ACKNOWLEDGEMENTS

CITY OF DORAVILLE

MAYOR
Mayor Donna Pittman

CITY COUNCIL
Pam Fleming, Council District One
Shannon Hillard, Council District Three
M.D. Naser, Council District Two
Dawn O'Connor, Council District Two
Robert Patrick, Council District One (Mayor Pro Tem)
Sharon Spangler, Council District Three

CITIZEN ADVISORY PANEL

RESIDENT REPRESENTATIVES
Khadija Ben, District 1
Ray Benitez, District 2
Susan Fraysse, District 3
Shannon Gilmer, District 1
Stephe Koontz, District 3
Lindy Orr, District 2

ORGANIZATION REPRESENTATIVES
Victoria Huynh, Center for Pan Asian Community Services
Yotin Srivanjarean, Center for Pan Asian Community Services
Anibal Torres, The Latin American Association

BUSINESS REPRESENTATIVES
Jimmy Cushman, Halpern
Charlene Fang
Ching Hsia, Asian Businesses-Yen Jing Chinese Restaurant
Bruce Landsverk, AOTC President/Tank Farms
Oscar Perez, Latino Businesses-Oscar’s Upholstery
Kent Walker, Selig

PLANNING TEAM

CITY OF DORAVILLE
Enrique Bascuñana, Community Development Director
Shawn Gillen, City Manager
Luke Howe, Economic Development Director
Brianna Rindge, Senior Planner

SYCAMORE PLANNING GROUP INC.
Jen Price

CANVAS PLANNING
Aaron Fortner
Nathan Gallentine

JACOBS
Amanda Hatton
Olivia Norfleet
Jason Novsam
Jim Summerbell
Addie Weber
EXECUTIVE SUMMARY

OUR NEXT CHAPTER

The City of Doraville is at the cusp of a new chapter in its history. Centrally located northeast of the City of Atlanta and with direct access to I-285, I-85, rail lines, and MARTA, the city is an attractive location for residents and businesses alike. The promise of new public and private investments in Doraville’s core is anticipated to create a renaissance in the city. Reinvestment in communities along the northeast MARTA rail line and I-85 corridor is certain as young and old, businesses and residents alike, look to invest in a community with a strong foundation and promise for future success.

THE NEXT 20 YEARS

Comprehensive Plan 2017-2037 sets the tone and direction for the next 20 years in Doraville’s future. This next chapter for the City furthers the unique cultural diversity of the city, found within its large foreign born population and unique ethnic restaurants, while creating a new dynamic of mixed use within its core, streets for all users – particularly around the core, and a continued heritage of leafy single family neighborhoods. Recent annexation of industrial land, combined with the eminent redevelopment within the city’s core, will ensure a balanced tax base while creating a more livable and vibrant core. Community members are eager to see this unfold.

OUR VISION

Doraville will stand out as a vibrant, diverse and open-minded community that offers unique opportunities to live, work, shop, and enjoy the best of what the Atlanta region has to offer – a balanced mix of uses, strong neighborhoods, good schools, family friendliness, a diverse employment sector, and a multi-modal transportation network.

Doraville... the city that connects.

The goals and vision laid out in our Comprehensive Plan reflect a collaborative public involvement process – one that engaged the city’s residents, city businesses, workers, staff and officials in dialogue about what makes us stand out in the region. Within this process, what we should strive to maintain, what would make us better in the future, and how our investments and policies as a city can best accomplish that were addressed. Community input and guidance collected via a Citizen Advisory Panel, stakeholder interviews, five public meetings, and a community survey nourished the formation of this vision and the priorities and actions that will actualize it as we move forward. The collective Design Doraville process resulted in the vision and goals that will guide the future.
FUTURE DEVELOPMENT MAP

The Future Development Map demonstrates, geographically, how the City wishes to evolve over time as new investments in land use take shape. Each of nine character areas includes a description of how the community envisions the area changing and key actions needed to achieve that. Notable change and redevelopment is envisioned in four character areas: 1. BuHi Cultural Corridor, 2. Doraville Town Center, 3. Assembly District, and 4. PIB Marketplace. These areas are flanked by additional opportunities in other character areas to preserve the character of long-term neighborhoods, create refreshed commercial nodes, and attract more investment. A full review of character areas is available in Chapter 4: Implementing Our Vision, along with other important implementation strategies.

PRIORITIES & ACTIONS

Priorities for Doraville’s future—those which require immediate and focused attention—are structured around key elements of the plan. Top priorities include:
- Advancing the Historic Downtown Doraville Redevelopment Masterplan.
- Increasing community activities and events.
- Creating a better business environment.
- Updating the City’s Codes and Ordinances.
- Facilitating new, private developments in-line with our vision.
- Putting in place actions that further diversity.

Among these priorities are a series of five year actions for 2017-2037 that will put the plan in motion. Many of these initiatives are already underway:
- Financing infrastructure improvements to facilitate the former General Motors site reinvestment is being finalized.
- A business organization is forming along Buford Highway.
- The City is advancing streetscape plans.
- A detailed Livable Centers Initiative study is underway along Buford Highway, which will identify a more tailored strategy for a corridor that is hospitable for all travel modes.
- The first steps in achieving the Historic Downtown Doraville Redevelopment Masterplan have been taken.

A full list of priorities and actions is provided in Chapter 5: Our Focus.

The Doraville community is excited about what the next 20 years will hold. While this plan seeks to facilitate new opportunities, it also recognizes that the neighborhoods, parks, and sense of community within Doraville must be maintained and strengthened.

Join us, as we realize our vision!
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1. DESIGN DORAVILLE
1.1 WHAT IS DESIGN DORAVILLE?

Design Doraville is the multi-month planning process resulting in an update to the City of Doraville’s long-term vision for growth and development, which was last updated in 2006. The resulting update to the City’s Comprehensive Plan, contained herein, is the City’s overarching policy document defining what we, the Doraville community, aim to be in long-term. This definition includes how we want to develop, what we want that development to look like, and what types of housing we hope to offer. It also describes how we envision our business and industrial sectors, transportation network, and quality of life evolving with the growth in development. Design Doraville is our commitment to this envisioned future.

Our plan looks out 20 years while focusing on the priorities and actions for the next 5 years (2017-2021). An important overarching theme coming out of the Design Doraville process is that we are moving together under a joint vision for our future: Forward Together 2037.

HOW WE WILL USE THIS PLAN

The plan contained herein will help guide decisions by our City’s elected officials, guide day-to-day decisions by staff, and inspire people to continue to invest, live, and operate a business here. The Future Development Map, Character Areas, and associated narrative will help inform rezoning and development decisions. The implementation strategy and work program is intended to help drive actions, initiatives, and investments made by the City during the planning horizon.

OUR COMMUNITY

We are a diverse community located at a vantage point in the Atlanta region with many opportunities at our doorstep.

OUR COMMITMENT

The Comprehensive Plan is intended to serve as a guide and allow for flexibility as unforeseen opportunities and ideas arise; to this end, our comprehensive plan is intended to be treated as an iterative document and updated as new direction is desired by community members or is needed as a consequence of unanticipated contextual changes.

ABOUT OUR CITY

The City of Doraville is centrally located in the Atlanta metro area, roughly eight miles northeast of the City of Atlanta (see Figures 1-1 and 1-2). It is adjacent to Interstate 85 and Interstate 285 and the final stop on the MARTA Gold line. Although almost entirely built out, as an inner ring suburb, areas of Doraville are ripe for reinvestment and redevelopment. Doraville is part of DeKalb County, which serves an important role in providing schools, road improvements, and emergency fire services within the city. Doraville abuts the cities of Chamblee, Dunwoody, and Peachtree Corners as well as portions of unincorporated Gwinnett and DeKalb counties.
FIGURE 1-2: CITY OF DORAVILLE BASE MAP

Sources: City of Doraville, ARC, DeKalb County

Doraville Boundary
Parcel
City Hall
MARTA Station
MARTA Gold Line
Street
Expressway
Water
Parks

0 ¼ ½ Miles

CHAPTER 1 - DESIGN DORAVILLE
1.2 THE PROCESS

The City of Doraville worked with community members over a series of several months to update the 2007-20237 Comprehensive Plan. The process began in November 2015 and is targeted for completion in October 2016 (Figure 1-3). Five distinct tasks guided the process, which were led by the planning team, consisting of City staff, led by the Community Development Department, and the consultant team. Plan initiation and existing conditions helped set the project on the right track, furthering a base understanding of where we are today and what we might face in the future, moving forward.

The heart of the process included visioning as well as prioritization and implementation planning. Both of these tasks were focused on gathering input through community workshops, stakeholder interviews, and the Citizen Advisory Panel, using that input to update elements of the plan, and then giving draft plan content back to the community to review. A community survey complemented the process; see survey participant relationship to Doraville in Figure 1-4. Plan finalization and adoption allows for an extended review and input period by multiple partners to help ensure the plan is compatible with the vision.

FIGURE 1-3: PLANNING PROCESS & SCHEDULE

Project Initiation & Existing Conditions Analysis
Visioning
Prioritization & Implementation Planning
Plan Finalization & Adoption

Nov 2015 - Jan 2016
Jan 2016 - Mar 2016
Mar 2016 - May 2016
May 2016 - Oct 2016

FIGURE 1-4: SURVEY PARTICIPANTS

- I live in Doraville and am a head of my household 35.5%
- I live in Doraville 26%
- I live in Doraville and attend school 16.6%
- I work in Doraville 17.4%
- I do not live or work in Doraville, but come to Doraville 2-4 times per year 1.5%
- I do not live or work in Doraville, but come to Doraville on a monthly basis or more 3%
- I do not live or work in Doraville, but come to Doraville on a monthly basis or more 3%
1.3 PLAN ORGANIZATION

This Comprehensive Plan is organized in five chapters with three supporting appendices.

Chapters 1 and 2 provide an overview of the process, explain why this plan matters, and snapshot who we are as a community today, in 2016.

Chapter 3 identifies our vision, reflecting on how community members were involved in updating our plan and highlighting the overarching vision statement, goals, and overall development vision.

Chapter 4 provides the strategy for moving forward in each substantive element of our plan: land use and future development, economic development, population (quality of life), and transportation.

Chapter 5 identifies how we will focus our efforts by identifying top priority needs and opportunities, relating those back to our vision and goals and then laying out our plan of action.

Appendices (three) offer additional documentation of Public Involvement activities that informed the plan update (Appendix A), existing conditions analysis (Appendix B), and the record of accomplishments from the previous five-year work program (Appendix C).

1.4 KEY ELEMENTS

The updated Comprehensive Plan focuses on four major topic areas or “substantive elements”: land use (and housing), economic development, population (quality of life), and transportation. These elements are key building blocks of what make our community function and define who we are. For each of these areas, there is an implementation strategy and series of five-year actions and policies for moving forward.
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2. THE STORY OF DORAVILLE
2.1 OUR HISTORY

OUR BACKGROUND

The city of Doraville, today, is a residential community flanked by a unique concentration of international small local restaurants, foreign-born residents, industrial businesses, and a major crossroads of transportation infrastructure, is at a unique time in its history. This chapter provides a broad snapshot of Doraville as a city at this point in time, looking at the state of substantive elements of the planning effort: population, housing, economic development (our industry, workforce and related efforts), and the transportation network that connects commerce, people, and our way of life. Existing conditions highlighted in this section reflect data and information collected at the beginning of the planning process, including key observations related to possible issues and opportunities that the City should consider exploring in the future. A more detailed review of existing conditions for each substantive element is provided in Appendix B.

Before focusing on highlights from each of these elements, this chapter takes a quick look at Doraville’s history and those important junctures that influence our future.

OUR TIMELINE

Doraville’s history (Figure 2-1) provides an important backdrop to understanding how and why Doraville has developed as it is today, how that influences form and function today, and also to help inform how we think about our future and the issues and opportunities that will shape our long-term trajectory. While the City incorporated in 1871, much of the Doraville’s history took shape mid-20th century, post-World War II. Doraville’s history is largely shaped by the 1947 opening of the General Motors (GM) Assembly Plant, a major new employer for the region and a driving factor behind the development of the city.
of neighborhoods that define the character of Doraville today. Doraville enjoyed a strong blue collar economy until 2008 when the GM Assembly Plant closed, leaving a void in the community’s economy and land use but also opening up a new era of opportunity for the future development of the city. The City’s history has always been shaped by major infrastructure investments; these investments will continue to influence Doraville well into the future:

- Oil tank farms, largely concentrated along Winters Chapel Road
- 1987: completion of Spaghetti Junction at interstates I-285 and I-85
- 1992: construction of the Doraville MARTA station

Other important development influences include the opening of the Buford Highway Flea Market and the Buford Highway Farmers Market in the 1970s and 1980s as well as the formation of the Center for Pan Asian Community services (CPACS) on Buford Highway. These developments speak to the increasing number of immigrants that are locating near the Buford Highway Corridor. This movement has attracted a large number of foreign-born residents and diverse, ethnic businesses still present in Doraville today.
2.2 CURRENT MAJOR REDEVELOPMENTS

HISTORIC DOWNTOWN DORAVILLE REDEVELOPMENT MASTERPLAN

Today’s Doraville government facilities consist of eight separate buildings, half of which require repair and half of which are severely over capacity. Large surface parking lots surround the buildings and disconnect them from city streets, and a lack of sidewalks inhibit safe and convenient pedestrian circulation. The City’s proposed new town center will consolidate civic uses onto one parcel, opening up the remaining site for private mixed-use development, and the expansion of Flowers Park with a green stormwater detention park system will expand the amount of greenspace. Downtown’s direct access to MARTA across New Peachtree Road will attract transit-oriented development. The project aims to:

- Create a sense of place for Doraville
- Install a new network of streets to prioritize the pedestrian and bicyclist
- Engage the street with ground-floor retail
- Build streetscape with elegant tree-lined streets & on-street parking
- Produce a new central gathering green space
- Design architecturally significant buildings
ASSEMBLY

Headed by the development team of Integral-Macauley + Schmit, Assembly is the game-changing redevelopment of the former Doraville General Motors Plant. The 165-acre site is the largest developable property inside metro Atlanta’s I-285 perimeter, flanked by Doraville’s MARTA Station and downtown, I-285, Peachtree Industrial Boulevard, and Peachtree Road. As part of the rezoning to the form-based Livable Community Code, the Doraville City Council adopted a masterplan for the site that establishes new streets and green space to provide the framework for vertical mixed-use development comprised of new multi-family residential, high-rise office, retail shops, restaurants and other commercial uses to create a vibrant mixed-use neighborhood. Direct access to the MARTA station and downtown will be created through a covered street running beneath the rail lines. At full buildout, the project is anticipated to generate over 14,000 new office, retail, and technology jobs, and provide approximately 4,300 residential dwellings. Assembly’s first business, opening August 2016, Third Rail Studios is a film studio generating national interest as part of “Yallywood,” the trend of Hollywood moving its film industry to the Atlanta region.

NEXUS

Redevelopment is also underway at the former site of the Kmart shopping center. The 13-acre project will signal a paradigm shift for Buford Highway combining a mixture of land uses in a walkable, urban built environment. A Macauley Investments project, the development includes a hotel, 60,000-square-feet of retail, new greenspace, and more than 500 multi-family and senior living units to be constructed atop podium parking.

The site is located at the corner of Buford Highway and I-285 providing ultimate regional access as it also has close proximity to I-85. Pedestrians and bicyclists will be able to access the Doraville MARTA Station in a short half-mile trip. The highlight of the project is its senior housing component which includes all stages of aging in place: townhomes, multi-family, independent senior living, and assisted living with memory care.
2.3 EXISTING LAND USE

KEY OBSERVATIONS

The City of Doraville currently encompasses approximately 3,150 acres. There are four predominant categories of land uses within the city: residential, TCU (transportation, communication, utilities), commercial, and industrial/commercial. Commercial land uses in Doraville are generally strip-commercial and found along three major corridors: Buford Highway, New Peachtree Road and Peachtree Industrial Boulevard (PIB). There are three predominant pockets of single-family residential uses found in Doraville: Tilly Mill/Winters Chapel, Oakcliff, and Northwoods. These older neighborhoods are bounded by significant infrastructure investments, including major highways, railroad, and fuel pipelines, and in some cases, non-complementary uses such as heavy manufacturing. See Figures 2-2 and 2-3.

A large amount of Doraville’s land (18 percent) consists of infrastructure. Two areas that are currently in transition, the former General Motors (GM) Assembly Plant and the former Kmart shopping center, have pending development proposals that would result in a mix of land uses including: multi-family residential, commercial, office, and parks.

The City’s 2012 and 2014 annexations brought in large areas of industrial and commercial land uses along I-85 and PIB, giving the City of Doraville zoning and development control over properties abutting residential land uses while also increasing the City’s tax base.

ISSUES AND OPPORTUNITIES

- Redevelopment and infill are major opportunities, particularly along Buford Highway, in the town center area, near the MARTA station, near PIB, and at Assembly.

- The city has a notable amount of industrial/commercial uses as well as heavy industrial within the tank farm area. It will be important that the City’s codes continue to buffer residential areas from these uses for safety and quality of life purposes.

- Currently R-1 (single-family) is the dominant zoning district. To better serve a multi-generational and mixed-income community, there is an opportunity to support and work to attract a greater variety of housing products to the city.

- Doraville’s extensive tree canopy provides a peaceful residential environment. The City should ensure that there are sufficient protections in place to maintain the character of these areas as redevelopment pressures extend further outward in the Atlanta region to communities such as Doraville.

- While the introduction of the Livable Community Code (LCC) has provided new development opportunities in Doraville, it has adopted the form-based code in addition to the solely use-based zoning regulations. There are opportunities to further align these two parts of the zoning ordinance moving forward.

- There is a large amount of impervious surface within Doraville. The City has the opportunity to encourage green infrastructure policies and initiatives to mitigate the impacts of impervious surface.

FIGURE 2-2: EXISTING LAND USE MAKEUP

Sources: City of Doraville, ARC, DeKalb County, Jacobs
FIGURE 2-3: EXISTING LAND USE MAP

- City Hall
- Doraville Boundary
- MARTA Station
- MARTA Gold Line
- Parcel
- Expressway
- Street
- Railroad

**Land Use**
- Single-Family Residential
- Multi-Family Residential
- Commercial
- Transitional
- Industrial / Commercial
- Industrial
- Institutional
- Parks
- Forest - Undeveloped
- TCU

Sources: City of Doraville, ARC, DeKalb County
2.4 STATE OF HOUSING

OVERVIEW

The variety and mix of housing available in Doraville has a major impact both on the way community members interact and on the demands for supportive infrastructure and services. Doraville’s housing is primarily low-density in nature, and as an inner suburb in the Atlanta metro area, much of it is aging and requires regular maintenance to remain in good condition. Within Doraville, there has been limited housing redevelopment, although developments such as Assembly at the former General Motors (GM) plant and Nexus at the old Kmart shopping center at Buford Highway and I-285 are anticipated to bring a new multi-family housing product to the city.

ISSUES AND OPPORTUNITIES

The following housing related issues and opportunities were identified through existing conditions analysis, see Appendix B for more information.

- Lack of new housing development in the Doraville community in recent years.
- U.S. Census data indicates that the housing occupancy rate has steadily increased suggesting that the city may not be meeting housing demands.
- Overcrowded housing continues to be an issue as heard during stakeholder interviews. Doraville has a large average household size in comparison to other communities (Figure 2-4).
- Doraville is likely to see increasing interest in infill housing over upcoming years.
- There are a limited number of multi-family housing options in the city. With such close proximity to MARTA, there is a real opportunity to encourage higher density housing that can facilitate a more walkable community.
- There is a limited variety of multi-family housing products in the city, including owner/renter options and range of sizes of structures. Envisioning and identifying areas of the city appropriate for different types of multi-family structures can help establish a strong foundation for appealing to a variety of community members.
- Gentrification will likely be an issue confronting the community in the next several years, as redevelopment increases property values and associated taxes, particularly since Doraville already has a high number of cost-burdened owner-occupied and renter-occupied housing units.

FIGURE 2-4: AVERAGE HOUSEHOLD SIZE

Source: U.S. Census Bureau, 2010 Census, SF1

Single family homes are a defining feature of Doraville

Multi-family residential in the form of townhomes
2.5 WHO LIVES HERE

OVERVIEW

The characteristics of the Doraville population have a defining impact on the unique needs of its people and provide valuable insight on the services, initiatives, and policies that the City may want to further pursue. Over time, Doraville has seen significant changes in its population: beginning as an agricultural community in the late 19th and early 20th century, to a growing blue collar community catalyzed by the General Motors plant location and new housing development in the mid-20th century, and to present day, with a highly diverse community including a large Hispanic population. Today Doraville includes a mix of long-time residents and newcomers seeking the unique environment that Doraville offers. As new development occurs in the community, such as the Assembly and Nexus mixed-use developments, the diversity of backgrounds and needs of the population will continue to evolve.

ISSUES AND OPPORTUNITIES

The below population-related issues and opportunities were identified through existing conditions analysis, see Appendix B for more information.

- Leverage the diversity of the foreign-born population to host unique events and offer programs that build upon native cultures of the city’s residents.
- A high percentage of the population speaks another language at home (Figure 2-5), posing the need for Spanish translation services and English as a Second Language (ESL) programs at local schools and other ESL training for adults.
- Need for increasing space in schools due to high percentage of young children.
- Consider ways to connect residents to educational training and/or pursue higher paying jobs within the city to provide opportunities to increase pay.
- The city has a relatively high poverty rate at 25 percent.
- Differing needs and priorities of the city’s different demographic groups (foreign-born, aging, Millennials, etc.).
- Because Doraville has a strong immigrant presence, it is likely that the population figures provided by the U.S. Census Bureau are not wholly reflective of all of those living in the community.
- As higher density mixed-use developments come online, increasing property values will potentially cause gentrification.

**FIGURE 2-5: LANGUAGES SPOKEN AT HOME (2010-2014)**

Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

**FIGURE 2-6: LIKE MOST ABOUT DORAVILLE**

Source: Design Doraville Community Survey Question 3 Responses
2.6 OUR ECONOMY

OVERVIEW
Economic conditions in Doraville reflect the strengthening economy across the Atlanta Metropolitan Statistical Area (MSA) since its emergence from the Great Recession. The region has seen growth in a number of key sectors including professional and business services, trade, transportation and utilities, leisure and hospitality, and education and health services. Doraville currently serves a number of functions in the regional economy:

- Doraville is a bedroom community, with residents that commute to work at regional office cores including Perimeter Center, Buckhead, and Midtown.
- Many people pass through Doraville on a daily basis, accessing the MARTA station and our several interstates and highways, providing a high visibility upon which Doraville can capitalize.
- Due to strong interstate and rail access, Doraville is a hub for wholesale trade, transportation, and warehousing.
- Finally, the city is known regionally for its restaurants and food stores, which are concentrated along Buford Highway in Doraville and neighboring Chamblee. Doraville’s retail footprint far exceeds demand from its 10,896 residents; therefore, outside visitors are critical to supporting the Buford Highway corridor.

The Assembly development at the former GM site and the City’s downtown redevelopment plan could bring more than 14,000 new permanent jobs to Doraville. Compared to just 5,691 people employed within the city limits today, Assembly has a large potential impact on Doraville’s economic trajectory as approximately 4,300 residential units are planned for the site. Doraville has a large industrial sector driving its local economy. Colliers International, a global commercial real estate company recognized for providing reputable market data, places Doraville in the Northeast Atlanta submarket, which is the largest and among the healthiest industrial markets in the region. The submarket includes the I-85 corridor from I-285 to Gainesville. With 176.8 million square feet of industrial space, the submarket is 92.7 percent occupied as of Q3 2015. Year to date the submarket has absorbed over 2 million-square-feet with more than 4 million-square-feet under construction, most of it warehouse. Average rent in the submarket is $4.20 per square foot, 8.2% above the metro average of $3.88.

Doraville’s industrial footprint has two major components:

- The large gas and oil depot (locally referred to as the tank farms) is primarily zoned M-2 (heavy industrial), located northeast of I-285 and the MARTA tracks. A sizable share of the region’s oil and gas products are stored in or pass through this area.
- Light industrial areas, primarily zoned M-1 (light industrial), are located both along the I-85 corridor and the DeKalb/Gwinnett county line. They predominantly include light manufacturing, warehousing, and flex space. Adjacency to the regional highway network renders Doraville well-suited for warehouse space.

Doraville’s business mix compared to Chamblee and DeKalb is shown in Figure 2-7.

ISSUES AND OPPORTUNITIES
Doraville is at an exciting place in its evolution. From a manufacturing town characterized by its access to infrastructure, to a regional dining destination poised for one of the largest brownfield redevelopments in the country, Doraville has the opportunity to lead the Atlanta region in transit-oriented development while creating Georgia’s next great downtown. In the process, a number of opportunities and challenges are emerging.

- Doraville’s retail/restaurant market is largely driven by visitors. Buford Highway is a regional draw that should be leveraged to create even more interest in Doraville. The nonprofit-driven “We Love BuHi” initiative is an exciting opportunity to show off what makes Doraville unique.
- The City would benefit to enhance visitors’ experience, particularly along Buford Highway. This includes improved accommodations for pedestrians, cyclists, transit, and vehicles. Connections from downtown to Assembly are critical to leveraging the redevelopment.
- Doraville’s immigrant population is a tremendous resource, and the City should nurture its diversity and entrepreneurial spirit.
- A strong, local chamber of commerce or business association would help to align interests and facilitate more interaction between the City and the business community.
- Opportunities exist for working with Chamblee in planning improvements along Buford Highway.
• New growth, jobs, and tax revenue will result from new mixed-use developments, including Assembly, Nexus, and the City’s Historic Downtown Doraville Redevelopment Masterplan, helping increase property values and potentially catalyze other private and public investment in the city due to the increased property values and additional housing.

• DeKalb County schools continue to experience challenges. The health of the County’s school system will have an important impact on the desire to reside within Doraville.

• Growth due to Assembly, Nexus, and other redevelopment projects will increase pressure to maintain government’s levels of service.

• Adjustments to zoning and other City ordinances could help Doraville attract more of the development that the community wants while protecting the commercial tax base upon which the City relies.

![Tank farm facilities near the railroad tracks](image-url)
## OVERVIEW

The City of Doraville is a diverse community with a variety of transportation options, including access to heavy-rail and bus transit, interstate highways and major arterials, and a growing sidewalk system. Doraville is positioned to benefit greatly from its transportation assets as development continues and further local and regional transportation improvements are made. The following discussion provides assessment of current transportation assets and initiatives. It reviews elements of the DeKalb County Comprehensive Transportation Plan and ARC’s Regional Transportation Plan (RTP) that are relevant to the City of Doraville.

## ISSUES AND OPPORTUNITIES

The below transportation-related issues and opportunities were identified through existing conditions analysis, see Appendix B for more information.

- A significant portion (10.4 percent) of Doraville’s workers lack access to a personal vehicle. See Figure 2.8.
- As properties redevelop into higher density uses, the city will experience increased traffic congestion.
- Pedestrian and bicycle infrastructure and safety is an ongoing issue in Doraville. Improved pedestrian and bicycle infrastructure can help decrease vehicular traffic.
- Truck traffic contributes to congestion and may adversely impact local roadways.
- Transit expansion northward and along I-285 would greatly benefit the Doraville community. The City can help advocate for these projects.
- Ramp improvements for I-285 at PIB and Buford Highway would greatly benefit the Doraville community. The City can help to advocate for these projects.
- Ensuring multimodal access at major new developments can help promote mobility within the Doraville community and to other parts of the region.
- Roadway maintenance on local roads may be a safety or operations issue.
- The Buford Highway Livable Centers Initiative (LCI) study recommendations will present future funding opportunities.

### FIGURE 2-8: WORKERS WITHOUT VEHICLE ACCESS

<table>
<thead>
<tr>
<th>MUNICIPALITY</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doraville</td>
<td>10.4%</td>
</tr>
<tr>
<td>Norcross</td>
<td>4.7%</td>
</tr>
<tr>
<td>Chamblee</td>
<td>5.5%</td>
</tr>
<tr>
<td>DeKalb</td>
<td>16%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

The Doraville MARTA station

Existing pedestrian facilities along Buford Highway
The map in Figure 2-9 illustrates crash analysis data for Doraville. The map shows the Doraville Boundary, key landmarks such as City Hall and MARTA Station, and road types including streets, expressways, and water bodies. Crash volumes are categorized into five levels: None, Low, Medium, High, and Very High. The data covers the period from January 2011 to September 2014.

Sources: City of Doraville, ARC, DeKalb County, GDOT
3. OUR PATH FORWARD
3.1 THE PUBLIC PROCESS

The Design Doraville planning process took place over several months, beginning in November 2015 and extending through anticipated adoption in October 2016, in which final comments from the public will be taken for consideration prior to finalizing the plan. The multi-faceted public process focused on gathering input to shape the update to the City’s future land use plan (Future Development Map), overall vision and goals, and priorities for the future, along with actions to achieve them. The public process included the following key elements.

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project webpage</td>
<td>Located at doravillega.us</td>
</tr>
<tr>
<td>Stakeholder interviews</td>
<td>15 held*</td>
</tr>
<tr>
<td>The Citizen Advisory Panel*</td>
<td>5 meetings; participation from all council districts and public/private interests</td>
</tr>
<tr>
<td>Three public workshops</td>
<td>Doraville Future Workshop &amp; Two-Part Planning Charrette*</td>
</tr>
<tr>
<td>Community survey*</td>
<td>425 participants</td>
</tr>
<tr>
<td>Group input sessions</td>
<td>Including a Cross Keys Sustainable Neighborhood Initiative (CKSNI) Meeting and two Buford Highway Business Focus groups</td>
</tr>
<tr>
<td>Community event kiosks</td>
<td>One held at the Buford Highway Farmers Market: one held at the CKSNI Soccer Tournament at Honeysuckle Park</td>
</tr>
<tr>
<td>Open house and four public hearings</td>
<td>To introduce, transmit, and adopt the plan</td>
</tr>
</tbody>
</table>

*Detailed meeting minutes and/or summaries are available in Appendix A.

MAJOR TAKEAWAYS FROM THE PUBLIC OUTREACH PROCESS

- Implement Historic Downtown Doraville Redevelopment Masterplan.
- The desire for Doraville to embrace a new chapter in its history is a must. Major investment downtown and at Assembly will change the face of Doraville in upcoming years, and Doraville should prepare for and embrace that change.
- Improve the schools that serve the Doraville community. This is essential to Doraville experiencing continued investment by families and businesses.
- Foster a more collaborative business environment leveraging the city’s location and access to regional transportation resources to attract investment.
- While the community welcomes change along Buford Highway, the ongoing success of the area as a multi-cultural corridor will rely on allowing for change but not forcing it upon property owners and businesses.
- The diversity of residents and commercial businesses is what makes Doraville special to many residents. Work and commitment are required to preserve the diversity to better address the needs of members of the residential and business community.
- Residents desire preservation of the city’s single-family neighborhoods and better connectivity between the neighborhoods that make up the city. Formation of a central gathering space as a part of new town center development as well as programming more community events and improving communications from City Hall will help with this.
3.2 VISION STATEMENT AND GOALS

The below statement captures the community’s long-term vision and top goals for the 20-year planning horizon. These statements were built over the iterative process of developing the plan. They are grounded in the City’s long-term planning efforts and have been updated to reflect the next chapter in Doraville’s history.

VISION STATEMENT

Doraville will stand out as a vibrant, diverse, and open-minded community that offers unique opportunities to live, work, shop, and enjoy the best of what the Atlanta region has to offer – a balanced mix of uses, strong neighborhoods, good schools, family friendliness, a diverse employment sector, and a multimodal transportation network.

Doraville... the city that connects.

GOALS

BUILD A DORAVILLE BRAND
Support local entrepreneurs, invest in quality infrastructure, encourage neighborhood preservation and improvement, carry out community activities, and further strategic redevelopment and investment in line with our vision.

FURTHER DORAVILLE’S TRADITION OF CULTURAL DIVERSITY
Balance the desires of millennials, families, empty-nesters, recent immigrants, visitors, and businesses in our initiatives by enhancing yet protecting Buford Highway’s diversity and working collaboratively with our nonprofit community partners.

PREERVE AND ENHANCE OUR NEIGHBORHOODS
Preserve the heritage of our neighborhoods and enhance what makes them great – including ease of walking and biking and internal parks and schools, while providing for new residential opportunities for a wide range of incomes and stages of life.

LINK DORAVILLE
Continue to further initiatives that build upon Doraville’s role as a regional transportation hub while ensuring that all travel modes internal to Doraville advance mobility desires of all community members.

REBUILD DORAVILLE’S CORE
Reposition the City’s administrative core in order to encourage further investment, support livability in the community, and create a central hub within the city. An important part of this will be continuing to advance the Livable Centers Initiative vision by supporting all transportation modes, creating a sense of place, and increasing greenspace.

CREATE A STRONG, CONNECTED BUSINESS COMMUNITY
Champion our businesses that are here, and create a collaborative network of businesses.

IMPROVE PUBLIC EDUCATION
Continue to lobby to the DeKalb County Board of Education for improvements as a critical need to achieve our long-term vision.

ALIGN IMPLEMENTATION TOOLS WITH OUR VISION
Refresh our zoning ordinance, economic development tools, and unique community programs to attract residents, businesses, employment, and visitors.
### 3.3 HOW WE MOVE FORWARD

#### FUTURE DEVELOPMENT

The Future Development Map (Figure 3-1) captures the community’s vision for future growth and development in the City of Doraville. The development map is comprised of nine unique character areas including properties the community identified that would be appropriate for incorporation by the city should the opportunity to annex arise in the future. The character areas reflect a combined vision for redeveloping targeted areas of the city while preserving the city’s tree canopy, single-family neighborhoods, and light industrial areas.

The city’s vision for future development calls for a major change in character in four character areas:
- Doraville Town Center;
- Assembly District;
- BuHi Cultural Corridor; and
- PIB Marketplace.

Each of these areas is envisioned as ripe for redevelopment and major new public and private investment. They also all consider the opportunity of mixing uses to create a more communal environment where people can access more than one service without traveling to another location. High-quality design with an emphasis on creating walkable developments within these character areas will be of high importance. This vision for future development is a key component of the city’s path forward. More details for each of the character areas is provided in Chapter 4.

#### WHAT IT DOES

The following are summary distinctions in each character area’s envisioned future:
- Neighborhood Preservation District: Protect existing residential character
- PIB Marketplace: Mixed-use neighborhood activity nodes
- BuHi Cultural Corridor: Mixed-use corridor preserving the diversity of businesses
- Doraville Town Center: The city’s central hub, established with a unique sense of place
- Assembly District: High-density mixed-use district
- Office Hub: Integrated centers of office uses and business incubators
- Light Industrial District: Commercial uses that leverage connections to regional transportation
- Tank Farms District: Heavy industrial district with an emphasis on safety
- Annexation: Areas outside the city limits appropriate for future incorporation into the city.

#### CHARTING A NEW COURSE

The vision largely builds upon the vision contained in the 2006-2026 Comprehensive Plan with a handful of important changes:
- Expansion of the Doraville Town Center to include properties on the opposite side of New Peachtree Road, incorporating parcels currently used for MARTA rail and parking.
- Consolidation of the Tank Farms District to the north side of the railroad tracks should an opportunity arise to revisit the tank infrastructure in this area. In doing so, additional opportunities would arise within the Buford Highway Cultural Corridor for redevelopment.
- Distinguishing a set of Office Hubs that would create a more flexible regulatory context for introduction of office and creative industrial uses.
- Incorporation of multi-family residential as sub-areas within the Neighborhood Preservation District rather than as a stand-alone character area.
FIGURE 3-1: FUTURE DEVELOPMENT MAP

- Doraville Boundary
- City Hall
- MARTA Station
- MARTA Gold Line
- Expressway
- Street
- Railroad

Future Development Areas
- Neighborhood Preservation District
- PIB Marketplace
- BuHi Cultural Corridor
- Doraville Town Center
- Assembly District
- Office Hub
- Light Industrial District
- Tank Farms District
- Annexation

Sources: City of Doraville, ARC, DeKalb County
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4. IMPLEMENTING OUR VISION
4.1 THE STRATEGY

Implementing our vision for the future requires a targeted effort. As a small community with limited resources, we must ensure that our efforts are focused on those strategies that will have the most impact in advancing the City of Doraville down its desired path, as laid out at broad level in Chapter 3. This requires moving our vision forward in all elements of the plan in a coordinated fashion. This chapter discusses an overall strategy for each of these elements. Chapter 5 builds further by clearly laying out our priority needs and opportunities required by each strategy as well as actions the City will take, in coordination with public, private, and nonprofit partners to implement the vision forward in the next five (5) years.

4.2 FUTURE LAND USE STRATEGY

Among the top priorities for implementing the vision for the future are the following important initiatives related to future land use.

TARGET OUR EFFORTS

As previously alluded to, the City’s small size and limited resources call for focused efforts in each implementation area of the plan. In the area of land use, the City can make the biggest impact in upcoming years by focusing on redevelopment downtown and fostering redevelopment at Assembly and along Buford Highway.

Figure 4-1 highlights priority public and private investment areas identified as important catalysts in the years ahead. The image also depicts neighborhood investment areas surrounding the city’s neighborhood parks. Through the public visioning process, community members identified these areas as important catalysts for the city’s future success.

The redevelopment of the former General Motors site will advance the City in a variety of ways; it will create a new source of professional jobs, instill additional community pride and access to more recreational resources, and generate a major new source of revenue for the City. The City and other government authorities should prioritize community development and economic development efforts to ensure that the Assembly project advances along with private redevelopment opportunities at the former Kmart site, Friday’s Plaza, and the Carver Hills neighborhood.

Downtown redevelopment will help shape a refreshed identify for Doraville while furthering the area as a walkable transit-oriented center where people can live, work, and play with the opportunity to provide an environment that could rival downtown Decatur and other successful activity centers. Finally, the community envisions a reinvented Buford Highway that reflects greater walkability and nodes of mixed use that help connect Doraville’s neighborhoods and create a more accessible city for residents, businesses, and visitors alike while maintaining its cultural diversity.

ENCOURAGE TOD & MIXED-USE

Inherent to encouraging transit-oriented development (TOD) and mixed-use is the overall goal to make Doraville a more vibrant place by encouraging higher density and a more walkable and mixed-use environment in the city’s core and along major corridors. By encouraging TOD and mixed-use and preserving the city’s beloved residential neighborhoods, the City can truly advance a Doraville that preserves its roots while taking a new and strategic direction that capitalizes on the city’s unique location in the Atlanta region. To retain the diversity that makes Doraville stand out in the region today, it will be critical for Doraville to advance and work with current businesses and residents as identified through economic development and quality of life initiatives to ensure that the very people that make us special today do not get left behind as Doraville opens its next chapter in life.
CHAPTER 4 - IMPLEMENTING OUR VISION

FIGURE 4-1: PRIORITY INVESTMENT AREAS MAP

Sources: City of Doraville, ARC, DeKalb County
ADHERE TO THE VISION

The Future Development Map, introduced in Chapter 3 on page 3-5 and also shown on page 4-5 (Figure 4-2), is the most important aspect of ensuring our vision and goals for land use move forward. This map is used on a day-to-day basis by City leaders and staff to guide land use and zoning decisions as well as other development initiatives under consideration and proposed for approval in the Doraville community. The following pages provide a two-page overview for each of nine (9) unique character areas of the city, providing the following policy guidance.

<table>
<thead>
<tr>
<th>HEADING</th>
<th>GUIDANCE PROVIDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing character</td>
<td>Documentation of the area today</td>
</tr>
<tr>
<td>Vision for the future</td>
<td>Long-term vision for the area as redevelopment and other new investment occurs</td>
</tr>
<tr>
<td>Potential uses</td>
<td>Types of use that are appropriate</td>
</tr>
<tr>
<td>Building scale</td>
<td>Appropriate scale for uses in this district</td>
</tr>
<tr>
<td>Zoning districts</td>
<td>Appropriate zoning districts for the area</td>
</tr>
<tr>
<td>Strategies</td>
<td>Unique initiatives to advance the area’s vision that require City-led activities</td>
</tr>
<tr>
<td>Character images</td>
<td>Benchmark images, showing how the community envisions future design and form</td>
</tr>
</tbody>
</table>

Each two-page description also offers a closer map view of the character area and parcels contained within it.

ALIGN ZONING WITH VISION

In order to be successful in implementing the Future Development Map vision and policies, the City must have in place the appropriate zoning tools and regulations to make the plan a reality. Through the planning process, City leaders and staff identified several barriers within the existing code that would inhibit the ability to achieve the vision for the different areas. Recommended changes to the City of Doraville Zoning Ordinance are identified in Chapter 5.
FIGURE 4-2: FUTURE DEVELOPMENT MAP

- Doraville Boundary
- City Hall
- MARTA Station
- MARTA Gold Line
- Expressway
- Street
- Railroad

Future Development Areas

- Neighborhood Preservation District
- PIB Marketplace
- BuHi Cultural Corridor
- Doraville Town Center
- Assembly District
- Office Hub
- Light Industrial District
- Tank Farms District
- Annexation

Sources: City of Doraville, ARC, DeKalb County
ASSEMBLY DISTRICT

EXISTING CHARACTER
The former General Motors (GM) plant has been largely cleared of prior structures and is an open canvas for redevelopment, starting with a new film studio. The Assembly District is bordered by I-285, Peachtree Industrial Boulevard (SR-141), the Doraville MARTA Station, and Norfolk Southern rail.

VISION FOR THE FUTURE
Doraville’s Assembly district, formerly the GM property, will be transformed into a walkable mixed-use district that serves an integrated hub of commercial, office, and residential activity. Redevelopment of this area will include new public greenspace and a network of new streets to connect to adjacent centers and corridors.

POTENTIAL USES
- Vertical mixed-use
- Office
- Retail/commercial
- Arts/film/media industry
- Multi-family residential
- Parks & open space

BUILDING SCALE
- 6-30 stories

ZONING DISTRICTS
- T-5 & T-5A
- T-6 & T-6A

STRATEGIES
1. Create a new multi-modal street connection under the existing MARTA and Norfolk Southern corridor.
2. Make Peachtree Industrial Blvd and Flowers Rd to New Peachtree Rd bicycle- and pedestrian-friendly to allow for safe and efficient access to Assembly and the Doraville MARTA station.
3. Implement traffic calming along streets connecting the Assembly development to established residential neighborhoods.
4. Ensure higher density development adjacent to the MARTA Station and I-285 corridor.
5. Implement Tax Allocation District (TAD) and Community Improvement District (CID).
6. Continue to exercise other economic development strategies to attract job-creating businesses.

CHARACTER IMAGES

Buckhead
Atlanta
Atlantic Station
Atlanta
Buckhead
Atlanta
Proposed Assembly rendering
Doraville
CHAPTER 4 - IMPLEMENTING OUR VISION

FIGURE 4-3: ASSEMBLY DISTRICT

Sources: City of Doraville, ARC, DeKalb County

Doraville Boundary
City Hall
MARTA Station
MARTA Gold Line
Expressway
Street
Railroad
Future Development Areas
Neighborhood Preservation District
PIB Marketplace
BuHi Cultural Corridor
Doraville Town Center
Assembly District
Office Hub
Light Industrial District
Tank Farms District
Annexation

Miles
0 0.05 0.1

Sources: City of Doraville, ARC, DeKalb County
DORAVILLE TOWN CENTER

EXISTING CHARACTER
The Doraville Town Center includes a mixture of public government buildings and private properties located inside the I-285 perimeter, between the Doraville MARTA Station and Buford Highway. This area is ripe for development as many buildings are vacant, aging, and/or underutilized.

VISION FOR THE FUTURE
As a transportation hub for the region, the Doraville Town Center will provide a unique sense of place and identity for the city. Visitors will be welcomed into a signature public town green with traditional main street retail embodying Doraville’s cultural diversity. A combination of new civic buildings and private development comprised of a mixture of residential, retail, and office uses will line beautiful streetscapes framing a new built environment. The town center will serve as a focal point for community gatherings and festival events.

POTENTIAL USES
- Transit Oriented Development
- Vertical mixed-use
- Retail/commercial
- Office
- Civic/institutional
- Multi-family residential
- Parks & open space

BUILDING SCALE
- 6-8 stories in downtown redevelopment
- Up to 15 stories on MARTA property

ZONING DISTRICTS
- T-5
- T-6

STRATEGIES
1. Implement Historic Downtown Doraville Redevelopment Masterplan.
2. Extend the complete streets design beyond New Peachtree Road.
3. Improve and expand bicycle and sidewalk connections to the neighborhoods.
4. Establish Downtown Doraville as an urban, walkable town center.
5. Implement Tax Allocation District (TAD) and Community Improvement District (CID)
6. Continue to exercise other economic development strategies to attract job-creating businesses.

CHARACTER IMAGES

Historic Downtown Doraville Redevelopment Masterplan
Town Brookhaven
Midtown Atlanta
Suwanee Town Center
FIGURE 4-4: DORAVILLE TOWN CENTER

Sources: City of Doraville, ARC, DeKalb County
BUHI CULTURAL CORRIDOR

EXISTING CHARACTER
Buford Highway is a bustling area of internationally-rooted small local businesses. The physical form consists of large surface parking lots sprinkled with mostly one-story buildings spanning a seven-lane roadway with an overabundance of driveway curb cuts and limited pedestrian crossings, creating a poor pedestrian environment.

VISION FOR THE FUTURE
BuHi Cultural Corridor will preserve the international diversity of businesses and new multi-family residents along Buford Highway while becoming a walkable and vibrant district for Doraville residents, workers, and visitors from around the world. Enhancements to streetscape, signage, and innovative public investments such as public art will make the corridor a popular destination in the greater Atlanta region.

POTENTIAL USES
• Mixed-use
• Retail/commercial
• Office
• Multi-family residential
• Parks & open space

BUILDING SCALE
• 3-8 stories (stepping down to 3 stories abutting low-density residential uses)

ZONING DISTRICTS
• C-1 & C-2
• T-3, T-4 & T-5
• R-3 & R-4

CHARACTER IMAGES

STRATEGIES
1. Implement Buford Highway Livable Centers Initiative (LCI) recommendations to build on the vision for the corridor.
2. Build on the “We Love BuHi” initiative.
3. Preserve the cultural diversity of the corridor by working with businesses and business organizations.
4. Add multi-family residential to the corridor through either text amendments to the C-1 and C-2 zoning districts or rezoning to a Livable Communities Code (LCC) district to facilitate the vision of a mixed use corridor.
5. Improve Buford Highway to enable multi-modal transportation access along the corridor.
6. Enhance existing cross streets for bicycle and pedestrian connections.
7. Include urban design requirements in all zoning regulations along the corridor to require a pedestrian-oriented building form as redevelopment occurs.
8. Encourage inter-parcel connections to reduce the abundant driveway curb cuts to improve safety for all travel modes.
FIGURE 4-5: BUHI CULTURAL CORRIDOR

- Doraville Boundary
- City Hall
- MARTA Station
- MARTA Gold Line
- Expressway
- Street
- Railroad
- BuHi Cultural Corridor

Sources: City of Doraville, ARC, DeKalb County

0 0.15 0.3 Miles

CHAPTER 4 - IMPLEMENTING OUR VISION
PIB MARKETPLACE

EXISTING CHARACTER
The two PIB Marketplaces provide a gateway between Peachtree Industrial Boulevard and the residential neighborhoods on Tilly Mill and Winters Chapel. Both commercial areas have components that are aging, underutilized, and/or provide only limited neighborhood commercial services.

VISION FOR THE FUTURE
The PIB Marketplaces will serve as integrated nodes of commercial, office, and residential activity that provide additional or enhanced multi-modal connectivity to neighborhoods, corridors, and other activity centers. They will serve as commercial gateways for Doraville’s northern residential neighborhoods.

POTENTIAL USES
• Mixed-use
• Retail/commercial
• Multi-family residential
• Parks & open space

BUILDING SCALE
• 2-6 stories

ZONING DISTRICTS
• T-4 & T-5
• C-1 & C-2

CHARACTER IMAGES

Strategies
1. Structure redevelopment of parcels to improve overall walkability and connectivity.
2. Allow for a range of neighborhood commercial uses with multi-family housing.
3. Encourage new multi-use path from Chicopee Park to the Marketplaces.

SUB-AREAS
Two sub areas comprise the PIB Marketplace:
• Tilly Mill Marketplace
• Winters Chapel Marketplace
The same policies apply to both sub areas with the exception that within the Winters Chapel Marketplace, building height will step down to 3 stories abutting low-density residential uses.
CHAPTER 4 - IMPLEMENTING OUR VISION

FIGURE 4-6: PIB MARKETPLACE

Sources: City of Doraville, ARC, DeKalb County

Doraville Boundary
* City Hall
* MARTA Station
* MARTA Gold Line
* Expressway
* Street
* Railroad
* PIB Marketplace

0 0.1 0.2 Miles
NEIGHBORHOOD PRESERVATION DISTRICT

EXISTING CHARACTER
The Neighborhood Preservation District is comprised of the established residential neighborhoods of Tilly Mill, Winters Chapel, Northwoods, and Oakcliff. The housing is predominantly single-family with multi-family along the edges.

VISION FOR THE FUTURE
Doraville will maintain and protect the single-family neighborhoods and allow for low-density multi-family housing at neighborhood edges, improving connections to schools, City parks, and religious institutions. Five low-density multi-family sub-areas will serve as transition areas from higher intensity land uses outside the character area to single-family residential within the character area. Multi-family sub-areas 2 and 4 will also allow for limited commercial. Today most of the single-family homes in these subareas have been converted into commercial uses with small parking lots in front. This development pattern is popular in the Buckhead Village Atlanta area as single-family homes have been converted to businesses of neighborhood services.

POTENTIAL USES
- Single-family residential
- Townhomes
- Limited multi-family residential

BUILDING SCALE
- Up to 3 stories

ZONING DISTRICTS
- R-1, R-2, R-3, R-4, R-CH, RSFA

STRATEGIES
1. Implement Doraville Active Living Plan and 2015 Sidewalk Implementation Community Improvement Plan (CIP) components.
2. Continue to build upon programming of special events at community parks.
3. Continue to enforce existing City code ordinances to ensure property upkeep.
4. Improve overall connectivity between neighborhoods, and between neighborhoods and activity centers with paths and bicycle connections.
5. Include landscape buffer requirements in abutting non-residential zoning districts.

SUB-AREAS (SEE FIGURE 4-7)
1. Carver Hills area at PIB and I-285
2. Properties off Tilly Mill Road, between Beacon Drive and Woodwin Drive
3. Existing multi-family on the eastern side of Winters Chapel
4. Existing multi-family near Aztec and Chestnut between Northwoods single-family and Office Hub
5. Properties fronting Chamblee Tucker Road

CHARACTER IMAGES

Historic Single-Family Doraville
Chestnut Place Doraville
New single-family Doraville
Inman Park Atlanta
CHAPTER 4 - IMPLEMENTING OUR VISION

FIGURE 4-7: NEIGHBORHOOD PRESERVATION DISTRICT

- Doraville Boundary
- City Hall
- MARTA Station
- MARTA Gold Line
- Expressway
- Street
- Railroad
- Neighborhood Preservation District

Sources: City of Doraville, ARC, DeKalb County

Miles
OFFICE HUBS

EXISTING CHARACTER
Office Hubs are areas currently occupied by a mix of office and commercial uses. They often have high visibility from and access to Doraville’s highways.

VISION FOR THE FUTURE
The Office Hubs will serve as integrated centers of office uses that transition between higher intensity uses and existing neighborhoods. These business and incubator areas will be centers of innovation, leveraging the city’s diversity to attract unique businesses.

POTENTIAL USES
- Office
- Public/institutional
- Work/live

BUILDING SCALE
- Up to 3 stories

ZONING DISTRICTS
- O-I
- O-W

STRATEGIES
1. Ensure the City’s ordinances allow for diverse employment opportunities to diversify the City’s employment sector.
2. Install high-speed fiber to attract more businesses.
3. Create a multi-use trail along existing utility corridor to increase connectivity and provide passive greenspace.
4. Allow residential uses only as accessory to office as part of work/live units.

CHARACTER IMAGES

The Lumberyard Office Lofts
West Midtown, Atlanta

Northyards
Downtown Atlanta

Big Green Egg
Doraville

The Blue Horse
Inman Park, Atlanta
FIGURE 4-8: OFFICE HUBS

- Doraville Boundary
- City Hall
- MARTA Station
- MARTA Gold Line
- Expressway
- Street
- Railroad
- Office Hub

Sources: City of Doraville, ARC, DeKalb County
LIGHT INDUSTRIAL DISTRICT

EXISTING CHARACTER
Light Industrial Districts include a mix of low impact industrial, manufacturing and distribution uses. There are two areas of the city included in this district: Oakcliff Rd/Oakcliff Industrial near I-85 and Bankers Industrial near Peachtree Industrial at the DeKalb/Gwinnett county line.

VISION FOR THE FUTURE
The Light Industrial Districts will leverage the city’s connection to the regional transportation system to support a variety of light industrial, distribution, and warehousing uses with limited supporting uses. These centers will be more auto-oriented, yet still maintain connectivity for pedestrians, bicyclists, and vehicles.

POTENTIAL USES
• Distribution
• Light industrial
• Manufacturing
• Warehousing

BUILDING SCALE
• Up to 3 stories

ZONING DISTRICTS
• M-1
• O-W

STRATEGIES
1. Re-evaluate zoning, tree, and sign ordinances to attract businesses.
2. Ensure businesses are aware of the appropriate truck routes to regional infrastructure system.
3. Provide sidewalks along key corridors such as Oakcliff Road and Bankers Industrial Drive to encourage alternative modes of transportation.
4. Ensure landscaped buffers are provided adjacent to low-density residential districts.
5. Create a multi-use trail along existing utility corridor to increase connectivity and provide passive greenspace.

CHARACTER IMAGES

Film studio
Doraville

Sweetwater Brewery
Atlanta

Armour Ottley
Atlanta

Lindbergh
Atlanta
FIGURE 4-9: LIGHT INDUSTRIAL DISTRICT

Doraville Boundary
City Hall
MARTA Station
MARTA Gold Line
Expressway
Street
Railroad
Future Development Areas
Neighborhood Preservation District
PIB Marketplace
BuHi Cultural Corridor
Doraville Town Center
Assembly District
Office Hub
Light Industrial District

Sources: City of Doraville, ARC, DeKalb County
**TANK FARMS DISTRICT**

**EXISTING CHARACTER**
This Tank Farms area is limited to oil tank uses and other industrial uses west of the railroad. The location is a major extraction point for oil and gas traveling through the pipeline up the Atlantic coast.

**VISION FOR THE FUTURE**
The Tank Farms District will continue to be a home for numerous fuel tank facilities, as well as the variety of industrial uses that support their operations. These industries will continue to provide an important portion of the City’s tax base. Future improvements in the district will place an emphasis on safety, ensuring sufficient buffer to all non-industrially-zoned properties.

**POTENTIAL USES**
- Heavy industrial
- Light industrial
- Distribution
- Warehousing

**BUILDING SCALE**
- 3-5 stories

**ZONING DISTRICTS**
- M-2

**CHARACTER IMAGES**

**STRATEGIES**
1. Ensure businesses are aware of the appropriate truck routes.
2. Study the potential of consolidating existing tanks south of rail corridor into area north of rail corridor to allow for the long-term redevelopment of the BuHi Cultural Corridor.
3. Ensure landscaped buffers are provided adjacent to low-density residential districts.
4. Explore public art opportunities along fencing and other infrastructure facing right-of-way.

![Proposed safety area around tank farm structures]
ANNEXATION

EXISTING CHARACTER
Potential annexation areas already function informally as part of the city due to location, largely surrounded by parcels that are in Doraville. The use is predominantly single-family homes with some multi-family, institutional, office, and retail.

VISION FOR THE FUTURE
Annexation will provide Doraville with the ability to optimize service delivery in residential areas that are most accessible to the Doraville community and informally considered a part of Doraville neighborhoods. Should these areas be annexed, it is anticipated they would largely be incorporated into the Neighborhood Preservation District.

POTENTIAL USES
• Single-family residential
• Townhomes
• Multi-family residential
• Limited commercial/office
• Institutional
• Parks & open space

BUILDING SCALE
• Up to 3 stories

ZONING DISTRICTS
• R-1, R-2, R-3,
• R-4, R-CH, RSFA
• T-5
• O-I
• C-1

CHARACTER IMAGES

Cambridge Square Townhouses
Unincorporated DeKalb County

Chamblee-Tucker
Unincorporated DeKalb County

Ashlyn Pointe
Unincorporated DeKalb County

Oakcliff School
Unincorporated DeKalb County

STRATEGIES
1. Annex adjacent neighborhood areas to provide continuity in land uses with adjacent surrounding land within Doraville.
2. Allow adaptive reuse of existing single-family structures into office and limited commercial uses along major corridors.
FIGURE 4-11: ANNEXATION AREAS

Sources: City of Doraville, ARC, DeKalb County

Chamblee Tucker Rd
McElroy Rd
Oakcuff Rd

Doraville Boundary
City Hall
MARTA Station
MARTA Gold Line
Expressway
Street
Railroad
Annexation

Chamblee Tucker Rd

0 0.15 0.3 Miles

N
4.3 ECONOMIC STRATEGY

BUILDING UPON THE CITY’S UNIQUE STRENGTHS

Doraville is an emerging urban center with a relatively small population base (less than 11,000). More than 75 percent of the city’s assessed property value is commercial or industrial, and Business and occupational taxes are the third largest source of General Fund revenue for the city. As a result, the City’s fiscal health and future opportunities depend to a large extent on a thriving business community and, by extension, the continued growth of commercial property values.

Doraville is attractive to business for a number of reasons. Despite the small population of Doraville proper, the city is strategically located northeast of Atlanta at the intersection of two major interstates (I-285 and I-85), two major state routes (Buford Highway and Peachtree Industrial Boulevard), and the end of MARTA’s Gold Line. This places the city within reach of a large share of the region’s 5.5 million people, in one of the fastest growing portions of the metropolitan statistical area (MSA).

The interstate access makes Doraville extremely attractive from a logistics standpoint and drives demand for the roughly 800 acres of industrial property in the city. Wholesale businesses are particularly attracted to Doraville for this reason, while retailers benefit from the high traffic and visibility of key intersections and corridors.

Doraville’s access to mass transit is another major selling point for businesses. Ongoing redevelopment of the 165-acre Assembly development depends heavily on the site’s access to the Doraville MARTA Station and the proposed gateway redevelopment in Historic Downtown Doraville will similarly leverage the city’s strong transit connectivity. These developments and others are tapping into a broader regional shift toward transit-oriented development (TOD) that has placed close-in communities like Doraville at a tremendous advantage relative to conventional suburban employment nodes.

In addition, the DeKalb-Peachtree Airport at less than two miles away from the Doraville MARTA station adds additional transportation access to Doraville. As the second busiest airport in the State of Georgia only behind Hartsfield-Jackson Atlanta International Airport, its proximity to downtown Atlanta makes it the airport of choice for corporate and business clients doing business in the Atlanta metropolitan area. Doraville can benefit greatly from the airport in particular with its emerging film industry in Doraville as it will attract outside investment and talent. Finally, Doraville has developed a reputation in the region for diverse international restaurants and shops such that Buford Highway has become a destination for unique dining and shopping experiences, and the corridor has even served to incubate small businesses for internationally acclaimed developments elsewhere in the region. Such recognition presents tremendous opportunities to grow and leverage what is otherwise an aging corridor of suburban strip retail.

A major economic development advantage of Doraville is its central location in the region and access to transit, the interstate highways, and airways.
OVERCOMING BARRIERS TO OPEN THE NEXT CHAPTER OF PROSPERITY

Doraville faces a number of barriers to realizing the full economic potential of its vast commercial footprint. In the city today, businesses rarely work together in any formal way to leverage the strong brand and regional draw of Buford Highway. Although there is a sense that local businesses do a good job of serving visitors and drive-by traffic, Doraville residents can’t always find needed goods and services within the city limits. Pedestrian safety and sidewalk maintenance on Buford Highway are clear challenges, and the scattered commercial zones throughout the city have little connection or relevance to the neighborhoods that surround them.

To address these challenges, a number of strategies come to light that can help to ensure Doraville’s future economic vitality. These strategies should be managed by the City’s Economic Development Department but will require collaboration with other City departments. In order to implement these and other plans, it will be important for the City to identify and pursue additional partnerships and funding streams. Working closely with DeKalb County, Atlanta Regional Commission, Metro Atlanta Chamber, and other economic development entities should remain a priority.

CREATE A MORE COLLABORATIVE BUSINESS ENVIRONMENT

Public input suggests that many of the business owners and employees in Doraville do not live in the community, and there is no unified organization representing the interests of commercial property owners or businesses. As a result, the needs and interests of the business community are underrepresented in civic life. A strong business association could help to ensure smooth interactions with the City related to permitting and licensing issues. Further, the lack of such an organization precludes the type of engagement that could result in local businesses having stronger relationships with residents and more effectively serving the community.

While the association is a forum best led by the business community, City staff has the ability to convene this group, and provide meeting spaces, facilitate connections with the Mayor or designated councilmembers representing Doraville as an ex officio member. The City can further create a collaborative business environment by establishing a set of business events during the year that can help bring businesses together with city leadership. A biannual or quarterly event where businesses are able to informally interact with City staff and build relationships with each other would provide a collaborative, successful business environment among businesses that is currently lacking.

Another way that the city can work with businesses is to continue streamlining the business licensing process. The City has made great strides in this regard, but other approaches could include the creation of one-page guidelines, better training of front-line staff, and leveraging technology – including social media – to keep businesses and property owners abreast of policies, code enforcement, meeting schedules, and success stories.

Finally, Community Improvement Districts (CIDs) provide a mechanism for businesses to work collaboratively and pursue enhancements that fall outside of the City’s primary functions. The city has recently established a CID at Assembly, and should explore opportunities to establish a Buford Highway CID in partnership with neighboring jurisdictions.
DIVERSIFY THE BUSINESS SECTOR AND EXPAND EMPLOYMENT OPPORTUNITIES

In order to retain and attract healthy, growing businesses, it is important for Doraville to provide the type of environment that today's businesses, visitors, and residents desire. While strategies related to mixed-use and transit-oriented development are described in more detail in the future land use strategy section (beginning on page 4-2), these efforts relate directly to the City's ability to maintain and grow healthy commercial areas.

Around the country and especially in Metro Atlanta, walkable, mixed-use districts are proving more attractive to businesses and consumers than single-use, auto-oriented locations. For Doraville to remain economically vibrant, its commercial areas must be made safer and more appealing for all users, including drivers, cyclists, and pedestrians. Although Buford Highway primarily functions as an arterial, allowing mixed-use (including residential), better pedestrian crossings, and alternative forms of transportation along the commercial corridor can strengthen this key economic asset. For example, strategically located multi-family residential uses along Buford Highway will not only attract positive evening activity and reduce the perception of poor personal safety, but the additional housing will also provide for a larger local population to support a wider range of businesses along the corridor.

Ordinances should be refreshed to ensure that entrepreneurial businesses like Big Green Egg can continue to choose Doraville. Big Green Egg opened its 35,000-square-foot headquarters on DeKalb Technology Parkway in 2015, and in addition to office space the facility includes a culinary teaching center, outdoor kitchen, and retail outlet. Hybrid spaces such as this may not be permitted under standard zoning classifications. Attracting such businesses without the burden of a cumbersome conditional use permit process should be the goal as the broader Atlanta economy moves toward creative industries, technology, and innovation. Fiber infrastructure will also be important to attracting this activity.

Finally, because most Doraville residents do not work in the city, projects such as Assembly can create employment opportunities for residents within the city limits. Economic development has a key role in supporting the TAD, CID, and other mechanisms that can facilitate the redevelopment of this important property as well as others around the city.

ESTABLISH A UNIQUE IDENTITY AND ENHANCE VISITORS’ EXPERIENCE

Doraville’s businesses rely heavily on visitors, but there is currently no consistent or unique identity associated with the community. Many outsiders know Doraville only as home to the former GM plant, as Buford Highway, as an interstate exit along their commute, or as the name of the northbound MARTA Gold Line train. A strong and consistent brand is important to maintaining a healthy business community and can increase civic pride and engagement among residents. Implementing the Historic Downtown Doraville Redevelopment Masterplan is an important step toward creating a sense of place and providing a community gathering spot for residents and visitors. The City can also do more to leverage existing assets including Buford Highway, which is viewed as a special and distinguishing feature of the city. The City should build from private initiatives like "We Love BuHi” and form partnerships as they provide great platforms to connect businesses and visitors. Engaging Doraville residents in these initiatives will help to ensure their longevity.

The City should leverage email and social media to communicate to residents and surrounding communities about events, business openings, and other community news. Online and printed maps and business directories are also important to highlight the city’s impressive business offerings. Finally, leveraging partners such as the DeKalb Convention and Visitors Bureau can help to promote local events and businesses.
4.4 QUALITY OF LIFE

SHAPING OUR POPULATION

An important part of Doraville’s path forward is the quality of life it is able to offer its residential population. During the Design Doraville process, the quality of life term was used broadly to capture those activities outside transportation, economic development, housing, and land use that Doraville residents believe are core elements to their individual success, ease of day-to-day life, and general happiness.

Predominant ideas that were heard include better schools, continued diversity, continued dedication to improving our parks, more events, and more places for the Doraville community to come together for events, activities, and entertainment – themes that carried throughout the planning process. Many of Doraville’s quality of life factors will have an important impact on the evolution of the city’s residential population in the future. There is consensus in the community that Doraville’s location makes it well-suited to better serve the needs of Doraville’s families, older retirees, and internationally connected community, while becoming better positioned to young adults that are starting their careers and can help contribute to Doraville’s livelihood. There are five key strategy areas coming out of the planning process that should be a focus of Doraville advancing a high quality of life within the city; these topics work hand-in-hand with strategies for land use, transportation, housing, and economic development.

STRATEGY FOR SUCCESS

IMPROVE OUR SCHOOLS

The schools that serve Doraville’s children are under-performing both in the quality of education and the lack of adequate facilities. The result is not only adversely affecting Doraville’s school-aged children and their families but also inhibiting Doraville’s ability to attract new investment by the private sector. While the City does not have authority over the DeKalb County Schools, it is essential that the city’s leadership, community groups, and residents continue to advocate for ameliorating and improving the public schools as a number one factor for Doraville’s future success.

This topic is viewed with such importance that it is also an overarching goal for the community’s future.
ADVANCE SPACES FOR GATHERING & RECREATING

Central Gathering Space
Although Doraville residents feel that they connect with neighbors within their respective neighborhood of the city, there is general agreement that Doraville lacks a central location to come together as one community. In addition to this, the public spaces within Doraville can continue to be better utilized to bring the Doraville community together.

Continue to Invest in Parks & Recreation
Doraville’s parks are the heart of its residential neighborhoods as they provide opportunities for informal play and interaction, becoming important communal places among neighborhoods. The City recently adopted its Parks and Recreation Masterplan. A key aspect of the Community Work Program provided in Chapter 5 (beginning on page 5-11) is advancing the priority projects identified in the greenspace masterplan.

FACILITATE MORE EVENTS, ACTIVITIES & ENTERTAINMENT
There is a strong desire for Doraville to embrace a more active role in carrying out and hosting more events and activities oriented to both community members and visitors. Additional opportunities for entertainment for families, younger workers, and aging adults are also desired. Throughout the public process, there were several ideas discussed around hosting events downtown and along Buford Highway. It is also believed that Doraville could accommodate a public space where a variety of activities could be hosted by both the public and private sector, including cultural arts activities, business events, public meetings, and other exhibitions. It is possible that a space like this could be developed as a part of Assembly or downtown.

ROLE OF PARTNERS
While there is much desire to advance the City’s role in community activities, it is important that the limited resources of the City be kept in mind. As a city of only 11,000 people, yet likely to grow with redevelopment and infill development, there are limited resources to dedicate to special activities and events. The City’s nonprofit partners, community groups, partner government entities, schools, and private sector developments are key partners and should also lead in advancing many of the plan’s quality of life priorities. The City should play a primary role as supporter, advocate, and developer, where appropriate, as laid out in the Community Work Program in Chapter 5 (beginning on page 5-11).
4.5 TRANSPORTATION

STRENGTHS, CHALLENGES, AND OPPORTUNITIES

Doraville is uniquely positioned to take advantage of the regional transportation network. With access to MARTA’s rail network and the regional highway network, the city already offers many transportation options to residents and visitors. Doraville’s transportation strengths include:

- Regional rail access at Doraville Station
- Multijurisdictional regional bus service
- Regional highway access via I-285, I-85, Peachtree Industrial Boulevard (PIB), and Buford Highway
- Heavy rail access through Norfolk Southern rail lines

While possessing strong transportation access, Doraville does face challenges in terms of connectivity, multi-modal support, safety, and congestion. The city’s major challenges in coming decades include:

- A partially connected sidewalk network
- Major highways and rail lines which separate the city’s neighborhoods
- Increasing congestion due to new development
- Pedestrian safety concerns along Buford Highway and PIB

Addressing the challenges ahead requires the exploitation of all opportunities offered by Doraville’s existing transportation network and planned regional projects. The city should embrace the following opportunities:

- Redevelopment and infill development both provide opportunities to incorporate standards which require multi-modal friendly designs, including sidewalks, parking and storage for bicycles, and interconnectivity that allows for better access and circulation for all transportation modes. These items can be accomplished through modifications to the zoning ordinance, establishment of urban design standards, and establishing conditions in rezonings.
- Assembly should follow TOD design guidelines and ensure the construction of the new multimodal covered street underneath the MARTA and Norfolk Southern tracks to connect Assembly to MARTA and downtown.
- Most neighborhood streets can be easily retrofitted with sidewalks, bike lanes, and other complete street amenities to create a pedestrian-friendly environment.

The City should advocate for the I-285 managed lanes project and I-85 collector-distributor system, regional projects that will improve congestion at access points into the city by connecting frontage roads running along both roadways. See Table B-35, Regional Transportation Projects in Appendix B, for more details on these projects.

AREAS OF FOCUS

Community outreach and review of previously planned projects indicate a clear focus for Doraville’s transportation network as the City moves forward. The diverse Doraville community needs access to a variety of transportation modes and connectivity that allows people to travel easily within the city limits and throughout the region. These enhancements and investments will not only advance Doraville’s quality of life and attractiveness as a place to visit but provide a boost to the City’s economic development agenda. Such multimodal transportation connectivity requires:

- A network of sidewalks and trails that improve last-mile connectivity (the final stages of a trip after an individual has exited their bus or train to reach their destination) and allow residents to travel freely by foot and bicycle.
- Pedestrian and bicycle connectivity to the Doraville MARTA station to ensure equitable access to transit.
- A connected roadway network that allows commuters to enter and exit the city efficiently, even during rush hour periods.
- A focus on pedestrian improvements along major commercial corridors, particularly Buford Highway, to ensure that Doraville’s residents are safe.
TRANSPORTATION STRATEGY

Given the areas of focus and opportunities available to the City of Doraville, as well as the goals and priorities established by the community, Doraville should strive toward:

- Improved pedestrian safety, mobility, and connectivity within the city;
- A bicycle network;
- Traffic calming in neighborhoods;
- An automobile parking policy aligned with the land use policy; and
- Advocacy for regional roadway investments.

IMPROVE PEDESTRIAN SAFETY, MOBILITY, AND CONNECTIVITY WITHIN THE CITY

Pedestrian connectivity initiatives should focus on major neighborhood streets, major arterials and commercial centers, new developments, and around the Doraville station and civic areas. The City has completed a sidewalk investment plan that largely identifies where these investments should occur. There are additional opportunities to pair sidewalk investments with other planned initiatives to facilitate complete streets. Primary projects include:

- Traffic and stormwater mitigation projects along Oakcliff Road, Winters Chapel Road, and Chestnut Drive (Phase I)
- Realignment of Chestnut Drive at Park Avenue at the intersection with Buford Highway
- Realignment and extension of Oakmont Avenue to expand the downtown street grid.

BUILD A BICYCLE NETWORK

A strong bicycle network allows residents to more quickly and easily reach transit services and local destinations. Doraville should promote a dedicated bicycle network alongside pedestrian enhancements. The traffic and stormwater mitigation and complete streets projects include bicycle facilities which fulfill this priority.

IMPLEMENT TRAFFIC CALMING IN NEIGHBORHOODS

Traffic calming is an important strategy for Doraville to improve transportation safety and comfort for pedestrians and cyclists. The City’s projects should incorporate medians, extensive crosswalks, flashing yellow lights and mid-block crossings, bicycle lanes, and raised pedestrian crossings in order to slow traffic speeds and ensure that pedestrians and cyclists are safe, particularly within neighborhoods.

ALIGN AUTOMOBILE PARKING POLICY WITH LAND USE POLICY

The City should amend minimum parking requirements and establish maximum parking requirements in the zoning ordinance should require electric vehicle charging stations for multi-family and mixed-use/commercial developments and ensure that excess parking is not constructed during new development. Additional amendments to the zoning ordinance should ensure that innovative parking amenities such as Zipcar locations, and shared parking arrangements are allowed. This will promote an urban built environment, facilitate multimodal travel, and catalyze economic development.

ADVOCATE FOR REGIONAL ROADWAY INVESTMENTS

Doraville should continue to advocate for valuable regional roadway investments to ensure that they are delivered in a way that benefits residents. Advocacy should focus on projects already listed in the DeKalb County Comprehensive Transportation Plan and the Regional Transportation Plan. The primary regional roadway investments in Doraville are:

- PIB widening inside I-285 and PIB southbound improvements outside I-285
- Off-ramp improvements to I-285 managed lanes
- I-85 northbound collector-distributor system
- Buford Highway to Peachtree Road flyover connection along Shallowford Road

Figure 4-12 displays the primary components of Doraville’s Transportation Vision.
FIGURE 4-12: TRANSPORTATION VISION

- MARTA Station
- City Hall
- Doraville Boundary
- Expressway
- MARTA Gold Line
- Street
- Parcel
- Water
- Park

**Improvement**

- Last Mile Connectivity / Complete Street Retrofit
- Roadway / General Purpose Capacity
- Roadway / Managed Lanes
- Roadway / Operations and Realignment
- Buford Highway LCI Study

Sources: City of Doraville, ARC, DeKalb County
PARTNERSHIP & FUNDING

Funding for Doraville’s transportation vision should be drawn from a number of key partners and strategies. Doraville should actively engage the region’s transportation agencies to ensure that all available funding sources are made available. Key regional partners include:

- Georgia Department of Transportation (GDOT);
- Metropolitan Atlanta Rapid Transit Authority (MARTA);
- Atlanta Regional Commission (ARC);
- DeKalb County;
- Georgia Regional Transportation Authority (GRTA); and
- Norfolk Southern.

GEORGIA DEPARTMENT OF TRANSPORTATION

GDOT is the primary distributor of transportation funding in the state of Georgia. Major state routes such as Buford Highway and PIB can qualify for state funding for expansion or maintenance. GDOT also coordinates the region’s large-scale transportation improvements such as the I-85 collector-distributor lanes. Doraville should maintain contact with GDOT to ensure that the execution of these projects benefits local residents. Doraville should also consider providing local matching funds for GDOT-based roadway maintenance funding to ensure that the greatest amount of state maintenance funding is made available.

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

MARTA is the region’s leading transit provider. Doraville should coordinate investments near the Doraville Station with MARTA in order to explore opportunities for funding partnerships. Due to TOD investment required downtown and at Assembly, Doraville can coordinate with MARTA to access MARTA’s allocated TOD funding and promote transit-based elements of the local transportation vision, such as the proposed covered street underneath the existing MARTA tracks.

ATLANTA REGIONAL COMMISSION

ARC, the metropolitan planning organization (MPO) for the Atlanta region, coordinates projects from all regional jurisdictions through its Regional Transportation Plan. Doraville should ensure that all desired local transportation projects are included in the RTP and made available for ARC-based funding sources. ARC also coordinates the region’s Livable Centers Initiative (LCI) program which allocates funds for neighborhood- and corridor-level studies and resultant multimodal projects. The Buford Highway LCI represents a critical opportunity for Doraville to highlight and expose funding for local transportation projects.

DEKALB COUNTY

Doraville should coordinate with DeKalb County’s planning and public works departments to ensure that roadway maintenance proceeds as necessary. Doraville should also ensure that local projects are included in the DeKalb Comprehensive Transportation Plan (CTP) to increase visibility. As DeKalb County handles the bulk of street repair in Doraville, extensive coordination between the City and County is necessary to ensure that maintenance needs are prioritized appropriately.

GEORGIA REGIONAL TRANSPORTATION AUTHORITY

GRTA, as the operator of regional commuter transit, provides an important role in connecting regional residents and workers to the Doraville MARTA station and providing regional service along the City’s eastern border via I-85. The City should continue to collaborate with GRTA to ensure services complement City mobility goals.

NORFOLK SOUTHERN

Norfolk Southern tracks run through the heart of Doraville and adjacent to the Town Center. Coordination and partnership with the company will be essential to achieving connectivity and redevelopment goals for the Town Center and at the former General Motors site.

Doraville Tax Allocation District

The Doraville tax allocation district (TAD) is a critical mechanism for generating local funding for transportation improvements. The Assembly site requires extensive infrastructure improvements to incentivize the desired development. All local projects proposed within the TAD should be designed to facilitate Assembly development and multimodal transportation. Creating access between Doraville’s downtown and Assembly should be the number one priority for all infrastructure improvements proposed within the TAD. Coordination between developers, TAD leaders, and regional transportation officials is critical to ensuring that improvements such as the covered street underneath MARTA at Doraville Station are completed. MARTA’s TOD program aligns well with the goals of the Doraville TAD and should be investigated for partnership opportunities.
5. OUR FOCUS
5.1 ACTION PLAN FRAMEWORK

OVERVIEW

This section of our plan takes the important step of moving from vision and strategy to implementation. The content within defines how Doraville can best advance its vision and goals in the next five years, building off the strategies identified in Chapter 4. This chapter reiterates the overarching vision and goals identified in Chapter 3 and the top needs and opportunities (priorities) discussed in Chapter 3 to frame the work program for the future.

Following this summary Action Plan Framework is a list of key actions for the next five years that address each of the priorities by subject area plan. That narrative is followed by the 100-Day Action Plan and the Community Work Program, identifying time frame, responsible parties, funding streams, and cost for advancing priorities identified in this plan.

VISION STATEMENT

Doraville will stand out as a vibrant, diverse and open-minded community that offers unique opportunities to live, work, shop, and enjoy the best of what the Atlanta region has to offer – a balanced mix of uses, strong neighborhoods, good schools, family friendliness, a diverse employment sector, and a multi-modal transportation network.

Doraville… the city that connects.

GOALS

CONTINUE TO BUILD A DORAVILLE BRAND

FURTHER DORAVILLE’S TRADITION OF CULTURALLY DIVERSE RESIDENTS AND BUSINESSES

PRESERVE AND ENHANCE OUR NEIGHBORHOODS

LINK DORAVILLE

REBUILD DORAVILLE’S CORE

ALIGN IMPLEMENTATION TOOLS WITH OUR VISION

CREATE A STRONG, CONNECTED BUSINESS COMMUNITY

IMPROVE PUBLIC EDUCATION
PRIORITY

The priority needs and opportunities are organized by the key substantive areas of our plan. Each of the items below reflects a recurring topic that was heard by community members and other stakeholders that will help the City advance its goals and vision.

QUALITY OF LIFE
1. Enhance relationship with DeKalb County School Board to improve schools to which Doraville residents are districted.
2. Increase the number of community events and programs offered by the City.
3. Establish more formalized methods for community’s diverse members to be engaged in City of Doraville decision making to preserve diversity of Doraville population.
4. Provide more places for public gathering and social activities.

TRANSPORTATION
1. Improve pedestrian safety, mobility, and connectivity within the city.
2. Build a complete bicycle network within the city that also connects to adjacent cities.
3. Further traffic calming in neighborhoods.

ECONOMIC DEVELOPMENT
1. Create a more collaborative business environment.
2. Improve the business licensing process.
3. Update the City’s ordinances to diversify the business sector and expand employment opportunities.
4. Enhance the visitors’ experience in Doraville.
5. Establish a unique Doraville identity in the greater Atlanta region.

LAND USE
1. Update the City’s zoning ordinance, including the Livable Communities Code, to address ongoing issues and align with updated Comprehensive Plan policies and goals.
2. Implement the Historic Downtown Doraville Redevelopment Masterplan.
3. Advance the redevelopment of the former General Motors site into Assembly.
4. Facilitate the introduction of mixed-use development at strategic locations in the city.
5. Facilitate transit-oriented development and mixed-use near the transit station and along major corridors and highways.
6. Allow multi-family residential uses in the C-1 and C-2 zoning districts.

HOUSING
1. Increase the variety of housing price points and housing sizes (number of bedrooms per unit) in Doraville.
2. Preserve property values through code enforcement.
3. As land values increase and properties redevelop, help set aside a percentage of housing at affordable price points.
5.2 PRIORITIES & ACTIONS

QUALITY OF LIFE

1. Enhance relationship with DeKalb County School Board to improve schools to which Doraville residents are districted.
   - Continue to develop a plan to establish and formalize more school resources in Doraville.
   - Regularly collaborate with and lobby the DeKalb County Board of Education on needs and improvements for Doraville area.

2. Increase the number of community events and programs offered by the City.
   - Develop a strategic plan for enhancing community event offerings in the city.
   - Establish Doraville ambassador program to support the Doraville 101 initiative.

3. Establish more formalized methods for community’s diverse members to be engaged in City of Doraville decision making to preserve diversity of Doraville population.
   - Develop a simple guide to City government. (address permitting and code enforcement, education, and government organizational structure; as appropriate, add education tailored to annexation areas) Provide in multiple languages.
   - Develop a diversity plan. See City of Decatur’s Diversity Plan.
   - Establish Doraville 101 – open to all residents.

4. Provide more places for public gathering and social activities.
   - Implement Parks and Recreation Master Plan.
   - Meet PRMP sign standards & design standards.
   - Complete PRMP parkland feasibility study.
   - Establish a new park on the west side of the City near the Doraville MARTA Station per PRMP.
   - Work with Assembly Developers to restore the banks of Bubbling Creek for future creation of a linear park or walking path.

Investment in public space, similar to the Suwanee Town Center, is a top priority of the the community

Photo credit: David Douglas

Word cloud of most common responses to “What makes Doraville stand out in 2036?”
(Source: Design Doraville Community Survey, Question 5)
TRANSPORTATION

1. Improve pedestrian safety, mobility, and connectivity within the city.
   - Implement the Parks and Recreation Master Plan.
   - Carry-out and implement Buford Highway Livable Centers Initiative Study.
   - Implement Phase 1 New Peachtree Road complete streets improvements, inside the Perimeter (2017-2018 construction).
   - Implement high priority sidewalk projects.
   - Implement New Peachtree Road complete streets improvements (Phase 2), outside the Perimeter (2019-2021).
   - Implement Phase 1 (Oakcliff, Chestnut, Winters Chapel) of traffic and stormwater mitigation project.
   - Implement Phase 2 of traffic and stormwater mitigation project.
   - Adopt a complete streets ordinance, to be applied to appropriate roads within the city.
   - Establish plan for and implement bus stop enhancements (physical and informational improvements). Coordinate with MARTA.
   - Provide multi-use trail along Flowers Road to connect Ridgeway Drive and Carver Circle to the Tilly Mill Marketplace and to the MARTA station and downtown.

2. Build a complete bicycle network within the city that also connects to adjacent cities.
   - Provide a multi-use trail along Flowers Road to connect Ridgeway Drive and Carver Circle to the Tilly Mill Marketplace and to the MARTA station and downtown.
   - Build a multi-use path between Chicopee Park and Tilly Mill Marketplace.

3. Further traffic calming in neighborhoods.
   - Implement Phase 1 (Oakcliff, Chestnut, Winters Chapel) of traffic & stormwater mitigation project.
   - Implement Phase 2 of traffic & stormwater mitigation project.
   - Install raised pedestrian crossings as speed tables.

4. Adjust parking policy that’s consistent with land use policy
   - Amend minimum bicycle and vehicular parking requirements in the zoning ordinance.
   - Add maximum vehicular parking thresholds.
   - Require electric vehicle or alternative fuel charging stations in multi-family and mixed-use developments.
   - Introduce innovative parking policies that allow for reverse angled parking, Zipcar (or similar business) locations, and shared parking arrangements.

Other Roadway Investments Programmed for Next 5 Years
   - Chestnut Dr. realignment and signalization with Park Ave at Buford Hwy.
   - Create a new multimodal street connection under the existing MARTA and Norfolk Southern corridor.
   - Buford Highway (SR 23) to Peachtree Boulevard (SR 141) Arterial Connector & Bridge (TIA-DK-057).

MID-TO LONG-TERM CONSIDERATIONS
   - Pursue bus transit-oriented development.
   - Establish pedestrian and bicyclist improvements at Peachtree Industrial Boulevard (SR 141) and I-285.
   - SR 141 Southbound capacity improvement

SUPPORTING POLICIES
   - Support transit expansion that connects to the Doraville MARTA station.
   - Support a connected street network.
   - Continue to enhance Doraville’s street network by undertaking operational and capacity improvements.
ECONOMIC DEVELOPMENT

1. Create a more collaborative business environment.
   - Initiate consideration of a Buford Highway Community Improvement District with adjacent jurisdictions.
   - Host a regular business forum (quarterly or other interval as determined appropriate).
   - Establish an annual or bi-annual developer day.

2. Improve the business licensing process.
   - Regularly update permit application forms.
   - Train City staff to better facilitate formal enrollment of businesses in the City of Doraville.
   - Establish a Doraville Business Academy or other educational program to help guide businesses through the City permitting and licensing process.

3. Update the City’s ordinances to diversify the business sector and expand employment opportunities.
   - Update all zoning district uses.
   - Reduce the number of conditional use permits required by improving allowed uses lists and minimum buffer requirements.
   - Allow for flexibility of uses within Office Hubs – e.g. demonstration kitchen, beer served on special events, etc.
   - Allow for flex office space to be shared between various individuals/companies.

4. Enhance the visitors’ experience in Doraville.
   - Implement the Historic Downtown Doraville Redevelopment Masterplan.
   - Create a map-based marketing package for visitors, to include a City map and business directory (see “We Love BuHi” map as an example).
   - As Phase 2 to the gateway signage installed in 2016 along the edges of the city, install signs or public art at major intersections within the city and at the Doraville MARTA Station.
   - Grow the online incentives & tax credits toolbox outlining available local, state, & federal tax credits, financial assistance, and business start-up / support organizations.

5. Establish a unique Doraville identity in the greater Atlanta region.
   - Create a (set of) brochure(s) to market and build a brand for the city.
   - Resume recognition of national holidays for the nations with a consulate or trade representative in the Atlanta area and pursue the Sister City program to help market Doraville to the world.

6. Attract businesses to Doraville through economic development strategies
   - Utilize EPA and CDBG revolving loan funds to remediate, address blight, and create jobs.
   - Update and/or amend Urban Redevelopment Plan as needed to address appropriate areas.
   - Continue to try to obtain Opportunity Zone status for properties that languish on the market.

SUPPORTING POLICIES

- Collaborate with Chamblee on a Joint Development Authority or expand Doraville’s Downtown Development Authority (DDA) to city-wide to provide bond-financing to areas outside of the current DDA boundary.
- Conduct a city-wide comprehensive economic development plan.

- Recognize the importance of the business community by facilitating a Doraville Chamber of Commerce or other like business organization.
- Encourage fiber infrastructure. Package Doraville as a market to invest in for fiber.
- Identify and pursue additional partnerships and funding streams for economic development.
- Continue to develop the City’s economic development incentives/tax credits toolbox.
- Support and encourage public art initiatives.
- Encourage events/activities by outside groups that help promote Doraville.
- Better leverage the DeKalb Convention & Visitors Bureau as a tool for marketing Doraville.

LAND USE

1. Update the City’s Zoning Ordinance,
including the Livable Communities Code, to address ongoing issues and align with updated Comprehensive Plan policies and goals.

- Address the list of detailed zoning ordinance update recommendations in Chapter 5 (pages 5-7 through 5-8) of Design Doraville.
- Design uniform standards for signage & public amenities to frame the quality of future development.

2. Implement the Historic Downtown Doraville Redevelopment Masterplan.
   - Administer two RFPs: 1) Civic campus and 2) Mixed-use redevelopment.

3. Advance the redevelopment of the former General Motors site into Assembly.
   - Continue to advocate for TAD approval.

4. Facilitate the introduction of mixed-use development at strategic locations in the city.
   - Expand form-based Livable Community Code to the Buford Highway corridor to improve urban design standards and allow mixed-use residential uses.

5. Facilitate transit-oriented development and mixed-use near the transit station and along major corridors and highways.
   - Update zoning code to ensure such developments are supported.

**ZONING IMPROVEMENTS**

1. Update the permitted uses in all zoning districts to identify appropriate uses for each district to align with vision laid out in the Comprehensive Plan. Make allowable uses clearer to understand and easier to administer.
2. Organize zoning districts by a hierarchy of intensity of uses and building scale.
3. Particular attention should be paid to allowable uses in the M-1 (light industrial district) and the O-I and O-W districts.
4. Update the “use” definitions to ensure clarity in the code; definitions should be crafted as to allow for flexibility where desired by the community.
5. Allow multifamily residential uses in the C-1 and C-2 districts.
6. Minimize application of conditional use permits (CUPs) in each zoning district. Limit those uses and/or locations where a use could have a notable adverse impact on surrounding residential properties if not designed or executed well.
7. Amend the C-1, C-2, O-I and multi-family residential zoning districts to incorporate urban design and building form requirements to establish a pedestrian-oriented building form when redevelopment occurs.
8. Consider rezoning the eastern side of Buford Highway inside I-285 to the Livable Community Code to create a uniform look and feel along the corridor. Changes to this area should reflect recommendations of Buford Highway Livable Centers Initiatives study.
9. Allow for flexibility in Office Hub character area to attract new businesses, diversify the business sector, and expand employment opportunities.
10. Establish broader “permitted uses” in districts and eliminate restrictions on similar uses within a “use” category.
11. Allow home occupation businesses within all residential zoning districts.
12. Revisit residential districts and evaluate whether districts sufficiently allow for a variety of housing price points and housing sizes. Considerations should include housing that accommodates needs of millennials and young professionals, empty nesters and seniors, families, and variety of workers that are in employed in Doraville by decreasing minimum lot area, width, depth, frontage, setbacks, and maximum units per acre; consider adding maximum lot sizes.
13. Update the minimum lot sizes and setbacks in single-family districts to match the historic lot pattern in established neighborhoods.
14. Require new multi-family residential developments seeking financial assistance from the city to have a certain percentage of affordable workforce housing units. Consider requirements for new affordable/workforce housing as part of new multi-family residential developments exceeding a certain number of residential units.
15. Update parking regulations.
   a. Expand minimum bicycle parking requirements to all multi-family residential and non-residential and mixed-use zoning districts to encourage bicycling as an alternative means of transportation.
   b. Establish minimum requirements for electric vehicle or alternative fuel charging stations for all multi-family...
residential and non-residential and mixed-use zoning districts.
c. Establish maximum vehicular parking thresholds within ¼ mile of the Doraville MARTA Station.
d. Reduce minimum parking requirements for all uses for properties within a ½ mile of the Doraville MARTA station.
e. Introduce innovative parking strategies that allow for reverse angled parking, Zipcar (or similar business) locations, shared parking arrangements, valet parking, and tandem parking (shared parking spaces).
f. Encourage on-street parking throughout downtown and in new developments creating new streets.

16. Add parking lot landscaping requirements.
17. Revisit landscape buffer requirements between single family residential districts and abutting non-residential zoning districts to help protect property values and mitigate the negative impacts of noise and aesthetics from commercial and industrial uses.

18. Evaluate the zoning, tree, and sign ordinances in terms of their impact on attracting desirable businesses; amend accordingly.
a. Amend the tree ordinance to value quality over quantity. Encourage overstory trees over understory trees to serve the purpose of reducing the heat island effect and improve air quality. Include spacing requirements that reflect minimum root zone square footage.

19. Adopt street design guidelines to promote the development of complete streets.
20. Remove LEED requirements; develop alternative requirements that streamline the permitting process and yet achieve similar green infrastructure goals.

21. Revise sign regulations in light of the Supreme Court ruling in Reed v. Town of Gilbert to ensure content neutrality.
22. Incorporate any changes needed to address state environmental planning requirements, O.C.G.A. § 12-7-6.
23. Update LCC to address issues identified since its adoption in 2014.
24. Addition of a new zoning district to allow for the conversion of single-family homes into limited commercial uses along commercial corridors of adjacent to commercial nodes.
25. Allow for flex office space to be shared between various individuals/companies.

SUPPORTING POLICIES
- Support annexation of islands of unincorporated land that are surrounded by the City.
- Make transit-oriented development an economic development priority.

HOUSING

1. Increase the variety of housing price points and housing sizes (number of bedrooms per unit) in Doraville.
   - Ensure the zoning ordinance allows for unit variety among the residential zoning districts.
   - Continue to work with developers towards creating more housing choices for seniors in accordance with Aging in Place principles.

2. Preserve property values through code enforcement.
   - Modernize Code Enforcement program by establishing an online form to report and monitor code violations.
   - Create a visuals-based brochure detailing City Code Enforcement violations and how to avoid them.

3. As land values increase and properties redevelop, help set aside a percentage of housing at affordable price point.
   - Establish a policy to support and/or include a percentage of units in developments as affordable workforce housing.
   - Support MARTA TOD affordable workforce housing component.

MID- TO LONG-TERM CONSIDERATIONS
- Add accessory dwelling unit as an allowable use in appropriate districts.

SUPPORTING POLICIES
- Work with developers to increase development of additional housing product types (multi-family and townhome).
5.3 100-DAY ACTION PLAN

The most difficult action in achieving a goal or objective is often taking the first step. This 100-Day Action Plan is intended to help ensure this plan document quickly and efficiently moves from the planning phase to implementation. The plan should be used from day one to drive decisions or it is at risk of sitting on a shelf.

This list of actions equates to advancing roughly five to six items per month for the first three (3) months following Comprehensive Plan adoption. Actions are intentionally grouped in one list as moving them forward should be a collaborative effort of the administrative and elected leaders of the city. To this end the first item on the list is to form a “Design Doraville First” committee – a committee intended to help maintain Doraville’s commitment to following the plan.

1. Form a Design Doraville First committee to meet on a regular basis to check the status of annual actions on the plan, comprised of City department heads and the Mayor.
2. Meet with DeKalb County Public Works to discuss transportation maintenance funding and ongoing stormwater projects. Update them on related priorities reflected in the comprehensive plan.
3. Move forward with the Buford Highway Livable Centers Initiative with the City of Chamblee to further develop priority initiatives and a more refined vision for Buford Highway’s future.
4. Continue to work with Assembly developers to advance strategies that address infrastructure improvements and funding streams needed to move projects forward.
5. Hold a coordinating meeting with Doraville business leaders to establish and plan for a Doraville Business Association.
6. Develop and execute a training session with City Hall staff (including front line employees) on interacting with business and property owners and the business licensing process.
7. In collaboration with the Community Development Department, establish a list of by-right uses for the Office Hub character area.
8. Outreach to telecommunications companies that are establishing fiber networks in Metro Atlanta to understand their current plans for Doraville and communicate this information to citizens and businesses.
9. Establish a business directory on the City web site. Meet with the “We Love BuHi” team to identify opportunities to collaborate on business/restaurant maps and incorporate this information online.
10. Develop a social media strategy for communicating to residents and visitors about events, business openings, and City news.
11. Grow relationships with other municipalities to better understand how they have launched and maintained successful community events, ambassador programs, and like programs. Possible communities to meet with include City of Decatur, City of Dunwoody, City of Norcross, and City of Suwanee.
12. Create a strategy outline for establishing Doraville 101. Identify appropriate City staff to be engaged.
13. Identify specific time frame and clear understanding of resources required to implement zoning recommendations.
14. Release Requests for Proposal (RFPs) for downtown redevelopment.
15. Meet with MARTA to discuss advancement of TOD initiative at the Doraville MARTA property. Familiarize MARTA with the City’s recently adopted plan.

This 100-day action list is intended to help ensure this plan document quickly and efficiently moves from the planning phase to implementation.
The Community Work Program lays out the five-year action plan for advancing the vision, goals, and priorities identified herein during the 2017-2021 time period. The work program serves not only as a straightforward tool for implementing the plan, but can also help measure our success in implementing the plan. While the plan’s success involves a joint coordination among the public, private, and nonprofit sectors, it is the commitment of Doraville’s leadership and community members to the plan that will inspire others to believe in it, support it, and help advance it. These partners include businesses, real estate developers, other government entities, and community groups.

Figure 5-1 is organized by substantive area of the plan and then by priority area. For each action item listed, the work program identifies the time frame for pursuing the action, the responsible party for leading its achievement, the anticipated costs (if any), and potential funding sources.

The actions address priorities identified in this plan as well as planned initiatives that further Doraville’s vision and goals for the future. For example, the plan carries over projects from the City’s last five-year work program that were postponed or delayed but are important initiatives that are still top priorities for the community. The Record of Accomplishments for the previous 2011-2016 Short Term Work Program is provided in Appendix C.
### FIGURE 5-2: 2017-2021 COMMUNITY WORK PROGRAM

#### QUALITY OF LIFE

<table>
<thead>
<tr>
<th>ID</th>
<th>Project</th>
<th>Timeframe</th>
<th>Responsible Party</th>
<th>Estimated Cost</th>
<th>Potential Funding Source</th>
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<tbody>
<tr>
<td>1.1 Enhance relationship with DeKalb County School Board to improve schools to which Doraville residents are districted.</td>
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<td>a</td>
<td>Continue to develop a plan to establish and formalize more school resources in Doraville.</td>
<td>X X X X X</td>
<td>City Staff, Mayor, Council, DeKalb Co. Board of Education, ARC</td>
<td>Staff time</td>
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<td></td>
<td>Regularly collaborate with and lobby the DeKalb County Board of Education on needs and improvements for Doraville area.</td>
<td>X X X X X</td>
<td>City Staff and leadership, DeKalb Co. Board of Education, ARC</td>
<td>Staff time</td>
<td>City</td>
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<td>1.2 Increase the number of community events and programs offered by the City.</td>
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<td>a</td>
<td>Develop a strategic plan to incorporate international appreciation to public festivals and other events, such as “Doraville Days” and road races to catalyze Doraville’s vibrant culture and attract consulate corps &amp; schools of international studies.</td>
<td>X X X X X</td>
<td>City Staff, Mayor, Council, business community, nonprofit &amp; civic associations</td>
<td>Staff time</td>
<td>General Funds, Corporate, Institutional, Nonprofit, Multi- National Sponsorship</td>
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<tr>
<td>b</td>
<td>Establish Doraville ambassador program to support the Doraville 101 initiative.</td>
<td>X X</td>
<td>City Staff</td>
<td>Staff time</td>
<td>City</td>
</tr>
<tr>
<td>1.3 Establish more formalized methods for community’s diverse members to be engaged in City of Doraville decision making to preserve diversity of Doraville population.</td>
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<td>2017</td>
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<td>2020</td>
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<td></td>
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<td>2021</td>
<td></td>
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</tr>
<tr>
<td>a</td>
<td>Develop a simple guide to City government structure.</td>
<td>X</td>
<td>City Staff</td>
<td>Staff time</td>
<td>City</td>
</tr>
<tr>
<td>b</td>
<td>Develop a diversity plan utilizing the City of Decatur’s Diversity Plan as a precedent.</td>
<td>X X</td>
<td>City Staff</td>
<td>Staff time</td>
<td>City</td>
</tr>
<tr>
<td>c</td>
<td>Establish Doraville 101 – open to all residents.</td>
<td>X X</td>
<td>City Staff</td>
<td>Staff time</td>
<td>City</td>
</tr>
<tr>
<td>1.4 Provide more places for public gathering and social activities.</td>
<td></td>
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<td>2021</td>
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<tr>
<td>a</td>
<td>Implement Parks &amp; Recreation Master Plan (PRMP): Renovate existing parks (Chicopee, English Oak, Autumn, Brook, Flowers, Halpern, &amp; Honeysuckle).</td>
<td>X X X X X</td>
<td>City Staff</td>
<td>$2,510,000</td>
<td>City, TBD</td>
</tr>
<tr>
<td>b</td>
<td>Meet PRMP sign standards &amp; design standards.</td>
<td>X</td>
<td>City Staff</td>
<td>$100,000</td>
<td>City, TBD</td>
</tr>
<tr>
<td>c</td>
<td>Complete PRMP parkland feasibility study.</td>
<td>X</td>
<td>City Staff</td>
<td>$85,000</td>
<td>City, TBD</td>
</tr>
<tr>
<td>d</td>
<td>Establish a new park on the west side of the City near the Doraville MARTA Station per PRMP.</td>
<td>X</td>
<td>City Staff</td>
<td>$2,500,000</td>
<td>City, TBD</td>
</tr>
<tr>
<td>e</td>
<td>Work with Assembly Developers to restore the banks of Bubbling Creek (eroded &amp; overgrown with invasive species) for future creation of a linear park or walking path.</td>
<td>X X X X X</td>
<td>City Staff, Chamblee Staff, Assembly developers</td>
<td>$80 - $120,000</td>
<td>EPA, 5 Star, State grants, private or nonprofit</td>
</tr>
</tbody>
</table>
## TRANSPORTATION

<table>
<thead>
<tr>
<th>ID</th>
<th>Project</th>
<th>Timeframe</th>
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<th>Potential Funding Source</th>
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<tr>
<td></td>
<td></td>
<td>2017</td>
<td>2018</td>
<td>2019</td>
<td>2020</td>
</tr>
<tr>
<td>2.1</td>
<td>Improve pedestrian safety, mobility, and connectivity within the city.</td>
<td></td>
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</tr>
<tr>
<td>a</td>
<td>Adopt a complete streets ordinance with standards to be applied to appropriate roads.</td>
<td>X</td>
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</tr>
<tr>
<td>b</td>
<td>Carry out and implement Buford Highway Livable Centers Initiative Study.</td>
<td>X X X X X X</td>
<td></td>
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</tr>
<tr>
<td>c</td>
<td>Implement Phase 1 New Peachtree Road complete streets improvements, inside the Perimeter.</td>
<td>X X</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>d</td>
<td>Implement Phase 2 New Peachtree Road complete streets improvements, outside the Perimeter.</td>
<td>X X X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e</td>
<td>Create a safe, continuous route for pedestrians and cyclists accessing Assembly along Peachtree Industrial Boulevard from Flowers Road to North Peachtree Road by adding sidewalks with signalized crosswalks.</td>
<td>X X X X X X</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>f</td>
<td>Complete sidewalk project from Flowers Road to Hightower Elementary along Tilly Mill Road.</td>
<td>X X</td>
<td></td>
<td></td>
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<tr>
<td>g</td>
<td>Implement Phase 1 of high priority sidewalk projects.</td>
<td>X X</td>
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</tr>
<tr>
<td>h</td>
<td>Improve Shallowford Road corridor with a cycle track, sidewalks, and signalized crosswalks, with a focus on the intersection at New Peachtree Road.</td>
<td>X X X X X X</td>
<td></td>
<td></td>
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<tr>
<td>i</td>
<td>Coordinate with MARTA to establish plan for and implement bus stop enhancements.</td>
<td>X X</td>
<td></td>
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</tr>
<tr>
<td>2.2</td>
<td>Build a complete bicycle network within the city that also connects to adjacent cities</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>a</td>
<td>Study feasibility of and implement a connector trail from Chicopee Park to Halpern Park per PRMP.</td>
<td>X X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b</td>
<td>Implement multi-use trail along Flowers Road, connecting Tilly Mill and Carver Circle neighborhoods to the Doraville MARTA Station via New Peachtree Road.</td>
<td>X X X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c</td>
<td>Study feasibility of and implement a western greenway loop from the Doraville MARTA Station to DeKalb Technology Parkway via Clearview Parkway and Chestnut Drive per PRMP.</td>
<td>X X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d</td>
<td>Study feasibility of an eastern greenway loop connecting Nexus and Buford Highway to the Oakcliff neighborhood per PRMP.</td>
<td>X</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

¹ To be determined based upon availability of funding and City budgeting process
² To be determined based on scope of work necessary for project
### TRANSPORTATION (CONTINUED)

<table>
<thead>
<tr>
<th>ID</th>
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<th>Estimated Cost</th>
<th>Potential Funding Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>e</td>
<td>Work with Chamblee and Assembly developers to provide pedestrian and bicycle link along Bubbling Creek from Assembly to encourage access from Chamblee's neighborhoods &amp; downtown to Assembly businesses.</td>
<td>2017-2021</td>
<td>City Staff, Chamblee Staff, Assembly developers</td>
<td>$900,000</td>
<td>LCI, CDBG, LMIG, CMAQ</td>
</tr>
<tr>
<td>f</td>
<td>Install bicycle racks at City-owned locations to encourage bicycle use.</td>
<td>2017-2021</td>
<td>City Staff</td>
<td>$10,000</td>
<td>City, nonprofit, private</td>
</tr>
<tr>
<td></td>
<td>2.3 Further traffic calming in neighborhoods.</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>a</td>
<td>Install raised pedestrian crossings as speed tables</td>
<td>X</td>
<td>City Staff</td>
<td>$5,000 per speed table</td>
<td>City</td>
</tr>
<tr>
<td>b</td>
<td>Implement Phase 1 (Oakcliff, Chestnut, Winters Chapel) of traffic &amp; stormwater mitigation project.</td>
<td>X</td>
<td>City Staff</td>
<td>TBD</td>
<td>City</td>
</tr>
<tr>
<td>c</td>
<td>Study feasibility of and implement Phase 2 of traffic &amp; stormwater mitigation project.</td>
<td>X</td>
<td>City Staff</td>
<td>TBD</td>
<td>City</td>
</tr>
<tr>
<td></td>
<td>2.4 Adjust parking policy for cars and bicycles to be consistent with land use policy.</td>
<td></td>
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</tr>
<tr>
<td>a</td>
<td>Amend minimum bicycle and vehicular parking requirements in the zoning ordinance.</td>
<td>X</td>
<td>City Staff</td>
<td>Staff Time</td>
<td>City</td>
</tr>
<tr>
<td>b</td>
<td>Add maximum vehicular parking thresholds to the zoning ordinance.</td>
<td>X</td>
<td>City Staff</td>
<td>Staff Time</td>
<td>City</td>
</tr>
<tr>
<td>c</td>
<td>Introduce innovative parking policies that allow for reverse angled parking, Zipcar (or similar business) locations, electric vehicle charging stations, and shared parking arrangements.</td>
<td>X</td>
<td>City Staff</td>
<td>Staff Time</td>
<td>City</td>
</tr>
<tr>
<td></td>
<td>2.5 Other Transportation Improvements Programmed for Next 5 Years</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>a</td>
<td>Realign Chestnut Drive with Park Avenue at Buford Highway to decrease vehicular accidents at Central Avenue.</td>
<td>X</td>
<td>City Staff</td>
<td>TBD</td>
<td>City, LMIG</td>
</tr>
<tr>
<td>b</td>
<td>Create a new multi-modal covered street under the existing MARTA and Norfolk Southern rail lines to connect Assembly to the Doraville MARTA Station.</td>
<td>X</td>
<td>City Staff, Assembly developers</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>c</td>
<td>Construct a new vehicular, pedestrian, and cycletrack bridge connecting Buford Highway to Peachtree Industrial Boulevard and Assembly over the existing rail corridor via Shallowford Road and Peachtree Road.</td>
<td>X</td>
<td>City Staff, DeKalb County, GDOT</td>
<td>$48,492,000</td>
<td>TIA, LCI, private developers, General Assembly, local match</td>
</tr>
<tr>
<td>d</td>
<td>Increase capacity on the Buford Highway to I-285 East entrance ramp to relieve congestion.</td>
<td>X</td>
<td>City Staff, DeKalb County, GDOT</td>
<td>$1,676,000</td>
<td>LCI, LMIG, CMAQ, local match</td>
</tr>
</tbody>
</table>

2 To be determined based on scope of work necessary for project
3 Number to be determined based upon 2016 traffic study
4 To be determined based upon development concepts resulting from the Downtown Doraville Private Mixed-use Development RFP
### ECONOMIC DEVELOPMENT

<table>
<thead>
<tr>
<th>ID</th>
<th>Project</th>
<th>Timeframe</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>2017</td>
<td>2018</td>
<td>2019</td>
<td>2020</td>
</tr>
<tr>
<td>3.1</td>
<td>Create a more collaborative business environment.</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>![a]</td>
<td>Initiate a Buford Highway Community Improvement District (CID) with adjacent jurisdictions.</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>![b]</td>
<td>Host a regular business forum (quarterly or other interval as determined appropriate) as part of a Doraville Business Association or Chamber of Commerce.</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>![c]</td>
<td>Establish an annual or bi-annual developer day.</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>3.2</td>
<td>Improve the business licensing process.</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>![a]</td>
<td>Regularly update permit application forms.</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>![b]</td>
<td>Train City Staff to better facilitate formal enrollment of businesses in the City of Doraville.</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>![c]</td>
<td>Establish a Doraville Business Academy (educational program to help guide businesses through process of getting established in the city).</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>3.3</td>
<td>Update the City’s ordinances to diversify the business sector and expand employment opportunities.</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>![a]</td>
<td>Update all district uses of the zoning code.</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>![b]</td>
<td>Reduce the number of conditional use permits needed by improving allowed uses lists and minimum buffer requirements.</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>![c]</td>
<td>Allow for flexibility of uses within Office Hubs (demonstration kitchen, beer served on special events, etc.).</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>3.4</td>
<td>Enhance visitors’ experience in Doraville.</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>![a]</td>
<td>Create a map-based marketing package with a business directory for visitors.</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>![b]</td>
<td>As Phase 2 to the gateway signage installed in 2016 along the edges of the city, install signs or public art at major intersections within the city and at the Doraville MARTA Station.</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
</tr>
<tr>
<td>![c]</td>
<td>Implement City’s wayfinding plan.</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
<td>![X]</td>
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</tbody>
</table>
### ECONOMIC DEVELOPMENT (CONTINUED)

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<tr>
<td></td>
<td></td>
<td>2017</td>
<td>2018 2019 2020 2021</td>
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</tr>
<tr>
<td>d</td>
<td>Grow the online incentives &amp; tax credits toolbox outlining available</td>
<td>X</td>
<td></td>
<td>City Staff</td>
<td>General Funds, ad sales</td>
</tr>
<tr>
<td></td>
<td>local, state, &amp; federal tax credits, financial assistance, and business</td>
<td></td>
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<tr>
<td></td>
<td>start-up / support organizations.</td>
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<td>Staff time</td>
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<tr>
<td>3.5</td>
<td>Establish a unique Doraville identity in the greater Atlanta region.</td>
<td></td>
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</tr>
<tr>
<td>a</td>
<td>Create a (set of) brochure(s) to market and build a brand for the city.</td>
<td>X X X</td>
<td>X</td>
<td>City Staff</td>
<td>General Funds, ad sales</td>
</tr>
<tr>
<td>b</td>
<td>Resume recognition of national holidays for the nations with a</td>
<td>X X X</td>
<td>X</td>
<td>City Staff, Mayor, Council</td>
<td>General Funds</td>
</tr>
<tr>
<td></td>
<td>consulate or trade representative in the Atlanta area and pursue the</td>
<td></td>
<td>X</td>
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<tr>
<td></td>
<td>Sister City program to help market Doraville to the world.</td>
<td></td>
<td>X</td>
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</tr>
<tr>
<td>3.6</td>
<td>Attract businesses to Doraville through economic development strategies.</td>
<td></td>
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</tr>
<tr>
<td>a</td>
<td>Utilize EPA and CDBG revolving loan funds to remediate, address</td>
<td>X X X</td>
<td>X</td>
<td>DDA</td>
<td>DDA, City grants</td>
</tr>
<tr>
<td></td>
<td>blight, and create jobs.</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b</td>
<td>Update and/or amend Urban Redevelopment Plan as needed to address</td>
<td>X X X</td>
<td>X</td>
<td>City Staff</td>
<td>City</td>
</tr>
<tr>
<td></td>
<td>appropriate areas.</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c</td>
<td>Continue to try to obtain Opportunity Zone status for properties that</td>
<td>X X X</td>
<td>X</td>
<td>City Staff</td>
<td>City</td>
</tr>
<tr>
<td></td>
<td>languish on the market.</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d</td>
<td>Collaborate with Chamblee on a Joint Development Authority or expand</td>
<td>X X</td>
<td></td>
<td>City Staff, Mayor, Council,</td>
<td>Self-funded, State tax credits</td>
</tr>
<tr>
<td></td>
<td>Doraville's Downtown Development Authority (DDA) to city-wide to</td>
<td></td>
<td></td>
<td>Chamblee Staff</td>
<td></td>
</tr>
<tr>
<td></td>
<td>provide bond-financing to areas outside of the current DDA boundary.</td>
<td></td>
<td></td>
<td>Staff time</td>
<td></td>
</tr>
<tr>
<td>e</td>
<td>Conduct a city-wide comprehensive economic development plan.</td>
<td>X X</td>
<td></td>
<td>City Staff, Mayor, Council</td>
<td>General Funds</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$100,000</td>
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### LAND USE

<table>
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<tr>
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<tr>
<td></td>
<td></td>
<td>2017</td>
<td>2018</td>
<td>2019</td>
<td>2020</td>
</tr>
<tr>
<td>4.1</td>
<td><strong>Update the City’s Zoning Ordinance, including the Livable Community Code, to address ongoing issues and align with updated Comprehensive Plan policies and goals.</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>Address the list of detailed zoning ordinance update recommendations in Chapter 5 (page 5-7) of Design Doraville.</td>
<td>X X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b</td>
<td>Design uniform standards for signage &amp; public amenities to frame the quality of future development</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.2</td>
<td><strong>Implement the Historic Downtown Doraville Redevelopment Masterplan.</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>Administer two RFPs: 1) Civic campus and 2) Mixed-use redevelopment.</td>
<td>X X X X X</td>
<td></td>
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</tr>
<tr>
<td>4.3</td>
<td><strong>Advance the redevelopment of the former General Motors plant into Assembly.</strong></td>
<td></td>
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</tr>
<tr>
<td>a</td>
<td>Continue to advocate for TAD approval.</td>
<td>X</td>
<td></td>
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</tr>
<tr>
<td>4.4</td>
<td><strong>Facilitate the introduction of mixed-use development at strategic locations in the city.</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>a</td>
<td>Expand form-based Livable Community Code to the Buford Highway corridor to improve urban design standards and allow mixed-use residential uses.</td>
<td>X</td>
<td></td>
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</tr>
<tr>
<td>4.5</td>
<td><strong>Facilitate transit-oriented development and mixed-use near the transit station and along major corridors and highways.</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>a</td>
<td>Update zoning ordinance to ensure transit-oriented development is supported.</td>
<td>X X</td>
<td></td>
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</tr>
</tbody>
</table>
## HOUSING

<table>
<thead>
<tr>
<th>ID</th>
<th>Project</th>
<th>Timeframe</th>
<th>Responsible Party</th>
<th>Estimated Cost</th>
<th>Potential Funding Source</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>2017 2018</td>
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<tr>
<td>5.1</td>
<td><strong>Increase the variety of housing price points and housing sizes (number of bedrooms per unit) in Doraville.</strong></td>
<td></td>
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<tr>
<td></td>
<td><strong>a</strong> Ensure the zoning ordinance allows for unit variety among the residential zoning districts.</td>
<td>X</td>
<td>City Staff/ Consultant</td>
<td>Staff Time</td>
<td>City</td>
</tr>
<tr>
<td></td>
<td><strong>b</strong> Continue to work with developers towards creating more housing choices for seniors in accordance with Aging in Place principles.</td>
<td>X</td>
<td>City</td>
<td>Staff Time</td>
<td>CDBG, LCI</td>
</tr>
<tr>
<td>5.2</td>
<td><strong>Preserve property values through code enforcement.</strong></td>
<td></td>
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<tr>
<td></td>
<td><strong>a</strong> Modernize Code Enforcement program by establishing an online form to report and monitor code violations.</td>
<td>X</td>
<td>City</td>
<td>TBD(^1)</td>
<td>City</td>
</tr>
<tr>
<td></td>
<td><strong>b</strong> Create a visuals-based brochure detailing City Code Enforcement violations and how to avoid them.</td>
<td>X</td>
<td>City Staff</td>
<td>Staff Time</td>
<td>City</td>
</tr>
<tr>
<td>5.3</td>
<td><strong>As land values increase and properties redevelop, help set aside a percentage of housing at affordable price point.</strong></td>
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</tr>
<tr>
<td></td>
<td><strong>a</strong> Establish a policy for new housing developments to provide a certain percentage of units at affordable workforce housing rates.</td>
<td>X</td>
<td>City</td>
<td>Staff Time</td>
<td>City</td>
</tr>
<tr>
<td></td>
<td><strong>b</strong> Support MARTA TOD affordable workforce housing component.</td>
<td>X</td>
<td>City</td>
<td>Staff Time</td>
<td>City</td>
</tr>
</tbody>
</table>

\(^1\) To be determined based upon availability of funding and City budgeting process
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