



# MEMORIAL DRIVE REVITALIZATION CORRIDOR PLAN

Business Development Advisory Committee  
October 30, 2019

# **PRESENTATION AGENDA**

**Process Overview**

**Community Engagement Recap**

**The Vision**

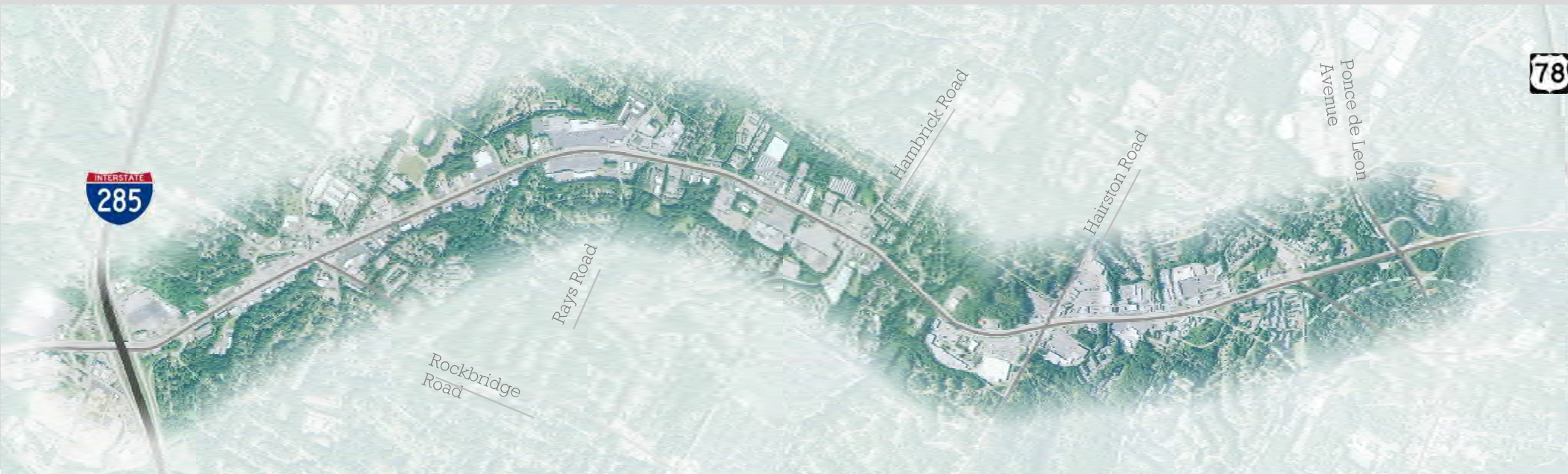
**The Plan**

**Next Steps**

# Process Overview

# REVITALIZATION CORRIDOR PLAN GOALS

- 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.

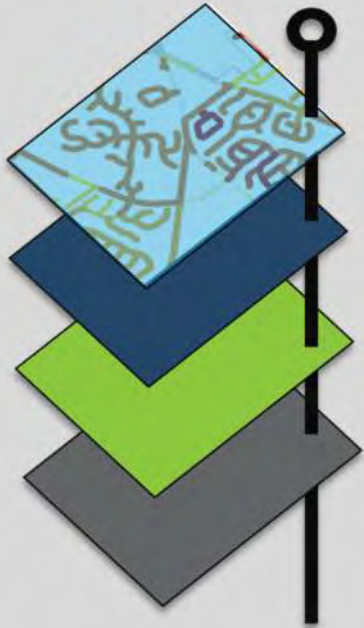


Spring 2019

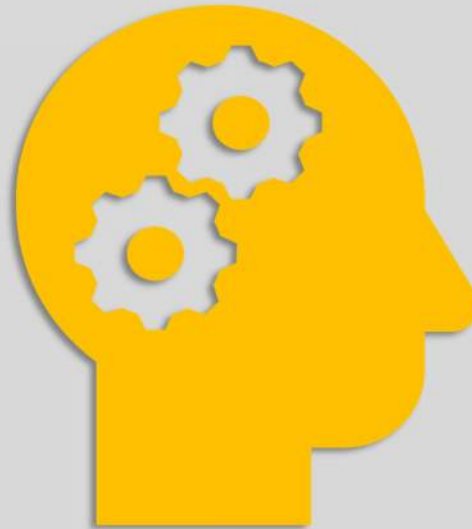
Summer 2019

Fall 2019

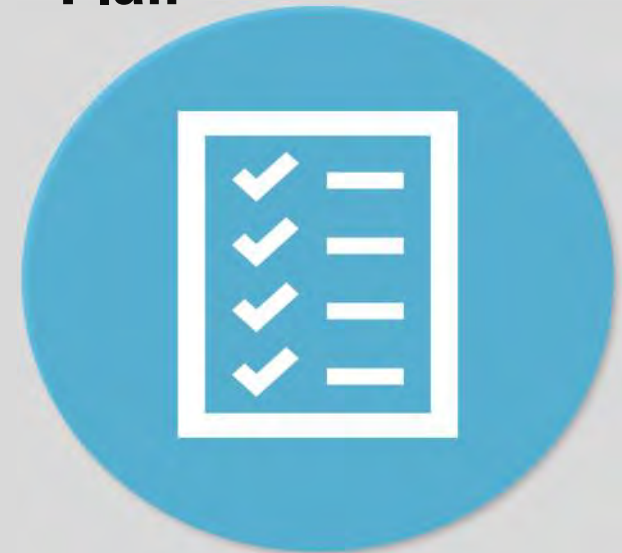
STEP ONE  
**Understand the  
Corridor**



STEP TWO  
**Identify  
Opportunities**



STEP THREE  
**Develop a Corridor  
Plan**





# Community Engagement Recap



**May 18, 2019**

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

**April 2019**

DeKalb County begins planning process.

**June 11, 2019**

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.

**June 20, 2019**

Yet another "Pop Up"! This time at the Nam Dae Mun grocery store.



**Summer 2019**

Over 900 people take our online survey and provide comments and feedback on an interactive map of the corridor.



**August 19, 2019**

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.



**September 24, 2019**

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..

**Fall 2019**

A final round of BDAC and community open house meetings is held to discuss the various policies, strategies, and initiatives that can be utilized to help realize the vision for the future of the Memorial Drive corridor.

**Plan Document**

A plan, documenting the process and recommendations is anticipated before the end of calendar year 2019.

**2020 and Beyond**

The Memorial Drive Revitalization Corridor Plan is the first step in a multi-year and multi-step process towards redeveloping the corridor. Over time, the implementation of the plan's recommendations and ongoing efforts by DeKalb County will be used to encourage and incentivize redevelopment.

**June 25, 2019**

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.



**August 21, 2019**

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.

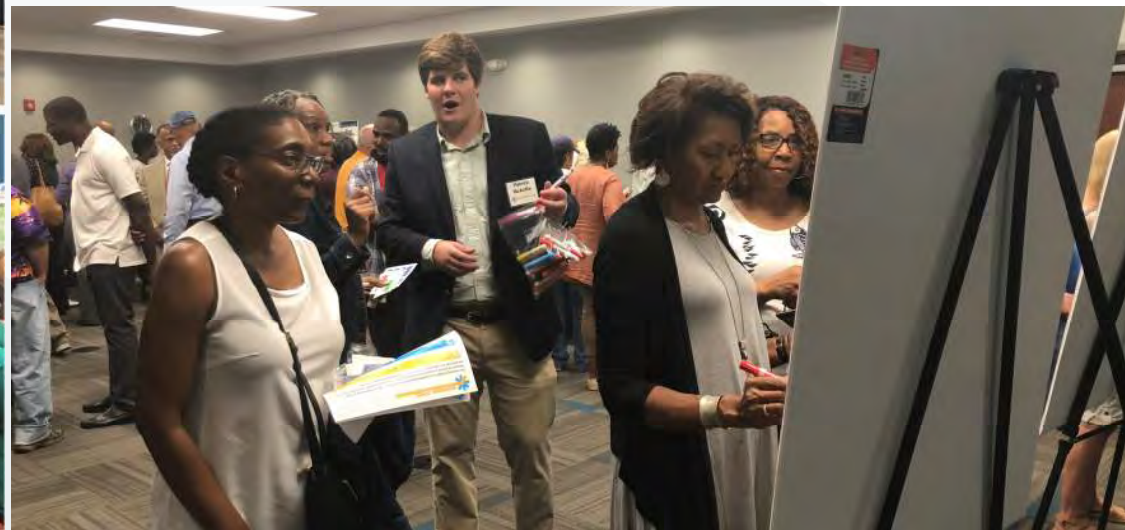
**October 7, 2019**

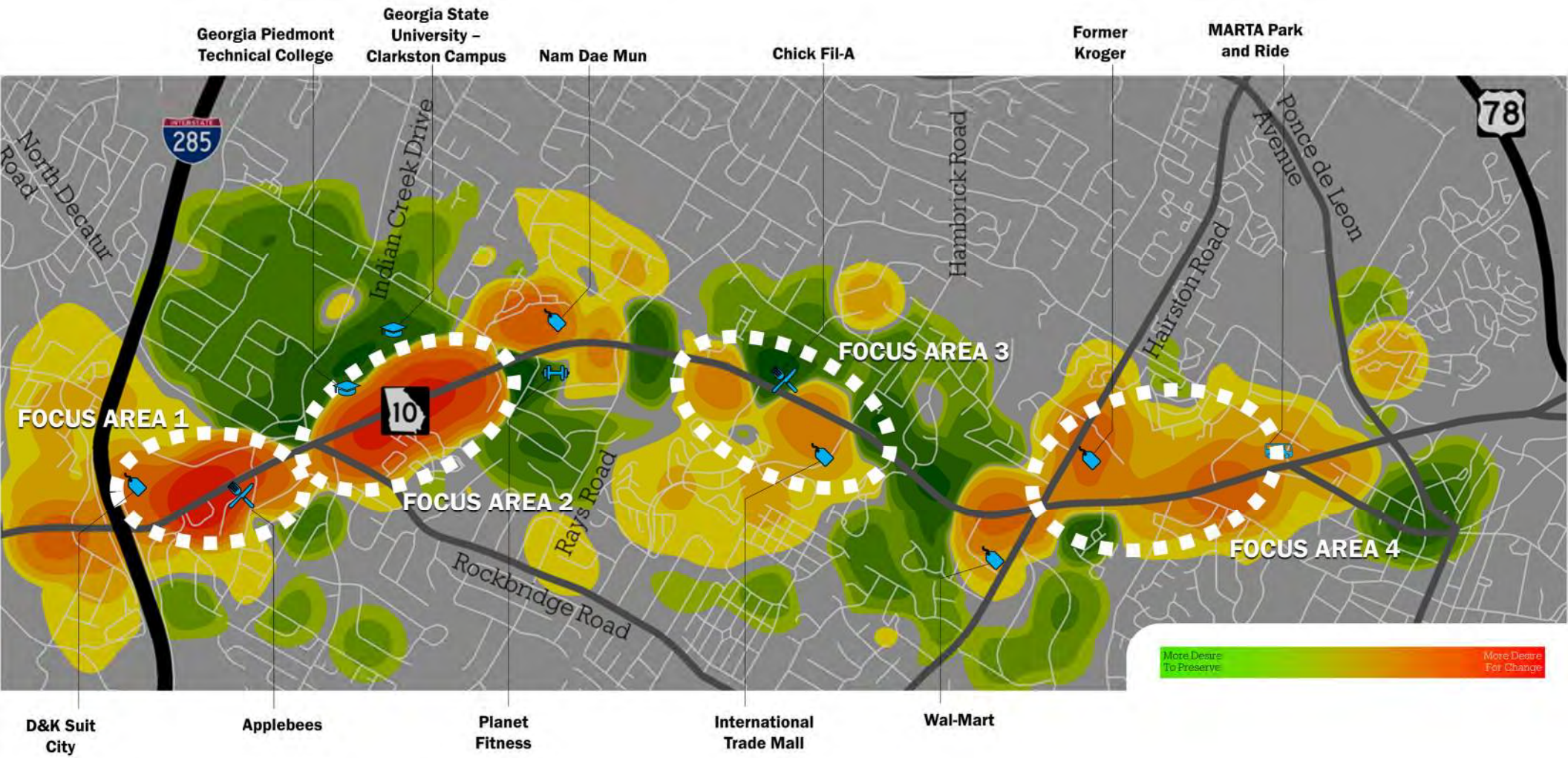
A community open house is held where the initial recommendations are presented and discussed. These recommendations focus on (1) connectivity options, (2) gateway features, (3) illustrative redevelopment ideas, and (4) land use concepts

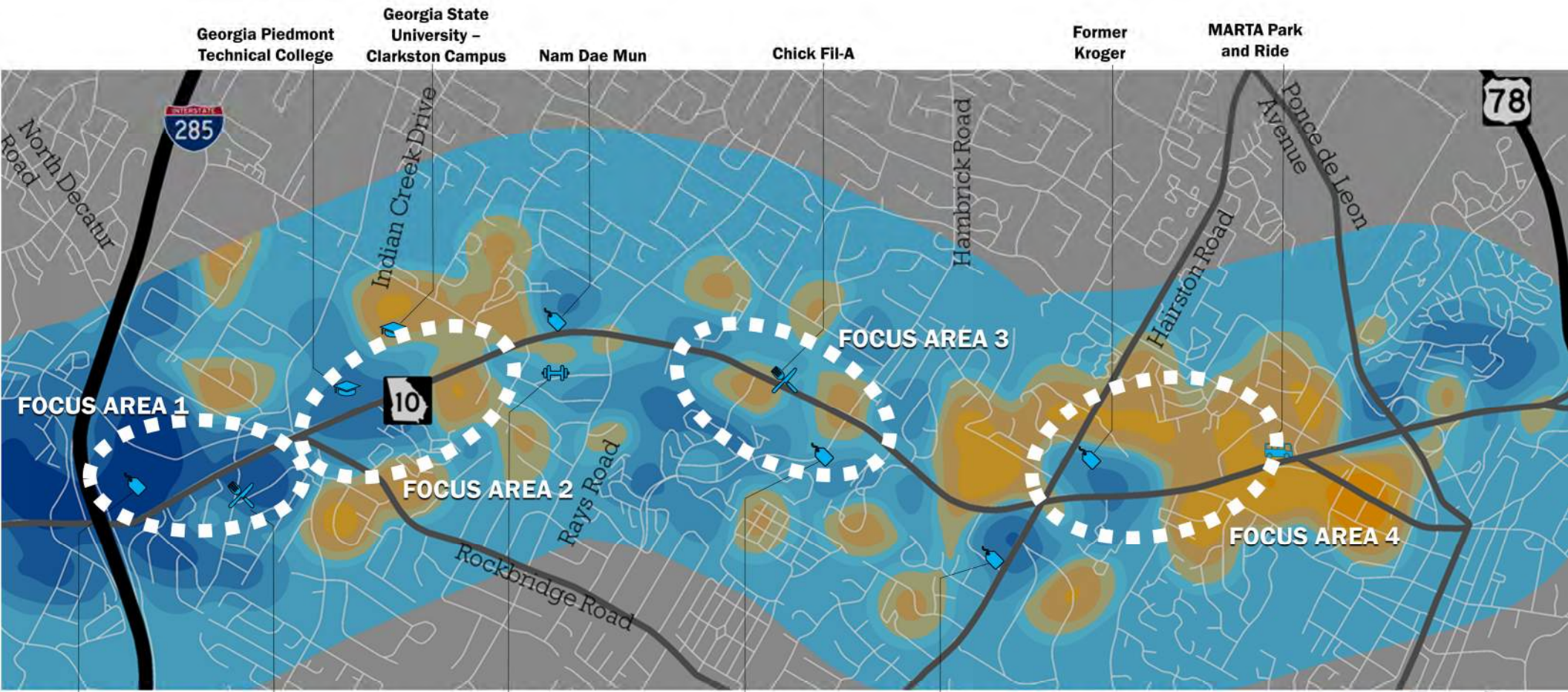


Note: These images are for planning purposes only and is provided as an illustrative example of how parts of the corridor could potentially develop.

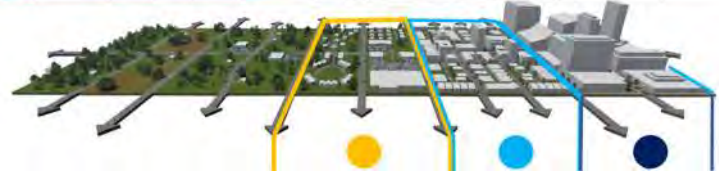








D&K Suit City  
 Applebees  
 Planet Fitness  
 International Trade Mall  
 Wal-Mart















# The Vision

## The Vision | Five Big Ideas

1. Refine areas of activity along Memorial Drive corridor.
2. Focus initial redevelopment in observed and desired areas of activity.
3. Reinforce 'gateway' concepts through actual gateways
4. Develop enhanced neighborhood oriented active mode network
5. Enhance Active Mode and Aesthetic Enhancements on Memorial Drive

## The Vision | Land Use Concept

### BIG IDEA:

## Refine areas of activity along Memorial Drive corridor.

- Allow opportunities for Regional Center activity east of I-285
- Recognize potential of Indian Creek node as a Town Center
- Continue to recognize Hambrick Road area as a Neighborhood Center
- Stress generalized Corridor Redevelopment in other areas
- Open character area flexibility for area east of Hairston

# The Vision | Intensity Concept

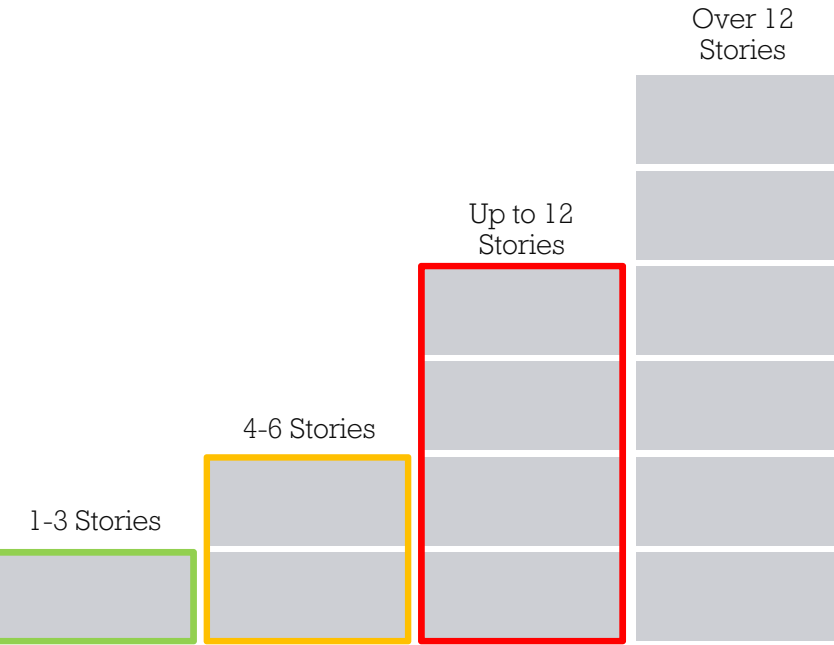


# The Vision | Land Use Concept



# The Vision | Intensity Concept

## How do we connect intensity to Future Character Areas & Land Use?



SOURCE: DEKALB COUNTY COMPREHENSIVE PLAN

### REGIONAL CENTER

The intent of the Regional Activity Center is to promote the concentration of regional serving activities to a centralized location that allow for a variety of uses while reducing automobile travel, promoting walkability and increased transit usage.

### TOWN CENTER

The intent of the Town Center Character Area is to promote the concentration of residential and commercial structures, which serve many communities in order to reduce automobile travel, promote walkability and increased transit usage. The areas consist of a focal point for several neighborhoods with a variety of activities such as general retail, commercial, professional office, higher density housing, and appropriate public and open space uses that are easily accessible by pedestrians. This character area is similar to neighborhood center, but at a larger scale.

### NEIGHBORHOOD CENTER

The intent of the Neighborhood Center Character Area is to identify areas that can serve the local neighborhood's needs for goods and services. These areas shall complement the character of neighborhoods and the location of the commercial areas shall reduce automobile travel, promote walkability and increased transit usage. These areas consist of a neighborhood focal point with a concentration of activities such as general retail, neighborhood commercial, professional office, higher density housing, and appropriate public and open space uses that are easily accessible by pedestrians.

### COMMERCIAL REDEVELOPMENT CORRIDOR

The intent of the Commercial Redevelopment Corridor Character Area is to promote the redevelopment of declining commercial corridors and to improve the function and aesthetic appeal of more stable commercial corridors. These areas mostly consist of strip style shopping centers that are in need of aesthetic or functional improvements, are in economic decline or are vacant.

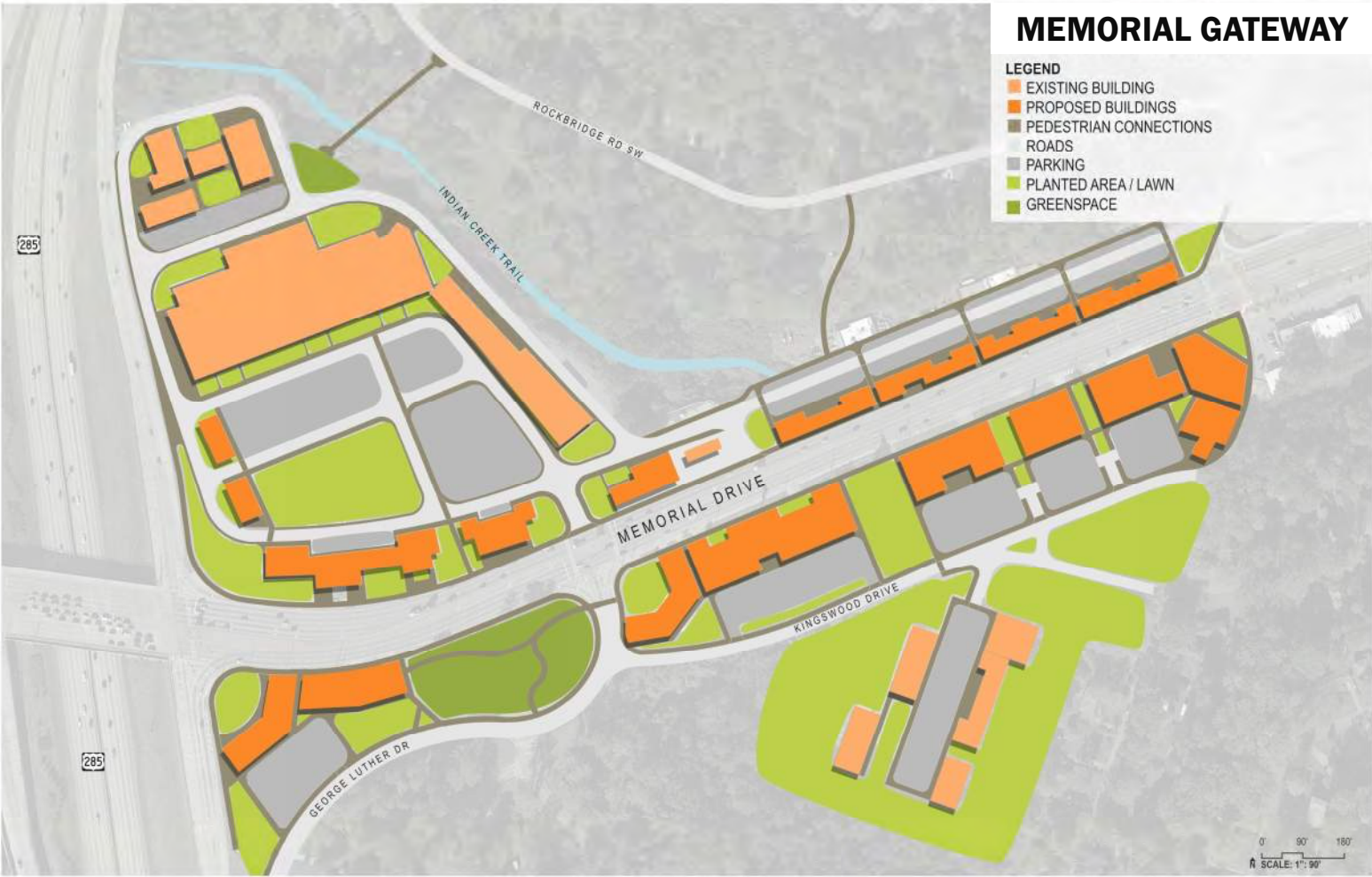
## The Vision | Placemaking

### BIG IDEA:

**Focus initial redevelopment in observed and desired areas of activity.**

- Memorial Gateway: Regional Center Near I-285
- Global City: At Indian Creek Road emphasizing the area's diversity and accommodating students
- Hambrick Village: Neighborhood Center orientation at Hambrick Road. Possible institutional uses.
- Stone Mountain Gateway: Craft employment area between Hairston Road and Stone Mountain Village.

# The Vision | Placemaking



## Illustrative Redevelopment Example

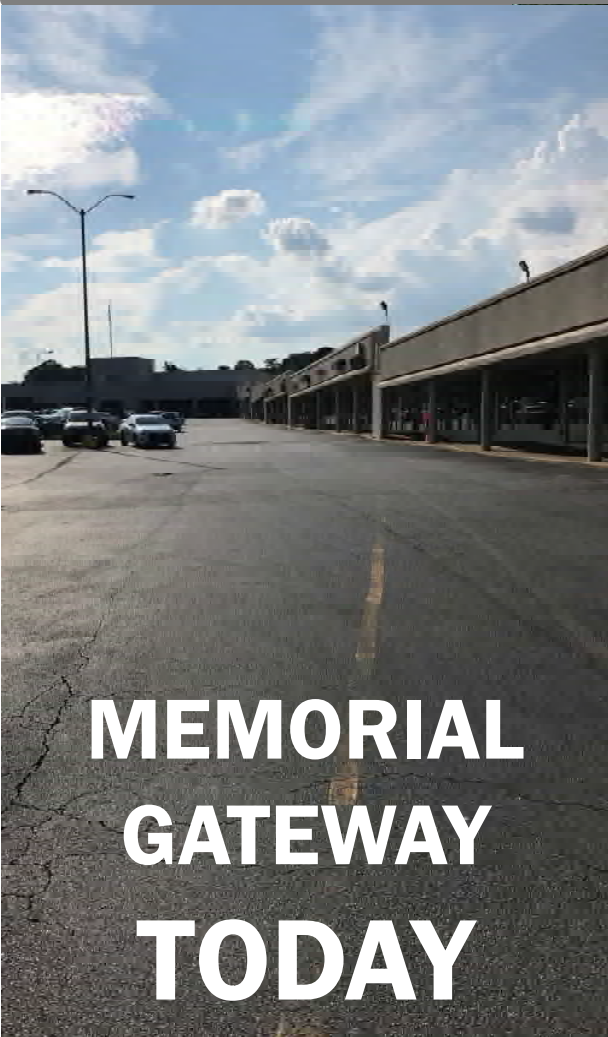
### Features:

- ✓ Greenspace and Landscaping
- ✓ Recreational Opportunities
- ✓ Honors Existing Building Fabric to Indicate How Redevelopment Could Occur Incrementally
- ✓ Access Management & Vehicular Circulation
- ✓ Parking in Rear
- ✓ Pedestrian Network

Note: This map is for planning purposes only and is provided as an illustrative example of how these sites *could* potentially develop.



# The Vision | Placemaking



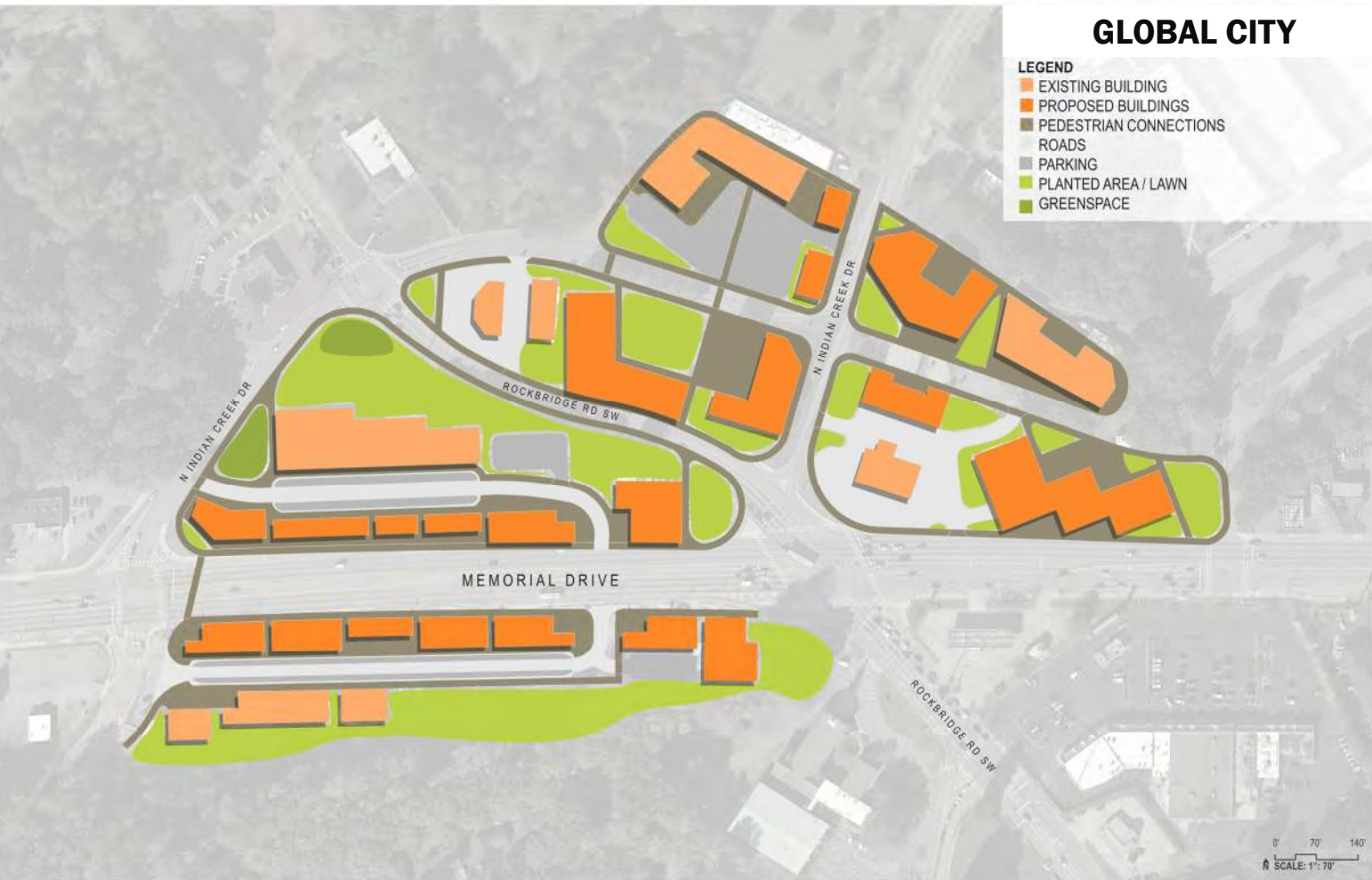
Note: This image is for planning purposes only and is provided as an illustrative example of how site redevelopment *could* potentially be implemented.

# The Vision | Placemaking



**LONG-  
TERM?**

# The Vision | Placemaking



## Illustrative Redevelopment Example

### Features:

- ✓ Greenspace and Landscaping
- ✓ Transportation Network Improvements
- ✓ Access Management & Parking Circulation
- ✓ Pedestrian Network

Note: This map is for planning purposes only and is provided as an illustrative example of how these sites *could* potentially develop.

# The Vision | Placemaking



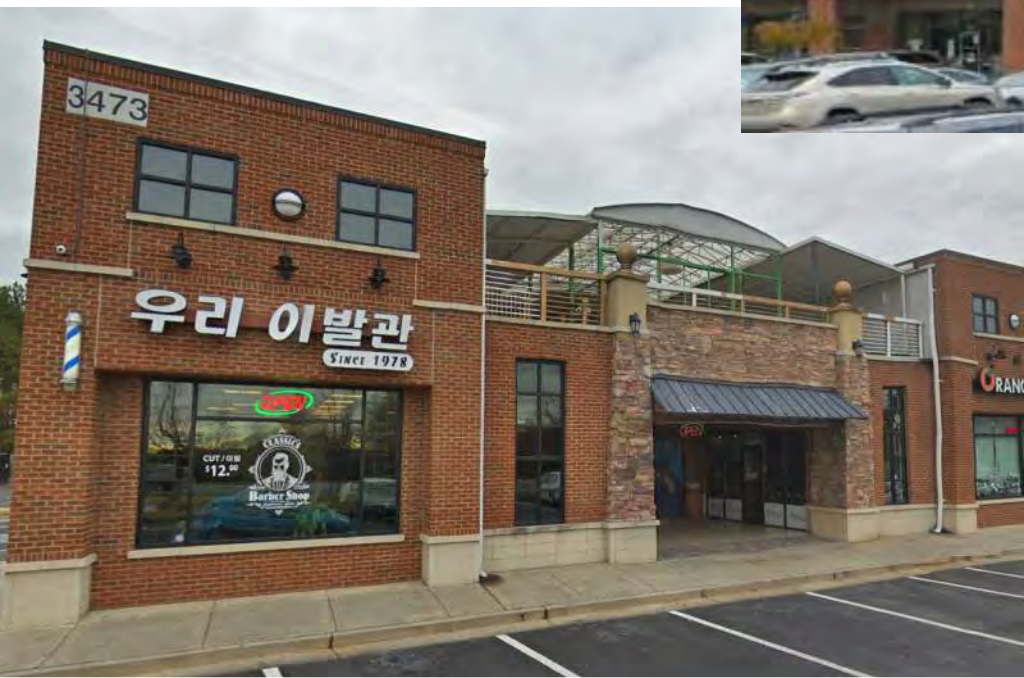
**GLOBAL  
CITY  
TODAY**



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

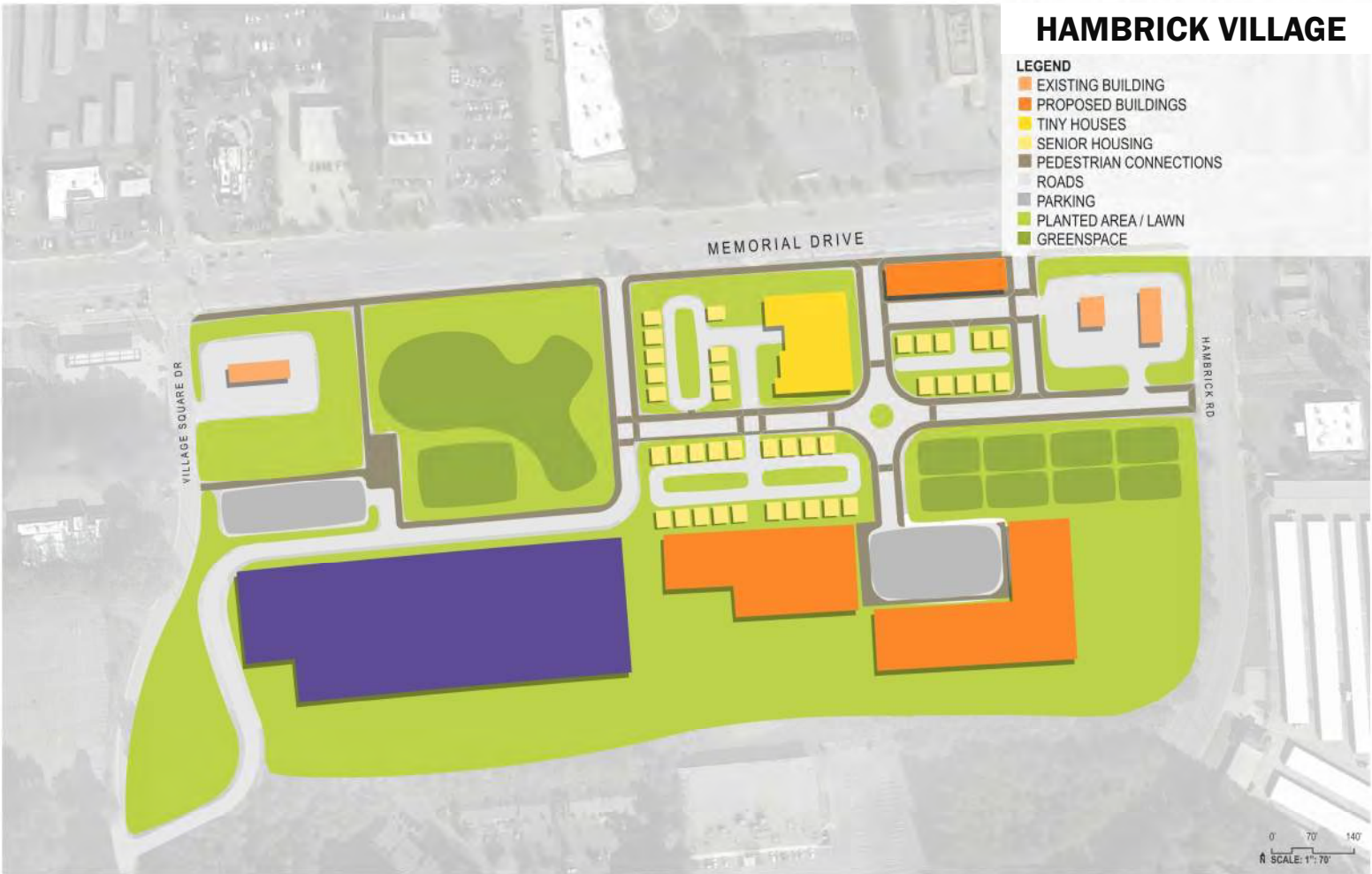
**TOMORROW?**

# The Vision | Placemaking



**LONG-TERM?**

# The Vision | Placemaking



## Illustrative Redevelopment Example

### Features:

- ✓ Greenspace and Landscaping
- ✓ Recreational Opportunities
- ✓ Honors Existing Building Fabric to Indicate How Redevelopment Could Occur Incrementally
- ✓ Access Management & Parking Circulation
- ✓ Pedestrian Network
- ✓ Housing Choices

Note: This map is for planning purposes only and is provided as an illustrative example of how these sites *could* potentially develop.

# The Vision | Placemaking



**HAMBRICK  
VILLAGE  
TODAY**



**TOMORROW?**

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

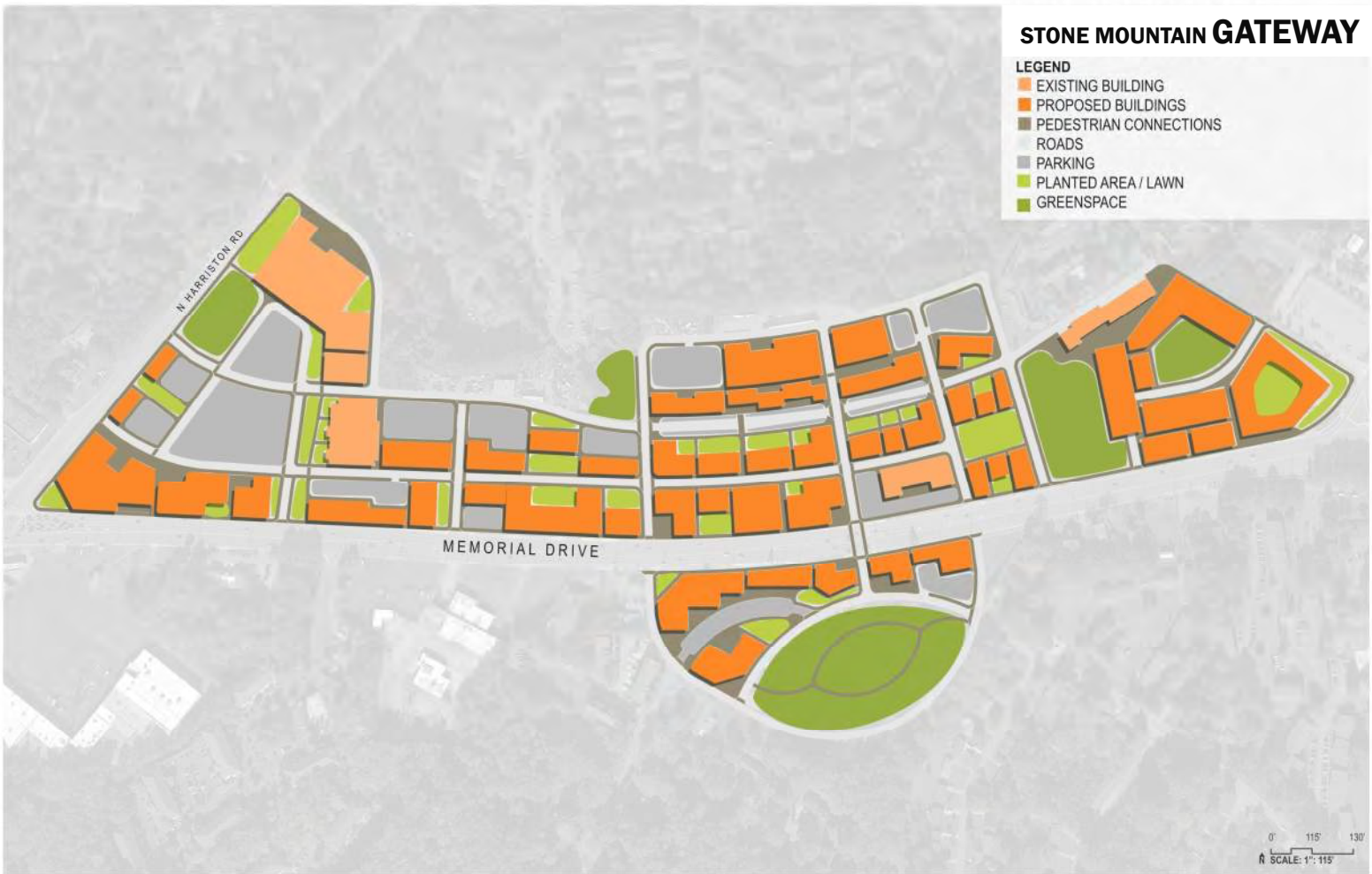
# The Vision | Placemaking



**LONG-  
TERM?**



# The Vision | Placemaking



## Illustrative Redevelopment Example

### Features:

- ✓ Greenspace and Landscaping
- ✓ Recreational Opportunities
- ✓ Honors Existing Building Fabric to Indicate How Redevelopment Could Occur Incrementally
- ✓ Restoration of Grid
- ✓ Access Management & Parking Circulation
- ✓ Pedestrian Network

Note: This map is for planning purposes only and is provided as an illustrative example of how these sites *could* potentially develop.

# The Vision | Placemaking



**STONE  
MOUNTAIN  
GATEWAY  
TODAY**



**TOMORROW?**

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

# The Vision | Placemaking



**LONG-  
TERM?**

## The Vision | Placemaking

### BIG IDEA:

Reinforce 'gateway' concepts through actual gateways

- Memorial Gateway:
  - Pocket park
  - Retain existing structures
- Stone Mountain Gateway:
  - Trail Connections
  - MARTA Park and Ride

# The Vision | Placemaking



## Illustrative Gateway Example

### Features:

- ✓ Pocket Park in Southeast Corner of Interchange
- ✓ Retain Existing Canopy Structure
- ✓ Landscaped Median
- ✓ Trees Strategically Planted For Shade
- ✓ Pedestrian Refuge Areas

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

# The Vision | Placemaking



# The Vision | Placemaking



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

# The Vision | Placemaking



## Illustrative Gateway Example

### Features:

- ✓ Connection to Trail Connection
- ✓ Landscaped Greenspaces
- ✓ Landscaped Median
- ✓ Trees for Strategically Planted for Shade
- ✓ Gateway Column
- ✓ Pedestrian Refuge Areas

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



# The Vision | Placemaking



# The Vision | Placemaking



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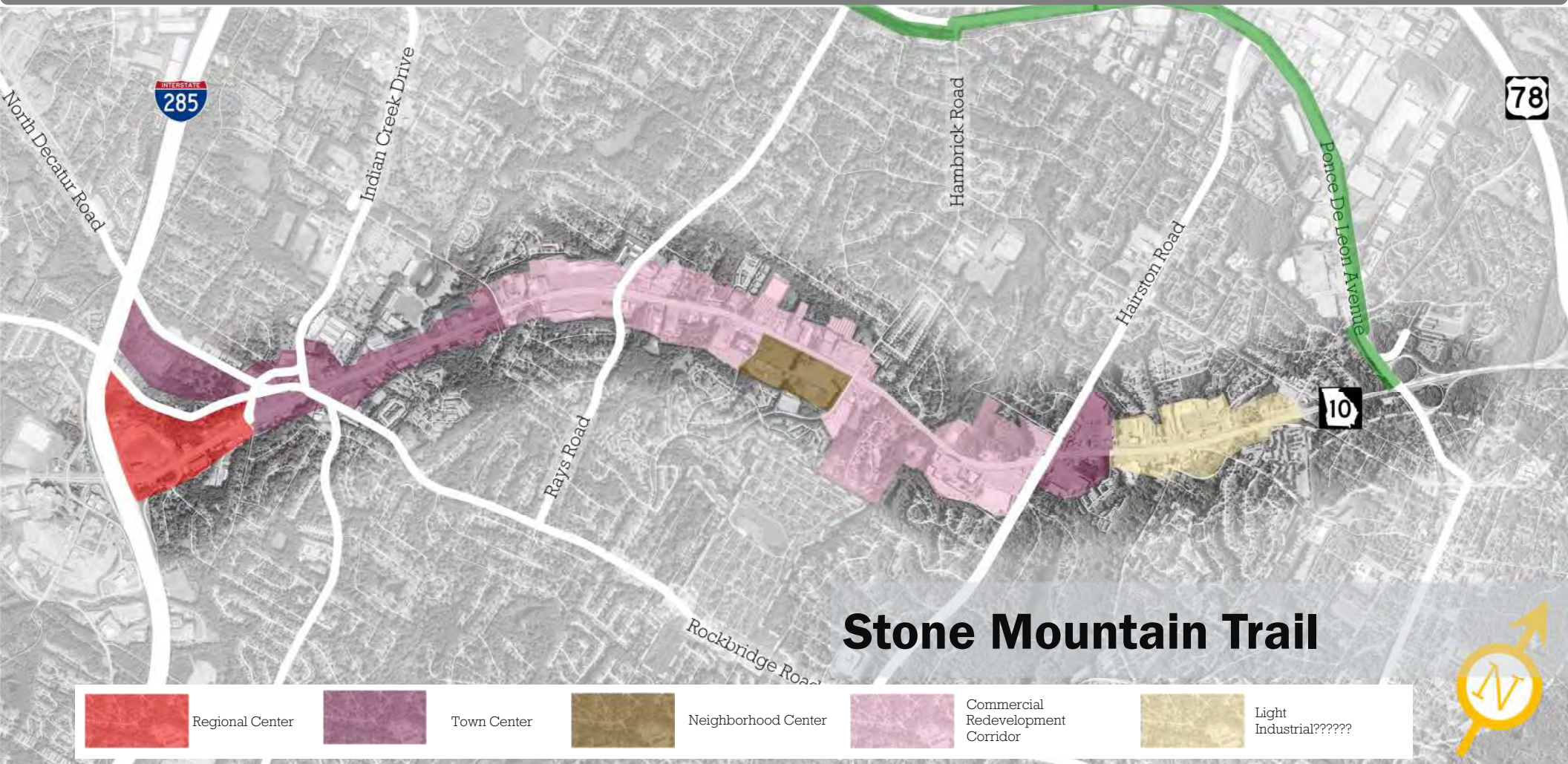
## The Vision | Connectivity

### BIG IDEA:

## Develop enhanced neighborhood oriented active mode network

- Connections to Indian Creek MARTA
- Connections to MARTA Park and Ride
- Connections to Stone Mountain Trail
- Connect GSU to Indian Creek Reservation Area
- Connections to GSU and Georgia Piedmont
- Connections to local schools
- Use of Multi-Use Path, Trails, Bicycle Boulevards






# The Vision | Connectivity



# The Vision | Connectivity



## Concept 1 Extension

	Regional Center		Town Center		Neighborhood Center		Commercial Redevelopment Corridor		Light Industrial???????
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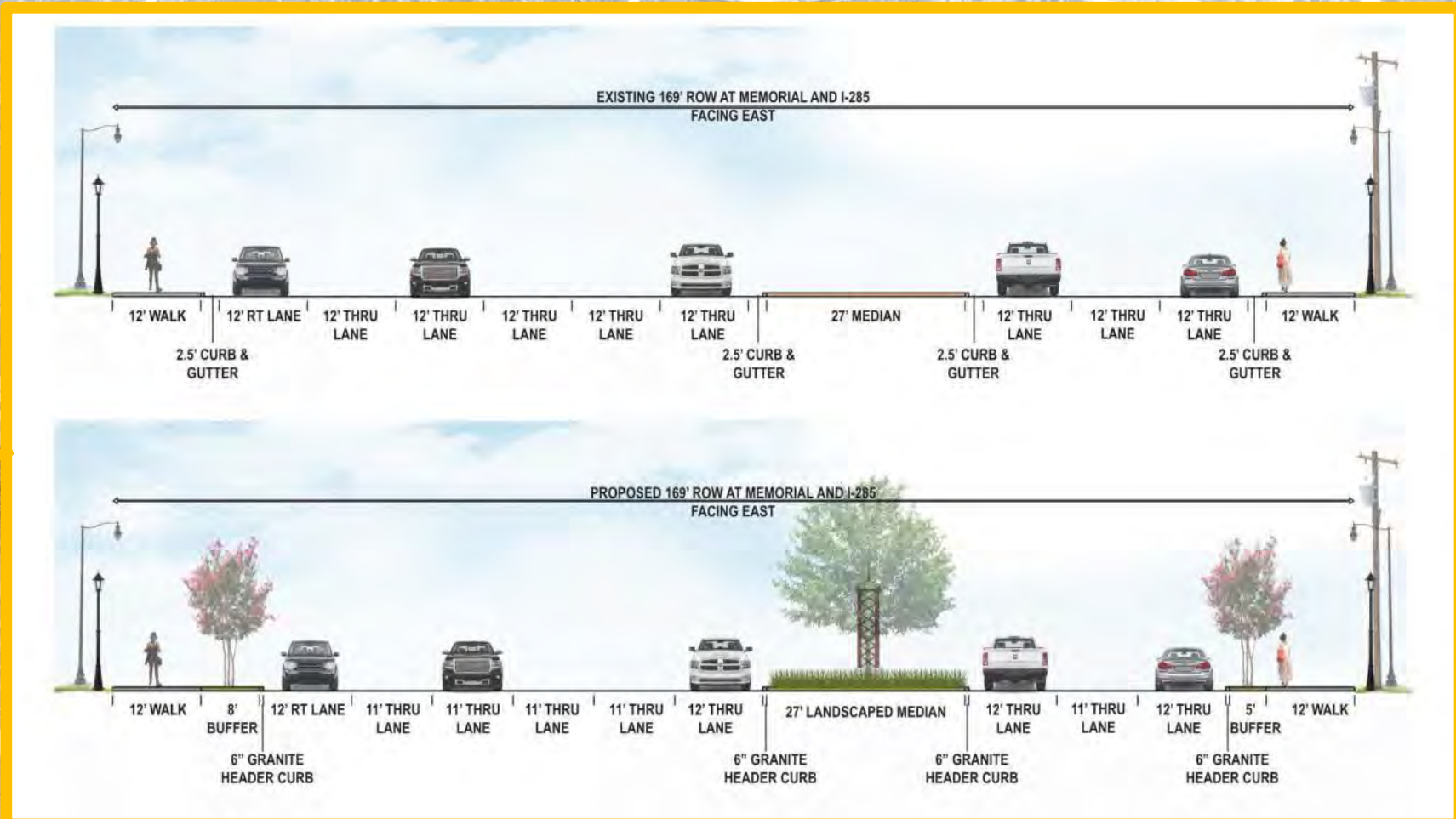
## The Vision | Connectivity

### BIG IDEA:

## Enhance Active Mode and Aesthetic Experiences on Memorial Drive

- Construct within existing Right of Way
- Add landscaping to median
- Provide buffered areas between pedestrians and vehicular traffic
- Reduce vehicle lane widths to accommodate buffers
- Consistency with potential Bus Rapid Transit and/or Arterial Rapid Transit

# The Vision | Connectivity



# The Plan



# Direct Funding & Prioritization From DeKalb County

# The Vision | Direct Funding & Prioritization

- INFRASTRUCTURE
  - Gateway/Park Features (Leverage Tree Bank)
  - Trail Network



# The Vision | Direct Funding & Prioritization

- Facade Improvement Program



# The Vision | Direct Funding & Prioritization

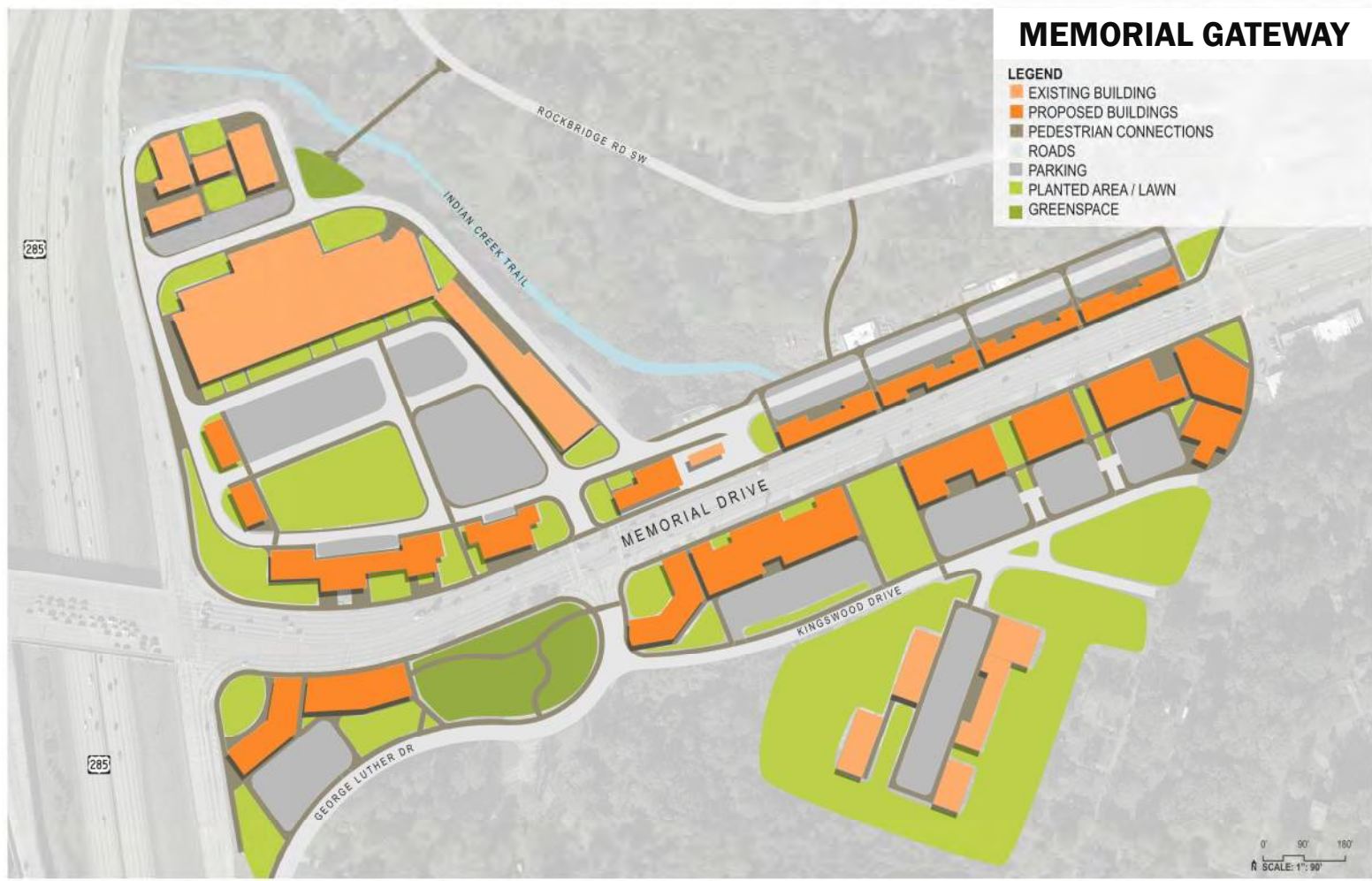


## Arts Corridor

- Homegrown
- Unifying but Distinct Themes

# The Vision | Direct Funding & Prioritization

Pre-Approval  
Zones in Focus  
Areas



**The Vision | Invest in Private Space**

Make Investments in  
Private Space

# The Vision | Invest in Private Space

## Hold Public Events

- DK Suit Plaza
- International Trade Mall
- Campus Plaza
- North Indian Creek Drive



# The Vision | Invest in Private Space

## Tactical Place Making

- Parking Day
- Art and Other Installations





# The Vision | Invest in Private Space



Improve visibility to GSU and Georgia Piedmont from corridor.

# The Vision | Invest in Private Space



Increase DeKalb  
County presence on  
corridor.

**The Vision | Work With Non-Profits & Partners**

# Work With Non-Profits & Partners

# The Vision | Work With Non-Profits & Partners



Business  
startups and  
incubators

# The Vision | Work With Non-Profits & Partners



Georgia State  
University  
Clarkston  
Campus

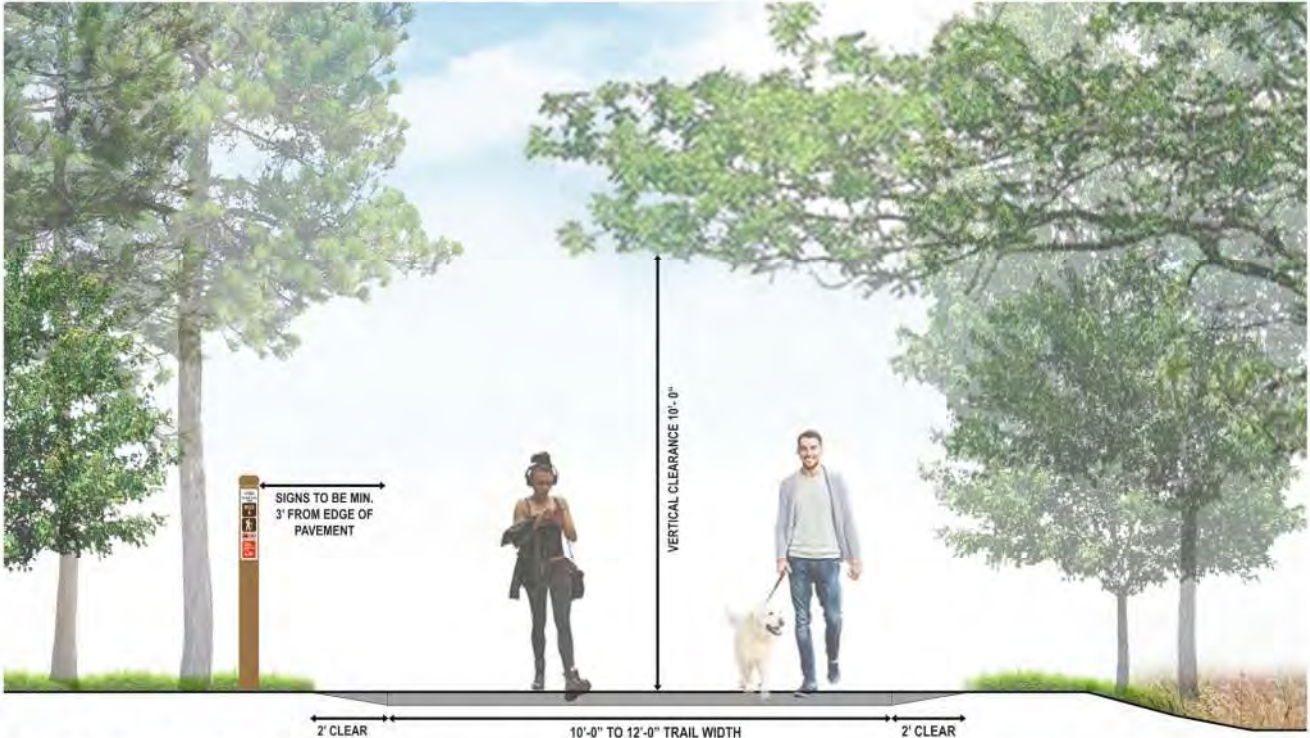


Indian Creek  
Recreation  
Center

Trail Network  
Connection

Also: Adopt-a-Trail

# The Vision | Work With Non-Profits & Partners



**TRAIL AT GRADE**

Possible partner for Trail Implementation:

PATH Foundation

# The Vision | Work With Non-Profits & Partners

Possible partner for  
Park and Open Space  
Implementation:  
  
Park Pride



# The Vision | Work With Non-Profits & Partners

Food Tours





# The Vision | Work With Non-Profits & Partners



Security

## The Vision | Work With Non-Profits & Partners

Coordinate With Decide DeKalb

- Develop incentive packages
- Market sites
- Pre-approved financing
- Tax abatements
- Pre-approved financing
- Georgia Ready for Accelerated Development (GRAD) style fast track of compatible redevelopment
- Filming Opportunities
- State Opportunity Zones
- Federal Opportunity Zones

**The Vision | Create Local Advocates**

Create Local  
Advocates

## The Vision | Create Local Advocates

Facilitate, empower, and (where possible and appropriate) fund:

- Local grassroots organizations
- CID
- Continuation of BDAC



Next Steps

# NEXT STEPS

- Final community meeting and celebration:

Saturday, November 16

Open House 11-3 PM

Jim Cherry Auditorium (GSU Campus)

555 North Indian Creek Drive

Formal presentation 1-2 PM

Taste of Memorial Drive

- Submit draft plan for County consideration in November/December