



DeKalb County

Lawrenceville Highway Corridor Existing Conditions and Recommendations

*Prepared by
Atlanta Regional Commission Staff
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ATLANTA REGIONAL COMMISSION
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Introduction

In November of 2014, the Planning and Sustainability Department in DeKalb County requested the assistance of the Community Choices program to address some concerns surrounding the Lawrenceville Highway Corridor. Residents and County leadership were not pleased with the direction the area was heading and wanted help in creating some recommendations for the area. The county requested assistance with public meetings, an existing conditions assessment, and a recommendation report.

The Community Choices program offers free assistance to communities in the Atlanta region that have requested help with a specific planning issue. Each year, the Community Development Division's staff and graduate interns help draft recommendation reports for 4-5 communities.

Report Structure

Community Choices created this recommendation report based on information gathered from the three public meetings and other research including demographic and market analysis and best practices. The report structure is as follows:

- Summary of Existing Conditions
- Results from the Public Meetings
- High Level Recommendations

DeKalb County can use the information provided in this report to inform future decisions around the corridor that will help create a vibrant and attractive area for DeKalb County.

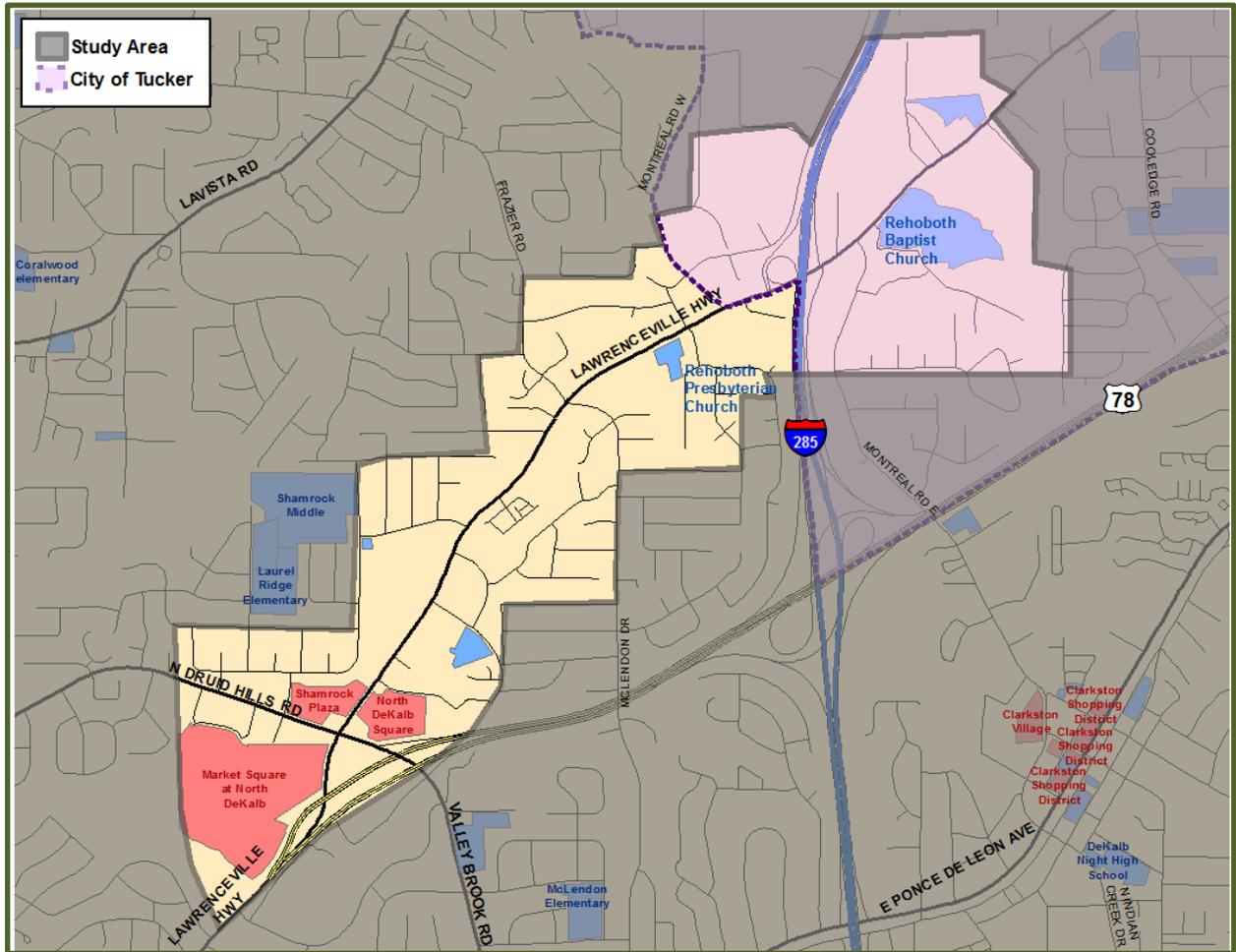
Study Area

The Lawrenceville Highway Corridor study area is shown below in Map 1. The study area consists of a section of Lawrenceville Highway starting from the North DeKalb Mall and extending north along the highway until just past the Interstate 285 interchange. The area is primarily a commercial corridor that serves the residential community that is scattered behind the sides of the corridor. This section of Lawrenceville Highway acts as a connection between Decatur, Tucker, and Gwinnett County cities such as Lawrenceville and Lilburn.

At the start of our project, the study area was entirely located in unincorporated DeKalb County, but this changed after the November vote over the incorporation of several new cities. Voters in DeKalb County voted in favor of the incorporation of Tucker, Georgia, the boundaries of which are shown in the map below. This newly incorporated section includes the area north of the Interstate 285 interchange,

including some of the motels near the interchange, the Emory University Orthopedics & Spine Hospital, and the John Homestead Park area.

Map 1 – Study Area



The North DeKalb Mall marks the southern boundary of our study area and overtime has transitioned from a regional-serving mall to a locally-serving one. The mall currently houses several larger stores including a Macy's, a Burlington Coat Factory, and a Marshalls, in addition to a movie theater and food court. However, it was announced in early 2016 that the Macy's store would be closing due to declining sales and earnings. Further, a retail analysis was completed as part of the DeKalb County Transportation Plan 2014. In this report, the commercial area around the mall was listed as an area needing Retail Re-Tenancing. That is, the retailers present no longer fit the service area demographics adequately. Behind the mall there is access to the South Fork Peachtree Creek, the Clyde Shepherd Nature Preserve, and a local community garden.

The area near the mall also contains several other retail stores and commercial buildings. The Shamrock Plaza Shopping Center is across from the North DeKalb Mall at North Druid Hills Road & Lawrenceville Highway. The center has a Publix grocery store, a gas station, a UPS Store, and several other retailers. Also nearby are a large Goodwill store and The Home Depot. The Goodwill Store will serve as the organization's regional headquarters and will include office space and a distribution center. There are several fast food restaurants and auto supply stores nearby this area as well. This area is the highest commercial activity area in the study area.

The remainder of the corridor study area contains several types of commercial locations. There are several clinics and doctor's offices in the area, a CVS Pharmacy, and other specialty shops. The corridor also contains several large churches including Rehoboth Presbyterian Church and the Decatur United Church of Christ. Near to the Interstate 285 interchange there are several lodging facilities. Also near the Interchange at the northern section of the study area is an Emory University Orthopedics & Spine Hospital. The area close to the interchange also contains some greenspace in the form of a cemetery and the John Homestead Park.



Existing Conditions

An inventory of existing conditions was created in order to better understand the issues facing the region so that the input from the public could be better addressed. The areas reviewed were:

- Zoning & Future Land Use
- Transportation
- Demographic Analysis
- Retail Market Analysis

ZONING & FUTURE LANDUSE

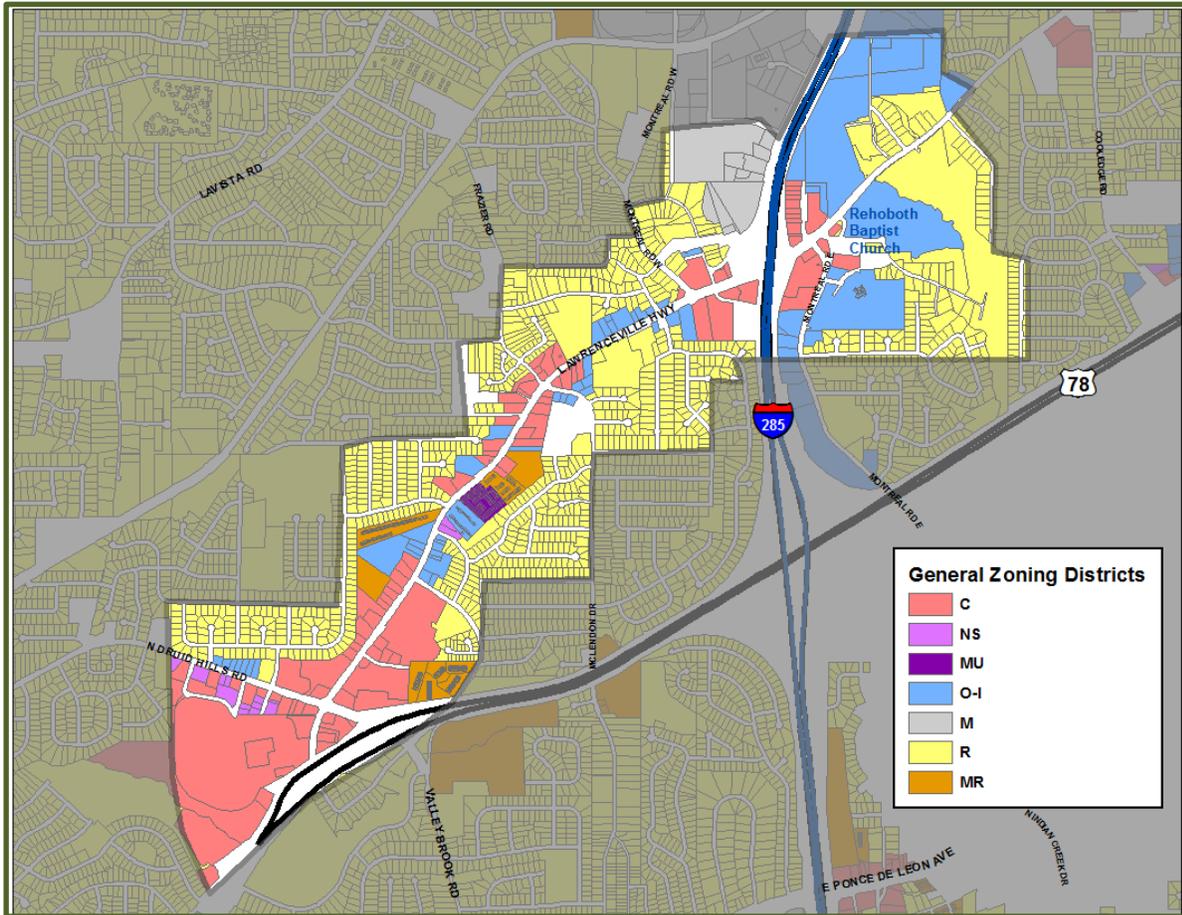
The Lawrenceville Highway Corridor is mainly a commercial corridor along the highway with residential land uses on the streets behind Lawrenceville Highway. An update to the zoning code for DeKalb County was passed in September of 2015 and added more strict and specific design standards and categories for mixed-use zoning. Along with this change, there have been requests for zoning and future land use changes in the area, revealing the changing trends in the area.

Zoning

The southern end of the study area near the North DeKalb Mall is largely zoned C-1, Local Commercial District. There are also some parcels zoned Neighborhood Shopping (NS) and Office Institutional (OI) along the main roads. In the parcels on the side roads along the study area are zoned mainly for single family residential R-75 and R-60. The apartments along the corridor are primarily zoned Multi-Family Residential, MR-2. The middle length of the corridor has a variety of zoning categories: Office Institutional (OI), Neighborhood Shopping (NS), Mixed Use (MU-4), and Local Commercial District (C-1). Close to the Interstate 285 Interchange, there are a few parcels zoned for residential facing Lawrenceville Highway, with R-75 and RSM. Past the interchange, the northern end of the study area has more C-1 and C-2 with large parcels of Office-Intuitonal. Like much of the study area, the streets off the main road are mostly zoned residential, R-75.

A recent proposal from TPA Arrowhead LLC to build an upscale retirement community on a currently vacant lot has brought to light some of the zoning changes occurring in the area. The parcel in question sits on the 2000 block of Lawrenceville Highway and at the time of the petition, had a future land use of Suburban, which allowed for a variety of different zoning (see Table 1 for details). The current zoning for the parcel was Single Family Residential, R-75. Under the current future land use and zoning, TPA Arrowhead LLC would not be able to build a retirement community. TPA Arrowhead LLC requested that the future land use be changed to Commercial Redevelopment Corridor and that the current zoning be changed to Multi Family Residential, RM-75 (MR-2 under the new zoning code). This would allow the owner to legally build the upscale retirement community on the parcel of land. The request was approved in September 2015. This example serves to highlight the changing nature of the corridor.

Map 2- Zoning



Future Land Use

The Future Land Use Map/designations set the desired future development policy for the county's Comprehensive Plan. The intent is to guide the type and intensity of future development that takes place. The future land use designations determine the zoning districts that properties can rezone to without requesting a change to the Future Land use map. A table highlighting the allowable zoning categories in each Future Land Use category is shown in Table 1 below. The future land use designations tend to focus on desired development patterns for entire areas, neighborhoods, and corridors. Zoning tends to focus more on the appropriate use of individual properties. The future land use designation around the North DeKalb Mall is Town Center (TC), which allows for a variety of different future zoning designations. The intent of the TC designation is to encourage more intense commercial, multi-family, office, and mixed uses. Walkable, connected development patterns are encouraged where appropriate and feasible. The area immediately south of the mall around the South Fork Peachtree Creek includes the Little Creek Farm and the Clyde Shepard Nature Preserve is designated as Conservation Land. With only a few areas of exception, the area that lines the Lawrenceville Highway corridor has been identified

as Commercial Redevelopment Corridor (CRC). The CRC designation allows commercial, multi-family, office, and mixed uses at lower intensity than the TC designation.

The single-family neighborhoods along the corridor between the North DeKalb Mall and Interstate 285 are designated as Suburban (SUB). The intent of the SUB designation is to protect the county's existing single-family neighborhoods. Within the SUB designated areas, single-family residential is the primarily permitted use while attached/townhome residential is encouraged where it can serve as a transition between single-family and more intense uses. On the northern end of the study area near the interchange, there are several future land use categories present including Light Industrial, Institutional, and Conservation.

Map 3 – Future Land Use Map

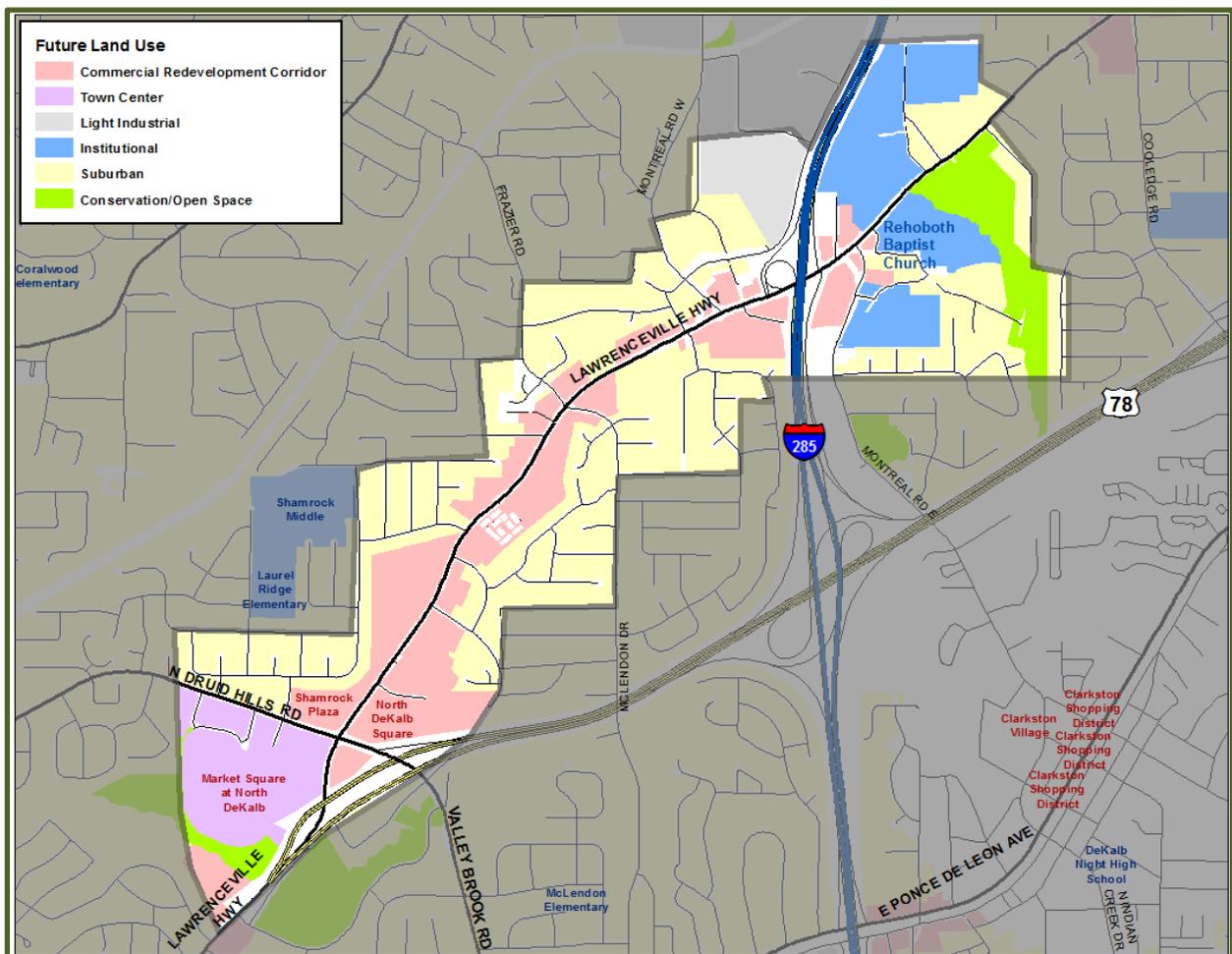


Table 1 Future Land Uses and Allowable Zoning
Source: DeKalb County

Zoning	Future Land Use				
	Suburban	CRC*	Town Center	Institutional	Light Industrial
MR-1		X	X	X	
MR-2		X	X	X	
MU-1	X	X	X	X	
MU-2		X	X	X	
MU-3		X	X	X	
MU-4			X		
MU-5			X		
M					X
M-2					X
NS	X	X			
C-1	X	X	X		
C-2		X	X		X
OI	X	X	X	X	X
OD		X			X
OIT	X	X	X	X	
RSM	X	X	X	X	
R	X				
RLG	X				
R-100	X			X	
R-85	X			X	
R-75	X			X	
R-60	X			X	
RNC	X				
MHP	X				
HR-1			X		
HR-2			X		

* Commercial Redevelopment Corridor

TRANSPORTATION

Vehicles

DeKalb County has categorized Lawrenceville Highway as a major arterial road. According to estimates from the DeKalb County Transportation Plan completed in 2014, the road carries an estimated 29,000-39,000 cars per weekday. North Druid Hills Road is categorized as a major arterial road until the intersection with Lawrenceville Highway where it changes over to Valley Brook Road to the south.

Minor arterial roads include Montreal Road north of Lawrenceville. Frazier Road and McLendon Road are both collectors.

County-wide crash data was gathered for the Transportation Plan in 2014 for the years 2009-2011. According to the crash data, the study area has a medium-low density of crashes overall. The areas near the major intersections of Lawrenceville Highway at North Druid Hills Road and the Interstate 285 interchange have the slightly higher density of crashes, but still only register as a medium crash density compared to the county as a whole. During the time interval used in the study there was only one fatality that took place in the study area, which happened near the interchange. Another fatality did occur on Highway 78 near the southern boundary of the study area.

Transit

The Lawrenceville Highway is served by the MARTA Bus Service with stops scattered along Lawrenceville Highway. According to the 2014 DeKalb Transportation Plan, most of the bus stops in the study area serve less than 75 riders per weekday. The bus stop located at the intersection of Lawrenceville Highway and Frazier Road/McLendon Drive serves an estimated 75-100 riders per weekday. The southern boundary of the study area is also close to a potential stop on the proposed Clifton Corridor Light Rail Project currently being studied by MARTA. The proposed stop would be southwest of the study area boundary. While only currently proposed and in the pre-planning stage, this could become a significant driver of land use changes.

Pedestrians and Bicycles

Pedestrian and Bicycle facilities in the study area vary in their quality and comprehensiveness. The section of Lawrenceville Highway in the study area has sidewalks covering one-hundred percent of both sides of the roads. North Druid Hills Road and Frazier Road have sidewalks on only 10-50% of their street. McLendon has sidewalks covering one-hundred percent of one side of the street. Despite the presence of 100% sidewalk coverage on Lawrenceville Highway, the overall Pedestrian Level of Service is ranked between C, D, E, and F along the various roads in the study area.

Along Lawrenceville Highway, there is a bike lane on the Interstate 285 interchange, but not on the rest of the highway. While there are sidewalks covering the full length of the Lawrenceville Highway on both sides, studies indicate that this has not necessarily translated into pedestrian perception of safety or comfort. According to the 2014 DeKalb County Transportation Plan, the grade for Level of Service for Pedestrian comfort and ease of crossing the street was ranked F. Also low, was the study area's bicycle Level of Service score, which was a D for most of this stretch of Lawrenceville Highway. The area has been designated as a Second Priority Area for Bicycle efforts in the County Transportation Plan. Thankfully, the density of pedestrian crashes is low throughout most of the study area except for a higher density near the Interstate 285 interchange.

Potential Upcoming Projects

As part of the 2014 DeKalb County Transportation Plan, major transportation related projects were identified. Each project was categorized by the entity in charge of the project, either the Georgia Department of Transportation or DeKalb County, and by priority level. Tier 1 projects were viewed as the highest priorities. Below is a table of projects recommended to occur in or around the study area that might impact local residents or visitors.

Table 2 Projects Identified by the 2014 DeKalb Transportation Plan
Source: DeKalb County 2014 Transportation Plan

Project ID	Project Name	Project Description	Probable Cost	Tier & Entity
1730	N. Druid Hills Road at Lawrenceville Highway/Highway 78 Exit and Entry Ramp Improvements	Intersection improvements to improve efficiency and operations	\$2,000,000	Tier 1 GDOT
2950	Lawrenceville Highway Pedestrian Improvements	Install sidewalks and improve pedestrian crossings along this corridor	\$3,000,000	Tier 2B County
5083	North Druid hills Road Multi-Modal Corridor Improvements	Corridor improvements to include a median (center turn lane or landscaped), bike and pedestrian accommodations, and operational recommendations at key intersections.	\$40,000,000	Tier 2B County

DEMOGRAPHIC DATA

A demographic and income profile was created for the census tracts in the study area. The Census Tracts are Tracts: 217.04, 220.01, 222.04, and 223.02 in DeKalb County, shown in Table 3. They provided information including population estimates, household income data, and breakdowns of the area’s racial and ethnic composition. Retail Market data was profiled for a 15-minute drive time area instead of the study area because a large portion of the retail along the corridor attracts customers from beyond the corridor and surrounding neighborhoods. The nature of the retail along the corridor will be largely, but not exclusively, driven by regional market demand and preferences.

Table 3 Map of Study Area Census Tracts
Source: U.S. Census Bureau, ACS 2014

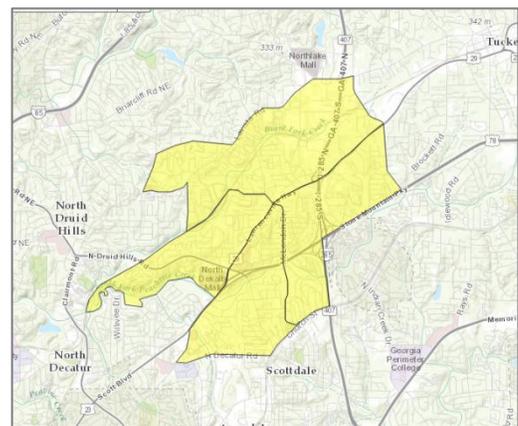


Table 4 Summary Population Information
Source: U.S. Census Bureau, ACS 2014

Summary	2014 Estimates
Total Population	20,244
Households	8,702
Families	4,861
Average Household Size	2.31
Owner Occupied Housing Units	4,849
Renter Occupied Housing Units	3,853
Median Age	38.1
Median Household Income	59,910

According to 2014 U.S. Census data, the study area has an estimated total population of 20,244. In 2014, the population was made up of an estimated 8,702 households and 4,861 families. The number of renter-occupied housing units was estimated to be 3,853 compared to 4,849 owner-occupied units.

In 2014, the estimated median age for the study area was 38.1. This is slightly older than DeKalb County’s average of 36.2 and Atlanta Metropolitan Area’s average of 35.9. The age cohorts with the largest percentage share of the total estimated

population are those individuals between the ages of 30-44 with an estimated 26.1% of the population.

The study area is racially diverse. White residents make up the largest share with 60.3% of the total population. The next two largest groups were Asian and Black making up 13.7% and 12.7%, respectively. Nearly 8% of residents identified as Hispanic.

The 2014 estimated median household income was \$ 59,910 while the average was \$75,569. The largest household income category is the \$50,000 to \$74,999, with an estimated 16.6% of residents falling into that category. According to the Census data, an estimated 33.4% of households earned less than \$35,000 per year in 2014.

Table 5 Household Income by Percentage
Source: U.S. Census Bureau, ACS 2014

Households by Income	Percentage
Less than \$10,000	8.3%
\$10,000 to \$14,999	5.1%
\$15,000 to \$24,999	12.2%
\$25,000 to \$34,999	7.8%
\$35,000 to \$49,999	11.3%
\$50,000 to \$74,999	16.6%
\$75,000 to \$99,999	13.3%
\$100,000 to \$149,999	13.7%
\$150,000 to \$199,999	7.2%
\$200,000 or more	4.3%

Table 6 Population Percentage by Age
Source: U.S. Census Bureau, ACS 2014

Population by Age	Percentage
0-5	6.5%
5-9	6.5%
10-14	4.2%
15-19	4.2%
20-24	5.3%
25-29	7.6%
30-34	8.6%
35-39	9.1%
40-44	8.4%
45-49	7.4%
50-54	7.3%
55-59	5.8%
60-64	7.0%
65-69	3.7%
70-74	1.9%
75-79	2.1%
80-84	2.4%
85+	1.7%

Table 7 Race and Ethnicity Breakdown
Source: U.S. Census Bureau, ACS 2014

Race and Ethnicity	Count	Percentage
White Alone	12,207	60.3%
Black Alone	2,581	12.7%
American Indian Alone	0	0%
Asian Alone	2,781	13.7%
Pacific Islander Alone	14	0.07%
Some other race alone	0	0%
Two or more races	1,056	5.2%
Hispanic Origin (any race)	1,605	7.9%

MARKET ANALYSIS

A market analysis was performed for a 15-minute drive time area to evaluate the conditions of the retail industries present in the area. Each retail industry group was assigned a Leakage/Surplus Factor that represented the retail opportunities of that industry sub group. A Leakage industry indicates that the local demand is more than the local supply of a product in a given area. This may indicate that retailers outside the market area are fulfilling the demand for products from the local area. A Surplus Industry indicates that the area's local supply exceeds the demand of the local area. This may suggest that these industries are attracting consumers from outside the local study area. The analysis also provided an overall retail and food & beverage surplus/leakage factor. Overall, the area has a surplus meaning the retail draws people from outside the study area.

Table 8 Leakage and Surplus Industries
Source: Neighborhood Nexus, ARC

Surplus Industries	Leakage Industries
<ul style="list-style-type: none">• Furniture & Home Furnishings Stores• Electronics & Appliance Stores• Food and Beverage Stores• Gasoline Stations• Clothing & Clothing Accessories Stores• Sporting Goods, Hobby, Book, & Music Stores	<ul style="list-style-type: none">• Motor Vehicle & Parts Dealers• Materials, Garden Equipment, & Supply Stores• Health & Personal Care Stores• General Merchandise Stores• Non-Store Retailers• Gasoline Stations

The overall estimated supply versus demand of the Retail Trade and Food & Drink industry suggest that the corridor serves people outside the study area. While there may be overall an estimated higher supply that does not mean that the specific retailers are what the community wants. For example, a retail analysis was completed as part of the DeKalb County Transportation Plan 2014. In this report, the commercial area around the mall was listed as an area needing Retail Re-Tenancing. That is, the retailers present no longer fit the service area demographics adequately.

Public Engagement

The Community Choices program held four meetings in preparation for the report. The first two involved a smaller group of representative stakeholders and were held in August and October. During these sessions, those present helped the program identify and detail the general and specific areas of concern within the corridor. The final two meetings were open to the public and held in July and August. During these meetings, the findings from the first two meetings and draft recommendations were presented for final comments and feedback.

Stakeholder Meeting # 1 was held on August 27, 2015 and discussed issues relating to sewer/water issues, land uses, beautification, and greenspace. In addition to discussing goals and issues relating to these topics, they also completed a visual preference survey that was meant to help them identify the aesthetics and development types the community should try to encourage and attract.

Stakeholder Meeting # 2 was held on October 27, 2015, and covered issues relating to public safety, code enforcement, and urban design. To better assist the conversation, representatives from the Code Compliance division and the Police Department were present to help answer any questions the residents may have. There was a lot of attention paid to code compliance and public safety concerns in this meeting.

Public Meeting #1 was held on June 2, 2016 and was open to anyone in community. During this meeting the findings from the first two meetings were summarized as draft recommendations to be included within this report. In addition, the visual preference survey was conducted with updated photos and feedback was on the Future Land Use Map was taken.

The June meeting had so much turnout that the open house format did not give everyone the context or enough opportunity for appropriate feedback. As a result, Public Meeting #2 was held on August 4, 2016. The second public meeting had a format similar to the first public meeting, but also included a presentation and a visual preference survey that focused more on building form. The visual preference survey also matched the one that was used during the DeKalb County 2016 Comprehensive Plan meetings that took place around the same time.

Identified Issue Areas

Below is a summary of the issues identified over the four stakeholder/public meetings. Issues in bold appeared to be the biggest concerns raised by meeting participants.

LAND USE/DEVELOPMENT

Sewer/Water Issues

- **Water/sewer infrastructure needs improvements to promote further development**
- Need to integrate the natural waterways of the area
- Widening of the I-285 interchange has worsened drainage issues
- **Some areas have capacity issues or don't have sewer access which limits development**

Land Use

- **Too many auto related businesses**
- **Not enough businesses to serve local residents**
- **Caution around adding more apartments based on density and infrastructure impacts**
- Widening of the I-285 interchange impacted the economic viability of adjacent parcels

- North DeKalb Mall is currently a missed opportunity
- Need businesses to support proximity to Emory Hospital

DESIGN/BEAUTIFICATION/GREENSPACE

- Concern over maintenance and upkeep of potential landscape improvements in the area
- Residents would like to see trail near S. Fork Peachtree Creek around the Little Creek Farm
- **More neighborhood “Pocket Parks” are desired. Especially around small feeder streams.**
- Area is a gateway to DeKalb and Decatur and must be warm and welcoming

TRANSPORTATION (BIKE & PED)

- **Poor/unsafe pedestrian experience along Lawrenceville Highway for the high number of non-vehicular users**
- Traffic moves too fast through corridor
- MARTA stops are inadequate/lack amenities
- Some minor streets such as Frazier Road could use better bike/pedestrian facilities
- Businesses may be negatively impacted if medians are added to Lawrenceville Highway

CODE COMPLIANCE

- **Stronger compliance is needed from smaller auto oriented business along corridor**
- Although commercial issues dominated the feedback, concerns are increasing within neighborhoods
- Poor property maintenance may contribute to crime perceptions

PUBLIC SAFETY

- Recent perceived spikes in crime
- **Activity around Lawrenceville and I-285 Interchange**
 - **Drugs**
 - **Prostitution**

Tucker-Northlake CID Master Plan Summary

The Tucker-Northlake Community Improvement District Master Plan was completed in 2015 and represented an update to the Livable Centers Initiative (LCI) Plans of Downtown Tucker and Northlake. The CID recently expanded from Tucker to include the Northlake mall area and south along Montreal Road to where Lawrenceville Highway intersects Interstate 285. This area, referred to in the LCI report as the Northlake Mixed Use Medical and Industrial District, overlaps with a portion of this report’s study area. Since the plan makes recommendations for a large section of Lawrenceville Highway north of this study area, the goals/recommendations may impact the adjacent areas along the Lawrenceville Highway corridor within this report’s study area.

During the creation of the report, feedback from the community was used to identify the goals and strategies of the residents and business owners in the area. Overall, the long-term vision for the community is to become a vibrant, mixed use, and economically thriving area. The report included a series of recommendations for the study area, broken down by the three main focus areas. The three main focus areas are Downtown Tucker Mixed Use District, Northlake Mixed Use Retail District, and Northlake Mixed Use Medical and Industrial District.

Recommendations by District:

Downtown Tucker Mixed Use	Northlake Mixed Use Retail	Northlake Mixed Use Medical and Industrial
<ul style="list-style-type: none"> • Overlay Improvements • Marketing Campaign • Explore Shared Parking • Multi-Family Development • TAD Feasibility • Traffic Improvement • Pedestrian Improvement 	<ul style="list-style-type: none"> • Overlay Improvements • Marketing Campaign • Gateway Beautification • New Visitors Center • TAD Feasibility • Traffic Improvement • Pedestrian Improvement 	<ul style="list-style-type: none"> • Explore Overlay Join • Wellness Trail • Marketing Campaign • Regional Conference Center • Traffic Improvements • Gateway Beautification

High-Level Recommendations

Based on meeting input and the analysis done for this report, a series of high-level recommendations have been drafted to provide some vision for the future of the Lawrenceville Highway Corridor. Many of the recommendations rely on the leveraging of existing studies and county regulations as well as recent changes to county policy and newly funded projects.

	Recommendations	Land Use / Development	Design/ Beautification	Parks/ Preservation	Bike & Pedestrian Facilities	Code Compliance	Public Safety
1.	<p>DK-08 Lawrenceville Hwy (SR8) Pedestrian and Bicycle Alternative Study</p> <ul style="list-style-type: none"> - Funding for this study was awarded through the 2014 ARC TIP (Transportation Improvement Program) The study boundaries start at Montreal Road and continue east, outside this study area to Old Norcross Road. <p>Where DK-08 overlaps with this study area – The 285 interchange/Montreal Road Area - Work with DeKalb Public Works /Transportation staff and CID staff to assure that the scope of work for the study addresses bike and pedestrian concerns raised during this process for the portion. In addition:</p> <ul style="list-style-type: none"> o Determine the feasibility of the Lawrenceville Highway Intersection improvements recommended in the Tucker-Northlake CID LCI Study o Consider an extension of the current study or a second phases led by the county to study the corridor to North Druid Hills Road/North DeKalb Mall. o At a minimum, the findings from this study can be considered for remainder of the study area since it is the same corridor with similar development patterns and street sections. 	X	X		X		
2.	Tucker- Northlake CID Master Plan/LCI Recommendations						
	<ul style="list-style-type: none"> • L4: Develop a Lawrenceville Highway Overlay District – (if feasible) 	X	X		X	X	
	<ul style="list-style-type: none"> • Northlake Mixed Use Medical and Industrial District - 5 Year Recommendations 						
	<ul style="list-style-type: none"> o Expansion of Northlake Overlay south along Montreal Road to match CID boundary and cover area around I 285 Interchange. 	X	X		X	X	
	<ul style="list-style-type: none"> o L3: Lawrenceville Highway Corridor Feasibility Study. This study has 	X	X		X		

	Recommendations	Land Use / Development	Design/ Beautification	Parks/ Preservation	Bike & Pedestrian Facilities	Code Compliance	Public Safety
	been funded through the 2015 TIP. (See DK-08 above)						
	○ L5: Wellness Trail – From Johns Homestead Park, through Rehoboth Baptist Church to Emory Hospital			X	X		
	○ E2: Gateway Beautification – Lawrenceville and I 285 Interchange		X				
	○ E4: Regional Conference Center	X					
	○ Mixed Use Neighborhood Retail – Around Montreal and Lawrenceville Highway intersection.	X					
	● Northlake Mixed Use Medical and Industrial District 10 Year Recommendations						
	○ Medical Mixed Use District – Around Emory University Hospital	X					
	○ Pedestrian Improvements to Lawrenceville Hwy/I-285 bridge				X		
	○ Mixed Use Office and Gateway Park – Southside of Montreal Road/ South of Lawrenceville Highway	X		X			
	○ Pocket Parks – Within Montreal Industrial District			X			
	○ Medical Mixed Use District – Around Emory University Hospital	X					
3.	Upcoming DeKalb County Comprehensive Plan ● Add policies and map changes to designate the intersection of Lawrenceville Highway and Montreal Road as a Neighborhood Center / location for pedestrian friendly, neighborhood serving retail, restaurant and office uses.	X			X		
4.	Work with Planning, GIS and Watershed staff to map and identify any sewer capacity issues along corridor that would limit higher intensity development.	X					
5.	New Zoning Code – As new rezonings AND new development takes place, work with staff and commissioners to ensure the new site design and building form standards found within Article 5 are enforced						

Recommendations		Land Use / Development	Design/ Beautification	Parks/ Preservation	Bike & Pedestrian Facilities	Code Compliance	Public Safety
	27-5.4 DIVISION 4. STREETScape AND LANDSCAPING REQUIREMENTS		X		X		
	27-5.7 DIVISION 7. BUILDING FORM AND CONFIGURATION STANDARDS	X	X				
6.	Citizens, HOAs and businesses should provide accurate and consistent crime reporting						X
7.	Citizens, HOAs and businesses should utilize the DeKalb Police Narcotics Hotline - Information is documented for record <ul style="list-style-type: none"> Time of day, date and description of individuals is needed 						X
8.	Continue to improve the relationship/communication between communities (HOAs) and businesses. <ul style="list-style-type: none"> Utilize the Tucker-Northlake CID for northern portion of study area Use the Dunwoody HOA as an example 						X
9.	Citizens, HOAs and business should sign up for Nextdoor.com. <ul style="list-style-type: none"> DeKalb County Police is signed on. https://nextdoor.com/agency-detail/ga/decatour/dekalb-county-police-department/ https://nextdoor.com/ 						X
10.	Create a homeowners association email address <i>HOA_Name@email.com</i> and a password that the entire community could use in order to track the progress on complaints made on behalf of their association.					X	

	Recommendations	Land Use / Development	Design/ Beautification	Parks/ Preservation	Bike & Pedestrian Facilities	Code Compliance	Public Safety
11.	<p>Hotel Motel Task Force - DeKalb County is considering an initiative to address crime, health and code compliance issues in hotels, motels, and extended stay establishments within DeKalb County. This multi-agency strategy would leverage existing resources from Police, Code Compliance, Fire, Health and Community Development.</p> <ul style="list-style-type: none"> Stakeholders can contribute to this effort by providing organized, consistent and accurate reporting of crime/code violations. 					X	X

Appendix

VISUAL PREFERENCE SURVEY RESULTS

A visual preference survey was completed by those present at Stakeholder Meeting # 1. The attendees were shown a series of streetscape and development styles and using electronic clickers, voted in real time on their favorite type.

The two most preferred streetscape styles are below:



The preferred streetscape style suggests the residents prefer a more pedestrian friendly, downtown or town center-like streetscape with nice landscaping and wide sidewalks. The streets also feature on-street parking which separates traffic and pedestrians. The visual preference for development type seems to suggest that the stakeholders preferred less automotive focused development.

The least preferred streetscape style was:



The most preferred development styles were:



The least preferred development styles were



A second visual preference survey was completed by those present at Public Meeting # 2. The attendees were shown a series of streetscape and development styles and using electronic clickers, voted in real time on their favorite type. The blue number represent the number of dots that each type received for each section of the study area. Mid-rise was the most preferred development type and high-rise (generally) types were more acceptable around North DeKalb Mall.

APPROPRIATE DEVELOPMENT TYPES for POTENTIAL DEVELOPMENT AREAS along LAWRENCEVILLE HIGHWAY				
PLACE A DOT OR WRITE A COMMENT UNDER EACH DEVELOPMENT TYPE THAT YOU THINK IS MOST APPROPRIATE FOR THE POTENTIAL DEVELOPMENT AREAS ALONG THE LEFT.				
<p>The Comprehensive Plan's basic development policy is as follows:</p> <ul style="list-style-type: none"> • Maintain, improve and protect single-family neighborhoods. • Encourage the improvement or redevelopment of aging commercial and multifamily areas located along major corridors and within centers. • Encourage redevelopment within or adjacent to viable corridors and centers. <p>Help us determine the appropriate levels of development or redevelopment within centers & along corridors.</p>	DEVELOPMENT TYPES			
				
POTENTIAL DEVELOPMENT AREAS	Multi-Family A	Multi-Family B	Commercial or Mid-Rise Residential	Commercial or High-Rise Residential
North Dekalb Mall Area				
Potential redevelopment of vacant, commercial and multifamily properties around and possibly including the mall site. <small>(See adjacent Map for more detail)</small>		2	5	5
Lawrenceville Hwy & Frazier Rd/ McLendon Dr.				
Potential redevelopment of vacant, commercial and multifamily properties around this intersection. Participants have identified this intersection as a neighborhood serving node/center. <small>(See adjacent Map for more detail)</small>		4	7	
Lawrenceville Hwy Corridor				
Potential redevelopment of vacant, commercial and multifamily properties along Lawrenceville Highway outside of the areas identified above <small>See adjacent Map for more detail):</small>		2	9	2