



I-20 East Transit Oriented Development Community Plan

DeKalb County Commission
Committee of the Whole

3 December 2019





Overview



REGIONAL LOCATION

- Proposed Transit Alignment
- Proposed Transit Station
- Proposed Station Area (1/2 Mile Buffer)
- 1-Mile Buffer Study Area

MARTA Rail Lines

- BLUE
- GOLD
- GREEN
- RED

Points of Interest

- USA Airports
- Employment Hubs



Project Background

Supported by a grant from the FTA and local matching funds from both DeKalb County and MARTA.

By promoting equitable development in the corridor, DeKalb County can support placemaking and economic development, and increase ridership on any future high-capacity transit investment.

FTA uses ridership, land uses, and future land use planning in evaluating projects for funding.



Study Purpose

The Study was intended to:

- Identify policies and incentives to attract transit-oriented development
- Create partnerships to spur PRIVATE development around stations
- Make any I-20 East High Capacity Transit project more competitive for federal funding
- Provide flexibility to accommodate the transit mode determined by the DeKalb County Transit Master Plan



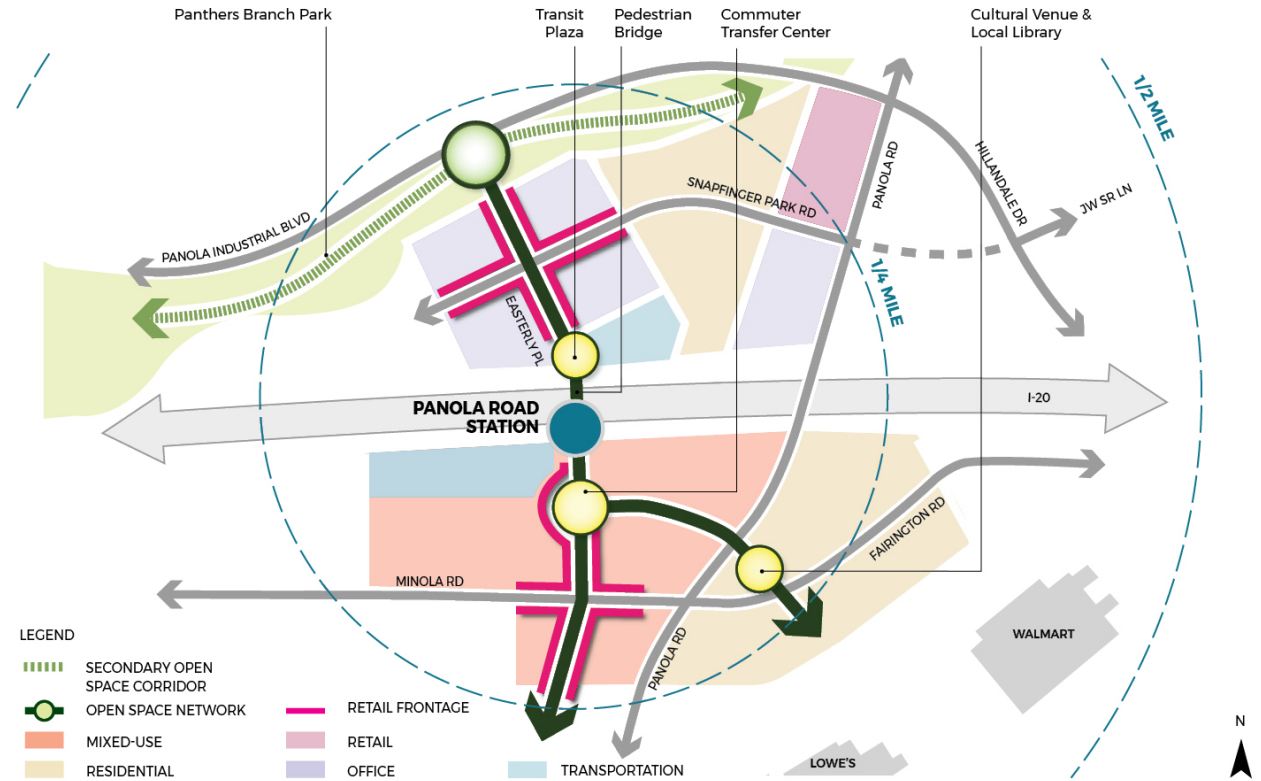
This effort was not intended to:

- Identify property for MARTA buy or develop
- Establish the final locations of stations
- Select final type of transit (rail, bus, etc.)



Study Objectives

- **Corridor-wide** TOD strategy
- **Economic development** and **equitable** **TOD** programs and policies
- Strategies to transform communities to be **livable, walkable and transit-friendly**
- **Catalyze private development** around stations



Study Process

- **PROJECT KICK-OFF & PUBLIC OPEN HOUSE**
 - *TOD Land Use Program Survey*
 - EXISTING CONDITIONS & SITE ANALYSIS**
 - Issues and Opportunities
 - Economic Market Conditions
- **TOD PUBLIC WORKSHOP – STATION AREA ASSESSMENT & VISIONING**
 - *Station Area Design Visioning*
 - REFINE STATION AREA TOD**
 - Draft Station Area Plan and Implementation Strategies
- **TOD OPEN HOUSE**
 - *Station Area Design Visioning*
- **FINAL PUBLIC MEETING**
 - *Final TOD Concepts, Implementation and Next Steps*

← **We are here**

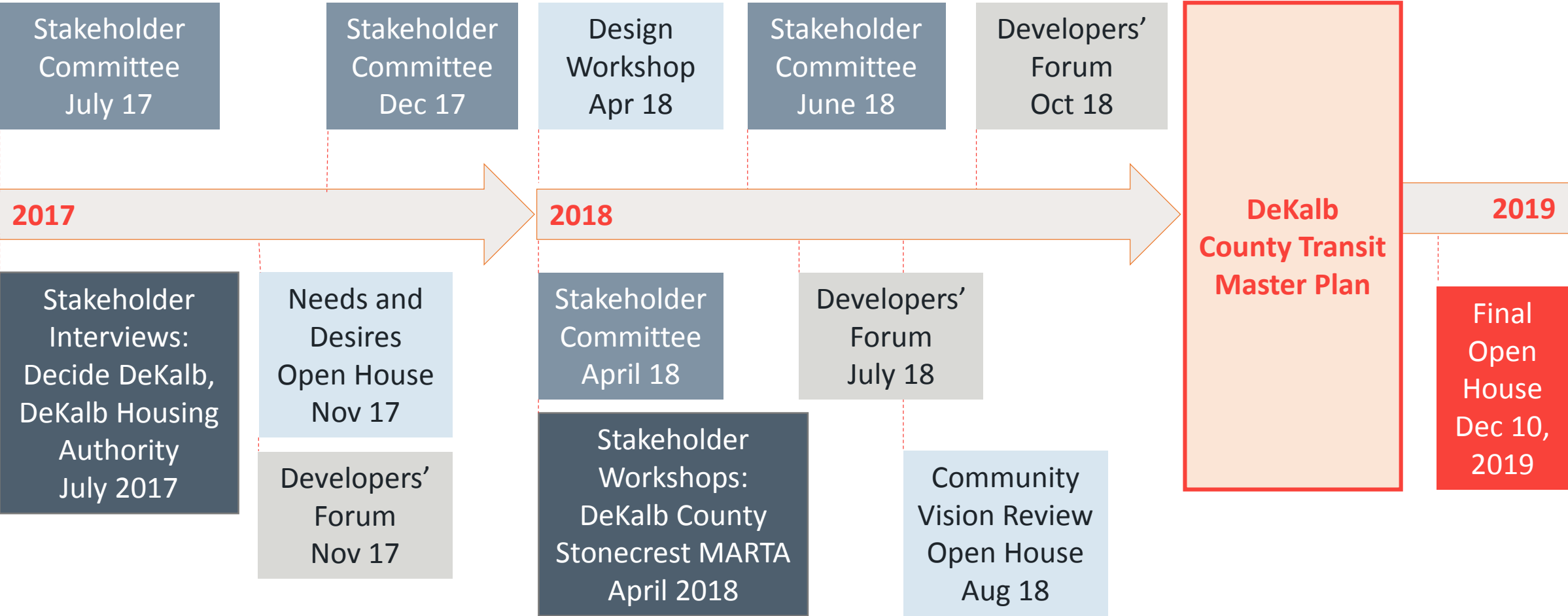


TOD Public Workshop - 04.27.2018



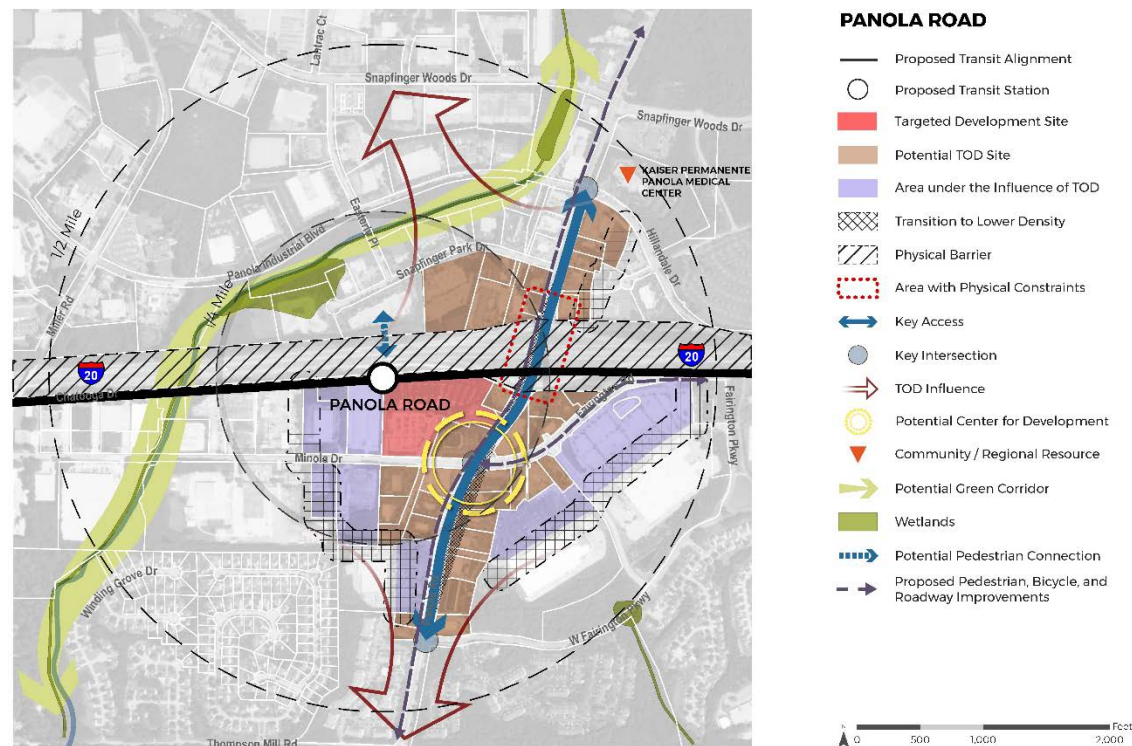


Outreach and Engagement



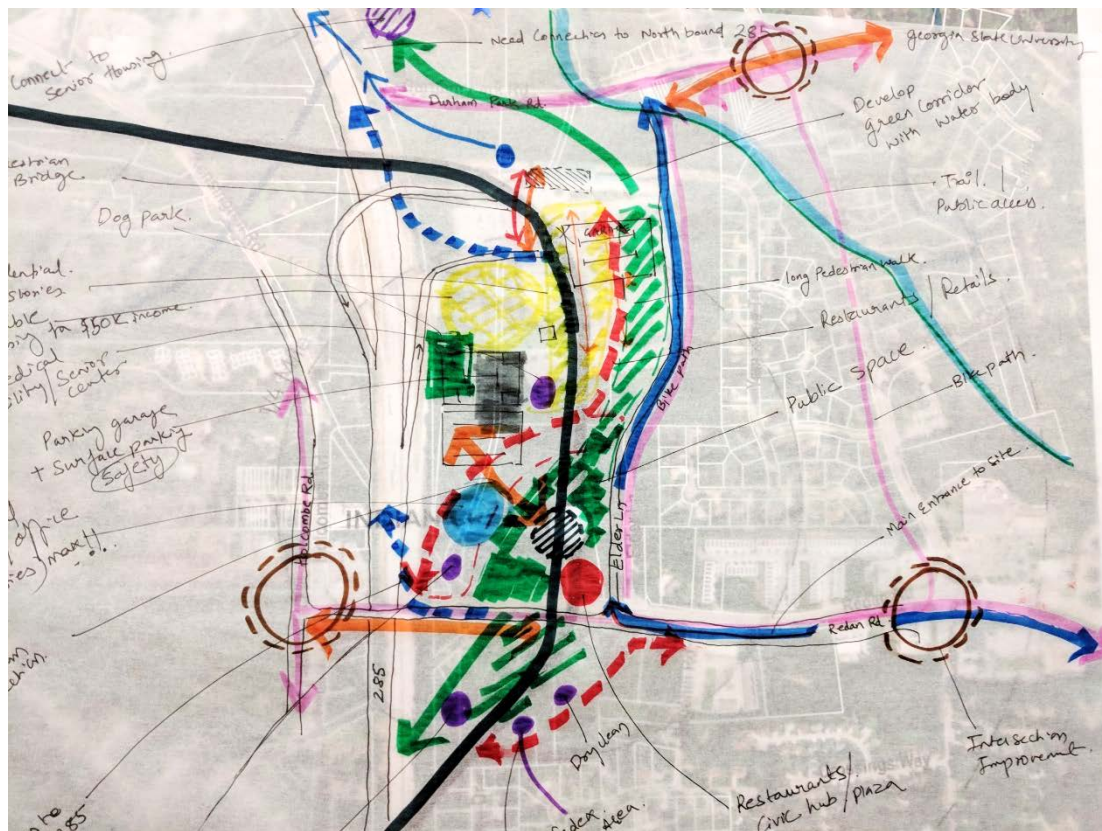
Public Kickoff

- Community desires higher-quality development
- A mix of uses is preferred
- Goal is employment



Public Design Workshop

Established Community Visions for Station Areas





Community Station Area Visions

INDIAN CREEK MAIN STREET RETAIL + DENSE RESIDENTIAL



COVINGTON HIGHWAY TOWN CENTER + RETAIL ANCHOR



WESLEY CHAPEL ROAD BUSINESS CENTER + COMMUTER CENTER



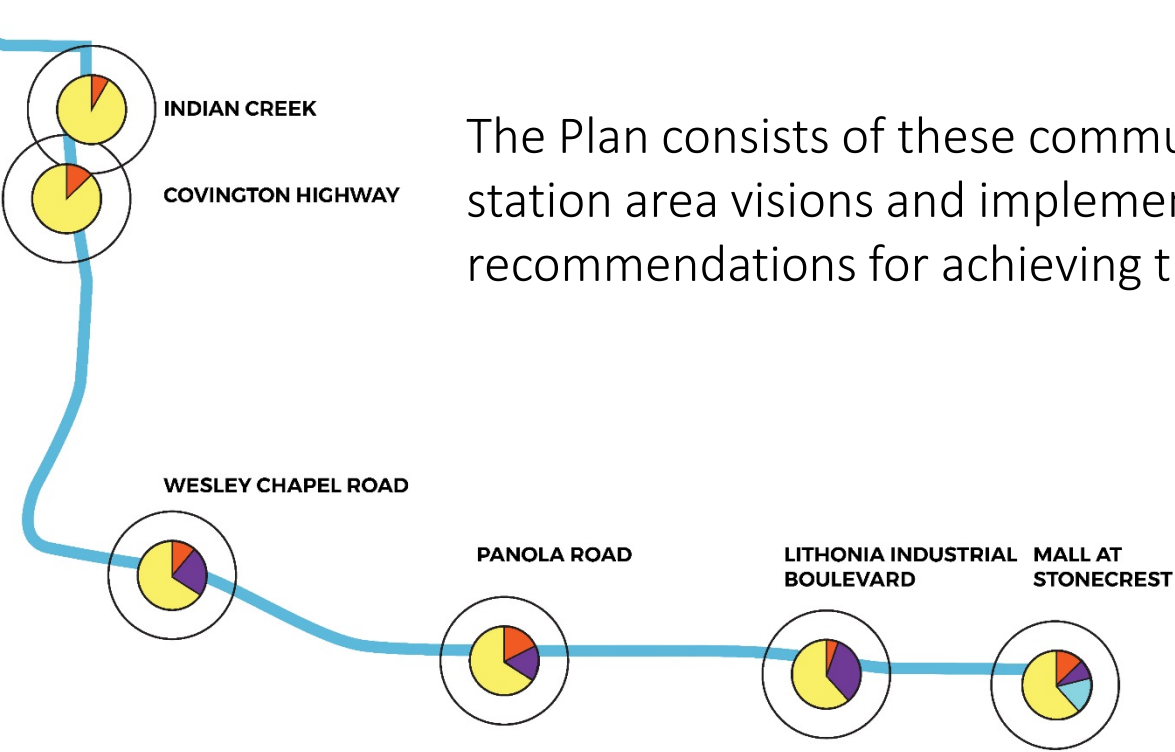
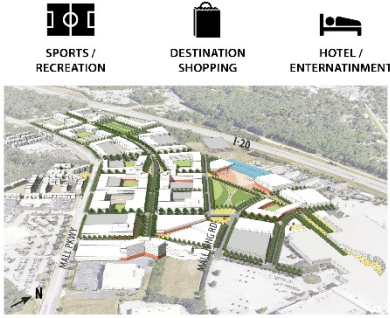
PANOLA ROAD SUPPORT EXISTING ANCHORS AND EMPLOYERS



LITHONIA INDUSTRIAL BOULEVARD CORPORATE HEADQUARTER + DENSE TOWNHOUSE



MALL AT STONECREST LIVE + WORK + PLAY DISTRICT



The Plan consists of these community station area visions and implementation recommendations for achieving them.

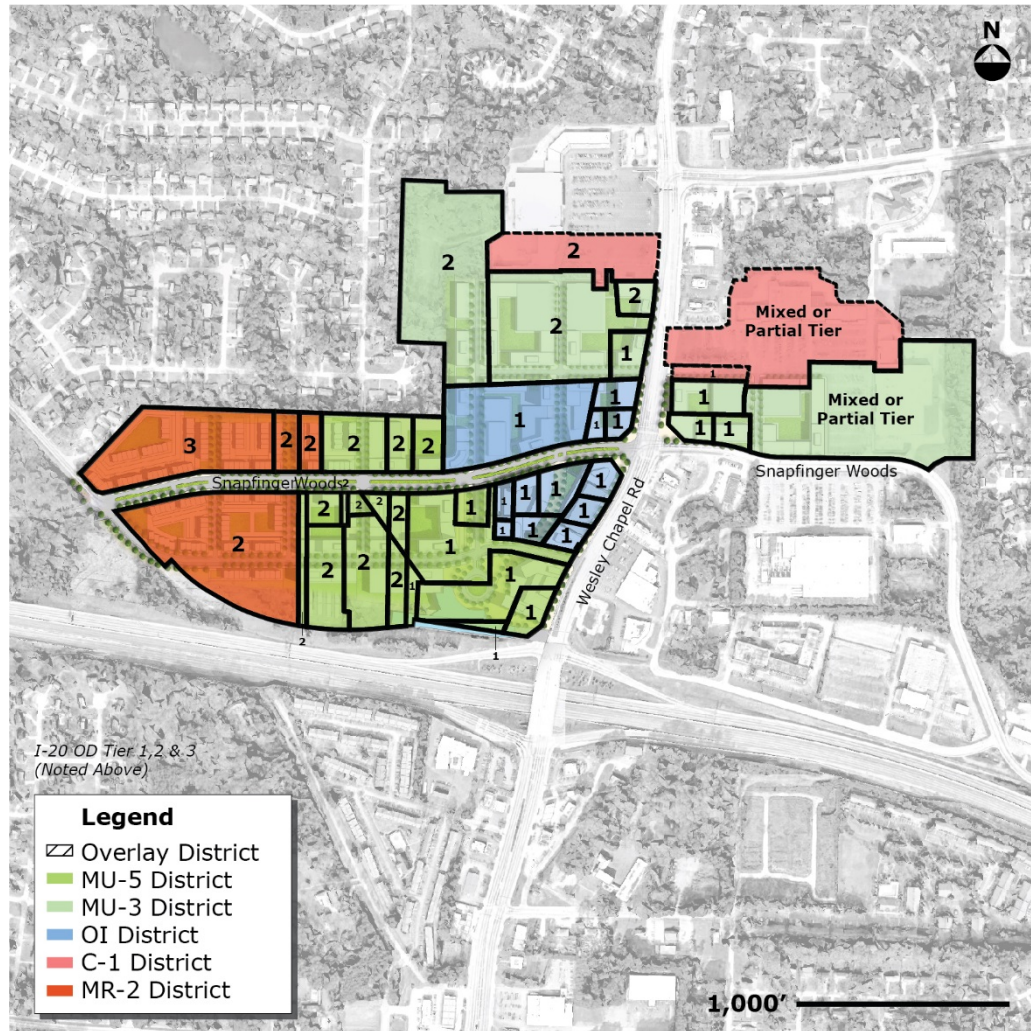


Example Station Area Vision: Wesley Chapel

Leverage multi-modal connection opportunities to create a transit hub that services a new 21st century business destination.



Example Land Use and Zoning Recommendations: Wesley Chapel



- Update 26 parcels from C-1 and OD to MR-5 and MR-3 to require denser multi-family residential and commercial uses
- Update 12 parcels near Snapfinger Road from MU-1, C-1, and OD to OI to require office uses within proposed office park
- Update 4 parcels on the western portion of the station area from C-1 and OI to MR-2 to require residential within proposed townhome neighborhood



Example Station Area Development Strategies: Wesley Chapel



- Create medium-density office supported by mixed-use
- Redevelop selected big-box retail sites
- Provide station parking for commuters
- Reduce on-site parking through shared parking program

①

High-density Mixed-use



②

Medium-density Townhouse



③

Neighborhood Park



④

Main Street Retail



⑤

Medium-density Office



⑥

Transportation





Recommendations for Equitable TOD

- Set development standards that ensure high quality development
- Expand access to entrepreneurship and employment opportunities for local communities
- Provide workforce development to train community members for new jobs in the corridor
- Give small business enterprises opportunities to locate within new developments
- Provide incubator space and guidance for community-based start-ups
- Use the DeKalb County land bank to devote land to workforce housing

GOALS OF EQUITABLE TOD





Welcome!

I-20 EAST TRANSIT-ORIENTED DEVELOPMENT (TOD) COMMUNITY PLAN FINAL PUBLIC OPEN HOUSE

**Tuesday
December 10, 2019**

4:30PM-6:30PM

Maloof Auditorium
1300 Commerce Drive
Decatur GA 30030

**HELP CONTINUE PLANNING
FOR EQUITABLE GROWTH &
DEVELOPMENT IN THE I-20
EAST CORRIDOR!**



Questions?

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