



## **CITY COUNCIL REGULAR MEETING**

City Hall Council Chambers

October 20, 2021

6:30 PM

<https://us06web.zoom.us/j/84545437850>

### **ACTION MINUTES**

#### **I. CALL TO ORDER**

#### **II. ROLL CALL**

Mayor & City Council

- Joseph Geierman, Mayor
- Gerald Evans, Council Member, District 1
- Andy Yeoman, Council Member, District 1
- Christopher D. Henshaw, Council Member, District 2
- Rebekah Cohen Morris, Council Member, District 2
- Stephe Koontz, Council Member, District 3
- Maria T. Alexander, Council Member, District 3, Mayor Pro Tem

#### **III. PLEDGE OF ALLEGIANCE**

#### **IV. APPROVAL OF MEETING AGENDA **APPROVED MOVING ITEM #6 TO NOVEMBER 17, 2021 COUNCIL MEETING, VOTE 6-0****

#### **V. PROCLAMATIONS AND RECOGNITIONS**

1. Georgia Association of Chiefs of Police is presenting the Recertification Award to the City of Doraville's Police Department  
Presented by Chuck Groover, GACP State Certification Coordinator
2. Doraville Difference Maker Honoring Recipient for October 2021  
Presented to Mary Coggins
3. Proclamation Recognizing Friends of the Doraville Library Week  
Presented to Friends of the Doraville Library

#### **VI. PUBLIC COMMENT**

#### **VII. CONSENT AGENDA - APPROVAL OF MINUTES- **APPROVED, VOTE 6-0****

1. Public Works Equipment Purchase

2. Approval of August 16, 2021 Work Session Meeting Minutes

## **VIII. REPORTS AND PRESENTATIONS**

1. Update Regarding Court Operations  
Presented by Clerk of Court Rochelle Sanderson

## **IX. UNFINISHED BUSINESS**

1. CUP-21-06 - CUP for a Recording Studio in T-6 zoning district at 6067 New Peachtree Road (Second Read)- **APPROVED, VOTE: 5-1**  
Presented by Planning and Community Development Director Naomi Siodmok
2. CUP-21-07 - CUP for a place of worship in R-1 zoning district at 2674 Woodwin Road (Second Read)- **APPROVED, VOTE 6-0**  
Presented by Senior Planner Austin Shelton
3. Z-21-16 - City-initiated amendment for properties in the Motors Special District (SD-1) to reduce setbacks (Second Read)- **APPROVED, VOTE 6-0**  
Presented by Senior Planner Austin Shelton
4. A-21-23 - Text amendments to Single Family Residential Requirements (Sec. 23-402, 23-903, 23-1203) (Second Read)- **APPROVED, VOTE 6-0**  
Presented by Senior Planner Austin Shelton
5. A-21-24 - Text amendments to amend items that require Council approval (Second Read)  
Presented by Planning and Community Director Naomi Siodmok- **APPROVED, VOTE 6-0**

## **X. NEW BUSINESS**

1. A-21-25 - Update Future Land Use Map (First Read) (Public Hearing)  
Presented by Senior Planner Austin Shelton- **APPROVED, VOTE 6-0**
2. Resolution to Adopt and Update the City of Doraville Comprehensive Plan  
Presented by Planning and Community Development Director Naomi Siodmok- **APPROVED, VOTE 6-0**
3. A-21-26 - Updated Zoning Map (First Read) (Public Hearing)  
Presented by Senior Planner Austin Shelton- **APPROVED, VOTE 6-0**
4. A-21-27 - Delete Sec. 23-914, the Commercial Transition (CT) zoning district (First Read) (Public Hearing)- **APPROVED, VOTE 6-0**  
Presented by Senior Planner Austin Shelton
5. A-21-29 - Sign Ordinance- Illegal Businesses (First Read) (Public Hearing)  
Presented by Planning and Community Development Director Naomi Siodmok- **APPROVED, VOTE 6-0**

6. Appeal of code interpretation regarding an oil change facility at 5364 Buford Highway(Hearing Only)- **MOVED TO NOVEMBER 17, 2021 COUNCIL MEETING**  
Presented by Planning and Community Development Director Naomi Siodmok
  
7. Approval to Award Contract to Clark Patterson Lee for Managing Building Services  
Presented by Director of Planning and Community Development Naomi Siodmok- **APPROVED, VOTE 6-0**

**XI. OTHER BUSINESS**

**XII. COUNCIL COMMENTS**

**XIII. EXECUTIVE SESSION**

(If required for land, legal, or personnel matters)

**XIV. ADJOURNMENT**



**CITY OF DORAVILLE | COMPREHENSIVE PLAN 2022-2042**



[www.doravillega.us](http://www.doravillega.us)



# CITY OF DORAVILLE **COMPREHENSIVE PLAN 2022-2042**

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ADOPTED BY DORAVILLE CITY COUNCIL - OCTOBER 20, 2021

## ACKNOWLEDGEMENTS

### CITY OF DORAVILLE

#### MAYOR

Joseph Geierman

#### CITY COUNCIL

Maria Alexander  
Rebekah Cohen Morris  
Gerald Evans  
Stephe Koontz  
Chris Henshaw  
Andy Yeoman

### STEERING COMMITTEE

Councilmember Gerald Evans - Elected Official  
Rahim Ibn - Resident  
Sarah Janusz - Resident  
Lance Morsell - Economic Development Specialist  
Reyes Ramirez - Resident  
Angelica Riera-Jimenez - Resident  
Alan Weng - Resident

### PLANNING TEAM

#### CITY OF DORAVILLE

Chris Eldridge, City Manager  
Naomi Siodmok, Community Development Director  
Austin Shelton, Senior Planner  
Bonnie Lapwood, Planning Technician  
Lance Morsell, Economic Development Specialist

#### ATLANTA REGIONAL COMMISSION

Andrew Smith, Principal Planner  
Rachel Will, Planner  
Tanning Nyman, Intern

# EXECUTIVE SUMMARY

## OUR NEXT CHAPTER

It's an exciting time for the City of Doraville. Centrally located northeast of the City of Atlanta with access to I-285, I-85, Buford Highway, and MARTA, the city remains an attractive location for residents and businesses. Planned new public and private investments in Doraville's core and other key nodes, offer the potential for a renaissance in the city. Reinvestment in communities along the northeast MARTA rail line and I-85 corridor continues to fuel growth and change in the area. Doraville is positioned to capitalize on these dynamics and solidify its foundation for the future.

## THE NEXT 20 YEARS

This update to our Comprehensive Plan builds on the previous plan developed with the assistance of a consultant team in 2016. It represents a five-year check-in required by Georgia's local planning rules that is centered around reevaluating key elements rather than overhauling the plan.

The 2021 update process largely reaffirms but in some cases adjusts the tone and direction documented in the 2016 plan. The City's next chapter furthers its unique cultural diversity, found within its large foreign-born population and ethnic restaurants; envisions a new mixed-use dynamic within its core; plans streets for all users; maintains and enhances its single-family neighborhoods; rehabilitates and manages natural resources; and develops the City's arts and culture ecosystem. Past annexation of industrial land, combined with planned redevelopment in the city's core and at other key nodes, will promote a balanced tax base while creating a more livable and vibrant community. Community members are eager to see this unfold.

## OUR VISION

The goals and vision laid out in our Comprehensive Plan reflect a collaborative public involvement process that is rooted in the results of the 2016 planning process while providing a fresh look at key plan elements. The global COVID-19 pandemic presented significant obstacles to traditional face-to-face public engagement throughout the planning process, requiring reliance on online and virtual methods to solicit feedback from community members.

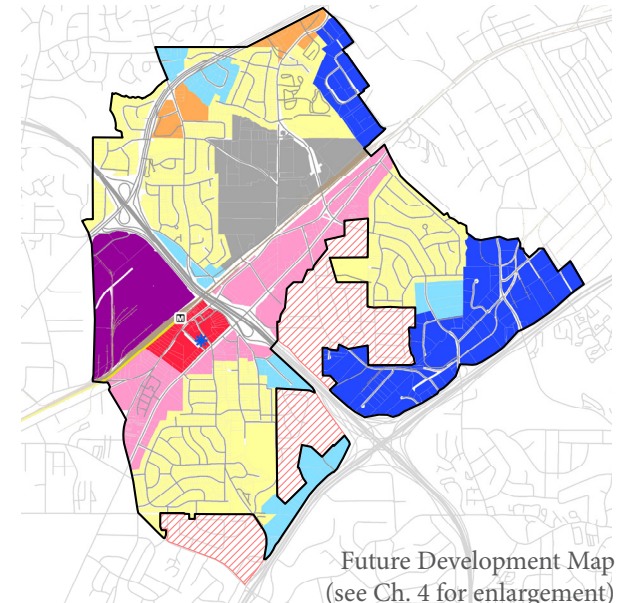
Community input and guidance were collected via a Steering Committee, City Council interviews, a virtual public meeting, and two online community surveys, which collectively formed the foundation of the vision and the priorities and actions that will actualize it. Key inputs feeding into the vision and goals included challenges facing the City that need to be addressed, assets the City should strive to strengthen, and how our investments and policies can work to do both.

### VISION STATEMENT

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

## FUTURE DEVELOPMENT MAP

The Future Development Map demonstrates, spatially, how we as a city want to evolve over time as new investments and land uses take shape. Each of the nine character areas includes a description of how the community envisions the area changing and key actions needed to achieve that desired outcome. Notable change and redevelopment is envisioned in four character areas: BuHi Cultural Corridor, Downtown Doraville, Assembly District, and PIB Marketplace. These areas are flanked by additional opportunities in other character areas to preserve the character of mature 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.





## 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 redevelopment of the downtown Doraville area.
- Increasing community activities and events.
- Creating a better business environment.
- Continuing to update the City's codes and ordinances.
- Facilitating new, private developments in line with our vision.
- Putting in place actions that leverage and embrace our diversity.
- Promoting and celebrating arts and culture, including public art and local artists.
- Improving and restoring natural resources.

Related to these priorities is a five year list of actions for 2022-2026 - the Community Work Program - that will keep plan implementation moving ahead. Many of the initiatives identified in the 2016 work program - and even others not fully contemplated at the time - are complete or underway and have contributed to our progress:

- The next step has been taken in the redevelopment of downtown Doraville with the completion of a Technical Assistance Panel (TAP) led by the Urban Land Institute (ULI).
- Revival of the former General Motors site has begun, with the development of a major corporate office project and a film studio. A new mixed-use plan has emerged for the remainder of the site and includes additional studio facilities, residential, retail, an e-gaming center, and a park.
- Doraville completed the Citywide Mobility Plan in 2020. The City continues to advance transportation plans and projects for all modes and all users, with this new plan as the primary guide.

- A detailed Livable Centers Initiative study was completed along Buford Highway, which identified a more tailored strategy for a corridor that is hospitable for all travel modes.
- The City has continued to support and amend as necessary the Livable Communities Code, a form-based section of the zoning code consisting of four transect zones and urban design/site requirements intended to foster a more pedestrian-oriented built environment via redevelopment over time.

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. The 2021 plan update represents 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 growth and change. 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 five years (2022-2026). 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 2042.**

## HOW WE WILL USE THIS PLAN

The plan will help guide decisions by our City’s elected officials, inform 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 multicultural community located near the center of the Atlanta region, with many opportunities at our doorstep. As per our motto, we celebrate and embody diversity, vitality, and community.

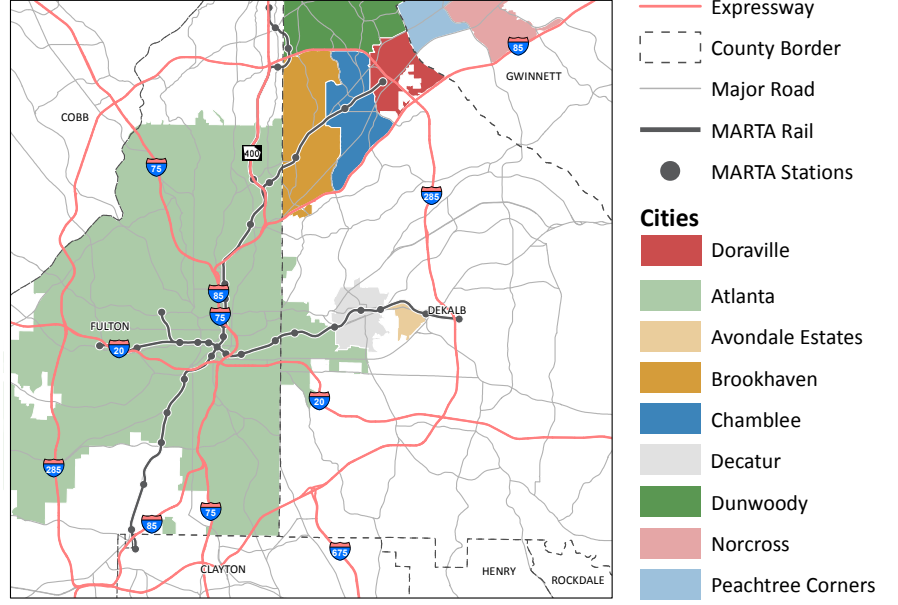
## OUR COMMITMENT

The Comprehensive Plan is intended to serve as a guide and allow for flexibility as unforeseen opportunities and ideas arise; to this end, our 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

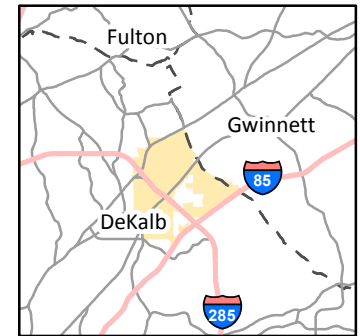
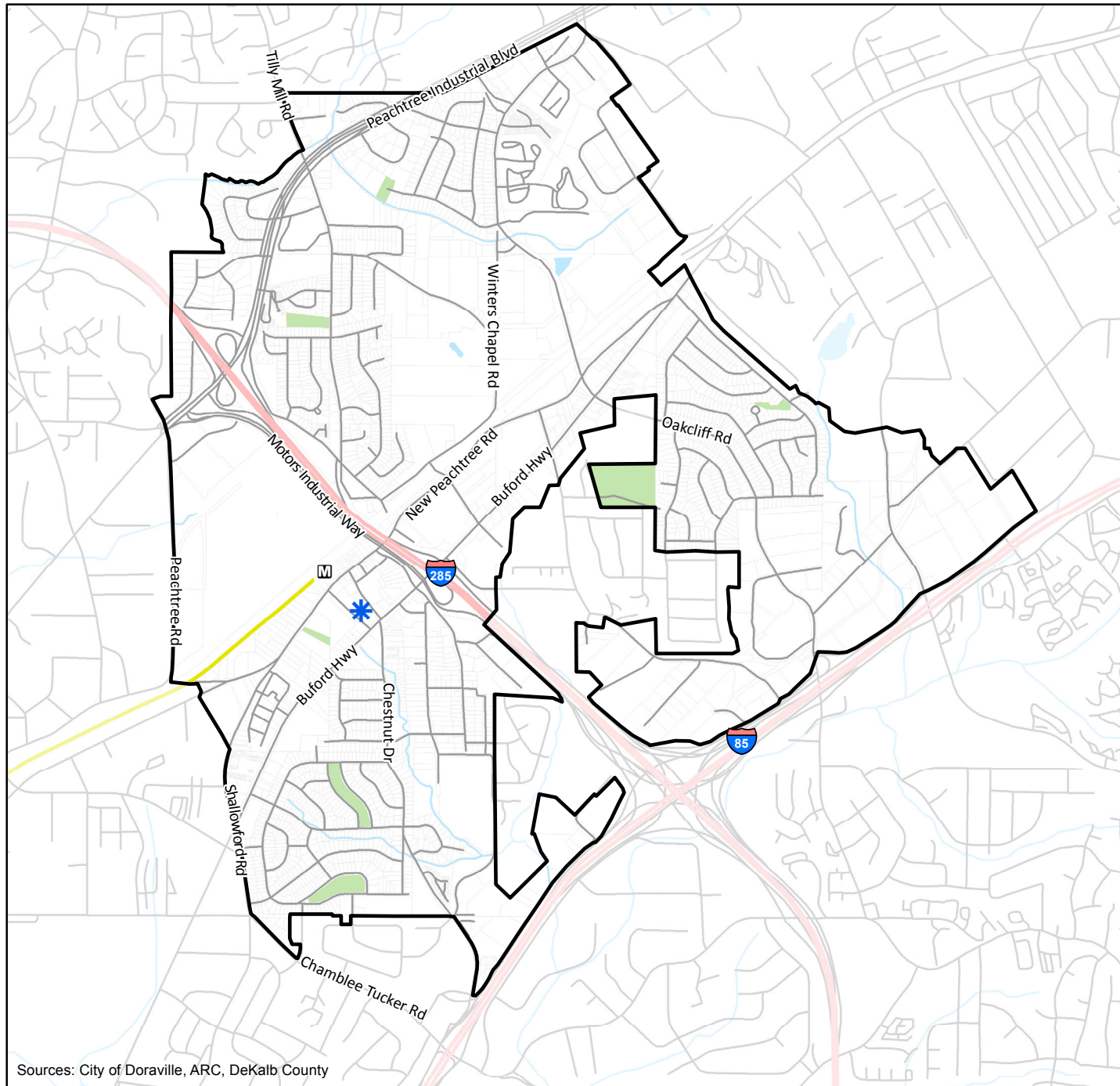
The City of Doraville is centrally located in the Atlanta metro area, roughly eight miles northeast of the City of Atlanta (see **Figures 1-1 and 1-2**). It is adjacent to Interstate 85 and Interstate 285 and the final stop on the MARTA Gold line. Although almost entirely built out, as an inner ring 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**

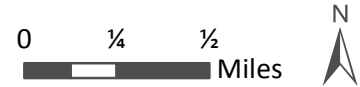


# FORWARD TOGETHER 2042

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



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



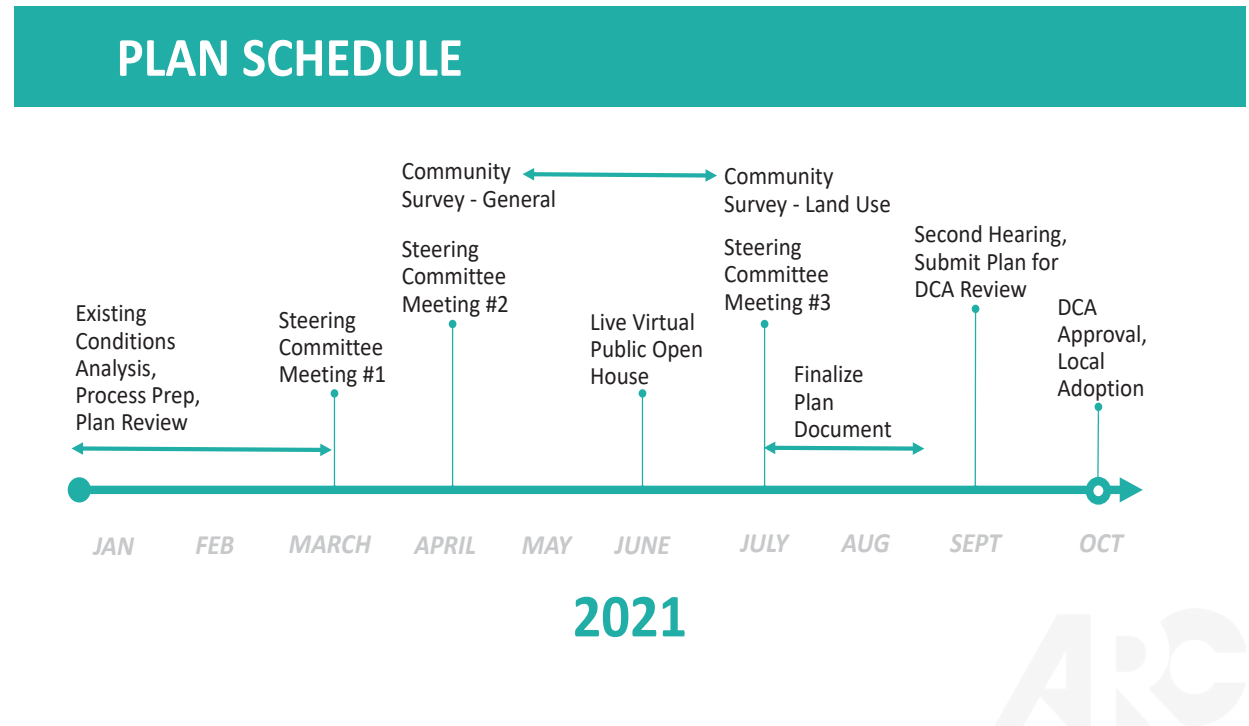
Sources: City of Doraville, ARC, DeKalb County

## 1.2 THE PROCESS

The City of Doraville worked with community members over several months to update the Comprehensive Plan. The process began in the fall of 2020 and is targeted for completion in October 2021 (**Figure 1-3**). Five distinct tasks guided the process and were led by the Planning Team, consisting of City staff in the the Community Development Department with assistance from the Atlanta Regional Commission. Process initiation, plan review and existing conditions analysis helped set the project on the right track, creating a baseline understanding of where we are today and what we might face in the future.

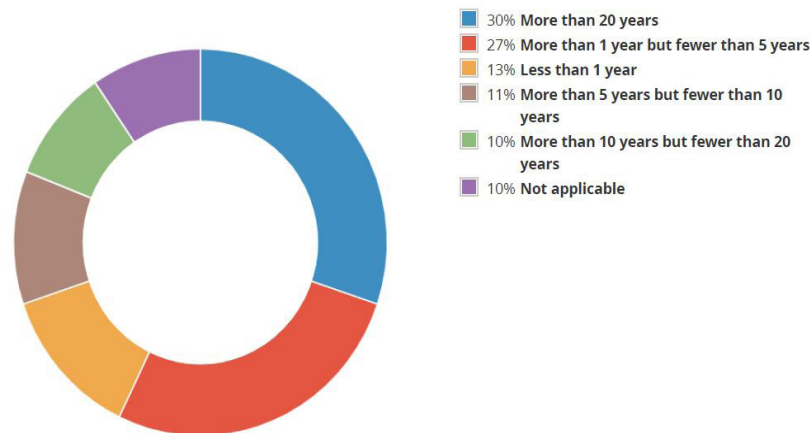
The heart of the process included visioning as well as prioritization and implementation planning. These tasks were focused on gathering input via our Steering Committee comprised of residents from different areas of Doraville; a virtual public open house for community members at large; informal/small format City Council member conversations; and two online surveys for the general public - one broad/comprehensive and one focused more narrowly on land use. An example snapshot of survey respondent demographics is shown 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 1-3: PLANNING PROCESS & SCHEDULE**



**FIGURE 1-4: SURVEY PARTICIPANTS**

If you are a resident of Doraville, how long have you lived in the city?



## 1.3 PLAN ORGANIZATION

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

**Chapters 1 and 2** provide an overview, explain why the plan matters, touch on the City’s history, summarize major redevelopment plans, and offer a snapshot of who we are as a community today. This snapshot of existing conditions is organized by the key policy areas of land use, housing, people, economy, and transportation. In highlighting these areas, the plan calls attention to critical Issues and Opportunities, which represent challenges to address as well as assets to maintain and strengthen.

**Chapter 3** identifies our vision and goals, reflecting input from community members, staff, and elected officials.

**Chapter 4** documents 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. This section includes the 2022-2026 Community Work Program and the Report of Accomplishments related to the previous (2017-2021) Community Work Program.

**Appendices** offer additional documentation of public involvement activities that informed the plan update (**Appendix A**) as well as existing conditions analysis (**Appendix B**).

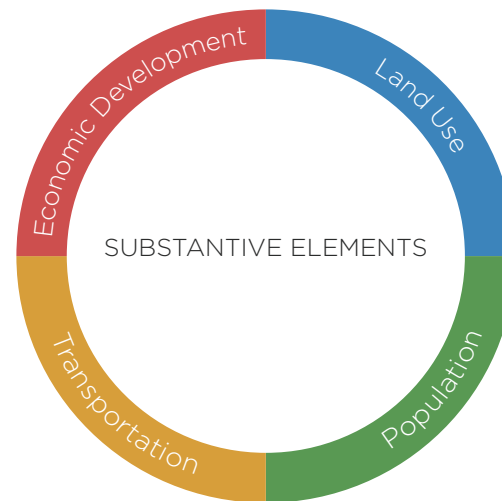
## 1.4 KEY ELEMENTS

The updated Comprehensive Plan focuses on four major topic areas or “substantive elements”: land use (including housing), economic development, people (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 a 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

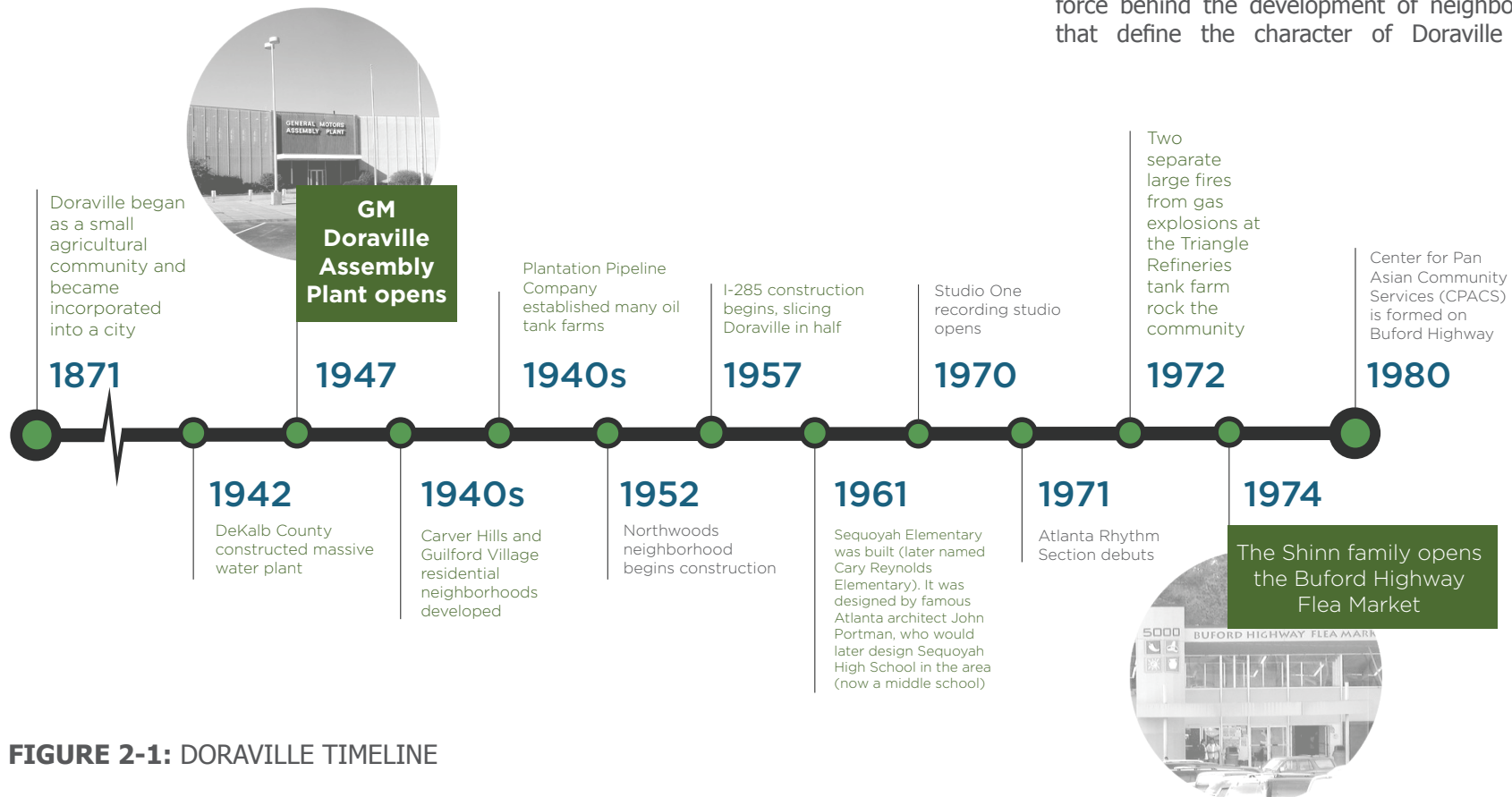
Doraville today is a residential community flanked by a unique concentrations of small, local restaurants featuring international cuisine, foreign-born residents, industrial businesses, small commercial and development nodes, and major transportation infrastructure. This chapter provides a broad snapshot of existing conditions in Doraville, through the lenses of the substantive elements of the planning effort: population, land use, housing, economic development, and transportation. Existing conditions highlighted in this section reflect information collected at

the beginning of the planning process, including key observations related to possible issues and opportunities 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 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 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 in the mid-20th century, after World War II. A critical point in that era was the 1947 opening of the General Motors (GM) Assembly Plant. The plant was a major new employer for the region and a driving force behind the development of neighborhoods that define the character of Doraville today.



**FIGURE 2-1: DORAVILLE TIMELINE**

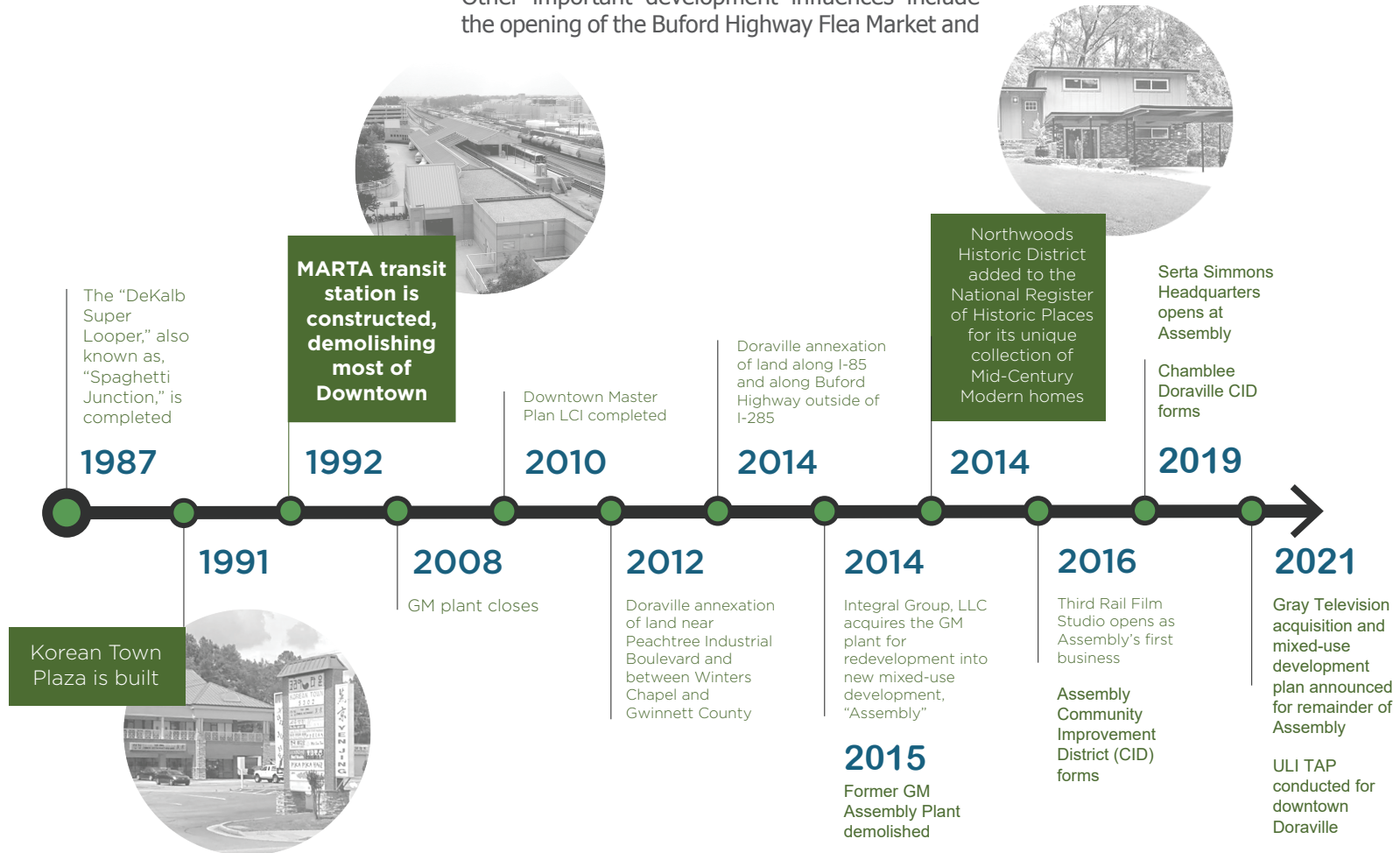
Doraville enjoyed a strong blue collar economy for roughly 60 years until 2008 when the GM Assembly Plant closed, leaving a void in the community's economy, municipal budget, and land use - but also opening up a new era of opportunity for the future development of the city. The City's history has always been shaped by major infrastructure investments; these investments will continue to influence Doraville well into the future.

### Major Infrastructure Investments

- Development of oil tank farms, largely concentrated along Winters Chapel Road
- 1987: Completion of "Spaghetti Junction" interchange at I-285 and I-85
- 1992: Construction of the Doraville MARTA station

Buford Highway Farmers Market in the 1970s-80s, and the formation of the Center for Pan Asian Community Services (CPACS) on Buford Highway. These developments spoke to the increasing number of immigrants locating near Buford Highway. This movement and growth have proceeded over the subsequent 40+ years and continue to attract a large number of foreign-born residents and diverse businesses still present in Doraville today.

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



## 2.2 CURRENT CATALYSTS

### DOWNTOWN DORAVILLE

Doraville’s historic downtown features local government facilities, many of which require repair or are being used beyond their intended service capacity. Large surface parking lots surround many downtown buildings and disconnect them from streets, and a lack of sidewalks inhibits safe and convenient pedestrian circulation.

As such, downtown Doraville has been the focus of multiple visioning and planning efforts over the years, including Livable Centers Initiative (LCI) studies in 2005 and 2010 and a Historic Downtown Redevelopment Masterplan. Most recently completed, in June 2021, is a [Technical Assistance Panel \(TAP\) process and report](#) facilitated by the Urban Land Institute (ULI). The TAP report offers recommendations and a vision to help the City transform downtown Doraville into a Village where a mosaic of diverse cultures, food, and people come together in multiple ways to engage and experience everything the community has to offer.

The plan’s recommendations are described in greater detail in the TAP Report, with specific suggestions for implementation. General recommendations include:

#### Planning

1. Create a shared vision, goals and public purpose
2. Conduct a needs assessment to determine what the City of Doraville requires in terms of space, facilities and parking
3. Conduct the necessary supportive studies to ensure vision and goals are feasible
4. Create a master plan to guide the downtown redevelopment

#### Process

1. Hire a full-time executive to run the Doraville Development Authority
2. Position the Doraville Development Authority to lead the redevelopment plans for the City
3. Choose a business model that will guide the redevelopment
4. Evaluate housing needs/options and incorporate in the City’s master plan
5. Evaluate financing options

#### Vision

1. Maximize the 15-minute trade area
2. Topography in this matters and needs to be accommodated
3. Green space, recreation and culture can serve the existing community and set the stage for success
4. Establish Central and Park Avenues as authentic retail streets, but aggregate the actual shopping experience around the town green—with services at the street level east and west of the town green’s
5. The key to having a vibrant urban core is a successful and profitable commercial venture with curated experiences including retail and restaurants

Downtown Doraville - Basic Development Concept



Downtown Doraville - Detailed Development Concept



## ASSEMBLY

Assembly is a game-changing opportunity for the redevelopment of the former Doraville General Motors Plant. The site is the largest developable property inside the Perimeter, flanked by Doraville’s MARTA Station and downtown, I-285, Peachtree Industrial Boulevard, and Peachtree Road.

The Doraville City Council adopted a master plan for the site that establishes new streets and green space to provide the framework for a mixed-use development comprised of new multi-family residential, office, retail, restaurants and other commercial uses to create a vibrant neighborhood. The site was then rezoned to a special district - with heavy influence from the City’s form-based Livable Community Code - establishing requirements specific to the development. Access to the MARTA station and downtown has been envisioned via a covered street running beneath the rail lines, although this concept remains aspirational given its expense and complexity.

While market forces and other factors prevented Assembly from being developed as a single project, high-quality mixed-use development is occurring incrementally. Assembly’s first business, opened in 2016, is Third Rail Studios, adding a new offering to the maturing base of film and TV production facilities in metro Atlanta. The next major milestone for Assembly was the development of the Serta Simmons Bedding North American headquarters, opened in 2019. The office facility combined multiple US offices into one 210,000-sq. ft. development on five acres.

Most recently, Gray Television, Inc. purchased almost 130 acres of Assembly and is refining its plans to develop a mixed-use project including studio space, apartments, townhomes, hotel, office, restaurants, and retail. Aiding site development is a Special Area Plan approved in June 2021, a Development Booklet, and financing mechanisms in place such as a Tax Allocation District (TAD) and the Assembly Community Improvement District (CID).

## LOTUS GROVE

Lotus Grove is planned for the former site of the K-Mart shopping center northeast of the interchange of Buford Highway and I-285. The redevelopment plan calls for apartments, a hotel, and a mix of offices, retail, and restaurants on 13 acres. This site has long been a prime redevelopment opportunity for the City to accommodate walkable, mixed-use development. The site provides good regional access given its location adjacent to Buford Highway and I-285 and its proximity to I-85 and the Doraville MARTA Station.



*Lotus Grove Rendering/Concept*

*Third Rail Studios at Assembly Yards*



## 2.3 LAND USE AND DEVELOPMENT

### KEY OBSERVATIONS

The City of Doraville encompasses just over 3,100 acres. There are four predominant categories of land use within the city: residential, TCU (transportation, communication, utilities), commercial, and industrial/commercial.

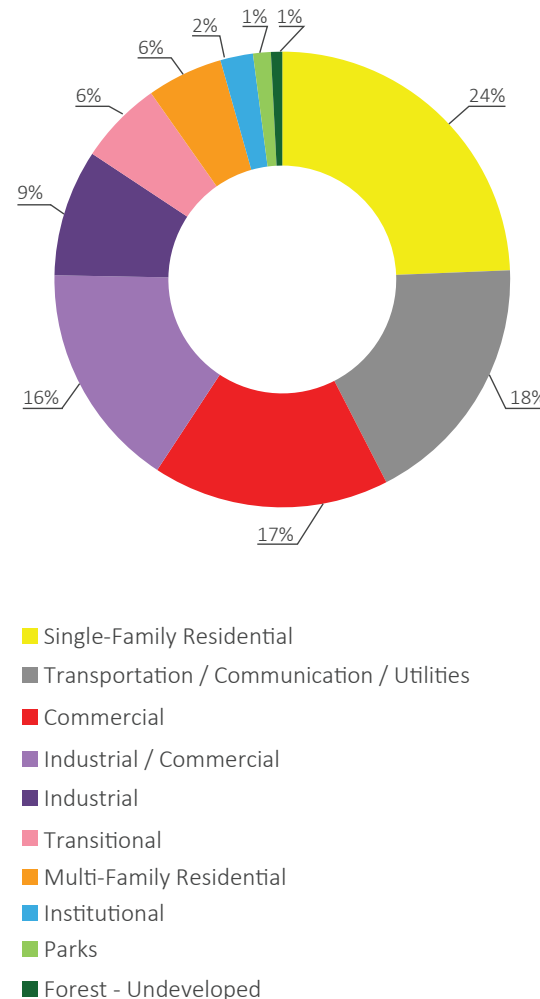
Commercial land uses in Doraville are generally strip-commercial and found along Buford Highway, New Peachtree Road, and Peachtree Industrial Boulevard (PIB).

There are three predominant pockets of single-family residential uses: Tilly Mill/Winters Chapel, Oakcliff, and Northwoods. These older neighborhoods are bounded by significant infrastructure facilities, including highways, rail lines, and fuel pipelines, and in some cases, non-complementary uses such as heavy manufacturing. A large percentage of Doraville’s land consists of infrastructure. See **Figure 2-2** (as documented in the 2016 Plan) and **Figure 2-3** (updated to 2021).

The catalytic redevelopment areas discussed in Chapter 2.2 are planned to be in transition in the near- to mid-term. These include downtown Doraville, Assembly, and Lotus Grove. Redevelopment in these areas would result in a mix of land uses such as multifamily 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 Doraville zoning and development control over properties abutting residential uses while increasing the tax base.

**FIGURE 2-2: EXISTING LAND USE MAKEUP**



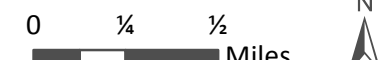
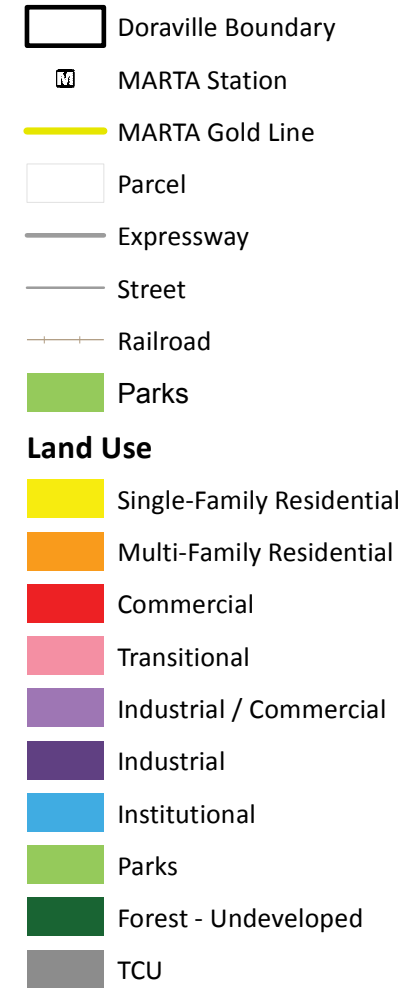
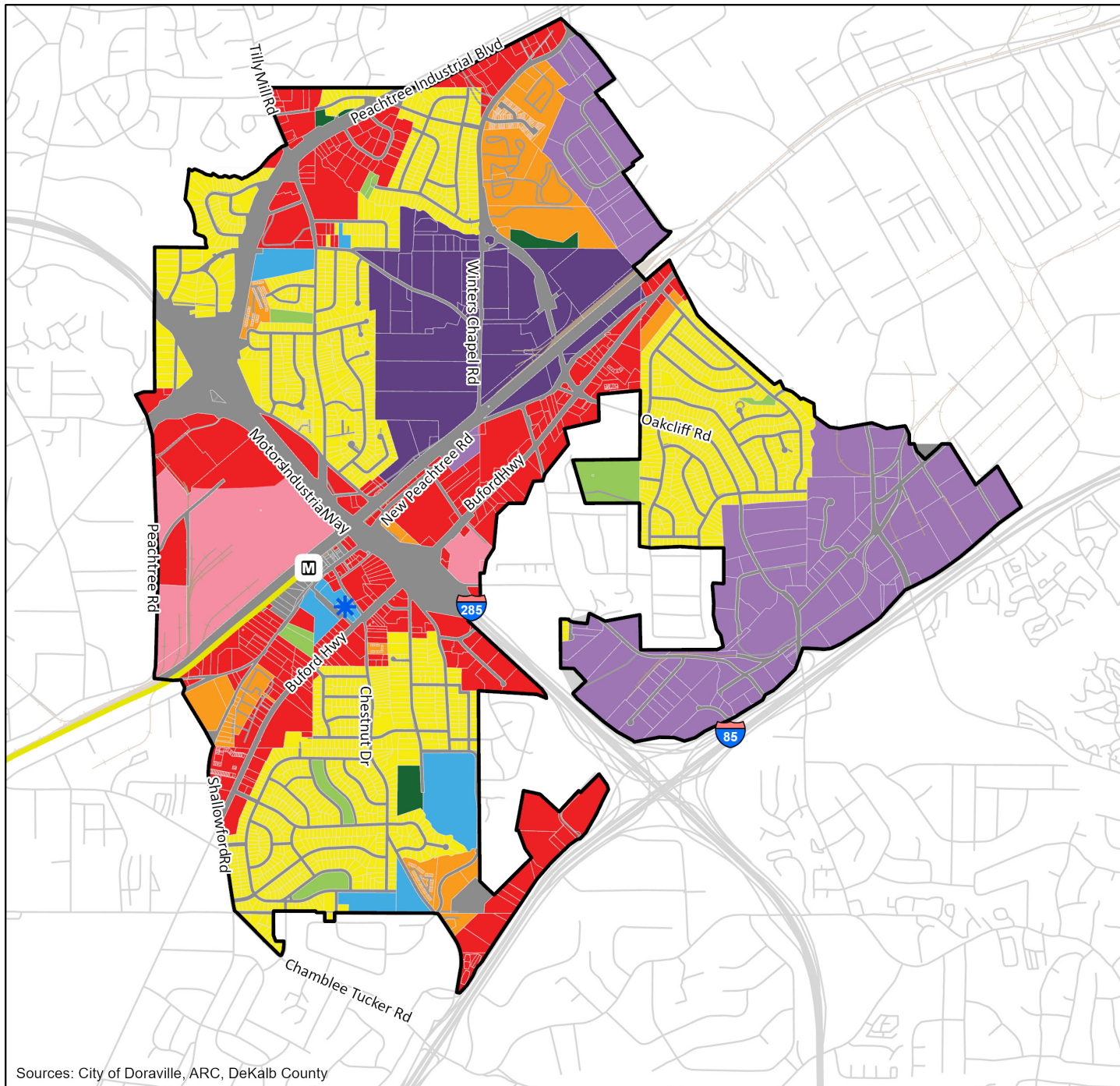
Sources: City of Doraville, ARC, DeKalb County, Jacobs

### ISSUES AND OPPORTUNITIES

The following land use and development issues and opportunities were identified through public engagement and existing conditions analysis. See **Appendices A-B** for more information.

- **Redevelopment and infill** remain major opportunities, particularly on Buford Highway, in downtown Doraville, near the MARTA station, along PIB, and at Assembly. Some underperforming sites outside key nodes and corridors could also accommodate infill and redevelopment.
- The city has a notable amount of **industrial/commercial** uses as well as heavy industrial in 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.
- Single-family is the dominant type of existing residential. To better serve a multi-generational and mixed-income community, there is a need to attract a **greater variety of housing products** to Doraville.
- Long-term protections are needed to maintain the character of **traditional single family residential** areas, including their tree canopy, as redevelopment pressures extend outward in the region.
- While the adoption of the Livable Community Code (LCC) has provided new form-based development opportunities in Doraville, there remains a need to better **align the LCC and the City’s base zoning** to achieve greater continuity.
- There is a large amount of **impervious surface** in Doraville. Green infrastructure policies and practices are needed to mitigate the impacts of impervious surface on stormwater and natural resources.

**FIGURE 2-3: EXISTING LAND USE MAP**



Sources: City of Doraville, ARC, DeKalb County



## 2.4 THE 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 supporting 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.

In Doraville, recent years have seen limited housing redevelopment, although developments such as downtown Doraville and Assembly are anticipated to bring a new multi-family housing product to the city. There are also smaller scale, relatively compact single-family detached and townhome developments completed, under construction and planned, including in the area north of the I-285/Peachtree Industrial Boulevard interchange. Carver Hills is one example of this development type that is fully complete. This general trajectory follows recent trends in nearby Chamblee, Brookhaven, Dunwoody, Tucker, and areas of unincorporated north DeKalb County including Northlake, North Decatur, and North Druid Hills.



Single family homes are a defining feature of Doraville

### ISSUES AND OPPORTUNITIES

The following housing issues and opportunities were identified through public engagement and existing conditions analysis, including City-specific data from the [Metro Atlanta Housing Strategy](#). See **Appendices A-B** for more information.

- **Slow Development:** Recent years have seen minimal growth in new housing development as compared to nearby communities. Given continued population growth and densification inside I-285, Doraville is likely to see more interest in housing in the form of infill, redevelopment and repurposing.
- **Equity and Affordability:** Affordability is key strength of the community identified in engagement. As development pressures increase, so too will property values and taxes, meaning gentrification will be an issue, especially since Doraville already has a high number of cost-burdened owner- and renter-occupied units. It will be critical to preserve existing affordability and promote equitable new development.



Multi-family residential in the form of townhomes

- **Housing Diversity:** Multifamily housing options, especially walkable and transit-oriented, are limited. With MARTA at Doraville’s center, there is an opportunity for higher density housing in a walkable, transit-accessible setting. The diversity of multi-family product is also limited, in terms of own vs. rent and size/type. Identifying areas appropriate for different types of multifamily can help appeal to a range of community members as well as the development sector. Single-family is the dominant type of existing residential land use. To better serve a multi-generational and mixed-income community, there is a need to attract a greater variety of housing.

**FIGURE 2-4: HOUSING SNAPSHOT**

CITY SNAPSHOT	
Median Home Sale Price (2018)	\$200,000
Change in Median Home Sale Price (2013-18)	+86.00%
Home Sale Price Per Sq Ft (2018)	\$152.39 sq ft
Percent Change in Home Sale Price Per Sq Ft (2013-18)	+100.00%
Median Building Area of Home Sales (2018)	1,323 sq ft
Data source: ARC analysis of Zillow’s ZTRAX home sale transactions, 2013 & 2018. Explore this data further in the <a href="#">DATA EXPLORER</a>	

## 2.5 WHO LIVES HERE

### OVERVIEW

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

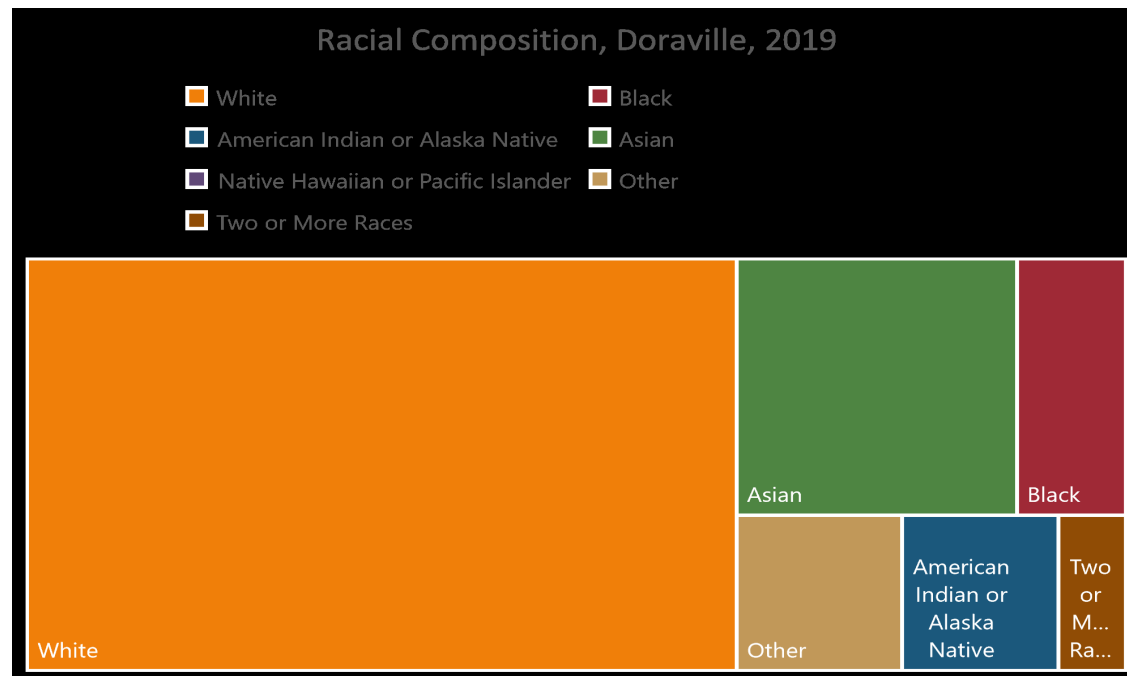
### ISSUES AND OPPORTUNITIES

The following population issues and opportunities were identified through public engagement and existing conditions analysis. See **Appendices A-B** for more information.

- Diversity:** There is a need to better support and leverage the diversity of the population. This can manifest in events and programs that build on the native cultures and heritage of our residents, as well as targeted supports to help Doraville’s foreign-born population thrive. Related to this issue is the need to “meet community members where they are” with more nuanced outreach and communications. The city’s demographic groups have different needs and priorities and ways

of interacting with the community. Since Doraville has a strong immigrant presence, Census data may not be fully reflective of all of those living in the community.

- Language:** A high percentage of the population speaks another language at home, creating the need for translation services and English as a Second Language (ESL) programs for youth and adults alike.
- Education:** The need for more space in schools due to a high percentage of young children is a continued issue heard in engagement. Moreover, public input suggests that inequities in bussing and attendance zones have created difficult and unfair travel needs and segregated schools for some children.
- Training:** Doraville needs to connect its community members to more localized educational and job training to promote entrepreneurship and higher wages within the city, thereby providing opportunities for economic security and stability. At the time of the 2016 Plan, the city had a relatively high poverty rate of 25 percent, and as higher density mixed-use developments come online, increasing property values will potentially cause gentrification.



**FIGURE 2-5: RACIAL COMPOSITION**

## 2.6 OUR ECONOMY

### OVERVIEW

Economic conditions in Doraville reflect the strengthening economy across metro Atlanta 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 who commute to work at regional employment centers including Perimeter, 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 on which Doraville can capitalize.
- Due to strong interstate and rail access, Doraville is a hub for wholesale trade, transportation and warehousing.
- 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 residents alone. It is a regional draw depending on outside visitors for support.

The Assembly developments at the former GM site and the City's downtown redevelopment plan could bring thousands of new permanent jobs and residents to Doraville, creating a regional impact.

Doraville has a large industrial sector driving its local economy. The city'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 workplace profile is shown in **Figure 2-6**. This illustrates the types of job opportunities available in the city, as well where the city's residents work - both inside and outside Doraville.

### ISSUES AND OPPORTUNITIES

Doraville is at an exciting point 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. The following economic development issues and opportunities were identified through public engagement and existing conditions analysis. See **Appendices A-B** for more information.

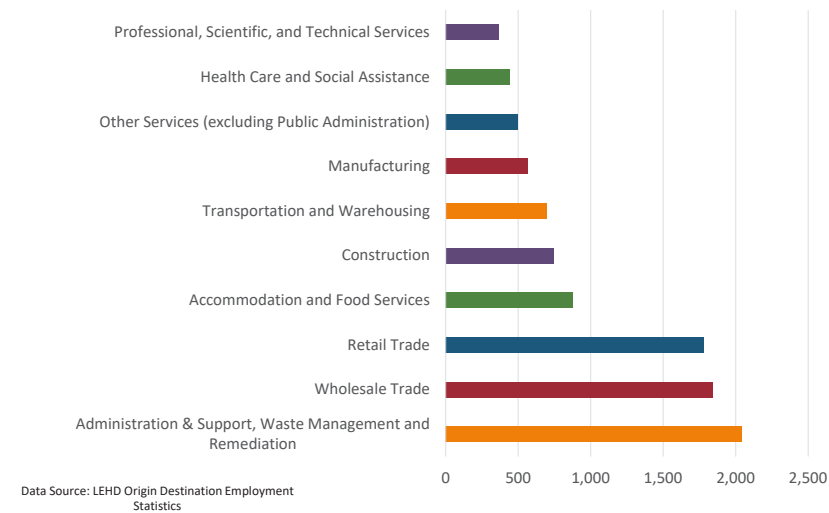
- Engagement input suggests a need for stronger **branding and marketing**. The City must communicate an identity as a unique destination rather than a place with excellent access to other places.

- 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 us unique.
- The City needs to **enhance visitors' experience**, particularly along Buford Highway. This includes improved accommodations for pedestrians, cyclists, transit, and vehicles. Opportunities exist for working with Chamblee in planning improvements along Buford Highway.
- Doraville's **immigrant population** is a tremendous resource, and the City has an opportunity to nurture its diversity and entrepreneurial spirit.
- A strong, **local chamber of commerce or business association** would help align interests and facilitate more and better interaction with the City and the community at large.
- New growth, jobs, and tax revenue will result from planned new **mixed-use developments**, helping increase property values and potentially catalyze other private and public investment in the city. Levels of City service will need to keep pace.
- 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 in Doraville.

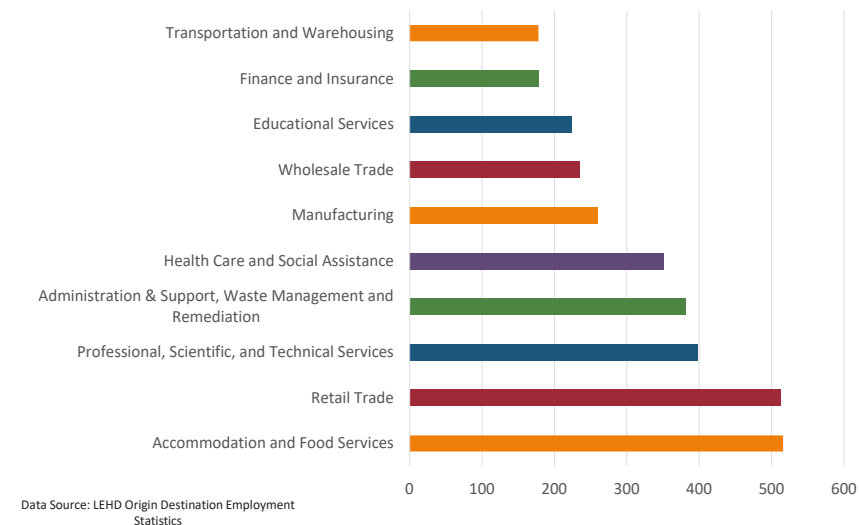
**FIGURE 2-6: JOB TYPES IN DORAVILLE VS. WHERE DORAVILLE RESIDENTS WORK**

- Continued **adjustments to zoning and other ordinances** could help Doraville attract more of the development the community wants while protecting the commercial tax base on which the City relies.
- Working proactively to harness and develop Doraville’s **arts and culture ecosystem** is an opportunity to diversify and grow the community economy.
- Public feedback indicates a strong need for more **events and programming**, which can help build interest in Doraville from existing and prospective new community members. Opportunities exist to tie this concept into many of the items above.
- Broadband** is critical to economic development and is a high priority for the state. An analysis of **broadband access** shows the City is well served by high speed internet. However, unserved pockets do exist, specifically: the commercial area at the north edge of the City near Winters Chapel at Peachtree Industrial; the office park between I-285 and Flowers Rd., as well as some of the residential area immediately north along Tilly Mill; some strip commercial on the south side of Buford Hwy. north of I-285; the light industrial quadrant between I-285 and I-85; some strip commercial on the north side of Buford Hwy. south of Downtown; and the Tank Farms area. Doraville should prioritize addressing unserved areas and exploring Broadband Ready Certification with the state. See **Appendix B, page 16** for more information.

**WORKPLACE AREA CHARACTERISTICS:  
JOB TYPES PRESENT IN DORAVILLE**



**RESIDENT AREA CHARACTERISTICS:  
WHERE DORAVILLE RESIDENTS WORK**



## 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 MARTA 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 \(CTP\)](#) and ARC's [Regional Transportation Plan \(RTP\)](#) are important mechanisms for improving Doraville's transportation network, particularly as they relate to state and county roads as well as projects of regional significance.

The [most recent DeKalb County CTP](#) was completed in 2014, and its Recommendations Report includes Doraville-specific projects on pp.114-115. The CTP is currently being updated, with the 2019 [DeKalb County Transit Master Plan](#) serving as Phase I of the update. One of the most salient recommendations is planned future Bus Rapid Transit (BRT) service on Buford Highway from Lindbergh MARTA Station to Doraville MARTA Station.



Doraville MARTA station

### ISSUES AND OPPORTUNITIES

The following transportation issues and opportunities were identified through public engagement and existing conditions analysis. See **Appendices A-B** for more information.

- The 2020 [Citywide Mobility Plan](#) is a key asset that should inform and guide the City's transportation goals, policies and project prioritization.
- Pedestrian and bicycle infrastructure and safety remain ongoing issues in Doraville. An expanded and well maintained **pedestrian and bicycle network, including trails**, can increase safety, decrease vehicular congestion and dependency, and spur economic and development interest.
- Potential **future transit expansion** northward and along I-285 is an opportunity that can benefit Doraville. The City should help 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.
- A strongly identified public concern is **infrastructure maintenance on local roads**, which impacts safety and operations for multiple travel modes.
- The 2017 [Buford Highway Livable Centers Initiative \(LCI\) Plan](#) recommendations charts a newer course for this corridor and lays the foundation for future funding opportunities for implementation assistance and should be pursued.
- Public rights of way are a starting point for overall **community beautification**,

which was a need expressed throughout the public input process

- Significant **truck traffic** contributes to congestion and adversely impacts local roadways. Further monitoring and improvements are needed to combat negative effects while accommodating heavy vehicles for the City's industrial sector.
- As properties in and around Doraville redevelop at higher densities, **traffic congestion** is likely to increase. The City should continue making multimodal improvements to decrease reliance on single occupancy vehicles. Enhanced monitoring of, and improvements to, chokepoints will be needed.
- Coordination with its two **Community Improvement Districts (CIDs)** is a high priority to aid the City in transportation project planning, prioritization and implementation. The [Chamblee Doraville CID](#) is advancing its own mobility plan that is expected to be linked to the Citywide Mobility Plan in the near future.



Existing pedestrian facilities along Buford Highway



# 3. OUR PATH FORWARD

### 3.1 THE PUBLIC PROCESS

The Design Doraville update took place beginning in late 2020 and extending through fall 2021. The public engagement process focused on gathering input in key areas as required by the state’s planning rules for five-year updates. Those areas included Issues and Opportunities, Vision and Goals, and Future Land Use.

The lingering COVID-19 pandemic continued to disrupt traditional in-person engagement, forcing the Planning Team and Steering Committee to use a virtual approach to engagement, communication and plan development.

The Team leaned heavily on an online project portal through PublicInput.com, which included information about the planning process, access to virtual meetings, meeting summaries and follow-up, and surveys. **More details and documentation on Public Engagement are provided in Appendix A.**

ELEMENT	DETAILS
Online project portal	<a href="https://publicinput.com/DoravillePlanUpdate2021">https://publicinput.com/DoravillePlanUpdate2021</a>
City Council	3 small group virtual meetings
Steering Committee*	3 virtual meetings; participation from all Council districts and public/private interests
Public Meeting*	1 virtual open house
Online Survey - General*	82 unique respondents 1,296 responses 132 comments
Online Survey - Land Use*	47 unique respondents 216 responses 66 comments
Public Hearings	3: Kickoff, Pre-Transmittal, Adoption

\*Detailed meeting minutes/summaries and other information available in Appendix A.

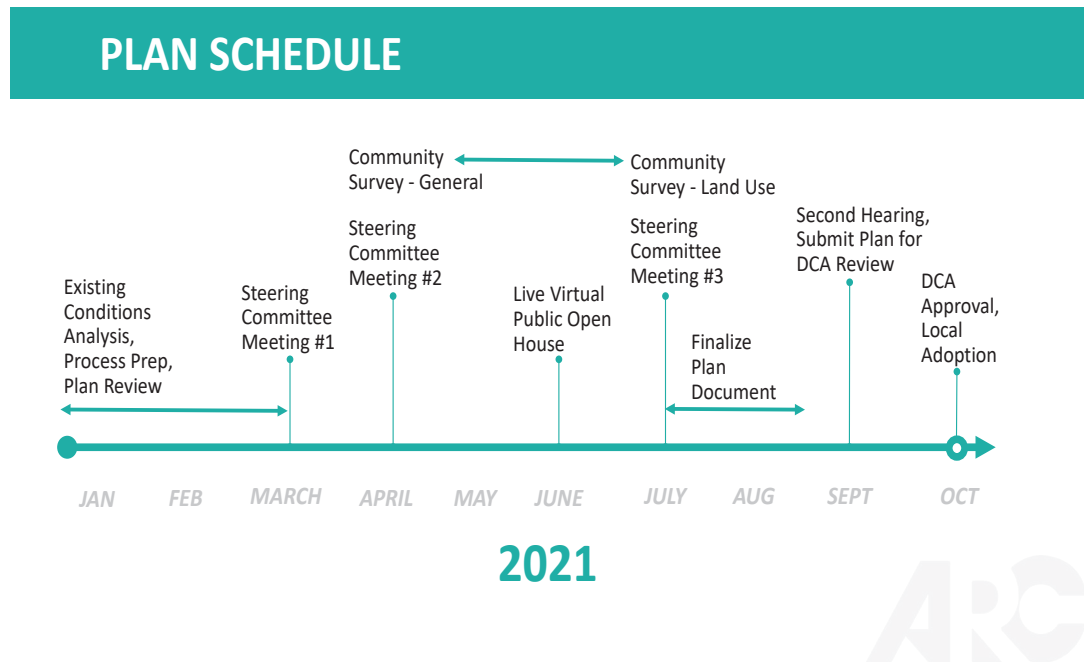
**Issues** identified:

- Lack of downtown activity center
- Slow movement on redevelopment
- Minimal new housing in recent years
- Limited walkable, transit-oriented multi-family options
- Equitable development, affordability
- Traffic safety/control
- Not enough bike/ped facilities and trails
- Infrastructure maintenance
- Community beautification
- School quality, perception, inequitable attendance zones and bussing
- Lack of local retail options
- Weak branding and marketing
- Need identity as a destination
- Lack of events and community-building
- Arts and culture support and programming
- Better aligned business interests
- Impervious surfaces, impaired natural resources

**Opportunities** identified (and in many cases reaffirmed from the existing Plan):

- Access/location – MARTA, PIB, Buford Highway, I-85, I-285, GA 400
- Potential of key redevelopment sites
- Suitable land for infill and redevelopment outside of key sites
- Diversity/culture – support, leverage, strengthen community
- Historic identity
- BuHi international food scene and businesses
- Relative affordability, strong middle class - need to preserve
- Strong, caring neighborhoods
- Ties with neighboring communities
- Growth of neighboring communities

Many of the above Issues and Opportunities were largely reaffirmed from the existing Plan developed in 2016. Items in **blue** were new or strengthened from the previous Plan.



## 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 developed over the iterative process of developing the plan, using the previous 2016 Plan as their foundation.

### VISION STATEMENT

Doraville will stand out as a vibrant, multicultural, 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.

### GOALS

#### **BUILD A NEW BRAND**

Create an identity as a unique destination rather than a pass-through or a location with access to other places. To achieve this, support local entrepreneurs, invest in infrastructure, encourage neighborhood preservation and improvement, prioritize community activities, and further strategic redevelopment and investment.

#### **FURTHER OUR TRADITION OF CULTURAL DIVERSITY**

Balance the desires of millennials, families, empty-nesters, recent immigrants, visitors, and businesses by protecting and enhancing our diversity and working collaboratively with our nonprofit community partners. Improve City communications and outreach to connect with all of our diverse communities.

#### **PRESERVE AND ENHANCE OUR NEIGHBORHOODS**

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

#### **LINK DORAVILLE**

Continue initiatives that build on Doraville’s role as a regional transportation hub, while ensuring that transportation networks internal to Doraville offer safe, convenient mobility and access for all travel modes and all community members.

#### **REBUILD DORAVILLE’S CORE**

Continue to advance the vision found in Town Center planning efforts. This will reposition the City’s administrative core to encourage reinvestment, walkability, livability, sense of place, greenspace, and community gathering.

#### **ALIGN IMPLEMENTATION TOOLS WITH OUR VISION**

Continue to refresh our zoning ordinance, economic development tools, and community programs to attract new residents, businesses, employment, and visitors.

#### **CREATE A STRONG, CONNECTED BUSINESS COMMUNITY**

Champion our businesses that are here, attract a diverse mix of new employers, and create a network of businesses to work collaboratively with the City and community on important issues.

#### **IMPROVE OUR EDUCATION SYSTEM**

Continue to lobby the DeKalb County Board of Education for improvements as a critical need to achieve our long-term vision; work to address inequities in school attendance zones and bussing; and develop local job training and language skills programs for youth and adults.

#### **BUILD AN ARTS & CULTURE ECOSYSTEM**

Actively grow Arts and Culture in Doraville through public art, programming and events, and supporting and partnering with local artists.

#### **RESTORE OUR NATURAL RESOURCES**

Become a regional leader in the stewardship of our natural resources by protecting and enhancing greenspace and tree canopy, reducing impervious surfaces, and restoring natural systems.



## 3.3 HOW WE MOVE FORWARD

### FUTURE DEVELOPMENT

The Future Development Map (**Figure 4-2** in the following chapter) 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 (downtown);
- 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 (downtown): 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

### CHARTING A NEW COURSE

The vision builds largely upon the vision contained in both the 2006 and 2016 Comprehensive Plans. Important changes documented in the 2016 Plan included:

- Expansion of downtown Doraville 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.

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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, as laid out broadly 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 years.

### 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, 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 previous 2016 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 Assembly advances along with other private redevelopment opportunities such as Lotus Grove (former Kmart site) and Lumen (former Friday's Plaza) in the Carver investment area.

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.

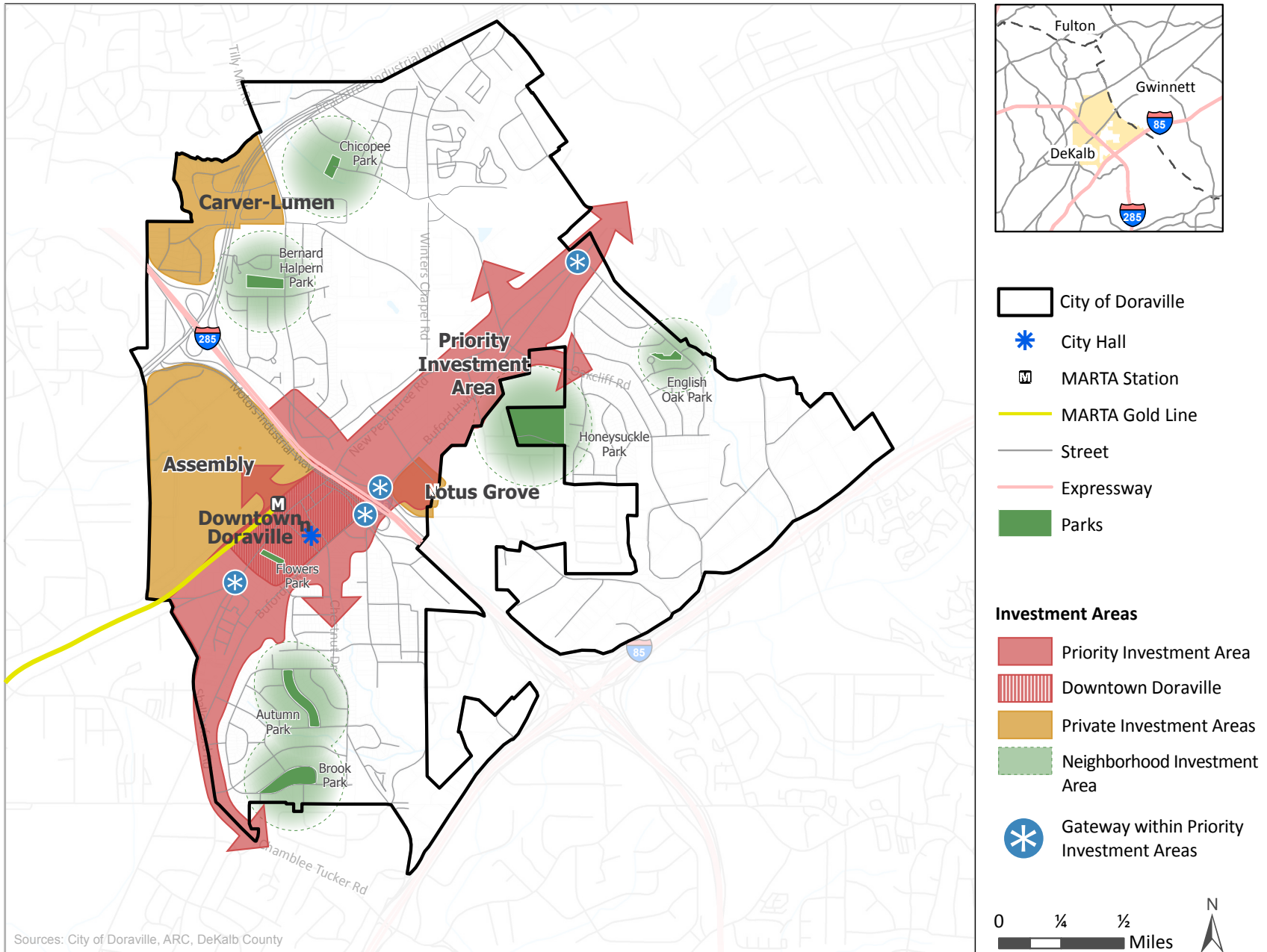
### ENCOURAGE TOD & MIXED-USE

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.



*Buford Highway Farmers Market*

**FIGURE 4-1: PRIORITY INVESTMENT AREAS MAP**



## ADHERE TO THE VISION

The Future Development Map, introduced in Chapter 3 and shown on the next page as **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 one-page overview for each of nine 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

## 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 to make the plan a reality. During the 2016 plan update, City leaders and staff identified barriers in the existing code inhibiting progress toward achieving the vision for the each area. Doraville made substantial progress on lowering and removing barriers in the last five years. Chapter 5 includes guidance for continuing this progress.



Planned gateway signage



Proposed Assembly development

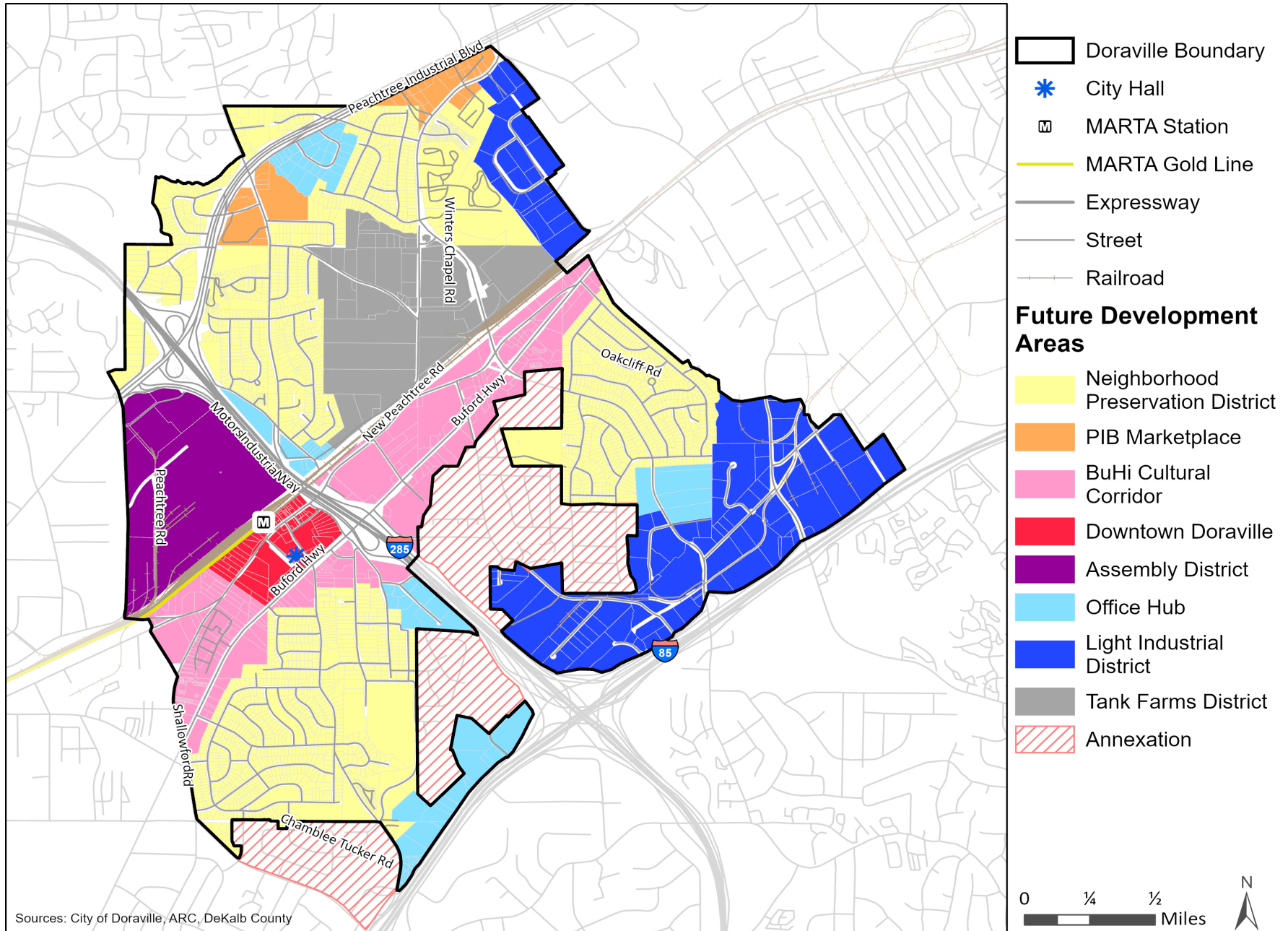


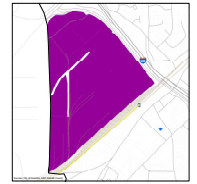
ULI Technical Assistance Panel (TAP) Concept for Downtown Doraville



Proposed Lotus Grove development

**FIGURE 4-2: FUTURE DEVELOPMENT MAP**





## ASSEMBLY DISTRICT

### EXISTING CHARACTER

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

### 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 studio, 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. Facilitate continued mixed-use redevelopment of the district.
2. Make Peachtree Industrial Boulevard and Flowers Road to New Peachtree Road bicycle- and pedestrian-friendly to allow for safe and efficient access to Assembly and the Doraville MARTA station.
3. Ensure higher density development adjacent to the MARTA Station and I-285 corridor.
4. Maintain the Assembly Tax Allocation District (TAD) and Community Improvement District (CID).
5. Continue to exercise other economic development strategies to attract job-creating businesses.
6. As a long-term aspiration, create a new multi-modal street connection under the existing MARTA and Norfolk Southern corridor.

### CHARACTER IMAGES



Buckhead  
Atlanta



Atlantic Station  
Atlanta

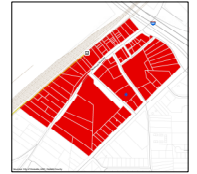


Buckhead  
Atlanta



Proposed Assembly rendering  
Doraville





# ■ DOWNTOWN DORAVILLE

## EXISTING CHARACTER

Downtown Doraville 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, Downtown Doraville 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 the recommendations of the ULI Technical Assistance Panel and other town center plans, including a public town green or park area.
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. Reconcile vision and goals for portions of Downtown covered by Assembly CID versus portions covered by Chamblee Doraville 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



ULI Technical Assistance Panel (TAP)  
Concept for Downtown Doraville



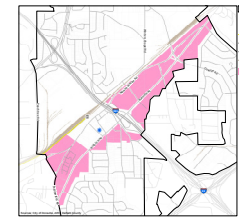
Town Brookhaven



Midtown Atlanta



Suwanee 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.

### 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. Improve Buford Highway to enable multi-modal transportation access along the corridor.
5. Enhance existing cross streets for bicycle and pedestrian connections.
6. Encourage inter-parcel connections to reduce the abundant driveway curb cuts to improve safety for all travel modes.

### 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

### CHARACTER IMAGES



Proposed Lotus Grove Development  
Doraville



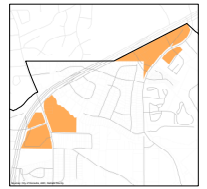
Plaza Fiesta  
Chamblee



LaVista Walk  
Atlanta



Buford Highway Farmers Market  
Doraville



## 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

### CHARACTER IMAGES



Post Riverside  
Atlanta



Town Brookhaven



Decatur



Cheshire Bridge  
Atlanta

### STRATEGIES

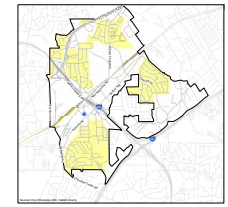
1. Structure redevelopment of parcels to improve overall walkability and connectivity.
2. Allow for a range of neighborhood commercial uses with multi-family housing.
3. Encourage new multi-use path from Chicopee Park to the Marketplaces.
4. Create community gathering spaces.

### 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.



## 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 relevant recommendations of the 2020 Citywide Mobility Plan.
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.

### SUB-AREAS

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 Road
4. Properties fronting Chamblee Tucker Road
5. Existing multi-family near Aztec Road and Chestnut Drive between Northwoods single-family residential and Office Hub

### CHARACTER IMAGES



Historic Single-Family  
Doraville



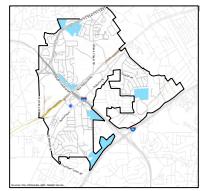
Chestnut Place  
Doraville



New single-family  
Doraville



Inman Park  
Atlanta



## 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*



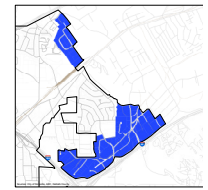
*Northyards  
Downtown Atlanta*



*Big Green Egg  
Doraville*



*The Blue Horse  
Inman Park, Atlanta*



## 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. 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



## 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. Explore public art opportunities along fencing and other infrastructure facing right-of-way.



*Proposed safety area around tank farm structures*

### POTENTIAL USES

- Heavy industrial
- Light industrial
- Distribution
- Warehousing

### BUILDING SCALE

- 3-5 stories

### ZONING DISTRICTS

- M-2

### CHARACTER IMAGES



*Tank farm  
Doraville*



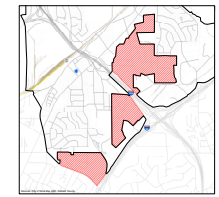
*Clean energy station  
Doraville*



*Boulevard  
Atlanta*



*The BeltLine  
Atlanta*



## 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





## 5. OUR FOCUS

## 5.1 ACTION PLAN FRAMEWORK

### OVERVIEW

This section of our plan takes the important step of moving from needs, opportunities, vision, and goals to strategy and implementation. It defines **how** Doraville can best advance its vision in the next five years, building off the content identified in previous sections.

This chapter begins with a restatement of the overarching **Vision and Goals** documented in Chapter 3. It then lays out **Priority Action Areas** for the City to pursue, which are strongly informed by the **Issues and Opportunities** identified in Chapter 2. This section organizes and frames these areas of priority action using the substantive plan elements discussed in Chapter 1.

Last is the **Community Work Program**, which distills action areas into specific activities, projects and programs for the next five years. The Community Work Program identifies a planned time frame, responsible party or parties, funding source(s), and a cost estimate for each item.

### VISION

Doraville will stand out as a vibrant, multicultural 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.

### GOALS

**BUILD A NEW BRAND**

**FURTHER OUR TRADITION OF CULTURAL DIVERSITY**

**PRESERVE AND ENHANCE OUR NEIGHBORHOODS**

**LINK DORAVILLE**

**REBUILD DORAVILLE'S CORE**

**ALIGN IMPLEMENTATION TOOLS WITH OUR VISION**

**CREATE A STRONG, CONNECTED BUSINESS COMMUNITY**

**IMPROVE OUR EDUCATION SYSTEM**

**BUILD AN ARTS & CULTURE ECOSYSTEM**

**RESTORE OUR NATURAL RESOURCES**

## 5.2 PRIORITY ACTION AREAS

### QUALITY OF LIFE

1. Enhance our relationship with the DeKalb County School Board to improve schools for which our residents are districted.
2. Increase the number of community events and programs offered by the City.
3. Establish more formalized methods to engage our community's diverse cultural groups in City decision-making.
4. Provide more places for public gathering and social activities.
5. Inventory local arts and culture assets, evaluate strengths, and develop a strategy to connect them to community projects, events and programming.

### TRANSPORTATION

1. Use the Citywide Mobility Plan as the guide for all decisions on transportation planning and project prioritization.
2. Implement the Buford Highway Corridor Livable Centers Initiative (LCI) study.



*Creative bicycle and pedestrian safety and storage*

Photo credit: City of Austin

3. Improve pedestrian safety, mobility, and connectivity within the city.
4. Build a complete bicycle network within the city that also connects to adjacent cities.
5. Further traffic calming improvements in residential neighborhoods.
6. Adjust parking policy to align with land use policy.
7. Continue to partner with Assembly CID and Chamblee Doraville CID on transportation project planning and implementation.

### 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 visitors' experience in Doraville.
5. Establish a unique Doraville identity.

### LAND USE

1. Carry out the recommendations of the ULI Technical Assistance Panel report for Downtown Doraville.
2. Advance the continued redevelopment of the former General Motors site into Assembly.

3. Facilitate transit-oriented development (TOD) and mixed-use development near the MARTA station and along major corridors.
4. Facilitate smaller-scale mixed-use development in other strategic nodes in the city as appropriate.
5. Continue to update the City's zoning ordinance, including the Livable Communities Code, to align with updated Comprehensive Plan.
6. Inventory local natural resources, evaluate health/conditions, and develop a strategy for prioritized remediation.

### 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.



*New housing products are an element of Doraville's future*

Photo credit: Smith Dalia Architects

## 5.3 COMMUNITY WORK PROGRAM

The **2022-2026 Community Work Program** lays out a five-year action plan for advancing our vision, goals, and priorities in the near-term. The work program serves not only as a tool to guide implementation but also as a measuring stick for evaluating our progress on implementation.

While the plan's success involves joint coordination among the public, private, and non-profit sectors, it is the commitment of Doraville's leadership, staff 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.

The 2022-2026 Community Work Program is shown as **Figure 5-1** and is organized by substantive plan element and then by priority area. For each action item listed, the work program identifies the time frame for pursuing the action, the responsible party or parties moving it forward, any anticipated costs, and potential funding sources.

The new Community Work Program carries over projects from the City's last five-year work program that are underway, as well as those that are postponed or delayed but remain priorities for the community.

The **Report of Accomplishments** for the previous (2016-2021) Community Work Program is shown as **Figure 5.2**. It details a status for each project or activity.

**FIGURE 5-1: 2022-2026 COMMUNITY WORK PROGRAM**

No.	Project Summary	Project Description	Responsible Party	Timeframe					Estimated Cost	Funding Source
				2022	2023	2024	2025	2026		
<b>QUALITY OF LIFE</b>										
1.1a	School Resources	Establish and formalize more school resources in Doraville that support safe and equitable access to schools.	City Council, City Manager, DeKalb Co.	X	X	X	X	X	Staff time	City
1.2a	Events	Create an events committee that prioritizes local events that promote international appreciation.	City Council, City Manager, Economic Development	X	X	X	X	X	Staff time	City, Nonprofits, Corporate Sponsorship
1.2b	Doraville Ambassador	Establish Doraville ambassador program using trainees from the Doraville 101 program to recruit and engage others in Doraville.	Economic Development	X	X				Staff time	City
1.3a	City Government Guide	Develop a guide to City government structure.	Community Development	X					Staff time	City
1.3b	Diversity Plan	Develop a diversity plan utilizing the City of Decatur’s Diversity Plan as a precedent.	Economic Development	X	X				Staff time	City
1.3c	Doraville 101	Establish Doraville 101 (a program to train residents and business owners about the workings of local government).	Economic Development	X	X				Staff time	City
1.4a	Parks & Rec Master Plan	Implement <i>Parks &amp; Recreation Master Plan (PRMP)</i> : Renovate existing parks (Chicopee, English Oak, Autumn, Brook, Flowers, Halpern, & Honeysuckle).	Parks & Rec	X	X	X	X	X	\$2,510,000	City, DNR
1.4b	PRMP Design Standards	Create and adopt <i>PRMP</i> sign standards & design standards.	Parks & Rec	X					\$100,000	City, DNR
1.4d	New Park	Establish a new park on the west side of the City near the Doraville MARTA Station per <i>PRMP</i> .	Parks & Rec, Community Development	X	X				NA	Private
<b>TRANSPORTATION</b>										

**FIGURE 5-1: 2022-2026 COMMUNITY WORK PROGRAM (CONTINUED)**

No.	Project Summary	Project Description	Responsible Party	Timeframe					Estimated Cost	Funding Source
				2022	2023	2024	2025	2026		
2.1a	Complete Streets Ordinance	Create and adopt a complete streets ordinance with standards to be applied to appropriate roads.	Community Development	X					\$10,000	City
2.1b	BuHi LCI	Carry out and implement Buford Highway Livable Centers Initiative Study.	Community Development	X	X	X	X	X	TBD	City, CDBG, LCI
2.1c	New Peachtree Complete Streets Pt 1	Implement New Peachtree Road complete streets improvements, inside the Perimeter.	Community Development, Public Works	X	X				\$3,300,000	City, CDBG, LCI
2.1d	New Peachtree Complete Streets Pt 2	Implement New Peachtree Road multiuse path improvements, outside the Perimeter.	Community Development, Public Works			X	X	X	\$2,220,000	City, CDBG, LCI
2.1e	Flowers Road Path	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.	Community Development, GDOT	X	X	X	X	X	TBD	City, CDBG, LCI, FHWA, GDOT
2.1g	High Priority Sidewalks	Implement high priority sidewalk projects as are outlined in the Doraville Citywide Mobility Plan.	Public Works	X	X				\$1,323,000	City
2.1h	Shallowford Corridor	Improve Shallowford Road corridor with a cycle track, sidewalks, and signalized crosswalks, with a focus on the intersection at New Peachtree Road.	Community Development	X	X	X	X	X	\$3,480,000	City, LCI, CDBG
2.1i	Better Bus Stops	Coordinate with MARTA to establish plan for and implement bus stop enhancements.	Community Development		X	X	X	X	TBD	City, MARTA, TBD

**FIGURE 5-1: 2022-2026 COMMUNITY WORK PROGRAM (CONTINUED)**

No.	Project Summary	Project Description	Responsible Party	Timeframe					Estimated Cost	Funding Source
				2022	2023	2024	2025	2026		
2.2a	Chicopee Trail	Study feasibility of and implement a connector trail from Chicopee Park to Halpern Park per PRMP.	Parks & Rec, Community Development	X	X				\$1,795,000	City
2.2b	Flowers Road Path	Implement multi-use trail along Flowers Road, connecting Tilly Mill and Carver Circle neighborhoods to the Doraville MARTA Station via New Peachtree Road.	Community Development, GDOT			X	X	X	TBD	City, DNR, CDBG
2.2c	Western Greenway	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 PRMP.	Parks & Rec, Community Development	X	X	X	X	X	\$1,925,000	City, PATH, Private, CDBG
2.2d	Eastern Greenway	Study feasibility of an eastern greenway loop connecting Nexus and Buford Highway to the Oakcliff neighborhood per PRMP.	Parks & Rec, Community Development	X	X	X	X	X	\$33,000	City, PATH, Private, CDBG
2.2f	City Bike Racks	Install bicycle racks at City-owned locations to encourage bicycle use.	Public Works, Parks & Rec	X	X				Staff time	City
2.3b	Traffic & Stormwater Mitigation Phase 1	Implement Phase 1 (Oakcliff, Chestnut, Winters Chapel, Tilly Mill) of traffic & stormwater mitigation project.	Public Works	X	X	X			\$1,903,000	City, LMIG, ARP
2.3c	Traffic & Stormwater Mitigation Phase 2	Establish a current traffic and stormwater priority list, study the feasibility, and implement the identified projects.	Public Works			X	X	X	\$2,180,000	City, LMIG, ARP
2.4b	Parking Maximums	Add maximum vehicular parking thresholds to zoning ordinance.	Community Development	X					Staff time	City

**FIGURE 5-1: 2022-2026 COMMUNITY WORK PROGRAM (CONTINUED)**

No.	Project Summary	Project Description	Responsible Party	Timeframe					Estimated Cost	Funding Source
				2022	2023	2024	2025	2026		
2.5a	Realign Chestnut Drive	Realign Chestnut Drive with Park Avenue at Buford Highway to decrease vehicular accidents at Central Avenue.	Public Works, Community Development, GDOT	X	X	X	X	X	TBD	City, ARC, CDBG
2.5c	Pedestrian / Bike Bridge to Assembly	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.	Community Development, GDOT	X	X	X	X	X	\$50,000,000	City, ARC, Federal Grants
<b>ECONOMIC DEVELOPMENT</b>										
3.1b	Business Forum	Host a regular business forum (quarterly or other interval as determined appropriate) as part of a Doraville Business Association or Chamber of Commerce.	Economic Development	X	X	X			\$4,000	City
3.1c	Developer Day	Establish an annual or bi-annual developer day to market Doraville.	Economic Development		X	X	X	X	Staff time	City, Private Sponsorships
3.2c	Doraville Business Academy	Establish a Doraville Business Academy (educational program to help guide businesses through process of getting established in the city).	Economic Development		X	X			TBD	City, Private Sponsorships
3.3a	Update Use Tables	Update all district uses of the zoning code.	Community Development	X					Staff time	City
3.4a	Marketing Package for Visitors	Create a map-based marketing package with a business directory for visitors.	Economic Development	X					Staff time	City, Private
3.4c	City Wayfinding Plan	Implement wayfinding to direct residents to parks, businesses, schools, and government buildings.	Community Development, Public Works	X	X	X	X	X	Staff time	City, ARP



**FIGURE 5-1: 2022-2026 COMMUNITY WORK PROGRAM (CONTINUED)**

No.	Project Summary	Project Description	Responsible Party	Timeframe					Estimated Cost	Funding Source
				2022	2023	2024	2025	2026		
3.4d	Online Incentives Information	Grow the online incentives & tax credits toolbox outlining available local, state, & federal tax credits, financial assistance, and business start-up / support organizations.	Economic Development	X					Staff time	City, ARP
3.5b	Consulates + Sister Cities	Resolutions to support 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.	Economic Development	X	X	X	X	X	Staff time	City, Private
3.6a	Addressing Blight	Utilize EPA and CDBG revolving loan funds to remediate, address blight, and create jobs.	Economic Development	X	X	X	X	X	Staff time	City
<b>LAND USE</b>										
4.2a	Downtown Doraville RFPs	Administer two RFPs: 1) Civic campus and 2) Mixed-use redevelopment.	Community Development, City Manager	X	X				Staff time	City, ARC
<b>HOUSING</b>										
5.2b	Code Enforcement Brochure	Create a visuals-based brochure detailing City Code Enforcement violations and how to avoid them.	Community Development	X					Staff time	City
5.3a	Workforce Housing	Establish a policy for new housing developments to provide a certain percentage of units at affordable workforce housing rates.	Community Development	X	X	X			\$100,000	

**FIGURE 5-2: REPORT OF ACCOMPLISHMENTS 2017-2021**

No.	Project Summary	Project Description	Responsible Party	Timeframe	Status	Notes
<b>QUALITY OF LIFE</b>						
1.1a	School Resources	Continue to develop a plan to establish and formalize more school resources in Doraville.	City Council, City Manager, DeKalb Co.	2017-	In Progress	
1.2a	Events	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.	City Council, City Manager, Economic Development	2017-	In Progress	
1.2b	Doraville Ambassador	Establish Doraville ambassador program to support the Doraville 101 initiative.	Economic Development	2017-2018	Not Started	Staff turnover and lack of public relations staff.
1.3a	City Government Guide	Develop a simple guide to City government structure.	Community Development	2017	In Progress	Draft welcome packet finished for new residents.
1.3b	Diversity Plan	Develop a diversity plan utilizing the City of Decatur’s Diversity Plan as a precedent.	Economic Development	2017-2018	Not Started	City Council is skeptical of new planning initiatives and is focused on implementation of existing plans.
1.3c	Doraville 101	Establish Doraville 101 – open to all residents.	Economic Development	2017-2018	Not Started	Staff turnover and lack of public relations staff.
1.4a	Parks & Rec Master Plan	Implement <i>Parks &amp; Recreation Master Plan (PRMP)</i> : Renovate existing parks (Chicopee, English Oak, Autumn, Brook, Flowers, Halpern, & Honeysuckle).	Parks & Rec	2017-	In Progress	Park improvements ongoing at Honeysuckle, Autumn and Chicopee.
1.4b	PRMP Design Standards	Meet <i>PRMP</i> sign standards & design standards.	Parks & Rec	2017	In Progress	Design standards have not been formally adopted.
1.4c	Parkland Feasibility Study	Complete <i>PRMP</i> parkland feasibility study.	Parks & Rec	2018	No Longer Priority	There is no study incorporated in the <i>PRMP</i> to implement.
1.4d	New Park	Establish a new park on the west side of the City near Doraville MARTA Station per <i>PRMP</i> .	Parks & Rec, Community Development	2021	In Progress	New park will be created as part of Assembly development. Breaking ground Fall 2021.

**FIGURE 5-2: REPORT OF ACCOMPLISHMENTS 2017-2021 (CONTINUED)**

No.	Project Summary	Project Description	Responsible Party	Timeframe	Status	Notes
1.4e	Bubbling Creek	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.	Parks & Rec, Community Development	2017-	<b>No Longer Priority</b>	Assembly Development has not progressed as anticipated, since this plan was adopted. New owners purchased Assembly in 2020. No plans for daylighting the creek are in place.
<b>TRANSPORTATION</b>						
2.1a	Complete Streets Ordinance	Adopt a complete streets ordinance with standards to be applied to appropriate roads.	Community Development	2017	<b>Not Started</b>	A mobility study was completed in 2020, but funds were not available for a complete streets design manual.
2.1b	BuHi LCI	Carry out and implement Buford Highway Livable Centers Initiative Study.	Community Development	2017-2021	<b>In Progress</b>	Buford Highway was rezoned per the LCI November 2020; text amendment to support small businesses adopted in early 2021; partnering with DArt to implement BuHi Walk
2.1c	New Peachtree Complete Streets Pt 1	Implement Phase 1 New Peachtree Road complete streets improvements, inside the Perimeter.	Community Development, Public Works	2017-2018	<b>In Progress</b>	Construction started July 2021.
2.1d	New Peachtree Complete Streets Pt 2	Implement Phase 2 New Peachtree Road complete streets improvements, outside the Perimeter.	Community Development, Public Works	2018-2020	<b>In Progress</b>	Applying for LCI grant in 2021 cycle.
2.1e	Flowers Road Path	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.	Community Development, GDOT	2017-	<b>Not Started</b>	Feasibility needs to be explored.
2.1f	Tilly Mill Sidewalks	Complete sidewalk project from Flowers Road to Hightower Elementary along Tilly Mill Road.	Public Works	2018-2019	<b>Complete</b>	

**FIGURE 5-2: REPORT OF ACCOMPLISHMENTS 2017-2021 (CONTINUED)**

No.	Project Summary	Project Description	Responsible Party	Timeframe	Status	Notes
2.1g	High Priority Sidewalks	Implement Phase 1 of high priority sidewalk projects	Public Works	2017-2018	In Progress	Current bidding sidewalks for one project, in design phase for 2-3 more.
2.1h	Shallowford Corridor	Improve Shallowford Road corridor with a cycle track, sidewalks, and signalized crosswalks, with a focus on the intersection at New Peachtree Road.	Community Development	2017-	In Progress	Grant acquired for scoping study. Contract awarded to Stantec in August 2021.
2.1i	Better Bus Stops	Coordinate with MARTA to establish plan for and implement bus stop enhancements.	Community Development	2017-2018	Not Started	Staff will look into this for a future grant through ARC.
2.2a	Chicopee Trail	Study feasibility of and implement a connector trail from Chicopee Park to Halpern Park per PRMP.	Parks & Rec, Community Development	2018-2019	In Progress	In process of getting alignment and construction documents to bid for portion of this trail from Chicopee to Tilly Mill Road.
2.2b	Flowers Road Path	Implement multi-use trail along Flowers Road, connecting Tilly Mill and Carver Circle neighborhoods to the Doraville MARTA Station via New Peachtree Road.	Community Development, GDOT	2019-	In Progress	Lumen development implementing part of path. Rest of route on hold due to GDOT.
2.2c	Western Greenway	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 PRMP.	Parks & Rec, Community Development	2018-2019	In Progress	Master agreement with PATH and agreement for feasibility study of PCG signed in July 2021.
2.2d	Eastern Greenway	Study feasibility of an eastern greenway loop connecting Nexus and Buford Highway to the Oakcliff neighborhood per PRMP.	Parks & Rec, Community Development	2019	In Progress	Master agreement with PATH for future studies signed in July 2021.
2.2e	Bubbling Creek Path	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.	Community Development, Parks & Rec, Chamblee	2017-	No Longer Priority	Assembly Development has not progressed as anticipated, since this plan was adopted. New owners purchased Assembly in 2020. A link to Chamblee via the Rail Trail is planned.

**FIGURE 5-2: REPORT OF ACCOMPLISHMENTS 2017-2021 (CONTINUED)**

No.	Project Summary	Project Description	Responsible Party	Timeframe	Status	Notes
2.2f	City Bike Racks	Install bicycle racks at City-owned locations to encourage bicycle use.	Public Works, Parks & Rec	2017	In Progress	Racks located at the Police Department. Currently, acquiring more racks.
2.3a	Speed Tables	Install raised pedestrian crossings as speed tables.	Public Works	2017-	No Longer Priority	Council would like another approach to traffic calming.
2.3b	Traffic & Stormwater Mitigation Phase 1	Implement Phase 1 (Oakcliff, Chestnut, Winters Chapel, Tilly Mill) of traffic & stormwater mitigation project.	Public Works	2017-2019	In Progress	Oakcliff traffic calming was completed, but is being redone. Winters Chapel set to begin soon.
2.3c	Traffic & Stormwater Mitigation Phase 2	Study feasibility of and implement Phase 2 of traffic & stormwater mitigation project.	Public Works	2019-2021	Not Started	It is not clear what is included in Phase 2 in the Comprehensive Plan.
2.4a	Parking Minimums	Amend minimum bicycle and vehicular parking requirements in the zoning ordinance.	Community Development	2017	Complete	Adopted in 2018.
2.4b	Parking Maximums	Add maximum vehicular parking thresholds to zoning ordinance.	Community Development	2017	Not Started	Staff will look into in the near future.
2.4c	Other Parking	Introduce innovative parking policies that allow for reverse angled parking, Zipcar (or similar business) locations, and shared parking arrangements.	Community Development	2017	Complete	Added to code in 2016.
2.5a	Realign Chestnut Drive	Realign Chestnut Drive with Park Avenue at Buford Highway to decrease vehicular accidents at Central Avenue.	Public Works, Community Development, GDOT	2017-	Not Started	Continues to be supported in 2020 Mobility Study.
2.5b	Park Avenue Extention	Create a new multi-modal covered street under the existing MARTA and Norfolk Southern rail lines to connect Assembly to the Doraville MARTA Station.	Community Development, GDOT	2017-	No Longer Priority	Feasibility is questionable.
2.5c	Pedestrian / Bike Bridge to Assembly	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.	Community Development, GDOT	2017-	Not Started	Funding and feasibility need to be addressed.
2.5d	BuHi Congestion	Increase capacity on the Buford Highway to I-285 East entrance ramp to relieve congestion.	Public Works, GDOT	2019-	No Longer Priority	Not interested in capacity projects.

**ECONOMIC DEVELOPMENT**

**FIGURE 5-2: REPORT OF ACCOMPLISHMENTS 2017-2021 (CONTINUED)**

No.	Project Summary	Project Description	Responsible Party	Timeframe	Status	Notes
3.1a	BuHi CID	Initiate a Buford Highway Community Improvement District (CID) with adjacent jurisdictions.	Economic Development	2018	Complete	CDCID created in 2020.
3.1b	Business Forum	Host a regular business forum (quarterly or other interval as determined appropriate) as part of a Doraville Business Association or Chamber of Commerce.	Economic Development	2017-2018	In Progress	Have begun hosting business forums in 2021. Doraville residents/business owners are working to create a Chamber of Commerce.
3.1c	Developer Day	Establish an annual or bi-annual developer day.	Economic Development	2018-	Not Started	Prior Economic Developer staff were not interested.
3.2a	Update Forms	Update permit application forms bi-annually.	Admin	2017-	Complete	Most OTC forms updated in 2020. Zoning applications updated in 2021.
3.2b	Staff Training	Train City Staff (quarterly and upon hiring) to better facilitate formal enrollment of businesses in the City of Doraville.	Admin	2017-	Complete	Staff trained in use of BS&A.
3.2c	Doraville Business Academy	Establish a Doraville Business Academy (educational program to help guide businesses through process of getting established in the city).	Economic Development	2019-2020	Not Started	Resources.
3.3a	Update Use Tables	Update all district uses of the zoning code.	Community Development	2017-2018	In Progress	Some districts have been updated (C-1, C-2, LCC districts, O-W, etc.). Working on a combined use table for all districts.
3.3b	Reduce CUPs	Reduce the number of conditional use permits needed by improving allowed uses lists and minimum buffer requirements.	Community Development	2017-2018	Complete	With City-initiated rezonings, many uses now permitted by right. CUPs were reviewed with district updates.
3.3c	Flexibility in Office Hubs	Allow for flexibility of uses within Office Hubs (demonstration kitchen, beer served on special events, etc.).	Community Development	2017-2018	Complete	O-I & O-W uses updated in 2018 and 2021.

**FIGURE 5-2: REPORT OF ACCOMPLISHMENTS 2017-2021 (CONTINUED)**

No.	Project Summary	Project Description	Responsible Party	Timeframe	Status	Notes
3.4a	Marketing Package for Visitors	Create a map-based marketing package with a business directory for visitors.	Economic Development	2017	In Progress	Draft welcome packet finished for new residents; dining map was created.
3.4b	Phase 2 Gateway Signage	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.	Public Works	2017	Complete	
3.4c	City Wayfinding Plan	Implement City's wayfinding plan.	Community Development, Public Works	2017-	In Progress	
3.4d	Online Incentives Information	Grow the online incentives & tax credits toolbox outlining available local, state, & federal tax credits, financial assistance, and business start-up / support organizations.	Economic Development	2017	In Progress	Resources available on website.
3.5a	Marketing Brochures	Create a (set of) brochure(s) to market and build a brand for the city.	Economic Development	2017-	No Longer Priority	Mayor and Council no longer interested in physical marketing materials.
3.5b	Consulates + Sister Cities	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.	Economic Development	2017-	In Progress	Council presents resolutions regularly recognizing nonmajority cultural holidays.
3.6a	Addressing Blight	Utilize EPA and CDBG revolving loan funds to remediate, address blight, and create jobs.	Economic Development	2017-	In Progress	Applied for CDBG grants in 2021.
3.6b	Bond Financing Outside DDA	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.	Economic Development	2017-2018	No Longer Priority	Have alternatives such as the CD CID, DDA, and We Love Buhi.
3.6c	Economic Development Plan	Conduct a city-wide comprehensive economic development plan.	Economic Development	2017-2018	No Longer Priority	Integrated within the Comprehensive Plan.
<b>LAND USE</b>						
4.1a	Design Doraville Updates	Address the list of detailed zoning ordinance update recommendations in Chapter 5 (page 5-7) of Design Doraville.	Community Development	2017-2018	Complete	Addressing with ongoing City-initiated rezonings.

**FIGURE 5-2: REPORT OF ACCOMPLISHMENTS 2017-2021 (CONTINUED)**

No.	Project Summary	Project Description	Responsible Party	Timeframe	Status	Notes
4.1b	Public Amenity Standards	Design uniform standards for signage & public amenities to frame the quality of future development.	Community Development	2017	Complete	Adopted in 2018.
4.2a	Downtown Doraville RFPs	Administer two RFPs: 1) Civic campus and 2) Mixed-use redevelopment.	Community Development, City Manager	2017-	In Progress	ULI Technical Assistance Panel (TAP) wrapped up in June 2021. Currently mulling an RFP for a Facility Needs Assessment.
4.3a	BuHi LCC	Expand form-based Livable Community Code to the Buford Highway corridor to improve urban design standards and allow mixed-use residential uses.	Community Development	2017	Complete	Approved November 2020 by City Council.
4.4a	Transit Oriented Development	Update zoning ordinance to ensure transit-oriented development is supported.	Community Development, MARTA	2017-2018	Complete	
<b>HOUSING</b>						
5.1a	Residential Unit Variety	Ensure the zoning ordinance allows for unit variety among the residential zoning districts.	Community Development	2017-2018	Complete	Provide an array of districts offering a variety of densities and unit types.
5.2a	Online Code Enforcement Reporting	Modernize Code Enforcement program by establishing an online form to report and monitor code violations.	Community Development	2017-	Complete	Online portal for reporting violations.
5.2b	Code Enforcement Brochure	Create a visuals-based brochure detailing City Code Enforcement violations and how to avoid them.	Community Development	2017	In Progress	Incorporated in the welcome packet.
5.3a	Workforce Housing	Establish a policy for new housing developments to provide a certain percentage of units at affordable workforce housing rates.	Community Development	2017	Not Started	Implementation is controversial.



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# TABLE OF CONTENTS

- A.1 Public Engagement Summary
- A.2 First Public Hearing Documentation
- A.3 Steering Committee Documentation
- A.4 Public Open House Documentation
- A.5 Community Surveys Documentation
- A.6 Second Public Hearing Documentation

# A.1 PUBLIC ENGAGEMENT SUMMARY

The Design Doraville update took place beginning in late 2020 and extending through fall 2021.

The public engagement process focused on gathering input in key areas as required by the state’s planning rules for five-year updates. Those areas included Issues and Opportunities, Vision and Goals, and Future Land Use.

The lingering COVID-19 pandemic continued to severely disrupt traditional in-person engagement, forcing the Planning Team and Steering Committee to use a virtual approach to engagement, communication and plan development.

Steering Committee members are listed in the Acknowledgments section at the beginning of this plan document. The required economic development and governing authority representatives are identified.

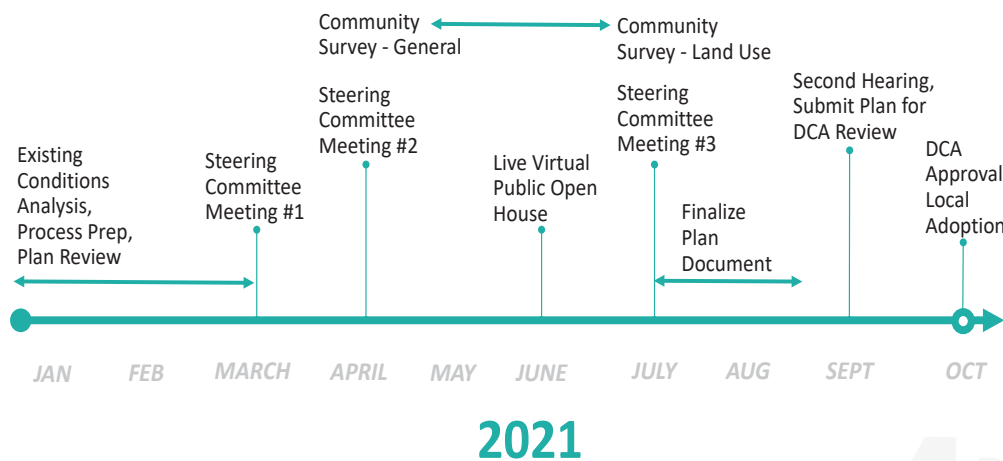
The first required public hearing was held virtually before Doraville’s City Council on January 20, 2021. The Planning Team then facilitated three virtual Steering Committee meetings (March 1, April 27, July 16); one virtual public open house (June 10); and three informal, small group discussions with City Council members (July 8).

The primary online survey was open from April 15 through June 25. An additional online survey focused on land use was open from July 15-23.

The Planning Team promoted both surveys and the June 10 public open house through digital methods such as the City’s website and Facebook page. The Team also developed flyers with QR codes for promotion of the initial survey and the June open house. These were posted in City facilities and circulated to many apartment complexes in the City, in English and Spanish formats. Steering Committee members were also tasked with promoting these activities. All milestones were documented on the project’s PublicInput.com site at <https://publicinput.com/DoravillePlanUpdate2021>.

At the bottom of this page are summaries of public engagement and the plan schedule.

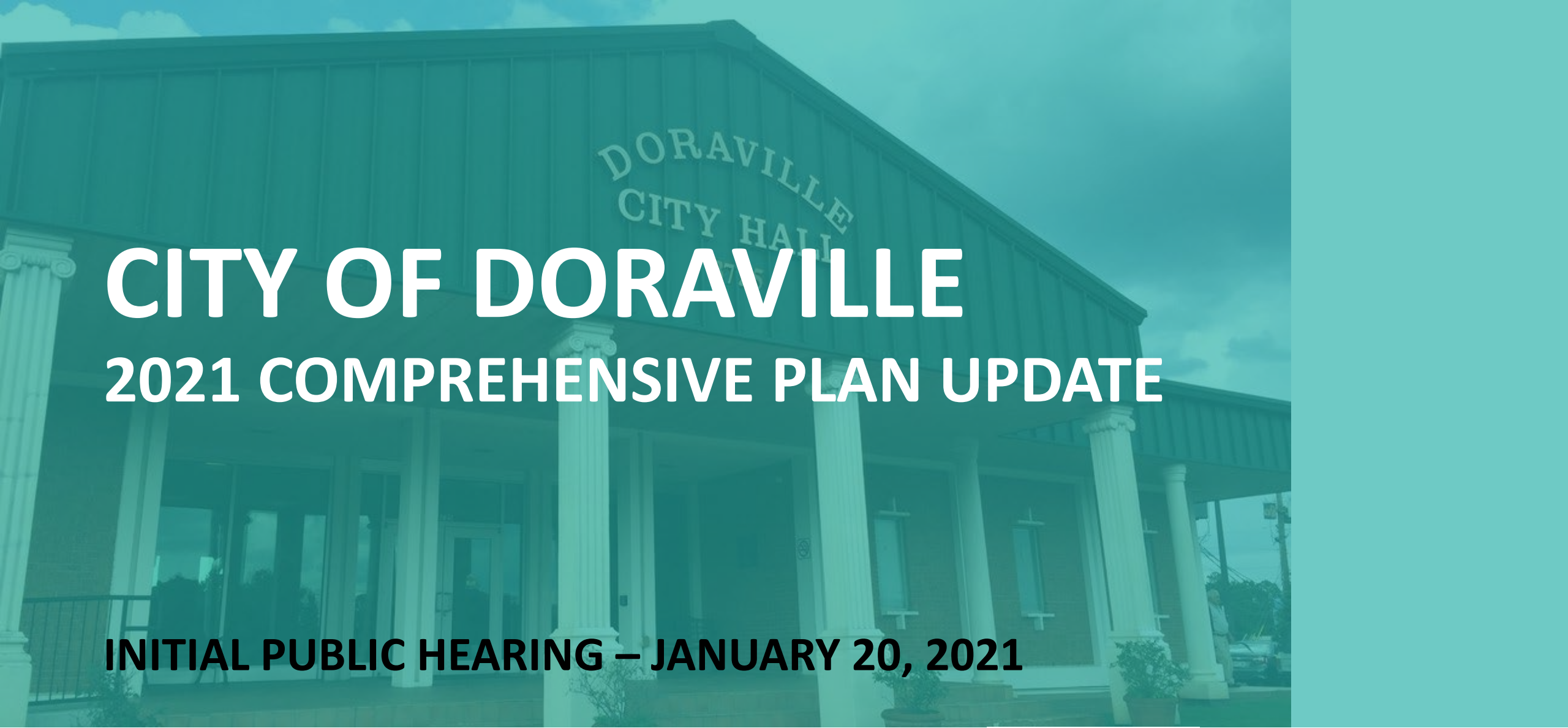
## PLAN SCHEDULE



ELEMENT	DETAILS
Online project portal	<a href="https://publicinput.com/DoravillePlanUpdate2021">https://publicinput.com/DoravillePlanUpdate2021</a>
City Council	3 small group virtual meetings
Steering Committee*	3 virtual meetings; participation from all Council districts and public/private interests
Public Meeting*	1 virtual open house
Online Survey - General*	82 unique respondents 1,296 responses 132 comments
Online Survey - Land Use*	47 unique respondents 216 responses 66 comments
Public Hearings	3: Kickoff, Pre-Transmittal, Adoption

## **A.2 FIRST PUBLIC HEARING DOCUMENTATION**





# CITY OF DORAVILLE

## 2021 COMPREHENSIVE PLAN UPDATE

**INITIAL PUBLIC HEARING – JANUARY 20, 2021**

# WHY DO WE PLAN?





# WHY DO WE PLAN?

- Doraville's comprehensive plan was last updated in 2016
- Updates to local plans are required by the Georgia Dept. of Community Affairs (DCA) every 5 years → 2021
- Regional Commissions (RCs) must provide local governments direct assistance if requested
- RC assistance to develop basic plan update is free of charge
- Today's hearing is required by DCA rules and serves as a kickoff announcement



# PROCESS OVERVIEW



# PROCESS | REQUIRED ELEMENTS – PLAN UPDATE

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

# PROCESS | ROLES

## ARC

- Review existing plan, other studies/plans
- Facilitate general public and steering committee engagement
- Distill input received
- Develop updated plan document

## CITY

- Supply local information and guidance to ARC
- Form Steering Committee
- Support public engagement in terms of notice, awareness
- Update ROA and CWP



# TIMELINE



# TENTATIVE SCHEDULE | DECEMBER-JANUARY

- Execute MOA
- Initial meeting b/w ARC and City staff to discuss existing plan, process, timeline, etc.

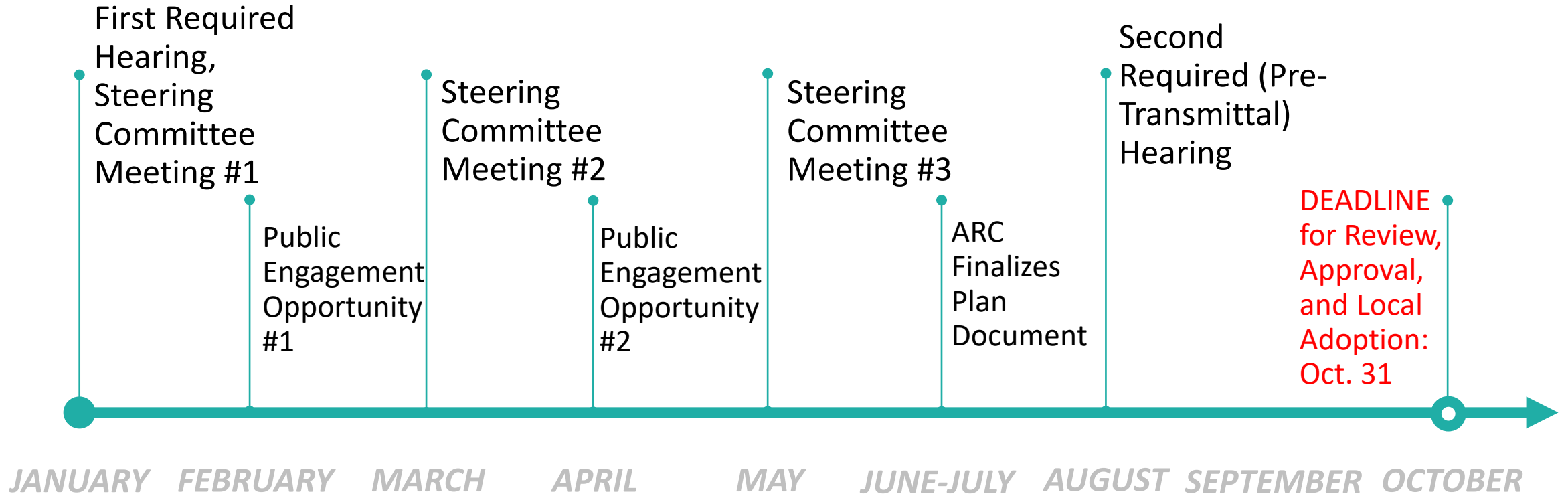
- Review existing plan (ARC)
- Up-front data work (ARC)
- First Required Public Hearing
- Form steering committee and schedule first meeting (City)
- Start reviewing CWP to inform ROA & new CWP (City)

*DECEMBER*

**2020-2021**

*JANUARY*

# TENTATIVE SCHEDULE | 2021



2021





# QUESTIONS?





## **A.3 STEERING COMMITTEE DOCUMENTATION**

# CITY OF DORAVILLE

## 2021 COMPREHENSIVE PLAN UPDATE

**STEERING COMMITTEE MEETING #1 – MARCH 1, 2021**

# AGENDA

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

The image is a collage of three photographs. The top-left photo shows a building with a covered porch at night, with interior lights glowing. The top-right photo is a solid teal rectangle. The bottom-left photo shows a grassy field with trees and a bench. The bottom-right photo shows a park sign with text. The title 'INTRODUCTIONS & OVERVIEW' is centered over the teal rectangle.

# INTRODUCTIONS & OVERVIEW

Welcome To  
BROOK PARK

CITY OF DORAVILLE  
Neighborhood Park  
ONLY

NO ALCOHOLIC BEVERAG  
NO MOTOR ZED VEHICL

# WHY WE PLAN



# HOW WE PLAN

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

# REQUIRED PLAN ELEMENTS

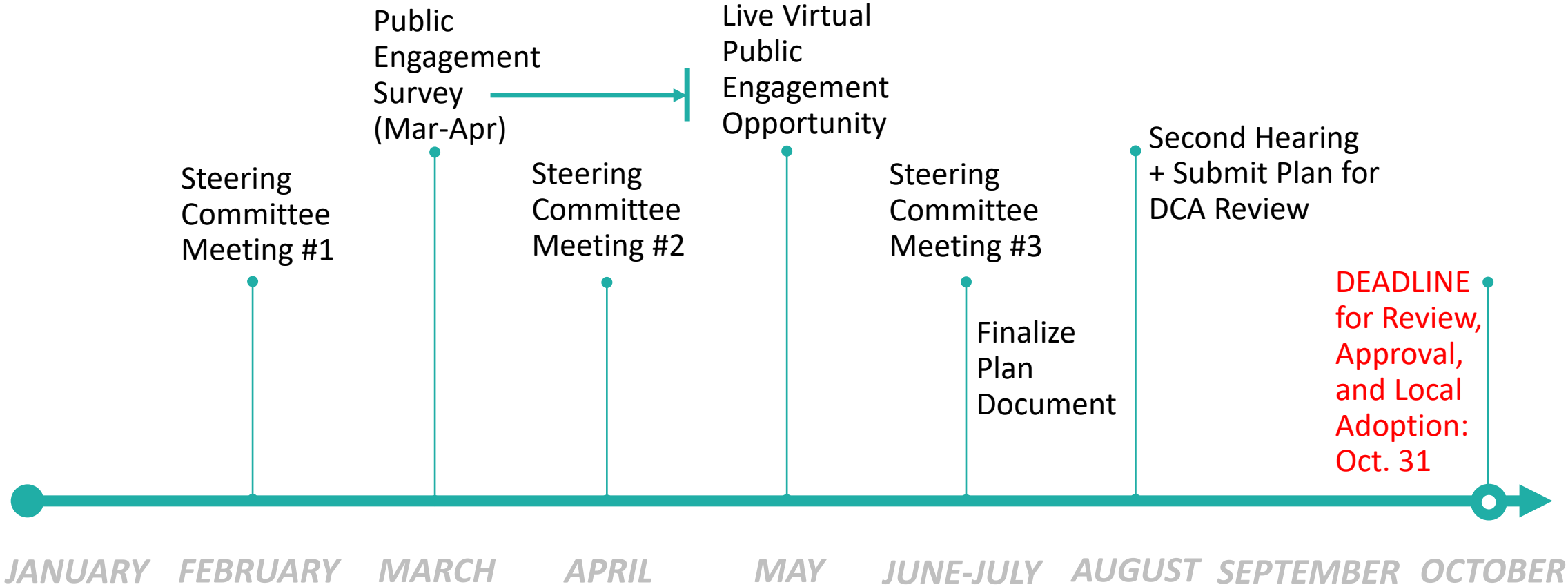


# KEY REQUIRED ELEMENTS FOR UPDATE

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



# PLAN SCHEDULE



2021



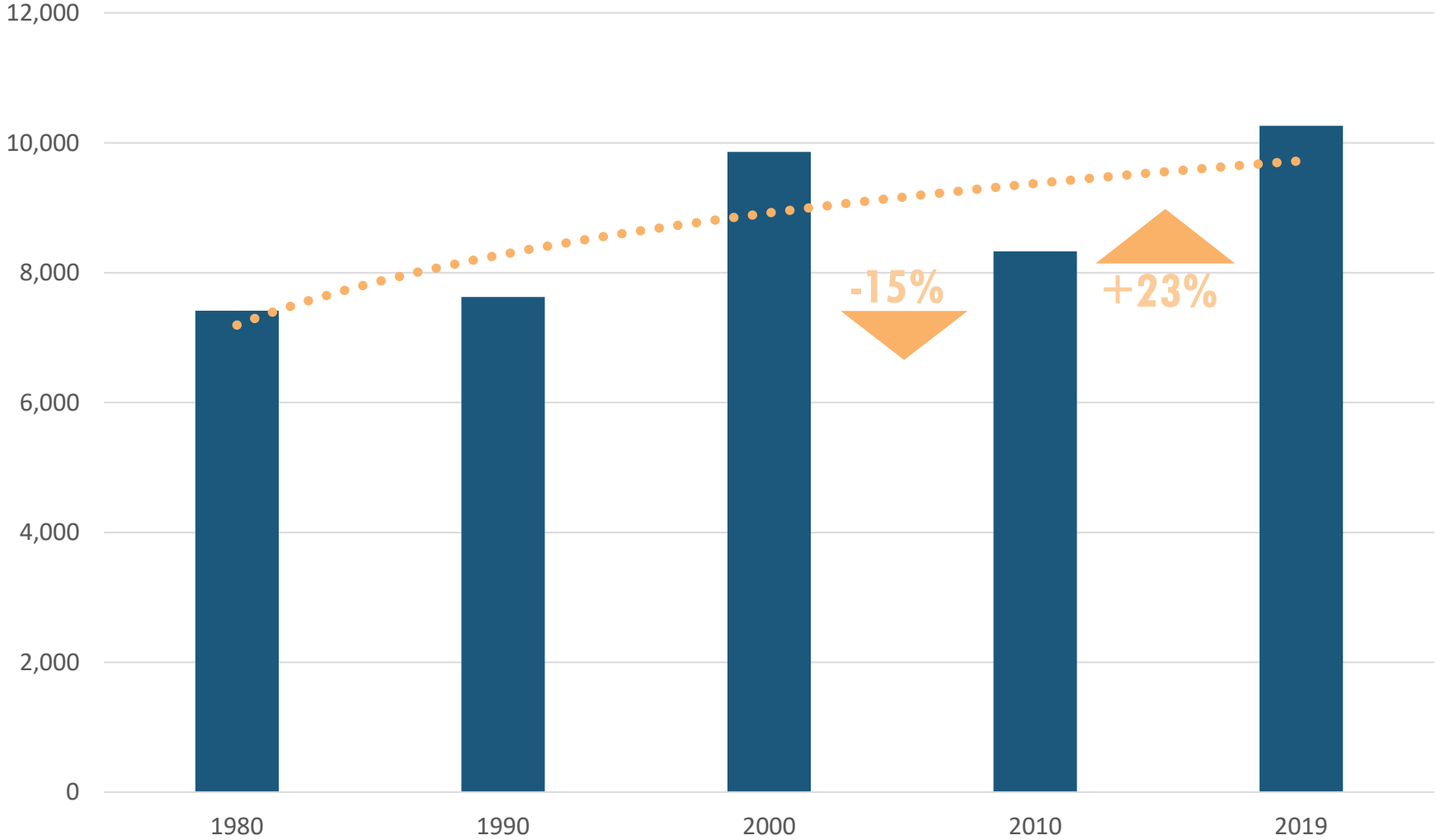


# DATA TRENDS



# DEMOGRAPHIC TRENDS

# POPULATION CHANGE

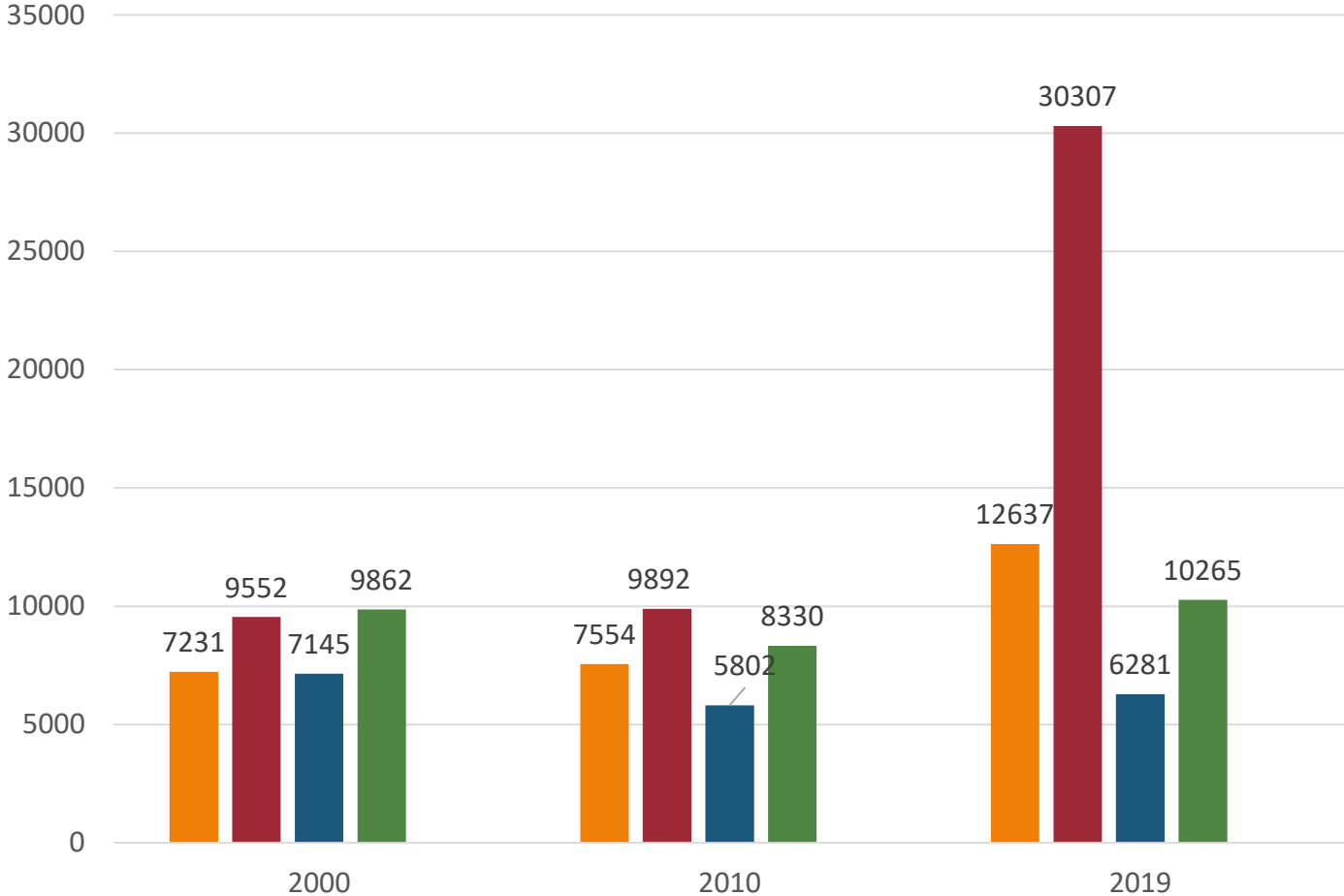


Data Source: US Census Bureau; Population and Housing Estimates, 2019



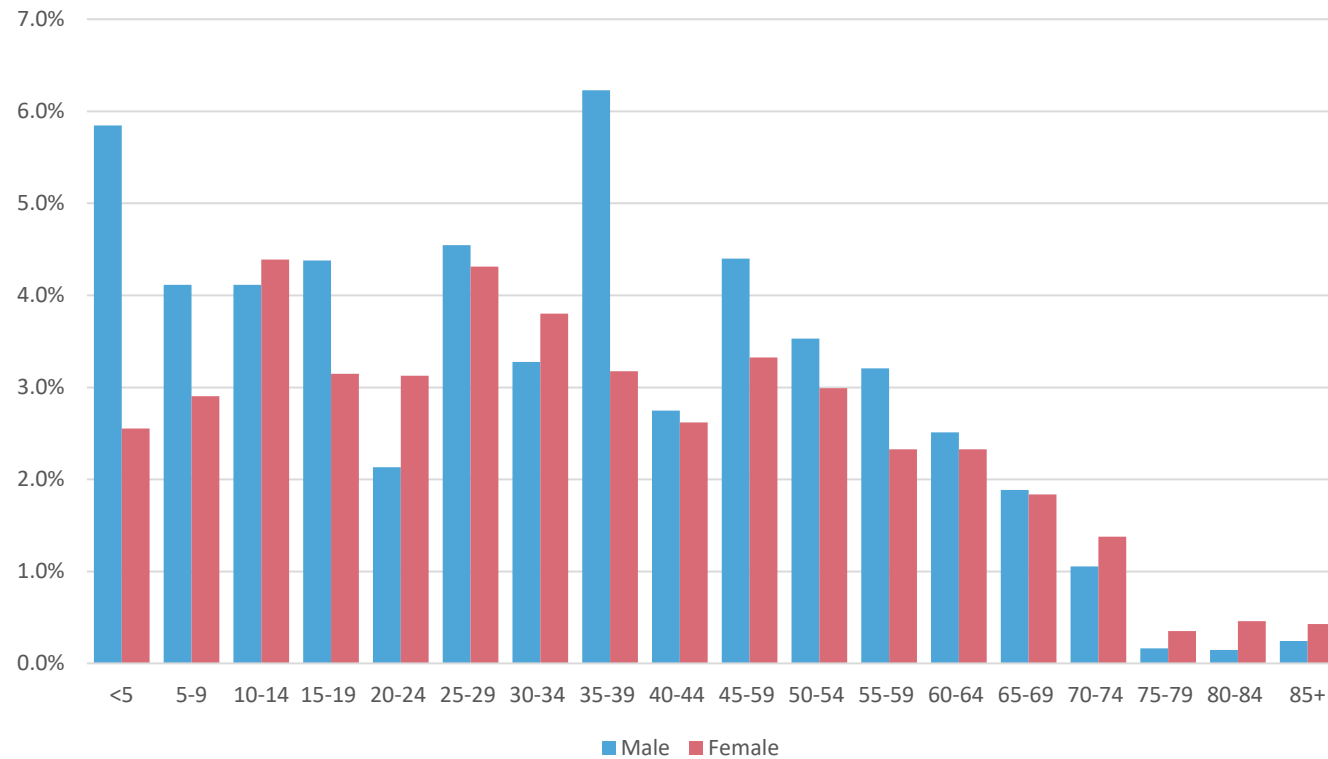
# POPULATION COMPARISON

- Clarkston
- Chamblee
- Stone Mountain
- Doraville



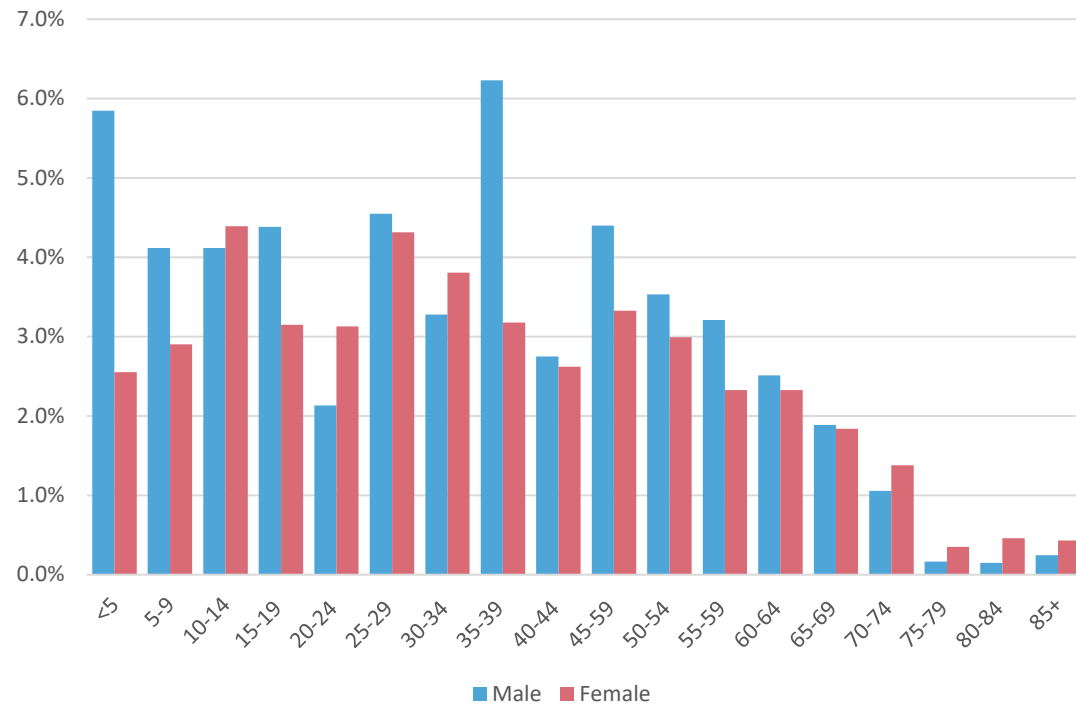
# AGE DISTRIBUTION

2019 Population by Age and Sex: Doraville

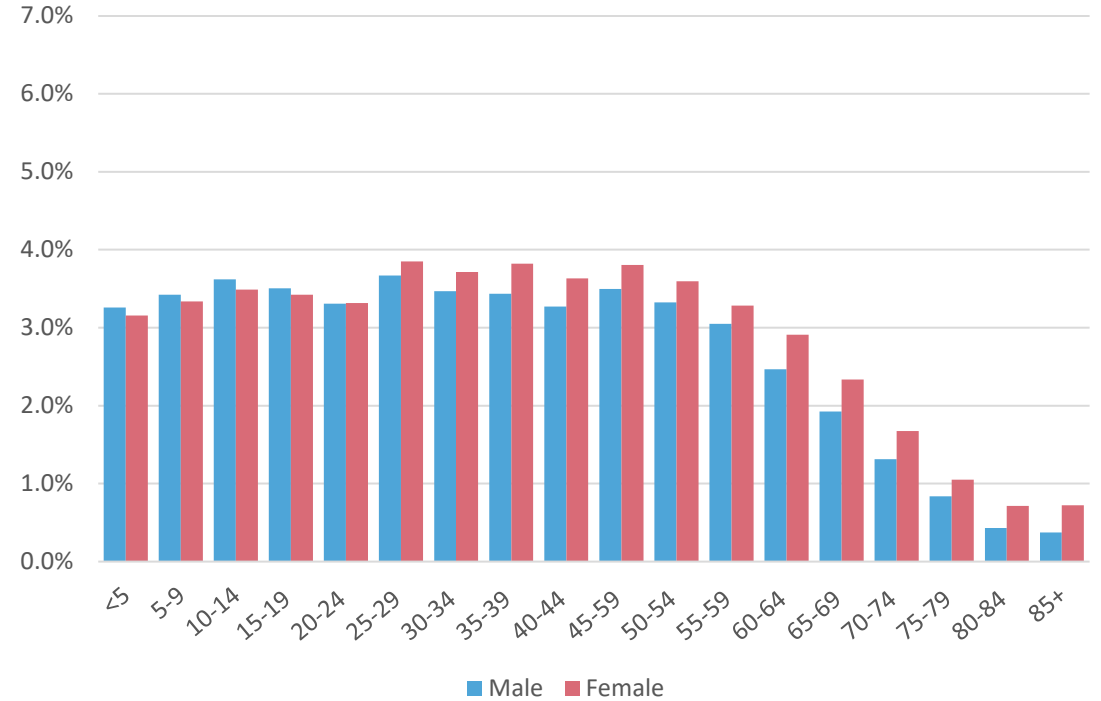


# AGE DISTRIBUTION COMPARISON

2019 Population by Age and Sex: Doraville



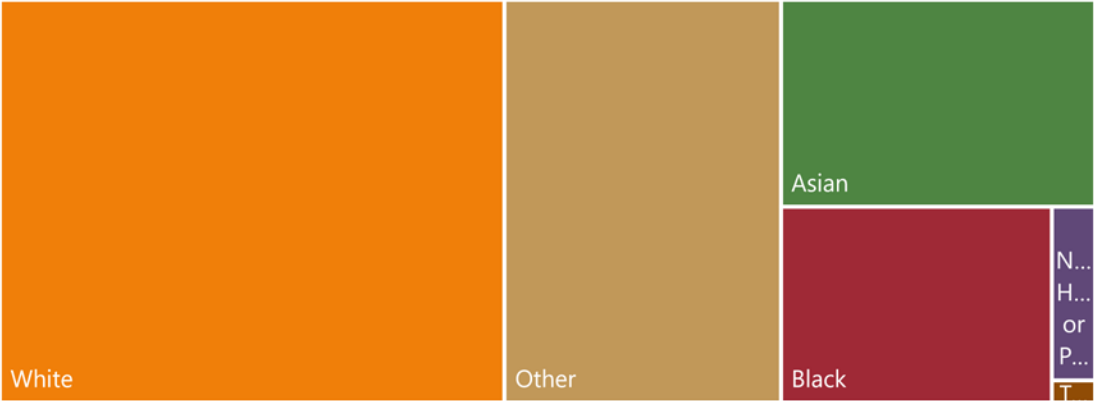
2019 Population by Age and Sex: 10-County Region



# RACIAL COMPOSITION

Racial Composition, Doraville, 2010

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



Racial Composition, Doraville, 2019

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

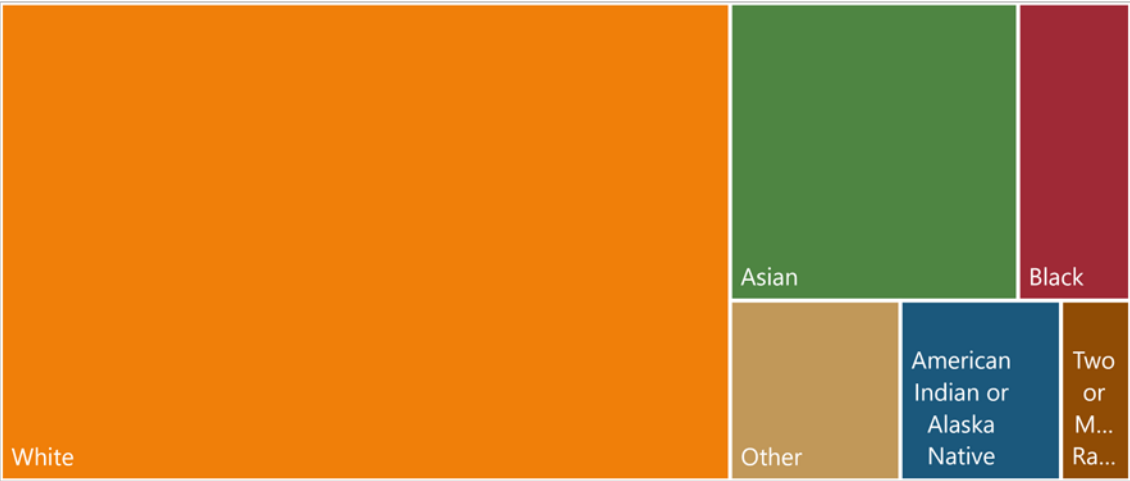




# RACIAL COMPOSITION COMPARISON

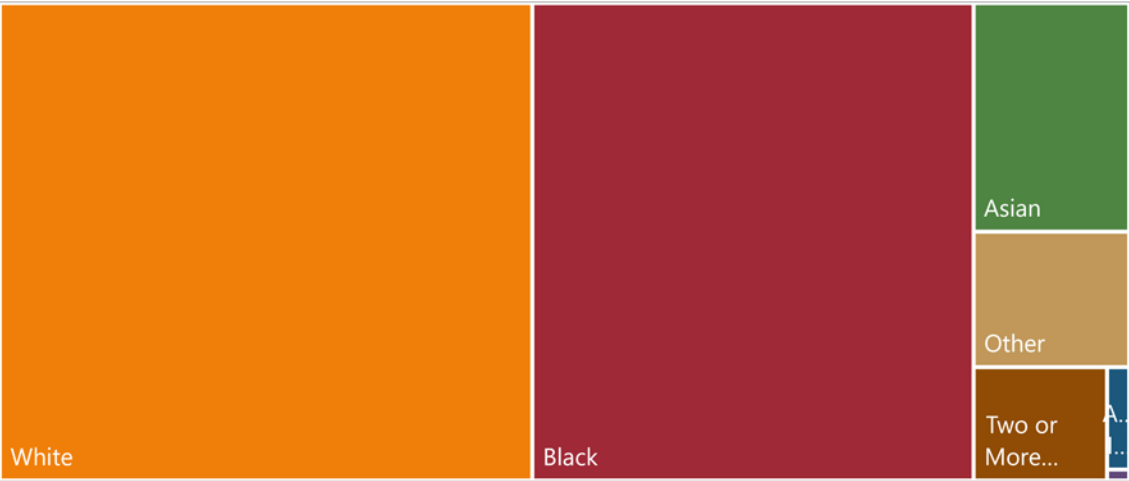
Racial Composition, Doraville, 2019

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



Racial Composition of 10-County Region, 2019

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



# HOUSING TRENDS

# METRO ATL HOUSING STRATEGY

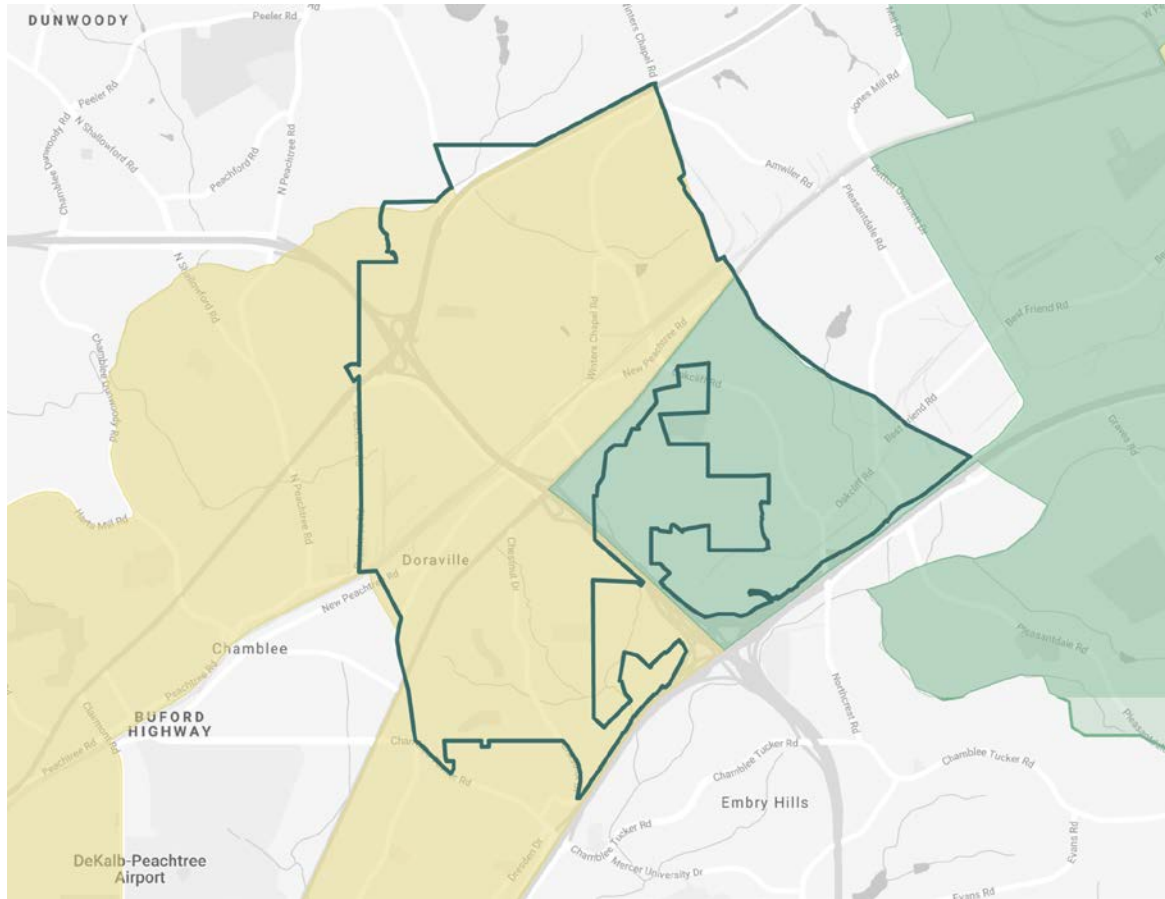
## Doraville



**74% SUBMARKET 1**  
Higher-priced core neighborhoods

**24% SUBMARKET 7**  
Suburban neighborhoods with lower-to-moderate-priced housing, biggest increase in renters

**2% NOT COVERED BY SUBMARKET**



## CITY SNAPSHOT

Median Home Sale Price (2018) **\$200,000**

Change in Median Home Sale Price (2013-18) **+86.00%**

Home Sale Price Per Sq Ft (2018) **\$152.39 sq ft**

Percent Change in Home Sale Price Per Sq Ft (2013-18) **+100.00%**

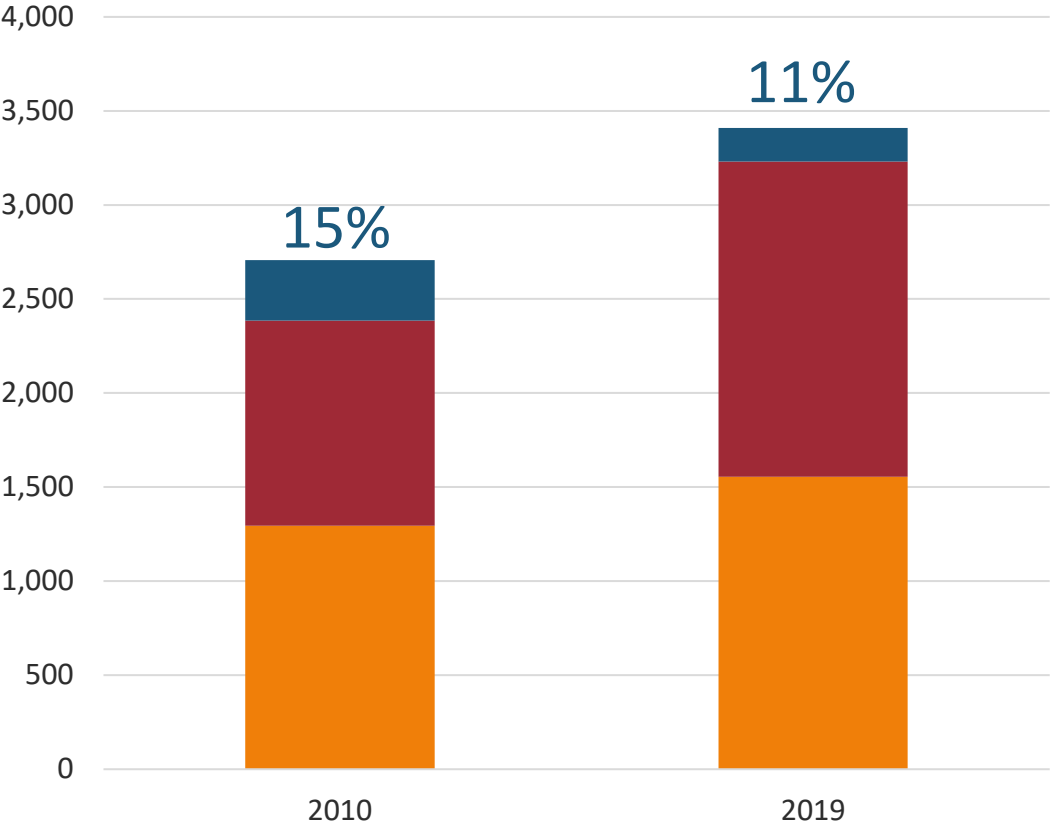
Median Building Area of Home Sales (2018) **1,323 sq ft**

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

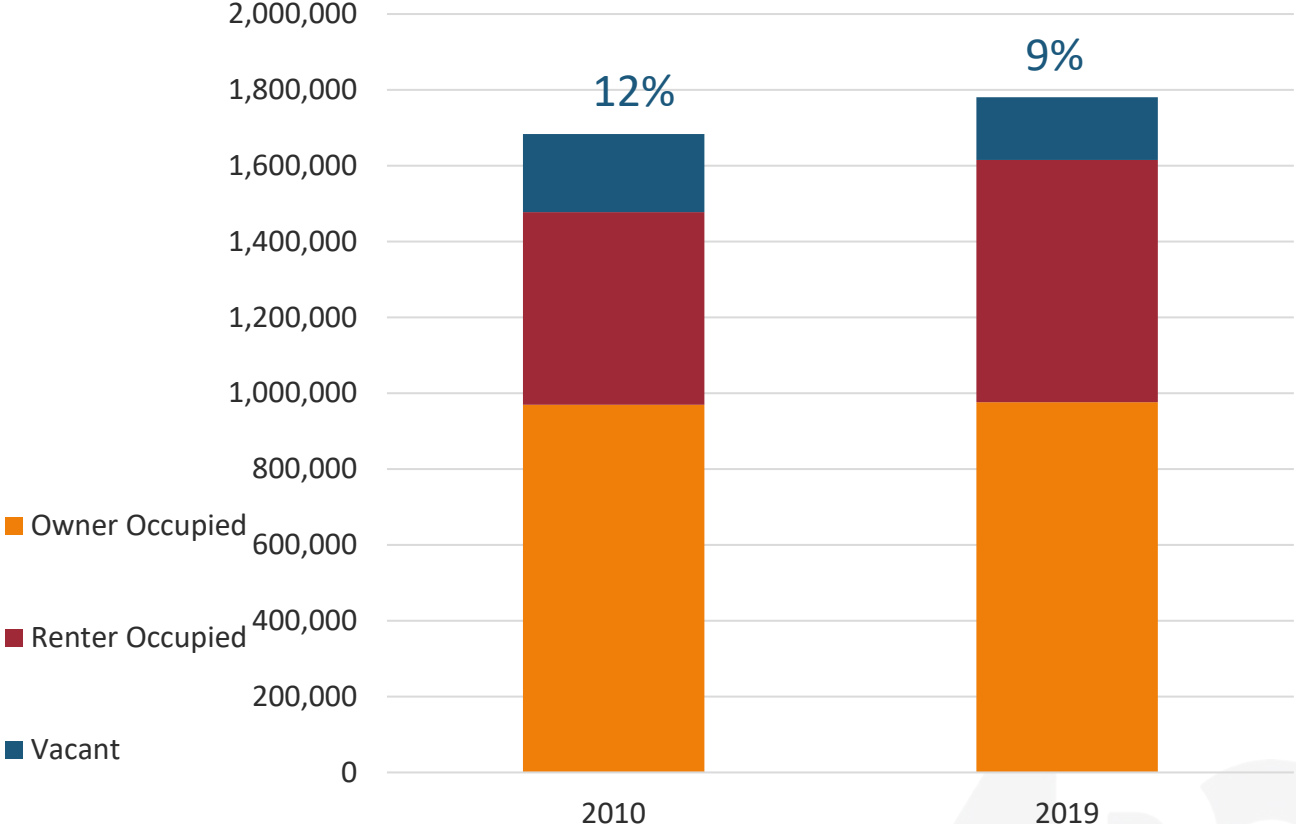


# HOUSING TENURE

Doraville Tenure

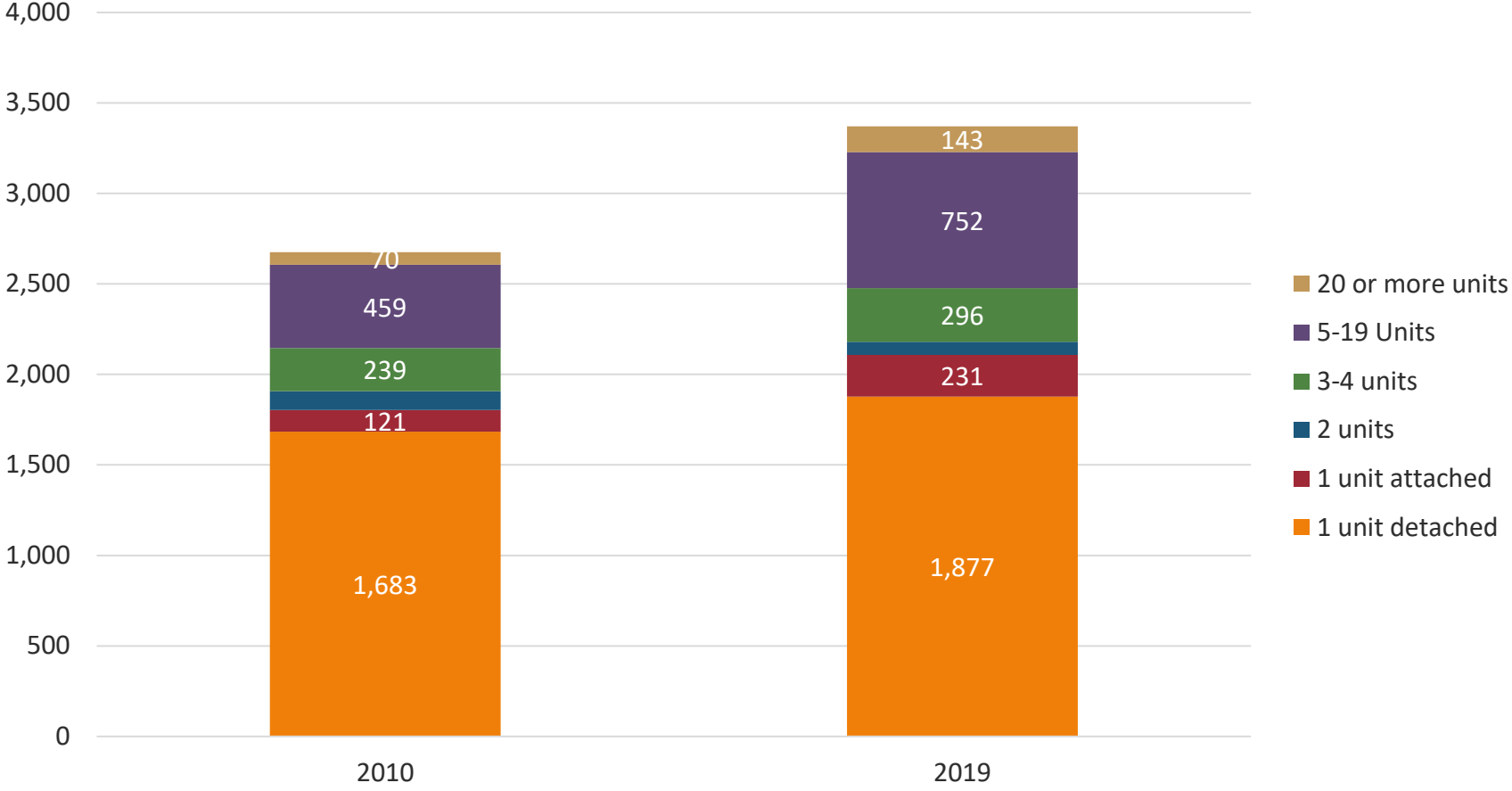


10-County Atlanta Metro Tenure



Data Source: American Community Survey, 2010 and 2019

# HOUSING TYPES

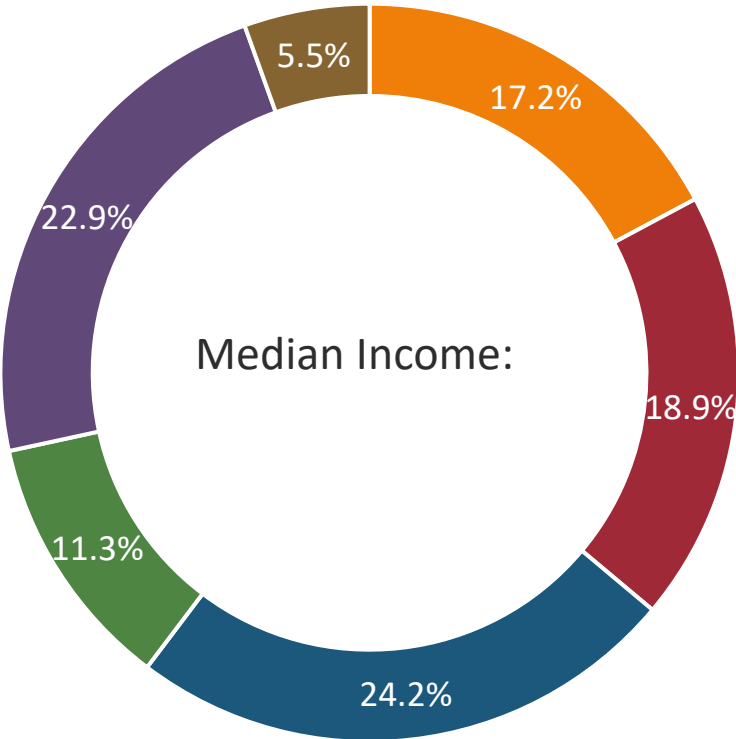


Data Source: American Community Survey, 2010 and 2019

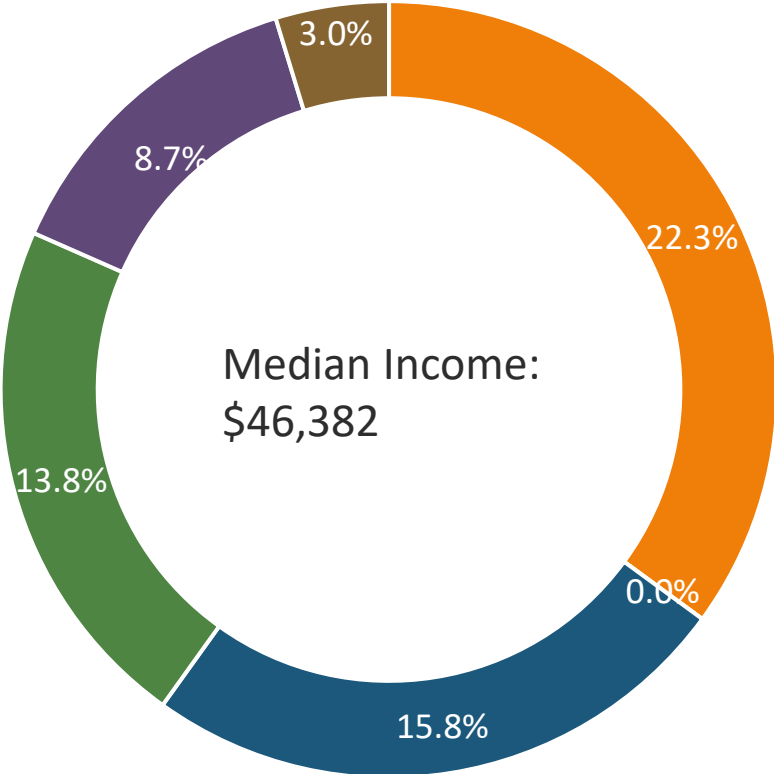


# HOUSEHOLD INCOME DISTRIBUTION: RENTERS/OWNERS

### Owners Income Distribution

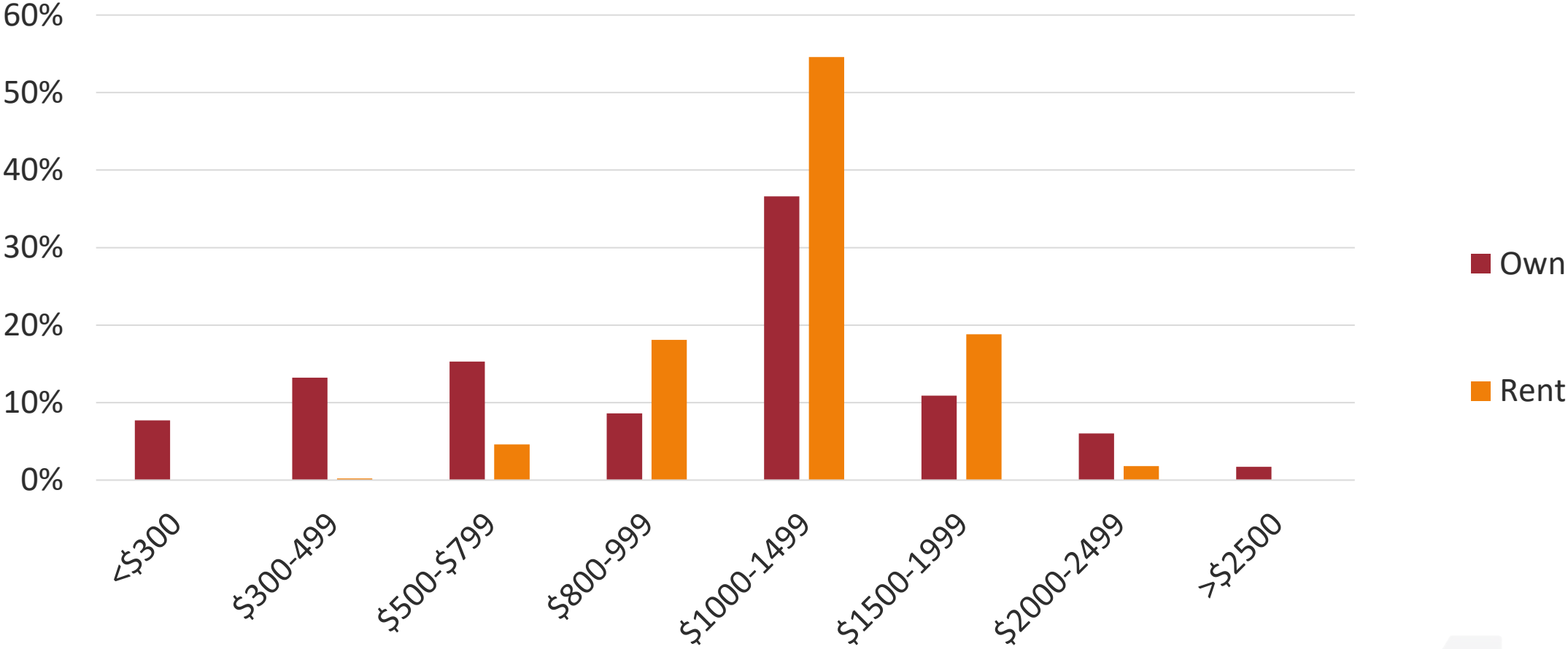


### Renters Income Distribution



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

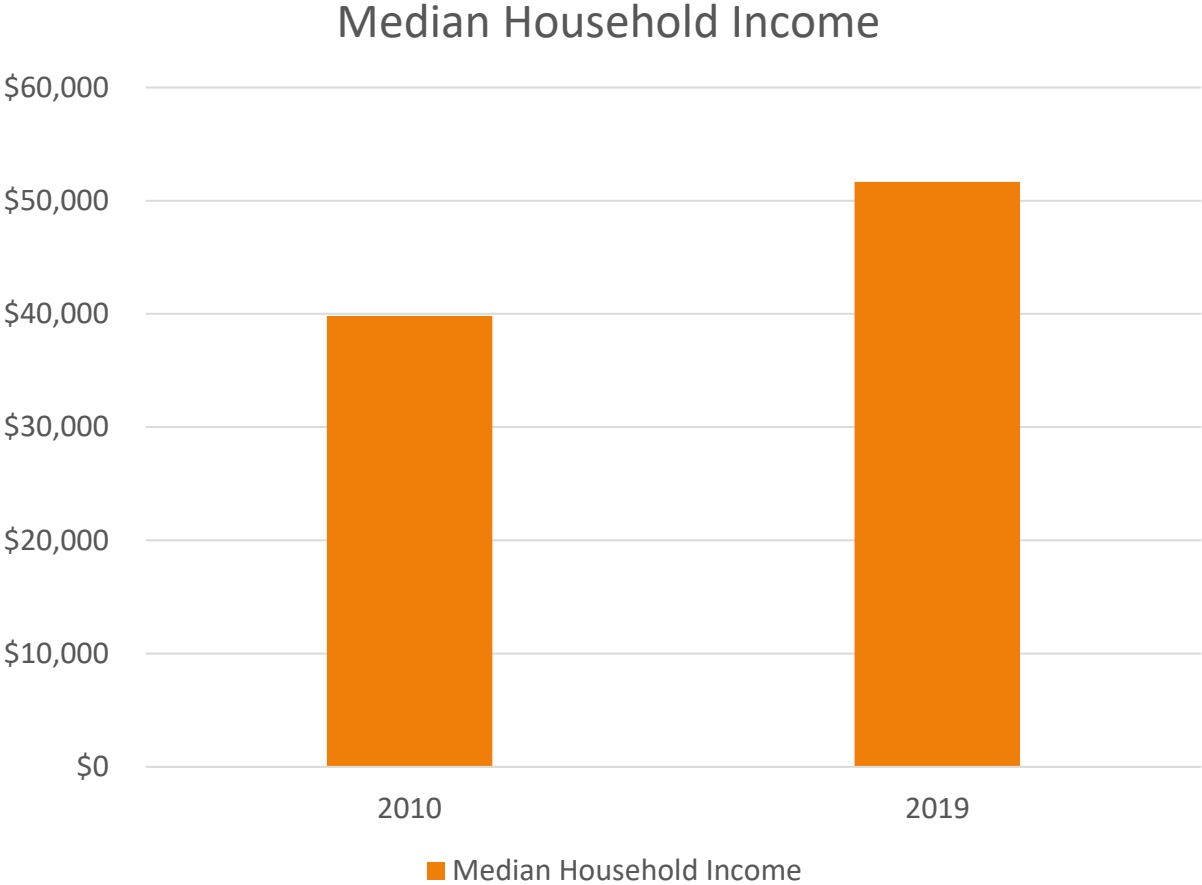
# MONTHLY HOUSING COSTS: RENTERS & OWNERS



# ECONOMIC TRENDS



# MEDIAN HOUSEHOLD INCOME

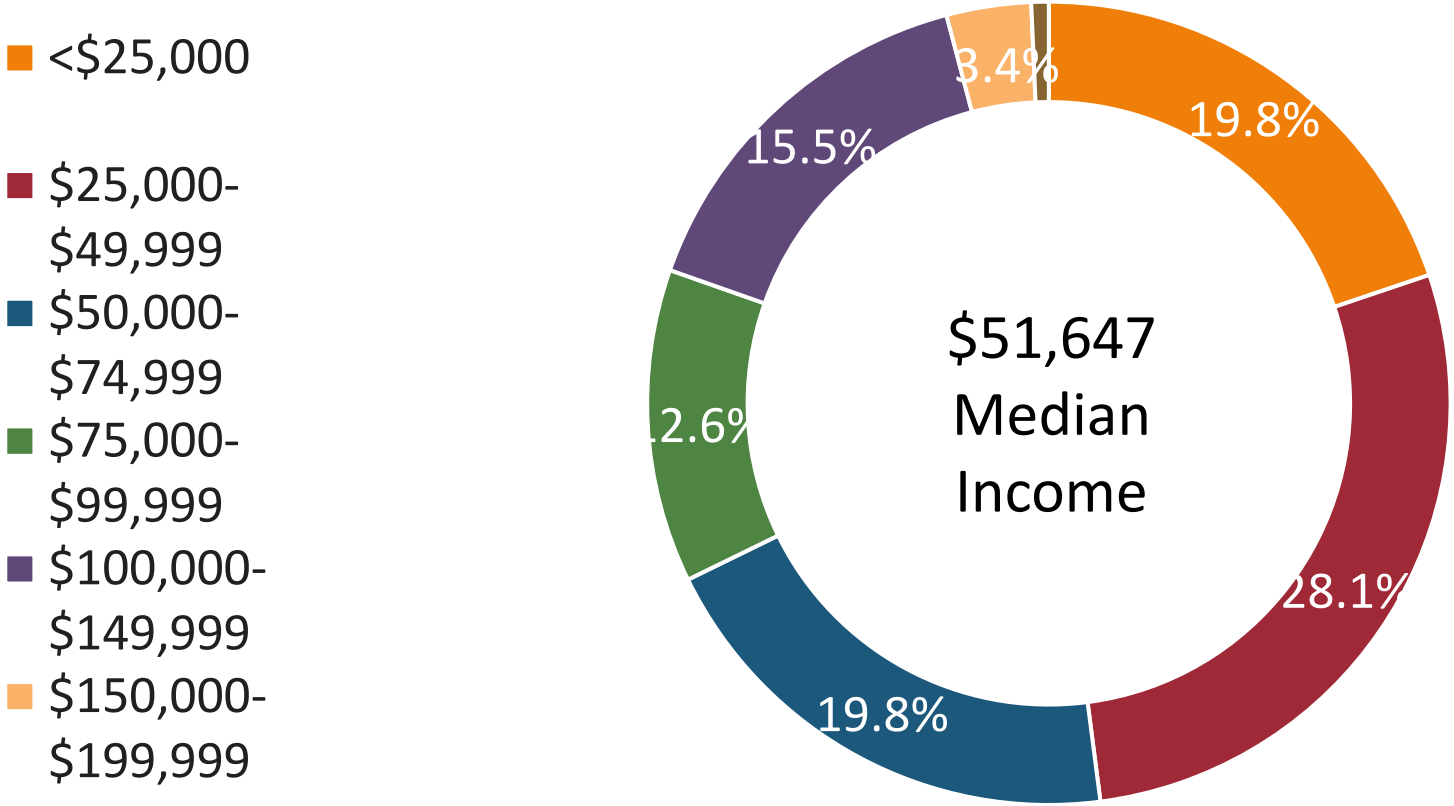


	2019
<b>Median income (dollars)</b>	<b>\$51,647</b>
<i>10% Jurisdiction AMI</i>	\$5,165
<i>30 % Jurisdiction AMI</i>	\$15,494
<i>50% Jurisdiction AMI</i>	\$25,824
<i>80% Jurisdiction AMI</i>	\$41,318
<i>120% Jurisdiction AMI</i>	\$61,976

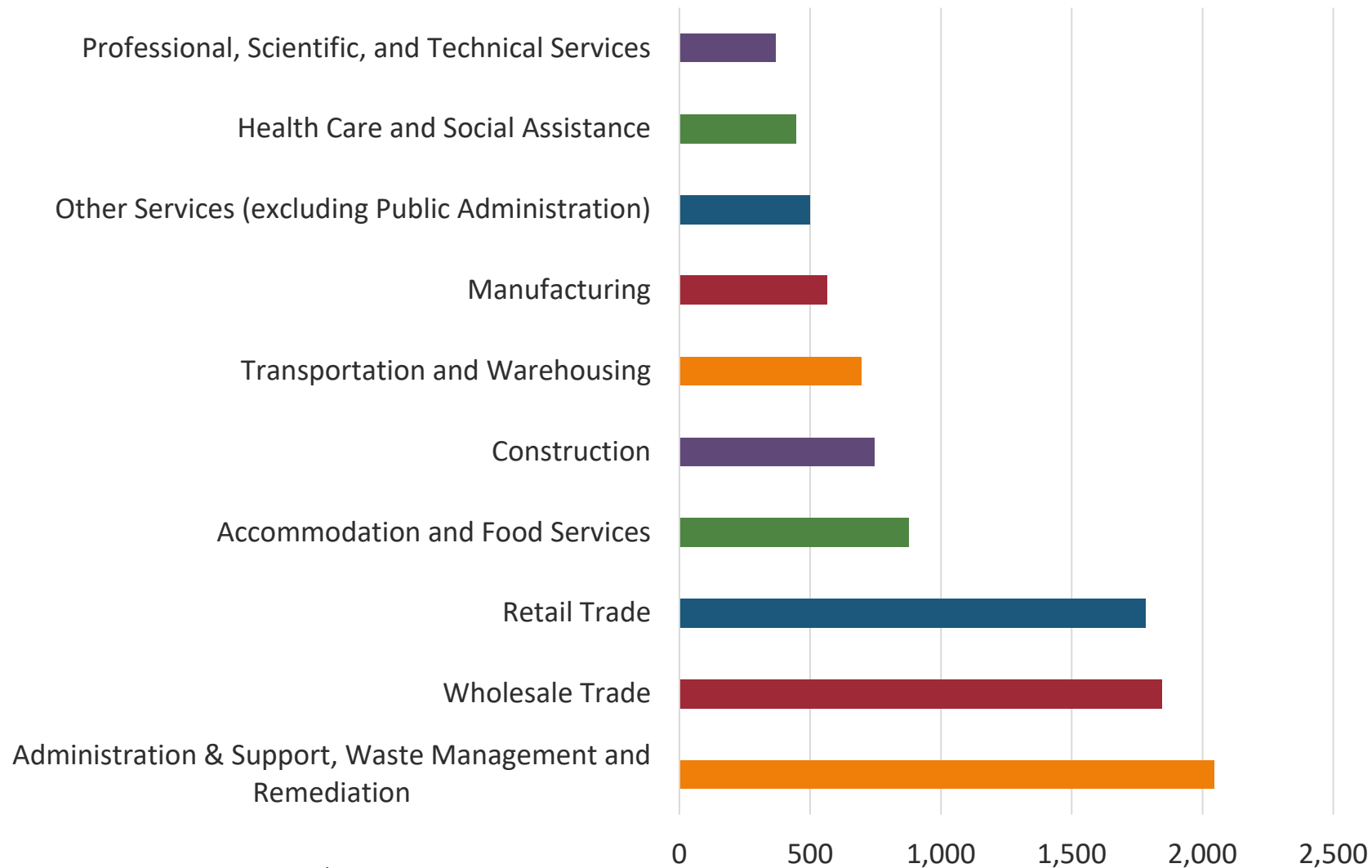
Data Source: American Community Survey, 2010 and 2019



# INCOME DISTRIBUTION



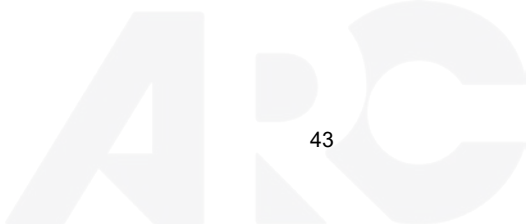
# WORKPLACE AREA CHARACTERISTICS: JOB TYPES PRESENT IN DORAVILLE



# RESIDENT AREA CHARACTERISTICS: WHERE DORAVILLE RESIDENTS WORK



Data Source: LEHD Origin Destination Employment Statistics



# TRANSPORTATION TRENDS

# COMMUTE TIME

14% of residents travel <15 minutes

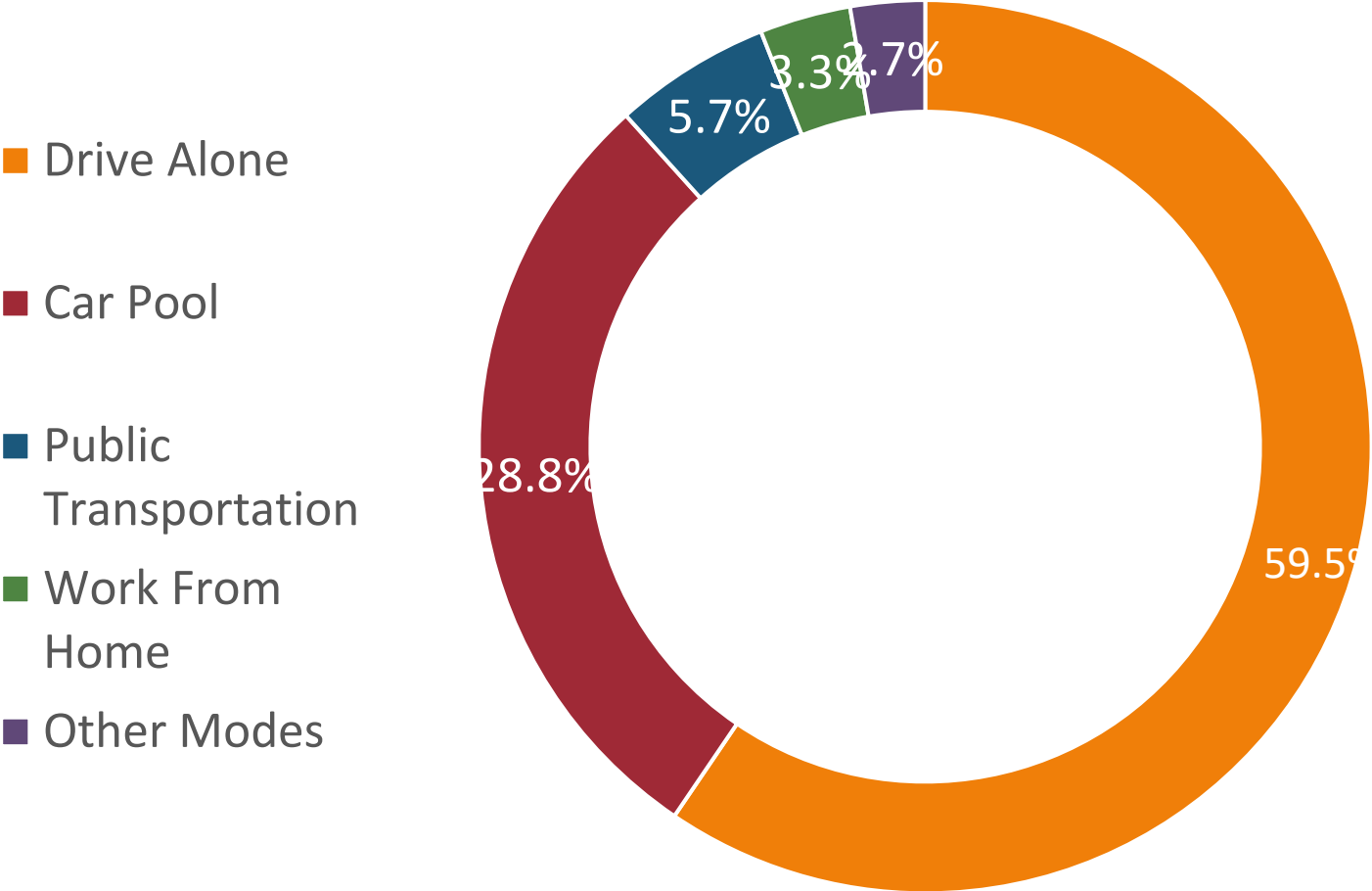
32% of residents travel 15-29 minutes

34% of residents travel 30-44 minutes

10% of residents travel 45-59 minutes

10% of residents travel >60 minutes

# MODE OF TRANSPORTATION



Data Source: American Community Survey 2018



# TRAFFIC FLOWS

Commute to Doraville:

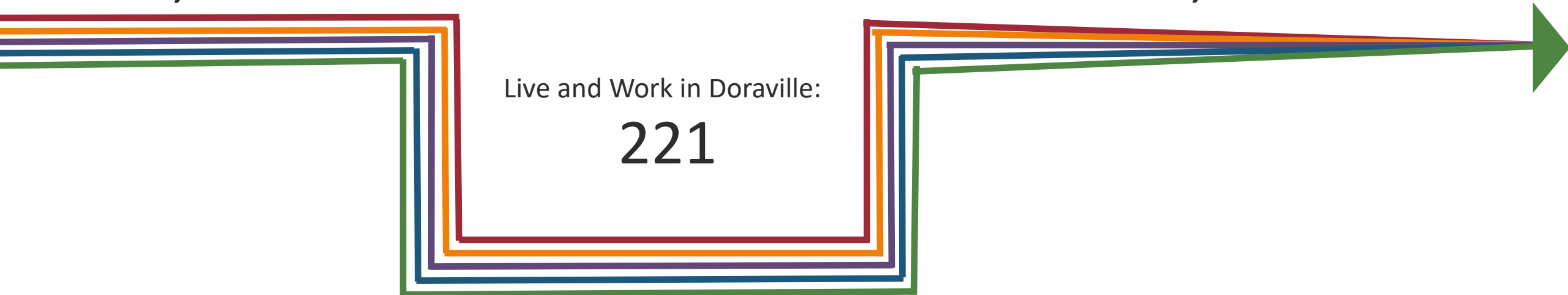
11,054

Commute out of Doraville:

3,984

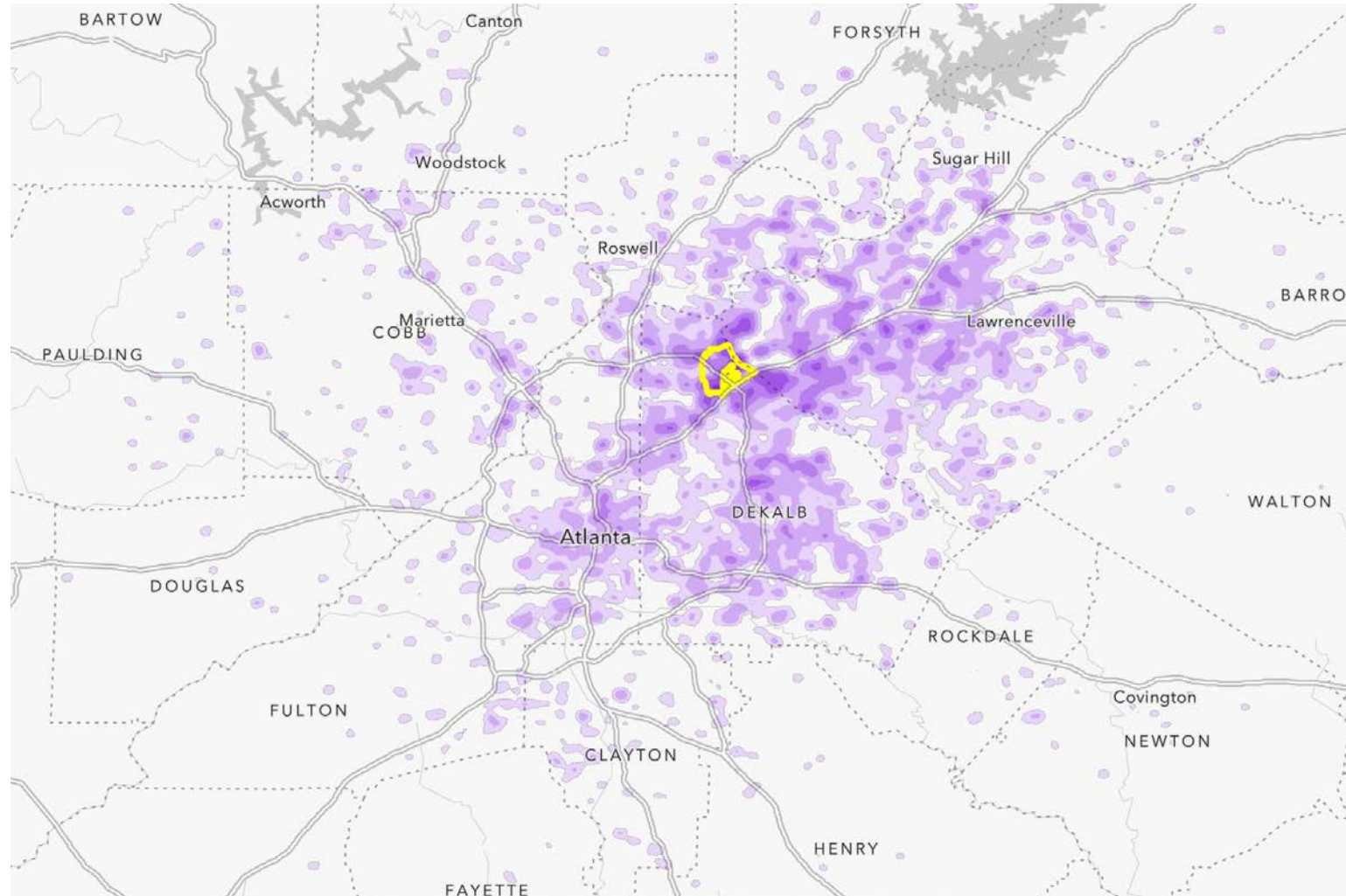
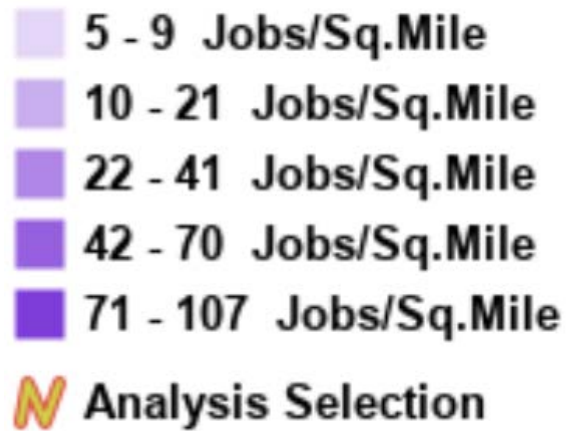
Live and Work in Doraville:

221




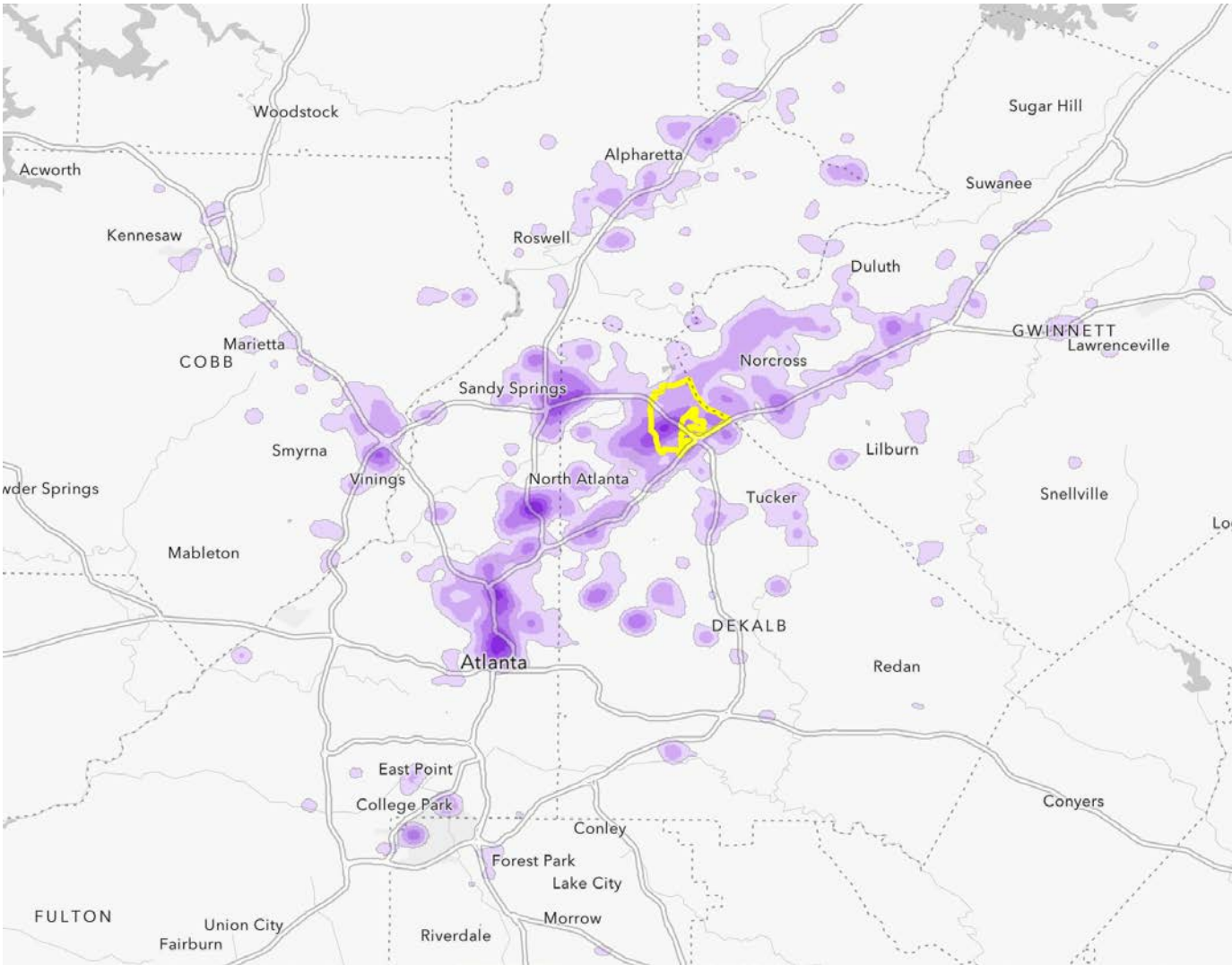


# WHERE PEOPLE WORKING IN DORAVILLE LIVE



# WHERE RESIDENTS OF DORAVILLE WORK

- 5 - 12 Jobs/Sq.Mile
- 13 - 33 Jobs/Sq.Mile
- 34 - 69 Jobs/Sq.Mile
- 70 - 119 Jobs/Sq.Mile
- 120 - 184 Jobs/Sq.Mile
-  Analysis Selection



Data Source: LEHD Origin Destination Employment Statistics, 2018



# ISSUES & OPPORTUNITIES



# MULTIPLE WAYS TO PARTICIPATE!

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



# What's one thing you would tell someone about Doraville?



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

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# What's one thing you would tell someone about Doraville?





**ISSUES: What are Doraville's biggest issues, i.e., challenges that need to be addressed?**

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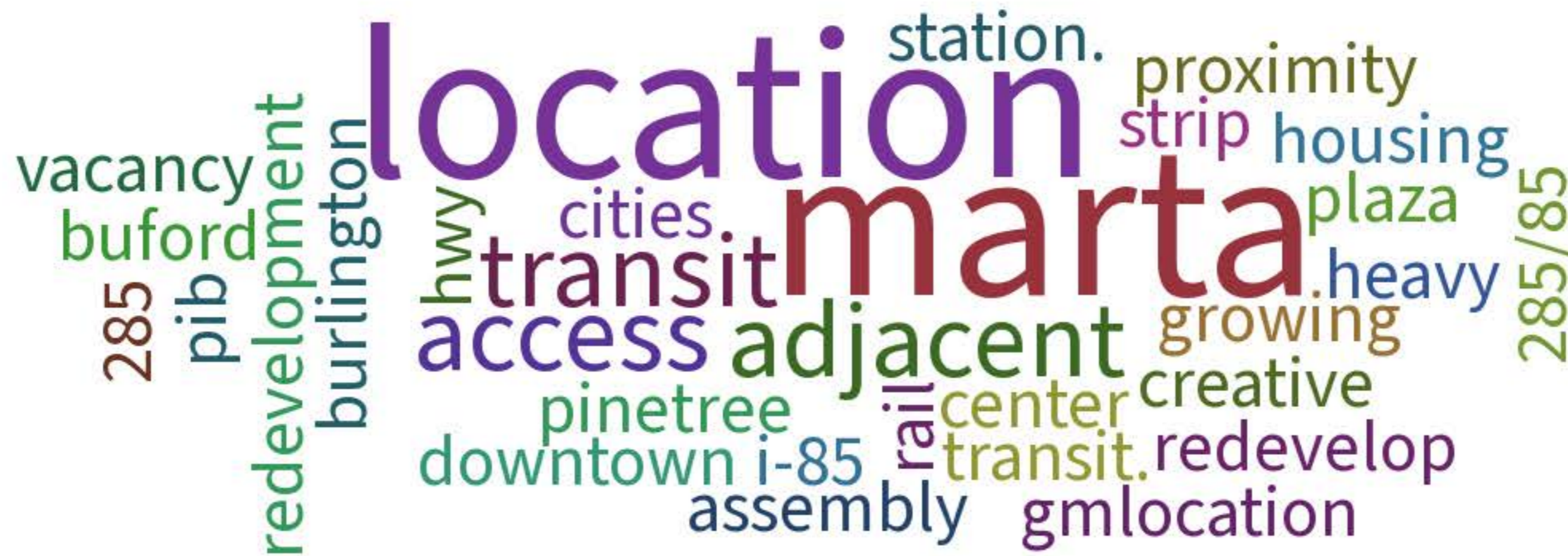


# **OPPORTUNITIES: What are Doraville's biggest opportunities, i.e., assets to accentuate and strengthen?**

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# OPPORTUNITIES: What are Doraville's biggest opportunities, i.e., assets to accentuate and strengthen?



# CURRENT PLAN – LAND USE

## **Redevelopment and infill**

opportunities – particularly BuHi, town center, MARTA, PIB, Assembly

Extensive **tree canopy** in residential areas – need to protect from redevelopment pressures

Large amount of existing, active **industrial/commercial** in proximity to residential – need buffering to prevent incompatible uses

Insufficient continuity between form-based **Livable Community Code (LCC) zoning vs. base zoning** – need to leverage development opportunities

Predominance of **R-1 (single-family) zoning and single-family housing** – need to attract a wider variety of housing products to serve multi-generational, mixed-income

Widespread **impervious surfaces** – environmental damage but also opportunity to encourage green infrastructure policies and initiatives

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## **LAND USE: What still resonates for you from the current plan? YOU MAY ONLY SELECT 3 CHOICES.**

Redevelopment and infill opportunities - BuHi, town center, MARTA , PIB, Assembly

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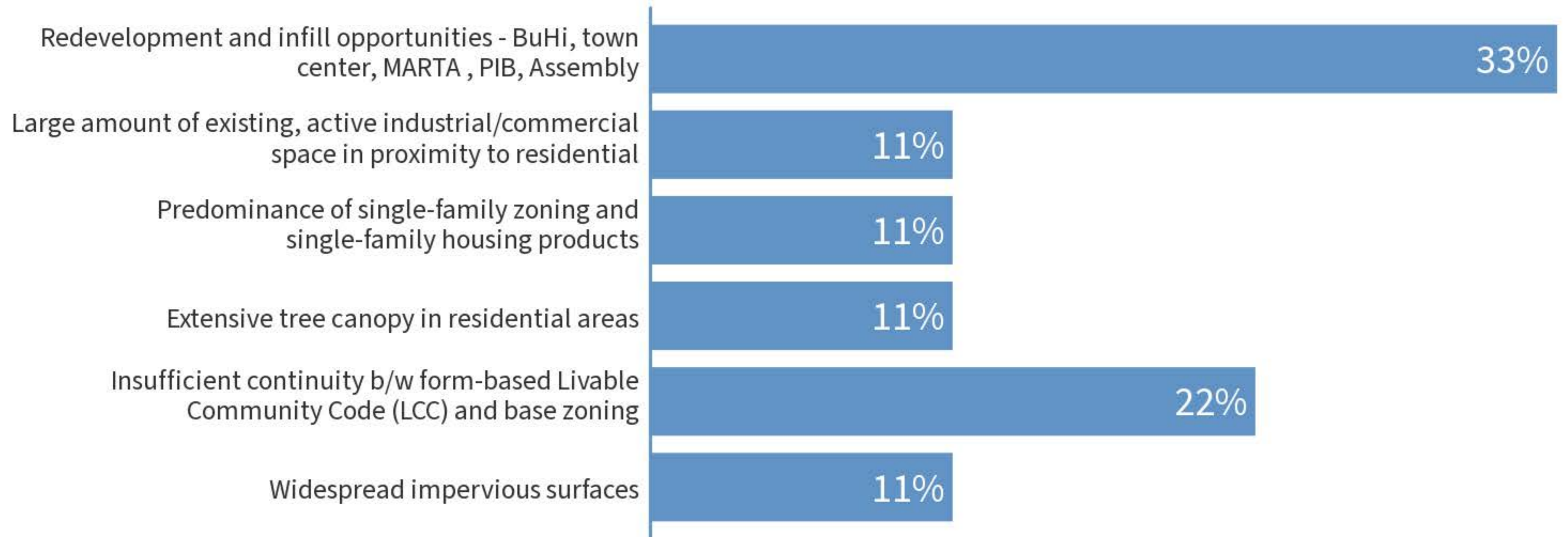
Insufficient continuity b/w form-based Livable Community Code (LCC) and base zoning

Widespread impervious surfaces

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# LAND USE: What still resonates for you from the current plan? YOU MAY ONLY SELECT 3 CHOICES.



# CURRENT PLAN – HOUSING

**Lack of new housing** development in recent years

**High occupancy rate** - the city may not be meeting housing demands

**Overcrowded housing** units and large average household size compared to peer communities

Increasing **interest in infill housing** in coming years

**Lack of multi-family** housing options – opportunity for walkable, transit-oriented housing

**Limited *variety* of multi-family** housing options – own/rent, size/structure/type, etc.

**Potential for gentrification** alongside redevelopment and **increased property values/taxes** – Doraville already has high number of cost-burdened owner-occupied and renter-occupied housing

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Potential for gentrification alongside redevelopment and increased property values/taxes – already high number of cost-burdened (both owners and renters)

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# HOUSING: What still resonates for you from the current plan? YOU MAY ONLY SELECT 3 CHOICES.





# CURRENT PLAN – PEOPLE

How to leverage **diversity of foreign-born population** – events, programs, supports

High percentage of **population speaking another language at home** – Spanish translation services, ESL in schools and for adults

Need for more space in schools due to **high percentage of young children**

How to connect residents to **educational training and higher paying jobs** within Doraville

Relatively high **poverty rate** (25%)

**Differing needs and priorities of different demographic groups** (foreign-born, older adult, young adult, etc.)

**Strong immigrant presence** – Census data not necessarily reflective of entire/actual population

Potential for **gentrification due to higher density mixed-use development** and increasing property values

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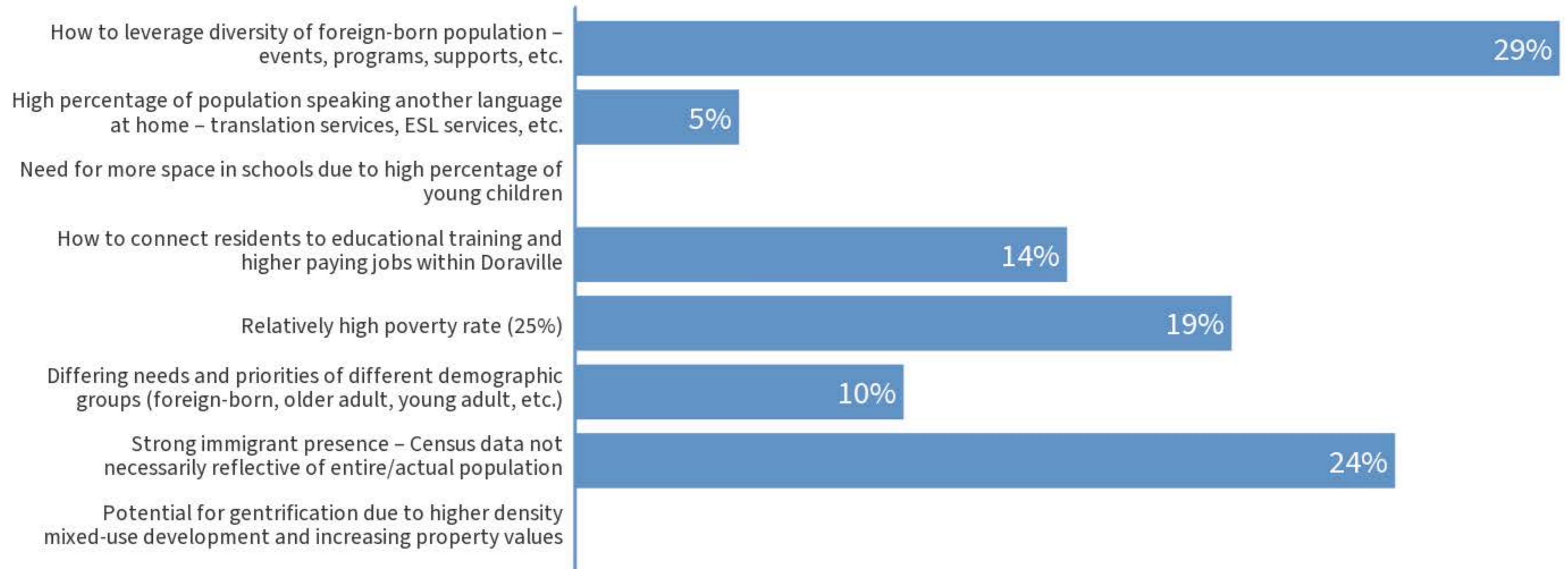
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# CURRENT PLAN – ECONOMY

**Retail/restaurant market** driven largely by visitors, e.g., Buford Hwy is a regional draw

**Visitor experience, complete streets, connectivity** – Buford Hwy., town center to Assembly

**Immigrant population** as a huge resource – need to nurture **diversity and entrepreneurship**

Need strong local **chamber of commerce or business association** to align interests and facilitate interaction between the City and business community

Opportunities to **work with Chamblee** in planning improvements along Buford Hwy.

**New growth, jobs, and tax revenue**  
Assembly, Nexus, town center – can serve as catalyst for future

**DeKalb County schools** continue to experience challenges – affects peoples' desire to live in 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 codes could help **attract development community wants** while **protecting commercial tax base** on which City relies

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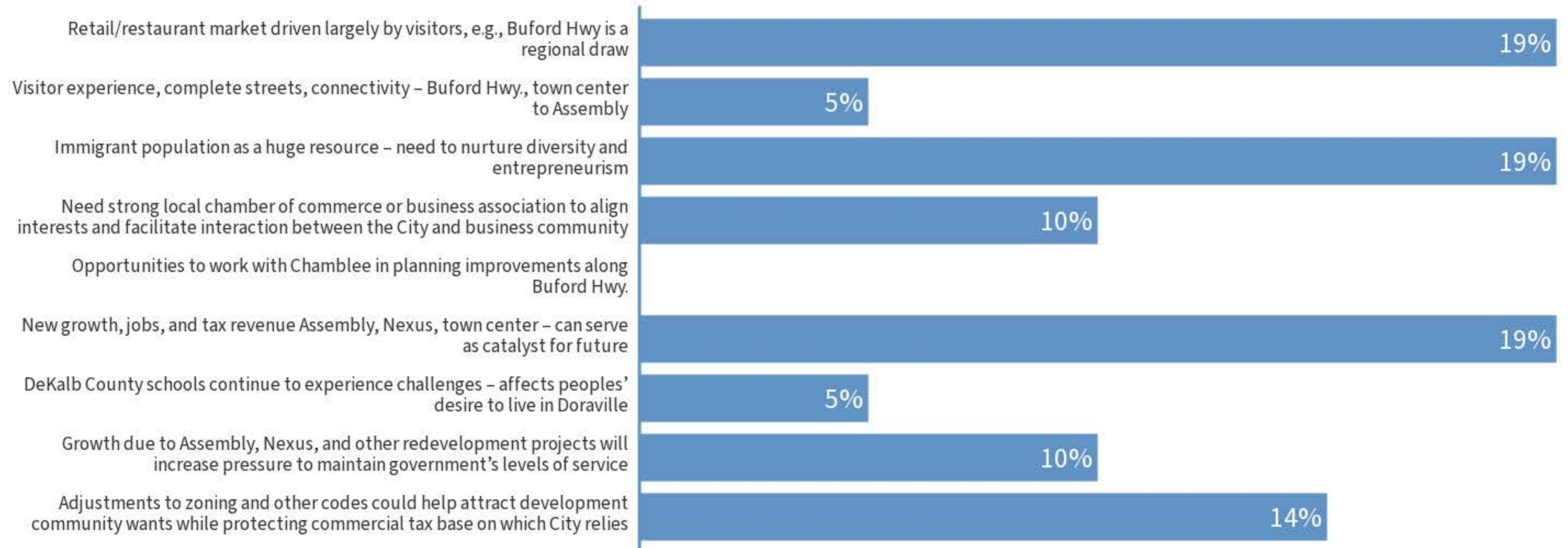
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# ECONOMY: What still resonates for you from the current plan? YOU MAY ONLY SELECT 3 CHOICES.



# CURRENT PLAN – TRANSPORTATION

Significant portion (10.4%) of Doraville's workers lack access to personal vehicle

Increased traffic congestion along with redevelopment into higher density uses

Bike/ped infrastructure – increase bike/ped safety while decreasing vehicular traffic / reliance on SOV

Truck traffic contributes to congestion and may adversely impact local roadways

Transit expansion northward and along I-285 – benefit to City

Ramp improvements for I-285 at PIB and Buford Hwy. – benefit to City

Ensuring multimodal access at major new developments

Roadway maintenance on local roads – safety and operations

Buford Highway Livable Centers Initiative (LCI) study recommendations - future funding opportunities

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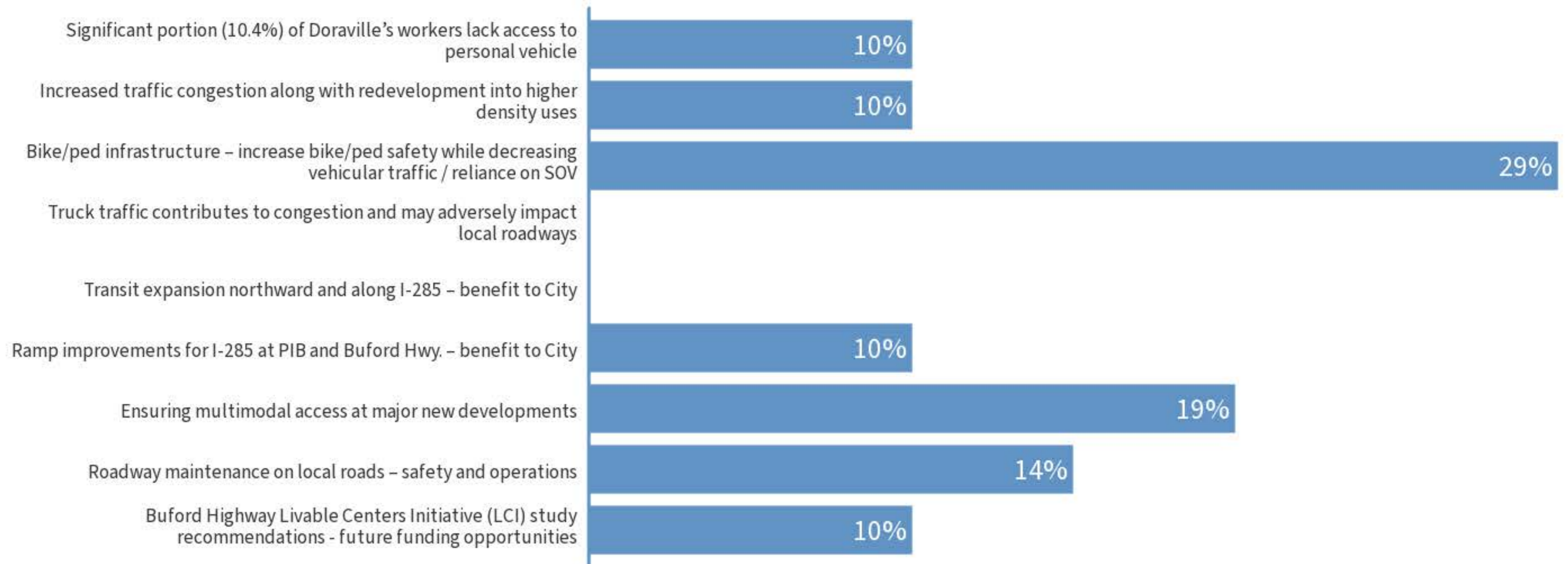
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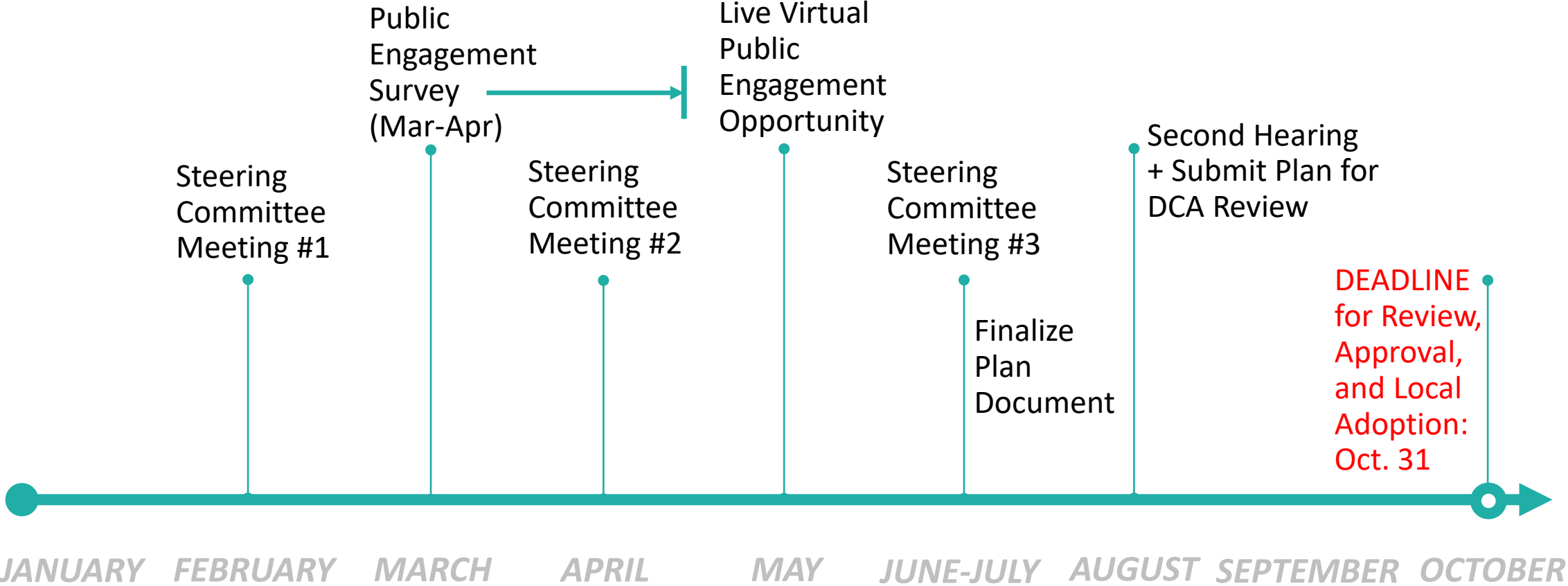


BUY A ROUND

TRIP

# NEXT STEPS

# PLAN SCHEDULE



2021



# NEXT MEETING (APRIL 27 at 9:30 AM)

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

DORAVILLE

EST 1871

**THANK YOU!**

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

# CITY OF DORAVILLE

## 2021 COMPREHENSIVE PLAN UPDATE

**STEERING COMMITTEE MEETING #2 – APRIL 27, 2021**

# AGENDA

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



# MEETING #1 RECAP





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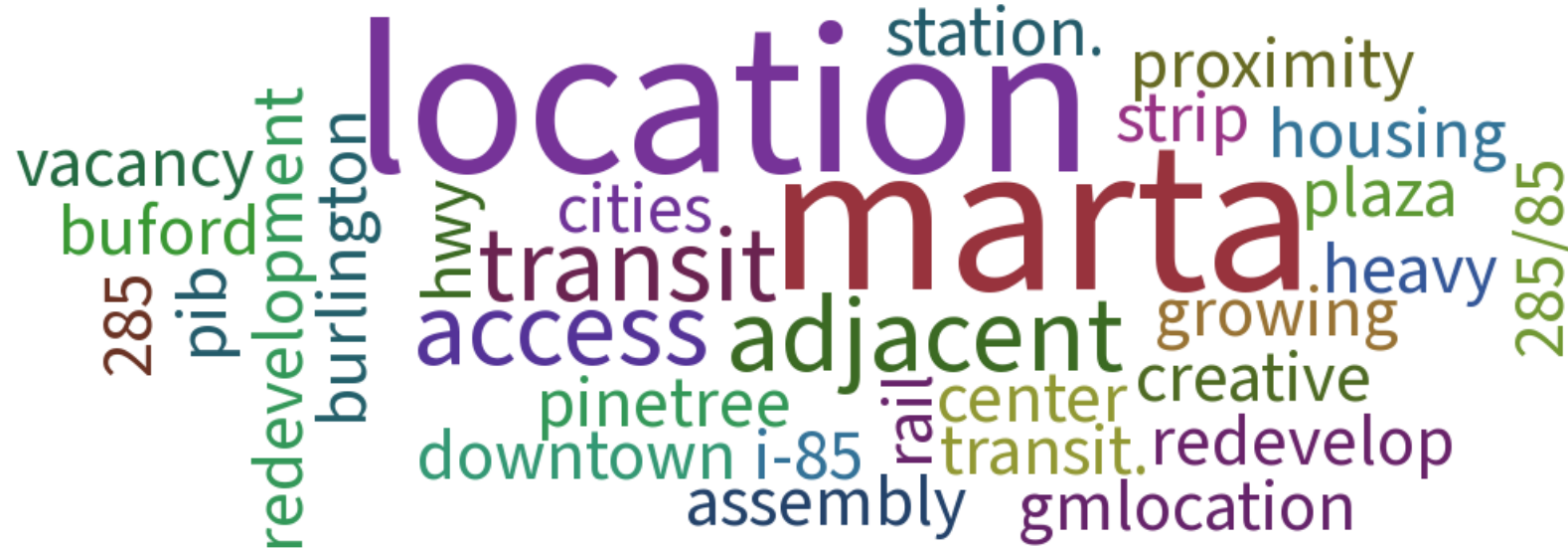
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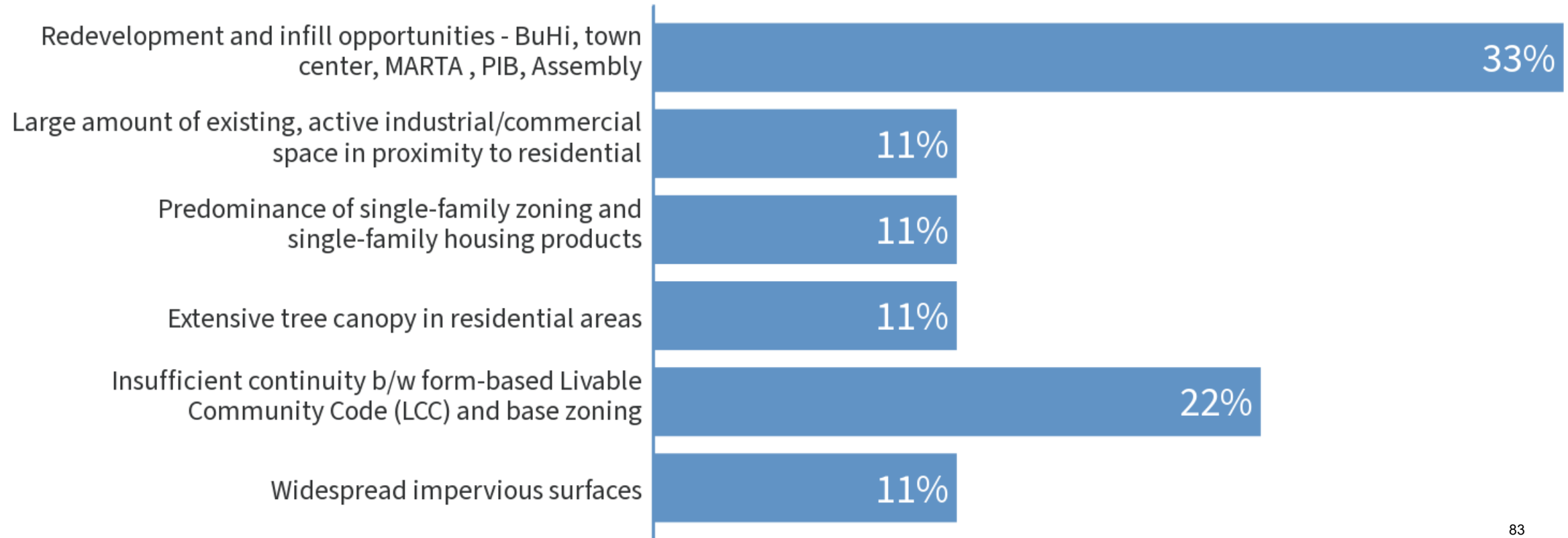
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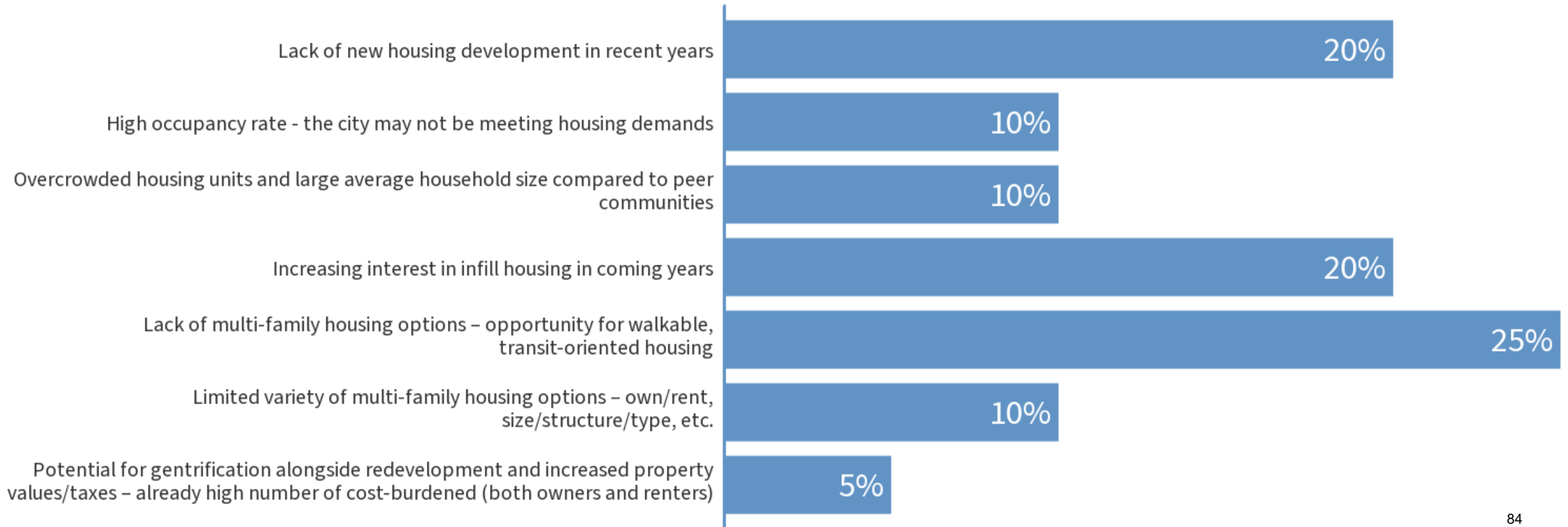
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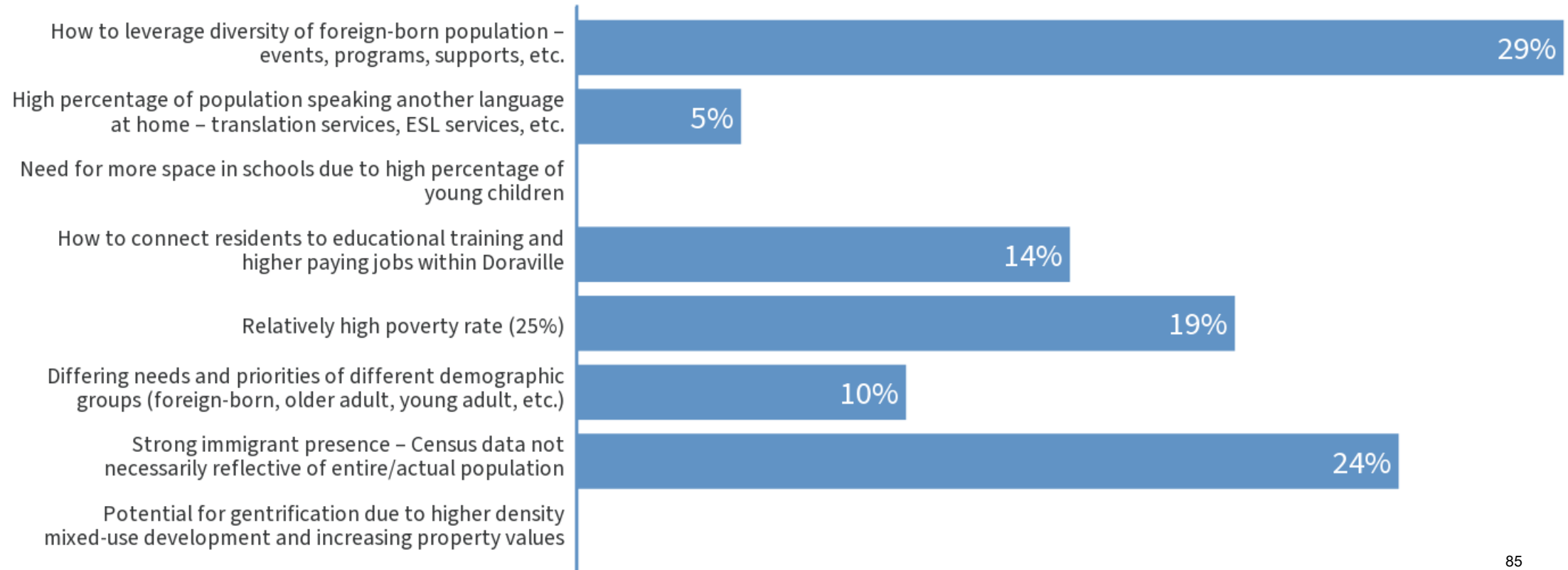


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# PEOPLE: What still resonates for you from the current plan?

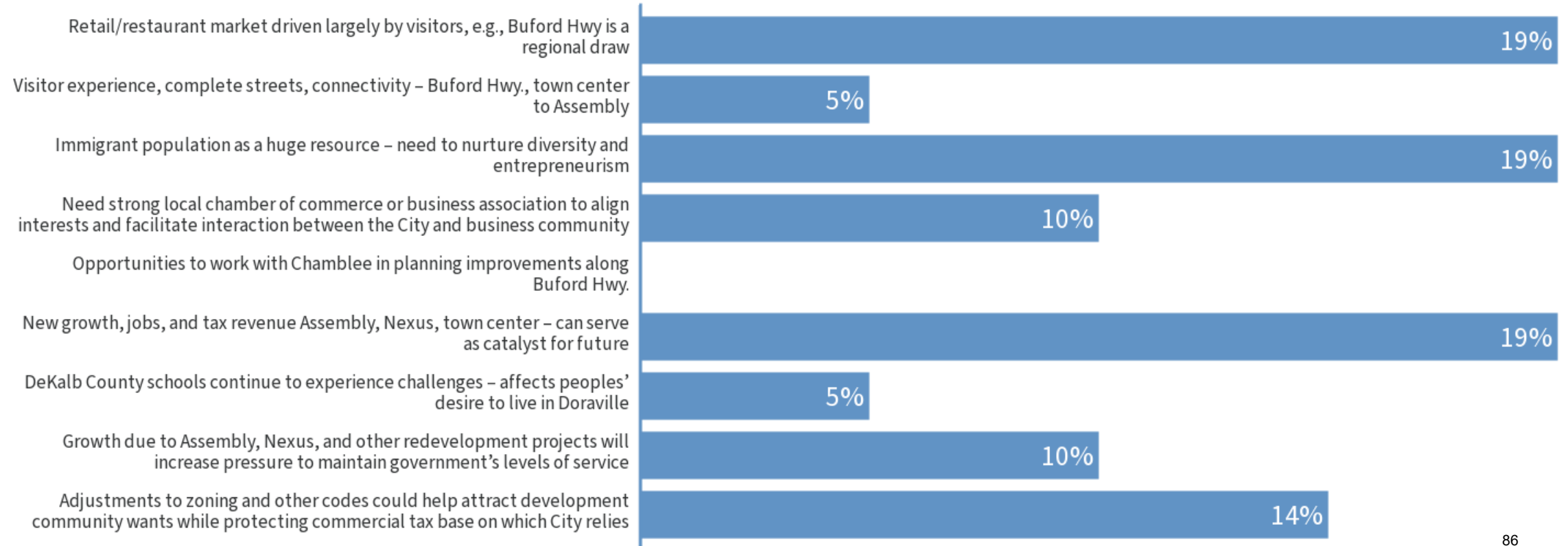
## YOU MAY ONLY SELECT 3 CHOICES.



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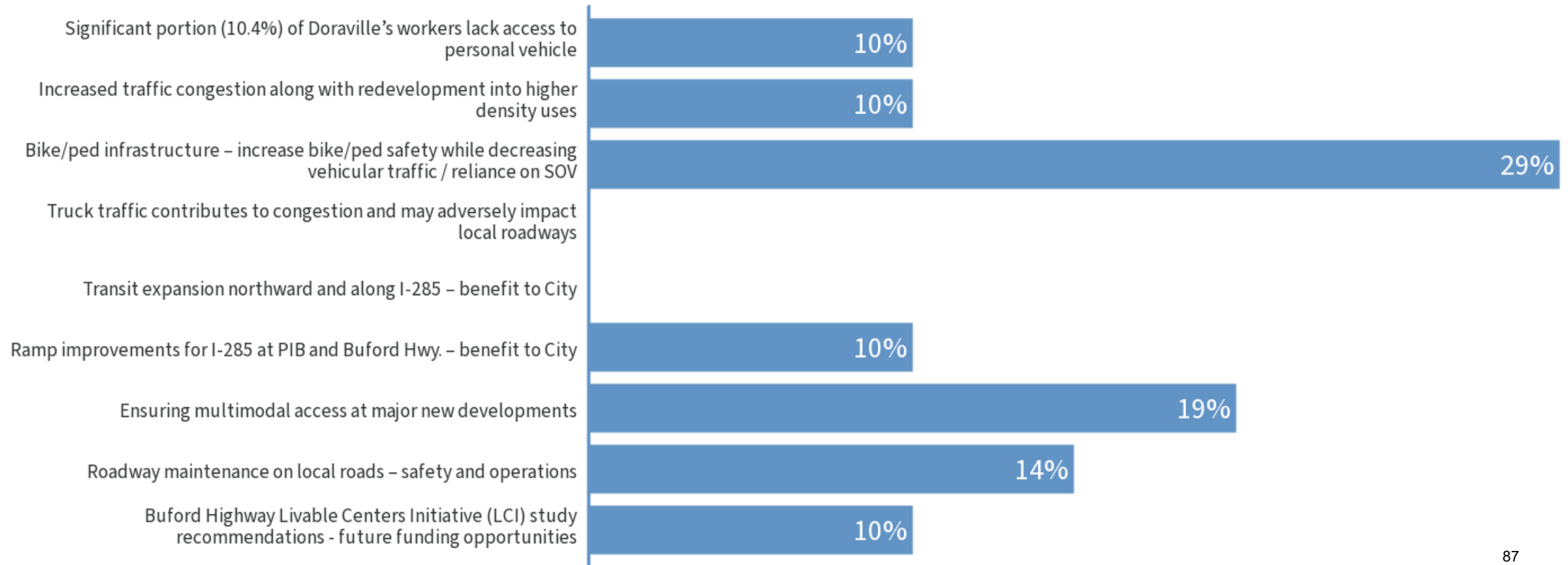
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# TRANSPORTATION: What still resonates for you from the current plan? YOU MAY ONLY SELECT 3 CHOICES.





# REQUIRED PLAN ELEMENTS



# KEY REQUIRED ELEMENTS FOR UPDATE

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



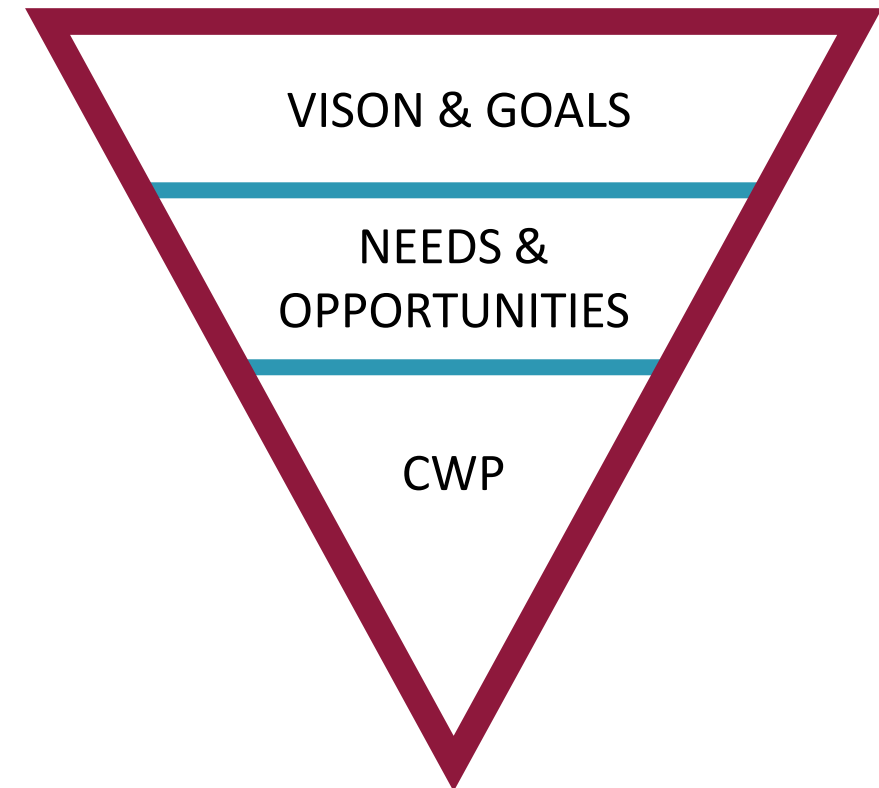
# VISION & GOALS



# VISION & GOALS

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

--DCA Minimum Standards



# MULTIPLE WAYS TO PARTICIPATE!

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

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## **VISION: Does the Vision statement in the current (2016) plan still resonate for you?**



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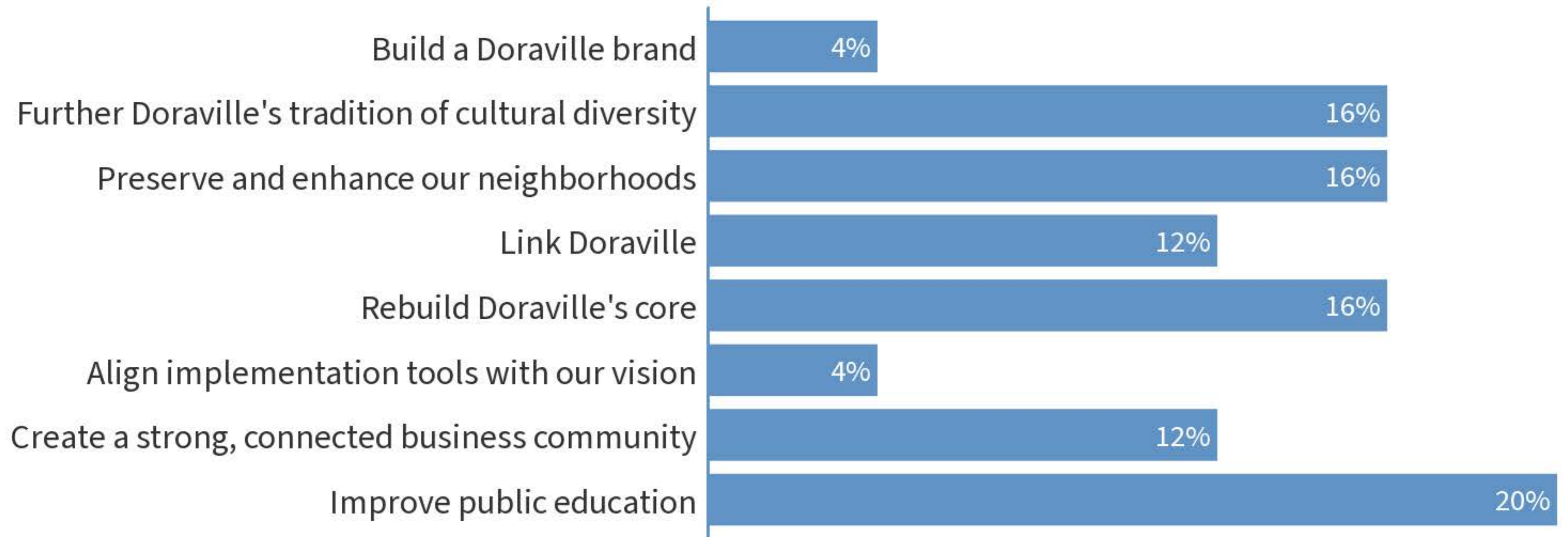
**VISION: If you were to add ONE new aspect to the Vision in the current plan, what would it be? Use as few words as possible.**

green center hub friendly  
environment  
technology media exhibition  
"international village"

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# GOALS: Which Goals from the current plan still resonate for you? Select all that apply.

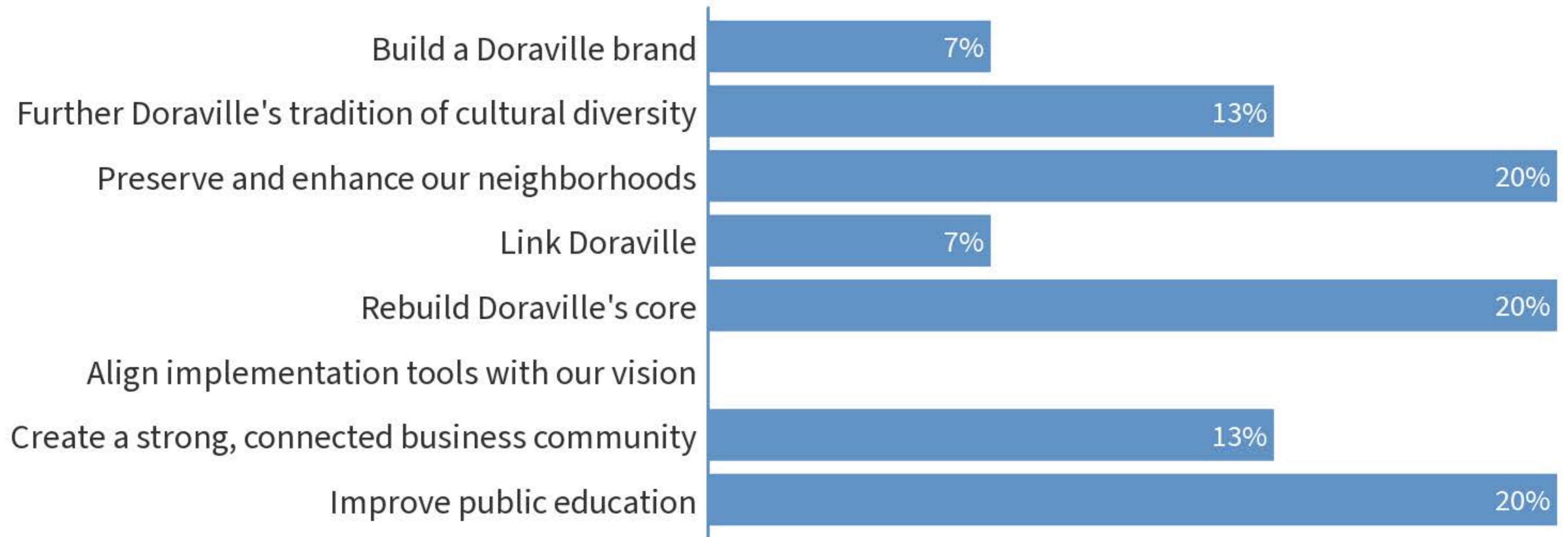




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# GOALS: Which Goals from the current plan are the MOST important to you? Select only your Top 3.



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**GOALS: If you were to add ONE brand new Goal to the plan, what would it be? Use as few words as possible.**



A word cloud centered around the word "green". The word "green" is the largest and most prominent. Other words of varying sizes and colors (purple, green, blue) are scattered around it, including: "shorter", "tourism", "increase", "statement", "foodie", "vision", "space", "safety", "spaces", and "parks".

## 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.



# FUTURE LAND USE



## 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:**

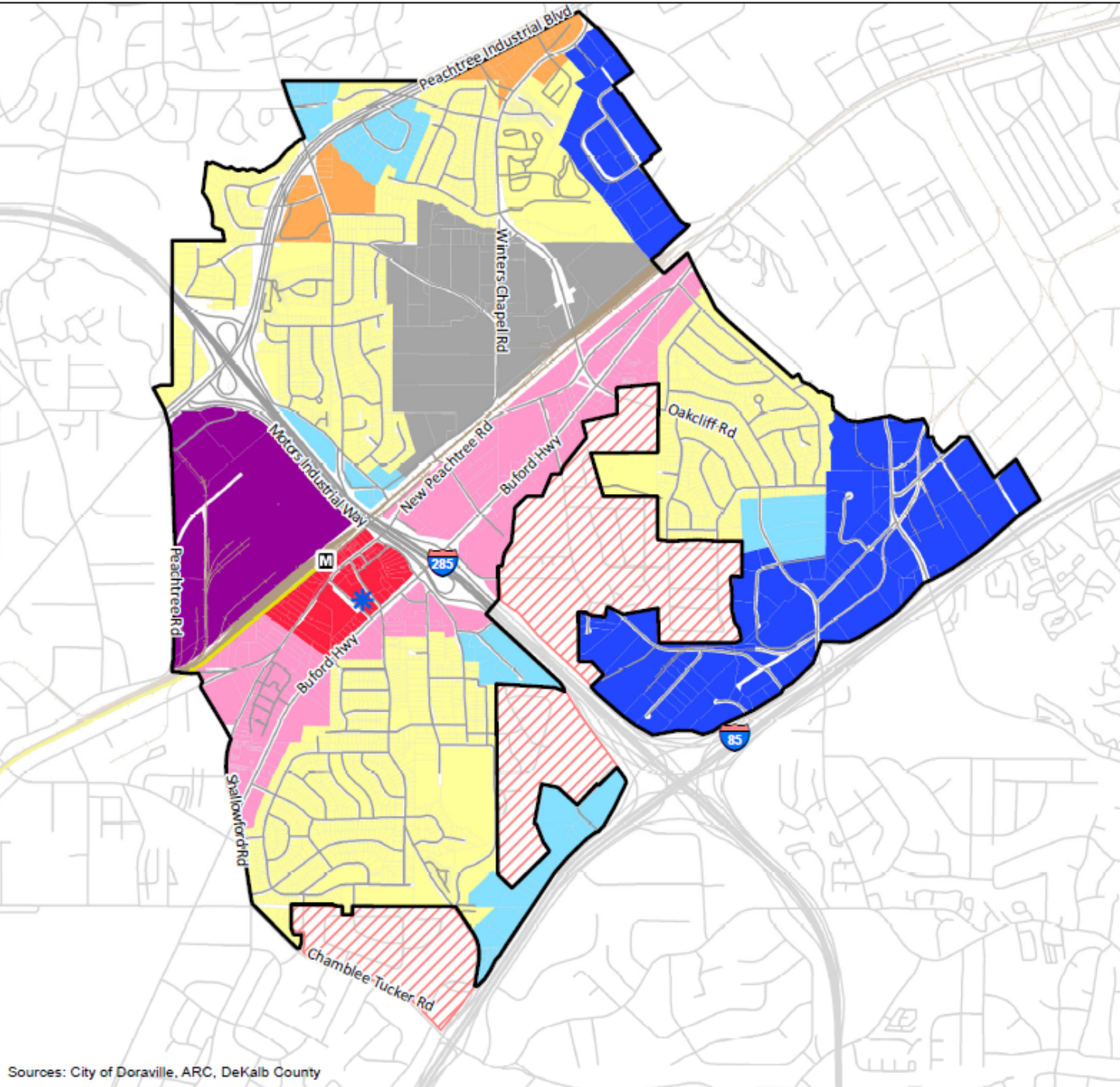
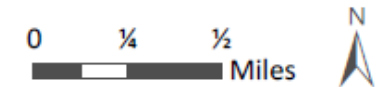
- Expansion of the Doraville Town Center to include properties on the opposite side of New Peachtree Road, incorporating parcels currently used for MARTA rail and parking.
- Consolidation of the Tank Farms District to the north side of the railroad tracks should an opportunity arise to revisit the tank 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



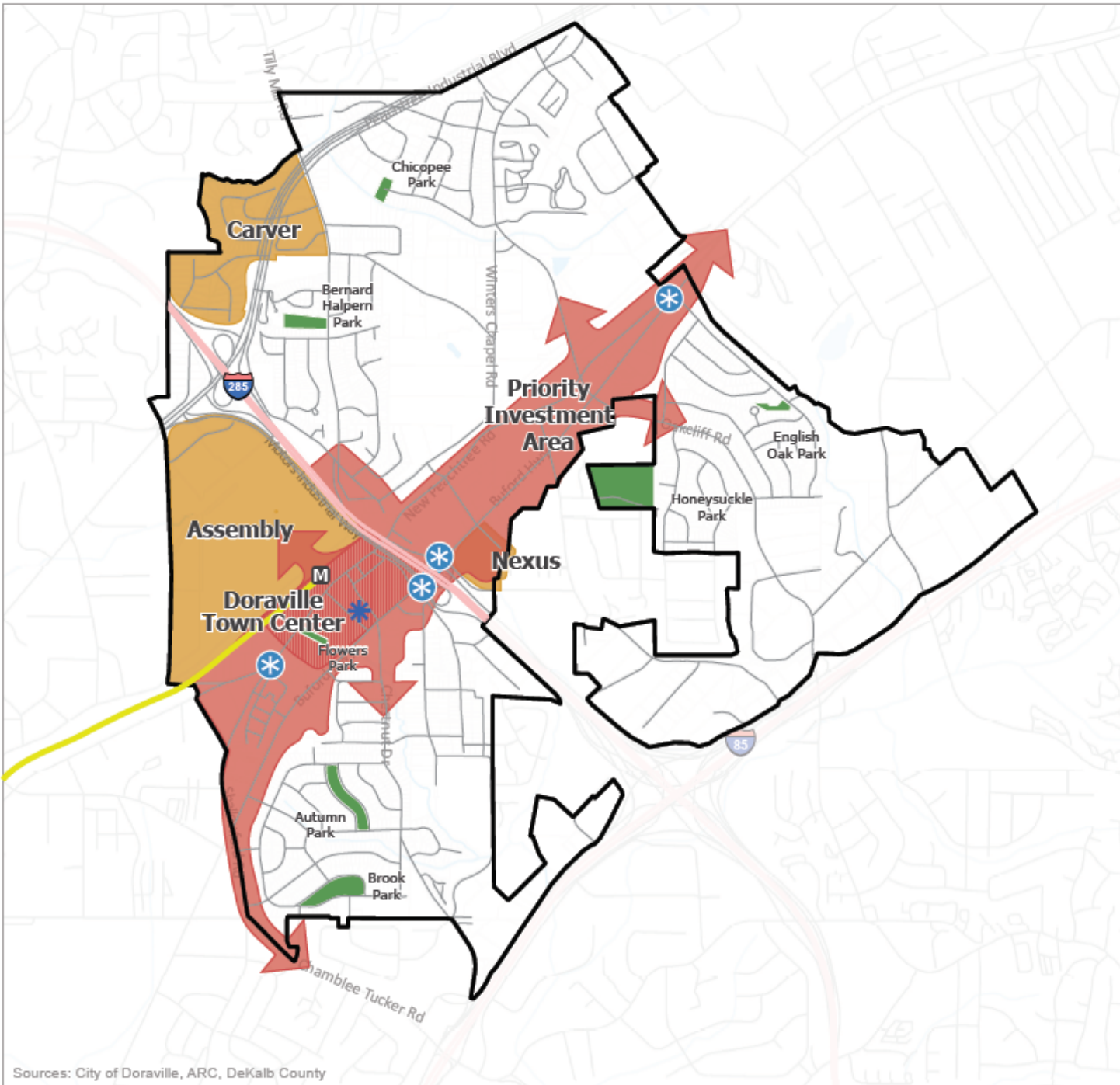
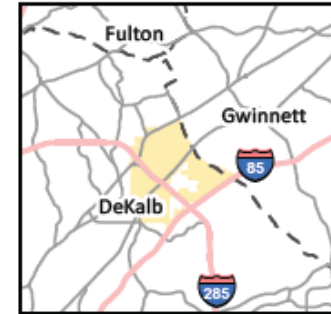
Sources: City of Doraville, ARC, DeKalb County



**FIGURE 4-1: PRIORITY INVESTMENT AREAS MAP**

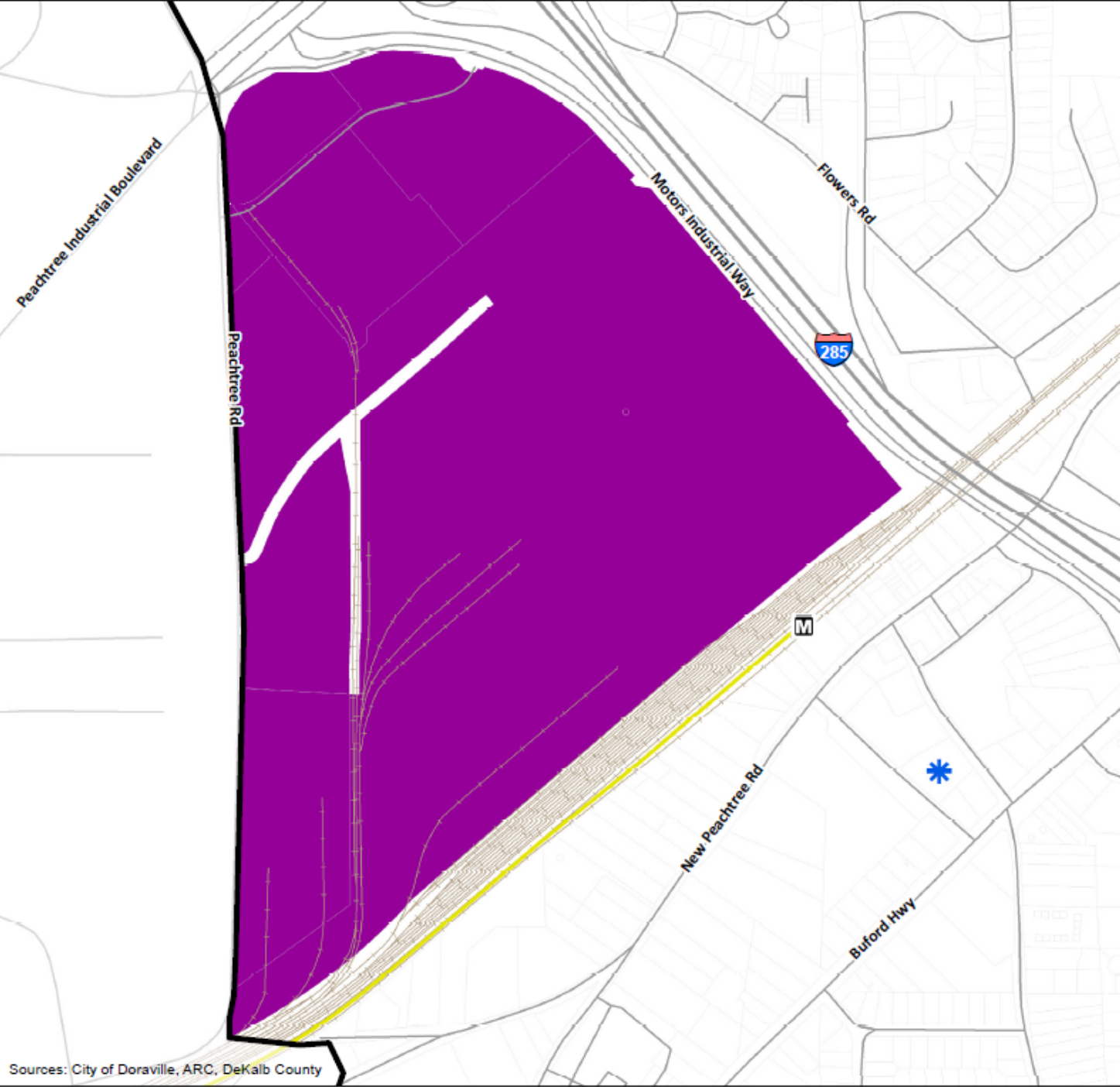
## Future Land Use Strategy:

- Target efforts
- Encourage TOD and Mixed-Use
- Adhere to vision
- Align zoning with vision

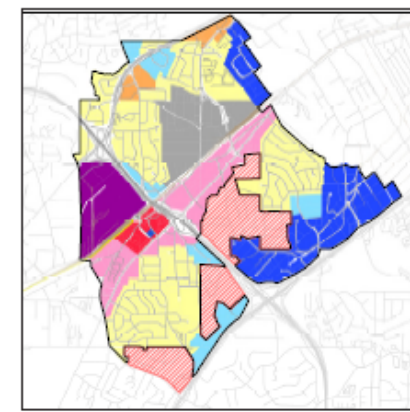










Sources: City of Doraville, ARC, DeKalb County

**FIGURE 4-3: ASSEMBLY DISTRICT**



Sources: City of Doraville, ARC, DeKalb County



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



*Buckhead Atlanta*



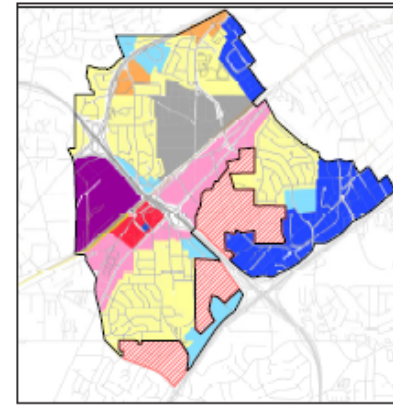
*Proposed Assembly rendering Doraville*











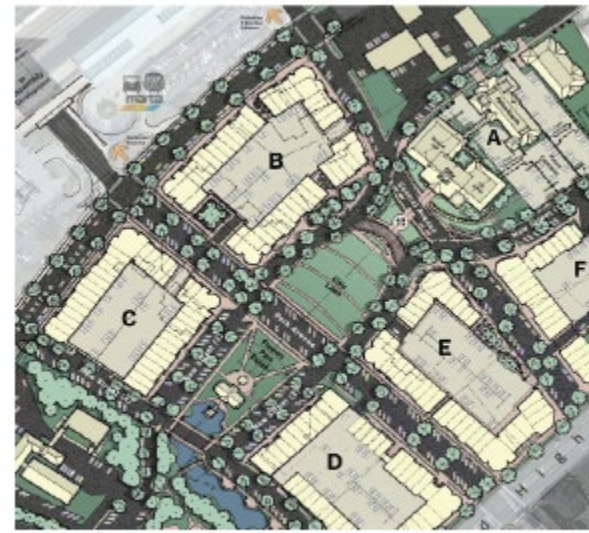
*Atlantic Station Atlanta*



**FIGURE 4-4: DORAVILLE TOWN CENTER**



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



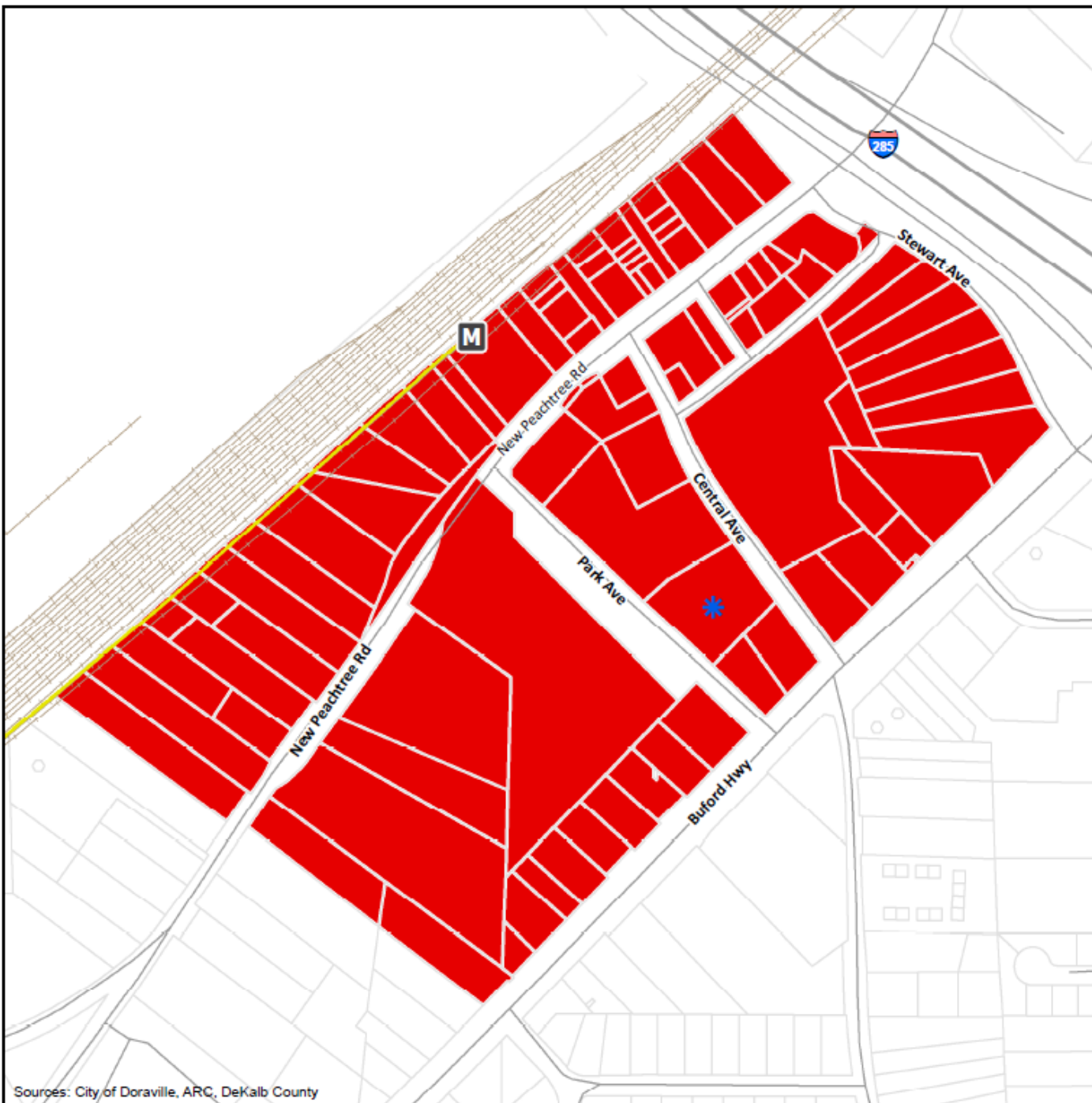
*Historic Downtown Doraville  
Redevelopment Masterplan*



*Midtown  
Atlanta*

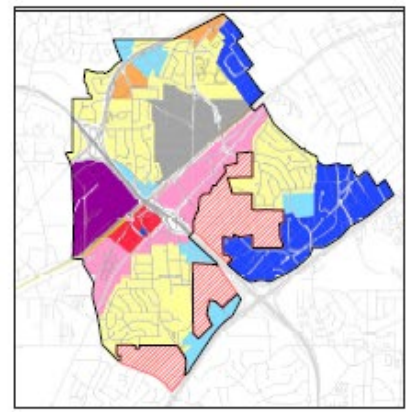


*Suwanee Town Center*



Sources: City of Doraville, ARC, DeKalb County

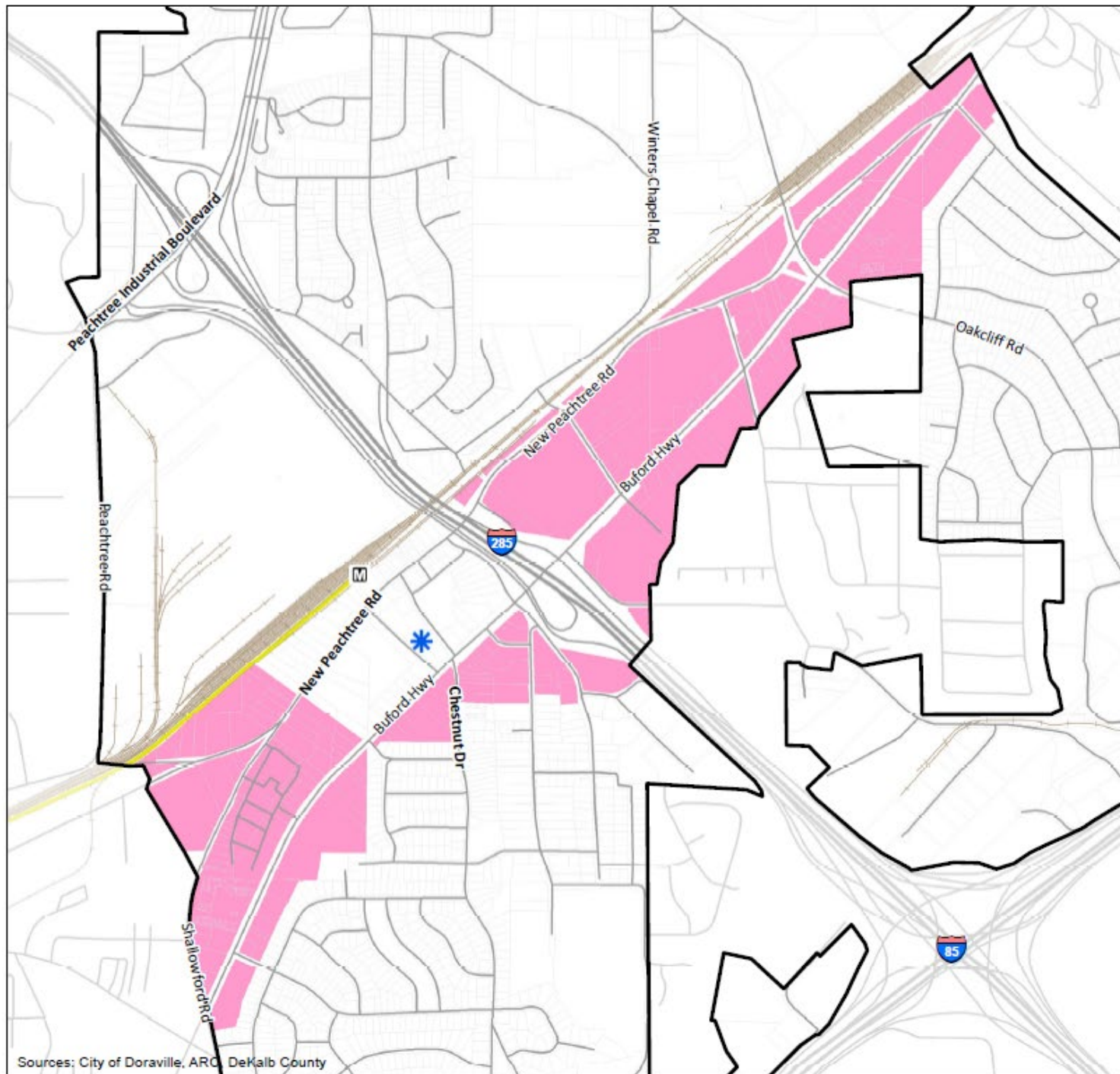
**FIGURE 4-5: BUHI CULTURAL CORRIDOR**



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



*Buford Highway Farmers Market  
Doraville*



Sources: City of Doraville, ARC, DeKalb County

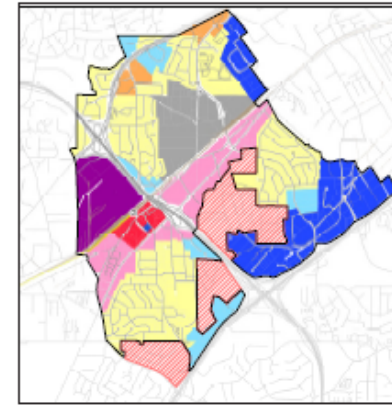










*Plaza Fiesta  
Chamblee*



*Future Nexus Development  
Doraville*

**FIGURE 4-6: PIB MARKETPLACE**



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



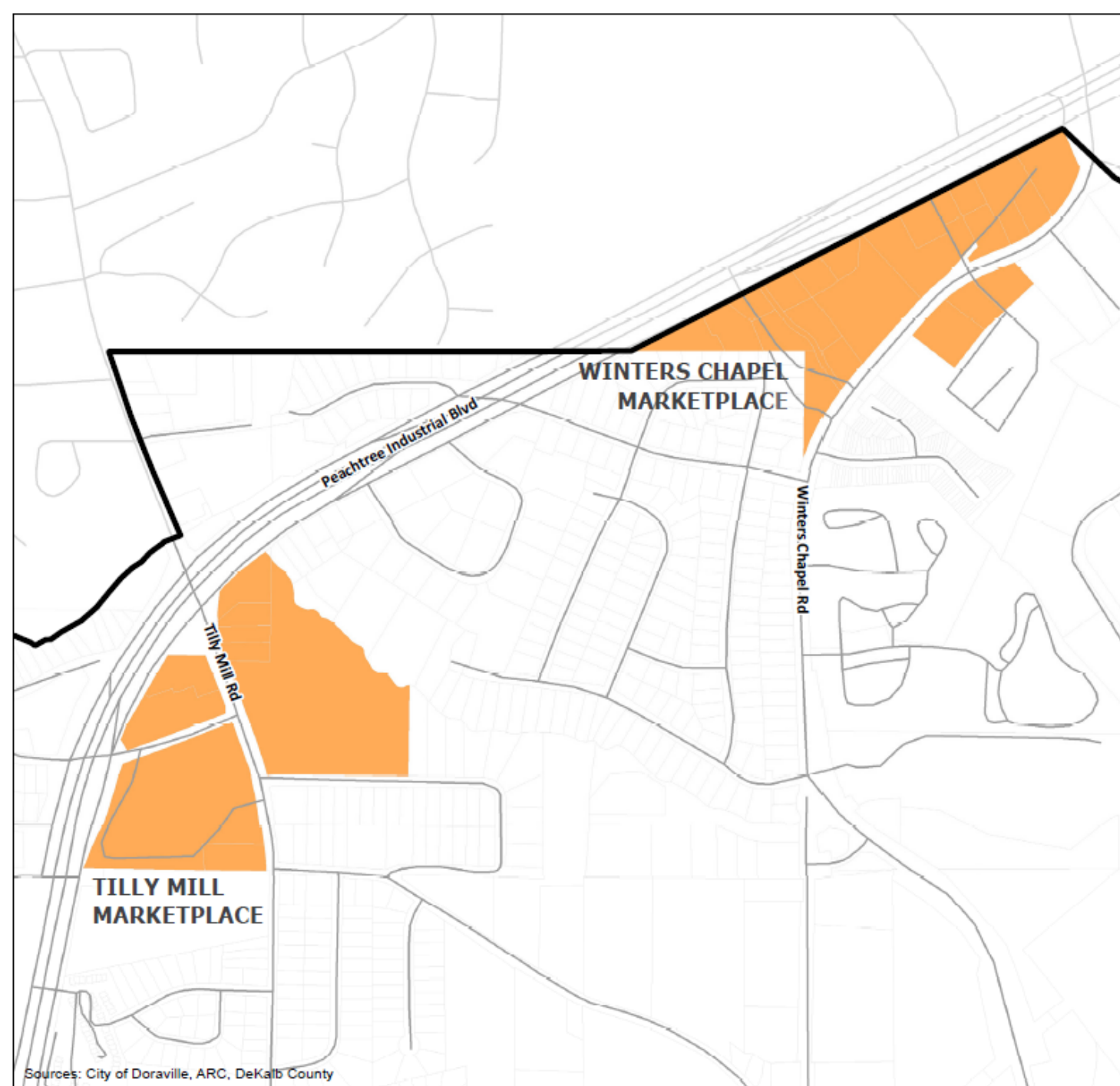
*Cheshire Bridge  
Atlanta*



*Decatur*

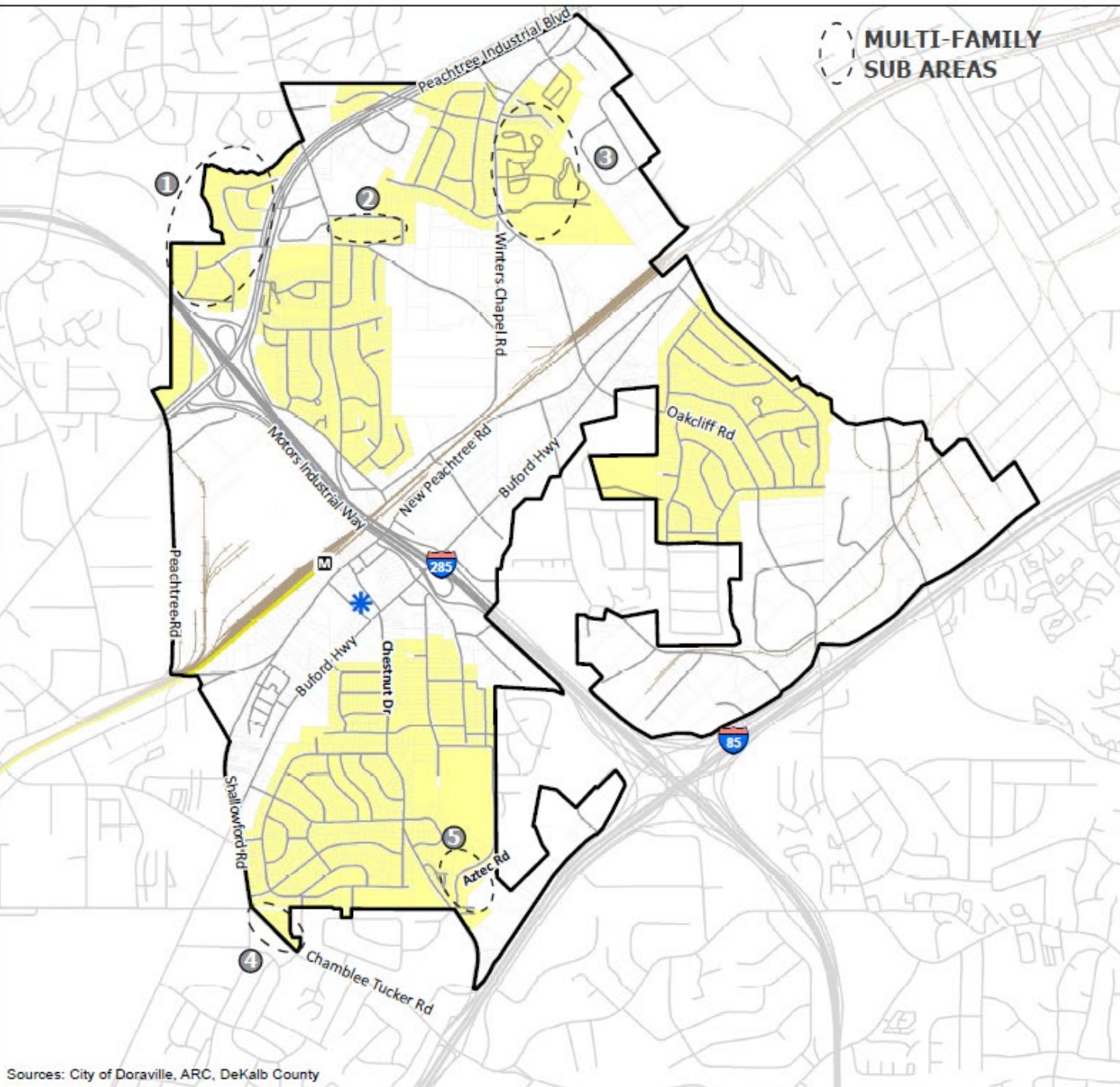


*Post Riverside  
Atlanta*



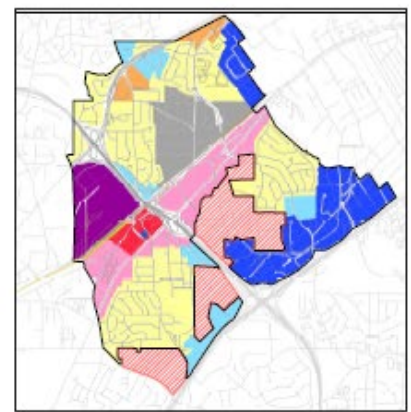
Sources: City of Doraville, ARC, DeKalb County

**MULTI-FAMILY SUB AREAS**



Sources: City of Doraville, ARC, DeKalb County

**FIGURE 4-7: NEIGHBORHOOD PRESERVATION DISTRICT**



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



*Historic Single-Family Doraville*

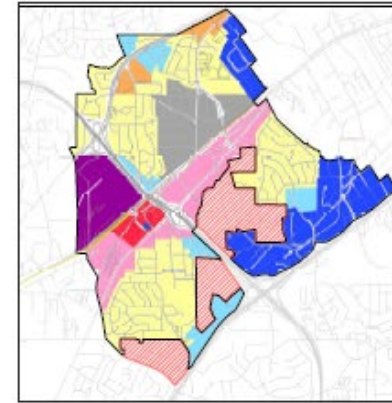


*Inman Park Atlanta*



*New single-family Doraville*

**FIGURE 4-8: OFFICE HUBS**



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



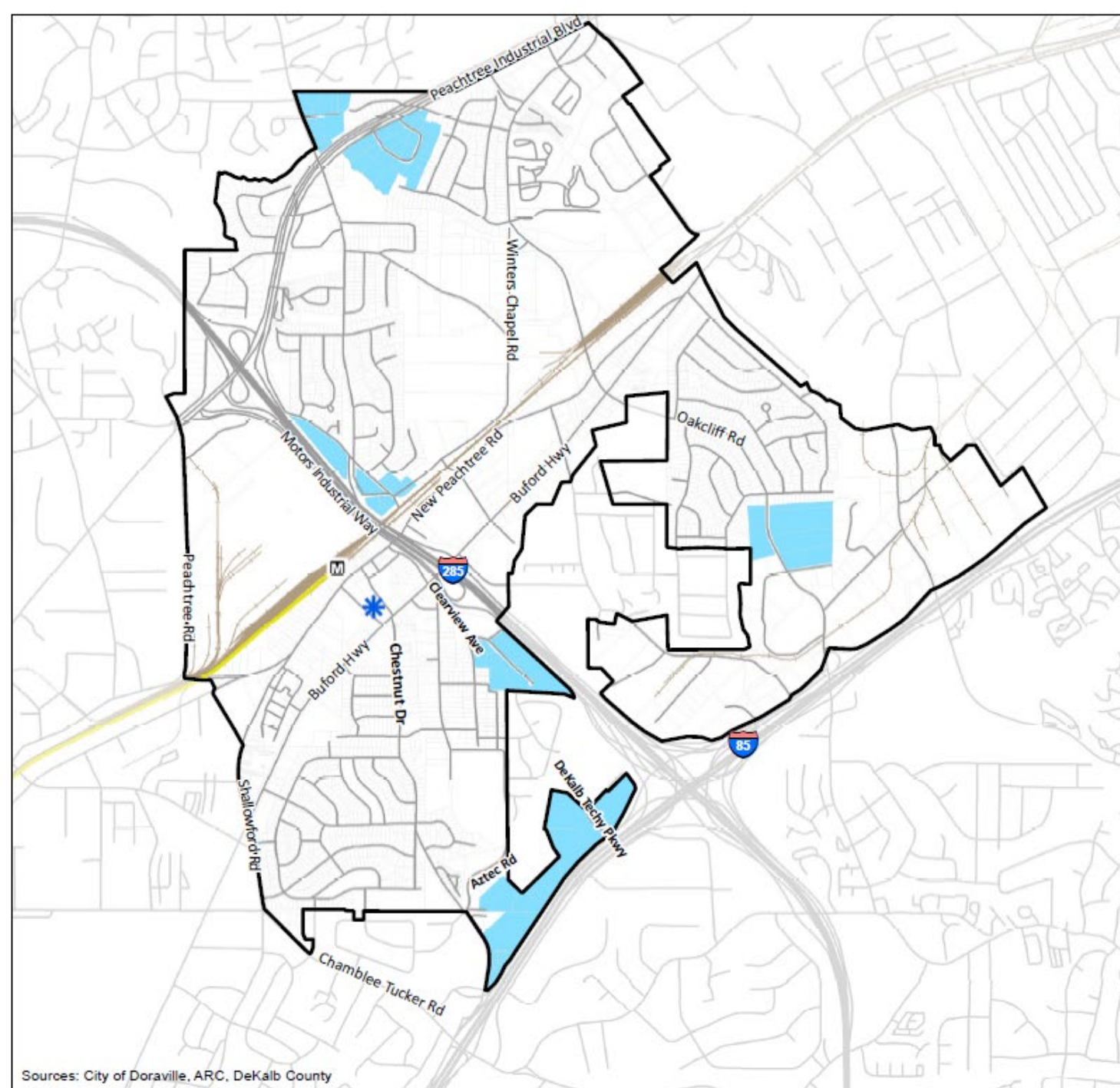
*The Lumberyard Office Lofts  
West Midtown, Atlanta*



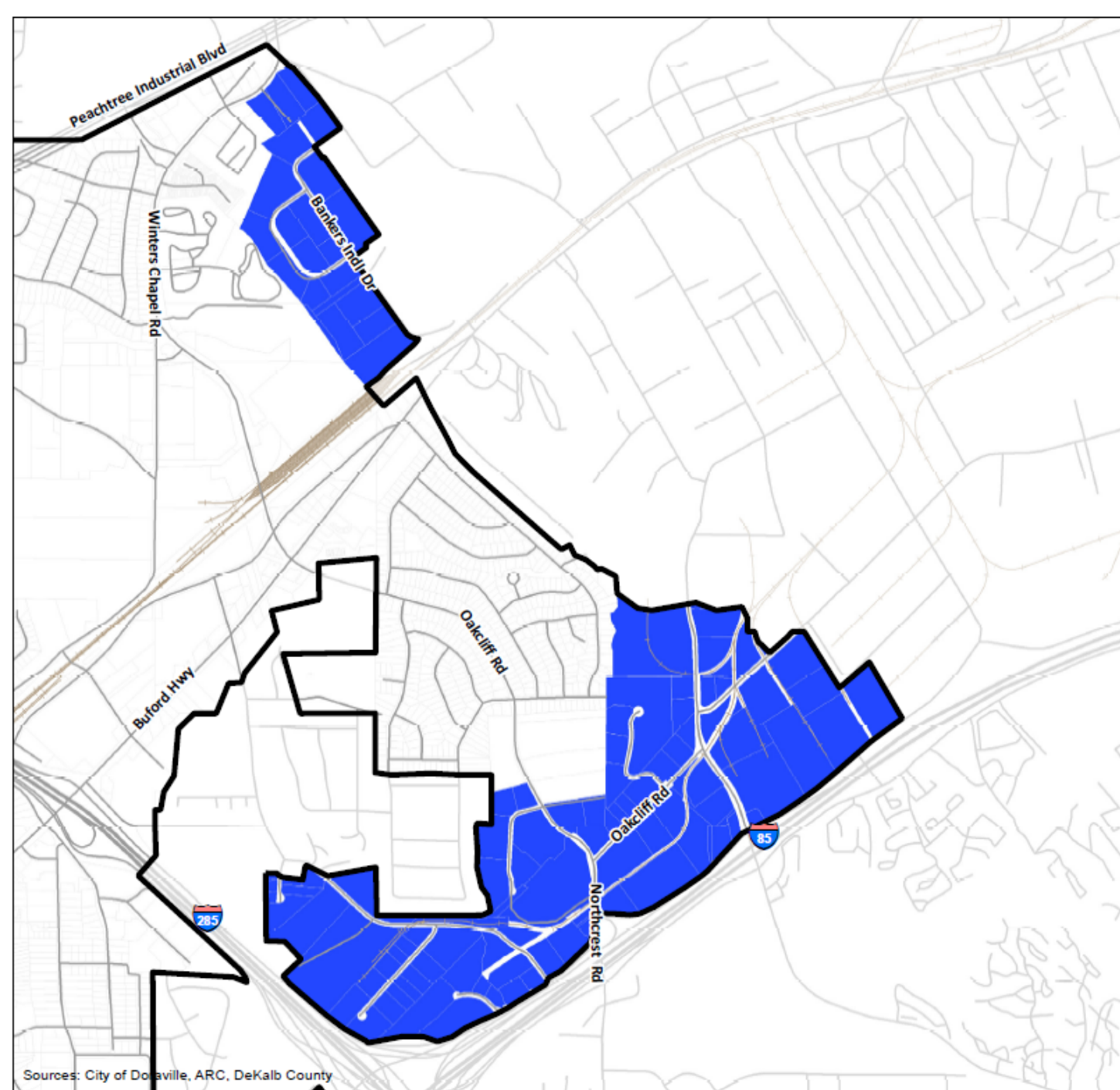
*Northyards  
Downtown Atlanta*



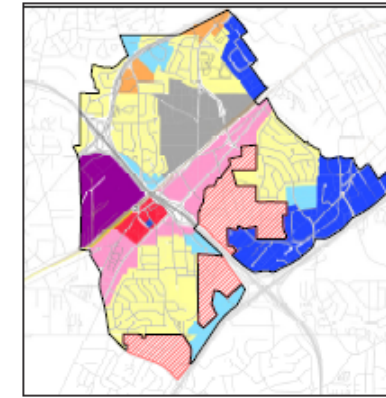
*Big Green Egg  
Doraville*



Sources: City of Doraville, ARC, DeKalb County



**FIGURE 4-9: LIGHT INDUSTRIAL DISTRICT**



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



Film studio  
Doraville



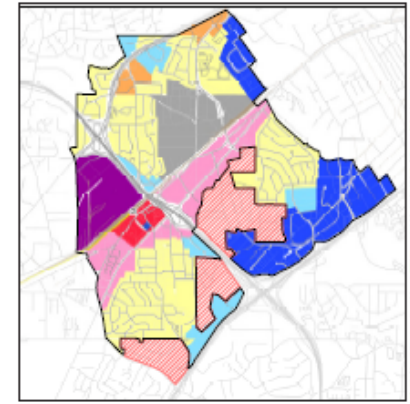
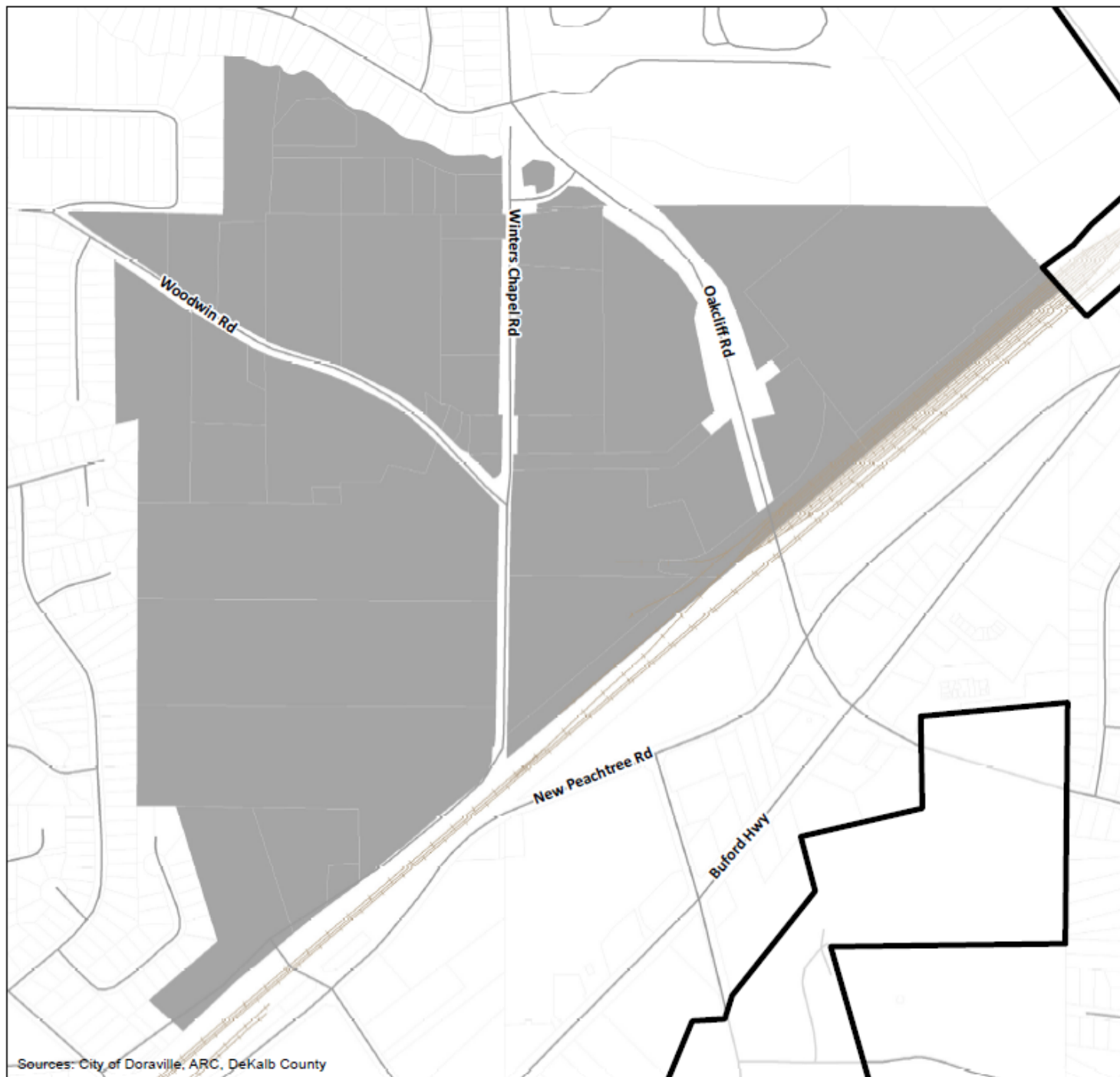
Armour Ottley  
Atlanta











Lindbergh  
Atlanta

Sources: City of Doraville, ARC, DeKalb County

**FIGURE 4-10: TANK FARMS DISTRICT**



*Proposed safety area around tank farm structures*

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



*Tank farm Doraville*



*Boulevard Atlanta*

Sources: City of Doraville, ARC, DeKalb County

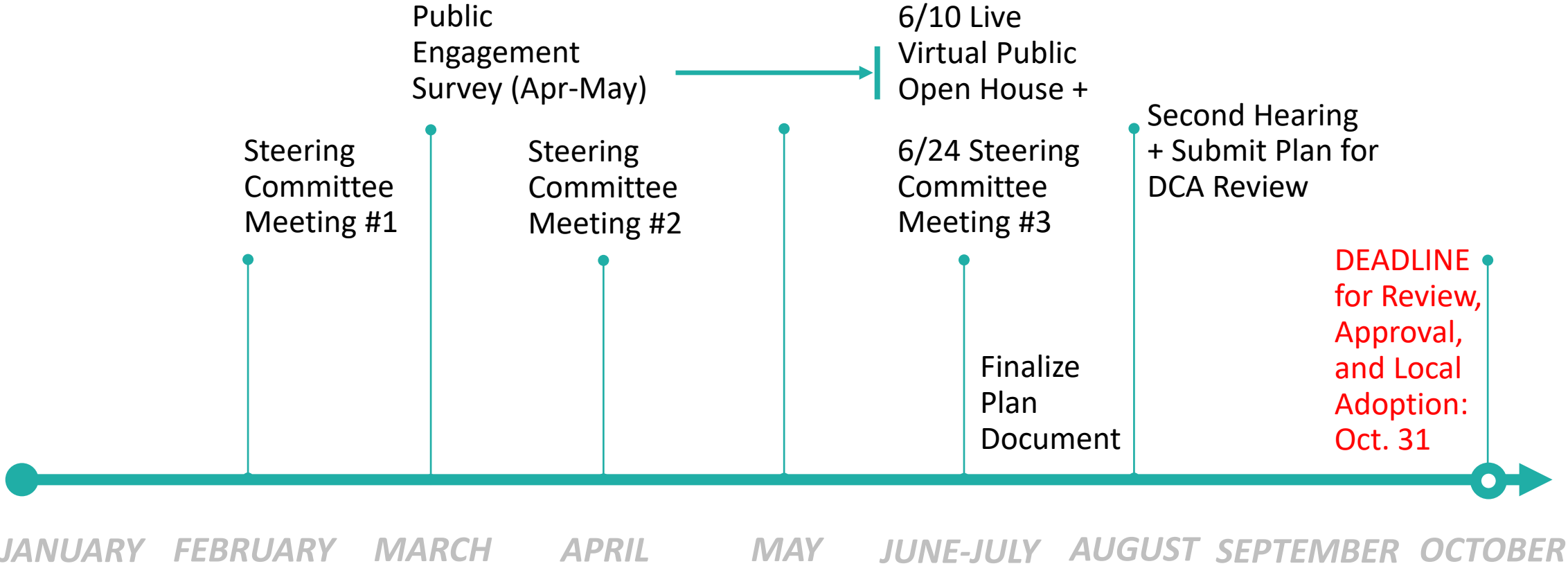
BUY A ROUND

TRIP

# NEXT STEPS



# UPDATED PLAN SCHEDULE



2021



# NEXT MEETING (JUNE 24 at 4:00 PM)

- Gather feedback on additional key elements
- Obtain input on Community Work Program
- Between now and then:
  - Share project site and survey (survey open until May 21 at 11:59 PM)
    - <https://publicinput.com/DoravillePlanUpdate2021>
  - Hype up June 10 (6:00 PM) virtual open house
  - Review other 2016 Comp Plan elements:
    - Economic Strategy (Section 4.3)
    - Quality of Life (4.4)
    - Transportation (4.5)

# CITY OF DORAVILLE COMPREHENSIVE PLAN COMMUNITY SURVEY



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



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

<https://publicinput.com/DoravillePlanUpdate2021>

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



DORAVILLE

EST 1871

**THANK YOU!**

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

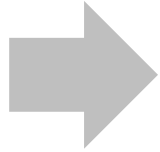
# CITY OF DORAVILLE

## 2021 COMPREHENSIVE PLAN UPDATE

**STEERING COMMITTEE MEETING #3 – JULY 16, 2021, 11:00 AM**

# REQUIRED PLAN ELEMENTS

*REQUIRED  
FOR ALL*



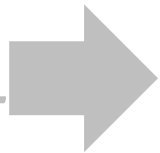
**VISION &  
GOALS**

**NEEDS &  
OPPORTUNITIES**

**COMMUNITY  
WORK  
PROGRAM**

**BROADBAND  
SERVICES**

*REQUIRED  
FOR SOME*



**CAPITAL  
IMPROVEMENTS  
ELEMENT**

**LAND USE**

**ECONOMIC  
DEVELOPMENT**

**TRANSPORTATION**


**HOUSING**

# KEY REQUIRED ELEMENTS FOR UPDATE

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

# Where We've Been

- Steering Committee – March
- Steering Committee – April
- General Survey – April through June
- Virtual Public Meeting – June
- Council Conversations – July
- Steering Committee – Today
- **Land Use Survey – Now**
  - **Top of main project site**

A graphic for the City of Doraville Comprehensive Plan Community Survey. It features a dark blue background with a faint image of a building facade. The text is white and reads: "CITY OF DORAVILLE COMPREHENSIVE PLAN COMMUNITY SURVEY". Below this, in smaller white text, it says: "Communities guide growth and development through planning. Please take a moment to complete our survey on priority needs and opportunities for Doraville's future. Your input will help shape the City's 2021 Comprehensive Plan Update!". In the top right corner, there is a white logo for "ARC".

CITY OF DORAVILLE  
COMPREHENSIVE PLAN  
COMMUNITY SURVEY

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



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

<https://publicinput.com/DoravillePlanUpdate2021>

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





# KEY THEMES



# KEY THEMES

- **Black font = Largely reaffirmed from existing plan**
- **Teal font = New or unique from this process**

# KEY THEMES – NEEDS

- Lack of downtown activity center
- Slow movement on redevelopment, infill (key sites and in general)
- Minimal new housing in recent years
- Limited multi-family options that are walkable, transit-oriented
- Preservation of affordability / equitable development
- Traffic safety / control / congestion at key points
- Not enough bike/ped facilities and trails
- Infrastructure maintenance
- Community beautification

# KEY THEMES – NEEDS

- School quality, perception, attendance zones/bussing
- Not enough local retail options
- Weak branding and marketing
- Not a destination – need identity beyond access to other places
- Lack of events / community building
- Arts and culture support / programming
- Better align business interests → improve interaction w/ community
- Impervious surfaces and impaired natural resources

# KEY THEMES – OPPORTUNITIES

- Access / location – MARTA, PIB, BuHi, 85, 285, 400
- Potential of key redevelopment sites
- Suitable land for infill and redevelopment outside of key sites
- Diversity / culture – support, leverage, strengthen community
- Historic identity
- BuHi international food scene and businesses
- Relative affordability, strong middle class (need to preserve)
- Strong, caring neighborhoods
- Ties with neighboring communities
- Growth of neighboring communities

## 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** **STRENGTHEN**

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** **BROADEN / STRENGTHEN**

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** **STRENGTHEN**

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

### **IMPROVE PUBLIC EDUCATION** **STRENGTHEN**

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

**NEW:** Support **Arts and Culture** through public art, programming, events, and partnering with local artists.

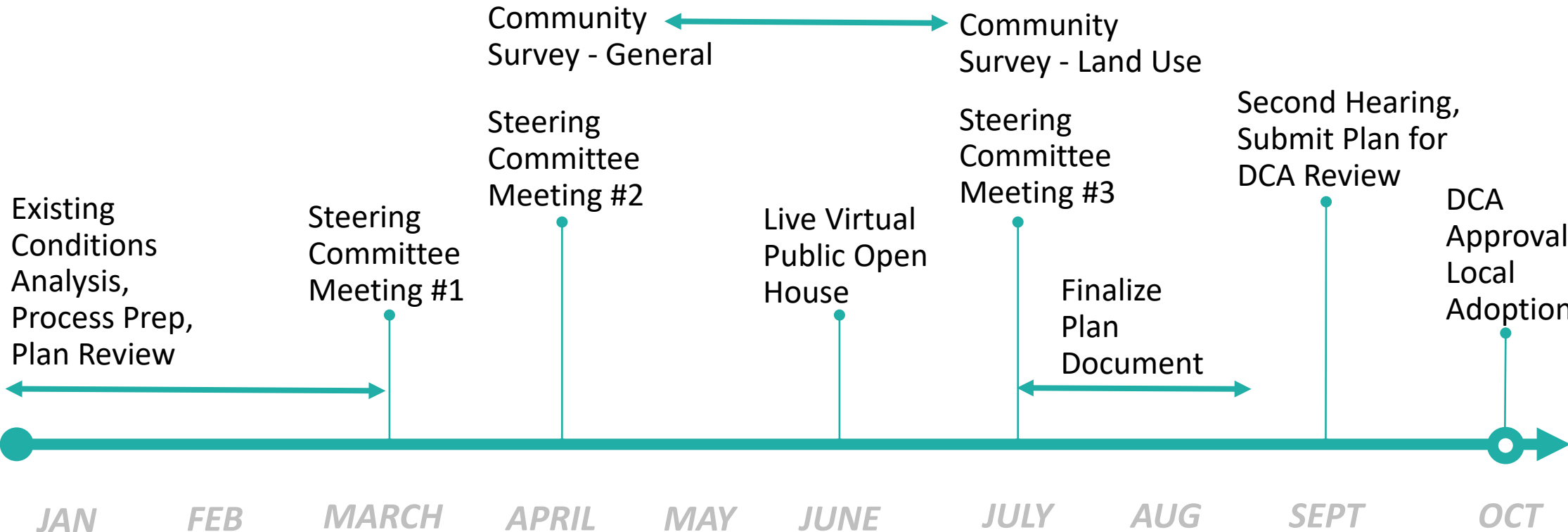
**NEW:** Improve Doraville’s **Natural Resources** by protecting and enhancing greenspace and tree canopy, reducing impervious surfaces and restoring more natural systems.

BUY A ROUND

TRIP

# NEXT STEPS

# PLAN SCHEDULE



2021





DORAVILLE

EST 1871

**THANK YOU!**

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

## **A.4 PUBLIC OPEN HOUSE DOCUMENTATION**

# CITY OF DORAVILLE

## COMPREHENSIVE PLAN

### VIRTUAL PUBLIC OPEN HOUSE

#### THURSDAY, JUNE 10 AT 6:00 PM

Communities guide growth and development through planning. Please join your fellow community members online for a virtual public meeting to provide input on needs and opportunities for Doraville's future. Your feedback will help shape the City's 2021 Comprehensive Plan Update!



Go to: <https://publicinput.com/DoravillePlanUpdate2021>  
(you can use your smartphone camera to scan the QR code at left to reach the website)

Once on the site, register for the June 10 meeting by clicking the "Public Engagement" tab and locating the Zoom registration details and link. The Zoom details/link are also in the "Schedule" column that is visible on every tab.



Take a look around the website while you're <sup>130</sup>there, to learn more about the background of the planning process. Thanks!

PLAN INTEGRAL  
DE LA CIUDAD DE DORAVILLE  
CASA ABIERTA PÚBLICA VIRTUAL JUEVES,  
10 DE JUNIO A LAS 6:00PM

Las comunidades guían el crecimiento y el desarrollo a través de la planificación. Únase a sus compañeros miembros de la comunidad en línea para una reunión pública virtual para proporcionar información sobre las necesidades y oportunidades para el futuro de Doraville. ¡Sus comentarios ayudarán a dar forma a la Actualización del Plan Integral 2021 de la Ciudad!



Escanee el código QR con  
su teléfono o vaya a:  
[https://publicinput.com/  
DoravillePlanUpdate2021](https://publicinput.com/DoravillePlanUpdate2021)



Regístrese para la reunión del 10 de junio haciendo clic en la pestaña "Compromiso público" y localizando los detalles de registro de Zoom y el enlace.



City of Doraville

June 9 · 🌐

We will be hosting a virtual open house this Thursday, June 10 at 6:00 PM to discuss the city's comprehensive plan update. We're looking to get input from as many residents as possible to help us plan for the future of Doraville.

If you would like to join us and make your voice heard, register at the link below. This is an opportunity to shape your community for decades to come and we would love to hear from you.

The Zoom logo, consisting of the word "zoom" in a white, lowercase, sans-serif font, centered on a solid blue rectangular background.

ZOOM.US

**Welcome! You are invited to join a webinar: City of Doraville Comprehensive Plan Public Open House. After registering,...**



1



132





City of Doraville

June 10 · 🌐

HAPPENING NOW!

Register now to join your fellow community members for a virtual open house, to provide input for the ongoing 2021 update to the City of Doraville's Comprehensive Plan!

Event takes place this evening (June 10) at 6:00 PM via Zoom! ... [See More](#)

The Zoom logo, consisting of the word "zoom" in a white, lowercase, sans-serif font, centered on a solid blue rectangular background.

ZOOM.US

**Welcome! You are invited to join a webinar: City of Doraville Comprehensive Plan Public Open House. After registering,...**

4 Comments

Like

Comment

133  
 Share

# CITY OF DORAVILLE

## 2021 COMPREHENSIVE PLAN UPDATE

**VIRTUAL PUBLIC OPEN HOUSE – JUNE 10, 2021, 6:00 PM**

# AGENDA

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



The image is a collage of three photographs. The top-left photo shows a building with a stone facade and a covered porch, surrounded by tall, thin trees. The top-right photo shows a building at night with interior lights glowing through the windows. The bottom-right photo shows a park sign for Brook Park, City of Doraville, with rules like 'NO ALCOHOLIC BEVERAGES' and 'NO MOTORIZED VEHICLES'.

# BACKGROUND & PROCESS VERVIEW

# WHY WE PLAN



# HOW WE PLAN

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

# HOW WE PLAN

## Gain Community Input

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

## Set Goals

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

## Prioritize

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

# HOW WE PLAN



## Public Engagement

The community is a critical part of the planning process



## Research & Analysis

Analyze existing conditions and desired changes

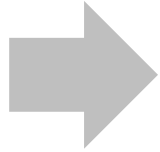


## Plan Documentation

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

# REQUIRED PLAN ELEMENTS

*REQUIRED  
FOR ALL*



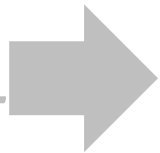
**VISION &  
GOALS**

**NEEDS &  
OPPORTUNITIES**

**COMMUNITY  
WORK  
PROGRAM**

**BROADBAND  
SERVICES**

*REQUIRED  
FOR SOME*



**CAPITAL  
IMPROVEMENTS  
ELEMENT**

**LAND USE**

**ECONOMIC  
DEVELOPMENT**

**TRANSPORTATION**

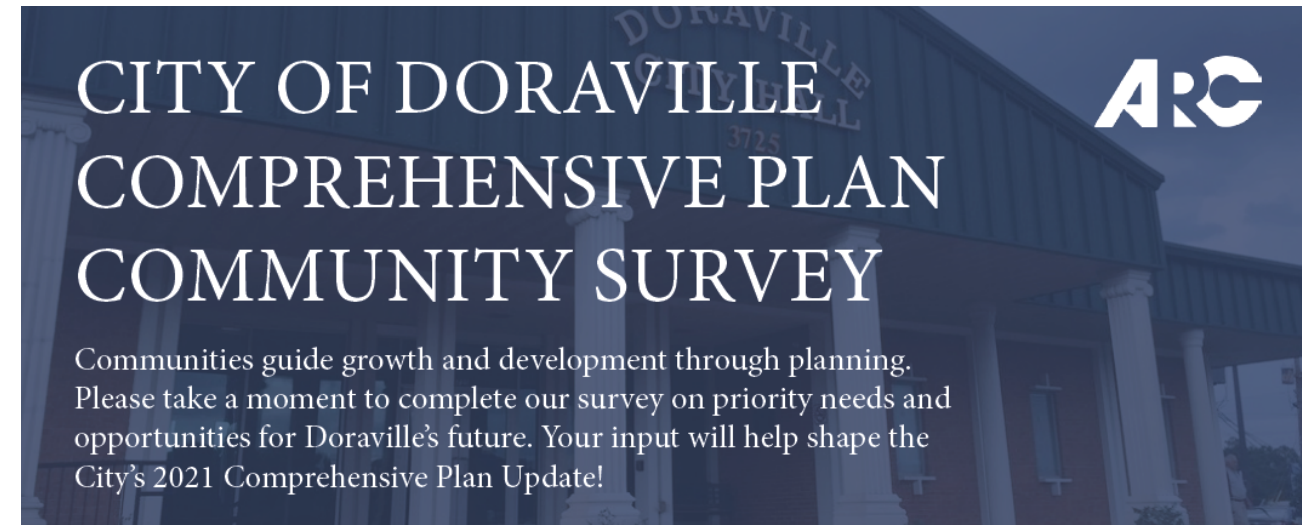
**HOUSING**

# KEY REQUIRED ELEMENTS FOR UPDATE

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

# PublicInput.com/DoravillePlanUpdate2021

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



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

<https://publicinput.com/DoravillePlanUpdate2021>

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





# COMMUNITY ASSESSMENT & DATA TRENDS

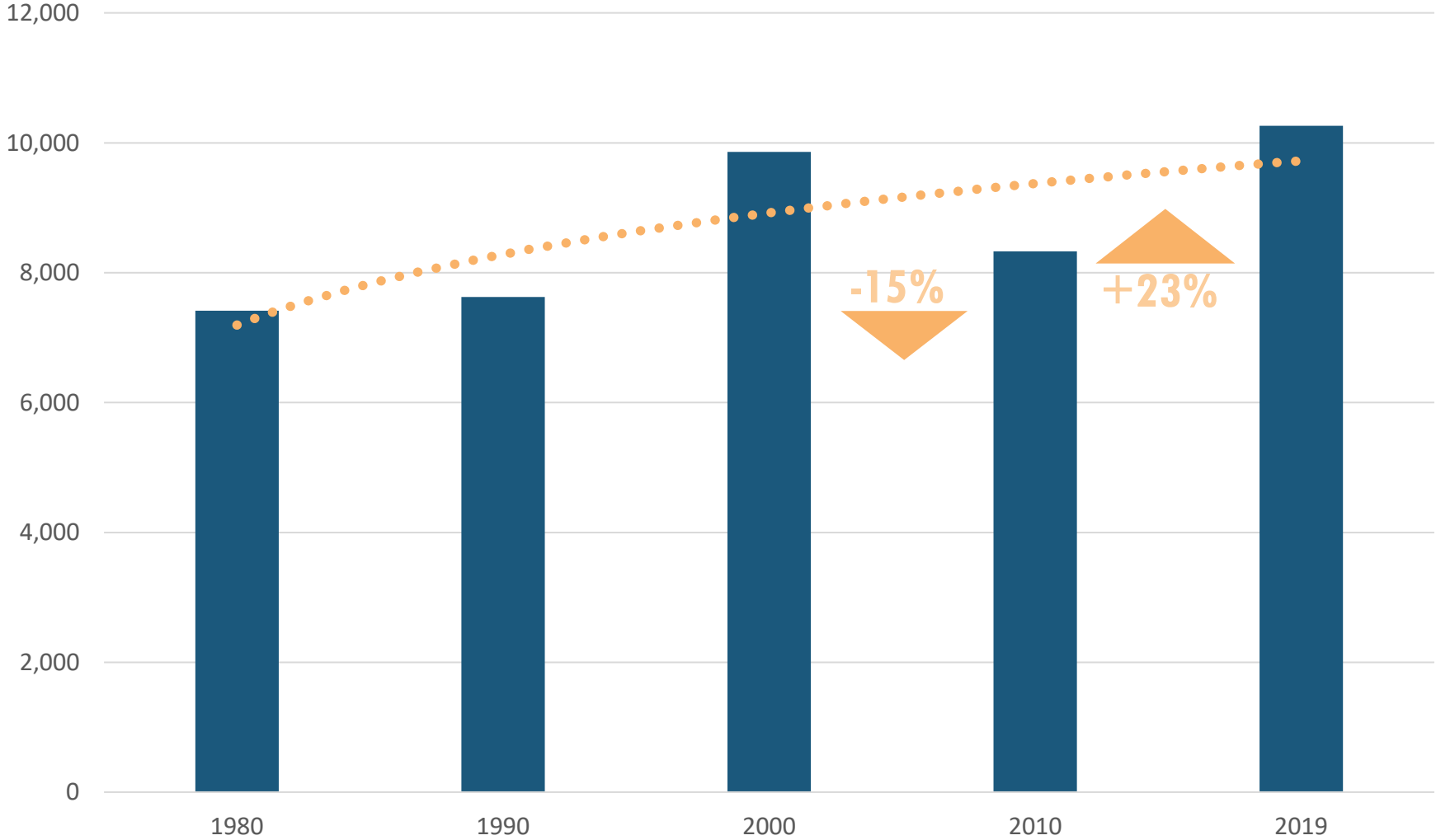


# THINGS TO CONSIDER ABOUT DATA

- I. This is a snapshot in time
- II. COVID-19 impacts are not represented well
- III. Data/trends may not reflect every part of the City
- IV. City boundaries can limit fine-grained data

How does the data relate to what you experience in Doraville? Does it reinforce your thoughts? Does it change them? Something in between?

# POPULATION CHANGE

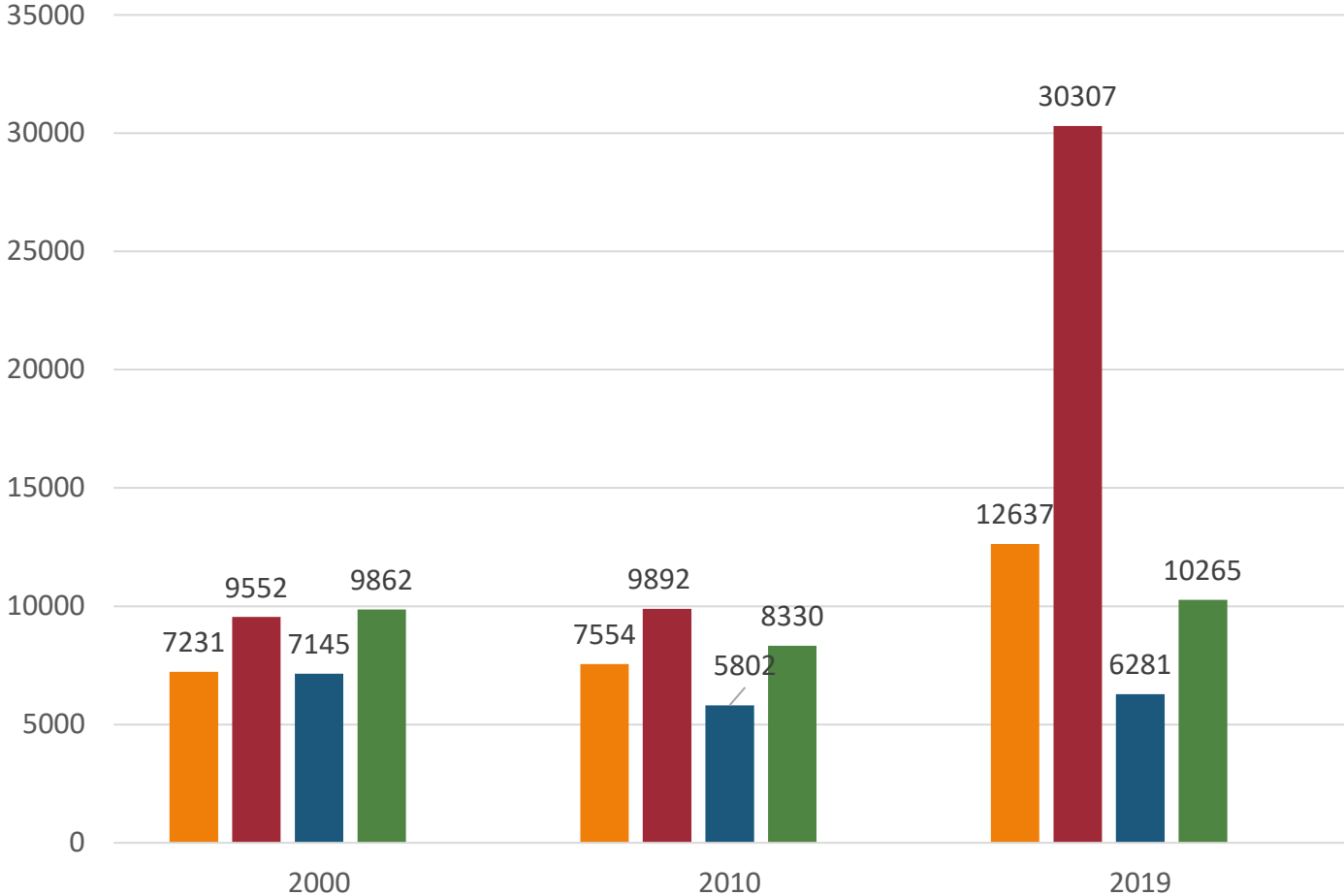


Data Source: US Census Bureau; Population and Housing Estimates, 2019



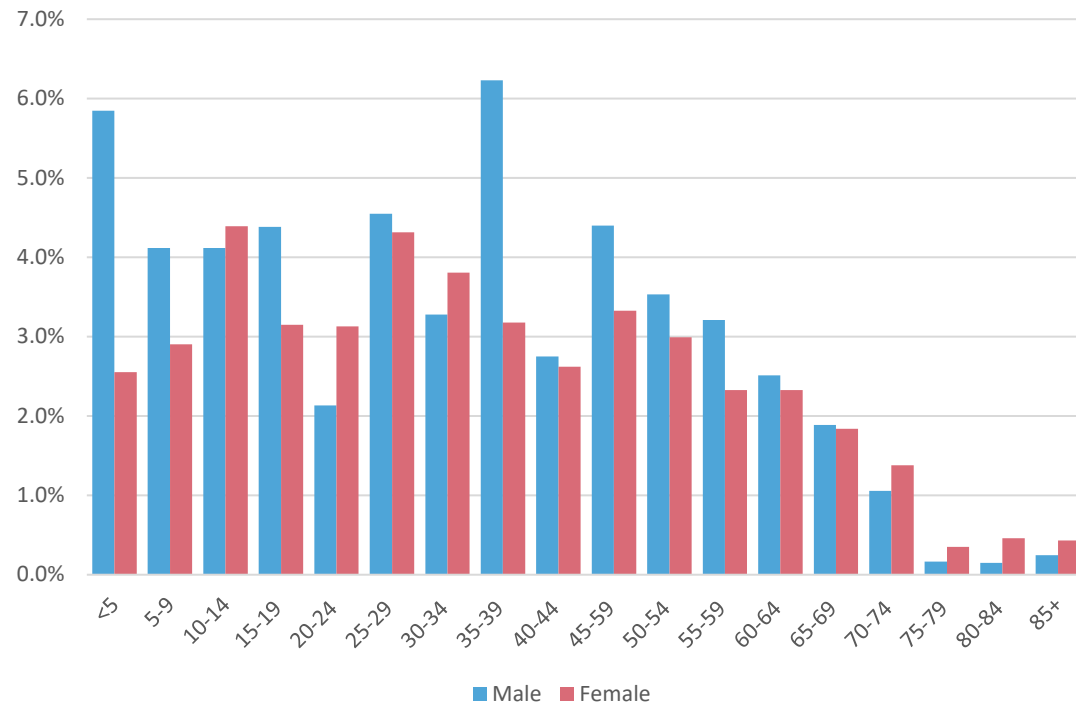
# POPULATION COMPARISON

- Clarkston
- Chamblee
- Stone Mountain
- Doraville

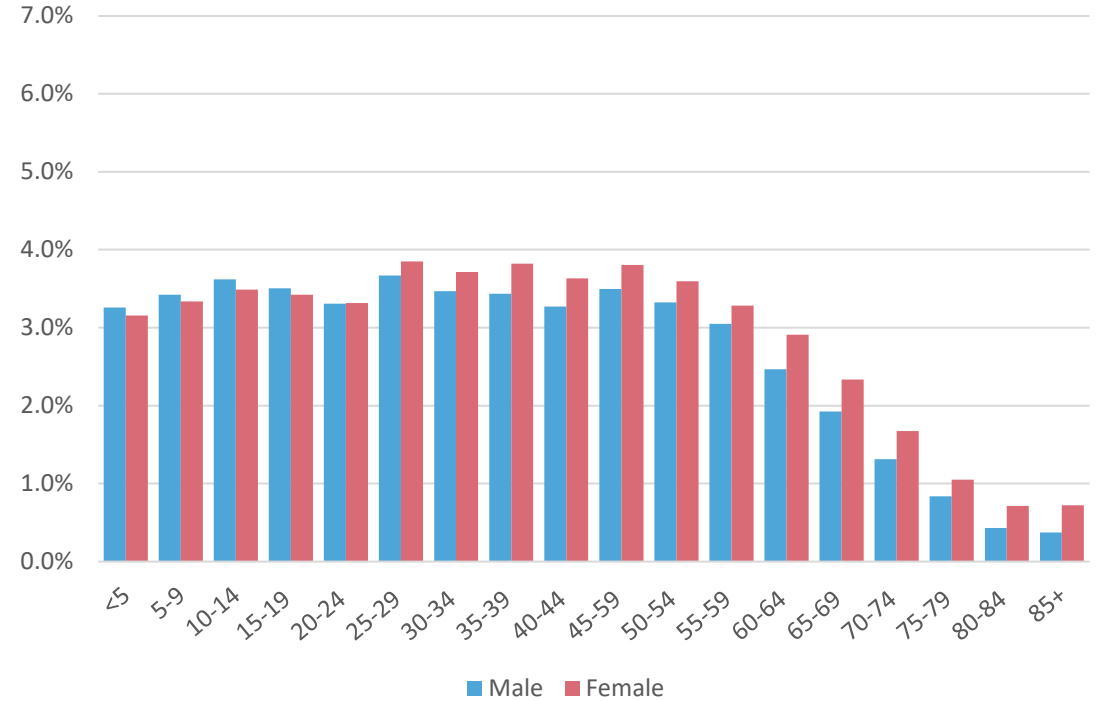


# AGE DISTRIBUTION COMPARISON

2019 Population by Age and Sex: Doraville



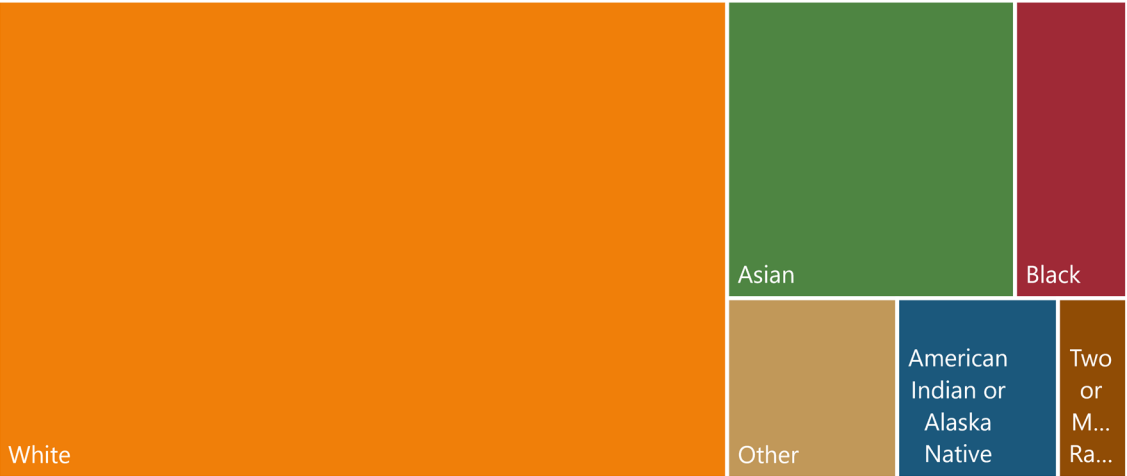
2019 Population by Age and Sex: 10-County Region



# RACIAL COMPOSITION COMPARISON

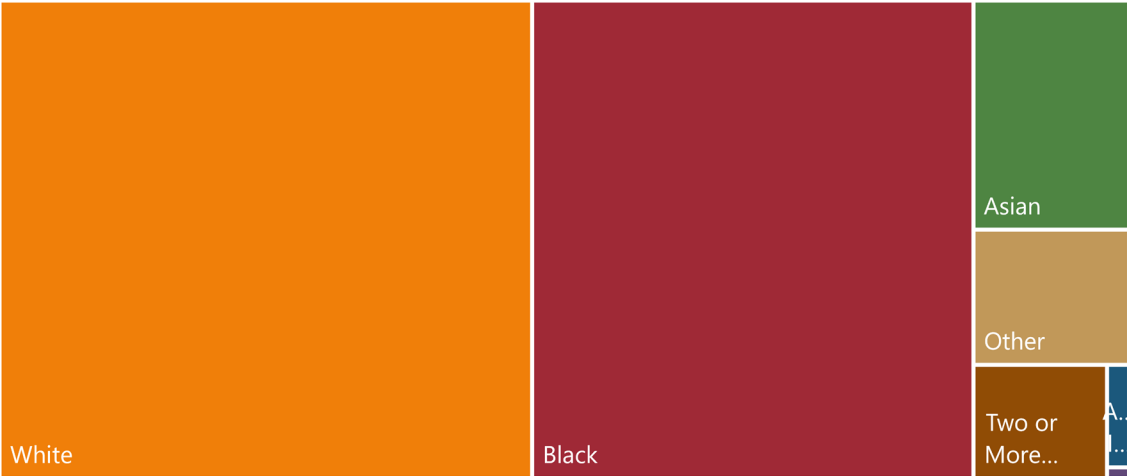
Racial Composition, Doraville, 2019

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



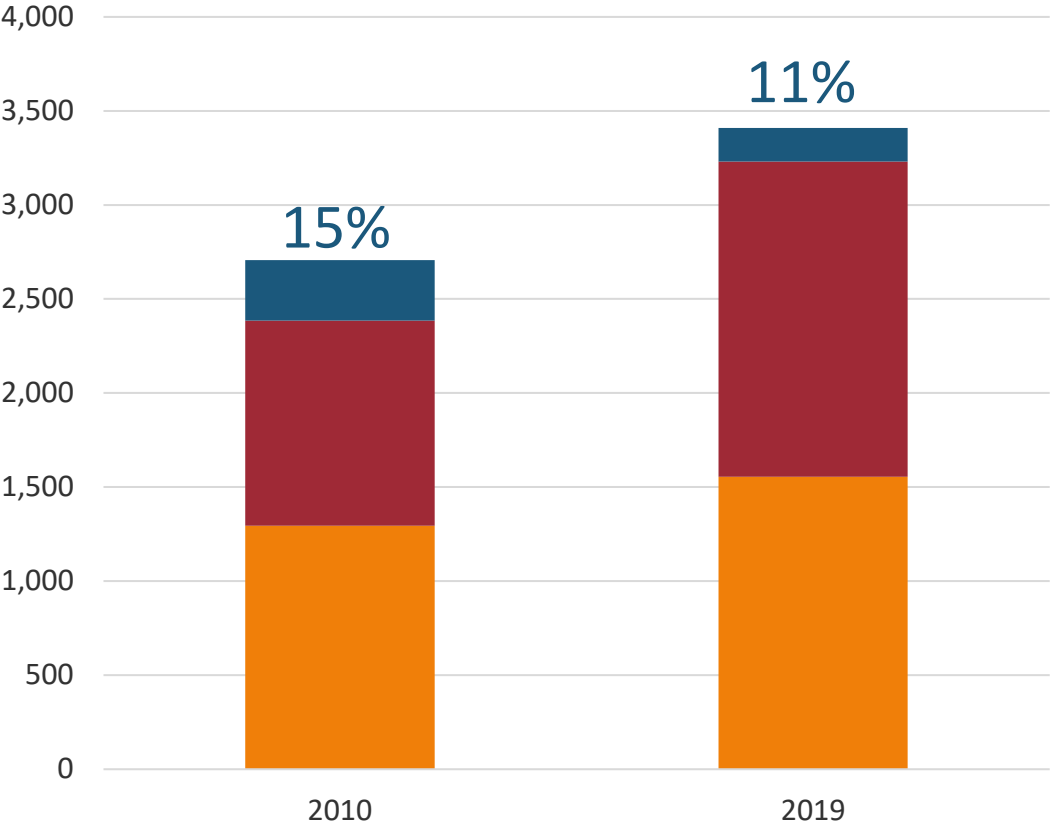
Racial Composition of 10-County Region, 2019

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

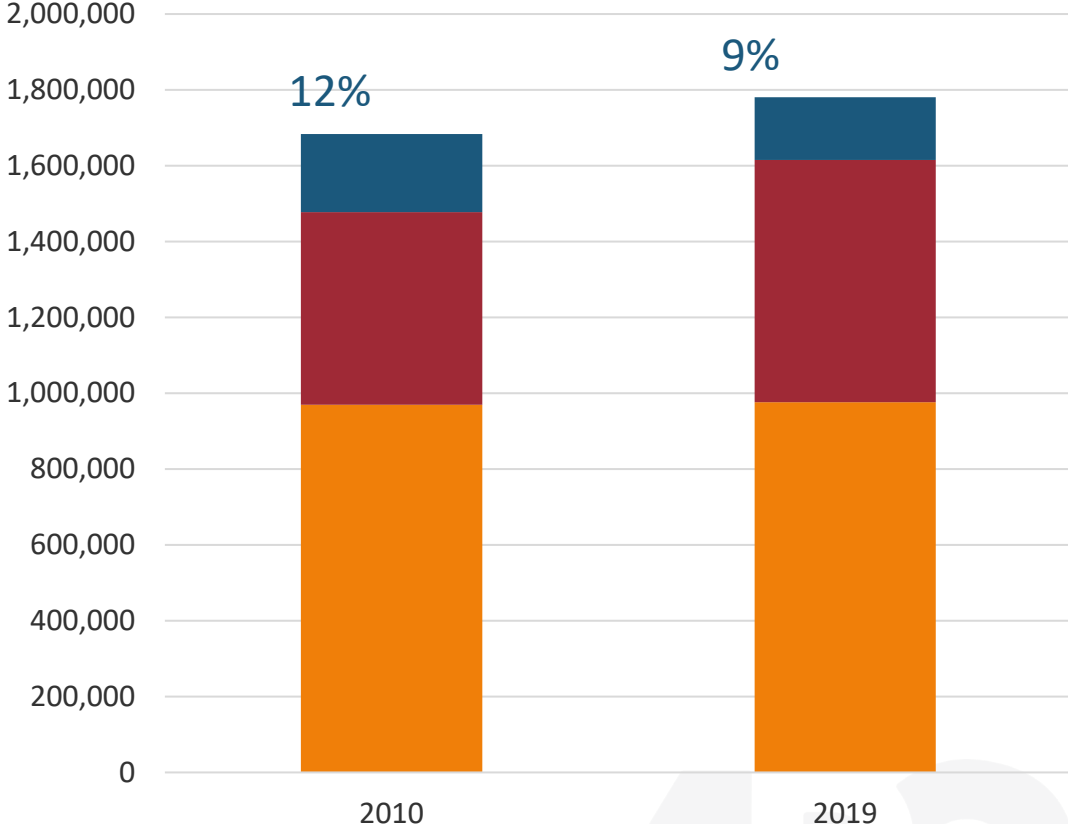


# HOUSING TENURE

Doraville Tenure

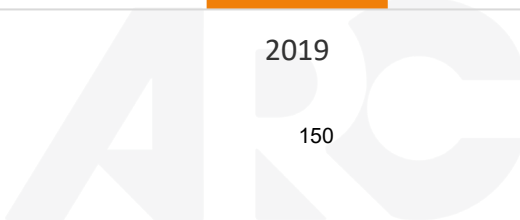


10-County Atlanta Metro Tenure

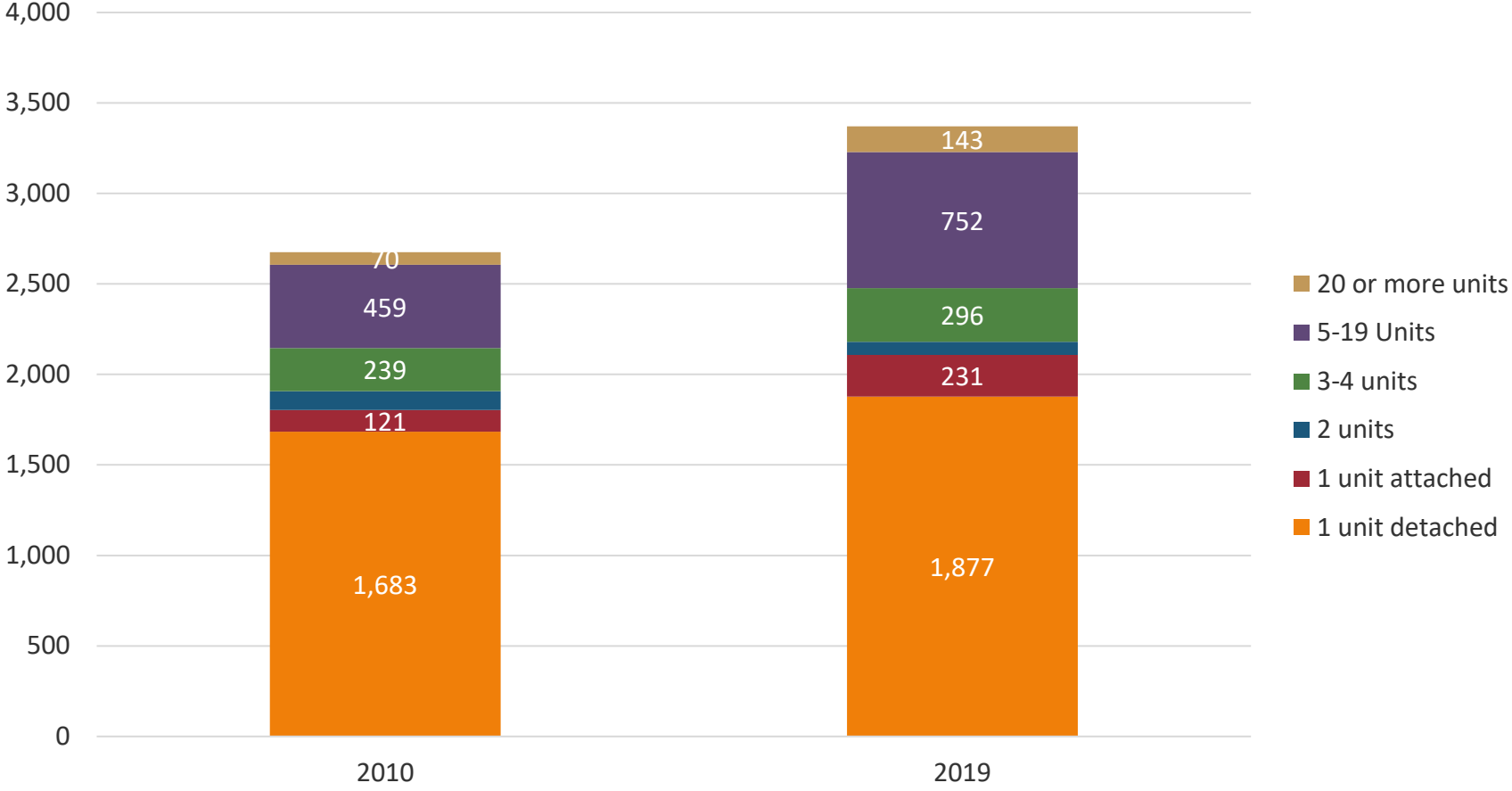


- Owner Occupied
- Renter Occupied
- Vacant

Data Source: American Community Survey, 2010 and 2019



# HOUSING TYPES

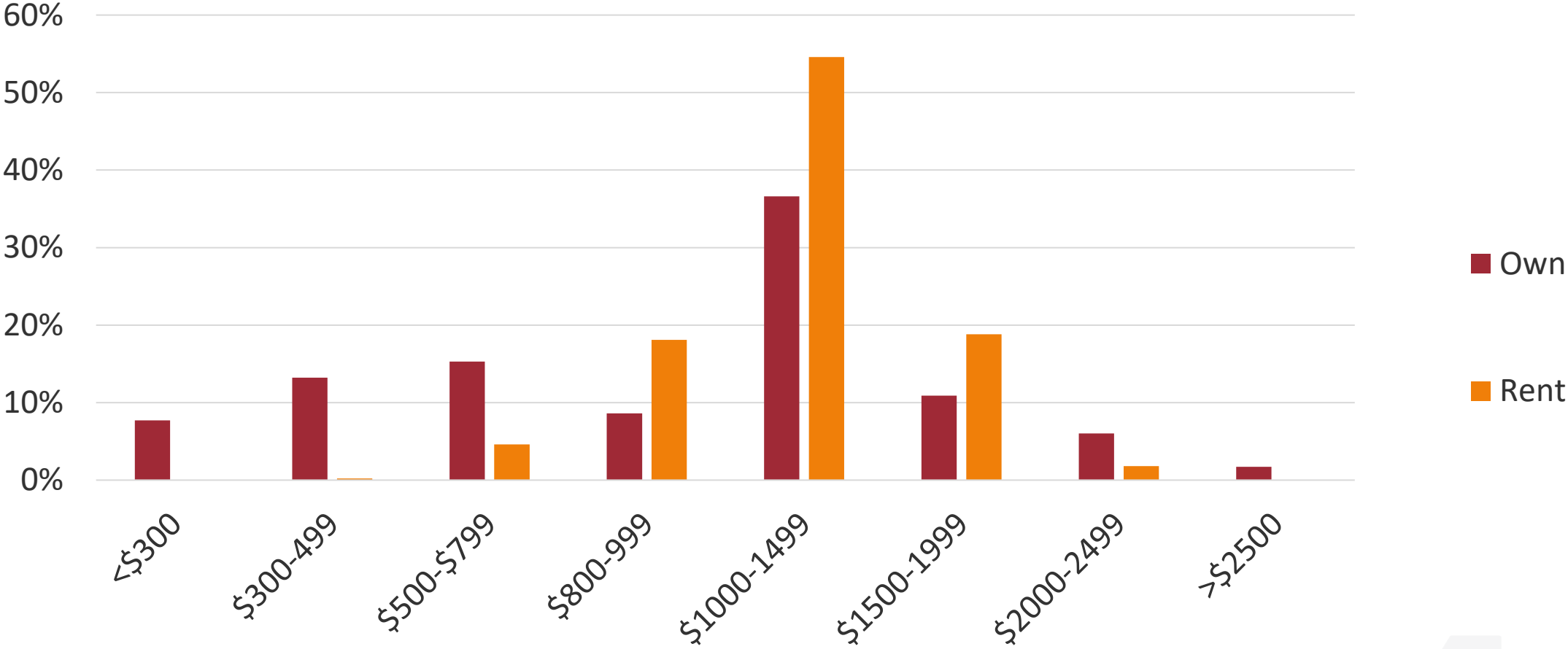


Data Source: American Community Survey, 2010 and 2019

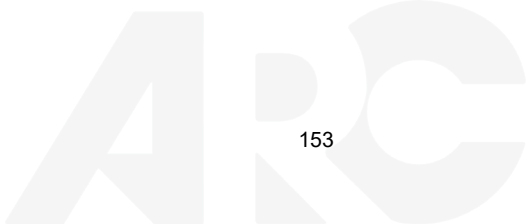
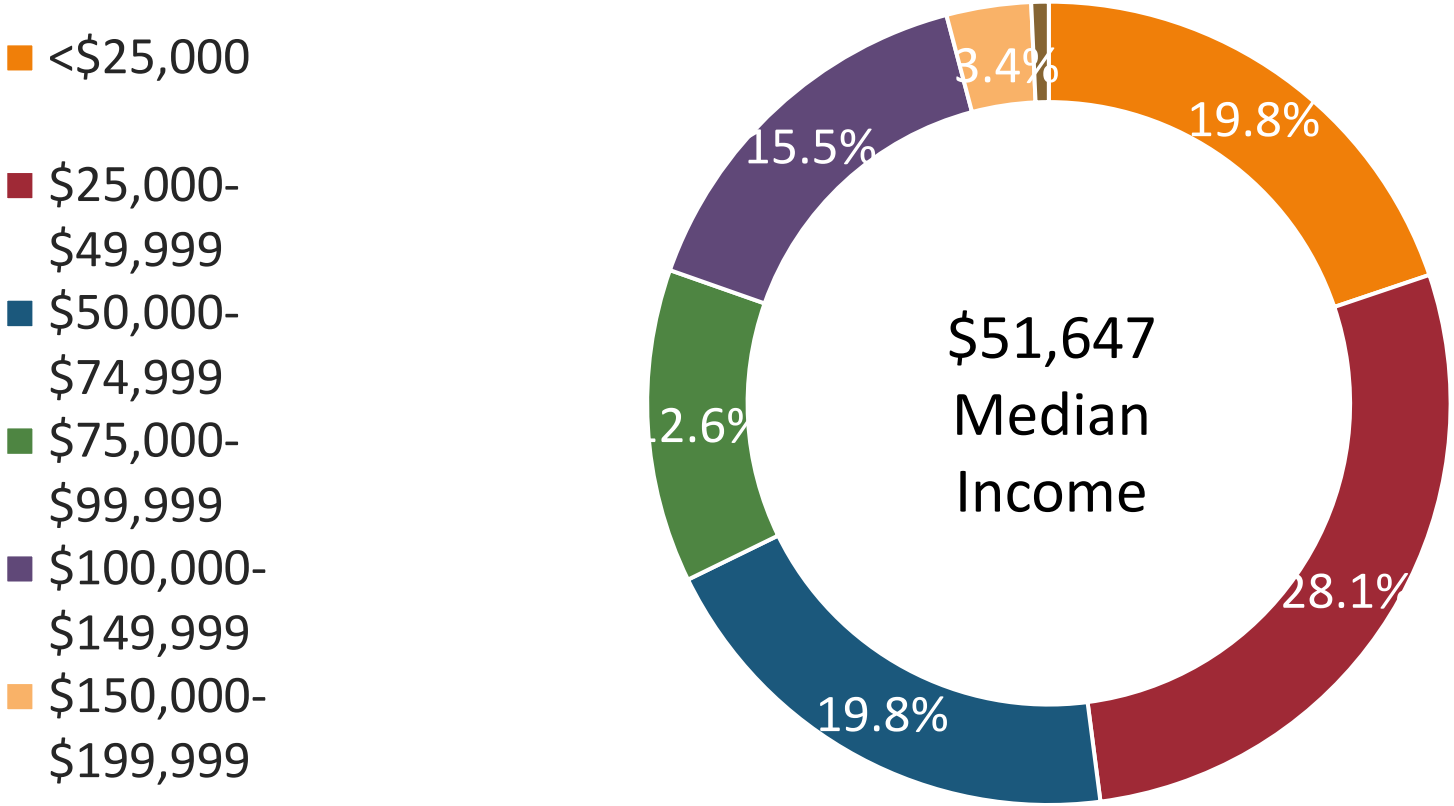




# MONTHLY HOUSING COSTS: RENTERS & OWNERS



# INCOME DISTRIBUTION



# COMMUTE TIME

14% of residents travel <15 minutes

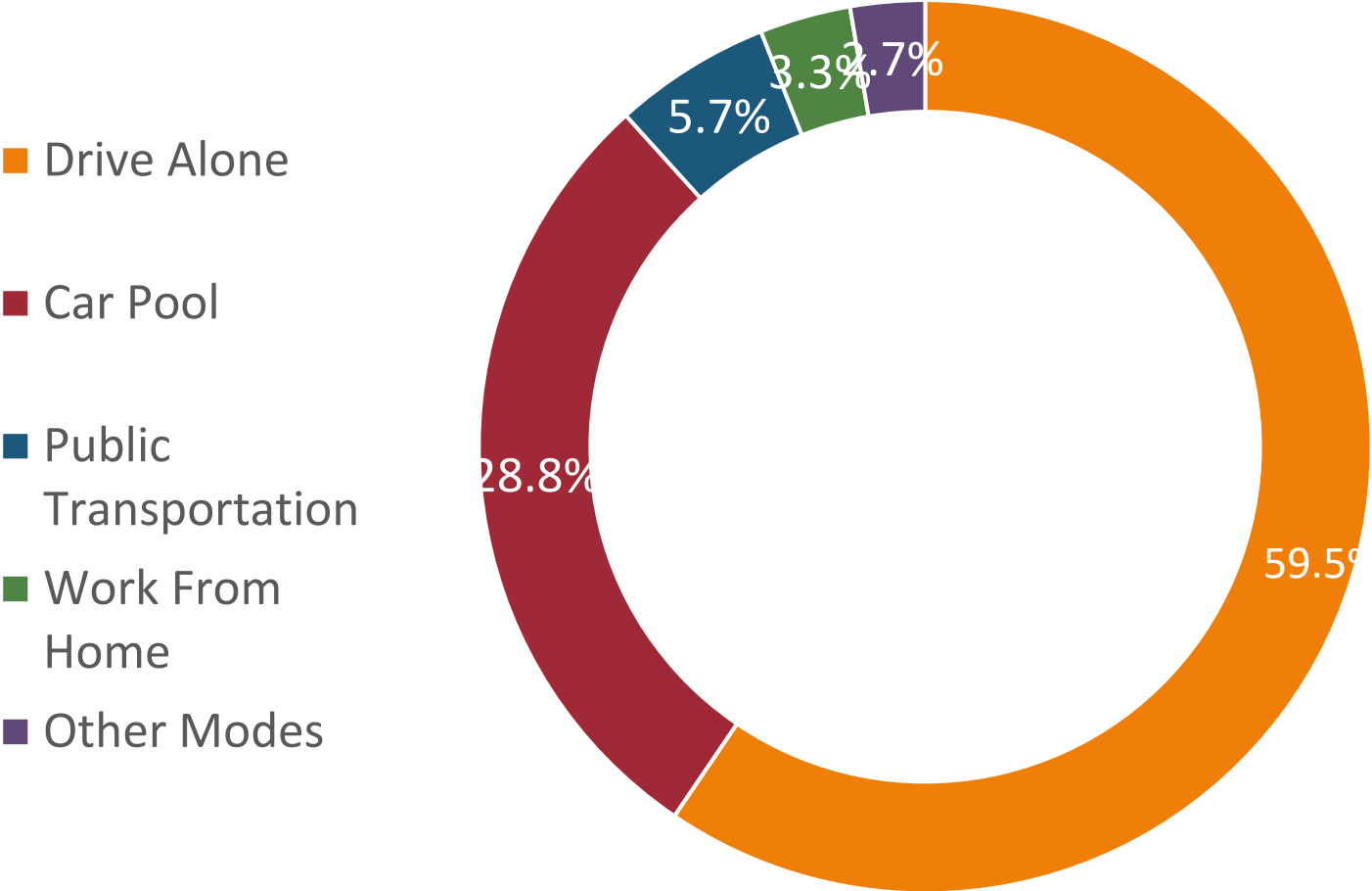
32% of residents travel 15-29 minutes

34% of residents travel 30-44 minutes

10% of residents travel 45-59 minutes

10% of residents travel >60 minutes

# MODE OF TRANSPORTATION



Data Source: American Community Survey 2018



# TRAFFIC FLOWS

Commute to Doraville:

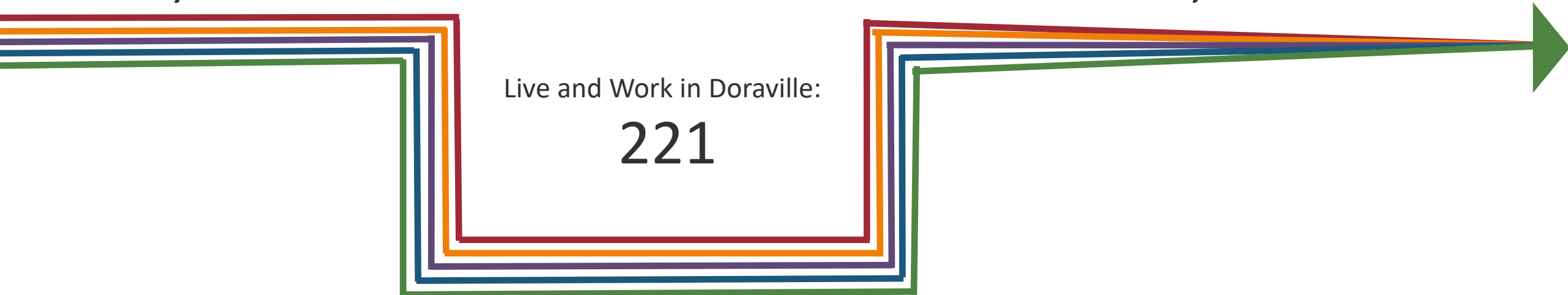
11,054

Commute out of Doraville:


3,984

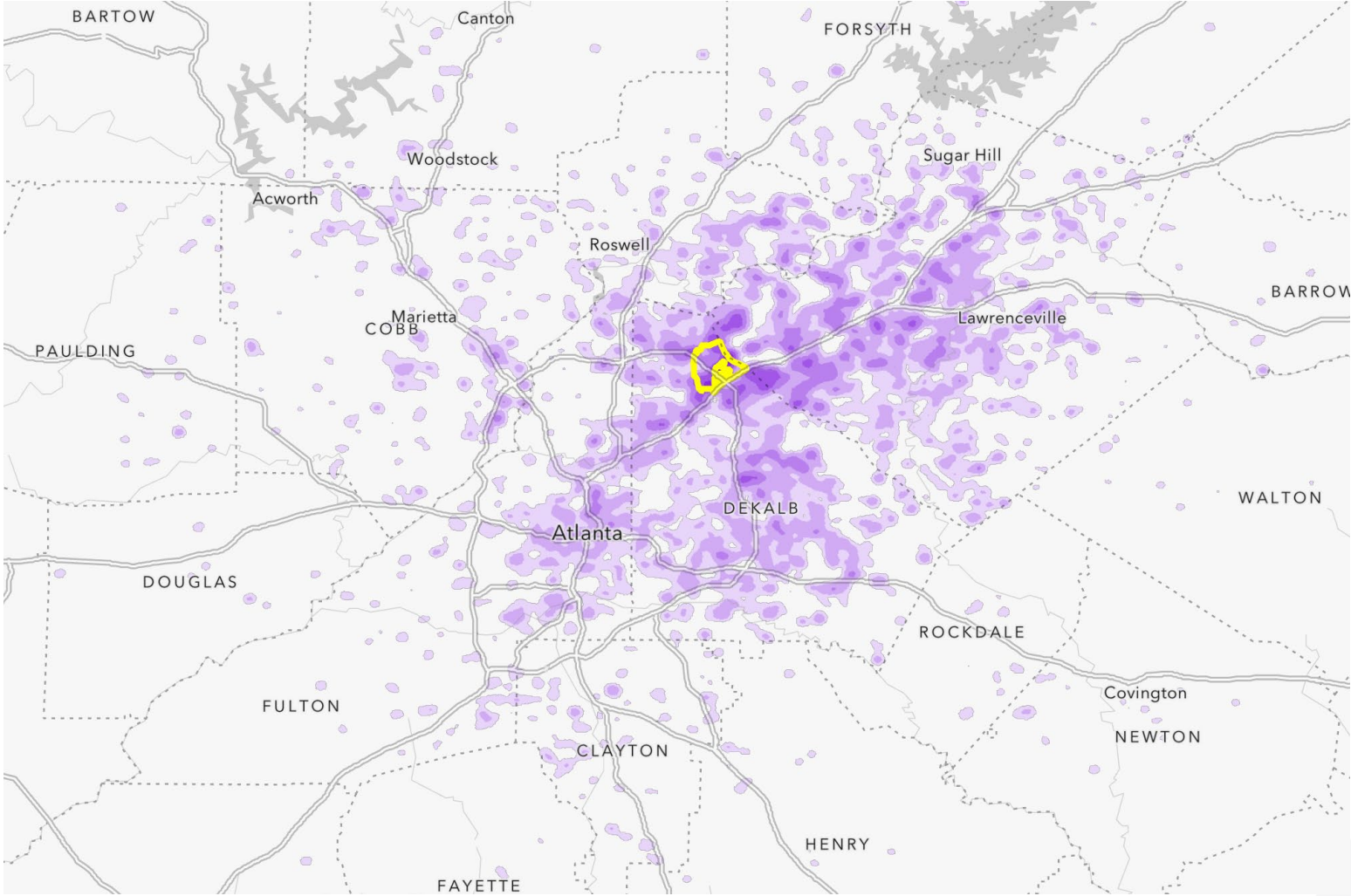
Live and Work in Doraville:

221




# WHERE WORKERS IN DORAVILLE LIVE

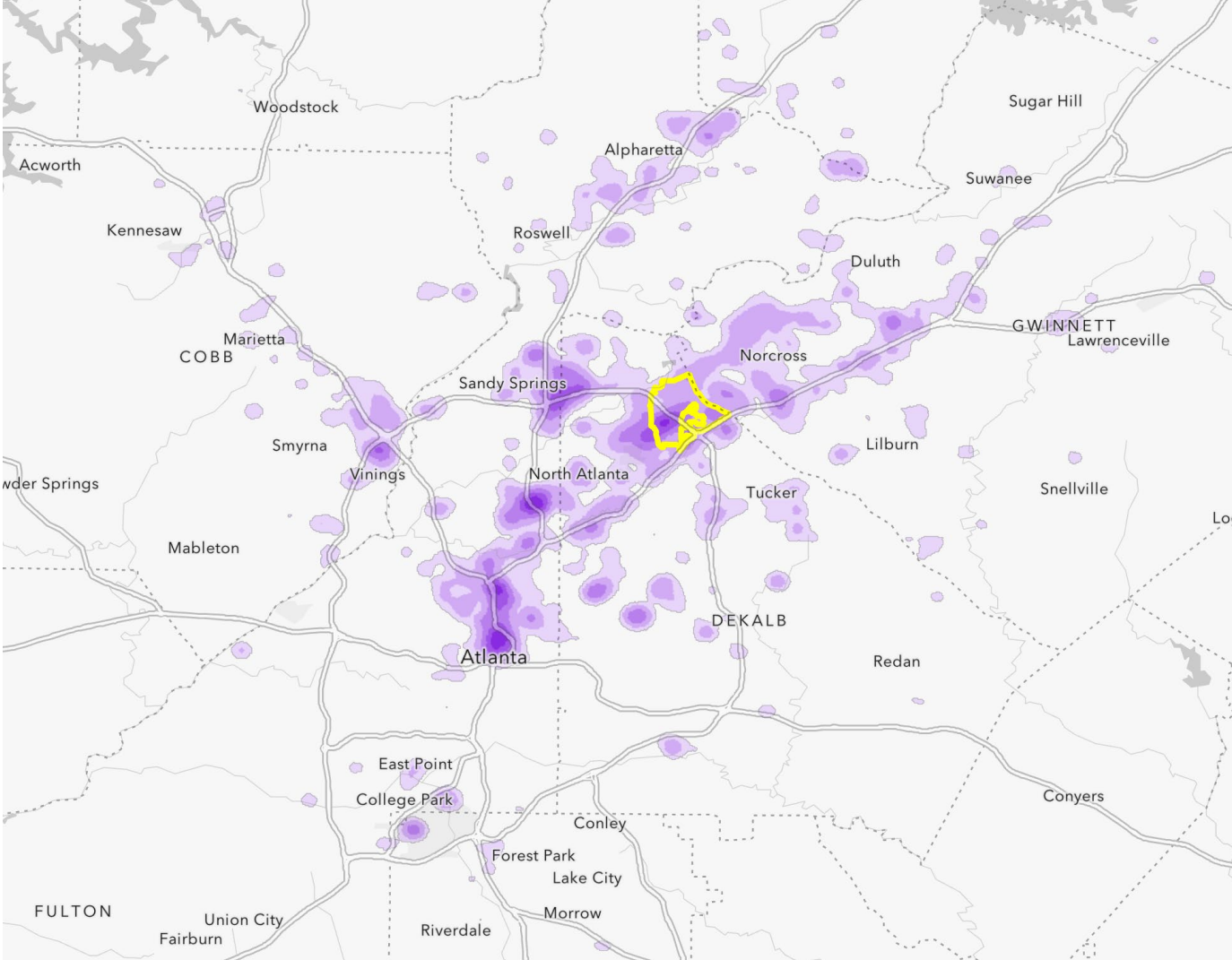
- 5 - 9 Jobs/Sq.Mile
- 10 - 21 Jobs/Sq.Mile
- 22 - 41 Jobs/Sq.Mile
- 42 - 70 Jobs/Sq.Mile
- 71 - 107 Jobs/Sq.Mile
-  Analysis Selection



Data Source: LEHD Origin Destination Employment Statistics, 2018

# WHERE RESIDENTS OF DORAVILLE WORK

- 5 - 12 Jobs/Sq.Mile
- 13 - 33 Jobs/Sq.Mile
- 34 - 69 Jobs/Sq.Mile
- 70 - 119 Jobs/Sq.Mile
- 120 - 184 Jobs/Sq.Mile
-  Analysis Selection



Data Source: LEHD Origin Destination Employment Statistics, 2018



# COMMUNITY FEEDBACK





# MULTIPLE WAYS TO PARTICIPATE!

1. Participate in the polls
2. Enter thought and ideas in the chat
3. Enter questions in the Q&A section
  - We'll discuss in real time or at the end

**What comes to mind when you think about Doraville?**

**(one-word or hyphenated responses are best)**

“ historic ”

“ Marta ”

“ working class ”

“ Culture ”

“ A Touch of  
Country ”

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



A word cloud where the word "diverse" is the largest and most prominent. Other words are smaller and arranged around it. The words include: "library." (purple), "cultural" (blue), "opportunity" (red), "food" (green), "great" (blue), "city" (red), "parks" (green), "ungentrified" (green), and "trees" (green).

library.  
cultural diverse  
opportunity food great city parks  
ungentrified trees

# STEERING COMMITTEE RESULTS

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

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

## What's one thing you would tell someone about Doraville?



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

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

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



# STEERING COMMITTEE RESULTS

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

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

**ISSUES: What are Doraville's biggest issues, i.e., challenges that need to be addressed?**



# SURVEY RESULTS - NEEDS

Infrastructure / maintenance / beautification

Equity / affordability

Lack of downtown activity center

Slow or no movement on key redevelopment sites

Traffic safety / control / congestion at key points

Schools

Not enough bike/ped facilities and trails

Not enough local retail options

Lack of events

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

redevelopment years  
150 marta history land  
proximity hwy  
restaurants diversity

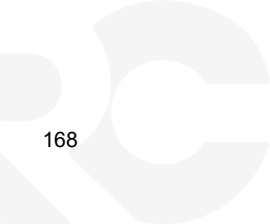
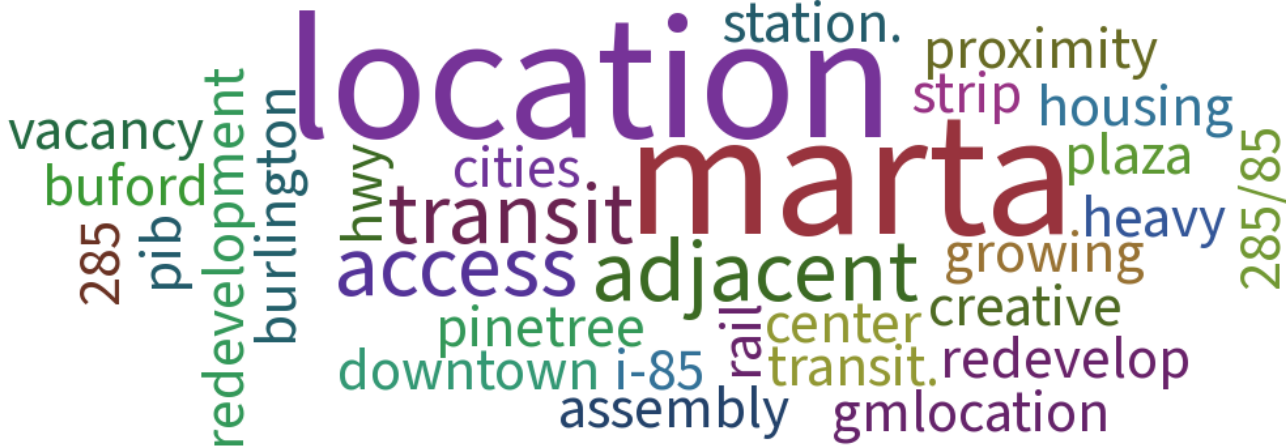


# STEERING COMMITTEE RESULTS

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

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

## OPPORTUNITIES: What are Doraville's biggest opportunities, i.e., assets to accentuate and strengthen?



# SURVEY RESULTS - OPPORTUNITIES

Diversity / culture

Access / location – 85, 285, 400, MARTA, etc.

Buford Hwy. international businesses – regional draw

Affordability, strong middle class

Strong, caring neighborhoods

Ties with neighboring cities

POTENTIAL

# CURRENT PLAN – LAND USE

## **Redevelopment and infill**

opportunities – particularly BuHi, town center, MARTA, PIB, Assembly

Extensive **tree canopy** in residential areas – need to protect from redevelopment pressures

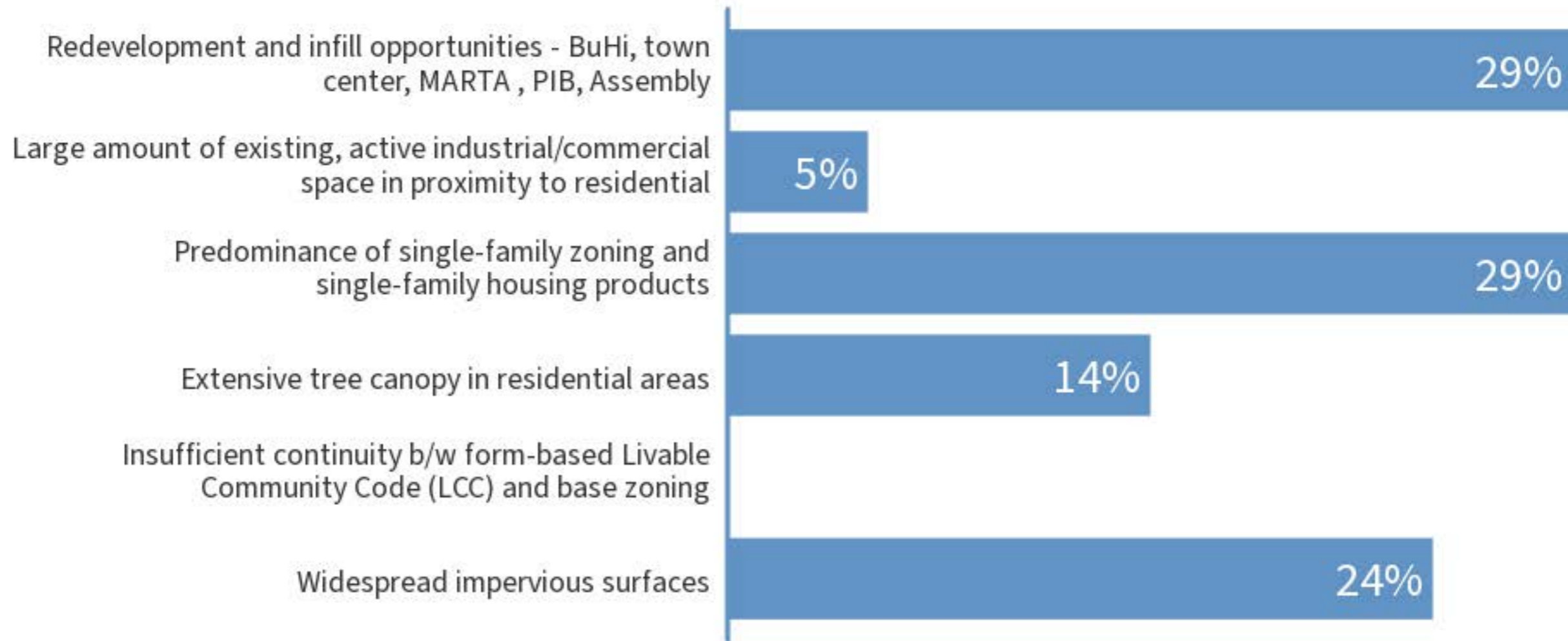
Large amount of existing, active **industrial/commercial** in proximity to residential – need buffering to prevent incompatible uses

Insufficient continuity between form-based **Livable Community Code (LCC) zoning vs. base zoning** – need to leverage development opportunities

Predominance of **R-1 (single-family) zoning and single-family housing** – need to attract a wider variety of housing products to serve multi-generational, mixed-income

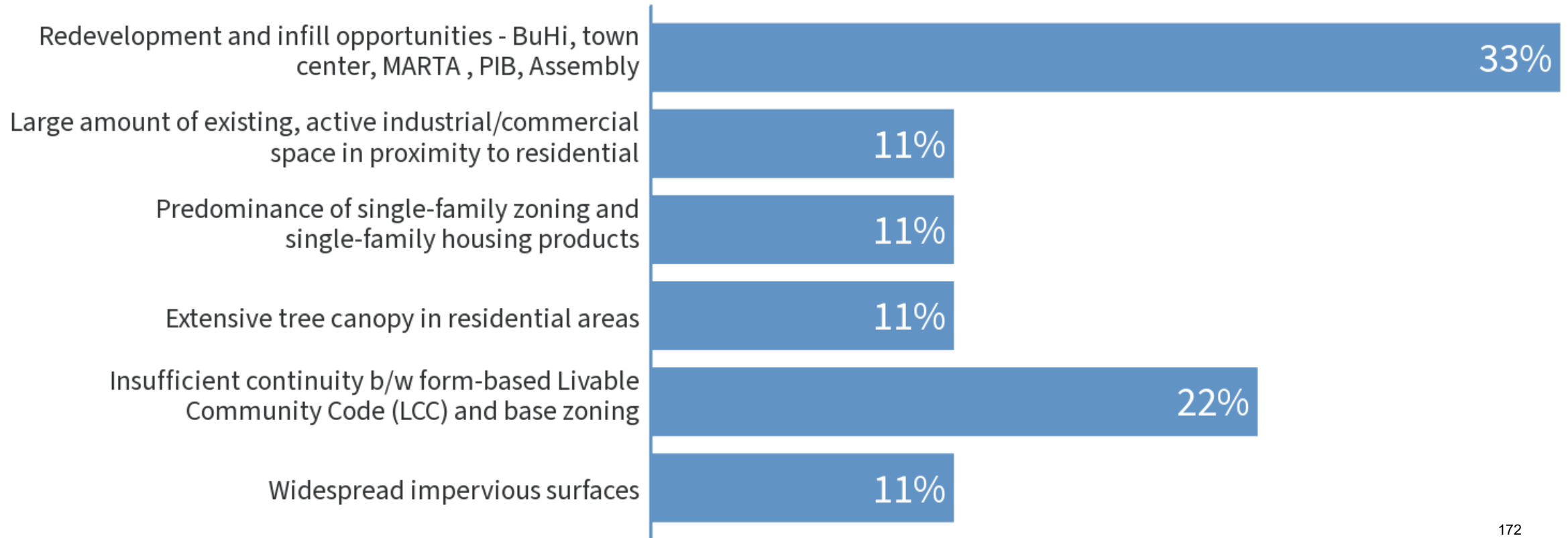
Widespread **impervious surfaces** – environmental damage but also opportunity to encourage green infrastructure policies and initiatives

# LAND USE: What still resonates for you from the current plan? YOU MAY ONLY SELECT 3 CHOICES.



# STEERING COMMITTEE RESULTS

## LAND USE: What still resonates for you from the current plan? YOU MAY ONLY SELECT 3 CHOICES.



# CURRENT PLAN – HOUSING

**Lack of new housing** development in recent years

**High occupancy rate** - the city may not be meeting housing demands

**Overcrowded housing** units and large average household size compared to peer communities

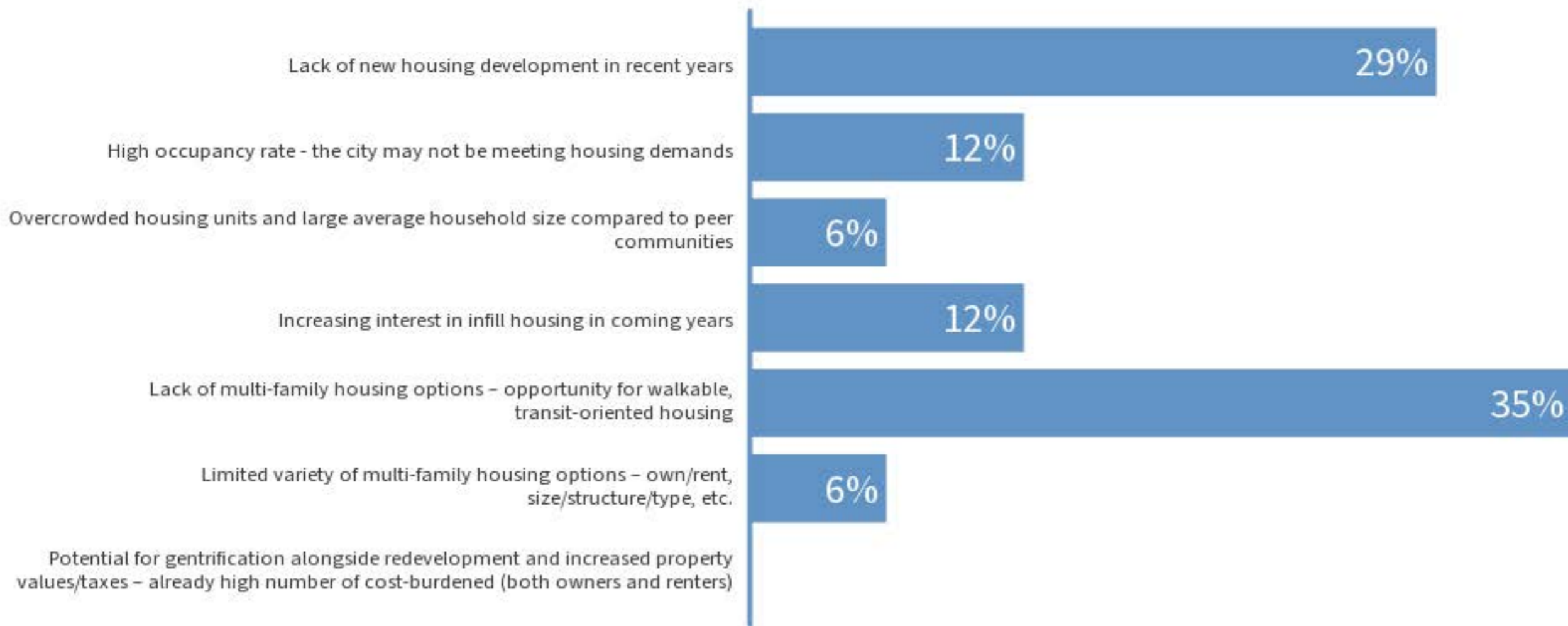
Increasing **interest in infill housing** in coming years

**Lack of multi-family** housing options – opportunity for walkable, transit-oriented housing

**Limited *variety* of multi-family** housing options – own/rent, size/structure/type, etc.

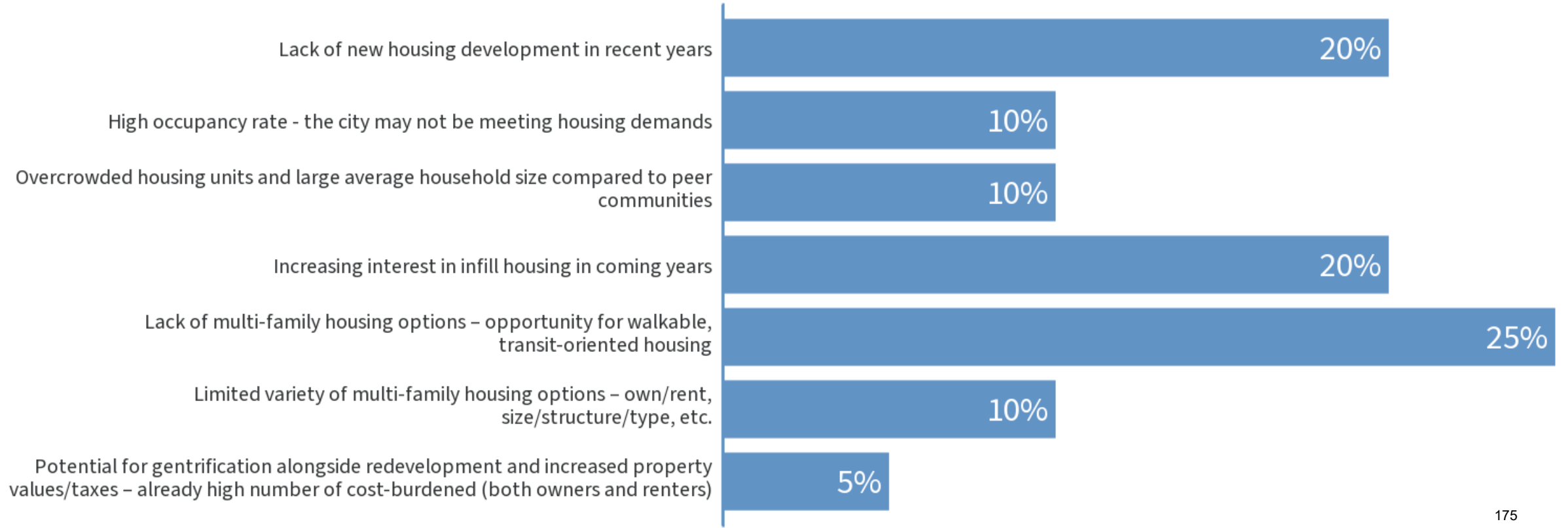
**Potential for gentrification** alongside redevelopment and **increased property values/taxes** – Doraville already has high number of cost-burdened owner-occupied and renter-occupied housing

# HOUSING: What still resonates for you from the current plan? YOU MAY ONLY SELECT 3 CHOICES.



# STEERING COMMITTEE RESULTS

## HOUSING: What still resonates for you from the current plan? YOU MAY ONLY SELECT 3 CHOICES.





# CURRENT PLAN – PEOPLE

How to leverage **diversity of foreign-born population** – events, programs, supports

High percentage of **population speaking another language at home** – Spanish translation services, ESL in schools and for adults

Need for more space in schools due to **high percentage of young children**

How to connect residents to **educational training and higher paying jobs** within Doraville

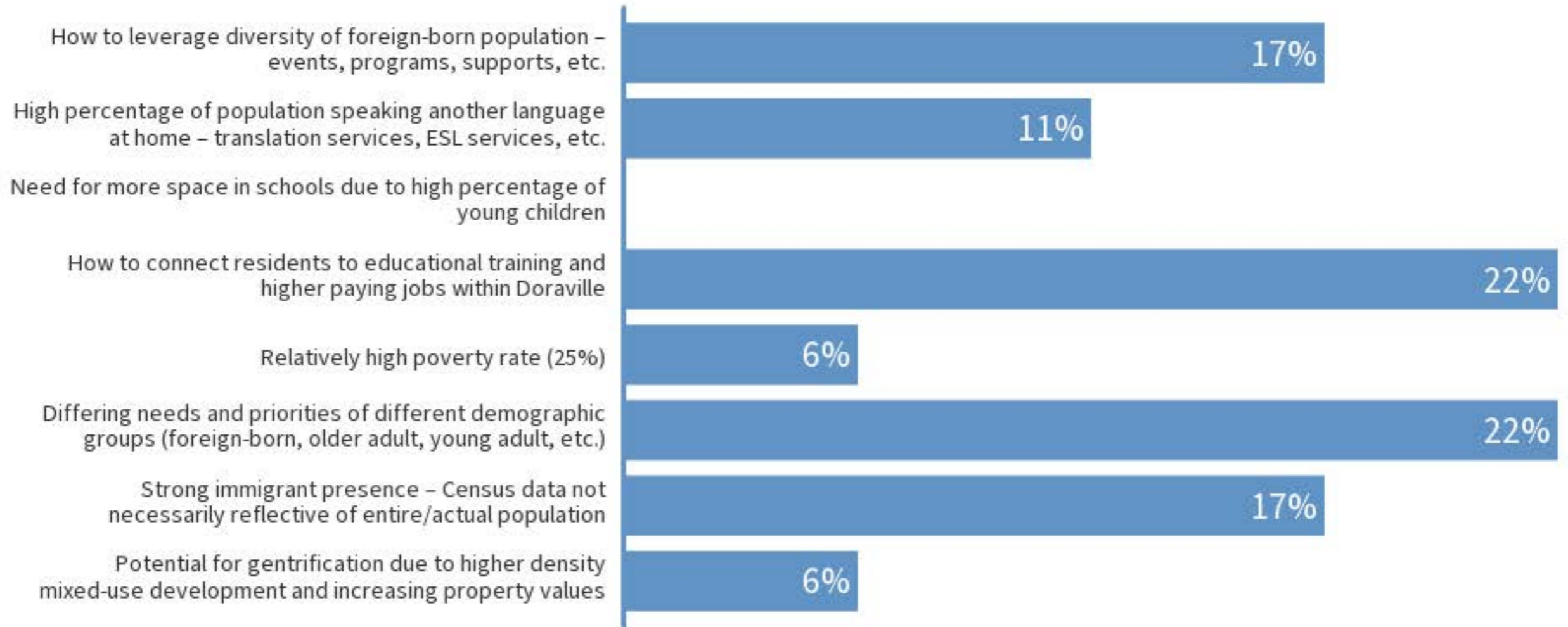
Relatively high **poverty rate** (25%)

**Differing needs and priorities of different demographic groups** (foreign-born, older adult, young adult, etc.)

**Strong immigrant presence** – Census data not necessarily reflective of entire/actual population

Potential for **gentrification due to higher density mixed-use development** and increasing property values

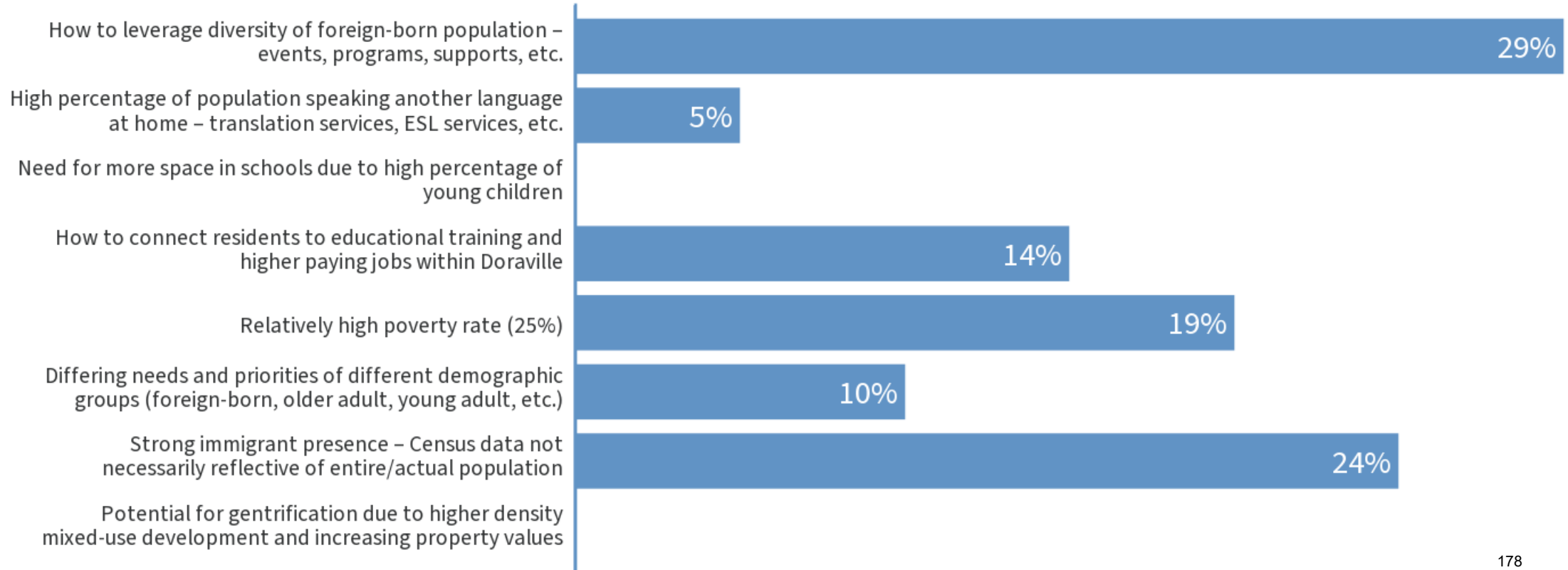
# PEOPLE: What still resonates for you from the current plan? YOU MAY ONLY SELECT 3 CHOICES.



# STEERING COMMITTEE RESULTS

**PEOPLE: What still resonates for you from the current plan?**

**YOU MAY ONLY SELECT 3 CHOICES.**



# CURRENT PLAN – ECONOMY

**Retail/restaurant market** driven largely by visitors, e.g., Buford Hwy is a regional draw

**Visitor experience, complete streets, connectivity** – Buford Hwy., town center to Assembly

**Immigrant population** as a huge resource – need to nurture **diversity and entrepreneurship**

Need strong local **chamber of commerce or business association** to align interests and facilitate interaction between the City and business community

Opportunities to **work with Chamblee** in planning improvements along Buford Hwy.

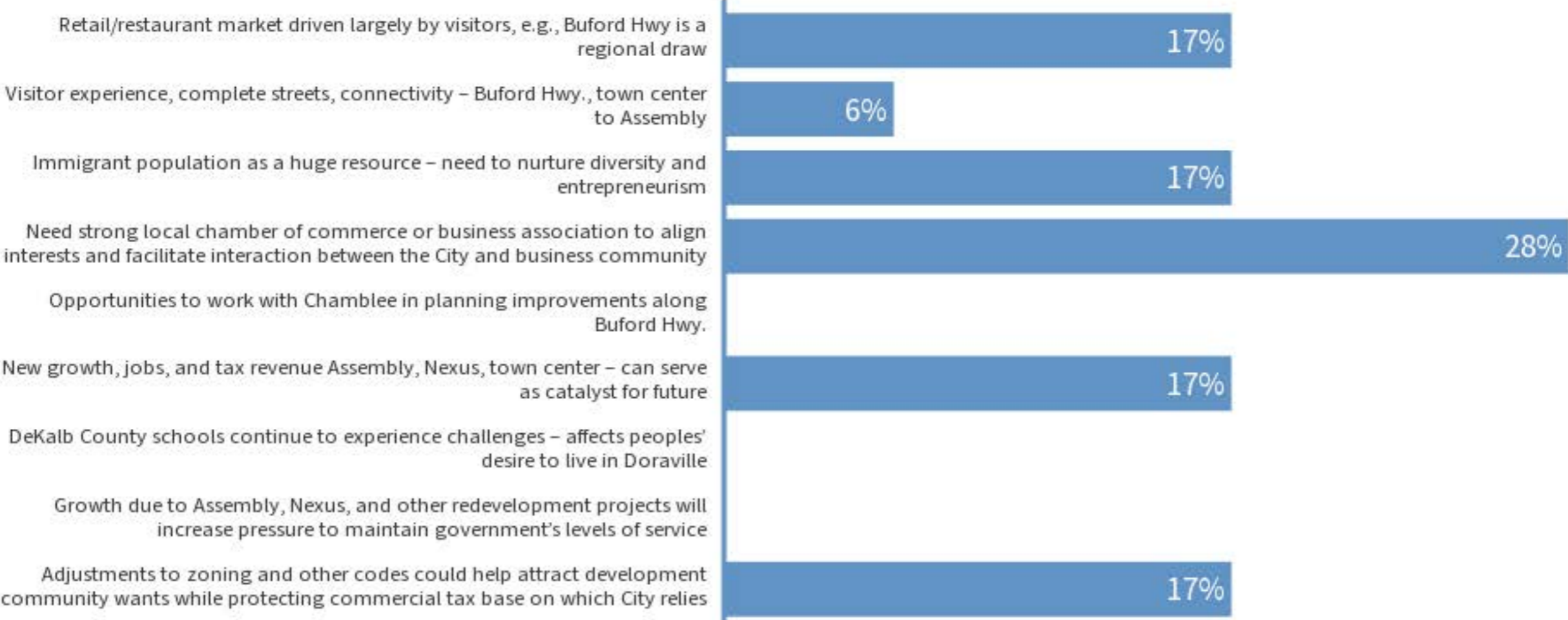
**New growth, jobs, and tax revenue**  
Assembly, Nexus, town center – can serve as catalyst for future

**DeKalb County schools** continue to experience challenges – affects peoples' desire to live in Doraville

Growth due to Assembly, Nexus, and other redevelopment projects will **increase pressure to maintain government's levels of service**

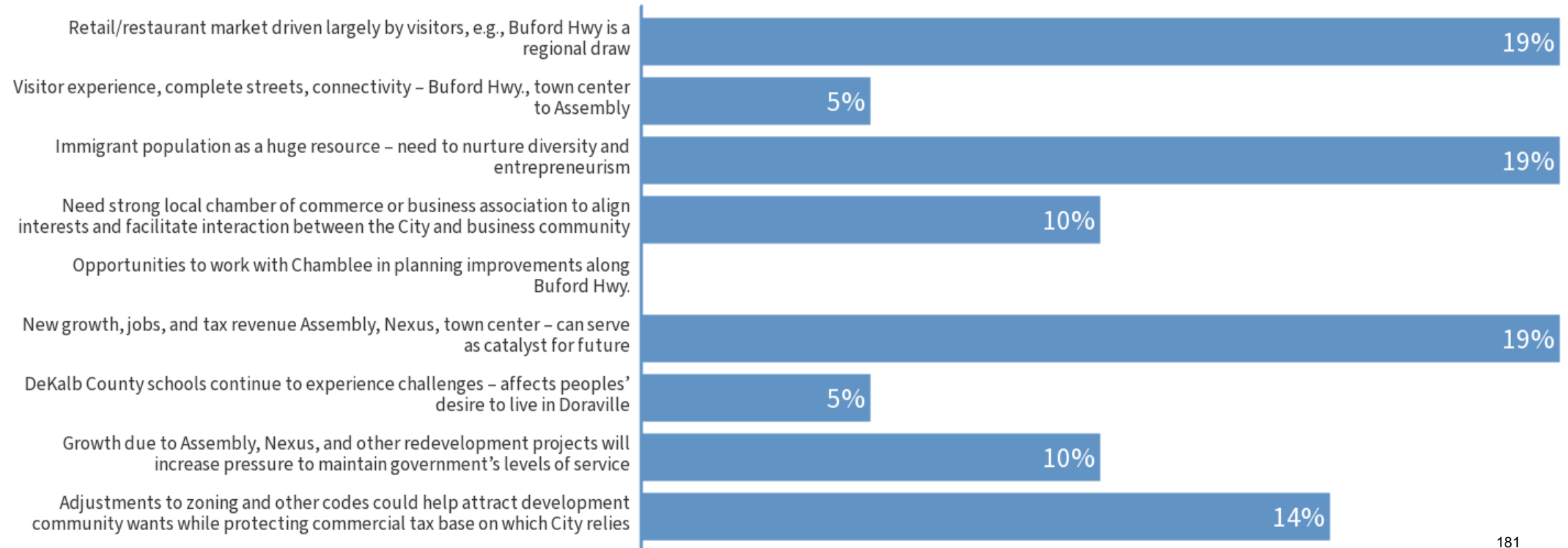
Adjustments to zoning and other codes could help **attract development community wants** while **protecting commercial tax base** on which City relies

# ECONOMY: What still resonates for you from the current plan? YOU MAY ONLY SELECT 3 CHOICES.



# STEERING COMMITTEE RESULTS

## ECONOMY: What still resonates for you from the current plan? YOU MAY ONLY SELECT 3 CHOICES.



# CURRENT PLAN – TRANSPORTATION

Significant portion (10.4%) of Doraville's workers lack access to personal vehicle

Increased traffic congestion along with redevelopment into higher density uses

Bike/ped infrastructure – increase bike/ped safety while decreasing vehicular traffic / reliance on SOV

Truck traffic contributes to congestion and may adversely impact local roadways

Transit expansion northward and along I-285 – benefit to City

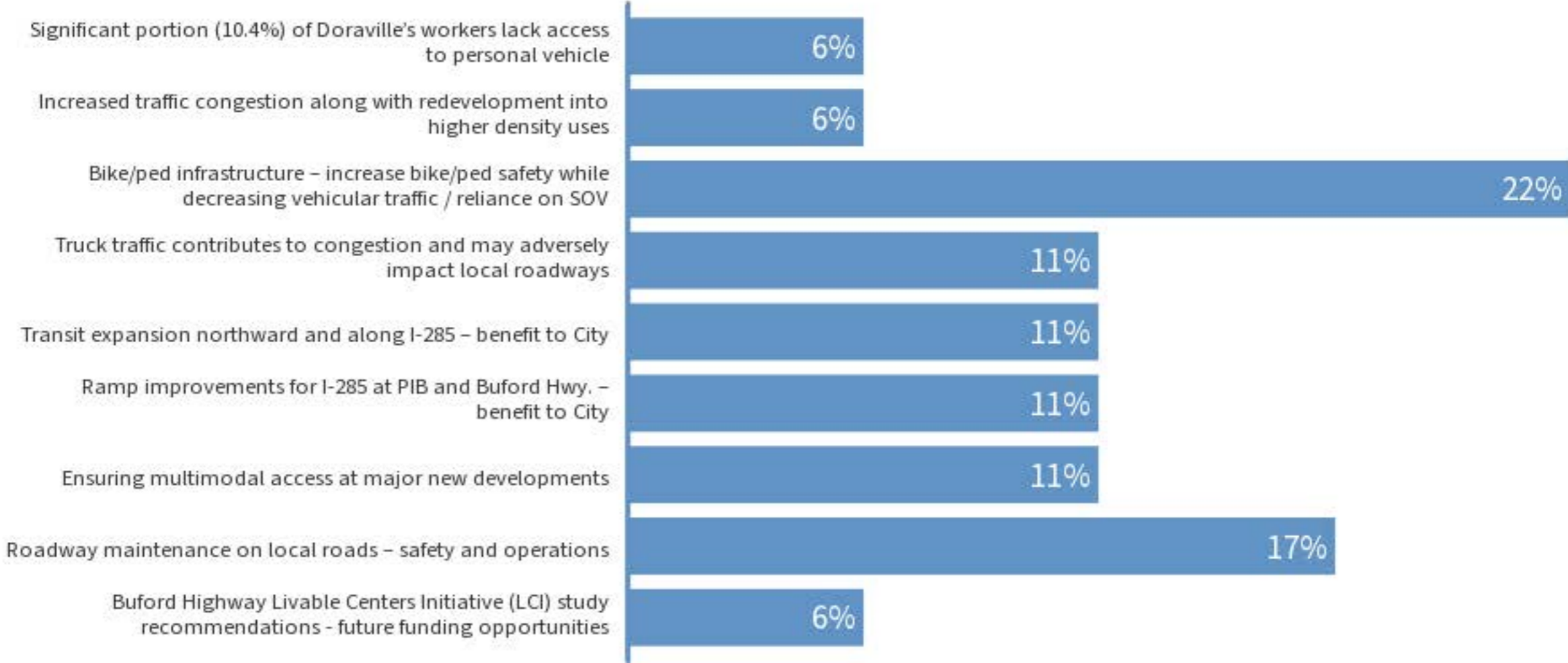
Ramp improvements for I-285 at PIB and Buford Hwy. – benefit to City

Ensuring multimodal access at major new developments

Roadway maintenance on local roads – safety and operations

Buford Highway Livable Centers Initiative (LCI) study recommendations - future funding opportunities

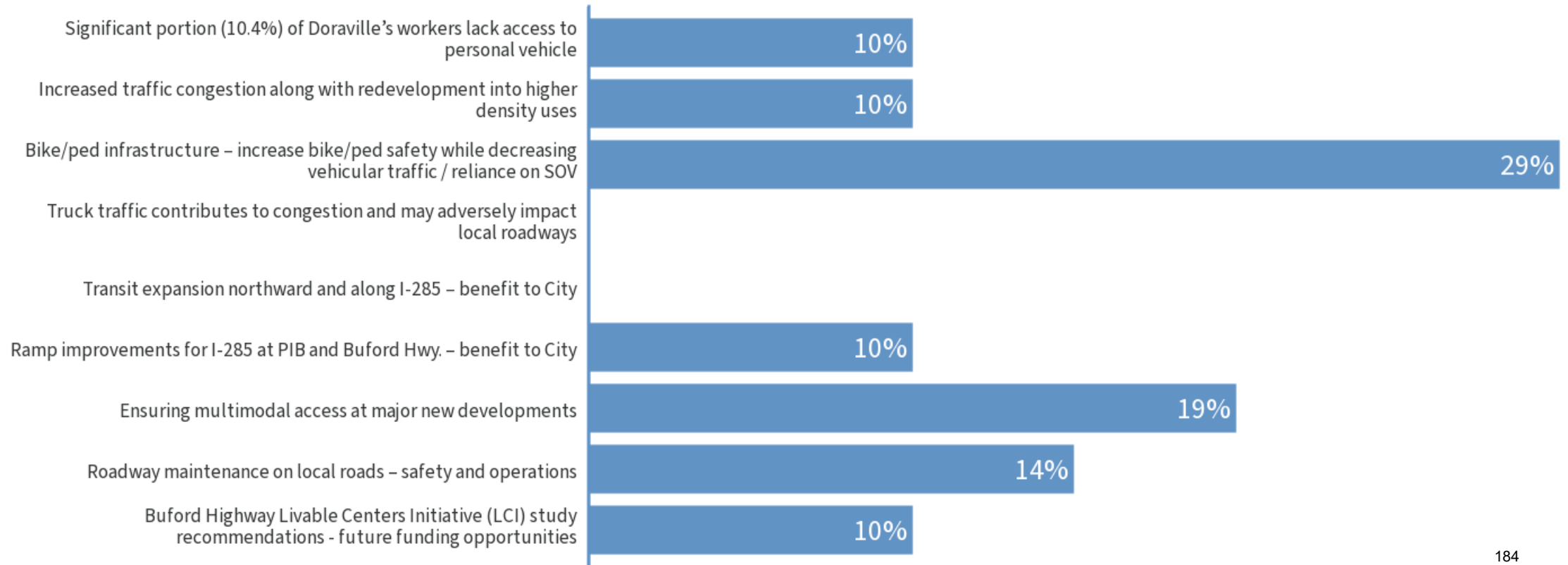
# TRANSPORTATION: What still resonates for you from the current plan? YOU MAY ONLY SELECT 3 CHOICES.





# STEERING COMMITTEE RESULTS

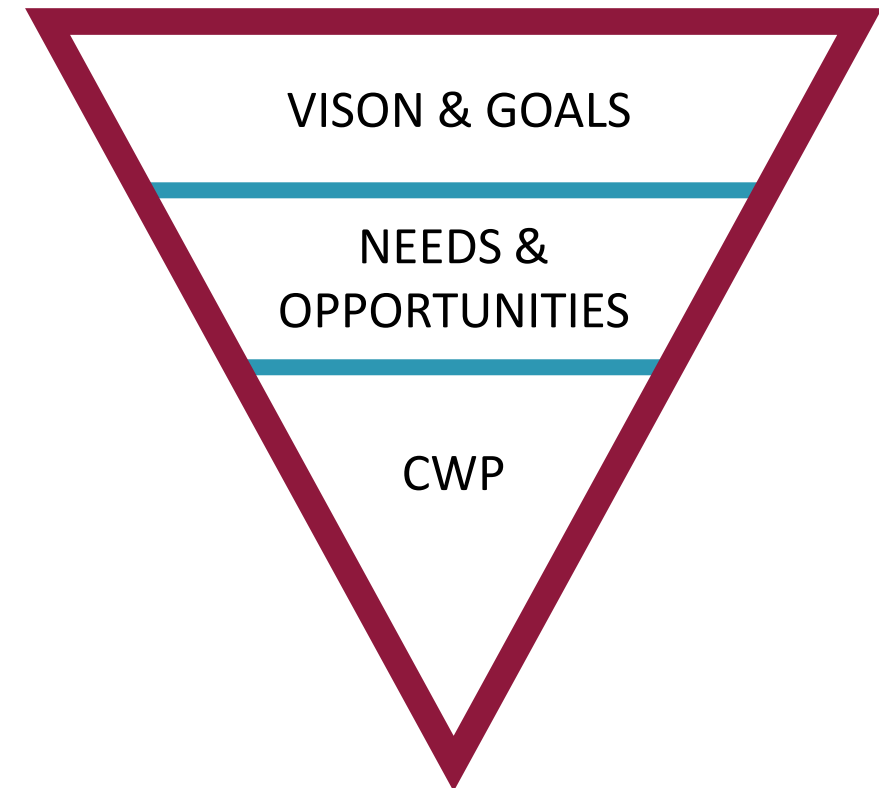
## TRANSPORTATION: What still resonates for you from the current plan? YOU MAY ONLY SELECT 3 CHOICES.



# VISION & GOALS

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

--DCA Minimum Standards



## 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.

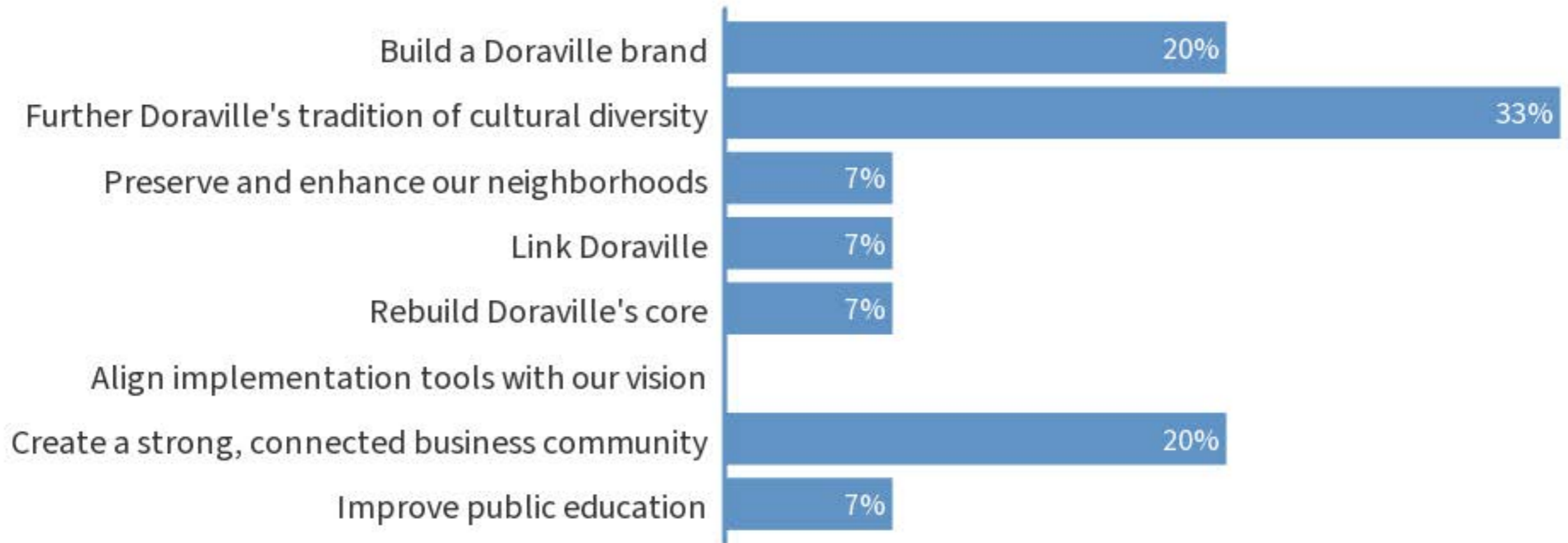
# VISION: Does the Vision statement in the current (2016) plan still resonate for you?



**VISION: What is the Vision in the current plan missing?  
(one-word or hyphenated responses are best)**

public-art  
affordability  
preservation  
neighborhood

# GOALS: Which Goals from the current plan are the MOST important to you? Select only your Top 3.



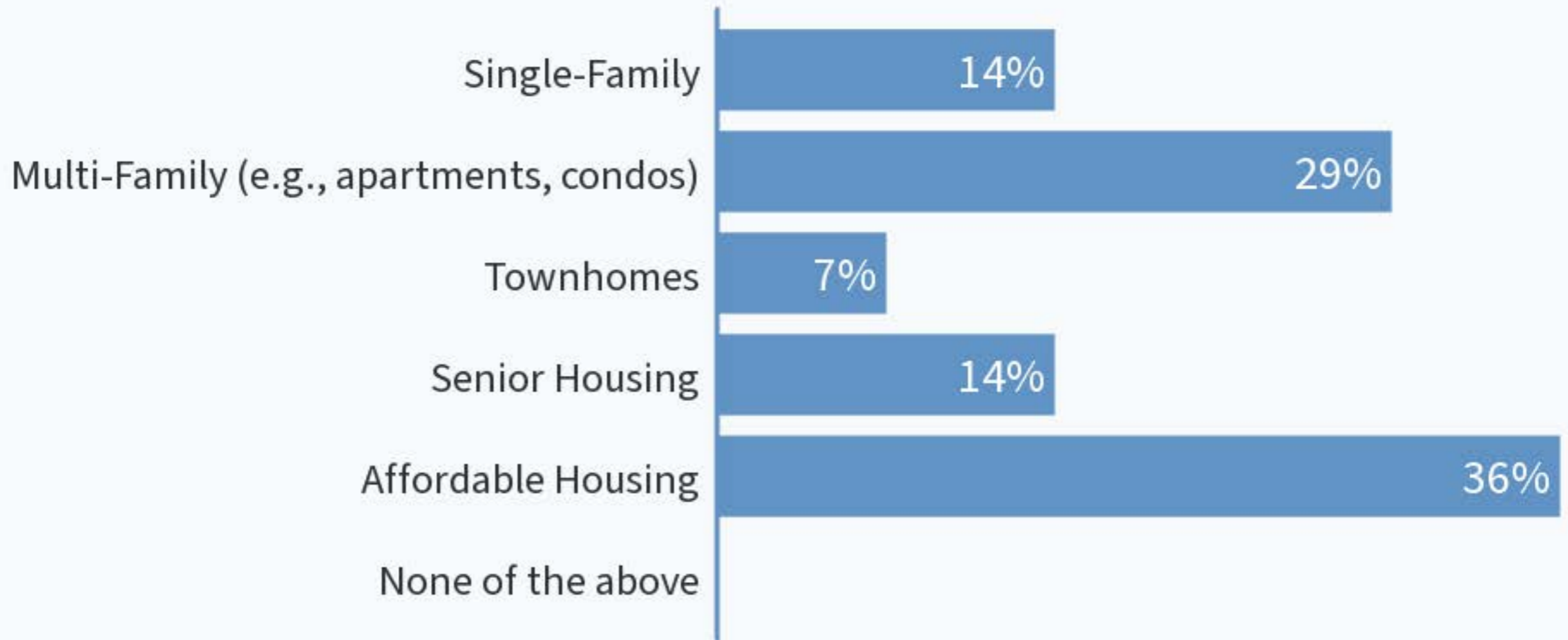
🗨️ Respond at [PolleEv.com/cdev555](https://PolleEv.com/cdev555)

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

**GOALS: Are there any Goals missing from the current plan? (one-word or hyphenated responses are best)**

arts  
greenspace safety public

# What types of housing development would you like to see in the City of Doraville?





# SURVEY RESULTS

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

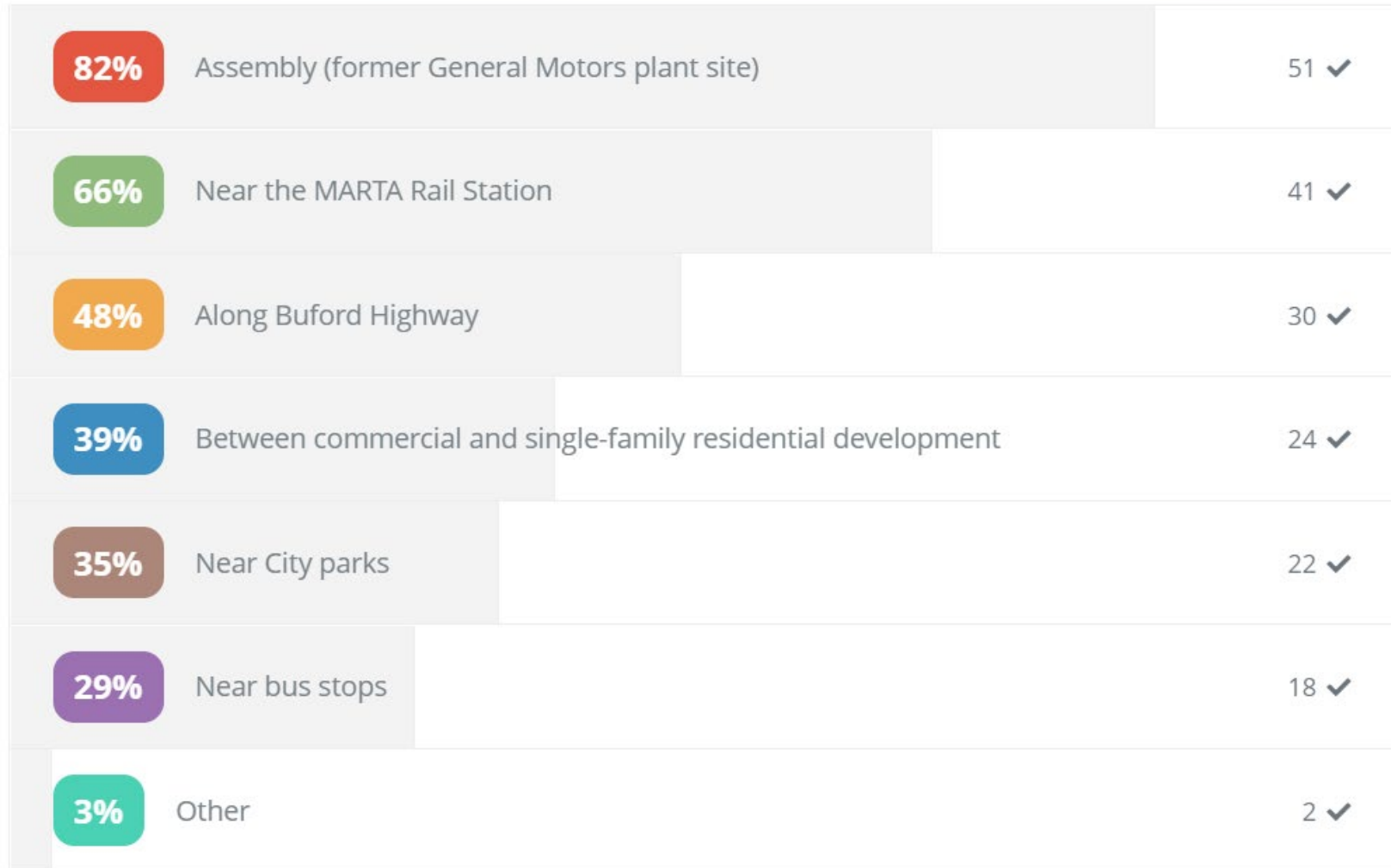
	Need More	Have the Right Amount	Need Less
Affordable Housing	44% Need More	44% Have the Right Amount	13% Need Less
Senior Housing	50% Need More	42% Have the Right Amount	8% Need Less
Multi-Family Housing	38% Need More	36% Have the Right Amount	27% Need Less
Mixed-Income Housing	48% Need More	39% Have the Right Amount	12% Need Less

56 respondents



# SURVEY RESULTS

Where should new housing be located in Doraville? (select all that apply)



62 Respondents



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

Text **CDEV555** to **22333** once to join, then **A, B, or C**

### Which single-family house type would you prefer to be built in Doraville?



**A**

11%



**B**

33%



**C**

56%

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

Text **CDEV555** to **22333** once to join, then **A or B**

## Which garage type would you prefer in new homes?



A

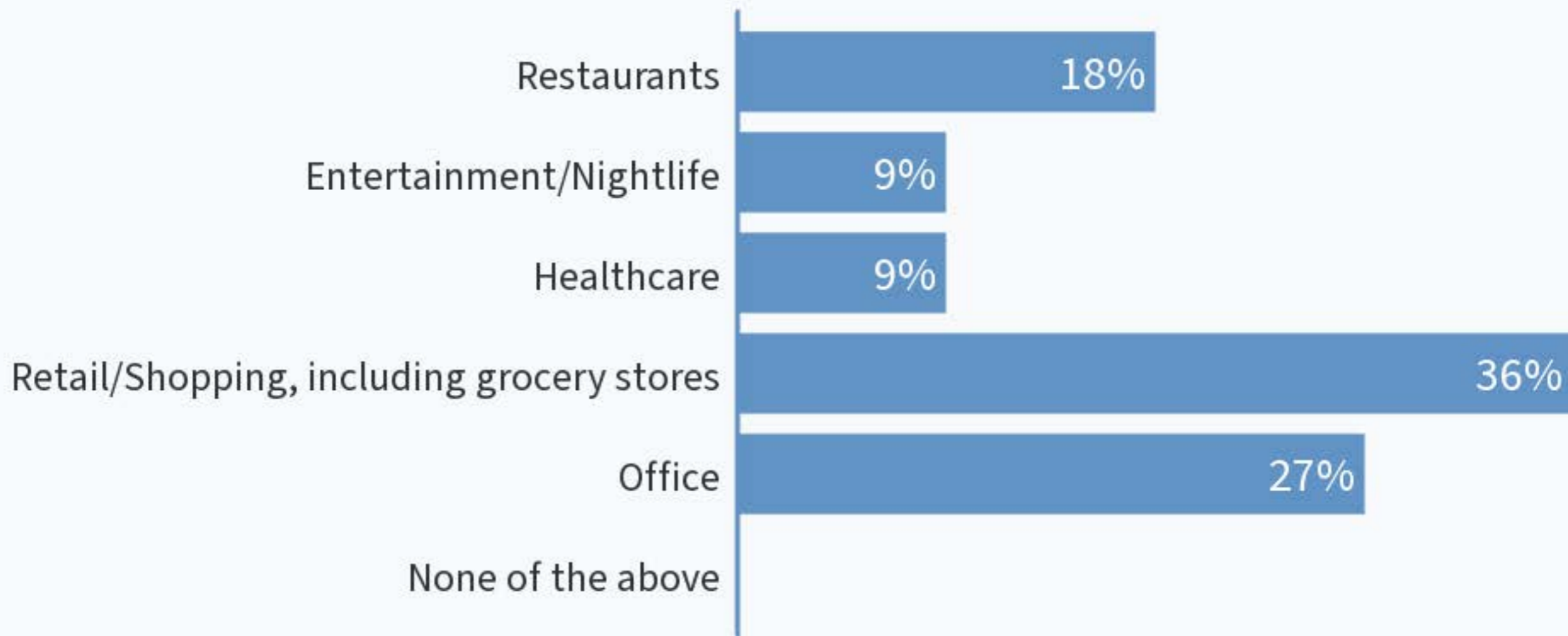
67%



B

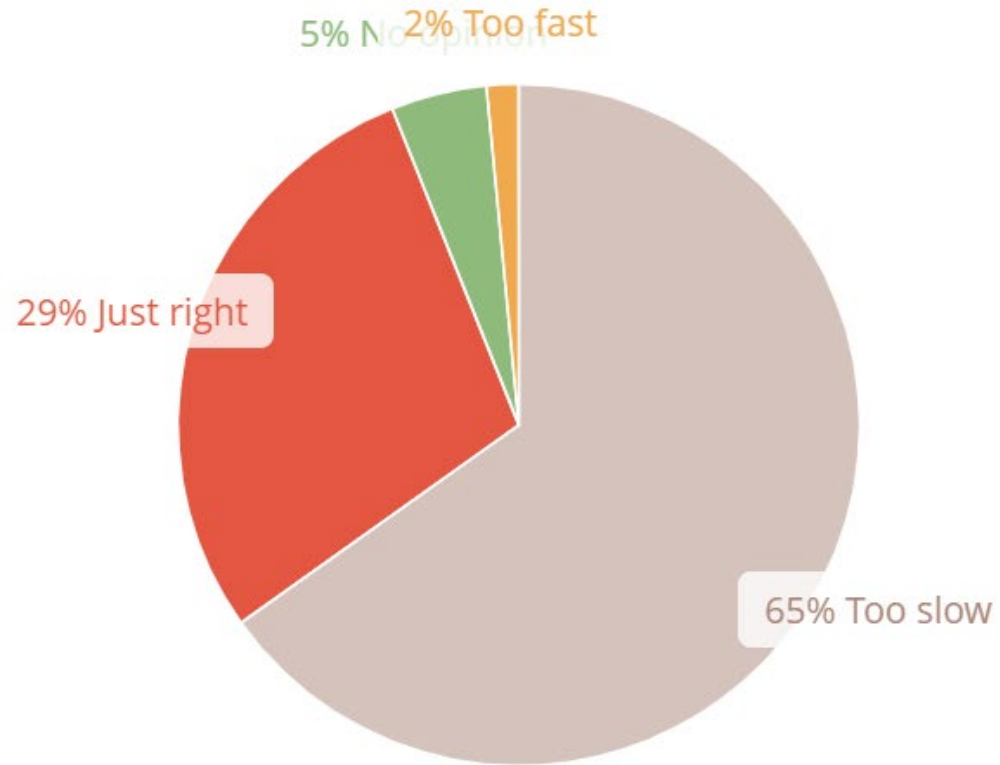
33%

# What types of new commercial development would you like to see in Doraville?



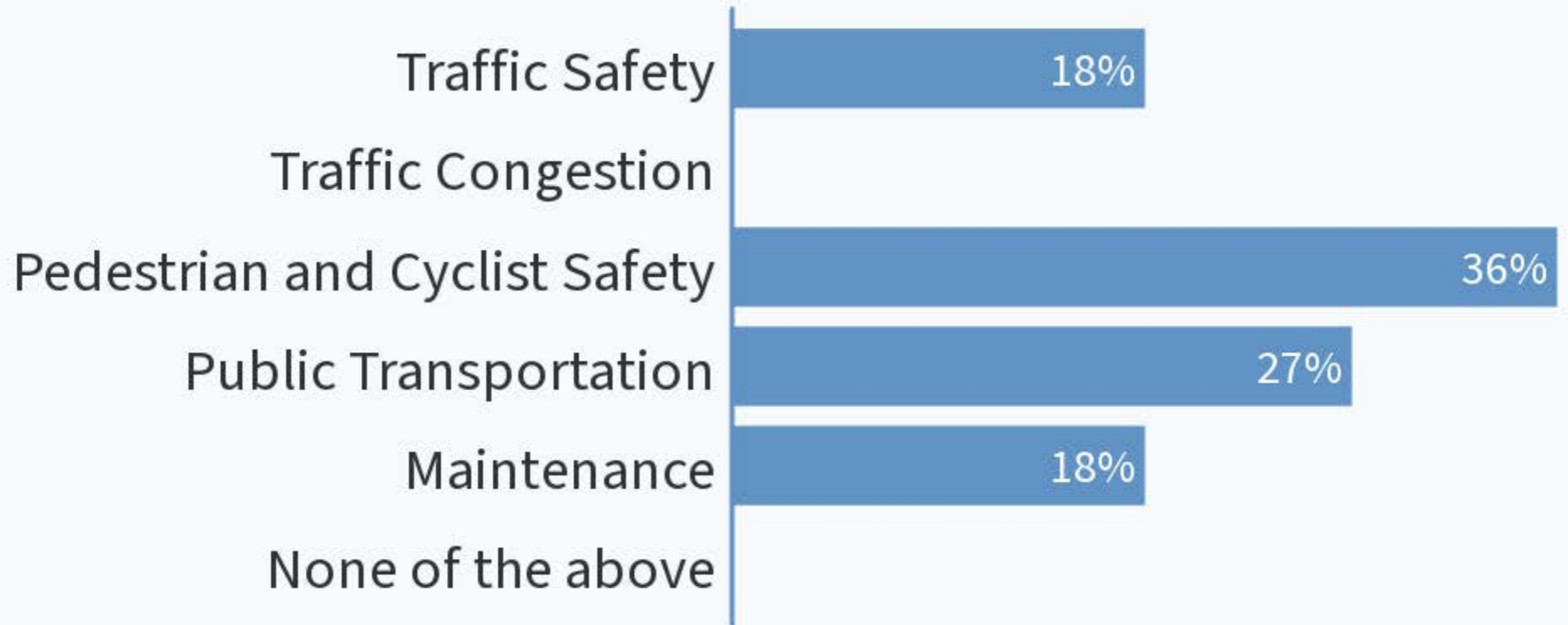
# SURVEY RESULTS

How would you characterize the pace of development in Doraville in recent years?

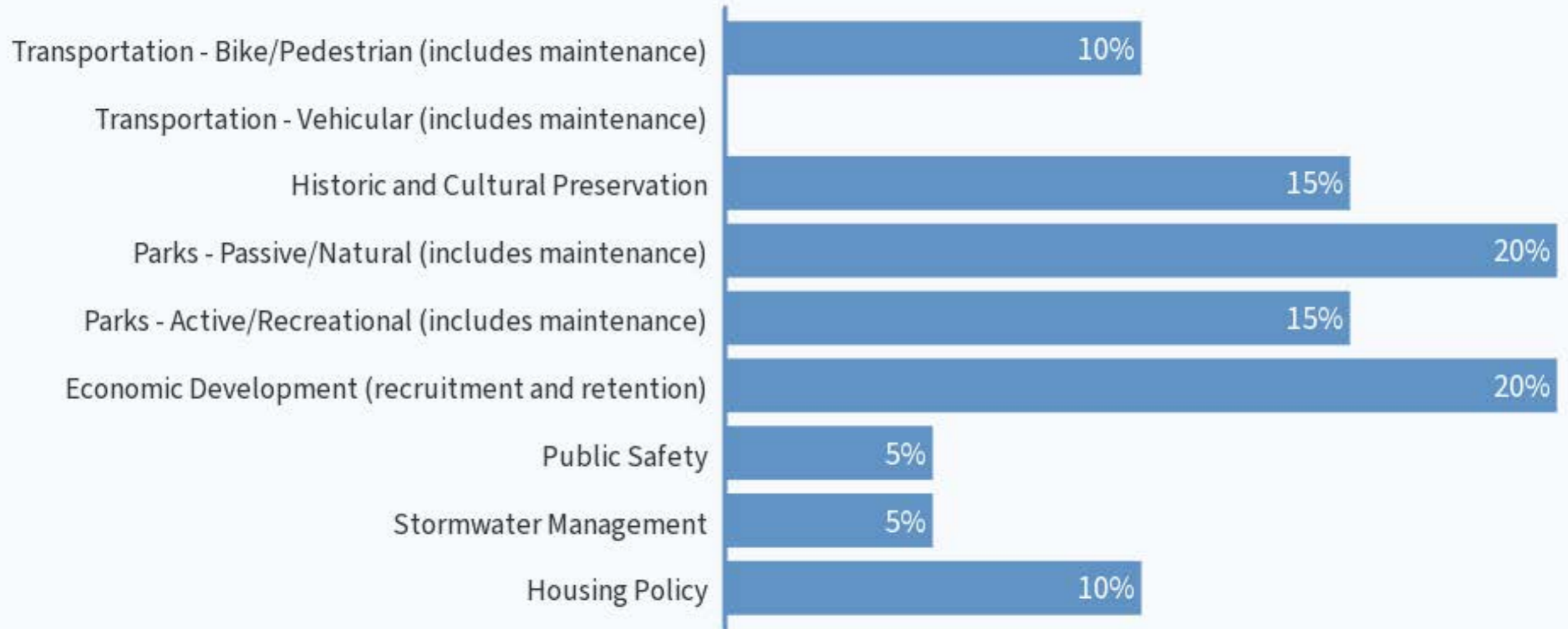


66 respondents

# What are the biggest transportation issues in the City of Doraville?

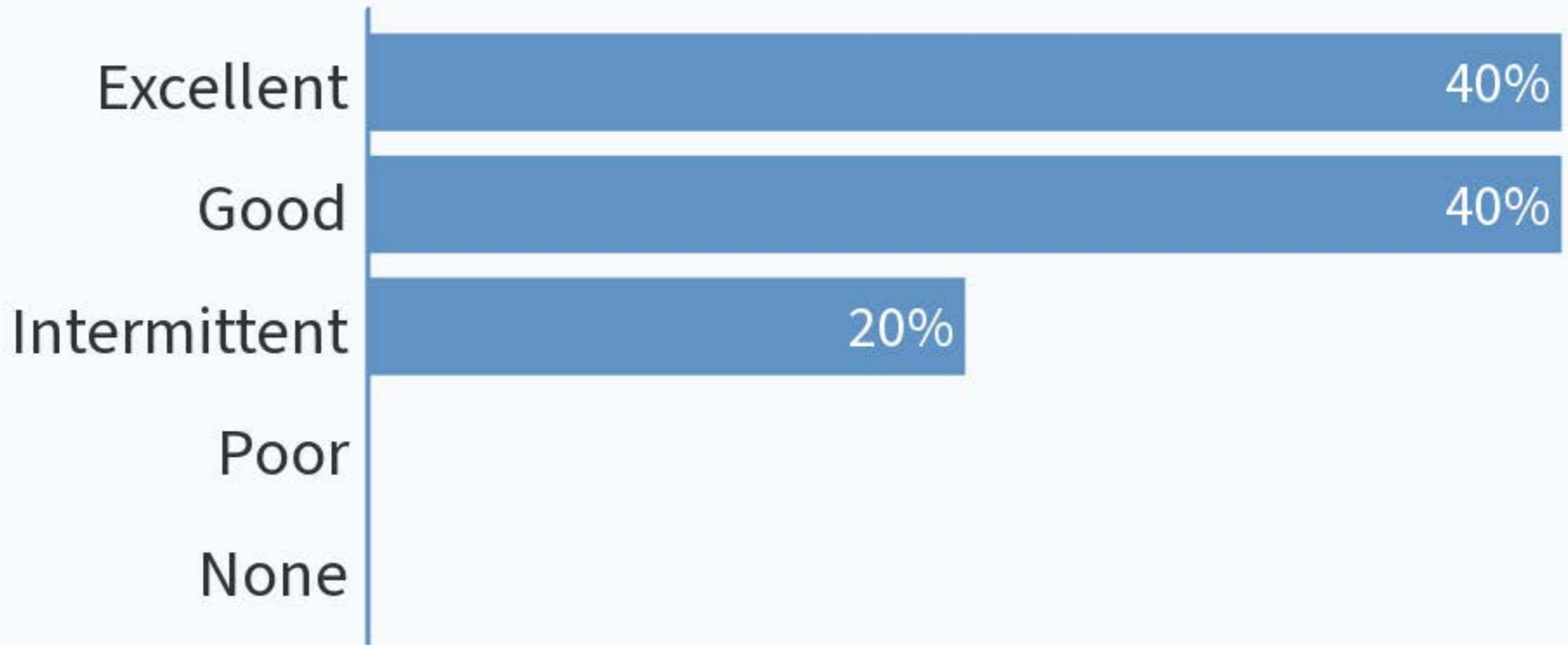


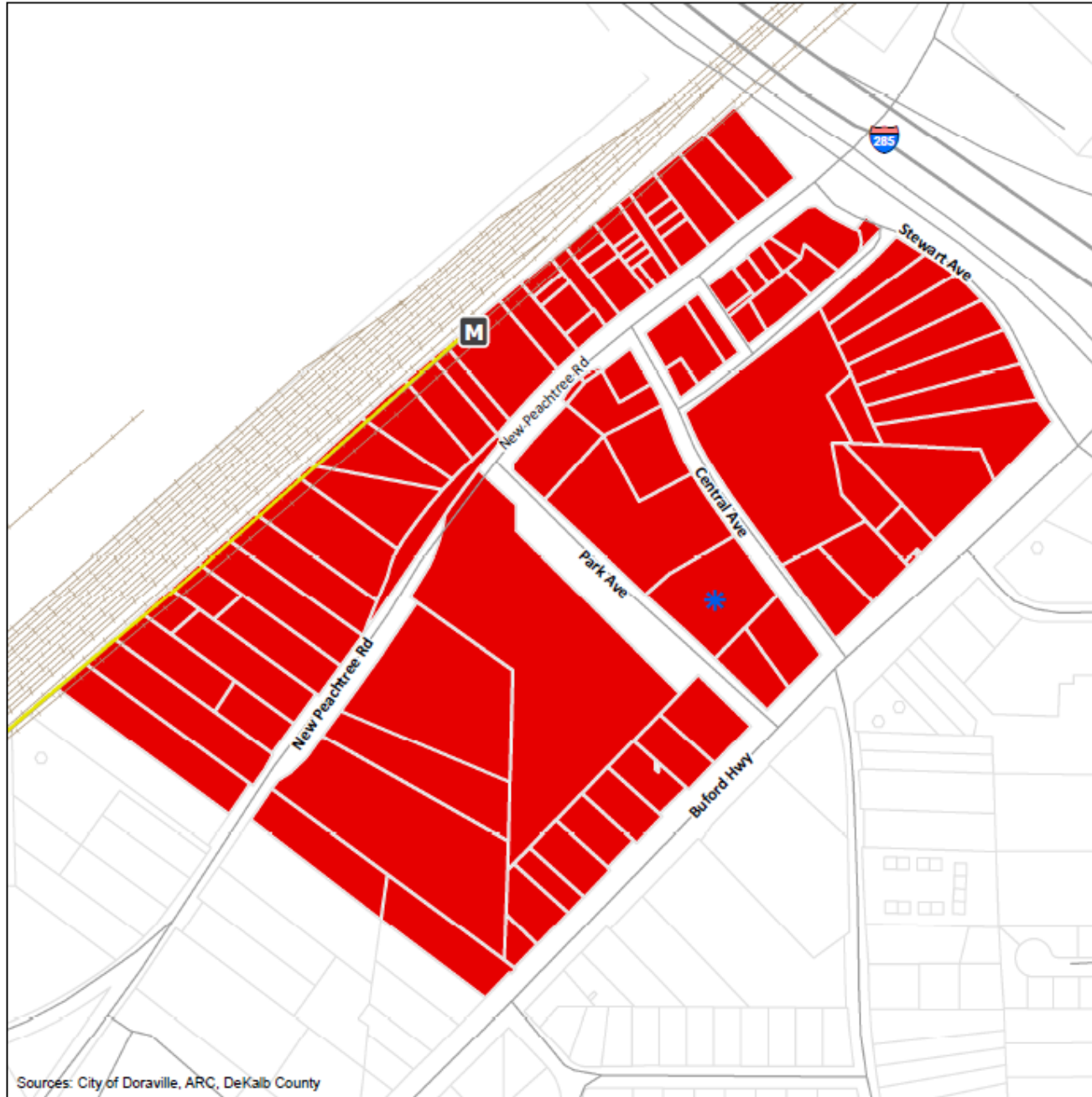
# What kinds of public investments and projects would you like to see the City focus on?





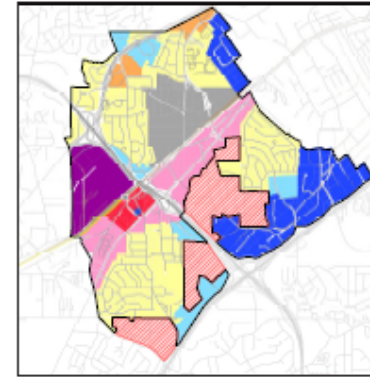
# What is your experience with internet (broadband) service?













Sources: City of Doraville, ARC, DeKalb County

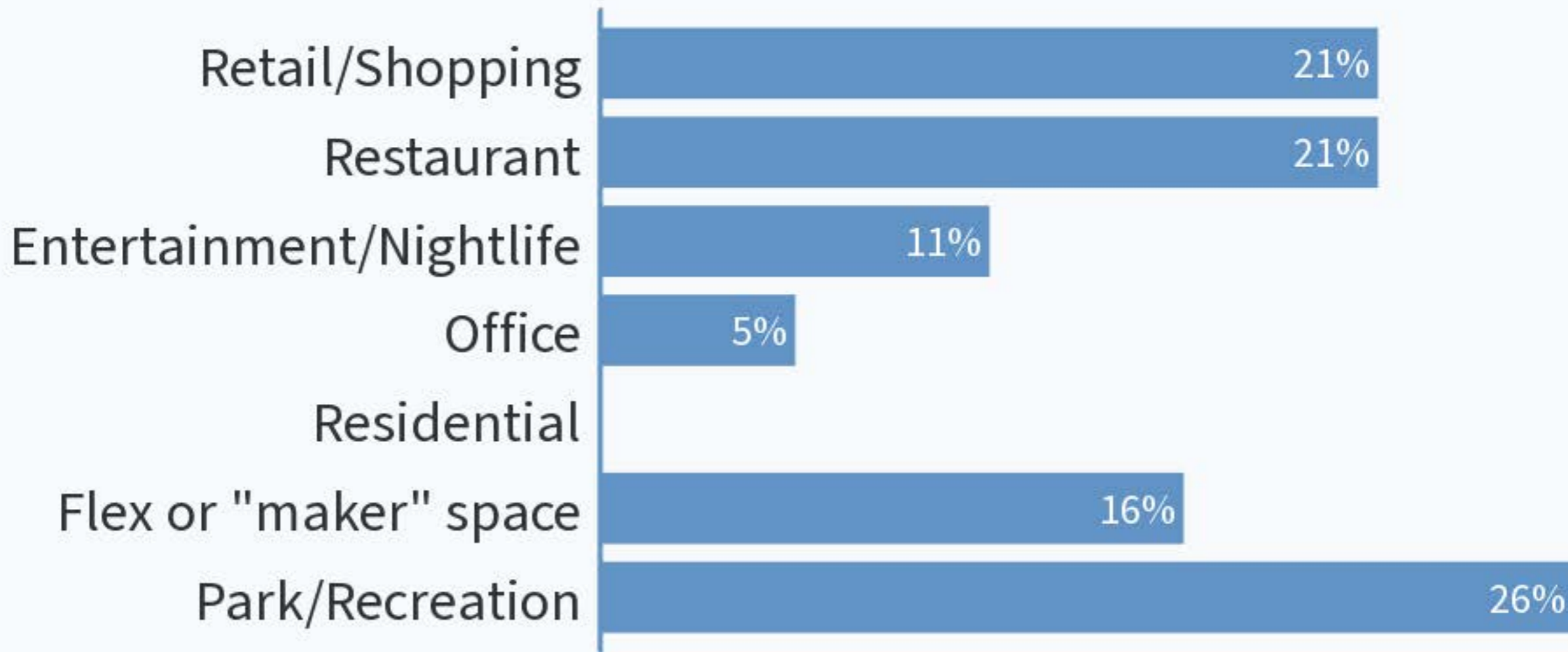
**FIGURE 4-4: DORAVILLE TOWN CENTER**



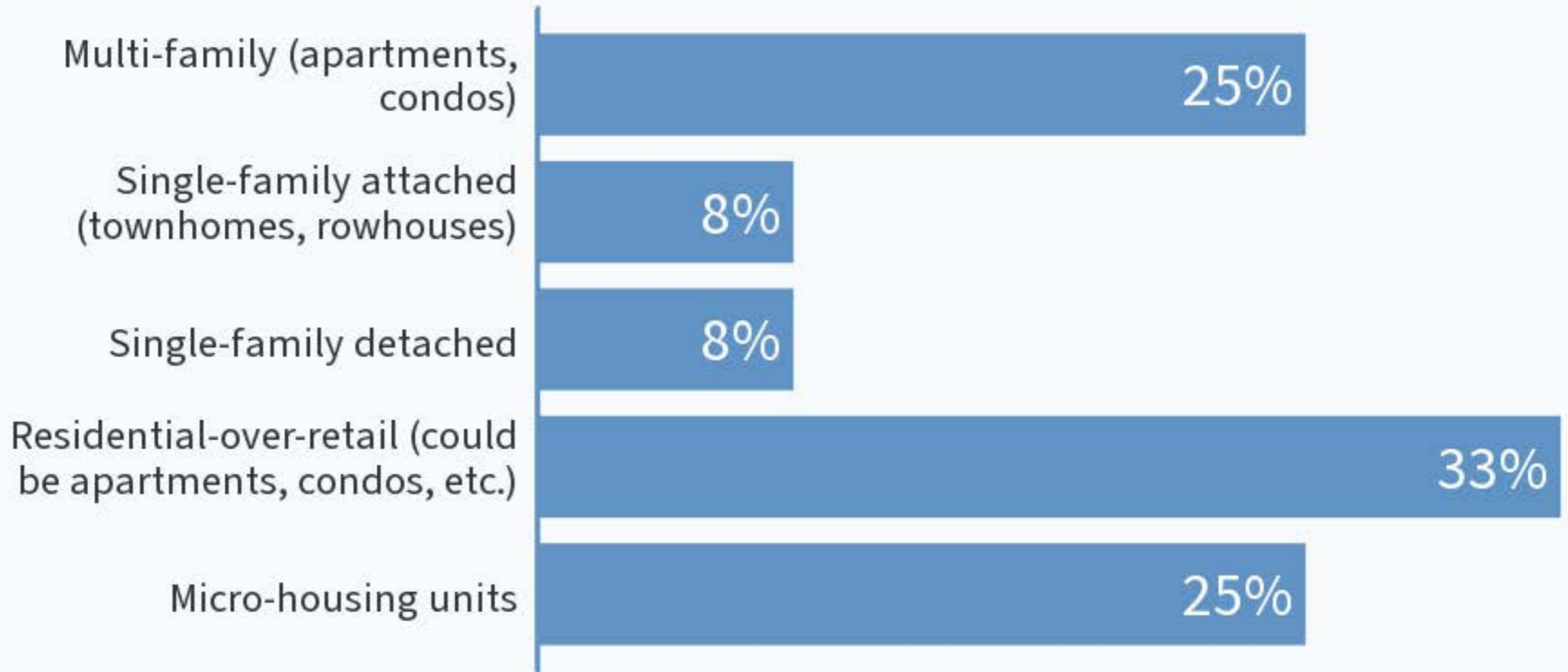
-  City of Doraville
-  City Hall
-  MARTA Station
-  MARTA Gold Line
-  Expressway
-  Street
-  Railroad
-  Town Center



# What kinds of new uses would make you the most excited about spending time in downtown Doraville?



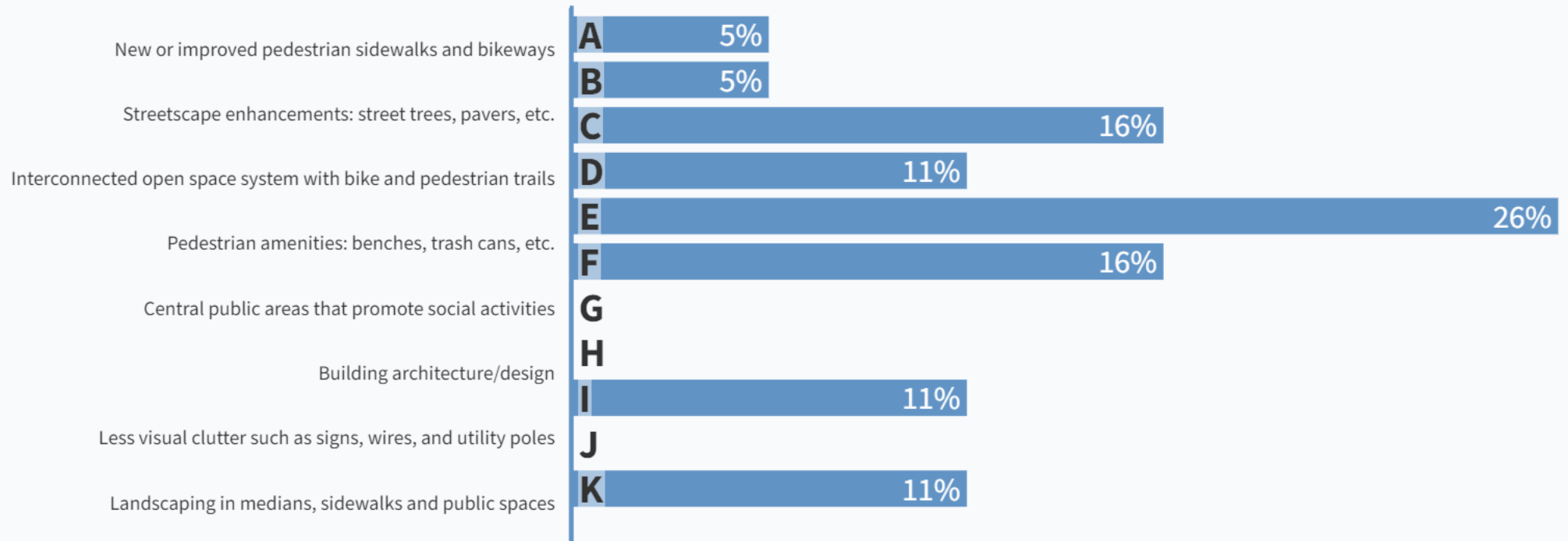
# What kinds of housing would you like to see or find appropriate in Downtown Doraville?



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

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

# Which of the following are the MOST important for improving Downtown Doraville's street and neighborhood environment?



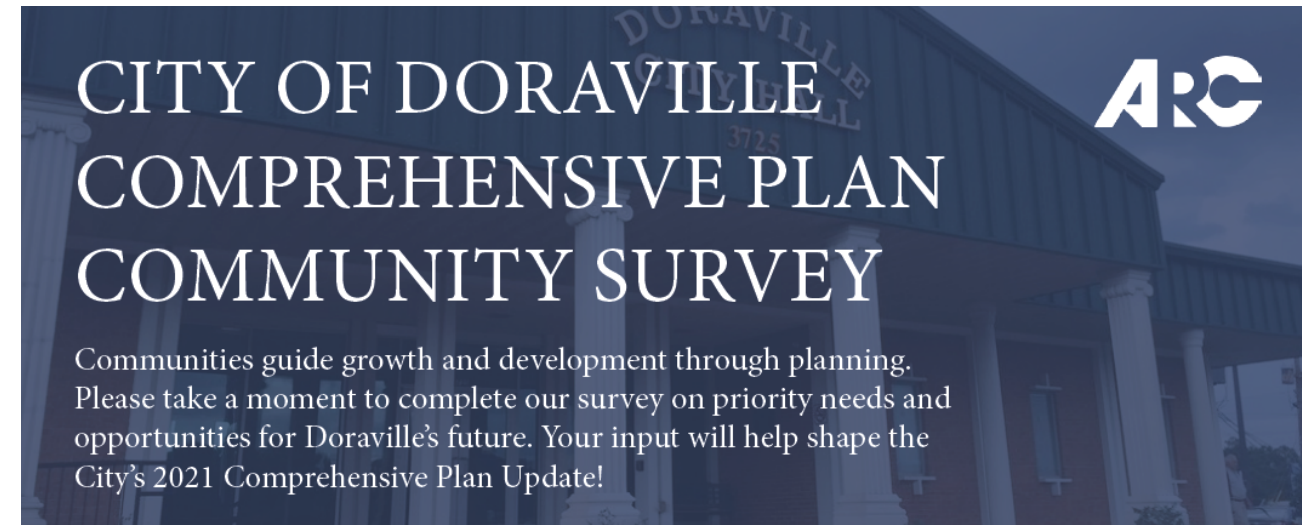
BUY A ROUND

TRIP

# NEXT STEPS

# PublicInput.com/DoravillePlanUpdate2021

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

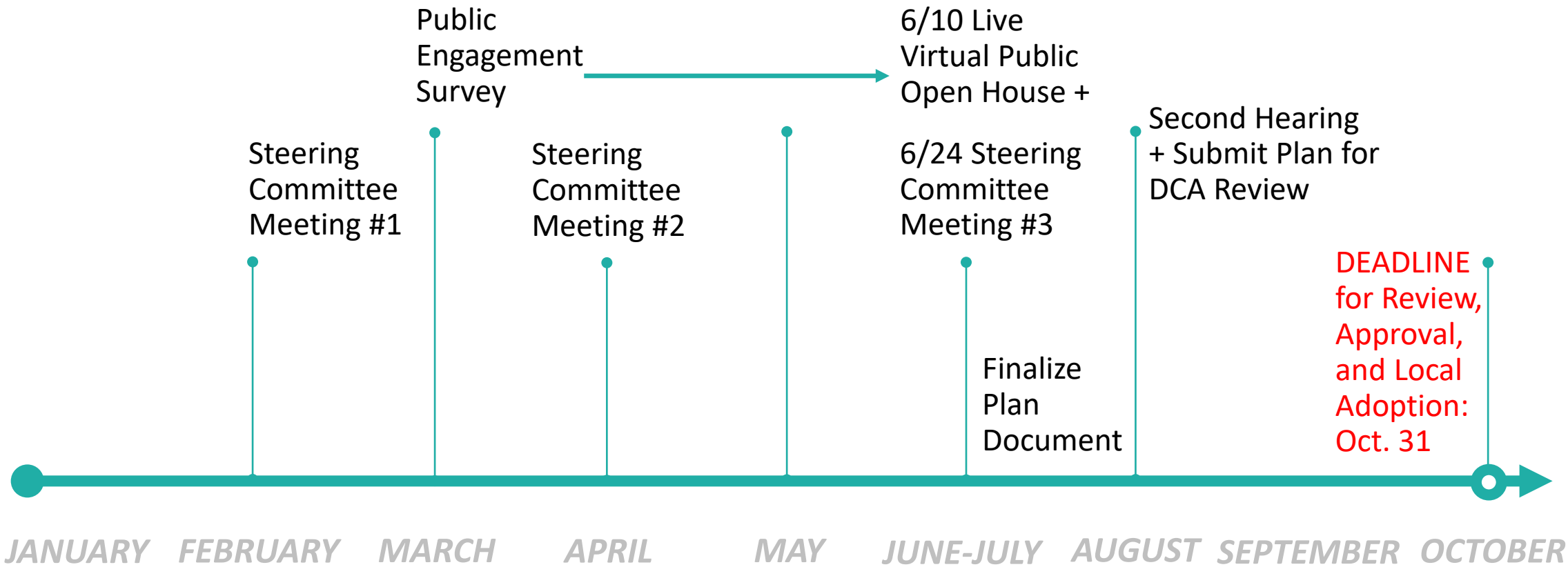


To take the survey, just go online to this web address:

<https://publicinput.com/DoravillePlanUpdate2021>

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

# PLAN SCHEDULE



2021





DORAVILLE

EST 1871

**THANK YOU!**

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

## **A.5 COMMUNITY SURVEYS DOCUMENTATION**

# CITY OF DORAVILLE COMPREHENSIVE PLAN COMMUNITY SURVEY



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



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

<https://publicinput.com/DoravillePlanUpdate2021>

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



# ENCUESTA COMUNITARIA DEL PLAN INTEGRAL DE LA CIUDAD DE DORAVILLE



Las comunidades guían el crecimiento y el desarrollo a través de la planificación. Tómese un momento para completar nuestra encuesta sobre las necesidades y oportunidades prioritarias para el futuro de Doraville. ¡Su opinión ayudará a dar forma a la Actualización del Plan Integral 2021 de la Ciudad!



Para realizar la encuesta, vaya en línea a esta dirección web:  
<https://publicinput.com/DoravillePlanUpdate2021>

También puede usar la cámara en su teléfono inteligente para escanear la aplicación del código QR de la izquierda.



# Doraville Comprehensive Plan Update – Your Input is Needed

TAKE THE SURVEY HERE: <https://publicinput.com/DoravillePlanUpdate2021>

One of the fundamental responsibilities of local government is planning – a word used to describe how a community shapes and guides its future growth, development, and identity. Updating the comprehensive plan offers the community the opportunity to look beyond the execution of day-to-day services and consider where they want to be in the future, as well as what needs to be done to get there.

This plan update assesses where Doraville stands today and how it intends to grow in the future. Following the requirements of the Minimum Standards, it presents updated needs and opportunities, a community vision and goals, and a five-year work program designed to make that vision a reality.

To achieve the City of Doraville’s vision and goals for the future, there are needs and opportunities the community must address. A need can be defined as a condition of something that is required or wanted or a challenge to be addressed. An opportunity is a chance for progress or advancement or an existing asset to be strengthened. Needs and opportunities change as the community grows and should be regularly re-evaluated to keep the plan current. The Comprehensive Plan process seeks to identify and affirm needs and opportunities, based on the technical assessment prepared by the planning team as well as input collected from the community engagement process.



City of Doraville

April 21 · 🌐

We need your input! Please fill out the survey below.

One of the fundamental responsibilities of local government is planning – a word used to describe how a community shapes and guides its future growth, development, and identity. Updating our comprehensive plan offers our residents the opportunity to look beyond the execution of day-to-day services and consider where they want to be in the future, as well as what needs to be done to get there.

This plan update assesses where Doraville stands today and how it intends to grow in the future. Following the requirements of the Minimum Standards, it presents updated needs and opportunities, a community vision and goals, and a five-year work program designed to make that vision a reality.



[PUBLICINPUT.COM](http://PUBLICINPUT.COM)

**City of Doraville 2021 Comprehensive Plan Update -  
PublicInput.com**

  5

 Like

 Comment

 213 Share



City of Doraville

July 20 at 6:30 AM · 🌐

Future land use is a key part of planning our city. At its core, a land use element maps out and describes what kinds of buildings, development, and character should go where - based on community input and expert recommendations. The land use element then helps us decide what goes where.

Please take our brief survey below to offer your input on Doraville's vision for future development, land uses, and community character in different parts of the city.

<https://publicinput.com/DoravillePlanUpdate2021LandUse>



PUBLICINPUT.COM

**City of Doraville 2021 Comprehensive Plan Update - Land Use Activity - PublicInput.com**

👍 15

4 Shares

👍 Like

💬 Comment

214  
➦ Share

# City of Doraville 2021 Comprehensive Plan Update

## Project Engagement

VIEWS

573

RESPONSES

1,296

SUBSCRIBERS

2

PARTICIPANTS

82

COMMENTS

132



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

- 1. Convenience of location to major highways into the rest of Atlanta as well as public transit
- 2. Diversity of population and mixed income level neighborhoods creates an ideal culture
- 3. Proximity to Buford highway restaurants and offerings

4 months ago

[46 Agree](#)

Diversity of it's people, history and culture to build upon and steward, opportunities to partner with strong neighboring cities to increase jobs, outdoor/family connections, etc.

4 months ago

[46 Agree](#)

Diversity of population and local business. Prime location of access to 85 and 285.

4 months ago

[40 Agree](#)

affordability, locale and diversity

4 months ago

[19 Agree](#)

Caring, thoughtful, engaged middle class families and households.

4 months ago

[16 Agree](#)

Strong neighborhoods, convenience for transit, fantastic restaurants

2 months ago

All these statements are true about Doraville. There is so much potential here!

3 months ago

We are a very diverse town would be nice to have festivals for everyone throughout the year!

3 months ago

I think the location with the proximities to 3 highways (85, 285, and 400) is certainly the biggest asset. It can be a bridge to Atlanta as well as greater Atlanta. Diversity is another asset. Assets that are not considered here are high population (labor) and infrastructure (hwys and MARTA)

3 months ago

The region's best international cuisine and restaurants. Great mobility options to get around by trains, planes, and automobiles.

3 months ago

New staff and leadership that are quickly improving the level of service and infrastructure within the city of Doraville such as the new walking path at Honeysuckle Park, New neighborhood signage, and improvement to the roads and landscaping.

3 months ago

good

3 months ago

Convenience, Diversity and Caring right words for Doraville City.

4 months ago

Abu Kibria

4 months ago

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

Unmaintained public domains (parks, schools, business areas/streets), maintaining momentum on developments within the city, and sustaining diversity/culture while developing more opportunities for new business/jobs.

4 months ago

[+ 37 Agree](#)

Helping ALL of Doraville's residents thrive. How does Doraville grow and develop in a way that benefits the diverse (both racial/ethnic and economic) population instead of pushing particular groups of people out. How can Doraville become an example of a city successfully improving and growing without the most vulnerable citizens being either pushed out, taxed out, or left in a community that doesn't welcome them. How do we become a city that others look to as a success story, not a cautionary tale.

4 months ago

[+ 28 Agree](#)

Having coherent, enforceable guidelines to ensure livelihood and health of businesses, residents and the environment are considered: no more cutting corners / overlooking unmaintained/ broken signage (and updating to be sure no more 'light box' style signs are allowed); light pollution (powerful Buford Hwy lights spilling into neighborhoods; improving residential street light fixtures by adding shields/covers so they are not blinding); noise pollution (racing cars / mufflers!); park maintenance, highway ramp landscape/hardscape improvements. Be sure it stays a place people want to live in. And can do so affordably.

4 months ago

[+ 27 Agree](#)

Cary Reynolds and Oakcliff Elementary are older and could use improvements. Some neighborhoods have pretty old cracked streets. English Oak Dr is dangerous due to people driving so fast and there being no sidewalk or speed bumps.

4 months ago

[+ 17 Agree](#)

Skyrocketing housing costs, gentrification, lack of community events

4 months ago

[+ 12 Agree](#)

Outdated policies, outdated facilities, outdated attitudes

2 months ago

1) Lack of green spaces/parks/playgrounds. It's an ugly concrete jungle!  
 2) Unmaintained roads, sidewalks, grass - it seems the city does not take care of itself. More trees like Crepe Myrtle or some native flowering trees planted along roads would pretty things up.  
 3) There is no downtown Doraville - a nice place for city to hold events or where people could walk around and shop, dine, play. There is enough land for development of such areas. The area around City hall is unwalkable and not pretty.

Diversity is another asset but steps should be taken for better assimilation of the various groups. Currently each cultural group seems to live in its own little bubble and cater to its own people, which should change. An example is many shop signs on Buford Hwy that are only in Chinese/Korean or Spanish. If they are bilingual maybe other cultural groups may not feel intimidating in checking them out.

3 months ago

1. Need to stay focused on promoting redevelopment, especially downtown near MARTA, 2. We should change zoning rules to allow incremental development in existing neighborhoods by allowing missing middle housing types, including accessory dwelling units, especially on the edges of neighborhoods, 3. We should stop overzealous code enforcement for minor quality of life infractions, which harms our residents and damages our reputation.

3 months ago

Lack of walkability, lack of the whole community's representation in local decision making and planning, lack of community events and cultural assets

3 months ago

traffic control is needed on residential streets without sidewalks, bike lanes - enforcement of stop signs

..

3 months ago

Out of date codes that seek oversight of issues government doesn't need to be involved with (i.e. homeowner replacing lightbulbs) and inconsistent code enforcement - many never get addressed whiled others are constantly challenged.

3 months ago

recruiting and retaining customer-oriented staff or contractors. A lot of turnover in the past few years and staff leaving for a better-paid position in other cities.

3 months ago

No Comment

4 months ago

Neglected schools, too restrictive zoning and permitting policies that stifle growth, lack of infrastructure

4 months ago

1. Lack of downtown hub where residents can park and walk around. Somewhere with shops, restaurants, and a park that is easily accessible and provides people a place to go with no plan other than to enjoy the day. Places like the Marietta square are a great example of this but even Chamblee has a slightly better downtown area. Developing downtown Doraville in conjunction with Buford highway into a more pedestrian friendly area will increase property values, civic pride, and resident happiness

2. The lack of protected and unprotected bike lanes is a huge issue. As the country pushes for greener alternatives to cars, adding protect bike lanes along Tilly Mill, Chestnut, New Peachtree, and other roads leading up to the Marta station will increase access to public transit and better set up Doraville as an urban alternative to the expensive midtown living. The ability to ride a bike or walk to Marta for an approximately 20 minute commute into the city would be invaluable and would have the side effect of creating healthier residents!

3. The schools here to not rate well compared to some of their immediate counterparts. Improving upon our public education system will make Doraville a more enticing place for young coupled to want to start a family. This is also true for general appearances. Our roads need a makeover as do most of our local government buildings.

4 months ago

I just really want a good grocery store on the north side of Doraville. The newly updated Village at Tilly Mill Crossing would be a great location!

4 months ago

Need a signal light on Bufod Highway and English Oak Dr intersection.

4 months ago

traffic - buford hwy @285 is in desperate need of study and development especially with the studio city plan in the works, fire department - we need our own like the police force and connecting trails to PATH foundation.

4 months ago

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

Undiscovered; Convenient; Multicultural (or another word for 'diverse' which feels overused these days)

4 months ago

[39 Agree](#)

Friendly, diverse, upcoming

4 months ago

[23 Agree](#)

Diverse, convenient, on-the-rise

4 months ago

[19 Agree](#)

Diverse, welcoming, down-to-earth

4 months ago

[11 Agree](#)

A multicultural community on the northern perimeter of Atlanta that is changing and adapting to a resurgence in the area that is bringing economic and cultural opportunities.

4 months ago

[9 Agree](#)

Vibrant, Connected, Welcoming

3 months ago

diverse, inexpensive, kind of unattractive

3 months ago

multifacet community, high potential for both the growth of business and commerce, and tight-knit community

3 months ago

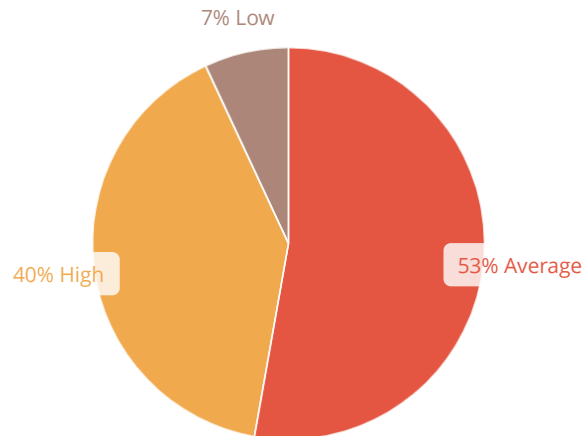
Convenient to go anywhere in Atlanta, safe and friendly City Leadership made this city progressing very rapidly.

4 months ago

Multi-cultural/generational, un-developed, behind the times

4 months ago

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



72 respondents

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

---

Green space/parks; local restaurants; neighborhoods; community centers/services; keeping traffic controlled

4 months ago

[38 Agree](#)

Green Space, Parks, Restaurants, Markets, Marta Station

4 months ago

[34 Agree](#)

Local businesses and developments, parks and walkways

4 months ago

[20 Agree](#)

restaurants that are not chains stores that are not big box

4 months ago

[16 Agree](#)

Currently: Parks; neighborhoods

4 months ago

[12 Agree](#)

Library, restaurants, groceries, green spaces, pool, MARTA

2 months ago

The Buford Highway Farmers Market is my favorite business in Doraville now!

3 months ago

Parks and green spaces

3 months ago

MARTA station

Parks

El Rey del Taco

3 months ago

No comment

4 months ago

Restaurants, shopping, other recreation

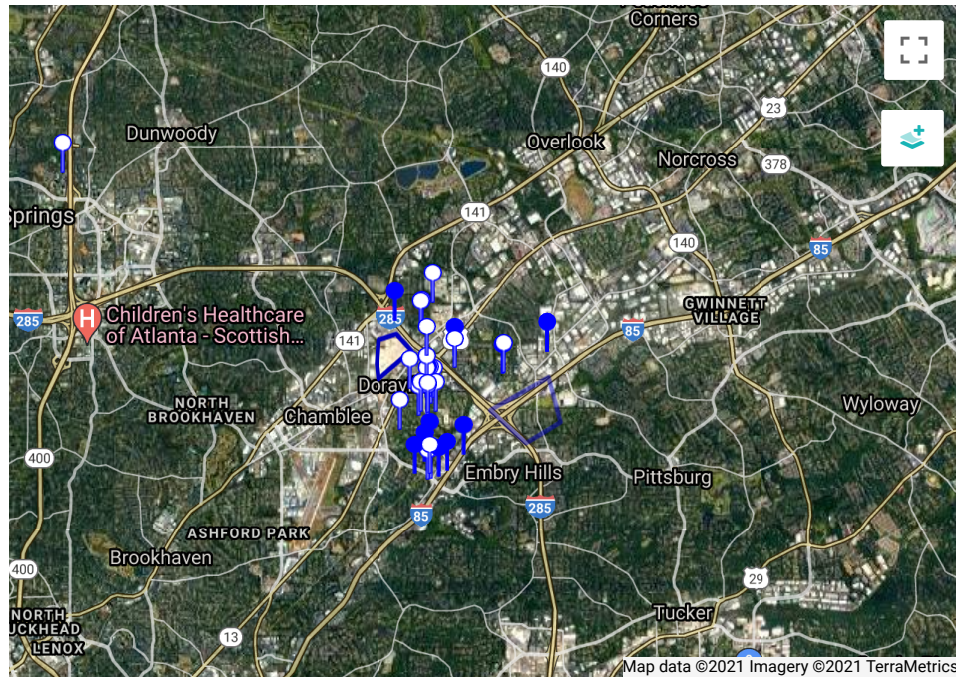
4 months ago

International restaurants. The diversity and variety of food set Doraville apart and make it a foodie Heaven.

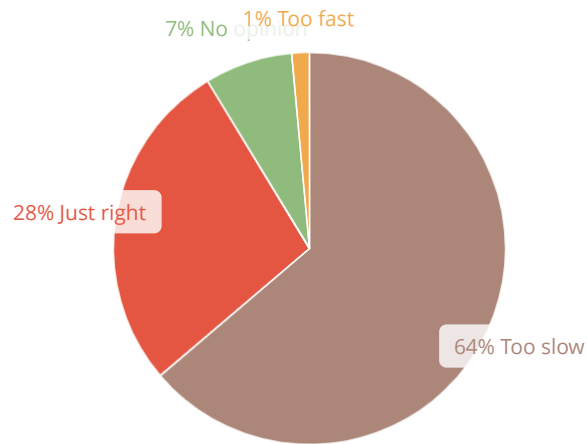
4 months ago

---

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



How would you characterize the pace of development in Doraville in recent years?



69 respondents

**How do you perceive the supply/amount of the following housing types in Doraville?**

	Need More	Have the Right Amount	Need Less
Affordable Housing	44% Need More	42% Have the Right Amount	14% Need Less
Senior Housing	48% Need More	44% Have the Right Amount	7% Need Less
Multi-Family Housing	38% Need More	34% Have the Right Amount	28% Need Less
Mixed-Income Housing	47% Need More	41% Have the Right Amount	12% Need Less

58 respondents

**Where should new housing be located in Doraville? (select all that apply)**

<b>81%</b>	Assembly (former General Motors plant site)	52 ✓
<b>64%</b>	Near the MARTA Rail Station	41 ✓
<b>47%</b>	Along Buford Highway	30 ✓
<b>38%</b>	Between commercial and single-family residential development	24 ✓
<b>36%</b>	Near City parks	23 ✓
<b>28%</b>	Near bus stops	18 ✓
<b>3%</b>	Other	2 ✓

64 Respondents

**Complete this sentence: "Downtown Doraville would be better if \_\_\_\_\_."**

it were one solid, well planned place that welcomed both foot and vehicular traffic, and everything could be walked/biked within.. along maybe well lit and wooded streets.

3 months ago

[7 Agree](#)

It were a destination for people coming to/from Atlanta by Marta, rather than just a pass-through. Restaurants, shops, entertainment, where people stop and spend money going to/from work or special events downtown on Marta.

2 months ago

[6 Agree](#)

If there was a town green space with shops and restaurants, like the new one in Peachtree corners, with a stage/large movie screen for community events, make it more pedestrian-friendly, and improve "curb appeal" of some businesses and abandoned buildings.

2 months ago

[5 Agree](#)

It was an attractive, vibrant, walkable place with a coherent plan and thriving businesses

2 months ago

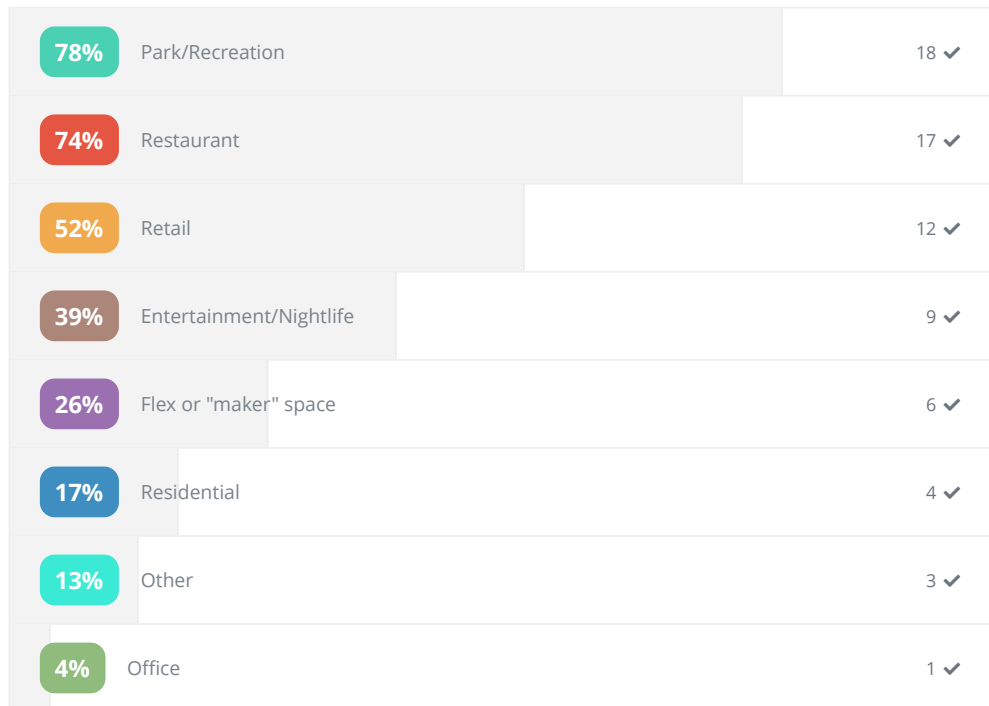
[2 Agree](#)

I know we have some fantastic plans for the future of our downtown area but I am sad that in the meantime we have not maintained the buildings and the steps and sidewalks between them.

3 months ago

[2 Agree](#)

**What new kinds of uses would make you the most excited about spending time in Downtown Doraville?**



23 Respondents

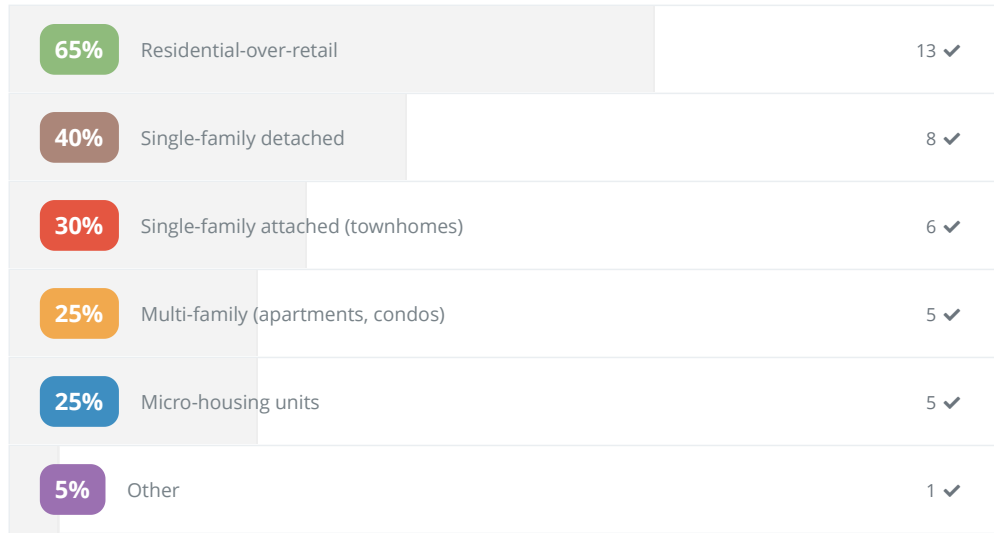


### How important do you feel the following are for improving Downtown Doraville's street and neighborhood environment?

	Very Important	Somewhat Important	Not Important	Not sure
New or improved pedestrian sidewalks and bikeways	95% Very Important	5% Somewhat Important	- Not Important	- Not sure
Streetscape enhancements: street trees, pavers, etc.	56% Very Important	39% Somewhat Important	6% Not Important	- Not sure
Interconnected open space system with bike and pedestrian trails	80% Very Important	10% Somewhat Important	10% Not Important	- Not sure
Pedestrian amenities: benches, trash cans, etc.	70% Very Important	25% Somewhat Important	- Not Important	5% Not sure
Central public areas that promote social activities	85% Very Important	5% Somewhat Important	5% Not Important	5% Not sure
Building architecture/design	53% Very Important	47% Somewhat Important	- Not Important	- Not sure
Less visual clutter such as signs, wires, and utility poles	63% Very Important	32% Somewhat Important	- Not Important	5% Not sure
Landscaping in medians, sidewalks and public spaces	50% Very Important	39% Somewhat Important	6% Not Important	6% Not sure
Attractive gateway features defining the entry points to downtown	35% Very Important	35% Somewhat Important	30% Not Important	- Not sure
Wayfinding and signage system to direct residents and visitors to shopping, recreation and amenities	35% Very Important	50% Somewhat Important	15% Not Important	- Not sure
Community branding/graphic design logo that identifies downtown and promotes sense of place	37% Very Important	42% Somewhat Important	21% Not Important	- Not sure

20 respondents

### What kind of residential space would you like to see in Downtown Doraville?



20 Respondents

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

Bike lanes for quick access to MARTA. Doraville could feel like an extension of Atlanta if we had easier access into the city without needing to drive

4 months ago

[4 Agree](#)

1. Loving our variety of food choices, farmers markets... Would also appreciate some level of national chain stores/restaurants too. I'm always going to Chamblee! ( ...Let's get a Trader Joe's before Chamblee does. Lol)

4 months ago

[4 Agree](#)

We need more hosing of all types. When we have more people, we will get the redevelopment of vacant and outdated buildings and other amenities like more restaurants and grocery stores. We need to allow ADUs by right in all residential areas. We should model or code after Atlanta so that ADUs that can be built there can be built in Doraville without change. Check out ATL ADU.

3 months ago

[2 Agree](#)

As long as they are well maintained. And housing codes need constant work,

3 months ago

also, more density, more walkability, make Buford Hwy more walkable and beautiful so we see great businesses and places on the street instead of a sea of parking lots. Hide those lots, at least

3 months ago

[2 Agree](#)

I believe BESIDES the GM plant- Buford Hwy is Doraville's key to success Yes we could list lots of line items but we need walkability, inviting street scape Multi family above the restaurants and boutiques. All the way from Shallowford to Oakcliff!!! What can we do to make that happen????

3 months ago

[2 Agree](#)

Please put a grocery store in the new Tilly Mill development!

4 months ago

[2 Agree](#)

Please get a Publix on the Northside of Doraville - perhaps the new Village at Tilly Mill Crossing. I'm a resident of the new Carver Hills neighborhood and while the local markets are great in Doraville, I have to drive into Brookhaven or Norcross to get to a good big box grocery store for my large grocery trips.

4 months ago

[2 Agree](#)

Neighborhood sidewalks in Oakcliff.

4 months ago

[2 Agree](#)

Too many vacant buildings along Buford highway. Too many low quality businesses as well. They cheapen the area and some straight out messy looking. Also, please fix potholes! Doraville is convenient, but not a pretty place to live, unfortunately.

4 months ago

[2 Agree](#)

sidewalks required in all new development or major renovations

3 months ago

[1 Agree](#)

Consider adding value-added services such as compost or wood chips free of charge to resident.

3 months ago

[1 Agree](#)

Increase bus transportation. Do not change assigned school zones.

3 months ago

[1 Agree](#)

For last few years I have been requesting for a Signal light right at Buford Highway and English Oak Dr intersection where too many cars coming and going. it is becoming dangerous to turning left or right from English Oak dr to Buford highway. Also we need a big sign of English Oak Dr so drivers can see the name from Buford Highway.

4 months ago

[1 Agree](#)

Walkways, more convenient shops that are walkable and easy access to residents and the community. Walking trails.

4 months ago

[1 Agree](#)

Recycle glass!

4 months ago

[1 Agree](#)

Doraville to me seems really sectioned off. I would like to see housing, transportation, entertainment, and leisure more interconnected.

one month ago

Can a pedestrian bridge be created to get those of us on the Tilly Mill side to downtown Doraville and Marta easier? Also can we have sidewalks on both sides of Tilly Mill Road from Flowers Rd to Ptree Ind?

2 months ago

I hope a grocery store is coming to the new development on Tilly Mill.

2 months ago

A Walmart stand alone grocery store. I don't like paying Trader Joe's or Publix prices. Also, is there any hotel planned in the future? That would be good for business travelers and good for our restaurants, too.

2 months ago

A large town center with green space to encourage community events; a chain grocery store in town like Publix or Trader Joe's, bike paths that connect to Peachtree Creek greenway.

2 months ago

Peachtree Creek Greenway, it's very important to the revival of our downtown and city overall.

2 months ago

1. Have the killer potholes repaired.
2. Starbucks, Publix, Aldi, Lidl or any market coming in. I appreciate the farmers market but sometimes I just need a good variety of products I can only get at Publix or etc.,
3. Homeless people loitering in properties. Seen few with their carts just loitering in public properties.

2 months ago

Stop vehicles from making U-turns going south on Buford Highway in front of the QT!

3 months ago

Better streetscaping on New Peachtree, Park Ave and Central Ave and fix the steps between the library and city hall.

3 months ago

Speed barriers

3 months ago

We really need a major grocery chain in the area - currently the closest is the Kroger on Chamblee Dunwoody, Chamblee Tucker and the Publix on Holcomb Bridge & 141. Or an Aldi or Lidl or Trader Joe's would be great too.

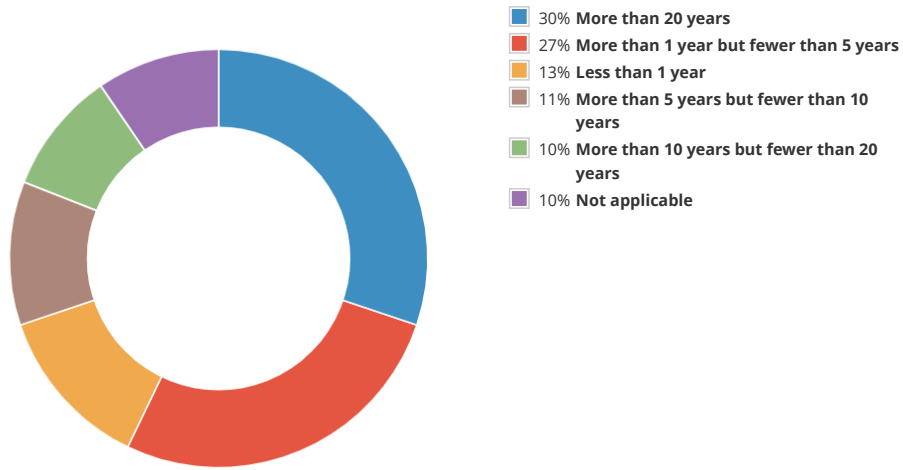
3 months ago

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

87%	I am a resident of Doraville	55 ✓
11%	I work in Doraville	7 ✓
6%	I own a business located in Doraville	4 ✓
6%	Other	4 ✓

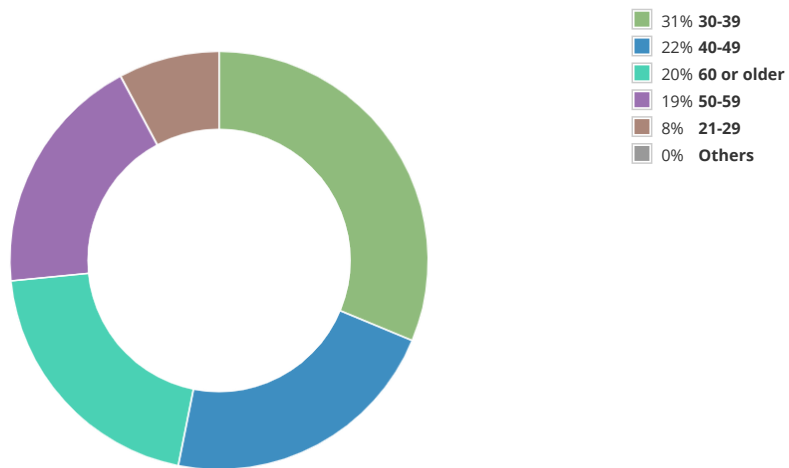
63 Respondents

If you are a resident of Doraville, how long have you lived in the city?



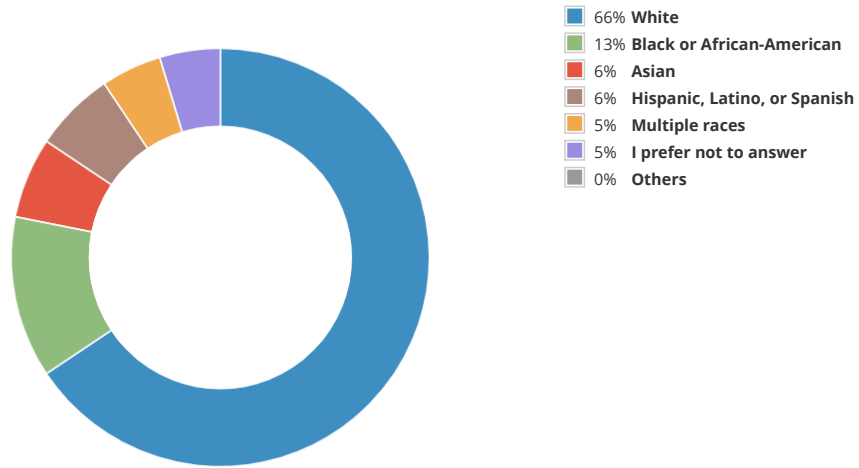
63 respondents

What is your age?



64 respondents

What race do you identify as?



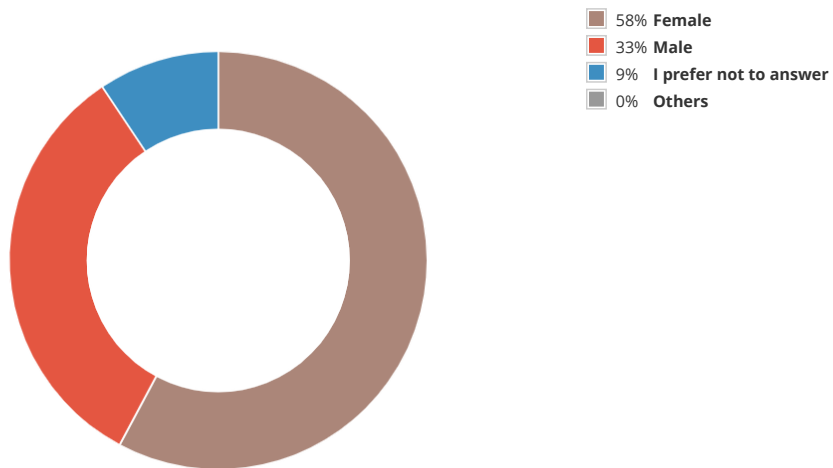
64 respondents

If you answered Asian, which group(s) do you more specifically identify as? (select all that apply)

56%	I prefer not to answer	5 ✓
22%	East Asian	2 ✓
11%	South Asian/Subcontinent	1 ✓
11%	Southeast Asian	1 ✓
11%	Not listed	1 ✓
0%	Central Asian	0 ✓

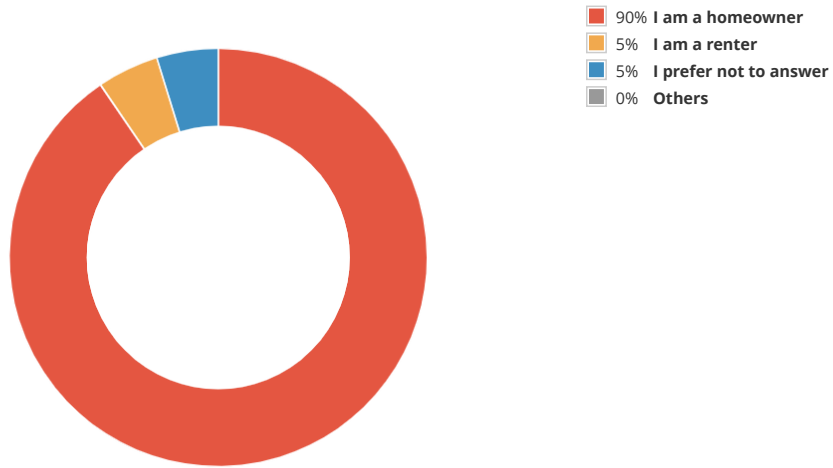
9 Respondents

What is your gender identity?



64 respondents

### What best describes your housing status?



63 respondents

### What is the primary language spoken in your home, if other than English?

56%	Not listed	10 ✓
33%	Spanish	6 ✓
6%	Vietnamese	1 ✓
6%	Chinese	1 ✓
6%	Bengali	1 ✓
0%	Korean	0 ✓

18 Respondents

#### Contact Us!

No data to display...

Comments: Steering Committee Meeting #1[Copy 1/19/2021][Copy 1/19/2021]

Loading more report objects...

# Your Input Needed - City of Doraville 2021 Comprehensive Plan Update

TAKE THE SURVEY HERE: <https://publicinput.com/DoravillePlanUpdate2021LandUse>

Future land use is a key part of comprehensive planning. At its core, a land use element maps out and describes what kinds of buildings, development, and character should go where - based on community input and professional recommendations. The land use element then serves as the basis for regulatory tools like zoning.

Please [click this link](#) to offer your input on Doraville's vision for future development, land uses, and community character in different parts of the city.

This activity supplements the more general Plan Update survey conducted between April-June 2021.



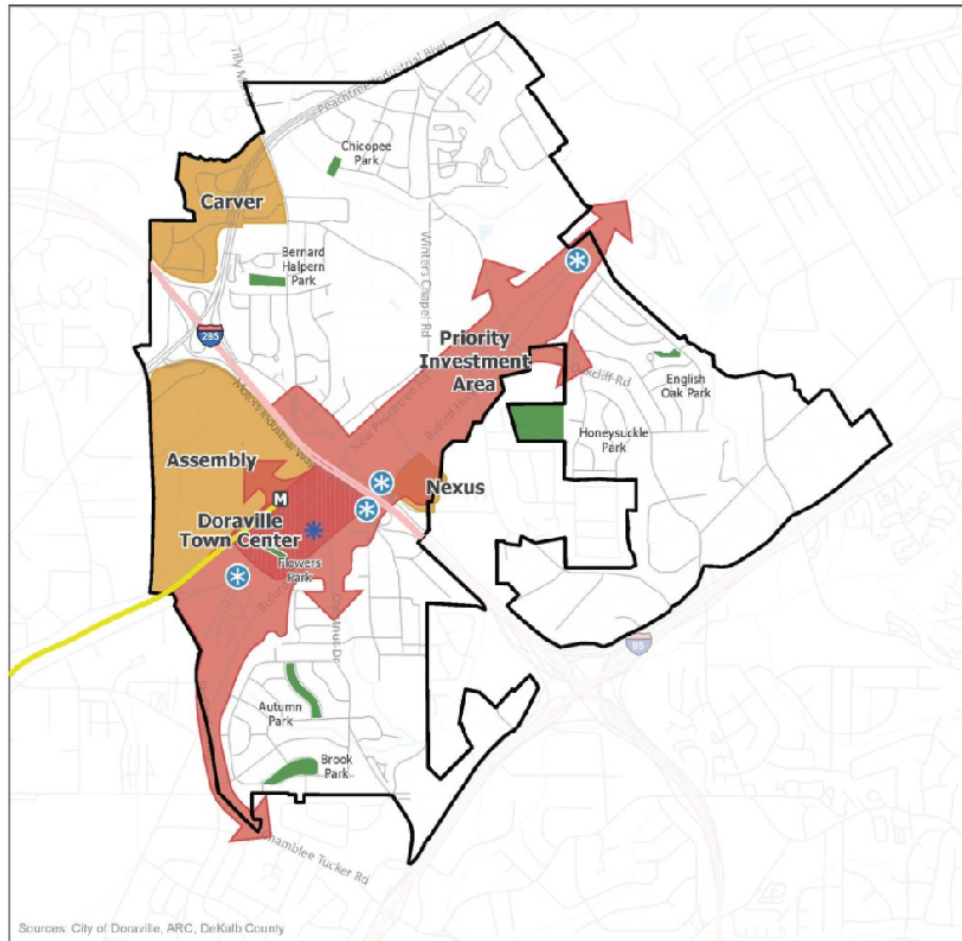
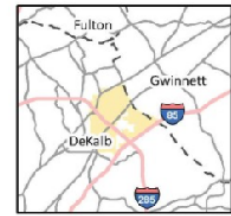


FIGURE 4-1: PRIORITY INVESTMENT AREAS MAP



**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

0 1/4 1/2 Miles

N



City of Doraville

May 21 · 🌐

How would you like to see our city improved? We want to hear from you. Your input will directly shape how our city grows and changes.

One of the fundamental responsibilities of local government is planning – a word used to describe how a community shapes and guides its future growth, development, and identity. Updating our comprehensive plan offers us the opportunity to look beyond the execution of day-to-day services and consider where we want to be in the future, as well a... [See More](#)



[PUBLICINPUT.COM](http://PUBLICINPUT.COM)

**City of Doraville 2021 Comprehensive Plan Update -  
PublicInput.com**



3

4 Shares



Like



Comment

233



Share



City of Doraville

July 23 at 7:30 AM · 🌐

Today is your last day to fill this out! Don't miss this chance to help shape the future of our city.



[PUBLICINPUT.COM](https://publicinput.com)

**City of Doraville 2021 Comprehensive Plan Update - Land Use Activity - PublicInput.com**



1

1 Share



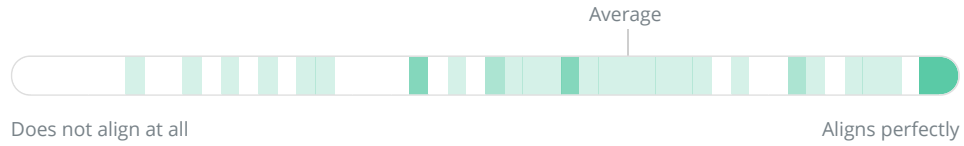
234

# City of Doraville 2021 Comprehensive Plan Update - Land Use Activity

## Project Engagement

VIEWS	PARTICIPANTS	RESPONSES	COMMENTS
228	47	216	66

**QUESTION 1:** How well does the existing (2016) Plan's description of the **Assembly District** align with what you think this area should be like in the future? Use the slider to answer.



**QUESTION 2:** Is anything missing from the Plan's vision for the **Assembly District**? Do you think it should be planned differently? Post your thoughts and ideas here.

If it's feasible (I'm not in-tune with all the financial and legal and logistical details of this project), I would love to see a focus on affordable housing included in this.

one month ago

[11 Agree](#)

Connection to Peachtree Creek Greenway. Food hall connected to Marta station.

one month ago

[8 Agree](#)

This is perfect and will attract people to the area to shop and eat. I would like to see connection with town center and off Shallowford Road. The private developers are attracting great long term business to the area and will help the Buford HWY redevelopment as well. Looking good!

one month ago

[6 Agree](#)

Green space, walkability, bike lanes, safety.

27 days ago

[2 Agree](#)

more green space, or walkable park space

28 days ago

[2 Agree](#)

Would like to see high tech and scientific research companies. Would like to see boutique hotels.

27 days ago

Assembly needs to be redefined as a regional jobs center as it was for 70 years. Public investment should be on the other side of the tracks and let the new owner continue their plans for job creation projects to strengthen the city and region

27 days ago

Would like to see connectivity to downtown and neighborhoods

27 days ago

Your your your upgrade please

29 days ago

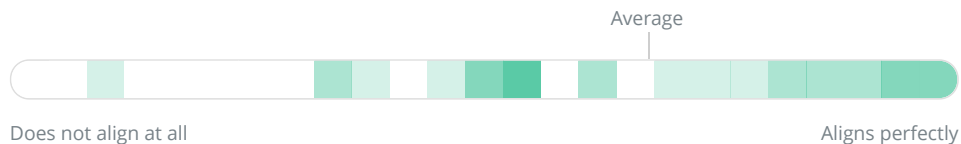
why to the developers always seem to be short of funding?

29 days ago

what happened to the city with in a city plan?

29 days ago

**QUESTION 3:** How well does the existing (2016) Plan's description of the **Doraville Town Center** align with what you think this area should be like in the future? Use the slider to answer.



**QUESTION 4:** Is anything missing from the Plan's vision for the **Doraville Town Center**? Do you think it should be planned differently? Post your thoughts and ideas here.

Including a Cultural/Art Center for show casing and presenting local artists would be a wonderful addition to the Doraville Town Center. Having a place for the Doraville Artists community to have a shared home.

one month ago

12 Agree

Definitely need pedestrian access to Assembly. Where is the covered street?

one month ago

7 Agree

Move and expand the library. Access is poor, the building is old, and any revitalization of the downtown should include a new library. (and keep the present staff, they are wonderful) I would also move the post office from the present inconvenient location.

one month ago

7 Agree

Safe and efficient walking and biking access to Assembly Doraville. Town center should include post office.

one month ago

7 Agree

The plans for a new town center should include a unique international village that would be a regional draw. Do whatever you want directly across from the marta station but Buildings more than a couple stories closer to buford highway that aren't funky and interesting looking would be a squandered opportunity.

27 days ago

4 Agree

Move the horrid Post Office to the Town Center area, near Library, City Hall. Having vibrant, unique shops in/around the Marta station would be great too-people using Marta are on the move-they're not going to go across the street. All of the govt buildings need to be revived-they're all outdated.

26 days ago

1 Agree

access to the assembly, the forum should give you an idea. The city definitely needs a new library, it's old and needs new and better location.

28 days ago

1 Agree

Stop the pipe dream about a covered street. Focus on our side of the tracks. Not sure a library is needed in 2021

27 days ago

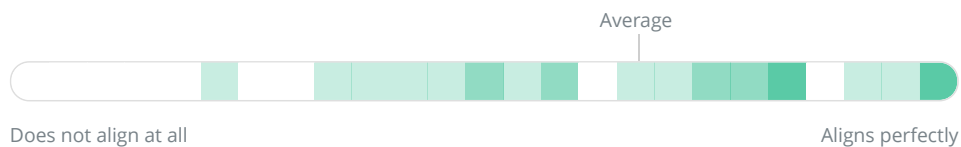
New library, move post office.

27 days ago

it seems too ambitious for our little city

29 days ago

**QUESTION 5:** How well does the existing (2016) Plan's description of the **BuHi Cultural Corridor** align with what you think this area should be like in the future? Use the slider to answer.



**QUESTION 6:** Is anything missing from the Plan's vision for the **BuHi Cultural Corridor**? Do you think it should be planned differently? Post your thoughts and ideas here.

I would really like to see the wholesale businesses relocated to the light industrial areas. I would also like to see the BuHi corridor retain an eclectic feeling, similar to downtown Decatur. I would not like all of Doraville turn into Town Brookhaven in every available updated space. Doraville is an interesting, funky area and I would love to see it maintain its uniqueness!

one month ago

[14 Agree](#)

I think keeping the multi cultural flare of BuHi is important - I would hate to see it turn to a beige and neutral wash of buildings. Incorporating Murals and Art through the Corridor to showcase the CULTURE would be key,

one month ago

[11 Agree](#)

Agreed with moving wholesale businesses to the light industrial areas. I'd love to see Doraville become a more walkable city/neighborhood, with that goal at the forefront. I think that would help retain more character and help make it feel less commercialized.

one month ago

[5 Agree](#)

Build pedestrian bridges to connect both sides of BuHi. Crossing is very dangerous with cars going 45-55 mph.

one month ago

[3 Agree](#)

I'm in favor of improving the BuHi corridor, but I don't want to see small businesses/restaurants pushed out by large developments and/or very tall (i.e. 8 storied buildings)

one month ago

[2 Agree](#)

Prioritizing pedestrian crossways via bridge or more crosswalks is a must.

27 days ago

Add restaurants with American food. Add white tablecloth restaurants. Add movie theater, live theater. Move wholesale businesses to attract retail. Relocate tire stores and auto repair businesses. Move away from fast food restaurant, one right after the other. Flower shops, bookstores, local pubs would be great additions.

27 days ago

Create an international village. Have an asian district, a north America district etc

27 days ago

Cultural artwork, appeal to visitors.

27 days ago

Get rid if the Oasis Strip Club. It's an eye sore and more family oriented businesses could be in it's place.

28 days ago

Would love to see doraville improve its city, maybe a nice few nice areas(nice restaurants, a mall {commercialstores}, We have to give doraville a unique look.

29 days ago

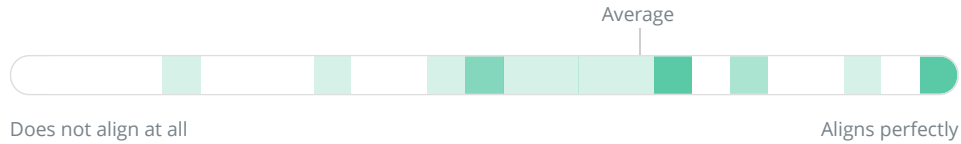
Why do our elected officials want to destroy the charm and vibrancy of BuHi? Boring suburban strip mall ambiance does not honor any of our diverse cultures.

29 days ago

Add pedestrian overwalks/bridges to get people off the streets.

one month ago

**QUESTION 7:** How well does the existing (2016) Plan's description of the **PIB Marketplace** align with what you think this area should be like in the future? Use the slider to answer.



**QUESTION 8:** Is anything missing from the Plan's vision for the **PIB Marketplace**? Do you think it should be planned differently? Post your thoughts and ideas here.

I would like to see grocery store move into the city. This would be a good area for one. Also, can we finally close down the stripclub?

one month ago

[9 Agree](#)

Keeping the areas walker-friendly and easily connecting these developments to the Assembly and other parts of Doraville.

one month ago

[8 Agree](#)

Close down the strip club like other surrounding cities.

27 days ago

[3 Agree](#)

The boundry for this area needs to extend over PIB to the underutilized parcels that can easily be consolidated and redeveloped

27 days ago

[2 Agree](#)

Having an ALDI'S/LIDL, Publix or how about a Target (has something for Everyone in addition to food/furniture/supplies, etc) is very much needed and would be great!!

26 days ago

We don't need to explicitly court a supermarket since we have both the Farmers Market and Super H Mart within the city.

27 days ago

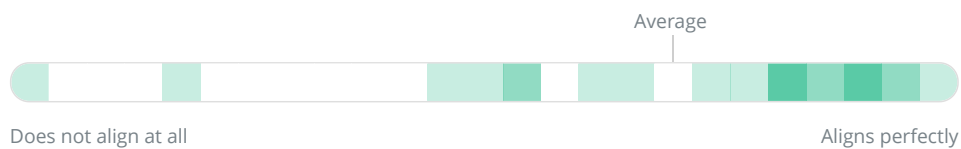
Why did the Doraville Development Authority approve a bankrupt construction company for Lumen? Do they ever even bother to Google the people they do business with?

29 days ago

This is where the city annexed property and it has cost us millions of dollars in lawsuits. Every time Doraville city rezones a property, it causes legal issues.

29 days ago

**QUESTION 9:** How well does the existing (2016) Plan's description of the **Neighborhood Preservation District** align with what you think this area should be like in the future? Use the slider to answer.





**QUESTION 10:** Is anything missing from the Plan's vision for the **Neighborhood Preservation District**? Do you think it should be planned differently? Post your thoughts and ideas here.

Would be nice to have sidewalks around Oakcliff neighborhoods, and a speed bump by English Oak Park.

one month ago

8 Agree

I'd love to see some new construction/renovation construction guidance/implementation/restrictions given for the historic neighborhoods to maintain their historical elements. For instance MCM/Ranch style instead of large scale two story craftsman home that seem odd and out of place with the rest of the neighborhood.

one month ago

8 Agree

Please preserve the historic single family homes!

29 days ago

5 Agree

There needs to be stricter enforcement on stopping the tractor trailers coming through the neighborhoods. I know that Oakcliff Road has a terrible problem with this. The traffic calming islands did not work, the trucks just drive slower to navigate around them.

one month ago

4 Agree

I would love to see most of the through traffic cut off. Either by eliminating some entrances into the neighborhoods, roundabouts, etc.

one month ago

3 Agree

Focus on modernizing the code to eliminate outdated sections like minimum square footage, two car garage, etc.

27 days ago

Implement speed bumps within the Northwoods neighborhood to reduce excessive speeding, reduce through traffic, prevent cars from flying through stop signs, and to improve overall children & pedestrian safety.

27 days ago

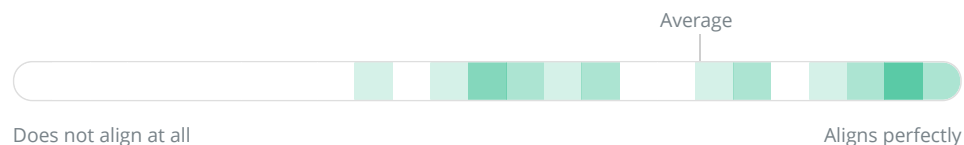
Nobody needs more of those ugly sandwiched townhomes or a lot of single homes packed into 1 acre of land. Doraville needs to stop agreeing to these ugly things when a slick builder comes in showing nice photos. Single family homes with land and eclectic vibes are much better and go with what people in Doraville are used to and come for. I will not be selling my home to some builder in order for him to build his crap. They can go somewhere else for that. We are already seeing our neighborhood affected by this and we don't see Doraville wanting to help preserve it either. They are just some wanna be midtown.

28 days ago

Would love to see speed bumps instead of what's on the the oakcliff rd. Please add speed bumps!

29 days ago

**QUESTION 11:** How well does the existing (2016) Plan's description of the **Office Hubs** align with what you think these areas should be like in the future? Use the slider to answer.

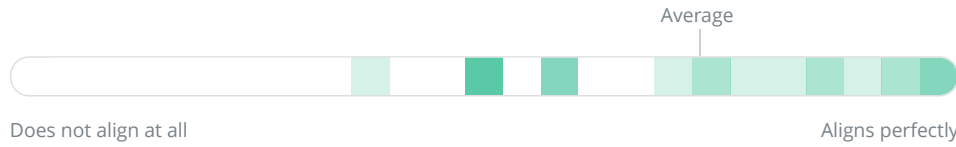


**QUESTION 12:** Is anything missing from the Plan's vision for **Office Hubs**? Do you think it should be planned differently? Post your thoughts and ideas here.

N/A

27 days ago

**QUESTION 13:** How well does the existing (2016) Plan's description of the **Light Industrial Districts** align with what you think these areas should be like in the future? Use the slider to answer.

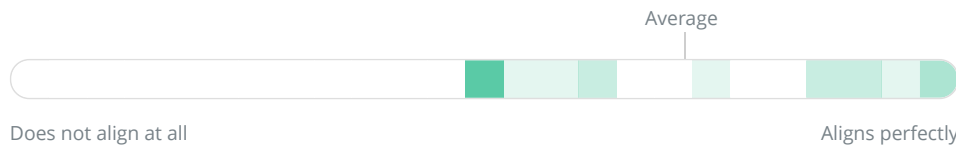


**QUESTION 14:** Is anything missing from the Plan's vision for **Light Industrial Districts**? Do you think it should be planned differently? Post your thoughts and ideas here.

N/A

27 days ago

**QUESTION 15:** How well does the existing (2016) Plan's description of the **Tank Farms District** align with what you think this area should be like in the future? Use the slider to answer.



**QUESTION 16:** Is anything missing from the Plan's vision for the **Tank Farms District**? Do you think it should be planned differently? Post your thoughts and ideas here.

I have never understood why Dekalb County does not have Firehouse located in Doraville.

one month ago

[9 Agree](#)

Building an urban skatepark is something I've seen in other areas of the country in such industrial places. Adding murals and art would also enliven the area. Outdoor food truck parks or large dog park in the area could also enliven the area, as well.

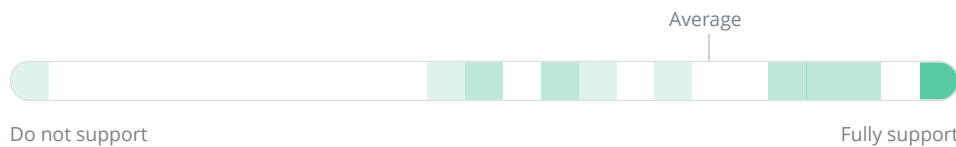
one month ago

[9 Agree](#)

N/A

27 days ago

**QUESTION 17:** How much do you support the City pursuing future annexation of these areas? Use the slider to answer.



**QUESTION 18:** Is anything missing from the Plan's vision for Annexation Areas? Do you think it should be planned differently? Post your thoughts and ideas here.

---

Its obviously up to the residents whether or not to be annexed but I've always found it odd that there is a big hole in the middle of the town that isn't part of the town.

one month ago

[9 Agree](#)

Services are already being delivered adequately to this area and don't need to be annexed.

one month ago

[4 Agree](#)

The negative attention about code enforcement and the overzealous police department does not help the city with annexation.

27 days ago

[3 Agree](#)

The people there have voted against joining Doraville many times. Let them stay in DeKalb County. It would just cause more lawsuits like with every other annexation we already did here.

29 days ago

[3 Agree](#)

The city should be a place that people WANT to live. Until the city can develop a reputation as being a place that people want to live do not make annexation a priority. Three neighborhoods have voluntarily annexed themselves to Brookhaven in the last few years. Tte city should evaluate what made these people want to do that and why this area has voted against annexation into Doraville three times. People don't want to live in a city where they are paranoid to come home every day to see if code enforcement has visited or if their neighbor has called the police on them.

27 days ago

[2 Agree](#)

N/A

27 days ago

---

Loading more report objects...

## **A.6 SECOND PUBLIC HEARING DOCUMENTATION**



**CITY COUNCIL REGULAR MEETING**  
**City Hall Council Chambers**  
**September 13, 2021**

**6:30 PM**

**<https://us06web.zoom.us/j/88407811535>**

**AGENDA**

**I. CALL TO ORDER**

**II. ROLL CALL**

Honorable Mayor & City Council

- Joseph Geierman, Mayor
- Gerald Evans, Council Member, District 1
- Andy Yeoman, Council Member, District 1
- Christopher D. Henshaw, Council Member, District 2
- Rebekah Cohen Morris, Council Member, District 2
- Stephe Koontz, Council Member, District 3
- Maria T. Alexander, Council Member, District 3, Mayor Pro Tem

**III. PLEDGE OF ALLEGIANCE**

**IV. APPROVAL OF MEETING AGENDA**

**V. PROCLAMATIONS AND RECOGNITIONS**

- A. Doraville Difference Maker Honoring Recipient for September 2021 Presented to Mr. Anthony Delgado
- B. Proclamation Recognizing Hispanic & Latino Heritage Month Presented to Gilda Pedraza, Executive Director of Latino Community Fund- Georgia
- C. Proclamation Recognizing Preparedness Month Presented to Police Chief C.D. Atkinson

**VI. REPORTS AND PRESENTATIONS**

- A. Presentation: Importance of Disaster Preparedness Presented by Police Chief C.D. Atkinson
- B. Presentation: Prospera Advancing Hispanic Business Presented by Anibal Torres

- C. Gipson Company Month Update  
Presented by Mr. Jay Gipson
- D. City Manager Monthly Update  
Presented by City Manager Chris Eldridge

**VII. PUBLIC COMMENT**

**VIII. CONSENT AGENDA - APPROVAL OF MINUTES**

- A. Resolution for Employee Premium Pay
- B. Resolution to Amend the Citywide Mobility Study to include Projects within Doraville within the Chamblee-Doraville CID Mobility Study
- C. Grant Update for St. Vincent de Paul
- D. Approval of July 12, 2021 City Council Meeting Minutes
- E. Approval of July 19, 2021 Work Session Meeting Minutes
- F. Approval of July 21, 2021 City Council Meeting Minutes

**IX. UNFINISHED BUSINESS**

**X. NEW BUSINESS**

- A. Comprehensive Plan Update - Transmission Hearing (Public Hearing)  
Presented by Community Development and Andrew Smith, Principal Planner,  
Community Development Group, ARC

**XI. OTHER BUSINESS**

**XII. COUNCIL COMMENTS**

- XIII. EXECUTIVE SESSION**  
(if required for land, legal, or personnel matter)

**XIV. ADJOURNMENT**

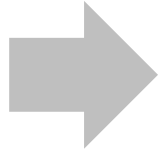
# CITY OF DORAVILLE

## 2021 COMPREHENSIVE PLAN UPDATE

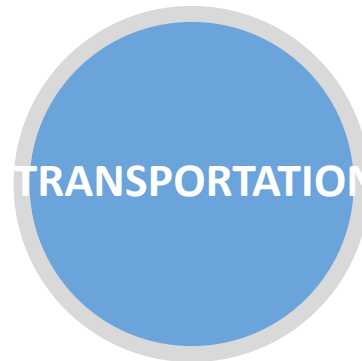
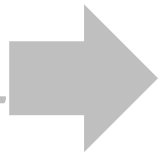
**SECOND REQUIRED PUBLIC HEARING**  
**SEPTEMBER 13, 2021, 6:30 PM**

# REQUIRED PLAN ELEMENTS

*REQUIRED  
FOR ALL*



*REQUIRED  
FOR SOME*





# KEY REQUIRED ELEMENTS TO BE UPDATED EVERY 5 YEARS

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

# WHERE WE'VE BEEN

- Steering Committee – March
- Steering Committee – April
- General Survey – April-June
- Virtual Public Meeting – June
- Council Conversations – July
- Land Use Survey – July
- Steering Committee – August

## CITY OF DORAVILLE COMPREHENSIVE PLAN COMMUNITY SURVEY



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

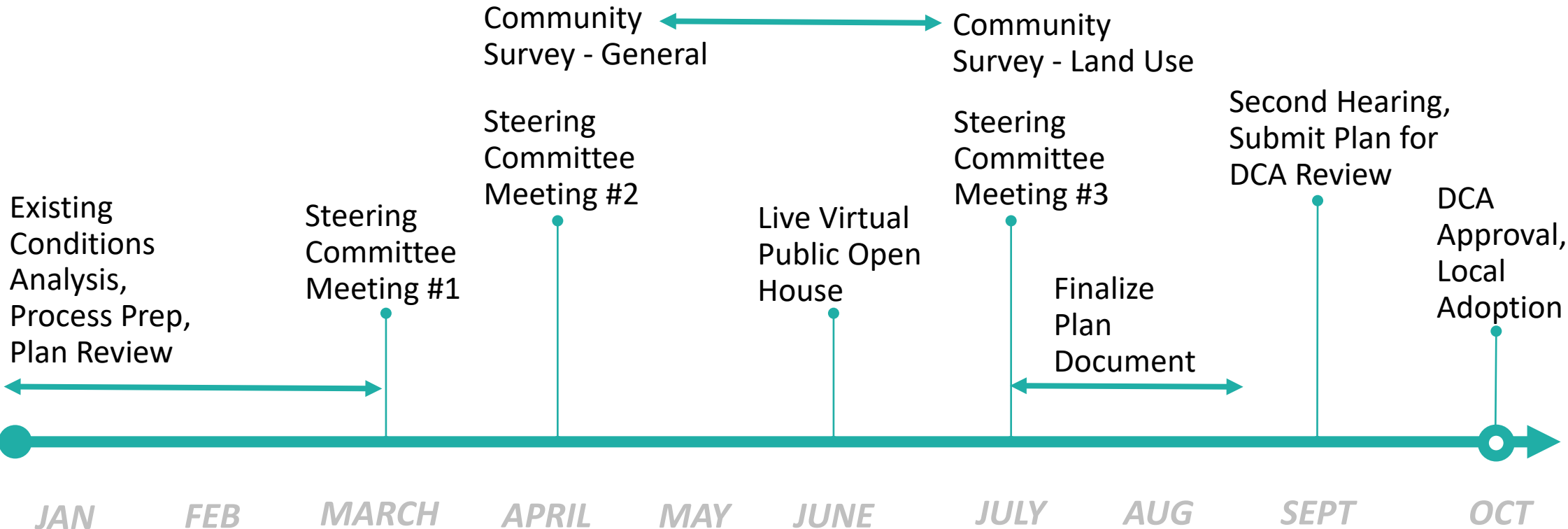


To take the survey, just go online to this web address:

<https://publicinput.com/DoravillePlanUpdate2021>

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

# PLAN SCHEDULE



2021





# KEY THEMES + PLAN CHANGES



# KEY THEMES

- **Black font = Largely reaffirmed from existing plan**
- **Teal font = New or unique from this process**

# KEY THEMES – ISSUES (NEEDS)

- Lack of downtown activity center
- Slow pace of redevelopment and infill (key sites and generally)
- Minimal new housing in recent years
- Limited multi-family options that are walkable, transit-oriented
- Preservation of affordability / equitable development
- Traffic safety / control / congestion at key points
- Not enough bike/ped facilities and trails
- Infrastructure maintenance
- Better community beautification



# KEY THEMES – ISSUES (NEEDS)

- School quality, perception, attendance zones/bussing
- Not enough local retail options
- Branding and marketing
- Identity as a destination – beyond just access to other places
- Events / community building
- Arts and culture support / programming
- Better align business interests → improve interaction w/ community
- Impervious surfaces and impaired natural resources



# KEY THEMES – OPPORTUNITIES

- Access / location – MARTA, PIB, BuHi, 85, 285, 400
- Potential of key redevelopment sites
- Suitable land for infill and redevelopment outside of key sites
- Diversity / culture – support, leverage, strengthen community
- Historic identity
- BuHi international food scene and businesses
- Relative affordability, strong middle class (need to preserve)
- Strong, caring neighborhoods
- Ties with neighboring communities
- Growth of neighboring communities





# PLAN CHANGES

- Updated Issues and Opportunities – largely reaffirmed existing ones and added new ones just discussed
- Added information on more recent projects and plans: Assembly, Lumen, Lotus Grove, Carver Hills, etc.
- Removed “the City that Connects” slogan to emphasize City’s own identity
- Strengthened existing Goals
- Added new Goals: Natural Resources, Arts and Culture
- Emphasized guiding plans and initiatives completed since 2016:
  - Buford Highway LCI Study (2017)
  - Citywide Mobility Plan (2020)
  - ULI Technical Assistance Panel Plan for Downtown Doraville (2021)
  - CID work



# PLAN CHANGES

- Updated Existing Land Use Map to better reflect current conditions
- Updated Future Development Area descriptions to better reflect community input, current conditions, new Issues/Opportunities, new plans, etc.
- Updated Report of Accomplishments and Community Work Program
- Updated community data, including adding Broadband (Appendix B)
- Removed previous Sections 4.3-4.5 (Economic Development, Quality of Life, Transportation strategies) – duplicative of Ch. 2 Issues and Opportunities
- Removed previous Sections 5.2-5.3 (Priority Actions, 100-Day Action Plan) – duplicative of CWP, confusing, 100-day Plan also outdated
- Removed repetition and duplication throughout
- Updated some graphics but kept overall look/feel consistent



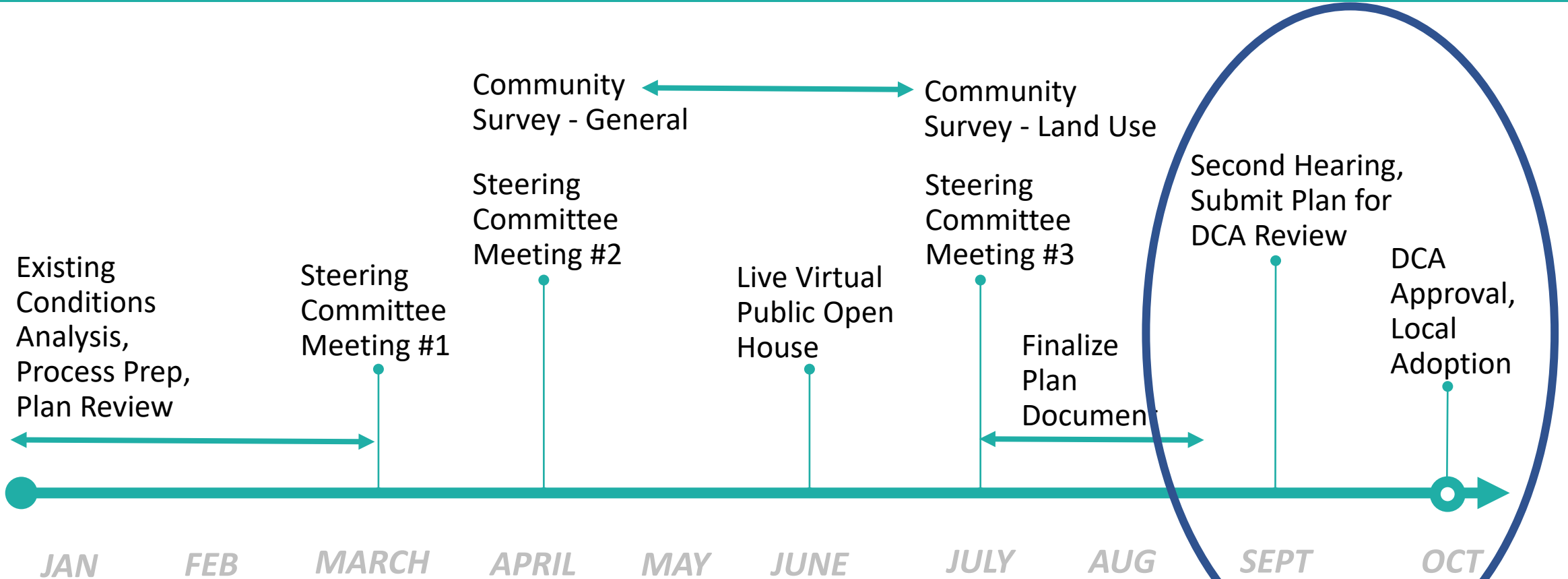
BUY A ROUND

TRIP

# NEXT STEPS



# PLAN SCHEDULE



2021



DORAVILLE

EST 1871

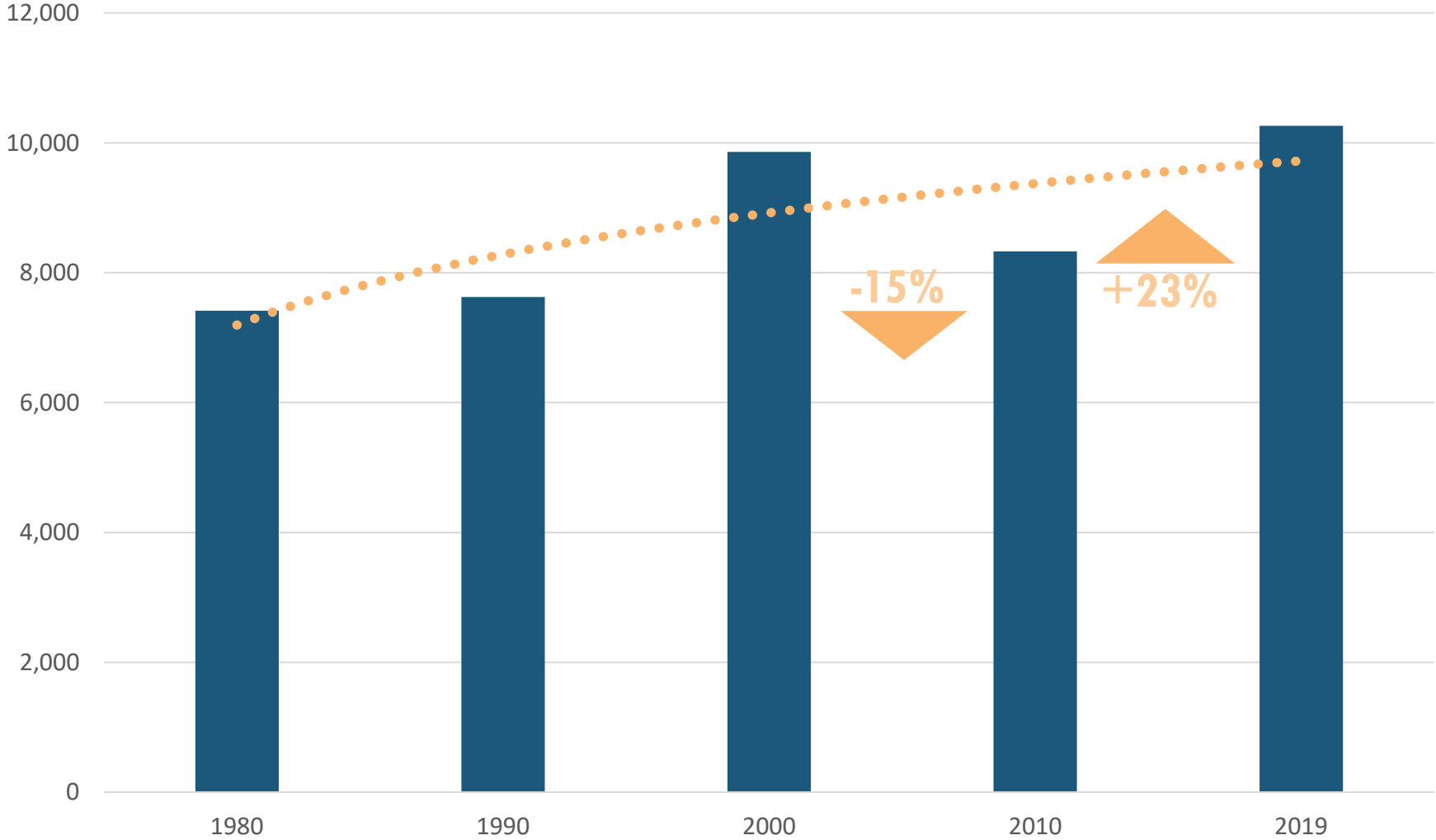
**THANK YOU!**

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



# DEMOGRAPHIC TRENDS

# POPULATION CHANGE



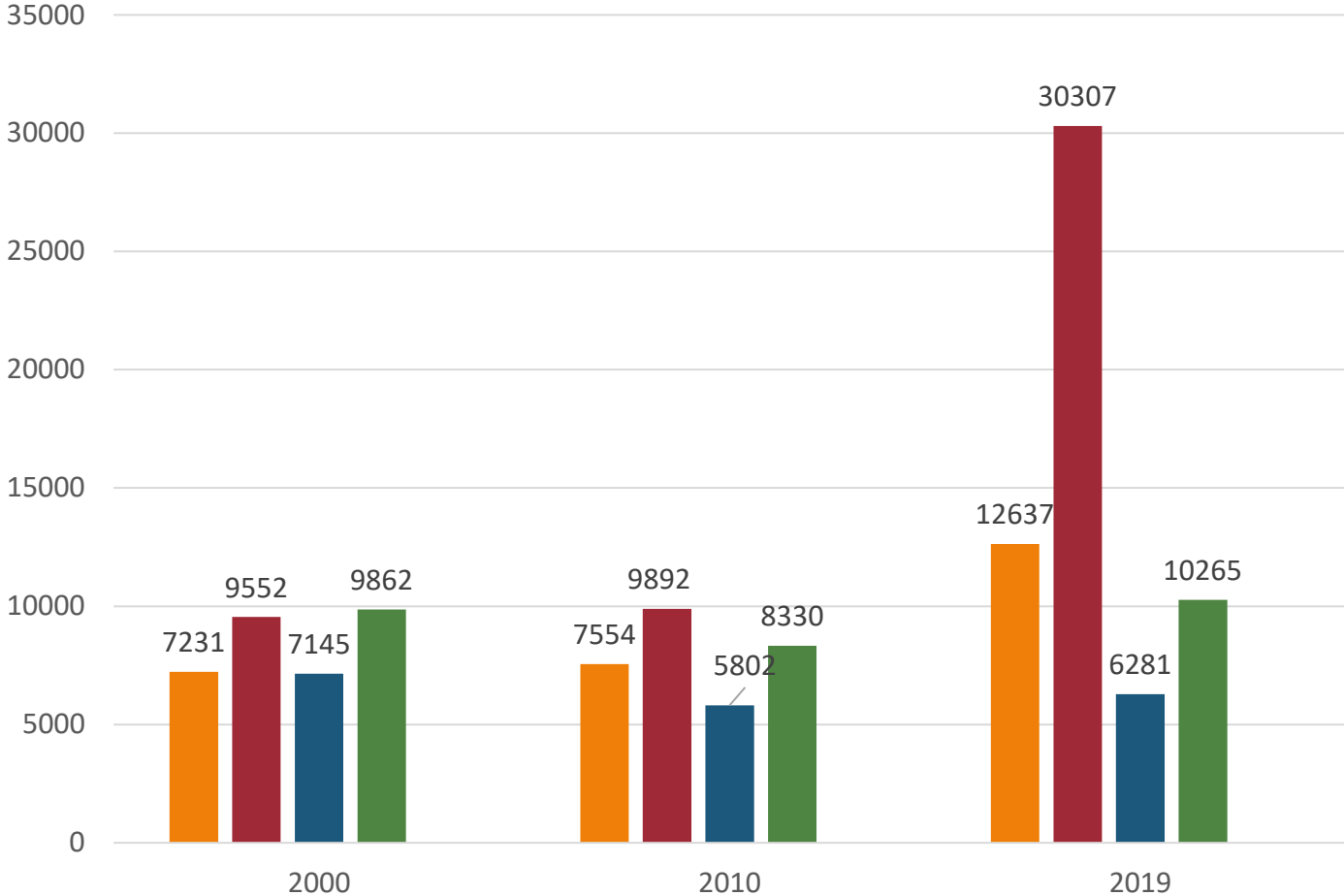
Data Source: US Census Bureau; Population and Housing Estimates, 2019





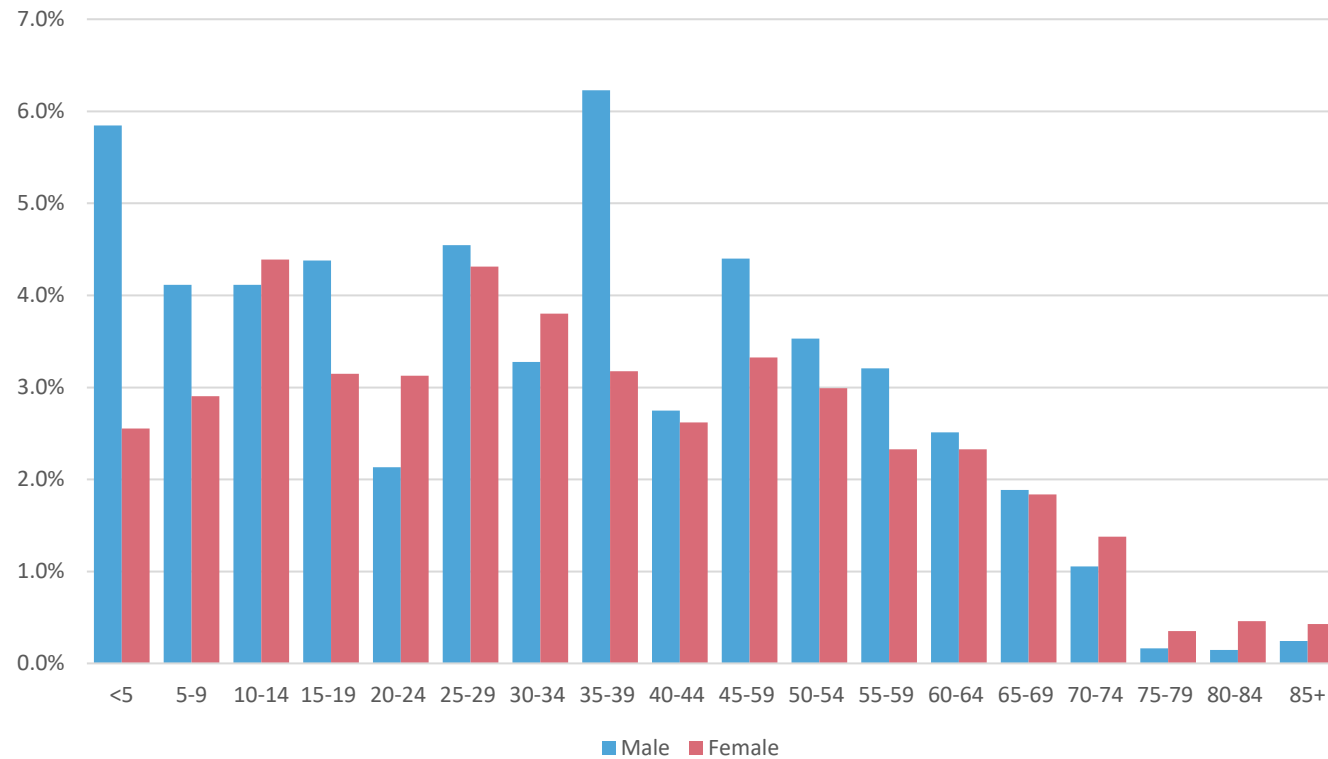
# POPULATION COMPARISON

- Clarkston
- Chamblee
- Stone Mountain
- Doraville



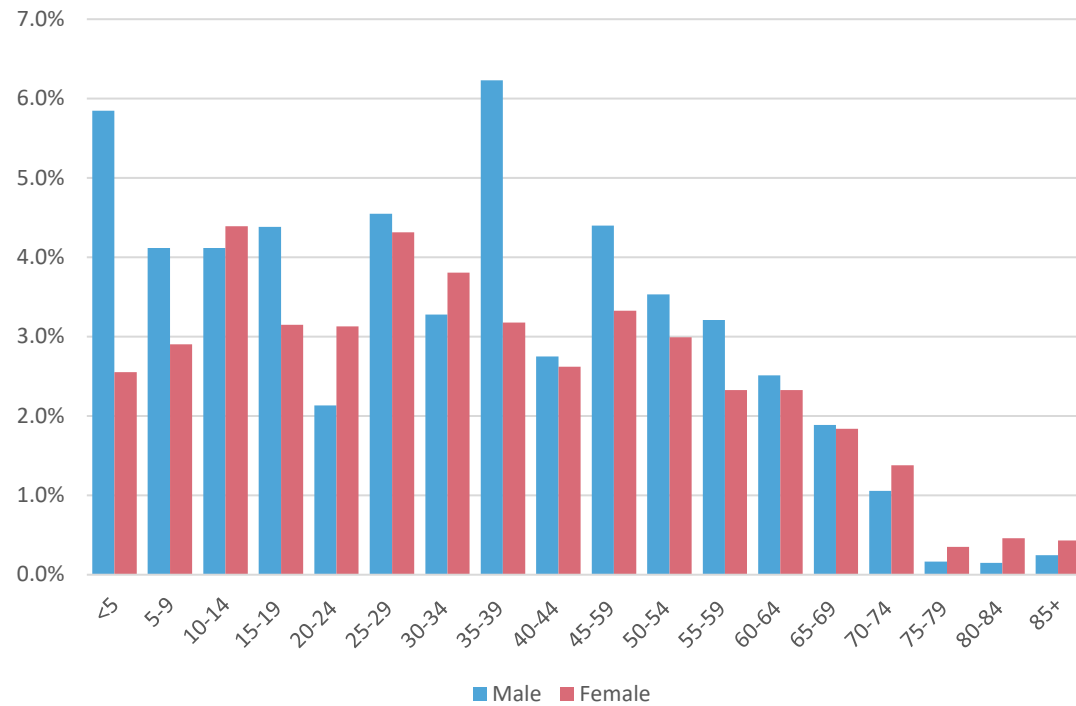
# AGE DISTRIBUTION

2019 Population by Age and Sex: Doraville

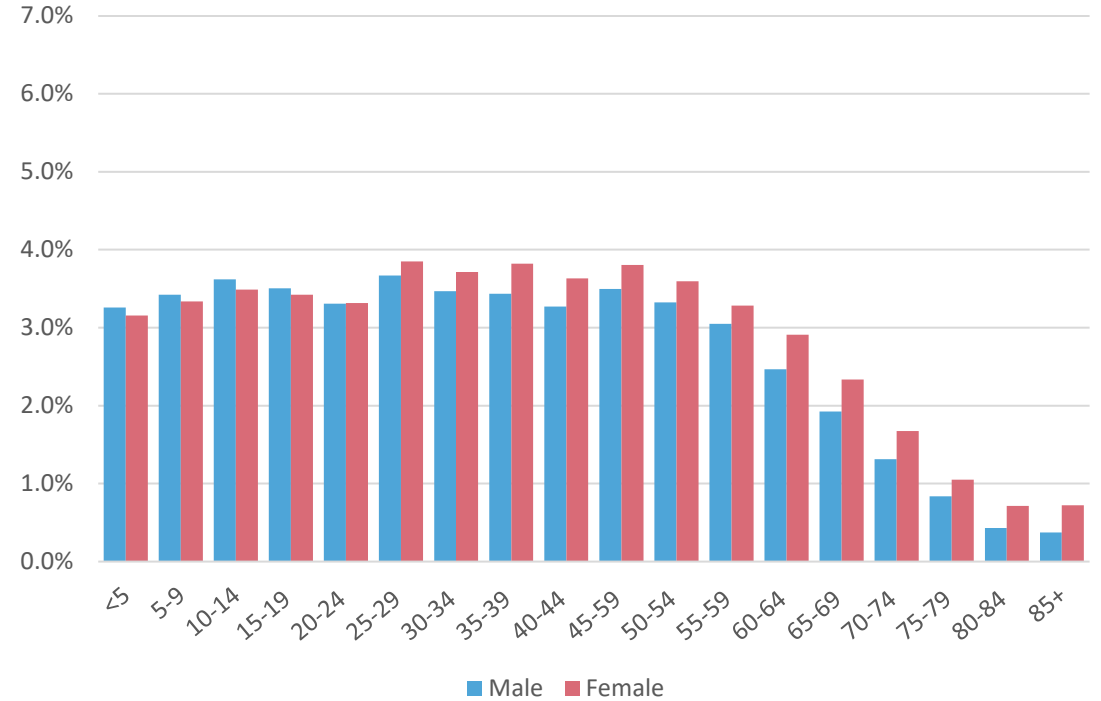


# AGE DISTRIBUTION COMPARISON

2019 Population by Age and Sex: Doraville



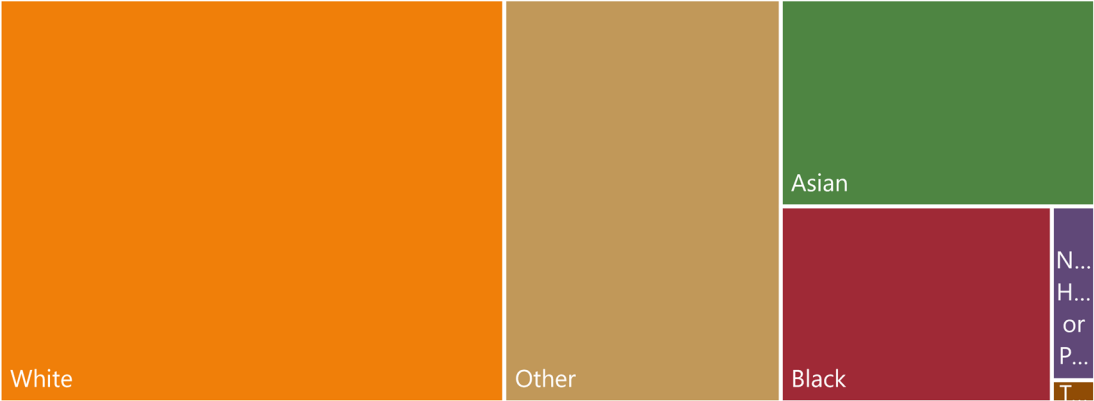
2019 Population by Age and Sex: 10-County Region



# RACIAL COMPOSITION

Racial Composition, Doraville, 2010

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



Racial Composition, Doraville, 2019

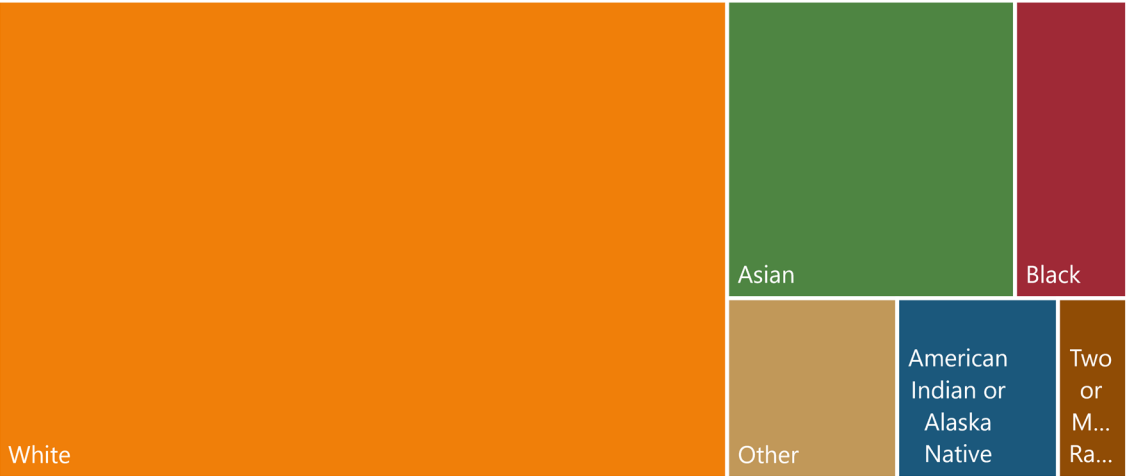
- White
- American Indian or Alaska Native
- Native Hawaiian or Pacific Islander
- Two or More Races
- Black
- Asian
- Other



# RACIAL COMPOSITION COMPARISON

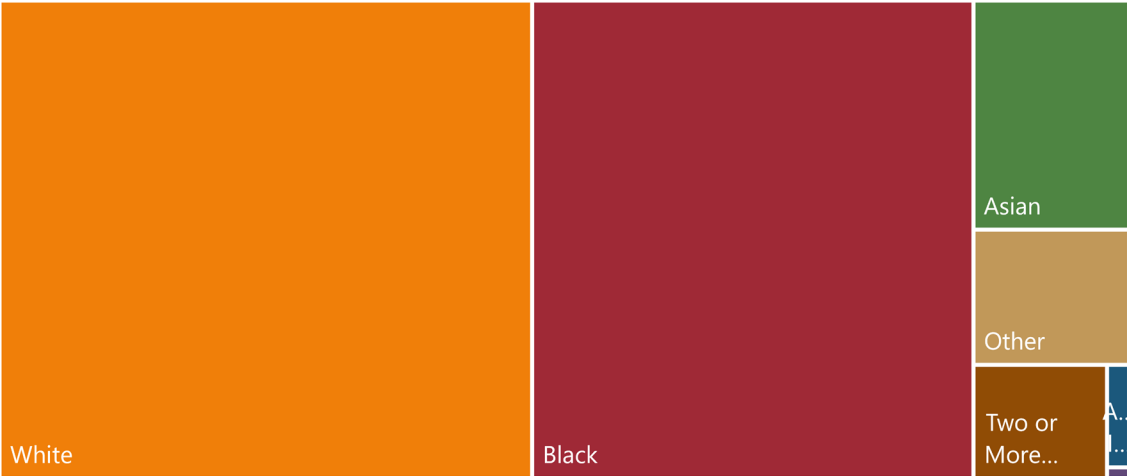
Racial Composition, Doraville, 2019

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



Racial Composition of 10-County Region, 2019

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



# HOUSING TRENDS

# METRO ATL HOUSING STRATEGY

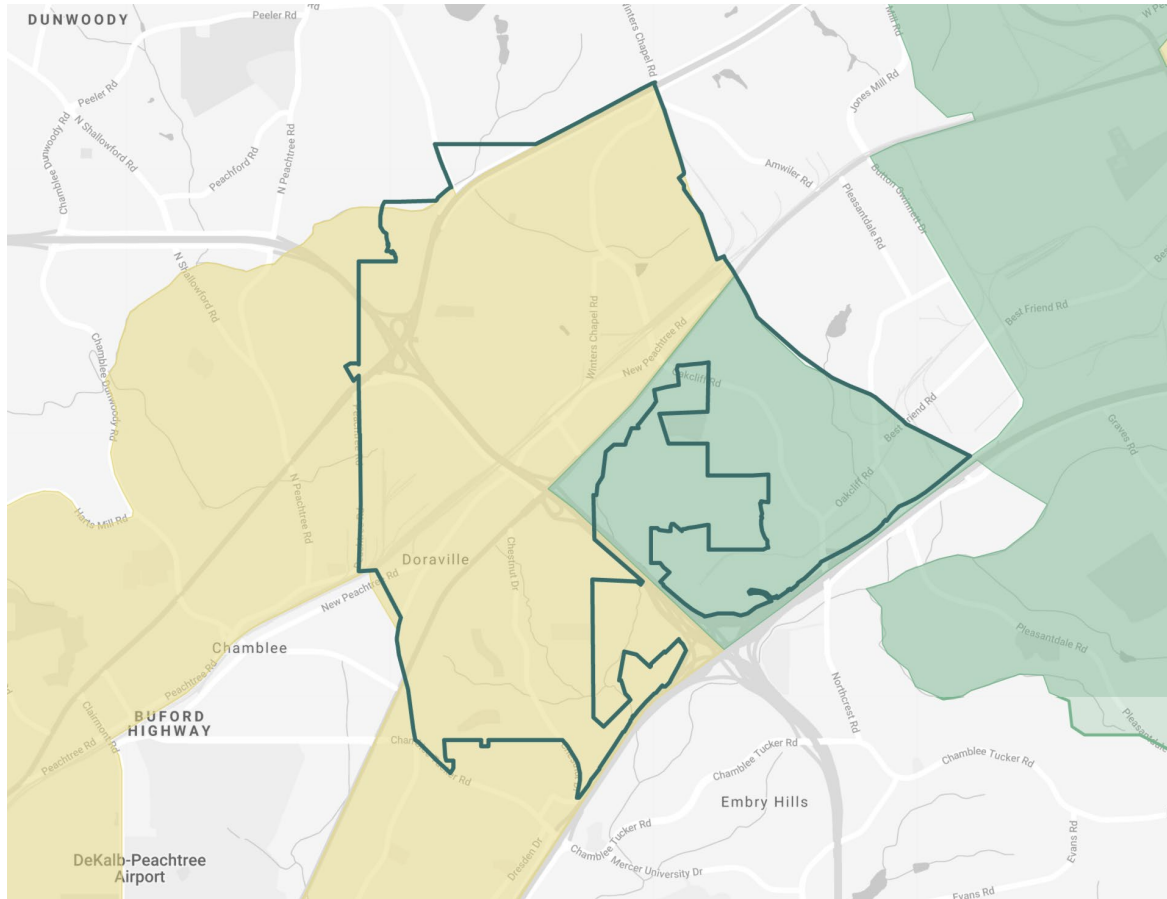
## Doraville



**74% SUBMARKET 1**  
Higher-priced core neighborhoods

**24% SUBMARKET 7**  
Suburban neighborhoods with lower-to-moderate-priced housing, biggest increase in renters

**2% NOT COVERED BY SUBMARKET**



## CITY SNAPSHOT

Median Home Sale Price (2018) **\$200,000**

Change in Median Home Sale Price (2013-18) **+86.00%**

Home Sale Price Per Sq Ft (2018) **\$152.39 sq ft**

Percent Change in Home Sale Price Per Sq Ft (2013-18) **+100.00%**

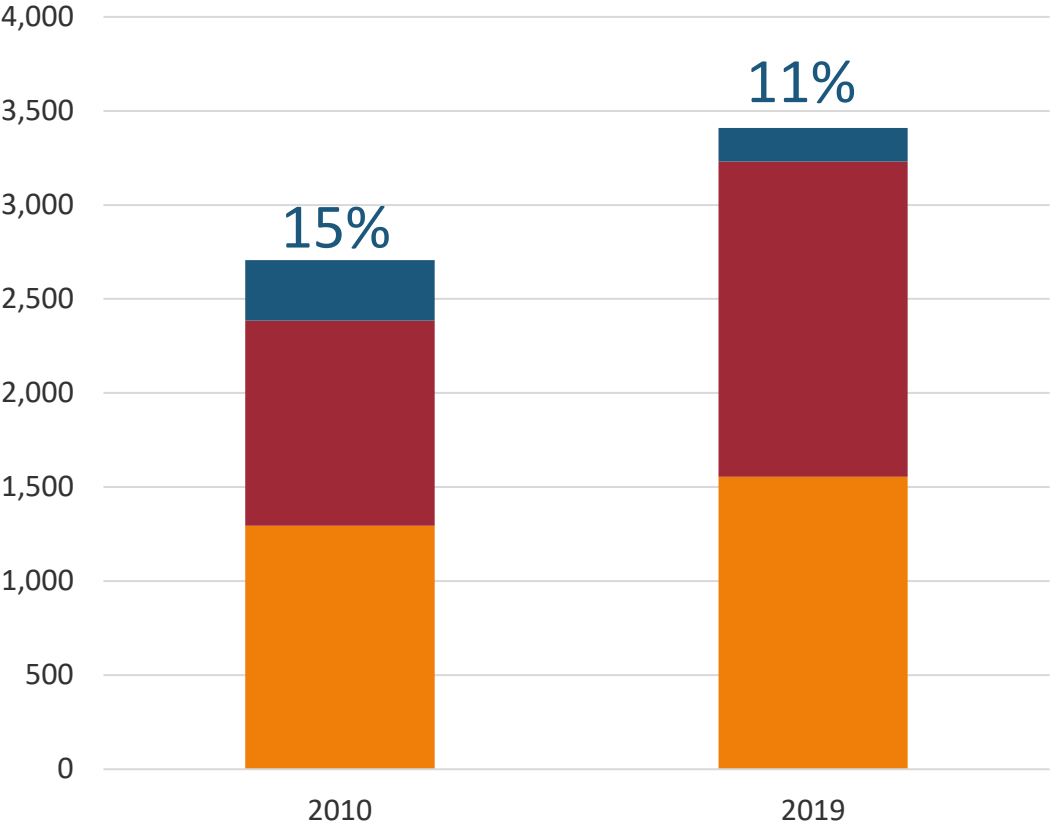
Median Building Area of Home Sales (2018) **1,323 sq ft**

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

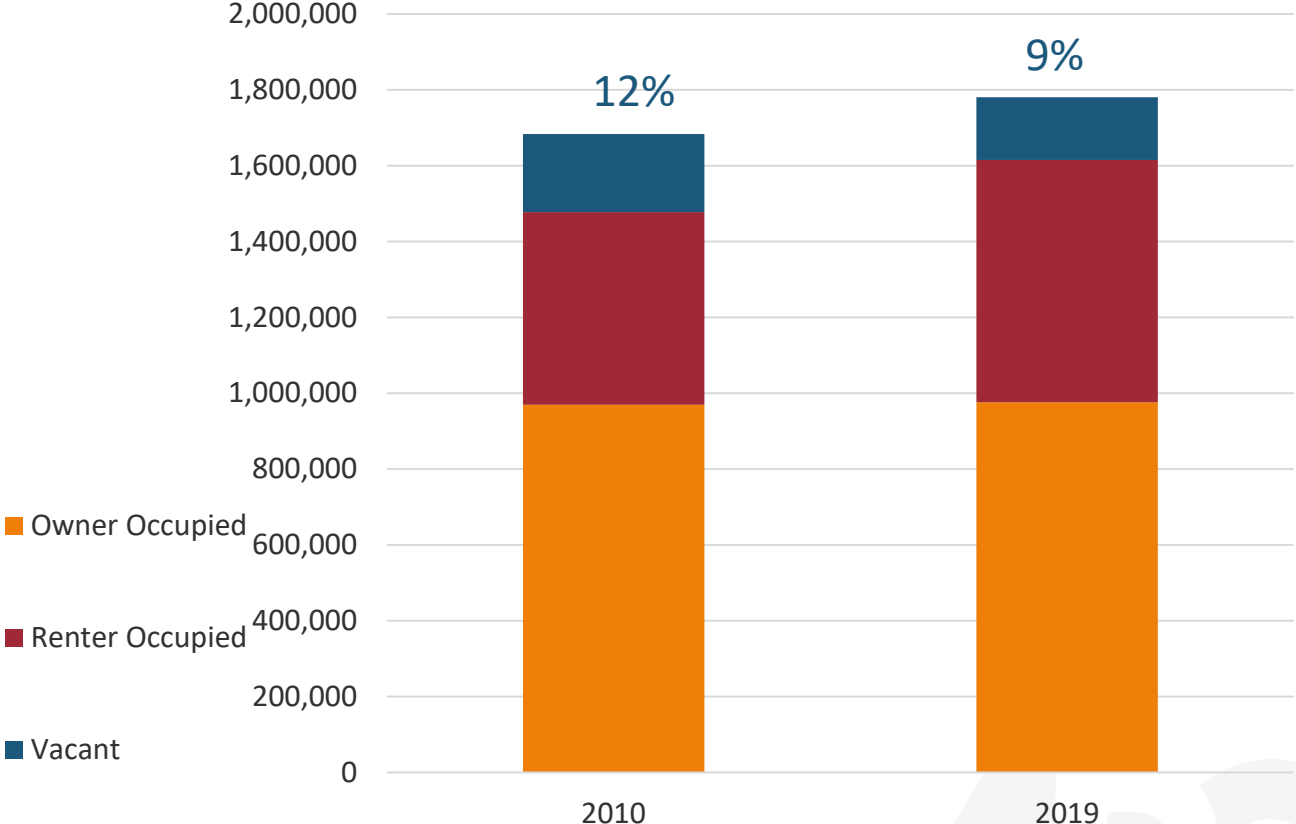


# HOUSING TENURE

Doraville Tenure



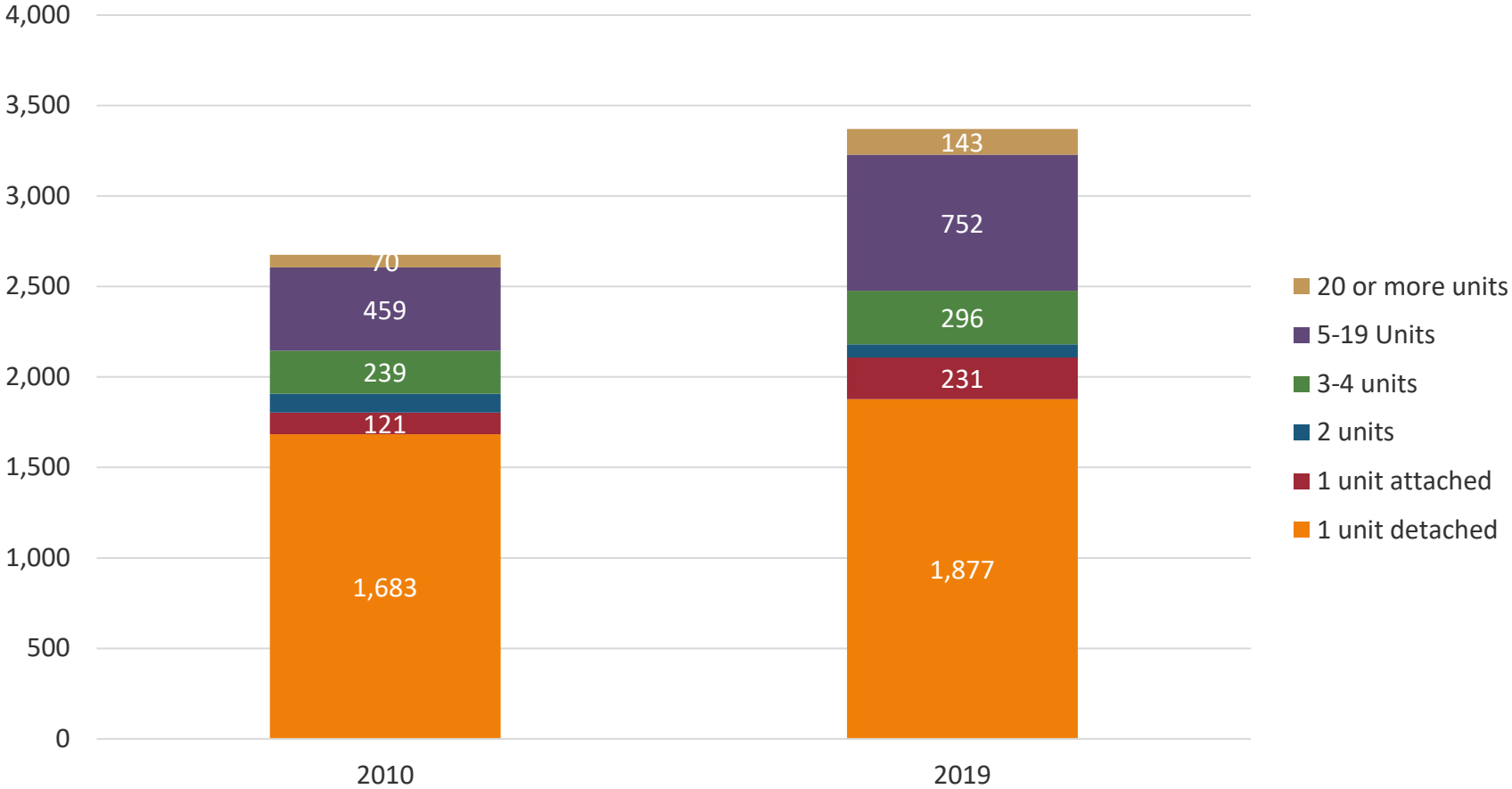
10-County Atlanta Metro Tenure



Data Source: American Community Survey, 2010 and 2019



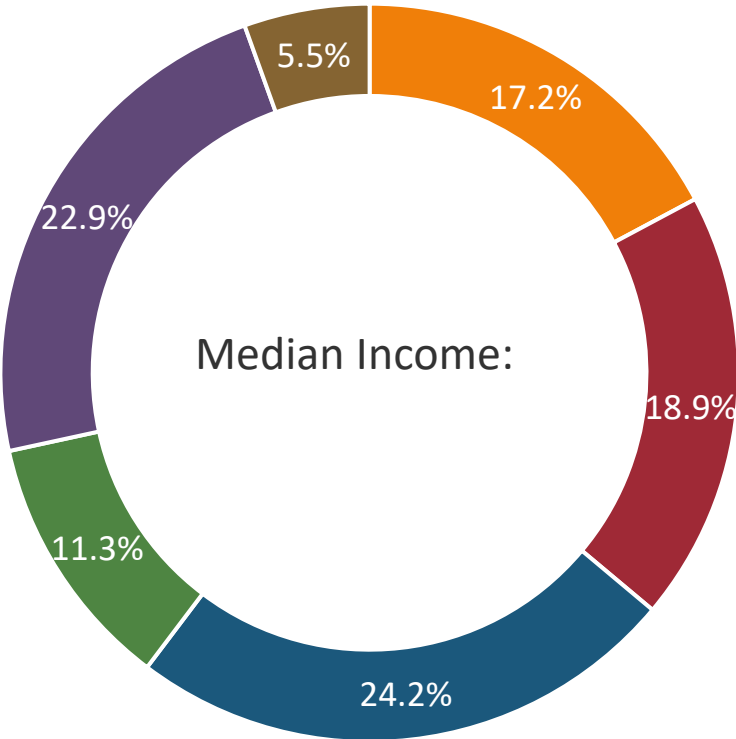
# HOUSING TYPES



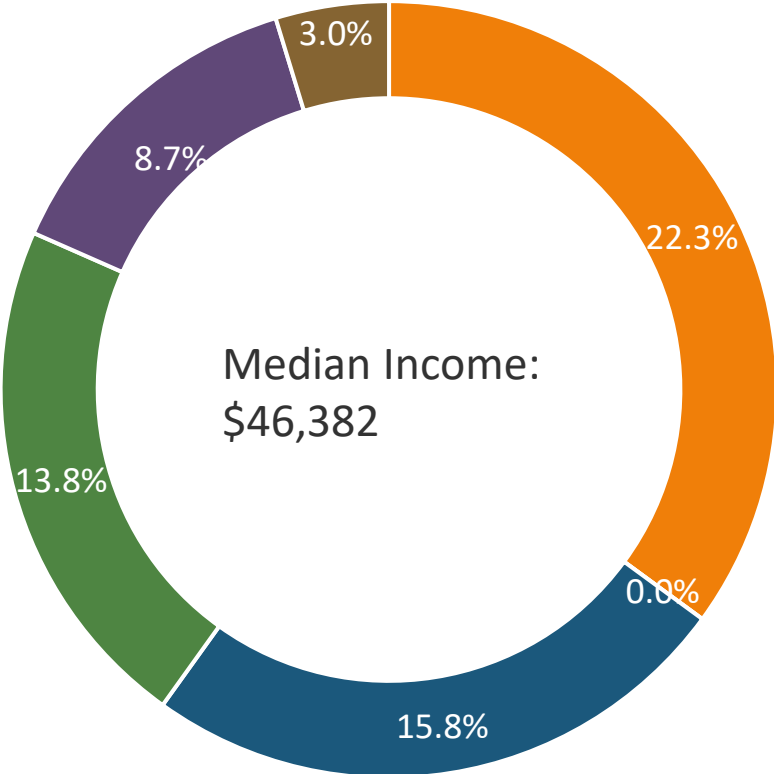
Data Source: American Community Survey, 2010 and 2019

# HOUSEHOLD INCOME DISTRIBUTION: RENTERS/OWNERS

### Owners Income Distribution

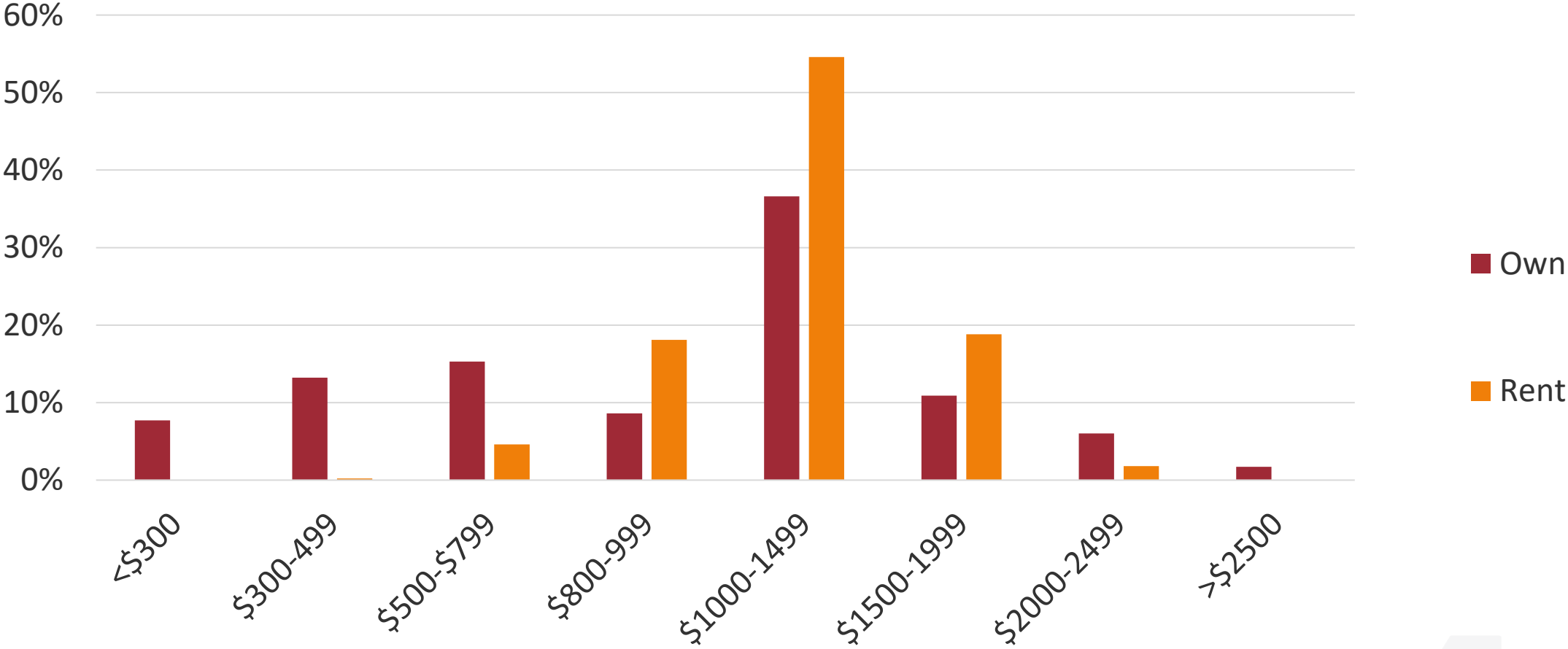


### Renters Income Distribution



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

# MONTHLY HOUSING COSTS: RENTERS & OWNERS



Data Source: American Community Survey, 2019



# ECONOMIC TRENDS

# BROADBAND AVAILABILITY

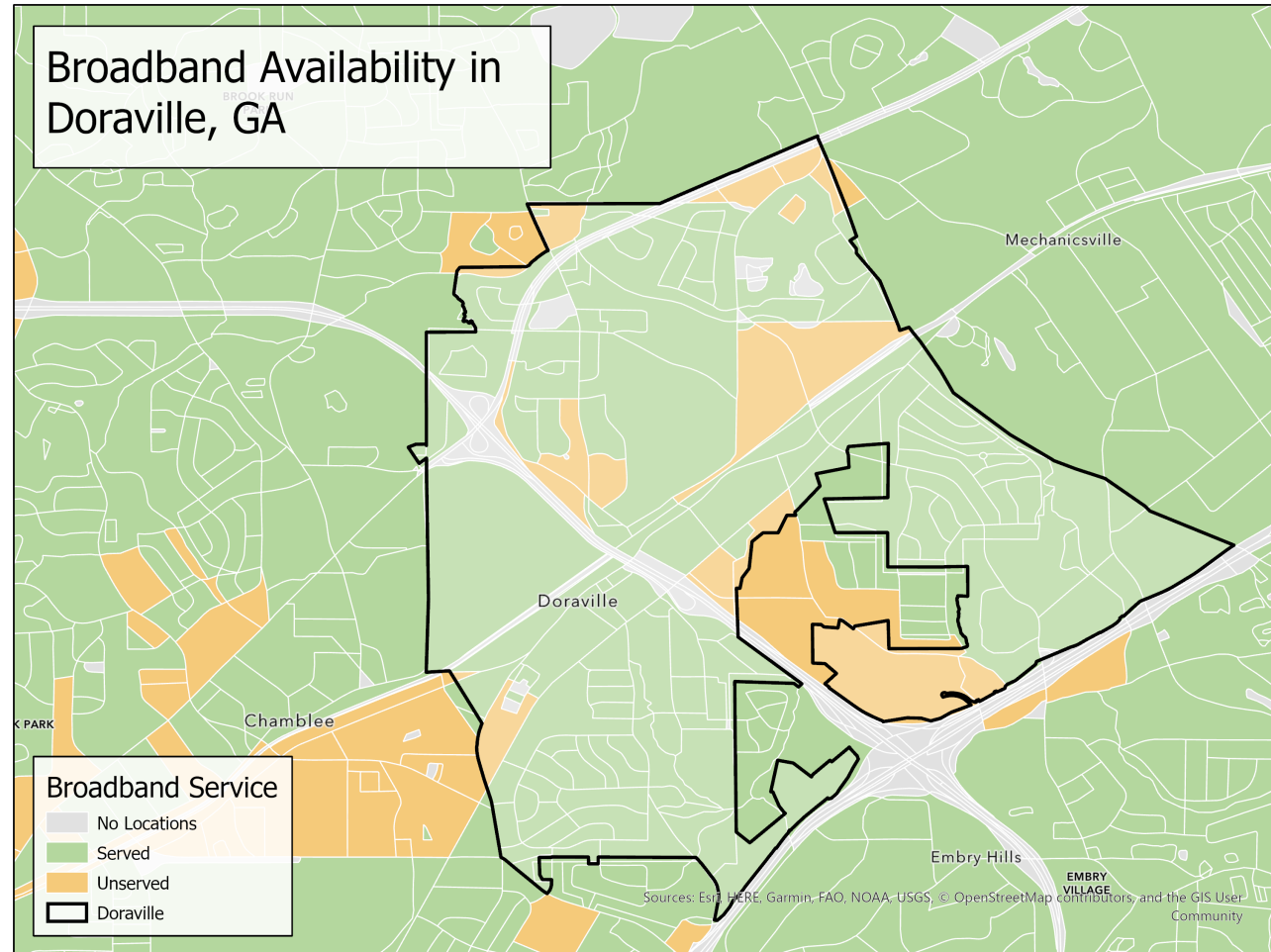
## Description

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

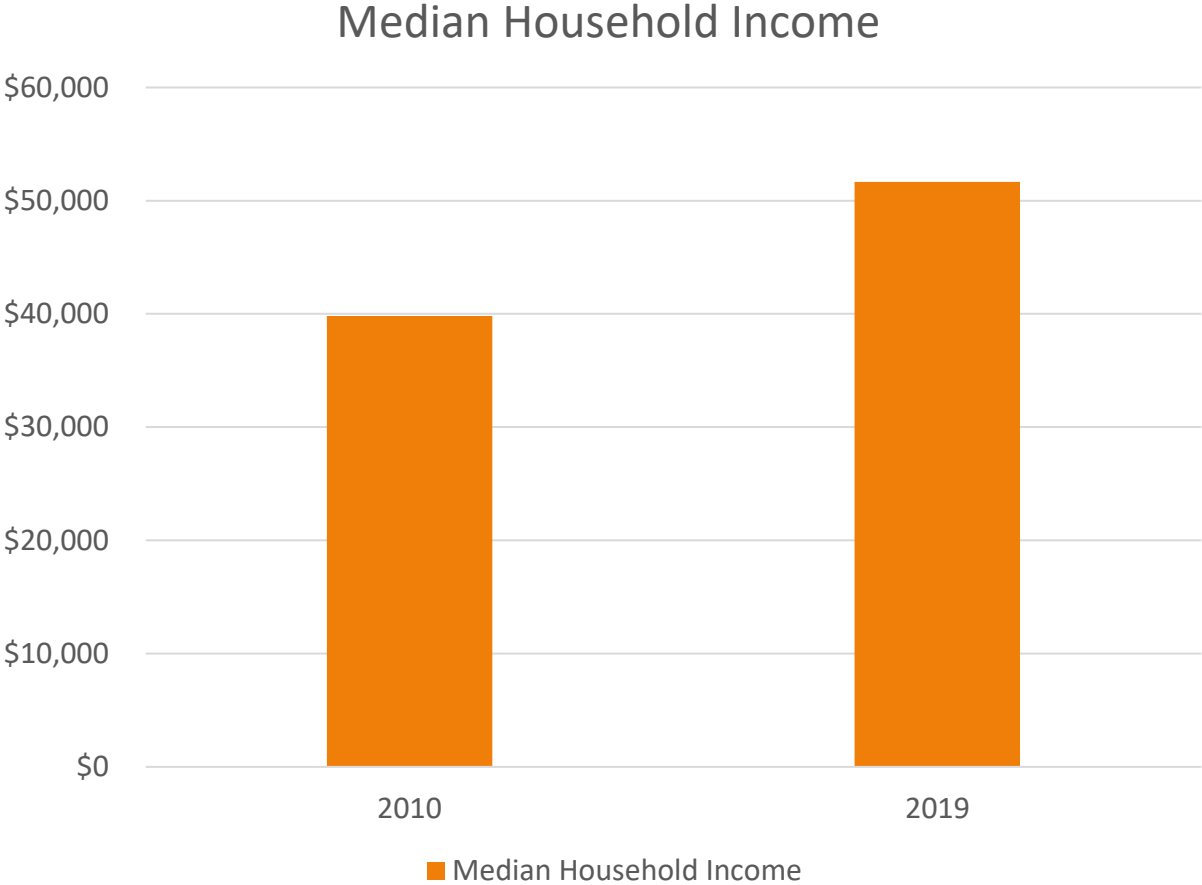
County statistics are based on a fixed, terrestrial broadband definition of 25 Mbps down and 3 Mbps up, and where the broadband service is available to more than 80% of locations in a census block. Census blocks that did not meet this definition are delineated as 'Unserved'. The map depicts access to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

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

Location data are from commercially available sources.



# MEDIAN HOUSEHOLD INCOME

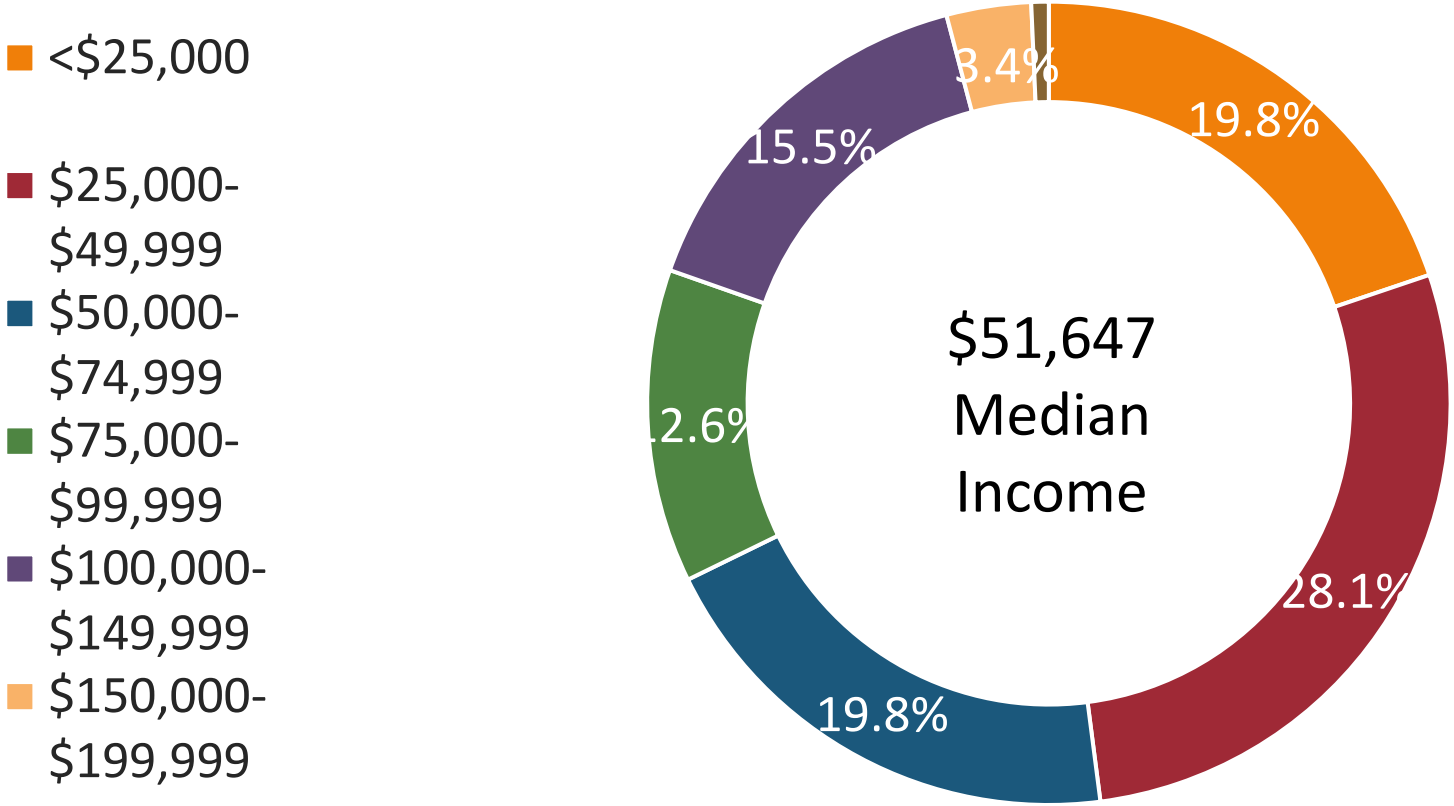


	2019
<b>Median income (dollars)</b>	<b>\$51,647</b>
<i>10% Jurisdiction AMI</i>	\$5,165
<i>30% Jurisdiction AMI</i>	\$15,494
<i>50% Jurisdiction AMI</i>	\$25,824
<i>80% Jurisdiction AMI</i>	\$41,318
<i>120% Jurisdiction AMI</i>	\$61,976

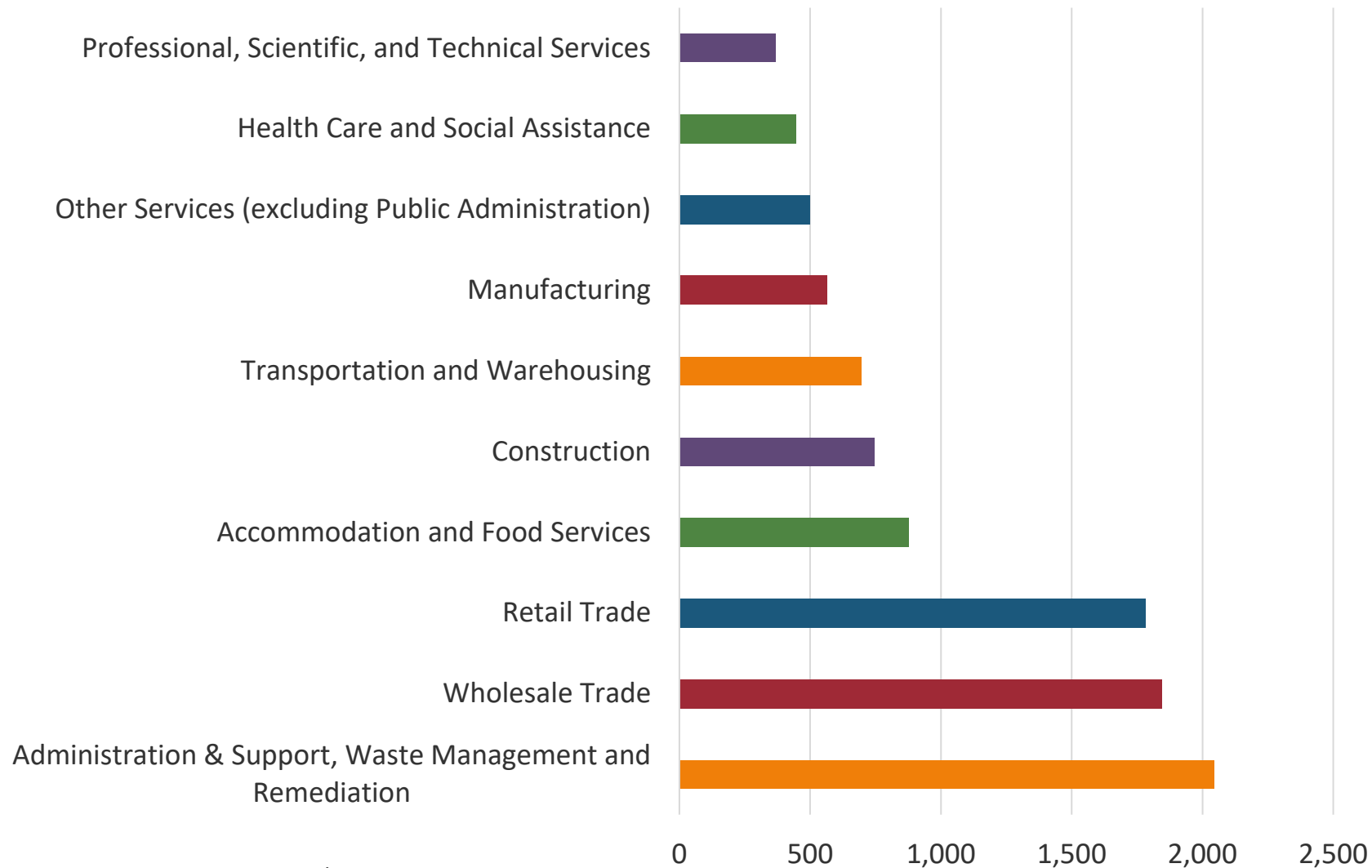
Data Source: American Community Survey, 2010 and 2019



# INCOME DISTRIBUTION



# WORKPLACE AREA CHARACTERISTICS: JOB TYPES PRESENT IN DORAVILLE

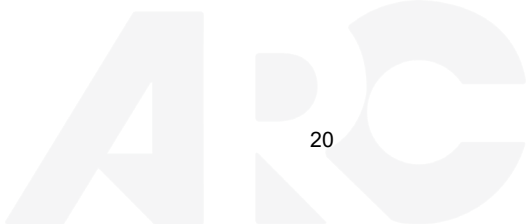




# RESIDENT AREA CHARACTERISTICS: WHERE DORAVILLE RESIDENTS WORK



Data Source: LEHD Origin Destination Employment Statistics



# TRANSPORTATION TRENDS

# COMMUTE TIME

14% of residents travel <15 minutes

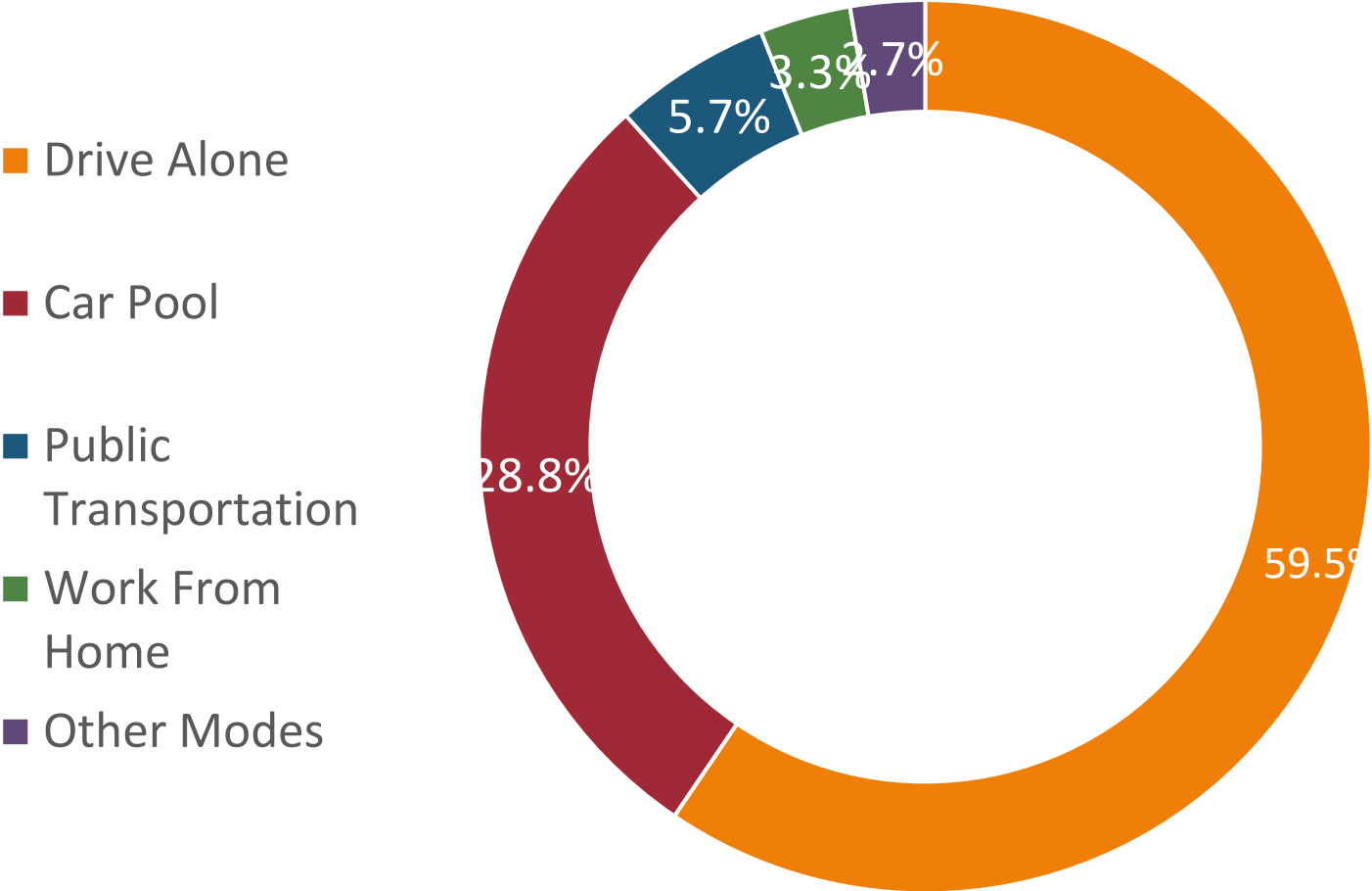
32% of residents travel 15-29 minutes

34% of residents travel 30-44 minutes

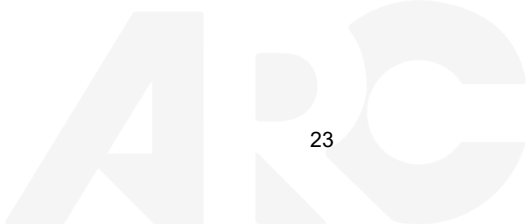
10% of residents travel 45-59 minutes

10% of residents travel >60 minutes

# MODE OF TRANSPORTATION



Data Source: American Community Survey 2018



# TRAFFIC FLOWS

Commute to Doraville:

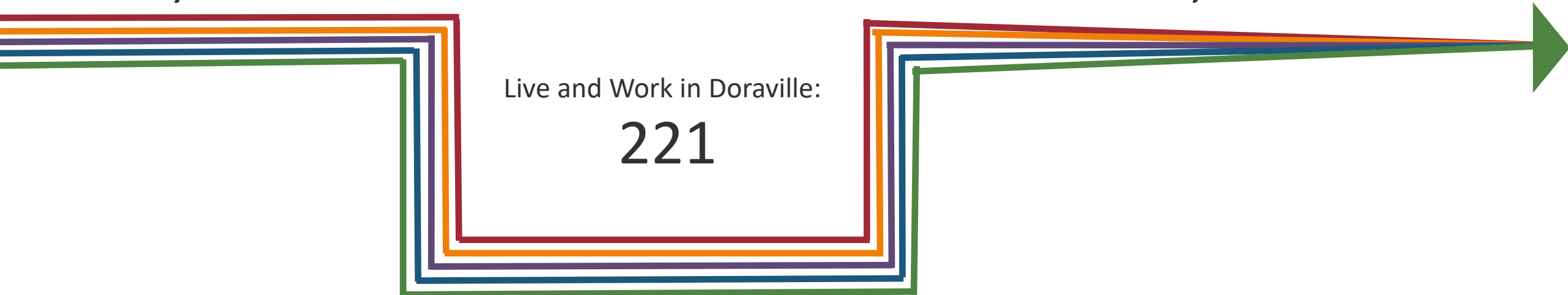
11,054

Commute out of Doraville:

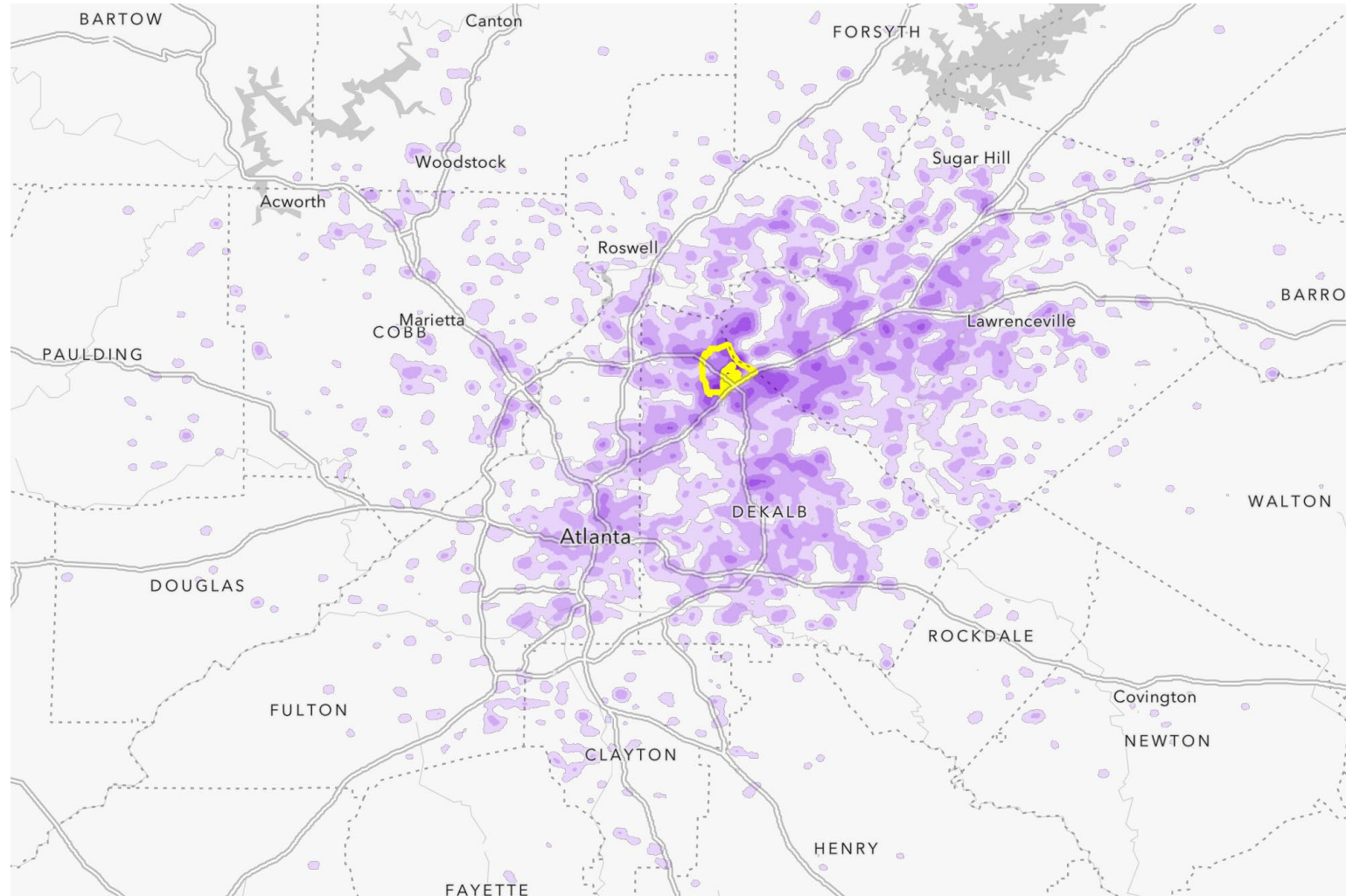
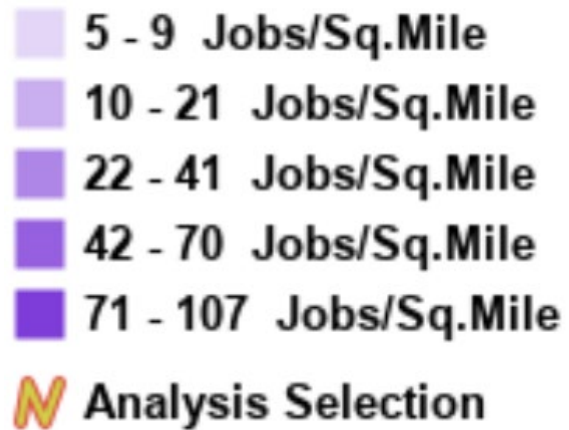
3,984

Live and Work in Doraville:

221



# WHERE PEOPLE WORKING IN DORAVILLE LIVE



# WHERE RESIDENTS OF DORAVILLE WORK

