

CITY of CHAMBLEE



Comprehensive Plan Major Amendment

September 2011 - Final Draft



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Executive Summary

In 2011, the City of Chamblee undertook a major amendment to its Comprehensive Plan (2006). Prompting the major amendments were both the annexation as well as a desire by City Council and Mayor to assess economic conditions in order to foster more strategic efforts regarding economic development. As of January 2011, the City of Chamblee boundaries officially grew to incorporate annexed areas to the northwest.

Public Input. The City prepared amendments that incorporated input generated through two meetings – a community meeting focused on the annexed area, intended to primarily engage stakeholders residing in or affected by the annexation. The City also conducted a Business Roundtable, co-sponsored by the Chamblee Business Association to conduct a SWOT analysis and review current data regarding market trends and projected demand.

Document Organization. Organizationally, the amendments read essentially as a preface to the former plan, detailing new policy statements and a new Future Development Map. The contents of the 2006 plan remain largely intact, but the reader is notified within the body of this document where new policies supersede or supplement prior policies.¹ Thus, the Comprehensive Plan (amended 2011) document is organized then into three parts:

Part I: Community Assessment Amendments. To properly assess what areas of the Community Agenda needed amending, new data was collected, generated and reviewed. Some of the data and analysis focused exclusively on the Annexed area and other updated considered the city as a whole. As such, this section organizes data and maps into two sections: the Annexed Area and City Wide assessment.

Part II: Community Agenda Amendments. Sections affected by amendments include: an updated *List of Issues and Opportunities*; the *Future Development Map* and associated Character Area Narratives, Implementation related to both policies and the *Short Term Work Program* (a five year update covering the planning period 2011-2015).

Part III: Community Agenda. This part contains the content from the 2006 Community Agenda; where amendments affect the original document, the reader is prompted to review Part II. The Future Development Map has also been replaced – although duplicative in that Part II also presents the amended map, it helps to avoid confusion about the policy regarding Character Areas and the boundaries of those areas.

During the major amendment process, the City of Chamblee re-affirmed its commitment to the original vision and intent for land development and design.

ORIGINAL VISION AND INTENT:

The City of Chamblee is a diverse community with an international flavor that will continue to build upon its location, access and unique qualities to enhance the character of its neighborhoods, while taking full advantage of its position as an economically vibrant city within the larger metropolitan area.

Our **land use patterns**, **inclusiveness**, and **fiscal responsibility** will guide us to this future.

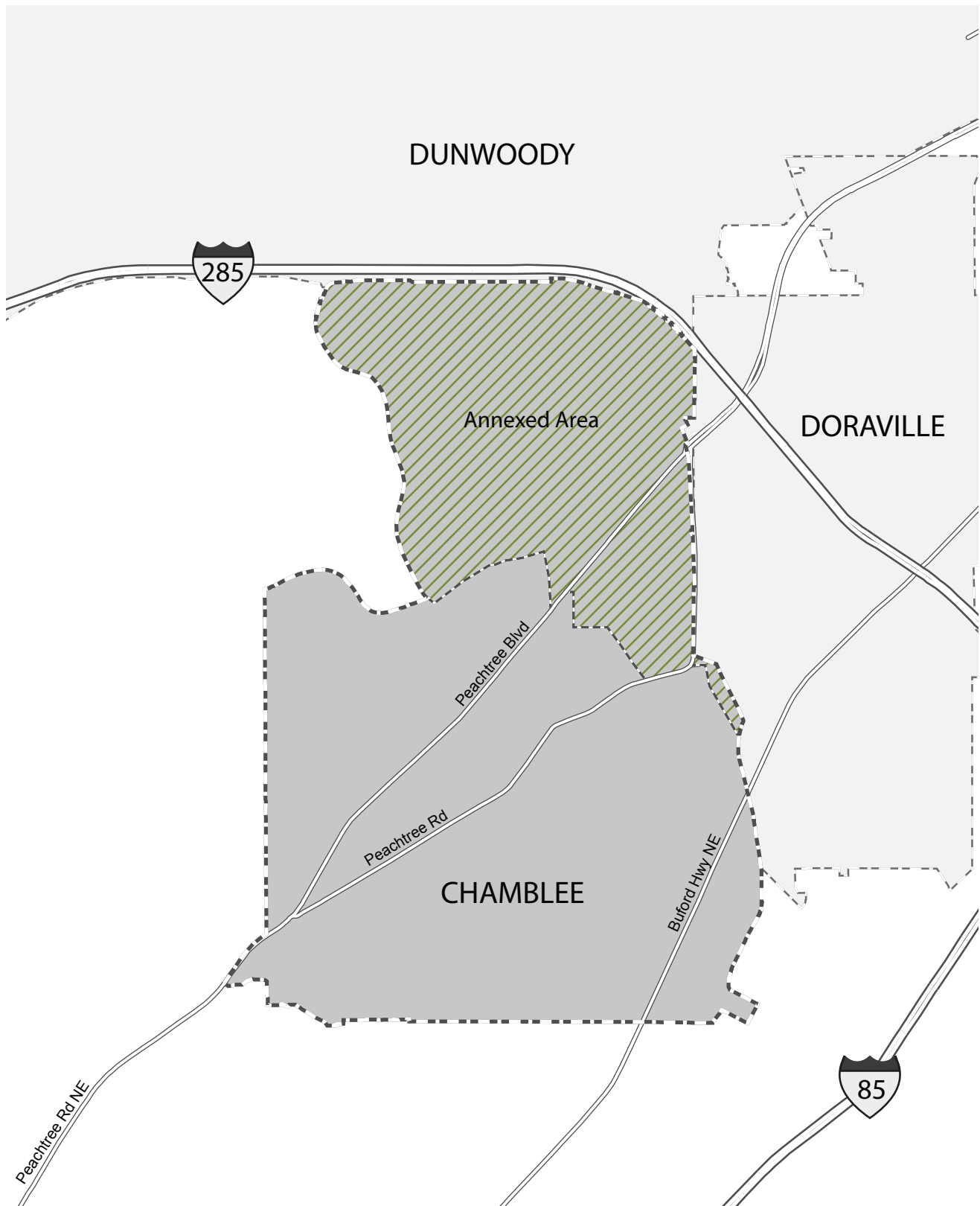
¹The City did not have the original format of the Community Agenda; this created a challenge for incorporating amendments, without a costly reproduction of original work. Hence the presentation of amendments organized in front of the remaining document.





PART 1:

COMMUNITY ASSESSMENT



MAP 1. CITY OF CHAMBLEE - UPDATED CITY LIMITS

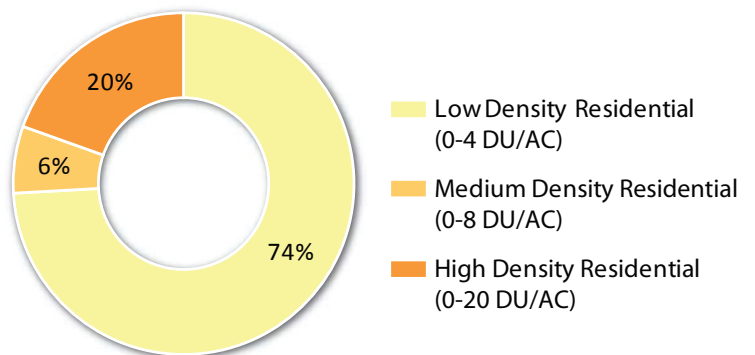
SECTION 1: ANNEXED AREA

The City of Chamblee incorporated areas to the northeast of the City, effective January 1. Originally, the City of Chamblee encompassed 2,013 acres; with the newly annexed area, the City's footprint increased to 3,056 acres. Map 1 identifies the annexed area and its relationship to the original city limits. The following section analyzes housing, community facilities, transportation, natural and cultural resources and land specifically in the annexed area.

1.1 HOUSING

Housing dominates the annexed area with 58% of the total land area of the annexed area in residential use. The prime location for housing units sits between Peachtree Boulevard to the south and Savoy Drive to the north. There are a few pockets of housing south of Peachtree Boulevard along Clyde Drive, Lawson Way and Terrell Drive. A variety of housing options exists for City residents. Low-density, single-family homes make up 74% of the housing land area while Medium-density and High-density comprise 6% and 20%, respectively. Medium-density residential comprises smaller lot sized single-family homes and townhomes; High-density residential includes multi-family apartments. Overall, the condition of housing is standard throughout the annexed area with the exception of aging structures that need additional maintenance.

Residential Types by Land Use Percentage



CITY of CHAMBLEE

KEY FINDINGS

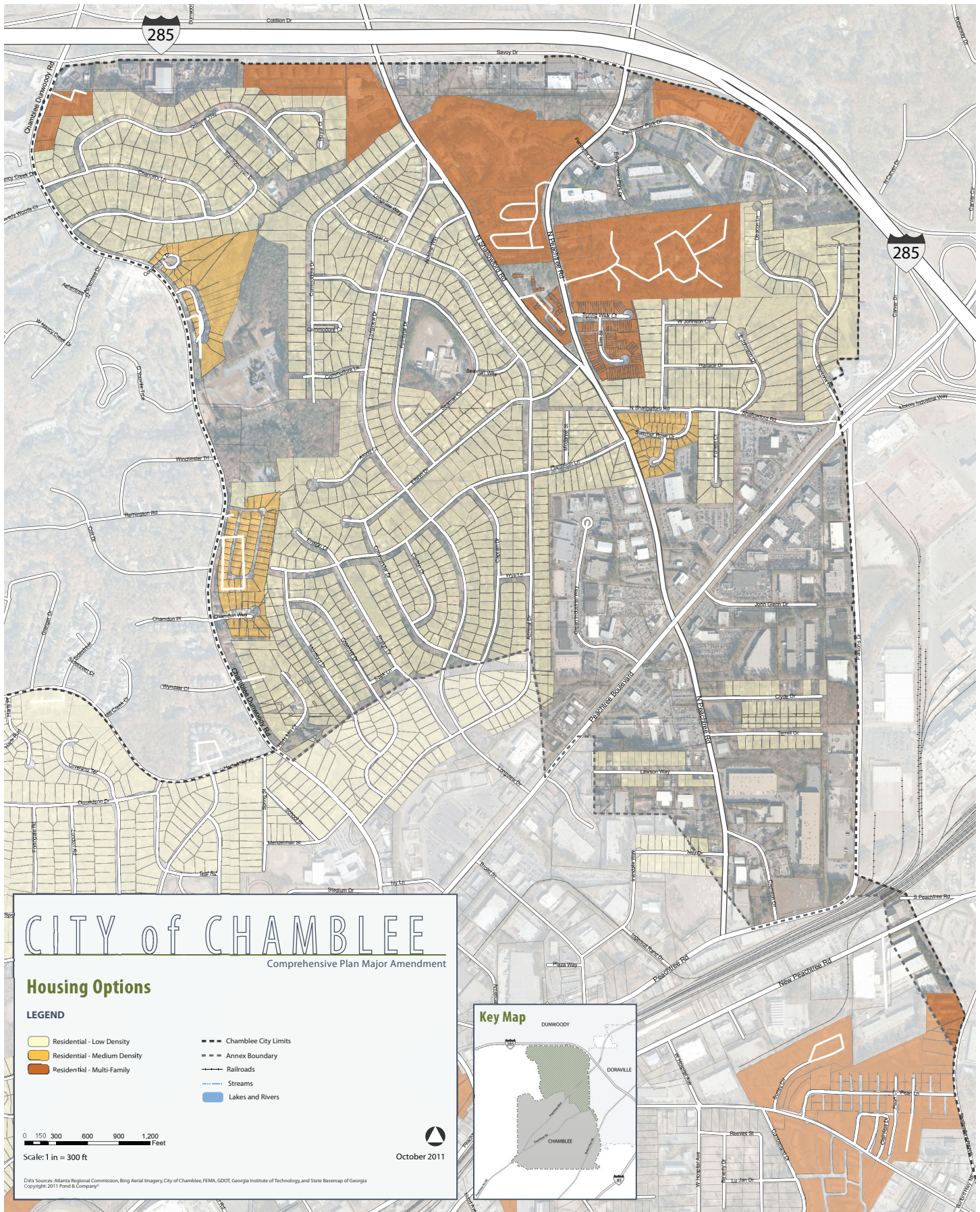
Key findings were used to inform the amended, final list of Issues and Opportunities found in the Amended Community Agenda

While the annexed area provides numerous, adequate housing options, there are a few areas that indicate decline. Clyde Drive, Lawson Way and Terrell Drive are surrounded by heavy commercial and industrial uses which encroach on the neighborhoods. Indicators of encroachment are heavy equipment parked in drive-ways and along the street; conversion of single-family homes into contractor offices or storage facilities; and excessive parking for single-family homes. Terrell Drive also shows signs of blight and overcrowding. These conditions may be remedied by code enforcement, property maintenance codes and/or building violations. The City should avoid drops in value and substandard conditions that may occur if no action is taken.

Aging structures should be well maintained throughout the annexed area. Multi-family apartments along North Shallowford and North Peachtree are older and more established than newer apartments along Savoy Drive and Perimeter Park Drive.



For more detailed housing unit information, see City-Wide Assessment data, which captures information for city with the new boundary, including the annexed area.



MAP 2. HOUSING OPTIONS

1.2 COMMUNITY FACILITIES

With the newly annexed area, Chamblee has acquired new community facilities while also increasing demand for existing community facilities. As a part of the City of Chamblee and DeKalb County, the newly annexed area relies on the County for infrastructure and support. County services include the school system, library, fire and emergency services and public water and sewer. The City of Chamblee provides park and recreation services and public safety. The City is also slated to undertake waste management in 2013.

The following areas were analyzed for the annexed area: school system, library, park and recreation services, police and public safety, public works and senior services. The subsequent map shows facility locations within the Annexed Area. As apparent, only one publically funded facility, Huntley Hills Elementary School, is located within the annex boundary. The Annexed Area is serviced by Chamblee High School and Middle School, Chamblee City Hall and Chamblee Police Department which are in close proximity. Huntley Hills Park is adjacent but not within the boundary; Keswick Park is in close proximity.

KEY FINDINGS

Key findings were used to inform the amended, final list of Issues and Opportunities found in the Amended Community Agenda

In preparation for annexation the city adequately identified additional policing and public works resources needed to accommodate the new land and increased population. From initial analysis, the annexed area is adequately serviced by county services but will need additional services in public works and public parklands.

Public Works: The City anticipated additional services and facilities for 2011 related to the annexed area, specifically a need for six additional personnel, one additional garbage truck, and a new leaf machine. Staffing has been a challenge, and it is anticipated that full staffing will take until 2012 to complete. Two additional trucks are needed in the next two years as well. Public Works is also responsible for sidewalks, discussed under the transportation section.

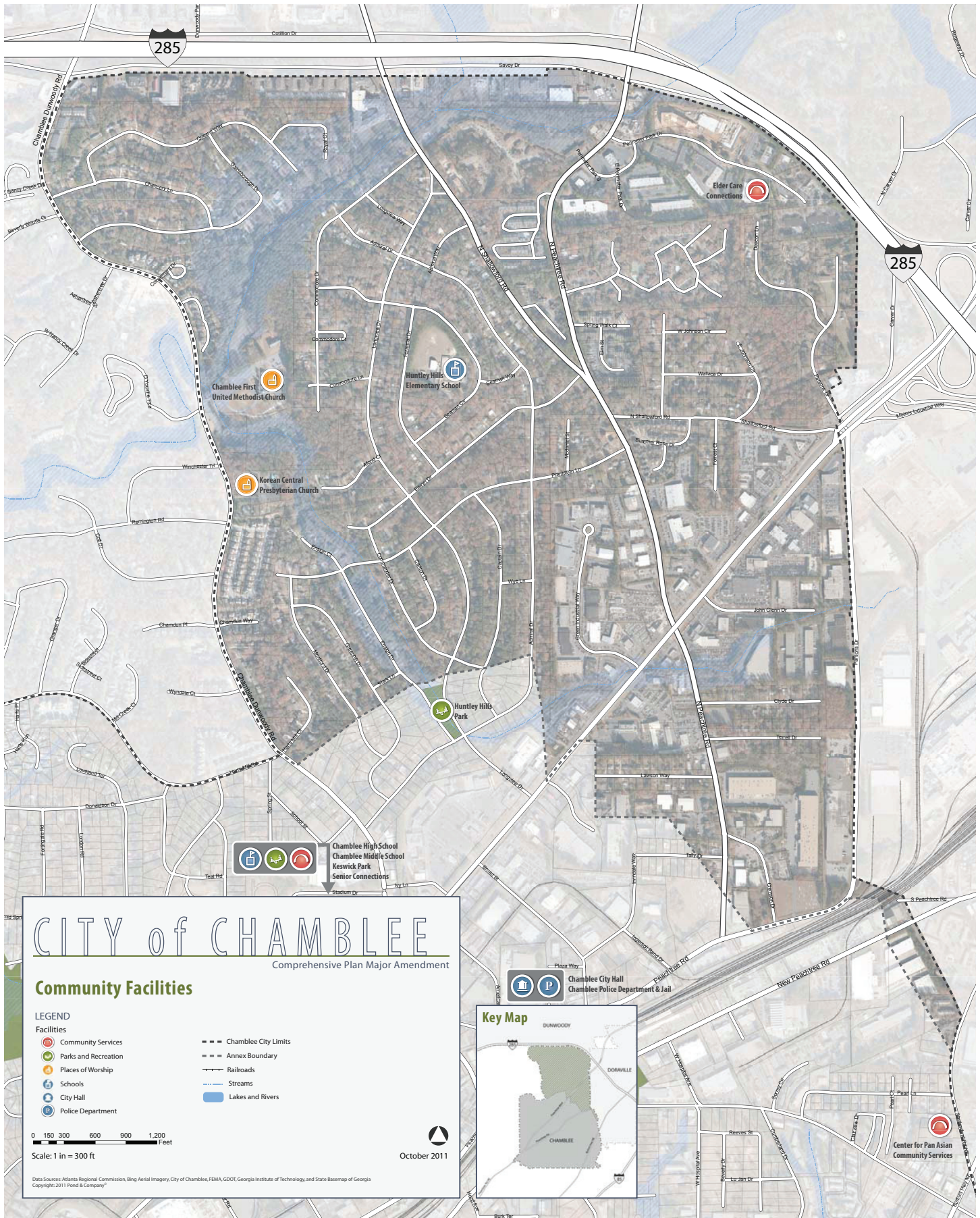
Stormwater. Similarly, the city has recently completed the mapping for the entire city (former city boundary 2011), but needs to incorporate the stormwater facility mapping for the annexed area. The City identified that the aging system must be comprehensively evaluated for priority areas for replacement, and the evaluation needs to now also incorporate an assessment of the facilities within the newly annexed area. Immediate priority sites have been identified in other parts of the city for drainage replacement for DeKalb County to perform, however the City needs to allocate matching funding for this work to be performed.

Sanitation. With the annexation the City identified short term needs related to sanitation. DeKalb County will continue to provide sanitation services for the newly annexed area through 2013/2014. At that time, the City of Chamblee will assume these services, which will require an additional recycling truck, as well as six additional personnel.

Public Works Facility. With the added personnel, equipment, vehicles and the need for an expanded transfer station, the existing facilities at 3210 Cumberland will not be sufficient. The City will need to identify the best way to expand building and parking facilities for these services.

Public Parks: As stated in the 2006 Comprehensive Plan, the City of Chamblee is committed to providing open space and recreation opportunities. No new parks were added to the City with the inclusion of the annexed area. The increased population is serviced by the existing 50 acres of parkland which translates to 3.2 acres of parkland per 1,000 people. The average ratio for urban areas is 12.9 acres of parkland per 1,000 people.¹

¹ 2010 City Park Facts, Trust for Public Land, http://cloud.tpl.org/pubs/ccpe_CityParkFacts_2010.pdf



MAP 3. COMMUNITY FACILITIES

1.3 TRANSPORTATION

For the assessment, existing transportation systems, public transit services, sidewalk network, road system and pedestrian and bicycle routes were analyzed. Proposed projects from the DeKalb County Comprehensive Transportation Plan and Doraville Livable Centers Initiative (LCI) were also assessed. The following map reveals a varied road network, accessible public transportation options and a disjointed sidewalk system.

Road System. The road network varies throughout the annexed area. Peachtree Boulevard is the primary Urban Principal Arterial that moves east west through the area. Chamblee-Dunwoody, North Shallowford and North Peachtree are Minor Arterial Streets that run north-south. Huntley Hills is an example of a dendritic, connected system while newer, smaller developments are characterized with single access, cul-de-sac patterns. Commercial properties along Peachtree Boulevard offer intra-parcel connectivity via large parking lots used for automobile storage.

Public Transportation. The annexed area is serviced by three Marta bus routes (25, 103, and 132) and is in close proximity to MARTA's rapid rail line which can be accessed at the Chamblee or Doraville Stations.

Sidewalks. Sidewalks do exist throughout the annexed areas but they are sporadic and disconnected. The greatest concentration is around Huntley Hills Elementary School and along North Peachtree Road. Even these suffer from gaps.

Bicycle and Pedestrian Facilities. There are no designated bicycle routes within the annexed area but a disconnected sidewalk system exists for pedestrians. Peachtree Boulevard creates a barrier for cyclists and pedestrians seeking connections to the rest of the City. Sidewalks are disconnected and there is only one crosswalk along the two-mile corridor: the intersection of Peachtree Boulevard and Longview Drive. Simultaneously, sidewalks do not exist at this crosswalk location.

Parking. Parking is adequate in single family neighborhoods where residents park in their driveway or along the street. Commercial properties, however, are dominated by large surface parking lots, particularly along Peachtree Boulevard and Savoy Drive. Numerous auto dealerships line Peachtree Boulevard and use the large surface lots for inventory storage.

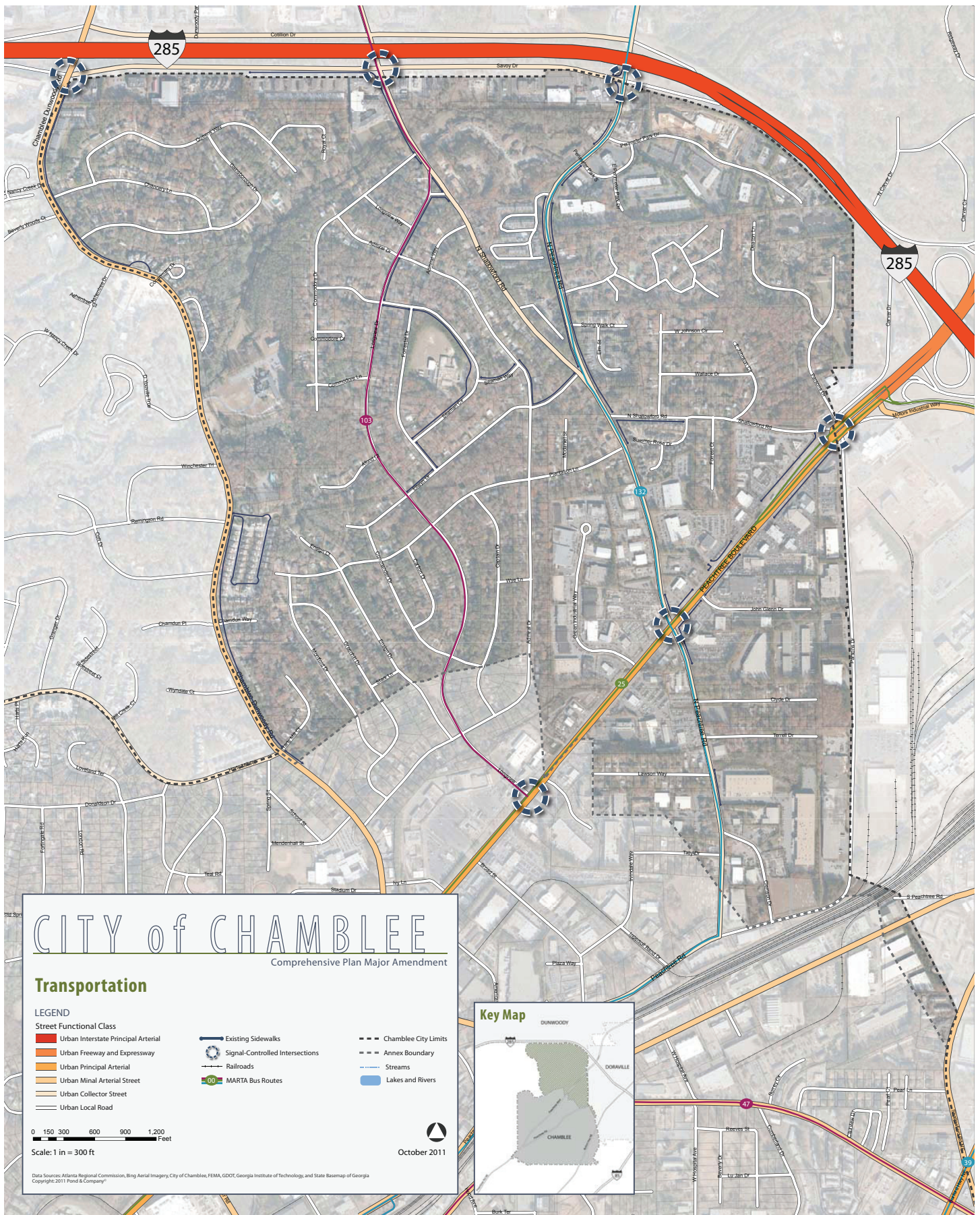
KEY FINDINGS

Key findings are used to inform the amended, final list of Issues and Opportunities found in the Amended Community Agenda

Sidewalks. There is a general lack of sidewalks throughout the annexed area. Of the existing sidewalks, they are disconnected and in disrepair. Detailed record of the annexed area needs to be completed to add to the existing inventory of sidewalk repair and maintenance needs. This is an on-going program (list) prioritized by the greatest need of repair, however budget constraints have limited the crew and materials available to address city-wide needs. The existing Pedestrian and Bicycle Plan 2020 needs to be amended to include the annexed area and aid in construction of additional sidewalks. The results of the 2011 Active Living Plan conducted sample surveys of the whole city, but does not substitute for a complete inventory.

Parking lots. Parking lot design standards must be implemented to augment the negative effects, such as stormwater runoff, heat island effect and pedestrian safety, of large surface parking lots.

Peachtree Boulevard. Peachtree Boulevard presents safety issues for pedestrians and bicyclists. Sidewalks and crosswalks must coordinate to provide a safe alternate transportation option for community members.



MAP 4. TRANSPORTATION

Doraville. The 2010 Doraville LCI proposed several transportation projects that will greatly affect the annexed area, such as:

- Buford Highway-Peachtree Boulevard Connector which utilize Parsons Drive and Clyde Drive to make the connection.
- Road extensions for John Glenn Drive and Terrell Drive to eliminate existing cul-de-sacs.
- Streetscape improvements along North Peachtree between Peachtree Boulevard and Peachtree Road to include to include new sidewalks, landscape, pedestrian lighting and sharrow markings.
- Sidewalk improvements for Peachtree Boulevard from I-285 to North Peachtree.
- Walking path along Bubbling Creek providing a pedestrian and biking connection from the GM site to Chamblee neighborhoods.
- Although not directly in the annexed area, streetscape improvements along New Peachtree, south of Peachtree Boulevard are also planned.

1.4 NATURAL & CULTURAL RESOURCES

As part of an urbanized region with limited resources, environmental protection, open space preservation and heritage preservation are essential for the annexed area and the City of Chamblee. The succeeding map reveals the limited yet essential resources in the annexed area.

Environmentally Sensitive Areas. Two creeks flow through the area: Nancy Creek to the north and Bubbling Creek to the south. The two creeks converge before exiting the annexed area to the west. Flood plain corridors exist along these creeks. These flood plains account for the majority of undeveloped and/or wooded open space in the area as they fall under development restrictions. The eastern portion of the annexed area is identified as a potentially significant groundwater recharge area by the Georgia Geologic Survey in Hydrologic Atlas #18. DCA defines groundwater recharge areas and their significance as: "Surface land area where water that eventually enters an aquifer (an underground reservoir) is first absorbed into the ground. If hazardous waste or toxic substances pollute the water that seeps into the ground in a recharge area, these pollutants are likely to be carried into the aquifer and contaminate the groundwater, making it unsafe to drink. Once polluted, a groundwater source is almost impossible to clean up." The City of Chamblee protects the identified recharge area through the Groundwater Recharge Area Protection Ordinance.

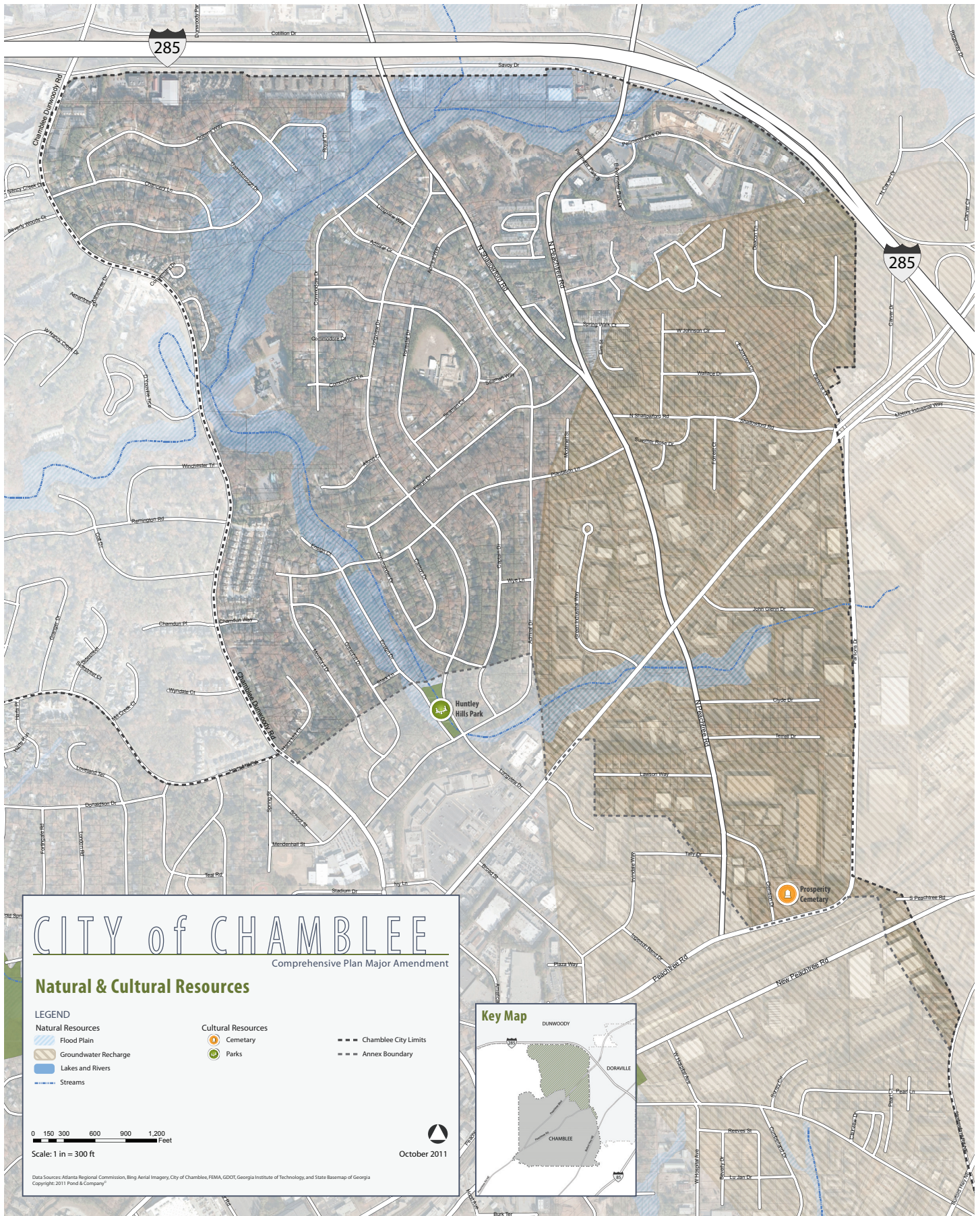
Open Space Preservation. Existing flood plains are a great opportunity for open space. Within these corridors, greenways and parks can be established to serve the community. The majority of land within the area is already developed. Redevelopment policies should include open space preservation requirements.

Heritage Preservation. There are currently no buildings that appear to qualify as a National Register structure but there is one cemetery, Prosperity Cemetery, within the area.

KEY FINDINGS

Key findings were used to inform the amended, final list of Issues and Opportunities found in the Amended Community Agenda

Although Natural and Cultural Resources are limited within the annexed area, opportunities for enhancement exist. The creeks and corresponding flood plains provide linear, connected undeveloped land well suited for conservation and recreation land. Further, the area benefits from major tree canopy coverage which deserves additional attention as this coverage characterizes large parcels with aging non-residential activity that will likely transition in ten to twenty years.



MAP 5. NATURAL & CULTURAL RESOURCES

1.5 LAND USE

The annexed area is characterized by three land use types: low density residential, heavy commercial and light industrial. Auto dealerships dominate Peachtree Boulevard while industrial uses congregate on either side with a higher concentration south of the main arterial, between North Peachtree Road and Peachtree Road. Savoy Drive provides another corridor for heavier commercial uses. Established single family neighborhoods, townhomes and multi-family apartments sit between these two streets, Peachtree Boulevard and Savoy Drive. Office use is limited to Perimeter Park Drive and a small cluster at the intersection of North Peachtree Road and Clemson Drive. Park, Recreation and Conservation land makes up only two percent, with none of that land used for public park or recreation space.

KEY FINDINGS

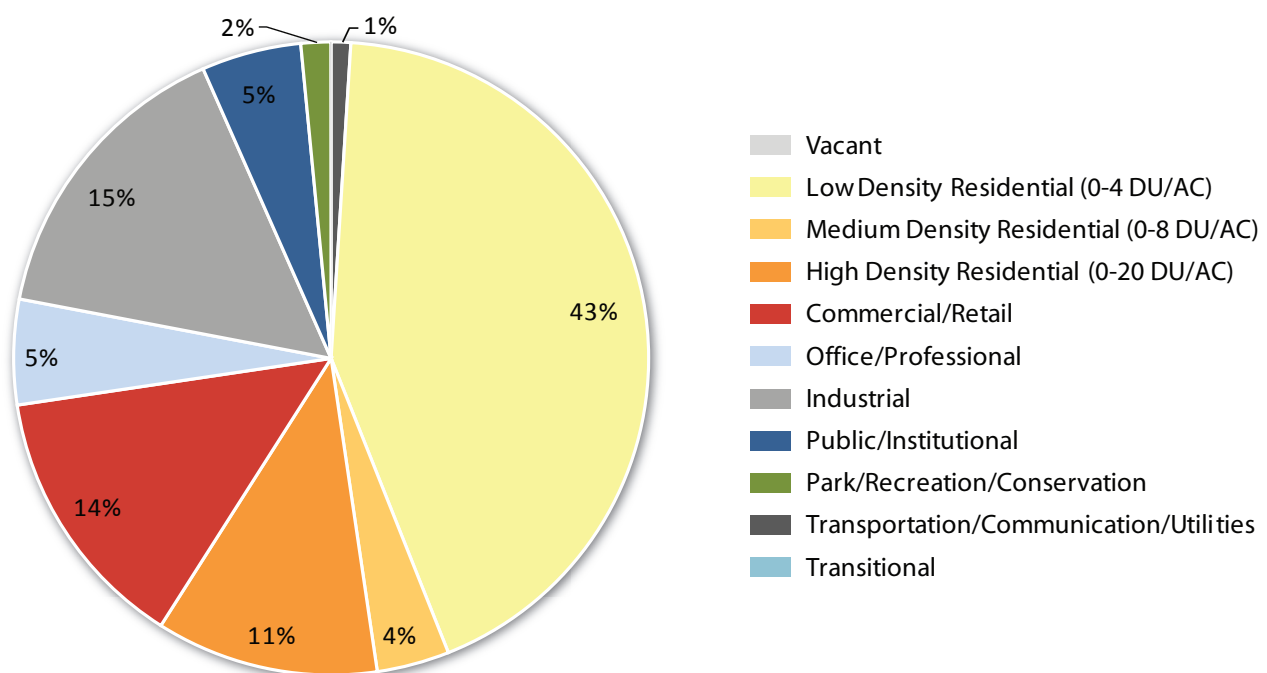
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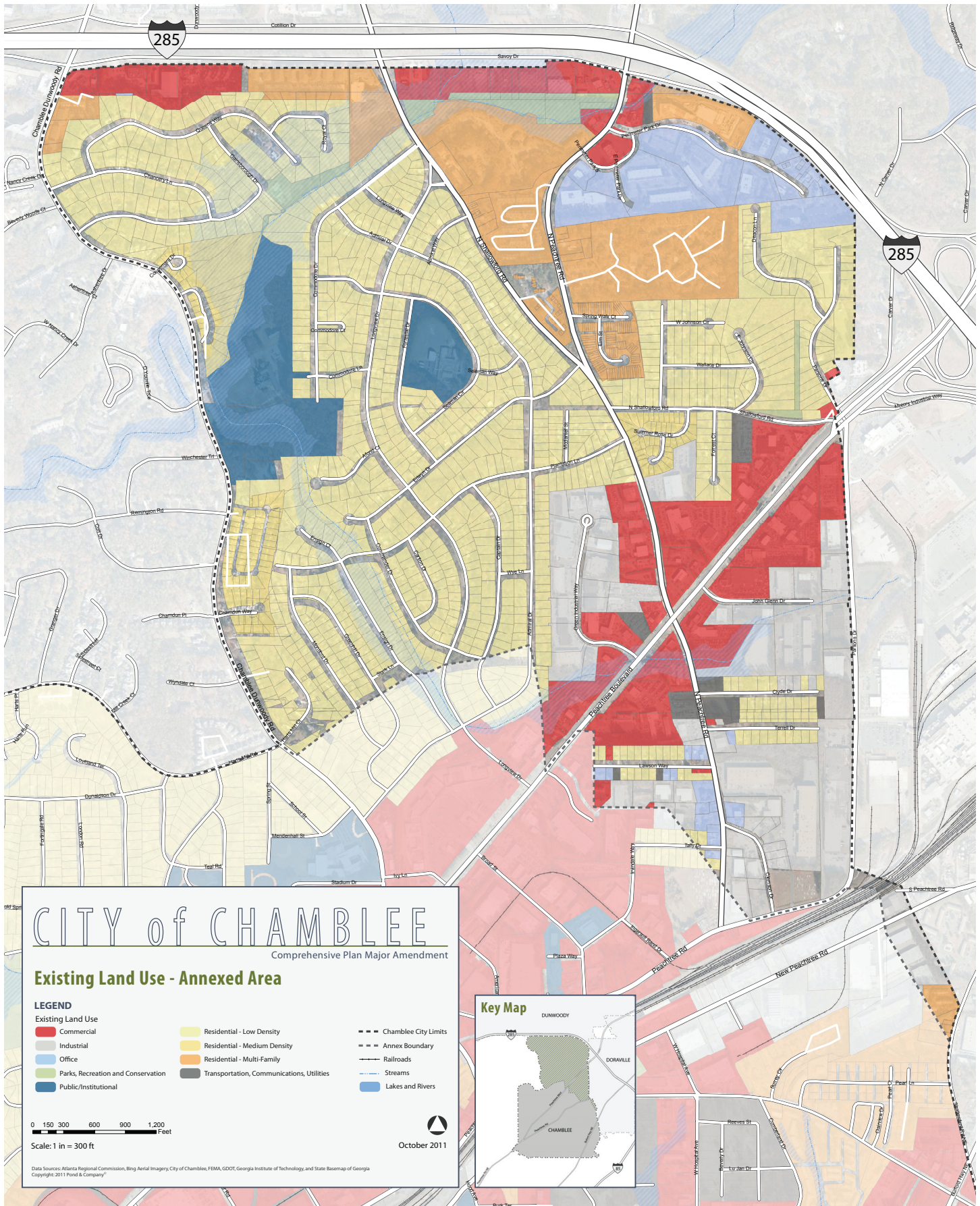
Clyde Drive, Terrell Drive and Lawson Way are currently single-family streets situated in between industrial and commercial areas. Each road shows signs of transition with large equipment parked along the street and back yards used as inventory storage.

The Peachtree Boulevard and Savoy Drive corridors lack the character identified by the 2006 Comprehensive Plan. The “anywhere USA” appearance is strengthened by drive-through business, empty parking lots and large signs.

Although Commercial/Retail uses comprise 14% of the land area, little services the annexed area residents. The commercial uses along Peachtree Boulevard are regional destinations rather than local. Efforts should be made to develop neighborhood commercial districts.

Existing Land Use Percentages





MAP 6. ANNEXED AREA EXISTING LAND USE

SECTION 2: CITY WIDE

This section aims to update key demographic data and assess the City of Chamblee's existing economic strengths and challenges. This analysis is expressed in the context of the state and metro Atlanta economies as a means of understanding Chamblee's relative position within Georgia and Metro Atlanta and highlighting its potential competitive advantages over ten-year and twenty-five-year timeframes. The data will help the City as it considers preparing a recruitment and retention strategy.

2.1 POPULATION & HOUSING

The demographic section of this report provides an inventory and analysis of demographic data, defining significant trends and attributes to help determine service need, public facility needs and employment opportunities necessary to support existing and future populations. Promoting the welfare of existing and future residents and businesses of Chamblee is, in part, determined by the aggregate number and type of population the city has and will have in the future. This information forms the basis for many strategies that involve land use and zoning, economic development and capital improvement planning. The path the city chooses needs to be predicated upon management and encouragement of an appropriate amount and type of development and redevelopment without sacrificing the quality of life and services for our citizens. Additionally, educational attainment and income contribute to the types of service programs the city needs and the type of employment possibilities the community can target. The information may also assist in establishing and development patterns consistent with goals and policies established by the Mayor and City Council.

2.1.A. Key Defining Demographic Characteristics – Summary

Chamblee and its related local residential market areas have not been spared from the impact of the national recession that began in 2007 and, while technically over, still significantly affects the Metro Atlanta region and, to varying degrees, its various submarkets. However, Chamblee and its retail and residential market areas have not been as negatively impacted as most other area of Atlanta due to a number of basic demographic and income strengths that those market areas – collectively the “Chamblee Market Area” – share. [All basic demographic and income data come from ESRI.] Individual demographic and income components support this profile of a strong, affluent surrounding community and adjacent retail and housing Chamblee Market Area with strong growth potential. A summary of key demographic and income data comparing the City of Chamblee with all of DeKalb County, Metro Atlanta and the State of Georgia is provided in the subsequent table.

Observations

- Indicators of affluence are relatively weaker than the county and the Metro Atlanta: Average Household Income and Per Capita Income
- Average Home Value particularly strong in relation to not only DeKalb County and State, but also overall Metro Atlanta
- Percentage of housing that is rented is relatively large
- Vacancies are lower than County, Metro Atlanta and the State

During the next decade, several key indicators show that while average home value will decline slightly, average household income and per capita income will grow and outpace the rates for DeKalb County, metro Atlanta and Georgia, as a whole.

COMPREHENSIVE PLAN AMENDMENT

Observations

- While population and household growth is projected to continue at a moderate pace, the increase in new housing units will not grow as fast as the formation of new households, decreasing the current excess supply of housing in the city, as well as the county.
- In absolute dollars, the projected increase in all key income categories exceeds both the County and the State, and is only slightly higher than the Metro Area.

Summary Profile: 2010					City as % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
Population	15,491	691,893	5,268,680	9,687,653		
Households	5,235	256,445	1,902,033	3,542,185		
Avg Household Income	\$ 78,298	\$ 80,799	\$ 85,998	\$ 71,155	97%	91%
Per Capita Income	\$ 26,256	\$ 30,357	\$ 31,282	\$ 26,398	86%	84%
Avg Home Value	\$ 201,707	\$ 184,133	\$ 189,450	\$ 163,509	110%	106%
Housing Units	6,747	304,968	2,165,495	4,088,801		
Owner Households	36.2%	50.7%	59.8%	58.4%	71%	61%
Renter Households	54.2%	38.4%	29.7%	29.3%	141%	183%
Vacant Housing Units	9.5%	10.9%	10.5%	12.3%	88%	90%

Summary Profile: Annual Growth Rate 2010-2021					City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
Population	1.11%	1.13%	1.95%	1.45%	98%	57%
Households	1.38%	1.12%	1.95%	1.47%	123%	71%
Avg Household Income	2.95%	2.75%	2.76%	0.80%	107%	107%
Per Capita Income	3.20%	2.73%	2.73%	0.76%	117%	117%
Avg Home Value	-0.02%	0.11%	1.03%	1.35%	-22%	-2%
Housing Units	0.91%	0.93%	1.75%	1.25%	98%	52%

Summary Profile: Net Growth 2010-2021					City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
Population	2,000	91,030	1,247,024	1,662,224		
Households	993	33,424	450,185	616,782		
Avg Household Income	\$ 29,558	\$ 28,106	\$ 30,074	\$ 14,286	105%	98%
Per Capita Income	\$ 10,881	\$ 10,468	\$ 10,809	\$ 5,222	104%	101%
Avg Home Value	\$ (552)	\$ 2,340	\$ 22,493	\$ 26,067	-24%	-2%
Housing Units	707	32,690	455,316	598,699		



A CITY ON THE RIGHT TRACK

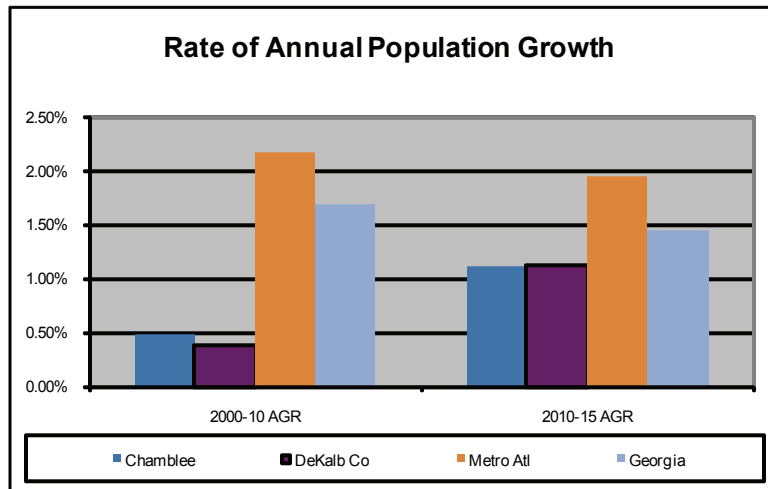
2.1.B. Key Defining Demographic Characteristics – Major Category Details

2.1.B.1. Population Profile

Population Growth

Population growth identifies several trends, ranging from the volume of in-migration to death and fertility rates. In 2010, the population of the city stood at 15,491, representing an annual growth rate of less than one percent and a total increase of 4% from 2000. By comparison, the population of DeKalb County grew similarly by only .38% annually and by 3.7% during the same time period.

	Population				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
2000	14,749	665,865	4,247,981	8,186,453		
2010	15,491	691,893	5,268,680	9,687,653		
2015	16,370	731,878	5,802,805	10,410,674		
2021	17,491	782,923	6,515,704	11,349,877		
2036	20,641	926,657	8,705,021	14,085,488		
2000-10 AGR	0.49%	0.38%	2.18%	1.70%	128%	23%
2010-15 AGR	1.11%	1.13%	1.95%	1.45%	98%	57%
2010-15 AGR	879	39,985	534,125	723,021		
2015-21 Growth	1,121	51,044	712,899	939,203		
2010-21 Growth	2,000	91,030	1,247,024	1,662,224		



Age

The residents of the City are younger at an average of 30 years of age than the County as a whole and even younger still in comparison to Metro Atlanta and the State overall. At least part, possibly a major part, of this difference can be attributed to workforce characteristics, as driven by the industry composition of the City. Also, urbanized areas usually have younger populations than suburban and ex-urban areas due to a variety of socioeconomic factors.

COMPREHENSIVE PLAN AMENDMENT

	Median Age				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
2000	30.0	32.4	33.0	33.4	93%	91%
2010	30.6	33.8	34.7	35.2	91%	88%
2015	31.2	33.9	34.8	35.5	92%	90%

Educational Attainment

The city's educational attainment refers to the final level of education achieved within the adult population (age 25 and up), as identified by categories representing various levels of education. Ideally, communities would prefer a greater percentage of their populations achieving much higher education levels, surpassing high school and possibly graduating college.

In 2010, 20% of the city's population attained a high school degree compared with 22.8% of the county's population in 2010; persons with a college degree was 22.1 % compared to 23.6% in the county.

	Educational Achievement: 2010				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
HS Graduate	20.0%	22.8%	26.3%	30.0%	88%	76%
Bach/or Degree	22.1%	23.6%	22.8%	18.2%	94%	97%
Grad Degree	13.0%	15.2%	11.6%	10.0%	86%	112%

Ethnicity and Race

In 2000, persons of Hispanic origin comprised 42.6% of Chamblee's population; in 2010 the percentage of the city's population of persons of Hispanic origin stood at 43.1%. This represents an increase of .5% during the decade. During the same time period, the percentage of the county's Hispanic origin population grew by almost 2%, representing 9.8% of the county's population.

	Ethnicity			
	Chamblee	DeKalb Co	Metro Atl	Georgia
Ethnicity: 2000				
Black alone	9.1%	54.2%	28.6%	28.7%
White alone	50.8%	35.8%	63.5%	65.1%
Other Race Alone	23.9%	3.5%	2.8%	2.4%
Hispanic origin	42.6%	7.9%	6.4%	5.3%
Ethnicity: 2010				
Black alone	15.0%	54.3%	32.4%	30.5%
White alone	46.5%	33.3%	55.4%	59.7%
Other Race Alone	24.7%	4.5%	4.5%	4.0%
Hispanic origin	43.1%	9.8%	10.4%	8.8%
Ethnicity: 2015				
Black alone	13.8%	53.7%	33.3%	31.0%
White alone	46.8%	33.1%	53.7%	58.3%
Other Race Alone	25.7%	9.5%	4.9%	4.4%
Hispanic origin	45.7%	11.2%	11.9%	10.2%



A CITY ON THE RIGHT TRACK

2.1.B.2 Housing Profile

Housing Units

Local governments, such as Chamblee, often examine housing data to adequately plan to meet their existing and projected housing needs including their share of the regional housing need. In 2000, the number of housing units in Chamblee was 5,183, increasing to 6,747 in 2010, a 23% increase during this decade. For the county, the percent increase for the same period was 14%. As expected, the annual growth rate was higher in the city than the county during the same time period, but will be similar from 2010-2015.

	Housing Units				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
2000	5,183	261,231	1,644,572	3,281,737		
2010	6,747	304,968	2,165,495	4,088,801		
2015	7,060	319,415	2,361,725	4,350,820		
2021	7,454	337,658	2,620,811	4,687,500		
2036	8,539	387,955	3,399,790	5,647,637		
2000-10 AGR	2.67%	1.56%	2.79%	2.22%	171%	96%
2010-15 AGR	0.91%	0.93%	1.75%	1.25%	98%	52%
2010-15 AGR	313	14,447	196,230	262,019		
2015-21 Growth	394	18,243	259,087	336,680		
2010-21 Growth	707	32,690	455,316	598,699		

Housing Tenure

The city has a significantly larger share of renters than the county and will likely continue to have almost one-third more renters than DeKalb County and will continue to have more renters than owners in the foreseeable future. This is not unusual in more-urbanized areas; in fact, it is the norm. The key issues to be addressed at the policy level are (1) the (assumed) continued match of available rental housing to lower-skill, lower-income workers and (2) the location and pricing (rent levels) of new multifamily rental units within the City.

	Housing Units: 2010 Occupancy Status				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
Owner-occupied	2,444	154,654	1,294,640	2,389,423		
Renter-occupied	3,660	117,155	642,585	1,196,161		
Vacant	643	33,159	228,270	503,217		
Owner-occupied	36.2%	50.7%	59.8%	58.4%	71%	61%
Renter-occupied	54.2%	38.4%	29.7%	29.3%	141%	183%
Vacant	9.5%	10.9%	10.5%	12.3%	88%	90%

	Occupied Housing Units			
	Chamblee	DeKalb Co	Metro Atl	Georgia
2010 Owned	40.0%	56.9%	66.8%	66.6%
2015 Owned	39.2%	55.6%	65.4%	65.2%
2010 Rented	60.0%	43.1%	33.2%	33.4%
2015 Rented	60.8%	44.4%	34.6%	34.8%

COMPREHENSIVE PLAN AMENDMENT

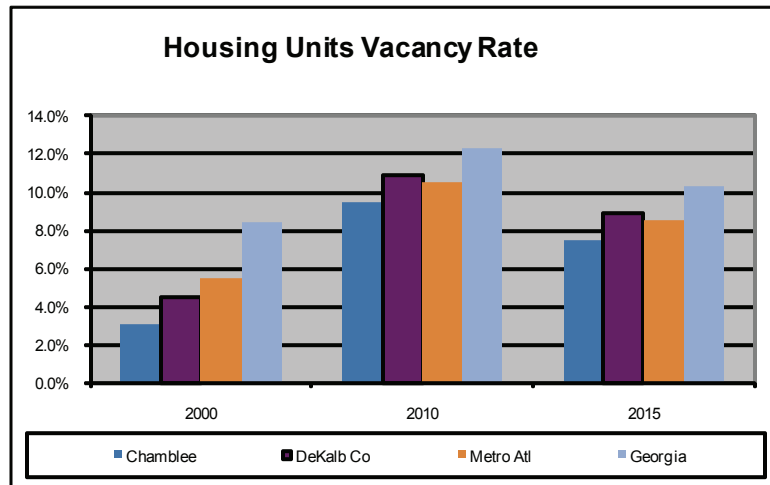
In sheer numbers, new owned and rented units will continue to be introduced into the city in proportionately equal numbers. After the experiences of the past several years, it is difficult to understand a lending-and-development attitude that would encourage this increasing gap in supply and demand. It is more likely that new housing units will be introduced in lower numbers than currently projected.

Occupied Housing Units: Owned				
	Chamblee	DeKalb Co	Metro Atl	Georgia
2000	1,898	145,825	1,037,404	2,029,154
2010	2,444	154,654	1,294,640	2,389,423
2015	2,558	161,980	1,411,955	2,542,542
2021	2,700	171,232	1,566,850	2,739,292

Occupied Housing Units: Rented				
	Chamblee	DeKalb Co	Metro Atl	Georgia
2000	3,127	103,514	516,750	977,215
2010	3,660	117,155	642,585	1,196,161
2015	3,970	129,093	748,049	1,359,830
2021	4,754	166,426	1,053,961	1,948,208

Housing Unit Occupancy Status

- Relatively similar percent of housing unit vacancies in the Chamblee Market Area
- Out of balance of owner-to-renter in occupied housing units throughout Chamblee Market Area
- Lower vacancies in Chamblee compared with rest of the county



CITY of CHAMBLEE

Household Size

Household size in the city decreased from almost 3 persons in 2000 to 2.54 persons in 2010, slightly lower than the county. The city's household size is projected to decrease further to 2.50 by 2015.

	Household Size				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
2000	2.94	2.67	2.73	2.72	110%	107%
2010	2.54	2.70	2.77	2.73	94%	92%
2015	2.50	2.70	2.77	2.73	93%	90%

Household Growth

The rate of annual growth in new households in Chamblee is projected to be higher during the next five years than the county. As already stated, such growth is in line with population increases and does underscore the ability of Chamblee to continue to attract new families to the area.

	Households				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
2000	5,025	249,339	1,554,154	3,006,369		
2010	6,104	256,445	1,902,033	3,542,185		
2015	6,537	271,131	2,094,856	3,810,304		
2021	7,097	289,869	2,352,218	4,158,968		
2036	8,717	342,577	3,142,578	5,176,670		
2000-10 AGR	1.96%	0.28%	2.04%	1.65%	698%	96%
2010-15 AGR	1.38%	1.12%	1.95%	1.47%	123%	71%
2010-15 AGR	433	14,686	192,823	268,118		
2015-21 Growth	560	18,738	257,362	348,664		
2010-21 Growth	993	33,424	450,185	616,782		
2010-36 Growth	2,613	86,132	1,240,545	1,634,484		

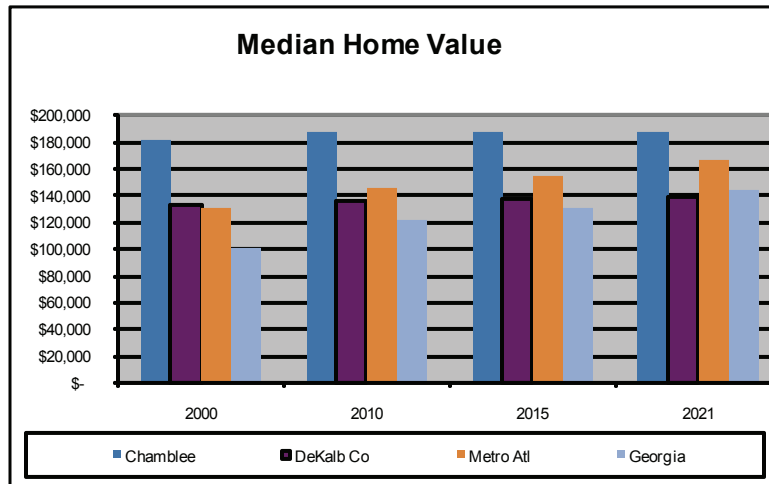
COMPREHENSIVE PLAN AMENDMENT

2.1.B.3. Level of Affluence Indicators

Home Values

Home values are quite high relative to the county and state, as well as the overall Metro Atlanta area. While projected appreciation of home values is minimal, it is approximately in line with projections that have become much more conservative over the past 2-3 years due to the severe downturn in the housing market.

	Median Home Value				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
2000	\$ 181,545	\$ 133,489	\$ 130,800	\$ 100,648	136%	139%
2010	\$ 187,064	\$ 135,851	\$ 145,533	\$ 121,464	138%	129%
2015	\$ 187,568	\$ 137,060	\$ 154,774	\$ 131,412	137%	121%
2021	\$ 188,175	\$ 138,525	\$ 166,641	\$ 144,431	136%	113%
2000-10 AGR	0.30%	0.18%	1.07%	1.90%	171%	28%
2010-15 AGR	0.05%	0.18%	1.24%	1.59%	30%	4%
2010-15 AGR	\$ 504	\$ 1,209	\$ 9,241	\$ 9,948		
2015-21 Growth	\$ 607	\$ 1,465	\$ 11,867	\$ 13,019		
2010-21 Growth	\$ 1,111	\$ 2,674	\$ 21,108	\$ 22,967		



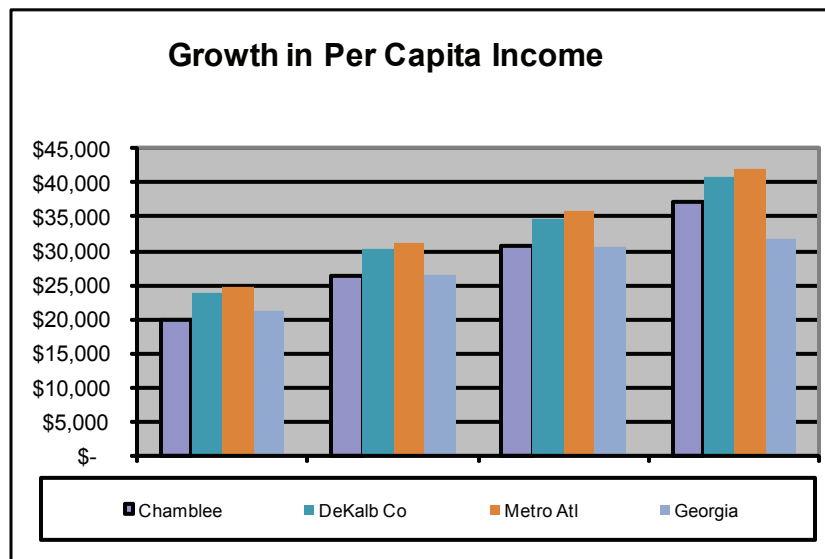
	Median Home Value As % of Metro Atlanta			
	Chamblee	DeKalb Co	Metro Atl	Georgia
2000	139%	102%	100%	77%
2010	129%	93%	100%	83%
2015	121%	89%	100%	85%
2021	113%	83%	100%	87%

CITY of CHAMBLEE

Per Capita Income

Measuring income levels provides an indication of the economic health of the population. Just as education levels can offer insight into employment conditions and the quality of the labor pool, per-capita and household income levels measure the financial stability of the population, and how the local economy is responding to the educational climate. Higher income levels suggest a thriving economy and offer a good indicator as to the success of a community. While Chamblee's income levels are less than the county and metro Atlanta's, the rate of growth was higher than the same two entities, and that trend will continue during the next five years.

	Per Capita Income				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
2000	\$ 19,931	\$ 23,968	\$ 24,785	\$ 21,154	83%	80%
2010	\$ 26,256	\$ 30,357	\$ 31,282	\$ 26,398	86%	84%
2015	\$ 30,738	\$ 34,733	\$ 35,800	\$ 30,445	88%	86%
2021	\$ 37,137	\$ 40,825	\$ 42,091	\$ 31,620	91%	88%
2000-10 AGR	2.79%	2.39%	2.36%	0.00%	117%	119%
2010-15 AGR	3.20%	2.73%	2.73%	0.76%	117%	117%
2010-15 AGR	\$ 4,482	\$ 4,376	\$ 4,518	\$ 4,047		
2015-21 Growth	\$ 6,399	\$ 6,092	\$ 6,291	\$ 1,175		
2010-21 Growth	\$ 10,881	\$ 10,468	\$ 10,809	\$ 5,222		



Median Household Income

In 2000, median household income stood at \$62,422 and grew 2.90% annually by 2010 reaching \$89,842 by 2015. By comparison, median household income grew by only 2.77% annually in DeKalb County, reaching \$86,213 in 2015.

COMPREHENSIVE PLAN AMENDMENT

	Median Household Income				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
2000	\$ 46,900	\$ 49,163	\$ 51,657	\$ 42,686	95%	91%
2010	\$ 62,422	\$ 64,601	\$ 68,106	\$ 56,184	97%	92%
2015	\$ 73,658	\$ 73,656	\$ 78,229	\$ 64,184	100%	94%
2021	\$ 89,842	\$ 86,213	\$ 92,382	\$ 75,302	104%	97%
2000-10 AGR	2.90%	2.77%	2.80%	2.79%	105%	103%
2010-15 AGR	3.37%	2.66%	2.81%	2.70%	127%	120%
2010-15 AGR	\$ 11,236	\$ 9,055	\$ 10,123	\$ 8,000		
2015-21 Growth	\$ 16,184	\$ 12,557	\$ 14,153	\$ 11,118		
2010-21 Growth	\$ 27,420	\$ 21,612	\$ 24,276	\$ 19,118		

	Median Household Income			
	As % of Metro Atlanta			
	Chamblee	DeKalb Co	Metro Atl	Georgia
2000	91%	95%	100%	83%
2010	92%	95%	100%	82%
2015	94%	94%	100%	82%
2021	97%	93%	100%	82%

Average Household Income

Average household income in the city grew by 2.86% between 2000 and 2010, and grew by only a slightly lower rate in the county, 2.51% during the same time period.

	Average Household Income				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
2000	\$ 59,073	\$ 63,066	\$ 66,876	\$ 56,612	94%	88%
2010	\$ 78,298	\$ 80,799	\$ 85,998	\$ 71,155	97%	91%
2015	\$ 90,568	\$ 92,541	\$ 98,557	\$ 82,104	98%	92%
2021	\$ 107,856	\$ 108,905	\$ 116,072	\$ 85,441	99%	93%
2000-10 AGR	2.86%	2.51%	2.55%	3.21%	114%	112%
2010-15 AGR	2.95%	2.75%	2.76%	0.80%	107%	107%
2010-15 AGR	\$ 12,270	\$ 11,742	\$ 12,559	\$ 10,949		
2015-21 Growth	\$ 17,288	\$ 16,364	\$ 17,515	\$ 3,337		
2010-21 Growth	\$ 29,558	\$ 28,106	\$ 30,074	\$ 14,286		

	Average Household Income			
	As % of Metro Atlanta			
	Chamblee	DeKalb Co	Metro Atl	Georgia
2000	88%	94%	100%	85%
2010	91%	94%	100%	83%
2015	92%	94%	100%	83%
2021	93%	94%	100%	74%

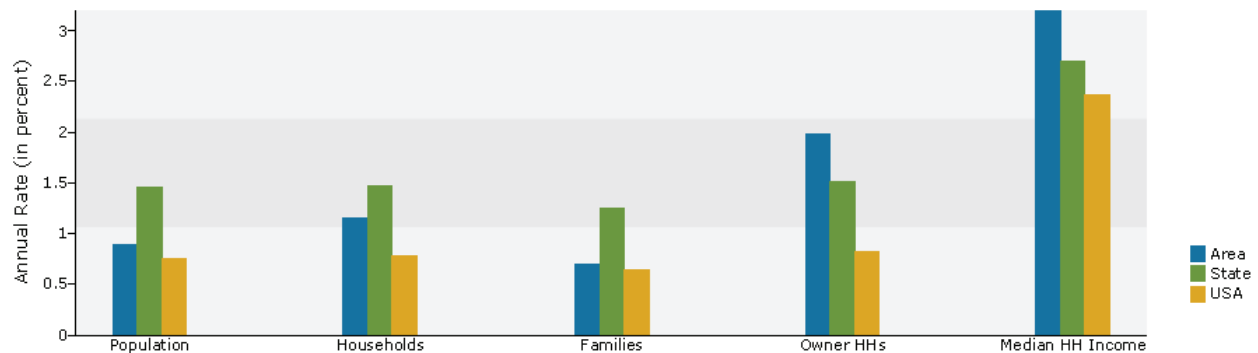
Household Income Observations

- All parts of Chamblee Market Area extremely high
- Projected growth during the next 10-15 years is better than Metro Atlanta overall
- Percent dollar increases strong

2.1.B.4. Summary of Trends

The “Trends 2010-2015” chart below reflects the extent to which the Chamblee Market Area’s projected annual household income growth should be considered extremely strong relative to state and national trends.

Trends 2010-2015



2.2 ECONOMIC DEVELOPMENT

The Economic Development section of a comprehensive plan identifies the variety of employment categories and through analysis determines a community's assets and liabilities, strengths and weaknesses, and needs of local businesses. A portrait of Chamblee's economic condition is the foundation for assessing the performance of wages and job skills, employment and industry patterns, and the programs and efforts designed to improve local economies. Huntley Partners, Inc prepared this assessment in August 2011.

Economic Base

This type of analysis is used to identify the local significance of each industrial sector. Studied are the kinds of industry within a community, the total earnings those industries produce, and the wages distributed the resident population. Economic base studies can direct recruitment toward businesses that complement existing industry or require the skills of residents currently exporting labor to other regions. This information is basic, but vital, for more effective decisions concerning the health of the local economy.

2.2.A Top Employers

According to City records and information from the Center for Disease Control (CDC), the Top Employers in Chamblee for 2010 are as follows:

1. Center for Disease Control	2,000 (approx)
2. Jim Ellis (318) and Jim Ellis Atlanta, Inc. (171)	489
3. Walmart Supercenter	319
4. Moore Wallace North	178
5. Piedmont Landscape	164
6. Curry Hondo	154
7. Epps Air Service	145
8. Ashton Woods	145
9. Lowe's Home Centers	140
10. World Toyota	135
11. I-Tech Staffing	110
12. Dynamo Parents Club	100
13. Malcolm Cunningham Ford	87
14. Baily International	84
15. Pro-Graphics	82

The Internal Revenue Service is likely the second-largest employer in Chamblee, but the number of employees at the Chamblee facility is unknown at this time.

The CDC plans as expansion in 2014 that will add another 1,000 employees to its current 2,000.

The importance of auto dealerships and related services is clearly seen in the total 865 employees of these combined businesses (Jim Ellis, Curry Honda, World Toyota and Malcolm Cunningham Ford).



2.2.B Employment by Economic Sector

The primary measure of an industry's value to a local economy is the number of people it employs. An economy grows stronger as it increases any form of gainful employment in the local population, redistributing wealth and encouraging economic growth.

The table below highlights the three primary types of employment-white collar, services and blue collar by percentage. There are 5.5% fewer white collar jobs in the city than the county, slightly more service jobs, and almost 5% more blue collar jobs in the city than the county.

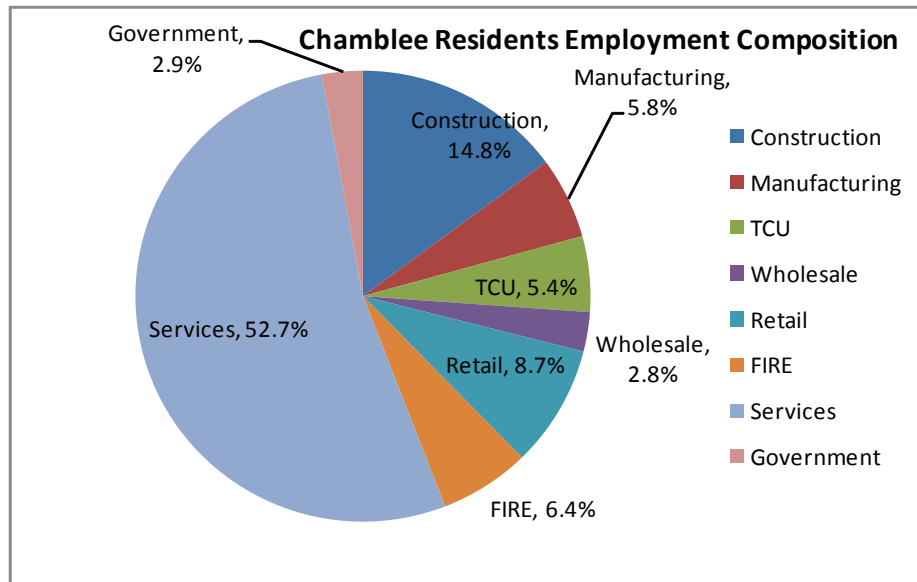
	Resident Employment: 2010				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
White Collar	51.9%	69.0%	67.3%	62.2%	75%	77%
Services	21.8%	15.5%	14.5%	16.2%	141%	150%
Blue Collar	26.3%	15.4%	18.2%	21.6%	171%	145%

With respect to particular industries, the decade between 2000 and 2010 saw a decrease in residents' employment in manufacturing jobs of slightly more than 7%, a 2% decrease in transportation, warehousing and utility (TCU) jobs, and less than a 1% change in retail employment, construction trade, wholesale trade, finance, insurance and real estate (FIRE) and government.

	Resident Employment: 2010				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
Construction	14.8%	5.5%	7.5%	7.3%	269%	197%
Manufacturing	5.8%	4.7%	7.0%	9.0%	123%	83%
TCU	5.4%	10.3%	10.2%	8.4%	52%	53%
Wholesale	2.8%	2.7%	3.8%	3.3%	104%	74%
Retail	8.7%	9.4%	11.5%	11.6%	93%	76%
FIRE	6.4%	8.3%	8.1%	6.8%	77%	79%
Services	52.7%	53.1%	47.1%	46.8%	99%	112%
Government	2.9%	5.9%	4.4%	5.3%	49%	66%

TOTAL	7,941	336,099	2,350,787	4,172,600	2%
Construction	1,175	18,485	176,309	304,600	6%
Manufacturing	461	15,797	164,555	375,534	3%
TCU	429	34,618	239,780	350,498	1%
Wholesale	222	9,075	89,330	137,696	2%
Retail	691	31,593	270,341	484,022	2%
FIRE	508	27,896	190,414	283,737	2%
Services	4,185	178,469	1,107,221	1,952,777	2%
Government	230	19,830	103,435	221,148	1%

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Resident Employment Observations

- High proportion of residents work in White Collar jobs within the city of Chamblee itself, reflecting the office real estate market base that already exists
- Very high percentages of White Collar jobs within the overall Chamblee Market Area, supportive of both the market area's overall affluence (critical to retail demand) as well as the local labor force that can fuel future office employment growth
- Extremely high percentage of residents work in Services (Professional and Business Services) and FIRE (Finance, Insurance and Real Estate), indicative of higher-salary "premium" jobs

2.2.C City Industry Composition

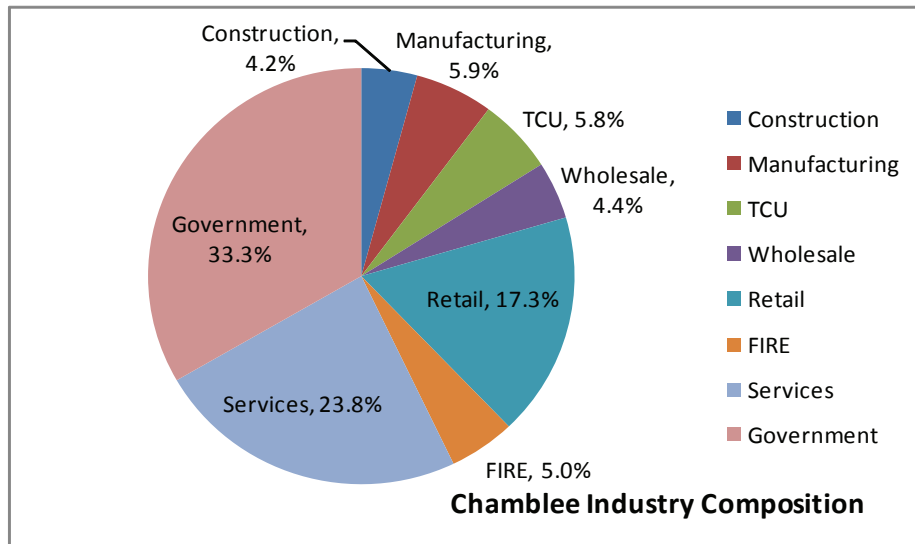
A breakdown by sector of jobs within the City itself, whether filled by residents or persons coming into Chamblee to work while residing outside the city limits, shows the extent to which the City's economic base is shifting over time toward FIRE, Retail and Services – White Collar occupations – although Manufacturing remains a critical component of that economic base. The continued importance of Chamblee as a County seat for government, as well as for district-level State and Federal jobs, is evident in the data.

The shift away from Manufacturing that is indicated by the data seems somewhat at odds with local perceptions regarding the continued dominance of that industry sector. A more-detailed analysis of manufacturing sites that are actually within City limits is warranted, as well as an examination of the dependence of City utilities on industrial customers outside the City limits.

Chamblee Industry Composition					City as % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
Construction	4.2%	5.5%	7.5%	7.3%	77%	57%
Manufacturing	5.9%	4.7%	7.0%	9.0%	127%	85%
TCU	5.8%	10.3%	10.2%	8.4%	56%	57%
Wholesale	4.4%	2.7%	3.8%	3.3%	165%	117%
Retail	17.3%	9.4%	11.5%	11.6%	184%	151%
FIRE	5.0%	8.3%	8.1%	6.8%	61%	62%
Services	23.8%	53.1%	47.1%	46.8%	45%	51%
Government	33.3%	5.9%	4.4%	5.3%	564%	756%

Source: ARC

TOTAL	14,863	336,099	2,350,787	4,172,600	4%
Construction	631	18,485	176,309	304,600	3%
Manufacturing	884	15,797	164,555	375,534	6%
TCU	862	34,618	239,780	350,498	2%
Wholesale	661	9,075	89,330	137,696	7%
Retail	2,574	31,593	270,341	484,022	8%
FIRE	750	27,896	190,414	283,737	3%
Services	3,539	178,469	1,107,221	1,952,777	2%
Government	4,944	19,830	103,435	221,148	25%



2.2.D Summary of Key Findings

Key findings from the Economic Development and Market Assessment include:

- Indicators of affluence are relatively weaker than the county and the Metro Atlanta (average household income and per capita income)
- Average Home Value particularly strong in relation to not only DeKalb County and State, but also overall Metro Atlanta
- Percentage of housing that is rented is relatively large
- Vacancies are lower than County, Metro Atlanta and the State
- While population and household growth is projected to continue at a moderate pace, the increase in new housing units will not grow as fast as the formation of new households, decreasing the current excess supply of housing in the city, as well as the County
- In absolute dollars, the projected increase in all key income categories exceeds both the County and the State, and is slightly higher than the Metro Area
- Projected median household income growth during the next 10-15 years is better than Metro Atlanta overall
- Percent dollar increases strong
- Retail and office net demand: strong opportunities

2.3 LAND USE

An updated Existing Land Use Map was prepared to incorporate the newly annexed area. The map on the following page and chart below reveals that Chamblee's primary uses are residential and commercial. In total, the three residential categories, Low Density Residential, Medium Density Residential and High Density Residential, now make up 41% of the total land area of the City. These uses are typically found in the northwest portion of the City, North of Peachtree Boulevard. There are some residential neighborhoods west of Peachtree Dekalb and east of Buford Highway. Multi-family developments are scattered throughout the City, typically between commercial uses and single-family residential. There are two main commercial corridors within the city, Peachtree Boulevard and Buford Highway, and two secondary commercial corridors, Peachtree Road and Savoy Drive. Industrial properties congregate along the eastern edge of the City boundary between Peachtree Boulevard and New Peachtree Road and at the western edge of the City at the terminus of New Peachtree Road. Heavy rail access and access to I-285 create an ideal location for manufacturing, warehouse storage and shipping facilities.

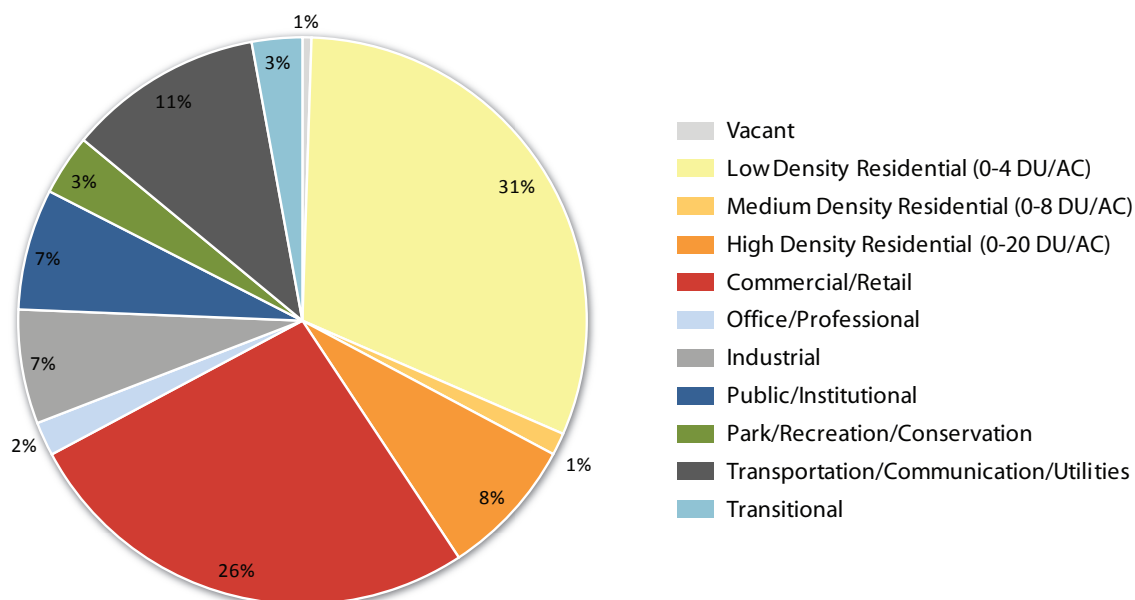
The following map replaces the 2006 Existing Land Use Map from the Comprehensive Plan.

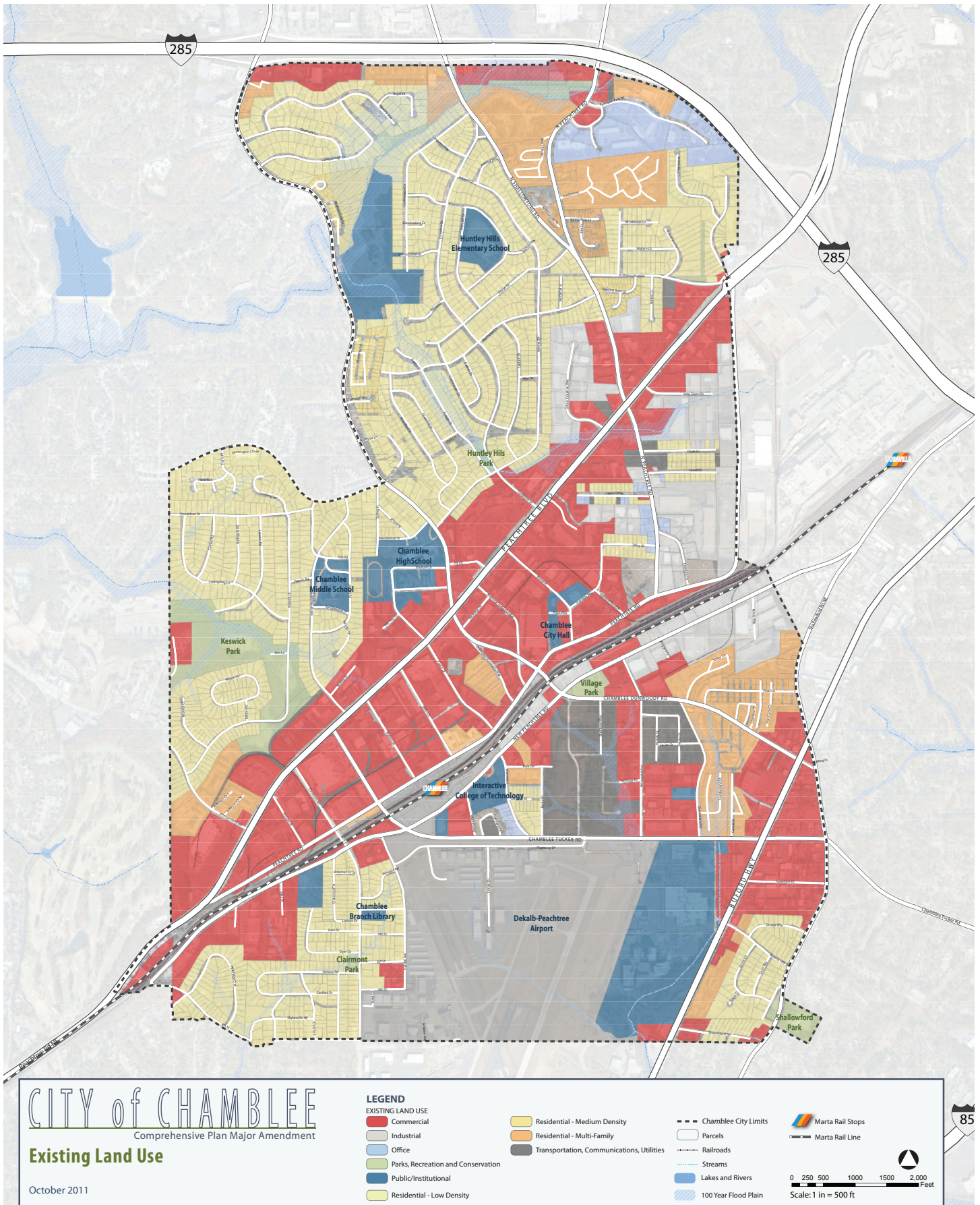
KEY FINDINGS

Since 2006, in addition to annexation other changes have occurred:

- The City conducted a 5-year Update to the Chamblee LCI. The attached Transportation Project Map identifies the location of specific projects.
- The City demolished the old fire station adjacent to City Hall and created a landscaped open space.
- The Doraville GM Plant closed and an LCI was completed to identify future development strategies and opportunity. A portion of the annexed area lies within the LCI boundary. Overall, Chamblee will be affect by any development of the site due to its proximity.
- High School expansion which included acquisition and demolition of adjacent apartment buildings.
- Series of infill housing has continued in last 5 years, successfully implementing zoning rules regarding appropriate mass and setbacks in existing neighborhoods.

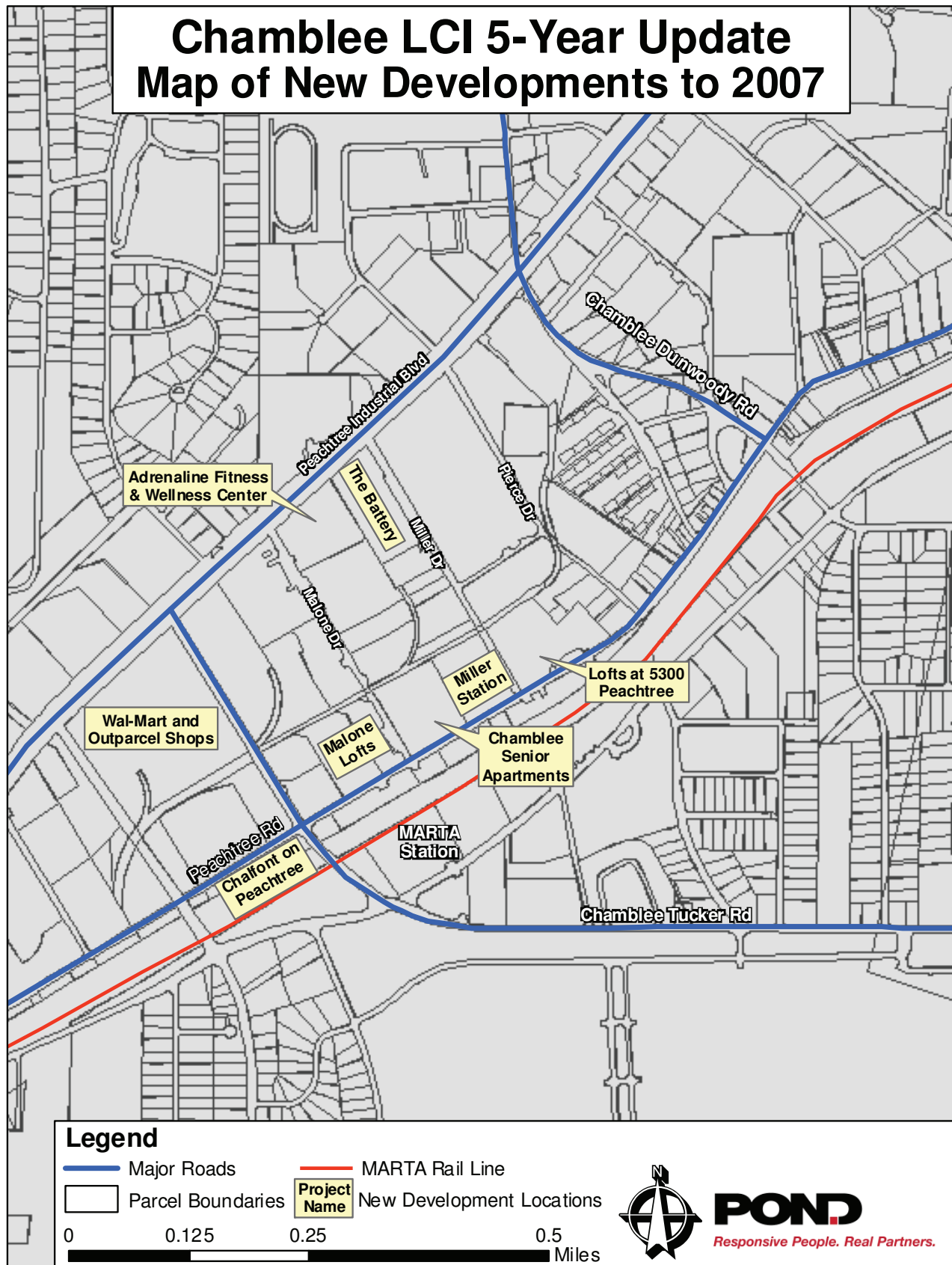
Existing Land Use Percentages



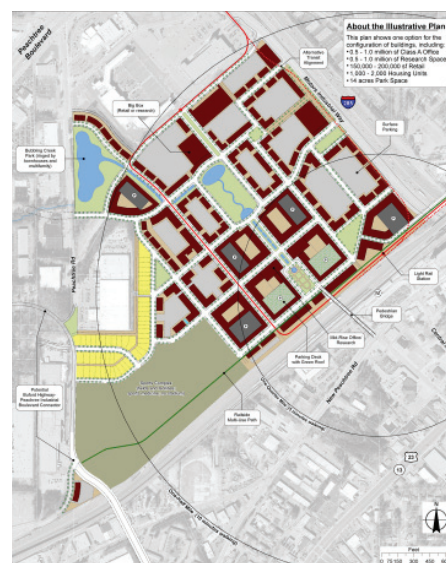
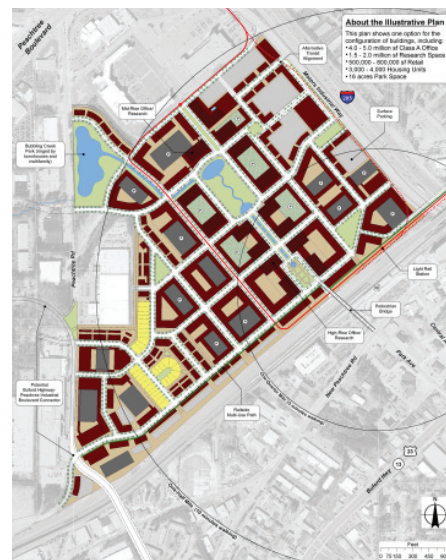
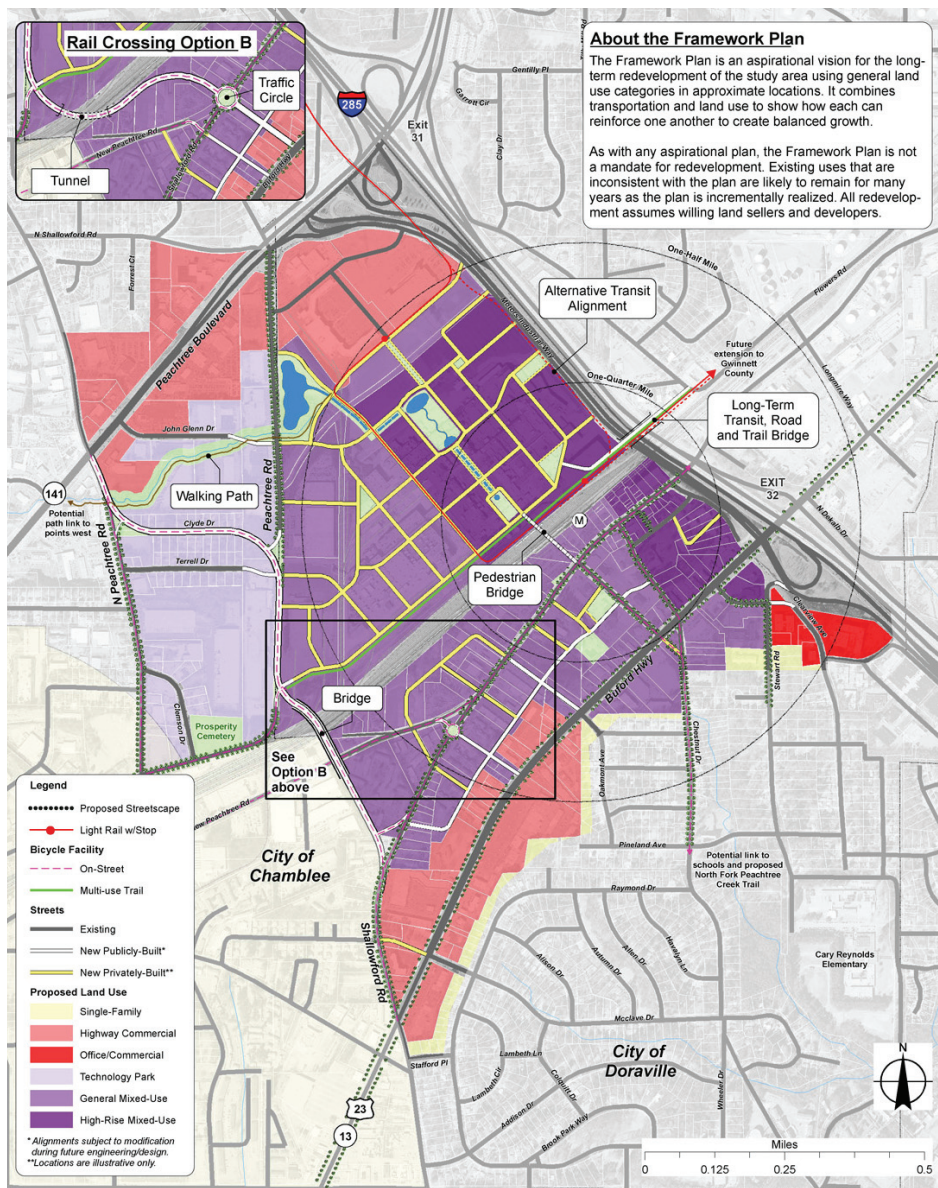


MAP 7. ENTIRE CITY EXISTING LAND USE

Chamblee LCI 5-Year Update Map of New Developments to 2007



MAP 8. CHAMBLEE 2007 LCI PROJECT





PART 2:

COMMUNITY AGENDA

SECTION 1: ISSUES AND OPPORTUNITIES

The existing Issues and Opportunities remain current; however the following list is hereby added and receives an associated action item in either the amended policies section and/or Short Term Work Plan (STWP).

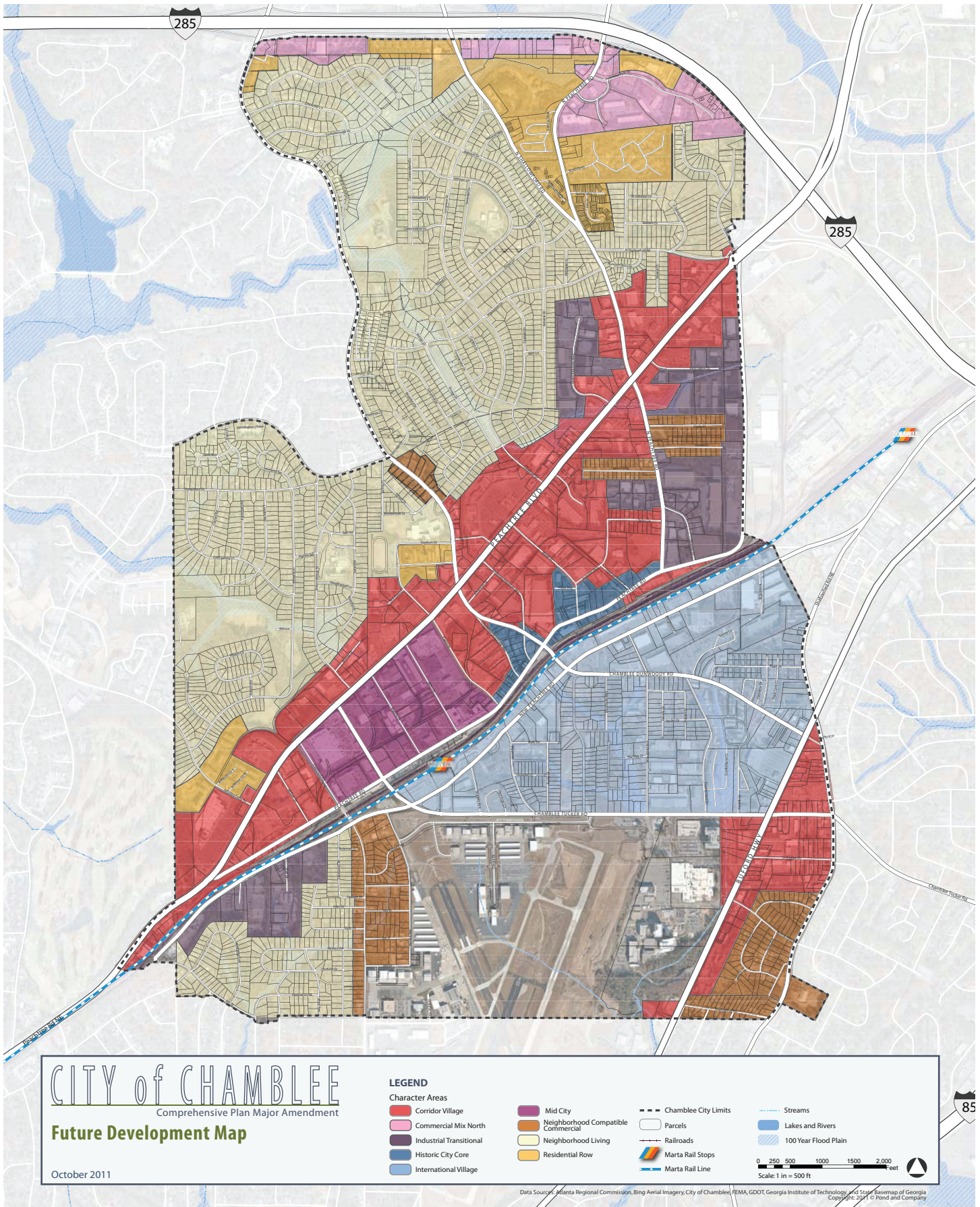
Issues

- Lack of park space in the newly annexed area
- Conversion of single family to multi-family or home occupation in single family neighborhoods southeast side of Peachtree Industrial
- Conversion of single family to commercial or primarily home occupation – tree removal services, construction companies, etc.
- Insufficient sidewalks in residential neighborhoods
- Regional commercial centers dominate the gateway corridors but there is a lack of neighborhood commercial
- Aging existing industrial and office warehouse space
- Businesses permitted under County with differing and/or lower design standards
- Vacancies in industrial space and the key retail site (Chamblee Plaza) remain a challenge
- Stormwater and sidewalk improvements remain a budget challenge

Opportunities

- Active, stable neighborhoods in newly annexed area; additional occupied commercial
- Aging existing industrial and office warehouse space provide conversion opportunities
- Expansion of Senior Connections and temporary shuttle service (2011-2012)
- City demonstrated improvements in built environment; successful private investment demonstrates potential for collaboration
- Pursuing marketing strategy will help identify priority areas and message for Chamblee
- Growing parks and recreation programs
- Growing awareness and success of Chamblee annual events
- Addition to high school and expansion that involved purchase of aging apartments
- Economic Development:
 - Continued expansion of CDC will create more employment opportunities and creates economic development opportunities for new businesses – both to serve daytime population and potentially in related industries supporting CDC office and research needs
 - Rail access not fully capitalized upon – both commuter and heavy rail
 - Regional attention to GM redevelopment site may lead to new investment
 - Chamblee retail demand is dramatic - both convenience retail and village centered retail; however there is a lot of competition for retail demand--Chamblee's retail needs to be unique
 - Professional and business office space demand projected for both mixed-use and stand alone
 - Existing office space needs to be repositioned for affluent consumers
 - Business community and city mobilized to create an "Auto-Row" along Peachtree Boulevard as marketing promotion
 - Too urbanized for traditional industrial uses; retrofit for green/clean industry-high tech (requires targeted strategy)





MAP 12. FUTURE DEVELOPMENT

SECTION 2: FUTURE DEVELOPMENT MAP & CHARACTER AREA NARRATIVE

As discussed in the original 2006 Comprehensive Plan, the City of Chamblee maintains its vision as a live, work and play community. Since 2006, the City has successfully implemented aspects of the original vision. Other factors, such as shifting development patterns, uncertain economic conditions and annexation, have changed the landscape. In order to affectively address and adapt to these new conditions, several aspects of the Comprehensive Plan must change as well, primarily through adapting existing Character Areas and adopting new ones. The Future Development Map incorporates the newly annexed area with proposed Character Area designations as well as showing existing city limits with modified Character Areas which better address current conditions and future transitions.

2.1 INDUSTRIAL TRANSITIONAL

Originally oriented as a manufacturing and industrial activity center, Chamblee has transitioned away from heavier manufacturing but pockets of light industrial activities remain. This character area addresses these nodes of industrial activity by promoting industry's continued success, encouraging and facilitating growth and expansion and allowing for flexibility as uses transition.

The character area occurs in three main pockets: the southern terminus of New Peachtree Road, Green Industrial Way and between Parsons Drive and North Peachtree Road. All three are characterized by trucking and/or rail access, large single-story warehouse facilities, loading docks and limited streetscape. They are also identified as occupied and anticipated to continue successfully.

Goals:

- Promote vision for Chamblee to become aesthetically more attractive and urban as demonstrated by projects successfully coming on-line throughout the city.
- Establish phasing of design improvements appropriate for light industrial uses
- Adjust zoning classification where identified as likely not meeting Future Development Map (Green Industrial Way, southern most parcels along New Peachtree Road)

Design:

- Zoning and development standards should make conversion of these sites easy – flexibility emphasizes a by-right approach to achieving mixed-use and adaptive re-use.
- To foster public-private cooperation, the City intends to launch a collaborative effort to define design standards that meet the City vision for a more inviting look and feel (such as that achieved by new projects since 2000) and the operational needs of existing businesses.

Primary Land Use:

- Light industrial, manufacturing and warehouse space
- Heavy Commercial
- Mixed-Use conversion such as: loft and live-work spaces



2.2 COMMERCIAL MIX NORTH

Chamblee's new northern boundary is characterized by regional transportation and supporting amenities such as gas stations and fast food restaurants. Savoy Drive is a main access point from I-285 for the City while urban collector streets, North Shallowford, North Peachtree and Chamblee-Dunwoody Roads, bring residents, commuters and visitors to and through the area. The intent of this character area is to recognize and allow single use commercial businesses typically found along this corridor to continue while also encouraging the area to transition to more intensive mixed uses such as commercial-office or commercial-multi-family developments. Aging office buildings also occupy the area along Perimeter Point Drive. A mature tree canopy surrounds the office buildings and adds to the area's sense of place. Currently, this area is not a focal point for the community but over time, can transition into an active node that serves passing motorists and area residents. Improvements and new developments should incorporate design standards such as streetscape and landscaping that achieve the City Vision.

Goals:

- Provide flexibility and encourage quality mix of uses that are accessible by surrounding multi-family and single-family neighborhoods.
- Develop this northern boundary as a cohesive employment center with amenities for surrounding residential development.
- Increase connectivity.
- Allow well-designed big box and single use retail establishments with focus on streetscape and buffers.
- Integrate into Chamblee with wayfinding and signage, promote vision of Chamblee with high design.

Design:

- Maintain and expand tree canopy in character area, primarily along Perimeter Park Office Park.
- Streetscape improvements must address accessibility from surrounding neighborhoods by expanding sidewalks, planting street trees and improving crosswalks and overall public safety for non-motorized transportation options while maintaining motorized traffic flow.
- Buffers must adequately separate commercial and mixed-use developments from neighboring residential neighborhoods while also allowing access between development types.
- Any big-box design must locate most of the parking in the rear or sides, have variation in façade and roofline, accommodate pedestrian and bicycle access, and include ways to accommodate long-range potential of vacancy with potential mix of tenants (multiple entrance opportunities, appropriate fenestration for potential conversion).
- Adjustments to zoning code to respond to the needs of this Character Area.

Primary Land Use:

- General commercial (including indoor commercial recreation and auto-services if well designed and screened and no outdoor display; excluding pawn or title shops and excluding mini-warehouses and similar heavy commercial).
- Regional office, institutional and retail opportunities that must be developed with pedestrian circulation and interconnections and/or within a master-planned setting.
- Small office complexes such as "office condominiums," financial institutions and other service providers.
- Community gathering spaces and institutional uses.
- Entertainment and cultural arts.
- Mixed-use developments:
 - Corridors are suitable for office buildings, research and development activities.
 - Mixed use projects that feature vertical integration (such as ground floor retail with office or living units above), with an emphasis on greater street presence.
 - High-density residential development as a part of commercial developments.

2.3 CORRIDOR VILLAGE

The current comprehensive plan narrative remains appropriate for the Character Area. However, the following amendments supplement that language to provide policy direction currently missing related to the “Auto-Row” dynamic of the Corridor Village. Numerous auto dealerships and auto service businesses are located along Peachtree Boulevard in the newly annexed area of the City. In order to maintain the overarching, high-quality vision of the City, design standards for these business types must be addressed by adapting the existing Corridor Village Character Area. The modified design standards allow existing and potential auto-oriented businesses to compete effectively with other auto sales destinations while also improving access and visibility and continuing the sense of place envisioned for the entire City of Chamblee.

The new design intent applies only to auto dealerships and auto service businesses and is not transferrable to commercial or other non-residential uses within the Corridor Village even if the use replaces a prior auto dealership.

Design:

- Showrooms should be treated differently than mixed-use developments; design alternatives may include: variation in building height; glass treatment alternatives for service bays if facing street frontage
- Consider modifying parking requirement associated with outdoor storage area; fewer spaces for exterior sales or display and for administration may be more appropriate
 - Consider dropping requirement of parking area striping within designated display and storage areas; dealerships must maintain safety and fire access. However, customer parking must be clearly designated and signed
 - Screen and buffer along adjacent residential or mixed-use developments
 - Signage for interior circulation and building/service area information needs should be appropriate for the large dealerships. Annexed area dealerships may not have a master signage plan and the sign ordinance may need modifications for reasonable criteria for large-lot dealerships. Temporary signage and balloons need tighter control.
 - Balance the desire for a future pedestrian-friendlier boulevard with the need to have display pads close to right-of-way to capture through-traffic customers and also to demonstrate to manufacturers visibility. Consider ways to balance the landscape zone areas with ability to allow display pads to encroach into that area
 - Building materials for existing service buildings (typically on the interior of the site) that are not located along a street frontage: consider exempting from building material requirements, even if “visible from public right of way” (current zoning language) – provided that the primary building along street frontage meets architectural requirements
 - Consider landscape plantings refinements: shrub requirements of two feet; maintain tree requirements along streetscape but review if need refining (planting at height, type)
 - In addition to design, specify the following accessory type uses (provide for these and control): Service bays, minor repair, car wash, car rental, parking as primary use on a parcel



SECTION 3: IMPLEMENTATION: Policies, Long Term and On-Going Activities

3.1 ECONOMIC DEVELOPMENT POLICY

The market assessment (see Attachment I for complete report) indicates that projected demand – especially in retail and office – will be strong enough to make most of the policies established in the 2006 Comprehensive Plan applicable today. While financing realities have changed for mixed-use and condominium products, the 2006 policies do not narrowly define the vision and intent for the future. Rather, the vision and intent indicate a desire to make conversions and adaptive re-use easy and possible. Deleted from the original text is a statement regarding the International Village Project, which has stalled.

Dedicating resources to implementing economic policies remain a challenge – both establishing a detailed economic development plan and having a dedicated staff person to perform activities are difficult given budgetary constraints. Incremental actions, phasing of efforts, and tapping into non-governmental resources (such as the Chamblee Business Association, the DeKalb County Chamber, and/or a new mechanism such as a Task Force to work with the marketing strategist for a period of time), however, can help off-set the lack of immediate funds available for implementing economic development activities.

Several action items that affect economic dynamics in the city related to Land Use and Development would also required dedicating resources and a mechanism for determining priorities. Specifically, action to support specific industries can begin with staff effort, and minor modifications to the zoning code can begin immediately and are included in the Short Term Work Program (STWP). However, the timing and priorities of these will need direction by Council and Mayor to staff. Those action items are discussed within the Land Use and Development section below.

ECONOMIC DEVELOPMENT: COMMUNITY AGENDA 2006

STRATEGY (2006) The City should:

- Develop an economic development plan to include a multi-cultural focus, and include programs that incubate new small business opportunities and business retainage in conjunction with proposed new developments.
- Create programs to provide financial support or incentives for reinvestment into existing structures as appropriate.
- Create a promotional brochure that emphasizes the unique qualities of the City, Such as its transportation access, airport services, Antique Row, and cultural diversity.
- Increase its visibility through promotional activities and materials. Take advantage of all available resources such as DeKalb County advertising and festival development.

POLICY (2006) The City will:

- Support programs for retention, expansion and creation of businesses that enhance our economic well-being.
- Encourage economic development and redevelopment.
- Target reinvestment in declining, existing neighborhoods to further encourage private sector redevelopment and accommodate future growth.
- Encourage the development of downtown as a vibrant center for culture, government, dining, residential and retail diversity.
- Establish an atmosphere in which entrepreneurial enterprise is nurtured in our community.
- Accommodate new development while enhancing existing local assets.

Key findings from the Economic Development and Market Assessment include:

- Indicators of affluence are relatively weaker than the county and the Metro Atlanta (average household income and per capita income)
- Average Home Value particularly strong in relation to not only DeKalb County and State, but also overall Metro Atlanta
- Percentage of housing that is rented is relatively large
- Vacancies are lower than County, Metro Atlanta and the State
- While population and household growth is projected to continue at a moderate pace, the increase in new housing units will not grow as fast as the formation of new households, decreasing the current excess supply of housing in the city, as well as the County
- In absolute dollars, the projected increase in all key income categories exceeds both the County and the State, and is slightly higher than the Metro Area
- Projected median household income growth during the next 10-15 years is better than Metro Atlanta overall
- Percent dollar increases strong
- Retail and office net demand: strong opportunities

Attachment I provides the details regarding the method for determining net demand for key markets in the Chamblee area. The method assesses excess inventory and projected market demand, then calculates a net demand which accounts for absorption of excess inventory. The results therein are comparable to the results generated by the recent Doraville-GM LCI study. It shows strong retail and office and moderate housing gains.

Priorities for the City that emerged through the amendment process include: a targeted focus on recruiting for Chamblee Plaza; pursuing the viability of a development authority; and laying the groundwork to establish Employment and/or Opportunity Zones, as applicable and as budget allows. The City also commits to a promotional strategy that brands Peachtree Boulevard as “Auto Row”; the intent is to showcase the new car auto dealerships and support expansion of these as they partner with the city to improve the look and feel of the Boulevard into a more aesthetically cohesive and pedestrian friendly corridor. The City vision for Auto Row is that a successful future will allow the best in architectural design and compact, urban use of sites.

The following Development Opportunities and Assets map lays the groundwork for marketing material as the City begins to consider which industries to recruit and help expand. This map can evolve into a marketing tool used in discussions with site-locators from specific industries and firms, identifying assets that Chamblee may offer a targeted business recruit.



3.2 LAND USE POLICY

Within the newly annexed area several land use issues emerged that have been included within the Short Term Work Program but will require long-term and ongoing action as areas transition over time. Action would likely involve code enforcement and the production of materials that communicate city regulations. Two key issues:

- Clyde Drive, Terrell Drive and Lawson Way are currently single-family streets situated in between industrial and commercial areas. Each road shows signs of transition with large equipment parked along the street and back yards used as inventory storage.
- Peachtree Boulevard and Savoy Drive lack the character identified by the 2006 Comprehensive Plan. The “anywhere USA” appearance is emphasized by drive-through businesses, empty parking lots and large signs. The Character Area narrative addresses the intent for these areas to achieve design and development intent for more cohesive look and feel.

Similarly, while the STWP identifies adjustments to zoning and development regulations, the testing and evaluation of the regulatory framework is in reality an ongoing activity. This is especially true for a pro-active city like Chamblee working to achieve improvements on a lot-by-lot basis in cooperation with private sector development.

SECTION 4: IMPLEMENTATION: Short Term Work Program

PENDING APPROVAL BY ARC/DCA



PART 3:

COMMUNITY AGENDA (2006)

City of Chamblee, Georgia 10th Year Comprehensive Plan Update

Community Agenda



ROSS+associates

▪ urban planning & plan implementation

June 20, 2006

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Community Overview

Introduction



The purpose of a community's Comprehensive Plan is to design a road map for the community's future. This road map is developed through a public process involving community leaders, major stakeholders, the general public, and elected officials, all of whom make key decisions about the future of the community. The overall goal of the plan is to accommodate growth in a timely, orderly, and efficient arrangement of land uses, public facilities, infrastructure and services that meet the needs of the present and future residents and businesses of the City of Chamblee.

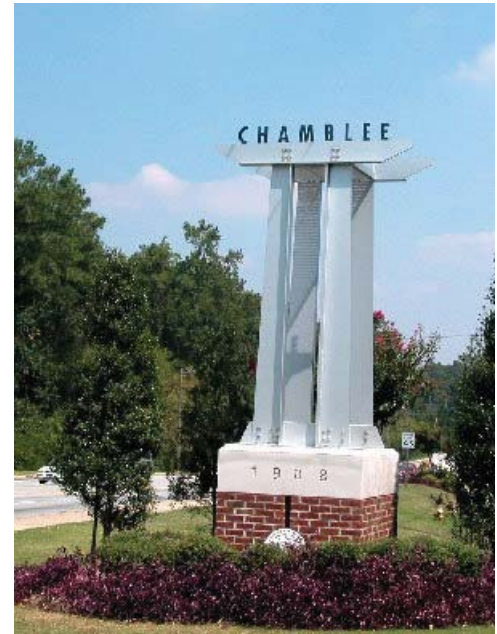
A core opportunity for the City is location within Metropolitan Atlanta. This "in-town" location has recently heightened expectations for the value and use of its land. Pressures in the real estate market and the small amount of developable land and infill concurrently give the City an advantageous and disadvantageous position. Two primary north-south axis roadways pass near the City's center, in addition to the northeast branch of the MARTA rail system. Even more importantly, Chamblee is roughly halfway between Buckhead and Perimeter Center, two of the largest, most intense, and rapidly expanding business/entertainment districts in the region. Because of the limited availability of land in these districts, an economic and demographic spillover will likely inflate real estate values. Some displacement may be inevitable. The purpose of this plan is to channel this spillover into comfortable and desirable land forms.



The Community Agenda is the most important part of the plan, for it includes the community's vision for the future, as well as key issues and opportunities it chooses to address during the planning period, and its implementation program for achieving this vision. The Community Agenda is intended to generate local pride and enthusiasm about the future of the community, thereby making citizens want to ensure that the

plan is implemented. To prepare for this document a Community Assessment was developed that evaluated background, demographic and forecast data to identify important issues within the community. The Community Agenda identifies strategies to address these issues. Areas that the Comprehensive Plan reviews include:

- Areas of significant natural or cultural resources, particularly where these are likely to be intruded upon or otherwise impacted by development.
- Areas where rapid development or change of land uses is likely to occur.
- Areas where the pace of development may outpace the availability of community facilities and services, including transportation.
- Areas in need of redevelopment and significant improvements to aesthetics or attractiveness (including strip commercial corridors).
- Large abandoned structures or sites, including those that may be environmentally contaminated.
- Areas with significant infill development opportunities (scattered vacant sites).
- Areas of significant disinvestments, levels of poverty, and/or unemployment substantially higher than average levels for the community as a whole.
- Character areas (including map and strategy).
- Design standards within character areas.
- Issues identified for further action and recommendations.
- Long and short-term implementation programs.



Public Participation

Utilization of typical and non-typical public participation tools were used extensively during this 18-month update process to gain feedback from the public regarding the 10th year update. The Public Participation Plan (PPP) used innovative mixed media, including stakeholder meetings, facilitated public meetings, citizens surveys, email blast lists, city-wide mailings and web access to enhance the public's involvement in the process and to reach as many citizens and businesses as possible. Full documentation of the process can be reviewed in the "Comprehensive Plan 2025 Public Participation Plan (PIP)" in the Community Assessment section of this plan.

Chamblee's Public Participation Process did not start at the beginning of this plan update process; the City of Chamblee has a long history of public participation.

Land Use Preference Survey

As part of the 2000 *City of Chamblee LCI Study: MARTA Area Transit-Oriented Development*, an Urban Form Preference Survey was designed, produced and distributed to participants in the various planning workshops and public meetings. The survey was used to better understand the kinds of future developments Chamblee residents and business owners hoped to see in their community in the future. The survey included photographs of existing developments taken from different parts of the

country that demonstrate alternative physical environments for the same activities. Included were residential styles, retail districts, and public spaces. There was also a series of questions about residents' perceptions and opinions of existing conditions and what they think should be included in the area after redevelopment. Several major themes emerged from this survey:

- Create a pedestrian-only retail district directly adjacent to the rail station that transit riders and local residents could utilize. This district would be comprised of small retail business at ground level and living quarters on upper floors.
- Integrate open space into the City. A set of abandoned rail easements that cross the City parallel to Peachtree Road could be used for this purpose.
- Create a more mixed use environment consistent with the now common notion of a live-work-play community.

Overall, the primary vision of the City of Chamblee expressed then, and reinforced during this 10th year update, was the idea of guiding new development to fit into neo-traditional parameters. This breaks with the historic pattern of the area. Encouraging narrow streets with on-street parking, small lots, shallow setbacks and a dense horizontal and vertical mixture of uses represent a rather profound divergence of form from what has previously existed in the City.

Public meetings were held as follows:

- Kick-off public hearing
- Council briefings at public meetings (12)
- Stakeholder workshops (8)
- Community Assessment and Public Participation Plan (PPP) public review meetings (3)
- Draft Agenda public review meetings (2)
- Community Agenda transmittal public hearing

Stakeholder Committee

In order to ensure that all aspects of the citizens and business of the City were represented in the creation of this plan, a thirty member Stakeholder Committee was appointed by the City Council representing the diverse interests of the City. The group included long time residents, new residents, business owners, builders, developers, environmentalists, housing and senior interests, representatives of MARTA and Peachtree DeKalb Airport, and representatives of the ethnic community. This committee met monthly from January through June 2005 to review and make comments to issues, opportunities and policies during the comprehensive plan development. They also reconvened to review and discuss the full draft plan. This stakeholder committee participation formed the background of this Plan Update.

The Planning Process

Georgia's Minimum Planning Standards and Procedures require that all local government Comprehensive Plans follow a specific planning process in their development. This process consists of the following three steps, as described by the Georgia Department of Community Affairs. The results of these steps are interwoven into the three plan elements.

Step 1: Public Participation Plan

The formalized Public Participation Plan (PPP) is developed in the beginning of the process to outline how the public will be involved in the development of their comprehensive plan. The main purpose of this document is to outline a clear process to involve all the diverse interests of the community

during the creation of an overall vision to guide the city into the future, and the development of a plan that represents that vision. The full Public Participation Plan is part of the Community Assessment.

Step 2: Inventory and Assessment, Preliminary Issue Identification

In order to plan for the future, a community must know about its existing conditions. This step answers the questions “What do we have as a community?” and “What is good or bad about our community?” Once completed, this step provides a picture of the existing conditions and preliminary issues within a community. The Community Assessment is a stand alone document.

Step 3: Implementation Strategy

Based upon the Community Assessment, existing community needs are identified, and guiding principles for future growth and development are prepared. These goals provide guidance for the community and the framework from which detailed policies and recommendations are developed. This step of the planning process answers the question “Where do we want to go?” The second step of this process combines all of the plan’s recommendations and describes how they will be implemented. This step answers the question “How are we going to get there?” The Minimum Planning Standards and Procedures also require that a Short Term Work Program be prepared as part of the Implementation Strategy. The Short Term Work Program is a listing of specific actions that a local government anticipates taking over the next five years to implement its plan. The Implementation Strategy and its Short Term Work Program ensure that the plan will become a working tool which will be used to guide decision-making. The outcome in this step results in the Community Agenda portion of the Comprehensive Plan.

Rezoning and Development Process

City of Chamblee staff, Planning Commission, and the Chamblee City Council should use the policies and character area standards outlined within this plan while reviewing specific proposals for rezoning, new development and major renovation proposals. Architects, property owners, and developers should also use the guidelines as a reference as they prepare plans for projects in the Chamblee community. As general guidelines, character area standards cannot predict the unique potential and/or constraints for each project. Thus, these guidelines are intended to establish a general direction and a base level of development quality and compatibility with surrounding areas.

It is recommended that the City of Chamblee adopt a two-step growth management strategy: 1. Define the character of a place (Community Character Areas) and 2. Establish the regulatory measures (such as adopted design guidelines by area, and zoning districts or overlays) required to protect and enhance that character.

In order to get to Step 2 the City should engage in developing urban design plans for individual nodes and corridors within the City. Typically, a natural outcome of an urban design plan is the recommendation to formulate design guidelines and implement regulatory controls to speak to specific development characteristics such as site planning, massing, scale, and density. This can be achieved several ways, one of which is to add the requirement for a concept plan for all applications during the rezoning process. Another method is the use of zoning overlay districts that supplement current zoning provisions and safeguard the designated area from development patterns that perpetuate sprawl. By implementing this type of control measure, the City of Chamblee can continue to support Community Character Areas and development patterns.

These character area guidelines are to be used in conjunction with the City's zoning and development regulations. All property and business owners and applicants should review and apply appropriate design guidelines and meet the intent of the character area that they are developing within, in addition to requirements as outlined within the appropriate zoning and development ordinances. Character areas were developed for use by:

- ✓ Chamblee Staff, Planning Commission, and City Council in reviewing specific proposals for rezonings, new development and major renovation proposals.
- ✓ Architects, developers and property owners as a reference during project preparation.
- ✓ As a starting point in the development of design guideline regulations.

Plan Consistency

In taking on the major task of rewriting both its comprehensive plan and development ordinances, the City wished to achieve consistency between various ordinances, and between ordinances and Comprehensive Plan goals and objectives. This joint effort looked at current development patterns and rates of growth and investigated methods to achieve a balance between the natural and built environment of the City. Overall goals of the Regional Development Policies (RDP) and Quality Community Objectives (QCO) were incorporated into the plan and implementation tools created within the development ordinances. In addition, the timing, location and planning of capital facilities was reviewed in terms of expected land use patterns.

The City of Chamblee has required Comprehensive Plan consistency for many years. This 10th year update added a further dimension to this requirement with more detailed character area guidelines, strong policy and issue based planning, and a more concrete Future Development Map (formerly the Future Land Use Map). As a first step, all new development or requests for rezoning must be consistent with overall Comprehensive Plan Policies, and specifically with character area intent and

the Future Development Map. The actual process is outlined in detail below, but in a nutshell, an application cannot even be accepted if it is not in compliance with the Comprehensive Plan.

Future Development Map

The Future Development Map is a representation of the Plan's goals and policies and indicates character areas where various types of land uses are permitted. The map designations indicate predominant types of land uses, which are described below. The Future Development Map was developed to illustrate the most desirable pattern of land use in Chamblee. It takes into consideration the land use patterns illustrated on the City's Existing Land Use Map, the current zoning map, approved developments, topographic characteristics, natural resource sensitivity, the availability of infrastructure, and needs demonstrated by residential and employment forecasts. As outlined earlier, this is the first step in the rezoning or development process.

Interpretation

The plan is developed with the concept that the Future Development Map and the text are to be used as an integrated whole, with the map being a graphic representation of the text.

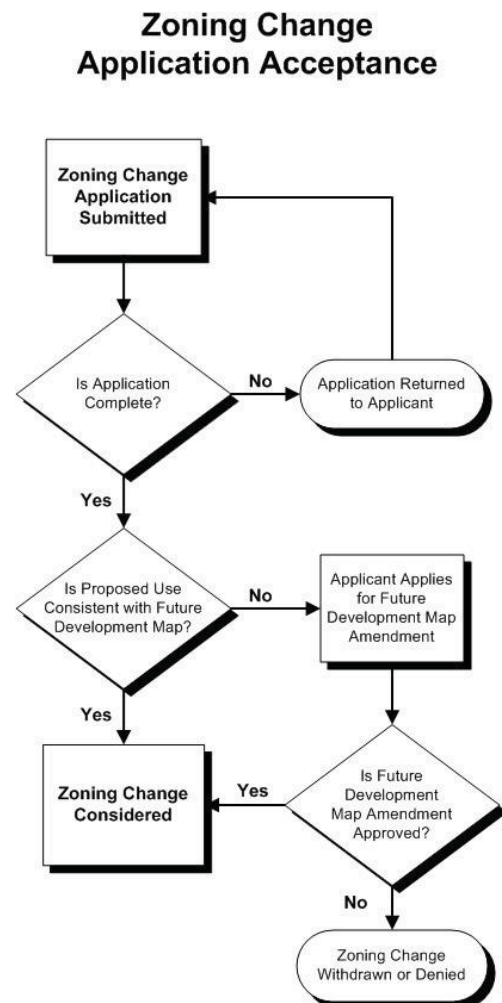
Interpretation of the Future Development Map is a process, which rests on the goals and policies expressed in the text. The land use designations on the map, both in terms of overall definition and intensity of land use types, require that policies and intent statements regulating the development and location of each land use type be evaluated and applied in the process of plan implementation.

Plan implementation is carried out through the application of regulations such as the zoning and development codes and through projects and programs outlined in the Short Term Work Program (STWP). The City Council administers these ordinances with input from the Planning Commission and staff. The procedure, once the plan is adopted, will involve checks for plan and ordinance consistency as part of the review for issuance of subdivision approvals and development and building permits.

Application Process

The first step in the application process is reviewing a proposal for Plan consistency. If a specific land use or development project is proposed for an area but is not consistent with the designated use on the Future Development Map, it cannot be approved. A proposal or application would be automatically rejected by the City until Comprehensive Plan consistency is achieved.

The initial contact for plan interpretation begins with the City Manager's Office. It is at this point that the proposal is evaluated for its conformity and compliance with the Comprehensive Plan and functional plans. In the event a use or development proposal is inconsistent with the Future Development Map or Comprehensive Plan policies, an applicant may file for a Comprehensive Plan Amendment in accordance with the amendment procedures contained in the Zoning Ordinance.



After acceptance of an application by the City, the project would be reviewed against the intent and guidelines of the Comprehensive Plan and character area guidelines. Developments should be reviewed in terms of their relationship to existing development, the intent of the character area and overall design guidelines.

Development Guidelines

These guidelines are intended to enhance the visual aspect and livability of the entire City. The following should be considered, where applicable, as each project is reviewed:

Lot coverage:

- The development's relationship to the natural environment and adjacent or proposed developments.
- Setbacks, especially the building's relationship to the street and public rights-of-way.
- Building height and its relationship to adjacent properties and the overall character of the area.
- Scale, determined by both the size of the total development and the use of architectural details in their relationship to the size of a person.
- The relationship of the building mass to adjoining open space and nearby buildings and structures.
- Proportion of lot coverage by building and impervious surface versus landscaping, in relation to nearby properties.

Building design within the context of the overall intent of the character area:

- Exterior building materials.
- Proportion, shape, positioning, location, pattern and sizes of elements of fenestration.
- Surface textures.
- Roof shapes, forms and materials.
- Use of local, regional or cultural architectural traditions.
- General form and proportions of buildings and structures, and relationship to any additions to the main structure.
- Maintenance of pedestrian scale and orientation as well as provision for safe pedestrian movement.

Future Land Use Categories

The table on the following page presents the City's character areas, as shown on the Future Development Map, and indicates those zoning districts that are most commonly compatible with the respective character areas.

Character Area	Description of Character and Predominate Land Uses	Community Facilities	Zoning Districts
Mid-City	Live, Work and Play environment with an emphasis on TOD development. Mixed uses, primarily retail/office on the ground floor with residential above.	Mid-City Streetscape Plan, open space set-asides, connection to multi-use trail, connectivity and pedestrian linkages.	Village Commercial (VC)
International Village	A mix of uses with an international flair. Major non-residential development adjacent to PDK. Encouraged mixed use buildings. Existing industrial areas. Tourist attractions and amenities	International Village Streetscape Plan, international accents, open space set asides, connectivity, pedestrian linkages, and Village Park.	Village Residential (VR) Corridor Commercial (CC) Corridor Residential (CR)
Historic City Core	Primarily civic, office and retail uses sited within the historic core of the City. Residential as an accessory to the retail/office core. Antique Row.	CBD Streetscape, Civic Center, City Hall, Police Department, Peachtree Park.	Village Commercial (VC)
Corridor Village	Major employment destinations of mixed use villages. Residential may be a percentage of a mixed use building.	Shared access, connectivity and streetscape plans.	Corridor Commercial (CC) Corridor Residential (CR) Light Industrial (I) Neighborhood Commercial-1 (NC-1)
Neighborhood Compatible Commercial	Single-family and infill conversions adjacent to existing residential neighborhoods. Compatibility and reduction of negative impacts is essential.	Performance based buffers, pedestrian linkages, Shallowford Park, Clairmont Park, Chamblee Library.	Neighborhood Commercial-1 (NC-1) Neighborhood Commercial-2 (NC-2)
Neighborhood Living	Single-family neighborhoods. Compatible single-family infill.	Pedestrian linkages, Chamblee High and Middle Schools, Keswick Park, Huntley Hill Park.	Neighborhood Residential-1 (NR-1) Neighborhood Residential-2 (NR-2)
Residential Row	Potential residential area. Limited neighborhood commercial.	Pedestrian linkages, open space.	Corridor Residential (CR) Village Residential (VR)

Community Vision

Chamblee is a community in constant motion, with a multitude of languages, and a desire to always learn more about the ever-changing world. With award-winning schools, community based services, multi-modal transportation access, adjacency to the Metropolitan Atlanta markets, major employment centers and a wide variety of housing opportunities, Chamblee has many positive opportunities to build upon. Chamblee has always been a city of continuing transformation. From bucolic dairy land, to Southern railroad junction...from temporary home to 40,000 WWI “doughboys” to 1950’s industrial complex...from a homogeneous bedroom community to a diverse micro-cosmic small town. And now, Chamblee is the true international city of Georgia, with a more ethnically diverse population than any municipality in the Southeast, and an attraction to residents and businesses that want to enjoy in-town life inside the I-285 Perimeter at affordable prices.

Chamblee is part of the dramatically growing “in-town” area of Metro Atlanta, with ready access inward to key communities (Buckhead, Midtown, Brookhaven Perimeter and Downtown) and outward to the rapidly expanding northern suburbs. Important to Chamblee’s past success, and future potential attractiveness to developers, are the major automobile arterials coursing through its heart: Peachtree Industrial Boulevard, Buford Highway, Chamblee Tucker Road, Peachtree Road and Clairmont Road. As equally attractive are its alternative modes of transportation, such as the Chamblee MARTA transit station at its core and the public and private bus lines that transverse the entire City connecting it to far reaching destinations.



MAIN STREET



Streets and their sidewalks are the main public places of a city, are its most vital organs. -Jane Jacobs

The Chamblee community is developing and redefining itself as population and land use changes occur. Today, Chamblee continues to evolve in a slow arc away from industrial development and towards adaptive reuse of industrial sites and residential infill developments. New residents will push demand for consumer services higher and help provide the population base needed to attract new retail development.

Chamblee's motto is "A City on the Right Track." However, the City also recognizes the wisdom of the Will Rogers Quote, "Even if you're on the right track, you'll get run over if you just sit there." The dynamic, ever-changing history of Chamblee sets a high standard for progress as the City moves into the next century. The residents and businesses of the City of Chamblee see their changing identity as a positive, allowing them to focus on this new image of an "International Small Town."

As Chamblee moves into the 21st century, its history is being written in a multitude of languages. From its foundations as a southern rail town, its people have built a progressive urban city that is eagerly awaiting its next transformation.

Our Vision of the City of Chamblee in the 21st Century ...

The City of Chamblee is a diverse community with an international flavor that will continue to build upon its location, access and unique qualities to enhance the character of its neighborhoods, while taking full advantage of its position as an economically vibrant city within the larger metropolitan area.

Our land use patterns, inclusiveness, and fiscal responsibility will guide us to this future.

To our community this vision means:

Land Use Patterns

- In the 21st Century, the City of Chamblee will be a thriving community with distinct character areas that lend our City a unique identity. We will be a place where new development and targeted redevelopment activity is managed at a human scale and approached from a standpoint of flexibility.
- In the 21st Century, the City will be redeveloped and revitalized through the use of character areas that promote a mix of uses, major corridor and nodal development, neighborhood orientation, and compatibility with surrounding land uses.
- In the 21st Century, the City of Chamblee will be a place with a unique identity and a sense of arrival with gateway features, signature architecture, design features and friendly community orientation that will embrace the history and diverse culture of the City and its future.
- We will be a place where the natural environment is respected and embraced. Opportunities to provide additional greenways, parkland and other open space features will be sought as new development is integrated into the community.
- We will be a place that will organically grow into distinct character areas with vibrant focal points, transportation linkages, a mix of uses, a mix of housing types and community public spaces. Character area guidelines will provide a clear roadmap for future development within the City.
- We will continue to develop linkages to live, work and play opportunities, linkages of our diverse population to these opportunities and to each other, and the integration of multi-modal transportation opportunities which will set the tone for the type of development that Chamblee will attract.

Inclusiveness

- The City of Chamblee will strive to remain a community where individuals are important, and development is designed with people, function, and environment in mind. A wide range of housing types and price points will be encouraged within the City to provide homes for all ranges

of income, lifestyles and life stages. Employment and retail opportunities will be focused on the needs of the neighborhood while capitalizing on the City's regional position within Metropolitan Atlanta.

- The City of Chamblee will strive to remain a city with a residential housing stock which conserves and enhances existing affordable housing opportunities and unique residential neighborhoods, while providing choices for current and future residents that reflect safety, quality in construction, compatibility with the environment, variation in all price ranges, variety in densities and design, and accessibility to households with special needs.
- As we grow, the City of Chamblee will not forget the importance of community or the people that make up the community; we will strive to remain personal and responsive to the needs and desires of our residents and businesses. Community services will continue to be provided at a responsive human scale.

Fiscal Responsibility

- The City of Chamblee will be a place founded on balanced economic growth that is spatially sensible and compatible with the existing infrastructure, resource base, and overall community character.
- The rate and timing of growth will be analyzed in terms of the City's ability to provide infrastructure and services in a cost-effective manner in order to maintain a high quality of life.

Issues and Opportunities

Opportunities

The City of Chamblee has many redevelopment opportunities to transform itself into the united, progressive and quality community that it envisions. Opportunities lie with the reuse of existing underutilized properties and remaining scattered vacant parcels within targeted areas of the City, including the Corridor Village, International Village, Mid-City and the Historic Core. The integration of transit oriented development principles in redevelopment activities around the MARTA station in the Mid-City and International Village areas, the integration of an international flavor in the International Village along with a transformation in land uses from industrial uses to commercial uses along its major corridors, are the keys to achieving a new identity for the City.

The City has taken initial steps in guiding its transformation of these areas through the preparation of a Master Plan for the International Village, revision of the zoning ordinance to allow for mixed uses in the Central Business District (CBD), the development of a Livable Centers Initiative Plan that created the mixed use Mid-City District, and the development of the Peachtree Industrial Commercial Corridor Character Area. The Future Land Use Plan and Codes were last updated in 2002 to reflect these recommended changes.

Unique qualities of the City include:

- Location— Two miles from Perimeter Center, four miles from Buckhead, MARTA's easy access to businesses, community centers and Hartsfield International, two major interstate highways within two miles and Peachtree DeKalb Airport's (PDK) easy air access.
- International personality— More than fifty ethnically diverse restaurants and shops.
- Relatively affordable housing within the metropolitan core— Opportunities for first time home buyers who want to live inside the Perimeter.
- Nationally known "Antique Row," with 150 antique and collectible dealers in the City.
- High level city services for all members of the community at relatively low tax-rates. Each city department strives to be proactive in addressing challenges, inclusive in its decision-making and respectful of the diversity of ideas and cultures that make Chamblee the vibrant city it is today.
- Elected officials with a progressive attitude regarding the need for planned redevelopment of targeted portions of the City.
- Recent business attraction success stories include new Lowe's and Wal-Mart stores, the expansion of the workforce at the Centers for Disease Control (CDC), renovation of the Upjohn Pharmaceutical site into a fitness center, Microcoating Technologies, and the completion of the IRS office facility on Chamblee Tucker Road adjacent to the PDK Airport. Redevelopment activities in the Mid-City District, particularly condominium and loft residential projects, have sparked interest in the area. Redevelopment or replacement of existing structures with new planned industrial, distribution and commercial uses are stimulating employment and satellite development along the Peachtree Industrial Boulevard and Buford Highway corridors.
- Regulations that allow flexibility in development policies to make land use decisions more responsive to economic and environmental conditions.
- Although prices have been rising, several stable single-family residential neighborhoods in the City provide a housing resource which is typically more affordable than in adjacent communities.
- The cultural diversity of the residential population in the City lends itself to the foundation of the International Village District, which, in addition to the Historic Core and Antique Row, increases the potential for tourism.

Core Issues

A number of critical issues relating to development and land use patterns were identified during the 2002 Future Land Use Plan Update, in the various small area studies that the City has undertaken, and as part of this Comprehensive Plan stakeholder involvement process. The following issues surfaced as a repetitive theme:

Community Identity and Structure

The City is essentially built out with limited vacant land. Because of these limited resources, Chamblee must promote quality new development on remaining vacant parcels of land and creative redevelopment approaches on underutilized properties and corridors throughout the City. It is the City's desire to provide various housing opportunities for diverse age groups, life-styles and incomes.

Land Use Patterns and Connectivity

Pedestrian/non-vehicular linkages and accessibility between public transportation and surrounding land uses can be improved. The physical and design attributes of the MARTA station act as an element which currently divides the City and discourages, rather than fosters, evolution of the area as a focal point around a human scale activity node (town center). The City will continue to invest in physical infrastructure, such as streetscapes, trails and sidewalks to increase connectivity.

Inclusiveness

The same opportunities and strengths of the City, such as location and uniqueness present potential conflicts. It is the desire of Chamblee to protect the established neighborhood character of the City from incompatibilities and traffic, and to maintain its diversity in economic, cultures and ages.

Economic Development Opportunities

A balanced tax base is one of the keys to continued quality of life within the City. As residential development pressures grow, Chamblee must balance non-residential and residential development. Economic development goals include a diversity of employment, and retail and service opportunities that contribute to the desired "live, work and play" environment of the City.

Infrastructure and Land Use

The ability of public facilities and infrastructure to support new development and redevelopment efforts, particularly in the areas of circulation access and linkages (rail and bus transit, pedestrian, vehicular and bicycle), streetscape amenities, public safety and parks and recreation, is essential for Chamblee to achieve its vision.

Issues and Strategies

Community Identity and Structure

With changing patterns of land use also come changes in the composition of the community existing there. One of the associated challenges and opportunities for the City of Chamblee is the creation/destruction of identity. In the recent past, Chamblee's identity was ambiguous and somewhat unflattering. Because of its early history as an industrial enclave populated by working class whites, it has been excluded from most lists of important metropolitan destinations. Due to its recent history as a first destination of immigrants, it has been viewed as both poor and too "ethnic" for most mainstream developers. This split-identity has potentially inhibited developers (residential or commercial) from pursuing projects in the area in spite of Chamblee's proximity to popular and prestigious destinations (Buckhead and Perimeter Center) and possession of highly developed transportation infrastructure. This perception has changed drastically over the last decade due to Chamblee's emerging community vision and associated implementation programs.



Chamblee is developing into a strong community that combines neighborhoods and areas of commerce. Adding new housing to complement existing and new employment centers will only enhance this diverse area. Because of its in-town location and established history, most development opportunities will be the redevelopment of obsolete industrial and heavy commercial land uses and infill on scattered vacant parcels. Although pedestrian traffic is a significant transportation mode in the City of Chamblee, many areas lack proper connections.



This Community Agenda and its implementation component present an opportunity for Chamblee to continue to create a new image for itself. The process of identity creation presupposes change in the community's structure, whereby the patterns formed by the movement of individuals change, or cease existing in one form and begin existing in another. The new patterns provide substance for changes in extrinsic identity, or the ideas that non-residential individuals harbor about the qualities of a place.

The City is on the journey to the creation of an identity that is outlined in the Community Vision. Chamblee will accomplish this with two primary approaches: regulatory ordinances and investment in public physical infrastructure. The first approach is regulatory ordinances, which will provide the backbone to achieve the quality and type of development that the City can attract, and provide the private sector greater decision-making flexibility in physically achieving the City's vision. The second approach is to provide efficient and effective capital improvements in public physical infrastructure, such as sidewalks, streets, parks, landscaping, identity and wayfinding signage, and outdoor furniture in order to provide the framework in which development decisions emerge. These improvements are real in the sense that they involve the tactile qualities of the landscape, the streets and trees and sidewalks. This creates an enticing public space in which new business and development can be built to achieve the community's vision.



Residential Development History

As noted earlier, Chamblee is a city in transition. After World War II, many new residents moved to Chamblee to take advantage of steady employment in the City's manufacturing and distribution facilities and settled in neighborhoods like Keswick Village and Huntley Hills. As the economy of both Atlanta and the nation began shifting in the late 1970s and Atlanta's growth "sprawled" outward as traffic snarled in the closer-in areas, Chamblee's old industrial employment sector began to wither. Many long-term residents moved away with their jobs, leaving behind a relatively large stock of housing units. The City is now in transition again, and the trend is a mixture of commercial growth and strong residential growth and development.

Growth Management and Sense of Place

The term "community" refers to qualities that are not always tangible or apparent. This term refers to the "features" of social organizations, such as networks, norms, and trust that facilitate coordination and cooperation for mutual benefit. Sense of place is another term for the community. Land use patterns, infrastructure, and service investment all contribute to this sense of place and the sustainability of the community because it is the nature and quality of social interactions that is the key to building and sustaining any sense of community.

The ordering of the physical space, or land use patterns, encourages the use of public interactive space. Public sidewalks, streets, parks, and civic squares are examples of places where equal interactions can occur. Such interactions tend to minimize economic stratification and enable free information exchanges. These interactions are the moments in which the grounds for community occur: social cohesion is established and individuals are viscerally reminded of their membership in a community of variety and diversity. The vision of the community is to create a landscape and land use patterns that residents and visitors alike will be interested in using, and the creation of a unique sense of place. This in turn will strengthen Chamblee's new image.



The built environment is the product of an incredibly complex set of decisions by a wide array of individuals and groups who often operate under vastly different constraints. One of the most influential actions the City can make to enhance and encourage the physical enactment of the community's vision is to write regulations that both encourage and create a distinct sense of place. Extensive first steps were taken to bring the current zoning ordinance in line with the community's initial vision of a live, work, and play small town. These initial revisions utilized the Planned Unit Development approach to allow development flexibility in the context of the overall character of the area. Currently, ordinances are being reviewed to bring these regulations closer to a "form based" or what had typically been called "performance based zoning." Character area guidelines are being utilized as the basis for actual regulations that will achieve the community's vision in as flexible a manner as possible. This type of land use pattern development reaches beyond the utopian glaze of communities master-planned from undeveloped "greenfield" to maturity by attempting to recreate an honest semblance of the development environment that existed prior to the adoption of modern zoning laws.



In summary, this type of ordinance will utilize the Comprehensive Plan and its character areas as the basis for understanding how each character area within the City should look, feel, and act. Rather than using specific use districts (residential, commercial, and industrial), a set of external standards and densities are being developed. Each character area outlines the overview of the actual intent and character of an area, preferred land uses, prohibited land uses and in some cases specific design standards. The main objective is to prescribe no particular geography of uses: decisions about what kind of development should go on a particular parcel are left up to the owner/developer in relation to the character area standards.



Regulations become a method of opening land to the efficiency of a relatively unfettered market that aims to meet current desires, the same milieu that created the older urban places we have come to recently value.

Several aspects are important to the creation of a “sense of place” and the development of a new identity:

- Promoting the unique aspects of Chamblee as well as redevelopment activities and opportunities in order to overcome the past negative perceptions.
- Retail and commercial development will follow residential development. Quality in both areas as a result of character area guidelines and zoning regulations will continue to promote the Community Vision.
- The creation of civic buildings or public spaces as part of each of the character areas.



The City is divided into character areas on the Future Development Map that translate the community’s vision into a physical roadmap. These distinct character areas are supported by the appropriate regulations to achieve the desired patterns of growth. The community is comfortable with the projected population and employment forecasts, and has instituted zoning and planning to accommodate this growth in a managed way that meets the goals of its vision. Although Chamblee has very little undeveloped vacant parcels, there are redevelopment and infill opportunities available to support projected demand. Availability of land and redevelopment opportunities will be the ultimate limitation of growth.

Streetscape Improvements and Landscaping Standards

Streets represent one of the most visible aspects of development. Street designs and arrangements should balance the movement of automobiles and transit vehicles with the needs of pedestrian and bicycle pathways, areas of public interaction, and areas for placement of street trees and landscaping. Within residential neighborhoods, the goal is to create an environment where driving too fast or too aggressively is inconvenient by the design of the street and streetscape. With appropriate design, drivers will be more likely to choose lower speeds and less aggressive behaviors. Streets should be designed to meet the needs of anticipated land uses, traffic volumes and the desired character of the area. Special considerations must be given to the street layout in order to minimize the amount of through traffic and the potential for inappropriate vehicle speeds. Such layouts should include limiting the length of through streets and incorporating rotary or traffic circles, T-intersections, or other similar techniques.

Streetscape improvements include aesthetic improvements to sidewalks (such as ornamental pavers) inclusion of street furniture such as planting containers and benches, street trees, relocation of utilities, installation of gateways and lighting enhancements. An improvement project increases pedestrian safety, creates a sense of place, defines a neighborhood or area’s identity, and changes a perception of decline. Another goal of a streetscape project is to bring about positive change within the corridor while balancing the competing interests that vie for limited right-of-way widths. These competing interests may include roadways, curb cuts, gutters, sidewalks, bicycle lanes, bus lanes and transit stops, landscaping, decorative gateway features or marker structures, decorative hardscape (benches, trash receptacles, etc.) street and pedestrian lighting, storm drainage, overhead or underground utilities, traffic signal poles, and other structures within the right-of-way. The goal of the City’s streetscape projects will be to create a visually pleasing and unified character area that will result from the repeated use of common details, layouts, plan and material selections, and site furnishings. The intent of streetscape projects is expressed within the City’s goals:

- Guide the expansion of alternative transportation facilities in order to provide a more comprehensive and safer system.
- Provide a visual identity that is respectful of Chamblee's history and character.
- Increase visibility of pedestrians, bus riders and cyclists.
- Provide a cost-effective, long term solution that provides maximum visual impact.
- Encourage funding commitments from public agencies and private investors alike.

The City has been proactive in streetscape enhancement projects and streetscape design. Several joint City/federally funded Livable Centers Initiative (LCI) projects are either complete or under design, and design standards have been created for important corridors and areas of the City, including the Peachtree Industrial Corridor, the Mid-City District, the Historic Core, and International Village.

Context Sensitive Street Design

Context sensitive street design is an approach to roadway planning, design and land use patterns. The intent is to meet regional transportation goals while enhancing neighborhoods and considering the adjacent uses of land. The intent of corridor redevelopment, utilizing the principles of context sensitive street design, is to make existing and future street environments a distinctive "place," not merely a roadway.

The simple fact is that most urban and suburban corridors were designed over the last fifty years for cars. Roadway design biased toward vehicular traffic resulted in unsafe and undesirable pedestrian environments. "Visual clutter" of many street environments is geared to grab the attention of drivers speeding, not shoppers on foot. Many of the procedures, processes and regulations that are on the books serve to further this bias towards the automobile in the future.

Many codes call for minimum numbers of driveway cuts but do not limit the maximum amount of parking that can be provided based on buildings' square footage. Most parking codes are based upon minimum requirements. Site development codes generally specify minimum setbacks from the road rather than build-to-lines. All of these requirements serve to accommodate cars, not pedestrians. A change requires active intervention. The codes, ordinances and regulations that favor automobiles should be reconsidered. The excess roadway capacity that is present in many corridors can be recast as space shared by multiple modes. And, most importantly, the place of people outside of their cars must be a primary consideration.

Access Management

Successful corridor redevelopment requires not only a respect for the surrounding areas' character, but also a need to address functionality. Access management is the process of coordinating, planning and designing, and implementing land use and transportation strategies so that the flow of traffic between the road and the surrounding land is efficient and safe. An access management plan offers numerous benefits such as increased pedestrian and bicycle safety, reduction of vehicular collisions, promotion of desirable land uses and development patterns, reduction of congestion and traffic delays, and postponing or preventing costly highway improvements.



The purpose of an access management plan is to:

- Define appropriate land uses within a corridor.
- Define development standards that integrate land use and transportation.
- Implement new internal street networks to increase connectivity.
- Align driveways.
- Limit the number of curb cuts permitted per parcel or per linear feet of corridor.
- Close existing curb cuts along a corridor.
- Increase or establish proper separation between curb cuts and intersections.
- Relate driveway design to travel speed and traffic volumes.
- Allow/encourage shared access parking.
- Limit access from an arterial or collector street to a private parking lot.
- Install medians in roadways and set spacing of median breaks.
- Establish parking maximums versus parking minimums.

Roadways that can benefit from an access management plan include commuter routes, since a key objective of such a plan is to facilitate traffic flow. Less congested roadways can help prevent spill-over traffic onto local roads seeking a way to bypass congestion. The following roadways may be suitable candidates for an access management plan:

- Peachtree Industrial Boulevard
- Buford Highway
- Chamblee Dunwoody Road
- Clairmont Road

Multi-Dimensional Street Classification

One source of dysfunction in corridors is the concentration of traffic along a single corridor. When multiple businesses or residences access a single road, traffic can become congested. It is important that the main roadway not be considered in isolation, but that there is also an evaluation of the infrastructure and connectivity of the parking lots, aisles, and access roads within the corridor redevelopment to identify a cohesive secondary transportation system that will facilitate vehicular flow of traffic between uses while stimulating safe pedestrian activity.



The existing roadway system within Chamblee services a variety of trip purposes and lengths. The trip types include long trips passing through the area on Buford Highway and Peachtree Industrial Boulevard, commuter trips destined to/from the Chamblee MARTA station, and local trips within the Chamblee business and residential districts. The existing roadway network accommodates these varying trips on roads that are classified functionally to support travel on both an area-wide and local basis.

Peachtree Road and Clairmont Road are two key examples of corridors that experience both through-traffic as well as local traffic, resulting in an incompatible transportation-land use relationship. As mentioned, access management plans that focus on heavily traveled commuter routes such as Peachtree Industrial Boulevard can lessen dependency on roadways like Peachtree Road, which is classified as an urban arterial roadway but traverses the redeveloping Mid-City District area that strives to be more pedestrian-friendly in function and scale.

Traffic Calming

Traffic calming measures can be used to address the issue of cut-through traffic experienced on residential streets and can supplement a redesign of the roadway or other streetscape improvements in commercial corridors. Particularly in pedestrian-rich urban or residential areas, streets should be designed to reduce driving speeds. Landscaped medians, limited driveway connections and shared parking can work together to provide an attractive environment for pedestrians. In Chamblee, the Peachtree Road Corridor and the neighborhoods of Sexton Woods, Huntley Hills, and Keswick Drive experience cut-through traffic. These areas could benefit from the implementation of common methods to improve pedestrian safety and reduce vehicular congestion, including:

- Speed tables or humps (bringing the roadway to pedestrian grade).
- Decorative pavements at corridor gateways, special areas, or at intersection cross walks (pave block, cobblestone, imprinted concrete or asphalt, etc.) to increase driver awareness of pedestrian activity and to produce the desire to “slow-down.”
- Narrowing of lane widths or changing roadway curb lines to slow vehicle passage.
- Landscaping on medians or on outside edges of streets.
- Decorative traffic signs and signal heads.
- Special dedicated lighting of pedestrian ways (to improve visibility for pedestrian and to improve visibility of pedestrians by vehicle operators.
- Improved roadway lighting.
- Traffic circles or roundabouts.
- Traffic signal timing modifications that give more cycle time to pedestrian movements and limit vehicle “progression through the corridor.”
- Restricted “right-on-red” vehicular movements at signalized intersections.
- Restricted left-turn or right-turn movements at some intersections.
- Curb-line modification at intersections (use smaller corner radius to improve pedestrian crossings).

Grayfield, Infill and Corridor Redevelopment

The little undeveloped land that remains within the City is scattered in small parcels throughout the City. The main opportunity for change exists in redevelopment of existing underutilized or obsolete properties.

In the Mid-City Character Area alone there is over one million square feet of industrial and commercial buildings. Most of these buildings were built shortly after World War II and thus do not possess the kind of architectural details or layout that lends itself easily to conversion opportunities. Yet, these factors may ultimately be favorable to redevelopment. Because the buildings are not historically significant they will not require intensive preservation efforts, and because so many were constructed out of metal, the refuse materials could be recycled for profit. These factors make demolition easier, which will in turn open space for new buildings that better fit the community’s vision. Encouraging higher densities where infrastructure can support them can help absorb new population and employment growth while lessening the impact on existing neighborhoods. Developers are building infill housing in existing neighborhoods, and adding new town homes, condominiums and loft



housing in the former industrial areas. There is an opportunity to concentrate mixed housing types at various price levels and cluster retail and commercial uses for a vibrant core. More residential density and more intensive land use could help revitalize blighted transportation corridors. New and revitalized commercial and retail facilities along these corridors can then support both the new and existing residential fabric. If properly designed and implemented, mixed use development can significantly reduce the number and length of local automobile trips.

A major goal of the Community Vision is to provide safe and efficient transportation and infrastructure systems that support desired land use patterns. An adopted policy is to develop a balanced transportation system of roadways, pedestrian pathways, bikeways, and senior citizen transport to serve the diverse mobility needs of the community, and to adopt regulations and policies that encourage land use patterns that do the same.

Building Design for Mixed Use

The mixing of uses, whether vertically or horizontally, requires special considerations to reduce negative impacts and incompatibility. Sufficient daylight access should be provided to all new residential units. Commercial activities such as parking and loading, exhaust fans, and restaurant entertainment can create noise, which disturbs residents. Residential privacy in relation to other units, pedestrians, and adjacent development is an important aspect of project livability and neighborliness. Safety and security are key components of livability. New development, both residential and commercial, should provide a secure environment through attention to principles of crime prevention through environmental design.

The following criteria should be considered for new projects, major expansions, and renovations to existing buildings that contain residential development:

Light and Ventilation

- Courtyard configuration and building massing should maximize sun access to courtyard level including terracing of upper levels on the south side of courtyards.
- Where courtyards or light wells exist in adjacent developments, new developments are encouraged to link open space with adjacent courtyards or light wells, yet maintain privacy and security.
- Where new development abuts or is adjacent to existing development with windows on the sidewalls, adequate light and ventilation should be maintained.
- Mechanical ventilation of commercial space should be exhausted at a location having the least impact on residential livability. This should ideally be at the roof, especially for restaurant kitchen exhaust.
- New buildings should be designed to utilize natural light and ventilation as much as possible, even deep within interior spaces.

Noise

- Buildings with dwelling uses should meet acoustic standards. Some of the methods which can be considered are orienting bedrooms away from noise sources, providing mechanical ventilation (to allow choice of keeping windows closed), and using sound-deadening construction materials and techniques.
- Noise generated by the development itself, such as parking and loading activities, exhaust fans, and restaurant entertainment, should be mitigated by location and design.
- Unit orientation, window placement and screening should be used to enhance privacy.

Safety and Security

- All lobbies should be visible from the street.

- There should be a separation between commercial and residential uses.
- The design of parking facilities should provide for personal safety and security. Underground residential parking, including pedestrian access routes from parking into the building should be secure and separate from commercial parking.
- Buildings should maximize opportunities for surveillance of sidewalks, entries, circulation routes, semi-private areas, children's play areas and parking entrances. Blind corners and deeply recessed entries should be avoided. Visibility into stairwells and halls is desirable. Laundry facilities, amenity rooms and storage rooms should be grouped together and visible for surveillance.

Building Architecture

In the context of a comprehensive plan, building architecture primarily refers to how a development contributes to the community's primary goal of human scale. The objective is to respect the typical streetscape rhythm comprised of many buildings in each block with one or more individual shopfronts



in each building. This design feature creates the impression of many narrow buildings within a block. Existing buildings may be of various widths that do not necessarily relate to building heights, but the critical pedestrian building module in mixed use developments should be shopfront width, which provides rhythm and pedestrian scale to the streetscape. It is desirable to retain the existing pattern of widths (where they exist) and to avoid creating larger shopfronts through the consolidation of two or more existing façades where possible, while still allowing flexibility of use by business. New buildings should seek to vary the façade with strong vertical elements and configure windows to maintain a fine-grained texture characteristic of historic streetscapes. Typical early shopfront design elements included columns, pilasters, and multiple storefronts. These features serve to establish a pedestrian scale and rhythm and to reduce the apparent width of buildings by adding texture and visual interest for pedestrians.

Lower Street Façade

The lower façade is that portion of the building made up of the ground floor and, if present, the traditional glazed mezzanine. It is typically defined at its upper edge by a minor cornice or decorative band. The lower façade is the most visible to the pedestrian and is often heavy in detail. Buildings of the pre-1929 era typically had ground floor facades with high ceilings, a high degree of transparency from large areas of glazing, and entries recessed into the façade and embellished with decorative tiles and panels. Buildings should respect the scale, configuration and rhythm of the traditional

components of pedestrian friendly lower facades including ground floor height, shopfront design and access to upper floors.

Street level access to the main floor should be provided. Traditionally, street level entry doors for stairs to the upper floors were incorporated into the façade in a separate vertical bay with details relating to the design of the shopfront entry but in a less elaborate expression. Often the entry was recessed and the floor surface treated in a decorative fashion. Horizontal elements, such as transom windows above the height of the entry doors and signboard strip between transoms and intermediate cornice are important aspects of the texture and complexity of the lower façade. They should be continuous across the façade except at the pilasters, which should structure the entire building's façade.

The following features should be incorporated into the design of new and existing lower street façades:

- Access that is level with the sidewalk and recessed to provide a distinction.
- A high percentage of glazing, in display window areas and in transoms above entryways and doors.
- Detailing of the floor surface in the entry recess with tiles (especially small mosaic tiles), terrazzo, or other similar decorative materials.
- A storefront cornice, which is generally a variation or reduced section of the main building cornice.

Upper Street Facades

Appearance and proportions of the upper facades should include strong vertical elements segmenting the façade; vertically-oriented windows organized into groups within the segments of the façade, and recessed balconies if appropriate. There should be a clear distinction between the upper story of buildings and the storefront level. To maintain upper façade texture, window openings in new construction are encouraged to be repetitive, vertically-oriented, and organized into relationship to the vertical elements which structure and segment the façade. Vertical elements such as pilasters, columns and projecting bays should be utilized whenever possible.

- The upper facades should be outlined with the use of vertical elements such as pilasters, columns and bays.
- The upper floor windows, which are typical of older pedestrian oriented buildings, should be punched openings in a relatively solid upper wall with a low window-to-wall ratio, with the exception of contour glazing at the back of recessed balconies.

Awnings and Canopies

Historically, awnings were large and played an important role in the commercial pedestrian streetscape. The use of fabric or metal awnings typically of a shed shape is encouraged, both as an architectural design element and as shelter from rain and hot sun.

Natural and Historic Resources and Community Vision

The City of Chamblee values its historic and cultural resources. Although none of the historic resources are currently listed on the National Register of Historic Places, the City has identified a few significant structures to further pursue historic designation. These links to the past, mostly old single-family residential structures, should be protected and preserved. The City has been placing emphasis on the historic character of the City within the Historic Core (the CBD) and the conversion of existing buildings for adaptive reuse. The Historic Core encourages the continued viability of the area, with uses that enhance the tourism potential of the City. The City is known for its antique store resources, including "Antique Row," with approximately 150 art and antique dealers.



Designing with the Environment

Redevelopment must always respect the natural environment and develop in harmony with existing natural features. Natural physical features should be incorporated into new developments, with drainage areas and other natural features left in their natural state and incorporated into an overall design. Engineering techniques should not be used to force-fit development into the environment. Streets should be visually terminated with important buildings, vistas of open space, water features or other distant topographical features. Unnecessary grading is discouraged in any new development within the City.



Buffers and Landscaping

A master landscape buffer plan is required for setback reductions. Generally buffer areas should include a combination of natural features, landscaping, berms, fencing, water features, and other attractive elements. Buffer plans that create “walled” and “gated” communities with a “compound” appearance are discouraged. Existing vegetation and tree canopy coverage should be retained and enhanced wherever possible.



Strategies

Short Term

- Require all new development, redevelopment and infill development to make any infrastructure improvements to bring the property up to current standards.
- Investigate the possibility of developing a Tax Allocation District (TAD), Community Improvement District (CID), or an impact fee program to implement public system improvements on a timelier basis.
- Continue to foster the relationship with Trees Atlanta and the tree dedication program. Encourage private urban forestry planting/maintenance programs and community gardens.
- Continue to maintain and plant Gateway landscaping four times a year.
- Work with developers through Development Agreements and incentives to implement identified multi-purpose trail, greenway, bicycle lane, sidewalk, and City streetscape improvements along property frontage as part of a development proposal.
- Require all new development, redevelopment and infill development to make a diligent good faith effort to meet with other adjacent property owners to coordinate future development plans, access, and infrastructure requirements; adjacent land uses should be clearly outlined on Zoning Concept Plans and Development Site Plans.
- Require all new development, redevelopment and infill development to screen all dumpsters, loading and service areas, transformers, and air conditioning units from public view.
- Green and shade cover is required within all parking areas.
- Provide lush landscaping and hardscaping on all new development sites, particularly within “plazas” and other open space areas. All open space should include pavers, seating, lighting, planting cutout areas, as appropriate. Require public art at focal points within plazas of a half acre or more.
- Develop recreational and open space standards for all developments. This calculation should be based on a fair-share study. Standards should be based on a formula that is fair-share for both project and system improvements.

- Development review plans should be reviewed and approved against both zoning and the character area standards.
- Encourage the provision of rainwater harvesting facilities in order to promote water conservation.
- Establish an offsite open space and tree fund that is directly tied to improvements within a specific character area. Develop a study that would identify locations within each character area to allocate and spend the collected money.
- Increase buffers between incompatible uses as a performance based buffer.
- Investigate the potential of increasing stream protection buffers where appropriate.
- Develop roadway cross sections for arterial roadway classifications. Cross sections should include:
 - Driveway alignment and number.
 - Shared parking possibilities.
 - Inter-parcel connectivity.
 - Identification of internal and network wide pedestrian circulation and connections.
 - Number, width and type of travel lanes.
 - Landscaping.
 - Dedicated/non-dedicated bike lanes versus no bike lanes at all.
 - Sidewalk widths and desired pedestrian service levels.
 - Transit.
 - The inclusion of “traffic calming” design features.
 - The examination of the cost-benefit of special utility relocations and the potential to maximize utility contributions to this effort.
 - The examination of other roadway infrastructure and street furniture including lighting (street and pedestrian), benches, trash cans, etc. as contributing element sin the visual enhancement of the corridor.
 - The use of multiple cross-sectional designs that respond to the existing site conditions occurring or planned along the corridor.
 - Planning for transit facilities, including bus shelters, waiting areas, and dedicated bus lanes. Also, the potential for transit within exiting right-of-ways such as the installation of a light rail line or streetcar.
- Encourage water-conserving “xeriscape” landscape design within new development.
- Undertake Access Management Plans for urban principal arterials.
- Identify and implement traffic calming measures that are acceptable to neighborhoods experiencing cut-thorough traffic.
- Study traffic calming measures along arterial roadways that also serve local foot and vehicular traffic.

Long Term

- Develop an “adopt an island” project within the city to increase landscaping on public land and along linkages.
- Provide ground level landscape at any transit or pedestrian connection, especially at bus stops.
- Develop a “destinations” map that emphasizes the history, culture and attractions of the City.

Land Use Patterns and Connectivity

Access and linkages are crucial factors in convincing individuals to abandon automobiles in favor of mass transit or other modes of transportation. Linkages to public facilities, activities, and to services within and outside the community are essential. A major part of the Community Vision is to encourage and accommodate efforts to increase linkages. As new residential developments rise, and commercial development follows, the potential for heavier pedestrian traffic to and from the transit station and within the City as a whole increases. Pedestrian activity will increase as perceptions of accessibility and the convenience of using mass transit shift.

Linking Land Use and Transportation

The intensity and condition of the existing infrastructure in the City of Chamblee suggests the need for innovative planning if substantial changes to the landscape are to occur. But planning for new development is only effective if the underlying regulatory and physical infrastructure is sufficient to support the community's goals. When the infrastructure impedes innovation, it becomes necessary to revise its parameters. The present situation in Chamblee presents such a situation. Finding safe ways of connecting



neighborhoods to the rail station and public facilities, improving pedestrian facilities, and improving the overall connectivity within the City are important ideas in achieving the Community Vision.

There are two primary physical infrastructure issues that must be addressed in the City of Chamblee. The first is the role and location of the MARTA station. It straddles a north south rail line that splits the City of Chamblee into two parts. While it is located at the central core of the City, it functions as a half-mile long barrier for pedestrians. The station separates its function (buses leave from both sides at street level; trains are overhead), and this design requires anyone coming into the station to pass through turnstiles. This effectively prevents non-riding pedestrians from using it as a bridge between the two sides of the tracks. It also prevents riders from leaving the station and potentially patronizing area businesses in the midst of train to bus (or vice-versa) transfers.

The Chamblee MARTA station's use patterns have recently changed. While by definition still a commuter station, the majority of train riders arrive not by car but by bus. This decline of automobile arrivals was primarily due to the completion of newer stations in more remote suburban areas (Doraville and Dunwoody) with large auto parking capacity. Changes in the spatial structure of the regional economy may have forced other former commuters to travel to places beyond downtown or Midtown (the places that the Chamblee station was designed to serve best).

One of the station improvement projects currently in the planning stages is the use of the MARTA tunnel to bridge the two sides of the Mid-City District. Four existing fare gates will be consolidated into three: one on Peachtree Road on the west side of the station and two on the east side, which will be replaced with new equipment to read "breeze cards." The cards will have a stored value and will allow pedestrians to quickly move through the station via the fare gates. To facilitate pedestrian access to the tunnel, the Malone Street pedestrian crossing (a City-funded LCI project) has been

installed to connect to the fare gate at the northwest side of the MARTA tunnel, and the Watkins Street pedestrian crossing (also funded by City and LCI money) connects the southeast side of the tunnel to the sidewalk along New Peachtree Road.

The second infrastructure issue is the connection between the major north-south transportation corridors that pass through the area. The landscape between Peachtree Industrial Boulevard and the MARTA station offers little protection for crossing pedestrians with respect to sidewalk and landscaping provisions. The southeast side of the station is only slightly better. A large surface parking lot bounded by a sheer concrete wall separates the station entrance from New Peachtree Road, with no exclusive pedestrian entrance despite high daily foot traffic to and from the nearby Interactive College of Technology. The aforementioned Watkins Street pedestrian crossing will help enhance pedestrian safety and connectivity between the College and the station.

Connections to Adjacent Properties

Development designs must reflect existing topography, as well as existing and future land uses of adjoining properties, rather than designing around existing property lines. When located adjacent to an area anticipated to develop with similar land uses, streets shall be extended to the boundary lines of the tract, unless prevented by topography or other physical conditions. At a minimum, there shall be one street or pedestrian access point extended to the boundary line of the tract for each 660 linear feet of property line adjoining tracts (approximately 1/8 mile). New developments should provide an orderly and appropriate visual and physical transition between the developments with different densities. All properties, except for individual residential dwellings, are required to provide interconnectivity to the adjacent properties. This requirement will allow greater flexibility within developments, reduce the need for curb cuts, and create less interference with pedestrian systems.

At the scale of “the town,” urban design focuses on the linkages between centers and their relationships to one another. Thus, at the level of a comprehensive plan, urban design strategies focus less on the visual appearance of buildings and streets and more on the organization of neighborhoods, commercial areas and open spaces and their connectivity to one another within a larger framework.

Roadway Access

East West Traffic Flow

Three primary roads serve east-west traffic:

- Peachtree Industrial Boulevard is a state route that primarily serves trips through the area.
- Peachtree Road is a variable width roadway that passes through the heart of the City adjacent to the northwest side of the MARTA station. It connects to Peachtree Industrial Boulevard near the southwest City limits, and outside the City to the northeast. It narrows to two through lanes in the Historic City Core inside the Mid-City District. This road services a combination of local traffic within the Chamblee area, and some cut-through traffic passing through the area and bypassing Peachtree Industrial Boulevard.
- New Peachtree Road is a four-lane facility that passes through the heart of the Mid-City Character Area adjacent to the south side of the MARTA station. It narrows to two through lanes west of Clairmont Road and east of the Mid-City District. This road services a combination of local traffic and some longer trip lengths passing through the area.

North-South Traffic Flow

Several roads provide north-south traffic flow:

- Clairmont Road is a four and five lane facility that connects to Peachtree Industrial Boulevard to the northwest and Buford Highway and beyond to the southeast. This road services primarily through-traffic across a bridge section over the railroad tracks and Peachtree Road, with some local traffic as well. More local area traffic is present on the section east of New Peachtree Road.

- Chamblee Tucker Road is a five-lane facility running from PIB on the northwest to Buford Highway and beyond to the southeast. It accommodates traffic on both the south and north sides of the MARTA station and serves a combination of local traffic and some longer trips lengths passing through the area.
- Several north-south streets serve primarily local traffic with relatively low traffic volumes, in particular those in the Mid-City District. However, Chamblee-Dunwoody is an example of a north-south local roadway that experiences high traffic volumes along its entire length.

Transit Connection

The Chamblee MARTA station, completed in 1984, is located in the City's geographical center. It serves as a commuter rail station and a bus to rail transfer center. Due to the relative affordability of land in the area at the time, broad surface parking lots were an easy choice. They were constructed in several locations on both sides of the station. This scheme created, from the beginning, an asphalt barrier between the surrounding street and sidewalk network and the station building.

The development of retail, office, and residential properties adjacent to the rail station potentially opens a large captive market of daily riders, especially if transit passengers have the ability to enter and exit the station freely. Current conditions are not conducive to such activity, and because there are relatively few pedestrian arrivals, there has been little pressure to build pedestrian-friendly features into the surrounding environment in the past. A major goal of the community's vision is to encourage transit-oriented, pedestrian-friendly development around the station. Mixed use buildings within comfortable walking distance to the station are addressing the problem of accessibility, in addition to the various streetscape projects and pedestrian/bicycle linkages that are either planned or under construction in the City.



Sidewalks, Bike Lanes and Greenways

The City has an extensive sidewalk network that continues to grow, in particular due to the implementation of the Livable Centers Initiative (LCI) Plan, the International Village Master Plan, and locally- and federally-funded projects. Pedestrian connectivity and linkages throughout the City are very important to achieving the vision of the City as a "small town" with live, work, and play activities. Linkages are also extremely important to the City due to the high volume of residents who depend on alternative modes of transportation. The City has been very involved and proactive in planning out the appropriate connectivity linkages throughout the City. In addition, the City requires new sidewalks to be installed along all public right of ways. Chamblee understands that developing the appropriate pedestrian-friendly infrastructure through sidewalks, bike paths, and streetscape elements will encourage the quality growth that they are striving for.



In addition, encouraging pedestrian oriented development is likely to increase pedestrian crossings on Peachtree Road. Implementation of a proposed multi-use path section on the abandoned rail spur one block north of Peachtree Road will result in increased crossing of Chamblee Tucker Road, Malone Drive, and Miller Drive. During the course of the LCI study, unsignalized crossings of Chamblee

Tucker Road, Peachtree Road, and New Peachtree Road were examined to determine the potential need for crossing assistance.

The available gaps in traffic were measured at these locations during the AM and PM peak hours to determine whether enough crossing time exists to effectively cross these streets for the following cases:

- Crossing one direction at a time (with a median refuge area).
- Crossing both directions together.

Crossing times required were calculated based on average crossing speed and distance traveled. This time was used as a measure of the minimum gap in traffic and compared to a frequency of sixty acceptable gaps per hour. Analysis showed each crossing location had conditions during one peak hour in which enough acceptable gaps occurred to allow crossing one way, but not enough to allow crossing the entire roadway without stopping in the middle. Therefore, some form of crossing treatment was recommended at these locations. Crossing improvements are also addressed in the City's Pedestrian and Bikeways Plan (2003), and two pedestrian crossing projects in the Mid-City District have been completed (Watkins Avenue/Peachtree Road and Malone Road/Peachtree Road).

There are currently no bicycle lanes, multi-use paths or designated bike paths within the City. Traffic volumes on Peachtree Industrial Boulevard, Clairmont Road, and Chamblee Tucker road south of the MARTA station are not conducive to sharing the road for all but the most experienced cyclists. However, many of the other lower volume roads in the study area are potentially navigable by bicycle traffic.

Multi-use paths are recommended along former rail spurs south of PIB and north in the vicinity of Keswick Park. The City has identified a route that would utilize an abandoned railroad spur underneath PIB, which has already acquired by the City, as well as additional spurs that head east off of Clairmont Road into the Mid-City District. This route would facilitate a pedestrian/bikeway connection between land uses on either side of PIB and is part of the County-wide Perimeter Trail.

Pedestrian travel is vital to transit-oriented design, as it is the mode of travel between transit and local trip origins and destinations. As the area near the MARTA station develops, pedestrian traffic flow will become more important, forming a primary element of the transportation system. In addition to pedestrian travel, bicycle use provides the potential to extend the traditional walking trip of one-quarter to one half mile to an overall trip length of two miles or more.

Greenways, Open Space Preservation

The City completed a pedestrian and bicycle master plan in 2003 that identifies potential greenways and trails. The City has identified permanently protected greenspace in the DeKalb County Greenspace Plan and will continue to actively pursue the acquisition of greenspace in conjunction with this program. The City is acquiring abandoned railroad spur lines for use as greenways/bike trails. As a part of this program, the planned Super Wal-Mart is dedicating the portion of rail spur line within its property to the City's greenspace program.

No federal, state or regional parks or recreation areas are located within the City of Chamblee. Other than the identified potential greenspace for trails and bikeways, the majority of open space is in the form of improved parks and recreation areas. The City has approximately fifty acres held in open space, the majority of which is in the form of parkland. Additional plans for recreation and open space will be discussed under "Infrastructure and Land Use."

Strategies

Short Term

- Require new developments to connect to any identified pedestrian linkage to the City as part of development approval. This includes identified pedestrian linkages, including the multi-purpose

trail connection and existing sidewalks. Provide incentives and/or requirements for developments to acquire and dedicate adjacent rail spur for this purpose.

- Continue to implement a replacement and maintenance fund to correct existing sidewalk deficiencies.
- Dedicate a fund to the yearly purchase and acquisition of the identified greenway.
- Require all projects to connect to existing and proposed adjacent pedestrian connections, including the proposed greenway.
- All developments should connect to existing and proposed adjacent uses through the use of easements, pedestrian connectivity or roadway connectivity as appropriate.
- Increase lighting and safety standards for pedestrian routes radiating from the MARTA station and mark crosswalks at selected intersections.
- Continue to work with MARTA to redesign entrances to the station to enable pedestrians to use the station as a bridge between the two sides of the Mid-City District.
- Investigate the potential for federal, state and regional grants and funding sources to further develop pedestrian connections and bike facilities.
- Continue to fund and implement LCI projects.
- Update the 2003 Pedestrian and Bikeways Plan to include completed sidewalk and pedestrian crossing projects and additional desired linkages.

Long Term

- Investigate funding sources for pedestrian/bicycle enhancements to Clairmont Bridge.

Inclusiveness

As one of the most diverse communities in all of Georgia, Chamblee houses and employs individuals from a number of different nations and hosts a plethora of culture-specific businesses and institutions. Ethnic diversity is considered one of the strengths of the Chamblee community. Immigrants have helped revitalize the City's declining commercial/retail district along Buford Highway and within the International Village, imparting new vitality to the area and thereby attracting even more newcomers.

One challenge facing Chamblee is to devise a way to balance the expected impact of the Buckhead/Perimeter spillover with the needs of immigrants and long-term residents. Because of the City's location, access to transportation corridors, and low-density building stock, pressure from residential developers seeking spaces to build higher density developments to house an increasingly affluent inner-perimeter population is expected to grow, as evidenced by a recent spurt of high-priced multi-family residential development.



Variety in housing type and price point is important to the community in maintaining its diverse feel and to allow movement within the City as age and lifestyles change. Overall preliminary analysis shows a good distribution of housing by price point to accommodate various income, lifestyle, and age-related housing choices. The only segment that is below that of adjacent areas is executive or "move up" housing. This need should be satisfied by the proposed infill housing developments that are currently under construction within the City and within new infill housing in established neighborhoods.

Maintaining a mix of uses and a mix of housing types will help Chamblee maintain its diverse population. In addition, character areas that promote ethnic and cultural identity will also provide a roadmap for achieving this part of the Community Vision.

Age and Lifestyle of the Community

Demographic analysis does not show any dramatic age distribution changes over the next twenty years. The primary market for residential development over the next twenty years in Chamblee will be single and two person households, both singles and empty nesters. With these statistics in mind, the City does recognize that there are two segments that require special attention: Young families with children and the senior population.

It is important to recognize the need to keep a balance of school age children within the City in order to preserve Chamblee's involvement in strong primary educational facilities. Currently several of the schools that the children of Chamblee attend are considered above average. Typically families with children are attracted to single-family housing. Since there is a limited supply of single-family housing within the City, the community realizes the importance of protecting existing single-family residential areas from commercial encroachment. The community also recognizes that families require various types of single-family housing. To accommodate changing needs over a family's lifecycle, the City allows single-family infill within its neighborhoods. Within certain compatibility guidelines, teardown infill will give families more options and meet today's modern standards.



To address the senior population, the City has developed a public/private partnership with Mercy Housing to build subsidized senior housing. New units and the preservation of appropriate existing units will provide ever more senior housing opportunities. The City will concentrate on creating environments that are “senior friendly,” including the development of neighborhood commercial and citywide pedestrian linkages. The location of the City within Metropolitan Atlanta and access to public transportation make Chamblee’s location favorable to senior populations.

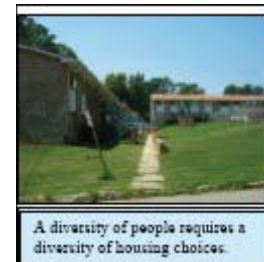


Housing Inclusiveness

The area to the north of Peachtree Industrial Boulevard is primarily made up of several established single-family detached neighborhoods edging on several high-end neighborhoods located at the perimeter. The area to the south of Peachtree Industrial Boulevard is a mixture of light industrial, retail, and rental housing in the form of aging apartment complexes. Recent development in and around the Mid-City District has begun to bring higher-end, for-sale residential to the area. Due to the increasing land costs and limited land availability, the new developments in the area have been attached housing, in the form of lofts, town homes and condo-flats.

Various housing types will be required to meet the lifestyle characteristics of the area. Not only will diversified housing stock (such as duplex, multi-family, townhouse, single-family units, etc.) be important to younger families, single persons and empty nesters as affordable housing alternatives, they will provide construction jobs and available housing for an increasing labor market. The smallest segment of the existing market, “move up” or “executive” housing, and an evolving demand within the City will show an increase through newly proposed developments primarily within the Mid-City District and infill developments in other areas of the City. The inclusion of this housing type and price point will complete the availability of housing “lifestyle” choices within the City.

The fact that Chamblee currently continues to offer a greater percentage of affordable housing for low-income persons as compared to the surrounding area comes as no surprise. One of the draws to the community, and its current ethnic diversity, is in part due to its abundance of affordable housing



options. Chamblee currently provides more units in terms of percentage for lower income persons in the form of aging apartment complexes than any of the surrounding areas. Providing this housing is very important to retain the cultural, economic and ethnic diversity that is the heart of the City. Although the Community Assessment identified a shortage of very low income housing compared to the demand, statistical analysis indicates that 30% of the current housing stock should be dedicated to housing affordable for very low income persons. The City feels that it is a small part of a large region, and that it should not be responsible for all the affordable housing needs of the region. Its current housing stock and the expectation of diverse housing products integrated into mixed use centers will continue to provide rental units of all types and entry level for-sale housing.

It has been pointed out that although the development community may be able to provide some housing in the “low” range and above, it is not reasonable to expect that the needs of the “very low” category could be met through the private sector. Government intervention in some form would be necessary to provide for this need. As a small community, Chamblee does not offer its own housing programs for rehabilitation, maintenance or enhancement, and as a city within DeKalb County it is not an entitlement city, and therefore has no direct control over housing program funds. Residents of the City, developers, and non-profit organizations rely on the larger assistance programs of the DeKalb County Community Development Department, the Community Housing Resource Center, and the Georgia Department of Community Affairs. The Mercy Housing and related housing development is a good example of a successful public-private partnership. Habitat for Humanity and other non-profits are also good examples.

Another primary barrier to new affordable housing in the community is the lack of vacant land for infill or new development and current market prices for land, which are steadily increasing due to its limited availability and regional pressures. It is clear that cooperative participation of the public and private sectors is necessary to expand housing opportunities to the lower income economic segments of the community.

Owner to Rental Ratio

The percentage of rental units to owner occupied units is higher in Chamblee than the state and the surrounding region. The majority of Chamblee residents occupy rental units, 65% compared to 35% owner occupied. The current mix of units is slightly lower for detached and attached single-family housing at 49%, as compared to the remaining 51% of units considered attached multi-family housing. This housing mix indicates that a significant portion of available single family using is currently rented, approximately 27%.

This ownership/rental mix is both an opportunity and an issue for the City. First of all, it may be perceived that rental units do not offer the same stability and community investment that home ownership does. Rental units, especially single-family homes, are usually not maintained as well as owner occupied units. On the other hand, available affordable housing, both rental and ownership (of older single family units), contributes to a favorable workforce housing mix and cultural and economic diversity within the community. Rental opportunities also typically attract young, single persons and young couples to the market.

Having assessed both problems and opportunities, it is the desire of the community to monitor the amount of new rental housing development in order to bring the City’s housing percentages in line with the region and the state. Rental units within mixed projects as opposed to large scale stand alone developments are also seen to be more desirable to the community’s vision.

Protection of Existing Neighborhoods

Several stable single-family neighborhoods were identified during this Comprehensive Plan update, primarily in the northwest and western sections of the City. Some areas are experiencing a transition from one use to another that creates incompatible land use relationships or unsafe living conditions. These include



transportation corridors areas where commercial uses are replacing existing industrial uses adjacent to established residential areas, primarily on Peachtree Industrial Boulevard and New Peachtree Road, or where residential uses are converting to commercial and office uses, as in the case of Clairmont Road, Chamblee Dunwoody Road, Shallowford Road, La Venture Drive, and Sixth Street. In order to control and guide land use changes within these transitional areas, the “Neighborhood Compatible Commercial” Character Area has been established. This character area will allow residential conversions to professional office and other low impact uses to minimize the impact on existing residences and to provide buffers between incompatible land uses adjacent to existing single-family neighborhoods. The City is currently specifically studying the Peachtree Industrial Corridor and Clairmont Road corridors for further compatibility issues, and the City’s character areas will provide for compatible redevelopment and protection with existing neighborhoods.

Another issue identified in the City was that of “tear-downs” -- existing houses being torn down and larger houses being redeveloped on the site due to increasing cost and the limited potential for redevelopment within these areas. Although there have been some issues in the past with this market change, it is felt by many that infill development within established neighborhoods allows for more housing choice and movement within existing neighborhoods. The City does not allow the splitting of lots or development of higher density within established neighborhoods, in order to protect them.

Strategies

Short Term

- Work to reduce any substandard living conditions within our boundaries. Investigate other cities’ programs related to internal multi-family building inspections. Continue to enforce city codes to assure safe and sanitary conditions.
- The City will investigate potential programs to assist with maintenance and rehabilitation and make information on these programs available to its residents.
- Continue to cooperate and assist Senior Connections in the development of senior related programs.
- Require all multifamily development to be built to Georgia Condominium building standards.
- In order to increase stability and market choice the City will develop strategies:
 - Increase home ownership in the City by encouraging new residential development to be oriented to ownership housing.
 - Increase code enforcement and physical infrastructure improvements within existing neighborhoods.

Long Term

- The City should look into potential city-based incentive programs or public-private partnerships to enhance the existing housing stock.
- Work with DeKalb County on the potential acquisition and redevelopment of tax delinquent properties for affordable and workforce housing.

Economic Opportunities

Historically, Chamblee's economy has been a diverse mixture of retail, commercial and industrial concerns with a particular concentration of light industrial and wholesale trade. Chamblee, along with its northern neighbor Doraville, was one of the centers of early post-World War II industrial development in the Atlanta region. From the 1950s through the 1970s the City was considered a significant employment destination, having almost as many individuals employed within the city limits as permanently residing there. This employment base has transitioned, along with the region and nation, from an industrial and heavy commercial base to primarily a service and retail base. Forecasts tell us that manufacturing and light industrial will continue to decline, while retail and services will continue to grow. Analysis shows that Chamblee possesses a stable but somewhat less diverse local economy now than it did twenty years prior.



The City of Chamblee is not considered a major employment core, but does contain, and is expected to gain an economically diverse range of employment opportunities. Primary market capture is projected to be community type retail and services, with some potential for regional commercial surrounding Peachtree DeKalb Airport, along Peachtree Industrial Boulevard and Buford Highway.

The encouragement of new entrepreneur opportunities and assisting small businesses is very important within the community's vision. Many of the businesses within Chamblee are small "mom & pop" type of establishments, and add to the "village feel" of the community. In addition the City of Chamblee has many unique qualities that make it stand out, such as the International Village, the Interactive College, the nationally recognized "Antique Row," and Peachtree DeKalb Airport. The City will continue to invest its marketing efforts in attracting business and industry to piggy-back onto these assets.



Nevertheless, its close proximity to major employment cores such as Perimeter Center and Buckhead make the city an attractive residential location. Employment growth within these major employment areas is projected to increase over the next ten years creating demand for housing proximate to these new jobs. Chamblee is positioned to benefit from projected future housing and employment growth in the Atlanta MSA and these nearby cores specifically, particularly as it represents an opportunity for convenient, price-alternative housing within the Perimeter. It is important for the City to maintain a regional outlook with regard to employment and job creation. The City is part of a larger regional employment generator and therefore should not strive to provide all types of stand-alone economic opportunities. Although the City will encourage many types of non-residential growth throughout the character areas, connections and linkages to transportation facilities are also a key to maintaining a regional presence and access to metro-wide job opportunities.



To maintain a balance between new residential growth and support services, and to encourage the development of walkable, less car-dependent neighborhoods, the City is requiring a mixing of uses in several of its character areas. Land use patterns and character areas encourage a mixing of uses, as well as the inclusion of existing employment opportunities (including current light industrial), the encouragement of small business, and the appropriate placement of regional employment generators. The City will continue to monitor the residential/non-residential ratio closely.

Character areas have been developed to include design guidelines and compatibility criteria primarily within mixed use districts. The type of commercial development is not as important as the issue of compatibility and contributions to the vision of the community as a pedestrian-human scaled village. As in historic land use patterns, size, scale and impact are designated in conjunction with the type of infrastructure and access availability of the site. The most important aspect in non-residential development is the scale and character area compatibility, whether the use is a small local serving retail use or a “big box” retailer. The recent approval of Wal-Mart on Peachtree Industrial Boulevard and Clairmont Road clearly shows this relationship. Although Wal-Mart typically builds large buildings surrounded by a sea of parking, the City approved this development as a mini-village center, complete with street frontage retail, pedestrian linkages, public gathering spaces and screened parking areas. This development fits the intent of the Corridor Village Character Area.

Therefore, the economic development marketing focus is the development of standards for compatibility and integration into the city fabric, and primarily into the vision and the development of quality non-residential as a linked and human scaled community. The community wants to assure land use patterns that eliminate as much cut-through, and therefore disruptive, traffic as possible, and balance large land users with the more intimate human scale orientation of the Historic City Core and Mid-City and International Village Districts.

Strategies

Short Term

- The City should develop an economic development plan to include a multi-cultural focus, and include programs that incubate new small business opportunities and business retainage in conjunction with proposed new developments.
- The City should create programs to provide financial support or incentives for reinvestment into existing structures as appropriate.
- The City should create a promotional brochure that emphasizes the unique qualities of the City, such as its transportation access, airport services, Antique Row, and cultural diversity.
- The City should increase its visibility through promotional activities and materials. Take advantage of all available resources such as DeKalb County advertising and festival development.
- ~~Work closely with the full-time Events Director through PDK Investment Groups and International Village to provide year round activities and to coordinate the events with Chinatown, Plaza del Sol, Antique Row, PDK and the Mid-City Character Area.~~

Removed from Community Agenda

Infrastructure and Land Use

Chamblee is one of the eight municipalities located within DeKalb County. As a small community in a large and heavily urbanized county, Chamblee can capitalize on the benefits of local responsive government service in addition to reliance on County infrastructure and support of community facilities and services not provided directly by the City. Several infrastructure related services are not directly under the City's control, including the school system, library, fire, emergency services, public water and public sewer. DeKalb County has long-range community facility plans for these services within the County's Comprehensive Plan. In September 2003, the Metropolitan North Georgia Water Planning District Board adopted three comprehensive plans to ensure adequate supplies of drinking water, to protect water quality and to minimize the impacts of development on the District's watersheds and downstream water quality. City provided services are both responsive and efficient at this time and include police, solid waste, parks and recreation, and general government services. Preliminary analysis also confirms that the City's facilities have an adequate Level of Service (LOS) and/or plans to address LOS shortfalls in the future.



Parks and Recreation

There are approximately fifty acres of maintained public parkland within the City. Parks can be viewed as the center of community life, the common space in which people find each other and build their neighborhood together.

The City is dedicated to providing open space and recreation opportunities, in addition to a commitment to greenspace protection in the DeKalb County Greenspace Plan and the integration of historic and cultural resources as a foundation of its Historic Core. The current inventory of parkland and recreation facilities proves a current LOS of 4.4 acres per 1,000 persons. This is considered normal and adequate within an urban area. Of greater concern is the amount of recreational amenities available within the City and the distribution of these facilities within the various character areas.

Lack of available land resources poses a strong constraint on new parkland development. Pocket parks, the planned greenway path, pedestrian public linkages and the potential for a passive park within International Village will be the primary source of new greenspace in the City. As vacant land is extremely limited, and significant acreages of natural open space no longer exist, expansion of opportunities for open space and recreation will continue to be a challenge for the City.



Transportation

Major Traffic Generators

The Chamblee MARTA station is a primary traffic generator in the area, with access to parking lots via Chamblee Tucker Road, New Peachtree road and Peachtree Road. Other significant traffic generators are:

- Interactive College, located along New Peachtree Road. The student population accesses the campus via both automobile and MARTA.
- International Farmers Market, located along Chamblee Tucker road near Peachtree Industrial Boulevard.
- The Bellsouth property along Clairmont Road and Peachtree Industrial Boulevard. Although this property is currently vacant, the development of a Super Wal-Mart Center and major retail node is expected to increase traffic through the City.
- CDC and IRS campuses between PDK Airport and Buford Highway. Both are large employers in the area.
- Lowe's on Peachtree Industrial Boulevard.
- Chamblee's many auto-related and warehouse/distribution businesses.
- Chamblee Middle and High Schools.

Intersection Traffic Control and Operations

Intersections are important components of the roadway network as they accommodate the crossing of traffic and pedestrian flow. To accommodate conflicting flows, intersections assign right-of-way to vehicles. The City has twenty-two signalized intersections throughout its jurisdiction, all of which are maintained by the DeKalb County Traffic Engineering Department. As indicated in the Community Assessment, level of service calculations indicate there are no AM peak hour deficiencies. However, there are PM peak hour deficiencies along several road segments that are located between signalized intersections in the City, including Peachtree Industrial Boulevard, Chamblee Tucker Road, Chamblee Dunwoody Road, Johnson Ferry Road, and Clairmont Road. Studying and identifying potential improvements, including turn bays, permitted/protected turn phases and system-wide coordinated signal timing require coordination between the City and DeKalb County.

Parking Management

Two primary problems affect the City when it comes to parking management: Large areas of surface parking, such as MARTA lots, and the potential lack of public parking within the Mid-City.

Large parking lots in front of buildings create a dangerous pedestrian environment and limit the potential for pedestrian access. Large concentrations of parking also tend to promote points of vehicular congestion. The remedy to this is a shared parking strategy or the reduction of parking ratios and the increasing of connections to alternative modes to encourage transit-oriented development. A general rule-of-thumb is that implementing shared parking can reduce the required number of parking spaces by up to 20%.

Mid-City parking is permitted on some of the existing local streets on a limited basis. Parking is not marked, but signage is used for parking prohibition along Malone Drive and Miller Drive. Utilization of on-street parking, where available, is low as most area businesses provide adequate parking on-site. The City has plans to stripe on-street parking spaces on several roadways, such as Malone Drive and Miller Drive, which will help accommodate residential and commercial growth.

Strategies

Short Term

- Investigate and continue negotiations with DeKalb County to develop the PDK Runway Protection Zone (RPZ) as greenspace.
- Support modifications to MARTA station bus terminal area to create a usable linear park within a currently landscaped area.
- Map all potential abandoned rail spur lines that will form the multi-path system for the City.
- Set up a yearly acquisition fund to buy rail spur land.
- Identify funding to acquire potential greenspace.
- Potential redevelopment of the abandoned city fire station for an expansion of City Hall Park.
- Work with MARTA on a tree planting and maintenance campaign to give MARTA right-of-way more of a linear park feel.
- Investigate the possibility of expanding the Central City Park within the Historic City Core Character Area.
- Continue to work with MARTA on shared-use or leasing arrangements to accommodate public parking.
- Develop a parking audit of the Mid-City and International Village that identifies potential public parking, on-street parking and potential private parking within the City.
- Implement LCI projects that address intersection traffic control and operations.
- Amend the 2006-2010 Short Term Work Program to include relevant operational projects upon the County's adoption of its Comprehensive Transportation Plan (anticipated to be October 2006).
- Coordinate with DeKalb County in implementing the North Georgia Water District Plans.

Long Term

- Develop a 5-year Capital Improvements Program for all City provided services. This Capital Improvement Program should be based on year population increments and budgeted as population growth continues.
- Develop a Service Delivery Program Study to ensure that staffing and programs throughout the City are meeting annual population and employment level of service increases.
- Develop a plan for the multi-purpose trail system within the City.

Future Land Use

As the City of Chamblee moves forward, the vision of a live, work and play community is foremost in its land use guiding principals. The intent of these descriptive character areas is to describe methods to achieve the overall community vision of encouraging a pedestrian-friendly city in an attractive, landscaped setting while promoting economic stability in a safe living environment. Jane Jacobs, author of *"The Death and Life of Great American Cities,"* focused on sidewalks and city streets, human activity, and human watchfulness. A street needs three qualities to be safe, she said: a clear demarcation between public space and private space, "eyes upon the street," and sidewalks in continuous use. Sidewalks need to be lively not only during the day, but also in the evening and at night. A mix of uses gives both residents and visitors concrete reasons for using sidewalks and the City as a whole.

The Community Vision includes a mixture of diverse high quality non-residential and residential areas. Preferred land use development patterns will create a variety of housing types, including single-family residential, duplex, town homes, condominiums and apartments all intermixed throughout the neighborhood to meet the diverse needs of residents with varied ages and incomes. Shops, office, public services and civic buildings, and other nearby employment opportunities should be located within close proximity to be easily accessible to pedestrians. Mixed use development in appropriate areas will be the dominant form of new development within the City.



Urban design refers to the dynamic relationship of land uses and how they are connected within the built environment. More specifically, urban design strategies determine the configuration of buildings, massing and density, the appearance and character of places, open spaces, parks and plazas, transportation networks (pedestrian and automotive), as well as the relationships among land uses and the linkages within the community as a whole. Ultimately, urban design is about creating a sense of place that achieves the community's desired vision.

At the scale of "the village or center," urban design elements such as lighting, signage, landscaping, street furniture and architectural guidelines create the visual character and identity of a place, making it recognizable and distinct from other areas. When applied within a comprehensive system of connected streets, sidewalks, greenways, and open space, urban design has the power to transform intersections into walkable districts, and subdivisions into neighborhoods.

At the scale of "the city," urban design focuses on the linkages between communities and their relationships to one another. Thus, at the level of a comprehensive plan, urban design strategies focus less on the visual

appearance of buildings and streets and more on the organization of neighborhoods, commercial areas and open spaces and their connectivity to one another within a larger framework.

All new public buildings, institutional buildings, residential and non-residential private developments should be characterized by high quality architectural design and construction and should reflect Chamblee's unique community image and character. These types of improvements help create an identity or sense of place and will ultimately set the City of Chamblee apart from other communities and provide residents and businesses a reason for investing in the community. There are a variety of ways to achieve the City's vision for the future. From an urban design standpoint, the key is to avoid dispersed development projects that are unrelated to one another and exist in isolation at random locations. Instead, by focusing appropriate development within distinct character areas, corridors and centers, and arranging these areas within a comprehensive circulation system that incorporates multiple modes of transportation, the City will achieve a sustainable development pattern that will carry it through to the year 2025.

The intent of the Comprehensive Plan is to identify the most desirable pattern of land use in Chamblee. This pattern is represented on the Future Development Map by various character areas. These use categories are defined in this section. The Future Development Map is a representation of the Comprehensive Plan's goals and policies and, to a great extent, reflects current development patterns and trends, as well as current zoning approvals. The map designations indicate the predominant type of land use in the general areas identified. Guiding concepts for future land use in Chamblee include:

- Ensure that future land use and development decisions are consistent with long range planning goals and policies and that such decisions promote social and economic well-being.
- Implement a land use plan that articulates a physical policy for a compact urban area and assures the availability of infrastructure concurrent with development that achieves the desires of the community's vision.
- Encourage and promote clean, high tech industrial development that strengthens the economic base of the community and minimizes air and water pollution.
- Promote development that is pedestrian-oriented, community centered and minimizes vehicular trips.
- Encourage redevelopment of outdated rental housing.



Development Patterns

As stated in The Vision for the City of Chamblee, the City's vision for the future is based on a pattern of continued growth and redevelopment focused within character areas that discourage urban sprawl, inefficient use of infrastructure and land use incompatibility, while maintaining and creating viable residential areas. It is the City's intent through its community character areas to address the overall vision for a vibrant live, work and play center within Metro-Atlanta, while maintaining the City's small town feel.

Community Character Areas are intended to ensure compatible and unified development within specified areas of the City. Instead of identifying land as individual uses, the Future Development Map was developed into the following Community Character Areas:

- Mid-City
- International Village
- Historic City Core (CBD)
- Corridor Village
- Neighborhood Compatible Commercial
- Neighborhood Living
- Residential Row

As described in the next section, Community Character Areas define the overall land use characteristics in generalized areas of the City. Characteristics include density, land use, economic development, natural and historic resources, and types of community facilities. Each character area consists of three parts:

- Description and Intent Statement
- List of Predominant Land Uses.
- Design Guidelines.

In addition, as outlined on the land use table, each character area identifies associated zoning districts. Character area designations and characteristics are designed to guide zoning and redevelopment decisions. The Community Vision provides pro-growth policies while maintaining the City's desired character and pride of place.

What is a Character Area?

The City is focusing on physical infrastructure improvements to foster greater human interaction. These character area guidelines give details of how private development fits into the community's vision. A character area is:

- An area that has unique or special characteristics to be preserved or enhanced; or
- An area that has the potential to evolve into a unique area with more intentional guidance of future development through adequate planning and implementation (such as a strip commercial corridor that could be revitalized into a more attractive village development pattern); or
- An area that requires special attention due to unique development issues (rapid change of development patterns, economic declines, etc.).

We have developed character areas within the Comprehensive Plan to:

- Guide zoning and land-use recommendations.
- Encourage and promote quality development and redevelopment.
- Define common themes to link areas within the City.
- Be used as a tool for identifying future public and private actions leading to redevelopment.

- Be used as a tool in securing funding for projects.
- Identify and incorporate available community resources in the implementation of the character areas.
- Achieve economic development viability and create jobs.

Why use Character Areas?

As a first step in creating an appropriate development atmosphere, the City has developed “Community Character Areas.” In the context of the Comprehensive Plan, urban design through distinct character areas describes a classification of development patterns, their distinct differences and their relationship to one another as the City continues to grow over the next twenty years.

The philosophy underlying the development of a character area is that appropriate design guidelines will encourage the retention and enhancement of the authentic character of the City of Chamblee and will also ensure that new development is compatible with and will contribute to the community’s vision. New buildings should not be designed in a pseudo-historic style, but rather a style that uses a contemporary architectural vocabulary that complements the historic character of the authentic old buildings, land use patterns or culture of the area. Compatibility can be achieved by respecting patterns of massing, height, fenestration, and façade proportions and organization that are present in the existing character area, or if not currently present, by the creation of such aspects through development utilizing the intent of the character area description. In addition, non-architectural elements such as signs, awnings, and sidewalk displays contribute to the character of an area. The purpose of character areas is to:

- Provide a strong link between the City’s vision, guiding principles, goals and regulations.
- Provide additional guidance to developers regarding the qualitative aspects the City will consider during the rezoning process.
- Provide the first step towards urban design guidelines and the City’s objective for quality growth.
- Provide for strong land use compatibility and transitional standards.
- Emphasize the mixing and integration of appropriate and complimentary uses.
- Identify intensity levels, compatibility considerations and infrastructure considerations.
- Coordinate economic development, natural resource and capital facility policies within land use planning.



Character Areas

Mid-City District

Land use patterns within this character area are designed to generate movement away from segregated uses and automobile orientation and towards a pedestrian-oriented “town center” environment interconnected to the Chamblee MARTA station. The appropriate mixing of uses and proper connectivity is central to achieving this goal. Equally important are significant infrastructure improvements, including landscape and streetscape elements, pedestrian connections and sidewalks, the integration of focal points (plazas, fountains, parks and green space pockets), and façade improvements planned within this character area. The intent is to develop a traditional town center that respects the scale, configuration and rhythm of a pedestrian environment, including ground floor height, storefront design and access to upper floors. The shop front configuration is the basic building block of the pedestrian experience

This character area is bounded on the north by Peachtree Industrial Boulevard, on the south by Peachtree Road, on the West by Clairmont Road, and on the east by Pierce Drive. The Chamblee MARTA rail station parallels Peachtree Road and sits adjacent to the area. The Mid-City District is at present the primary area for infill and redevelopment within the City and is the geographic center of town. Currently the Mid-City Character Area is a mix of uses: small and large auto dealers and repair, retail, office, warehouse/industry, apartments, lofts, and condos. The area north of the tracks is larger but less diverse in terms of existing land uses (overwhelmingly industrial and commercial); the section south of the station includes a relatively balanced mixture of residential, commercial, institutional and transportation related uses. In 2000, a Livable Cities Initiative (LCI) was completed that outlined the future land use and transportation aspects of the area. The primary findings of the study included:

- Access to MARTA station, and other pedestrian linkages were unfriendly to pedestrians/bicyclists.
- There were many potential opportunities for redevelopment of existing industrial/commercial uses to mixed use in order to accommodate future demand.
- A recommendation for a performance-based or planned unit development approach to zoning for greater development flexibility.
- The creation of uniform streetscapes was needed to enhance city identity and provide pedestrian friendliness.

The City’s Development Codes were revised after the LCI was completed to establish design standards, parking requirements and guiding principles for two different mixed use development orientations within the Mid-City District: pedestrian oriented and pedestrian/auto oriented, depending on the location within the District. These performance standards, guidelines and requirements were established to implement the recommendations made in the LCI Plan. Applications for \$1.9 million in 2001 and 2002 and \$375,000 in



2004 for streetscape improvements were approved by the Atlanta Regional Commission and are currently being implemented.

The following criteria are essential to development within the Mid-City Character Area:

- All development must address the street, including an appropriate front building façade.
- Parking should be located to the side, rear or underground whenever practical and shall be buffered and screened by landscaping from any pedestrian view.
- First floors of buildings should be built at pedestrian scale, including architectural elements.
- All developments must provide appropriate open space and connect into established or planned pedestrian/bicycle linkage plans in the City.
- Utilities, loading and trash collection areas must be screened.
- Residential privacy and buffering standards must be incorporated within the district.
- First floor retail, services and offices are highly encouraged within the district.

Primary Land Use and Patterns

- Taller, denser development as long as the building respects human scale and provides an urban feel—wide sidewalks, human scale building facades, detailed ground floor facades, and extensive landscaping.
- Office/retail combo space—Class A office near MARTA.
- Neighborhood and local serving retail and services should be the predominant type of commercial development in new projects in order to create a live, work and play environment.
- A central urban gathering space that links this central area by trail/sidewalk system to other areas of the City including Keswick Park, City Hall, International Village and established neighborhoods.
- A central entertainment core, including sidewalk cafes, restaurants, and a movie/stage drama theater.

Design Standards

- All developments should incorporate non-residential uses on their ground floors. Appropriate single uses may be specifically approved when they meet the intent of the character area.
- Buildings and landscaping should present “edges” at the sidewalk that clearly define public space. Pedestrian connectivity must be friendly and safe. All developments must incorporate and build the City’s adopted streetscape requirements within their plans.
- All development except individual single family houses should present an internal pedestrian plan. Pedestrian linkages must be established from the public realm to internal activities, open spaces and parking areas.
- The lower façade of the building (ground floor) should be defined at its upper edge by a minor cornice or decorative band. Typical pedestrian-friendly street fronts include a high level of transparency from large areas of glazing and entries recessed into the façade and embellished with decorative tiles and panels.
- All parking spaces shall be concealed from view either below grade, to the side or behind active uses. On-street parking should be established and incorporated into the development’s plan, where appropriate. All parking must be appropriately landscaped and screened according to adopted standards. When parking cannot be appropriately screened and integrated into a project, a contribution to the municipal off street parking area fund would be required.
- Shared access and shared parking is required where applicable.
- Urban landscaping, such as street trees, flowers, window boxes, etc. is highly encouraged.

- All buildings should be built to the front and side property lines of their sites for full extent of their facades.
- Bay windows and balconies for residential uses may protrude into the required yards.
- Outdoor dining areas are encouraged and when part of the development program should be used to activate plazas, the edges of open space, building frontages and street frontages. Outdoor dining areas should be oriented away from adjacent uses that are sensitive to noise or nighttime activity.
- All projects over 50,000 square feet should incorporate public art, fountains or other focal points into their projects.
- Every building shall reduce its perceived bulk by dividing the building mass into smaller scaled components. Non-residential developments along a single street shall be divided by streets into blocks.
- Minimum height of all buildings is two floors.
- Curb cuts and driveways shall not be permitted on any storefront street when access may be provided from a side or rear street located immediately adjacent to contiguous property, with the exception of hotel patron drop-off drives.

Strategies

- Develop a parking audit for the Mid-City District and investigate the potential of additional “municipal parking” as a development incentive and alternative. Shared use of existing public parking from MARTA should be further investigated and considered a strong potential option.
- Allow density increases for additional pedestrian and community objectives, such as larger plazas, focal points and multi-path trail acquisition.
- Develop a strong identity program—street signs with neighborhood name, destination signs pointing to and from MARTA and the many other “destinations” such as Chamblee High School, PDK, Antique Row, International Village and the trail to Keswick Park.
- Work with MARTA to incorporate mapping and way-finding within the station and at bus stops.
- The City should analyze internal corridors to make them more user-friendly. Peachtree Road and Clairmont Road function as collectors within this character area and its “main streets.” These roadways should be redesigned to function as this, and not as commuter cut-through. Possible techniques to help the roadways function as less of a commuter cut-through include reducing the width of these roads (road-diet), and installing traffic calming devices, such as planted medians, on-street parking, bump outs, pedestrian crossing signals, etc. The primary feel of the area should be pedestrian oriented, not commuter cut through.
- Incorporate bus routes and appropriate amenities into streetscape and development guidelines to connect Mid-City to the region. Develop a prototype bus shelter to enhance the Mid-City Character Area. Work with MARTA to install these amenities.

International Village

The intrinsic character of this unique multi-ethnic neighborhood resulted from successive waves of immigration over the last two decades. The intent of this character area is to create an appealing community for visitors while maintaining the integrity of the community. The concept of the International Village is that it would serve as home, workplace, learning center, cultural activity center, tourist center, shopping and recreation center for individuals and businesses of various cultures in Chamblee and throughout Atlanta.

The International Village is located south of the MARTA rail line and the Southern Railway, north of the DeKalb Peachtree Airport and west of Buford Highway and Shallowford Road. Chamblee Dunwoody Road is a busy corridor that bisects the district and acts as a spine or “main street” to the International Village community.

Access to the village is convenient by using Peachtree Industrial Boulevard from I-285 on the west, Buford Highway from I-285 on the east, or Chamblee-Tucker road from I-85 on the south. Primary access is from Chamblee-Dunwoody Road, which provides east-west access through the heart of the Village from Buford Highway to Peachtree Industrial Boulevard. The Chamblee MARTA Rail Station is located in the southwestern tip of the village and provides an important alternative method of transportation to the Village, and MARTA bus routes traverse the area. The Peachtree DeKalb Airport has an important influence on the Village, including the limits of heights of structures and trees, and residential development in the PDK Runway Protection Zone.

*“With the increased influx of immigrants and refugees to Georgia during the last decade – and the promise of more to come – the International village will create opportunity while addressing potential problems facing these groups and capitalize on what is one of the assets of an international city – culturally diverse people.”
The DeKalb Chamber of Commerce*



Land use patterns in the International Village include a mix of industrial, commercial, institutional, office, residential and vacant parcels. Although quite a few residential properties were lost during the PDK buyout, this area is still one of the City’s most densely populated neighborhoods. The majority of the City’s high density residential and much of the medium density residential uses are found within this character area. Concentrations of commercial and industrial uses are found along New Peachtree and Shallowford Roads, with pockets along Chamblee-Tucker Road. In a few instances, a single-family residence is located in the

center of a commercial or high-density residential enclave. The International Village is regulated by an overlay zone, which establishes additional criteria and guidelines for development (and redevelopment) in each underlying zone.

In this community there are sights and sounds, goods, and services of Atlanta's international community. It is a place to live, work, play, learn, and preserve one's own culture. At the same time, the International Village is a destination for non-residents of the area who wish to shop or experience a variety of cultures. While the visitors' journey may begin with a visit to an ethnic restaurant, they will inevitably encounter language, clothing, customs and cultural distinctions of the international population living and working in the Village.



The vision of the International Village is two-fold:

- To fortify and sustain the area as a living and working community for all people.
- To strengthen the local economy by enhancing the appeal of the area to non-residents who desire to experience an authentic international community.

Translating the “vision” into both physical developments and ongoing events will enforce the image of the International Village. Realizing the visual image of the Village will require development oriented to the pedestrian rather than the automobile, and development of an environment that unifies the area and connects one project to another. Redevelopment along the major corridors, including New Peachtree Road, Chamblee Dunwoody Road and Chamblee Tucker Road, will focus on establishing inviting enhanced pathways that reinforce the international theme. Structured “gateways,” which may consist of kiosks, plantings and signage will welcome visitors to the area and help to round out the international representation within the Village.

As a character area of mixed uses, compatibility and pedestrian connections with neighboring properties and within a mixed use property will serve as the primary guideline to what is appropriate on individual pieces of property. This area holds the largest concentration of affordable and workforce housing in the City and represents a large portion of the existing area-wide housing. Retaining diverse residential uses is extremely important. Where appropriate to a property's surroundings and infrastructure availability, mixed use of a property may be viable, such as combining residential units with office space. First and foremost, a use may be deemed appropriate if the impact of the proposed use will be the same or less than the designated use, considering the property's surroundings and prevailing land use patterns.

The Village should contain a mix of uses both horizontally and vertically on sites and in structures to encourage creativity in the site planning process, to allow for joint use of parking facilities where appropriate, and to allow for additional density based on the provision of additional usable open space where appropriate. The emphasis of the development guidelines for the International Village is placed on encouraging an environment that is pedestrian friendly, retains affordable housing, has an international theme and provides a pleasant and safe experience of moving about the community on foot. The architecture shall enhance and strengthen the character of the neighborhood, not by copying the design of neighborhood buildings, but by understanding the most important aspects of the neighborhood, its overall character and interpreting those aspects. Design guidelines and land use controls should be analyzed in terms of current demographics and usability. Part of the allure of the International Village is the “organized chaos” and authentic ethnic feel of the area. Most immigrants residing in the area are foreign nationals and are used to mixes of uses.

Primary Land Uses

- Mixed use: retail, office and residential.
- Multi-family, attached single-family, lofts, apartments above retail, duplexes, small single family houses, industrial, office, warehouse/distribution, small retail, restaurants, groceries, shops, services.
- Community focal points and quasi—public meeting and gathering places.
- Food courts, cafes and other entertainment areas that do not negatively impact residential uses.

Design Standards

- Gateways and streetscapes should include an international theme and may include kiosks, planting and signage.
- Multi-lingual signs should be included to enhance the international feel of the area.
- Developments are encouraged to use of flags, balconies, cobblestones, decorative brick and mansard roofs.
- Traditional materials should be used for both rehabilitation and new construction. The objective is to encourage a generous use of color in building facades, especially at ground floor level. The following materials should be used in this character area:
 - Standard clay brick in a range of solid colors.
 - Dimension building stone masonry.
 - Terracotta and tile decorative elements.
 - Cast iron and pressed-metal decorative elements.
 - Wood elements for features such as recessed balconies, bay windows and storefronts.
 - Specially treated concrete finish.
- A wide range of colors are appropriate for the International Village and are meant to reflect the ethnic origins of the area, including reds, oranges and gold as traditional colors.
- Underground utilities are required.
- The exposed sides and rear of buildings should be treated in similar materials to the principal street façade, although less attention can be paid to applied decorative elements.
- New development should be primarily 5,000 to 10,000 square foot leasable spaces to retain the community feel of its retail and service establishments.
- Buildings should be designed and sited to front lot lines.
- Building mass should be vertically articulated to further reinforce the character of the neighborhood. Long unbroken horizontal walls should be avoided.
- Ground floor retail, restaurant and community use spaces should have greater height than the upper floors and should have facades made mostly of clear glass to enhance the sense of activity and safety on the street.



- Dwelling units shall not be located on the first floor.
- The primary pedestrian entrance shall access all sidewalk level uses and business establishments with street frontage.
- Access to service bays and parking spaces shall be located away from the main entrances and should be designated to have minimum visual impact on the streetscape.
- The design shall emphasize human scale in all aspects of the architecture from the largest to the smallest building element.

Strategies

- Create a specific redevelopment plan for development along the major corridors, including New Peachtree Road, Chamblee Dunwoody Road and Chamblee Tucker Road that reinforces the international theme.
- Increase marketing cultural heritage and events, such as exhibits, festivals, and parades. The International Village should become the obvious and preferred location for such events. Community residents and business leaders, perhaps assisted by the Chamber of Commerce and marketing specialists can work together to create and publicize events that will promote the multi-culture aspects of the Village.
- A community design representative of the Village's ethnic diversity should be developed for the area. All new developments and any substantial alterations to existing developments should adhere to these design elements.
- Maximum setbacks for "streetfront" roads should be developed.
- Address special needs within the character area with the encouragement of quasi-institutional uses—family services, job training, English as a Second Language (ESL) classes, banks, and technical schools.

Historic City Core

This character area, which extends along Peachtree Road from Pierce Drive to North Peachtree Way, is intended to encourage the continued viability of the City's Historic Central Business District (CBD) with uses that enhance the tourism potential of the City, and to aid in the conversion of obsolete industrial properties to commercial uses. Currently a mix of governmental, public/institutional, commercial, residential and office uses, with scattered (and predominantly underutilized) industrial parcels, the Historic City Core is envisioned as a traditional downtown district with shops, restaurants, services, offices, civic, religious and vertically mixed use developments with limited residential components. The intent is to create a compact, pedestrian-oriented environment to serve as a regional destination, the civic headquarters of the City, and as a service provider to the adjacent mixed use neighborhoods. This existing character area has been enlarged to include the area down Broad Street, incorporating the Civic Center.



City Hall is located on Peachtree Road in a portion of the district known as Antique Row, the character of which sets the envisioned small town historical theme for the district. Identifying elements, including application of a consistent streetscape, signage, street furniture, and parking lot landscaping, are promoted. Older buildings that are not necessarily “historic” in nature are still a major asset to the district. All new buildings should emphasize the appropriate existing character of the district to promote an historic feel. Large commercial operations should be required to develop their property so that this “small town” pedestrian scale is respected. This includes appropriate scale, landscaping, storefront formation and pedestrian linkages. As in the other mixed use character areas, parking areas and automobile access should be secondary to pedestrian access.

Predominant Land Uses

- Civic and quasi-public uses
- Retail establishment—local, community and regional
- Residential as part of a mixed use project

Design Standards

- Buildings should have facades that encourage a small town historic theme.
- Parking areas should be located to the side or rear of buildings, screened and separated from adjacent residential and pedestrian areas. Parking areas should be less visible but well signed, lighted and landscaped.
- Shared access should be required where possible. Investigate the possibility of closing and consolidating excess driveways.
- Develop a program that highlights/preserves historic elements—railroad, dairy, army base, hitching post, old buildings, big old trees, hospital.
- Height—the building height for new buildings should be compatible with the scale of the majority of the area's historic buildings. Mezzanines are encouraged.

Strategies

- Study the redesign of the old fire station adjacent to City Hall to public open space.

- Study the creation of a coordinated tourist district or bureau to increase marketing, events and signage at gateways into the city.
- Emphasize the historic roots of the area—develop public artwork, monuments and historic markers to commemorate past farming, dairying, Native American Heritage, the rail roads, and the use of an Army Base.
- Investigate façade grants and revolving loans to encourage renovation of existing storefronts.
- Investigate incentive programs for rehabilitating or enhancing existing businesses.
- Investigate potential state and federal programs, such as “Better Hometown,” and other downtown revitalization programs.
- Review and revise outdoor storage regulations to accommodate needs within the character area.

Neighborhood Compatible Commercial

Areas suitable for designation as a Neighborhood Compatible Commercial Character Area are those originally developed for single-family homes that have or will become impacted by adjacent multi-laned major arterials and commercial encroachment and may no longer be suitable primarily for single family residential use, as well as nodes at midblock in redeveloping mixed use areas such as Mid-City, International Village, and the CBD. In the past, individual properties have been rezoned and converted in a way that has often been disruptive from an urban design sense: parking lots have replaced front lawns; houses have been remodeled unprofessionally, resulting in structures with incoherent design elements; signage has often been out of proportion to the structure and use advertised.

In order to propose an orderly, safe and aesthetic transition, properties within designated corridors can be considered for nonresidential use at intensities compatible with surrounding residential areas that maintain the essential residential “look” and feel of the area, while lessening any direct and indirect negative impacts. Designation of this corridor is meant to encourage public and private investment that will promote vitality, activity and safety in the area, by controlling aesthetics, site planning and limiting non-residential uses that will not overly impact existing residential neighborhoods adjacent to the site.

Primary Land Uses

- Existing residential
- Small non-residential developments and conversions
- Low impact professional office and services
- Neighborhood-serving retail

Design Guidelines

Conversions and infill development should be evaluated as followed:

Site Design

- The new use should be compatible with the residential structure and the adjoining neighborhood and should not pose nuisance problems with nearby residential and/or office uses. Generally, light office use and small neighborhood services are compatible with houses.
- Developments and conversions will be of a neighborhood commercial character—local serving and small.
- New occupancies in transitional corridors should be limited to one business enterprise (with one business entrance) for structures under 1,200 square feet of gross leasable area. This will help eliminate overcrowding, proliferation of signs, elimination of landscaping, excessive on-site parking and parking overflow onto the street. Multiple businesses must share signage, parking, driveway and landscaping.
- The conversion’s remodeling or new construction should be architecturally compatible with the neighborhood and must upgrade or at least be consistent with the basic architecture of the structure. Compatibility with surrounding properties includes siting, massing, proportion, scale, materials, colors, details, façade treatment, lighting and signage.
- If a new structure is to be built, it should be sited and designed to provide continuous pedestrian access; parking facilities should be located so that the impact to surrounding residential is limited. All parking must be screened from view and buffered from existing non-compatible uses.
- No business should operate past 10:30 p.m.

- New building design should take into consideration the unique qualities and the dominant character of the surrounding area.
- The site design must be compatible with the location, design, landscaping and other significant characteristics of public and private open space in relation to the site and adjacent properties.
- Signs should be consistent with the form and materials of the building. Illuminated signs are not permitted when adjacent (side yards) to existing residential uses.
- Mechanical equipment must be screened from public view and sited so as not to cause noise impacts on adjacent properties.
- Trash and garbage enclosures must be provided in rear or side yard areas, screened from outside view, and emptied during business hours.

Parking and Circulation

- All conversions or new developments must have adequate parking either on site or where appropriate and specifically approved through adjacent shared parking requirements. Parking variances will not be granted due to the negative impact to surrounding residential properties.
- Whenever possible, vehicular parking should be located to the side or rear of the building unless such siting would cause negative impacts to an adjacent residential use due to proximity and size of parcel. Twenty feet wide vegetative and opaque buffers must be provided between all non-residential and residential uses. All parking regardless of location must be screened from public view.
- Vehicular circulation must take place on site; backing into the street is not allowed.
- Shared access and parking are encouraged.
- When parking must be placed in the front of the structure, parking areas should be screened from view with vegetation, berms, walls, or a combination.
- Areas not designated for parking and circulation must be properly landscaped.

Strategies

- Examine potential for traffic calming techniques on Clairmont Road corridor to facilitate enhanced pedestrian use (including safe crossings).

Corridor Village

Existing development patterns within this character area reflect the City's original orientation as a manufacturing and industrial activity center. As such, Peachtree Industrial Boulevard (PIB) and Buford Highway serve as major thoroughfares accommodating both internal community traffic, as well as more regional through traffic. Buford Highway is adjacent to the International Village, and PIB is adjacent to the Mid-City Character Area.

Site development has been characterized by strip centers, stand-alone commercial, and industrial uses. These uses are typically set far back on the lots with delivery facilities at the rear of the buildings and minimal rear setbacks. The resulting land use pattern, spatial arrangement, and types of industrial uses have resulted in incompatibilities with established single-family residential neighborhoods located adjacent to these corridors, and present a barrier to non-automotive travel.

Buford Highway, although similar to PIB in many ways, has a unique residential character. In addition to the mix of businesses, the distinction of the Buford Highway Corridor is a large mix of residential high-density housing. It serves as a primary location of the City's affordable and workforce housing for refugees and immigrant populations. This corridor has strong pedestrian activity; approximately 18% of area residents do not own a vehicle. Yet, this roadway section in Chamblee is one of the most unsafe.

As was described earlier, the economic focus of the City is changing from an industrial based economy to a retail/service economy, and thereby creating blighted and underutilized industrial properties. Currently a mix of underutilized industrial structures and either antiquated strip developments or stand alone commercial uses, with no unifying streetscape, sharing of access, or street level connectivity to generate pedestrian interest occupy these corridors. There is no identity along these corridors exclusive to the City of Chamblee. Because there are extremely limited opportunities for vacant land, as industrial properties are being vacated, the land is being redeveloped to new residential, mixed use, and commercial uses.

The Corridor Village was designated for the entire length of the Peachtree Industrial Boulevard Corridor, with the exception of any area already covered by the Mid-City Character Area, and the City portion of Buford Highway. In order to guide development so as to minimize encroachment and incompatibility with the established residential neighborhoods behind the corridor, and to create commercial districts which are identified with Chamblee and support the trend toward pedestrian-oriented, human-scale development in the City, these character areas are envisioned as places where a compatible mixture of residential, commercial, service, office and recreational uses are integrated and linked together by a comprehensive circulation system.

The purpose of this character area is the creation of an inviting commercial and mixed use area. It is envisioned as a destination for expanded interstate trade opportunities and small business opportunities. It would accommodate higher densities in order to create a synergy between retail, office, industry, other commercial uses and surrounding residential development. Land use components will coexist as part of a collective approach to creating communities that are safe, attractive, and convenient for pedestrians and motorists alike. The major question that should be asked is "How does my particular building work in the street, and what elements can I add to create an inviting and pleasant environment?" From an urban design



standpoint, the most critical element in creating a visually appealing mixed use corridor is the enforcement of appropriate development standards to ensure adequate site plans and landscaping. Buffers are critical between incompatible uses, and guidelines that address the definition of incompatible uses, interparcel connectivity, signage, landscaping, and lighting will help to mitigate the negative impacts of a high concentration of vehicular-based commercial uses.

Buildings will be designed to conform to architectural standards and oriented in close proximity to each other to facilitate alternative transportation modes and walking instead of driving. For a retrofit to be successful, the public right-of-way, the adjacent land uses and the interface between the two should be addressed comprehensively. Urban design features such as lighting, coordinated signage, street furniture and landscaping should be used as visual cues that create a recognizable character for the Corridor Village.



Design factors fostering community commercial include: addressing the size of commercial development in terms of square footage by breaking up facades of large buildings into more pedestrian-scaled units; design parameters for parking and internal circulation/access; architectural treatments; building setbacks, siting and orientation; buffer requirements to ensure compatibility with adjacent single-family residential; and other factors which promote a pedestrian-friendly environment, even within higher intensity commercial uses. Anticipated land uses will provide commercial and service support to the community as a whole on a larger scale than a neighborhood node, yet the square footage size restriction and required design parameters will retain a village commercial feel.

Policies within this character area include:

- Focus development in villages, urban centers or compact activity centers.
- Provide for mixed uses and higher densities than surrounding areas in the growth center.
- Redesign existing strip development into pedestrian scale, interconnected nodes.
- Plan for a community street, trail and sidewalk network that is as friendly to alternative modes of transportation as to the automobile.
- Require master planning to address access management.
- Plan and design transportation improvements that fit with community character.

The overall goal of this character area is to accommodate through-traffic while providing a sense of place through appropriate land uses and physical enhancements.

Primary Land Uses

- Regional office, institutional and retail opportunities that must be developed with pedestrian circulation and interconnections in mind or within a village setting.
- Small office complexes such as “office condominiums,” financial institutions and other service providers.
- Residential development as a part of commercial developments.
- Community gathering spaces and institutional uses.
- Entertainment and cultural arts.
- Mix of Uses: Corridors are suitable for office buildings, research and development activities, restrictive industrial, warehousing, and light manufacturing which will not have an adverse impact upon the environmental quality of the village. Mixed use projects that feature vertical integration (such as ground floor retail with office or living units above), with an emphasis on greater street presence.
- Restricted light industrial should be located off of secondary roads and within industrial park developments whenever possible.

Design Standards

Building Design

- Buildings should be oriented in close proximity to each other to facilitate walking instead of driving—all parcels should be interconnected wherever topography allows.
- Buildings should be designed in a manner which provides architectural depth to the building and includes covered areas for relief from the weather. Any multi-tenant commercial shopping center or strip center should feature an arcade/structural canopy along the front façade of the building. Arcades are covered walkways connected to, or separate from, the principal building. The arcade should be a minimum of five feet in width.
- The design of a building that occupies a pad or portion of a building within a planned project or shopping center should share similar design characteristics and design vocabulary. Precise replication is not desirable. Instead, utilization of similar colors, materials and textures as well as repeating patterns, rhythms and proportions found within the architecture of other buildings in the center can be utilized to achieve unity.
- A unified design plan should be required for any shopping center or multiple building development. This plan should include exterior facade colors and materials, signage and landscaping. This unified design plan should be reviewed for its compatibility with the surrounding site context, particularly if there are strong or dominant architectural styles.
- Taller buildings or portions of a building should be located internally to a site with buildings stepping down in height as they reach the edges of the site that are adjoined by smaller scaled development or as they connect to existing residential uses.
- All entrances should be obvious and welcoming. Main entrances should be oriented to the street, with secondary access from an internal plaza and pedestrian ways. The front façade of the building should be of pedestrian scale and appearance.
- Drive through windows, menu boards, equipment and associated stacking lanes should be located to minimize impacts on adjacent residential areas and should be adequately screened from public view and view of adjacent sites.

Access and Parking

- Parking should be conveniently located with the same pull-right-up, walk-in and walkout convenience of traditional shopping centers, while at the same time allowing for the buildings and design features to be in the forefront.
- Parking deck facades should partially conceal automobile visibility from any public right-of-way or private drive or street that are open to the general public, while allowing for police surveillance from the street, and shall have the appearance of a horizontal storied building.
- Decks should be “wrapped” by retail or residential uses. Owners and developers of adjoining properties should be encouraged to provide shared parking.
- Accessory, temporary, outdoor storage of retail goods should be shielded from public view. In the case of auto dealerships and storage/repair businesses, vehicles stored on site should be screened from view from the public right of way by a low wall or hedge. Display platforms should be incorporated into overall design.

Strategies

- Develop Access Management Plans for the Buford Highway and PIB corridors.
- Implement streetscape projects to improve safety and enhance the pedestrian experience.
- Investigate augmenting the current County-sponsored Buford Highway sidewalk project with streetscape elements that relate to the cultural characteristics of the International Village.
- Investigate the possibility of changing the name “Peachtree Industrial Boulevard” to “Peachtree Parkway” within the City Limits.

Residential Character Areas

Residential character areas include older established neighborhoods, infill housing and proposed redevelopment areas, and could include appropriate senior housing. The purpose of residential character areas is to:

- Retain and conserve existing sound housing stock.
- Promote residential development that fosters a sense of community and provides essential mobility, recreation and open space.
- Stabilize and protect essential characteristics of residential environments, including natural features.

Conventional residential subdivisions since World War II have focused on hierarchical and loop street patterns to create neighborhoods within a subdivision. Oftentimes nonresidential land uses, such as retail and office developments, are segregated or isolated from residential uses, both visually and physically. However, through good design, differing land uses can be integrated together and interwoven within the neighborhood, all within close proximity, where appropriate. The main intent within the City of Chamblee is to provide choices for a variety of life styles, cycles, incomes and ages.

It is the intent of the following character areas to improve the conventional residential development pattern by promoting the design of “neighborhoods” with greater emphasis placed on livability, appearance, transportation opportunities, convenience and safety for all residents.

Neighborhood Living

These neighborhoods have relatively well-maintained housing, possess a distinct community identity through architectural style, lot and street design and have higher rates of homeownership. The intent of this character area is to protect existing moderate density single-family neighborhoods through focusing on reinforcing stability by encouraging more homeownership and maintenance or upgrade of existing properties. The interior of these neighborhoods will remain single family residential on large lots, and rely on nearby neighborhood commercial areas for services. Infill or redevelopment of parcels within these neighborhoods will provide greater lifestyle housing choices but should be compatible with the neighborhood as a whole. Sensitivity to surrounding residences in terms of light, bulk, setbacks, landscaping and mass should be reviewed. This character area is also appropriate within newly developing neighborhoods.

Primary Land Uses

- Existing residential dwelling units.
- Infill residential that is compatible in look, density and mass to surrounding development.

Design Standards

- The parking or storage of trucks, truck trailers, or containers is prohibited within the minimum front setback.

Strategies

- Investigate the potential of creating a set of “tipping” compatibility standards, for example: if the proposed development is developed outside of neighboring and existing setbacks, and is more than twice the minimum square footage of the district or adjacent residential uses (whichever is greater), it must come before the Planning Commission for a compatibility check.

- Identify and implement traffic calming measures that are acceptable to neighborhoods experiencing speeding and cut-thorough traffic.
- Investigate ways to improve alternative connectivity—sidewalks, paths, bike trails, etc. between residential neighborhoods.

Residential Row

Residential Row is a redevelopment area currently under another land use, but planned to accommodate medium to high-density residential development and limited neighborhood commercial. This character area will serve as a transitional area from higher density and commercial uses while protecting existing and planned single-family neighborhoods. Compatibility issues of the surrounding area, and specifically established neighborhoods should be a primary policy determination for the type of new development that is approved. Commercial activity centers that are appropriate include neighborhood and community villages and transitional corridors that are designed to serve the adjacent population. All developments should be master-planned communities with a blend of residential development, public uses, parks, recreation, and where appropriate, neighborhood retail businesses and services, linked in a compact pattern that encourages walking and minimizes the need for auto trips. Commercial uses are highly encouraged along any major arterial. Linkages and connectivity with the City as a whole should also be proposed as part of redevelopment plans. The purpose of the Residential Row Character Area is to:

- Accommodate a variety of housing types suit the variety of Chamblee lifestyles and income levels.
- Allow for the conversion of sites to more intensive residential use when appropriate.
- Ensure compatibility between established single family and newer medium and high density development.
- Provide and maintain a supply of developable land throughout the urban area for residential and other supportive urban uses, as demand warrants and service capabilities permit.
- Encourage locating residential development and neighborhood commercial where full urban services, public facilities, and routes of public transportation are available.
- Develop residential areas that utilize innovative urban design principles that encourage community, pedestrian linkages and mixed use environments.



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285

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CITY of CHAMBLEE

Comprehensive Plan Major Amendment

Future Development Map

October 2011

LEGEND

Character Areas

- Corridor Village
- Commercial Mix North
- Industrial Transitional
- Historic City Core
- International Village

- Mid City
- Neighborhood Compatible Commercial
- Neighborhood Living
- Residential Row

- Chamblee City Limits
- Parcels
- Railroads
- Marta Rail Stops
- Marta Rail Line

- Streams
- Lakes and Rivers
- 100 Year Flood Plain

0 250 500 1000 1500 2,000 feet
Scale: 1 in = 500 ft

Data Sources: Atlanta Regional Commission, Bing Aerial Imagery, City of Chamblee, FEMA, GDOT, Georgia Institute of Technology, and State Base Map of Georgia Copyright: 2011 © Pond and Company

Implementation

Implementation Process

Communication: The first step in the implementation process is communication. However, to fully communicate the values of the planning process, the City Council has fully appraised of the Plan's overall goals, facility needs and the strategies necessary to address these needs. This communication step is not limited to the policy makers but has been extended to the citizens and businesspersons in the community as well. The public is aware of the processes involved to create the Comprehensive Plan, how they can contribute to the process, and how the plan will be implemented.

Formal Adoption: The second step was formal adoption by the City Council after two public hearings were held. The City Council will then use the Comprehensive Plan as a guide for making decisions that will affect future growth in Chamblee. Unless the goals and strategies are accepted and embraced by the City Council, the proposed planning commission, residents, and business interests, the Comprehensive Plan will have little value.

Continuous Monitoring: To ensure that the Comprehensive Plan remains a useful tool for guiding growth, it will be monitored for its impact and modified periodically to reflect changing community conditions. As part of plan implementation, the Plan's Five-Year Short Term Work Program (STWP) is to be updated annually and extended into another year to maintain the five-year horizon.

Management and Regulatory

Development Code Update

The City of Chamblee recently transformed the City's zoning ordinance, subdivision regulations and other land use regulatory controls into a comprehensive and user-friendly format. The development code rewrite combines and consolidates all phases of the land development process from the zoning of a piece of property to the actual development of the property. The zoning ordinance will continue to regulate the use of the lot, lot size, building bulk and height, and setbacks. In addition, it will regulate the manner in which land may be subdivided to ensure that each subdivision meets standards as to minimum block and lot sizes, streets, relationship to existing streets, and provisions for open space, schools, and other public facilities and the protection of natural resources. The zoning ordinance is a valuable and necessary tool for the implementation of the Comprehensive Plan and for the creation of quality developments within the City of Chamblee.

Detailed Planning Studies

Detailed plans, such as the LCI study, a Solid Waste Management Plan, Parks and Recreation Plan, Greenspace Plan, Capital Facilities Plan or streetscape plans are adopted as implementing measures of the Comprehensive Plan. In addition, the City will advance on several small area studies within the city as outlined in the STWP, such as the Clairmont Road Corridor Study and the study to redevelop city owned land adjacent to City Hall. These are more detailed planning studies for specific elements within the Plan. However, all facility improvements recommended by these plans will conform to the overall Comprehensive Plan.

Incentives

The City can implement incentives to encourage certain types of private development that will contribute significantly to the public good. Several development options that promote good design and protection of natural resources and an overall streamlining of the regulatory process has been one of the focuses of the new zoning ordinance.

Public Awareness and Cooperation

Interagency/Intergovernmental Cooperation

The DeKalb County 10th Year Comprehensive Plan Update paved the way for an increase in cooperation among internal departments, outside agencies and the municipalities within the county limits. During this process the City met with other governing bodies to develop a cooperative working relationship and the sharing of mutual information.

Citizen Involvement

Citizen involvement was critical in the development of this Comprehensive Plan Update. A comprehensive plan that is written in a vacuum will not accurately identify the goals and needs of the citizens of the community. The Chamblee City Council and City staff recognize that citizen involvement is important in the planning process. This plan and its related zoning ordinance were developed utilizing open public forums, a diverse stakeholders committee, and media outlets to gather input, comments and an understanding of the issues. The development of a city-wide vision has been integrated throughout individual elements, and provides the foundation for the land use element and Future Development Map and this implementation strategy. The City of Chamblee's long history of involving its citizens within the planning process is expected to continue.

Managing the Plan

To be a useful and influential tool in guiding growth and development in the future and in ultimately realizing Chamblee's vision for the future, the Comprehensive Plan must be kept current. Over time, changes will occur in the City that may not have been anticipated and over which the City may have no control—changing lifestyles, national or regional economic shifts, the impact of telecommuting or internet access on working and shopping patterns, etc. Annually monitoring these shifts against progress in plan implementation may lead to the need for amendments to the plan. In addition, the State has certain requirements for amendments and updates that must be followed. All of these issues are addressed below.

Annual Plan Review

The annual review is to be accomplished in coordination with the annual budgeting process. At a minimum, the annual review will consider:

- Apparent changes in the pace of growth, in terms of housing units built and land absorbed by nonresidential development.
- Land development approvals over the past year in light of realization of the Comprehensive Plan Design Guidelines (as applicable).
- Zoning approvals over the past year in relation to the Future Development Map.
- Planned Short Term Work Program activities compared to actual accomplishments.

The plan outlines recommendations to cope with anticipated changes in Chamblee. The adopted plan serves as a policy guide for local growth and development. To be carried out, the following steps need to be taken:

Review Current Development Regulations

Annually review the Development Code and other City regulations to ensure that the plan is being properly implemented.

Administer and Enforce Regulations

Continue to enforce the Development Code, the Capital Facilities Plan and the Future Development Map as the roadmap to the City's desired land use patterns.

Update the Capital Improvements Plan and Budget

A part of the Capital Improvements Plan and Budget process, it is very important to identify future sites or at least general locations for community facilities such as parks as early as possible using the guidelines in the Plan. Early acquisition of sites minimizes ultimate land costs and permits the best sites for community facilities to be obtained before other development occurs. Capital facilities programming should be in conjunction with outlined land use patterns on the Future Development Map and policies within this Plan. The Capital Improvement Planning and budgeting process should include:

Preparation of a detailed capital improvements plan and budget including the following elements:

- Detailed project descriptions
- Location of desirable sites
- Schematic layouts of buildings and sites
- Construction cost estimates

Preparation of a schedule, program and budget including the following elements:

- Design and construction schedule
- Possible grant funding
- Staff operation and maintenance costs
- Five-year capital budget

Obtain Funds for Needed Improvements.

In addition to local funds, state and federal grants can be used to help pay for local projects. On the average, all grant programs require some local participation for capital expenses as well as a commitment for local staffing, maintenance and operational expenses. Alternative funding sources should be identified during the update to the five-year capital budget program. Alternative sources that can be utilized include such programs as impact fees, SPLOST, bonding and special improvement districts. A complete funding plan should be included in the capital facilities plan.

Updates to the Comprehensive Plan

Short Term Work Program (STWP)

The STWP will be updated annually, reflecting the results of the Annual Plan Review. The STWP will be extended one year into the future in order to maintain a full five years of future activity, and any changes appropriate to the other years will be included. No later than thirty days after the end of the year just completed, the updated STWP will be forwarded to the Atlanta Regional Commission (ARC) for their files.

Minor Plan Amendments

As a result of the annual plan review, amendments to the Comprehensive Plan may be appropriate. If the needed changes are strictly local and not considered to have an effect on another local government, the changes may be adopted as a minor amendment to the Plan at any time during the year by Council action. At the end of each year, along with the annual update to the STWP, a summary of all minor amendments is to be sent to the ARC with a statement that the individual and cumulative effects of the minor amendments do not significantly alter the basic tenets of the approved Plan.

Major Plan Amendments

If, as a result of the annual plan review process, conditions or policies on which the Plan is based have changed significantly so as to alter the basic tenets of the Plan, the City will initiate a major Plan amendment. The public will be involved in preparation of the Plan amendment to the extent warranted by the degree of change that has occurred. Following State procedural guidelines, a public hearing will be held to inform the public of the City's intent to amend the Plan, and to seek public participation. The amendment will be submitted to DeKalb County and nearby cities for review in accordance with our agreement under HB 489, and to the ARC for review under the State's requirements, prior to adoption.

Fifth-Year Review and Tenth-Year Plan Update

In accordance with State requirements, the Comprehensive Plan will be given a full update, at a minimum, in ten years (2015). After five years, however, in 2010, the City will determine if the Comprehensive Plan needs a major update based on the degree of change in the city that has occurred by that time. If major changes have taken place that has not been incorporated into the Plan through past amendments, a complete update will be initiated following State procedural guidelines (which are the same as for adoption of a new Plan).

2001-2005 Short Term Work Program Accomplishments

Project	Implementation				Status
	Completed	O G	Pending	Dropped	
Economic Development					
Promote a new identity for the City through the creation of a new logo and signage at gateway points.	X				Completed. Further study in combination with the economic development strategy will be undertaken to determine additional signage requirements.
Maintain an inventory of available properties within the International Village and LCI districts.	X				Completed. Redevelopment and infill opportunities were mapped as part of the 10 th Year Update.
Create a Development Authority to facilitate greyfield and redevelopment of underutilized properties	X				Completed.
Develop an Economic Development Plan that identifies potential local, national and international developers/investors for the International Village and Mid-City District.		X			Additional economic development strategies will be developed as part of the new STWP.
Develop a cultural tourism plan.		X			On-going.
Work with DeKalb County in the creation of an enterprise zone in portions of the City for abatement of County taxes.	X				Completed.
Natural and Historic Resources					
Work with GA DOT to increase buffer standards along major transportation corridors.	X				Completed—PIB Streetscape Plan.
Identify environmentally sensitive areas as part of the Comprehensive Land Use Plan Update.	X				Completed.
Revise regulations as necessary to address sensitive areas in order to guide growth away from environmentally sensitive areas.	X				Part 5 Regulations and a Tree Ordinance have been adopted. Other environmental regulations will be reviewed during the ordinance rewrites.
Plant trees along both sides of all LCI streets between the curb and sidewalk as outlined in the LCI standard streetscape design guidelines.		X			Streetscape projects are being implemented as outlined within the community facilities section of this accomplishment list.
Develop an inventory of specimen trees that are of aesthetic or historic significance.				X	Dropped. After further investigation, it was decided that the amount of vacant land and the size of parcels make this goal impossible to impose throughout the city. Currently an incentive based and tree unit ordinance is being developed to save as many specimen trees as possible, where possible.
Continue to promote the “historic character” of downtown Chamblee.		X			On-going. The Historic Core Character area within this plan will ensure that future development promotes the historic core.
Community Facilities					
Prepare a City wide bicycle and pedestrian plan	X				Completed.
Review methods to connect older established neighborhoods southeast of the rail station into the pedestrian network, during the Bike and Ped Master Plan Process.	X				Completed. Connectivity throughout the City was a priority within this study and throughout the 10 th Year Comprehensive Plan update. The 2003 Bike/Ped Master Plan includes additional sidewalk connections; Hood Avenue sidewalk is under design.

Project	Implementation				Status
	Completed	O G	Pending	Dropped	
Continue to work with FAA to develop a portion of the PDK Airport buyout area for public passive open space.		X			Redevelopment of the noise portion of the buyout area is scheduled to begin in 2005. The City will proceed with negotiations with the County on the undevelopable portion of this buy out area.
Work with MARTA to build better pedestrian access from the south entrance of the station to New Peachtree Road and the Interactive College of Technology.			X		Currently under design.
Increase Pedestrian Linkages and Transit oriented Development		X			The City continues to implement the Sidewalk and Bikeways, PIB Streetscape Guidelines and MidCity LCI.
Chamblee Tucker Pedestrian Corridor- LCI			X		Currently under design—from Peachtree Street to PIB
Peachtree Street/Malone Drive Pedestrian Corridor.- LCI	X				Completed.
Peachtree Industrial Boulevard Pedestrian Corridor- LCI			X		Currently under design--Johnson Ferry Road to Chamblee Dunwoody.
Watkins Avenue Pedestrian Corridor	X				Completed.
Contact and work with MARTA to construct “wayfinding” signs along pedestrian routes, beginning in Keswick Park.	X				Completed.
Develop a standard set of streetscape standards that include lighting, signage and landscaping.	X				Completed. Streetscape plans were designed for International Village, Mid-City and the Historic City Core and are currently being implemented.
Work with MARTA to redesign entrances to the station to enable pedestrians to use the station as a bridge between the two sides of the LCI district.		X			MARTA and the City are working together to redesign and rework the entire north entrance to make it more pedestrian oriented and improve connectivity to the Mid-City Character Area.
Provide enhanced pedestrian crossings at the unsignalized intersection of the multi-use greenway trail and Chamblee Tucker Road, Malone Drive and Miller Drive.				X	Wal-Mart will signalize intersection.
Institute LCI recommendations within the LCI area in order to encourage transit oriented development and reduce reliance on automobiles.		X			Various projects have been scheduled and completed within the LCI/Mid-City Character area—three of which are under design and two under construction.
Institute guidelines relating to land uses and pedestrian friendliness ¼ mile from the existing and proposed transit stops.	X				The City completed an LCI surrounding the Chamblee MARTA station and revised its future land use plan map and zoning ordinance to encourage transit oriented development. This process will be continued and refined in this 10 th year update.
Update the Comprehensive Future Land Use Map to identify transit oriented development locations.	X				The Future Land Use Plan Map was amended in 2002 to identify these interim changes. The City will again update their FLUP map to reflect plan changes.
Review the potential of incorporating additional greenspace within the Mid-City District.	X				Greenspace and open space development were a major part of this 10 th year update.
Study the possibility of renovating the Civic Center for additional City office space	X				Completed.
Explore and implement innovative methods of funding City facilities and services, such as user fees or impact fees for roads, streets, bridges, parks and open spaces, public safety facilities, libraries and other cultural facilities.		X			Several innovative funding sources were explored as part of this 10 th Year Comprehensive Plan Update.

Project	Implementation				Status
	Completed	O G	Pending	Dropped	
Update parks master plans and implement improvements.	X				All park plans have been updated as appropriate.
Study the possibility of relocating and building additional park and recreation administration space.	X				Completed.
Create a linear park and pedestrian plaza along the northern edge of the Chamblee MARTA Station.				X	Dropped. After further study, it was determined that there was not enough property to rework the northern entrance of the station and create a linear park. Although not technically park land, this area is landscaped.
Continue to implement the greenway and bicycle plan using abandoned system of rail spurs. Work with property owners to acquire rights to construct a bicycle pedestrian greenway trail along the abandoned Norfolk Southern rail spur.		X			Acquisition completed in 2004. Design is on CIP list for further funding.
Work with MARTA to make the current storm water detention area north of Peachtree Road available for development as a passive park.				X	Dropped. It has been determined that the pond must stay secured.
Housing					
Work with developers within the MidCity and International Village Districts to integrate mixed types of housing within developments.		X			On-going. Several successful projects have been implemented.
Allow conversion of residential uses in transitional corridors to be used as professional offices in order to minimize impact on existing residences and to provide buffers between incompatible uses.		X			Conversions are allowed within certain areas of the City, although tighter compatibility within these corridors was included within the 10 th year update.
As part of the next comprehensive plan update, review quality and housing needs within the City.	X				Completed.
As part of the Comprehensive Land Use Plan Amendment, identify residential neighborhoods which may have potential land use incompatibility issues.	X				Compatibility issues and community character were development during the 10 th Year Comprehensive Plan Update. Appropriate ordinance will be included in the STWP.
Strictly and equitably enforce codes and ordinances throughout the appropriate City departments and through review boards, such as the International Village, Central Business and Mid-City Review Boards.		X			This is an ongoing policy initiative and will not be included in the new STWP. The City is also investigating programs that will assist home and property owners to maintain and upgrade substandard conditions.
Develop a set of guidelines to protect existing single family neighborhoods southeast of the Mid-City areas from encroachment and incompatibility.	X				Completed.
Review and potentially revise the extended stay hotel ordinance to include residential amenities as a form of affordable housing.	X				Completed. Standards have been adopted to assure safe and quality amenities for all multi-family dwellings.
Land Use					
Develop an annexation plan.				X	We do not anticipate any annexation petitions due to DeKalb County having homestead option sales tax which results in City residents paying higher property taxes than those in the unincorporated areas.

Project	Implementation				Status
	Completed	O G	Pending	Dropped	
Work with MARTA to redevelop Lots #1 and #2 as a mixed use center.	X				Complete. The Chalfont on Peachtree townhomes have been built on Lot #1, and Lot # 2 is scheduled to be permitted late 2005.
Develop the Mid-City area as a “town center” implementation of performance standards.	X				Completed.
Create a Mid-City Design Review Committee to ensure that proposed developments meet the spirit and intent of the special performance zoning standards.	X				A review committee was appointed to review the Mid-City, International Village and CBD character areas.
Update the Future Land Use Map to reflect LCI and Zoning Code changes.	X				The City will readopt a character area based Future Land Use Plan map during this update.
Complete the 10 th Year Comprehensive Plan Update.	X				Completed.
Review codes and ordinances for a potential UDO.	X				Completed.
Review and potentially incorporate ARC’s “Retrofitting Corridors” Tool Kit into the Mid-City area.	X				Complete. Character area and corridor updates were part of this update. See above.
Review current regulations to determine ease of TND implementation. Make changes where necessary.	X				Completed.
Establish and maintain a regional database to define housing needs and a regional network to help address issues such as homelessness.	X				Completed.
Review current regulations to determine if changes need to be made in order facilitate redevelopment and infill.	X				Completed.

2006 to 2010 Short Term Work Program Comprehensive Plan Update City of Chamblee, Georgia

Project Description	2006	2007	2008	2009	2010	Estimated Total Cost	Funding Source	Responsible Party
Community Identity and Structure								
Investigate the possibility of developing a Tax Allocation District (TAD) or Community Improvement District (CID) to implement public system improvements in a timely manner.			X		X		General Fund, LCI Supplemental Funds	City
Continue to maintain and plant the Gateway Landscaping gardens four times a year.	X	X	X	X	X		General Fund	City
Study the possibility of developing impact fees for recreation, open space and public safety.			X			\$15,000	General Fund	City
Identify potential open space/greenspace areas within the City eligible to receive tree transfer rights.	X					n/a	Staff	City
Establish rainwater harvesting and other environmentally friendly development efforts on City-owned properties.		X				\$2,000	General Fund	City
Institute a "community planting" day (work with Trees Atlanta), work with citizens on the community gardening program and tree dedication.	X	X	X	X	X	\$2,500	Stormwater Utility	City/Keep Chamblee Beautiful
Review codes and ordinances and update zoning ordinance/subdivision regulations to include comp plan recommendations.	X					\$125,000	General Fund	City
Update the Historic Core Master Plan to include City-owned properties.	X					n/a	Staff	City
Investigate the impact of increasing stream protection buffers where appropriate.	X					n/a	Staff	City/ Soil Conservation District
Develop recreational and open space standards for all developments based on a fair-share study.	X						General Fund	City
Promote with local neighborhoods a strong identity program (e.g. street signs with neighborhood names).			X			n/a	Staff	City
Investigate opportunities for locating additional streetscape treatments that relate to the character of International Village (along the Buford Hwy corridor).		X				n/a	Staff	City/County
Work with MARTA to provide destination mapping within bus shelters and the MARTA station.	X					n/a	Staff	City/MARTA

Project Description	2006	2007	2008	2009	2010	Estimated Total Cost	Funding Source	Responsible Party
Develop preferred roadway cross-section for Peachtree Road.		X					Transportation Funds	City/County
Develop preferred roadway cross-section for Clairmont Road.		X					Transportation Funds	City/County
Create specific redevelopment plans for development along the major corridors, including New Peachtree Road, Chamblee Dunwoody Road and Chamblee Tucker Road.					X	\$40,000	General Fund, Grants	City
Investigate downtown development grant programs for application in the City's Historic Core.	X					n/a	Staff	City
Land Use Patterns and Connectivity								
Require all new developments to connect to any identified pedestrian linkages as part of development approval and/or provide easements.	X	X	X	X	X	n/a	Staff	City
Continue to fund a sidewalk replacement and maintenance fund.	X	X	X	X	X	\$20,000	General Fund	City
Construct the Chamblee Tucker Pedestrian Corridor project (install new five foot sidewalks on the west side of street only, along Chamblee Tucker Road from Peachtree Road to the future trail location at the former railroad ROW).	X	X				\$120,000	LCI/CIP	City
Construct the Hood Avenue Pedestrian Corridor project (install five foot sidewalks on both sides of the street, lighting, landscaping, and street furnishings from Chamblee Tucker Rd. to New Peachtree Rd.).	X	X				\$427,000	LCI/CIP	City
Construct the Peachtree Industrial Boulevard Pedestrian Facility (install new five to six foot sidewalks on the south side of street only, landscaping, and street furnishings from Clairmont Road to Pierce Drive. Replace existing sidewalks from Chamblee Tucker Road to Sexton Woods Road).	X	X				\$433,660	LCI/CIP/Private	City/Private
Modify the existing traffic signal at Peachtree Road and Chamblee Tucker Road to provide southbound left turn phase and enhanced pedestrian crossings.	X					\$27,600	CIP	City
Install sidewalks, lighting, landscaping, and street furnishings surrounding the Chamblee MARTA station on Malone Dr. from Peachtree Rd. to the abandoned rail spur (about 1 block north), Watkins Ave. from Chamblee-Tucker Rd. to New Peachtree Rd. (includes International Village streetscape detail), Malone Drive from rail spur to PIB (both sides), Miller Dr. from rail spur to PIB (includes Mid-city District streetscape detail).	X	X				\$700,000	CIP	City

Project Description	2006	2007	2008	2009	2010	Estimated Total Cost	Funding Source	Responsible Party
Install five foot sidewalks along Miller Drive from Peachtree Road to abandoned rail spur on both sides, include district hardscape detail, pedestrian lighting, landscaping and street furnishings.	X	X				\$600,000	Private	City/Developer
Install five foot sidewalks along Peachtree Road with district streetscape detailing include district hardscape detail, pedestrian lighting, landscaping and street furnishings.	X	X				\$455,000	LCI/CIP	City
Develop lighting and safety standards for pedestrian routes radiating from the MARTA station	X					n/a	Staff	City
Investigate the potential for outside funding sources to further develop pedestrian connections and bike facilities.	X	X	X	X	X	n/a	Staff	City
Investigate future LCI projects to enhance connectivity.	X	X	X	X	X	n/a	Staff	City
Investigate the potential of state/federal funding for pedestrian/bicycle enhancements on Clairmont Bridge.					X	n/a	Staff	City
Update the 2020 Pedestrian and Bikeways Plan.					X	n/a	Staff	City
Amend the STWP upon DeKalb County's adoption of its Comprehensive Transportation Plan to incorporate transportation projects that are inside the City limits.	X					n/a	Staff	City
Work with residents in Sexton Woods, Huntley Hills and Keswick Drive to identify appropriate traffic calming measures.		X				n/a	Staff	City
Utilize findings of ARC Bike/Ped Task Force to generate new ideas for bike/ped provisions.	X	X	X	X	X	n/a	Staff	City
Develop an Access Management Plan for prioritized arterial roadways.				X		\$60,000	General Fund	City
Inclusiveness								
Work with the Events Director through the International Village to promote the City's unique aspects.			X	X	X	n/a	Staff	City
Look at potential incentives for inclusion of low-income housing.						n/a	Staff	City
Develop Mercy Housing Project.	X						DCA/State	City/Mercy Housing
Investigate potential programs to assist homeowners with rehabilitation and maintenance, and make information available to residents.			X			n/a	Staff	City
Set up a "special needs" citizen committee to investigate the potential of necessary services and agency coordination.	X					n/a	Staff	City

Project Description	2006	2007	2008	2009	2010	Estimated Total Cost	Funding Source	Responsible Party
Economic Opportunities								
Develop a cultural tourism plan that includes a multi-cultural focus, and includes programs that incubate new small businesses and support business retainage.		X				n/a	Staff	City
Develop a marketing program that emphasizes the City's unique qualities and increases its visibility. Tasks include creating a promotional brochure and/or website and other promo materials / activities, as well as taking advantage of available resources such as DeKalb County Advertising and festival development.	X					\$30,000	Hotel/Motel Tax	City
Develop a brief and user-friendly developers guide, including the creation of application forms that clearly outline the development and rezoning process, which includes plan and character area consistency.	X					\$12,500	General Fund	City
Infrastructure and Land Use								
Require all new development, redevelopment and infill developments to make any infrastructure improvements to bring the property up to current standards.	X	X	X	X	X	n/a	Staff	City
Continue to work with FAA to secure the remaining portion of the PDK buyout area for passive open space.	X					n/a	Staff	City
Investigate potential allowable development in the PDK buy-out area.	X					n/a	Staff	City
Investigate the potential of the former fire station as an expansion of City Hall Park.	X					n/a	Staff	City
Develop a parking inventory/ utilization study for Mid-City and International Village that identifies potential public parking, on-street parking and potential private parking opportunities.		X				\$5,000	General Fund	City
Continue to work with MARTA to utilize surface lots for shared or public parking.	X	X	X	X	X	n/a	Staff	City
Develop capital projects in accordance with the Capital Improvements Plan.	X	X	X	X	X		CIP	City

Policies

The following policies will guide the Mayor and City Council in the decision-making process to achieve Chamblee's Community Vision and to address the Community Issues and Opportunities.

Economic Development

- We will support programs for retention, expansion and creation of businesses that enhance our economic well-being.
- We will encourage economic development and redevelopment.
- We will target reinvestment in declining, existing neighborhoods to further encourage private sector redevelopment and accommodate future growth.
- We will encourage the development of downtown as a vibrant center for culture, government, dining, residential and retail diversity.
- We will establish an atmosphere in which entrepreneurial enterprise is nurtured in our community.
- Our community will accommodate new development while enhancing existing local assets.

Natural and Cultural Resource

- We will ensure adequate supplies of quality water through protection of ground and surface water sources.
- The protection and conservation of our community's resources will play an important role in the decision-making process.
- Land and transportation networks will be developed and managed to ensure the quality of our air and water.
- We will support enhanced solid waste reduction and recycling initiatives.
- We will encourage new development in suitable locations in order to protect natural resources, environmentally sensitive areas, or valuable historic, archeological or cultural resources from human encroachment through land development regulations and/or incentives.
- We will encourage more compact urban development and preservation of open space.

Facilities and Services

- Our community will make efficient use of existing infrastructure as well as future investments and expenditures for capital improvements and long-term operation and maintenance costs.
- We will coordinate public facilities and services with land use planning to promote more compact urban development.
- We will maximize the use of existing facilities and services.
- We will coordinate development review processes that will protect or enhance public facilities and sites to ensure that they can fulfill their identified functions.
- We will invest in parks and open space to encourage private reinvestment in urban centers.
- We will limit the amount of urban development within our community to areas that can be reasonably served by public infrastructure.
- Our community will use planned infrastructure to support areas identified as suitable for development.
- We will protect existing infrastructure investments (i.e. already paid for) by encouraging infill, redevelopment, and compact development.

Housing

- Development shall provide for a variety of residential types and densities.
- We will eliminate substandard or dilapidated housing in our community.
- We will stimulate infill housing development in existing neighborhoods.
- We will create affordable housing opportunities to insure that all those who work in the community have a viable choice or option to live in the community.
- Our neighborhoods will be interactive communities where people have easy access to schools, parks, residences and businesses through walkways, bike paths, roads and public transportation.
- Our growth strategies will continue to provide resources that support revitalization of neighborhoods and effectively address the physical environment of the disadvantaged.
- We will encourage home-ownership.
- We will accommodate our diverse population by encouraging a harmonious mixture of housing types and uses.
- We will encourage housing policies, choices and patterns that move people upward on the housing ladder from dependence to independence.
- We will encourage efficient urban residential densities.
- We will promote walkable, safe neighborhoods.
- We will encourage common open space, walking paths and bicycle lanes that are easily accessible.
- We will encourage parks and community facilities to be located as focal points in neighborhoods.

Land Use

- We will promote development that is sensitive to the land and gives consideration to adjoining, existing and planned development as well as the overall community.
- We will promote efficient use of land by promoting well-designed, more pedestrian friendly, development patterns with a mix of uses and an efficient, creative use of land.
- Recreation and greenspace will become an integral facet of our community's land use.
- We will guide or direct patterns of land development throughout the planning process.
- We will establish meaningful and predictable standards for the use and development of land, and meaningful guidelines for the content of more detailed land development and use regulations.
- We will express the community's intent with regard to the future locations of land uses.
- We will encourage innovative land-use planning techniques to be used in building higher density and mixed use developments as well as infill developments.
- We will be committed to redeveloping and enhancing existing commercial and industrial areas located within our community.
- We will encourage mixed-use development and design standards that are more human-oriented and less auto-oriented.
- We will encourage developments that provide a mix of shopping, housing and jobs.
- We will make as a priority the development of mixed uses, redevelopment and revitalization of existing underutilized commercial and industrial areas over development of new land for commercial purposes.
- We will support opportunities for residential and non-residential in-fill development that positively impacts the character of existing neighborhoods.
- We will promote increases in residential densities in areas that meet community design standards, environmental constraints and available infrastructure capacities.
- We will encourage the use of landscaping, lighting, signage, underground utilities and building design to add value to our community.
- Our regulations will contribute to, not subtract from, our community's character and sense of security.
- Our gateways and corridors will create a "sense of place" for our community.

- We will reduce the adverse visual impact of the automobile in both commercial and residential areas of our community.
- We will encourage upper floor residential in downtown to add people and variety of uses to the area.
- Green space will be a major component within our neighborhoods, along our streets, parking lots and within commercial and industrial developments.
- Civic buildings will be located, designed and accessible to public transportation in a manner that enhances the community.
- We will encourage walkability, interaction among businesses, clear visibility of entryways and centralized open space.
- Commercial nodes should contain business development sites of various sizes to accommodate a variety of businesses.
- We will employ innovative planning concepts to achieve desirable and well-designed neighborhoods, protect the environment, preserve meaningful open space, improve traffic flow, and enhance the quality of life in our community.
- We will review land planning and development concepts that may be new to our area, but have been successful in other places.

Transportation

- We will encourage transportation corridors that support multiple modes of transportation and enhance the aesthetics of the community.
- We will address the location, vehicular/pedestrian/open space design, landscaping, and furnishing of residential and non-residential streets as an important component contributing to the character, structure and development pattern of the community.
- The multi-modal transportation network will be used to support efficient land use, minimize traffic congestion and facilitate community-wide and regional mobility.
- We will ensure that higher urban density will be located in areas that are conducive to walking and biking and are served by transit.
- We will coordinate higher density land use with public transportation.
- Transportation and greenway corridors will be supported by the community standards of aesthetics, urban design and environmental stewardship.
- We will ensure that vehicular traffic will not harm the residential nature of our neighborhoods.
- We will use public transit as a tool to organize the arrangement of higher density land uses, particularly multi-family developments, in the community.
- We will promote alternative transportation modes and mobility access for all citizens.
- We will protect or enhance transportation facilities, corridors, and sites to ensure that they can fulfill their identified functions.
- We will ensure connectivity between road network, public transit, and pedestrian/bike paths.
- We will encourage walking, biking, or car-pooling or sustainable transportation choices.

Intergovernmental Coordination

- We will continue to share services and information with other public entities within the jurisdiction.
- We will maintain our coordination mechanisms with adjacent local governments to provide for exchange of information.
- We will continue our joint processes for collaborative planning and decision-making.
- The long term prosperity of our community will be supported by the educational function of our parks and recreational services, public libraries, museums and other cultural amenities.
- We will support other existing educational institutions and encourage development of new opportunities to educate our citizens.



APPENDIX:

2011 MARKET ASSESSMENT

City of Chamblee: Community Assessment and Demand Projections



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August, 2011

Chamblee Community Assessment

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Chamblee Community Assessment

The purpose of this analysis is to arrive at a common understanding of the City of Chamblee's existing economic strengths and challenges. This analysis is expressed in the context of the State of Georgia and the Metropolitan Atlanta economies so as to understand Chamblee's relative position within this context and to highlight potential competitive advantages during ten-year and twenty-five-year timeframes.

I. Chamblee Demographic and Income Profile

The demographic section of this report provides an inventory and analysis of demographic data defining significant trends and attributes to help determine service need, public facility needs and employment opportunities necessary to support the existing and the future population base. Promoting the welfare of existing and future residents and businesses of Chamblee is, in part, determined by the aggregate number and type of population the city has and will have in the future. This information forms the basis for many strategies that involve land use and zoning, economic development and capital improvement planning. The path the city chooses needs to be predicated upon management and encouragement of an appropriate amount and type of development and redevelopment without sacrificing quality of life and services for citizens. Additionally, educational attainment and income contribute to the types of service programs the city needs and the type of employment possibilities the community can target. The information may also assist in establishing and development patterns consistent with goals and policies established by the Mayor and City Council.

A. Key Defining Demographic Characteristics – Summary

Chamblee, and its related local residential market areas, have not been spared from the impact of the national recession that began in 2007 and, while technically over, still significantly affects the Metro Atlanta region and, to varying degrees, its various submarkets. However, the Chamblee and its retail and residential market areas have not been as negatively impacted as most other area of Atlanta due to a number of basic demographic and income strengths that those market areas – collectively the “Chamblee Market Area” – share. [All basic demographic and income data come from ESRI.] Individual demographic and income components support this profile of a strong, affluent surrounding community and adjacent retail and housing Chamblee Market Area with strong growth potential.

A summary of key demographic and income data comparing the City of Chamblee with all of DeKalb County, Metro Atlanta and the State of Georgia is provided in the table below.

Observations

- Indicators of affluence are relatively weaker than the county and the Metro Atlanta: Average Household Income and Per Capita Income
- Average Home Value particularly strong in relation to not only DeKalb County and State, but also overall Metro Atlanta
- Percentage of housing that is rented is relatively large
- Vacancies are lower than County, Metro Atlanta and the State

Summary Profile: 2010					City as % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
Population	15,491	691,893	5,268,680	9,687,653		
Households	5,235	256,445	1,902,033	3,542,185		
Avg Household Income	\$ 78,298	\$ 80,799	\$ 85,998	\$ 71,155	97%	91%
Per Capita Income	\$ 26,256	\$ 30,357	\$ 31,282	\$ 26,398	86%	84%
Avg Home Value	\$ 201,707	\$ 184,133	\$ 189,450	\$ 163,509	110%	106%
Housing Units	6,747	304,968	2,165,495	4,088,801		
Owner Households	36.2%	50.7%	59.8%	58.4%	71%	61%
Renter Households	54.2%	38.4%	29.7%	29.3%	141%	183%
Vacant Housing Units	9.5%	10.9%	10.5%	12.3%	88%	90%

During the next decade, several key indicators show that while average home value will decline slightly, average household income and per capita income will grow and outpace the rates for DeKalb County, metro Atlanta and Georgia, as a whole.

Summary Profile: Annual Growth Rate 2010-2021					City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
Population	1.11%	1.13%	1.95%	1.45%	98%	57%
Households	1.38%	1.12%	1.95%	1.47%	123%	71%
Avg Household Income	2.95%	2.75%	2.76%	0.80%	107%	107%
Per Capita Income	3.20%	2.73%	2.73%	0.76%	117%	117%
Avg Home Value	-0.02%	0.11%	1.03%	1.35%	-22%	-2%
Housing Units	0.91%	0.93%	1.75%	1.25%	98%	52%

Observations

- While population and household growth is projected to continue at a moderate pace, the increase in new housing units will not grow as fast as the formation of new households, decreasing the current excess supply of housing in the city, as well as the county.
- In absolute dollars, the projected increase in all key income categories exceeds both the County and the State, and is only slightly higher than the Metro Area.

	Summary Profile: Net Growth 2010-2021				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
Population	2,000	91,030	1,247,024	1,662,224		
Households	993	33,424	450,185	616,782		
Avg Household Income	\$ 29,558	\$ 28,106	\$ 30,074	\$ 14,286	105%	98%
Per Capita Income	\$ 10,881	\$ 10,468	\$ 10,809	\$ 5,222	104%	101%
Avg Home Value	\$ (552)	\$ 2,340	\$ 22,493	\$ 26,067	-24%	-2%
Housing Units	707	32,690	455,316	598,699		

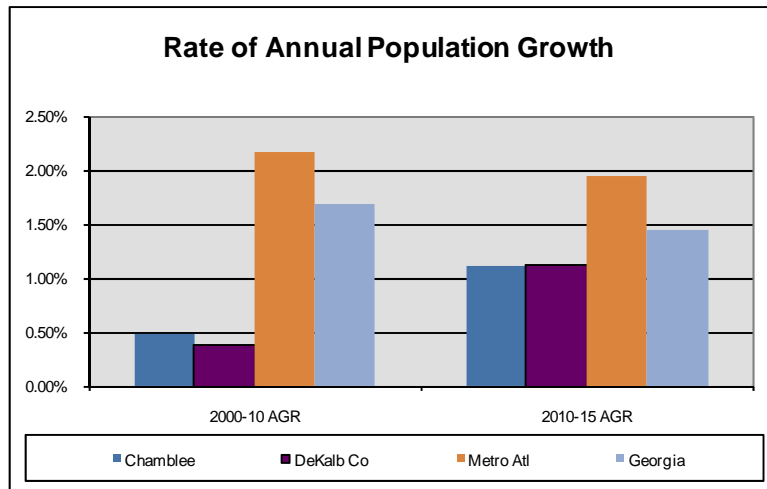
B. Key Defining Demographic Characteristics – Major Category Details

1. Population Profile

Population Growth

Population growth identifies several trends, ranging from the volume of in-migration to death and fertility rates. In 2010, the population of the city stood at 15,491, representing an annual growth rate of less than one percent and a total increase of 4% from 2000. By comparison, the population of DeKalb County grew similarly by only .38% annually and by 3.7% during the same time period.

	Population				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
2000	14,749	665,865	4,247,981	8,186,453		
2010	15,491	691,893	5,268,680	9,687,653		
2015	16,370	731,878	5,802,805	10,410,674		
2021	17,491	782,923	6,515,704	11,349,877		
2036	20,641	926,657	8,705,021	14,085,488		
2000-10 AGR	0.49%	0.38%	2.18%	1.70%	128%	23%
2010-15 AGR	1.11%	1.13%	1.95%	1.45%	98%	57%
2010-15 AGR	879	39,985	534,125	723,021		
2015-21 Growth	1,121	51,044	712,899	939,203		
2010-21 Growth	2,000	91,030	1,247,024	1,662,224		



Age

The residents of the city are younger at an average of 30 years of age than the County as a whole and even younger still in comparison to Metro Atlanta and the State overall. At least part, possibly a major part, of this difference can be attributed to workforce characteristics, as driven by the industry composition of the city. Also, urbanized areas usually have younger populations than suburban and ex-urban areas due to a variety of socioeconomic factors.

	Median Age				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
2000	30.0	32.4	33.0	33.4	93%	91%
2010	30.6	33.8	34.7	35.2	91%	88%
2015	31.2	33.9	34.8	35.5	92%	90%

Educational Attainment

The city's educational attainment refers to the final level of education achieved within the adult population (age 25 and up), as identified by categories representing various levels of education. Ideally, communities would prefer a greater percentage of their populations achieving much higher education levels, surpassing high school and possibly graduating college.

	Educational Achievement: 2010				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
HS Graduate	20.0%	22.8%	26.3%	30.0%	88%	76%
Bach'lor Degree	22.1%	23.6%	22.8%	18.2%	94%	97%
Grad Degree	13.0%	15.2%	11.6%	10.0%	86%	112%

In 2010, 20% of the city's population attained a high school degree compared with 22.8% of the county's population in 2010; persons with a college degree was 22.1 % compared to 23.6% in the county.

Ethnicity

In 2000, persons of Hispanic origin comprised 42.6% of Chamblee's population; in 2010 the percentage of the city's population of persons of Hispanic origin stood at 43.1%. This represents an increase of .5%

during the decade. During the same time period, the percentage of the county's Hispanic origin population grew by almost 2%, representing 9.8% of the county's population.

	Ethnicity			
	Chamblee	DeKalb Co	Metro Atl	Georgia
Ethnicity: 2000				
Black alone	9.1%	54.2%	28.6%	28.7%
White alone	50.8%	35.8%	63.5%	65.1%
Other Race Alone	23.9%	3.5%	2.8%	2.4%
Hispanic origin	42.6%	7.9%	6.4%	5.3%
Ethnicity: 2010				
Black alone	15.0%	54.3%	32.4%	30.5%
White alone	46.5%	33.3%	55.4%	59.7%
Other Race Alone	24.7%	4.5%	4.5%	4.0%
Hispanic origin	43.1%	9.8%	10.4%	8.8%
Ethnicity: 2015				
Black alone	13.8%	53.7%	33.3%	31.0%
White alone	46.8%	33.1%	53.7%	58.3%
Other Race Alone	25.7%	9.5%	4.9%	4.4%
Hispanic origin	45.7%	11.2%	11.9%	10.2%

2. Housing Profile

Housing Units

Local governments, such as Chamblee, often examine housing data to adequately plan to meet their existing and projected housing needs including their share of the regional housing need. In 2000, the number of housing units in Chamblee was 5,183, increasing to 6,747 in 2010, a 23% increase during this decade. For the county, the percent increase for the same period was 14%. As expected, the annual growth rate was higher in the city than the county during the same time period, but will similar from 2010-2015.

	Housing Units				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
2000	5,183	261,231	1,644,572	3,281,737		
2010	6,747	304,968	2,165,495	4,088,801		
2015	7,060	319,415	2,361,725	4,350,820		
2021	7,454	337,658	2,620,811	4,687,500		
2036	8,539	387,955	3,399,790	5,647,637		
2000-10 AGR	2.67%	1.56%	2.79%	2.22%	171%	96%
2010-15 AGR	0.91%	0.93%	1.75%	1.25%	98%	52%
2010-15 AGR	313	14,447	196,230	262,019		
2015-21 Growth	394	18,243	259,087	336,680		
2010-21 Growth	707	32,690	455,316	598,699		

Housing Tenure

The city has a significantly larger share of renters than the county and will likely continue to have almost one-third more renters than DeKalb County and will continue to have more renters than owners in the foreseeable future. This is not unusual in more-urbanized areas; in fact, it is the norm. The key issues to be addressed at the policy level are (1) the (assumed) continued match of available rental housing to lower-skill, lower-income workers and (2) the location and pricing (rent levels) of new multifamily rental units within the city.

	Housing Units: 2010 Occupancy Status				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
Owner-occupied	2,444	154,654	1,294,640	2,389,423		
Renter-occupied	3,660	117,155	642,585	1,196,161		
Vacant	643	33,159	228,270	503,217		
Owner-occupied	36.2%	50.7%	59.8%	58.4%	71%	61%
Renter-occupied	54.2%	38.4%	29.7%	29.3%	141%	183%
Vacant	9.5%	10.9%	10.5%	12.3%	88%	90%

	Occupied Housing Units			
	Chamblee	DeKalb Co	Metro Atl	Georgia
2010 Owned	40.0%	56.9%	66.8%	66.6%
2015 Owned	39.2%	55.6%	65.4%	65.2%
2010 Rented	60.0%	43.1%	33.2%	33.4%
2015 Rented	60.8%	44.4%	34.6%	34.8%

In sheer numbers, new owned and rented units will continue to be introduced into the city in proportionately equal numbers. After the experiences of the past several years, it is difficult to understand a lending-and-development attitude that would encourage this increasing gap in supply and demand. It is more likely that new housing units will be introduced in lower numbers than currently projected.

	Occupied Housing Units: Owned			
	Chamblee	DeKalb Co	Metro Atl	Georgia
2000	1,898	145,825	1,037,404	2,029,154
2010	2,444	154,654	1,294,640	2,389,423
2015	2,558	161,980	1,411,955	2,542,542
2021	2,700	171,232	1,566,850	2,739,292

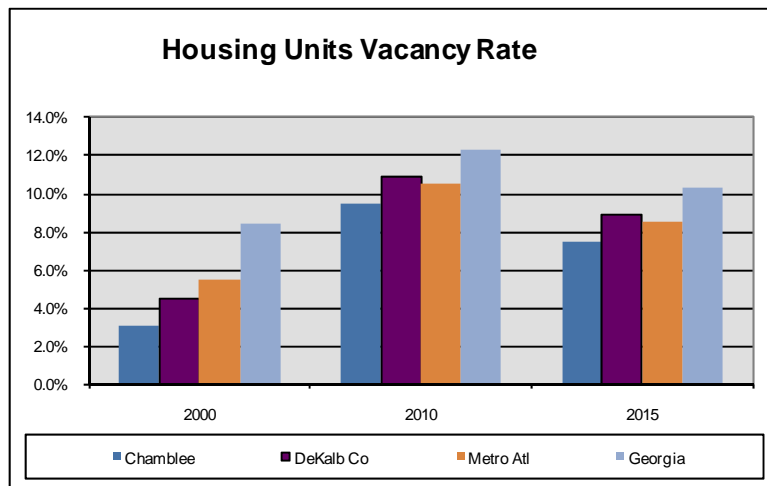
	Occupied Housing Units: Rented			
	Chamblee	DeKalb Co	Metro Atl	Georgia
2000	3,127	103,514	516,750	977,215
2010	3,660	117,155	642,585	1,196,161
2015	3,970	129,093	748,049	1,359,830
2021	4,754	166,426	1,053,961	1,948,208

	Vacant Housing Units			
	Chamblee	DeKalb Co	Metro Atl	Georgia
2000	158	11,892	90,418	275,368
2010	643	33,159	228,270	503,217
2015	532	28,342	201,721	448,448

Housing Units: % Vacant				
2000	3.0%	4.6%	5.5%	8.4%
2010	9.5%	10.9%	10.5%	12.3%
2015	7.5%	8.9%	8.5%	10.3%

Housing Unit Occupancy Status

- Relatively similar percent of housing unit vacancies in the Chamblee Market Area
- Out of balance of owner-to-renter in occupied housing units throughout Chamblee Market Area
- Lower vacancies in Chamblee compare with rest of the county



Household Size

Household size in the city decreased from almost 3 persons in 2000 to 2.54 persons in 2010, slightly lower than the county. The city's household size is projected to decrease further to 2.50 by 2015.

	Household Size				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
2000	2.94	2.67	2.73	2.72	110%	107%
2010	2.54	2.70	2.77	2.73	94%	92%
2015	2.50	2.70	2.77	2.73	93%	90%

Household Growth

The rate of annual growth in new households in Chamblee is projected to be higher during the next five years than the county. As already stated, such growth is in line with population increases and does underscore the ability of Chamblee to continue to attract new families to the area.

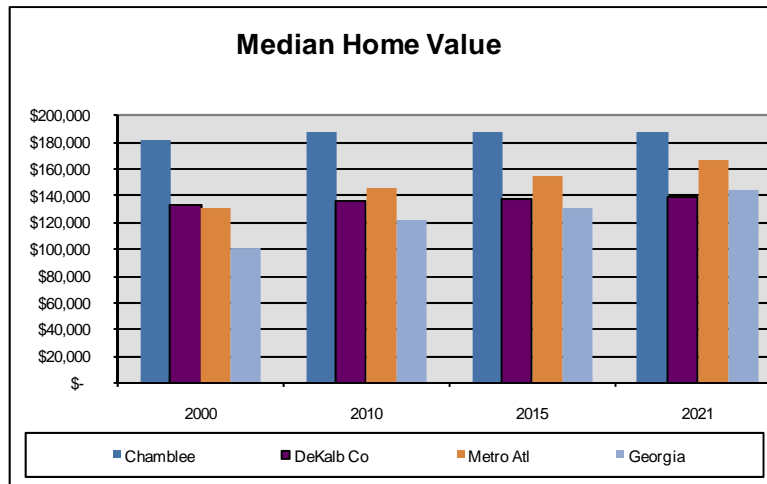
	Households				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
2000	5,025	249,339	1,554,154	3,006,369		
2010	6,104	256,445	1,902,033	3,542,185		
2015	6,537	271,131	2,094,856	3,810,304		
2021	7,097	289,869	2,352,218	4,158,968		
2036	8,717	342,577	3,142,578	5,176,670		
2000-10 AGR	1.96%	0.28%	2.04%	1.65%	698%	96%
2010-15 AGR	1.38%	1.12%	1.95%	1.47%	123%	71%
2010-15 AGR	433	14,686	192,823	268,118		
2015-21 Growth	560	18,738	257,362	348,664		
2010-21 Growth	993	33,424	450,185	616,782		
2010-36 Growth	2,613	86,132	1,240,545	1,634,484		

3. Level of Affluence Indicators

Home Values

Home values are quite high relative to the county and state, as well as the overall Metro Atlanta area. While projected appreciation of home values is minimal, it is approximately in line with projections that have become much more conservative over the past 2-3 years due to the severe downturn in the housing market.

	Median Home Value				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
2000	\$ 181,545	\$ 133,489	\$ 130,800	\$ 100,648	136%	139%
2010	\$ 187,064	\$ 135,851	\$ 145,533	\$ 121,464	138%	129%
2015	\$ 187,568	\$ 137,060	\$ 154,774	\$ 131,412	137%	121%
2021	\$ 188,175	\$ 138,525	\$ 166,641	\$ 144,431	136%	113%
2000-10 AGR	0.30%	0.18%	1.07%	1.90%	171%	28%
2010-15 AGR	0.05%	0.18%	1.24%	1.59%	30%	4%
2010-15 AGR	\$ 504	\$ 1,209	\$ 9,241	\$ 9,948		
2015-21 Growth	\$ 607	\$ 1,465	\$ 11,867	\$ 13,019		
2010-21 Growth	\$ 1,111	\$ 2,674	\$ 21,108	\$ 22,967		

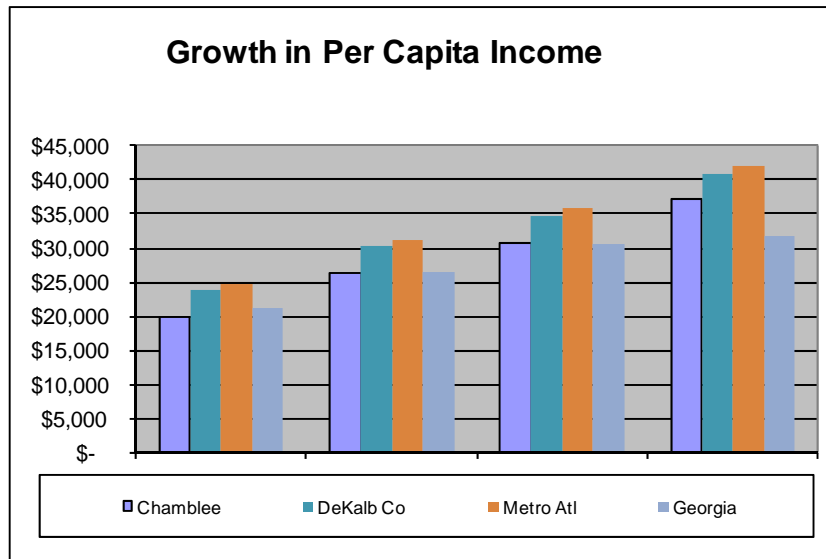


Median Home Value				
As % of Metro Atlanta				
	Chamblee	DeKalb Co	Metro Atl	Georgia
2000	139%	102%	100%	77%
2010	129%	93%	100%	83%
2015	121%	89%	100%	85%
2021	113%	83%	100%	87%

Per Capita Income

Measuring income levels provides an indication of the economic health of the population. Just as education levels can offer insight into employment conditions and the quality of the labor pool, per-capita and household income levels measure the financial stability of the population, and how the local economy is responding to the educational climate. Higher income levels suggest a thriving economy, and offer a good indicator as to the success of a community. While Chamblee's income levels are less than the county and metro Atlanta's, the rate of growth was higher than the same two entities and that trend will continue during the next five years.

	Per Capita Income				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
2000	\$ 19,931	\$ 23,968	\$ 24,785	\$ 21,154	83%	80%
2010	\$ 26,256	\$ 30,357	\$ 31,282	\$ 26,398	86%	84%
2015	\$ 30,738	\$ 34,733	\$ 35,800	\$ 30,445	88%	86%
2021	\$ 37,137	\$ 40,825	\$ 42,091	\$ 31,620	91%	88%
2000-10 AGR	2.79%	2.39%	2.36%	0.00%	117%	119%
2010-15 AGR	3.20%	2.73%	2.73%	0.76%	117%	117%
2010-15 AGR	\$ 4,482	\$ 4,376	\$ 4,518	\$ 4,047		
2015-21 Growth	\$ 6,399	\$ 6,092	\$ 6,291	\$ 1,175		
2010-21 Growth	\$ 10,881	\$ 10,468	\$ 10,809	\$ 5,222		



Median Household Income

In 2000, median household income stood at \$62,422 and grew 2.90% annually by 2010 reaching \$89,842 by 2015. By comparison, median household income grew by only 2.77% annually in DeKalb County, reaching \$86,213 in 2015.

	Median Household Income				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
2000	\$ 46,900	\$ 49,163	\$ 51,657	\$ 42,686	95%	91%
2010	\$ 62,422	\$ 64,601	\$ 68,106	\$ 56,184	97%	92%
2015	\$ 73,658	\$ 73,656	\$ 78,229	\$ 64,184	100%	94%
2021	\$ 89,842	\$ 86,213	\$ 92,382	\$ 75,302	104%	97%
2000-10 AGR	2.90%	2.77%	2.80%	2.79%	105%	103%
2010-15 AGR	3.37%	2.66%	2.81%	2.70%	127%	120%
2010-15 AGR	\$ 11,236	\$ 9,055	\$ 10,123	\$ 8,000		
2015-21 Growth	\$ 16,184	\$ 12,557	\$ 14,153	\$ 11,118		
2010-21 Growth	\$ 27,420	\$ 21,612	\$ 24,276	\$ 19,118		

	Median Household Income			
	As % of Metro Atlanta			
	Chamblee	DeKalb Co	Metro Atl	Georgia
2000	91%	95%	100%	83%
2010	92%	95%	100%	82%
2015	94%	94%	100%	82%
2021	97%	93%	100%	82%

Average Household Income

Average household income in the city grew by 2.86% between 2000 and 2010, and grew by only a slightly lower rate in the county, 2.51% during the same time period.

	Average Household Income				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
2000	\$ 59,073	\$ 63,066	\$ 66,876	\$ 56,612	94%	88%
2010	\$ 78,298	\$ 80,799	\$ 85,998	\$ 71,155	97%	91%
2015	\$ 90,568	\$ 92,541	\$ 98,557	\$ 82,104	98%	92%
2021	\$ 107,856	\$ 108,905	\$ 116,072	\$ 85,441	99%	93%
2000-10 AGR	2.86%	2.51%	2.55%	3.21%	114%	112%
2010-15 AGR	2.95%	2.75%	2.76%	0.80%	107%	107%
2010-15 AGR	\$ 12,270	\$ 11,742	\$ 12,559	\$ 10,949		
2015-21 Growth	\$ 17,288	\$ 16,364	\$ 17,515	\$ 3,337		
2010-21 Growth	\$ 29,558	\$ 28,106	\$ 30,074	\$ 14,286		

	Average Household Income			
	As % of Metro Atlanta			
	Chamblee	DeKalb Co	Metro Atl	Georgia
2000	88%	94%	100%	85%
2010	91%	94%	100%	83%
2015	92%	94%	100%	83%
2021	93%	94%	100%	74%

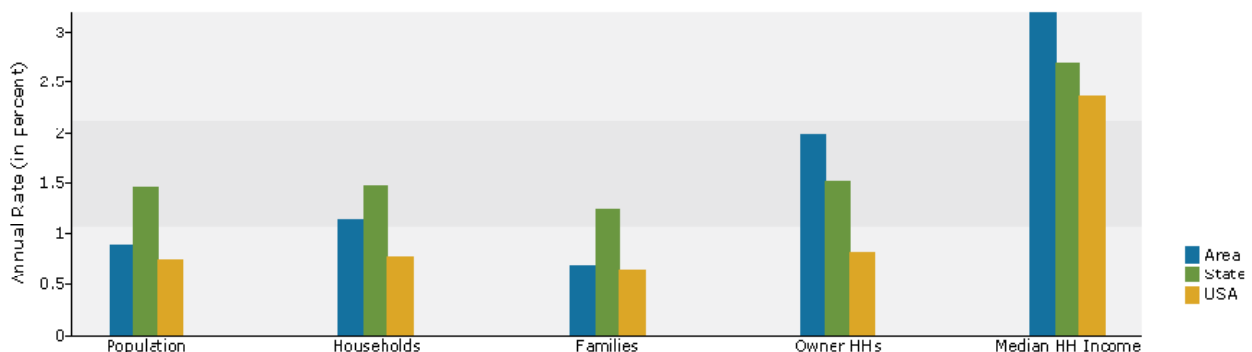
Household Income Observations

- All parts of Chamblee Market Area extremely high
- Projected growth during the next 10-15 years is better than Metro Atlanta overall
- Percent dollar increases strong

4. Summary of Trends

The “Trends 2010-2015” chart below reflects the extent to which the Chamblee Market Area’s projected annual household income growth should be considered extremely strong relative to state and national trends.

Trends 2010-2015



II. Economic Development Indicators

The Economic Development section of a comprehensive plan identifies the variety of employment categories and through analysis determines a community's assets and liabilities/ strengths and weaknesses, and needs of local businesses. A portrait of Chamblee's economic condition is the foundation for assessing the performance of wages and job skills, employment and industry patterns, and the programs and efforts designed to improve local economies.

A. Economic Base

This type analysis is used to identify local significance for each industrial sector. The kinds of industry within a community, total earnings those industries produce, and wage distribution in the resident population are examined. Economic base studies can direct recruitment toward businesses that complement existing industry or require the skills of residents currently exporting labor to other regions. This information is basic, but vital, for more effective decisions concerning the health of the local economy.

1. Top Employers

The Top Employers in Chamblee for 2010 are as follows:

1. Centers for Disease Control	2,000 (approx)
2. Jim Ellis (318) and Jim Ellis Atlanta, Inc. (171)	489
3. Walmart Supercenter	319
4. Moore Wallace North	178
5. Piedmont Landscape	164
6. Curry Hondo	154
7. Epps Air Service	145
8. Ashton Woods	145
9. Lowe's Home Centers	140
10. World Toyota	135
11. I-Tech Staffing	110
12. Dynamo Parents Club	100
13. Malcolm Cunningham Ford	87
14. Baily International	84
15. Pro-Graphics	82

The Internal Revenue Service is likely the second-largest employer in Chamblee, but the number of employees at the Chamblee facility is unknown at this time.

The CDC plans an expansion in 2014 that will add another 1,000 employees to its current 2,000.

The importance of auto dealerships and related services is clearly seen in the total 865 employees of these combined businesses (Jim Ellis, Curry Honda, World Toyota and Malcolm Cunningham Ford).

2. Employment by Economic Sector

The primary measure of an industry's value to a local economy is the number of people it employs. An economy grows stronger as it increases any form of gainful employment in the local population, redistributing wealth and encouraging economic growth.

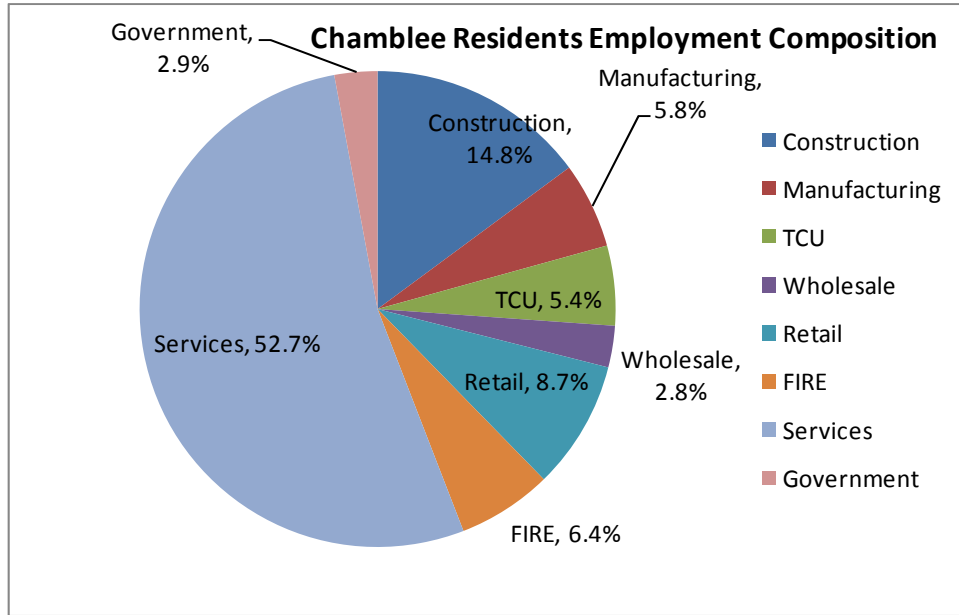
The table below highlights the three primary types of employment-white collar, services and blue collar by percentage. There is 5.5% less white collar jobs in the city than the county, slightly more service jobs, and almost 5% more blue collar jobs in the city than the county.

	Resident Employment: 2010				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
White Collar	51.9%	69.0%	67.3%	62.2%	75%	77%
Services	21.8%	15.5%	14.5%	16.2%	141%	150%
Blue Collar	26.3%	15.4%	18.2%	21.6%	171%	145%

With respect to particular industries, the decade between 2000 and 2010, saw a decrease in residents' employment in manufacturing jobs of slightly more than 7%, a 2% decrease in transportation, warehousing and utility (TCU) jobs, and less than a 1% change in retail employment, construction trade, wholesale trade, finance, insurance and real estate (FIRE) and government.

	Resident Employment: 2010				City % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
Construction	14.8%	5.5%	7.5%	7.3%	269%	197%
Manufacturing	5.8%	4.7%	7.0%	9.0%	123%	83%
TCU	5.4%	10.3%	10.2%	8.4%	52%	53%
Wholesale	2.8%	2.7%	3.8%	3.3%	104%	74%
Retail	8.7%	9.4%	11.5%	11.6%	93%	76%
FIRE	6.4%	8.3%	8.1%	6.8%	77%	79%
Services	52.7%	53.1%	47.1%	46.8%	99%	112%
Government	2.9%	5.9%	4.4%	5.3%	49%	66%

TOTAL	7,941	336,099	2,350,787	4,172,600	2%
Construction	1,175	18,485	176,309	304,600	6%
Manufacturing	461	15,797	164,555	375,534	3%
TCU	429	34,618	239,780	350,498	1%
Wholesale	222	9,075	89,330	137,696	2%
Retail	691	31,593	270,341	484,022	2%
FIRE	508	27,896	190,414	283,737	2%
Services	4,185	178,469	1,107,221	1,952,777	2%
Government	230	19,830	103,435	221,148	1%



Resident Employment Observations

- High proportion of residents work in White Collar jobs within the Chamblee itself, reflecting the office real estate market base that already exists
- Very high percentages of White Collar jobs within the overall Chamblee Market Area, supportive of both the market area's overall affluence (critical to retail demand) as well as the local labor force that can fuel future office employment growth
- Extremely high percentage residents work in Services (Professional and Business Services) and FIRE (Finance, Insurance and Real Estate), indicative of higher-salary "premium" jobs

3. City Industry Composition

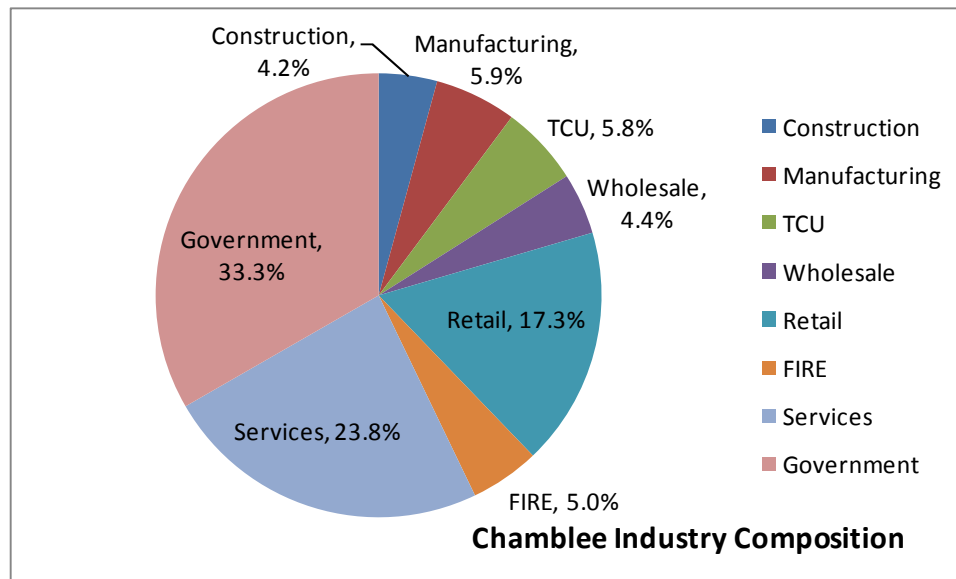
A breakdown by sector of jobs within the city itself, whether filled by residents or persons coming into Chamblee to work while residing outside the city limits, shows the extent to which the city's economic base is shifting over time toward FIRE, Retail and Services – White Collar occupations – although Manufacturing remains a critical component of that economic base. The continued importance of Chamblee as a County seat for government, as well as for district-level State and Federal jobs, is evident in the data.

The shift away from Manufacturing that is indicated by the data seems somewhat at odds with local perceptions regarding the continued dominance of that industry sector. A more-detailed analysis of manufacturing sites that are actually within city limits is warranted, as well as an examination of the dependence of city utilities on industrial customers outside the city limits.

Chamblee Industry Composition					City as % of	
	Chamblee	DeKalb Co	Metro Atl	Georgia	County	Metro
Construction	4.2%	5.5%	7.5%	7.3%	77%	57%
Manufacturing	5.9%	4.7%	7.0%	9.0%	127%	85%
TCU	5.8%	10.3%	10.2%	8.4%	56%	57%
Wholesale	4.4%	2.7%	3.8%	3.3%	165%	117%
Retail	17.3%	9.4%	11.5%	11.6%	184%	151%
FIRE	5.0%	8.3%	8.1%	6.8%	61%	62%
Services	23.8%	53.1%	47.1%	46.8%	45%	51%
Government	33.3%	5.9%	4.4%	5.3%	564%	756%

Source: ARC

TOTAL	14,863	336,099	2,350,787	4,172,600	4%
Construction	631	18,485	176,309	304,600	3%
Manufacturing	884	15,797	164,555	375,534	6%
TCU	862	34,618	239,780	350,498	2%
Wholesale	661	9,075	89,330	137,696	7%
Retail	2,574	31,593	270,341	484,022	8%
FIRE	750	27,896	190,414	283,737	3%
Services	3,539	178,469	1,107,221	1,952,777	2%
Government	4,944	19,830	103,435	221,148	25%



B. Existing Real Estate Market Conditions

The impact of the 2007-2009 global economic recession continue to be felt by commercial and industrial real estate markets around the world. Rising vacancy rates and declining rental rates defined nearly every market and sector here in the United States through most of 2010, with signs of stabilization being seen in late 2010 and early 2011. Through most of the past several years, however, eroding demand and increasing supplies of sublease space further impacted the market, leading to a near standstill in

transaction volume. Banks and financial institutions have continued to focus on cleaning up their balance sheets and are moving aggressively to dispose of commercial real estate loans and financially distressed real estate assets – included residential mortgages – in the coming year.

1. Office Market

Metro Office Market

As it relates to the office market recovering, Atlanta remains in a holding pattern. The Atlanta office market is still waiting for consistent signs of stabilizing. A record amount of available office space exists in the market. This byproduct of the economic downturn and overzealous spec developers will require years of sustainable growth in order to return to a more balanced market. The good news is the economy is beginning to strengthen and Atlanta office leasing is more active now than it was twelve months ago. In addition, no speculative construction has taken place in the market for almost two years. Heading into mid-year 2011, office leasing activity is expected to intensify with a number of large space requirements likely to be signed. The majority of these requirements, however, will be lateral moves within the market, meaning modest absorption will persist. Outside of these transactions though, Atlanta will maintain its significance as a regional hotspot for companies to consolidate their offices.

Atlanta Office Market

Year	Qtr	Inventory SF/Units	Completions	Inventory Growth%	Vacant Stock	Vacancy Rate	Vacancy Change(BPS)	Occupied Stock	Net Absorption	Asking Rent	Ask Rent % Chg
2005	Y	136,291,000	1,084,000	- 0.4%	24,104,000	17.7%	-140	112,187,000	1,498,000	\$19.88	0.7%
2006	Y	136,871,000	1,695,000	0.4%	22,021,000	16.1%	-160	114,850,000	2,663,000	\$20.38	2.5%
2007	Y	138,575,000	2,618,000	1.2%	20,905,000	15.1%	-100	117,670,000	2,820,000	\$21.20	4.0%
2008	Y	139,790,000	1,970,000	0.9%	23,237,000	16.6%	150	116,553,000	-1,117,000	\$21.43	1.1%
2009	1	139,641,000	334,000	- 0.1%	23,847,000	17.1%	50	115,794,000	-759,000	\$21.44	0.0%
2009	2	139,909,000	530,000	0.2%	24,392,000	17.4%	30	115,517,000	-277,000	\$21.40	- 0.2%
2009	3	141,426,000	628,000	1.1%	26,409,000	18.7%	130	115,017,000	-500,000	\$21.33	- 0.3%
2009	4	141,041,000	0	- 0.3%	25,970,000	18.4%	-30	115,071,000	54,000	\$21.20	- 0.6%
2009	Y	141,041,000	1,492,000	0.9%	25,970,000	18.4%	180	115,071,000	-1,482,000	\$21.20	- 1.1%
2010	1	142,588,000	1,633,000	1.1%	28,325,000	19.9%	150	114,263,000	-808,000	\$21.18	- 0.1%
2010	2	142,398,000	0	- 0.1%	28,603,000	20.1%	20	113,795,000	-468,000	\$21.17	0.0%
2010	3	142,511,000	564,000	0.1%	29,609,000	20.8%	70	112,902,000	-893,000	\$21.16	0.0%
2010	4	142,474,000	0	0.0%	29,796,000	20.9%	10	112,678,000	-224,000	\$21.17	0.0%
2010	Y	142,474,000	2,197,000	1.0%	29,796,000	20.9%	250	112,678,000	-2,393,000	\$21.17	- 0.1%
2011	Y	142,474,000	0	0.0%	28,516,000	20.0%	-90	113,958,000	1,280,000	\$21.31	0.7%
2012	Y	143,158,000	684,000	0.5%	27,377,000	19.1%	-90	115,781,000	1,823,000	\$21.67	1.7%
2013	Y	144,722,000	1,564,000	1.1%	26,233,000	18.1%	-100	118,489,000	2,708,000	\$22.11	2.0%
2014	Y	146,718,000	1,996,000	1.4%	24,593,000	16.8%	-140	122,125,000	3,636,000	\$22.70	2.7%
2015	Y	149,124,000	2,406,000	1.6%	22,672,000	15.2%	-160	126,452,000	4,327,000	\$23.64	4.1%

Source: REIS

The consensus among local and regional forecasters is that, while economic fundamentals remain solid, Atlanta is likely to lag other major markets in restoring occupancy rates. Although service producing jobs are expected to show improvement by the second half of 2011, banking and housing industry woes will continue to counterbalance Atlanta office market growth in the coming year. In addition, the city saw the delivery of three large office buildings in Buckhead totaling 1.6 million square feet in 2010, over 60% of which is currently vacant. The imbalance this created between supply and demand means the Atlanta market will be saturated potentially with a six-year supply of office space.

Chamblee Office Market

The Chamblee office market represents only about 30% of the total Chamblee/Doraville/North Druid Hills Office Submarket. Historically Chamblee has not been viewed as a location for office-based businesses, particularly Professional Services. The Chamblee MARTA station has acted as a catalyst for some limited office space. As additional mixed-use development occurs, the city's office market should experience a significant increase in inventory, increasing its appeal among a very attractive employment demographic: Professional and Business services, representing a higher-income segment of white-collar industry.

Office Market Conditions: Chamblee/Doraville/N Druid Hills Office Submarket							
Category	Total RSF	Vacant RSF	Vacancy Rate	Net Absorption	Delivered RSF	RSF Under Construct	Quoted Rates
Class A	1,443,006	204,724	14.2%	(7,052)	-	-	\$ 18.03
Class B	7,392,127	877,367	11.9%	(129,148)	-	-	\$ 17.51
Class C	2,882,772	529,036	18.4%	(35,891)	-	-	\$ 14.64
TOTAL	11,717,905	1,611,127	13.7%	(172,091)	-	-	\$ 17.91

Source: CoStar

As with all submarkets within Metro Atlanta, the Chamblee office market will benefit from the almost-total lack of new space being brought onto the market. Some improvement should begin to be seen this year and next, but recovery in the office market will likely not occur until 2013-14 in Chamblee.

2. Industrial Market

Metro Industrial Market

An executive with Industrial Developments International (IDI) expects 2011 to be "a transitional year" for Atlanta area industrial real estate, according to the *Atlanta Business Chronicle*. In its own way, 2010 also was a year of transition, as the crippling losses of 2009 yielded to the slower pace of decline indicative of stabilization. Indeed, some observers have reported the reemergence of positive net absorption at different points in 2010, an assessment in accord with Reis's analysis. While vacancy remains severely elevated—an effect of the freewheeling development typical for Atlanta—the emerging trend features both a downward movement in the rate of vacancy and a marked decline in construction, including the virtual elimination of speculative endeavors. The severe rental declines of the past two years also have reached, or soon will reach, their end. Optimism is growing; near-term prospects have improved as Atlanta maintains its position as the Southeast's dominant distribution market.

Atlanta Industrial Market

Year	Inventory SF	Completions	Vac %	Vacant Stock	Occupied Stock	Net Absorption	Eff Rent \$	%Change	Industrial Employment
2006	333,525,000	4,854,000	14.7	49,028,000	284,497,000	5,455,000	\$3.90	0.5	365,484
2007	339,249,000	5,724,000	15.0	50,887,000	288,362,000	3,865,000	\$3.95	1.3	362,657
2008	342,529,000	3,280,000	15.9	54,417,000	288,112,000	-250,000	\$3.89	-1.5	347,065
2009	343,382,000	853,000	17.3	59,405,000	283,977,000	-4,135,000	\$3.61	-7.2	313,547
2010	344,017,000	635,000	17.8	61,235,000	282,782,000	-1,195,000	\$3.44	-4.7	313,902
2011	345,046,000	1,029,000	17.1	59,003,000	286,043,000	3,261,000	\$3.42	-0.7	317,645
2012	348,238,000	3,192,000	16.7	58,156,000	290,082,000	4,039,000	\$3.47	1.7	323,066
2013	354,347,000	6,109,000	16.3	57,759,000	296,588,000	6,506,000	\$3.56	2.4	334,477
2014	362,400,000	8,053,000	16.0	57,984,000	304,416,000	7,828,000	\$3.66	2.9	342,991
2015	369,413,000	7,013,000	15.3	56,520,000	312,893,000	8,477,000	\$3.78	3.2	346,832

Sources: REIS, Moody's Economics

As the market turns the corner, Reis expects to see 3.3 million square feet of positive net absorption in 2011 accompanied by a 70 basis point drop in the vacancy rate and a firming up of rents. “Absent additional speculative development,” summarizes Cushman & Wakefield, “Atlanta’s industrial sector will report stabilizing occupancy in 2011 as demand rebounds further. As vacancy decreases, rental rates will stabilize and concessions will become less prevalent.” Construction will slowly re-enter the picture, with possible speculative development in 2012.

Chamblee Industrial Market

To the extent that the Chamblee market starts to show significant signs of improvement during the current year, as is anticipated for the Metro market overall, it should experience a return to positive absorption, a slight decrease in vacancies, and a leveling if not increase in rates. The amount of vacant space, however, is significant at 617,000 square feet. There are no indications that industrial space within the City of Chamblee – approximately 80% of the total submarket inventory – is faring better than that within the balance of the submarket.

Chamblee Industrial Market

Industrial Market Conditions: Chamblee Industrial Submarket							
Category	Total RSF	Vacant RSF	Vacancy Rate	Net Absorption	Delivered RSF	RSF Under Construct	Quoted Rates
	-	-	0.0%	-	-	-	\$ -
All	3,786,948	617,075	16.3%	-	-	-	\$ 5.81
TOTAL	3,786,948	617,075	16.3%	-	-	-	\$ 5.81

Source: King Industrial Realty

Overall, Chamblee’s industrial properties represent older-generation facilities, with a significant proportion of smaller (rather than warehouse) free-standing properties. Chamblee’s role in the area industrial submarket is clearly diminishing. If for no other reason, the land values of the city’s increasingly-urban character are making the economics of new industrial development economically non-viable.

3. Retail Market

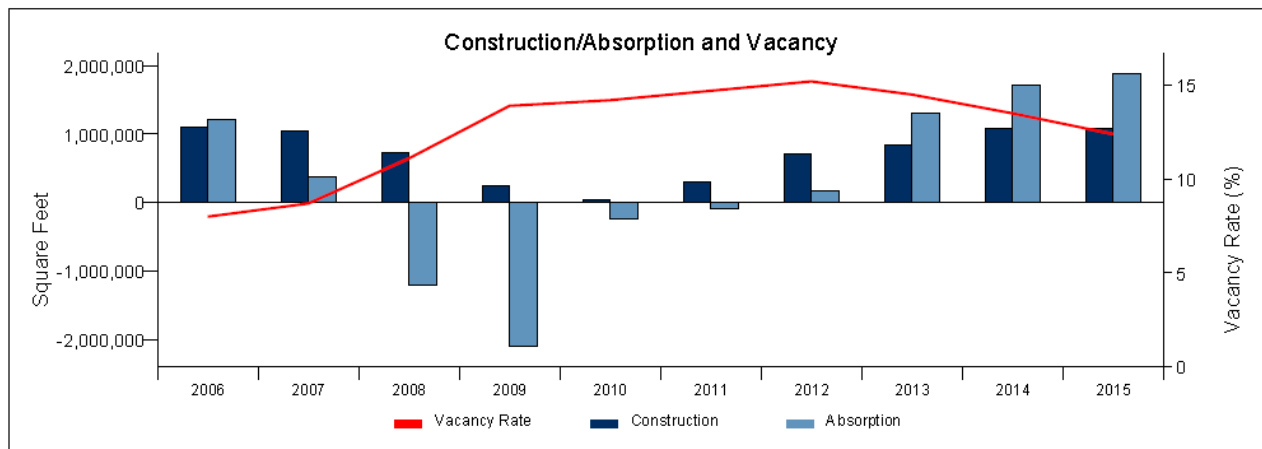
Metro Retail Market

A slow economic recovery and timid consumer spending along with large volumes of empty retail space, a residue of Atlanta's latest development cycle, make for a slow recovery and persistent soft conditions. Elements of gradual improvement, however, are discernible.

Atlanta Retail Market

Year	Qtr	Inventory SF/Units	Completions	Inventory Growth%	Vacant Stock	Vacancy Rate	Vacancy Change(BPS)	Occupied Stock	Net Absorption	Asking Rent	Ask Rent % Chg
2005	Y	78,001,000	1,353,000	1.8%	6,453,000	8.3%	80	71,548,000	649,000	\$16.73	3.1%
2006	Y	79,094,000	1,093,000	1.4%	6,333,000	8.0%	-30	72,761,000	1,213,000	\$17.10	2.2%
2007	Y	80,134,000	1,040,000	1.3%	7,007,000	8.7%	70	73,127,000	366,000	\$17.42	1.9%
2008	Y	80,866,000	732,000	0.9%	8,944,000	11.1%	240	71,922,000	-1,205,000	\$17.49	0.4%
2009	1	80,996,000	130,000	0.2%	9,379,000	11.6%	50	71,617,000	-305,000	\$17.39	-0.6%
2009	2	81,056,000	60,000	0.1%	10,443,000	12.9%	130	70,613,000	-1,004,000	\$17.25	-0.8%
2009	3	81,092,000	36,000	0.0%	10,727,000	13.2%	30	70,365,000	-248,000	\$17.19	-0.3%
2009	4	81,102,000	10,000	0.0%	11,282,000	13.9%	70	69,820,000	-545,000	\$17.16	-0.2%
2009	Y	81,102,000	236,000	0.3%	11,282,000	13.9%	280	69,820,000	-2,102,000	\$17.16	-1.9%
2010	1	81,102,000	0	0.0%	11,539,000	14.2%	30	69,563,000	-257,000	\$17.14	-0.1%
2010	2	81,102,000	0	0.0%	11,554,000	14.2%	0	69,548,000	-15,000	\$17.12	-0.1%
2010	3	81,137,000	35,000	0.0%	11,575,000	14.3%	10	69,562,000	14,000	\$17.20	0.5%
2010	4	81,137,000	0	0.0%	11,555,000	14.2%	-10	69,502,000	20,000	\$17.23	0.2%
2010	Y	81,137,000	35,000	0.0%	11,555,000	14.2%	30	69,582,000	-238,000	\$17.23	0.4%
2011	Y	81,430,000	293,000	0.4%	11,942,000	14.7%	50	69,488,000	94,000	\$17.26	0.2%
2012	Y	82,131,000	701,000	0.9%	12,475,000	15.2%	50	69,656,000	168,000	\$17.41	0.9%
2013	Y	82,963,000	832,000	1.0%	12,004,000	14.5%	-70	70,959,000	1,303,000	\$17.65	1.4%
2014	Y	84,042,000	1,079,000	1.3%	11,364,000	13.5%	-90	72,678,000	1,719,000	\$18.13	2.7%
2015	Y	85,118,000	1,076,000	1.3%	10,561,000	12.4%	-110	74,557,000	1,879,000	\$18.69	3.1%

“The pace of new household formation, which hit a 30-year low in 2010, will not accelerate to historical norms until 2012, limiting demand for in-line space in newer suburban communities,” states Marcus & Millichap in its 2011 outlook report on the local market. “Retail sales will also reach pre-recession levels.” Reis's market data, meanwhile, indicate a mixed performance or occupancy even as vacancy rates remain painfully high. Indicated as well is the return of growth to rents, although gains have been small, and the return of positive net absorption to some sectors. While a large volume of space remains under construction, activity is dominated by a few large-format projects.



Source: REIS

The Atlanta retail market reached stability – although one might describe it as having “bottomed out” – during 2010, with overall quarterly vacancy rates varying only slightly from the year-end rate of 14.2%. Absorption was a negative -238,000 square feet. However, asking rents began moving up and deliveries of

new inventory totaled only 35,000 square feet for the year. A continued lack of delivery of significant new space should allow a gradual return to “new normal” growth starting in 2013.

Chamblee Retail

Chamblee Retail Submarket

Retail Market Conditions: Chamblee/Doraville Retail Submarket							
Category	Total RSF	Vacant RSF	Vacancy Rate	Net Absorption	Delivered RSF	RSF Under Construct	Quoted Rates
General	2,751,430	255,596	9.3%	(25,686)	22,220	-	\$ 9.57
Mall	-	-	0.0%	-	-	-	\$ -
Power Cntr	-	-	0.0%	-	-	-	\$ -
Shop Cntr	1,891,855	373,449	19.7%	(60,253)	-	-	\$ 21.95
Specialty	-	-	0.0%	-	-	-	\$ -
TOTAL	4,643,285	629,045	13.5%	(85,939)	22,220	-	\$ 16.51

Sources: CoStar, Dorey's

4. Residential Market Existing Conditions

Metro Atlanta Residential Market

Atlanta, like the rest of the nation, is weathering an “unusually slow” economic recovery as it struggles with previous overbuilding of residential real estate according to RealtyTrac. Atlanta led the nation in new single-family home construction every year between 1995 and 2005, so it took a big beating when housing turned down during the second half of the decade. Housing prices rose only modestly during the boom years, but lending was overly aggressive and many homebuyers had little equity in their homes to begin with. A high proportion of mortgage loans made during the housing boom were either subprime or Alt-A. The net result has been a surge in mortgage delinquencies and foreclosures, and the problem is likely to linger for some time to come.

The recession and its aftermath, meanwhile, have ravaged Atlanta’s once-hot housing market. According to RealtyTrac, the MSA ranked 26th among the nation’s top 206 metro areas in rate of foreclosure for third quarter 2010 as fully 1.38% of existing ownership stock (29,824 residences) received notifications. This nearly doubles the 0.72% national rate calculated for the period. “The market still has to deal with a lot of foreclosures, which are both a symptom of the fragile economy and the hangover from bad loans,” an executive with Harry Norman Realtors informed the *Atlanta Business Chronicle* in January 2011. While there are reasons to believe the market has bottomed out, “there is still a lot of downward pressure on pricing resulting from foreclosures and short sales.” Over the 12-month span concluding with November, data from First Multiple Listing Service (FMLS) indicate a 6.0% drop off in sales volume year-over-year. According to Standard & Poor’s S&P/Case-Shiller Home Price Index as reported by the *Chronicle*, Atlanta was one of six metro areas in which the average selling price has fallen “beyond the recent lows seen in most other markets in the spring of 2009.”

5. Current Excess Inventory in Chamblee

In each of the four major categories of real estate products – retail, office, industrial and residential – the City of Chamblee itself holds approximately 50% of the total supply within each industry’s respective

market area: the Chamblee Superdistrict area for office and industrial supply, and the 0-5 mile Primary Market area for retail and residential supply as well as community-based office supply.

“Excess inventory” is not the same as vacant supply. Rather, it is the amount of vacant space or housing units in excess of what can be considered a healthy level of vacancies within a given type of real estate. Similar to unemployment rates, a certain level of vacancy is not only acceptable but necessary for a market to be stable, with supply and demand balanced and “in equilibrium.” Otherwise, too little vacant supply results in purchase prices or rent rates that are too high for a given market, driving away (or not attracting in the first place) otherwise desirable residents (consumer markets) and businesses.

Thus, estimating the amount of “excess inventory” – or vacant supply that should be considered in excess of a stable balance of supply and demand – involves taking 50% of the identified vacant space or housing units within the market area in question, determining what share of the level/percentage of those vacancies are in excess of a stable market, then applying that excess vacancy level to the current-vacant space or units. “Stable” vacancy rates for each type of real estate market are generally accepted to be as follows:

- Retail: 8% vacancy rate
- Local Office: 9% vacancy rate
- Office: 10% vacancy rate
- Industrial: 8% vacancy
- Residential: a 6-month supply of housing

Since Local Office is not tracked separately but does represent a hybrid of the Office and Retail categories, a mid-point stable-market vacancy rate of 9% is assumed. Residential market equilibrium is assumed to be a six-month supply of housing units.

Current Excess Inventory within Chamblee				
City as % of Total Submarket:	Retail =	50%		
	Neigh Services =	100%		
	Office =	30%		
	Industrial =	80%		
	City Vacant SF	Vac %	Excess @	Excess SF
Retail: Stable Vacancy @ 8%	314,523	13.5%	41%	128,791
Neighborhood Services	11,716	14.9%	40%	4,649
Office: Stable @ 10%	483,338	16.3%	39%	186,717
Industrial: Stable @ 8%	493,660	16.3%	51%	251,295
Residential	City Vacant Units			Excess Units
Total Vacant Units	643		50%	322
SFD % of Vacant Units	44%			141
Tow nhouses % of Vacant Units	6%			19
Rental % of Vacant Units	50%			161

This excess supply will be incorporated into the demand projections in the following section in order to determine “net” demand projections for retail, office, industrial, local/community office and residential.

C. Economic Trends: Chamblee Projected Market Demand

1. Looking Forward - Recovery Timing

Clearly the entire Metro Atlanta Region has suffered from the national economic downturn that began in 2007. Given the severity of the current “Great Recession,” economists have generally lowered expectations of what a recovery may look like and what a return to normal growth will be. These lowered expectations are summed up by the media’s use of the phrase “a return to the new normal” in describing an economic recovery that stabilizes at much lower – but hopefully less volatile and more sustainable – growth rates than those experienced in the heady economic expansions and associated bubbles that characterized recoveries in the past several decades.

As applied to Metro Atlanta’s recovery to levels of “new normal” growth, a weak consensus (major differences of opinion remain as to the timing and extent of recovery) has emerged pointing to recoveries in the markets for major types of development as follows:

- **Residential:** Slight improvement in housing sales through 2011 coupled with continuing declines in sale prices as sellers – particularly banks writing down foreclosure inventories – increasingly prioritize moving product over pricing. Slight improvement in sales and prices is anticipated through 2012 with some degree of stabilization in the market being achieved by the end of 2013. The “new normal” for the overall residential market is projected to be achieved in mid-to-late 2013 and early 2014 for sale properties. Rental properties are beginning to strengthen with respect to both occupancy and effective rates, with the “new normal” for apartments being reached in 2012.
- **Retail:** Declining rates and occupancy continuing and perhaps temporarily accelerating through mid-2011, with market stabilization in late-2011 and continuing through 2012. However, a “new normal” is not anticipated until 2013-2014.
- **Office:** Basically the same pattern of recovery as retail, but with larger inventories and longer lead times for new development than retail, “new normal” stabilization occurring in 2014-2015.
- **Hotels:** New location-specific deals will continue during 2011 even with overall declines in rates and occupancy. The hospitality market should see signs of substantive recovery as reflected in the increasing availability of capital in 2012, building to the “new normal” in 2013.

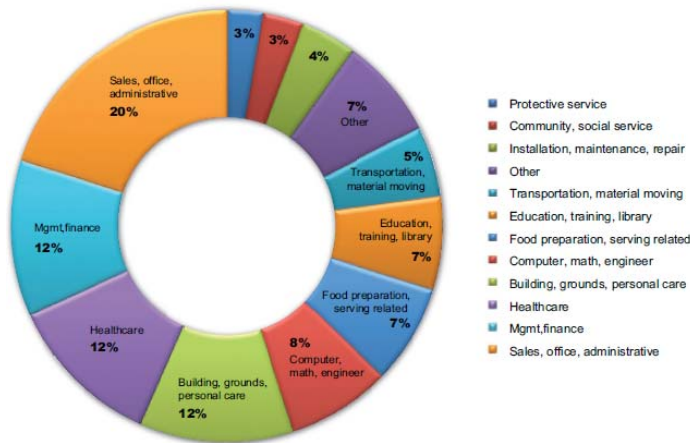
2. Employment Growth Projections

Metro Atlanta

Recovery across all industries will occur only as employment grows. In its most-recent (February 2011) 2010-2040 regional population and employment projections, the Atlanta Regional Commission lowered its estimates of job growth in the 20-county Atlanta region, last published in 2009. Nonetheless, the ARC’s population and employment forecasts show moderately-strong long-term growth for the 20-county

Atlanta region. ARC expects that 8.3 million people will call the region home by the year 2040, an increase of roughly three million people from today. Job growth, although not as robust as in the 1990s, will remain strong in the long-term, as well. ARC forecasts the region to have 3.65 million jobs by 2040, an addition of about 1.5 million jobs from today. One of the more significant trends ARC expects is the shrinking of the labor force participation rate (LFPR) over the coming decades. The labor force participation rate is expected to fall from a high of almost 74% in 2000, to around 62% by 2040.

Expected Growth by Occupation 2010 – 2040



In terms of specific occupations, then, it should be no surprise that healthcare occupations will be one of the leaders in percentage change between 2010 and 2040. Sales, office and administrative occupations will capture the bulk of the growth between 2010 and 2040. Management and finance occupations, healthcare occupations and occupations in building, landscape and other personal services will each capture approximately 12% of all growth in occupations between now and 2040.

In the short-term, according to Dr. Rajeev Dhawan, Director of the *Economic Forecasting Center of Georgia State University*, the Atlanta metro area, after losing almost 129,000 jobs in 2009, will experience a moderate loss of 12,500 in calendar year 2010. In calendar year 2011, 42,500 job gains are expected, including 11,800 “premium” job gains. The recovery picks up in 2012 when 51,600 jobs (13,300 premium jobs) are expected to be created.

Chamblee Superdistrict Employment Projections

Overall employment growth in these submarkets is projected from Atlanta Regional Commission (ARC) employment growth forecasts, considered to be the most comprehensive and detailed database in the region. However, the projections are based on employment growth in the “Chamblee Superdistrict,” which will generate the bulk – approximately 90% - of the demand for office space that redevelopment within the City of Chamblee itself will draw upon. The baseline Chamblee Superdistrict employment estimates for 2009 (the most recent from ARC at that geographic level) are increased or reduced by the number of jobs estimated to be gained or lost in 2010 within major employment categories and adjusted to confirm to the county-level employment estimates recently released (February 2011) by ARC.

Chamblee: Change in Employment by Sector 2009-2016								
2009	631	884	862	661	2,574	750	3,539	4,944
2010	-18.7%	-5.9%	-0.9%	-4.2%	0.5%	-1.8%	0.8%	-1.5%
2011	-5.9%	0.8%	2.1%	1.7%	0.2%	2.4%	1.6%	-1.2%
2012	3.5%	2.6%	4.2%	2.3%	1.5%	3.0%	1.5%	1.2%
2013	4.0%	3.0%	3.0%	3.0%	2.0%	2.5%	3.0%	1.0%
2014	5.0%	4.0%	4.0%	4.0%	2.5%	3.0%	3.5%	3.0%
2015	5.0%	4.0%	4.0%	3.0%	3.0%	3.5%	4.0%	2.0%
2016	4.0%	3.0%	3.0%	2.0%	3.5%	4.0%	4.0%	2.0%
Stable	2.0%	0.5%	1.0%	0.5%	2.0%	2.0%	1.8%	0.5%

Sources: ARC, GSU EFC, Huntley Partners

Applying growth projections to the 2009 base numbers and adjusting for the recent ARC county-level estimates, employment in the Chamblee Superdistrict through 2036 is estimated as follows:

Chamblee: Employment									
Year	CONST	MFG	TCU	WHOL	RETL	FIRE	SVCS	GOV	TOTAL
2009	631	884	862	661	2,574	750	3,539	4,944	14,845
2011	483	838	872	644	2,592	754	3,626	4,811	14,621
2016	596	987	1,043	741	2,932	882	4,244	5,270	16,696
2021	658	1,012	1,096	760	3,238	974	4,640	5,403	17,781
2026	726	1,038	1,152	779	3,574	1,076	5,073	5,540	18,957
2031	802	1,064	1,211	799	3,947	1,187	5,546	5,679	20,235
2036	885	1,091	1,272	819	4,357	1,311	6,063	5,823	21,622

Sources: ARC, GSU EFC, Huntley Partners

D. Projected Demand in the Chamblee Market

The potential for new office, retail and residential development within the City of Chamblee does refer specifically to development demand that could occur within the boundaries of the Chamblee based purely on:

1. identification and definition of the market areas from which demand is generated
2. projected growth in demand within these market areas, and
3. share of the total market demand (share of market or "SOM") that the City of Chamblee could reasonably be expected to attract.

1. Definitions of Chamblee Market Areas

The analyses of current and projected demographic profile as well as the potential market-driven development growth are based fundamentally on the market areas that the real estate market – office, industrial, retail and residential for purposes of this analysis – depend upon for support and growth. In this analysis, each industry type has a related market area.

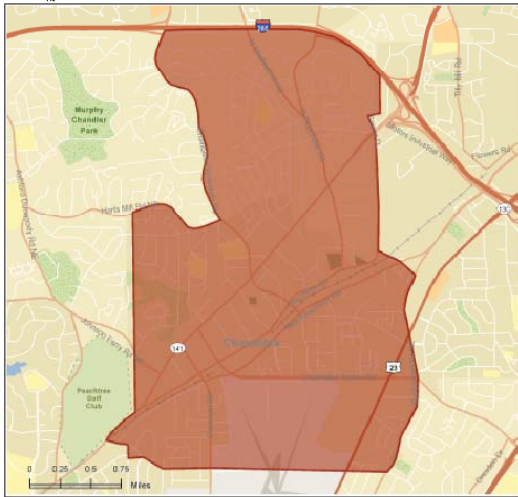


Figure 1. Chamblee Boundaries

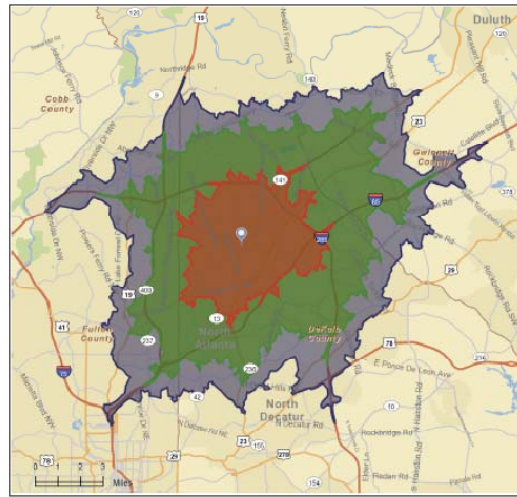


Figure 2: Chamblee "Drive-time" Market Area

Retail Demand: The City of Chamblee obviously is defined by its formal boundaries (Figure 1). The local resident market area – the basis for a major portion of retail demand – is often defined by major retailers

by "drive-time" (Figure 2), the time it takes to get from a residence to the center point of the City. The drive-time map above shows the 6-, 10- and 12-minute drive times for the Chamblee market area. For purposes of this analysis, however, the "Chamblee Market Area" is defined as the combination of three "levels" of market area (Figure 3): a **Primary Market Area** defined as that area within three miles of the assigned center point of Chamblee, a **Secondary Market Area** defined as the area 3-5 miles from the Chamblee center, and a Tertiary Market Area extending 5-8 miles from that center. The Chamblee "center" for market-area purposes is at the intersection of Chamblee Tucker Road and New Peachtree Road.

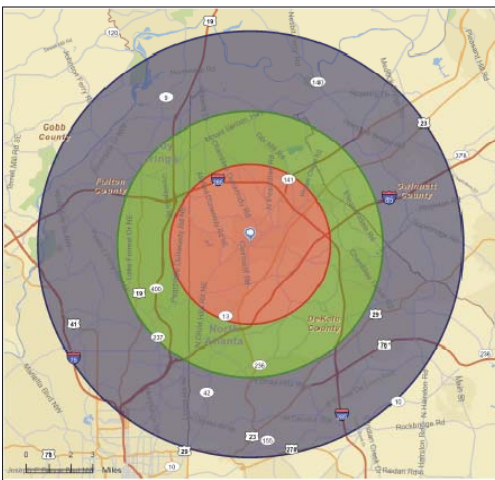


Figure 3. Chamblee Primary, Secondary and Tertiary Markets – Radius Analysis

Retail demand from area employees is also incorporated into the demand projections. Other sources of retail demand that typically are analyzed include visitor markets (e.g. tourists, business-related visitors), meetings/conference attendees, and non-local "pass-through" traffic. None of these markets are included in the Chamblee retail demand projections due to a lack of evidence of significant impact from any of these potential retail markets.

Office: Demand for office space is driven fundamentally by employment growth. A particular submarket's (e.g. Chamblee's) ability to capture that demand is primarily based on its location strengths, existing inventory size, industry mix and "address" – an intangible combination of perceived image, quality, safety, convenience, culture, visual appeal and emotional satisfaction. With respect to the fundamental driver,

area employment growth, the Chamblee office market's primary employment engine are census tracts 212.04, 212.08 and 212.09 – a part of is the ARC's "Chamblee Superdistrict 41." The **Chamblee Employment Projections** in the previous section reflect estimated employment growth within this portion of the Superdistrict.

With respect to current conditions in the office market (e.g. supply, absorption, vacancy, rent rates, etc.), there is no major source of real estate data that clearly defines and tracks the office market within either the Chamblee-DeKalb County area generally or the City of Chamblee specifically. Some conditions and trends, however, can be extrapolated from CoStar's Chamblee/Doraville/North Druid Hills submarket.

Industrial: The Chamblee area is considered a major industrial market and is dependent upon the aforementioned portion (census tracts 212.04, 212.08 and 212.09) of ARC's defined Chamblee Superdistrict 41 for industrial-related employment conditions and growth. As with the Office demand projections, the **Chamblee Employment Projections** in the previous section reflect estimated employment growth within this Superdistrict as it relates to Industrial demand.

Industrial market conditions in Chamblee can be found generally within CoStar's Chamblee Industrial submarket. Other sources of current conditions and trend data for the Retail, Office and Industrial markets include, REIS, Moody's Economics, ESRI Business Summaries, Jones Land LaSalle, CBRE, Cushman Wakefield, Colliers International and the Atlanta Business Chronicle, among others.

2. Projected Demand for Office, Industrial, Retail and Housing Development

CoStar, among others, compiles data on the amount of office and industrial space as measured in square feet that is occupied by each employee within a given industry. The table below contains data from 4Q 2010.

SF of Space per Employee	
<u>Profession</u>	<u>SF/Employ</u>
Prof/Business Services	356.0
FIRE	339.6
Wholesale/Retail	335.5
Manufacturing	318.3
Government	311.2
TCU	292.6
Construction	306.8

a. Office Space Demand Projections

Of the eight major employment categories, four generate demand for office space:

- **TCU** (Transportation, Communications, Utilities) – 20% of TCU employment generates demand for office space
- **FIRE** (Finance, Insurance, Real Estate)
- **SVCS** (Business and Professional Services)
- **GOV** (Government, including Education)

The other categories of employment, with the exception of Construction (**CONST**) also generate demand for space, but generally that space is considered Industrial Space. Retail (**RETL**) employment-generated space is considered in the Retail Demand section.

New Demand for Office Space within Chamblee Primary Market Area

Five-year gains in office-related employment in the Market Area are reflected below, with the majority of gains being in the Business and Professional Services. During the ten-year 2011-21 period, a total of 1,859 jobs are expected to be added to the Chamblee economy, with an additional 2,207 added in the following 15-year period 2021-36, for a total increase of 4,066 employees in office-related industries in the city by 2036.

Chamblee: Office-related Job Gain/-Loss							
Year	TCU*	FIRE	SVCS	GOV	TOTAL	CUMUL	ANN INC
2016	26	128	618	459	1,230	1,230	246
2021	8	92	396	133	629	1,859	126
2026	8	101	433	136	679	2,538	136
2031	9	112	473	140	734	3,272	147
2036	9	124	517	143	794	4,066	159

*15% of TCU requires enclosed Office space

Based on space (square feet) requirements per employee within each job category ("SF/Employ"), employment gains within the overall Chamblee Office Market (Chamblee Submarket) will generate the following demand for net new office space in five-year increments through 2036.

Chamblee: Office Space (SF) Demand Gain/-Loss							
Year	TCU	FIRE	SVCS	GOV	TOTAL	CUMUL	ANN INC
SF/Employ	293	340	356	311			
2016	7,490	43,622	219,874	142,718	413,703	413,703	82,741
2021	2,335	31,186	140,947	41,413	215,881	629,583	43,176
2026	2,454	34,432	154,097	42,458	233,441	863,025	46,688
2031	2,579	38,016	168,474	43,531	252,600	1,115,624	50,520
2036	2,710	41,973	184,193	44,630	273,506	1,389,130	54,701

Sources: ARC, GSU EFC, Huntley Partners

Thus, during the next five years, demand in the Chamblee Market Area for additional office space based on office-related employment growth is projected to total 413,703 square feet. An additional 215,687 square feet in demand will be generated in the five-year period 2016-21, for a total of 629,583 square feet over the next ten years. Through 2036, gross demand for office space within the Chamblee Market Area will total 1,389,130 square feet.

New Demand for Office Space within City of Chamblee

Based on the reasonable assumption that 90% of the total employment growth driving demand for office space will be from within Chamblee's city limits, the projected demand for this type of space with the city is estimated at 566,625 square feet over the 10-year period 2011-21 and 1,250,217 square feet over the 25-year period 2011-36.

Chamblee: Office Space (SF) Demand Gain/-Loss							
Year	TCU	FIRE	SVCS	GOV	TOTAL	CUMUL	ANN INC
Area SOM	90.0%	90.0%	90.0%	90.0%			
+Induced	0.0%	0.0%	0.0%	0.0%			
2011							
2016	6,741	39,260	197,887	128,446	372,332	372,332	74,466
2021	2,101	28,068	126,852	37,271	194,293	566,625	38,859
2026	2,208	30,989	138,687	38,213	210,097	776,722	42,019
2031	2,321	34,214	151,627	39,178	227,340	1,004,062	45,468
2036	2,439	37,775	165,773	40,167	246,155	1,250,217	49,231

Sources: ARC, GSU EFC, Huntley Partners

New Demand for Office Space within City of Chamblee Net of Excess Inventory

Based on the Excess Inventory analysis, there are currently 186,717 square feet of excess Office space within Chamblee – an amount of vacant office space that will need to be absorbed if Chamblee’s Office market is to return to stability, or “equilibrium.” Reducing demand by this amount yields a net 10-year demand within the City of Chamblee for Office space to only **379,908** square feet and 25-year demand to **1,063,500** square feet.

Total Chamblee Demand Net of Current Excess Inventory 2011-2036			
		Yrs 1-10	Total 25 Yrs
		2011-2021	2011-2036
Office (from employment growth)	SF =	379,908	1,063,500

b. Neighborhood Services Space Demand Projections

New Demand for Neighborhood Services Space within Chamblee

The increase in households within the various market areas will in itself create demand for space for business, professional (e.g. legal, medical, financial, real estate) and other services directed toward the local residential community. Based on an industry standard of demand for 15 square feet of such space per household, the total new Neighborhood Services space required in the City of Chamblee by 2021 will total **12,777** square feet over the next ten years and **33,615** square feet through 2036 based on the projected increase in households by 2036.

Demand for New Neighborhood Services within Chamblee					
Market Area	New Households	Local Office SF/HH	Total SF Demand	Share of Market	Total New SF Demand
Chamblee 2011-21	852	15	12,777	100%	12,777
Chamblee 2011-36	2,241	15	33,615	100%	33,615
Total SF Demand from New Household Formation: 2011-21					12,777
Total SF Demand from New Household Formation: 2011-36					33,615

Each new household supports **15** SF of Neighborhood-serving office

While this type of space is typically considered office space, it is often found in smaller retail centers. However, since demand is based on the number of households in an area rather than trackable sales, it is not included in retail demand projections. It remains a separate class of space.

New Demand for Neighborhood Services Space within City of Chamblee Net of Excess Inventory

Based on the Excess Inventory analysis, there are currently 4,649 square feet of excess Neighborhood Services space within Chamblee. Reducing demand by this amount yields a net 10-year demand within the City of Chamblee for Neighborhood Services space to **8,128** square feet and 25-year demand to **28,966** square feet.

Total Chamblee Demand Net of Current Excess Inventory 2011-2036			
		Yrs 1-10	Total 25 Yrs
		2011-2021	2011-2036
Neighborhood Services (from household growth)	SF =	8,128	28,966

c. Industrial Space Demand Projections

Of the eight major employment categories, four generate demand for industrial space:

- **CONST** (Construction) – 20% of TCU employment generates demand for enclosed industrial space, usually flex space, but also some basic warehouse space
- **TCU** (Transportation, Communications, Utilities) – 65% of TCU employment generates demand for enclosed industrial space, usually flex space office space
- **MFG** (Manufacturing) – including light manufacturing, assembly and processing
- **WHOL** (Wholesale) – primarily storage and distribution; some processing
-

Chamblee: Industrial-related Job Gain/-Loss							
Year	CONST*	MFG	TCU*	WHOL	TOTAL	CUMUL	ANN INC
2016	23	149	111	97	380	380	76
2021	12	25	35	19	91	470	18
2026	14	26	36	19	95	565	19
2031	15	26	38	20	99	664	20
2036	17	27	40	20	104	768	21

**20% of CONST requires enclosed Industrial space*

65% of TCU requires enclosed Industrial space

ARC projects that 470 industrial-related jobs will be added to the Chamblee portion of Superdistrict 41 over the next ten years, with an additional 298 projected over the following 15 years for a total of 768 over the 25-year period 2011-2036. These projections clearly reflect the diminishing role of industrial-based employment in the Chamblee area.

New Demand for Industrial Space within Primary Market

Based on the average amount of space as measured in square feet that are required in these Industrial-related occupations, the demand in the Chamblee Market Area over the next ten years (to 2021) for additional industrial space based on industrial-related employment growth is projected to total **213,431**

square feet. Through 2036, gross demand for industrial space within Chamblee will total of **379,689** square feet.

Chamblee: Industrial Space (SF) Demand Gain/-Loss							
Year	CONST	MFG	TCU	WHOL	TOTAL	CUMUL	ANN INC
SF/Employ	307	318	293	336			
2016	34,686	47,321	49,931	32,688	164,626	164,626	32,925
2021	19,025	7,934	15,564	6,281	48,805	213,431	9,761
2026	21,005	8,135	16,358	6,440	51,938	265,368	10,388
2031	23,191	8,340	17,193	6,602	55,326	320,695	11,065
2036	25,605	8,551	18,070	6,769	58,994	379,689	11,799

Sources: ARC, GSU EFC, Huntley Partners

New Demand for Industrial Space within City of Chamblee

Based on the reasonable assumption that 90% of the total employment growth driving demand for industrial space will be from within Chamblee's city limits, the projected demand for this type of space with the city is estimated at **192,087** square feet over the 10-year period 2011-21 and **341,720** square feet over the 25-year period 2011-36.

Chamblee: Industrial Space (SF) Demand Gain/-Loss							
Year	CONST	MFG	TCU	WHOL	TOTAL	CUMUL	ANN INC
Area SOM	90.0%	90.0%	90.0%	90.0%			
+Induced	0.0%	0.0%	0.0%	0.0%			
2011							
2016	31,217	42,589	44,938	29,419	148,163	148,163	29,633
2021	17,122	7,141	14,008	5,653	43,924	192,087	8,785
2026	18,904	7,321	14,722	5,796	46,744	238,831	9,349
2031	20,872	7,506	15,473	5,942	49,794	288,625	9,959
2036	23,044	7,696	16,263	6,092	53,095	341,720	10,619

Sources: ARC, GSU EFC, Huntley Partners

New Demand for Industrial Space within City of Chamblee Net of Excess Inventory

Based on the Excess Inventory analysis, there are currently 251,295 square feet of excess Industrial space within Chamblee. Reducing demand by this amount yields a net 10-year demand within the City of Chamblee for Neighborhood Services space to a negative **-59,208** square feet and a total 25-year demand of only **90,425** square feet.

Total Chamblee Demand Net of Current Excess Inventory 2011-2036		
	Yrs 1-10 2011-2021	Total 25 Yrs 2011-2036
Industrial (from employment growth)	SF = (59,208)	90,425

Both the 2011-21 negative net demand, as well as the small 25-year net demand for industrial space appears to be the product of two basic factors: (1) the extremely high Warehouse-space vacancy rate in the Chamblee area and (2) the long-term diminishing role of industrial employment in the city.

d. Retail Demand Projections

As described above, retail demand is based on growth in households and income within a defined market area, not on projected employment growth within a Superdistrict or group of census tracts – although such employment growth is directly related to both household and income growth.

New Demand for Retail Space within Primary Market from Household Growth

There is no measurable excess or pent-up demand for retail in the overall Chamblee Market Area. Demand to support the need for new or repositioned retail with the city can be found almost exclusively in the significant increase in households with its Primary, Secondary and Tertiary markets. Projected increases in population and households within the three Chamblee market areas are particularly relevant to the retail demand analysis. Estimates of incremental demand over the 10-year 2011-21 period for retail and related services incorporate available demographic and income data, as well as growth projections over that 10-year timeframe.

Based on 2010-2021 new household growth and the increase in per-household disposable income, an additional **1,088,920** square feet of new retail offerings could be supported within the Chamblee by 2021 from new demand attracted from the Primary, Secondary and Tertiary Market Areas.

Potential New Demand for Retail Space within Primary Market From Household and Income Growth: 2011-2021		
Primary Market Area	844,653	SF
Secondary Market Area	1,179,726	SF
Tertiary Market Area	1,564,156	SF
Retail Demand from Market Area Growth	3,588,535	SF

Anticipated increases in demand for specific types of retail in the Chamblee based on its potential Share of Market within each of its retail market areas reveal that new demand over the next ten years will be sufficient to support additional retail stores in all major retail categories, as indicated in the table below.

Additional Retail SF Demand from Household Growth: 2011-21 Total Market Area (0-8 miles)					
Selected Retail Categories	Total Area Additional Spending	Area Share of Sales			
		Share	Additional Spending	Sales Per SF	Additional SF
Food Away from Home	\$ 792,931,247	27%	\$ 215,348,532	\$ 350	615,282
Food at Home	2,022,432,504	27%	548,416,450	350	1,566,904
HH Furnishings/Equipment	432,012,161	25%	108,340,652	300	361,136
Computers & Accessories	55,323,122	21%	11,584,763	300	38,616
TV/Video/Sound Equipment	297,977,062	25%	74,617,854	300	248,726
Entertainment/Rec - Stores	771,310,684	15%	112,806,714	300	376,022
Apparel & Accessories	421,566,361	27%	114,554,942	300	381,850
Vehicle M & R	223,245,644	0%	-	300	-
SELECTED RETAIL TOTALS	\$ 5,016,798,785	24%	\$ 1,185,669,907	\$ 330	3,588,535

Retail categories of particular relevance to Chamblee include the following:

- **Supermarkets/Grocery Stores** (as reflected in “Food at Home” expenditure projections) = 1,566,904 SF additional demand
- **Restaurants** (as reflected in “Food Away from Home” expenditure projections) = 615,282 SF additional demand
- **Entertainment & Recreation** = 376,022 SF additional demand
- **Household Furnishings and Equipment** = 361,136 SF additional demand
- **Apparel and Accessories** = 381,850 SF additional demand

New Retail Demand from Area Employees

Area employees – primarily daytime employees – represent an additional source of significant demand for retail in the Chamblee. Average annual retail expenditures by daytime employees as estimated by the International Council of Shopping Centers (ICSC) and the Urban Land Institute (ULI) equal approximately \$3,200 per employee, with approximately 50% being spent within the Chamblee Market. Based on projected growth of employment within the Chamblee, new (additional) retail demand based on-site employment and per-employee retail expenditures is estimated at **20,492** square feet.

Additional Retail SF Demand from Area Job Growth: 2011-21 0-3 mile Market Area					
Selected Retail Categories	Total Area Additional Spending	Area Share of Sales			
		Share	Additional Spending	Sales Per SF	Additional SF
All Retail: Current Employees	\$ 6,997,128	65%	\$ 4,548,133	\$ 330	13,765
All Retail: New Area Employees	\$ 3,419,440	65%	\$ 2,222,636	\$ 330	6,727
TOTALS	\$ 10,416,568	65%	\$ 6,770,769		20,492

Total New Demand for Retail Space 2011-2021 within the Primary Market

Based on the above assumptions and calculations, by 2021 there will be enough new demand for store-based retail from (1) current unmet demand, (3) household and income growth within the Chamblee 15-mile market area and (3) growth in employees within the Chamblee 5-mile Primary Market Area to support 3,609,028 square feet of additional retail space.

Total New Demand 2011-2021 for Space/Units within Primary Market Area		
Retail		
From Current Unmet Demand	-	SF
From New Area Employees	20,492	SF
From All Market Areas 10-year Growth	3,588,535	SF
Total Retail	3,609,028	SF

New Demand for Retail Space within City of Chamblee

Based on the supportable assumption that approximately 65% of the total retail demand within the 3-mile Primary Market is contained within the City of Chamblee, demand for retail within the city from all sources could support an additional **2,345,868** square feet of retail over the 10-year 2011-21 period and a total of **5,134,787** square feet through 2036.

Total Demand for Space/Units within Chamblee 2011-2036			
		<i>Yrs 1-10</i>	<i>Total 25 Yrs</i>
		<i>2011-2021</i>	<i>2011-2036</i>
Retail	SF =	2,345,868	5,134,787

New Demand for Retail Space within City of Chamblee Net of Excess Inventory

While the total demand for new retail space over the next ten years is estimated at 2,345,868 square feet, **128,791** square feet of “excess” vacant retail space is estimated to exist currently within the city of Chamblee. It is assumed that this excess supply will be absorbed over the next five years so that the retail market can return to equilibrium by 2016 even as new retail space is developed.

Total Chamblee Demand Net of Current Excess Inventory 2011-2036			
		<i>Yrs 1-10</i>	<i>Total 25 Yrs</i>
		<i>2011-2021</i>	<i>2011-2036</i>
Retail	SF =	2,217,077	5,005,996

Thus, the net demand for new retail development over the next ten years (2011-2021) is **2,217,077** square feet. This same amount is deducted from the 25-year demand projections, resulting in an estimated **5,005,996** square feet of demand for new retail development by 2036.

e. Housing Demand Projections

New Demand for Housing with the City of Chamblee

Housing demand for a specific development/redevelopment site is projected according to the same basic approach as retail demand: a likely market area is defined, growth within that market area is projected, the site’s share-of-market assumption is made and housing preferences (ownership or rental, single-family or multi-family unit, etc.) are applied to determine the number, types and timing of potential new demand for housing. In the case of a standard geographic unit such as a city, county or state, projections are made using basic census data historical and trend analyses.

The projections of household increases as well as the preferences for types of housing contained in the Demographic Profile section of this report are incorporated into the projections of demand for new housing units within the City of Chamblee. The increase in total demand for housing units over any given period of time is assumed to be the same as the projected increase in households over that same time period.

Summary of Demand for Households within City of Chamblee		
	2011-21	2011-36
2010 Total Households: City of Chamblee	5,235	5,235
2021 Total Households: City of Chamblee	6,087	
2036 Total Households: City of Chamblee		7,476
Total Increase	852	2,241
Ow ned Housing Preference	39%	39%
Single-Family Detached	85%	85%
Tow nhouse/Condo	15%	15%
Rented Housing Preference	61%	61%
Total Increase in Types of Households		
Ownership Households	334	878
Single-Family Detached	284	746
Tow nhouse/Condo	50	132
Rental Households/Multifamily Apartments	518	1,363

Over the next ten years, a demand for a total increase of 852 housing units is projected within the city, of which 334 (39%) are anticipated to be owned units and 518 (61%) are anticipated to be rental units. Over the 25-year period 2011-36, a demand for a total of 2,241 new housing units is anticipated, with 878 being ownership units and 1,363 being rental units. Of the ownership units, 284 are anticipated to be single-family detached housing and 50 are anticipated to be townhouse or condominium units.

Net New Demand for Housing with the City of Chamblee

As with net demand for additional office, industrial and retail space, the total demand for new housing units must take into account the amount of excess housing inventory that is currently on the market. There appears to be approximately 12 months supply of housing currently on the Chamblee, or double what would be available in a healthy, stable market. Given this assumption, approximately 50% of the vacant housing units in Chamblee can be considered “excess inventory” that should be absorbed over the next five years as the Chamblee housing market moves toward stability.

Of the 1,255 identified vacant housing units in as of year-end 2010, approximately 50% - or 628 units – can be considered excess inventory that should be included in any housing stock involved in meeting the demand for new housing in Chamblee. Absent specific current data on either the types of housing represented by the vacant units or the amount of vacant units being offered for sale or rent, the following assumptions are incorporated into a breakdown of current excess units:

- 100% of the excess units are on the market for ownership or rental
- excess inventory is evenly split between for-sale and for-rent units due to a weaker for-sale market even though current preferences reflected in occupied housing units in Chamblee are 39% ownership and 61% rental
- excess single-family detached and townhouse ownership units reflect American Community Survey preferences

- once excess inventory is absorbed, demand for new housing units will equal projected household increases – i.e. market stability will be maintained once it is achieved through excess inventory absorption

Incorporating these assumptions, the net demand for housing within the City of Chamblee is reflected in the following table.

Summary of Demand for Households within City of Chamblee Net of Excess Inventory		
	2010	
2010 Total Vacant Units	643	
Excess Vacant Units %	50% *	
Total Excess Vacant Units 2010	322	
% of Vacant Units: Ownership	50%	
% Single-Family Detached	88%	
% Townhouse/Condo	12%	
% of Vacant Units: Rental (Apartments)	50%	
Excess Vacant Units: Ownership	161	
Single-Family Detached Units	141	
Townhouse/Condo Units	19	
Excess Vacant Units: Rental (Apartments)	161	
Projected Demand Net of Excess Units	2011-21	2011-36
Ownership Households	173	717
Single-Family Detached	142	605
Townhouse/Condo	31	112
Rental Households/Multifamily Apartments	357	1,202
Total Net Demand: Housing Units	530	1,920

*12 month supply on market vs "stable" 6 month supply

Over the next ten years, there will be a net demand in the City of Chamblee for **530** housing units. Of these, **173** will be ownership units and **357** will be rental units. Of the 173 ownership units, 142 will be single-family detached units and 31 townhouse or condominium units.

Over the 25-year period 2011-2036, there will be demand for a total of **1,920** new units, of which **717** will be for owned units (605 single-family detached and 112 townhouse/condo units) and **1,202** will be for rental units (assumed to be overwhelmingly multifamily units – i.e. apartments).

3. Total Demand for Retail, Office and Residential Development

Based on the analyses above, Chamblee could experience new development in the amounts given below over an initial 10-year 2011-2021 period, as well as the total 25-year period 2011-2036. Several caveats bear repeating, however:

- In all markets – office, retail and residential – there are relatively large “excess” inventories. For purposes of converting total area demand into feasible, demand-supported new development, one must assume that at least a sizeable portion of currently vacant commercial space or dwelling

units will absorb an amount of new demand over the next ten years approximately equal to 50% of the excess vacant inventories in the Chamblee Market Area.

- Some products – demand notwithstanding – will not be built/developed in Chamblee due to (1) the lack of available land for the type of product envisioned and/or (2) community policies which put constraints on such development. An example of the first is single-family detached residential homes, due primarily to the amount of land each requires. An example of the second is multi-family rental units, apartments not being viewed favorably in communities where rental units appear to dominate ownership units.

a. Total Primary Market Demand

Based on household, income and employment growth, total projected demand for retail, office and residential product within retail and residential 3-mile Primary Market, as well as the office and industrial “Chamblee Superdistrict” market, the amount of development that could be supported within those respective Primary and Superdistrict markets over the next ten years (2011-2021) is summarized in the following table.

Total New Demand 2011-2021 for Space/Units within Primary Market Area		
Retail		
From Current Unmet Demand	-	SF
From New Area Employees	20,492	SF
From All Market Areas 10-year Growth	3,588,535	SF
Total Retail	3,609,028	SF
Neighborhood Services (from household growth)	74,259	SF
Office (from employment growth)	566,625	SF
Industrial (from employment growth)	192,087	SF
Residential: Single Family Detached Houses	9,435	Units
Residential: Townhouses	829	Units
Residential: Multi-family Rental/Apartments	18,281	Units
Total Residential Units: All Types	28,544	Units

b. Total Demand within the City of Chamblee

Based on household, income and employment growth, total projected demand for retail, office and residential product within the city of is summarized in the following table.

Total Demand for Space/Units within Chamblee 2011-2036			
		<i>Yrs 1-10</i> 2011-2021	<i>Total 25 Yrs</i> 2011-2036
Retail	SF =	2,345,868	5,134,787
Neighborhood Services (from household growth)	SF =	12,777	33,615
Office (from employment growth)	SF =	566,625	1,250,217
Industrial (from employment growth)	SF =	192,087	341,720
Residential: Single Family Detached Houses	Units =	284	746
Residential: Townhouses/Condos	Units =	50	132
Residential: Multi-family Rental/Apartments	Units =	518	1,363
Total Residential Units: All Types	Units =	852	2,241

c. Excess Inventory within Chamblee

“Excess inventory” is defined as the portion of vacant supply that is in excess of a “normal” amount of vacant supply that one would find in a stable, balanced community where supply and demand are in relative equilibrium – is reflected in the following table. Based on current levels of vacant retail, office and industrial space, as well as the number of months of housing unit supply on the market, the city has an overabundance of existing retail, neighborhood services, office and industrial space, as well as residential units as indicated in the far-right column in the table below.

Current Excess Inventory within Chamblee				
City as % of Total Submarket:	Retail =	50%		
	Neigh Services =	100%		
	Office =	30%		
	Industrial =	80%		
	<u>City Vacant SF</u>	<u>Vac %</u>	<u>Excess @</u>	<u>Excess SF</u>
Retail: Stable Vacancy @ 8%	314,523	13.5%	41%	128,791
Neighborhood Services	11,716	14.9%	40%	4,649
Office: Stable @ 10%	483,338	16.3%	39%	186,717
Industrial: Stable @ 8%	493,660	16.3%	51%	251,295
Residential	<u>City Vacant Units</u>		<u>Excess Units</u>	
Total Vacant Units	643		50%	322
SFD % of Vacant Units	44%			141
Townhouses % of Vacant Units	6%			19
Rental % of Vacant Units	50%			161

d. Net 10-year and 25-year Demand within Chamblee

Taking into account the excess inventory that current exists in the Chamblee market area across product categories, the net demand for new retail and office space is over the next ten years (2011-2021) is

relatively high, particularly with respect to retail. During the 25-year period through 2036, that demand becomes even more significant.

Total Chamblee Demand Net of Current Excess Inventory 2011-2036			
		Yrs 1-10 2011-2021	Total 25 Yrs 2011-2036
Retail	SF =	2,217,077	5,005,996
Neighborhood Services (from household growth)	SF =	8,128	28,966
Office (from employment growth)	SF =	379,908	1,063,500
Industrial (from employment growth)	SF =	(59,208)	90,425
Residential: Single Family Detached Houses	Units =	142	605
Residential: Townhouses/Condos	Units =	31	112
Residential: Multi-family Rental/Apartments	Units =	357	1,202
Total Residential Units: All Types	Units =	530	1,920

E. Economic Development Strategies

1. Key Demand Findings

Extremely strong retail demand: The projected growth in both households and the income within those households within Chamblee’s retail market area should generate demand for over 2.2 million square feet of net (of current excess vacancies) new retail space within the Chamblee city limits over the next ten years, and 5.0 million through 2036.

Moderately strong office demand: Although not known as an office market, employment growth projections by ARC indicate moderately strong demand for professional and business services office space in Chamblee. Over the next ten years, net demand for almost 400,000 square feet of new office space is anticipated, with that demand increasing to just over 1.0 million square feet by 2036.

No new industrial demand: Based on ARC’s projections through 2040 in those employment classifications generally considered as “industrial” jobs, there will be no net new demand for industrial space in Chamblee over the next ten years. In fact, given the amount of current excess inventory of industrial space in the city, demand through 2021 will actually be negative. Through 2036, net demand is projected to be a negligible 90,425 square feet.

Moderately strong residential demand: Based on population growth within the city, net new demand for housing units in Chamblee by 2021 is projected to total 530 units – an approximate increase of 10% of current occupied units and 8% of all existing units. Two-thirds (67.4%) of the demand is anticipated to be for multifamily rental units based on identified trends in housing preferences.

2. Development Considerations/Issues

Retail: While strong new retail demand is projected for Chamblee, the city faces formidable challenges in actually realizing the full potential of that demand. First, it faces stiff competition from the established retail districts of Brookhaven, Buckhead and Perimeter Center with respect to mid-to-upper scale dining, apparel, furnishings and accessories, electronics, gifts and general merchandise.

Secondly, the ingrained image among retailers, brokers and the consuming public of Chamblee as almost exclusively an Asian and Hispanic market has generated both positive and negative impacts on the city's ability to grow its retail base. On the positive side, that image initially put Chamblee on the retail-and-restaurant map 20-25 years ago. It provided a "brand" that attracted consumers seeking such retail goods and dining experiences. However, while consumers are still attracted to Chamblee for that reason, the attraction is less strong simply because Asian and Hispanic retail and cuisine has grown into many other communities not just in Northeast Atlanta, but throughout Metro Atlanta. Both the concentration and novelty that Chamblee originally enjoyed has been diluted over time.

Lastly, the demographics of the Chamblee market area – which is defined as extending eight miles from the city's approximate center (geographically, the MARTA station) – show that while the "Hispanic Origin" category indicates 43.1% of Chamblee's population, that category also includes portions of the "Black Alone" and "White Alone" percentages. The "Other Race Alone" – 24.7% in Chamblee – likely reflects more accurately the Hispanic population of the city (as well as of the other geographic areas and governmental units). Another 8.6% are identified as "Asian," according to the Census.

	Ethnicity				
	Chamblee	0-3 miles	3-5 miles	5-8 miles	DeKalb Co
Ethnicity: 2000					
Black alone	9.1%	13.6%	12.1%	19.9%	54.2%
White alone	50.8%	61.9%	72.0%	66.5%	35.8%
Asian	11.5%	8.5%	6.2%	6.3%	4.0%
Other Race Alone	23.9%	12.3%	7.2%	4.5%	3.5%
Hispanic origin	42.6%	26.4%	15.4%	10.9%	7.9%
Ethnicity: 2010					
Black alone	15.0%	14.6%	14.2%	21.7%	54.3%
White alone	46.5%	57.8%	64.2%	59.0%	33.3%
Asian	8.6%	8.2%	6.5%	7.3%	5.1%
Other Race Alone	24.7%	15.0%	9.8%	7.7%	4.5%
Hispanic origin	43.1%	30.1%	21.0%	16.3%	9.8%
Ethnicity: 2015					
Black alone	13.8%	13.3%	13.2%	21.2%	53.7%
White alone	46.8%	57.7%	64.1%	58.6%	33.1%
Asian	8.0%	7.7%	6.7%	7.8%	5.1%
Other Race Alone	25.7%	12.3%	12.0%	10.4%	9.5%
Hispanic origin	45.7%	25.0%	25.5%	18.3%	11.2%

However, the ethnic composition of the overall Chamblee market area upon which the city's retail and dining depend reflect not only smaller but decreasing percentages of Asian and Hispanic residents. To the extent that Chamblee's Asian and Hispanic retail and dining businesses depend on these two communities

for sales, their businesses are depending upon consumer bases that are relatively stagnant with respect to growth. Simply stated, the ethnic consumer base is not large enough to support healthy growth in ethnic-oriented retail/dining businesses in Chamblee. Yet that image of Chamblee has likely kept non-Asian and non-Hispanic retail from entering the city – particularly when combined with the aforementioned competing retail and dining concentrations that have recently growth in Brookhaven and continue to grow in Buckhead/Lenox and Perimeter Center.

The city must make every attempt to introduce new retail and especially dining into Chamblee – preferably the “Center City” or “Historic Downtown” area – that will provide balance to the very good but somewhat unchanging ethnic retail and dining that now dominate Chamblee’s retail identity.

Office: Chamblee has an opportunity to introduce significant amounts of professional, technical and business services office space into (a) new mixed-use development and (b) conversions of some existing industrial buildings. Office space works very well in mixed-use and TOD “new urbanism” developments and would provide Chamblee with a new, growing business anchor that would have multiple positive impacts on retail/dining and housing development.

Industrial: Industrial demand is projected to continue to decrease as industrial-oriented employment projections within Chamblee continue to slow. The estimated 10-year demand for new industrial space within Chamblee is less than the current estimated excess inventory of over 250,000 square feet, producing a negative net demand through 2021. While it is extremely unlikely that Chamblee will see new “traditional” warehouse distribution or light manufacturing types of industrial space, it may see some conversion of existing industrial space into “new technologies” industrial space, such as biomedical/biotechnical research-and-development and/or transactional research, testing and application facilities.

Residential: Residential demand net of excess inventory currently on the market is moderate over both the 10-year and 25-year timeframes. However, Chamblee may be able to increase the amount of market-area-wide demand it is able to attract by emphasizing lifestyle and transit-oriented development near its MARTA station, particularly if it continues to emphasize quality multifamily rental development that provides higher-density residential product with mid-to-upper rental rates.

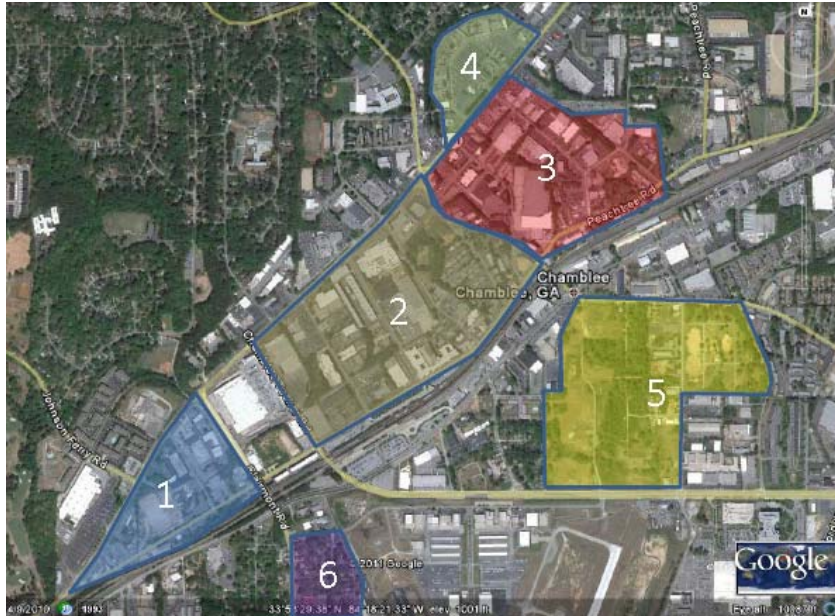
3. Primary Development Districts

Chamblee’s key potential development areas include:

- (1) The “triangle point” superblock bordered by Peachtree Boulevard, Peachtree Road and Clairmont Road.
- (2) The superblock area bordered by Chamblee-Tucker Road, Peachtree Boulevard, Peachtree Road and Chamblee Dunwoody Road encompassing most of the area designated as “Mid-City” in the 2005 Comprehensive Plan Update.
- (3) The “Civic Center” area bordered by Peachtree Boulevard, Peachtree Road and Chamblee Dunwoody Road, as well as a collection of parcels northeast of Broad Street.

(4) The Chamblee Plaza Shopping Center.

(5) The undeveloped International Village assemblage.



(6) The “neighborhood compatible” potential assemblage generally bordered by Clairmont Road, 6th Street, Peachtree-DeKalb Airport and Chamblee-Tucker Road.

Also, given the recent expansion of Chamblee’s city limits north and northeast to I-285, there are some frontage development opportunities along the southern edge of I-285.

F. Implementation Strategies

1. Establish a Tax Allocation District Encompassing the Priority “Central Chamblee” Area

DeKalb County has the authority to create Tax Allocation Districts based on the State’s Redevelopment Powers Law and has, in fact, created several including TADs along Memorial Drive and North Druid Hills Road. Since TAD financing is based on increases in property tax values within a defined TAD area since the date of its creation, the depressed property values brought on by the on-going economic downturn of the past three years have effectively brought TAD financing in DeKalb County – as in the rest of the region as well as nationally – to a halt. During the past six months, however, some Tax Increment Financing (“TIF” – the generic term nationally for this type of financing based on incremental tax revenues) activity has occurred, including bond financing associated with the City of Atlanta’s BeltLine project.

A Chamblee TAD could be an excellent financing tool for both public improvements and private development as envisioned in the Master Plan. The key considerations for maximizing the potential success of a TAD in this area are as follows:

a) The TAD needs to be an “area TAD” in that it should include multiple development and redevelopment sites. The advantage is that the additional (“incremental”) tax revenues generated by development improvements on any of these multiple sites can be used to fund improvements anywhere else within the TAD. For example, development of the catalyst site will increase the value of that site, resulting in additional property tax revenues from that site that can be used not only on the site itself, but also anywhere within the defined TAD boundary.



A recommended boundary that encompasses four of the six potential development districts identified above, although the inclusion of the International Village site could be easily accomplished. The potential assemblage between PDK and Clairmont Road could also be included, but it is usually wise to exclude predominantly residential areas from a TAD.

Any of these individual projects could generate increased property values for themselves, and thus generate incremental tax revenues that could be committed to assist in project financing. Moreover, while the given site may very well want all of the incremental TAD funding for its own

project development, the city could decide that some portion of those funds should be used on road, signage, greenspace and such improvements elsewhere in the Chamblee TAD area.

b) DeKalb County should be approached early in the TAD-creation process in order to discuss – and possibly begin negotiations – the County’s participation in the TAD. Its participation would mean that it would commit all or a portion of the incremental tax revenues it would receive during the term of the TAD (assumed to be 25 years) to the TAD itself – i.e. to the improvement projects that TAD financing will fund totally or in part.

c) In coordination with DeKalb County, the DeKalb County School System should be approached very early in the TAD-creation process. The School System’s participation would be critical to generating significant TAD funding, given the proportion of total property tax revenues that go to the School System.

Lead County Entity: The Department of Planning and Development – possibly through its Office of Economic Development – will likely take lead responsibility in preparing either in-house or via a third-party consultant the formal TAD Redevelopment Plan. Alternately, the Development Authority of DeKalb County and/or a newly-created County economic development entity could lead such an effort.

Cost Range: Preparation of the TAD Redevelopment Plan will cost in the \$25,000-\$45,000 range. At the lower end, the Plan will include only those elements absolutely required by State Redevelopment Powers Law (Chapter 36-44) to establish that the area “as a whole” meets the criteria established for TADs. The higher end of cost would include all of the required elements, of course, but would include more-credible and more-detailed projections of anticipated TAD financing that certain tax-generating redevelopment projects contemplated in the Master Plan could generate with respect to both amount of financing and

timing of such amount, whether via bond financing or “pay-as-you-go” financing as incremental tax revenues become available.

Approvals Process: The approvals process will require the City Council to allow the preparation of a formal TAD Redevelopment Plan, the submittal of such a Plan back to the Council, at least one public hearing (more if the city wishes) and adoption of a resolution by the Council creating the TAD. If the city wants the County and the School System to participate, it will have to adhere to the respective policies of each with respect to TAD participation. Absent such a School System/Board policy, the city – in coordination with the County and probably with the County taking the lead role – will need to enter into discussions with the Schools regarding its participation and negotiate agreement on a Chamblee TAD on a single-case basis.

2. Create a Community Improvement District

A Community Improvement District (CID) is an excellent means for a community of businesses to augment County services it receives. It also allows a CID entity, with its own Board of Directors and staff, to specify how the funds it generates can be used. Unfortunately, a CID is a special self-taxing district. The only funds it raises come from a millage assessment on real property owned by CID members/participants – any amount from 1/8 mill to a State maximum of 5.0 mills, with most CIDs in Georgia assessing an additional 1.25-1.75 mill.

Georgia law authorizes property owners in commercial areas to establish special tax districts to pay for infrastructure enhancement. These Community Improvement Districts (CIDs) do not replace traditional city and county infrastructure improvement programs but supplement them by providing a means to pay for required facilities in densely developed areas such as those around large shopping malls. Projects which can be funded by a CID include street and road construction and maintenance, sidewalks and streetlights, parking facilities, water systems, sewage systems, terminal and dock facilities, public transportation, and parks and recreational areas.

A CID is created through local legislation passed by the General Assembly with the approval by resolution of the city or county government which has jurisdiction over the area in which the CID would be located. Any law creating or providing for the creation of a CID shall require the adoption of a resolution consenting to the creation of the CID by:

- The governing authority of the county if the CID is located wholly within the unincorporated area of a county; or
- The governing authority of the municipality if the CID is located wholly within the incorporated area of a municipality; or
- The governing authorities of the county and municipality if the CID is located partially within the unincorporated area of a county and partially within the incorporated area of a municipality.

In addition, written consent to the creation of the CID must be given by:

- The owners of real property within the proposed CID which will be subject to taxes, fees, and assessments levied by the administrative body of the CID; and
- The owners of real property within the CID which constitutes at least 75% by value of all real property within the CID which will be subject to taxes, fees, and assessments levied by the administrative body of the CID.

The administrative body of each CID is authorized to levy taxes, fees and assessments on all property subject to the tax up to a level which amounts to 5% of the assessed value of the property, i.e., 50 mills. Bonded debt is permitted but such debt may not be considered an obligation of the state or any other unit of government other than the CID.

The only problem with establishing a CID in the Chamblee area has primarily to do with timing. It is questionable whether the business community within Chamblee is healthy enough to afford to tax itself (over and above all other taxes it pays the County and others) a sufficiently-large amount to make more than minor improvements in the area. There is also the possibility that major commercial businesses in the area may choose not to participate.

3. Apply for Atlanta Regional Commission Supplemental Grant Funds

A Chamblee Livable Centers Initiative Report was accepted and approved by the city; thus, the city can apply for ARC Supplemental Grant funds for any of a number of eligible activities. If it decides to move forward with the establishment of a TAD, the city could apply for ARC SG funding to pay for the preparation of a formal TAD Redevelopment Plan, including market assessment updates, if necessary. ARC SG funds may also be used for streetscape and other public space design. The funds are limited; thus, the application process is competitive. The extent to which the city demonstrates its commitment to taking concrete steps to improve the Chamblee area will be a major ARC consideration in granting (or not) the funds. Generally the funds are in the \$20,000-\$80,000 range.

4. Apply for ARC Implementation Funds

ARC also has a significant amount of funding for the implementation of roadway, interchange and other public improvements. It is likely that the upcoming Transportation Investment Act referendum in the Metro Atlanta district, if passed, will generate tremendous demand for ARC Implementation funds. The next application period will be highly competitive, indeed, requiring quick action on Chamblee's behalf in order to successfully apply for these funds.

5. Development Authority of DeKalb County

The Development Authority of DeKalb County may be a good resource for supporting Chamblee redevelopment, not because of its ability to provide bond financing (secured by revenues from the specific projects being financed in Chamblee), but because of its ability to identify and recruit new businesses.