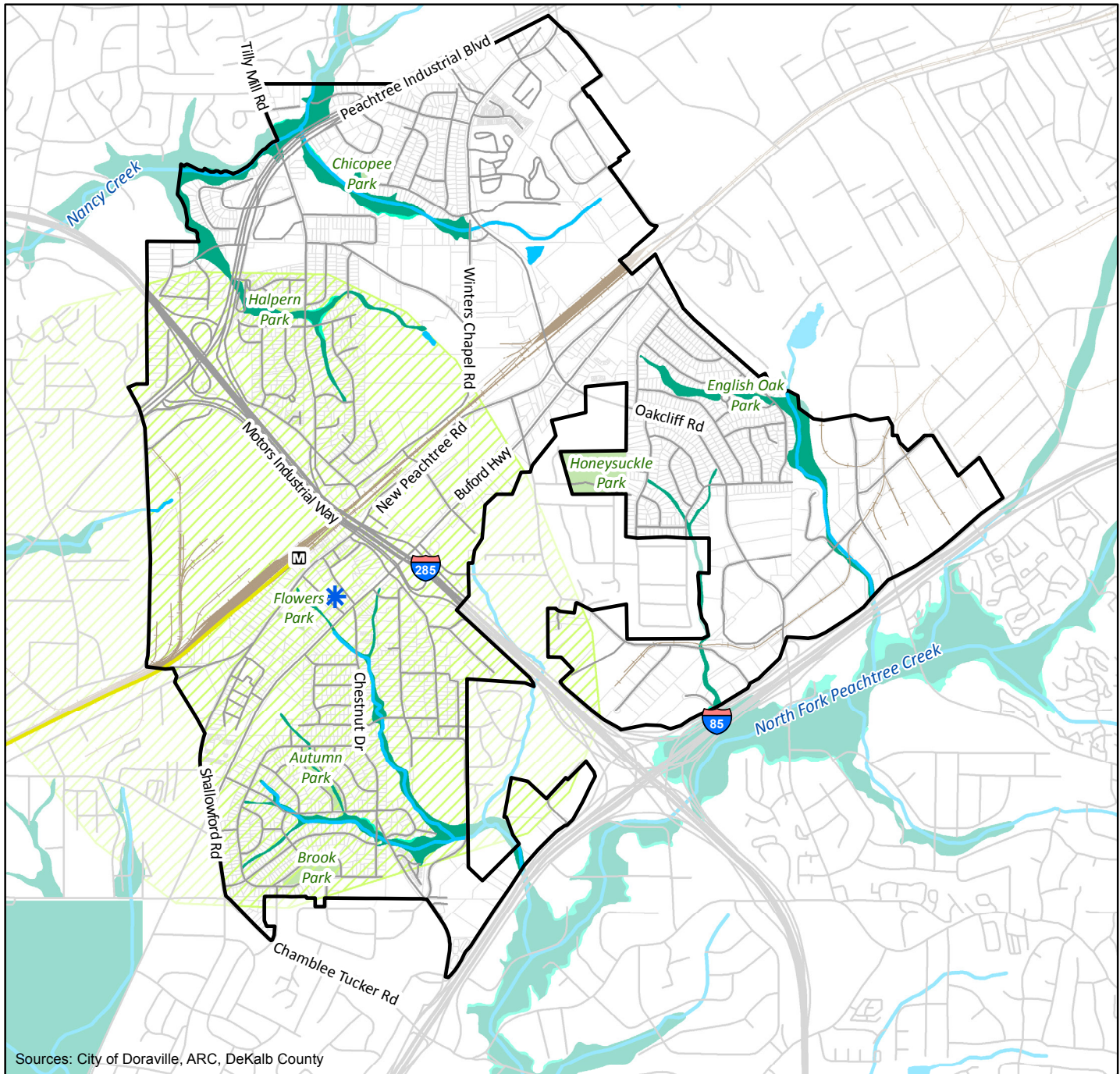


FIGURE B-8: NATURAL FEATURES

- City of Doraville
 - ✳ City Hall
 - M MARTA Station
 - MARTA Gold Line
 - Railroad
 - Expressway
 - Street
 - Parks
 - Water
 - Groundwater Recharge Areas
- Floodplains**
- 100 Year Floodplain
 - 500 Year

Sources: City of Doraville, ARC, DeKalb County

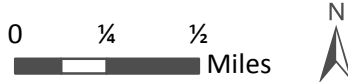
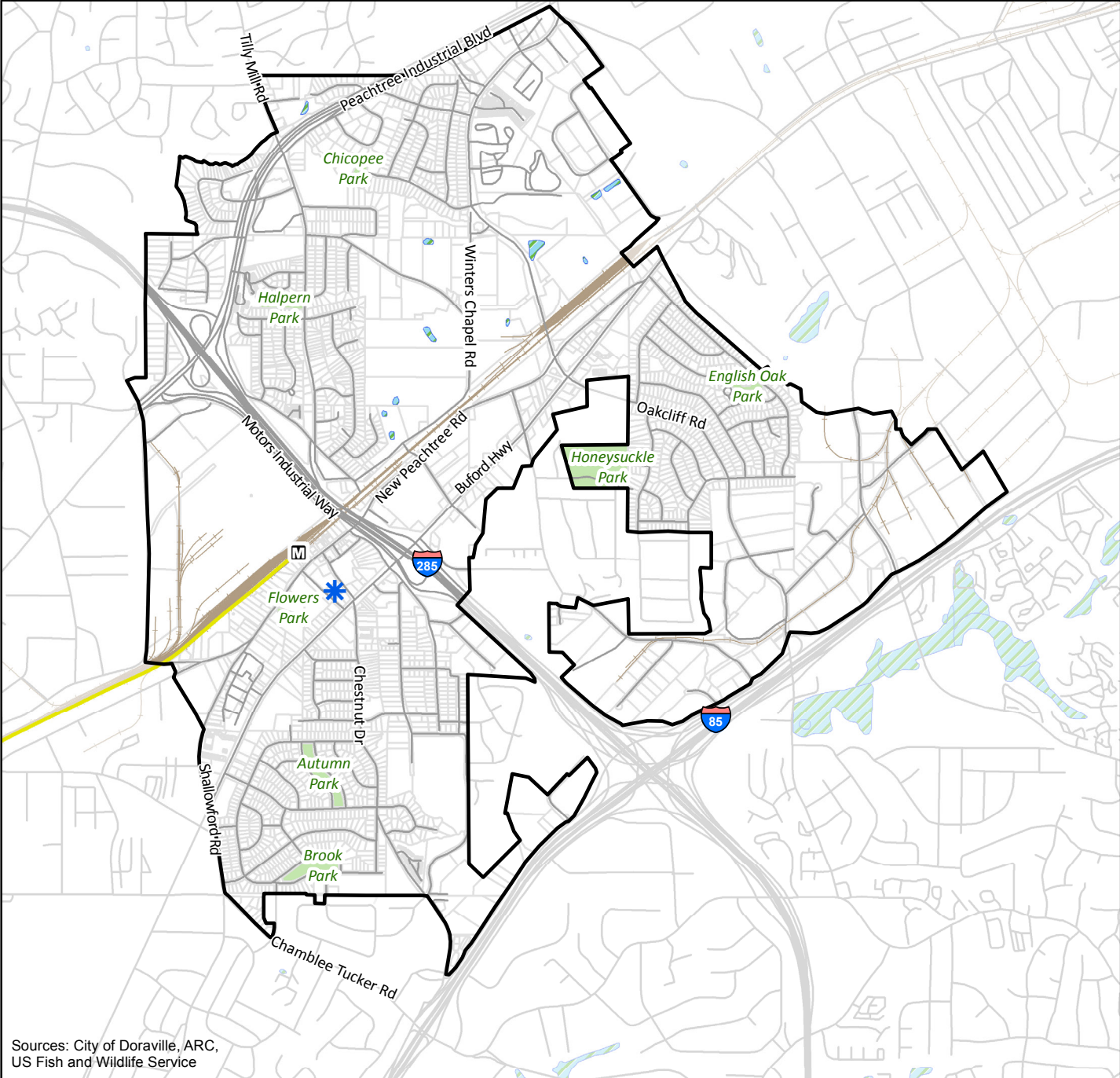


FIGURE B-9: WETLANDS



- City of Doraville
- City Hall
- MARTA Station
- MARTA Gold Line
- Railroad
- Expressway
- Street
- Water
- Wetlands
- Parks

Sources: City of Doraville, ARC, US Fish and Wildlife Service

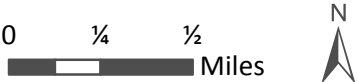
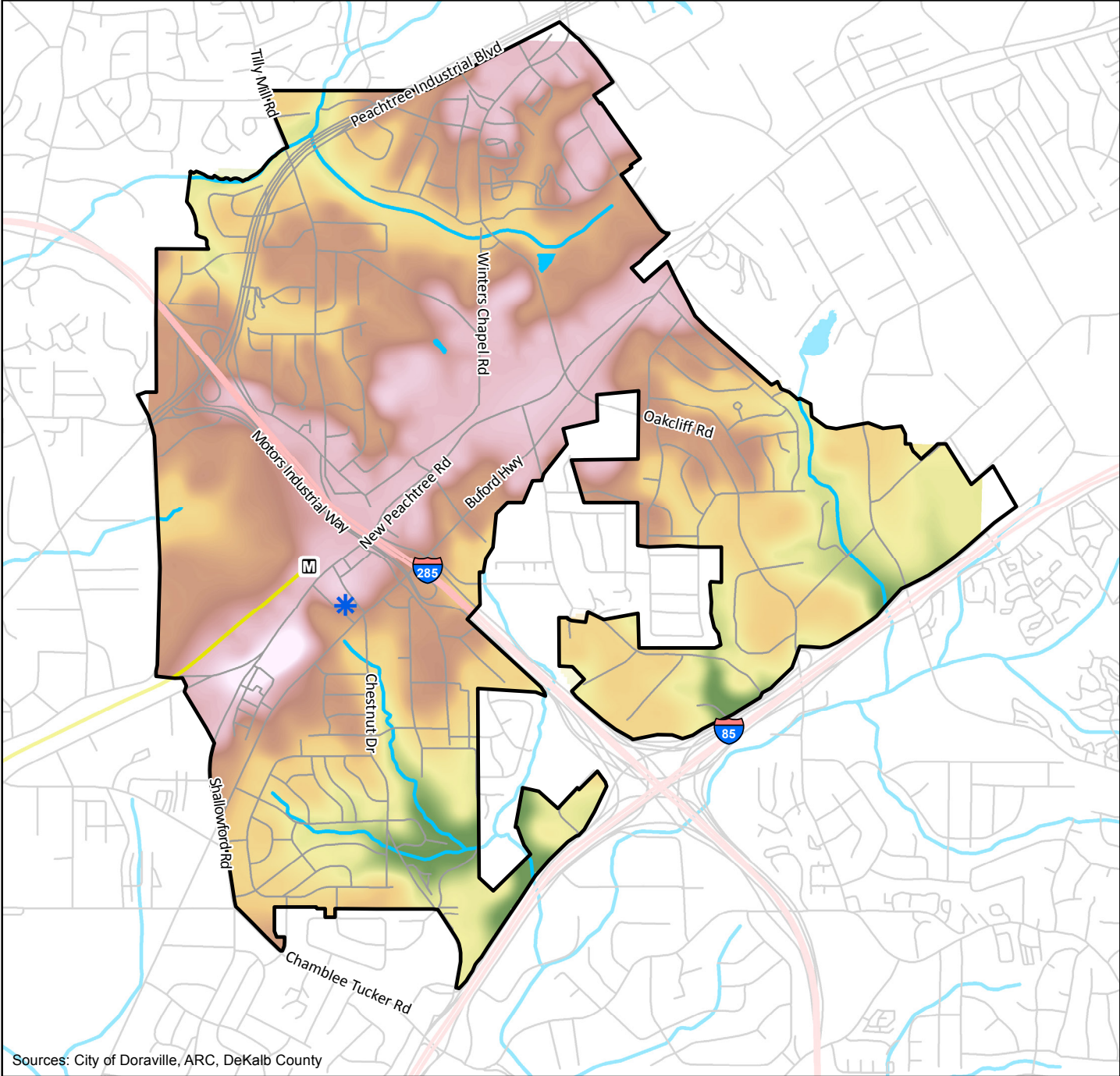


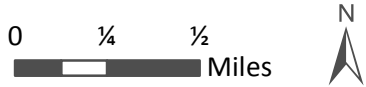
FIGURE B-10: TOPOGRAPHY*



- City of Doraville
 - Parcel
 - City Hall
 - MARTA Station
 - MARTA Gold Line
 - Street
 - Expressway
 - Water
- Elevation**
- High : 330
 - Low : 280

*Measured in meters above sea level

Sources: City of Doraville, ARC, DeKalb County



B.2 WHERE WE LIVE: HOUSING

INTRODUCTION

The variety and mix of housing available in Doraville has a major impact on the way community members interact and on the demands for supportive infrastructure and services. Doraville's housing is primarily low-density in nature, and as an older inner suburb in the Atlanta metro area, much of it is aging and requires regular maintenance to remain in good condition. Within Doraville, there has been limited new residential construction, although developments such as Assembly and Nexus are anticipated to bring new multi-family housing products to the city within pedestrian-oriented mixed-use developments.



Single-family homes are a predominant feature of Doraville's neighborhoods

NEIGHBORHOODS

The majority of Doraville’s housing stock is single-family units organized in residential neighborhoods. Aside from the Northwoods Historic District, one of the first planned neighborhood developments in the state of Georgia, many other older Doraville homes represent the well-established neighborhoods of Oakcliff and Tilly Mill. Multi-family and attached single-family residential developments are scattered throughout these neighborhoods along Winters Chapel Road, Flowers Road, New Peachtree Road, Shallowford Road, Chestnut Drive, Aztec Road, and English Oak Drive. Some signs of infill housing development and teardowns are evident – a trend that is more pronounced in the neighboring cities of Chamblee and Brookhaven.



New single-family homes



Aging multi-family housing



New house in Tilly Mill neighborhood



Housing in the Oakcliff neighborhood

HOUSING TYPES

Doraville possesses a variety of housing types generally consistent with those of DeKalb County on the low-density end. Over half of the housing stock (53 percent) is single-family detached housing. Multi-family developments having between 3 and 19 units comprise 35 percent of the City’s housing stock, while only three (3) percent of the multi-family developments have more than 20 dwelling units. In comparison, multi-family developments with more than 20 dwelling units comprise 22 percent of the city of Chamblee’s housing stock, significantly more than in Doraville. The recent high-density housing development in Chamblee is a product of increased demand for transit-oriented development (TOD), a design practice that is likely to impact Doraville in the future, particularly should the city continue to support urban design and land use policies that encourage walkability. As a transportation hub at the node of major interstates, highways, rail lines, and regional bus service, Doraville is in a unique position to leverage this asset to attract new multi-family and mixed-use developments.

FIGURE B-11: HOUSING TYPES

	Doraville		DeKalb		Georgia		Chamblee	
Total housing units	3,587		305,608		4,114,496		7,099	
1-unit, detached	1,911	53%	172,452	56%	2,733,507	66%	2,621	37%
1-unit, attached	226	6%	20,252	7%	152,236	4%	242	3%
2 units	79	2%	3,843	1%	92,891	2%	285	4%
3 or 4 units	275	8%	12,939	4%	124,198	3%	490	7%
5 to 9 units	314	9%	27,701	9%	209,811	5%	1,023	14%
10 to 19 units	656	18%	31,564	10%	192,336	5%	866	12%
20 or more units	111	3%	34,991	11%	225,071	5%	1,536	22%
Mobile home	15	0%	1,738	1%	381,978	9%	36	1%
Boat, RV, van, etc.	0	0%	128	0%	2,468	0%	0	0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates



Single-family home in the Northwoods neighborhood

AGE OF HOUSING

There have been a limited number of new housing developments in Doraville since the year 1990. The majority of the city's housing stock (70 percent) was built between 1950 and 1979. The cities of Chamblee and Norcross saw significant new investment in housing (over 1000 units, representing over 20 percent of their current housing stock) in the 2000s, yet Doraville received less than 20 percent of that growth (only 176 new units, 5 percent of the city's current housing stock) developed at that time.

FIGURE B-12: AGE OF HOUSING

	Doraville		DeKalb		Georgia		Chamblee	
Total housing units	3,587		305,608		4,114,496		7,099	
Built 2010 or later	7	0%	1,873	1%	41,630	1%	0	0%
Built 2000 to 2009	176	5%	56,425	18%	956,786	23%	1,817	26%
Built 1990 to 1999	214	6%	44,489	15%	874,095	21%	542	8%
Built 1980 to 1989	524	15%	50,603	17%	712,138	17%	782	11%
Built 1970 to 1979	920	26%	55,294	18%	585,123	14%	1,162	16%
Built 1960 to 1969	832	23%	45,617	15%	375,684	9%	1,513	21%
Built 1950 to 1959	747	21%	30,281	10%	260,130	6%	1,107	16%
Built 1940 to 1949	105	3%	10,228	3%	122,557	3%	144	2%
Built 1939 or earlier	62	2%	10,798	4%	186,353	5%	32	0%

Source: 2010-2014 American Community Survey 5-Year Estimates



Multi-family homes



Split-level single-family home

OCCUPANCY

Doraville has maintained a relatively low vacancy rate in comparison to DeKalb County, the state of Georgia, and the cities of Chamblee and Norcross. In 2010, the vacancy rate in Doraville was 8 percent with a 2014 estimate of 11 percent (U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates). Some vacancy in the housing stock allows for healthy movement in the residential real estate market; however, the 3 percent increase in vacancy between 2010 and 2014 suggests that other cities may provide more desirable housing products than Doraville, especially considering Doraville has had little housing construction in recent years.

TENURE

Just over 50 percent of Doraville’s occupied housing units are occupied by owners, slightly lower than the owner occupancy rates of the City of Norcross and DeKalb County, yet notably higher than neighboring City of Chamblee’s 33 percent owner-occupied housing units. Opportunity exists to increase home ownership within the community to better align with DeKalb County and the state of Georgia. Home ownership can contribute to stability in a community by helping sustain long-term residents, the school system, and community social networks.

HOUSEHOLD SIZE

Doraville has a relatively large average household size, averaging more than three people per household in comparison to area jurisdictions. Chamblee and Norcross have smaller average household sizes, just under three members per household, but Doraville’s larger household size may be attributed in part to lower median household incomes that result in the need for individuals to live together and share housing expenses as well as its diverse population comprised of various international cultures that live within the city.

FIGURE B-13: HOUSING OCCUPANCY

	Doraville		DeKalb		Georgia		Chamblee	
Total housing units	2,811		304,968		4,088,801		3,745	
Occupied housing units	2,588	92%	271,809	89%	3,585,584	88%	3,326	89%
Vacant housing units	223	8%	33,159	11%	503,217	12%	419	11%

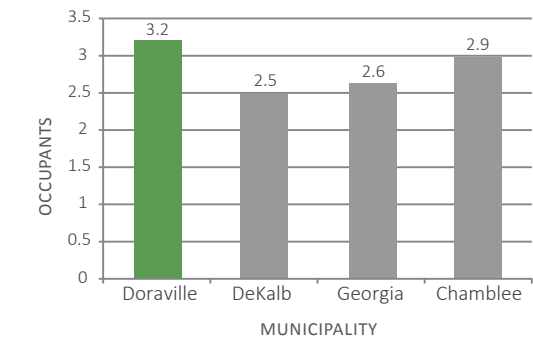
Source: U.S. Census Bureau, 2010 Census, SF1

FIGURE B-14: HOUSING TENURE

	Doraville		DeKalb		Georgia		Chamblee	
Occupied housing units	2,588	100%	271,809	100%	3,585,584	100%	3,326	100%
Owner-occupied	1,384	53%	154,647	57%	2,354,402	66%	1,107	33%
Renter-occupied	1,204	47%	117,162	43%	1,231,182	34%	2,219	67%

Source: U.S. Census Bureau, 2010 Census, SF1

FIGURE B-15: AVERAGE HOUSEHOLD SIZE



Source: U.S. Census Bureau, 2010 Census, SF1

SPECIAL HOUSING NEEDS

COST-BURDENED HOUSEHOLDS

Cost-burdened households are those that spend more than 30 percent of income on housing.

Figure B-16 assesses that 55 percent of owner-occupied households in Doraville are cost-burdened, a significantly higher number than nearby jurisdictions and even the state of Georgia as a whole. Nearly half of the renting population is cost-burdened (48 percent), and while this rate is also high, the statistic is relatively similar in nearby communities as displayed in **Figure B-17**.

HUD PROGRAMS

DeKalb County government oversees evaluation of special housing needs throughout DeKalb County and coordinates U.S. Department of Housing and Urban Development (HUD) funding for housing and community development needs and issues identified within the County's 2014-2018 Consolidated Plan. All municipalities in the county participate in the Consolidated Plan, which addresses allocation of Community Development Block Grants (CDBG), HOME, HOPWA, ESG, and single-family program funding from HUD. Key goals of the DeKalb plan include providing decent housing, a suitable living environment, and economic opportunity.

FIGURE B-16: MONTHLY OWNER COST AS A PERCENTAGE OF HOUSEHOLD INCOME (SMOCAPI)

	Doraville	DeKalb	Georgia	Chamblee
Housing units with a mortgage*	1,114	113,572	1,556,563	1,737
Less than 20.0 percent of income	22%	36%	39%	39%
20.0 to 24.9 percent of income	14%	16%	16%	15%
25.0 to 29.9 percent of income	9%	11%	11%	8%
30.0 to 34.9 percent of income	14%	8%	8%	8%
35.0 percent or more of income	41%	29%	26%	30%

Source: 2010-2014 American Community Survey 5-Year Estimates* Excluding units where SMOCAPI cannot be computed

FIGURE B-17: GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME (GRAPI)

	Doraville	DeKalb	Georgia	Chamblee
Occupied units paying rent*	1,621	110,226	1,149,368	3,372
Less than 15.0 percent of income	13%	10%	11%	10%
15.0 to 19.9 percent of income	12%	11%	12%	14%
20.0 to 24.9 percent of income	15%	12%	12%	18%
25.0 to 29.9 percent of income	12%	12%	11%	15%
30.0 to 34.9 percent of income	8%	9%	9%	6%
35.0 percent or more of income	40%	46%	44%	36%

Source: 2010-2014 American Community Survey 5-Year Estimates* Excluding units where GRAPI cannot be computed

ISSUES AND OPPORTUNITIES

Doraville is targeted for the following goals/needs:

- DeKalb Sustainable Neighborhoods Initiative (DSNI) intends to improve the quality of life in DeKalb County neighborhoods through the development of Quality of Life plans, specifically in the Buford Highway corridor.
- The City will revitalize Flowers Park in support goal #2, “suitable living environment,” gaining \$330,000 in CDBG funds for improvements including park expansion, new sidewalks, landscaping, and renovations to the aquatic center.
- Half a million dollars of CDBG funds were awarded to remediate the former General Motors Plant brownfield in order to facilitate safe redevelopment into Assembly.

The Buford Highway corridor within the cities of Doraville and Chamblee is identified multiple times in DeKalb’s Consolidated Plan as a geographic area targeted for a variety of initiatives, specifically for both revitalization of commercial corridors and furthering of a suitable living environment. Although several of the Consolidated Plan’s initiatives apply countywide such as direct financial assistance to homebuyers, home rehabilitation assistance, and homelessness prevention, they will additionally benefit Doraville’s residents.

OVERCROWDING

Overcrowded housing is defined as having 1.01 or more people per room and severely overcrowded housing is defined as 1.51 or more people per room. Doraville’s amount of overcrowded housing increased from 2.5 percent to 6 percent between 2010 and 2014, however, the amount of severely overcrowded housing decreased from 4.7 percent to 2 percent; despite a general increase in overcrowding, the severity of the overcrowding has decreased.

- No notable new housing development has occurred in Doraville in recent years.
- The housing vacancy rate has increased suggesting that the city may not be meeting housing demands.
- Overcrowded housing continues to be an issue, however it has improved.
- Doraville is likely to see increased interest in infill housing in upcoming years.
- There are a limited number of multi-family housing options in the city. The close proximity of MARTA presents an opportunity to encourage new higher density housing that can facilitate a more walkable community.
- Doraville has a limited assortment of multi-family housing products, with almost no mixture of owner and renter options and sizes of dwellings (e.g. studio, one-bedroom, two-bedroom, three-bedroom, four-bedroom, etc.). Envisioning and identifying areas of the city appropriate for different types of multi-family dwellings can help establish a strong foundation for appealing to a variety of community members.
- Gentrification will likely be an issue confronting Doraville in the next several years, as redevelopment increases property values and associated taxes, particularly since the city already has a high number of cost-burdened owner-occupied and renter-occupied housing units.

FIGURE B-18: OCCUPANTS PER ROOM, OCCUPIED HOUSING UNITS

	Doraville		DeKalb		Georgia		Chamblee	
Occupied housing units	3,200		264,120		3,540,690		5,890	
1.00 or less	2,933	92%	256,983	97%	3,454,941	98%	5,415	92%
1.01 to 1.50	191	6%	5,338	2%	64,843	2%	369	7%
1.51 or more	76	2%	1,799	1%	20,906	1%	106	1%

Source: 2010-2014 American Community Survey 5-Year Estimates

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B.3 WHO WE ARE: DEMOGRAPHICS

INTRODUCTION

The characteristics of the Doraville population have a defining impact on the unique needs of its people and provide valuable insight on the services, initiatives, and policies that the City may further pursue. Over time, Doraville has seen significant changes in its population, beginning as an agricultural community in the late 19th and early 20th century, growing to a blue collar community catalyzed by the General Motors Plant and new housing development in the mid-20th century, and transforming to today's highly diverse community with a significant immigrant population comprised largely of Asians and Hispanics.

Doraville includes a mix of long-time residents and newcomers seeking the unique environment that the city offers today. As new development like Assembly and Nexus occurs, the diversity of backgrounds and viewpoints of the population will continue to evolve.

Demographic studies highlight overall population characteristics, including population trends, racial makeup, age distribution, and income/poverty status. Data sources include the City of Doraville 2005-2025 Comprehensive Plan, the U.S. Census Bureau's 2000 and 2010 Census, Annual Population Estimates, and 2010-2014 American Community Survey 5-Year Estimates.



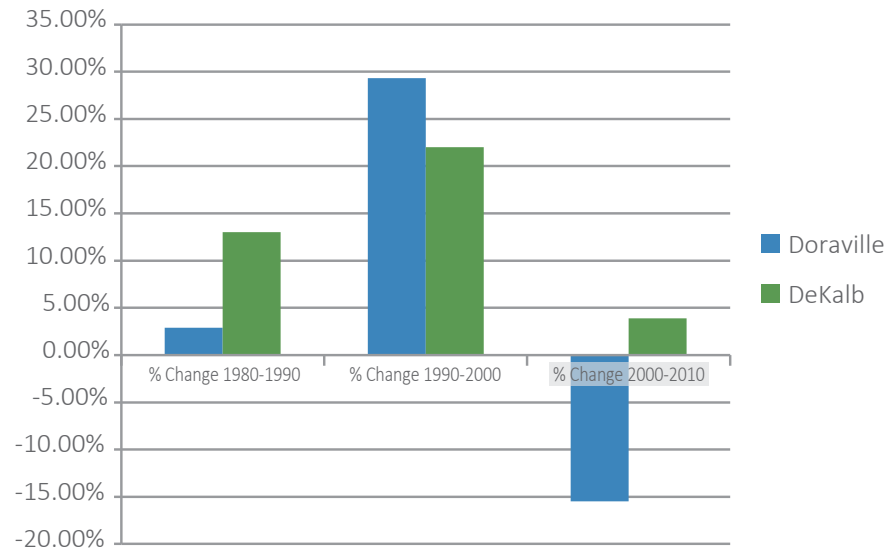
POPULATION SIZE AND GROWTH

The City of Doraville has maintained a relatively stable population over the last several years. The U.S. Census initially showed a drop in the population between 2000 and 2010; however, adjustments made by the U.S. Census Bureau Annual Estimates Program found the population to have actually increased from 9,862 to 10,337 people between the 2000 Census and 2010 population estimates. This change equates to a 5 percent increase in the population between 2000 and 2010. During that same time period, the nearby cities of Chamblee and Norcross saw a 63 percent and 81 percent population increase, respectively. The up-tick in population in those communities resulted primarily from annexation of residential areas.

Recent population estimates show that the Doraville population has grown at a steady rate (4 percent), comparable to DeKalb County and adjacent Chamblee. Norcross has experienced higher growth, likely also due to annexations, and some new housing development in the city.

In 2014, the U.S. Census Bureau estimated Doraville’s population at 10,714.

FIGURE B-19: POPULATION CHANGE



Source: U.S. Census Bureau Annual Estimates



Kids playing at Honeysuckle Park



A local event brings the Doraville community together

POPULATION PROJECTIONS

A future increase in the population of Doraville could be a result of multiple factors. The redevelopment of existing property that either increases residential density or allows for mixed-use with a significant residential component will likely have the largest impact. Assembly and Nexus are anticipated to add a significant number of housing units to Doraville. At full buildout, Assembly is projected to add approximately 4,300 dwelling units, while Nexus proposes to add approximately 500 dwelling units. Both developments will offer a wide range of dwelling sizes and number of bedrooms per dwelling. An expanded employment sector in Doraville and the metro region coupled with new residential developments will increase the city's population and thus the city's tax base.

FIGURE B-20: RECENT POPULATION GROWTH ESTIMATES

	2010	2011	2012	2013	2014	% Change 2010-2014
Doraville	10,337	10,411	10,548	10,627	10,714	4%
Chamblee	15,530	15,642	15,846	15,984	16,112	4%
DeKalb	692,574	697,953	708,304	714,935	722,161	4%

Source: U.S. Census Bureau, Population Division, Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2014

RACE

As of the 2010 Census, the Doraville population was 44 percent white with a wide range of diversity rounding out the remainder of the population, including 18 percent Asian, 10 percent black or African American, and 24 percent other races. The percentage of Doraville’s population that is black or African American is notably less than DeKalb County, the state of Georgia, and Norcross. Alternatively, the city has a significant Asian population when compared to nearby communities and the U.S. as a whole (which was 5.5 percent Asian in 2010 compared to Doraville’s nearly 18 percent). Chinese is the largest cultural group represented within the Doraville’s Asian population.

FIGURE B-21: RACIAL MAKEUP

	Doraville		DeKalb		Georgia		Chamblee	
Total population	8,330	100%	691,893	100%	9,687,653	100%	9,892	100%
One Race	8,046	96.6%	675,381	97.6%	9,480,164	97.9%	9,482	95.9%
White	3,664	44%	230,156	33.3%	5,787,440	59.7%	4,465	45.1%
Black or African American	797	9.6%	375,725	54.3%	2,950,435	30.5%	697	7%
American Indian and Alaska Native	96	1.2%	2,479	0.4%	32,151	0.3%	206	2.1%
Asian	1,472	17.7%	35,426	5.1%	314,467	3.2%	795	8.0%
Asian Indian	195	2.3%	10,531	1.5%	96,116	1%	159	1.6%
Chinese	541	6.5%	6,051	0.9%	45,849	0.5%	141	1.4%
Korean	104	1.2%	3,559	0.5%	52,431	0.5%	81	0.8%
Vietnamese	301	3.6%	4,831	0.7%	45,263	0.5%	179	1.8%
Other Asian [1]	307	3.7%	8,744	1.3%	49,227	0.5%	196	2%
Some Other Race	2,003	24%	31,253	4.5%	388,872	4%	3,316	33.5%
Two or More Races	284	3.4%	16,512	2.4%	207,489	2.1%	410	4.1%

Source: U.S. Census Bureau, 2010 Census, SF1

FOREIGN-BORN POPULATION

Nearly half of Doraville’s population is estimated to be foreign-born. Neighboring Chamblee and nearby Norcross also have notable foreign-born populations, but less than Doraville. The majority of foreign-born members of the Doraville population are from Latin America; this group makes up an estimated 37 percent of the overall foreign-born population while the next largest group (9 percent) is from Asia. Doraville’s makeup is the most diverse of all compared jurisdictions.

FIGURE B-22: FOREIGN-BORN POPULATION BY CONTINENT OF ORIGIN

	Doraville		DeKalb		Georgia		Chamblee	
Total Population	10,513		707,185		9,907,756		15,385	
Total Foreign Born	5,127	49%	115,404	16%	962,736	10%	6,036	39%
Europe	45	0%	7,753	1%	89,614	1%	215	1%
Africa	198	2%	20,301	3%	79,119	1%	182	1%
Asia	991	9%	33,087	5%	266,235	3%	1,125	7%
Latin America	3,882	37%	52,659	7%	507,510	5%	4,479	29%
North America	8	0%	1,395	0%	17,448	0%	19	0%
Oceania	3	0%	209	0%	2,810	0%	16	0%

Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

ETHNICITY

Nearly 50 percent of the Doraville population is Hispanic, with nearly 60 percent of this group of Mexican descent. By comparison, less than 10 percent of both DeKalb County's and the state of Georgia's population is Hispanic. Doraville's large Hispanic population resides predominately along the I-85 and Buford Highway corridors. The nearby cities of Brookhaven, Chamblee, and Norcross also have significant Hispanic populations also along these corridors.

FIGURE B-23: ETHNIC MAKEUP

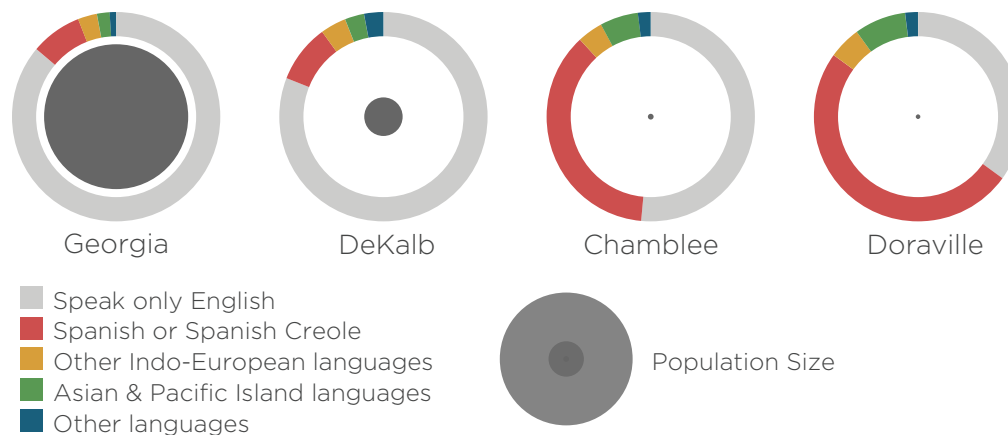
	Doraville	DeKalb	Georgia	Chamblee
Total population	100%	100%	100%	100%
Hispanic or Latino (of any race)	49.4%	9.8%	8.8%	58.5%
Mexican	28.2%	5.4%	5.4%	17.6%
Puerto Rican	0.8%	0.6%	0.7%	0.5%
Cuban	0.6%	0.3%	0.3%	0.3%
Other Hispanic or Latino [5]	19.9%	3.5%	2.4%	40.1%
Not Hispanic or Latino	50.6%	90.2%	91.2%	41.5%

Source: U.S. Census Bureau, 2010 Census, SF1

LANGUAGE SPOKEN AT HOME

Another important characteristic of the Doraville community is the percentage of population who speaks a language other than English at home. An estimated 65 percent speaks another language at home, and of that group, an estimated 50 percent speak Spanish or Spanish Creole and another 8 percent speak an Asian or Pacific Island language.

FIGURE B-24: LANGUAGES SPOKEN AT HOME

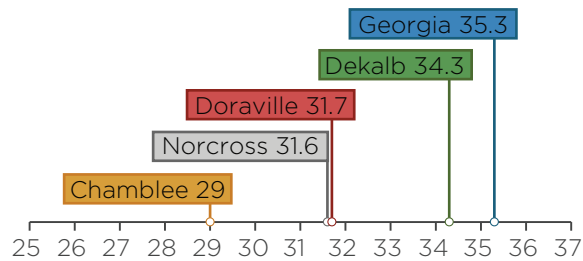


Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

AGE

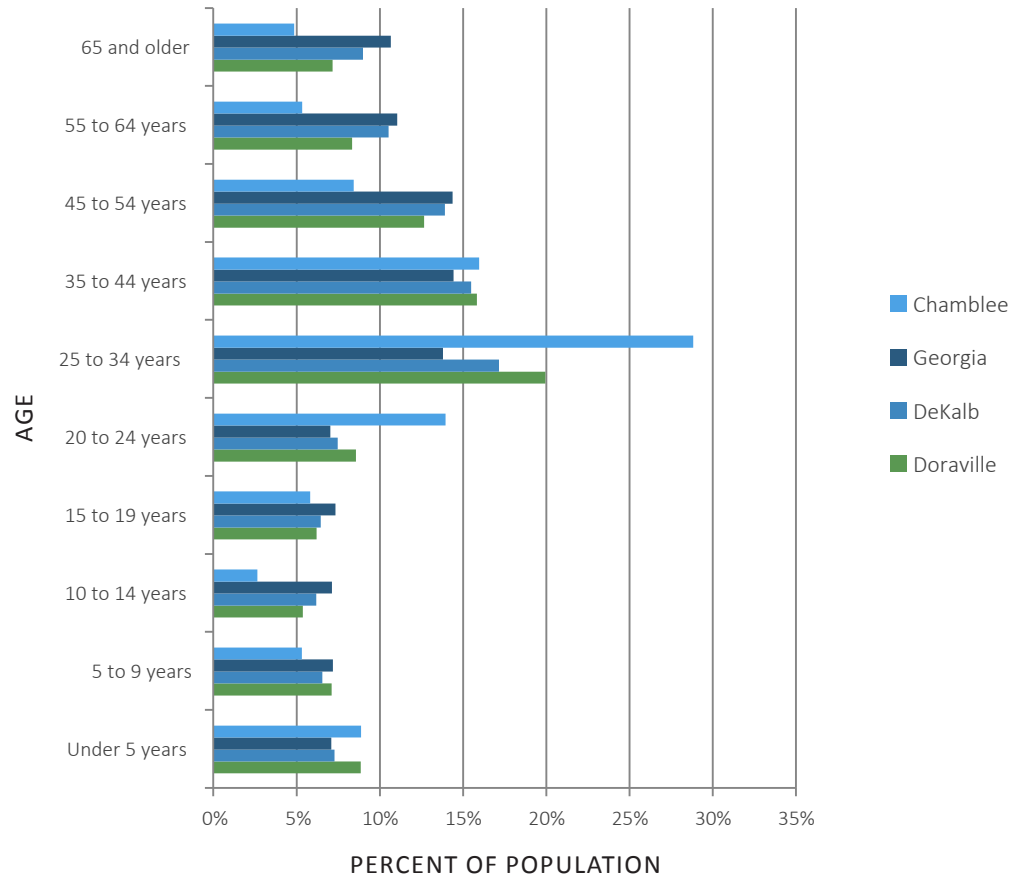
The median age of Doraville residents is 31.7 years old, an age younger than the median age of both DeKalb County residents and the state of Georgia. Doraville and Norcross have a similar median age while the average Chamblee resident is almost three years younger. The overall distribution of ages in the city varies (see **Figure B-26**). Roughly 58 percent of the population falls into prime working ages between 25 and 64 years old. Within that group, 25- to 34-year-olds make up the largest group (20 percent). Of the compared jurisdictions, only Chamblee has a higher percentage of residents within this age group (29 percent). Young children (under 5 years old) and young adults (20-24 year olds) also comprise a notable percentage of the population, at 9 percent each.

FIGURE B-25: MEDIAN AGE



Source: U.S. Census Bureau, 2010 Census, SF1

FIGURE B-26: AGE DISTRIBUTION



Source: U.S. Census Bureau, 2010 Census, SF1

INCOME & POVERTY STATUS

The median household income in Doraville is \$42,407 according to 2010-2014 American Community Survey estimates, which is notably lower than Chamblee, DeKalb County, and the state of Georgia, all having a median income of approximately \$50,000. The U.S. median household income in 2014 was \$53,657, higher than all compared jurisdictions (see **Figure B-27**). Doraville’s poverty rate is 25 percent for both families and individuals, a statistic much lower in Chamblee, DeKalb County overall, and the whole state of Georgia.

FIGURE B-27: MEDIAN HOUSEHOLD INCOME

Doraville	DeKalb	Georgia	Chamblee
42,407	50,799	49,342	50,209

Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

FIGURE B-28: POVERTY STATUS

	Doraville	DeKalb	Georgia	Chamblee
Persons	25%	20%	19%	24%
Families	25%	15%	14%	20%

Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

ISSUES AND OPPORTUNITIES

- Leverage the diversity of the foreign-born population to host unique events and offer programs that build upon native cultures of the city’s residents.
- A high percentage of the population speaks another language at home, posing the need for English as a Second Language (ESL) programs at local schools and other ESL training for adults.
- There exists a need for increasing space in schools due to the high percentage of young children.
- Consider ways to connect residents to educational training and/or pursue higher paying jobs within the city to provide opportunities to increase pay.
- The city has a relatively high poverty rate at 25 percent – an issue that should be considered in governmental priorities.
- The city’s diverse demographic groups have differing needs and priorities that should be considered in conjunction with one another.
- Because Doraville has a strong immigrant presence, it is likely that the population figures provided by the U.S. Census Bureau are not wholly reflective of all of those living in the community.
- As new multi-family and mixed-use developments are constructed, increasing property values will potentially cause gentrification.

B.4 HOW WE ARE CONNECTED: TRANSPORTATION

INTRODUCTION

The City of Doraville is a diverse community with a variety of transportation options, including access to heavy-rail transit, regional bus service, interstate highways and major arterials, and a growing sidewalk system. Doraville is positioned to benefit greatly from its transportation assets as development continues and further local and regional transportation improvements are made. The following discussion provides assessment of current transportation assets and initiatives, reviewing elements of the DeKalb County *Comprehensive Transportation Plan* and ARC's *Regional Transportation Plan* that are relevant to the City of Doraville.



Buford Highway

ROADWAY NETWORK

Doraville's two primary arterial roadways, Buford Highway (US-23) and PIB (SR-141), enhance the city's regional access, providing connections to I-285, I-85, and alternative north-south routes within the heart of the Atlanta region. Buford Highway maintains six lanes of traffic plus a center turn lane at a speed limit of 35 miles per hour. PIB has six lanes of traffic in addition to a center median inside I-285, expanding to an elevated, eight-lane highway outside I-285. Speed limits on PIB are 45 miles per hour south of I-285 and 55 miles per hour north of I-285.

In addition to the arterials, multiple local collector roadways serve the city. Oakcliff Road, Winters Chapel Road, Tilly Mill Road, and Flowers Road all provide north-south connectivity outside I-285, while Chestnut Drive and Shallowford Road provide north-south connectivity inside I-285. New Peachtree Road serves as the primary east-west collector, providing access to the Doraville government campus and MARTA transit station and bus depot. The road carries four lanes of traffic plus a center turn lane today, but will begin construction to convert to two lanes to on-street parking, wider sidewalks, street trees, and bicycle lanes in 2017. Motors Industrial Way provides collector access between high-capacity PIB and Buford Highway, eventually serving as an entrance to Assembly.



The Doraville MARTA station is an important transportation hub in the city

TRANSIT NETWORK

Doraville’s transportation system is bolstered by access to MARTA’s heavy rail Gold Line. The Doraville MARTA Station is located on New Peachtree Road inside I-285, accessible from Shallowford Road and from Buford Highway via Park Avenue or Central Avenue. Access to the station from the northwest is more difficult because MARTA rail is located alongside active Norfolk Southern rail. Rail crossings are located at Motors Industrial Way to the north of the station and Chamblee Dunwoody Road to the south, in the city of Chamblee. Assembly intends to extend Park Avenue underneath the rail lines to provide direct access to the MARTA station.

In addition to heavy rail, Doraville is served by multiple regional bus lines provided by MARTA, Gwinnett County Transit (GCT), Georgia Regional Transportation Authority (GRTA), and private Royal Bus Lines. Doraville is well-served by bus transit, with MARTA stops spaced frequently along the area’s arterial and collector roadways. All MARTA bus routes connect to MARTA’s heavy rail Gold Line at Doraville Station, which further extends the regional connectivity all the way to Hartsfield-Jackson Atlanta International Airport. GCT and GRTA also provide connecting bus routes to Doraville Station, allowing commuters from Gwinnett County and other suburbs to access MARTA rail. Royal Bus Lines operates private minibuses along Buford Highway from Lindbergh Station in Atlanta to Doraville Station, utilizing existing MARTA bus stops, offering cheaper fares, more frequent service, and bilingual drivers. **Figure B-29** lists Doraville routes by operator and **Figure B-32** displays all existing MARTA routes in and near Doraville. **Figure B-33** shows regional transit routes from GCT and GRTA.

FIGURE B-29: BUS ROUTES BY OPERATOR

Operator	Bus Route Number	Bus Route Name	Frequency
GRTA	408	Doraville to Johns Creek Parkway	M-F AM: 2 SB trips & 4 NB trips. PM: 4 SB trips & 2 NB trips.
GRTA	428	Panola Road to Perimeter Center	M-F AM: 4 WB trips. PM: 4 EB trips.
GCT	10a/b	Sugarloaf Mills to Gwinnett Place to Doraville Station via Satellite Boulevard, Buford Hwy, and Beaver Ruin Road	M-F & Sat; all day bidirectional service
GCT	20	Norcross to Indian Trail-Lilburn Road/ Singleton Road/Graves Road Corridors to Doraville Station	M-F & Sat; all day bidirectional service
GCT	35	Peachtree Corners to Norcross to Doraville Station	M-F & Sat; all day bidirectional service
MARTA	103	Peeler Rd/N Shallowford Rd	Mon-Sun; all day bidirectional service
MARTA	104	Winters Chapel Road	Mon-Sun; all day bidirectional service
MARTA	124	Pleasantdale Rd	Mon-Sun; all day bidirectional service
MARTA	126	Northlake/Chamblee	Mon-Sun; all day bidirectional service
MARTA	25	Peachtree Industrial Blvd./Johnson Ferry	Mon-Sun; all day bidirectional service
MARTA	39	Buford Highway	Mon-Sun; all day bidirectional service
MARTA	47	I-85 Access Rd/Briarwood Rd	Mon-Sun; all day bidirectional service

* Royal Bus Lines provides additional bus service utilizing MARTA stops along Buford Highway from Lindbergh Station to Doraville Station

Source: GRTA, GCT, MARTA, Wikipedia

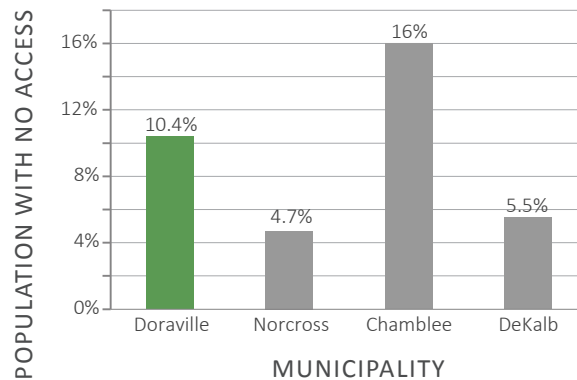
Pedestrian access to and from Doraville Station is hindered by the auto-centric character of surrounding roadways. New Peachtree Road is equipped with sidewalks; however, pedestrian traffic towards Doraville Station from two-thirds of Doraville’s neighborhoods must cross Buford Highway and utilize local connectors such as Chestnut Drive that have inconsistent sidewalk facilities. While pedestrian facilities along major corridors such as Buford Highway have expanded in recent years, concerns over pedestrian safety and access remain due to the high travel speeds, large block sizes, and lack of pedestrian crosswalks along the corridor. Given the imminent arrival of multiple large-scale mixed-use developments in Doraville, further pedestrian improvements on these facilities must remain a priority.

The area’s regional transit options benefit Doraville’s significant auto-free community greatly. This segment of the population, mostly comprised of immigrants, will continue to grow as these services expand. Doraville has twice the percentage of workers with no access to a vehicle than DeKalb County. Pedestrian safety and connectivity needs, as well as those of bicyclists, will remain critical to Doraville’s success as it continues to develop.

NON-TRADITIONAL TRANSIT

The diverse immigrant population of Doraville and the multi-cultural nature of the Buford Highway corridor create an environment that fosters alternative transportation options not available in other parts of the Atlanta region. In addition to public transportation services, Buford Highway is also served by private shuttle and jitney services. These services make use of minibuses which pick up riders at any MARTA stop or other major locations, such as the Buford Highway Farmers Market, and transport them anywhere along the Buford Highway corridor. These services are often cheaper than MARTA, have more flexible schedules than MARTA, and are operated by drivers who speak Spanish and other languages helpful to the local immigrant community. Further study of these services is necessary to integrate them more directly into the community; however, their operation is extremely beneficial to local residents and should be supported as new multi-family and mixed-use development are constructed in Doraville.

FIGURE B-30: WORKERS WITHOUT VEHICLE ACCESS



Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

FIGURE B-31: ACCESS TO VEHICLES FOR WORKER

	Doraville	Chamblee	DeKalb
Workers over 16	5,265	9,091	327,763
No vehicle available	548	1455	18,027
Percent of workers with no vehicle available	10.4%	16.0%	5.5%

Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

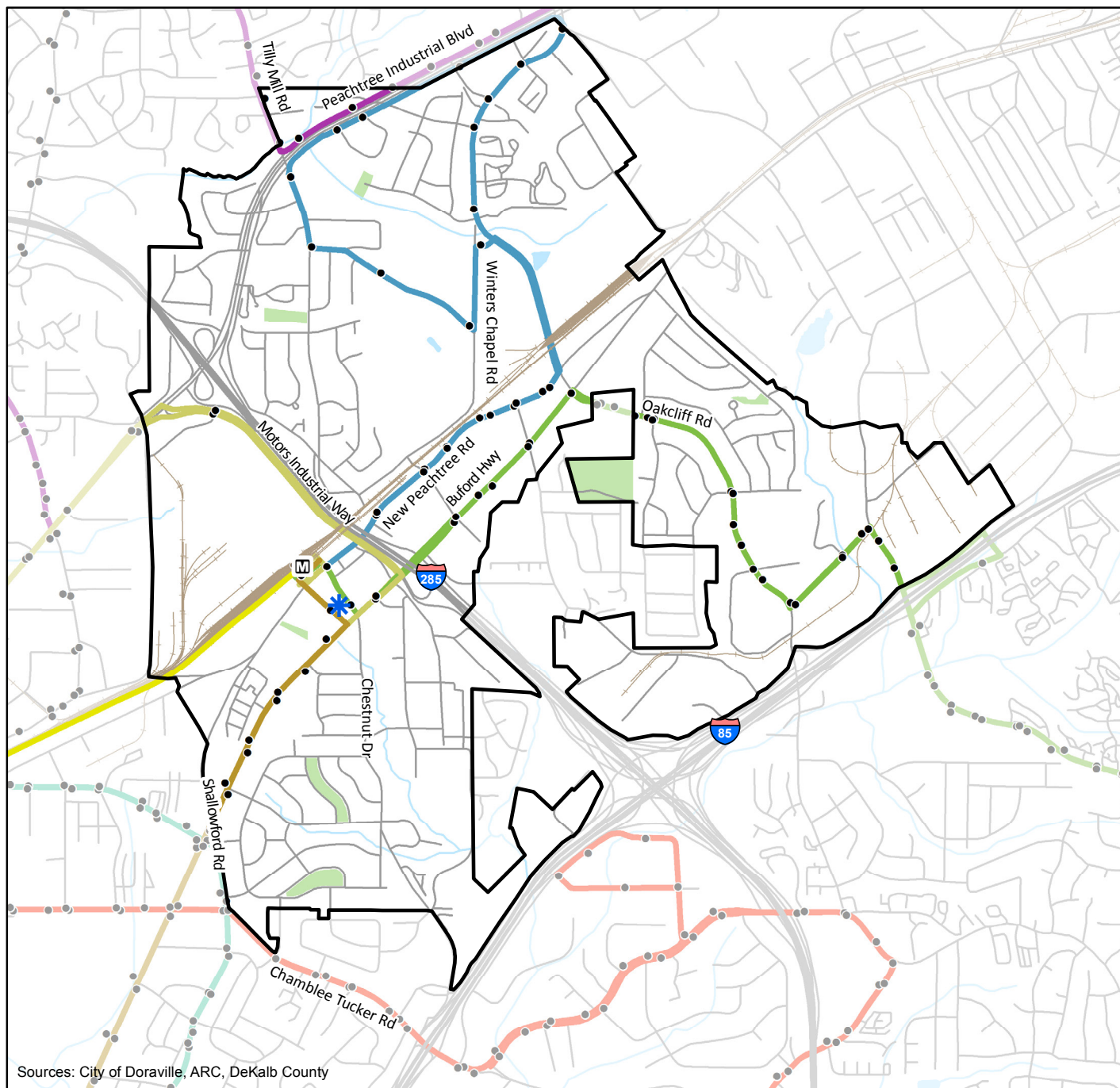


FIGURE B-32: EXISTING MARTA BUS ROUTES

- City Hall
- Street
- Railroad
- Water
- Parks
- MARTA Station
- MARTA Gold Line
- Bus Stop

MARTA Bus Routes

- 103
- 104
- 124
- 126
- 25
- 39
- 47

Sources: City of Doraville, ARC, DeKalb County

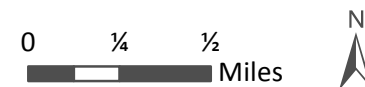
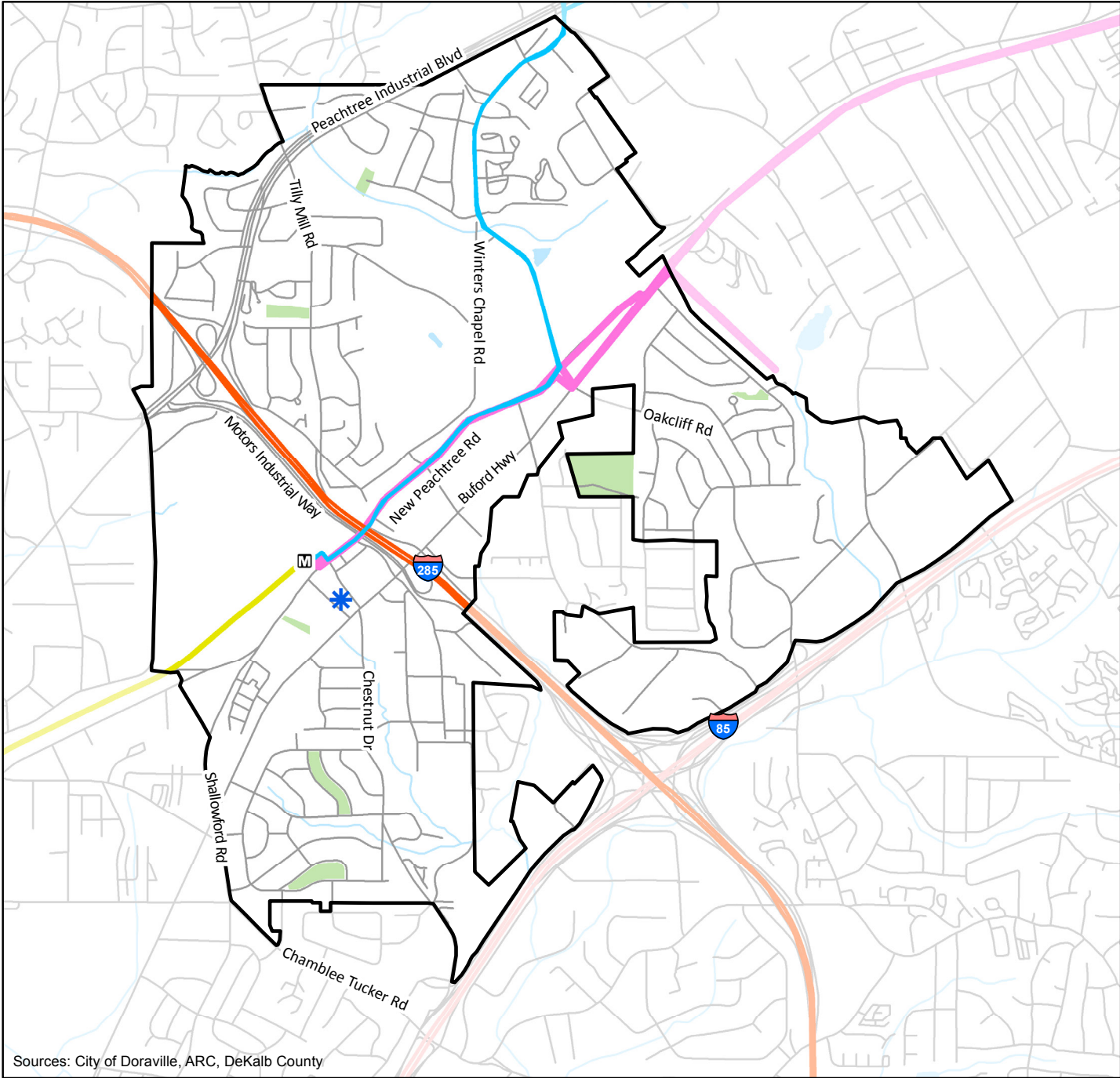
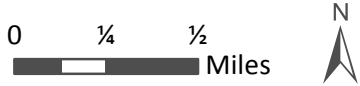


FIGURE B-33: EXISTING REGIONAL BUS TRANSIT BEYOND MARTA



- City of Doraville
- City Hall
- Street
- Expressway
- Water
- Parks
- MARTA Station
- MARTA Gold Line
- GRTA and GCT Routes**
- GRTA Xpress, 408
- GRTA Xpress, 428
- GCT, 10a, 10b, 20, 35



Sources: City of Doraville, ARC, DeKalb County

PREVIOUSLY PLANNED REGIONAL & COUNTY PROJECTS

Doraville’s projected population and employment growth will generate increased transportation activity. The resulting increase in congestion will be mitigated by multiple regional and county projects that are already integrated into the Atlanta Regional Commission’s (ARC’s) *Regional Transportation Plan (RTP)* and the DeKalb County *Comprehensive Transportation Plan (CTP)*. The RTP is the primary planning document for regional transportation improvements in the Atlanta metropolitan area. Given the regional importance of several of Doraville’s transportation assets, the RTP includes several significant transportation upgrades for the Doraville roadway network. **Figures B-34** and **B-35** displays all transportation projects within and near Doraville currently scheduled in the RTP.

FIGURE B-34: ARC REGIONAL TRANSPORTATION PLAN (RTP) PROJECTS

Project	Description
SR 141 Southbound Improvements	Sponsored by the City of Peachtree Corners, this project is programmed for a network year of 2020. It will add a southbound travel lane between Jimmy Carter Boulevard and I-285. This project will increase capacity on Peachtree Industrial Boulevard, making it an even more significant automobile corridor. While this will add traffic to Doraville, it may draw vehicles away from the more vibrant commercial corridors of Buford Highway and New Peachtree Road.
New Peachtree Road Bicycle and Pedestrian Improvements	This Doraville-sponsored project will reduce New Peachtree Road, near the town center, from five to three lanes. The new design will include a center turn lane, bidirectional bike lanes, ADA improvements, and other streetscaping amenities. This is part of a larger push to turn New Peachtree Road into a multimodal, streetscaped corridor that can serve as the heart of Doraville. This project serves as the beginning of this long-term push towards increased walkability and multimodal access and should be prioritized by the City. It is programmed for a network year of 2020.
I-285 North Managed Lanes and Collector/Distributor System	This project is sponsored by GDOT and classified as Long Range, with a network year of 2030. It is part of the broader Revive 285 initiative which includes significant multimodal improvements to the I-285 area. This project will implement a managed lane system similar to that seen on I-85 along the I-285 North corridor. It will also establish collector/distributor roadways, similar to existing collectors such as Motors Industrial Way, along the length of the corridor, allowing users to travel the I-285 corridor without directly entering the Interstate system.
SR 141 Widening	This project will widen Peachtree Industrial Boulevard from four to six lanes between Johnson Ferry Road and I-285. As Peachtree Industrial Boulevard is the most congested arterial corridor in the Doraville area, the City stands to benefit significantly from this project. Adding capacity here will allow Buford Highway and New Peachtree Road to shift to more multi-modal designs while automobile traffic increases on Peachtree Industrial Boulevard. The project is currently listed as aspirational, and is not programmed.
Revive 285 High Capacity Rail Service	This project, also part of the Revive 285 initiative, proposes a rail transit service which extends from Dunwoody Station to Doraville Station, or from Dunwoody Station to downtown Norcross, traveling along the I-285 corridor. If a high speed rail connection between Doraville and Dunwoody was created it would significantly enhance Doraville’s already strong transit options, facilitating further density and mixed use development. This project is not funded and is considered aspirational.
Northeast Corridor Heavy Rail Extension	This project, listed as aspirational, would extend MARTA’s Gold Line to downtown Norcross. This would further enhance Doraville’s transit options and provide more residents of the region access to Doraville’s mixed use and commercial centers.
Northeast Corridor Commuter Rail	This project is part of a broader regional commuter rail initiative. This segment of the commuter rail extends from the proposed downtown Atlanta multimodal transportation center to Sugar Hill, Georgia. Stop locations are not determined, but a stop at Doraville is a possibility. This proposed service would provide excellent access for Doraville residents to downtown Atlanta, offering high speed rail service with limited stops on the way to downtown. This project is not funded and is considered aspirational.
I-85 North Managed Lanes Collector/Distributor System	Similar to the I-285 project, this project will expand the existing managed lanes and extend and connect the collector/distributor roadways (frontage roads) that exist along much of I-85 inside the perimeter. It is not funded and is considered aspirational.

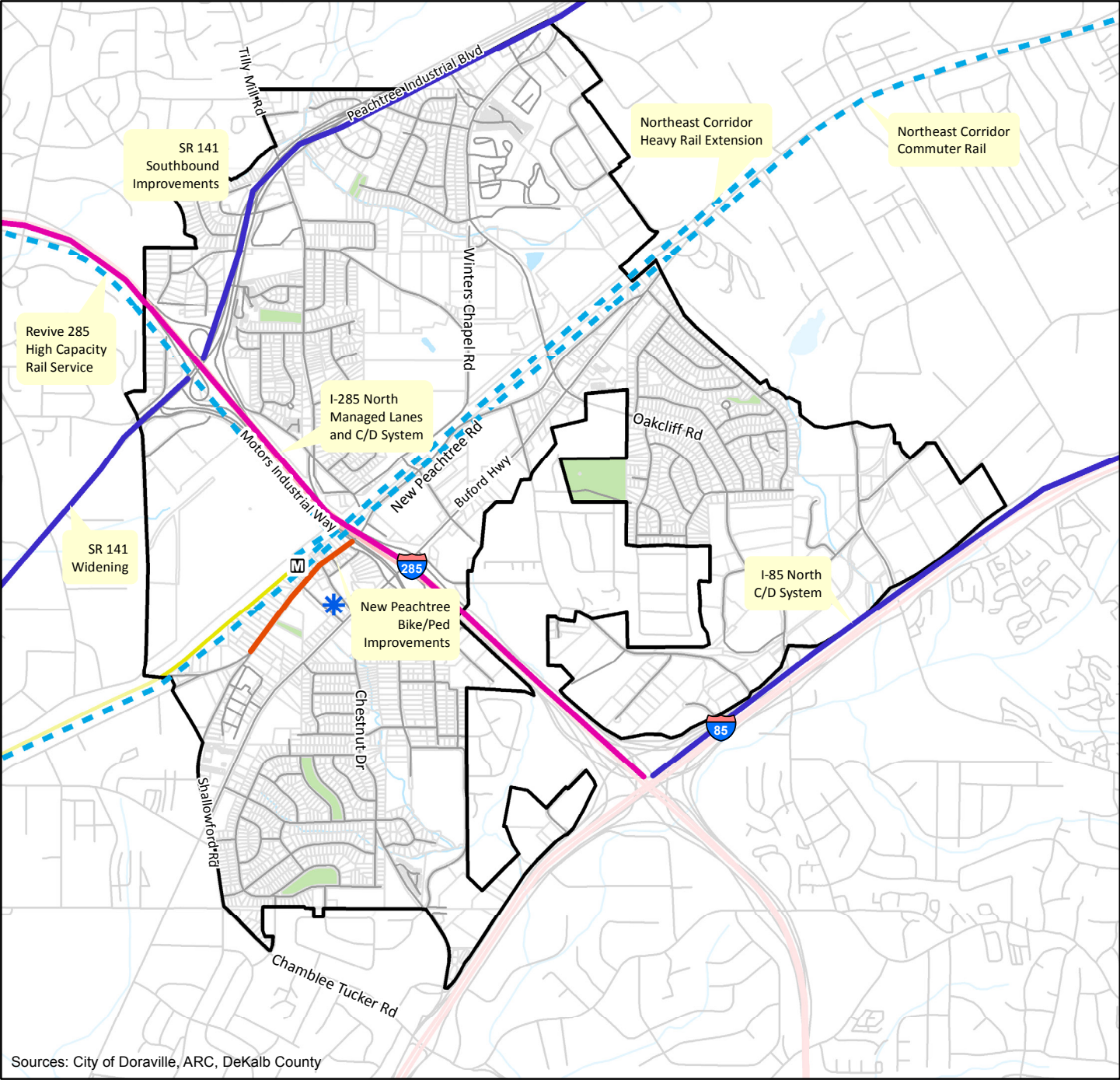
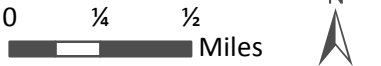
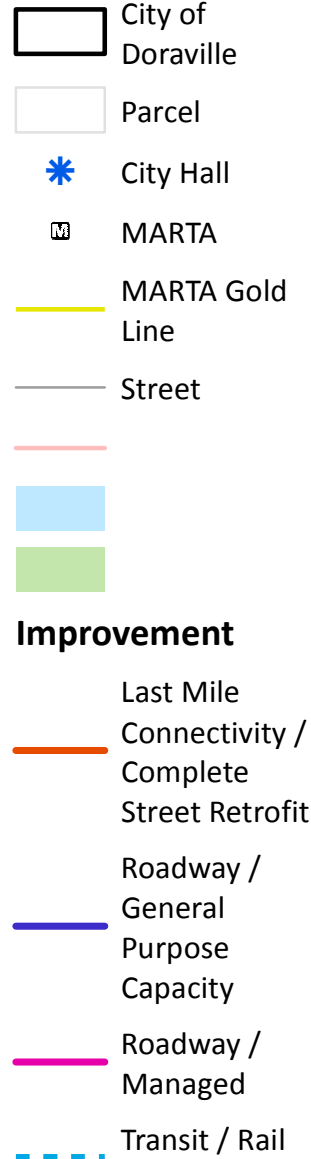


FIGURE B-35: PLANNED AND PROGRAMMED ARC RTP IMPROVEMENTS



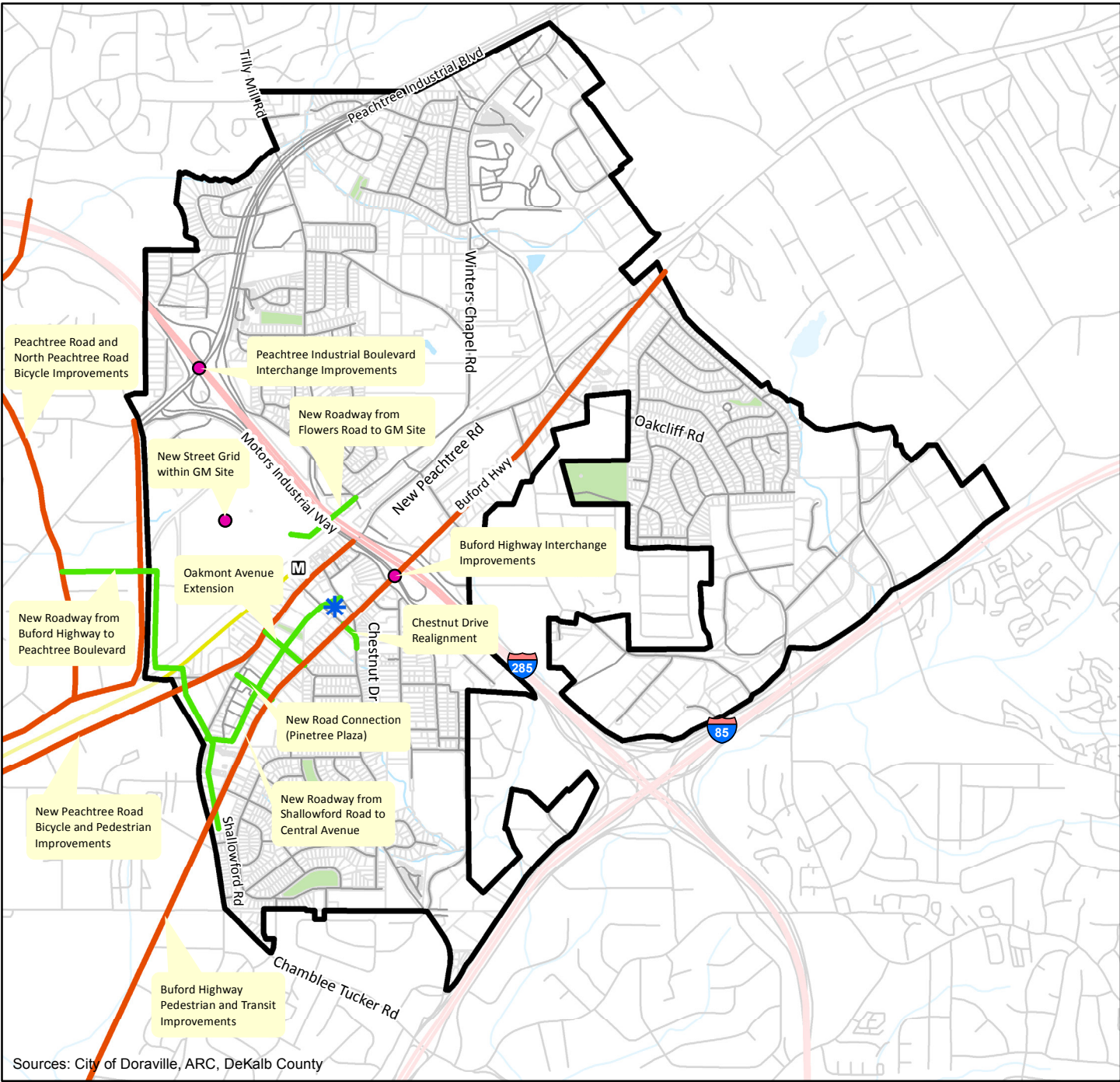
Sources: City of Doraville, ARC, DeKalb County

The DeKalb County *CTP*, completed in 2014, sets the direction for transportation decision making in DeKalb County. The *CTP* identifies a list of regionally significant projects that 1) should be considered for incorporation in ARC's Regional Transportation Plan and 2) supports future funding requests for projects that may be submitted to ARC and the Georgia Department of Community Affairs. The *CTP* also includes major projects identified by each of the County's municipalities via either a previous plan or City staff. Figures B-36 and B-37 identify *CTP* projects located either wholly or partly within Doraville.

FIGURE B-36: DORAVILLE PROJECTS IDENTIFIED IN THE DEKALB COUNTY CTP

Project	Description
Peachtree Industrial Boulevard at I-285 Interchange Improvements	Improve interchange left-turns onto I-285 from Parsons Rd./ North Peachtree Rd; requires further study to evaluate the engineering feasibility of the project.
New Roadway Connection between Flowers Road and the GM Plant Site over I-285	Provide a new roadway connection over I-285, which will include bike and pedestrian improvements.
New Roadway Connection between Shallowford Road and Central Avenue	Provide a new roadway connection, which will include bike and pedestrian improvements.
New Roadway Connection between Buford Highway and Peachtree Boulevard	New alignment from Buford Hwy to Peachtree Blvd.
Oakmont Avenue Multimodal Corridor Extension	Extend Oakmont Ave. as part of the Doraville GM plant redevelopment.
Pinetree Plaza Roadway Realignment	Realign Pinetree Plaza [create new road connection] as part of the Doraville GM Plant redevelopment.
Chestnut Drive at Park Avenue Intersection Realignment	Realign Chestnut Drive with Park Ave to create a centralized route from Northwoods to MARTA, including pedestrian and bicycle accommodations. This improvement would warrant reclassifying Park Ave. as an "urban collector."
Buford Highway / Motor Industrial Way @ I-285 Interchange Improvements	Add a free flow right-turn lane on northbound Buford Hwy to eastbound I-285 and an eastbound through lane on Motor Ind. Way onto I-285 eastbound ramp to eliminate storage congestion during peak hours.
Buford Highway Pedestrian Improvements	Install additional pedestrian crossings.
Buford Highway Multimodal Corridor Improvements	Subtract two lanes to add bus-only facilities/transit priority facilities for BRT. This road diet project includes pedestrian sidewalk and crossing improvements in key locations, as well as access management along the entire corridor.
GM Plant Redevelopment Street Grid	Design and coordinate construction with the redevelopment of the GM plant site for this new street grid, which will most likely occur through partnerships with private developers.

FIGURE B-37: PROJECTS IDENTIFIED IN THE DEKALB COUNTY CTP



- City of Doraville
- Parcel
- * City Hall
- MARTA Station
- MARTA Gold Line
- Street
- Expressway
- Water
- Parks

Improvement Type

- Complete Streets /
- Bicycle and Pedestrian
- New Roadway / Realignment
- Interchange / New Street Grid



Sources: City of Doraville, ARC, DeKalb County

ROADWAY SAFETY, OPERATIONS, & CONGESTION

Multiple arterial roadways serve Doraville, bringing large amounts of automobile traffic through the city. The I-285 North corridor is one of the most congested interstate segments in the state and both PIB and Buford Highway serve large numbers of vehicles daily, however the morning commute along Buford Highway is minimal as the vast majority of land uses along the route are commercial businesses and restaurants that do not open until 11 a.m. or later. Doraville is also home to a significant number of freight-generating industries which add to safety and congestion concerns.

Buford Highway serves upwards of 33,000 vehicles every day according to GDOT traffic counts while PIB serves 40,000 vehicles. Both roadways experience congestion during peak periods particularly near the I-285 interchanges. Google traffic data indicates the following areas experience the greatest congestion during morning (AM) and evening (PM) peaks:

- PIB Southbound AM and Northbound PM adjacent to the I-285 interchange experience **heavy** congestion.
- Buford Highway Southbound AM, and Northbound PM adjacent to the I-285 interchange experience **moderate** congestion.
- I-285 Westbound experiences severe congestion during the AM peak, and I-285 Eastbound experiences **severe** congestion during the PM peak.

Congestion needs are largely addressed by regional projects already included in the *RTP*. The Revive 285 improvements and widening of PIB will help to alleviate Doraville’s most congested roadways. Buford Highway’s increasingly mixed-use development will mitigate traffic through transit and other modes of transportation.

The majority of Doraville’s automobile accidents take place along its major arterial corridors.








Figure B-38 displays crash density throughout Doraville based on crash data from January 2011 to September 2014. Two intersections provide significant problems.

- **Buford Highway at Chestnut Drive:** Chestnut Drive approaches the intersection with Buford Highway between Park Avenue and Central Avenue. Traffic wishing to cross from Chestnut Drive to Central Avenue or vice versa must cross six full traffic lanes and a center turn lane at a location having heavy queuing during PM peak hours. Realignment of Chestnut Drive with signalized Park Avenue or Central Avenue would increase safety for all modes.
- **Buford Highway at Longmire Way:** Although this intersection is signalized, its southern leg is not properly striped and lacks turning lanes. This intersection is adjacent to Nexus and will likely require striping, additional turn lanes, and other enhancements to ensure safe and efficient operations.






In general, street intersections along Buford Highway experience the most accidents due to too many driveway curb cuts, the large number of lanes of traffic, and pedestrian presence despite the lack of crosswalks along the corridor.

Doraville’s truck traffic is largely served by the City’s major arterial roadways and highways. However, reports of trucks cutting through residential neighborhoods, despite signage not to do so, indicate that these trucks also impact local roads. Oakcliff Road south of Buford Highway, in particular, may need roadway improvements to reduce the amount of through truck movement in the neighborhoods.

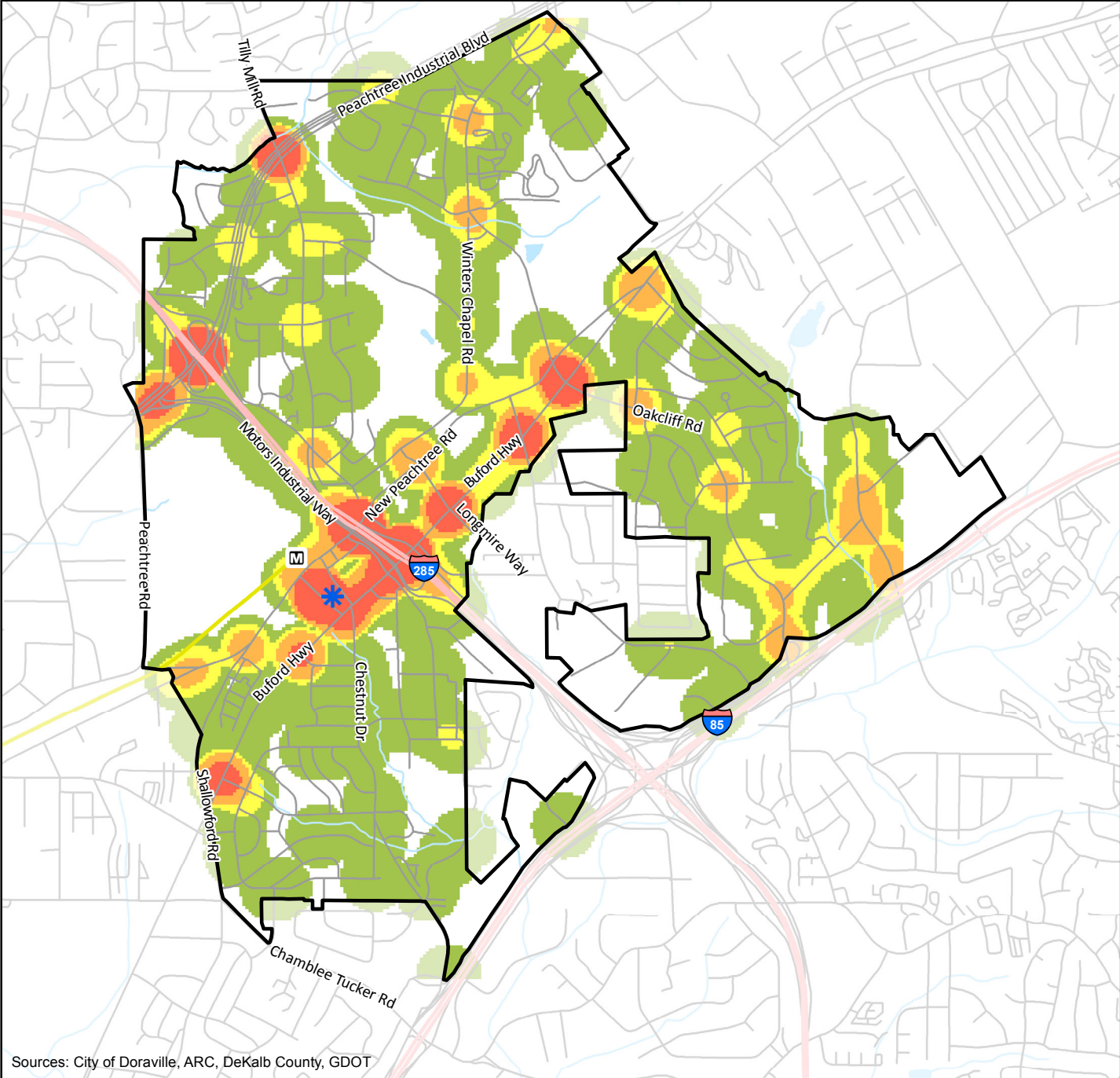
FIGURE B-38: CRASH ANALYSIS

-  Doraville Boundary
-  City Hall
-  MARTA Station
-  MARTA Gold Line
-  Street
-  Expressway
-  Water

Crash Volumes

-  None
-  Low
-  Medium
-  High
-  Very High

January 2011 - September 2014



0 ¼ ½ Miles

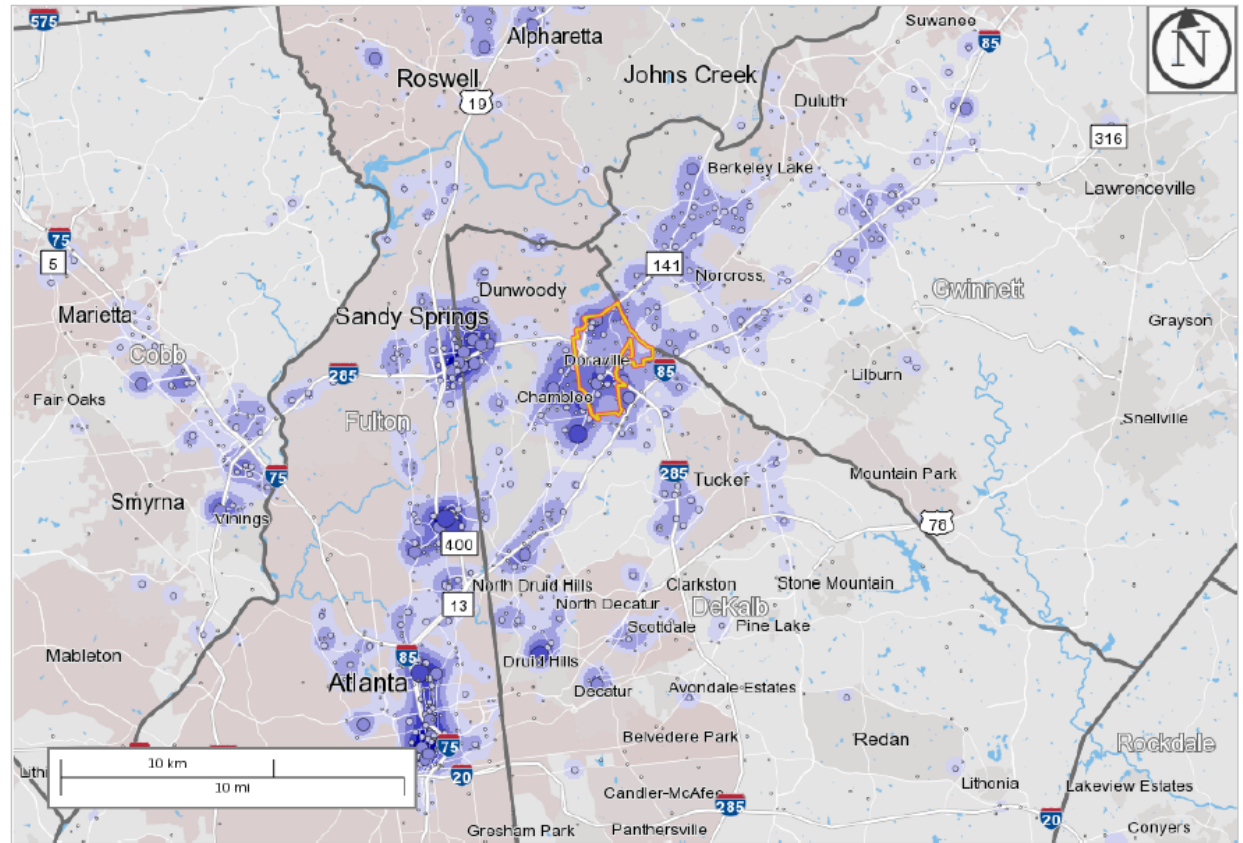


Sources: City of Doraville, ARC, DeKalb County, GDOT

COMMUTING ANALYSIS

Doraville's position as an inner ring suburb of Atlanta allows for commuting opportunities to a large number of regional employment centers. **Figure B-39** displays commuting destinations for Doraville's residents based on 2013 American Community Survey (ACS) data. Most of Doraville's commuters work in Downtown Atlanta, Midtown Atlanta, Buckhead, Sandy Springs, and the local Doraville and Chamblee area. Secondary commuting destinations include Emory University/ Centers for Disease Control and Prevention (CDC), Norcross, Peachtree Corners, Alpharetta, and Cobb County. Doraville's commuters represent a typical Atlanta regional commuting population as these destinations are all major employment centers for the Atlanta region.

FIGURE B-39: DORAVILLE RESIDENT COMMUTING DESTINATIONS



Map Legend

Job Density [Jobs/Sq. Mile]

- 5 - 10
- 11 - 25
- 26 - 50
- 51 - 85
- 86 - 131

Job Count [Jobs/Census Block]

- 1 - 2
- 3 - 7
- 8 - 15
- 16 - 26

Selection Areas

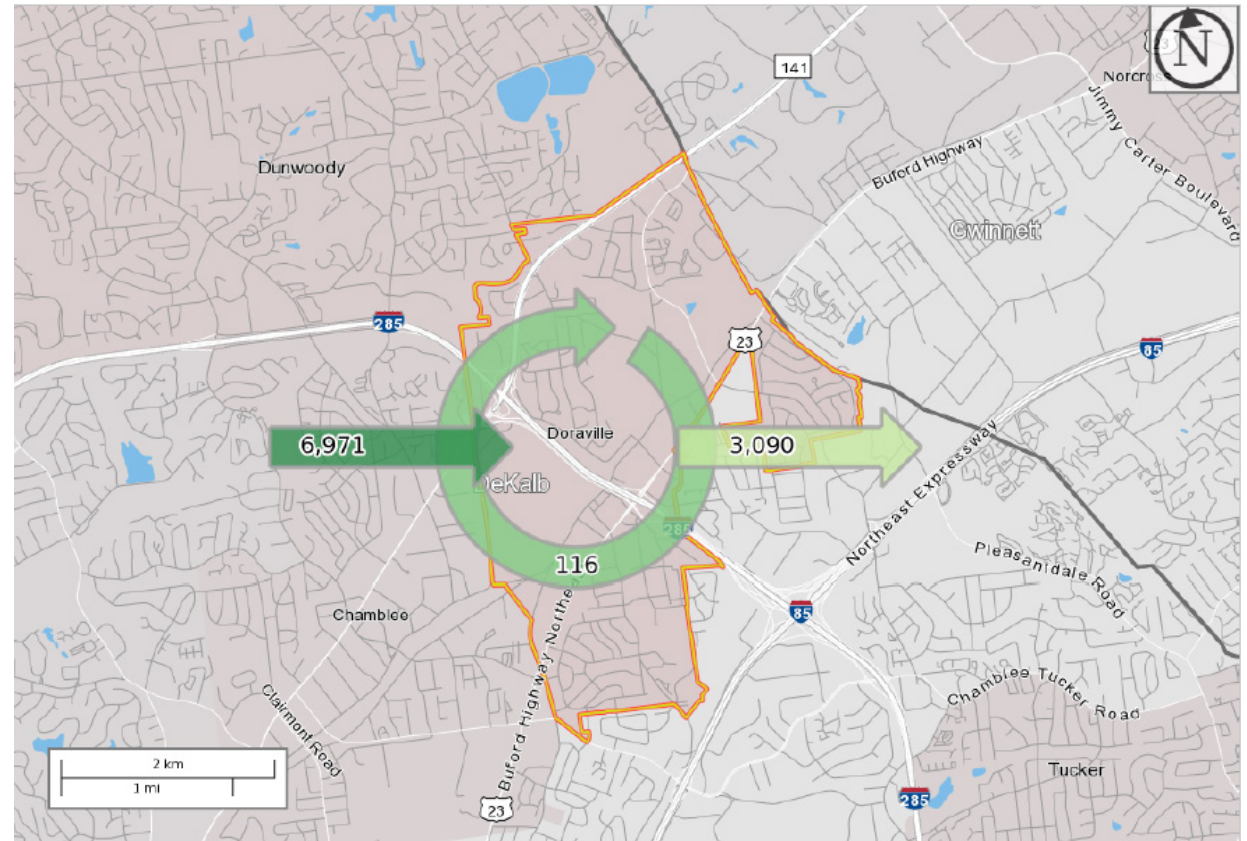
- Analysis Selection



Source: 2013 American Community Survey

Figure B-40 displays inflow and outflow data for Doraville’s commuters based on the same ACS 2013 data as **Figure B-39**. Interestingly, this data indicates that over twice as many individuals enter Doraville for work as leave it to commute elsewhere. Given the large immigrant population in Doraville, this data may not fully represent commuting patterns in the area, as immigrants are less likely to report on the ACS and other surveys. However, the data indicates that there is a significant employment draw to the Doraville area from elsewhere in the region. It should also be noted that since this is 2013 data, it does not include Doraville’s 2014 annexation of both Buford Highway commercial parcels and I-85 corridor industrial parcels.

FIGURE B-40: DORAVILLE COMMUTER INFLOW AND OUTFLOW



Map Legend

Selection Areas

★ Analysis Selection

Inflow/Outflow

- ◆ Employed and Live in Selection Area
 - ◆ Employed in Selection Area, Live Outside
 - ◆ Live in Selection Area, Employed Outside
 - ◆ Outside
- Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.



Source: 2013 American Community Survey

PEDESTRIAN AND BICYCLE FACILITIES

Doraville is home to a diverse group of people, many of whom are immigrants who rely on non-automobile modes as primary transportation. Given the presence of this demographic and the proposed mixed-use and multi-family developments, the City must prioritize enhancements to its pedestrian and bicycle infrastructure with an emphasis on safety.

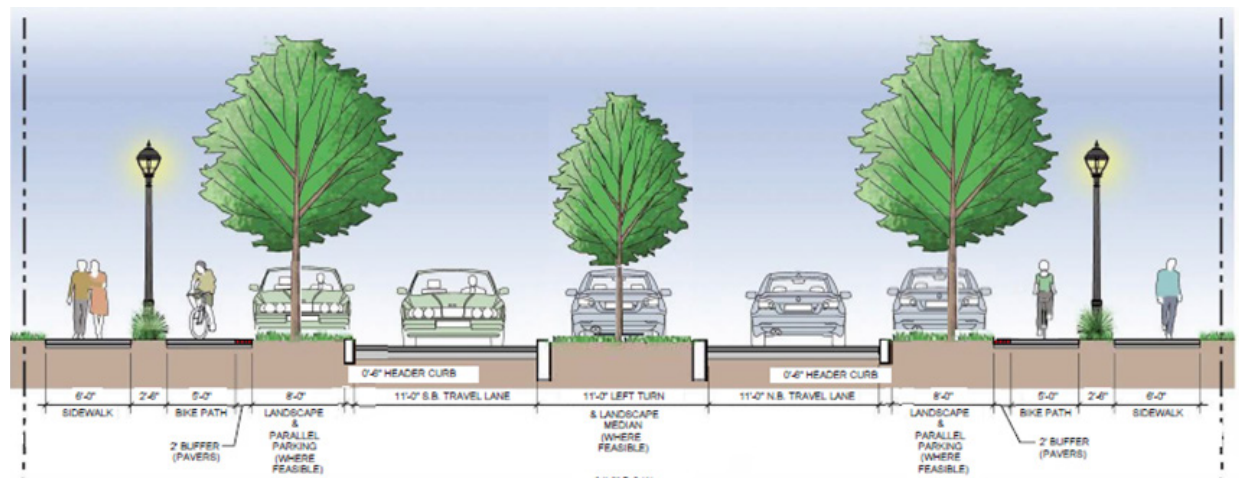
With such a priority in mind, the City conducted a sidewalk analysis in late 2015 to inventory existing sidewalks and their physical condition and propose an expanded network of sidewalks that will increase connectivity throughout the city. **Figure B-41** displays the proposed sidewalk projects developed by the *2015 Sidewalk Implementation Plan*. The highest priority sidewalks are located on New Peachtree Road, Oakcliff Road, Shallowford Road, and Tilly Mill Road. Improvements are focused on completing existing sidewalk connections and creating connections between local residential communities and major commercial centers along New Peachtree Road and Buford Highway.

While the *2015 Sidewalk Implementation Plan* provides a comprehensive vision for Doraville’s sidewalk network, pedestrian safety remains a concern. **Figure B-42** displays locations of pedestrians injured or killed at vehicular crashes in Doraville between January 2011 and September 2014. These crashes are concentrated around three corridors: Buford Highway, long known as one of the most dangerous pedestrian

corridors in the state; PIB, a high capacity roadway with commercial uses not designed for easy access by foot; and New Peachtree Road. Today, all three of these roadways have a car-centric design with minimal regard for the pedestrian. The Buford Highway Livable Centers Initiative (LCI) process begins in 2016 with a goal of a more walkable, bikeable, and overall safer Buford Highway. Doraville City Council approved a road diet with significant pedestrian and bicycle improvements on New Peachtree Road in 2016, with construction set to begin in 2017. PIB does not currently have schematic designs for pedestrian or bicycle improvements, but should prioritize such a project.

While Buford Highway is now served by sidewalks for the entire length of the street through Doraville, pedestrians are faced with high speed traffic, long crossing distances with wide vehicular

travel lanes spanning seven (7) travel lanes, few pedestrian crosswalks along the corridor, and an abundance of curb cuts with limited interparcel connections to eliminate curb cuts. Designated crosswalks are spaced too far apart along the corridor resulting in an inconvenient and unsafe crossing environment for pedestrians. The existing roadway conditions encourage pedestrians to illegally cross the corridor where no crosswalks are provided, creating significant safety hazards. Recent installations of HAWK beacons (High-Intensity Activated Crosswalk beacons) with pedestrian-activated flashing yellow crossing lights at key pedestrian crossings have significantly improved safety, but there are only two along the entire 2.5-mile corridor as part of a total of 12 crosswalks, averaging one crosswalk per 1,100 feet. The issue of crosswalk spacing remains.



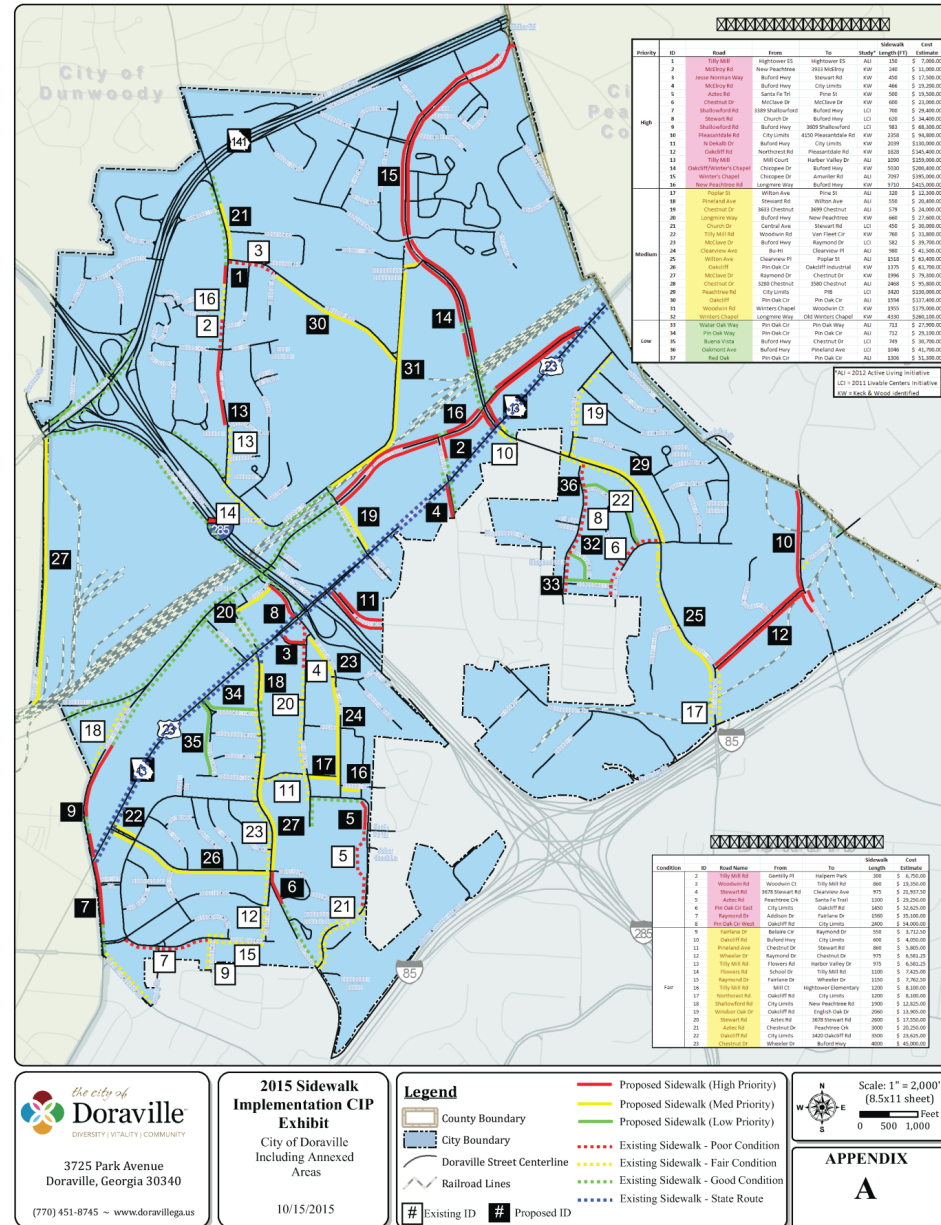
New Peachtree Road streetscape

FIGURE B-41: PROPOSED SIDEWALKS

Two pedestrian fatalities occurred in Doraville during the study period, both at the interchange of PIB and I-285. This interchange is not designed to accommodate pedestrian traffic and is highly dangerous to navigate by foot. Unfortunately, the corridor contains uses that attract pedestrian visitors regardless of safety, in addition to the increased pedestrian traffic Assembly will attract.

The city currently lacks on-street bicycle infrastructure; however, bicycle lanes are currently planned for New Peachtree Road near the Doraville MARTA station with the eventual extension up to Oakcliff Road. Additional bicycle facilities are also proposed for Winters Chapel Road, Oakcliff Road, and Chestnut Drive as part of the traffic and stormwater mitigation project. The City should pursue creating a bicycle network to connect residential neighborhoods with City parks, primary commercial corridors, MARTA, and downtown.

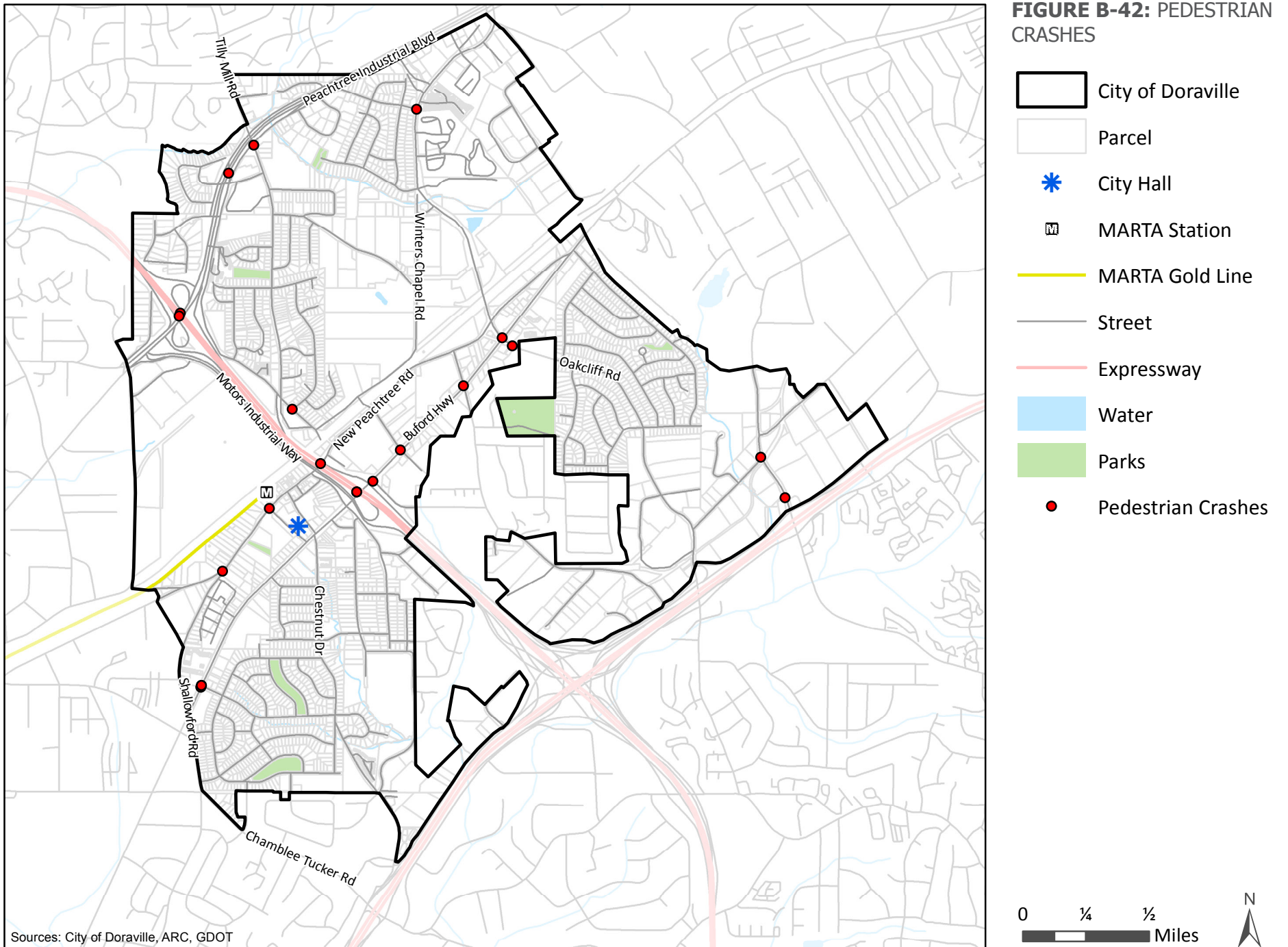
The *Sidewalk Implementation Plan* is periodically amended by the Doraville City Council as new sidewalk projects are added. For the most recent version, see the City of Doraville Community Development Department website.



Disclaimer: All data is provided as is, with all faults, without warranty of any kind, either expressed or implied. This map is the property of the City of Doraville, Georgia and its assigns. All rights reserved.

Source: City of Doraville 2015 Sidewalk Implementation Plan

FIGURE B-42: PEDESTRIAN CRASHES



Sources: City of Doraville, ARC, GDOT

PRELIMINARY ISSUES AND OPPORTUNITIES

- Pedestrian and bicycle infrastructure and safety is an ongoing issue in Doraville.
- As properties redevelop into higher density uses, the city will experience increased traffic congestion.
- Truck traffic contributes to congestion and may adversely impact local roadways.
- Transit expansion northward and along I-285 would greatly benefit the Doraville community. The City can help advocate for these projects.
- Bike infrastructure is lacking, but moving forward, could provide an important mobility option in the city.
- A significant portion (10.4 percent) of Doraville’s workers lack access to a personal vehicle.
- Ensuring multimodal access at major new developments can help promote mobility within the Doraville community and to other parts of the region.
- Roadway conditions on local roads may be a safety and maintenance issue.
- As properties redevelop, requirements for wider sidewalks and limitations on the number of driveway curb cuts permitted will begin to transform major corridors.



Decked parking at the Doraville MARTA station from New Peachtree Road



Installation of mid-block crosswalks and HAWK signals (High-Intensity Activated Crosswalk Beacons) along Buford Highway have increased pedestrian safety where installed. Additional transportation and pedestrian safety improvements on Buford Highway will be developed during the Buford Highway Livable Centers Initiative (LCI) Study.

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B.5 OUR ECONOMY: ECONOMIC DEVELOPMENT

OVERVIEW

Doraville is a mature suburb of Atlanta that is characterized by its access to major transportation networks including Interstate highways (285 and 85), regional connectors (Buford Highway and PIB), public transportation (MARTA bus and heavy rail along with other regional bus service), and freight rail. The regional and national infrastructure that connects to and through Doraville has driven the city's local economy for decades, making it an ideal location for GM's Doraville Assembly Plant in 1947, and continues to support a tax base that is weighted toward commercial and industrial property. Doraville is also a center of ethnic restaurants and food stores that draws visitors from throughout the region. A thriving Buford Highway dining scene helps to maintain low retail vacancy rates while supporting entrepreneurs from around the world.

In this context, Doraville's Economic Development Department functions to expand and diversify the city's business sector, create new jobs, and increase the tax base. The department helps to ensure that businesses in the community are positioned for success while meeting the goods and services needs of residents. This includes helping prospective businesses navigate through the zoning and permitting processes, administering local incentive programs like the Opportunity Zone and identifying state and national incentives that may be available to businesses or developers in the city.

Economic Development also works closely with regional and statewide organizations such as the DeKalb Chamber of Commerce, the Metro Atlanta Chamber of Commerce, and Georgia Power. Doraville's relationships with these larger economic development organizations help to ensure that the city can effectively market available development sites to attract companies seeking relocation in Georgia.

Finally, the Economic Development Department serves as the liaison to the Doraville Downtown Development Authority (DDDA), which can apply for and receive grants and loans, acquire and improve property, enter into contracts, and provide bond financing. DDDA is actively engaged in Downtown Doraville's revitalization.

Economic conditions in Doraville reflect the strengthening economy across the Atlanta Metropolitan Statistical Area (MSA) since its emergence from the Great Recession. After losing more than 184,000 jobs from 2008 to 2010, the region has bounced back thanks to growth in a number of key sectors including professional and business services, trade, transportation and utilities, leisure and hospitality, and education and health services. The combination of regional economic drivers including Hartsfield-Jackson Atlanta International Airport, universities such as Georgia Tech, Georgia State, the Atlanta University Center, and Emory, and a regulatory environment that is regarded as business-friendly and pro-growth, Atlanta is once again attracting investment capital, corporate relocations, and

new households. Metro Atlanta unemployment peaked at more than 10 percent during the downturn but fell to just 5.4 percent in October 2015, with the region adding 88,100 jobs year-over-year.

Doraville currently serves a number of functions in the regional economy.

- Doraville is a bedroom community, with residents that commute to work at regional office centers including Perimeter Center, Buckhead, and Midtown.
- Doraville is a hub for wholesale trade, transportation, and warehousing due to its strong interstate and rail access.
- Finally, the city is known regionally for its international restaurants and food stores, which are concentrated along Buford Highway in Doraville and neighboring Chamblee. Doraville's retail footprint far exceeds the demand from its 8,541 residents; therefore, outside visitors are critical to supporting the Buford Highway corridor.

The regionally significant Assembly development along with concurrent implementation of the Historic Downtown Doraville Redevelopment Masterplan could bring more than 14,000 permanent new jobs to Doraville. Compared to just 5,691 people employed within the city limits today, the potential impact of Assembly on Doraville's economic trajectory cannot be overstated.

TOOLS, INCENTIVES, AND INITIATIVES

New and existing businesses in Doraville may be eligible for a broad range of incentive programs and initiatives. Based on the business profile in Doraville, the most popular programs are the locally facilitated programs that are summarized below. The proposed tax allocation district, while not fully authorized, is critical in order to provide infrastructure allowing for the redevelopment of the former General Motors Plant. Additional programs are available from the state and federal government.

Bond Financing

The DDDA has the ability to issue bonds in order to promote trade, commerce, industry, and employment opportunities. The DDDA may provide property tax savings through bond-financed sale-leaseback structures, which are evaluated on a case-by-case basis.

Tax Allocation District (TAD)

The city and county recently authorized the creation of a tax allocation district which will generate cash flow through higher tax revenue (increment). The TAD can be used to secure bonds for the development of infrastructure inside the district. This tool has been used successfully throughout the state, including notable projects such as Atlantic Station and the Atlanta BeltLine. In order to be formalized, the DeKalb County Board of Education must also approve the TAD.

Opportunity Zone

In December 2012, the Georgia Department of Community Affairs (DCA) created Doraville's Opportunity Zone that provides the state's highest job tax credit of \$3,500 per job to any legal business that creates at least two jobs on or after January 1, 2013. The Georgia Redevelopment

Act of 1955 authorizes local jurisdictions to remedy "blighted" areas by forming an Urban Redevelopment Area (URA). Once a parcel is in the URA, it may achieve Opportunity Zone status. The boundaries of the Opportunity Zone have since expanded and the city has designated the following properties:

- The former General Motors site
- The former Seaboard Oil properties at 5810 and 5796 New Peachtree Road
- The Peachtree Pavilion at 6035 Peachtree Road
- The former United Auto Workers (UAW) Union Hall at 5407 Buford Highway

Community Improvement District (CID)

The City of Doraville recently authorized the creation of a Community Improvement District to levy taxes, fees and assessments within the CID to secure bonds and other funding to implement infrastructure improvements inside the district. This tool has been used successfully throughout the Atlanta region, including the Perimeter Center, Cumberland, Buckhead, Midtown, and Downtown Atlanta.

CONSOLIDATED PLAN INITIATIVES

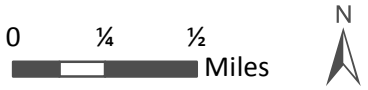
DeKalb County identifies two projects in its *Consolidated Plan* that would strengthen Buford Highway as a key driver of economic activity and community identity.

1. A small business incubator in the City of Chamblee would include \$125,000 in Community Development Block Grant (CDBG) funds to assist in promoting the arts in Chamblee as well as other local small business ventures and entrepreneurship. To date, Chamblee has not identified how it intends to implement this grant, so there is an opportunity to explore jointly with them in the possible use of the grant in promoting economic development along the Buford Highway corridor.
2. DeKalb County's Economic Development Brownfield Loan Funds has \$500,000 in CDBG money that will be used to assist with remediation at the GM Doraville plant.

**FIGURE B-43:
ENTITLEMENTS**

-  City of Doraville
-  Parcel
-  City Hall
-  MARTA Station
-  MARTA Gold Line
-  Street
-  Expressway
-  Water
-  Parks
-  Doraville
-  Existing Opportunity Zone
-  Proposed Opportunity Zone Expansion*

**Doraville would like to pursue additional entitlements for 5999 New Peachtree Road. Opportunity Zones require State of Georgia approval.*



Sources: City of Doraville, ARC, DeKalb County

BUSINESS AND LABOR FORCE

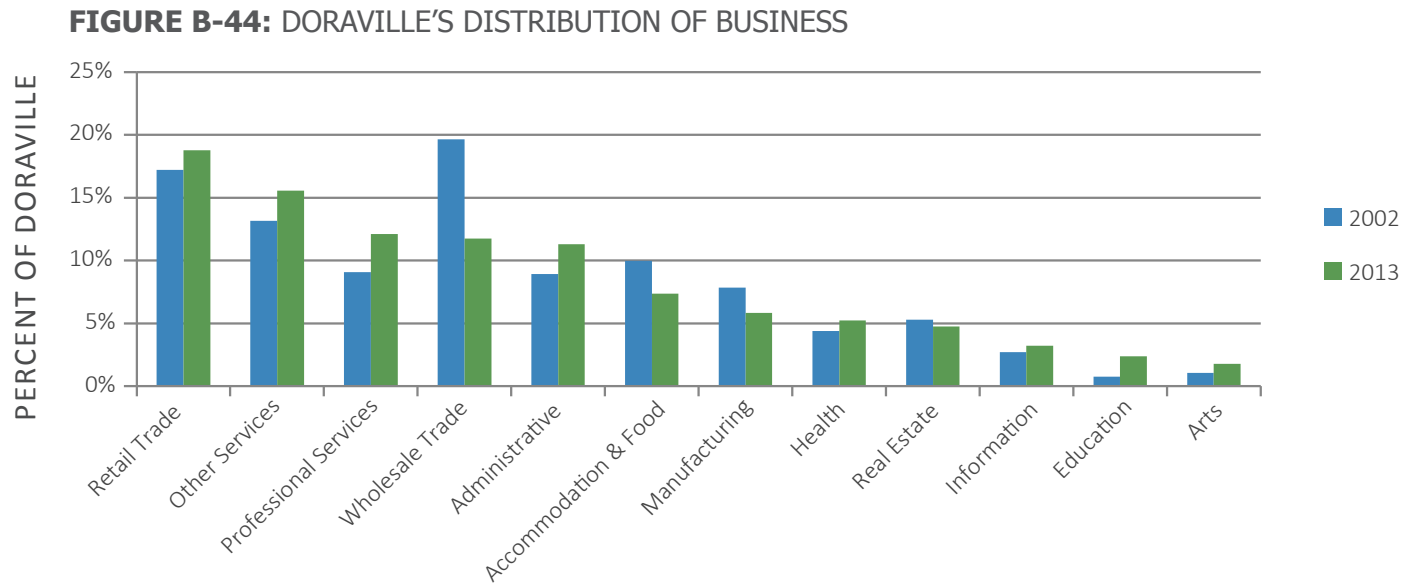
BUSINESS SUMMARY

As of 2013 (pre-annexation of 2014), there were 1,011 business establishments in Doraville and the largest share (16 percent) were retail businesses. Within the retail category, the largest number of establishments were motor vehicle and parts dealers, clothing and clothing accessories stores, and food and beverage stores. There were also 59 food service and drinking establishments in the city comprising 6 percent of all establishments. Retail businesses in the city employed 905 people, while food and beverage establishments employed an additional 275 people. Doraville hosted a larger share of retail businesses (16 percent) than did Chamblee,

Norcross, or DeKalb County. Conversely, only 10 percent of businesses in Doraville fell in the professional, scientific, and technical services category, less than in Chamblee, Norcross, or DeKalb.

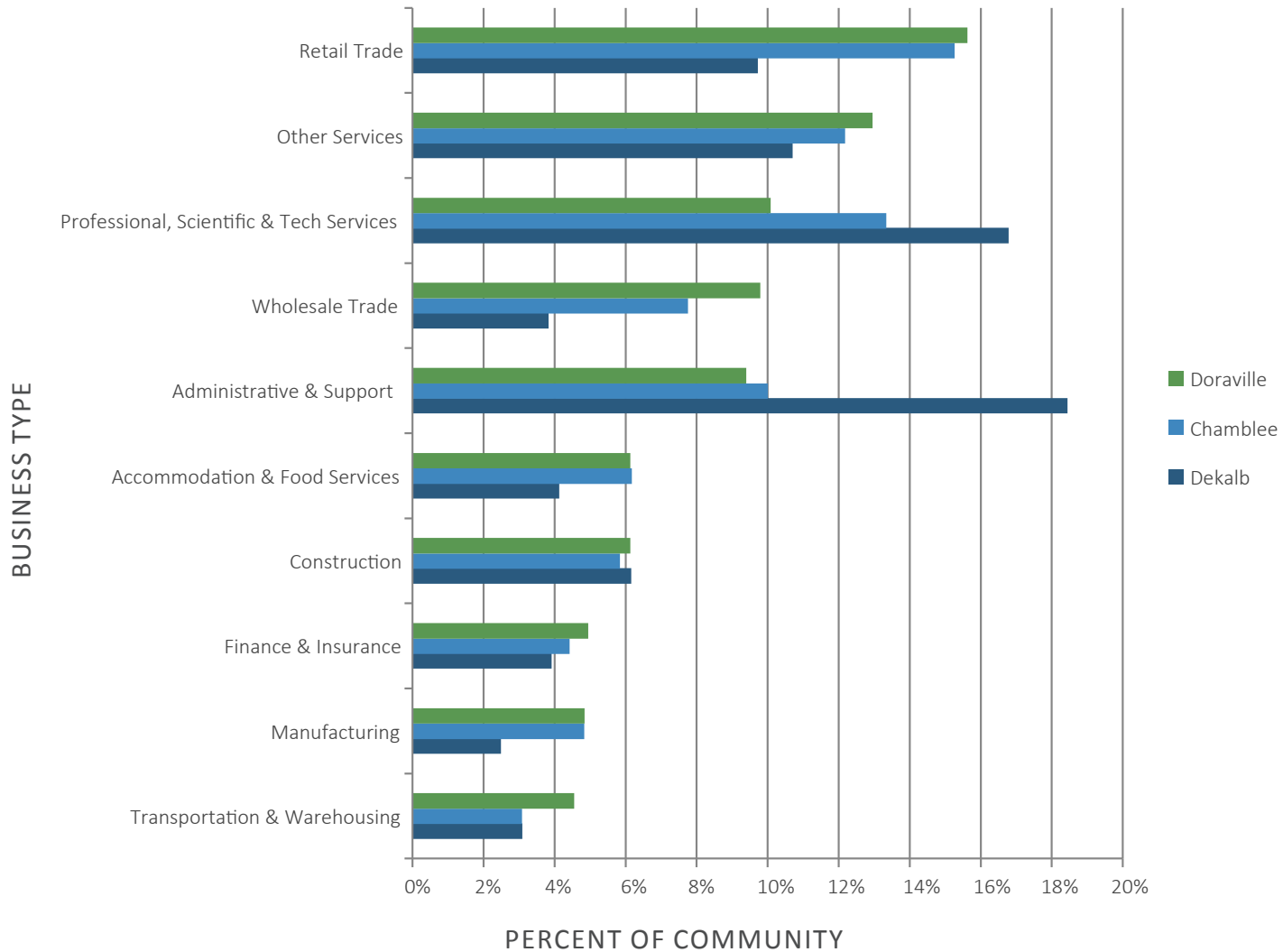
Characterized by the businesses on Buford Highway, the number of eating & drinking establishments per 1,000 residents was 6.9 establishments in Doraville compared to just 2.8 establishments in broader DeKalb County.

The business mix in Doraville has evolved since the adoption of the 2006-2026 Comprehensive Plan. Some of the change can be attributed to annexation, but the evolution of the local economy has also played a role, including the closure of the GM Plant. The number of wholesale trade establishments has decreased from 20 to 12 percent of all businesses, and manufacturing has also decreased from 8 to 6 percent. Meanwhile, retail has grown from 17 to 19 percent and professional services has grown from 9 to 12 percent.



Sources: Doraville Comprehensive Plan 2006-2025 (2002 data) & ESRI Business Analyst (2013 data)

FIGURE B-45: BUSINESS TYPES BY COMMUNITY



Source: ESRI Business Analyst

LABOR FORCE

There are 4,906 Doraville residents currently in the labor force, workers who live in Doraville but may work elsewhere in the region. The largest percentage of workers is employed in the accommodation & food services industry, at 676 employees (15 percent of the workforce). Other well-represented industries include construction (13 percent), retail trade (12 percent), and administrative & support (10 percent).

Relative to DeKalb County, Doraville’s workforce is over-represented in the construction, administrative, support, accommodation, and food services sectors. Doraville is under-represented in professional services, education services, and healthcare. Specifically with respect to professional services, Doraville lags behind not just DeKalb County but also the nearby city of Chamblee. Similarly, Doraville has a higher percentage of workers in the accommodation and food services sector than the compared jurisdictions. The composition of the current labor force points to a community that is likely to skew toward lower incomes and lower home ownership rates.

FIGURE B-46: LABOR FORCE

	Doraville		DeKalb	Chamblee
	Employees	% of Total	% of Total	% of Total
Accom/Food Services	676	15%	8%	9%
Construction	570	13%	5%	20%
Retail Trade	523	12%	10%	9%
Admin/Waste	449	10%	6%	10%
Other Services	399	9%	6%	6%
Manufacturing	301	7%	6%	7%
Health Care	269	6%	12%	7%
Professional/Tech Services	224	5%	11%	11%
Information	183	4%	3%	2%
Finance/Insurance	167	4%	5%	4%
Educational Services	179	4%	10%	4%
Wholesale Trade	148	3%	2%	3%
Transportation	99	2%	5%	3%
Arts/Entertainment	98	2%	2%	1%
Public Administration	90	2%	6%	2%
Agriculture	64	1%	0%	0%
Utilities	25	1%	1%	0%
Real Estate	27	1%	2%	2%
Mining	0	0%	0%	0%
Management	0	0%	0%	0%

Source: ESRI Business Analyst

COMMERCIAL REAL ESTATE

The ability to attract and retain businesses depends to a large extent on the availability of suitable real estate, including land and buildings. As a mature suburb within the I-285 Perimeter of Atlanta, there is little vacant undeveloped land available in Doraville, except the substantial redevelopment opportunity at Assembly. As such, redevelopment of existing properties is the typical approach for businesses that require new, modern facilities. A clear, context-based zoning ordinance and efficient permitting processes will help ensure a healthy commercial real estate market.

OFFICE

The Doraville office market is relatively modest but poised for substantial growth with the Assembly’s redevelopment plan. Existing conditions reflect the relatively low number of professional services and other office businesses in the city. Most of Doraville’s existing office space is best characterized as older, Class B or C product consisting of small, single-story, or low-rise buildings. A review of current listings for office space in Doraville shows rents in the range of \$11-\$19 per square foot. Across metro Atlanta, Class B rents average \$17.09 and Class C rents average \$13.97, placing Doraville among the more affordable office markets inside I-285.



One of Doraville’s office parks

By contrast, the Central Perimeter submarket, located roughly five miles northwest of Doraville, is the metro area’s largest office core with 29.6 million square feet of office space. With this and other regional office submarkets accessible via the interstates, Doraville’s office space has to date served a more local function with medical, dental, and professional establishments. Assembly could feature up to 3 million square feet of new Class A commercial office space with buildings as high as 30 stories. This new development would dramatically change Doraville’s standing in the regional commercial office market.

RETAIL

Doraville has an eclectic retail market primarily focused along Buford Highway. This corridor, which also runs through neighboring Chamblee and Brookhaven, is known throughout the region for its array of ethnic restaurants and food stores.

The retail building supply consists mainly of older strip mall developments; however, the diversity of the tenant mix is a great advantage for Doraville and a differentiator from more formulaic shopping experiences elsewhere in the region. Doraville should leverage this asset as the market moves toward food and beverage-anchored, experiential retail and to attract younger generations desiring authenticity.

However, among the greatest hindrances to retail success in Doraville is the lack of walkability. Crossing Buford Highway as a pedestrian is dangerous, intimidating, and uninviting. Additionally, neighboring parcels can be difficult to access from one to another due to the lack of interparcel connections.

The City’s efforts to advance a town center plan, along with Assembly, Nexus, and streetscape improvements along Buford Highway should help ensure the long-term viability of Doraville’s retail market. Because of Doraville’s small population base, most of the retail in the city serves a much broader trade area. In any market that relies heavily on outside demand, the visitor experience must be convenient and enjoyable. This includes strong wayfinding signage for branding and safe pedestrian and auto access. Assembly could bring nearly one million square feet of new retail to Doraville while Nexus could bring nearly 44,600 square feet of new retail and approximately 600 multi-family units plus a hotel. Greater residential density in the city will also help to support a broader range of retail and restaurants types beyond the diverse set of restaurants on Buford Highway and create jobs for residents in need of a shorter commute.



Buford Farmers Market on Buford Highway

INDUSTRIAL

Doraville has a large industrial sector driving its local economy. Colliers International, a global commercial real estate company recognized for providing reputable market data, places Doraville in the Northeast Atlanta submarket, which is the largest and among the healthiest industrial markets in the region. The submarket includes the I-85 corridor from I-285 to Gainesville. With 176.8 million square feet of industrial space, the submarket is 92.7 percent occupied as of Q3 2015. Year to date the submarket has absorbed over 2 million-square-feet with more than 4 million-square-feet under construction, most of it warehouse. Average rent in the submarket is \$4.20 per square foot, 8.2% above the metro average of \$3.88.

Doraville’s industrial footprint has two major components:

- The large gas and oil depot (locally referred to as the tank farms) is primarily zoned M-2 (heavy industrial), located northeast of I-285 and the MARTA tracks. A sizable share of the region’s oil and gas products are stored in or pass through this area.
- Light industrial areas, primarily zoned M-1 (light industrial), are located both along the I-85 corridor and the DeKalb/Gwinnett county line. They predominantly include light manufacturing, warehousing, and flex space. Adjacency to the regional highway network renders Doraville well-suited for warehouse space.



Oil tanks



Light industrial uses are attracted to Doraville due to its access to interstates and central location in the Atlanta region

EDUCATION

Quality schools tend to attract businesses that require a well-educated workforce and retailers that cater to higher income communities. Because of Atlanta’s reliance on professional services expansion and relocations, quality schools are a crucial differentiator for economic development.

Doraville offers access to a number of academic institutions including Georgia Tech, Emory, Atlanta University Center, Georgia State University, Georgia State Perimeter College, Oglethorpe University and Mercer University, all of which are located within 10-15 miles of the city and easily accessed through MARTA heavy rail via Doraville’s MARTA Station.

A review of educational attainment data for the population above age 25 (**Figure B-47**) shows that Doraville lags behind area communities in educational extent. This tends to correlate with lower incomes which will in turn impact the type of retailers and businesses that are attracted to the community.

Students in Doraville attend DeKalb County Public Schools, which have endured a number of challenges in the last several years including a probationary period that ended in early 2014. DeKalb is the third largest school district in Georgia with over 100,000 students enrolled for the 2015-2016 school year. Notwithstanding the broader challenges in the district, the schools serving Doraville perform reasonably well, particularly at the elementary level. However, school quality is an issue in Doraville that impacts real estate values and business recruitment.

Elementary Schools: Elementary school students are zoned for Hightower, Cary Reynolds, Huntley Hills, or Chestnut Elementary. Doraville students may also be eligible to attend Oakcliff Elementary, a DeKalb County “Traditional Theme School.”

Middle Schools: Doraville students may attend Peachtree, Chamblee, or Sequoyah Middle School.

High Schools: Students in Doraville may attend Chamblee Charter, Cross Keys, or Dunwoody High School. Chamblee Charter is one of the highest performing high schools in the state, and both Chamblee and Dunwoody exceed state and national averages on most areas of the SAT; however, Cross Keys suffers from a 47 percent graduation rate and SAT scores that lag behind DeKalb County in all areas but mathematics (see **Figures B-48** and **B-49**).

Figure B-50 shows the average number of students in Doraville schools that meet or exceed state standards on the state-administered Criterion-referenced Competency Tests (CRCT). The CRCT was designed to measure how well students acquire the skills and knowledge described in the state mandated content standards in reading, English/language arts, reading, mathematics, science and social studies.

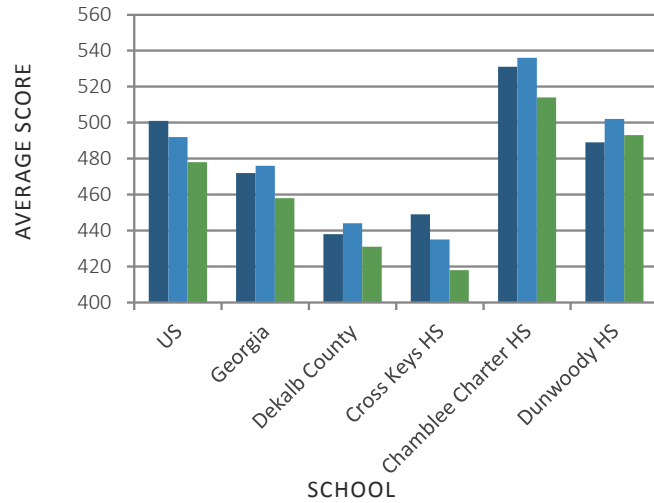
Doraville-area students perform particularly well in reading as 95 percent of elementary students and 96 percent of middle school students meeting or exceeding state standards. Note that CRCT was recently retired in Georgia, and was replaced by the Georgia Milestones Assessment for the 2014-2015 school year.

FIGURE B-47: 2013 POPULATION TABLE 25+ BY EDUCATIONAL ATTAINMENT

	Doraville	DeKalb	Chamblee
Less than 9th Grade	24.2%	5.2%	27.0%
9th – 12th Grade, No Diploma	10.4%	6.5%	11.4%
High School Graduate	26.4%	21.7%	18.8%
Some College, No Degree	15.2%	20.3%	9.9%
Associate Degree	4.0%	6.5%	3.6%
Bachelor’s Degree	13.6%	24.1%	19.8%
Graduate/Professional Degree	6.2%	15.8%	9.5%
Associate Degree +	23.8%	46.4%	32.9%

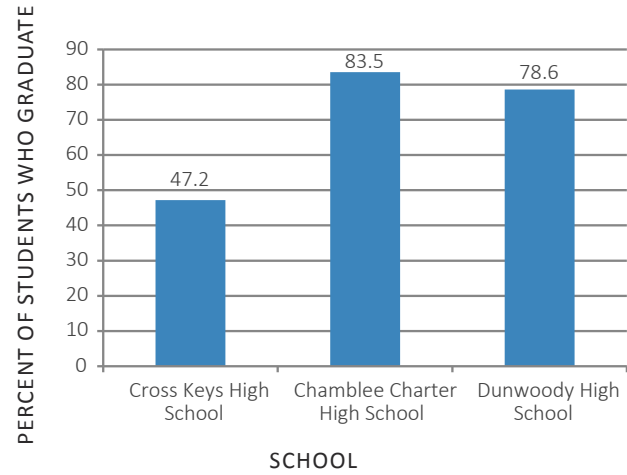
Source: ESRI Business Analyst

FIGURE B-48: AVERAGE SAT SCORES



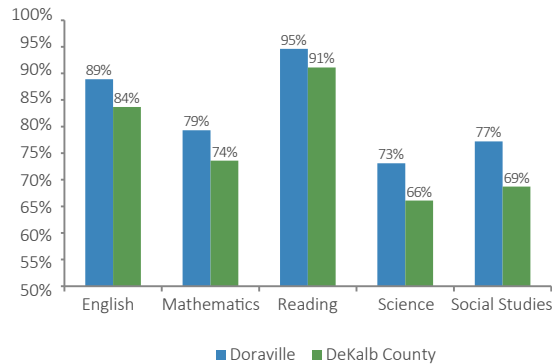
Source: Georgia Department of Education (2014)

FIGURE B-49: HIGH SCHOOL GRADUATION RATE



Source: Georgia Department of Education (2014)

FIGURE B-50: ELEMENTARY STUDENTS WHO MEET OR EXCEED CRCT STANDARDS BY SUBJECT



Source: Georgia Department of Education (2013-2014)

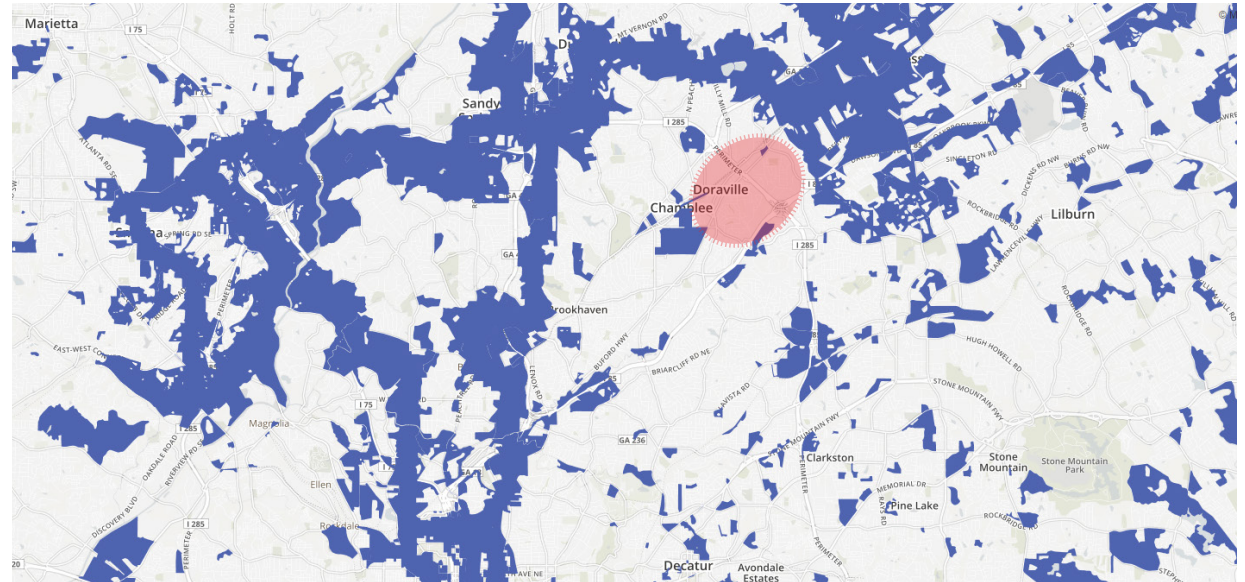
CELLULAR AND BROADBAND ACCESS

Business and consumer access to high-speed internet and mobile technology is critical in the age of virtual commerce and online collaboration, and Doraville is well-served in this regard. According to the Federal Communications Commission’s (FCC’s) National Broadband Map, 100 percent of the population of Doraville has access to wireline broadband speeds of 10Mbps per second or more. Almost all (97 percent) of the community has access to speeds of 100Mbps or more, compared to just 65 percent nationally. Broadband technology is available to the community through DSL (99.9 percent of the city) or Cable (96.9 percent of the city).

The availability of cellular telephone coverage in the city does not appear to be an issue. AT&T, Verizon, T-Mobile, Sprint, and MetroPCS all show strong signals within Doraville on their respective coverage maps.

Residents and businesses have multiple providers from which to select internet service. In **Figure B-51**, shaded areas represent locations with maximum advertised download speeds of one (1) gigabit or more. Pockets of metro Atlanta are currently rolling out this advanced fiber technology from various providers including AT&T, Comcast, and Google, a technology to which less than 8 percent of the country has access. Although Doraville is not presently served by gigabit internet, Integral Group recently announced that Hotwire Communications would provide gigabit internet service to Assembly. In light of the ongoing investment in gigabit technology across the north side of Atlanta, Doraville is expected to maintain pace with the region with respect to high speed internet access.

FIGURE B-51: AREAS WITH ADVERTISED DOWNLOAD SPEEDS OF 1G+



Source: Federal Communications Commission

City of Doraville (approximated boundary)

ISSUES AND OPPORTUNITIES

Doraville is at an exciting spot in its evolution. From a manufacturing town characterized by its access to transportation infrastructure to a regional dining destination poised for one of the largest brownfield redevelopments in the country, Doraville has the opportunity to lead the Atlanta region in transit-oriented development while creating Georgia's next great downtown. In the process, a number of opportunities and challenges are emerging.

- Doraville's retail/restaurant market is largely driven by visitors. Buford Highway is a regional draw that should be leveraged to create even more interest in Doraville. The nonprofit-driven "We Love BuHi" initiative is an exciting opportunity to show off what makes Doraville unique.
- The City would benefit to enhance visitors' experience, particularly along Buford Highway. This includes improved accommodations for pedestrians, cyclists, transit, and vehicles. Connections from downtown to Assembly are critical to leveraging the redevelopment.
- Doraville's immigrant population is a tremendous resource, and the City should nurture its diversity and entrepreneurial spirit.
- A strong, local chamber of commerce or business association would help to align interests and facilitate more interaction between the City and the business community.
- New growth, jobs, and tax revenue will result from new mixed-use developments, including Assembly, Nexus, and the City's *Historic Downtown Doraville Redevelopment Masterplan*, helping increase property values and potentially catalyze other private and public investment in the city.
- DeKalb County schools continue to experience challenges. The health of the County's school system will have an important impact on the desire to reside within Doraville.
- Growth due to Assembly, Nexus, and other redevelopment projects will increase pressure to maintain government's levels of service.
- Adjustments to zoning and other City ordinances could help Doraville attract more of the development that the community wants while protecting the commercial tax base upon which the City relies.
- Opportunities exist for working with Chamblee in planning improvements along Buford Highway.



APPENDIX C: RECORD OF ACCOMPLISHMENTS
2011-2016 SHORT TERM WORK PROGRAM

FIGURE C-1: RECORD OF ACCOMPLISHMENTS 2011-2016 SHORT TERM WORK PROGRAM

Economic Development		Projects	Description Year	Status and notes*
1	Urban Redevelopment Plan	An Urban Redevelopment Plan is one of two pre-requisites for submitting an Opportunity Zone application. Having an adopted URP also avails the City or its designated Redevelopment Organization to redevelopment powers such as land acquisition.	2011-2012	Two URPs complete; Will amend and/or create additional plans as needed
2	Opportunity Zone (OZ) Application	The study area is within and adjacent to eligible census blocks. Having this DCA-approved designation avails would-be developers & businesses to the maximum \$3,500 tax credit for jobs created (minimum threshold of two jobs). It would serve as a very powerful incentive.	2011-2012	Secured initial OZ; Continue seeking additional OZs in consultation with DCA
3	Economic Dev. Commission/ Task Force/ Doraville Business Association (DBA)	Create Economic Development Commission/ Board or Task Force made of business association/ community members, residents and City leaders to guide and make economic development programs & initiatives much like a planning commission. This will help reenergize DBA by giving them a seat at the table. Work with Chamber to assist DBA, provide staff assistance & sponsor workshops.	2011-2012	Underway; Projected Completion 2021
4	Downtown Development Authority/ Joint Development Authority	City will create DDA or Economic Development Organization (EDO) through local legislation to focus on revitalization & redevelopment of the downtown areas through economic development programs to promote business/ industry recruitment & retention, economic gardening, workforce training. DDAs or EDOs can be funded through millage dedication or can serve as an unfunded leveraging source. City can also explore a JDS with Chamblee to obtain an additional \$500 tax credit as well as pull together each community's strengths & talents. Consideration of DeKalb DD buy-in would serve similar purposes. At this time, the City does not contribute to ther DeKalb DA; therefore, DeKalb DA intervention into redevelopment efforts will hinge on the Authority & the DeKalb BOC's approval. In any event, successful redevelopment of the GM property will depend on bi- or tri-party cooperation & combined resources & leveraging power.	2011-2013	DDA established in 2013; Will consider JDA or city-wide development authority for assistance outside the CBD
5	Community Improvement District (CID)	A Community or Business Improvement District (CID) would be an essential partner in leveraging funds for projects, ranging from aesthetic improvements & pedestrian/ bicycle amenities to major infrastructure projects and economic development activities. The City can start its own CID in the study area or explore the possibility of including portion (s) of the study area into the well-heeled PCID, which is legally and may be more practically feasible. In any case, an additional partner in the GM plant's redevelopment effort will be critical.	2011-2014	Assembly CID established 2016; Will work with the CID on expansion and/or work with the business community for additional CIDs
6	Land Bank Authority (LBA)	In 1996, the General Assembly enacted legislation, enabling a city(s) & its county to enter into an IGA to establish a LBA, which may acquire tax-delinquent properties through direct purchase or obtaining judgments against said properties in order to solicit & accept bids from private developers for purpose of returning to a revenue-generating state.	2012-2014	Dropped - No longer needed but may join the Decatur/ DeKalb LBA if market conditions create need.

FIGURE C-1: RECORD OF ACCOMPLISHMENTS 2011-2016 SHORT TERM WORK PROGRAM (CONTINUED)

Economic Development (cont.)		Projects	Description Year	Status and notes*
7	GIS System	Establishing a Geographic Information (or Interface) Systems (GIS) will be a major City priority. GIS mapping is & will continue to be a critical tool in economic development and planning. City could even explore joint system with Chamblee.	2012-2014	Completed
8	Revolving Loan Fund (RLF)/ Micro-Enterprise Programs	The City can partner with banks, DEBCO, "Angel Investors," & other private or nonprofit sources to create RLF & enterprise micro-loan programs. CDBG funding can also be obtained for this purpose.	2012-2013	Underway; The DDA has secured a CDBG grant for this program.
9	Business Incubator(s)	The City can forge partnerships with county, business community, area institutions & nonprofits to explore creation of an incubator(s). Incubators focus on entrepreneurship by offering low to no-cost office space & shared equipment to foster small business.	2012-2014	Underway; an ordinance is being crafted to better accommodate incubators/ co-working
10	Website Improvements	The City is in the latter stages of renovating its current website with residual funds from the site's original budget. While maintaining some character features of the current site, the improved site incorporates best practices of EDO website development.	2011-2012	Completed
11	Business Recruitment Strategy & Incentives Package	The City will continue to develop a recruitment strategy based on competitive advantages of various assets & international image. The strategy will consider assets, resources & incorporate "economic gardening" methods, coordinating with other economic development activities. Staff will review financial status and long-term outlook to explore possibilities of offering an incentives package such as abatements, other tax incentives & expedited plan review for target industries. City incentives will complement state and federal programs as well as county programs if the county so chooses to avail its incentives to industry in Doraville.	2011-2012	Dropped - to be evaluated and incorporated if needed as part of Economic Development Plan; Projected Completion 2018.
12	Tax Allocation District	If approved by City voters in November 2011, the City can pursue TAD creation for portions of the LCI study area. The increment financing of TADs could fund remediation & major infrastructure.	2011-2014	Completed
13	Economic Development Incentives/ Tax Credits Toolbox	The City or a DDA will create "all-in-one" print- and web-based brochures, pamphlets in various languages, providing a concise and organized overview of available local, state & federal tax credits as well as financial assistance and business start-up and support organizations.	2011-2012	Completed
14	Convention & Visitors Bureau/ Marketing & Branding/ Brochures	The City will pursue creation of a convention and/ or visitor's bureau to aid traditional marketing & brand establishment efforts; but, at the same time, City/ partners will focus on web-based marketing, an increasingly cheaper & more calibrated and effective means of communicating City's vision and assets. The City will also prepare brochures that summarize the LCI vision & distribute to developers. City will identify businesses with an interest in purchasing ads to offset production costs.	2012-2014	Underway, being redefined as part of CWP; Projected Completion 2021

FIGURE C-1: RECORD OF ACCOMPLISHMENTS 2011-2016 SHORT TERM WORK PROGRAM (CONTINUED)

Economic Development (cont.)		Projects	Description Year	Status and notes*
15	Festivals & Events	City will resume, resources permitting, annual festivals, such as "Doraville Days," the 5K Road Race & "Movies Under the Stars." Incorporate international flare & cultural education & appreciation celebration elements to attract consulate corps & colleges or schools of international studies/ relations. To offset costs of events, the City can partner with local businesses, foreign consulates/ trade commissions, an EDO, a CVB, DeKalb Chamber, the DBA, civic groups and/ or a combination of said entities. Continue to support civic group events such as the Northwoods' "Spring Fling," "Dog Days," Oakcliff's picnics & CPACS's "Tea Walk" with staff assistance or the marshaling of business/ nonprofit sponsorship.	2011-2014	Underway; Projected Completion 2021
16	a) Internationalism & Foreign Trade	City will continue to celebrate the national holidays of nations with a consulate, trade commission or significant ethnic presence in the Atlanta area. This will give City leaders an opportunity to express appreciation for other nations/ cultures as well as possibly attract foreign interest in the currently for sale GM plant.	2011-2014	Underway; Projected Completion 2021
	b) Foreign Trade Zone (FTZ) Designation	City will also prepare FTZ application for submission to posture the plant site for a center for global exchange and commerce.	2011-2012	Completed; The City is in FTZ 26. Obtaining incentives is business-driven.
17	Streamline Permitting & Licensing Processes	City will evaluate current process & make appropriate adjustments in order to make the process of obtaining a permit or an Occupational Tax Certificate a quick & easy process. The first rule of business retention & recruitment is simplifying the process of starting a business.	2012-2014	Underway; Projected Completion 2018
Transportation / Bicycle-Pedestrian Projects		Projects	Description Year	Status
18	New Peachtree Road Corridor Pedestrian Improvements Project	An LCI pre-qualified & TIP programmed project, the New Peachtree Road Pedestrian Improvement Project is a continuation of the City's interior development as a main street corridor conducive to business development. Improvements will include cycle track/ bike lanes, sidewalks/ crosswalks, streetscapes, other pedestrian amenities as well as four traffic signals at Park & Central avenues, the MARTA parking deck and Stewart Rd. The project's design phase has been completed.	2012-2014	Underway, 2018
19	Park Avenue Corridor Pedestrian Improvements Project	Another LCI pre-qualified project, the Park Avenue Corridor Pedestrian Improvements Project will include cycle track, sidewalks/ crosswalks, street/ landscapes, other pedestrian amenities, crossing and traffic signals at Buford Hwy.	2012-2014	Postponed, part of Downtown Master Plan implemented; Projected Completion 2019
20	Shallowford Road Corridor Pedestrian Improvements Project	The City will continue to make stride towards these improvements, which will include cycle track, sidewalks/ crosswalks, streetscapes, other pedestrian amenities, crossing and traffic signals at New Peachtree Rd.	2012-2014	Postponed, due to lack of funding, Partially underway as part of 2015 Sidewalk Implementation Capital Improvement Plan; Projected Completion 2021

FIGURE C-1: RECORD OF ACCOMPLISHMENTS 2011-2016 SHORT TERM WORK PROGRAM (CONTINUED)

Transportation / Bicycle-Pedestrian Projects (cont.)		Projects	Description Year	Status
21	Peachtree Road Corridor Pedestrian Improvements Project	Pursued Improvements will include cycle track, sidewalks/crosswalks, streetscapes, pedestrian lighting and other pedestrian amenities on Peachtree Road from Peachtree Blvd. to the proposed TIA (TIA-DK-057), SR 23 - SR 141arterial & bridge project.	2012-2014	Postponed, part of the Assembly project, merged into project 29.
22	Buford Hwy Improvements from Park Ave. to I-285	Improvements include sidewalk renovation & bicycle facilities to match the adjacent completed TE project.	2014 - TBD	Postponed - to be considered as part of Buford Hwy LCI Study, see item 2.1.b in the CWP
23	City-Wide Street Amenities Standards	City will develop city-wide standards for street sections & layouts, street trees, street furniture, lighting, etc. A common design will improve the community image & promote a local identity.	2012-2014	Underway; Projected Completion 2017
24	Peachtree Boulevard Sidewalk Improvements Project	City will fill missing sections of sidewalks along both sides of Peachtree Blvd., creating a continuous route for pedestrians from I-285 down to N. Peachtree Rd.	2012-2014	Postponed, pending funding identification; Projected Completion 2021
25	Bubbling Creek Walking Path	City will with Chamblee officials to provide pedestrian and bicycle link along Bubbling Creek from the GM site to points west. This will encourage access from Chamblee's neighborhoods & downtown to the LCI study area.	2012-2014	Postponed, part of the Assembly project; Projected Completion 2021
26	Northwoods-Buford Highway Pedestrian Access Improvements	City will provide residents of Northwoods and surrounding area with a more direct access to Pinetree Plaza & the Buford Hwy. corridor.	2013-2014	Postponed, due to lack of funding, will incorporate with Buford Highway LCI and Part of Sidewalk Implementation CIP
27	Bicycle Rack Installation	City will install bicycle racks at City-owned facilities to encourage bicycle use.	2012-2013	Underway; Projected Completion 2017
28	Sidewalks to Schools	Work with schools to establish pre-req. programs. Obtain funding.	2012-2014	Postponed, pending funding allocation; Projected Completion 2019
29	Buford Highway (SR 23) to Peachtree Boulevard (SR 141) Arterial Connector & Bridge (TIA-DK-057)	The project would complete a regional link from Buford Hwy. (SR 13) to Peachtree Blvd. (SR 141), beginning at the Shallowford Rd. / Buford Hwy intersection. It would then follow Shallowford and a new section of roadway that would cut through the Shallowford Gardens apartment community, span a grade-level section of MARTA tracks between New Peachtree Road and the GM property to Peachtree Road with a new bridge. From here, it would follow Peachtree Road to a new roadway section connecting to Clyde Drive, following Clyde to the North Peachtree Road / Peachtree Boulevard intersection. The project includes intersection upgrades to Shallowford Rd. at Buford Hwy. and North Peachtree Rd. at Peachtree Blvd., and roadway upgrades to Shallowford & Peachtree roads, Clyde Dr. and North Peachtree Rd. It also includes a bridge over the existing New Peachtree Rd. / rail corridor, and connecting existing roads to the new connector. The proposed typical section includes four travel lanes, two cycle tracks, sidewalks, street trees, lighting & other pedestrian facilities. This new arterial and bridge would not only connect I-85 to Dunwoody, thus alleviating much of the gridlock on I-285; but, more importantly, it would establish crucial connectivity to the GM site from Doraville and Chamblee. This proposed connector also carries the additional advantage of remaining entirely outside the footprint of the GM redevelopment site.	2012-2019	Underway, part of TIP; Projected Completion 2040

FIGURE C-1: RECORD OF ACCOMPLISHMENTS 2011-2016 SHORT TERM WORK PROGRAM (CONTINUED)

Transportation / Bicycle-Pedestrian Projects (cont.)		Projects	Description Year	Status
30	New Peachtree/ Shallowford Roads Intersection Improvement Projects	Construction of a traffic circle at the New Peachtree Rd. / Shallowford Rd. intersection to provide continuous traffic flow, eliminating the existing, misaligned intersection.	2014 - TBD	Postponed due to lack of funding, merged with project 29.
31	Chestnut Drive/ Park Avenue Realignment	Through this realignment, the City would provide a pedestrian route from Northwoods neighborhood to MARTA station on New Peachtree Rd.	2012 - 2014	Underway; Projected Completion 2021
32	Central Avenue/ Buford Highway Intersection Improvements	Conversion of the Central Ave. / Buford Hwy. unsignalized intersection into right-turn-only would reduce congestion & improve safety by restricting vehicles from crossing southbound Buford Hwy traffic. The project would be most effective when combined with the realignment of Chestnut with Park Ave., giving motorist a signalized alternative to the left turn at Central Ave.	2012 - 2014	Underway, Merged with project 31; Projected Completion 2021
33	Buford Highway/ I-285/ Motors Industrial Way Area Congestion Mitigation Project	This project would add an isolated on-ramp from Buford Hwy. into I-285 to reduce traffic storage problems on Buford Hwy. during peak traffic hours. The existing on-ramp would need to be widened to incorporate this; it could be combined with the realignment of Clearview Ave. & the addition of another eastbound lane from Motors Industrial.	2014 - TBA	Postponed due to lack of funding, merged with project 34.
34	Motors Industrial Way Congestion Mitigation Project	This project would widen and restripe the existing eastbound onramp and alter the signalization of the Motors Industrial Way/ Buford Hwy. intersection to provide two through lanes onto I-285 eastbound. This will reduce traffic storage on Motors Industrial during peak traffic hours.	2014 - TBA	Postponed due to lack of funding, part of the Assembly project implementation; Projected Completion 2021
35	Update MARTA Ontrain Announcements	City will work with MARTA to change recorded announcement in a way that accentuates the positive aspects of Doraville, bolstering marketing and branding efforts.	2012 – 2014	Completed
36	Transit/ Rail Expansion	City will continue to support rail, linking Doraville and Perimeter Center, in addition to supporting rail transit into Doraville from Gwinnett County, thereby spurring transit-supportive growth & solidifying the area's desirability for transit-oriented, economic growth.	2012 – 2014	Completed, moved to policy
Land Use/ Urban Design		Projects	Description Year	Status
37	Buford Highway Rezoning	Provide proactive, flexible zoning crafted in a way that recognizes long-term auto orientation. To this end, some items customarily included in LCI community zoning, such as complete prohibition of frontal parking, may not be appropriate there.	2012-2013	Underway; Projected Completion 2017
38	Town Center/ GM Site Rezoning	New form-based zoning will be implemented that is flexible enough to allow developments to adapt to changing market conditions, while ensuring basic tenets of sound planning. Elements will include: permitting a mix of uses; defining urban design standards (such as buildings fronting the street or rear parking); establishing sidewalk standards; defining architectural & material standards; requiring usable public space, rather than unusual buffers; provide quality, mixed-use housing incentives; reduce parking requirements close to MARTA station	2012 - TBD	Completed

FIGURE C-1: RECORD OF ACCOMPLISHMENTS 2011-2016 SHORT TERM WORK PROGRAM (CONTINUED)

Land Use/ Urban Design		Projects	Description Year	Status
39	Expanded residential code enforcement	Code enforcement will be expanded in neighborhoods and multifamily complexes.	2012 - 2014	Completed
40	Amenity Design & Sign Guidelines	City will design uniform standards for signage & public amenities to diminish the disorientation & reduce driver distractions. Public amenity design (street furniture, trash receptacles, streetscapes, etc.) would frame the quality of future development or redevelopment. They should balance the economics of development with the need for quality design to ensure they do not get stifled.	2012 - 2013	Underway, combined with project 42; Projected Completion 2017
41	Gateway Improvements	Install signs or public art at key locations, including: Shallowford Rd. & Buford Hwy. (\$3-6k); New Peachtree Rd. & Shallowford Rd \$8-12k). I-285 and Buford Hwy. (\$15-20k); MARTA entrances at Park & Central avenues (\$3-6k).	2012 - 2014	Underway; Projected Completion 2016
42	Complete Streets Policy	City will Institute a complete streets policy, ensuring that future transportation planning will accommodate all users - including bicyclists, public transportation vehicles & riders, & pedestrians of all ages and abilities.	2012 - 2013	Underway; Projected Completion 2017
43	Utility Burial Guidelines	Adopt utility burial guidelines/ policy for new streets built.	2012 - 2013	Dropped, City has no control over GA Power utilities.
44	Mixed-Use/ Transit - Oriented (TOD) Guideline Implementation	City will develop Mixed-Use & TOD guidelines for Town Center overlay to encourage medium to high-density redevelopment around the MARTA station & Main Street Corridor.	2012 - 2013	Completed
Environmental		Projects	Description Year	Status
45	Bubbling Creek Restoration & Clean Up	Today the banks of Bubbling Creek are eroded & overgrown with invasive species in some locations. City will work to restore before the creation of a linear park or walking path is created.	2012 – 2014	Postponed, part of the Assembly project; Projected Completion 2021
46	GM Site Remediation (if required by Federal law)	Prior to redevelopment, Federal law requires that any contaminants found on the former GM site be remediated to make it usable for the mix of housing, offices, retail & open space uses envisioned by the LCI plan. If clean-up is required, any contaminants found must be disposed of outside of Doraville.	2012 – 2014	Completed
47	Buford Hwy. Corridor & Parking Bio-Retention	Bio-retention will be implemented along Buford Hwy. & within adjacent parking lots to promote sustainable storm water management & improve water quality. Existing parking lots are a major environmental liability and can be retrofitted with ponds or infiltration areas.	2012 – 2014	Postponed, to be considered in Buford Hwy LCI Study; Projected Completion 2021
48	Solar Panel Installation	The City will install solar PV system on at least one of its facilities.	2012 - 2014	Completed
49	Crime Prevention through Environmental Design (CPTED) Policy	City will incorporate CPTED into urban design policies. CPTED is part of a comprehensive approach to crime prevention. By changing the physical environment, it complements community-based policing, Neighborhood Watch, and other programs that address some of the root causes of criminal behavior.	2012 - 2014	Completed, as part of LCI recommendations, moved to policy
50	Native Plant Species Policy	City will adopt policy, encouraging or mandating the use of plants that are native or adaptive to the Georgia Piedmont region. Such plants require less water to irrigate than other species, provide food for native birds & insects, & are more tolerant to local temperature extremes.	2012 -2013	Completed, moved to policy

FIGURE C-1: RECORD OF ACCOMPLISHMENTS 2011-2016 SHORT TERM WORK PROGRAM (CONTINUED)

Housing		Projects	Description Year	Status
51	Affordable/ Workforce Housing	The downtown corridor lacks high-quality multi-family housing. Existing complexes represent ideal sites to redevelop into higher density, mixed-income/ use housing especially given proximity to MARTA facilities. City will craft policies through overlays to maximize the use of existing multi-family complexes.	2012 -2013	Underway; Projected Completion 2017
52	Mixed-Income Housing	City will craft policies that enable current multi-family housing to be redeveloped into higher density, mixed-income & mixed-use housing, especially given their access & proximity to MARTA rail & existing retail services.	2012 -2013	Underway; Projected Completion 2017
53	Senior Housing	The City will continue to work with developers towards creating more housing choices for seniors in accordance with "Aging in Place" principles.	2011 - 2014	Underway; Projected Completion 2017

* Status, per DCA MINIMUM STANDARDS AND PROCEDURES FOR LOCAL COMPREHENSIVE PLANNING, Chapter 110-12-1-.04(2)(b)2:

Completed - Have been completed

Underway - Currently underway and projected completion date

Postponed - Have been postponed, and why and when it will be resumed

Dropped - Have not been accomplished and are no longer activities the local government intends to undertake, explaining why.

Doraville...
the city that connects.

State of Georgia
DeKalb County
City of Doraville



RESOLUTION NO. 2016-75

A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF DORAVILLE TO ADOPT *THE CITY OF DORAVILLE COMPREHENSIVE PLAN 2017-2037*; TO PROVIDE FOR SEVERABILITY; TO PROVIDE FOR AN EFFECTIVE DATE AND OTHER LAWFUL PURPOSES.

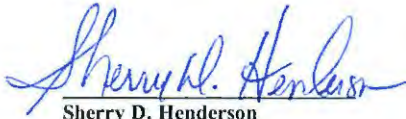
- WHEREAS,** the City of Doraville is subject to the State of Georgia Planning Act of 1989 which calls for a certified Comprehensive Plan in order to obtain and maintain the status of a Qualified Local Government; and
- WHEREAS,** the City of Doraville, Georgia is a member of the Atlanta Regional Commission, an agency created to provide regional planning and intergovernmental coordination among certain county and city governments in the metropolitan area of Atlanta; and
- WHEREAS,** the City of Doraville's current *Comprehensive Plan 2006-2026* was adopted in 2006 and has since become outdated due to recent new developments and the expansion of City boundaries resulting from annexations that occurred after 2006; and
- WHEREAS,** the City initiated a process to update the *Comprehensive Plan 2006-2026* with a public hearing held on December 7, 2015 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; and
- WHEREAS,** the *City of Doraville Comprehensive Plan 2017-2037* was prepared according to the Standards and Procedures for Local Comprehensive Planning effective March 1, 2014 and established by the Georgia Planning Act of 1989, and the required public hearings were held on December 7, 2015 and August 15, 2016 in addition to several community workshops and meetings, as well as a public meeting with the Planning Commission on August 3, 2016; and
- WHEREAS,** the *City of Doraville Comprehensive Plan 2017-2037* document was transmitted to the Atlanta Regional Commission and the State of Georgia Department of Community Affairs for review in accordance with procedures prescribed by state law; and
- WHEREAS,** the Atlanta Regional Commission and the State of Georgia completed the review of the *City of Doraville Comprehensive Plan 2017-2037* and determined that the plan was in compliance with the Minimum Standards and Procedures for Local Comprehensive Planning.

NOW THEREFORE BE IT RESOLVED, that the MAYOR AND COUNCIL OF THE CITY OF DORAVILLE hereby adopt the *City of Doraville Comprehensive Plan 2017-2037*, inclusive of the Future Development Map, and Community Work Program, as attached hereto and incorporated herein by reference and such shall be effective upon its adoption.

SO RESOLVED AND EFFECTIVE, this 17 day of October, 2016.

ADOPTED by the Doraville City Council OCT 17, 2016
 APPROVED by the Mayor

Attest:



Sherry D. Henderson
 Clerk, City of Doraville



Cecil McLendon
 Attorney, City of Doraville


 HONORABLE DONNA PITTMAN
 Mayor, City of Doraville

THE FOREGOING RESOLUTION WAS OFFERED BY COUNCIL MEMBER Robert Patrick WHO MOVED ITS APPROVAL. THE MOTION WAS SECONDED BY COUNCIL MEMBER M.D. Nasser BEING PUT TO A VOTE, THE RESULTS ARE LISTED AS FOLLOWS:

	Yea	Nay		Yea	Nay
Pam Fleming	ABSENT		Robert Patrick	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Shannon Hillard	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Dawn O'Connor	<input checked="" type="checkbox"/>	<input type="checkbox"/>
M.D. Nasser	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sharon Spangler	<input checked="" type="checkbox"/>	<input type="checkbox"/>

