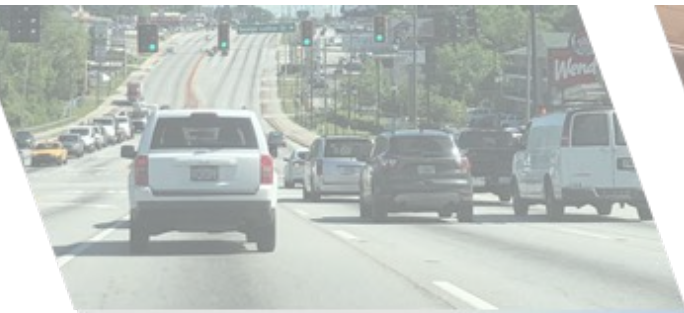




MEMORIAL DRIVE

REVITALIZATION CORRIDOR PLAN



MARCH 12, 2020

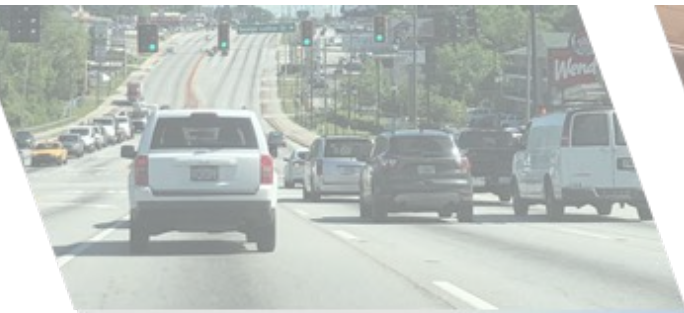
AGENDA

- Purpose
- Data
- Economics of Re-development
- Planning Process
- Recommendations
- Call to Action



MEMORIAL DRIVE

REVITALIZATION CORRIDOR PLAN



PURPOSE

PURPOSE

- Provide vision and consensus of business owners and the community
- Create a revitalization strategy for this important corridor with beautification, vibrant businesses, mixed use development, and living wage employment opportunities
- Establish strategies for creating a “sense of place” upon entering the corridor from Atlanta or Gwinnett County.

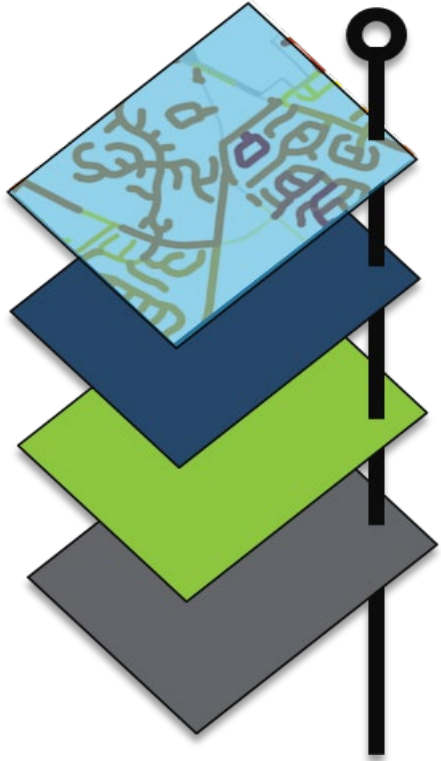


PURPOSE

Spring 2019

STEP ONE

**Understand the
Corridor**



Summer 2019

STEP TWO

**Identify
Opportunities**



Fall 2019

STEP THREE

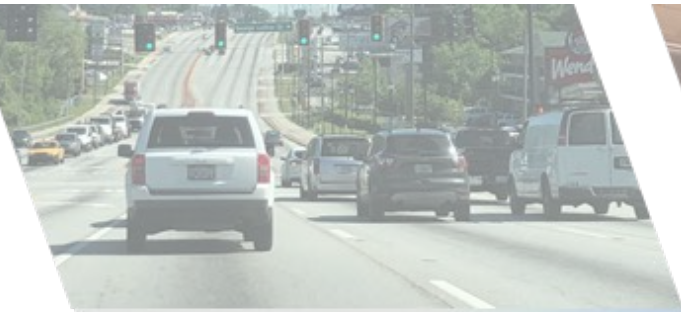
**Develop a Corridor
Plan**



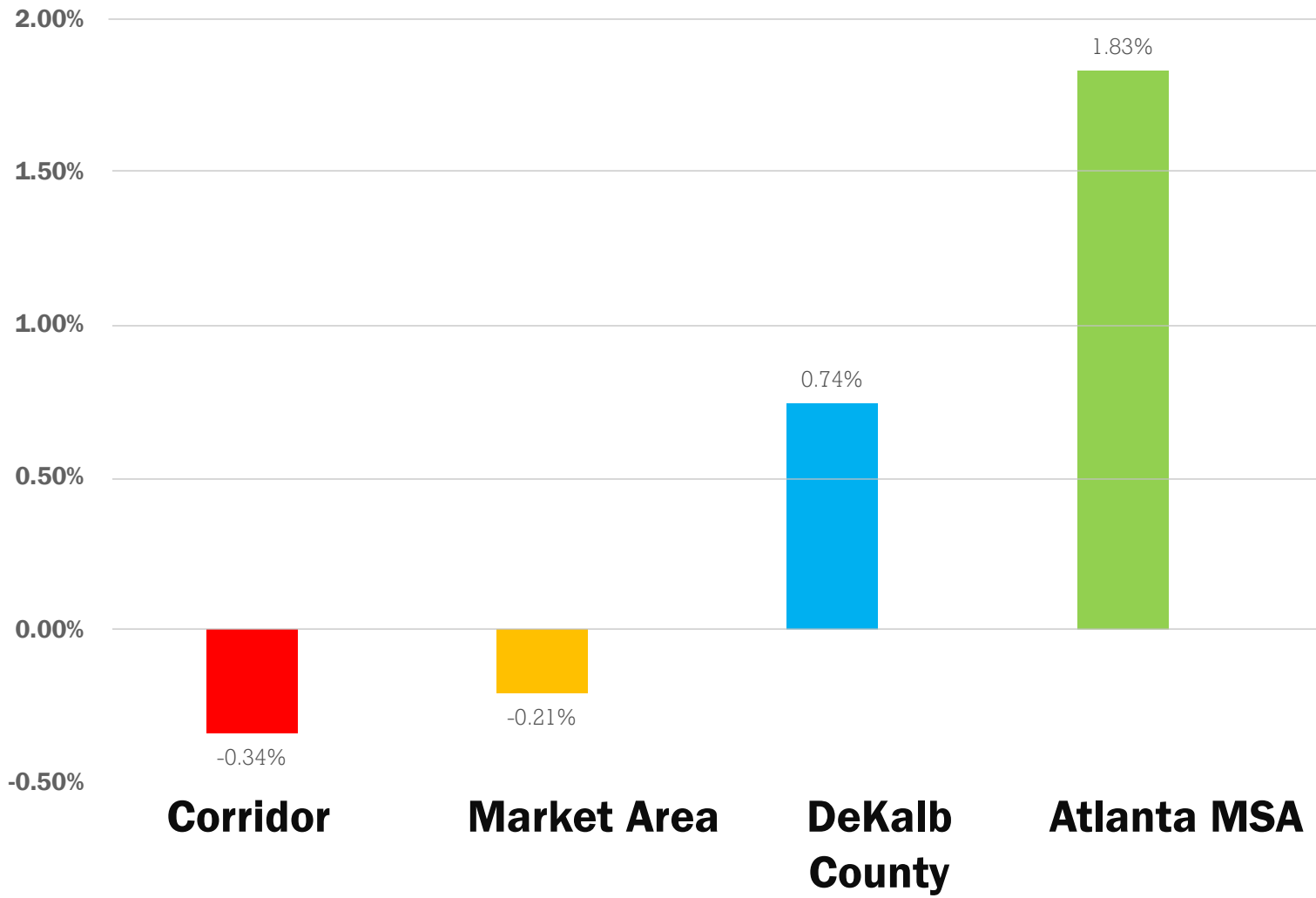


MEMORIAL DRIVE

REVITALIZATION CORRIDOR PLAN

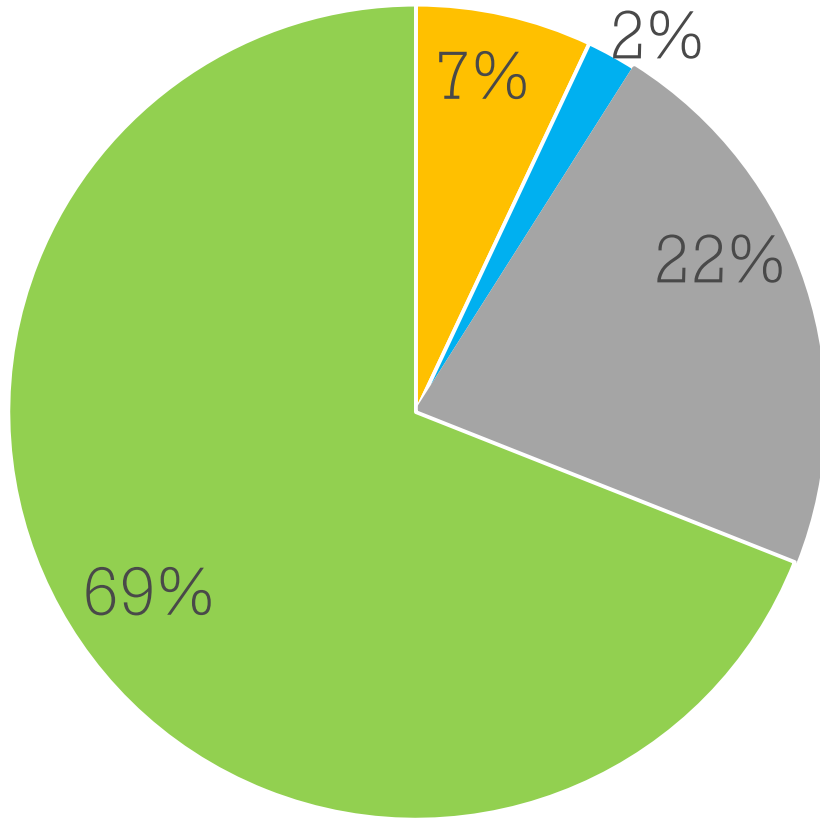


DATA



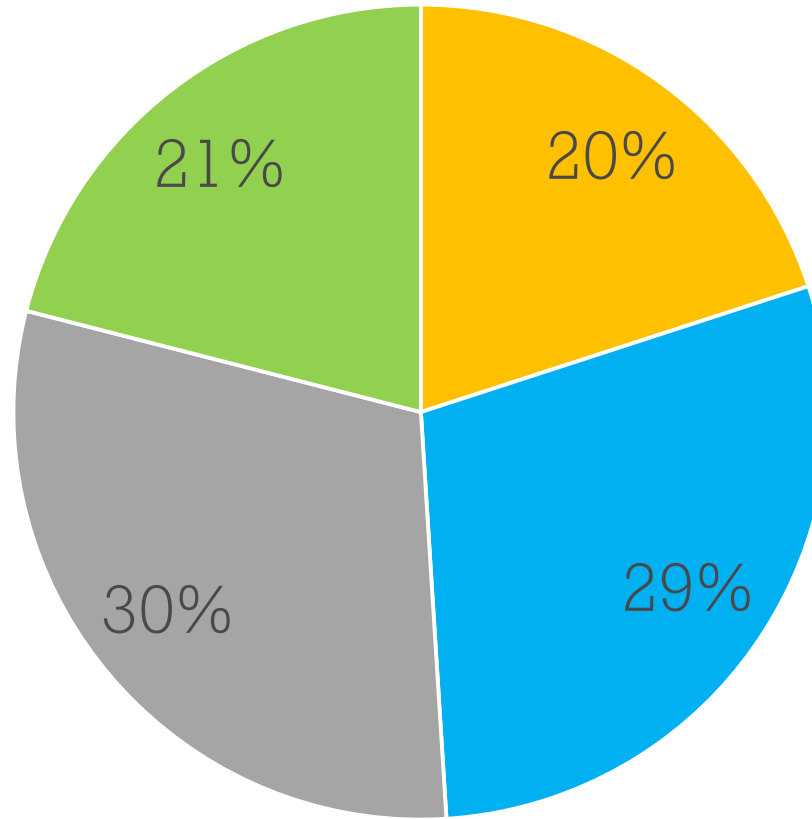
Historical Population Growth (2000-2019)

CORRIDOR

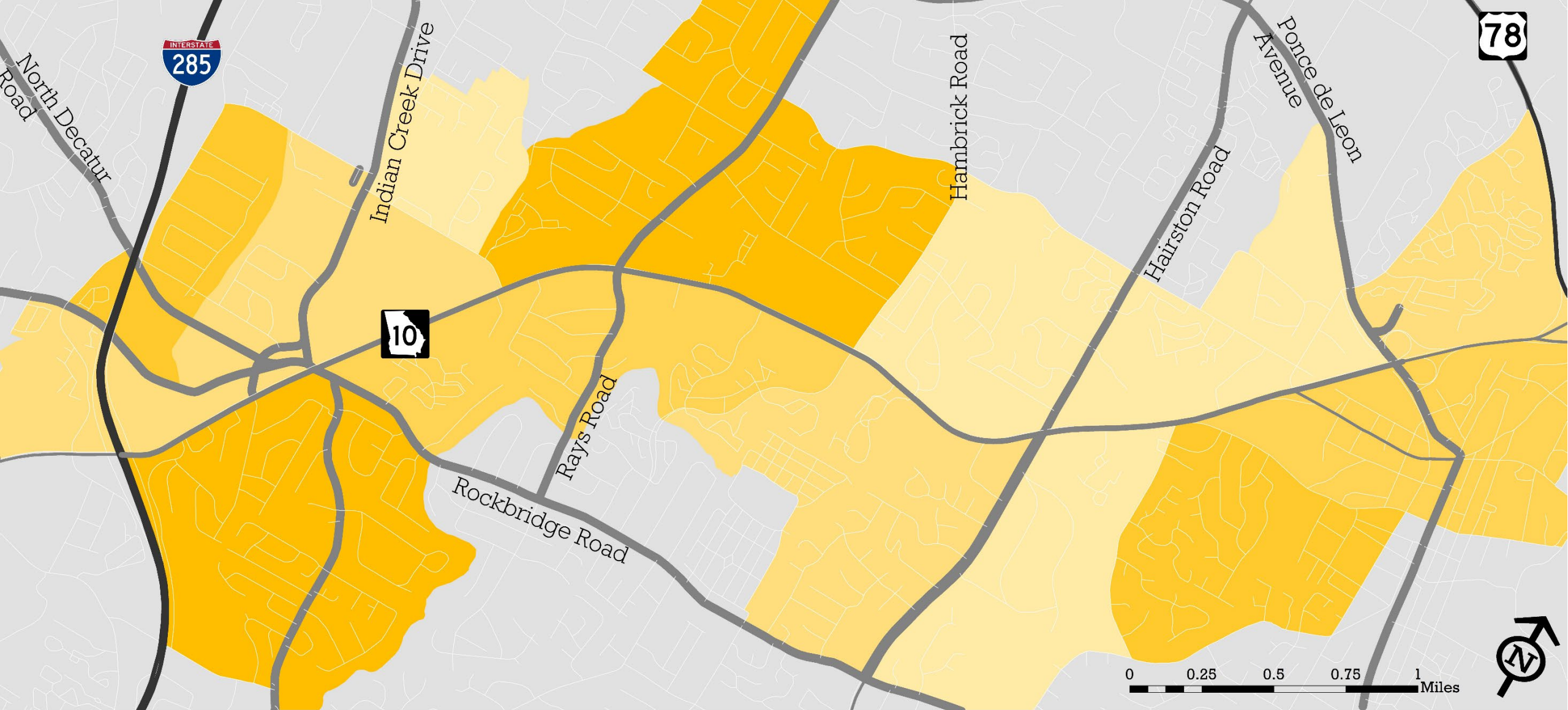


● Retail ● Office ● Industrial ● Multifamily

DEKALB COUNTY



**Commercial Space
by Land use**



Annual Household Income (2016)

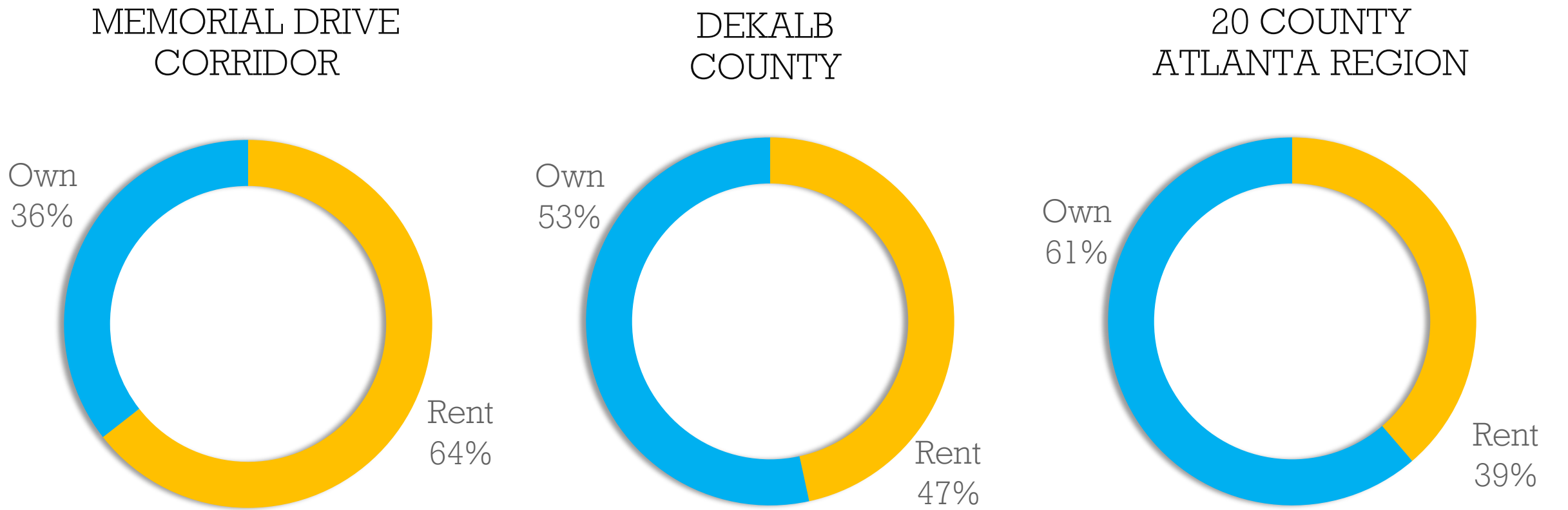
Source: American Community Survey (2012-2016)

● \$18,000 - \$25,000
● \$25,000 - \$30,000
● \$30,000 - \$35,000

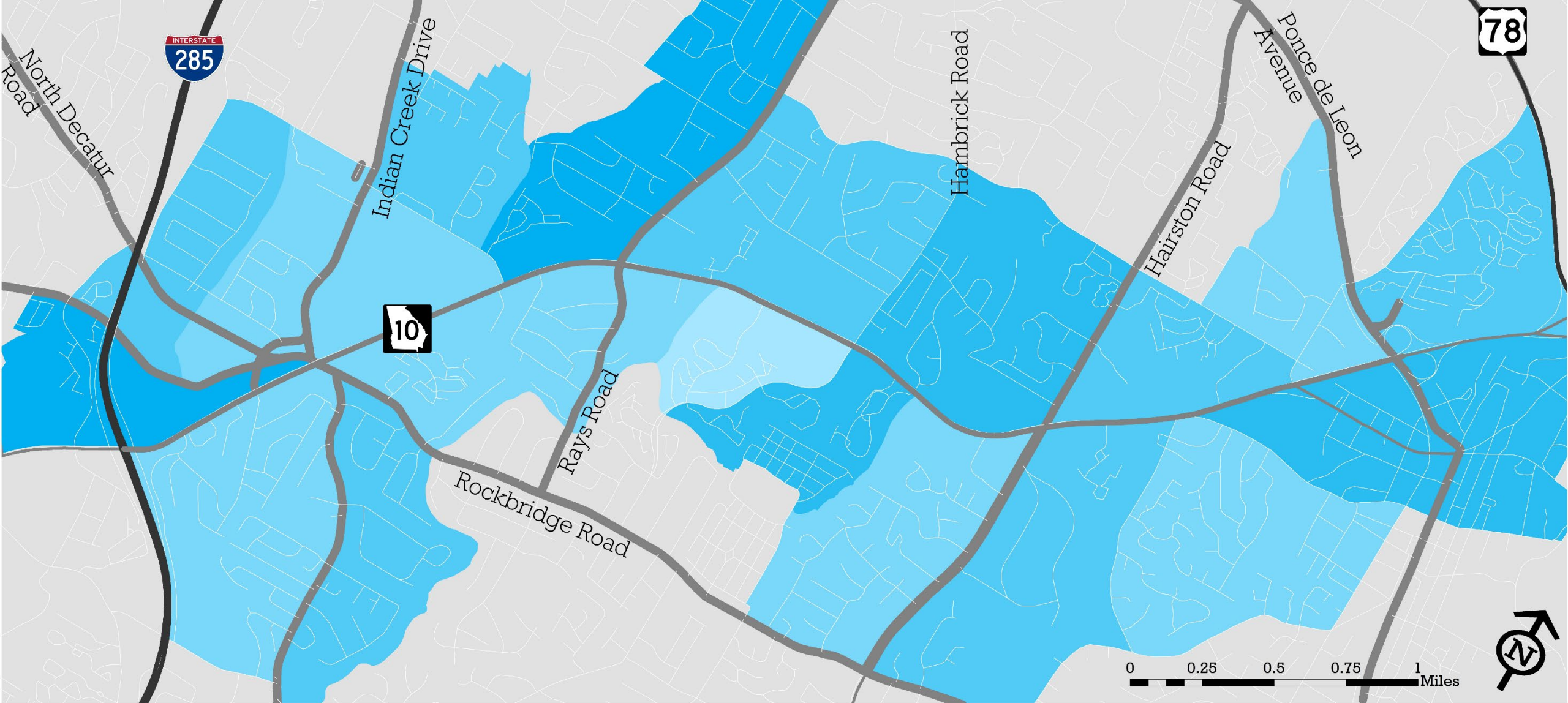
● \$35,000 - \$45,000
● \$45,000 - \$61,250

Average Household Income (2016) Corridor Wide: \$32,332

Home Ownership and Rental Rates



Source: American Community Survey (2012-2016)



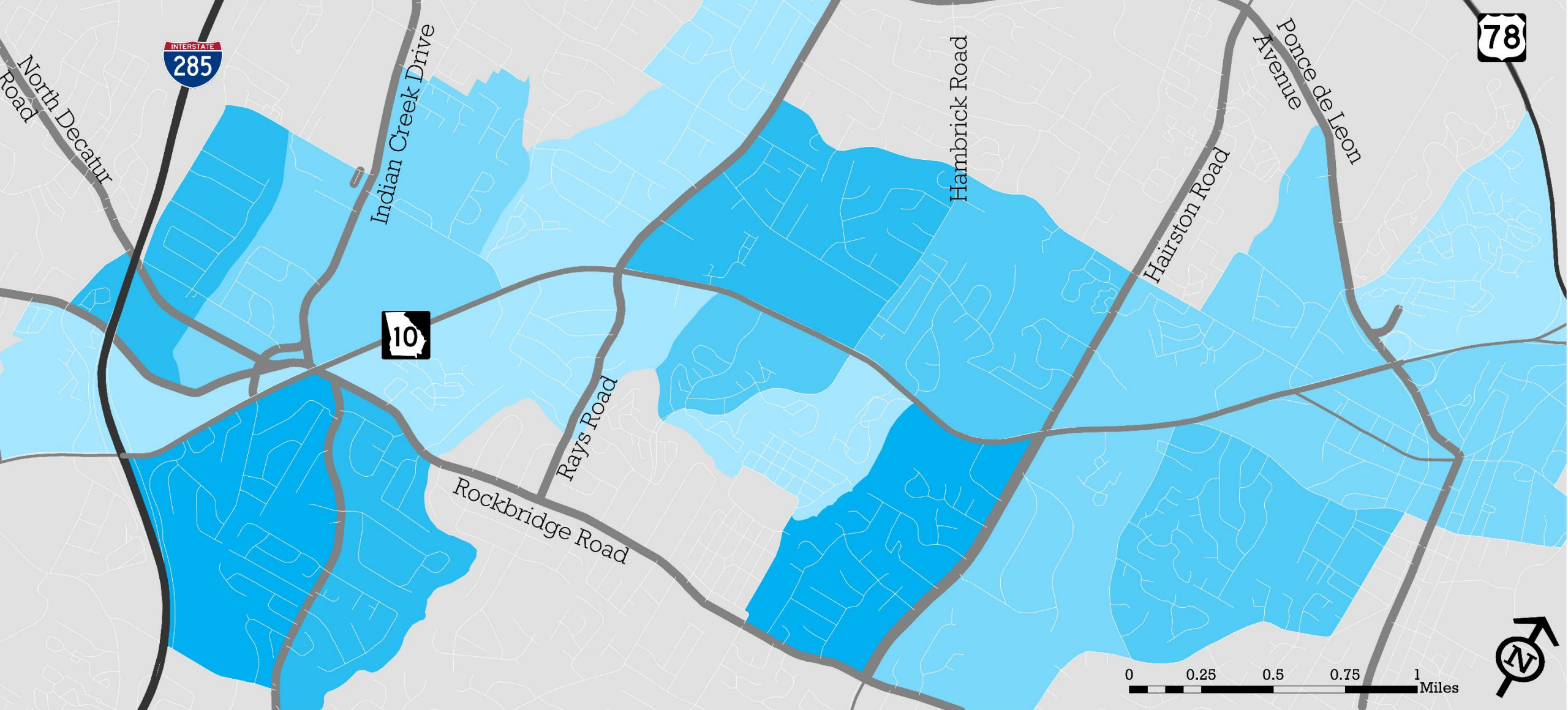
Median Home Value (2016)

Source: American Community Survey (2012-2016)

● \$32,400 - \$35,000
● \$35,000 - \$100,000
● \$100,000 - \$125,000

● \$125,000 - \$150,000
● \$150,000 - \$200,000

Median Home Value (2016) Corridor Wide: \$111,396



Median Monthly Rent (2016)

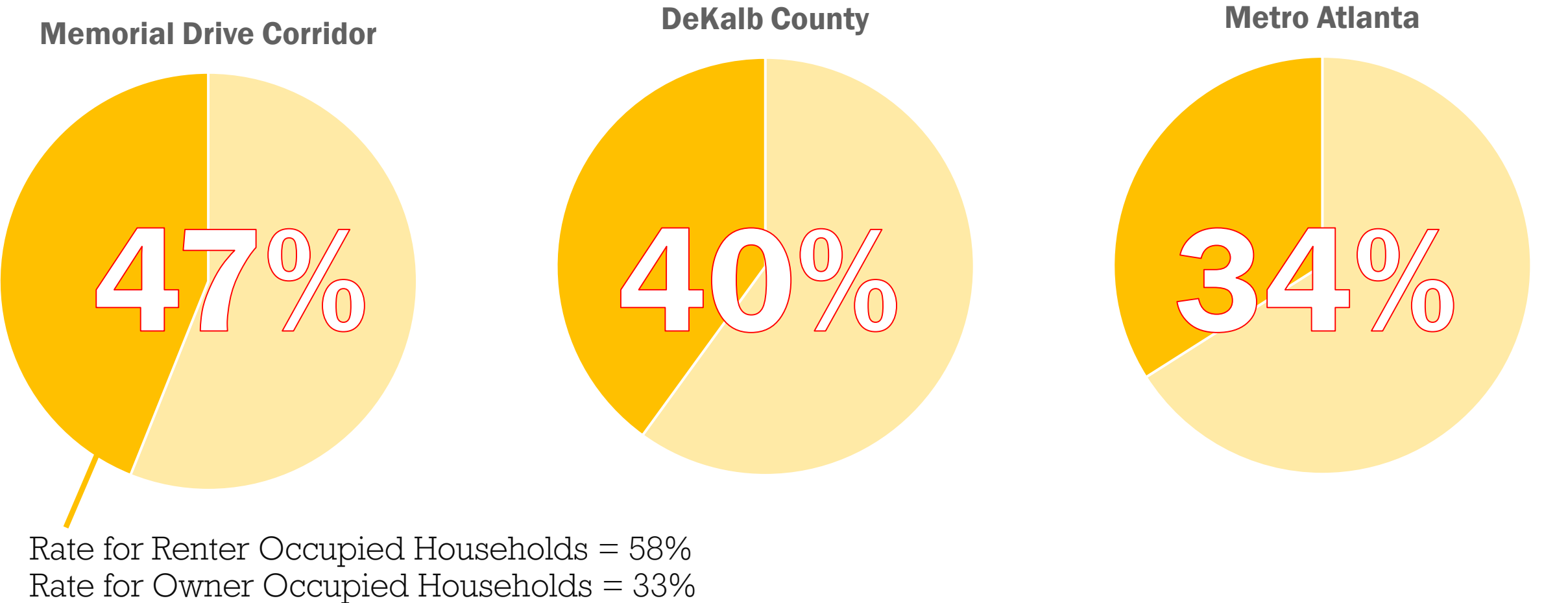
Source: American Community Survey (2012-2016)

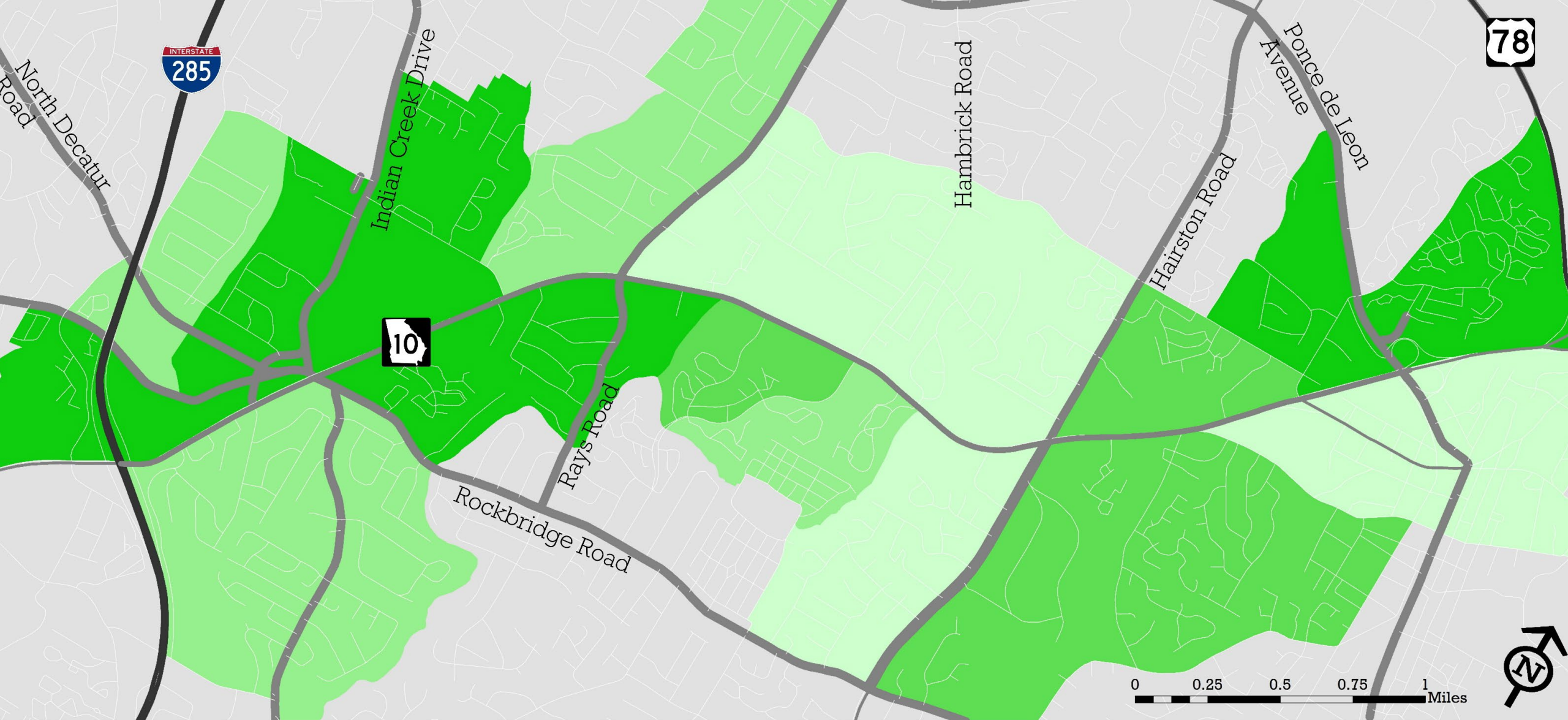
● \$672 - \$800
● \$800 - \$900
● \$900 - \$1,000

● \$1,000 - \$1,100
● \$1,100 - \$1,200

Median Monthly Rent (2016) Corridor Wide: \$849

Housing Cost Burden – Households Paying Over 30% of Their Income for Housing (2016)

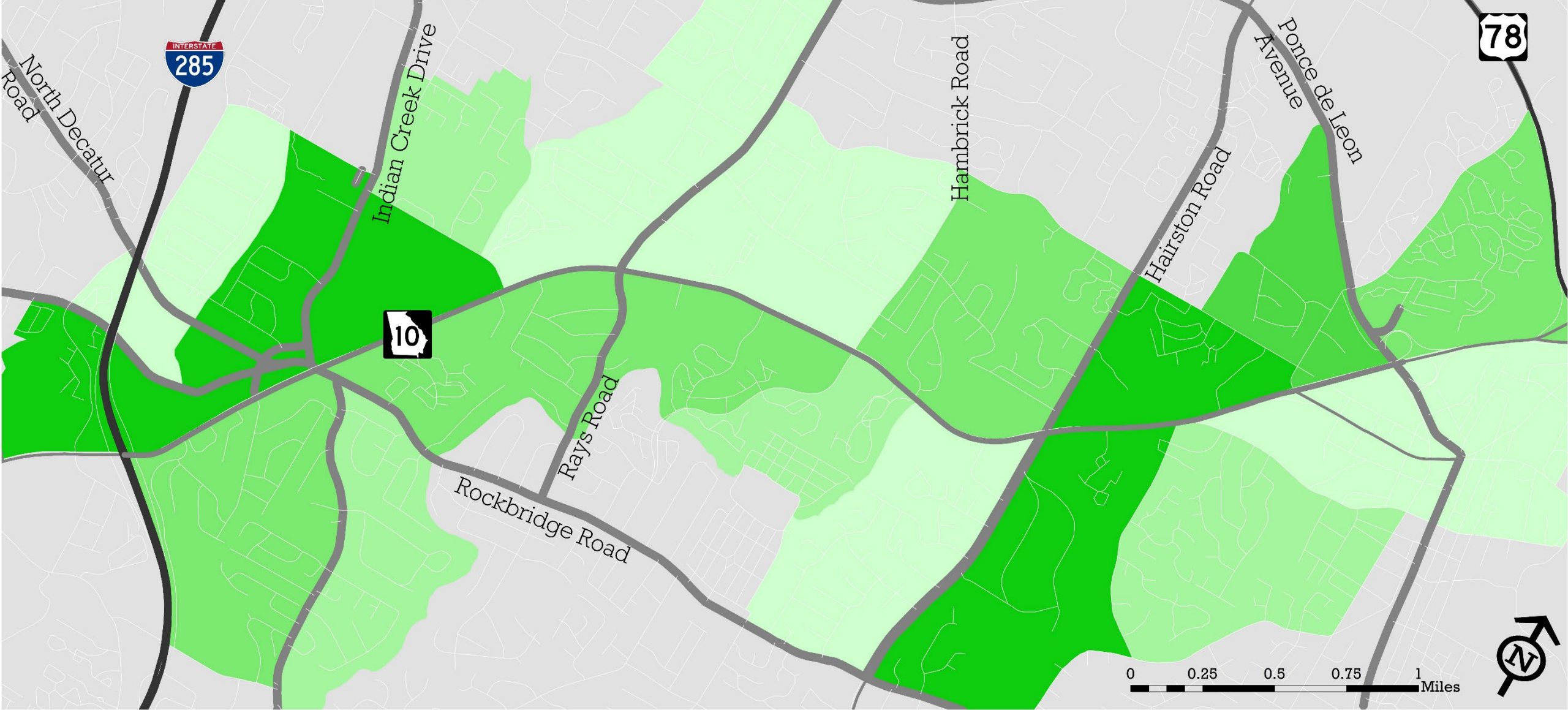




Alternative Commutes (2016)

Source: American Community Survey (2012-2016)

- 10 - 20%
- 20 - 30%
- 30 - 40%
- 40 - 60%



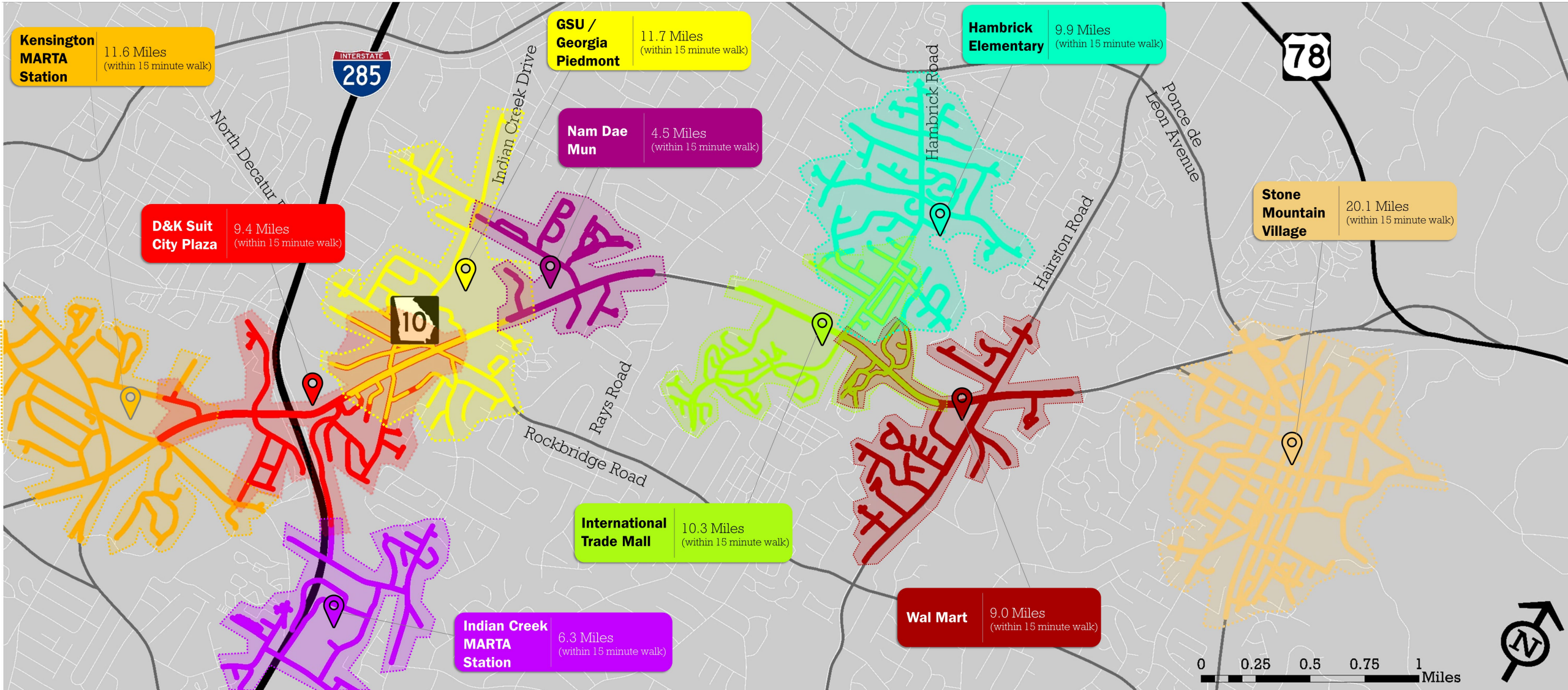
Transit Commuters (2016)

Source: American Community Survey (2012-2016)

- > 5%
- 5 – 10%
- 10 – 15%

- 15 – 20%
- 20 – 30%

Transit Commuters (2016) Corridor Wide: 10.9%

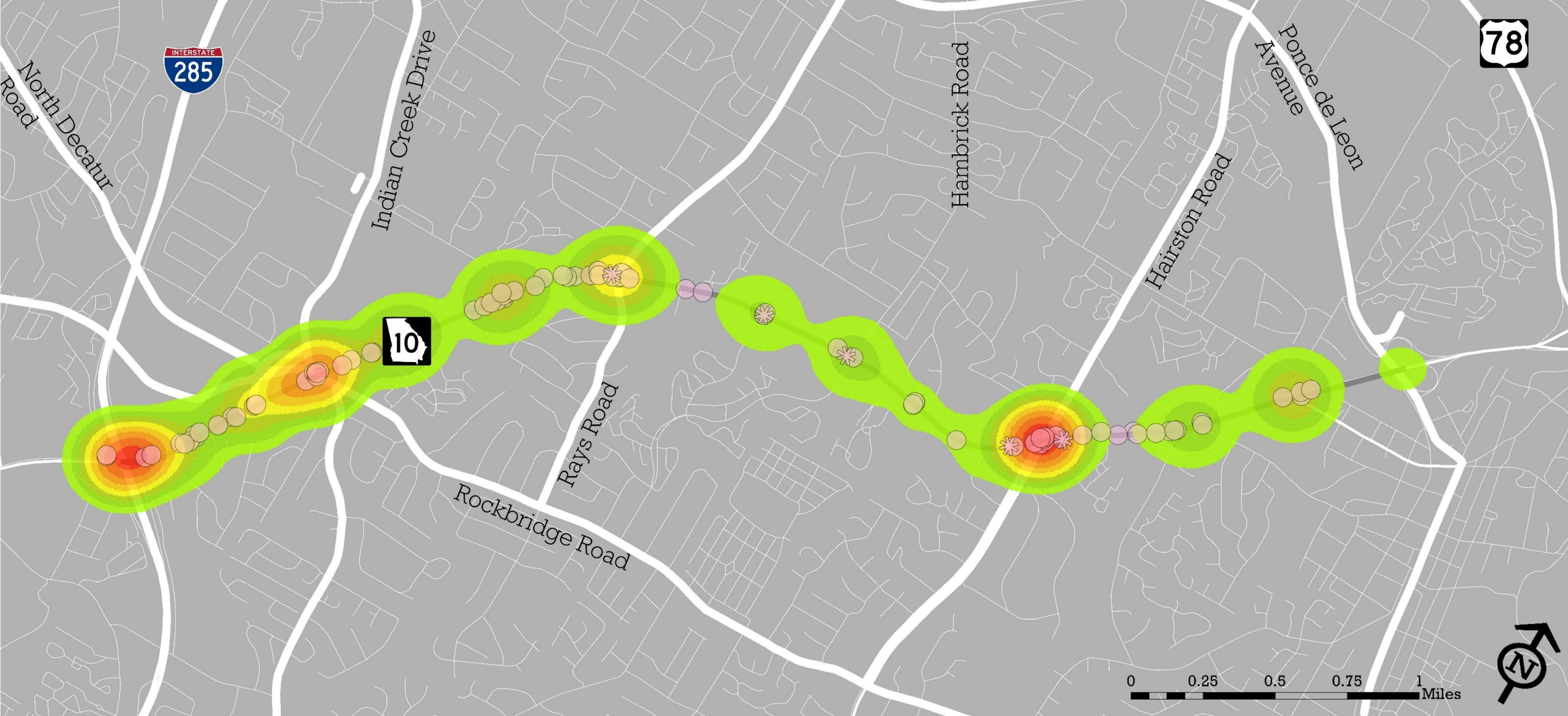


15 Minute Walk Distances







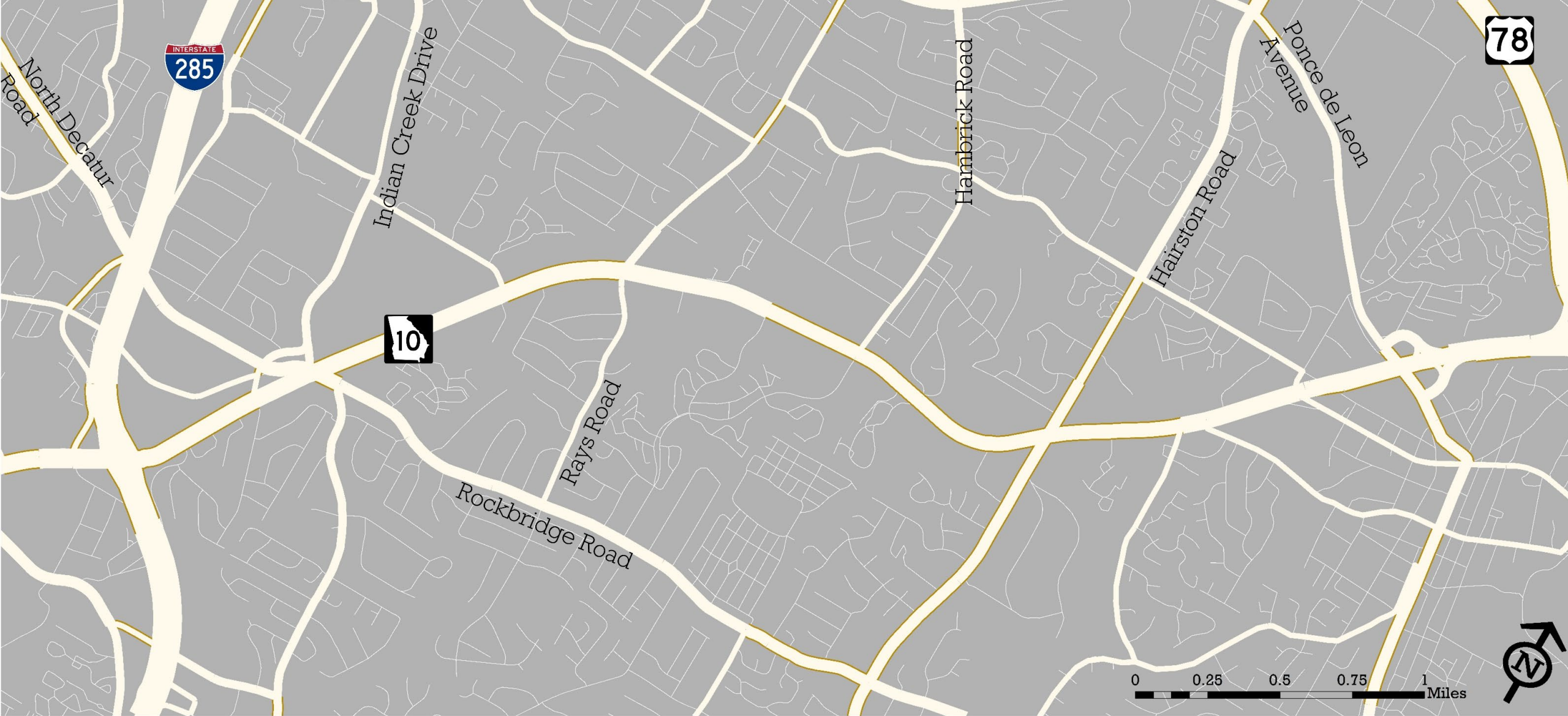


Crashes (2014-2018)

Source: Georgia Department of Transportation



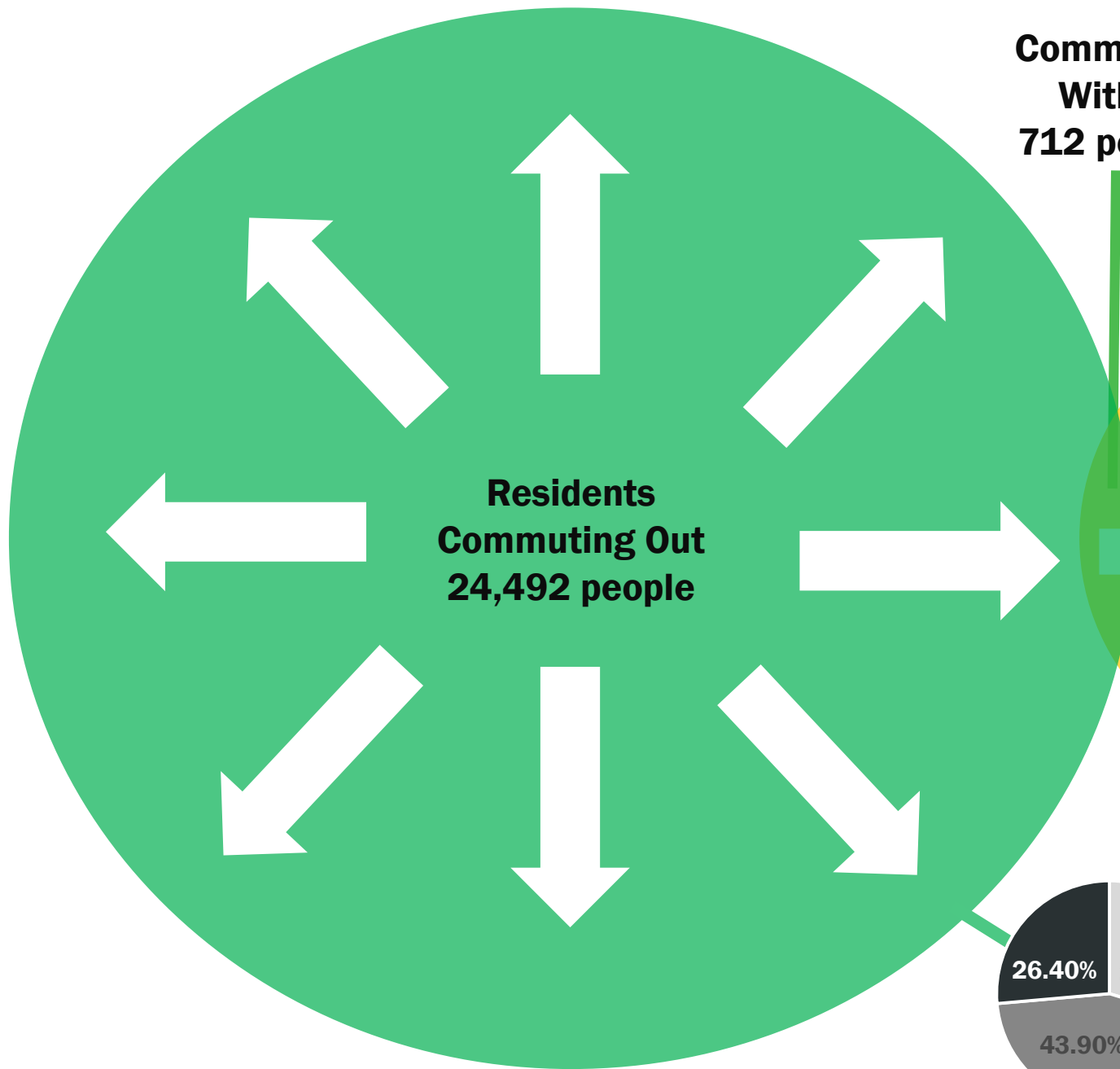
- Crashes Involving Pedestrians (102)
- ✱ Crashes Involving Bicyclists (5)



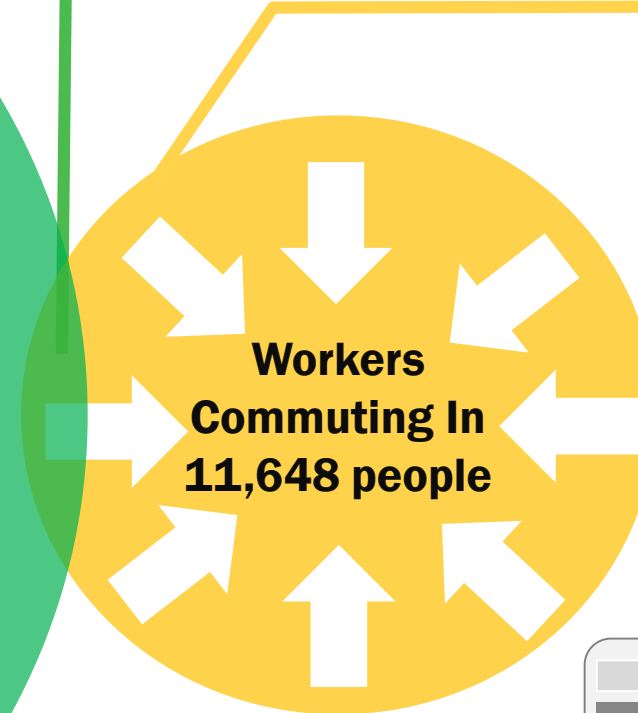
Traffic Demand (2015 & 2040)

Source: Atlanta Regional Commission Activity Based Model



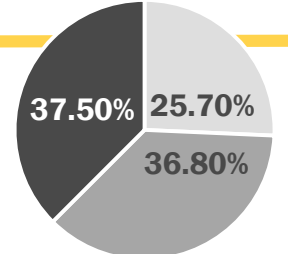


Commuting Within 712 people



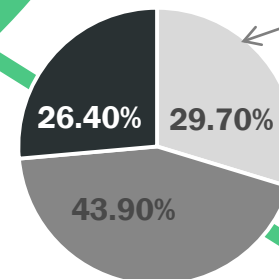
Top 4 Industries (56% of Jobs)

1. Educational Services (1,982)
2. Health Care and Social Assistance (1,658)
3. Transportation and Warehousing (1,433)
4. Retail Trade (1,498)



Top 4 Industries (49% of Jobs)

1. Retail Trade (3,328)
2. Health Care and Social Assistance (3,097)
3. Accommodation and Food Services (2,923)
4. Administration & Support (2,598)



CHALLENGES

Demographic & People

- Declining Population
- Lower Household Incomes and Spending Potential
- Market Area Median Income is 61 Percent of Regional Median

Built Environment and Infrastructure

- Auto-Centric Environment Not Conducive to Pedestrians
- Implied Evidence of Safety Challenges for Pedestrians
- Disconnected Network
- Large Setbacks

Market Conditions

- Aging Buildings
- Below-Average Commercial Rents
- Lack of Private Investment
- Buildings Perform Well Enough to Maintain Status Quo
- Lack of Diversification in Commercial Uses

STRENGTHS

Demographics & People

- Unique Diversity of Corridor Residents
- Secondary Education Facilities (GSU and Georgia Piedmont) Create large Daytime Student and Faculty Population
- DeKalb Government Acts as Institutional Anchor
- Near Stone Mountain Park

Built Environment and Infrastructure

- Strong Public Investment in Infrastructure
- Close to MARTA Rail Stations and Park and Ride Lot
- Interstate 285 Connects Corridor to Larger Region

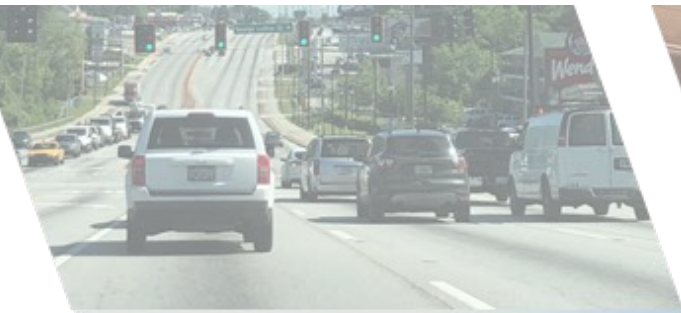
Market Conditions

- Limited Retail Competition to South
- Regional Redevelopment Patterns Starting to Move Towards Corridor
- Housing Affordability Relative to Region



MEMORIAL DRIVE

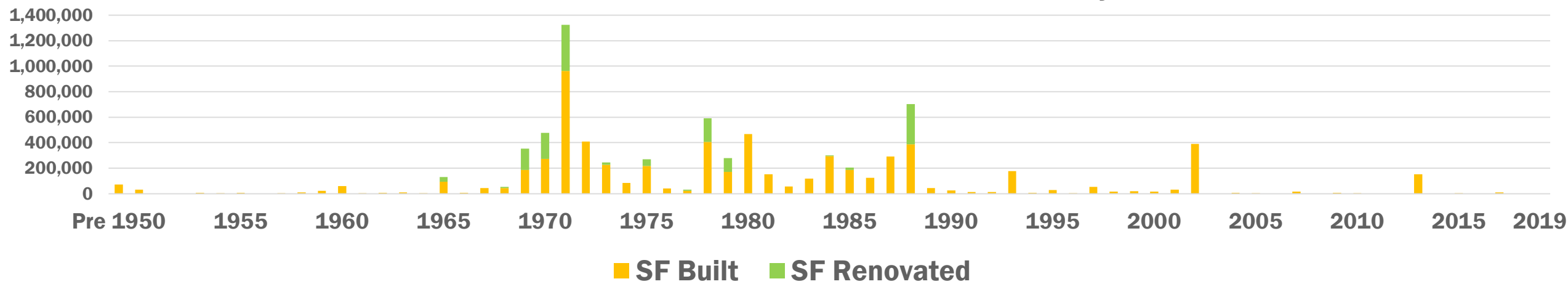
REVITALIZATION CORRIDOR PLAN



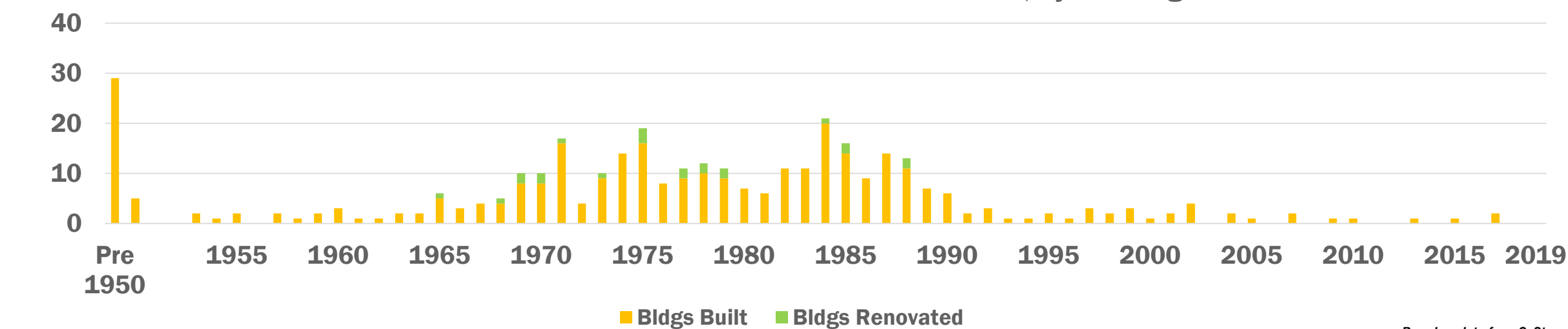
ECONOMICS OF RE-DEVELOPMENT

RE-DEVELOPMENT 101

Memorial Drive Corridor Commercial Construction, by SF



Memorial Drive Corridor Commercial Construction, by Buildings



Based on data from CoStar

RE-DEVELOPMENT 101

Why do aging shopping centers and apartments stay that way?

Why can't they do something better?

- **Investment goal is cash flow.**

- Not redevelopment (buy and hold).
- Not public service or community building.
- Part of an investment portfolio.

- **Low operating costs:**

- Property taxes
- Operating & management costs
- Minimal maintenance & repair
- No debt Service

- **Modest but steady revenue flow:**

- Tenants paying rent
- Manageable vacancy rate

- As long as **revenue > operating costs**, the owner is making money with low risk and low effort.



RE-DEVELOPMENT 101

Redevelopment is hard!

- It takes time & effort
- It is really hard work
- Existing leases & tenants make change difficult
- No revenue from rent during redevelopment
- It requires large amounts of capital & debt
- It usually requires complicated financing
- It involves assuming a higher level of risk
- Many property owners are not experienced or comfortable with the business of redevelopment

RE-DEVELOPMENT 101

Cash Flow Before Redevelopment

| | |
|--|-------------------|
| Gross Income # Units x \$ Rent | Net Income |
| | Operating Costs |
| | Taxes |

Cash Flow After Redevelopment

| | |
|---|--|
| Gross Income More Units x More Rent | Net Income |
| | Operating Costs |
| | Taxes |
| | Capital + Profit |
| | Debt Service |
| | Lost Income <i>(during redevelopment)</i> |
| | Sales & Marketing |

RE-DEVELOPMENT 101

There are two scenarios where redevelopment makes sense

1. Revenue falls below operating costs

- increasing vacancy, declining rents, or increased costs

2. Revenue potential justifies disruption of current land use, increased risk, and increased effort.

- Potential to capture higher rents and values
- Potential to create more density
- Potential to create a new “place”
- Potential to capture “brand”, and energy of character of nearby areas



RE-DEVELOPMENT 101

Mid 2000s

In an initial wave of growth of an area known previously for light industrial uses and occasional crime, Octane Coffee (pictured here) and similarly minded businesses begin opening in repurposed buildings. It is often pioneering businesses such as restaurants, coffeeshops, and artist spaces that lead the private sector into seeing the opportunities of redevelopment.

Early to Mid 2010s

Following a slowdown in momentum due to the Great Recession, the area begins to revitalize in earnest with several 3-5 story mixed use buildings (such as this one which opened in 2015) containing ground floor retail and apartments on upper floors.

Late 2010s

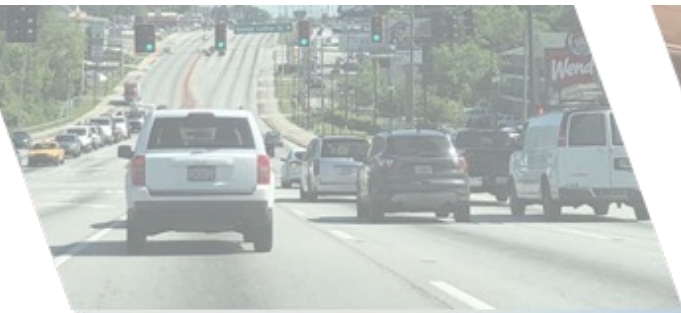
With redevelopment increasingly profitable, property owners and developers become more ambitious and build taller, such as this 13 story building which currently (2019) being constructed.





MEMORIAL DRIVE

REVITALIZATION CORRIDOR PLAN



PLANNING PROCESS

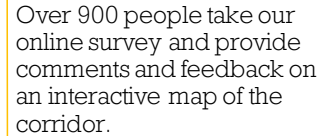
A centerpiece of the Memorial Drive Revitalization Corridor Plan was the planning team's commitment to and incorporation of community engagement into the planning process. Through meetings, "Pop Up" events, design workshops, surveys, and interactive maps, the planning team developed the plan's recommendations 'hand in hand' with the hundreds of corridor residents, business owners, and interested stakeholders who participated in the planning process.

A second "Pop Up" event is held at the International Trade Mall to talk to area residents



DeKalb County
begins planning
process.

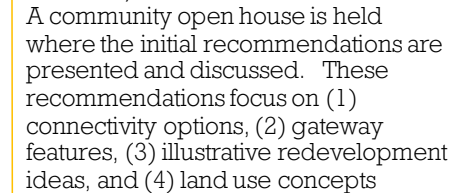
The Memorial Drive Business Development Advisory Committee (BDAC), a group comprised of business owners and operators, area non-profits, and residents, meets for the first time.



Over 200 people attend the first Community Open House! Residents and business owners participated in discussions and exercises to help define a vision for the corridor, determine areas the planning team should focus on, and advise on the appropriate scale of activity on the corridor.



A second meeting of the BDAC serves as a 'dry-run' for a full Design Workshop held a few days later. An initial land use vision and concept is developed.



A multi-hour Design Workshop was held where members of the community worked side by side with our planning team to refine and develop concepts along the corridor for Land Use & Density, Connectivity, and Placemaking.

The community engagement component of the process ends with a celebratory "Taste of Memorial" event where nearly 100 people sampled food from various businesses along the corridor and learned about the final recommendations for the corridor.



A final BDAC meeting is held as part of the process to discuss various recommendations and strategies to achieve the intended vision for the corridor.

A third meeting of the BDAC includes discussion of the emerging recommendations, focusing on the illustrative drawings and concepts that articulate the collective vision for the corridor.



PLANNING PROCESS

Use of a multi-pronged approach focusing on a community-driven planning process

- **Community Meetings (4)** – Traditional opportunities to meet and discuss the plan with the public.
- **Business Development Advisory Committee Meetings (4)** – focused group intended to represent primarily private sector and non-profit perspective.
- **Pop Ups and Intercepts (4)** – tactical events intended to engage with specific populations
- **Online Engagement** – online opportunities to get input and share information

PLANNING PROCESS



It's In DeKalb

June 25 · 🌐

Join DeKalb County Planning and Sustainability tonight from 6 to 8 p.m. for a Community Open House to discuss the Memorial Drive Corridor. The open house will be at the DeKalb County Watershed Management Office. To take the survey: <https://planningatpond.com/memorialdrivecorridorplan...>

MEMORIAL DRIVE REVITALIZATION CORRIDOR PLAN

Live near Memorial Drive?

Shop on Memorial Drive?

Work off Memorial Drive?

Come Visit Us At Our First of Four Planned Community Open Houses and Tell Us Your Thoughts About the Future of the Corridor!

This meeting will be in an open house format that will allow you and other attendees to arrive anytime at your convenience within the 6 to 8 PM window!

Tuesday, June 25, 2019
6 to 8 PM
DeKalb County Watershed Management Office
(D&K Suit City Plaza)
4572 Memorial Drive Decatur, Georgia 30032

Also, please visit our website and take our survey!
Take an online survey to share your feedback about thoughts about the corridor.

<https://planningatpond.com/memorialdrivecorridorplan>

Commissioner Steve Bradshaw
DeKalb County District 4

Please join us for the second public meeting for the Memorial Drive Corridor Revitalization Plan on August 21st from 1-4 and 5-8 p.m. at the DeKalb Conference Center at Georgia Piedmont Technical College, 495 North Indian Creek Drive. Drop in at any time and stay for the presentation. If you are unable to attend, please be sure to check out the website and take the community survey [here](#).

TAKE AN ACTIVE ROLE IN THE REVITALIZATION OF THE MEMORIAL DRIVE CORRIDOR!

Collaborate with our Planning Team at our upcoming "Design Workshop"

Wednesday, August 31, 2019
DeKalb Conference Center @ Georgia Piedmont Technical College
495 North Indian Creek Drive (Gladston, Georgia 30023)

During this multi-hour and multi-phased meeting, our planning team will be working in real time to develop conceptual ideas for the future of the corridor and looking for your feedback! **Please visit us at your convenience and interest any time during the tentative schedule below:**

1:00 - 4:00 PM: Preform Planning Work (Drop in any time!)
The planning team will be developing initial ideas and concepts to be further explored later in the evening.

4:00 - 5:00 PM: Transition to Open House
The planning team will be focused on finalizing initial concepts and ideas so they are presentation ready for the evening's open house.

5:00 - 7:00 PM: Open House (Drop in any time!)
The planning team will present ideas developed during the afternoon and look for feedback.

7:00 - 8:00 PM: Presentation
The planning team will develop brief presentations to summarize ideas captured and establish the next steps in the planning process.

Want to learn more about our work?

Please visit us at www.dekalbcountyga.gov/memorialdrive



Atlanta Regional Commission

5 hrs · 🌐

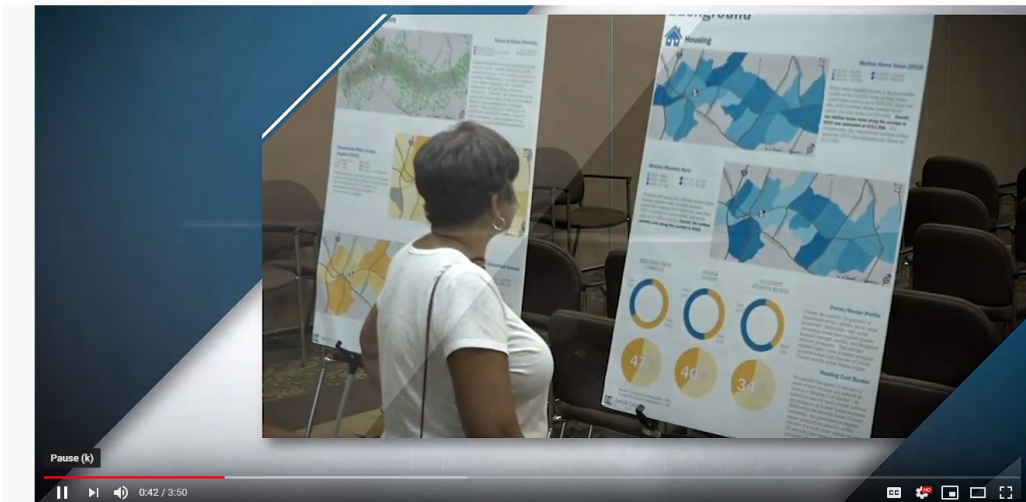


Live, shop, or work near Memorial Drive? Come learn more about plans for the corridor's future and share your thoughts at an open house Tuesday, June 25. Drop by between 6:00 and 8:00 p.m.: 4572 Memorial Drive, Decatur, Ga. 30032 Meanwhile, take this survey to share your thoughts--> <https://planningatpond.com/memorialdrivecorridorplan/>

PLANNINGATPOND.COM
Social Pinpoint - Memorial Drive Corridor Plan
A Place to engage your Community

YouTube

Search



Memorial Drive Revitalization Corridor Plan

Unlisted

PLANNING PROCESS



Over 400 community meeting attendees



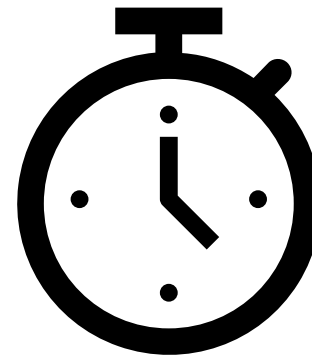
Over 13,000 website visits!



Over 1,000 online surveys submitted



Over 950 interactive map comments



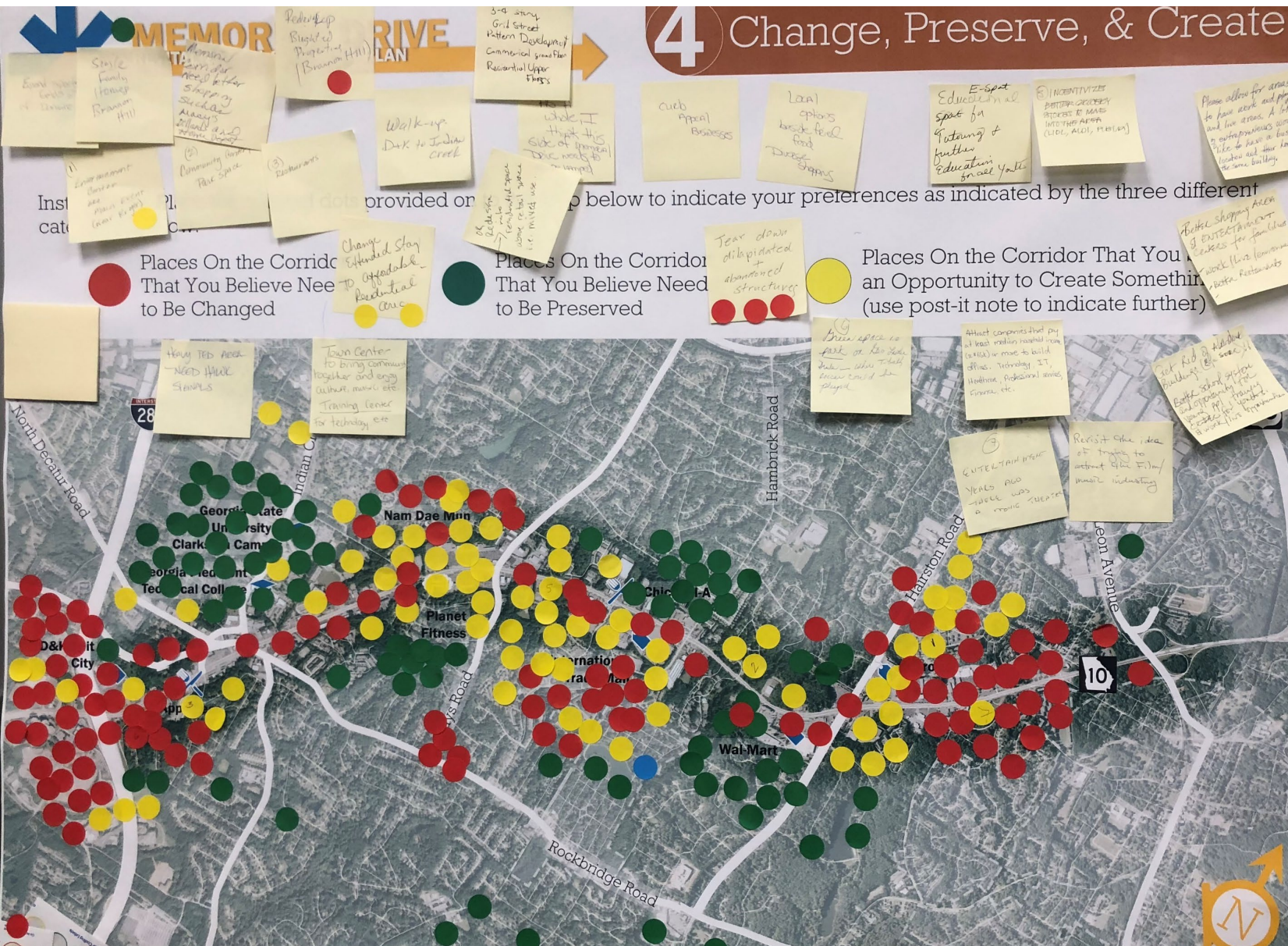
2:42 (average time spent on website)

PLANNING PROCESS | Community Meetings



**VISIONING OPEN HOUSE –
June 25, 2019**

PLANNING PROCESS | Community Meetings



**VISIONING OPEN HOUSE –
June 25, 2019**

PLANNING PROCESS | Community Meetings

DESIGN WORKSHOP –
August 21, 2019



PLANNING PROCESS | Community Meetings

DESIGN WORKSHOP –
August 21, 2019



PLANNING PROCESS | Community Meetings

DESIGN WORKSHOP –
August 21, 2019

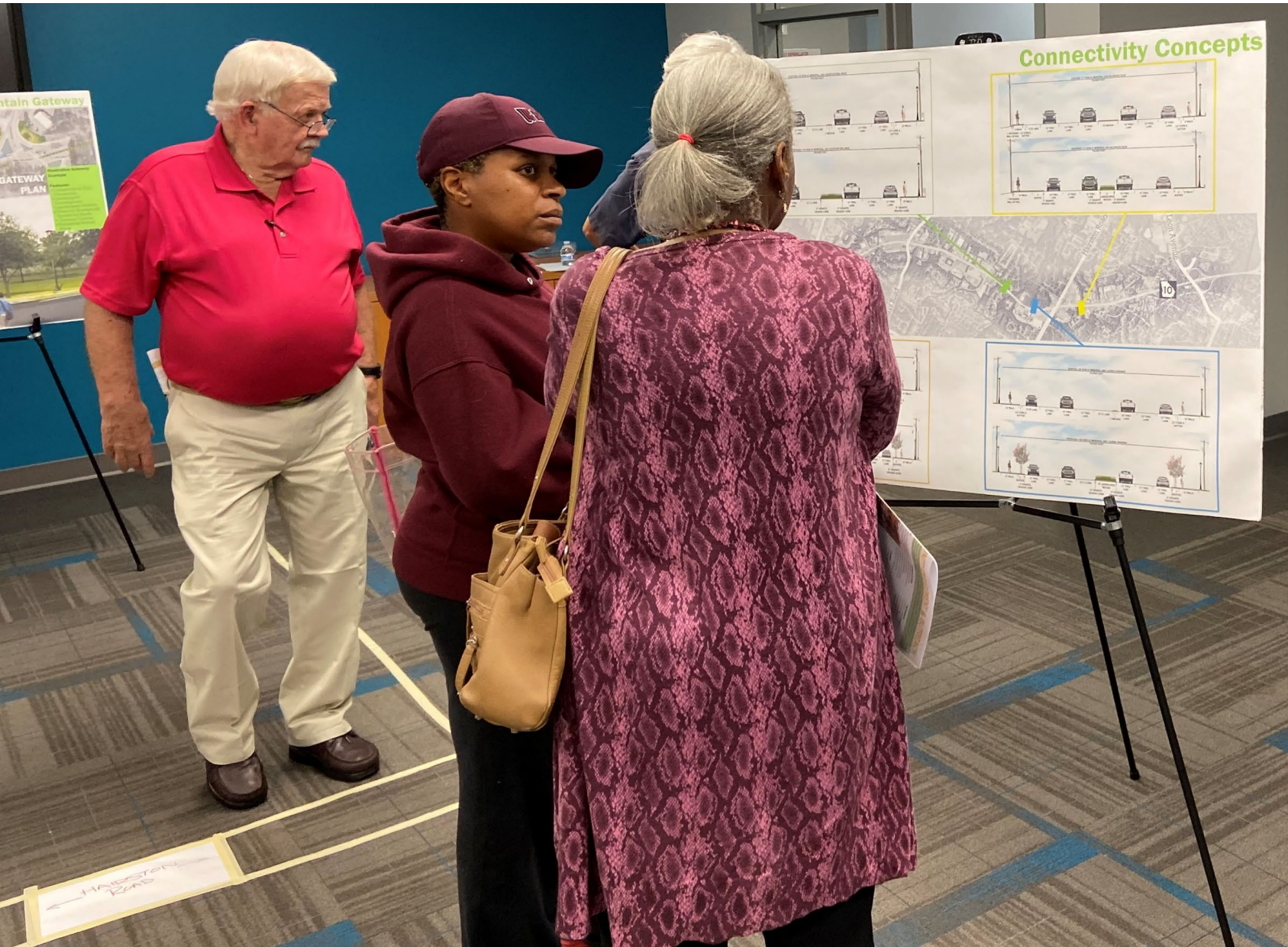


PLANNING PROCESS | Community Meetings



**A WALK THROUGH
MEMORIAL DRIVE—
October 7, 2019**

PLANNING PROCESS | Community Meetings



**A WALK THROUGH
MEMORIAL DRIVE—
October 7, 2019**

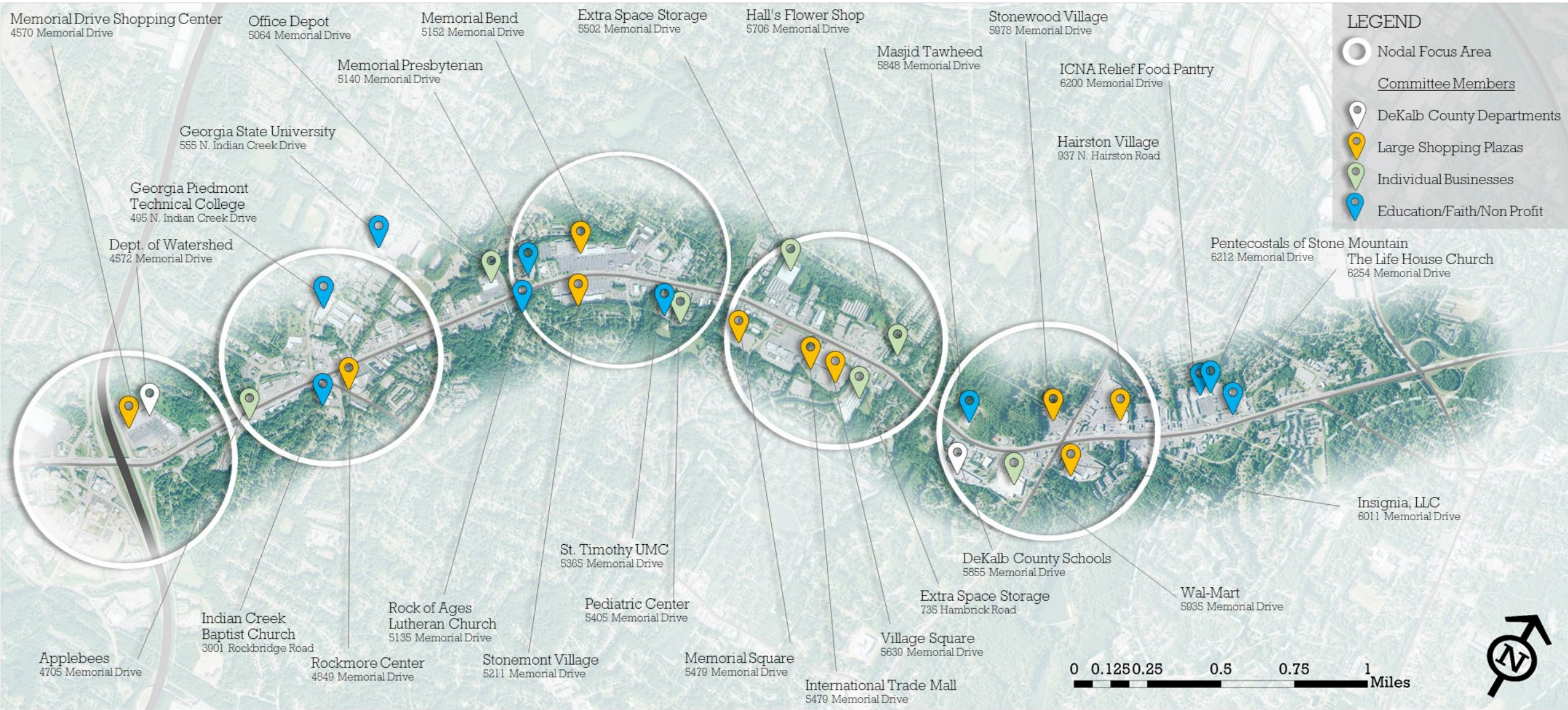
PLANNING PROCESS | Community Meetings

A CELEBRATION OF
MEMORIAL DRIVE—
November 16, 2019



PLANNING PROCESS

Business Development Advisory Committee



PLANNING PROCESS

**Business Development
Advisory Committee**

- Group formed to ensure specific conversations with commercial property owners, business operators, and non-profits on the corridor
- Goal was to understand what County can be doing to support these organizations and groups
- Items discussed included everything from high-level vision to specific topics such as grease trap permitting.

PLANNING PROCESS | Pop Ups

- Georgia State University Clarkston Campus – April 23, 2019
- International Trade Mall – May 18, 2019
- Nam Dae Mun – June 21, 2019
- DeKalb County Tax Commissioner Office – June 25, 2019



Online Engagement



- 

INTERACTIVE
MAP

6. How often do you visit the corridor for services such as banking, postal, or auto services?



PLANNING PROCESS | Online Engagement

Chick-fila is the best food establishment in the community.

👍 15 days ago

Like 👍 Dislike 🗨️

Crime infested. Unsupervised youth in the community. Apparently, low income with no regard to property or upkeep. Not invested in the community.

🗨️ 15 days ago

Like 👍 Dislike 🗨️

No used auto lot or auto dealership.

🗨️ 15 days ago

Like 👍 Dislike 🗨️

The area in and round Rockbridge Road can be like a city center with Urban Intensity development

🏢 16 days ago

Like 👍 Dislike 🗨️

this was a dairy queen and my family and I enjoyed going until they stop caring about the restaurant and tons of individuals started hanging out there. We need an ice cream shop on Memorial as well.

💡 6 months ago

Like 👍+41 Dislike 🗨️-1

This was a Shoney's then ?, then used car lot which is closing now. Needs to be a nice sit down eatery. Memorial Drive used to have tons of family eateries. lets bring them back.

🗨️ 6 months ago

Like 👍+59 Dislike 🗨️

what is this big space with a cars behind a gate? this space can be used for something else and must go.

💡 6 months ago

Like 👍+45 Dislike 🗨️

needs to go.

🗨️ 6 months ago

Like 👍+47 Dislike 🗨️

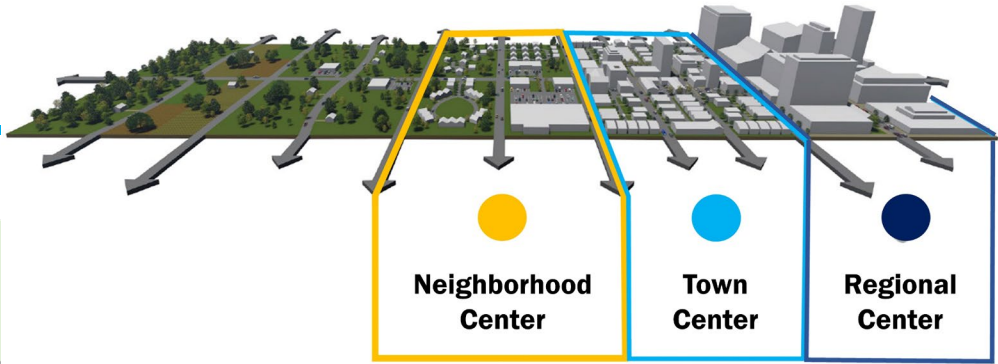
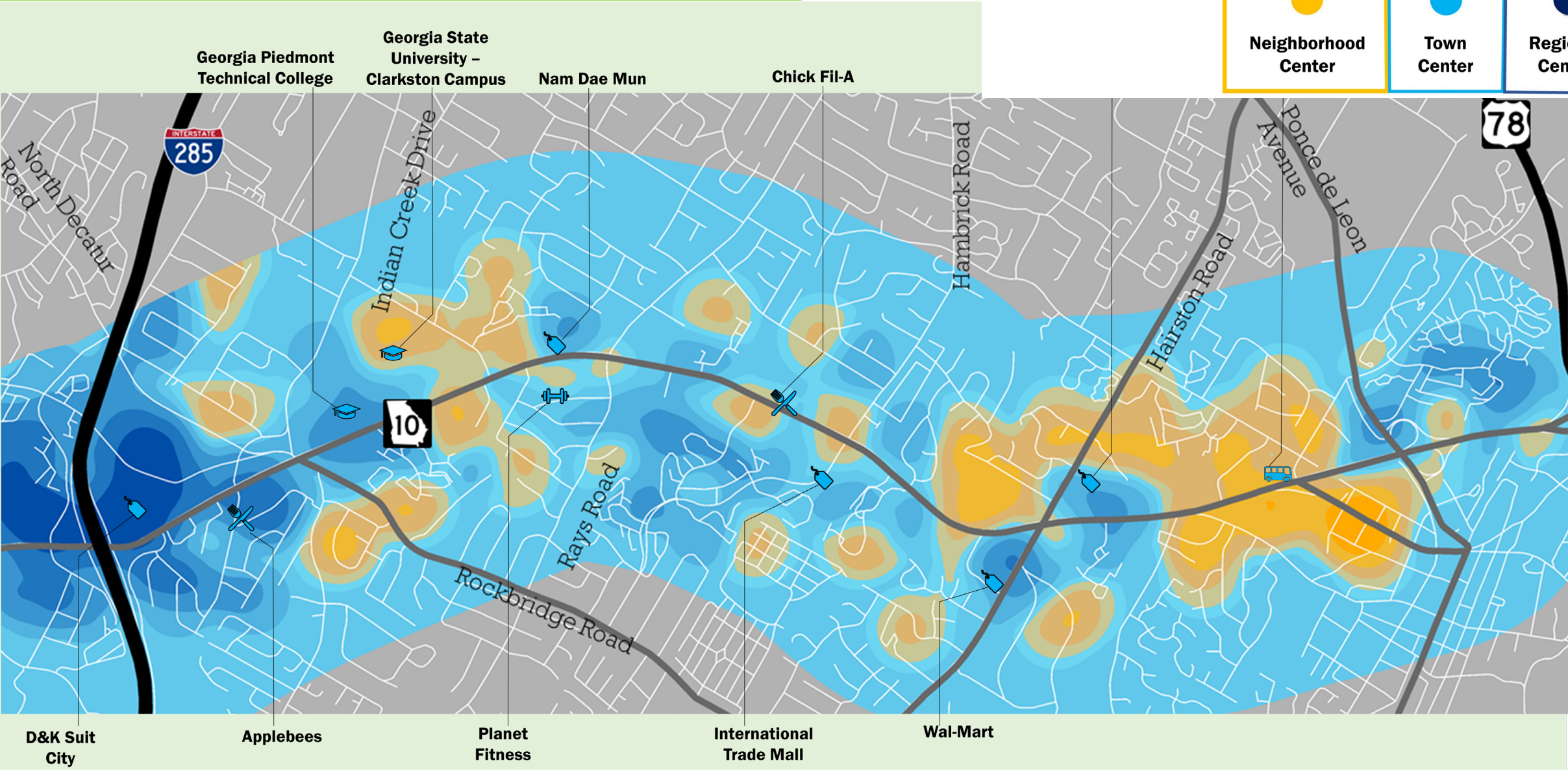
PLANNING PROCESS

When We Combine Everyone's Input...

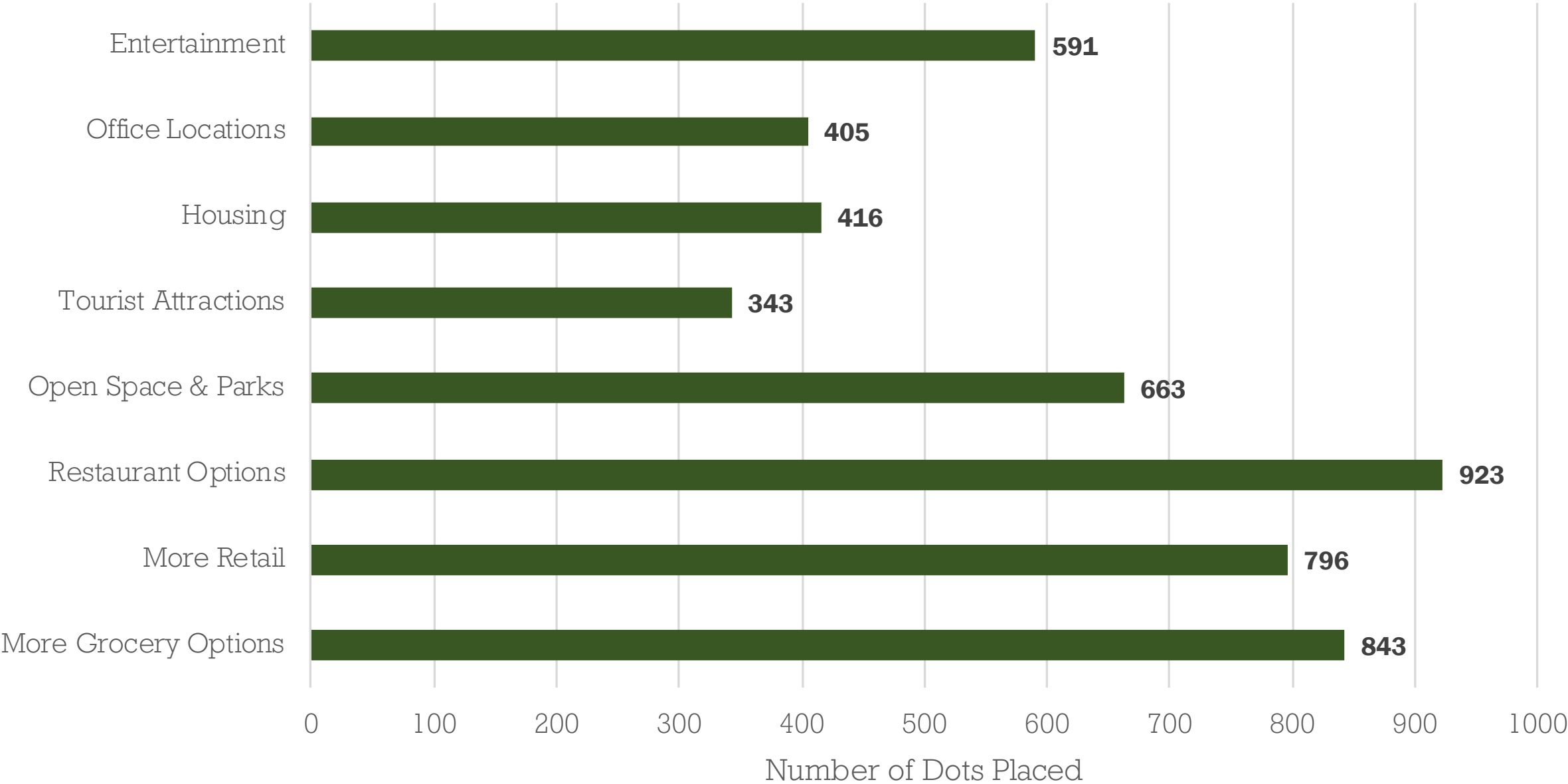


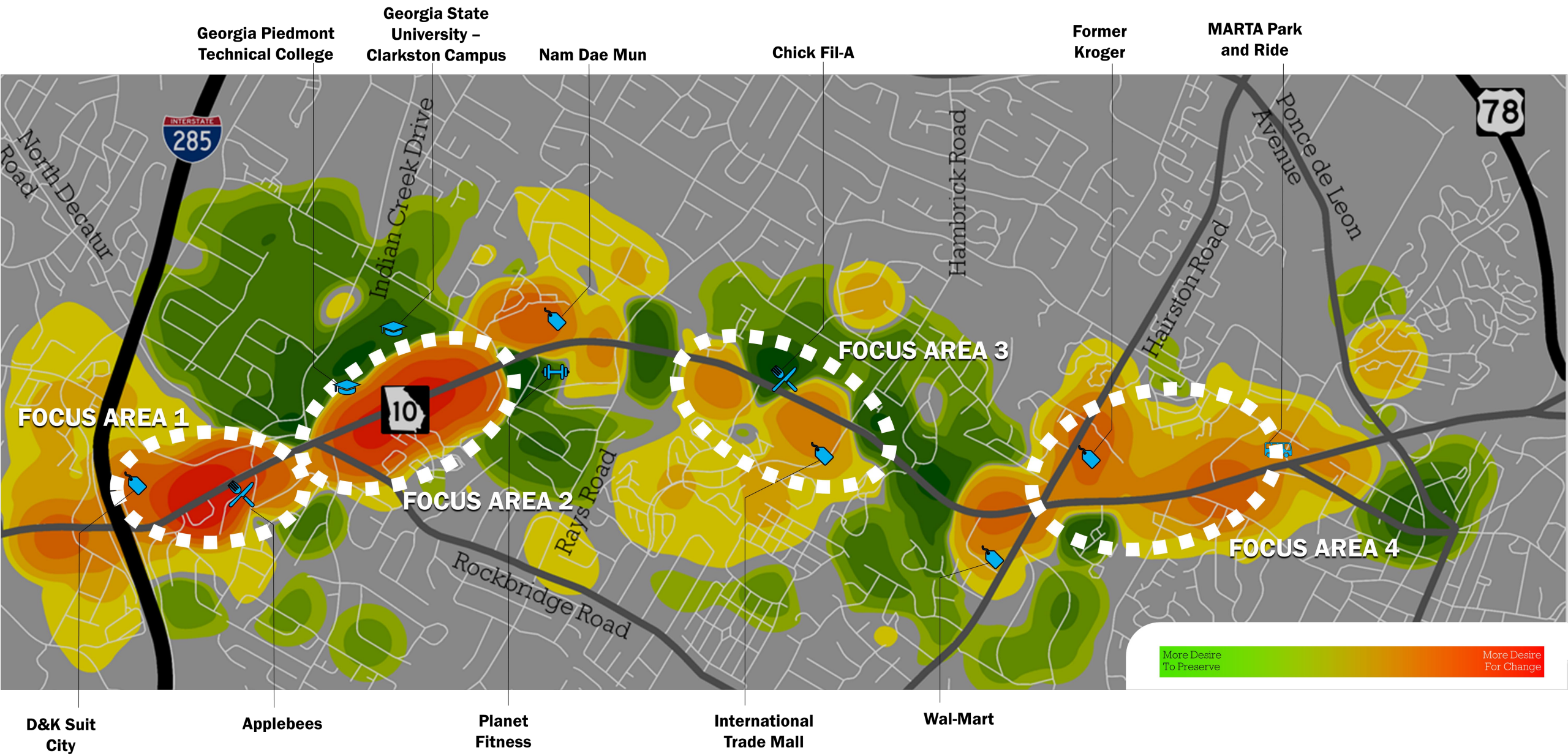
PLANNING PROCESS

When We Combine Everyone's Input



PLANNING PROCESS





PLANNING PROCESS

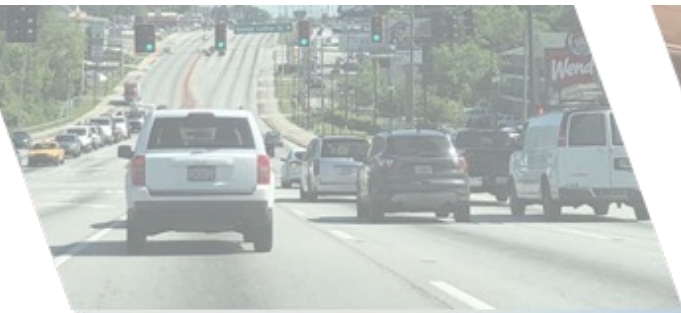
| Development Types | Focus Areas | | | |
|----------------------|--------------|-------------|------------------|--------------|
| | Gateway West | Global City | Hambrick Village | Gateway East |
| Entertainment | ◆ | ◆ | | ◆ |
| Office Locations | ◆ | ◆ | | ◆ |
| Housing | ◆ | ◆ | ◆ | ◆ |
| Tourist Attractions | ◆ | | ◆ | |
| Open Space & Parks | ◆ | ◆ | ◆ | ◆ |
| Restaurant Options | ◆ | ◆ | ◆ | ◆ |
| Retail Options | ◆ | ◆ | ◆ | ◆ |
| More Grocery Options | ◆ | ◆ | ◆ | ◆ |





MEMORIAL DRIVE

REVITALIZATION CORRIDOR PLAN



RECOMMENDATIONS

RECOMMENDATIONS | Vision





**LONG-
TERM?**

RECOMMENDATIONS | Vision



RECOMMENDATIONS | Vision

GLOBAL CITY TODAY



Note: This image is for planning purposes only and is provided as an illustrative example of how site redevelopment *could* potentially be implemented.

TOMORROW?

LONG-TERM?



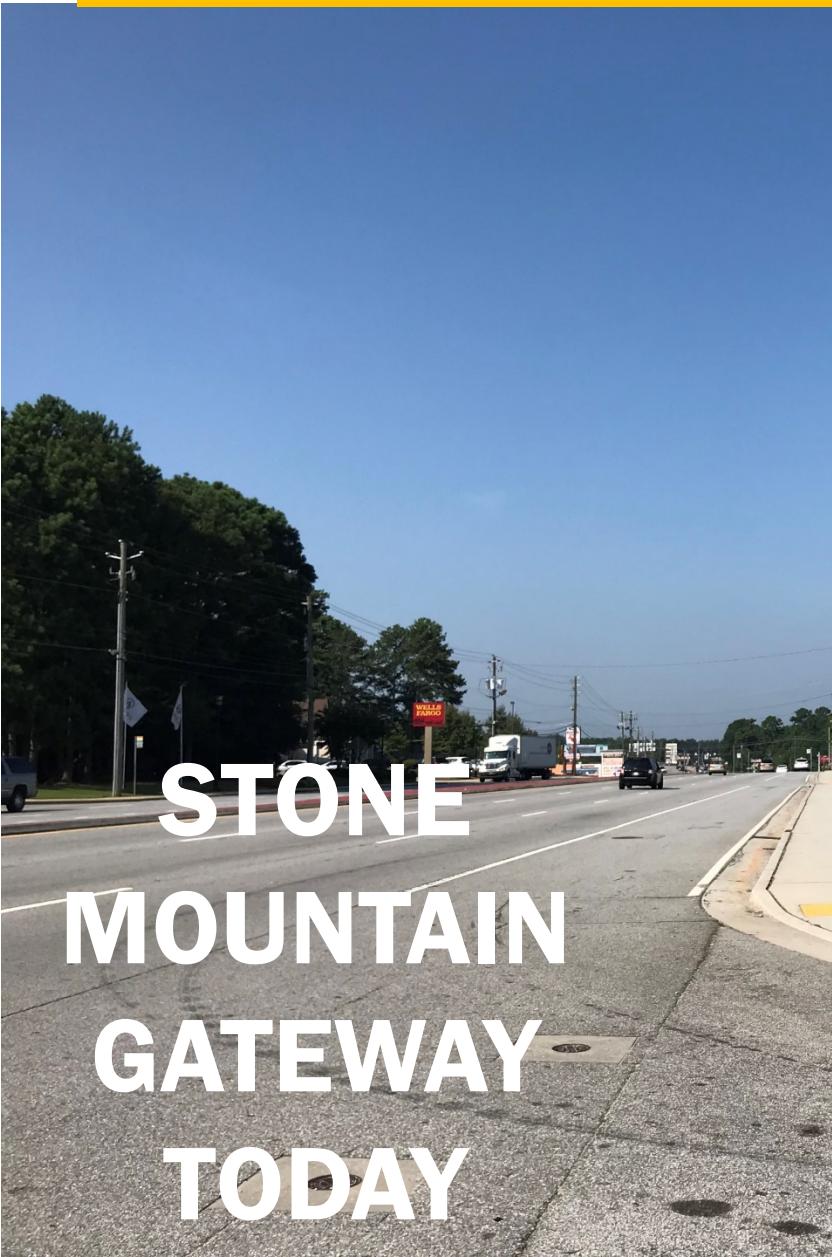
RECOMMENDATIONS | Vision



RECOMMENDATIONS | Vision



RECOMMENDATIONS | Vision



RECOMMENDATIONS | Vision



RECOMMENDATIONS | Action Plan

STRATEGY

1

CHANGE THE PERCEPTION

While there are many notable and positive things happening on the corridor, this section of Memorial Drive has a perception problem. Initiatives and activities need to take place to encourage people to rethink these perceptions and see the corridor in a different light.

STRATEGY

2

CREATE DEMAND

Because it has effectively been 30 years since there was demand for new development on the corridor, public sector initiatives will need to take place that fill in that gap and create demand where there is currently none by the private sector. By leading the way, private sector investment can follow.

STRATEGY

3

ENCOURAGE HEALTHY REDEVELOPMENT

A positive regulatory environment can make it easier for the private sector to invest in the corridor by offsetting the risk associated with redevelopment.

RECOMMENDATIONS | Action Plan



| Initiative | Potential Responsibilities | Likely Costs | Potential Funding Source | Potential TimeFrame | | | |
|--|---|--|--|---------------------|------------|----------|-----------|
| | | | | Immediate | Short-Term | Mid-Term | Long-Term |
| 1.1 Façade Improvement Program | DeKalb County Department of Community Development, Decide DeKalb | Minimum of \$25,000 per location. Potentially much more. | General Funds | | ◆ | | |
| 1.2 Leverage the County's Tree Bank | DeKalb County Department of Planning & Sustainability | Varies/No Cost | General Funds | ◆ | | | |
| 1.3 Investigate the Feasibility of and Implement a CID | DeKalb County Board of Commissioners, Private Sector | \$100,000+ | General Funds, Additional Tax Assessments of Commercial Properties | ◆ | | | |
| 1.4 Hold Public Events & Embrace Tactical Urbanism | DeKalb County, Private Sector, Potential CID, Discover DeKalb | Minimum of \$25,000 per event | General Funds with Hope to be Self Funded | ◆ | | | |
| 1.5 Food Tours | DeKalb County Department of Planning & Sustainability, Private Sector, Potential CID, Discover DeKalb | \$2,500+ per tour | Ideally Self Funded | | ◆ | | |

| Initiative | Potential Responsibilities | Likely Costs | Potential Funding Source | Potential TimeFrame | | | |
|--|--|---------------------|-----------------------------------|---------------------|------------|----------|-----------|
| | | | | Immediate | Short-Term | Mid-Term | Long-Term |
| 1.6 Re-Brand the Corridor | DeKalb County Department of Planning & Sustainability, Private Sector, Potential CID | \$50,000-\$100,000 | General Funds, Private Investment | | ◆ | | |
| 1.7 Enhance Safety & Security | DeKalb County Police, Potential CID | \$500,000+ annually | Police Funds, CID Funds | | ◆ | ◆ | |
| 1.8 Market for Filming | DeKalb County Board of Commissioners, Discover DeKalb, Decide DeKalb | \$100,000+ | General Funds, Private Investment | | ◆ | | |
| 1.9 Improve Visibility to GSU and Georgia Piedmont | DeKalb County Department of Transportation, GDOT, GSU, Georgia Piedmont | \$500,000+ | General Funds | | | ◆ | ◆ |
| 1.10 Foster Partnerships | Varies | Varies | Varies | ◆ | | | |

STRATEGY

1

CHANGE THE PERCEPTION

RECOMMENDATIONS | Action Plan

STRATEGY

1

CHANGE THE PERCEPTION

KEY INITIATIVES

- Investigate the Feasibility of and Implement a CID
- Hold Public Events and Embrace Tactical Urbanism
- Market for Filming
- Foster Partnerships

RECOMMENDATIONS | Action Plan

| Initiative | Potential Responsibilities | Likely Costs | Potential Funding Source | Potential TimeFrame | | | | Initiative | Potential Responsibilities | Likely Costs | Potential Funding Source | Potential TimeFrame | | | |
|-----------------------------------|--|--|--|---------------------|------------|----------|-----------|--|---|--|--|---------------------|------------|----------|-----------|
| | | | | Immediate | Short-Term | Mid-Term | Long-Term | | | | | Immediate | Short-Term | Mid-Term | Long-Term |
| 2.1 Gateways to the Corridor | DeKalb County Departments of Public Works, Parks and Recreation, and Planning & Sustainability; Park Pride | \$500,000+ per location | General Funds | | ◆ | | | 2.4 Address Pedestrian Needs | DeKalb County Departments of Public Works, DeKalb County Department of Transportation, GDOT, Peds | Varies, Initial Road Safety Audit between \$50,000-\$100,000 | Transportation Funds (including potential state and federal dollars) | ◆ | ◆ | ◆ | ◆ |
| 2.2 Establish an Arts Corridor | DeKalb County Departments of Public Works, Parks and Recreation, and Planning & Sustainability; Park Pride; Property Owners; Discover DeKalb | Will vary considerably, but at least \$5,000 per installation but can be significantly more. | General Funds | | ◆ | | | 2.5 Enhance Active Mode and Aesthetic Experience Along Memorial Drive | DeKalb County Departments of Public Works, DeKalb County Department of Transportation, GDOT | \$3.0 million a mile on average | Transportation and Park/Recreation Funds | | | | ◆ |
| | | | | | | | | 2.6 Direct Investment in the Corridor | DeKalb County Board of Commissioners, Explore DeKalb | Varies, but likely expensive | General Fund | | ◆ | ◆ | ◆ |
| 2.3 Implement a Trail Network | DeKalb County Departments of Public Works, Parks and Recreation, Department of Transportation; GDOT; GSU; Path Foundation | \$2.5 million a mile on average | Transportation and Park/Recreation Funds | | | ◆ | ◆ | | | | | | | | |

CREATE DEMAND

STRATEGY2

RECOMMENDATIONS | Action Plan

CREATE DEMAND

STRATEGY

2

KEY INITIATIVES

- Gateways to the Corridor
- Establish an Arts Corridor
- Implement a Trail Network
- Address Pedestrian needs

RECOMMENDATIONS | Action Plan



RECOMMENDATIONS | Action Plan



RECOMMENDATIONS | Action Plan



RECOMMENDATIONS | Action Plan



RECOMMENDATIONS | Action Plan



RECOMMENDATIONS | Action Plan

| Initiative | Potential Responsibilities | Likely Costs | Potential Funding Source | Potential TimeFrame | | | |
|--|--|---|--|---------------------|------------|----------|-----------|
| | | | | Immediate | Short-Term | Mid-Term | Long-Term |
| 3.1 Address Changes in the Comprehensive Plan and Zoning | DeKalb County Department of Planning & Sustainability | Minimal | Staff Time | ◆ | ◆ | | |
| 3.2 Expedite Permitting & Approvals | DeKalb County Department of Planning & Sustainability | Varies, but generally minimal when coordinated with other initiatives | Staff Time, General Fund | | ◆ | ◆ | ◆ |
| 3.3 Investigate Investor Programs | DeKalb County Department of Planning & Sustainability, Decide DeKalb | Initially \$50,000-\$100.000 | Staff Time, General Fund | | ◆ | ◆ | ◆ |
| 3.4 Detailed Study & Marketing of Sites | DeKalb County Department of Planning & Sustainability | Varies, but generally expensive (\$500,000 but likely much more) | Staff Time, General Fund | | ◆ | ◆ | ◆ |
| 3.5 Opportunity Zones | DeKalb County Department of Planning & Sustainability | Minimal | Staff Time, General Fund | | ◆ | ◆ | ◆ |
| 3.6 Become an Active Development Partner | DeKalb County Board of Commissioners, DeKalb County Department of Planning & Sustainability, Decide DeKalb | Varies, but generally very expensive | Staff Time, General Funds, CDBG Grants | | | ◆ | ◆ |

| Initiative | Potential Responsibilities | Likely Costs | Potential Funding Source | Potential TimeFrame | | | |
|---|---|--------------|------------------------------------|---------------------|------------|----------|-----------|
| | | | | Immediate | Short-Term | Mid-Term | Long-Term |
| 3.7 Create a Corridor Tax Allocation District | DeKalb County Board of Commissioners, DeKalb County Department of Planning & Sustainability, DeKalb County Public Schools Decide DeKalb | Self funding | Staff Time to Set Up, Self Funding | | ◆ | ◆ | ◆ |

STRATEGY

3

ENCOURAGE HEALTHY REDEVELOPMENT

RECOMMENDATIONS | Action Plan

STRATEGY

3

ENCOURAGE HEALTHY REDEVELOPMENT

KEY INITIATIVES

- Address Changes in the Comprehensive Plan and Zoning
- Detailed Study & Marketing of Sites
- Investigate Investor Programs

RECOMMENDATIONS | Action Plan





MEMORIAL DRIVE

REVITALIZATION CORRIDOR PLAN

CALL TO ACTION

RECOMMENDATIONS | Call to Action

- Pursuing these initiatives will be a multi-year, multi-pronged process
- A key element interfacing with most initiatives is “Foster Partnerships”
- To support this, we are looking for volunteers to be advocates for these initiatives through a **Community Action Group**