



Glenwood Road & Columbia Drive

Area Redevelopment Plan

Design Workshop | Envisioning Opportunities

Thursday, November 12, 2020 | 12:00 – 1:00 PM

AGENDA

- WELCOME & INTRODUCTIONS
- SUBAREA PLANNING OVERVIEW
- MOBILITY
- LAND USE
- PLACEMAKING
- Q&A



WELCOME & INTRODUCTIONS

RULES OF ENGAGEMENT

- Bring different perspectives to the conversation
- Vet ideas and recommendations
- Ask and answer tough questions
- If you've already spoken, please give others the opportunity to speak before you do so again
- Also, please note that this event is being recorded



SUBAREA PLANNING

Study Area



REDEVELOPMENT

- 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

Cash Flow Before
Redevelopment

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

Cash Flow After
Redevelopment

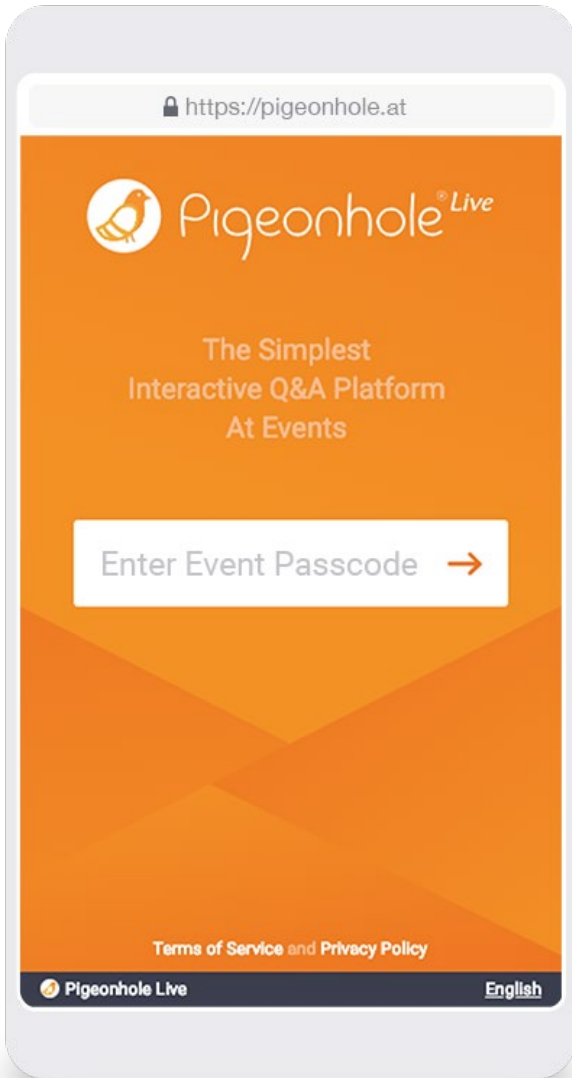
| | |
|---|--|
| Gross Income More Units x More Rent | Net Income |
| | Operating Costs |
| | Taxes |
| | Capital + Profit |
| | Debt Service |
| | Lost Income <i>(during redevelopment)</i> |
| | Sales & Marketing |

SAME!

REDEVELOPMENT

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 a new “place”
 - Potential to capture “brand”, and energy of character of nearby areas

Goal is for the
potential value
after
redevelopment is
to be 3x or more
the purchase cost



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GRCD1





MOBILITY

Existing Conditions



1 MARTA Stops



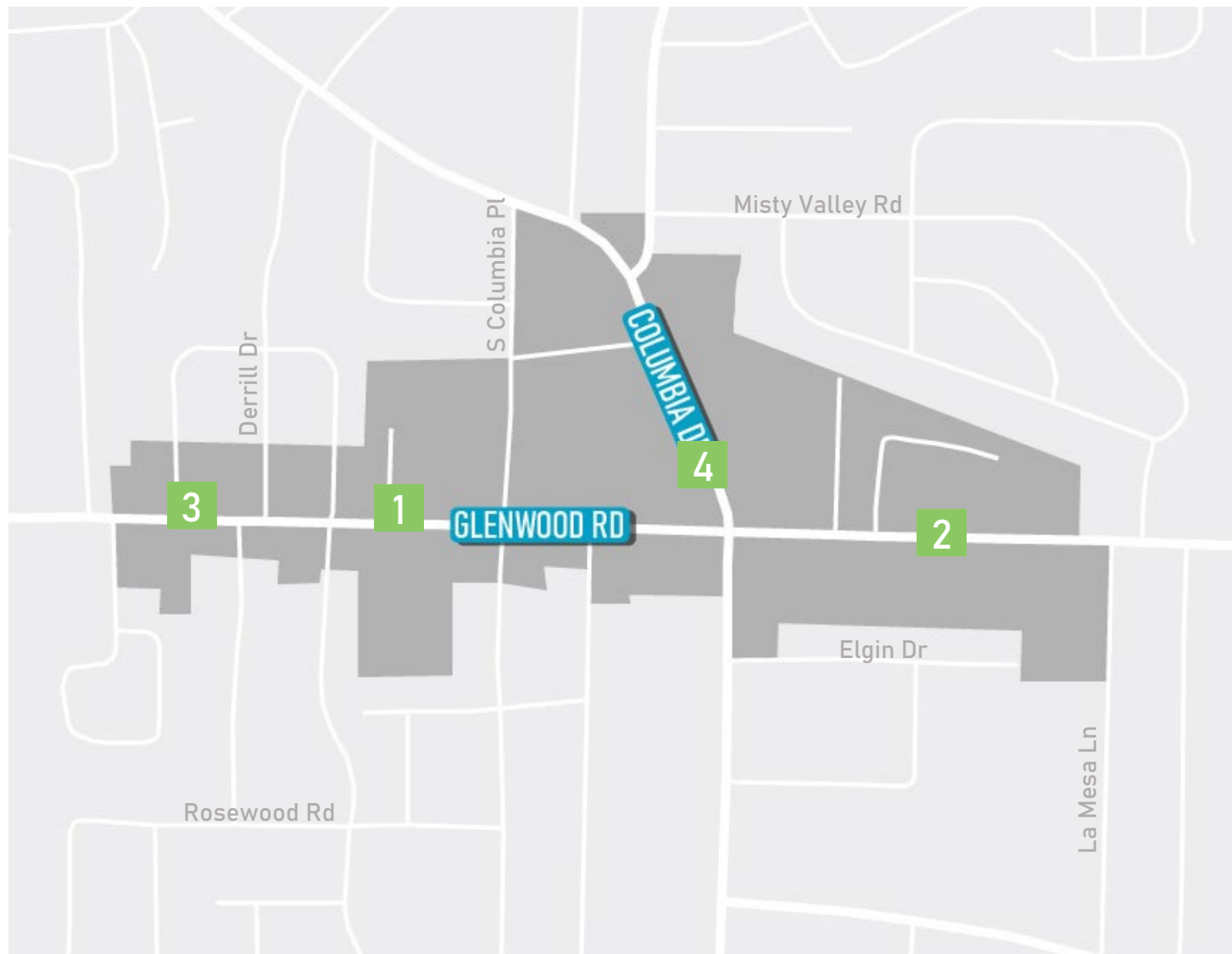
2 Wide Roadways



3 Some sidewalks



4 Desire Lines



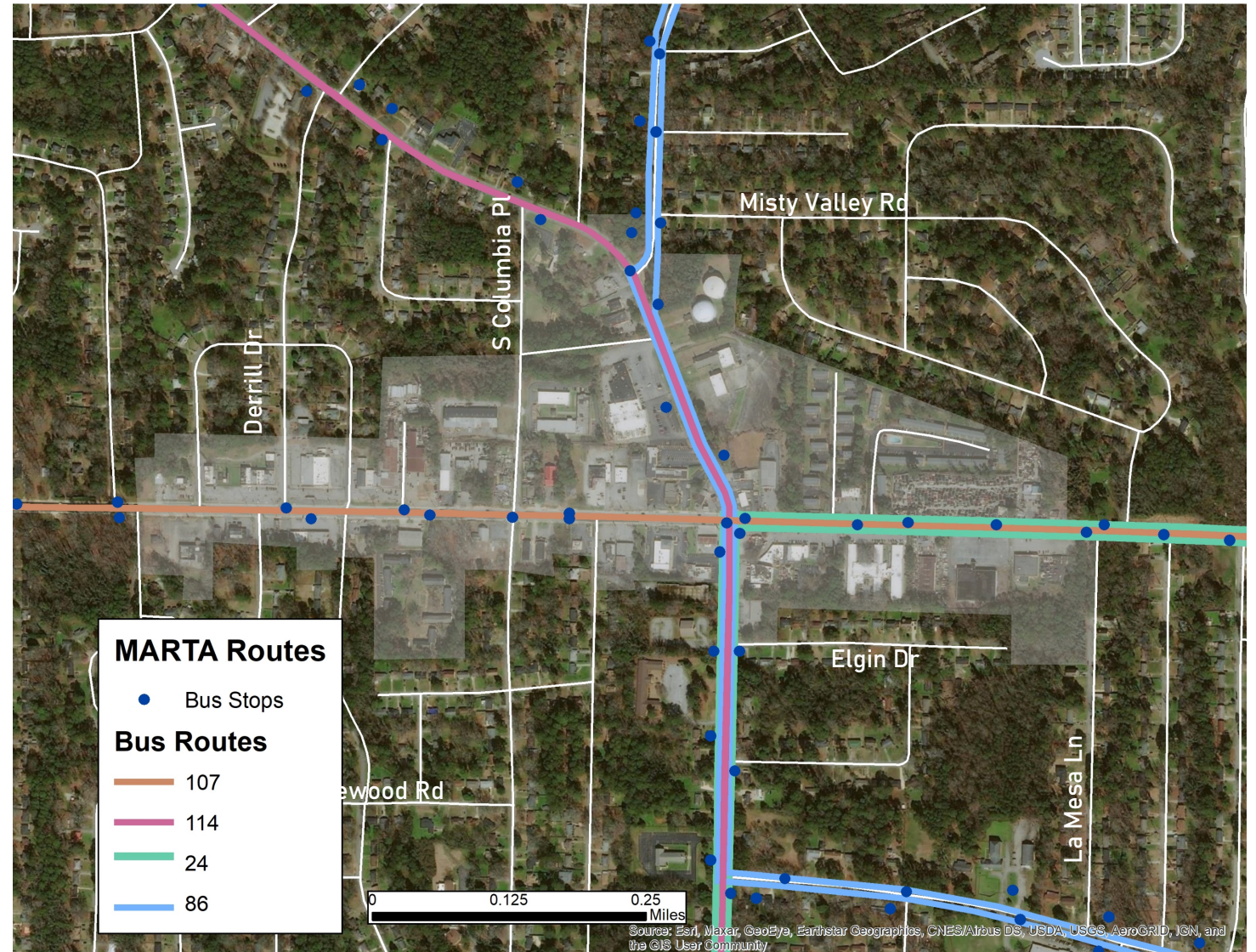
Existing Conditions

- New Sidewalks along Glenwood Road east of Columbia Drive.
- Disconnected pedestrian infrastructure



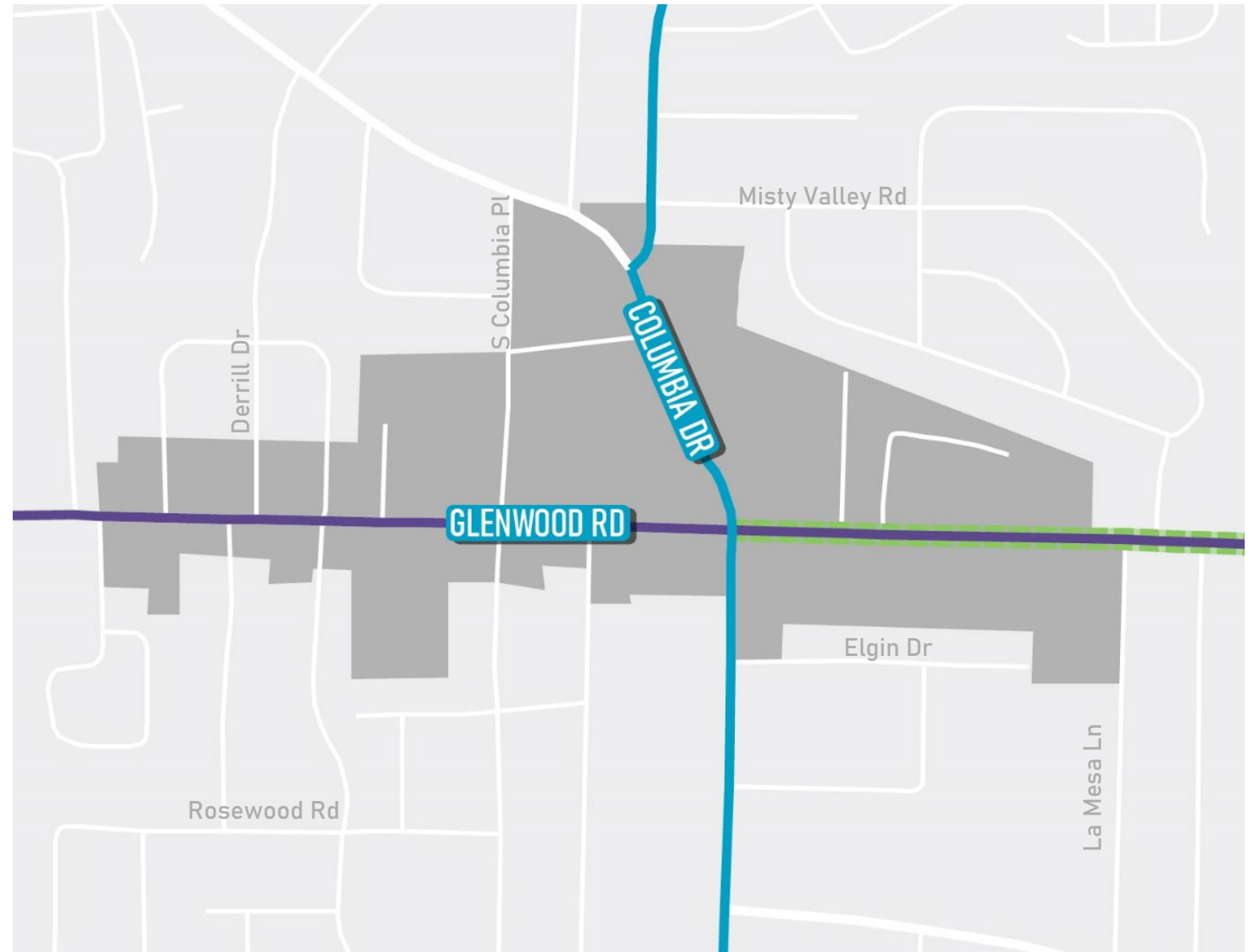
Existing Conditions

- Well-served by MARTA bus routes.
- All stops within Walkable distance



Transportation Improvements

- Sidewalks & Pedestrian Crossings (2014 DeKalb Transportation Plan)
- Light Rail (DeKalb County Transit Master Plan)
- Arterial Rapid Transit (DeKalb County Transit Master Plan)



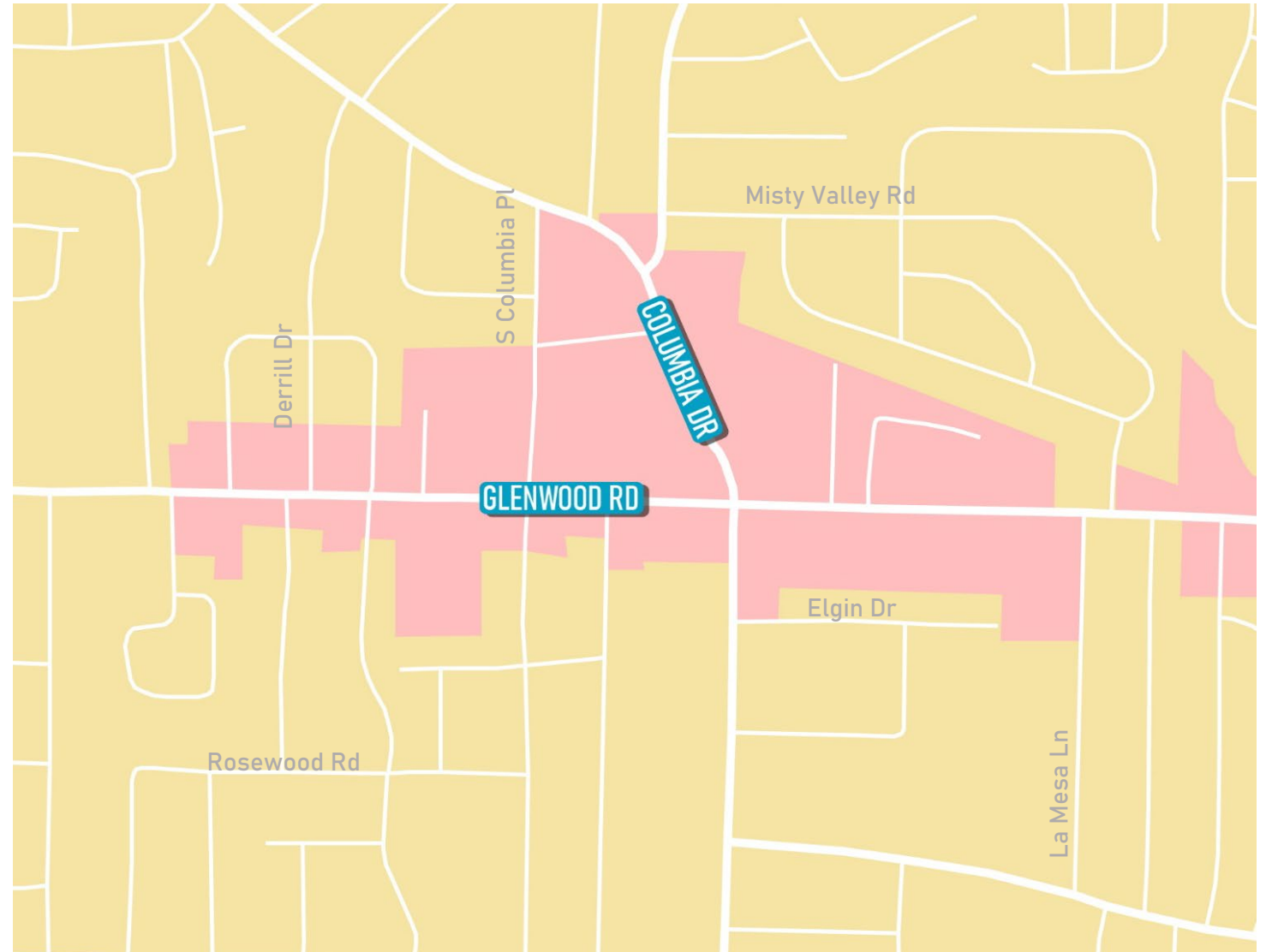


LAND USE







Character Area

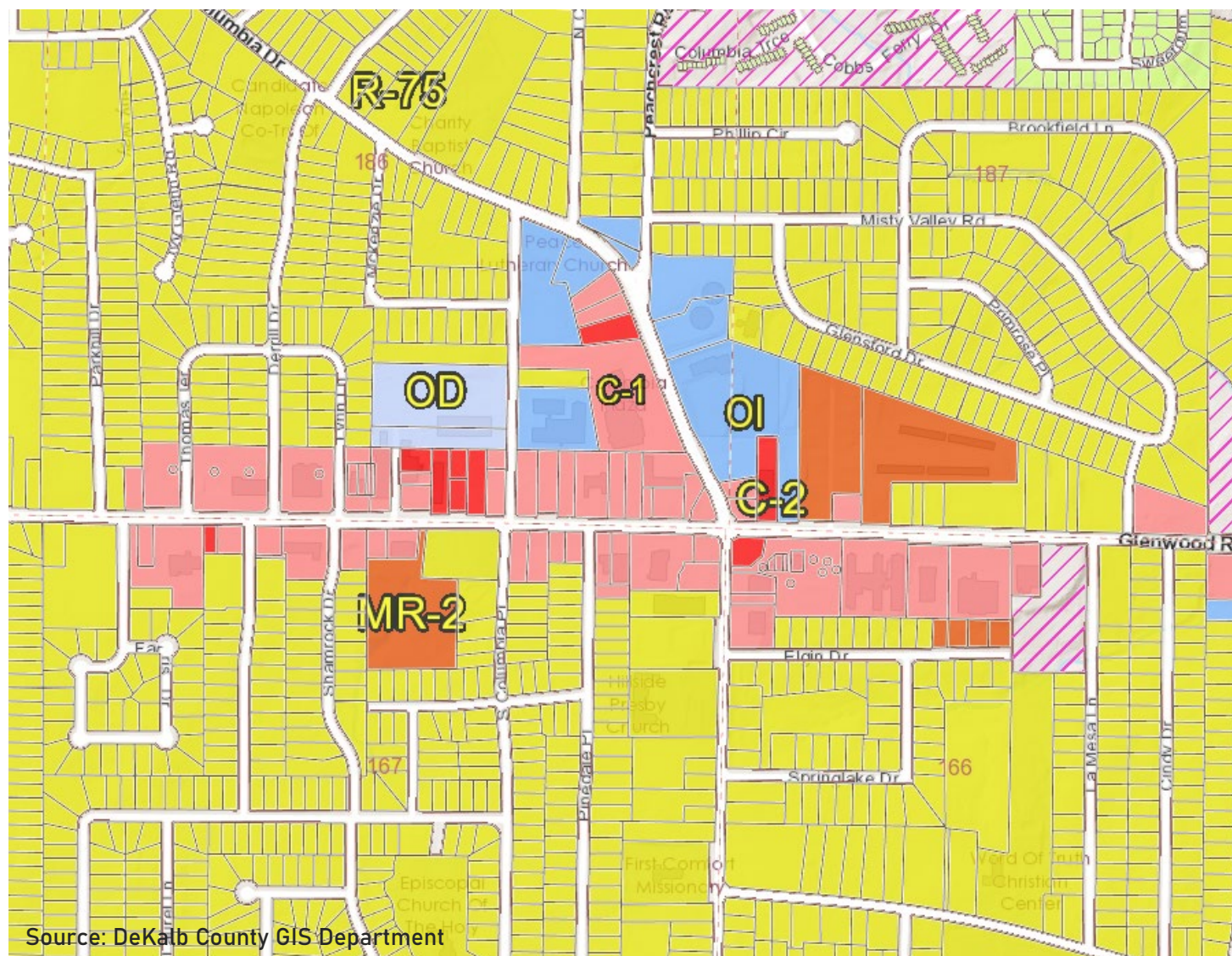
Commercial Redevelopment Corridor

- Primary Uses: Commercial and Retail; Office; Condominiums; Townhomes; Mixed Use; Apartments; Institutional



Zoning

-  C-1 (Local Commercial)
-  C-2 (General Commercial)
-  OI (Office Institutional)
-  MR-2 (Heavy Industrial)
-  (Multi-Zone)
-  R-75 (Residential Medium Lot-75)



Existing Conditions



1 Multi-Family Housing



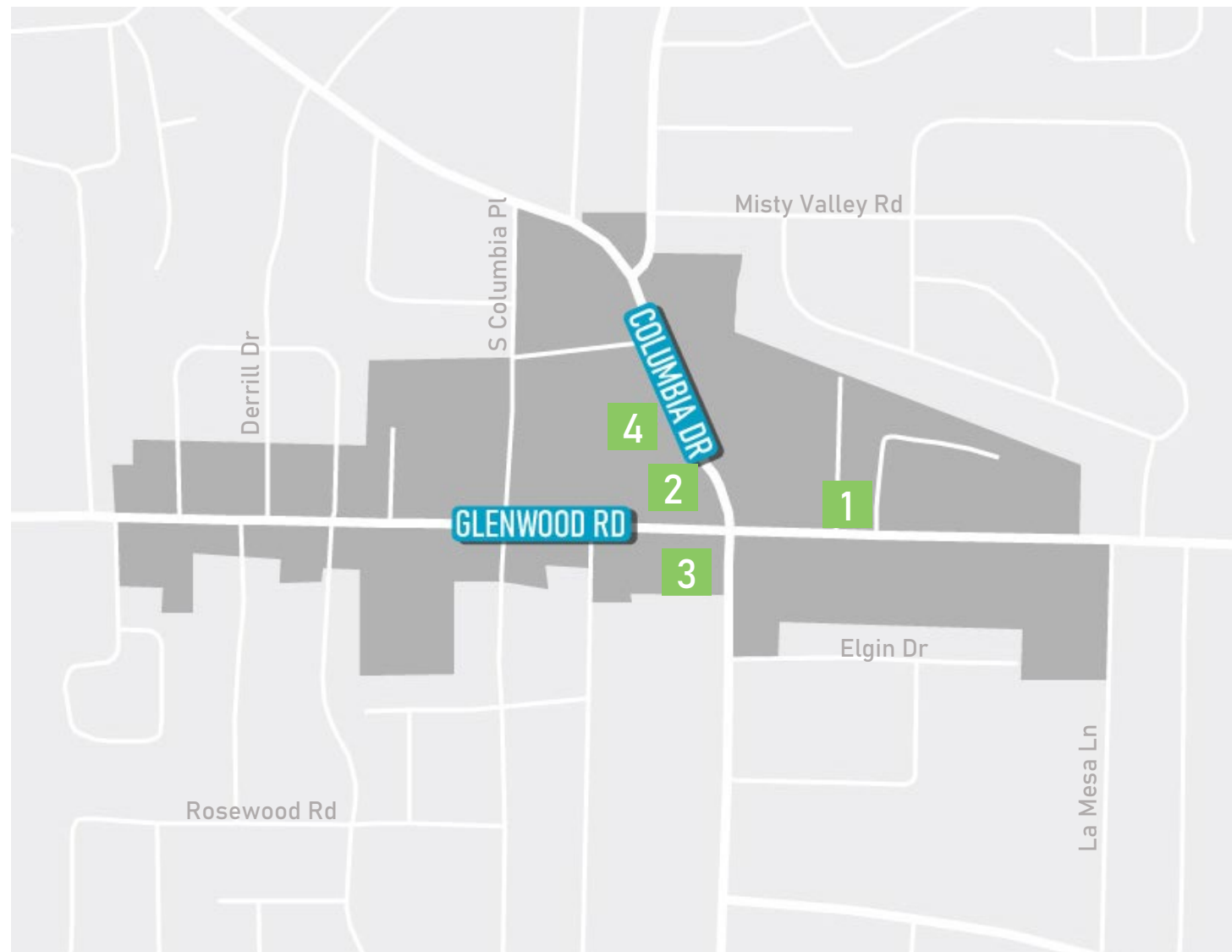
2 Auto-oriented Commercial



3 Retail

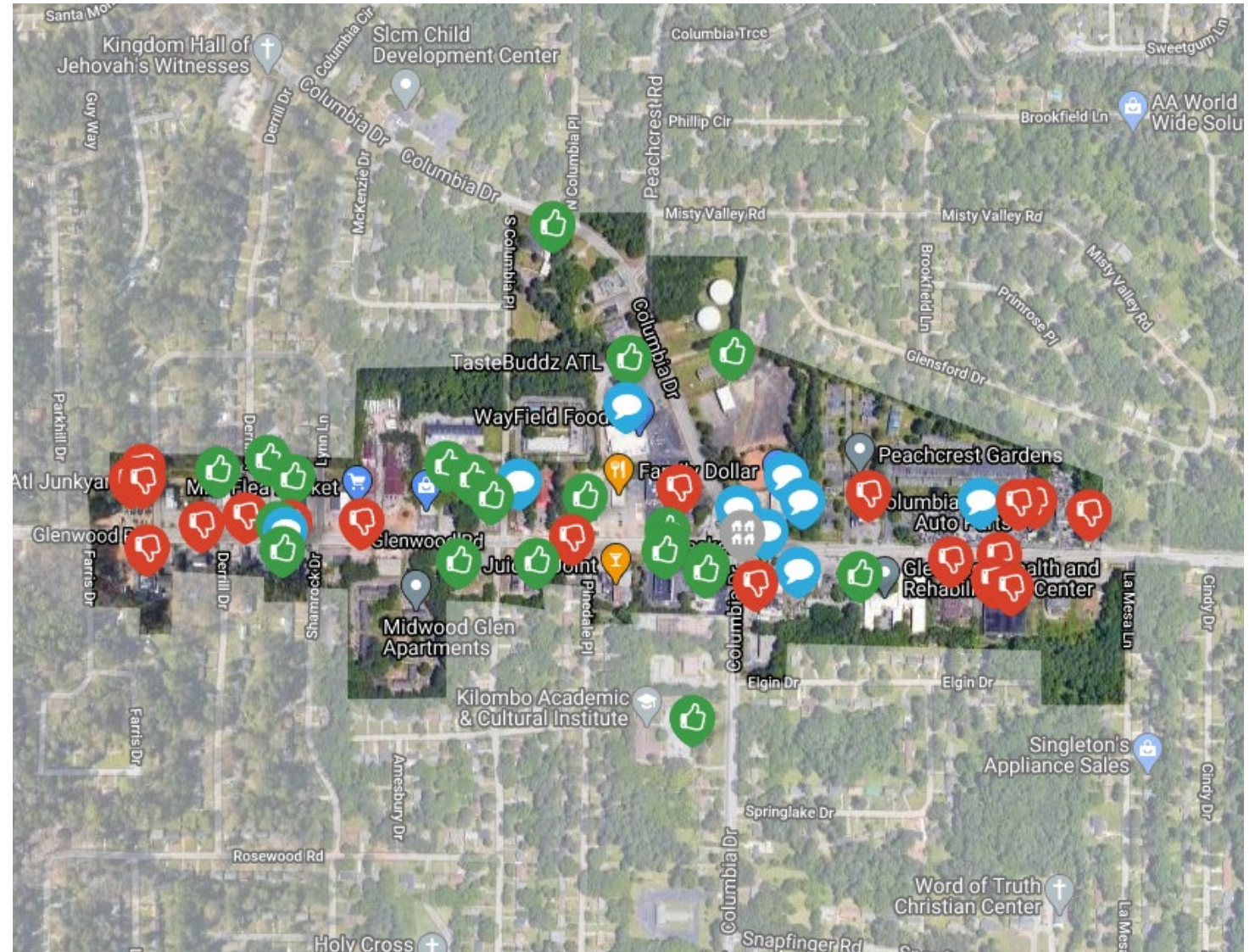


4 Strip Commercial



Community Input

- Receiving many responses
- Map & Survey Open Until November 25th



Community Input

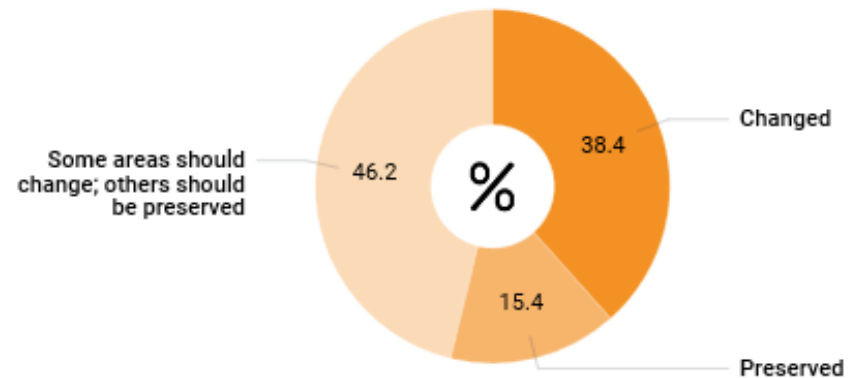


Go to www.pigeonhole.at/GRCD1 to vote

Question 1 of 1

LIVE 0 participants | 13 votes

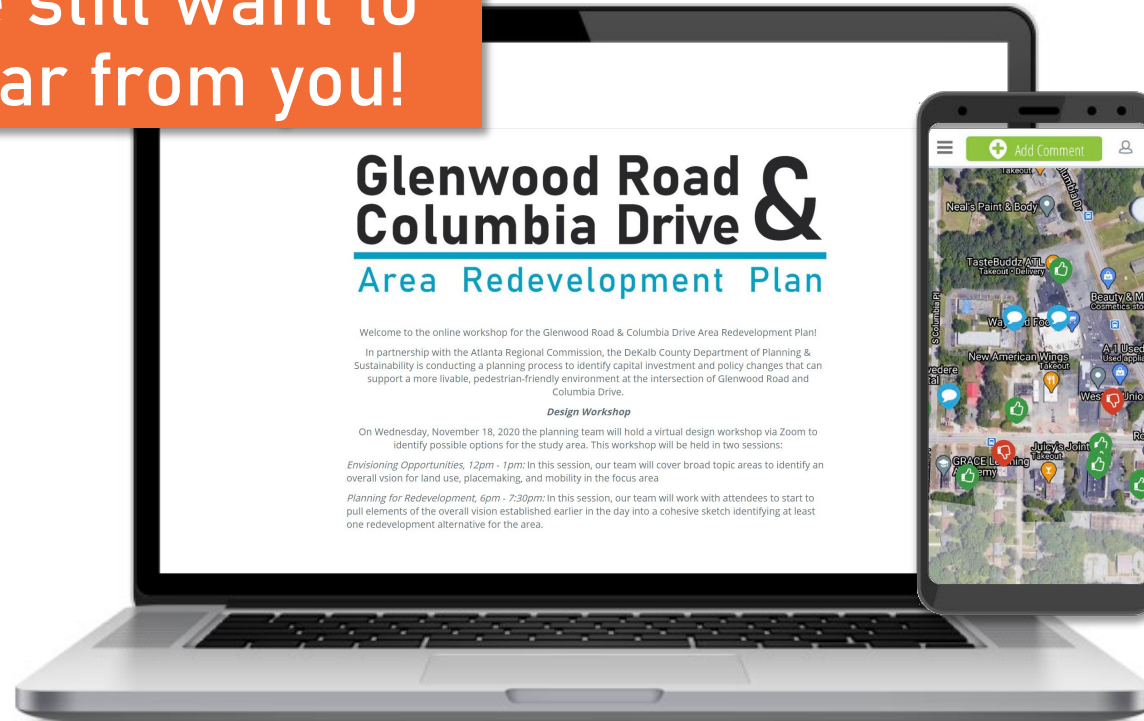
Overall, do you think this area should be preserved or changed?



CONTROLS

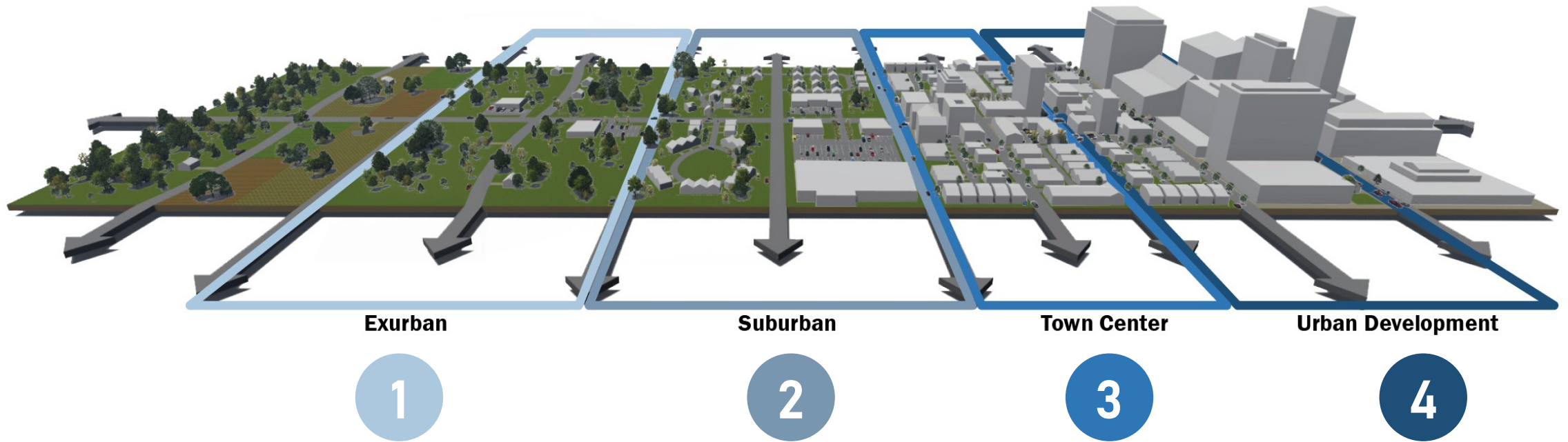
Community Input

We still want to
hear from you!



Please Visit: www.planningatpond.com/glenwood-columbia

Community Scale



Community Scale

What Community Scale do you think applies to this area?

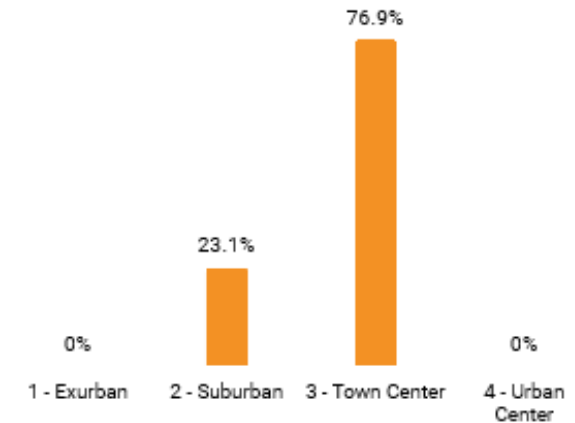
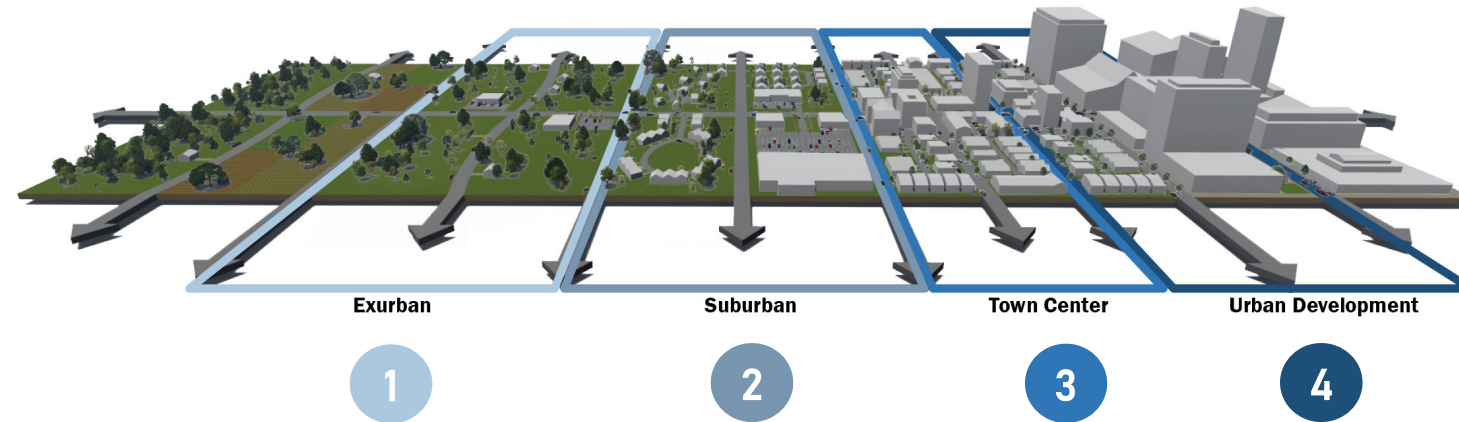
Glenwood Road & Columbia Drive

Go to www.pigeonhole.at/GRCD1 to vote

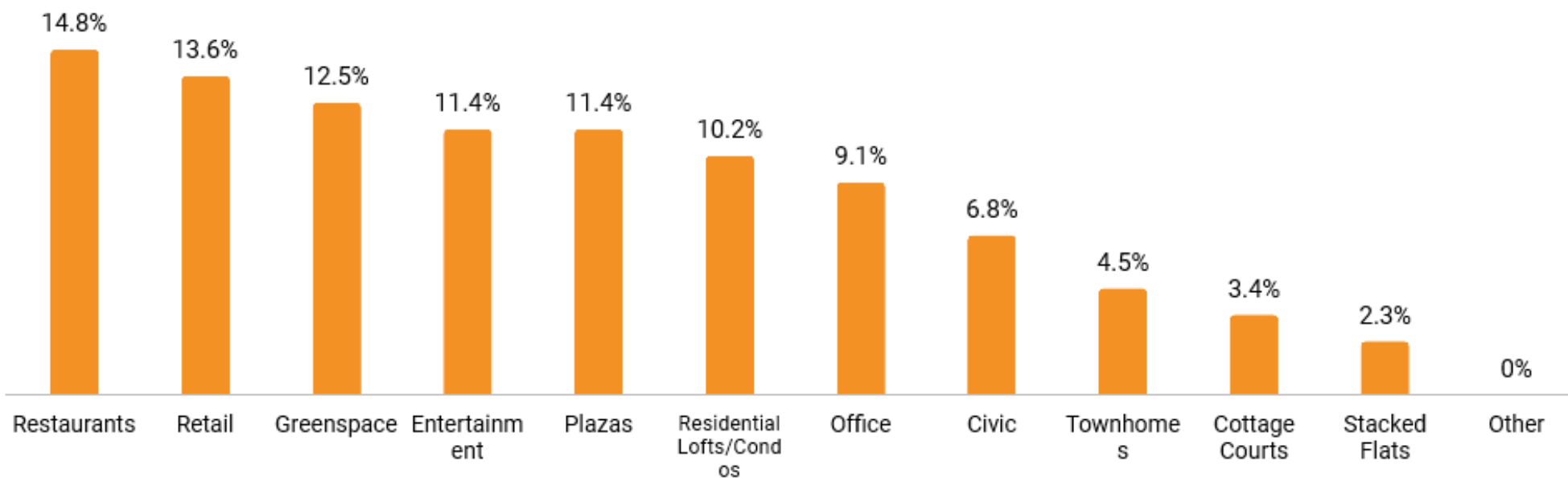
Question 1 of 1

LIVE 0 participants | 13 votes

What Community Scale do you think applies to this area?



What types of land use and development features would you like to see at this location?





PLACEMAKING

Existing Conditions



1

DHK Gabriel
Ethiopian Church



2

High setbacks,
frontage parking



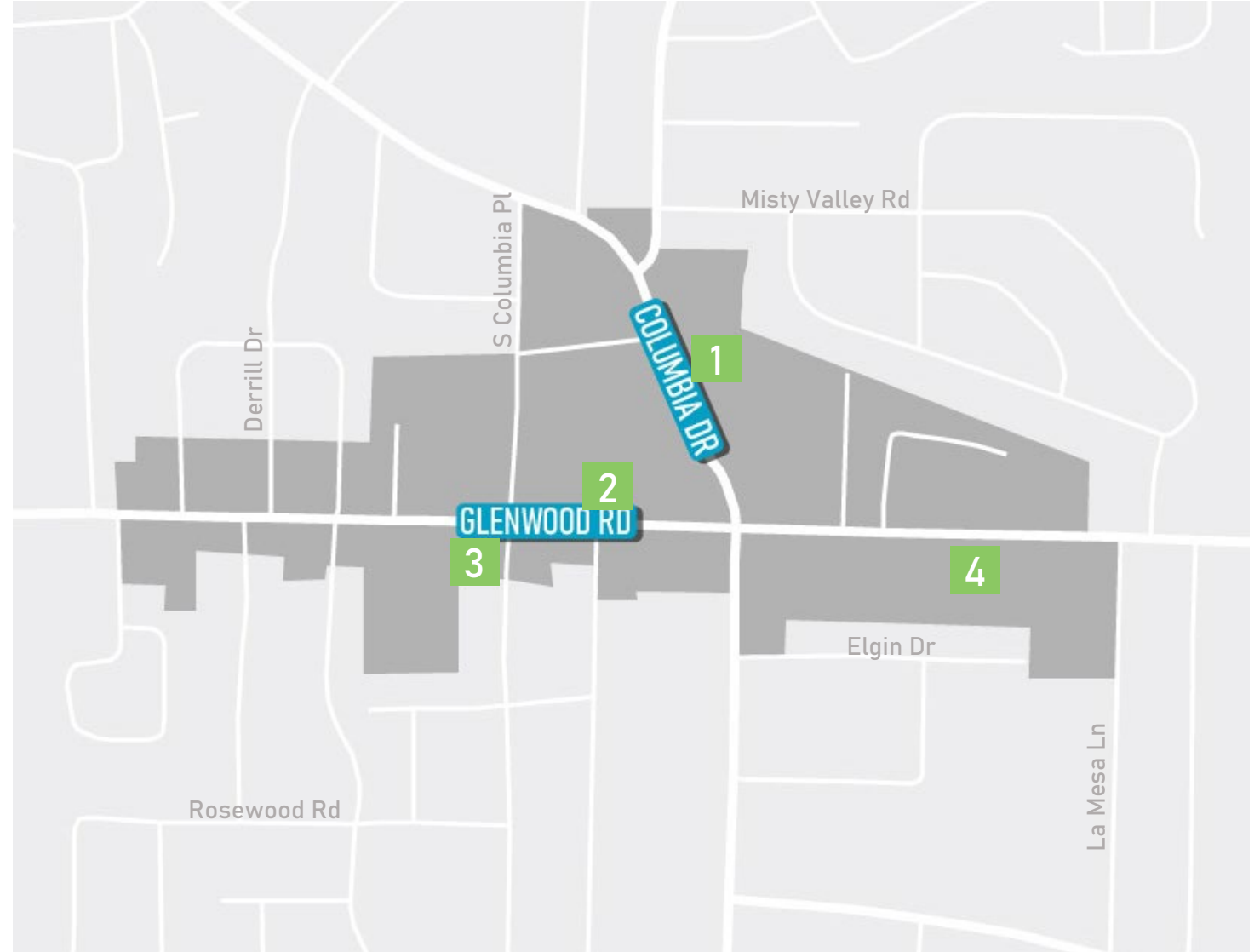
3

Hardeman
Primitive Baptist



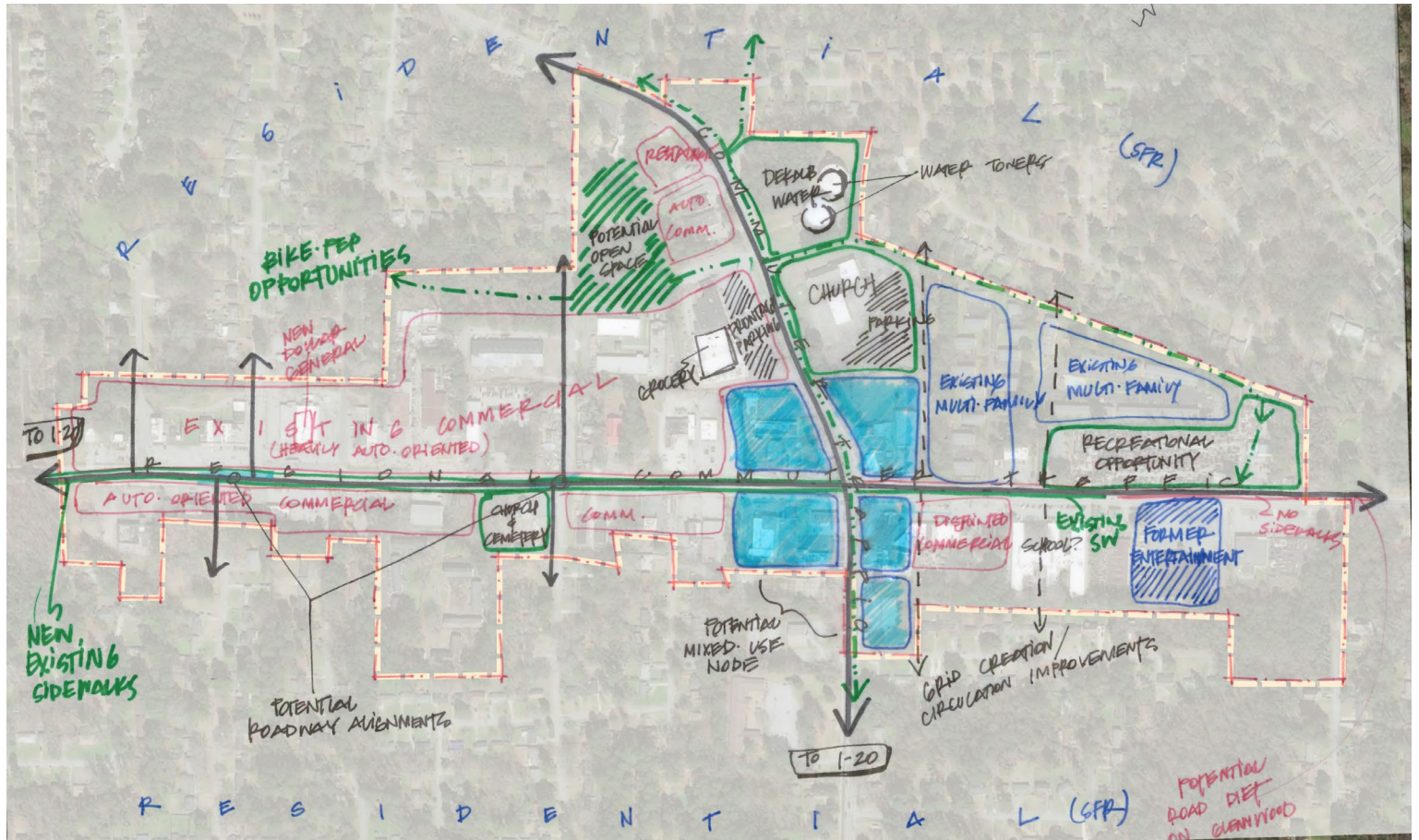
4

Abandoned
Entertainment



Opportunities & Constraints

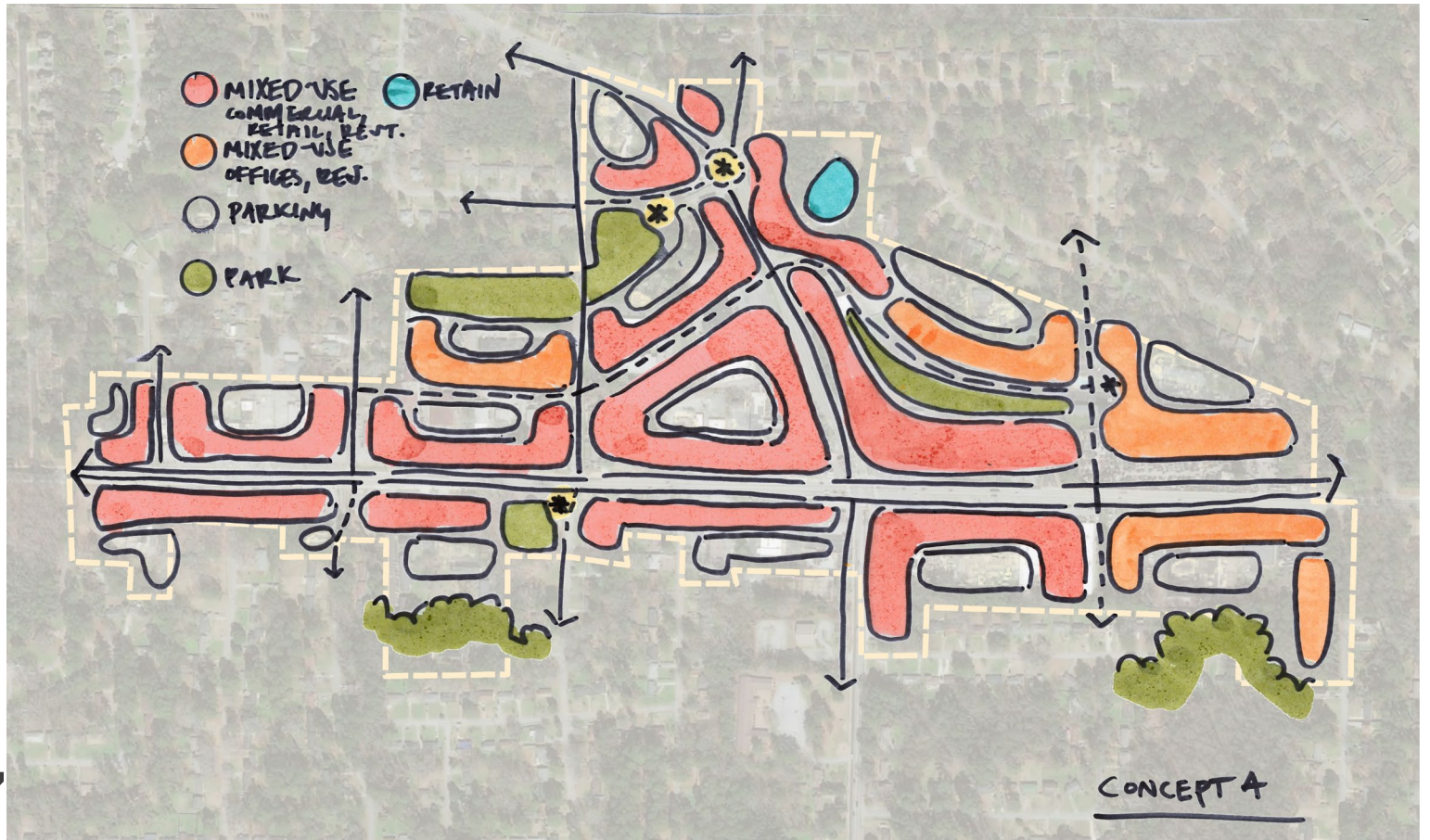
- Commuter traffic
- Adjacent Residential Connections
- Auto-oriented Commercial and Light Industrial Businesses



Scenario Review

Alt A: Neighborhood Center

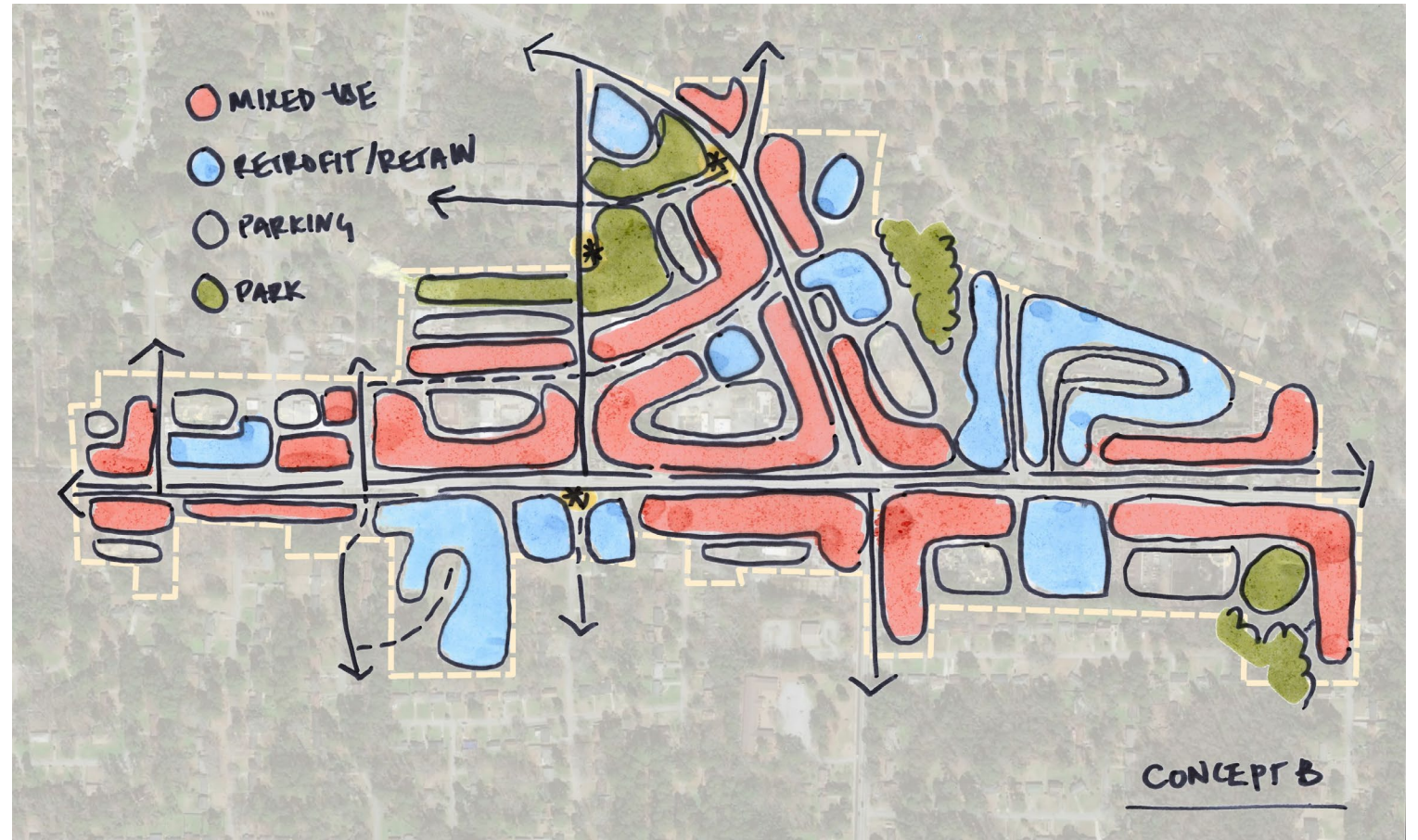
- Line corridors with mixed-use (higher intensity, stepping back)
- Define street typology & hierarchy
- Improve vehicular & pedestrian circulation with grid network
- Create opportunity for local and small businesses, goods, services



Scenario Review

Alt B: Retrofit & Infill

- Preserve and retrofit existing structures
- Concentrate higher intensity development along Glenwood and Columbia
- Greenspace and conservation to create green buffers between development



Scenario Review

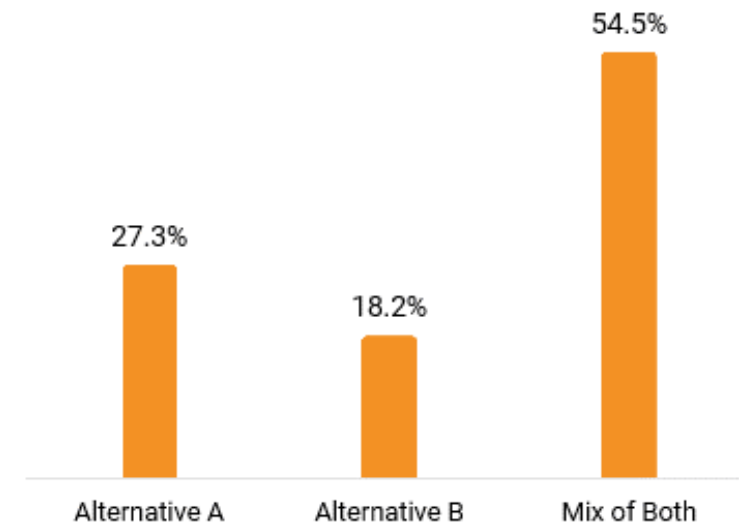
Shannon River
Columbia Drive OK

Go to www.pigeonhole.at/GRCD1 to vote

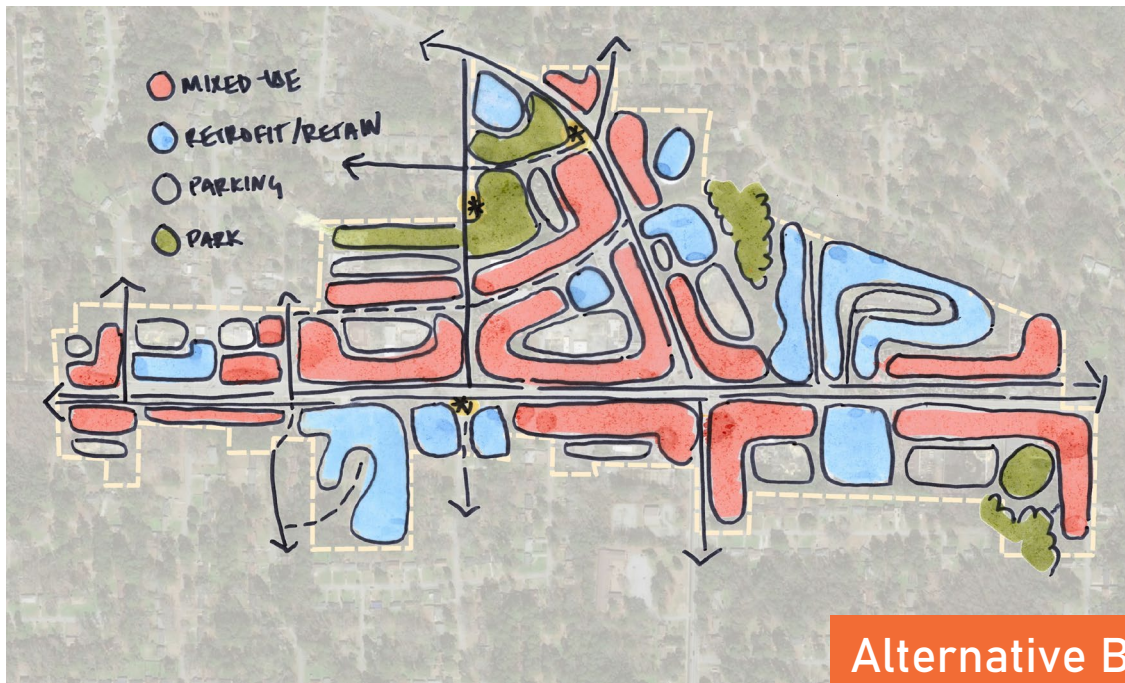
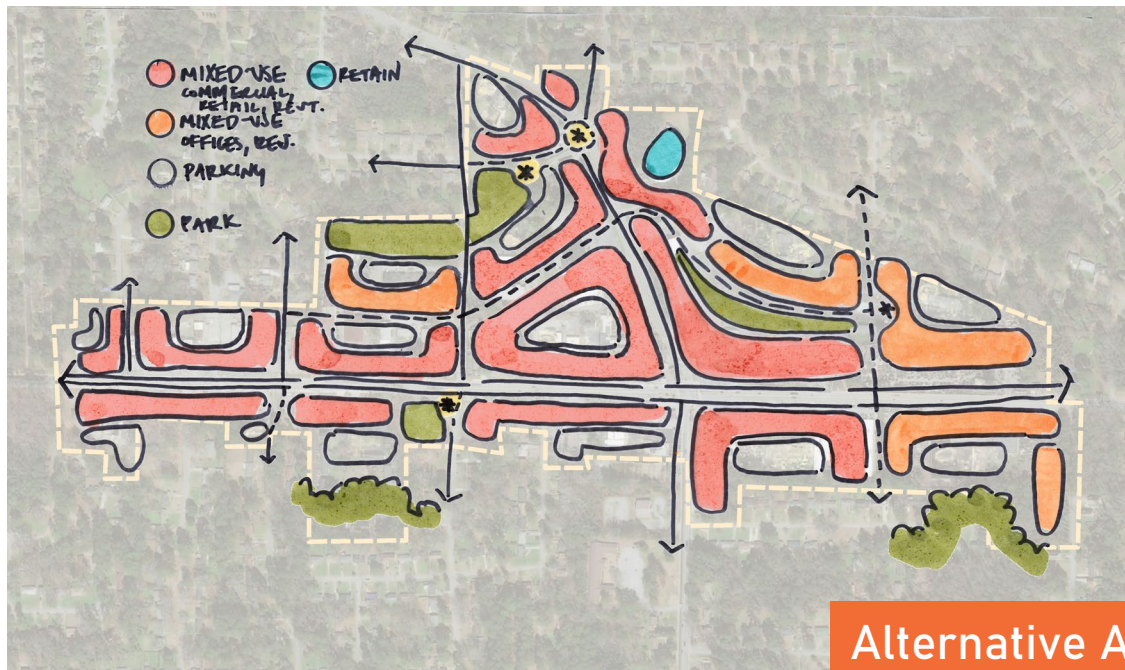
Question 1 of 1

• LIVE 0 participants | 11 votes

Which Alternative do you prefer?

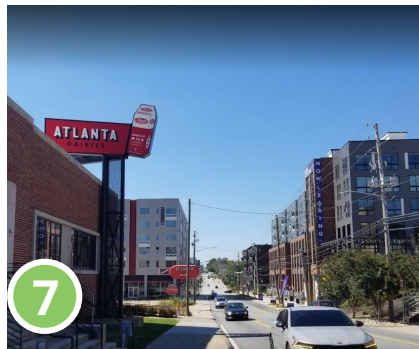


CONTROLS



Look & Feel Survey

Development



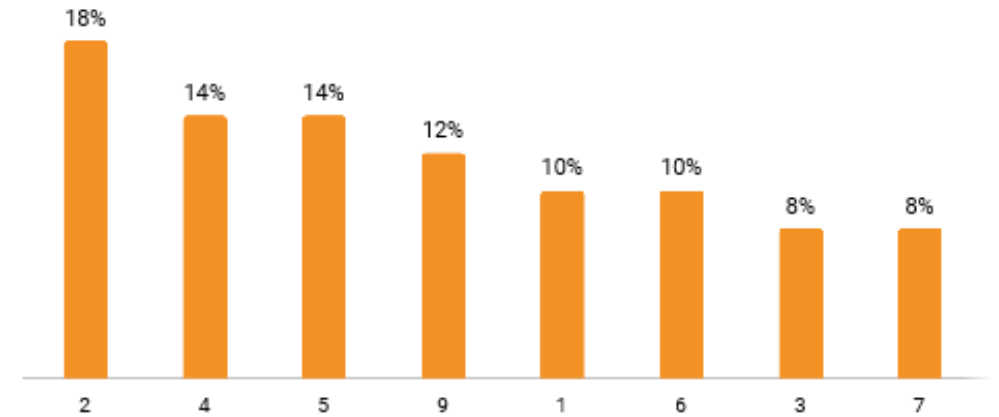
Cleveland Land & Community Development

Go to www.pigeonhole.at/GRCD1 to vote

Question 1 of 1

LIVE 0 participants | 50 votes

Select the type(s) of development you think are appropriate for the area.



Look & Feel Survey

Open Space & Parks

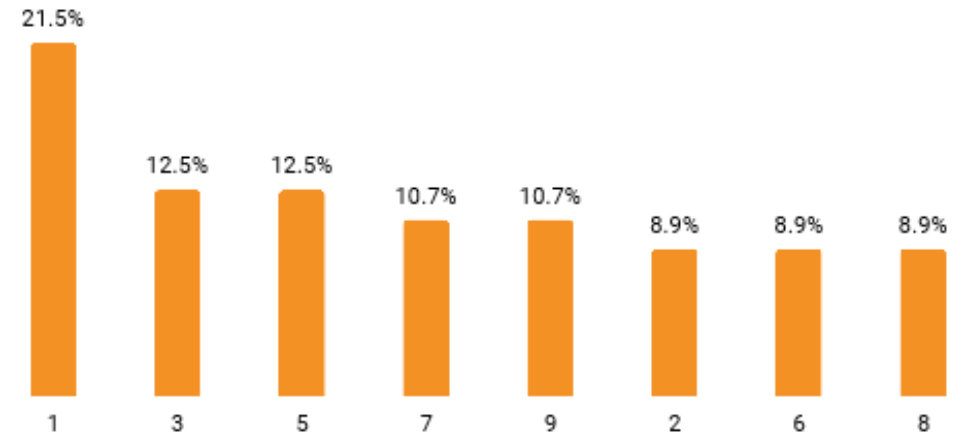


Go to www.pigeonhole.at/GRCD1 to vote

Question 1 of 1

LIVE 0 participants | 56 votes

Select the type(s) of open space & parks you think are appropriate for the area



Look & Feel Survey

Streetscape

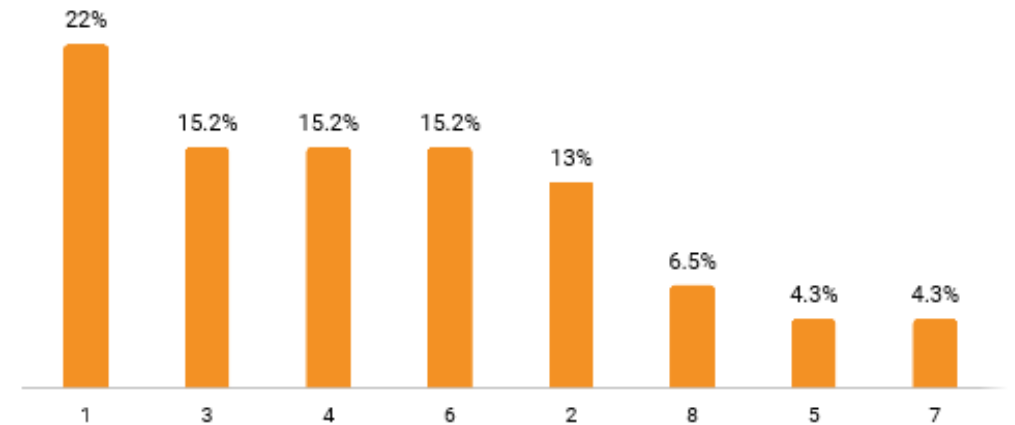


Go to www.pigeonhole.at/GRCD1 to vote

Question 1 of 1

LIVE 0 participants | 46 votes

Select the streetscape designs you think are appropriate for the area



Tonight's Session

- Sketches & Diagrams
- Prioritize Improvements
- Framework & Strategy Plan Review

Q&A



Ask your questions: www.pigeonhole.at/GRCD1

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GRCD1

Join Q&A

Q&A

Sessions > Q&A ^

Display ^ Screens ^



Glenwood Road & Columbia Drive

Area Redevelopment Plan

Design Workshop | Planning for Redevelopment

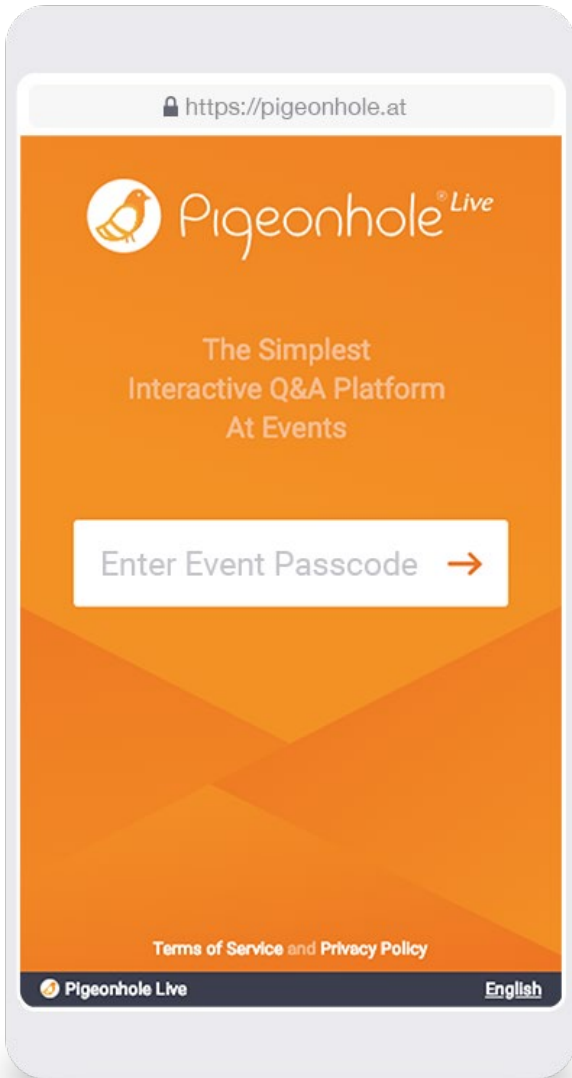
Thursday, November 12, 2020 | 6:00 – 7:30 PM

AGENDA

- RECAP
- DESIGN ALTERNATIVE
- NEXT STEPS
- Q&A

RULES OF ENGAGEMENT

- Bring different perspectives to the conversation
- Vet ideas and recommendations
- Ask and answer tough questions
- If you've already spoken, please give others the opportunity to speak before you do so again
- Also, please note that this event is being recorded



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GRCD2





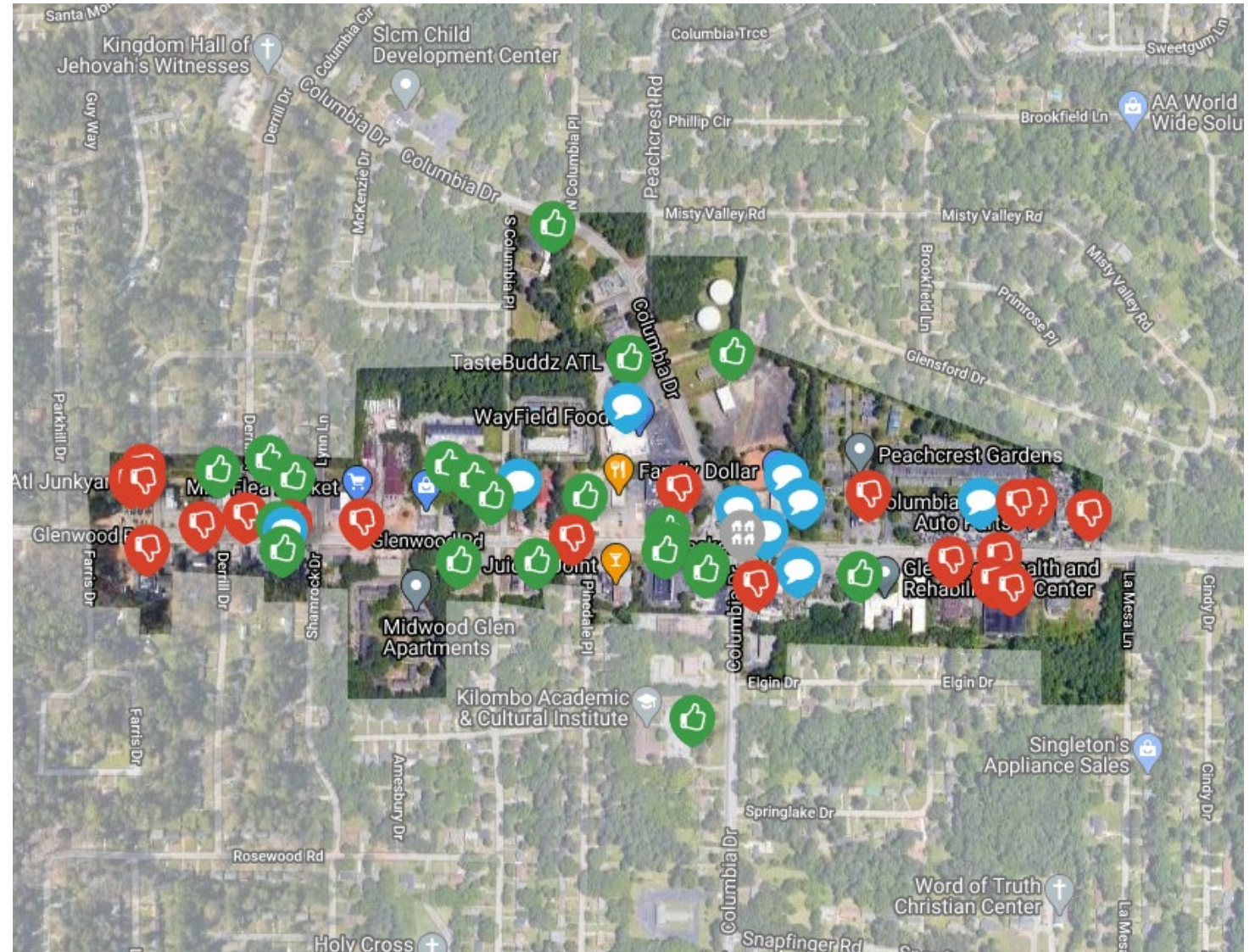
RECAP

Study Area



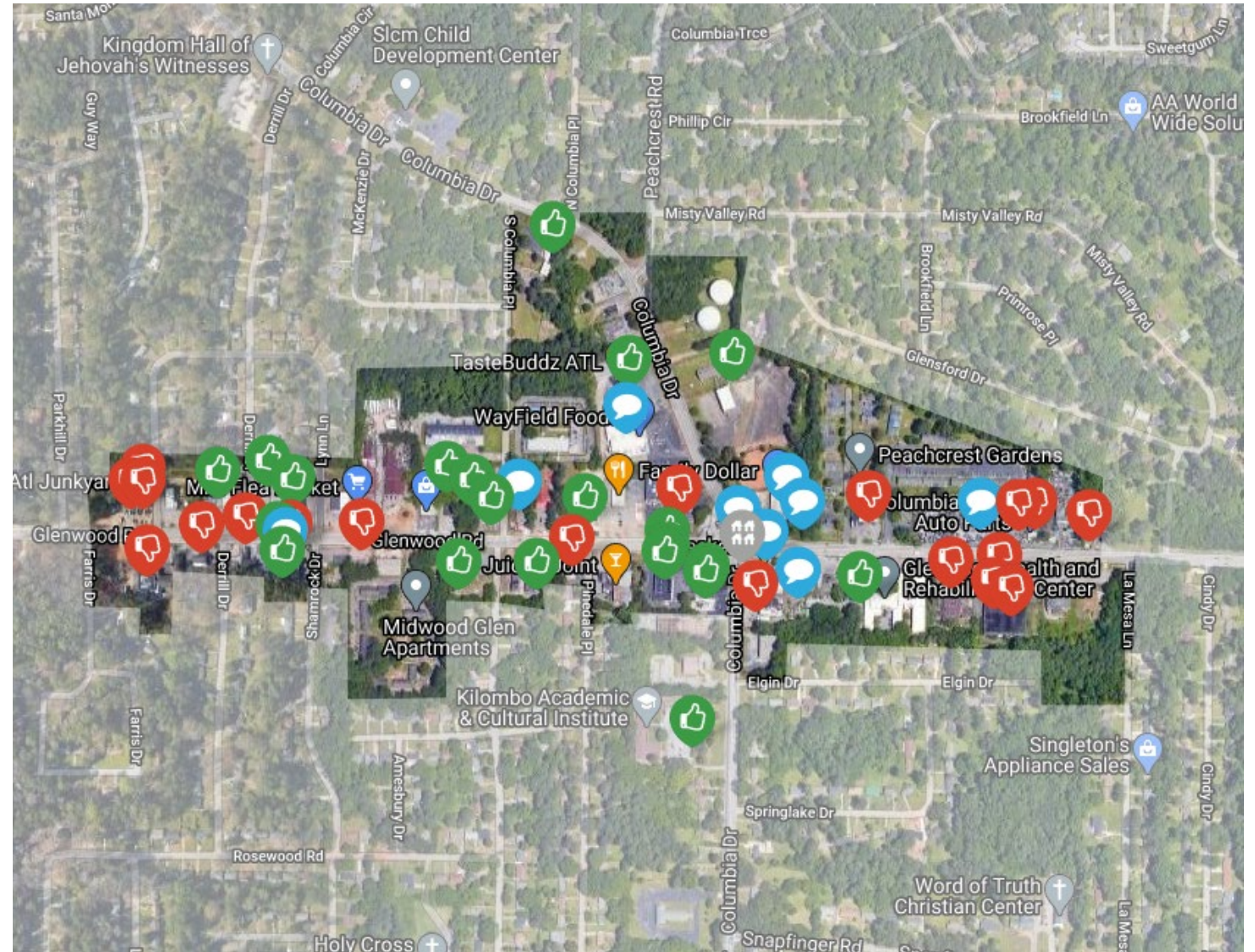
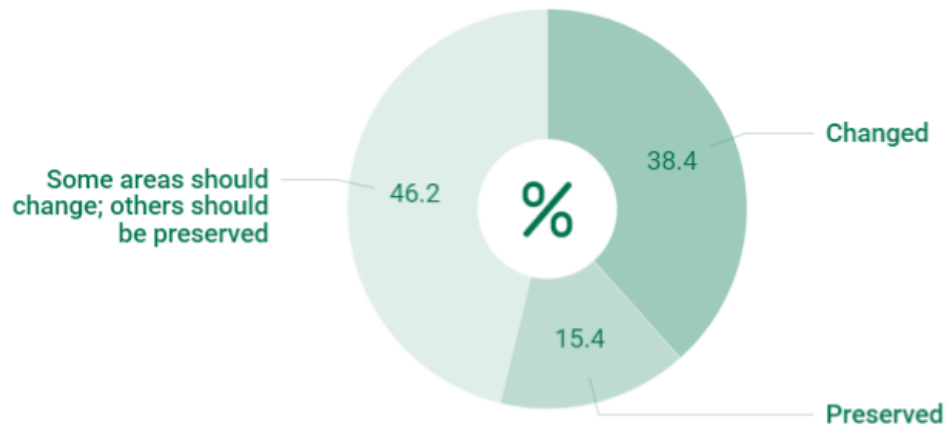
Community Input

- Receiving many responses
- Map & Survey Open Until Wednesday, November 25th

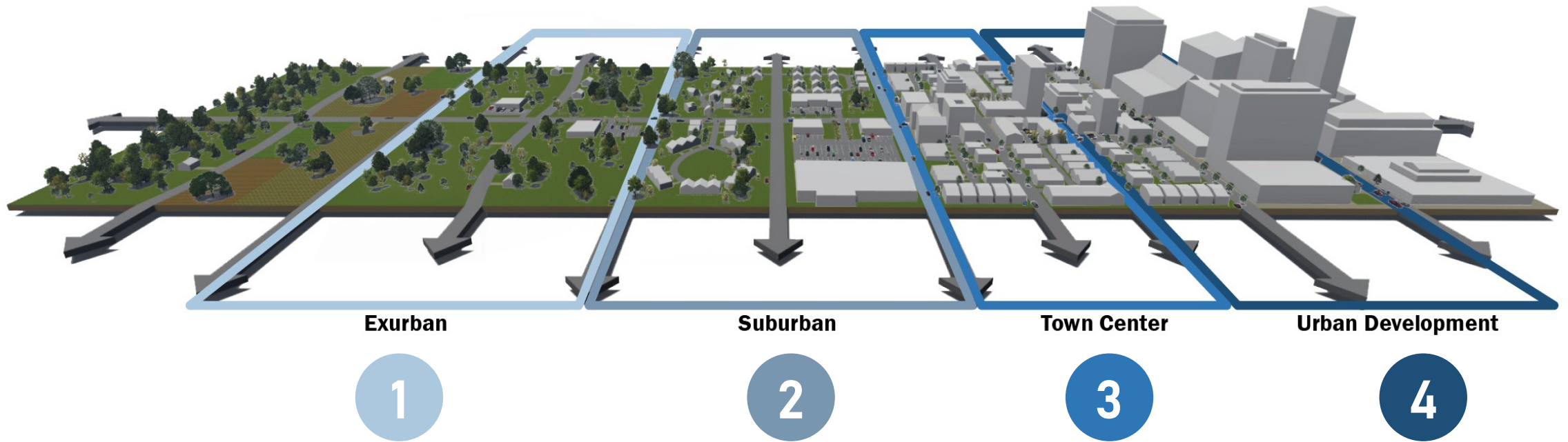


Community Input

Overall, do you think this area should be preserved or changed?

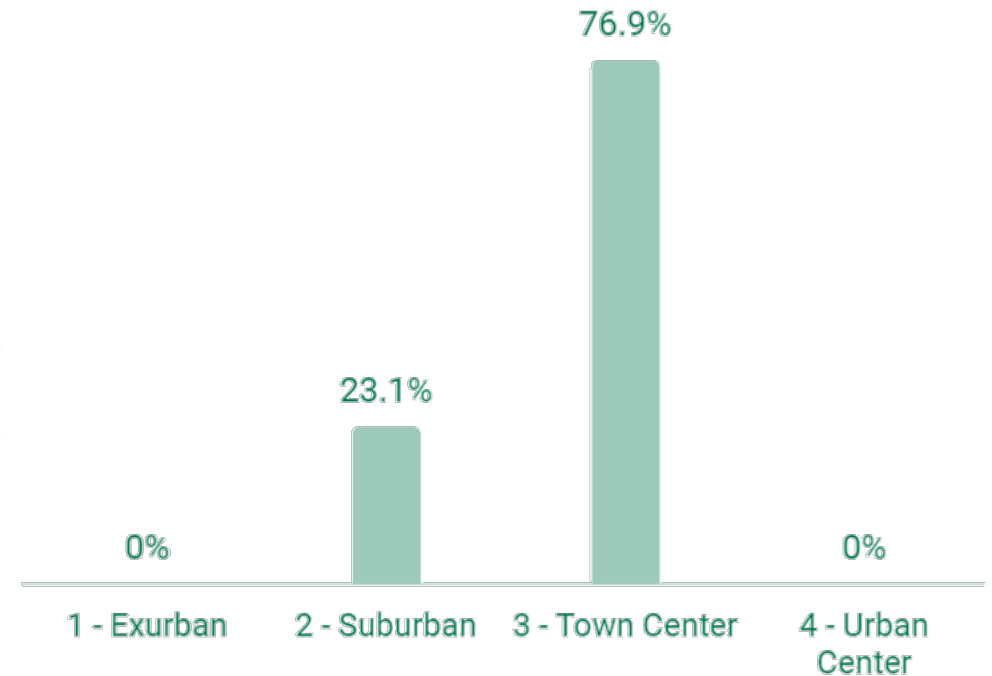
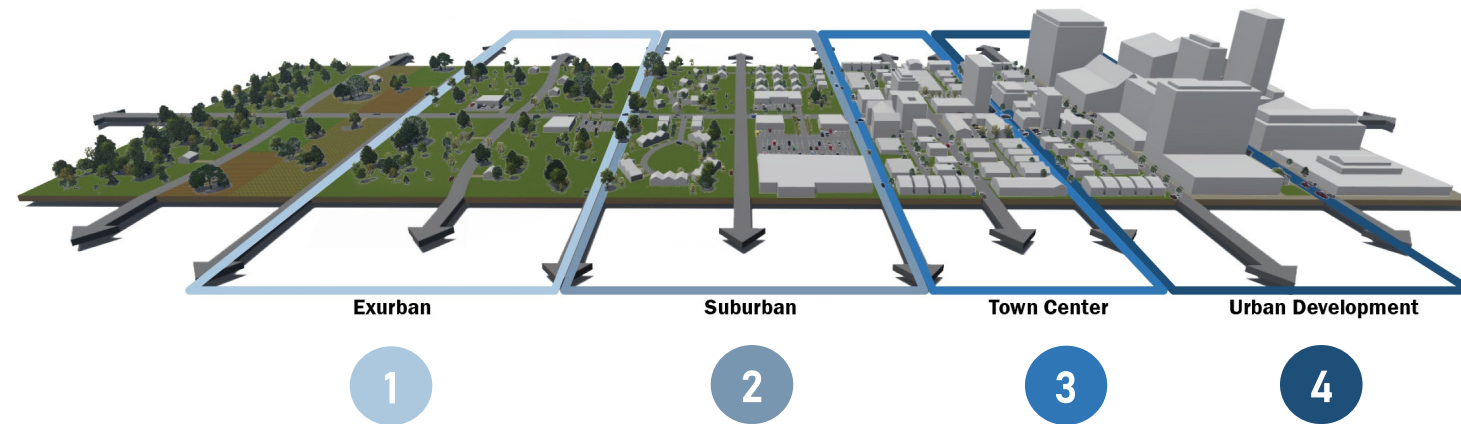


Community Scale



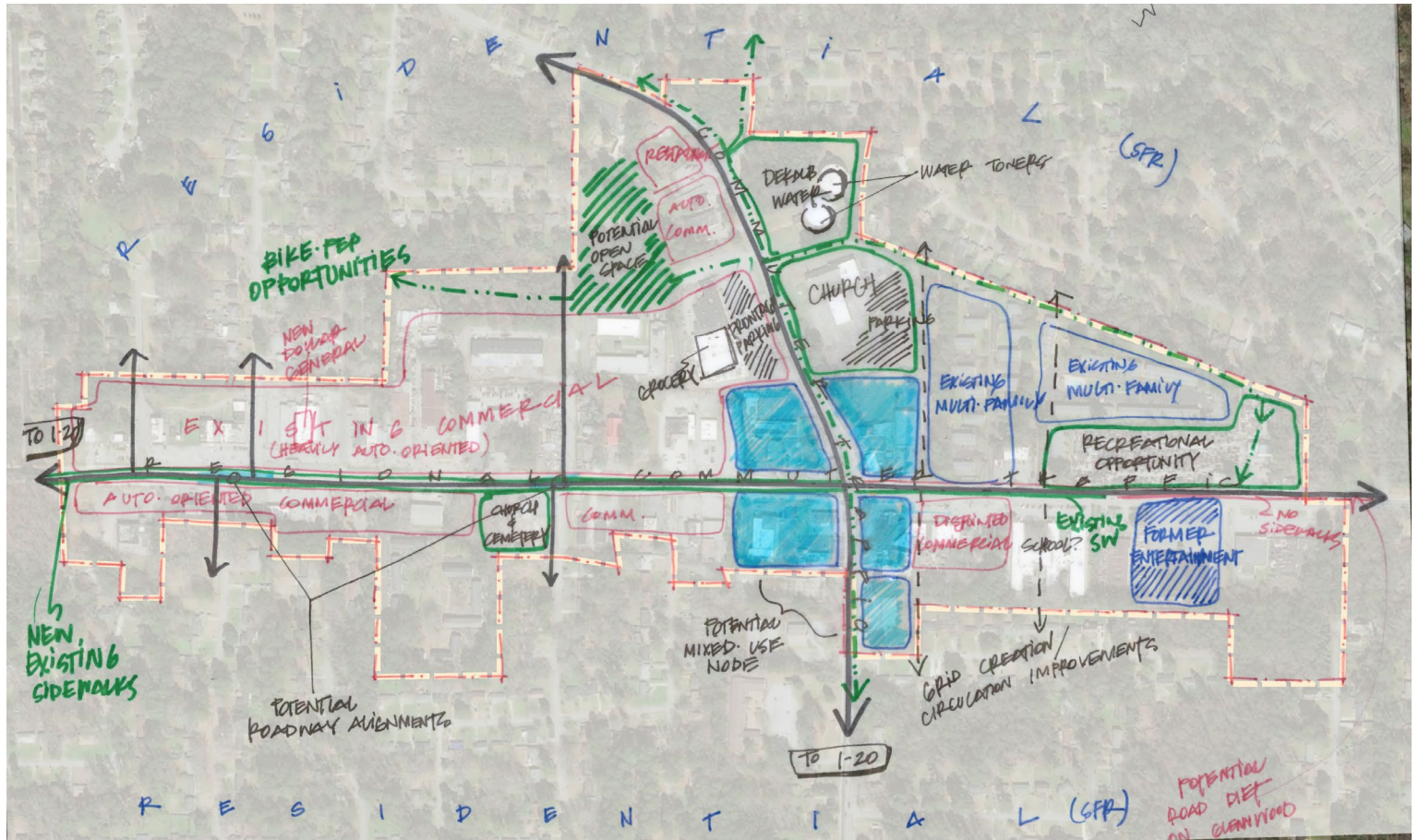
Community Scale

What Community Scale do you think applies to this area?



Opportunities & Constraints

- Commuter traffic
- Adjacent Residential Connections
- Local businesses
- Auto-oriented Commercial and Light Industrial Businesses



Look & Feel Survey Results

Development



Open Space



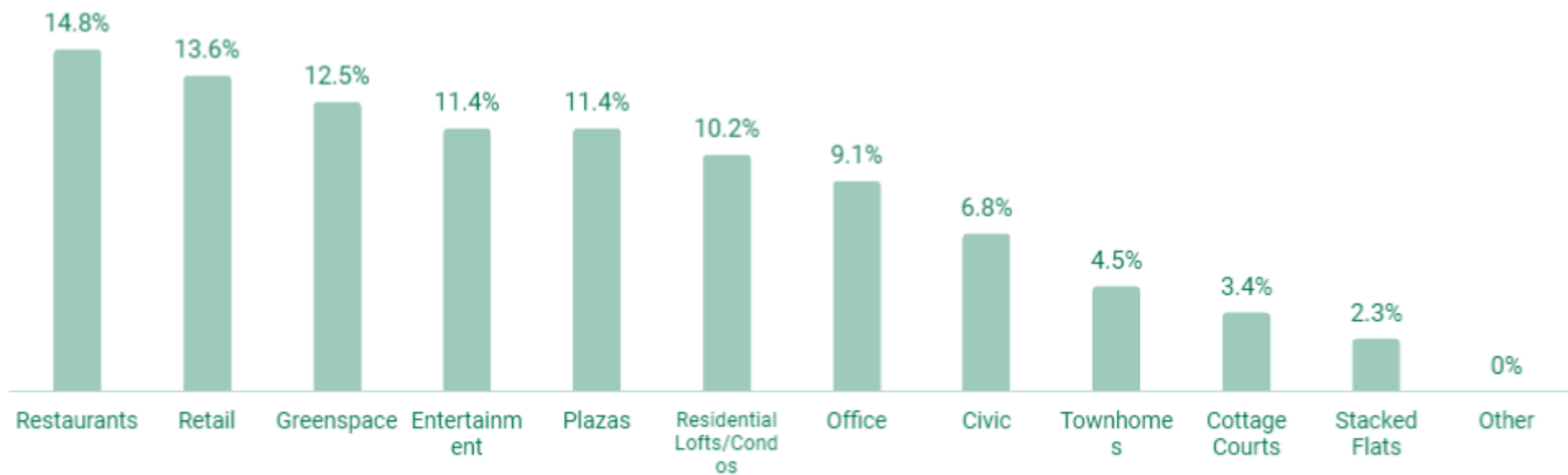
Streetscape



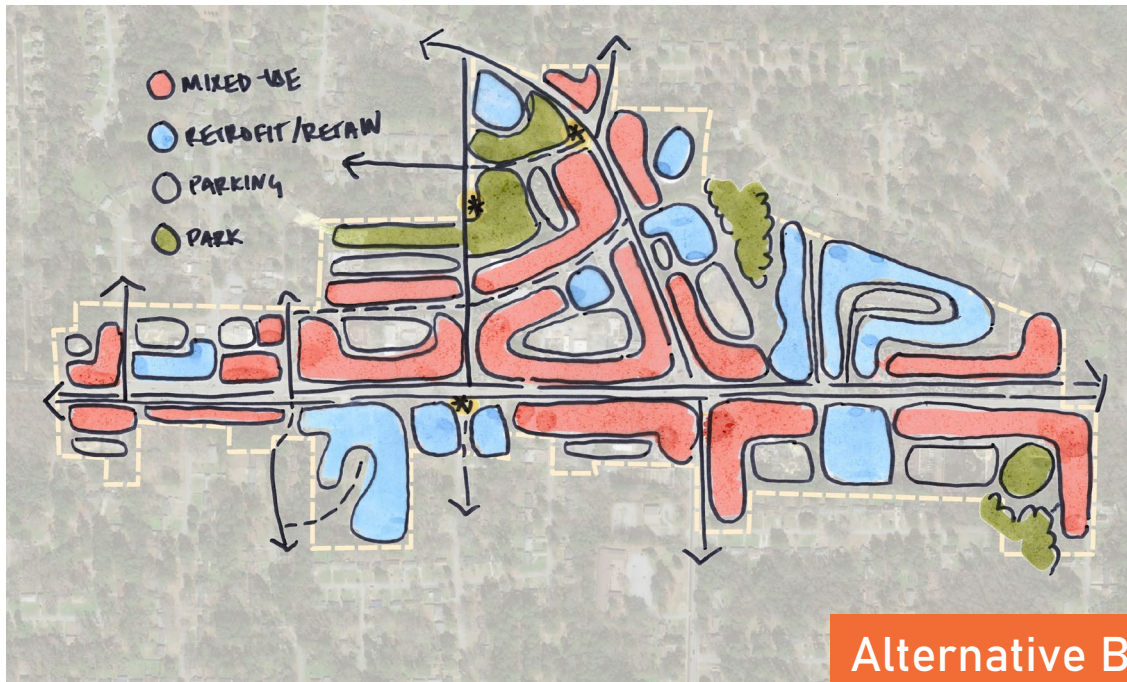
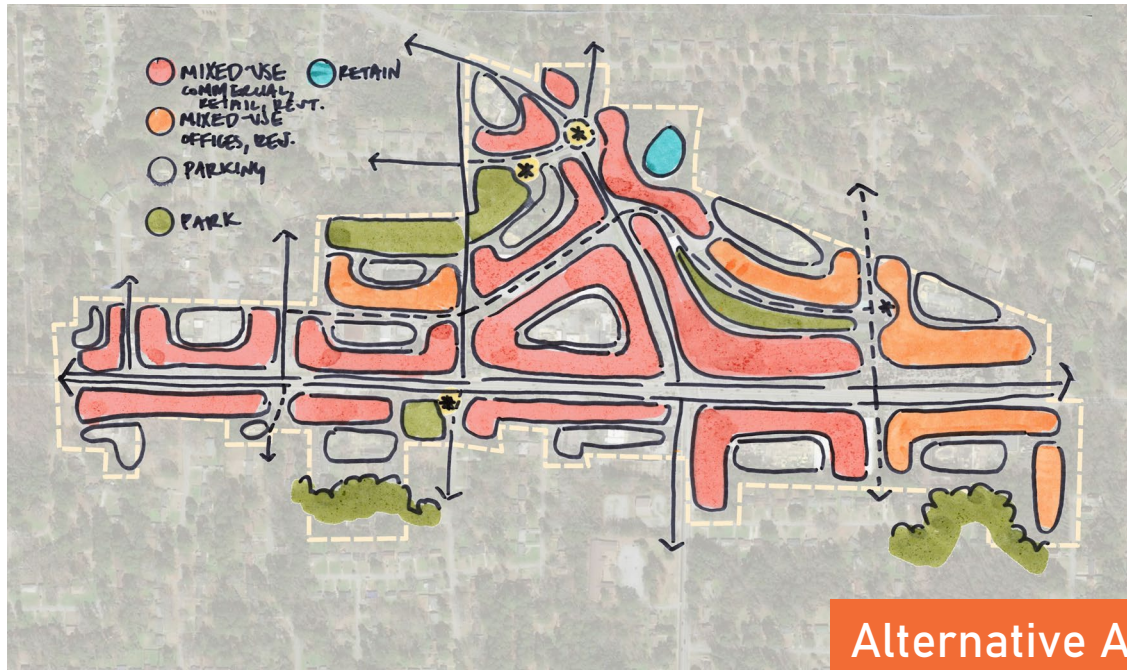
Neighborhood Center

A mixed-use node designed to serve the surrounding community

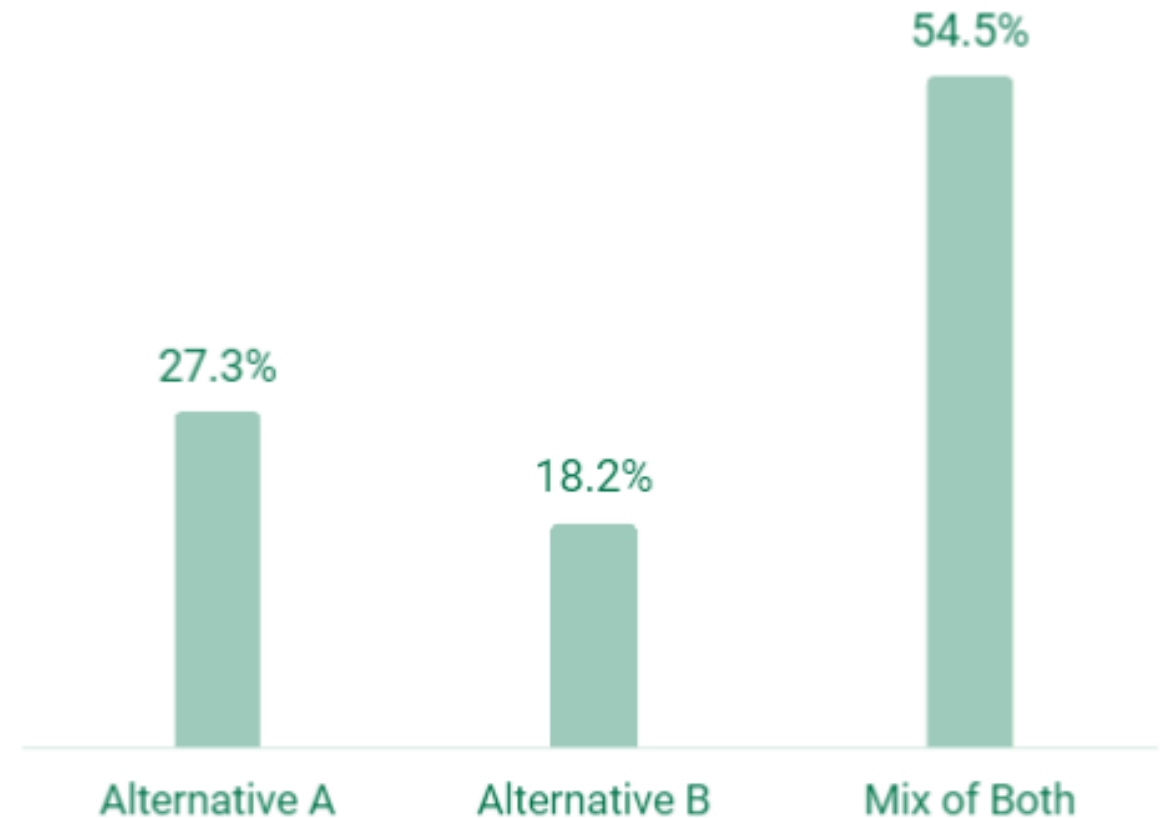
What types of land use and development features would you like to see at this location?



Scenario Review



Which Alternative do you prefer?





DESIGN CONCEPT

Design Concept

- Line corridors with mixed-use (higher intensity, stepping back)
- Define street typology & hierarchy (stormwater)
- Improve vehicular & pedestrian circulation with grid network
- Create opportunity for local and small businesses, goods, services



Vehicular Circulation

- Improve vehicular & pedestrian circulation with grid network
- Minimize and reduce driveway aprons on Glenwood and Columbia Drive
- Aligning driveways/roads
- Roundabout help to lower vehicle speeds



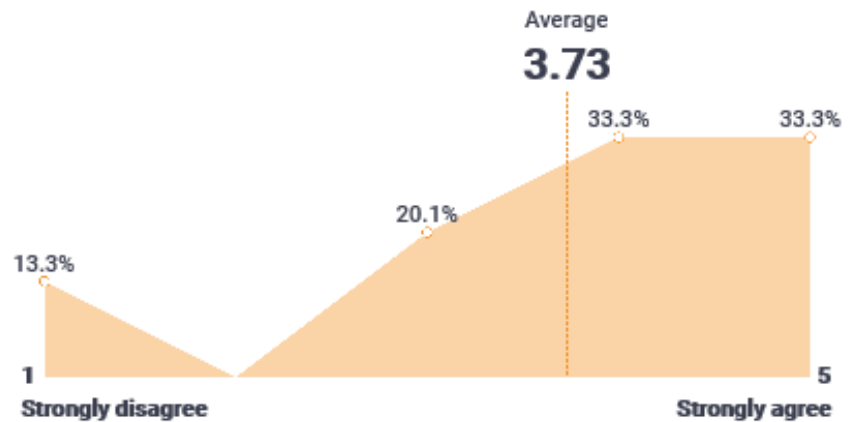
Vehicular Circulation

 Go to www.pigeonhole.at/GRCD2 to vote

Question 1 of 1

 0 participants | 15 votes

How do you feel about the vehicle circulation in this design concept?



CONTROLS



Retain

- **Retain and/or retrofit existing structures:** churches, schools, pharmacy, and medical facilities
- **Preserving what is functional and providing services to the community**



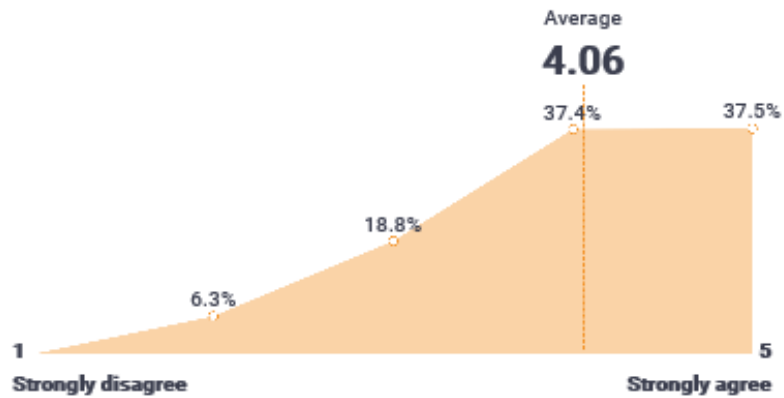
Retain

 Go to www.pigeonhole.at/GRCD2 to vote

Question 1 of 1

 0 participants | 16 votes

Do you agree or disagree that these structures should remain/be renovated?



CONTROLS



Buildings

- Line corridors with mixed-use (higher intensity, stepping back)
- **Mixed-use** development could include restaurants, retail, offices, healthcare, entertainment, condos/townhomes



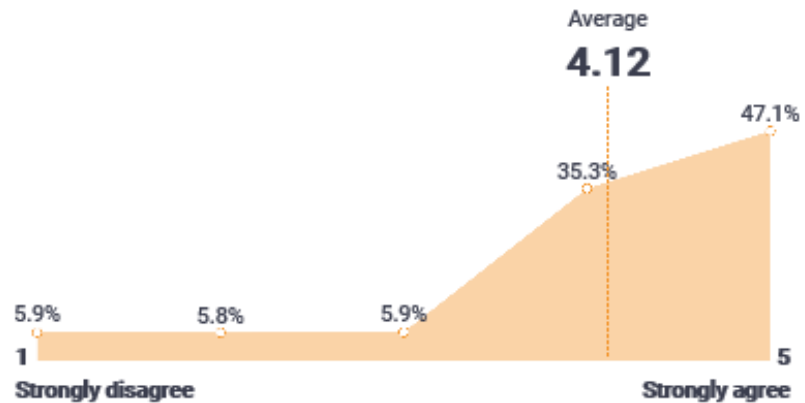
Buildings

Glenwood Road & Columbia Drive
Go to www.pigeonhole.at/GRCD2 to vote

Question 1 of 1

• LIVE 0 participants | 17 votes

Do you agree or disagree with the potential building placement in this design concept?



Greenspace

- Create **pedestrian connections** to the development with improved roadway sidewalks and neighborhood connections
- Create **green spaces and plazas** for public social gathering



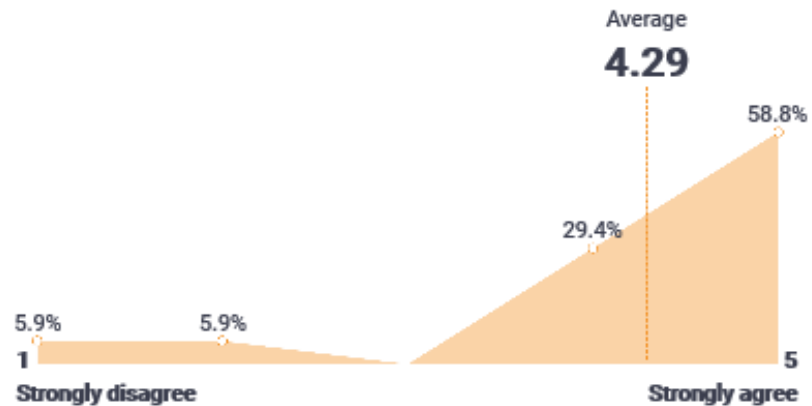
Greenspace

 Go to www.pigeonhole.at/GRCD2 to vote

Question 1 of 1

 0 participants | 17 votes

Do you agree or disagree with the prioritization of green space in this design concept?




Sessions >  Concept Elements - Greens...

Chart Type Screens



Parking

- Parking to be hidden away from roadways and **integrated into the interior of the development**



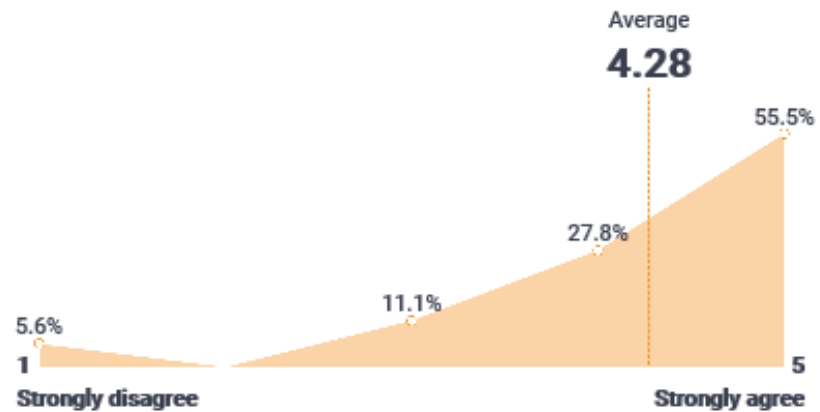
Parking

 Go to www.pigeonhole.at/GRCD2 to vote

Question 1 of 1

 0 participants | 18 votes

Do you agree or disagree with the placement of off-street parking in this design concept?



Nodes

- Placemaking opportunities could include signage, local art pieces, parklets, community garden/farmers markets, etc.



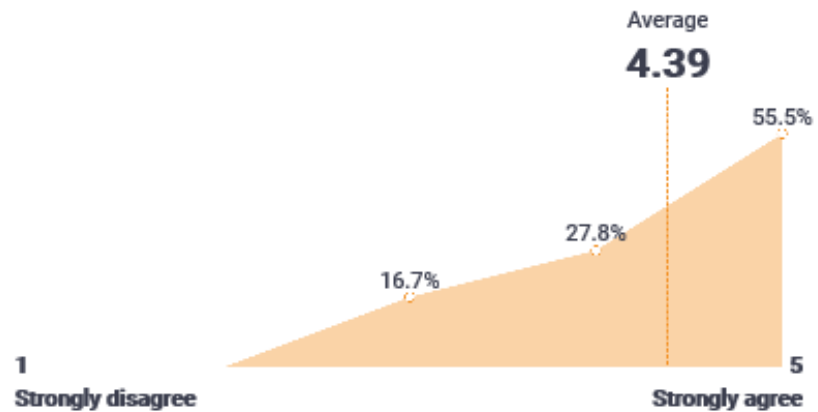
Nodes

 Go to www.pigeonhole.at/GRCD2 to vote

Question 1 of 1

 0 participants | 18 votes

Do you agree or disagree with the locations of these nodes as placemaking opportunities?

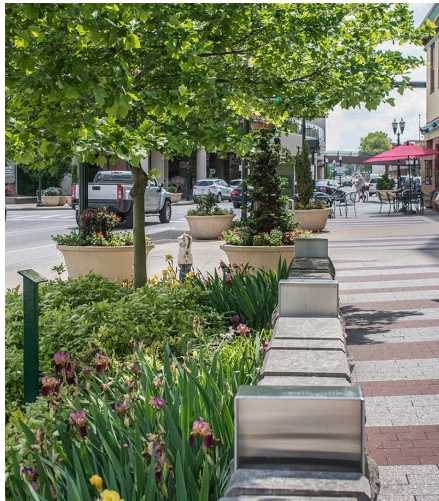


Sessions >  Concept Elements - Nodes ^

Chart Type ^ Screens ^



Potential Look & Feel



Next Steps

Spread the word!

Open Until 11/25

Glenwood Road & Columbia Drive Area Redevelopment Plan

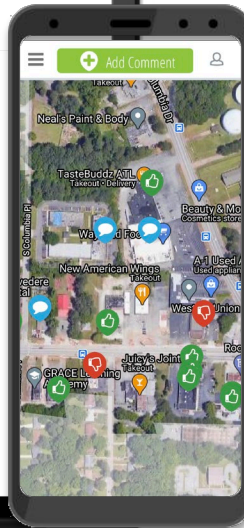
Welcome to the online workshop for the Glenwood Road & Columbia Drive Area Redevelopment Plan! In partnership with the Atlanta Regional Commission, the DeKalb County Department of Planning & Sustainability is conducting a planning process to identify capital investment and policy changes that can support a more livable, pedestrian-friendly environment at the intersection of Glenwood Road and Columbia Drive.

Design Workshop

On Wednesday, November 18, 2020 the planning team will hold a virtual design workshop via Zoom to identify possible options for the study area. This workshop will be held in two sessions:

Envisioning Opportunities, 12pm - 1pm: In this session, our team will cover broad topic areas to identify an overall vision for land use, placemaking, and mobility in the focus area.

Planning for Redevelopment, 6pm - 7:30pm: In this session, our team will work with attendees to start to pull elements of the overall vision established earlier in the day into a cohesive sketch identifying at least one redevelopment alternative for the area.



- Revised Concepts based on your Feedback
- Draft Sub-Area Plan
- Continued Virtual Community Feedback

www.planningatpond.com/glenwood-columbia

Q&A



Ask your questions: www.pigeonhole.at/GRCD2

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GRCD2

Join Q&A

Q&A

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