

Stonecrest Study



2012 Livable Centers Initiative (LCI) Application

Prepared by

DeKalb County Planning and Sustainability Department
Planning Division



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LCI Application Form

Date: December 16, 2011

Type of Study Request (select one):

- New LCI Study Area
- LCI Supplemental Study
- Plan 2040 Implementation

Name of responsible organization: DeKalb County

Name of Contact Person (s): Cedric Hudson

Title: Long Range Administrator **Department:** Planning and Sustainability

Address: 330 East Ponce de Leon Avenue, Suite 500, Decatur, GA 30030

Telephone: (404)371-2155 **E-mail:** chudson@dekalbcountyga.gov

Non profit designation: _____

Study area name and location: Stonecrest. The proposed target area is located in unincorporated DeKalb County, Georgia. The general boundaries are Covington Highway and I-20 to the north, DeKalb Medical Parkway to the west, Hayden Quarry to the south, and DeKalb/Rockdale County line to the east.

Total study budget: \$150,000

Funds requested: \$120,000

Cash match: \$30,000

Maximum funding requested: New LCI study areas = \$150,000; Supplemental studies and PLAN 2040 LCI Innovation = \$80,000. All studies must include at least 20% cash match of the total study budget.

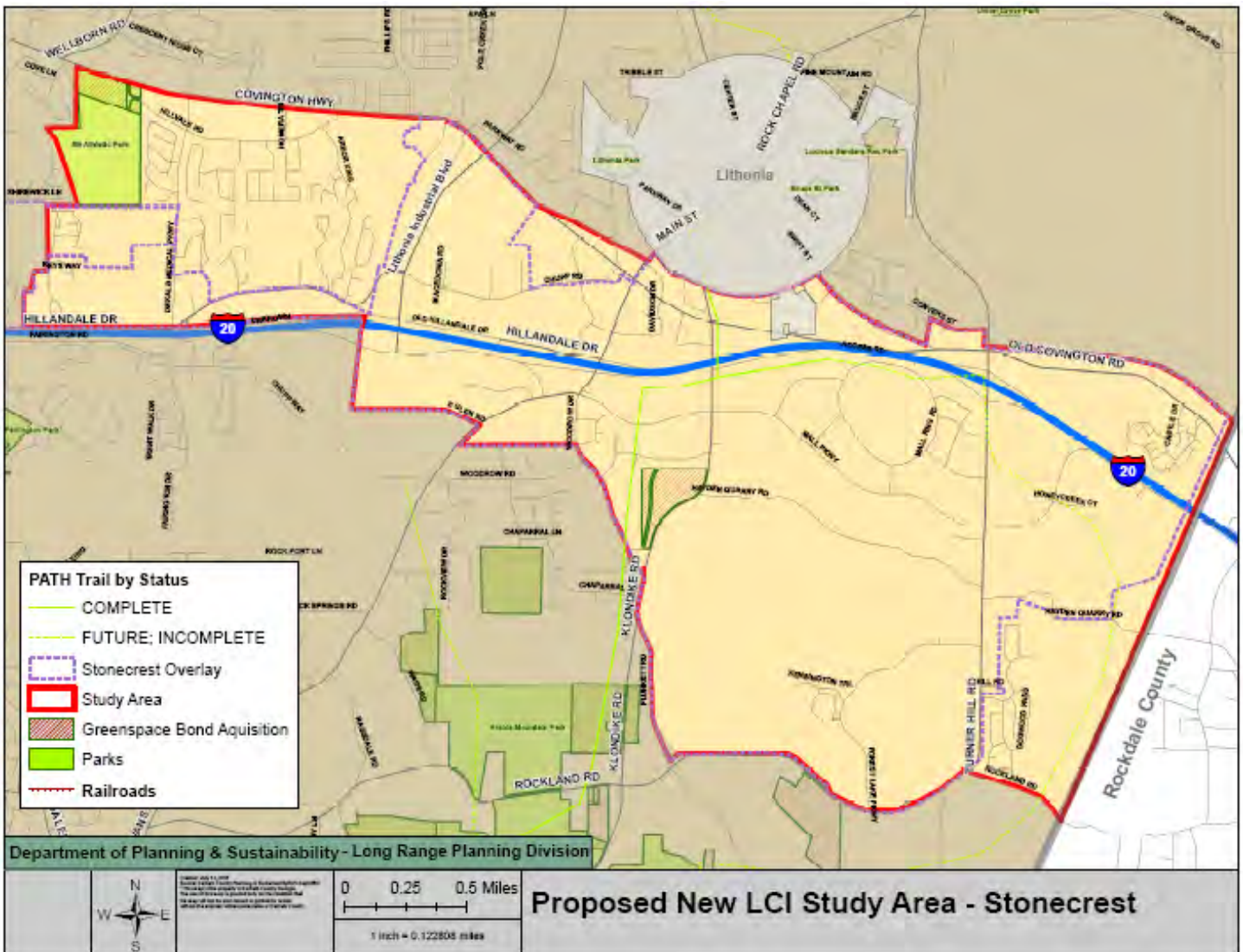
Is the study proposal consistent with the adopted Comprehensive Plan? If not, explain:

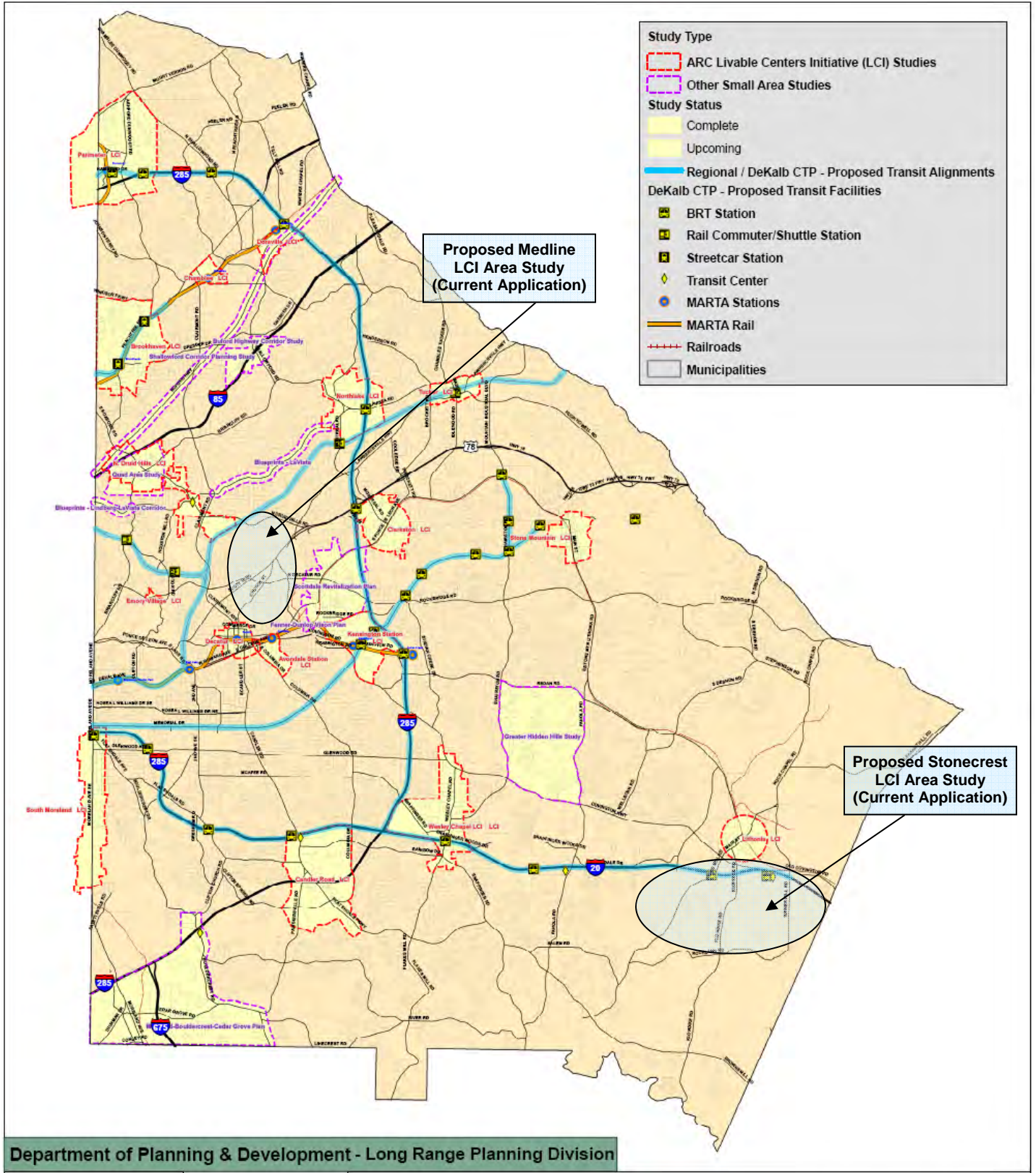
Yes, the proposal is consistent with the adopted DeKalb County Comprehensive Plan.

Signature: _____

Study Area

The Stonecrest LCI Corridor is located in unincorporated south DeKalb County and includes properties which are centered around the Stonecrest Compatible Use Overlay District. This portion of DeKalb County is situated near the jurisdictional boundaries of Rockdale County, Henry County and Clayton County. The City of Lithonia is located immediately to the north. The Interstate 20 Corridor bisects the area along the east-west axis. The Turner Hill Road and Evans Mill Road exits from I-20 provide convenient access. The study area will include properties which are located along the Interstate 20 Corridor adjacent to the Stonecrest Mall Development, and stretches far west as DeKalb Medical. The Study Area includes properties on both the north and south sides of the interstate extending to the DeKalb –Rockdale County Line at its eastern most boundary.





Department of Planning & Development - Long Range Planning Division

0 1.5 3 Miles 1 inch = 0.66958 miles

Created: January 3, 2009
 Source: DeKalb County Planning & Development/GIS Dept/Dev Dept/ARC
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DeKalb County Major Studies/Projects

Source of Funding

Funding Source	Amount
CF	\$2,500
Euramex	\$2,500
Duke Hospitality	\$2,500
Toyota	\$2,500
Doreen Carter	\$500
Inland Properties	\$2,000
Turner Hill Properties - Betty Van Gepen	\$2,500
Simmons, Richey & Company, PC. - Lewis Simmons	\$500
McDonald's - Van & Crystal Jakes-	\$1,000
Zaxby's - Sheila Williams	\$1,000
Green Prtners, Neville Anderson	\$1,500
Neal Patel, Hilton Garden Inn	\$1,000
Daniel Kelley	\$250
Lem Howard	\$1,000
The Mall at Stonecrest	\$1,500
Chick-Fil-a	
Arabia Mountain Heritage	\$1,500
GEP will pledge a minimum of	\$1500
DeKalb County	

A RESOLUTION IN SUPPORT OF THE SUBMITTAL OF TWO (2) APPLICATIONS FOR LIVABLE CENTERS INITIATIVE NEW LCI STUDIES FUNDING

STONECREST and MEDLINE

WHEREAS, DeKalb County maintains qualified local government (QLG) status through the Georgia Department of Community Affairs (DCA);

WHEREAS, DeKalb County recognizes that the LCI program utilizes Federal Transportation L230 STP-Urban Funds administered through the Atlanta Regional Commission (ARC);

WHEREAS, the Atlanta Regional Commission (ARC) requires a letter or resolution of support from the local governmental leadership where the grant is to be implemented; and


WHEREAS, the Stonecrest New LCI Study Area will encompass portions of I-20 east-west including properties along I-20 adjacent to Stonecrest Mall with the south sides of I-20 extending to the DeKalb-Rockdale County line; and

WHEREAS, the Medline New LCI Study Area will stretch from Scott Boulevard, North Decatur Road to US 78 at North Druid Hills Road, encompasses properties within this area, and includes the DeKalb General Hospital and the DeKalb Health Department; and


WHEREAS, two New LCI Studies: Stonecrest LCI Activity Center and Medline LCI Activity Center grant applications each seek to obtain funding in the amount of \$150,000, of which the grantee will be responsible for a cash match equal to \$30,000 or 30% of the total grant;

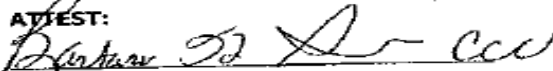
NOW, THEREFORE, BE IT RESOLVED THAT, THE DeKalb COUNTY BOARD OF COMMISSIONERS, endorses the submittal of two applications to the Atlanta Regional Commission (ARC) for funding two New LCI Activity Centers for the Stonecrest and Medline study areas.

ADOPTED by the DeKalb County Board of Commissioners, this 18th day of November 2011.


Larry L. Johnson
Presiding Officer
Board of Commissioners
DeKalb County, Georgia

APPROVED by the Chief Executive Officer this 28th day of November 2011.


Burrell Ellis
Chief Executive Officer
DeKalb County, Georgia

ATTEST:

Barbara H. Sanders, CCC
Clerk to the Board of Commissioners and
Chief Executive Officer
DeKalb County, Georgia

Issue Statement

In the 1990's, The DeKalb County Government worked with developer CFN, (I-20), Inc. who is an affiliate of Cadillac Fairview, in the development of what has become a major regional destination known as Stonecrest on I-20 in Lithonia, Georgia. Stonecrest which includes at its nucleus the Mall at Stonecrest is one of the most successful master planned pedestrian friendly developments in this region. It has emerged as a result of the design incentives included in the Stonecrest Compatible Use Overlay District and the development expertise and track record of Cadillac Fairview to fit alongside the existing rural and Arabia Mountain Heritage Area. The development is comprised of retail, medical, office, hotel and residential uses which are regulated by the county's Stonecrest Compatible Use Overlay District and the Stonecrest Design Controls Guidelines reviewed by Cadillac Fairview to encourage a pedestrian friendly environment and set forth design standards for the preservation of the value and integrity of the Mall at Stonecrest. This public/private initiative has added MARTA, many new roads and bridge improvements to Rockdale County and Lithonia as well as pedestrian links such as The PATH walking trail from the Mall to Arabia Mountain and the City of Lithonia, which in turn has led to the emergence of a viable economic engine within this portion of Southeast DeKalb County. What was formerly a mixture of mature hardwood and pine forest and properties used for farming and livestock production is now a popular location in which to live, work, shop and dine. Once the Mall at Stonecrest opened in 2001 this area quickly transformed into a residential and commercial center which continues its community growth and attracts a high incident of family reunions, destination visitors passing along I-20 as well as patrons from five counties. The architectural, landscape architectural, wetlands and urban design controls which are administered by the developer and the county have led to a high quality, visually appealing and architecturally aesthetic environment.

The success of this retail-workcenter and the surrounding residential communities are supported by the accolades that they continue to receive. Due to the success of this regional destination, there has been a renewed interest in the areas which are adjacent to the mall. As development interest continues to grow, there are several land use and transportation issues which need to be addressed.

1. The mall development pattern has followed a traditional suburban model with large expanses of surface parking and buildings which are set back from the street edge. This pattern does not allow for a denser and more urban model which may be necessary as the inventory of land decreases within the area.
2. There is a need for the consolidation and mixture of similar uses in clearly defined areas which will limit the dependency on automobile use.
3. The growth and development of the surrounding areas should be coordinated in a manner that is compatible and consistent with the mall development.
4. Transitional areas are required to minimize the impact of commercial encroachment into established residential areas.
5. The existing transportation network requires analysis and improvement to alleviate congestion.
6. Consistency is required between the regulations within the Stonecrest Compatible Use Overlay District, the I-20 Compatible Use Overlay District and the architectural controls imposed by the mall developer.
7. The Study Area is located along the I-20 Corridor which has been identified as a Mega Corridor for LCI Initiatives by the Atlanta Regional Commission.
8. The proposed expansion of public transportation services will require coordination with proposed land use patterns.
9. The future development patterns should be coordinated with the long range planning efforts of the City of Lithonia and Rockdale County.

The growth and development of the Stonecrest Mall Area and the increased development interest has led to the need for a proactive approach in guiding future land use decisions. Such decisions will seek to encourage mixed-use developments that meet the goals and objectives of the Atlanta Regional Commission's Smart Growth and Livable Centers Initiative.

Much like the intent of the Stonecrest Compatible Use Overlay District Ordinance, the proposed study intends to encourage development and redevelopment of properties within the district in order to achieve a variety of mixed-use communities. The goals of the study will seek to enhance the long term economic viability of this portion of DeKalb County and the region as a whole by encouraging new commercial and residential developments that increase the tax base and provide employment opportunities to the citizens of DeKalb County; establish and maintain a balanced relationship between industrial, commercial, and residential growth; promote physically attractive, environmentally safe and economically sound mixed-use communities; encourage mixed-use developments containing both commercial and residential uses so as to create pedestrian oriented communities in which people can live, work and play; improve the visual appearance and increase property values within the Corridor and to implement the objectives of the DeKalb County Comprehensive Plan 2005-2025 Comprehensive Plan.

In conclusion, the study will accomplish a balanced distribution of regional and community commercial and mixed-use office centers, support high-density housing in office and mixed-use centers which have the appropriate location, access, and infrastructure to support such development, allow flexibility in development standards in order to encourage the design of innovative development projects that set high standards for landscaping, green space, urban design, and public amenities; allow and encourage development densities and land use intensities that are capable of making productive use of alternative transportation modes such as bus transit, rail transit, ridesharing, bicycling and walking; and to focus and encourage formation of well designed, pedestrian-friendly activity centers with high-density commercial and residential development that increases vitality and choices in living environments for the citizens of DeKalb County.

Regional Significance

Stonecrest LCI application will relieve traffic congestion and improve air quality in the region by helping commuters find a simpler way to commute, create a healthy and safe place for pedestrians, and promote easy access to jobs. Bicycling as a transportation mode can support transit by expanding its accessibility while helping the air quality.

The opportunities within and adjacent to the Stonecrest LCI Study Area are due in large part to its location. The study area has prime regional access from I-20 and it is centered around the Stonecrest Mall. The visitors to this area include the residents of adjacent suburban communities located in DeKalb, Fulton, Rockdale, Henry and Clayton counties, and the City of Lithonia. Many of the residential communities are comprised primarily of owner-occupied single family homes located along the highway corridors. The study area also has a mixture of land uses that contribute to its regional significance. These uses are located within The Stonecrest Overlay District, The Light Industrial Activity Center to the north and west, DeKalb Medical and the Southeast Athletic Complex to the west, the residential communities to the south, west and east and more recreational uses located within the Davidson Arabia Mountain Recreation Area.

While these strengths form the building blocks for economic redevelopment, it may be the shift in population growth towards south DeKalb that presents the most important opportunity for the area. According to the ARC, historically, the majority of the 10-county metropolitan region's population growth occurred north of I-20. However, since the mid 1990s, growth has accelerated south of I-20 capturing nearly 41% of the region's growth. Specifically in DeKalb, the fastest growing census tracts are located below I-20. This population growth represents a new market for mixed-use urban oriented neighborhoods that are in close proximity to the major employment areas of Hartsfield-Jackson Airport, Downtown and Midtown Atlanta. Also, this study will provide a roadmap on how to accommodate this population growth in an efficient manner within a developed area.

The long-term beneficial influence of receiving funding for this LCI study would be to ensure that the Stonecrest area of South DeKalb is transformed from a corridor that has minimal transit options into a mixed-use activity center with a Bus Rapid Transit connection at its core. Planning for and implementing the supporting infrastructure for this BRT route will ensure the study area is developed as a mixed-use community at a critical junction in the region's transportation infrastructure.

The proposed Stonecrest LCI meets all of the objectives (Enhanced mobility, Growing the Economy, Serving People, Building Communities, Preserving the Environment) therefore making it regionally significant. It provides direct connectivity to an existing LCI within the City of Lithonia LCI. The proposed LCI could be a catalyst for the eastern regional area, stimulate the economy and provide a work and play environment. The proposed LCI will improve the quality of life and create a sense of identity for the corridor. The proposed LCI also provides a link to Rockdale County and minutes away from Gwinnett County. The study will make walking and bicycling safer and improve traffic flow within the area by addressing access, safety, connectivity and mode choice. It will adopt street requirements with specific treatments, access management, open space and building design standards.

According to the ARC Urban Growth Policy Map (UGPM), the proposed study area includes Station Communities (along I-20 interchanges at Turner Hill), a Community Activity Center (Stonecrest Business/Retail area), Developing Suburbs, Redevelopment Corridors (Covington Highway), Established Suburbs, and a portion of Rural/Undeveloped Areas (Arabia Mountain).

Environmental Justice

In early 2011, ARC developed the Equitable Target Area (ETA) Index to identify environmental justice communities in the Atlanta region. The index was based on 5 demographic and socioeconomic parameters, and

was utilized to measure the impacts of PLAN 2040 investments and programs on ETA communities. In reference to the ETA for the Stonecrest LCI study area, north of I-20 is identified as High, and south of I-20 is identified as Medium. Generally, the Stonecrest area has a medium to high distribution of minority population and poverty rate. However, the distribution of Medium Household Income and senior population is lower.

Regional transportation infrastructure includes I-20, Covington Hwy (SR 12), Turner Hill Road (SR 124) all are within the study area. Covington Hwy serves as a major arterial and also serves as a connector to free-ways, Turner Hill Road, Klondike Road and Hillandale Drive. When I-20 is congested, Covington Hwy is used by motorist throughout the corridor. This study area is in need of complete streets and supplementary streets to accommodate members of the surrounding community who ride and work in the area as well as disburse traffic in a more efficient manner through the corridor. Transportation alternatives and more choices need to be considered for efficient movement for both longer distance commuter trips and local trips. Stonecrest LCI will serve as a connector between Rockdale and DeKalb County.

PLAN 2040

Stonecrest study area corridor is consistent with the PLAN 2040 Policies. The vision for the corridor is to promote sustainable economic growth along the corridor by increasing mixed –use development opportunities while protecting the character and integrity of the existing neighborhoods. Opportunities will be sought to increase the amount of greenspace and to make the existing greenspace more desirable by increasing and enhancing the connectivity. Arabia Mountain Trail is of Regionally Important Resource and provides direct connectivity to South River Trail and also connects to Rockdale County.

The following projects are found in the RTP and are directly related to the corridor or within its area of influence:

- DK-030A - Covington Hwy from Evans Mill Road to SR 142
- DK-030B - Old Covington Hwy from SR 124 to Lake Capri Road (Rockdale Co)
- DK-328 - Lithonia Industrial Blvd Extension – Phase II from Hillandale Drive to Evans Mill Rd
- DK-330 - Turner Hill Road from Mall Parkway to McDaniel Mill Road
- DK-327A - Haden Quarry Road/Sigman Road Extension from Turner Hill Rd to Rockdale Co line

Increase Mobility Options for People and Goods

Alternative modes such as class 1 bicycle lanes, pedestrian trails, shuttle buses, and a light rail are needed throughout the corridor to relieve congestion. Alternative modes of travel with proximity to retail, office, and affordable housing are mitigating factors associated with reducing congestion as stipulated in the CMP. The possibility of a transit node in the study area introduces a location for transportation choices by users.

More public transit is good for the economy as well as the planet & our health: a recent report shows that building mass transit creates 31% more jobs per dollar than new construction of highways and roads. The projected ridership in the proposed LCI study area is expected to increase with growth. The proposed transit will stimulate the economy by providing connectivity to businesses in the area, DeKalb Medical Center, Kaiser Permanente, parks, shopping. Another goal is to maintain the Lithonia Industrial Park area industrial and freight land uses at and to create strategic locations with efficient access and mobility.

Promote places to live with easy access to jobs and services

The Study would increase job opportunities, creating a healthy environment by creating complete streets for pedestrians and bikers. Plans are currently underway to include senior housing into the LCI area to create lifelong communities near medical facilities, walkable shopping centers and connectivity to parks makes this proposal a great LCI area. There is also a PATH trail that starts from the City of Lithonia, follows through the

Stonecrest study area, and ends in Arabia Mountain National Heritage Area, which is a recipient of the “Great Place” award for 2011. This is an ARC Development of Excellence award that recognizes developments that exemplify cutting edge, livable designs that are helping to create a positive framework for future development.

Approaches to Economic Recovery and Long-Term Prosperity

There is some undeveloped land within the study area. This area has the potential to stimulate the economy within East DeKalb and Rockdale County. Revitalizing those areas will enhance the community and promote growth in the area. The greater connectivity will stimulate the economy. A complete streets model on Turner Hill Road and other areas within the LCI would provide vehicle, bicycle and pedestrian connectivity and safety. There is some undeveloped land within the study area. This area has the potential to stimulate the economy within East DeKalb and Rockdale County. Revitalizing those areas will enhance the community and promote growth in the area.

Preserving the Regions Environment

Protecting the Greenspace and reducing traffic by providing connectivity to MARTA ridership and providing access for bikers will preserve the environment thus reducing the traffic.

Foster a healthy, educated, well trained, safe and secure population

Kaiser Permanente and DeKalb Medical within the study area provide healthcare services and offer programs to the community to encourage healthy lifestyles and active living. The community is also strengthened through Strayer University, that serves as an undergraduate and graduate level educational resource. The Stonecrest area is also part of the countywide strategic public safety plan, that is administered through the DeKalb Police Department.

Commitment to Implementation

DeKalb County has a long history of redevelopment projects for Stonecrest and the area surrounding the proposed study area. The County will continue to take the lead in the redevelopment efforts and continues to pursue numerous initiatives to support the study area. These initiatives include:

DeKalb County 2025 Comprehensive Plan

The DeKalb County Comprehensive Plan Community Agenda lays the blueprint for the desired future development patterns for DeKalb County. Taken from the results of the public participation, current development trends, and land use patterns in the County, the Plan endorses the concept of “nodal” or “corridor” mixed-use development at designated locations while preserving the character of existing stable neighborhoods. The goal is to take advantage of all transportation and infrastructure facilities that currently exist and encourage additional densities within and around existing areas. These nodes will encourage walkable mixed-use communities that fit within the context of existing single family neighborhoods.

The majority of the proposed study area is located within the Regional Activity Center designation of the Future Development Plan. The intent of the Regional Activity Center is to promote the concentration of regional serving activities to a centralized location that allow for a variety of uses while reducing automobile travel, promoting walkability and increased transit usage. These areas consist of a high intensity of regional commercial, office, employment areas and higher-education facilities. These areas are characterized by high vehicular traffic, high transit use, including stops, shelters and transfer points. The proposed density for areas of this type is up to 120 dwelling units per acre. Comprehensive Plan Regional Center policies are listed in the appendices of this application.

Also, a Neighborhood Activity Center is also located within the study area (DeKalb Medical). The intent of the Neighborhood Center is to identify areas that can serve the local neighborhood’s needs for goods and services. These areas consist of a neighborhood focal point with a concentration of mixed-uses. The proposed density for areas in this type of activity center is up to 24 dwelling units per acre. Comprehensive Plan Neighborhood Center policies are listed in the appendices of this application.

Stonecrest Overlay District Ordinance

The Stonecrest Overlay District ordinance emerged as a tool to assist in the implementation of the comprehensive plan regional center policies, and the development process of Stonecrest business area. The ordinance encourages mixed use developments through zoning and land use incentives that minimize the necessity of rezoning and variance requests. This zoning tool encourages mixed use and pedestrian friendly developments, establishes design standards, and combines similar zoning classifications that are conducive to development of mixed use environments. The Board of Commissioners adopted the overlay district ordinance in September of 2002 and amended it in May of 2007.

Revolving Loan Fund (RLF) and Micro-Loan Fund

The RLF and the Micro-Loan program are two initiatives showcasing DeKalb County’s commitment to fostering and growing small business. The RLF was created in 2000 and provides qualifying DeKalb County businesses with low interest rate loans between \$10,000 and \$50,000, which in turn may be used for construction, rehabilitation/renovation, and the purchase of new machinery and equipment. The Micro-loan program provides loans for businesses needing less than \$10,000. Both programs are run by the DeKalb Enterprise Business Corporation (DEBCO), a 501c3 organization created specifically to administer the programs mentioned above.

Enterprise Zone (EZ) Program

The EZ program was initiated in December 2001 and provides property tax incentives for businesses locating in economically distressed areas of the county. Areas applicable to this study are located above Interstate 20 and include but are not limited to Turner Hill Road, Covington Highway, and Lithonia Industrial Boulevard. Businesses locating in the EZ's can receive exemptions on property taxes for a 10-year period and in some cases receive waivers up to \$10,000 on permitting and water/sewer tap fees.

Development Authority

The Development Authority of DeKalb County was created by the Georgia General Assembly for the purpose of promoting trade, commerce, industry, and employment opportunities for the public good and to promote the general welfare of the State. Comprised of seven board members, this authority was established in 1974 to promote economic development within DeKalb. It assists in financing business facilities and equipment for job creation and expansion. Bond financing packages, for qualified companies, are based on the type and number of jobs produced.

MARTA I-20 East Corridor Study

The Metropolitan Atlanta Rapid Transit Authority (MARTA) initiated the I-20 East Corridor Study in January 2002 to consider east-west mobility concerns and to determine the need for transit improvements in this corridor. The feasibility analysis concluded that significant transit investments are warranted along the I-20 Corridor. The Alternative Analysis commenced in January 2003 to assess the potential for implementing rail transit and/or bus rapid transit services in the I-20 Corridor. The north end of the LCI study area is a potential location for a transit stop if these transit improvements are implemented. Currently, transit station sites are located at Stonecrest Mall and the node at Evans Mill Road and Mall Parkway. Those sites feature Bus Bays, Park and Ride, and Drop-Off/Pick-Up services.

Scope of Work

The following scope of work details activities that DeKalb County anticipates for the Stonecrest LCI study. The Planning and Sustainability Department staff will manage this project in coordination with other pertinent County Departments. The DeKalb County Planning Department is committing its Long Range Division staff and DeKalb County's financial support to make this study a success. It is expected that Core Team members will include: County Staff, MARTA Representatives, Neighborhood Groups, Business Associations and critical property owners.

This LCI grant will fund the Stonecrest Study which includes Turner Hill, Covington Highway, Rockland Road, DeKalb Medical, Hillandale Drive, and portions of Lithonia Industrial Boulevard. The study will be complete by or before April 30, 2013. Each task below will be an element of the plan.

1. Efficiency / feasibility of land uses and mix appropriate for future growth including new and / or revised land use regulations needed to complete the development program
2. Transportation demand reduction measures
3. Internal mobility requirements—traffic calming, pedestrian, transit circulation, and bicycle circulation, safety and security of all modes
4. Mixed-income housing, job/housing match and social issues
5. Continuity of local streets in study area and development of a network of minor roads
6. Need/identification of future transit circulation systems
7. Connectivity of transportation system to other centers
8. Community organization, management, promotion, and economic restructuring to ensure implementation
9. Stakeholder participation/support.
10. Public and private investment policy

Master Development Plan - A key component of the LCI study will be to create an action plan that identifies a series of tasks and mechanisms to help assure that the Development Plan becomes a physical reality. A summary document at the conclusion of the study will contain at the minimum the following:

1. A description of the study process and methodology, data gathering techniques and finding, and general study outcomes.
2. A description of the public participation process used to achieve a community supported program of activity center improvements.
3. A description demonstrating how the study addressed each of the required 10 study deliverable enumerated above.
4. Maps and other graphic depictions to support the plan that includes, but not limited to, overall study area, existing land use, future land use, existing transportation facilities, proposed transportation improvements, and typical cross-sections.
5. A market or fiscal feasibility analysis that supports the plan recommendations and ensures the proposed plan is realistic.
6. An implementation strategy that describes the organizational structure and process that will be used to ensure the action plan items described below are implemented. Focus should be given to collaboration opportunities with other organizations and strategies to insure continued support from local elected official, citizens and businesses. This section should also discuss an evaluation and feedback process that will be used every five years.
7. A 5-year schedule of actions that are planned in the study area to implement the study goals, program, projects, and Lifelong Communities principles. Schedules should include start date, com-

pletion date, cost estimate and responsible party. This schedule should include start date, completion date, cost estimate and responsible party. This schedule should include specific actions that implement the findings (including the need for supplemental studies) from each of the 10 study components, including but not limited to:

- A 5-year prioritized description of transportation improvement projects, actions and
- Policies that will support the study area goals. Project scopes should include detailed descriptions and cost estimates. Sponsors will also be required to identify two transportation projects to be pre-qualified for LCI transportation project funding eligibility;
- Housing should be given specific and clear emphasis by developing a description of housing strategies, particularly for affordable and mixed income housing developments, that support a job-housing match, aging in place, and efficient utilization of transportation facilities in the study area; and,
- A description of changes necessary within the comprehensive plan, zoning ordinance, development regulations or other locally adopted plans to support study actions, including a committed schedule for adopting such changes.
- In addition, a population and employment data section shall be included as part of the LCI study summary. This section shall contain a comparison of development under current conditions and development under the proposed LCI plan. The data in this section shall contain, at a minimum, current and 25-year projection figures (in five-year increments) for the following areas:

Housing Data

- ⇒ Number of existing housing units and population
- ⇒ Number of anticipated housing units and population
- ⇒ Distribution of proposed housing units by type

Employment Data

- ⇒ Number of existing jobs
- ⇒ Number of anticipated jobs
- ⇒ Square feet of future non-residential development

Budget

Study Expenditures	
Task	Cost
Public Involvement	\$35,000
Stakeholder Interviews	\$5,000
Public Forums/Charrette	\$18,000
Public Outreach/Meetings/Surveys/Materials	\$12,000
Study Development	\$85,000
Land Use Analysis	\$20,000
Transportation Analysis	\$25,000
Housing Analysis	\$15,000
Market Conditions Study	\$15,000
Urban Design Analysis	\$10,000
Study Deliverables	\$30,000
Goal and Policy Recommendations Development	\$15,000
Action Plan Transportation & Development	\$10,000
Document Production	\$5,000
Total	\$150,000
Study Funds	
Local Match	\$30,000
Grant Request	\$120,000
Total	\$150,000

Anticipated Project Schedule for 2012

January 2012	Grant awarded by ARC
Feb/March 2012	Administration process to accept the funds (Purchasing & Board of Commissioners)
April 2012	Execution of LCI Contract: DeKalb County BOC and ARC
May 2012	Bidding process for Consultant / and Selection Notice to Proceed LCI Kick-Off Meeting
June 2012	Identify and Notify all Stakeholders Inventory of Existing Conditions Examine transportation key issues and assemble profile of existing roadway network and transit feasibility with existing development and land uses Physical and economic assessment (includes identification of properties / ownership) Create website. Community Meeting #1 to present conditions
July/Aug 2012	Develop Maps & Schematic Drawings Conduct Land Use and Ordinance Reviews ARC Best Development Practices Review Review of Infrastructure Funding Alternatives Environmental Constraints and Opportunities Vision Statement, constituent education, interviews, data collection, analysis Community Meeting #2 and #3
Sep/Oct 2012	Complete first draft of study Charette #1—preliminary recommendations
November 2012	Charette #2—refined recommendations
December 2012	Final Community meeting presentation Update website
April 2013	Submit report to ARC. Prepare study for adoption, and amendment to comp plan.

Stakeholders

Experience has made us aware of the importance of community education and collaboration to drive a successful study. As outlined in the project schedule, a combination of community meetings and charrettes will be held to achieve this goal.

The Stonecrest Business Alliance is a newly formed group that is comprised of representatives from Cadillac Fairview, Duke Hospitality, City of Lithonia, and other businesses within the Stonecrest community. The Stonecrest Business Alliance have coordinated with the community representatives, DeKalb County elected officials, Planning, Transportation, Economic Development and Police departments to devise strategies to improve the quality of life within the area. They will play a key role in assisting with the outreach and providing necessary resources.

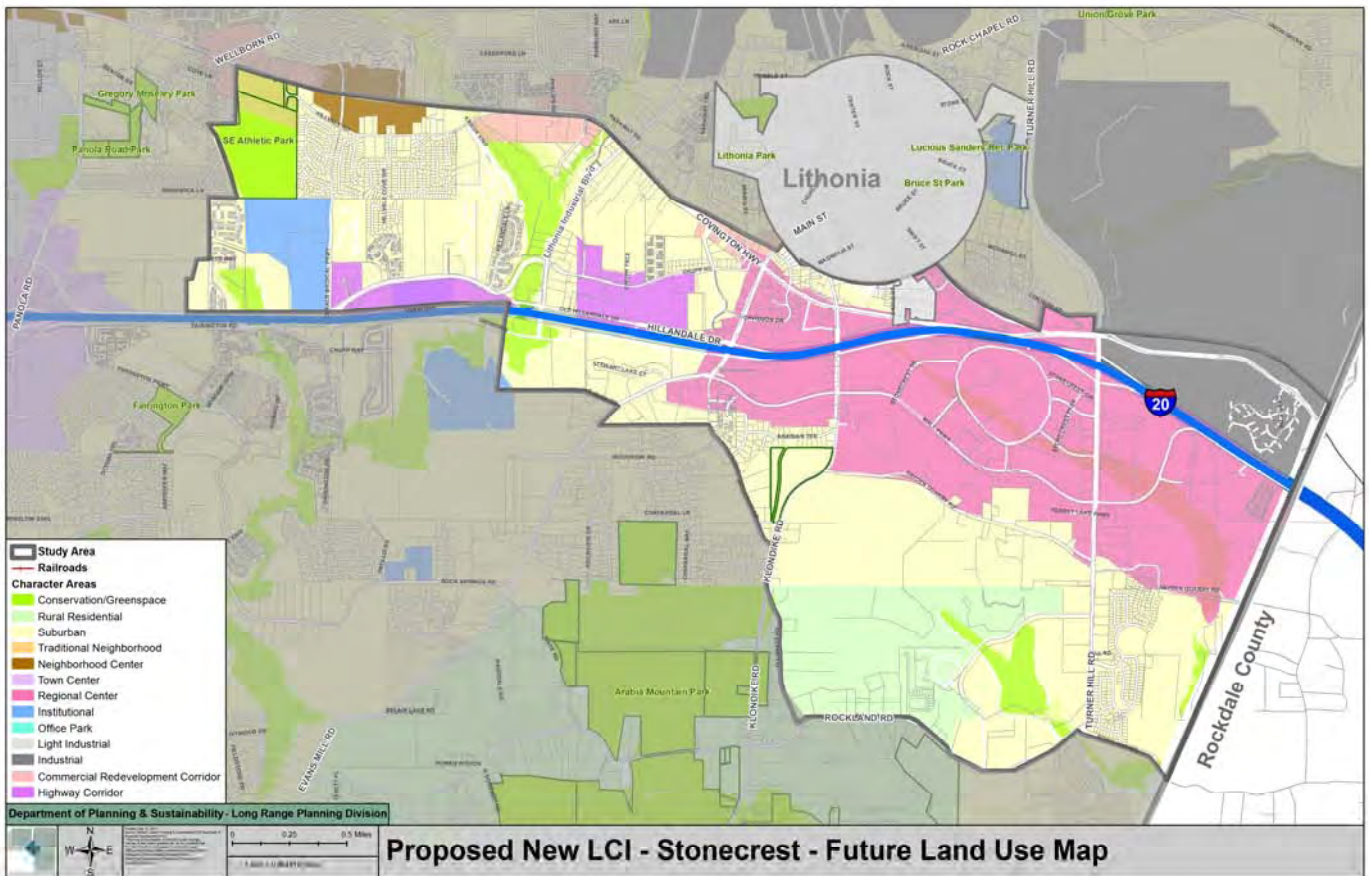
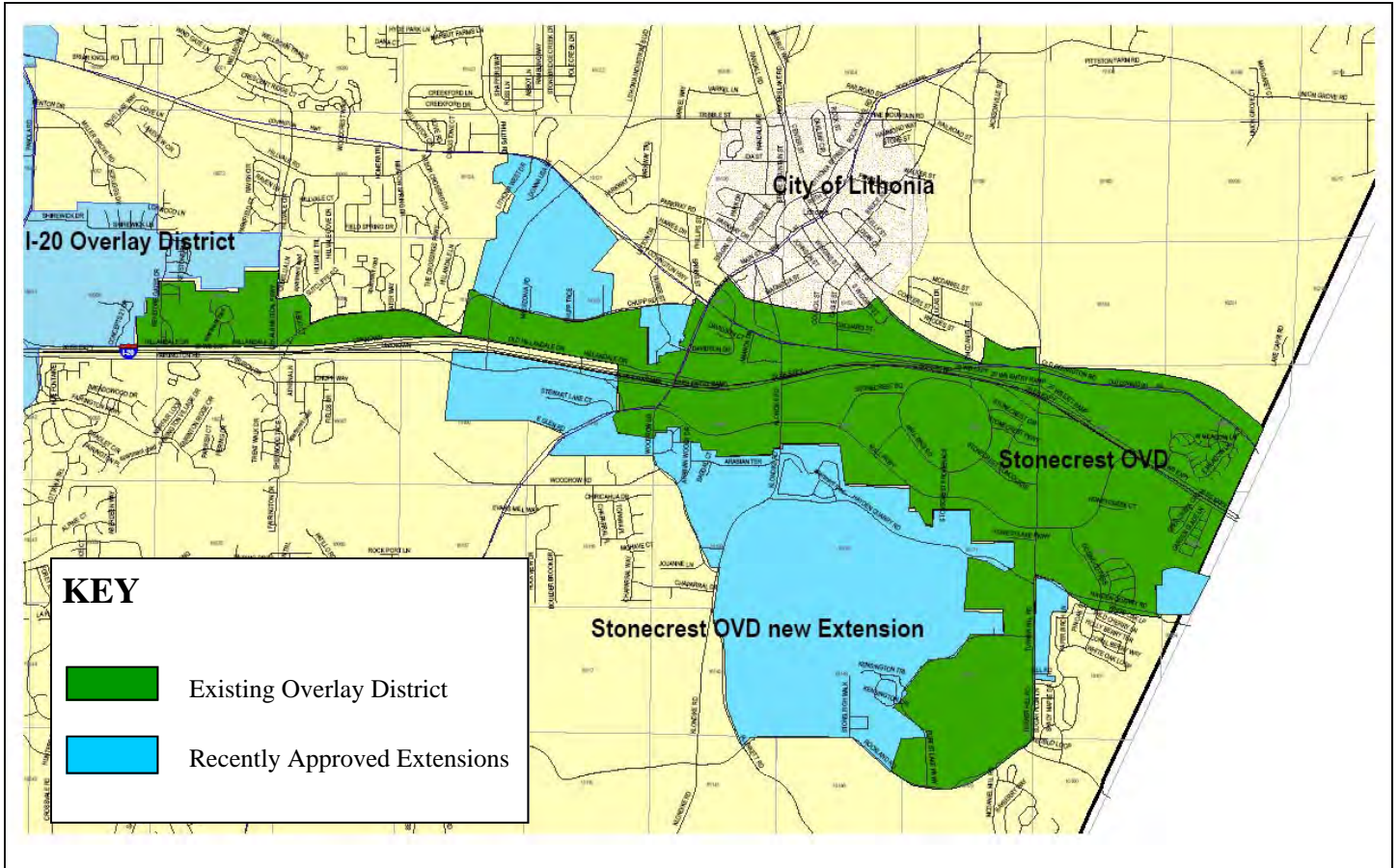
Notices of community meetings will be posted in public areas and significant intersections within the area to attract the interest of the community. Religious leaders in the area will be notified of meetings and posted information concerning this study to insure that all income groups and ethnicities are notified of LCI meeting. Candidates for meeting areas may include and not limited to one of the hotels along the skirt of Stonecrest Mall (i.e. Fairfield Inn & Suites, Hyatt, etc.), Stonecrest Library, or Kaiser Permanente. The following is a list of organizations and groups who have been active participants in previous DeKalb County redevelopment initiatives, and they will be groups of interest to take part in this LCI activity center project.

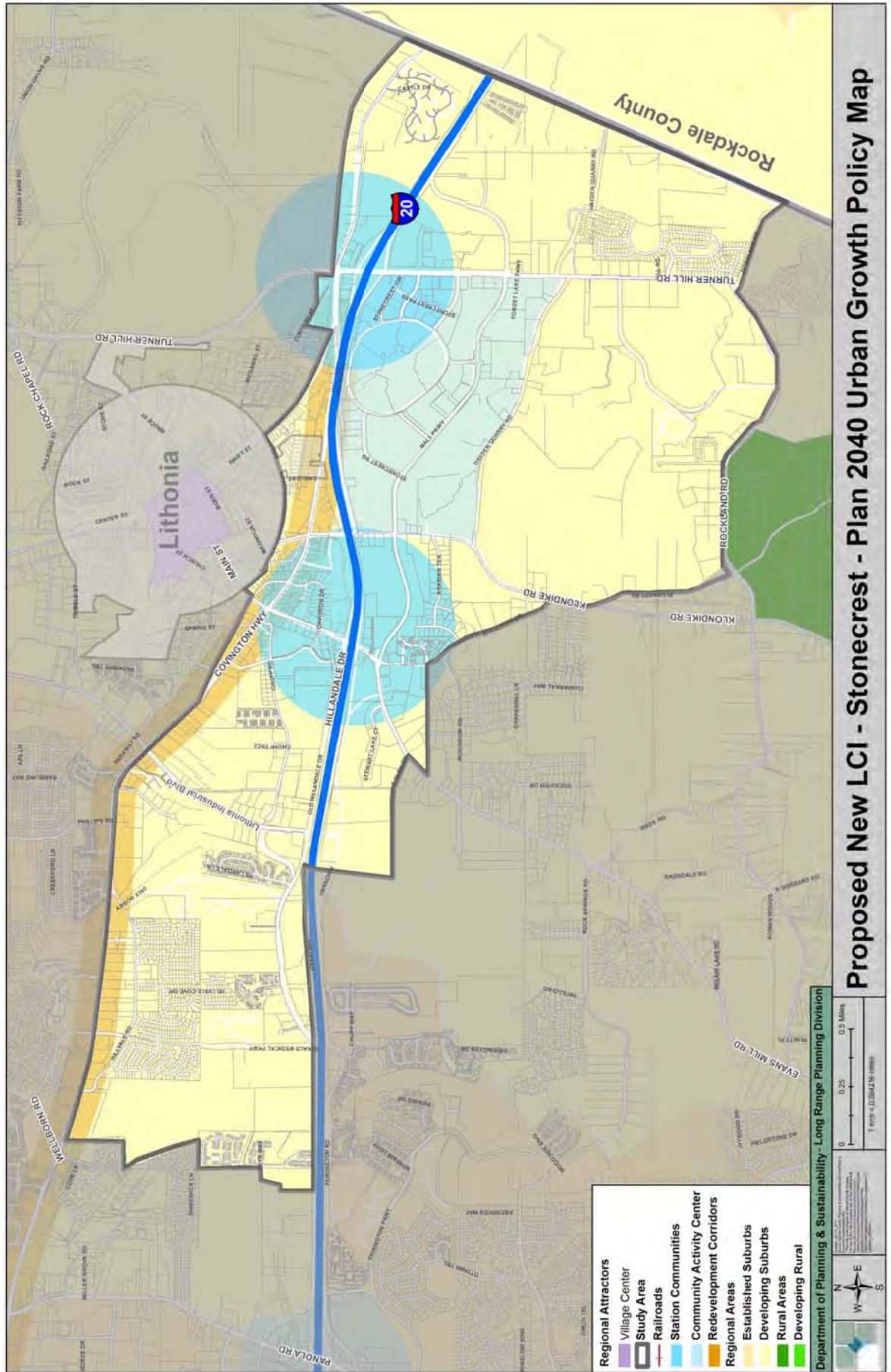
1. DeKalb County Board of Commissioners (2 reps)
2. Arabia Mountain Heritage Area Alliance (1 rep)
3. Greater Lithonia Chamber of Commerce (1 rep)
4. Klondike Area (1 rep)
5. Parks at Stonecrest Civic Association (1 rep)
6. City of Lithonia (1 rep)
7. Rockdale County (1 rep)
8. MARTA (1 rep)
9. Stonecrest Business Alliance (4 reps; Cadillac Fairview, Euromax, Duke Hospitality, Kendrick Law)
10. DeKalb County Departments— (4 reps; Planning, Transportation, Economic Development, Police)
11. DeKalb Medical (1 rep)
12. Kaiser Permanente (1 rep)
13. Board of Health (1 rep)

Appendix

- I. Boundary Maps
- II. Letters of Support
- III. Supporting Comprehensive Plan Policies
- V. Traffic Counts

STONECREST OVERLAY DISTRICT







Stonecrest Aerial West Overview



Interstate 20 and Evans Mill Road
(Aerial West of Stonecrest)



Industrial Area North of the Mall



**DEKALB COUNTY BOARD OF COMMISSIONERS
MANUEL J. MALOOF CENTER
1300 Commerce Drive, 5th Floor • Decatur, GA 30030**

Mr. Douglas R. Hooker
Director, Atlanta Regional Commission
40 Courtland Street, SE
Atlanta, Georgia 30303

Dear Mr. Hooker:

This is a letter in support of the Stonecrest Livable Centers Initiative (LCI) \$150,000 grant application to the Atlanta Regional Commission. The study area includes but is not limited to the Stonecrest Mall area.

The LCI application proposes to build upon the existing Stonecrest Overlay, themes of Retrofitting Suburban Malls, and potential linkages to Lithonia LCI, DeKalb Medical, Lithonia Industrial Park and Arabia Mountain. This will be a joint public private partnership with the Stonecrest Business Alliance (newly formed business organization) and DeKalb County. In addition, MARTA has designated the I-20 Corridor as a BRT route and looking to upgrade the route for heavy or light rail. MARTA has proposed a transit stop within the proposed Stonecrest LCI. The plan can capitalize on the Transit Oriented Development Guidelines and the existing strong neighborhood involvement with the Klondike Civic Association.

The study will specifically evaluate and recommend strategies to facilitate more transportation projects and private redevelopment, in conjunction with market forces to support a vibrant mixed-use community in the area that is accessible via vehicles, transit, bicycle, and pedestrians.

In support of this LCI initiative and attached as part of the application submittal, is a Board of Commissioners Resolution committing a matching fund amount of \$30,000. Thank you for your consideration of this application. If you have any further questions regarding this support, please feel free to contact:

Sincerely

Commissioner Lee May
Commission District 5
DeKalb County, GA

Commissioner Stan Watson
Super District 7
DeKalb County, GA

Support from Businesses

Stonecrest Business Alliance

I-20 Corridor

December 12, 2011

Mr. Douglas R. Hooker
Director, Atlanta Regional Commission
40 Courtland Street, SE
Atlanta, Georgia 30303

Dear Mr. Hooker,

The Stonecrest Business Alliance is a newly formed Business Organization positioned on I-20 in Lithonia, Georgia it includes the Stonecrest Master Planned Community, as well as the DeKalb County Stonecrest Overlay Design District. The Stonecrest East I-20 corridor is a regional commuter corridor and future gateway to employment centers mid-way between east metro Atlanta to Lake Oconee; it remains one of the most congested corridors in the metro Atlanta area.

New businesses and residential emerged with the 2001 opening of The Mall at Stonecrest, 1.75 million SF of additional retail, and now includes five hotels, 1700 apartment doors as well as medical, educational and business services. The regional transit system offers commuters limited travel options including bus service and a Park & Ride. The long term transportation outlook points to obstacles, that include granite quarries, railroad, and halted highway traffic at peak hours and weekends, under-classified roads, a State Park comprised of 2000 acres of granite outcrop, wetlands. As a result, we realize that without regional support to study transportation connectivity that business survival and growth of the Stonecrest I-20 corridor would decline.

In our meetings, commenters are generally supportive of the project, and all highlighted specific concerns. One commenter suggested many ideas for improving the transit, pedestrian, and bicycle connections to the site. Another commenter, while supportive, was mindful of the potential connectivity for businesses and tenants of properties on the north and south side of I-20. The Stonecrest Business Alliance has held several meetings with affected stakeholders on both sides of the I-20 interstate in an ongoing effort to achieve consensus on interchange beautification and to enhance pedestrian and vehicular movements at the Turner Hill Road bridge that will benefit the whole community.

We appreciate your consideration of our Livable Center Incentive Study Application. The Stonecrest Business Alliance supports this application as a key stakeholder. \$30,000 has been dedicated to the importance of defining a strategy for shaping transportation demand and promoting business growth.

Best Regards,

Contributors (\$250 - \$1,000 Level)

Doreen Carter
Doreen Carter, Civic Leader

Shirley Richer's Company, PC
Shirley Richer's Company, PC

Shelia Williams - Zaxby's
Shelia Williams - Zaxby's

Not Available for Signature
Daniel Kelly, Kelly Long Company

Not Available for Signature
Lem Howard, State Farm

Supporting Sponsor Contributors \$1500 to \$2,500 Level

JP Singh
JP Singh, Duke Hospitality

Sarah Kendall
Sarah Kendall, Cadillac Fairview Corp.

Emilio Redondo
Emilio Redondo, Stonecrest Toyota

M. Van
M. Van, Dental Associates

Jeha Wagner
Jeha Wagner, Euramas Management Group, LLC

Patricia E. Edge
Patricia E. Edge, The Mall at Stonecrest

Betty Ford
Betty Ford, Turner Hill Partners

Not Available for Signature
Maggie Barber, Inland American Retail Mgt.

Not Available for Signature
Stephanie Thompson, Chick-Fil-A

Senior Contributors \$5,000 Level

Stonecrest Business Alliance - I-20 Corridor, Page 2

Community Support

Stonecrest Business Alliance

I-20 Corridor

December 12, 2011

Mr. Douglas R. Hooker
Director, Atlanta Regional Commission
40 Courtland Street, SE
Atlanta, Georgia 30303

Dear Mr. Hooker:

This is a letter of community support for the Stonecrest Livable Centers Initiative (LCI) \$150,000 grant application to the Atlanta Regional Commission (ARC). The Stonecrest community is occupied by new residential and multifamily developments, a new DeKalb County Library, the new Director for Arabia Mountain Heritage Area Alliance, Inc., the new Arabia Mountain High School and Murphy Candler School, and many new businesses. There are many long-term residences, family farms and businesses as well that are all coming together; new and old with common needs for the overall growth of our growing community.

Part of this coming together was motivated by the DeKalb County's Stonecrest Overlay District, which created a design improvement tier to maintain our rural roots alongside the rapid suburban growth surrounding the Mall at Stonecrest. With 35,000 cars per day on I-20 traffic, beautiful Panola and Arabia Mountain State parks and a total of 82 reunions booked per year Stonecrest is also fast becoming a destination for visitors.

The ARC LCI study will specifically evaluate and recommend strategies to facilitate more transportation projects and private redevelopment, and tourism in conjunction with market forces to support a vibrant mixed-use community in the area that is accessible via vehicles, transit, bicycle, and pedestrians.

The below is a representation of our community wide support.

Sincerely,

J.W. Eady
The Parks at Stonecrest
Home Office
J.W. EADY

Shelia Williams
Home Office
Shelia Williams

Shirley Richer's Company
Shirley Richer's Company

Andrew Chambliss
Andrew Chambliss

John J. Pappas
John J. Pappas - DeKalb County
Employer Committee

Andrew Chambliss
Andrew Chambliss - Dept. of Labor

Paul Baker
Paul Baker, Police Alliance

Rep. Darshan Kendrick
Rep. Darshan Kendrick
State Representative
House District 09

Plasecia Lopez
Plasecia Lopez
Phoebus Bto

David Seash
David Seash, Jr. Datto
Datto's Specialists

Adrian F. Corda
Adrian F. Corda
Allstate Insurance

Leisa Wagner
Leisa Wagner, Euramas Management Group, LLC

Diane
Diane

DP
DP
Drose Clothing

John Baker
John Baker
This is I-20

Van & Crystal Baker
Van and Crystal Baker's
McDonald's @ Stonecrest

Paul Park
Paul Park
El Paso Garden Sun

Camille
Camille
T-Mobile Stonecrest

Patricia E. Edge
Patricia E. Edge
The Mall at Stonecrest

William D. Gordon
William D. Gordon
Morgan & Oliver Gordon

Gregory B. Pappas
Gregory B. Pappas
The Atlanta Spirit

Michael Quary
Michael Quary
Parcough Systems, Inc

Serenity Cole
Serenity Cole

Malini K...
Malini K...
Fairfield Town Suites

Apple
Apple
Calypso Club, Inc.

Kara M. Hill
Kara M. Hill
SOS Metals

James Leonard
James Leonard
Hollywood Place

Marcus
Marcus
Amazons Seat House

Salon
Salon
Salon



Commitment to Implementation Comprehensive Plan Supporting Policies

The DeKalb County 2025 Comprehensive Plan was reviewed during the writing of this application to ensure the concepts presented are consistent with the intent and purpose of the plan. The following plan policies are listed to further express the need for a LCI study in the Stonecrest and DeKalb Medical area.

Economic Development

- Coordinate the economic development plans for the county with those of surrounding jurisdictions.
- Attract new industrial growth that provides quality employment and economic opportunities and makes effective use of existing resources.
- Organize a contemporary approach to the redevelopment of business and industrial areas.
- Encourage area businesses to support and participate in economic development improvement efforts.

Housing

- Protect established single family residential neighborhoods from encroachment by incompatible development.
- Mixed use developments shall include a variety of home styles, densities and price ranges in locations that are accessible to jobs and services.
- Develop design guidelines and other requirements to create quality construction projects.

Sense of Place

- Develop and promote sense of place initiatives that will foster community interaction and pride.
- Create pedestrian scale communities that focus on the relationship between the street, buildings, and people.

Facilities and Services

- Encourage the identification and prioritization of community facility and service needs.
- Provide well, designed and versatile recreational opportunities.
- Ensure the new developments provide an equitable share of the responsibility for the costs of new services and facilities.

Transportation

- Maintain and enhance an efficient, safe and reliable transportation system.
- Coordinate land use and transportation planning and implementation.
- Improve mobility by reducing congestion, enhancing system reliability and increasing available transportation choices.
- Enhance connectivity among major activity centers and locations
- Improve transportation planning through effective inter-governmental coordination.
- Improve the use and accessibility of mass transit.
- Utilize access management and other traffic calming measures to reduce traffic and increase

Commitment to Implementation Comprehensive Plan Policies Applicable to the Proposed Study

Land Use

- Identify and encourage the development of priority areas for new infill or redevelopment.
- Create compact mixed use districts and reduce automobile dependency and travel to obtain basic services.
- Allow increased density to encourage urban lifestyles that support mixed use in activity centers.
- Ensure that new development and redevelopment is compatible with existing residential areas.
- Improve the aesthetic appearance of developments along major corridors.
- Limit the construction of non-residential development to discourage sprawl.
- Provide standards of development for retail, office and neighborhood serving commercial uses to protect the appeal and character of neighborhoods.

Regional Center Character Area (Stonecrest Mall business area within the study)

- Preserve and enhance the integrity and quality of existing residential neighborhoods.
- Foster retrofitting for conformity with traditional neighborhood principles.
- Require greater setbacks and/or transitional buffers for developments when located adjacent to lower density residential uses.
- Require the incorporation of enhanced buffers in efforts to protect single family neighborhoods.
- Require the consideration of staggered height implementation when developments are adjacent to single family residential neighborhoods.
- Create small area plans and overlays for activity centers as a way to further refine the countywide nodal/activity center concept.

Neighborhood Center Character Area (DeKalb Medical area within the study)

- Promote sense of place initiatives
- Preserve and enhance the integrity and quality of existing residential neighborhoods.
- Create pedestrian scale communities that focus on the relationship between the street, buildings, streetscaping and people.
- Create mixed-use district and reduce automobile dependency and travel to obtain basic services.
- Require greater setbacks and/or transitional buffers for developments when located adjacent to lower density residential uses.
- Require the incorporation of enhanced buffers in efforts to protect single family neighborhoods.
- Require the consideration of staggered height implementation when developments are adjacent to single family residential neighborhoods.
- Create small area plans and overlays for activity centers as a way to further refine the county-wide nodal/activity center concept.

Commercial Redevelopment Corridor Character Area (Covington Highway within the study)

- Provide safe and attractive facilities for bicyclists and pedestrians.
- Provide transportation alternatives to reduce automobile dependency.
- Redevelop older strip commercial centers in to viable mixed-use developments along the corridor.
- Cluster high density development at nodes & along major corridors outside of established residential areas.
- Enhance the visual appearance of commercial structures in a state of disinvestment, underdevelopment and decline.

Traffic Counts

<u>Street Name</u>	Location	GDOT Count Station	2010 ADT	2009 ADT	2008 ADT	2007 ADT	2006 ADT
Covington Highway	Covington Hwy & Dekalb Medical Pkwy	890078	18960	18920	19460	20680	26770
Covington Highway	Covington Hwy near Huber St	890081	20070	19150	19630	22340	21560
I-20 EB	btwn Panola & Evansmill	893314	131330	130910	130490	134660	125940
I-20 EB	btwn Evansmill & Turner Hill	890318	122670	123480	122880	127520	117710
Evansmill RD	near Davidson Drive	890141	17570	22480	23120	24560	24506
Covington Highway	near Swift Street	890087	8810	9990	10240	11660	10970
Klondike Rd	btwn Klondike Rd & I-20	890563	5090	5150	5250	5280	5480
Mall Pkwy	near Stonecrest Sq	897173	14340	14520	15250	14900	NA
Turner Hill Rd	near mall	890558	20030	NA	NA	NA	NA
Hayden Quarry	btwn Turner Hill Rd & Klondike Rd	893975	2410	2440	2490	2500	NA
Mall Pkwy	btwn Evans Mill Rd & Honey Creek Ct	898489		Reclassify for funding			
Rockland Road	btwn Turner Hill Rd & Turner Hill Rd	897156	2170	2200	2240	2250	2230
Turner Hill Road	near Hayden Quarry	NA	NA	NA	6380	NA	NA