



MEMORIAL DRIVE

REVITALIZATION CORRIDOR PLAN

November 16, 2019

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.

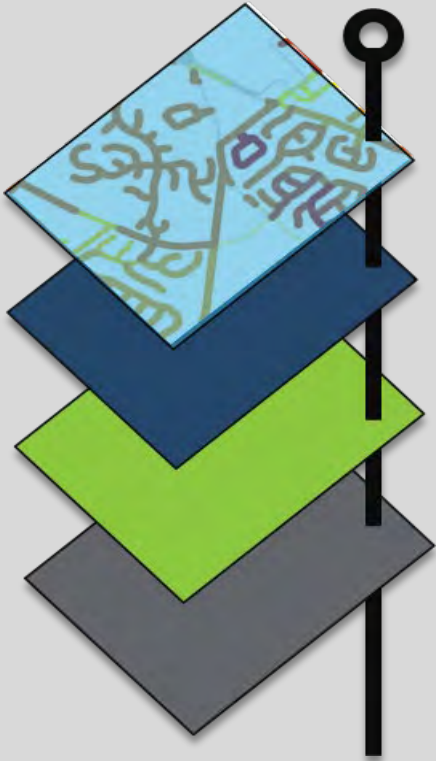


Spring 2019

Summer 2019

Fall 2019

STEP ONE
**Understand the
Corridor**



STEP TWO
**Identify
Opportunities**



STEP THREE
**Develop a Corridor
Plan**





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.

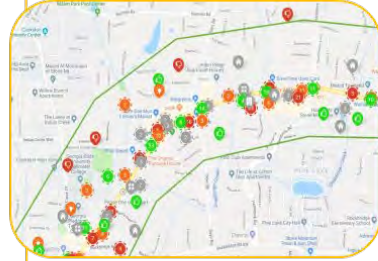
June 20, 2019

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



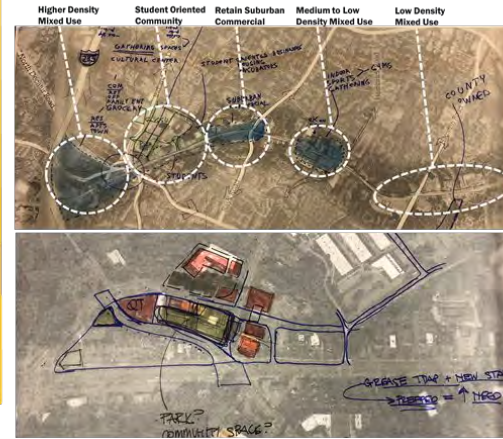
Summer 2019

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.

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.



April 23, 2019

The planning team holds their first "Pop Up Event" to discuss the future of the corridor with college students at Georgia State University's Clarkston Campus.

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

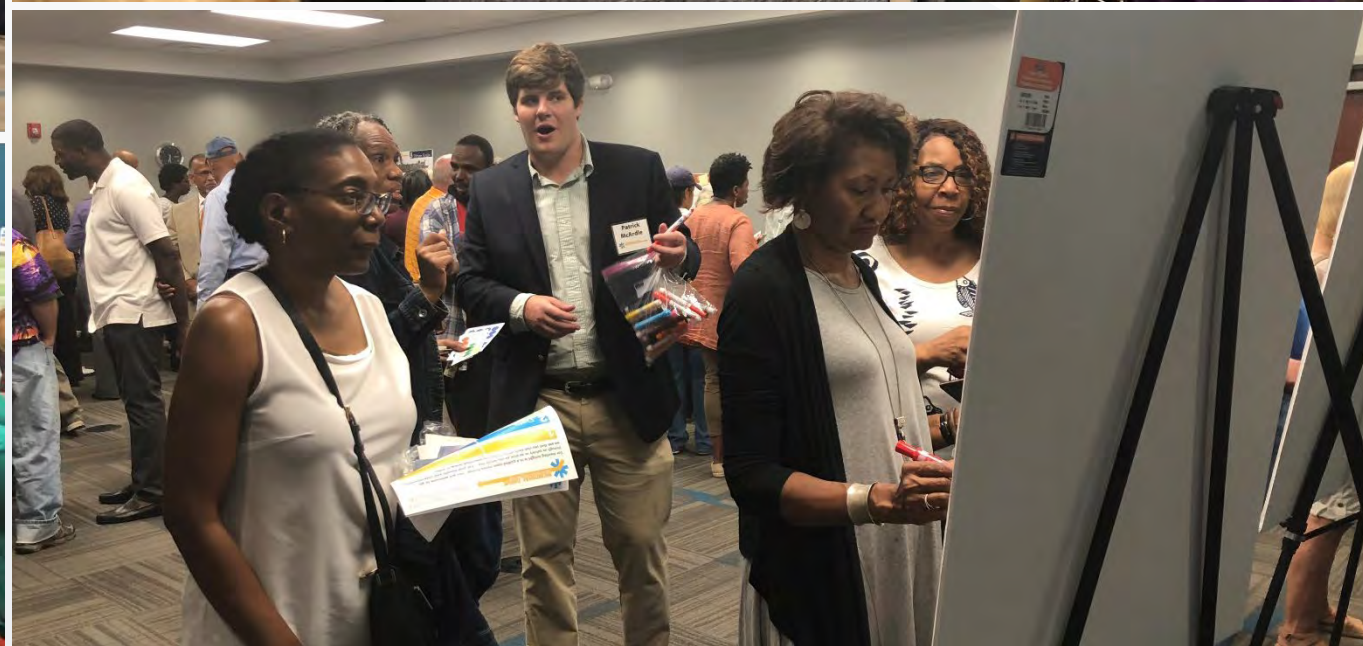
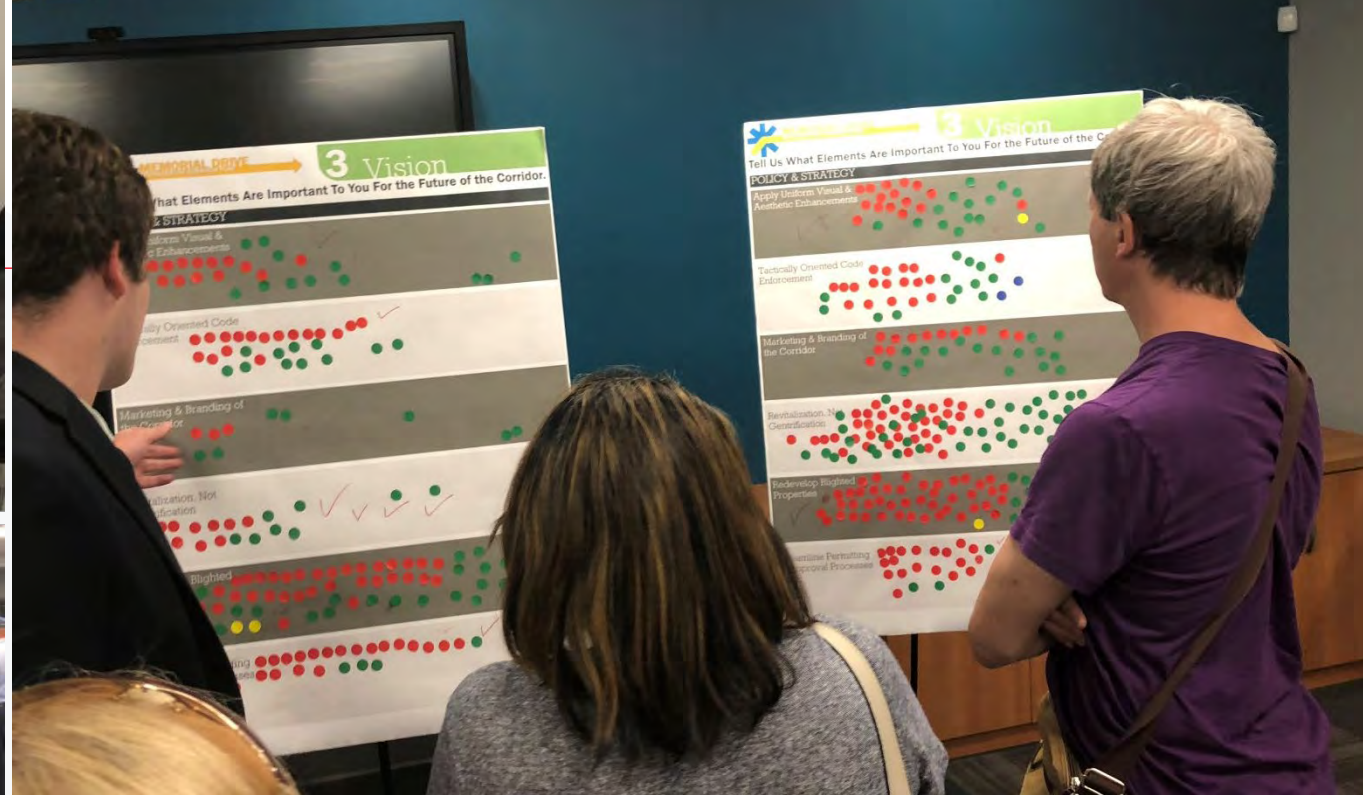
A multi-hour Design Workshop was held where members of the community worked side by side with our planning team to refine and develop concepts along the corridor for Land Use & Density, Connectivity, and Placemaking.

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

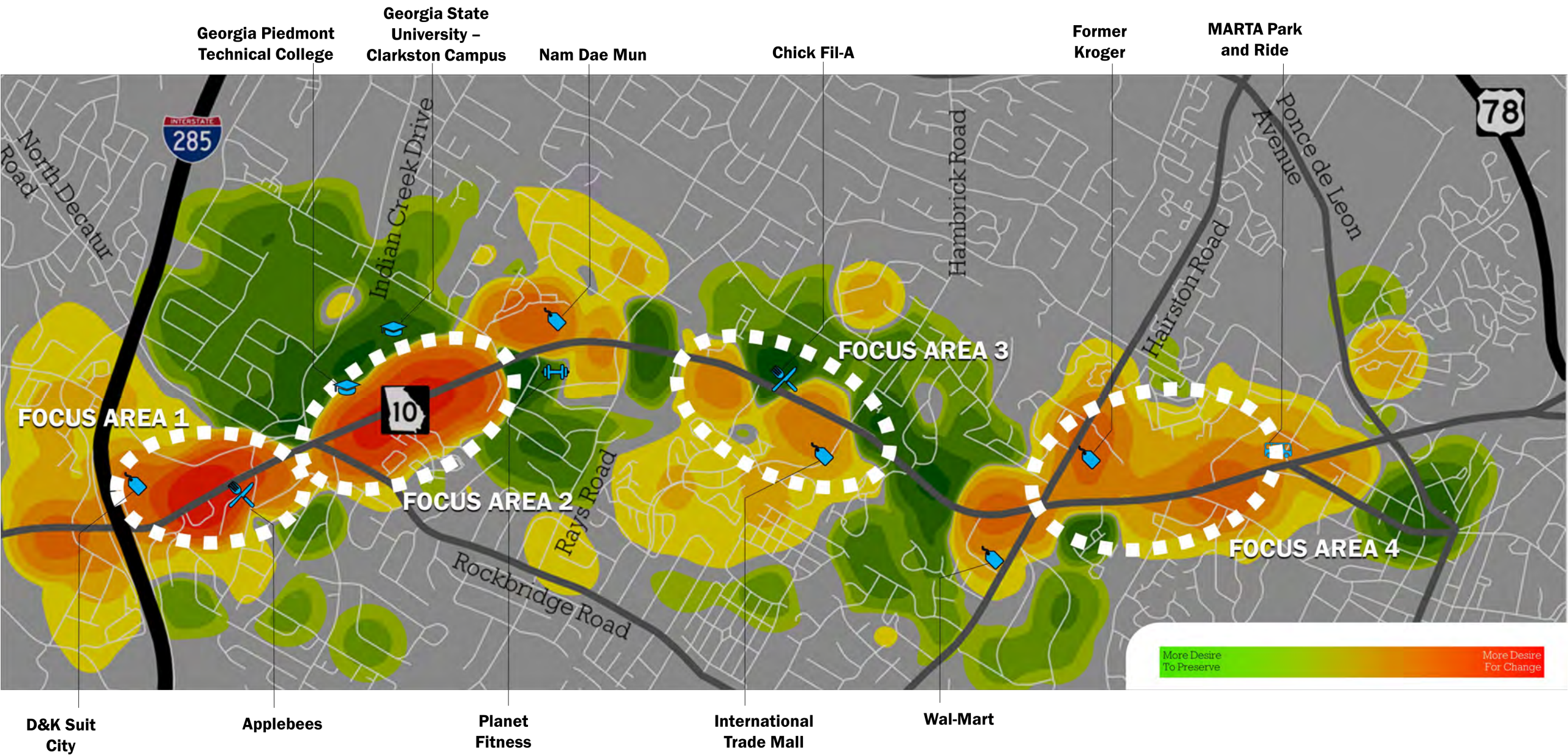


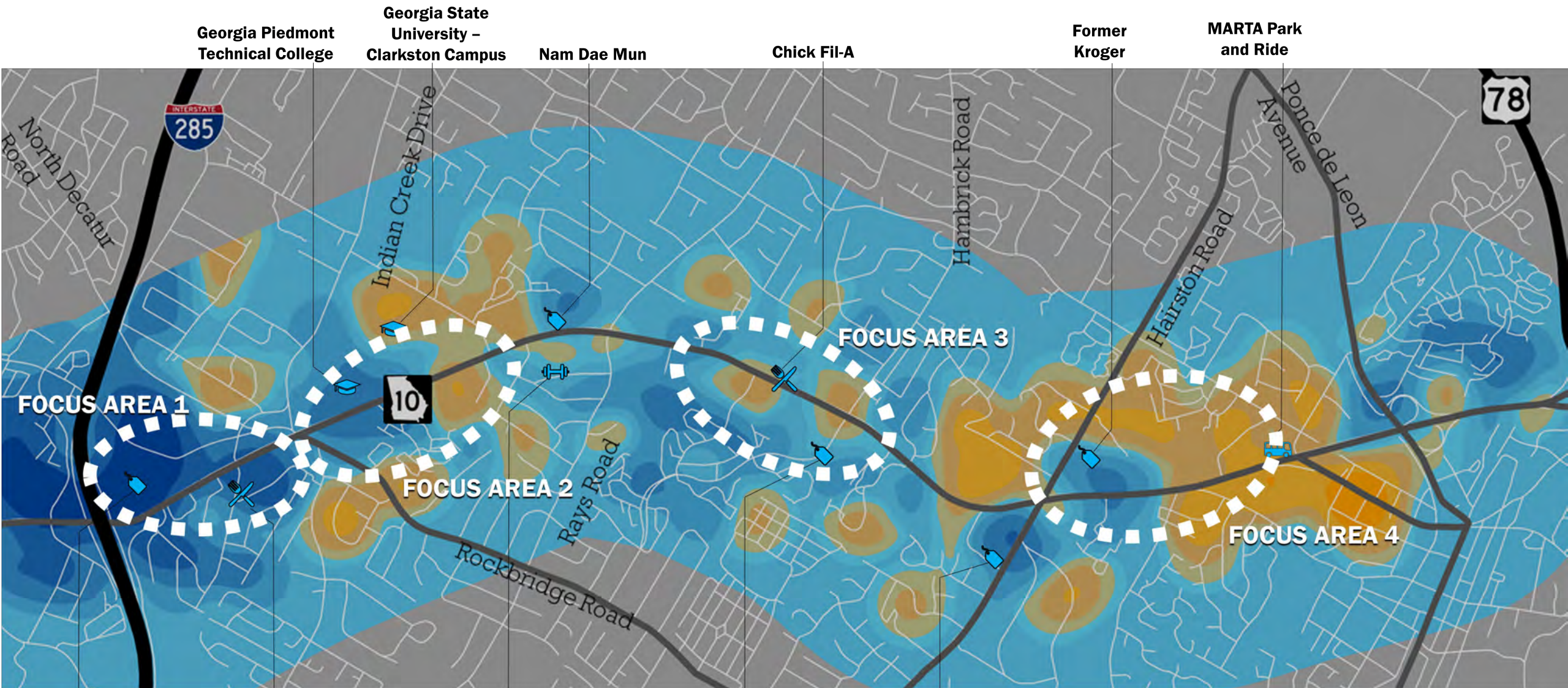
Note: These images are for planning purposes only and is provided as an illustrative example of how parts of the corridor could potentially develop.











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



The Vision | Placemaking



The Vision | Placemaking



**LONG-
TERM?**

The Vision | Placemaking

GLOBAL CITY TODAY



TOMORROW?

The Vision | Placemaking



**LONG-
TERM?**

The Vision | Placemaking

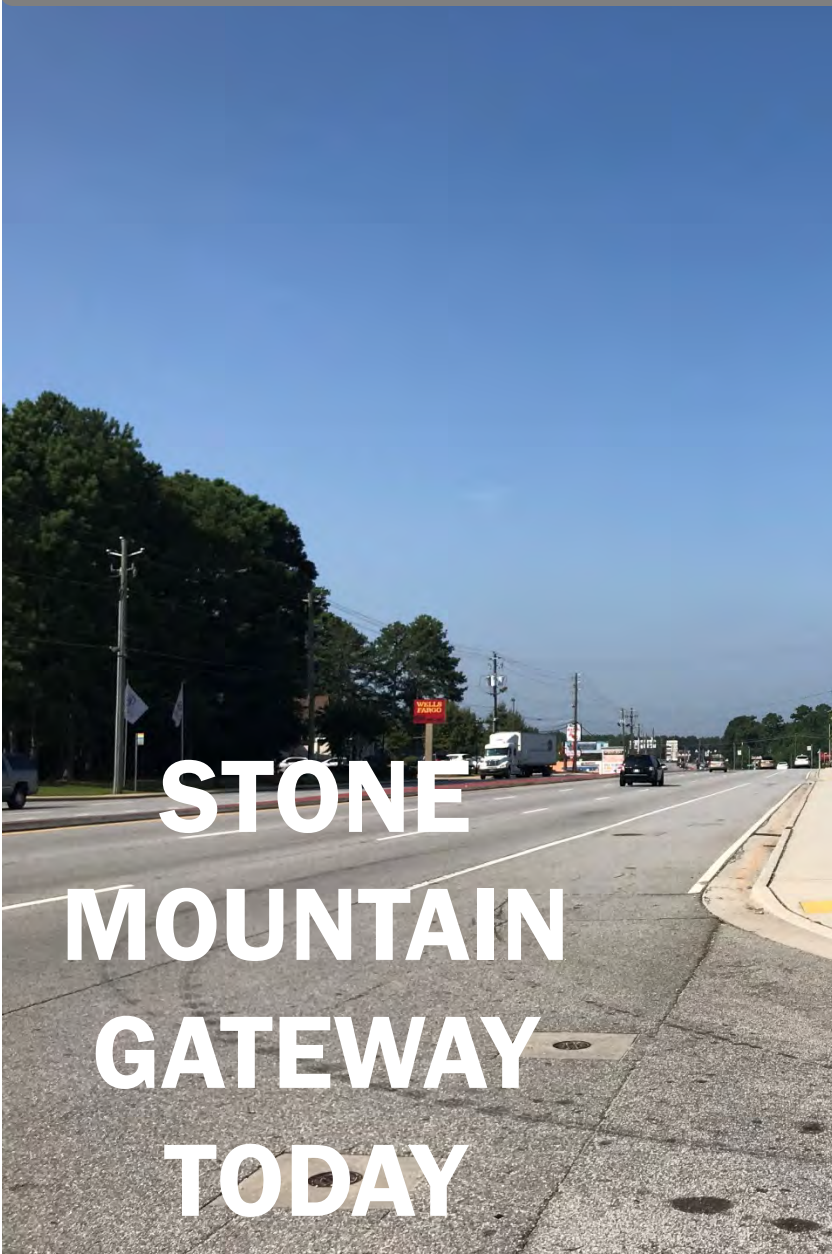


The Vision | Placemaking



**LONG-
TERM?**

The Vision | Placemaking



**STONE
MOUNTAIN
GATEWAY
TODAY**



TOMORROW?

BIG IDEA:

Focus initial redevelopment in observed and desired areas of activity.

- Memorial Gateway: Regional Mixed Use 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.
- Gateway East: Craft employment area between Hairston Road and Stone Mountain Village.

BIG IDEA:

Reinforce ‘gateway’ concepts through actual gateways

- Memorial Gateway:
 - Pocket park
 - Retain existing structures
- Gateway East:
 - 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



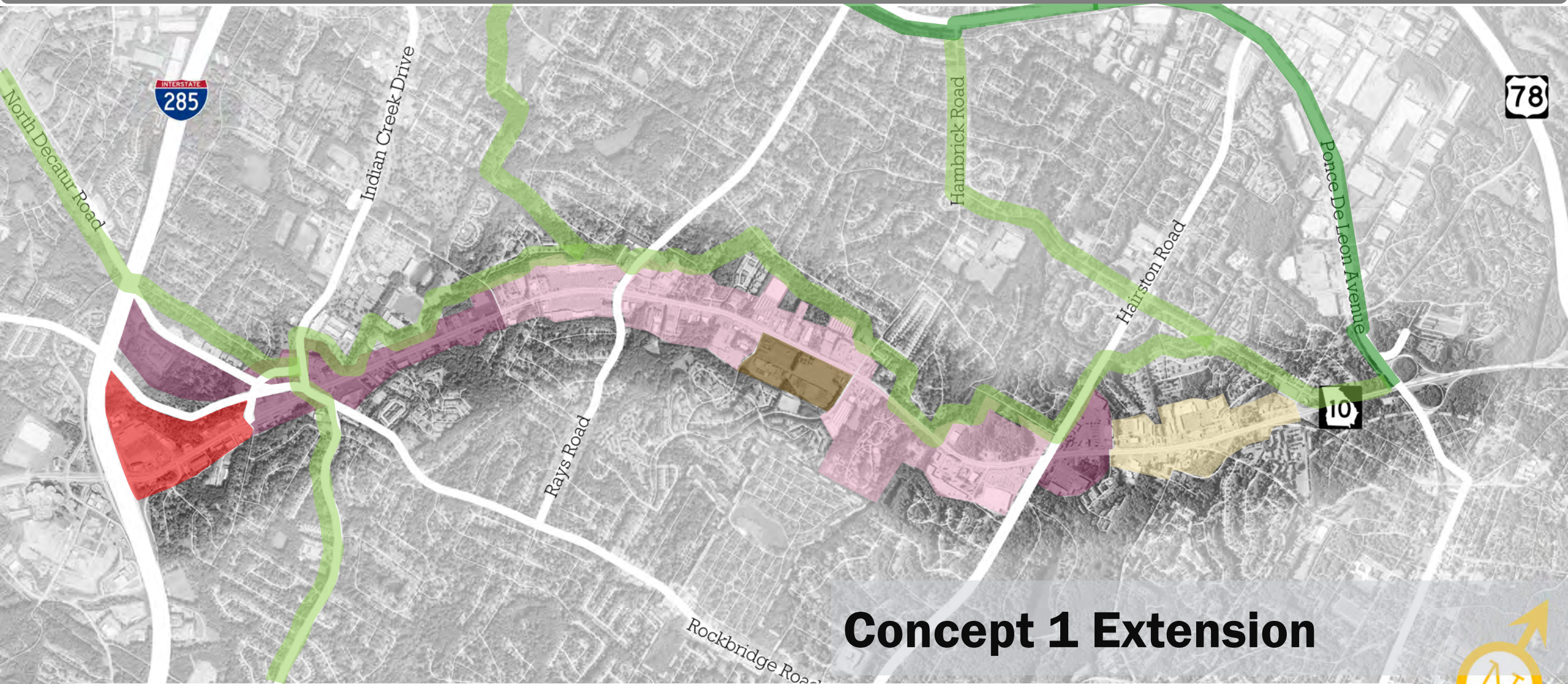
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BIG IDEA:

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



Concept 1 Extension



The Plan

Direct Funding & Prioritization From DeKalb County

- Infrastructure
- Façade Improvement Program
- Memorial Arts Corridor
- Pre-Approval Zones

Make Investments in Private Space

- Hold Public Events (Food Trucks, Night Markets)
- Tactical Place Making
- Improve visibility to GSU and Georgia Piedmont
- Increase DeKalb presence on corridor (Central DeKalb civic opportunity)

Work With Non-Profits & Partners

- Business incubators and startups
- Trail network (PATH Foundation)
- Parks (Park Pride)
- Food Tours
- Safety and Security
- Coordinate with Decide DeKalb
- Create local advocates