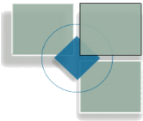


# MEMORIAL DRIVE VISION PLANS

## BUSINESS, ENTERTAINMENT, CULTURAL, AND EDUCATION

DeKalb County Planning and Sustainability Department

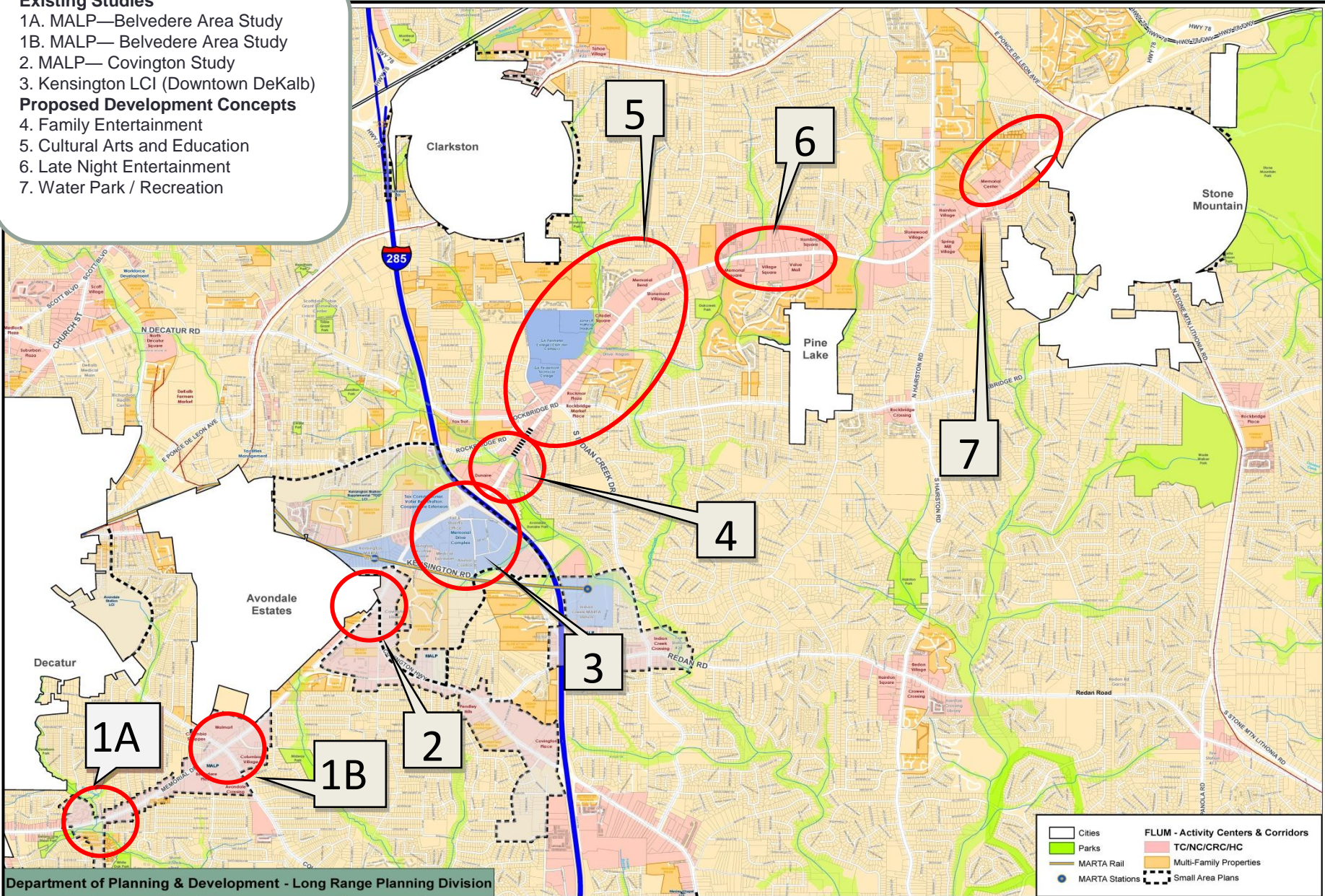


### Existing Studies

- 1A. MALP—Belvedere Area Study
- 1B. MALP— Belvedere Area Study
- 2. MALP— Covington Study
- 3. Kensington LCI (Downtown DeKalb)

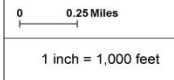
### Proposed Development Concepts

- 4. Family Entertainment
- 5. Cultural Arts and Education
- 6. Late Night Entertainment
- 7. Water Park / Recreation



Department of Planning & Development - Long Range Planning Division

Created: 3/25/13  
 Source: DeKalb County  
 Planning & Development DeptGIS Dept  
 Atlanta Regional Commission  
 \*Existing Land Use based on APC 2008  
 Land Use Data  
 \*Parcel boundaries represent official county  
 boundaries and should be used for visual  
 purposes only.



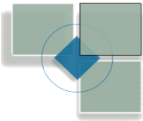
# Memorial Drive Corridor Vision and Concept Plans

Cities	FLUM - Activity Centers & Corridors
Parks	TC/NC/CR/HC
MARTA Rail	Multi-Family Properties
MARTA Stations	Small Area Plans

# MEMORIAL DRIVE VISION PLANS

## EXISTING PLANS

DeKalb County Planning and Sustainability Department



DEKALB COUNTY BOARD OF HEALTH  
Master Active Living Plan

### COVINGTON HIGHWAY CORRIDOR

DEKALB COUNTY BOARD OF HEALTH  
Master Active Living Plan

### BELVEDERE STUDY AREA

### Livable Kensington

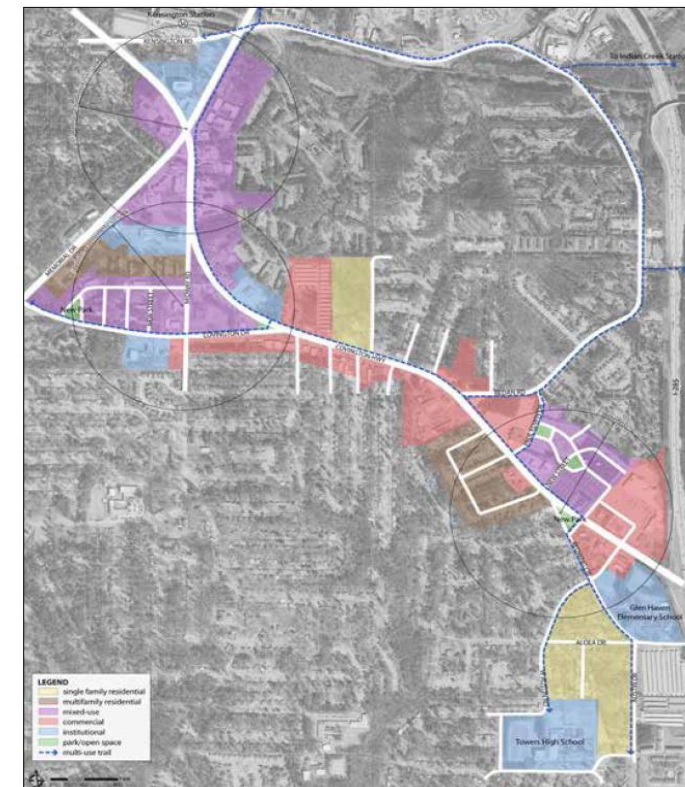
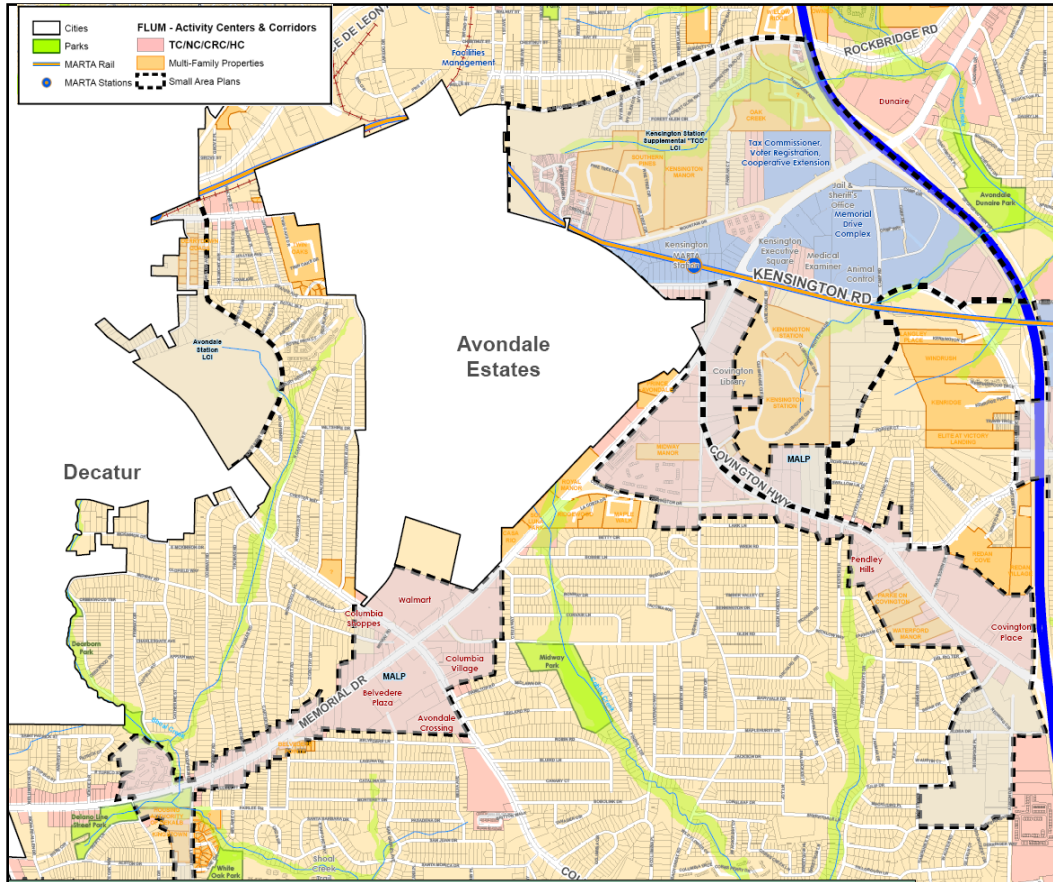
Collage

### Kensington Livable Centers Initiative

### TRANSIT ORIENTED DEVELOPMENT PLAN

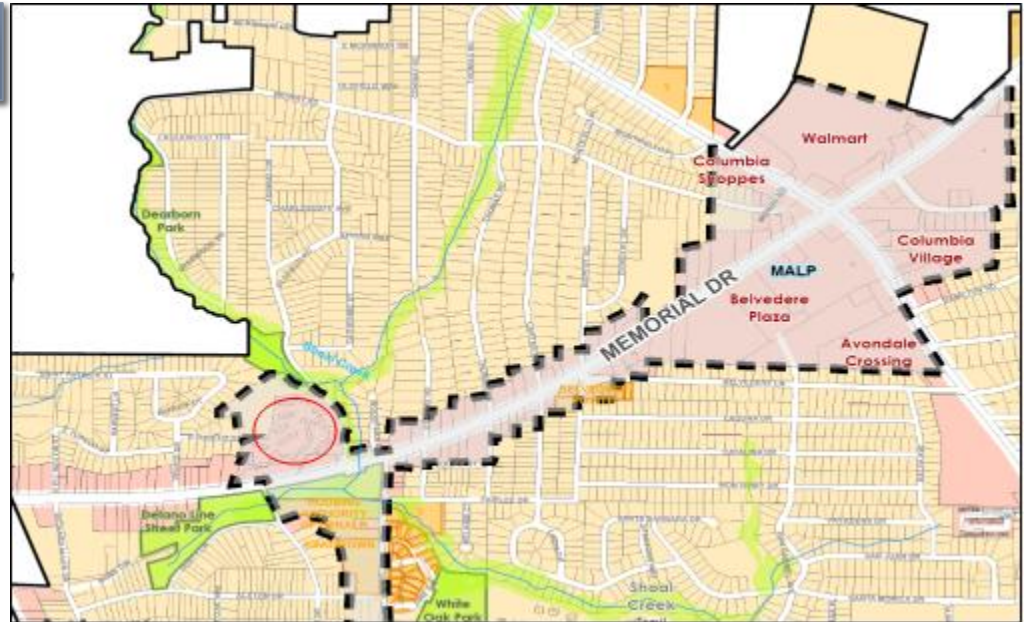
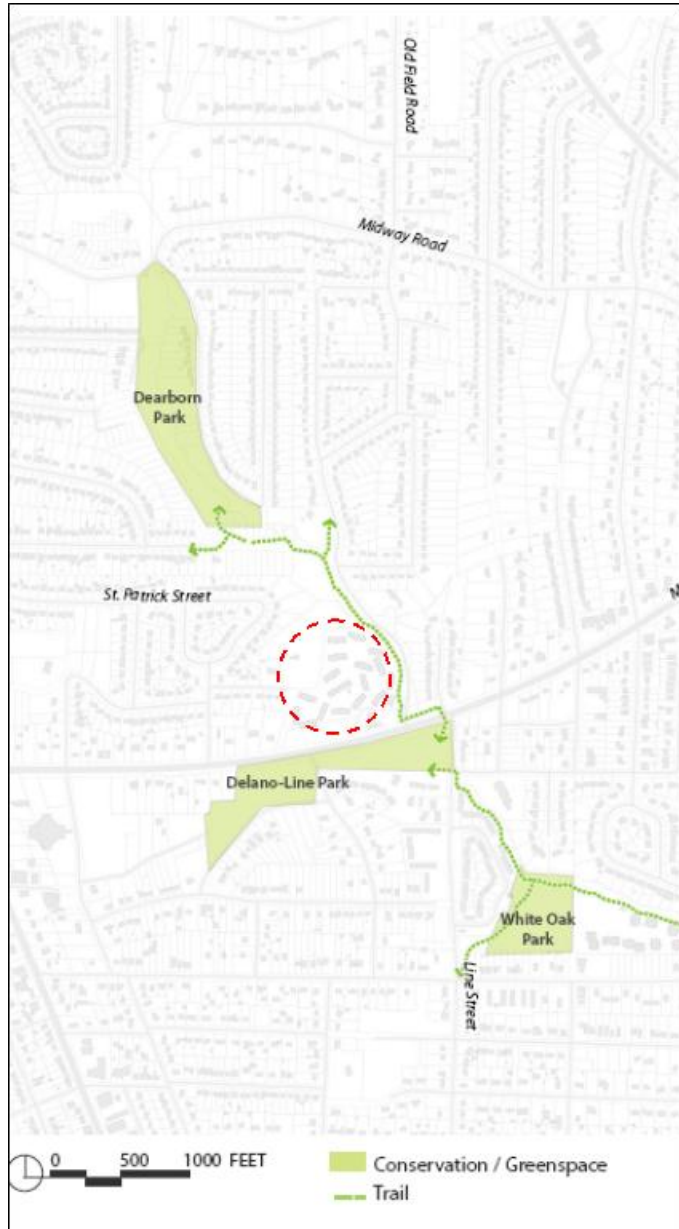
# Existing Plans – MALP and Kensington LCI

The goal and vision here is to follow the recommendation for all the existing studies. Funding has been spent on these studies in hopes that many of the visions vetted by the county residents and Board can be implemented. We may want to prioritize our action tasks within each study. Kensington LCI is comprised of the more impactful development and transportation projects. Highlight projects consist of a government center for DeKalb County, Hotels, Recreation Center, and retail to attract major anchors.



# MALP Blue Sky / Belvedere Study Area

(Develop Park and Trail / Commercial and Office Redevelopment)



## Key Project Descriptions for MALP—Belvedere Study

Although all of the recommended projects will play a role in the development of the Belvedere study area, some are particularly important. The projects that will have the greatest impact on active living in the study area are new multi-use trail connections and the eventual redevelopment of Belvedere Plaza.

### Trail Connections & Open Space

The study area includes a growing number of parks and open spaces, including the existing Shoal Creek Park and Midway Park, the future expanded Delano-Line Park, and future soccer fields behind the Belvedere Plaza Shopping Center. The long-range vision for the area includes linking and expanding these resources into a system of open spaces connected by a series of active multi-use trails. The resulting system will create a unique recreational resource covering over four miles of new trails connecting from the DeKalb School of the Arts to Dearborn Park.

Key components of the system include:

- **Python Park (Paideia School).** The athletic fields located on Clarendon Avenue across from the DeKalb School of the Arts could include a recreational trail loop connected to the overall system through a joint agreement with the Paideia School.
- **Walmart Supercenter.** Building on the site's existing sidewalk path, there is an opportunity to extend and connect a trail connection to Python Park and the DeKalb School of the Arts.
- **Future Soccer Fields.** Located behind the Belvedere Plaza Shopping Center, these fields will be a valuable recreational addition to the community and a potential link between Midway Park and Shoal Creek Park.
- **Shoal Creek.** Extending north from Shoal Creek Park, there are a series of open space and trail opportunities that would ultimately lead to Dearborn Park and link White Oak Park and Delano-Line Park.

# MALP Blue Sky / Belvedere Study Area

(Develop Park and Trail / Commercial and Office Redevelopment)

## Blue Sky Analysis

Future Land Use – Commercial Redevelopment Corridor (CRC)

Zoning – RM-75 (Multi-Family)

Acreage – 40 +/-

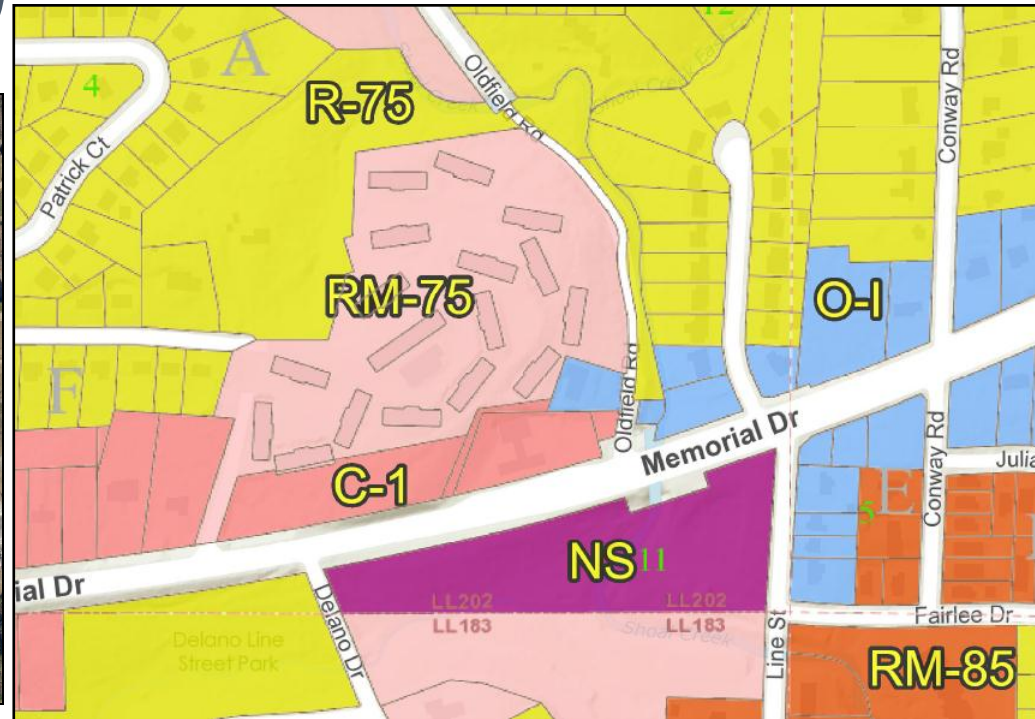
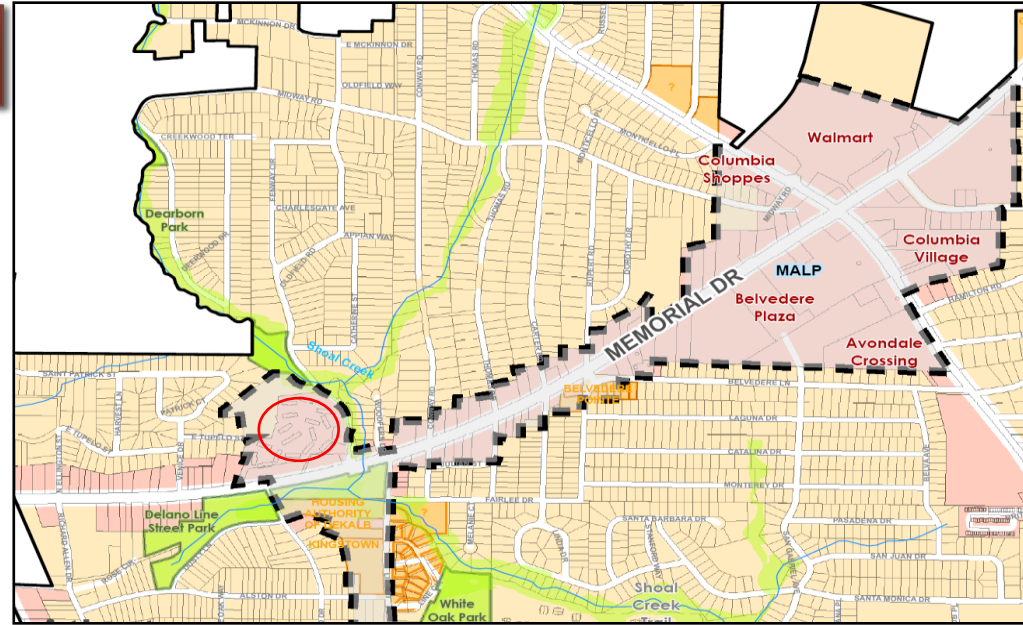
Existing Use – Multifamily residential apartment complex.

Use Analysis - Surrounding uses are commercial, office residential, and neighborhood shopping. Vacant gas station located on the C-1 property.

Primary Land Use Allowed: Commercial and Retail, Offices, Condominiums, Townhomes, Mixed Use, and Institutional Uses.

## Best Use Recommendation for Redevelopment

Redevelopment into mixed use of mostly office, then commercial and residential along Memorial Utilize the proposed trail as a part of the recreational park redevelopment.



## Covington Drive/Midway Road Area Concept Plan

The concept plan covers the area north of Covington Drive between Memorial Drive and Covington Hwy. It includes the triangle block east of Midway Road which has underutilized commercial properties and an unfinished development, and the area west of Midway Road is primarily occupied by an old apartment complex.

The plan shows a mixed-use neighborhood center at the eastern block. Mixed commercial and residential buildings are located along the edge of the block with parking arranged internally. A medical office is recommended due to the lack of existing facilities in the area. A pocket park is shown at the eastern corner. The existing church at the northern corner is preserved.

The western block shows primarily small lot single family homes and town-homes, with a community building at the corner of Covington Drive and Midway Road. Pocket parks are incorporated in the several locations to encourage outdoor activities.

Buildings in this area are set to be no more than 3 stories tall. Multi-use trails along Covington Hwy and Covington Drive connect this area with the rest of the corridor area.

In total, this concept plan includes 30,000 to 60,000 square feet of commercial space, 150 to 200 multi-family units, and 80 to 100 single family houses.



*Aerial view of MARTA Station area from southwest*



*Before*



*After redevelopment*

# Kensington LCI

## LEGEND

- government center
- townhome
- multifamily
- mixed-use
- retail
- office
- YMCA
- hotel
- park/open space
- existing buildings

## SUMMARY

**Area A:**  
 Retail: 155,000 sf  
 Multifamily: 1,000 units

**Area B:**  
 Retail: 4,750 sf  
 Office: 888,000 sf  
 Multifamily: 260 units  
 Townhome: 7 units

**Area C:**  
 Retail: 87,700 sf  
 Office: 1,685,000 sf  
 Multifamily: 560 units  
 Recreation Center: 40,000 sf  
 Government Center: 640,000 sf  
 Hotel: 280 rooms

**Area D:**  
 Office: 144,100 sf  
 Multifamily: 280 units

**TOTAL:**  
 \*Retail: 267,050 sf  
 \*Office: 2,717,100 sf  
 \*Government Center: 640,000 sf  
 \*Multifamily: 2,100 units  
 \*Townhome: 7 units  
 Hotel: 280 rooms  
 Recreation Center: 40,000 sf

Developed Area: 120.6 acres  
 Open Space: 25.1 acres

\* These are uses recommended in the 2002 LCI Study



## Kensington TOD Visioning Plan

The final plan was created from a culmination of three public meetings and dialogue with stakeholders such as DeKalb County, MARTA, and Avondale Estates. The overall plan has incorporated the recommendations of the MARTA TOD guidelines and the Master Plan goals. There are four primary areas within the study area. Each area is distinct, based on land use, transportation, environment, and location.

Area A consists mainly of mixed-use buildings, which have multifamily residential units above retail. The mixed-use buildings range from four to six stories with courtyards and parking decks. The street system forms a grid that creates four blocks which allow for future connections via stubbed roads to adjacent properties. The public realm is created by having wide sidewalks for outdoor dining and an event lawn or green. One block is planned for only retail; this could have a grocery store as an anchor with liner buildings to conceal the surface parking.



0 100 200 400 600 800 Feet





**Summary:**

The Suwannee Town Center is one of many design concepts in the Atlanta metro area that are used for mixed use development opportunities.

**Primary uses** included in the Town Center include and are not limited to the following:

Community Events – Include outdoor festivals and related activities

Civic Facilities – City Hall and other administrative public service functions

Recreation – Parks and trails designed for health benefits and nature preservation.

Entertainment – Provide outdoor events such as concerts and shows, through the use of an amphitheater.

Residential – Provide single family townhomes and multifamily dwellings to allow residents to be close to amenities within walking distance.

# Government Center Concept

## Suwannee Town Center



Community Events  
(BeerFest)



City Hall / Administration



Trails and Recreation

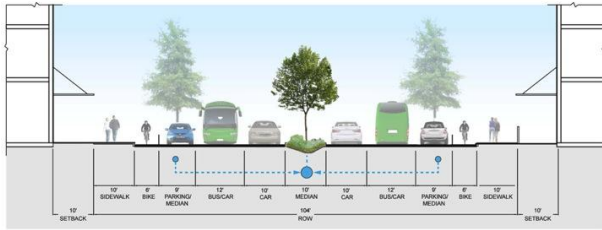


Mixed Use and Amphitheatre

# Kensington Station Design Concepts

(Contributions from GA Tech)

## Street Sections (Proposed)



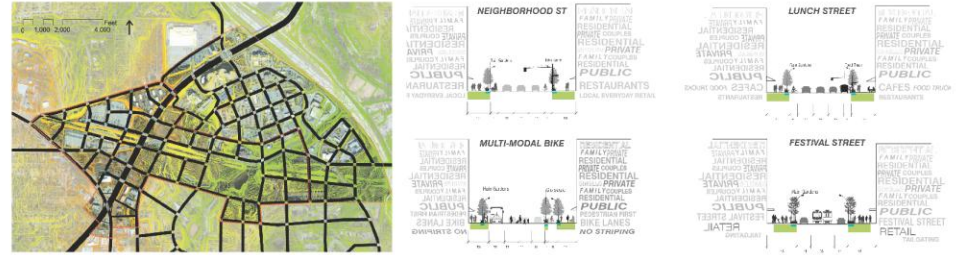
2-2 Proposed Village District Street Section

## Bird's Eye Perspective

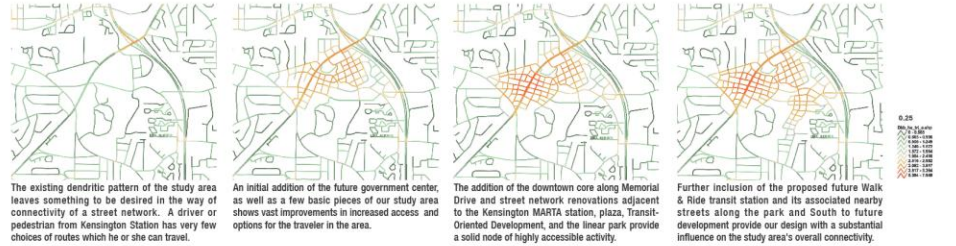


Bird's Eye View Perspective of Proposed Memorial Drive Corridor

## PLANNING THE STREET SYSTEM



## DESIGNING FOR CONNECTIVITY



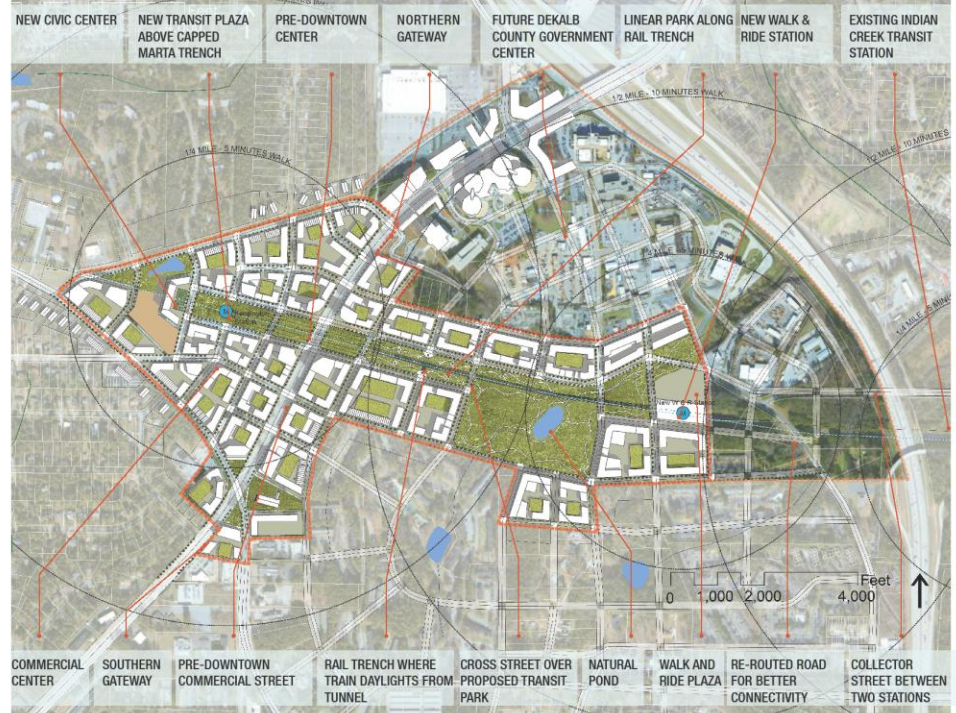
The existing dendritic pattern of the study area leaves something to be desired in the way of connectivity of a street network. A driver or pedestrian from Kensington Station has very few choices of routes which he or she can travel.

An initial addition of the future government center, as well as a few basic pieces of our study area shows vast improvements in increased access and options for the traveler in the area.

The addition of the downtown cores along Memorial Drive and street network renovations adjacent to the Kensington MARTA station, plaza, Transit-Oriented Development, and the linear park provide a solid node of highly accessible activity.

Further inclusion of the proposed future Walk & Ride transit station and its associated nearby streets along the park and South to future development provide our design with a substantial influence on the study area's overall connectivity.

## MASTER PLAN

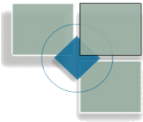


COMMERCIAL CENTER | SOUTHERN GATEWAY | PRE-DOWNTOWN COMMERCIAL STREET | RAIL TRENCH WHERE TRAIN DAYLIGHTS FROM TUNNEL | CROSS STREET OVER PROPOSED TRANSIT PARK | NATURAL POND | WALK AND RIDE PLAZA | RE-ROUTED ROAD FOR BETTER CONNECTIVITY | COLLECTOR STREET BETWEEN TWO STATIONS

# MEMORIAL DRIVE VISION PLANS

## FAMILY ENTERTAINMENT CENTER

DeKalb County Planning and Sustainability Department



# Purpose of the Family Entertainment Center

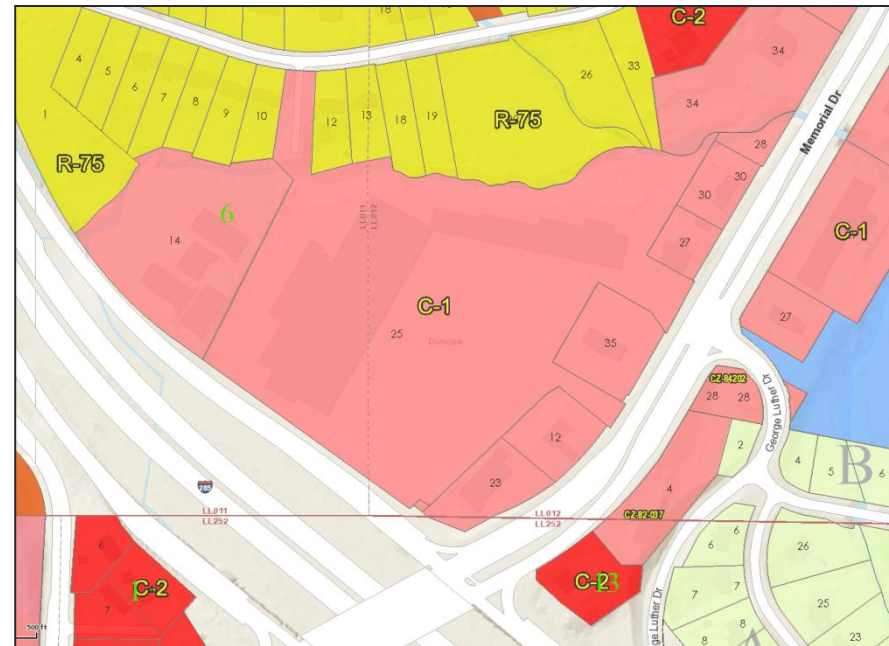
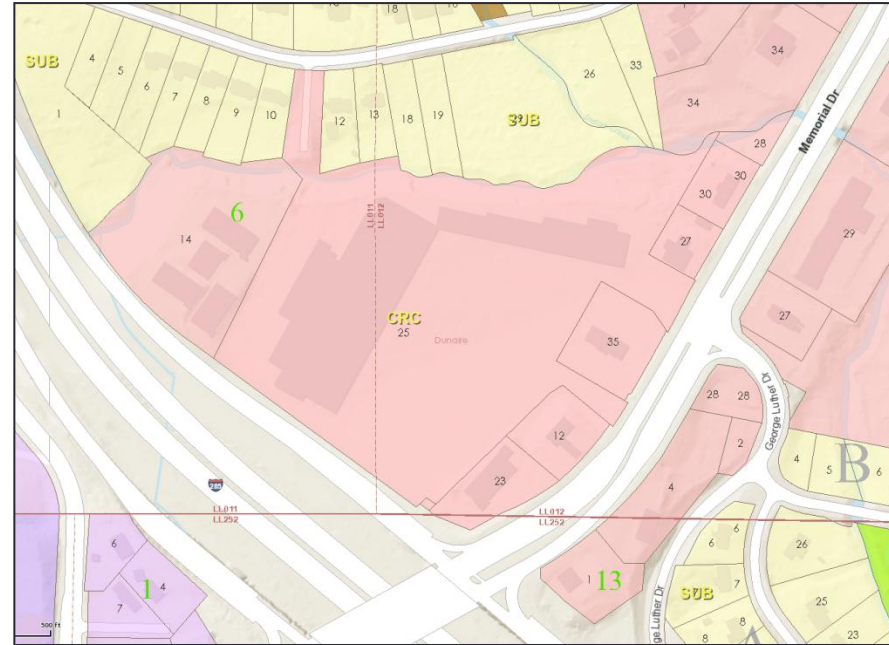
*Family entertainment center with major anchors that include a movie theatre and entertainment chain (i.e. Dave and Busters or Jillions). Cinebistro is not only a movie theatre but also includes a full restaurant and bar, for a more mature crowd. Dave and Busters offers games for kids, a full scale restaurant, bowling alleys, large screen tvs, and a bar. This area may also include an amusement ride that may include a Ferris wheel or some other type of ride. Currently, the D&K clothing store is located there as an anchor, with a trail of strip shops off to the side. The Family Entertainment Center is only one node of several that will function as a destination place for the Memorial Drive Corridor.*

# Planning and Zoning

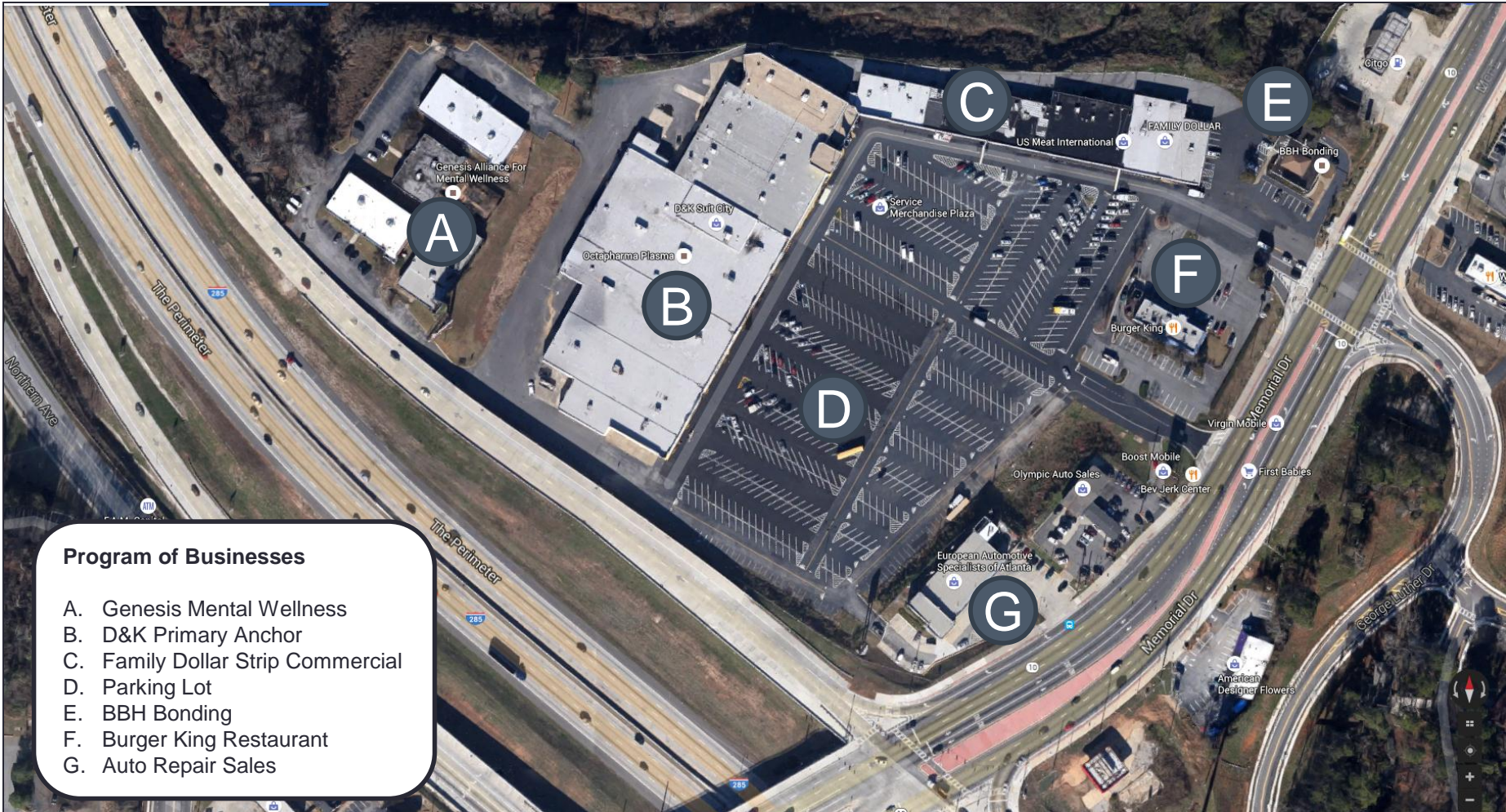
- ❖ Current Zoning – C-1 Commercial
- ❖ Existing Land Use – Commercial
- ❖ Future Land Use – CRC Commercial Redevelopment Corridor (up to 18 du/ac)
- ❖ Permitted Uses
  - Commercial and Retail
  - Offices
  - Condominiums
  - Townhomes
  - Mixed Use
  - Institutional

## Land Use Amend Recommendation

- CRC to TC – allows a higher density of mixed use (up to 60 du/ac)
- Extend TC - existing Kensington TC over I-285 to allow for more permitted uses.



# Proposed Family Entertainment Center – Existing Businesses



- Program of Businesses**
- A. Genesis Mental Wellness
  - B. D&K Primary Anchor
  - C. Family Dollar Strip Commercial
  - D. Parking Lot
  - E. BBH Bonding
  - F. Burger King Restaurant
  - G. Auto Repair Sales

# Family Entertainment Center - Development Concept A



**Concept A** – Intent is to keep most of the development in place, with adding entertainment anchors, improved landscaping along Memorial, and façade improvements.

**Wellness Center** – Keep as is with improved signage, due to it being hidden.

**Entertainment Complex** – Add major entertainment chain as anchor. Relocate existing uses/business. Façade improvements with uniform design standards.

**Retail Strip** – Façade improvements with uniform design standards.

**Auto Mall** – Keep landscaping manicured and grounds free of litter. Façade improvements with uniform design standards.

**Restaurant** – Currently a Burger King, & they have their own design standards. Consider integrating design standards to be uniform with surrounding property.

**Office** – Add uniform design standards, and uniform signage, due to its location on the corner and facing Memorial Drive.

**Parking Lot** – Add tree islands for shade, Ferris Wheel, and a Food Truck Park.

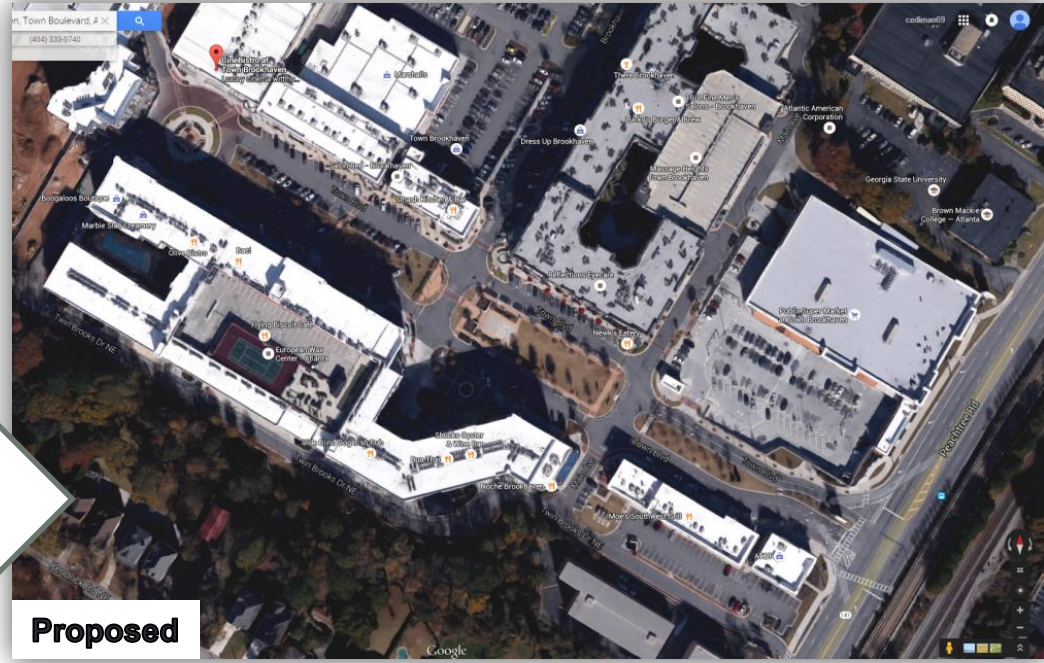
**Shuttle/Trolley** – Provide transportation from MARTA to the Family Entertainment Center. The creation of a CID or merchants association could help fund the shuttle.



# Family Entertainment Center – Concept B



**EXISTING**



**Proposed**

## Concept B

Takes on the approach of a mixed use development, such as Town Brookhaven. This concept continues to include the addition of a theatre or other forms of family entertainment, but adds more of a residential and retail component. A grocery and Decked parking is also incorporated in the design. Ferris wheel has been omitted.

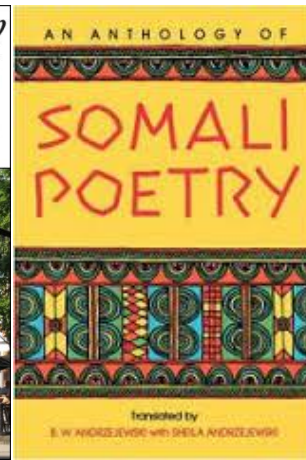
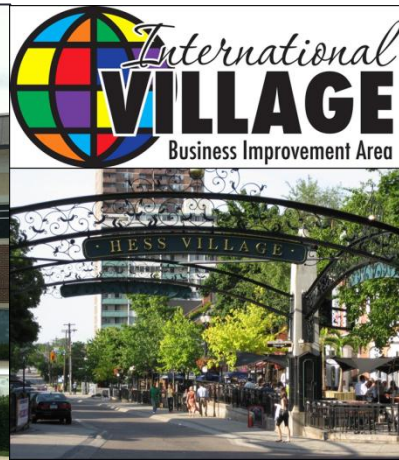
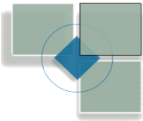


# Dunaire (D&K) Plaza Redevelopment – Concept B



# MEMORIAL DRIVE VISION PLANS CULTURAL DESTINATION & EDUCATION VILLAGE

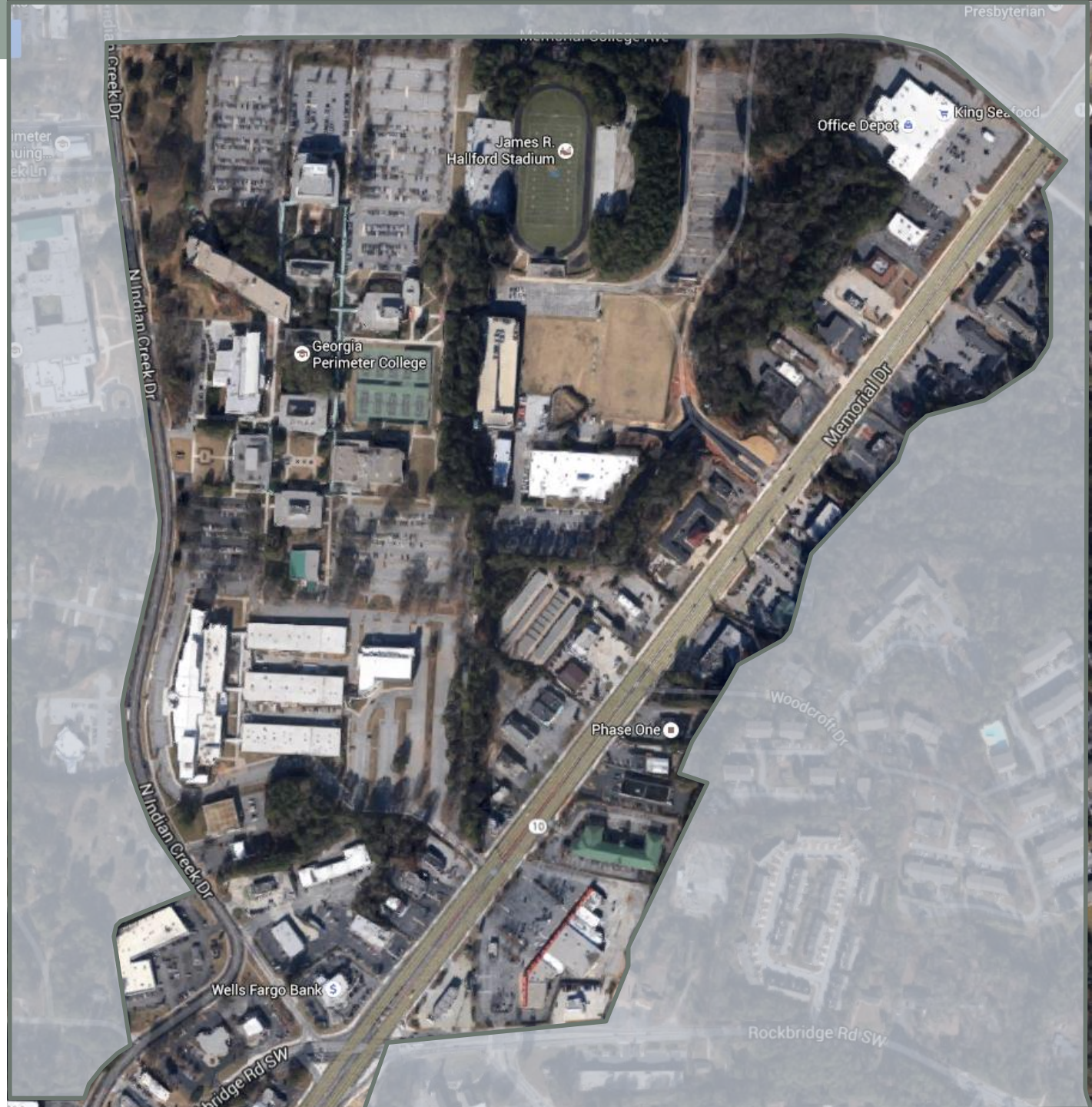
DeKalb County Planning and Sustainability Department



# Cultural Destination and Education Village

## At a Glance:

- Hallford Stadium
- GA Perimeter College
- GA Piedmont Tech
- Citadel Square
- Campus Plaza
- Wells Fargo Bank
- Sun Trust Bank
- QT (gas and store)
- CVS
- Office Depot
- Auto Repair and Sales
- Independent Food Marts and Groceries
- Restaurants (Ethiopian and Somalian)



# Cultural Destination and Education Village

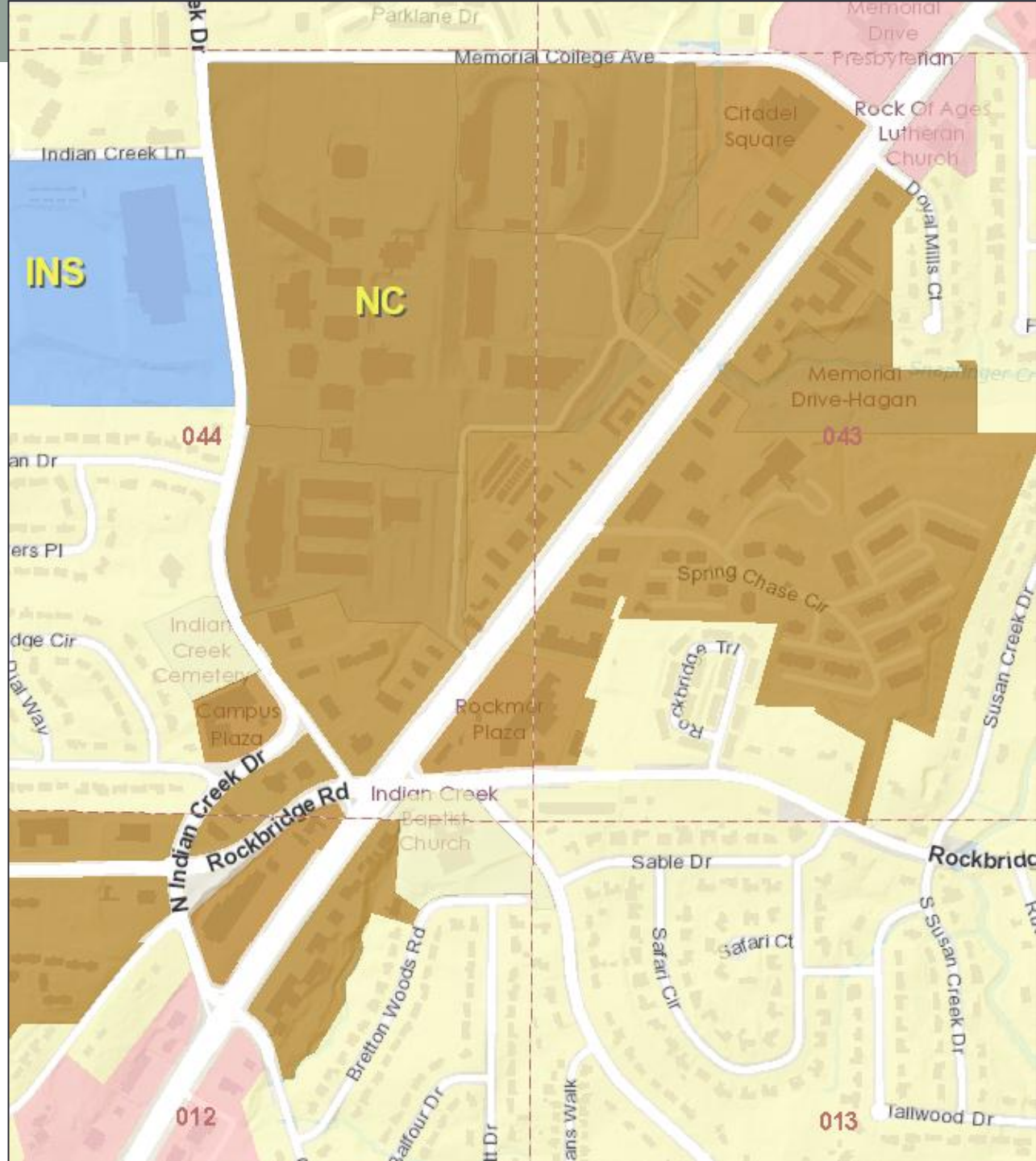
## Future Land Use

### Neighborhood Center (NC)

- Mixed Use development encouraged
- Density – Up to 24 du/ac
- Primary Uses:
  - Townhomes
  - Condos
  - Apartments
  - Retail and Commercial
  - Office
  - Parks and Rec
  - Public and Civic
  - Institutional

### Surround FLU:

- Institutional (INS)
- Commercial Redevelopment Corridor (CRC)
- Suburban (SUB)



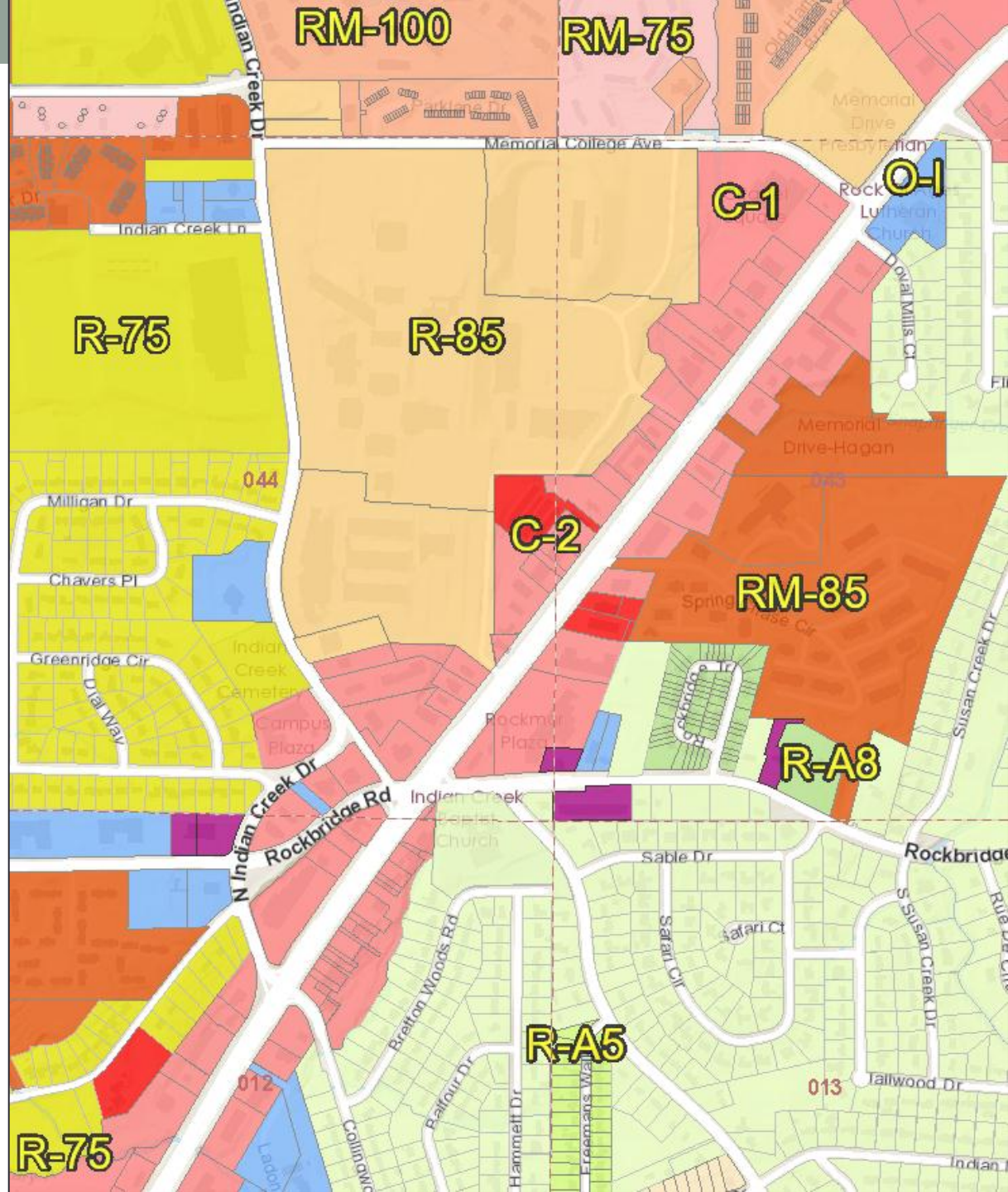
# Cultural Destination and Education Village

## Zoning

- Single Family Residential (R85)
- Commercial (C-1 & C-2)
- Office / Institutional (O-I)
- Neighborhood Shopping (NS)

## Surrounding Zoning:

- Multifamily Residential (RM100, RM75, RM85)
- Single Family Residential (R75)
- Commercial (C-1 & C-2)
- Office / Institutional (O-I)
- Neighborhood Shopping (NS)



# Perimeter/Piedmont Village

Proposed concept also includes a redevelopment of Hallford Stadium. Currently, the capacity is 15,600 and serves DeKalb County football games and high school band competitions. The proposal is to redevelop the stadium to serve both football and soccer. This will enhance the theme of promoting the International Village by promoting the most popular international sport.

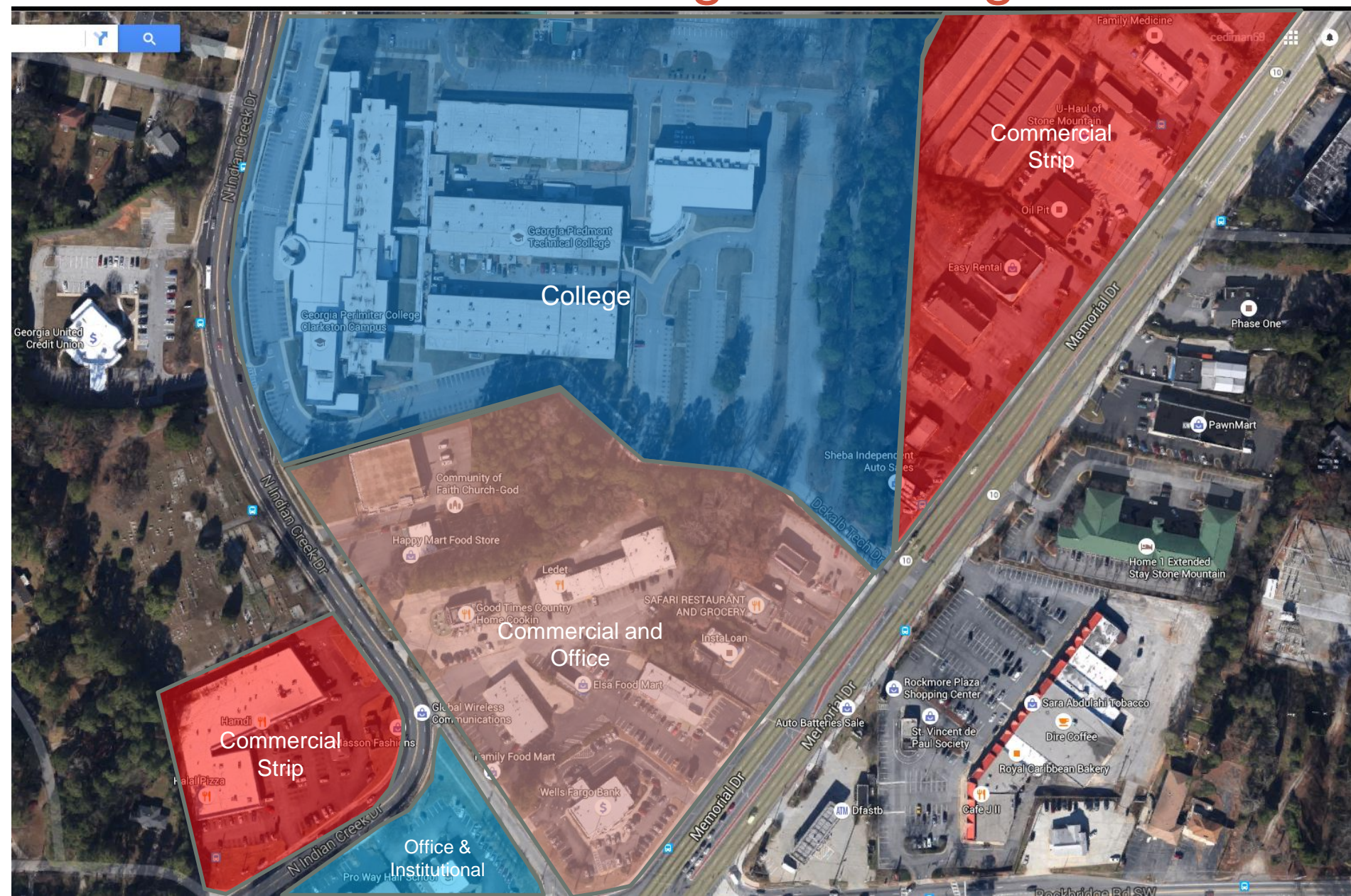


# Perimeter/Piedmont Village

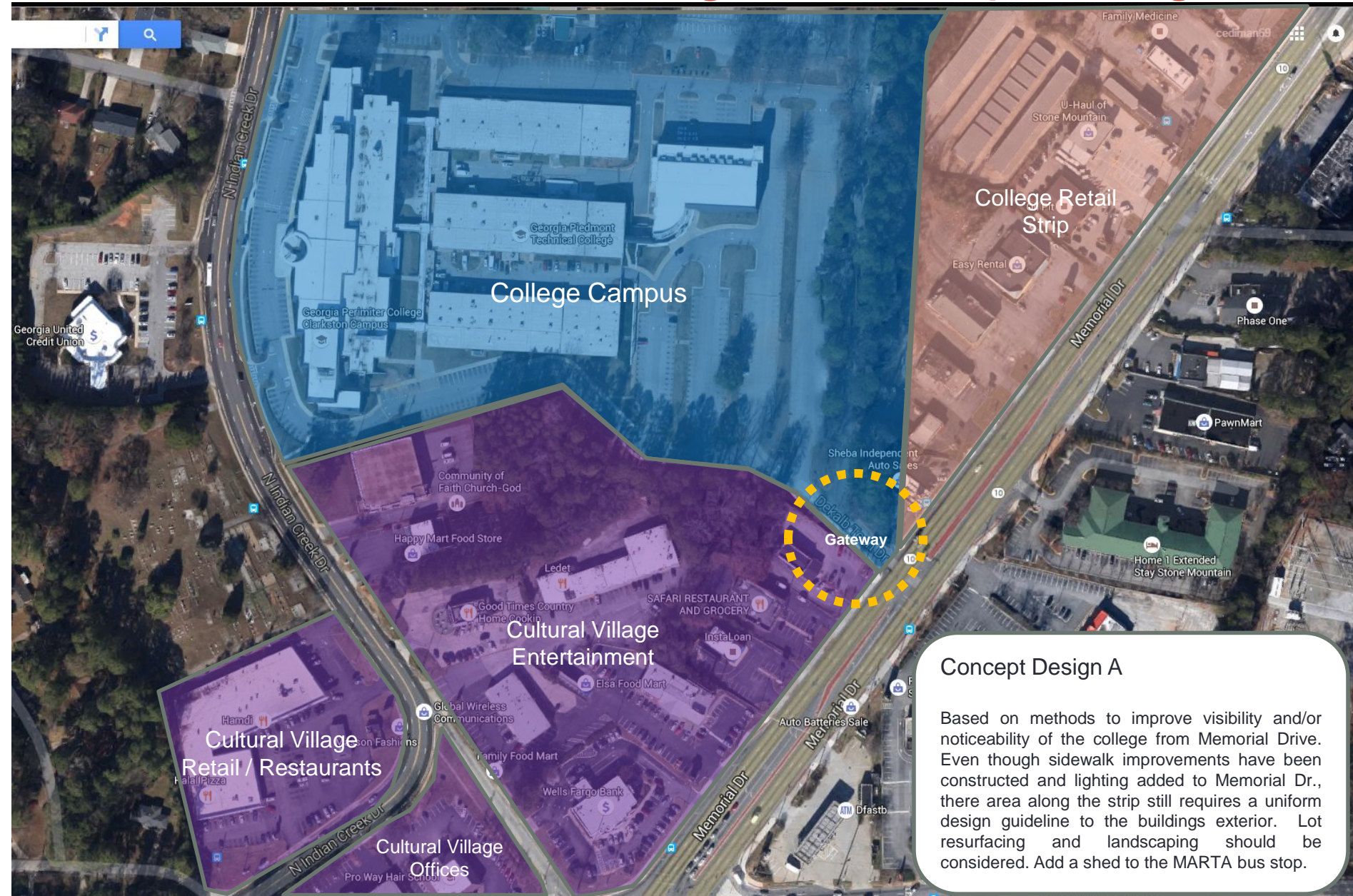




# Perimeter/Piedmont Village – Existing Uses



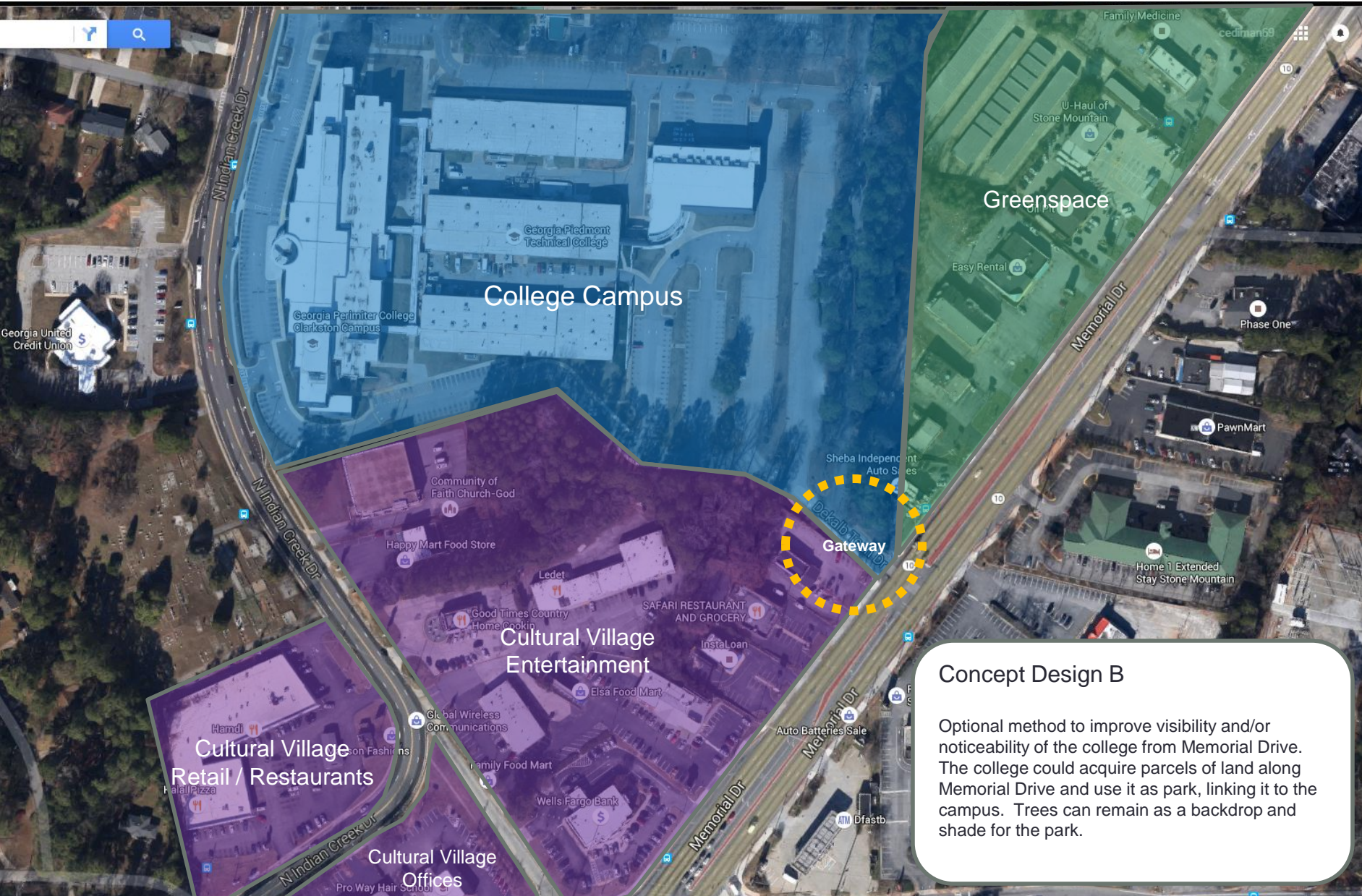
# Perimeter/Piedmont Village – Concept Design A



**Concept Design A**

Based on methods to improve visibility and/or noticeability of the college from Memorial Drive. Even though sidewalk improvements have been constructed and lighting added to Memorial Dr., there area along the strip still requires a uniform design guideline to the buildings exterior. Lot resurfacing and landscaping should be considered. Add a shed to the MARTA bus stop.

# Perimeter/Piedmont Village – Concept Design B



**Concept Design B**

Optional method to improve visibility and/or noticeability of the college from Memorial Drive. The college could acquire parcels of land along Memorial Drive and use it as park, linking it to the campus. Trees can remain as a backdrop and shade for the park.

# GA Piedmont entrance off Memorial Drive (west view)



# GA Piedmont entrance off Memorial Drive (east view)



# Hidden portion of GA Piedmont

Behind the businesses on Memorial Drive



# Cultural Destination Village

## Purpose

This area will offer opportunities for local and regional alternatives for entertainment and cultural diversity. A mixture of entertainment with retail uses such as restaurants, bookstores and cultural facilities.



# Cultural Destination Village – Existing Uses

## Existing Uses

### Convenience Chain

CVS, with standard design of this store chain. Property is well maintained and landscaped.

### Gas Station and Store

QT. Standard design as required by the store chain. High traffic.

### Office and Institutional

Two banks (Sun Trust & Wells Fargo) and hair styling institution.

### Strip Commercial A

Currently a mix of retail and restaurants.

### Strip Commercial B

Typical suburban style commercial, with a mix of retail, office, entertainment and restaurants. Plaza design is outdated and in need of repair. Parking lot in need of resurfacing.

### Commercial C

Cluster of various uses including restaurants, office, and retail. Independently owned food mart. One of the strips is hidden from view.





# Cultural Destination Village – Concept Design A

## Concept Design A

Cost efficient method to keep most of the existing in place. Focus on establishing gateways, adding signage, maintaining landscaping, resurfacing lots, and improving exterior facades through design guidelines and matching grant funds.

## Office and Institutional

Critical that the gateway edge is set at Memorial and Indian Creek. Encourage design standards involving uniform signage and landscaping. Add sidewalks and lighting.

## East African Village A

Re-surface parking lot. Replace sign with a more desirable appearance, thru deign guidelines. Add sidewalks and lighting. Community input on re-naming.

## East African Village B

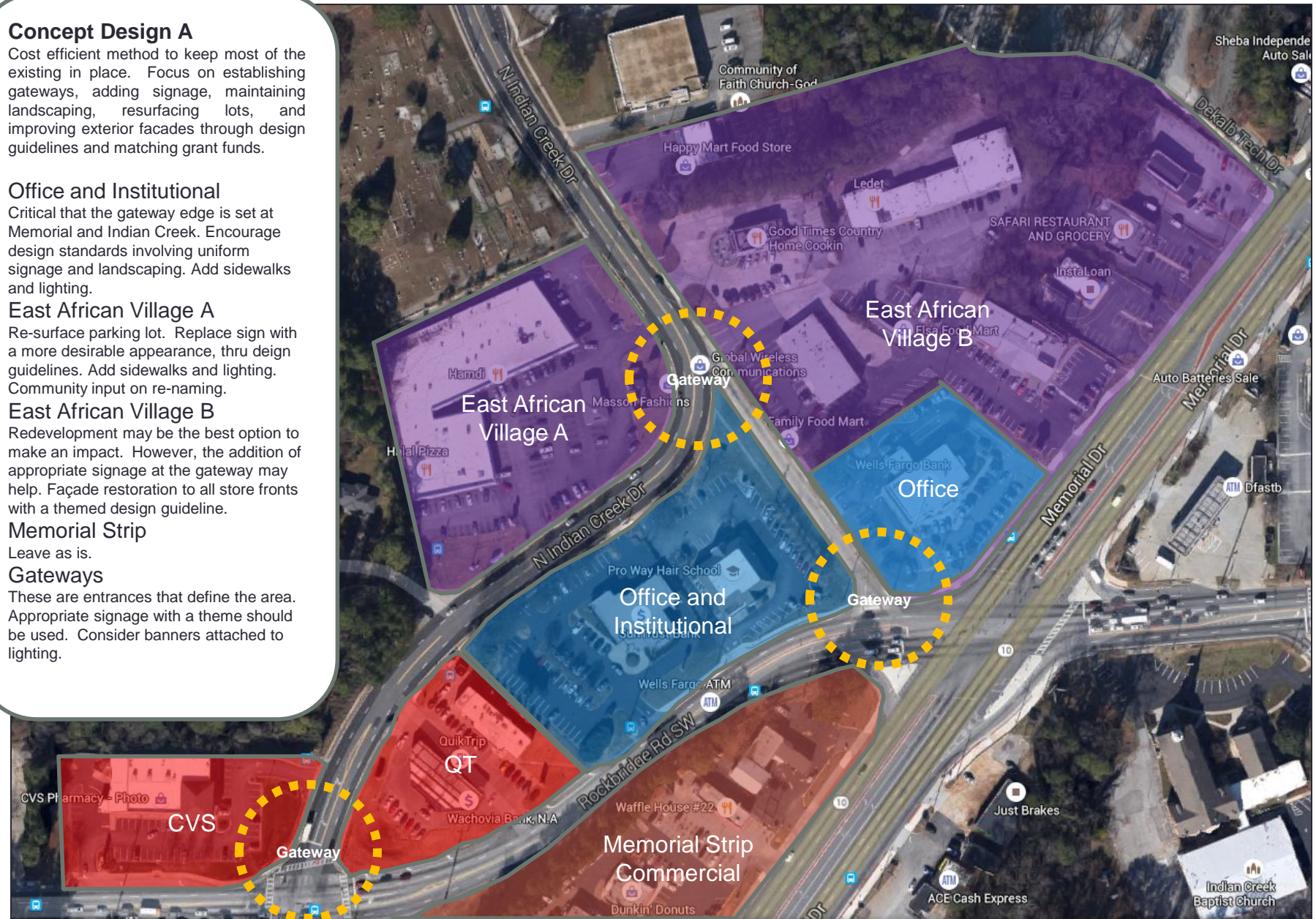
Redevelopment may be the best option to make an impact. However, the addition of appropriate signage at the gateway may help. Façade restoration to all store fronts with a themed design guideline.

## Memorial Strip

Leave as is.

## Gateways

These are entrances that define the area. Appropriate signage with a theme should be used. Consider banners attached to lighting.



# Campus Plaza



# Hidden Commercial Strip

This commercial strip is located off of Indian Creek, behind an existing strip and Donnie's restaurant. The parking lot is cracked and in desperate need of resurfacing. With it being hidden off the main road and limited lighting, it is a likely target for potential crime. However, the commercial strip appears to be near 100% occupied with tenants. As shown in the photos, tenants consist of a small grocery store, restaurant, and retail.



# Strip Commercial – Indian Creek (off of Memorial)



# Embracing quality growth principles, what could our centers and corridors look like?



Reduce lane width for sidewalks, trees, and streetlights and lamps

# Neighborhood Center Future Development



Building facelifts, Restoration of streets, new bike paths, infill development



# Town Center Future Development



Reduce sidewalk for sidewalks, add crosswalks, add street trees and lamps

# Strip Commercial Future Development



Add additional streets, sidewalks, and other infrastructure to the street

