

# Brookhaven - Peachtree LCI

---

January 2006

Prepared by *Urban Collage, Inc.*  
in conjunction with RCLCo. and Grice & Associates

Prepared for *DeKalb County*



**Table of Contents**

Preface ..... 1

**INVENTORY AND ASSESSMENT**

Study Area Context ..... 2

Existing Land Use ..... 6

Existing Zoning ..... 8

Character and Building Conditions ..... 10

Existing Transportation and Circulation ..... 12

Demographic/Socioeconomic Trends ..... 22

Existing Market Conditions ..... 26

Issues and Opportunities ..... 34

**BROOKHAVEN/PEACHTREE COMPASS**

Compass Results ..... 38

**PLAN CONCEPTS**

Framework Plan ..... 42

Brookhaven/Oglethorpe University MARTA Station Area Plan ..... 46

    MARTA Station Redevelopment- Apple Valley Frontage ..... 49

    North Druid Hills Road ..... 57

    MARTA Station Redevelopment- Peachtree Road Frontage ..... 58

    Peachtree Road Redevelopment- West Side ..... 61

Peachtree Garden Apartments ..... 63

Cherokee Plaza ..... 67

Peachtree Road ..... 69

Dresden Drive ..... 71

Brookhaven Park ..... 75

Apple Valley Industrial Area ..... 76

Peachtree Streetcar ..... 77

Bicycle Connectivity ..... 78

Neighborhood Transportation Improvements ..... 79

Urban Design and Development Guidelines ..... 81

**ACTION PLAN**

5-Year Action Plan ..... 89

25-Year Projections ..... 90

LCI Goals ..... 91

Implementation Strategies ..... 95

**APPENDIX** ..... 101

## **Acknowledgements**

The Brookhaven-Peachtree LCI Plan represents six months of work by a Planning Team from Urban Collage, Inc., Grice & Associates, Inc. and Robert Charles Lesser & Co., LLC in conjunction with the Atlanta Regional Commission, DeKalb County, local property owners and Brookhaven area residents. The Planning Team wishes to thank the following individuals and all those who participated in the planning effort for their time, vision and leadership.

**DeKalb County Chief Executive Officer:** Vernon Jones

### **DeKalb County Board of Commissioners:**

Elaine Boyer, District 1

Hank Johnson, District 5

Gale Walldorff, District 2

Kathie Gannon, Super District 6

Larry Johnson, District 3

Connie Stokes, Super District 7

Burrell Ellis, District 4

### **Project Management Team:**

Maria Mullins, Director of Economic Development

Sheryl Chapman, DeKalb Office of Economic Development

Judy Turner, Development Authority of DeKalb County

Julie Kovach, Atlanta Regional Commission

Jared Lombard, Atlanta Regional Commission

### **Core Team:**

Gale Walldorff, DeKalb County Commissioner District 2

Kathie Gannon, DeKalb County Commissioner Super District 6

Marvin Billups, DeKalb County Parks and Recreation

Patrece Keeter, DeKalb County Public Works

Leonardo McClarty, DeKalb Chamber of Commerce

Claudia Medori, DeKalb Public Library

John Reid, DeKalb County Planning

Darryl Connelly, MARTA

Mike Lobdell, Georgia Department of Transportation

Bill Doerr, Oglethorpe University

Maria de los Remedio Gomez-Arnau, Consulate General of Mexico

Dianne Garber, Peachtree Garden Apartments

Claire Guitton, Boys and Girls Club of Metro Atlanta

Chuck Konas, Post Properties, Inc.

Mike Elliott, Resident and Real Estate Advisor

Diane Beck, Brookhaven Peachtree Community Alliance

Ed and Kathy Chrisman, Ashford Park

Alan Coates, Hermance

Jack Hondred, Brookhaven Fields

Tom Johnson, Fernwood Park Homeowners Association

Jeff McConkey III, Village Park Homeowners Association

Louis Oliverio, Brookhaven Heights

Joel Putterman, Brookhaven Club Neighborhood Association

Eric Stevens, Brookhaven Peachtree Community Alliance

Kevin Hughley, Brookhaven Homeowners and Neighborhood Business Alliance Association

**PREFACE**

In 2005, the Atlanta Regional Commission granted DeKalb County a planning grant through its Livable Centers Initiative (LCI) to focus on developing a long-range plan for the Brookhaven-Peachtree area, including the Brookhaven/Oglethorpe University MARTA station area and the Peachtree Road corridor from the Fulton County Line to Ashford Dunwoody Road. The Livable Centers Initiative promotes greater livability in activity and employment centers through the identification of development and redevelopment opportunities and the creation of action plans to enhance connectivity and mobility.

Brookhaven was developed in the early 1900s as Atlanta's first country club neighborhood. In 1910, 150 acres on the west side of Peachtree Road was purchased by the Mechanical and Manufacturers Club to construct a golf club. The course, which encircles a large lake and is surrounded by woods, was laid out by course architect Herbert Barker and shortly after opening in 1911, became part of Atlanta's Capital City Club. Over the following decades, additional development flowed into the area as neighborhoods began to form on the east side of Peachtree Road near the club to house the local workforce. In the 1980's the golf course and surrounding homes were placed on the National Register as a Historic District and since that time the Brookhaven-Peachtree area has seen a resurgence in popularity as home and land prices have escalated dramatically. Taken as a whole, the Brookhaven/Peachtree LCI Area consists of clusters of strong retail businesses, popular restaurants, small office buildings, a mix of traditional and modern residences, established neighborhoods and the Brookhaven/Oglethorpe University MARTA transit stop. Yet, the confluence of these elements lacks a sense of character, sense of place, and connectivity including a suitable pedestrian environment and is bisected by a major roadway (Peachtree Road) and two rail lines (MARTA and Norfolk Southern).

The Brookhaven–Peachtree LCI plan provides DeKalb County, local residents and area stakeholders an opportunity to develop a vision for the area's future, evaluate development and redevelopment opportunities within the Brookhaven-Peachtree LCI area and create an implementation plan to enhance the area as a dynamic, mixed-use, pedestrian oriented center. The plan will serve as a guide for county government, planning, economic development, local neighborhoods and residents concerning future development and redevelopment in the area.

This document includes a summary of existing conditions within the Study Area and Core Area as of July 2005, plan concepts, recommendations, an Action Plan that outlines improvement projects, implementation steps to be undertaken and an appendix with a record of public participation during the planning process and additional supporting information.

## **INVENTORY AND ASSESSMENT**

### **Study Area Context**



The Brookhaven-Peachtree LCI Study Area includes the Peachtree Road corridor from the Fulton County line to Ashford-Dunwoody Road. East of Peachtree Road, the Study Area extends south along North Druid Hills Road to Briarwood Road and Colonial Drive and east along Dresden Drive to Conasauga Avenue and Ashford Road. The Study Area extends north on Ashford Dunwoody to Windsor Parkway and west to the DeKalb/Fulton County line. The area includes numerous residential neighborhoods including Ashford Park, Brookhaven Heights, Brookhaven Fields, Hermance, Fernwood Park, Brookhaven Club, and Village Park. Landmarks within the Study Area include Oglethorpe University, the Brookhaven/Oglethorpe University MARTA Station, Solomon Goodwin House and Harris Goodwin Cemetery, several local institutions (including the Brookhaven Branch of the DeKalb County Public Library) and several multi-family apartment complexes (including three Post Apartment complexes).



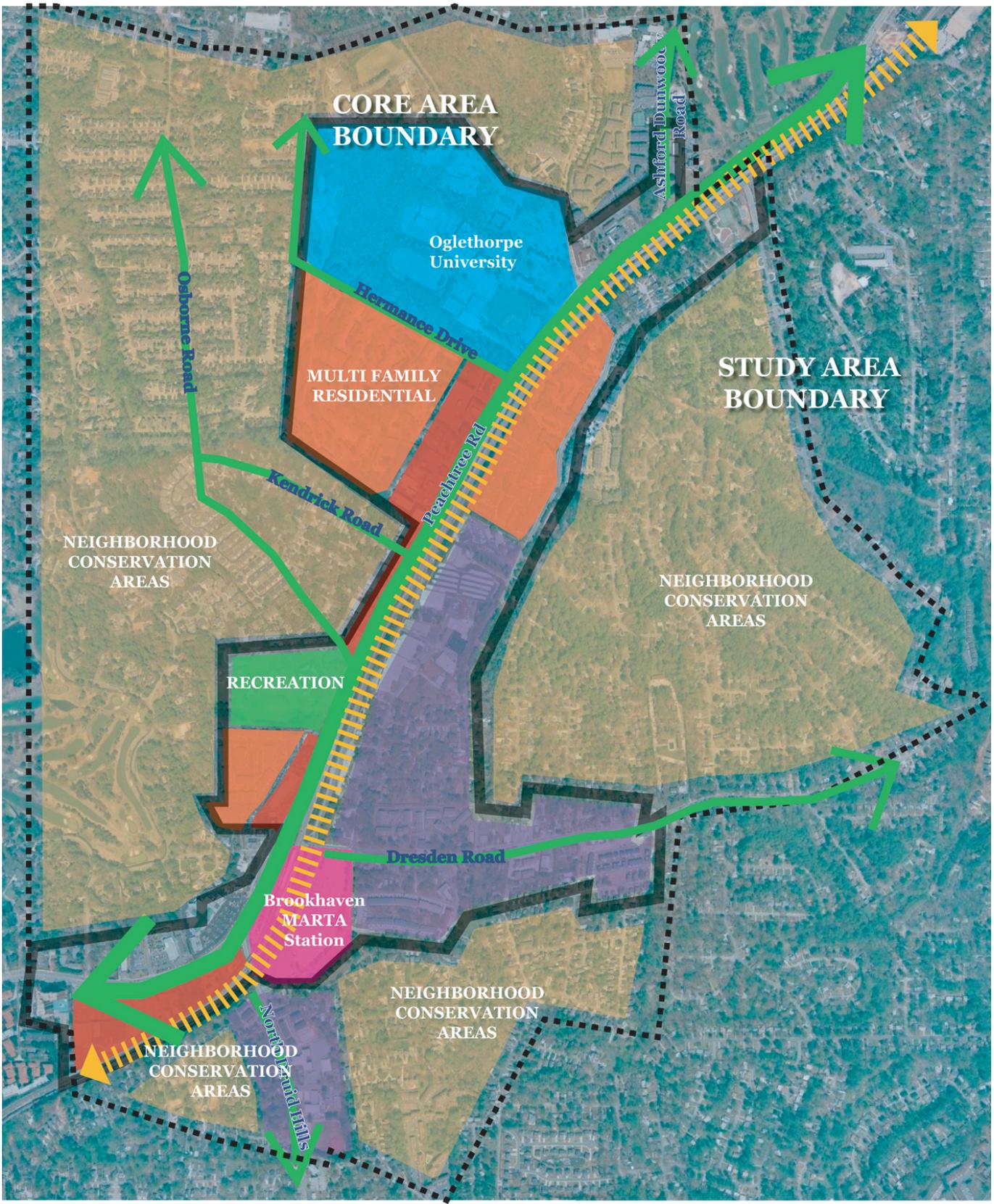
## BROOKHAVEN – PEACHTREE LCI

In addition to the larger Study Area, a smaller Core Area was defined to focus more detailed attention, analyses and recommendations on the Brookhaven/Oglethorpe University MARTA Station and commercial properties along the Peachtree Road and Dresden Drive corridors. The Core Area includes the Peachtree Road corridor from the Fulton County line to Ashford Dunwoody and the Dresden Drive corridor from Peachtree Road to Camille Drive and Conasauga Avenue. The Core Area also includes a small section of the North Druid Hills corridor between Peachtree Road and Sylvan Circle.



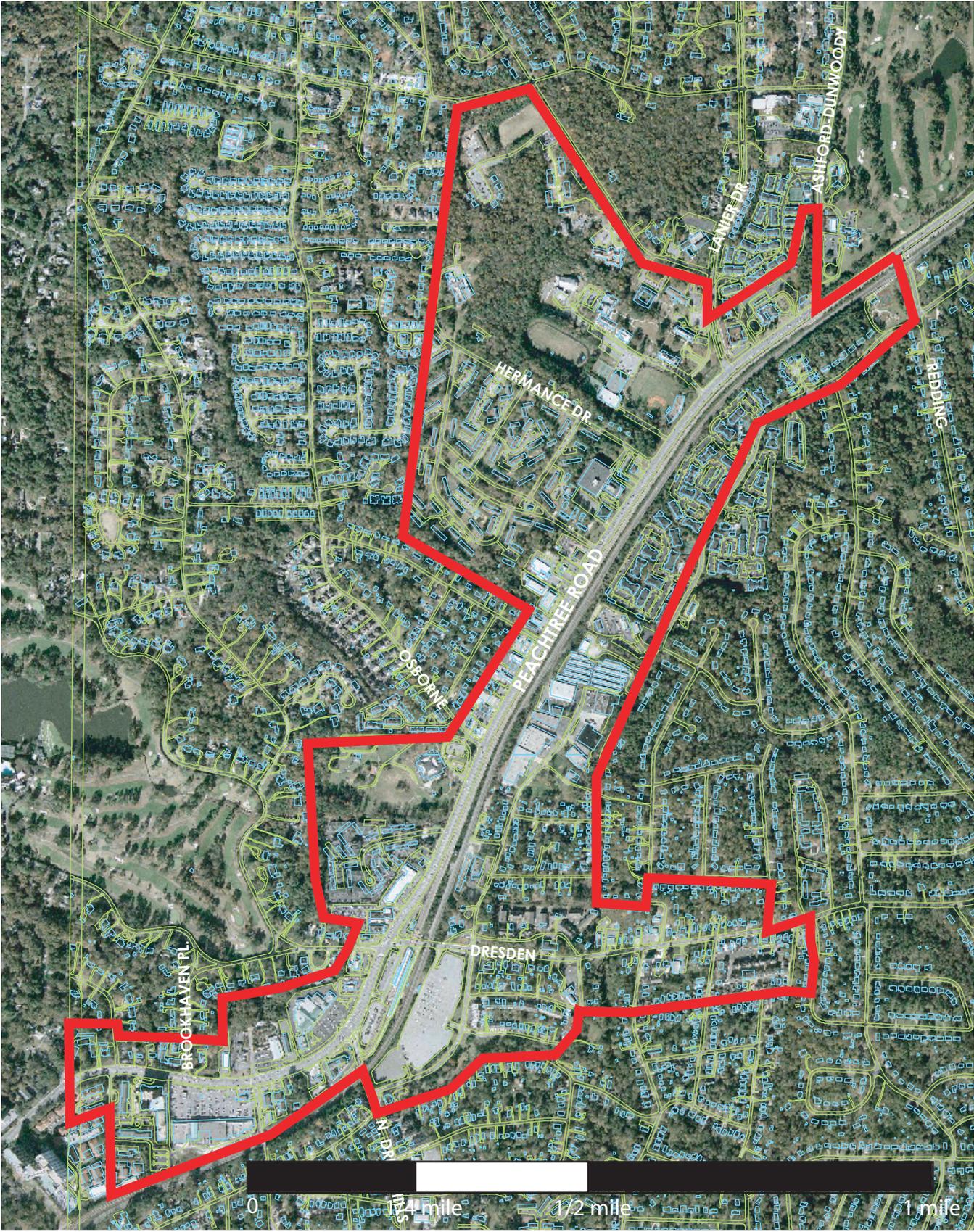
In general, the Study Area is comprised of well-established single-family neighborhoods, a major commercial corridor (Peachtree Road), several large multi-family residential properties and a collection of industrial properties to the east of Peachtree Road adjacent to the railroad. The Study Area is bifurcated by a Norfolk Southern railway and the MARTA rail tracks. The only three connections across the rail lines within the Study Area are North Druid Hills Road, Dresden Drive and Redding Road. Peachtree Road is as a major, regional transportation route through the Study Area while North Druid Hills Road and Dresden Drive are connectors between Peachtree and major roadways to the east and south including Buford Highway and I-85, while Ashford-Dunwoody connects the area to I-285 to the north. Brookhaven is adjacent to the Buckhead Community to the southwest along Peachtree Road, while the Perimeter area and the Cities of Chamblee and Doraville are to the north.





**BROOKHAVEN - PEACHTREE LCI**





# BROOKHAVEN - PEACHTREE LCI

Prepared For: DeKalb County

Prepared By: Urban Collage, Inc.

## LCI CORE AREA

July 2005



**Existing Land Use**

Existing Conditions within the Brookhaven LCI Study Area were evaluated in June and July 2005 through available data and a windshield survey of the area conducted by members of the Planning Team. Within the Core Area, existing conditions were evaluated on a parcel-by-parcel basis, including existing land use, general building conditions and building occupancy. For the larger Study Area, including many of the more established residential neighborhoods, assessments were conducted on a more general basis.

The Study Area is primarily made up of single-family neighborhoods surrounding the Peachtree Road commercial corridor. Some office properties and institutions exist along Peachtree Road (Oglethorpe University, the Brookhaven/Oglethorpe University MARTA station, and multiple small office buildings) as well as several churches. There are a number of large, multi-family developments located on or near Peachtree Road, including three Post Apartment properties and one affordable housing property along Cross Keys Drive at Peachtree Road (Peachtree Garden Apartments). There are three major retail centers along Peachtree Road, two anchored by Kroger grocery stores and surrounded by various types of service retail including drycleaners, restaurants and video/media stores and a third that houses several popular restaurants and a cluster of retail stores at the intersection of Dresden Drive and Peachtree Road (Brookhaven Station).

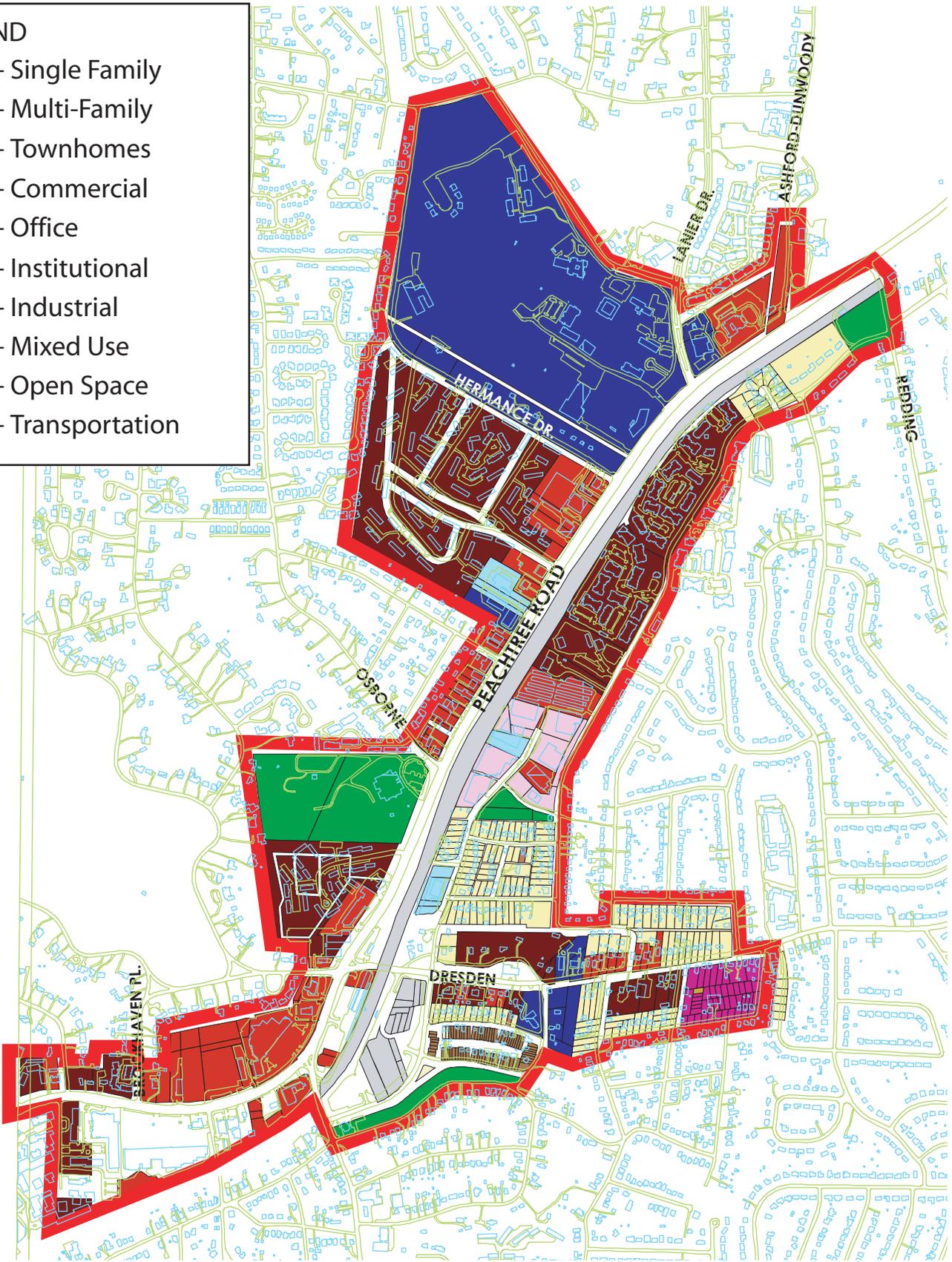
Along Dresden Drive, there are several small-scale commercial facilities, including a branch of the County's Tax Assessor's office and a recent mixed-use project (Village Park) including townhomes, cluster homes and a commercial/restaurant building. A variety of residential types are located off of Dresden Drive including several townhome developments and single family neighborhoods (Ashford Park and Brookhaven Fields). East of the railroad tracks along Apple Valley Road are several light industrial and warehousing properties and the office of the Consulate General of Mexico serving the Southeastern United States.

The Brookhaven branch of the DeKalb County Public Library and the Brookhaven Boys and Girls Club are located within the Study Area along North Druid Hills Road. To the west of North Druid Hills, the Brookhaven Heights neighborhood has experienced substantial redevelopment over the last decade.

Within the Study Area, there is one historic property, the Solomon Goodwin House and Harris Goodwin Cemetery, just west of the intersection of Peachtree and North Druid Hills. In what was once Creek Indian land, the area's first white settler, a South Carolinian named Harris Goodwin, homesteaded a tract of land on both sides of what is now Peachtree Road in the early 1830s. Harris Goodwin later brought his father, Solomon, to the area. The Goodwin home and a small graveyard in which they are buried survive at 3931 Peachtree Road. There are also two recognized historic districts within the Study Area: the Capital City Country Club area and the Oglethorpe University campus.

**LEGEND**

- Single Family
- Multi-Family
- Townhomes
- Commercial
- Office
- Institutional
- Industrial
- Mixed Use
- Open Space
- Transportation



**BROOKHAVEN - PEACHTREE LCI**

**EXISTING LAND USE**



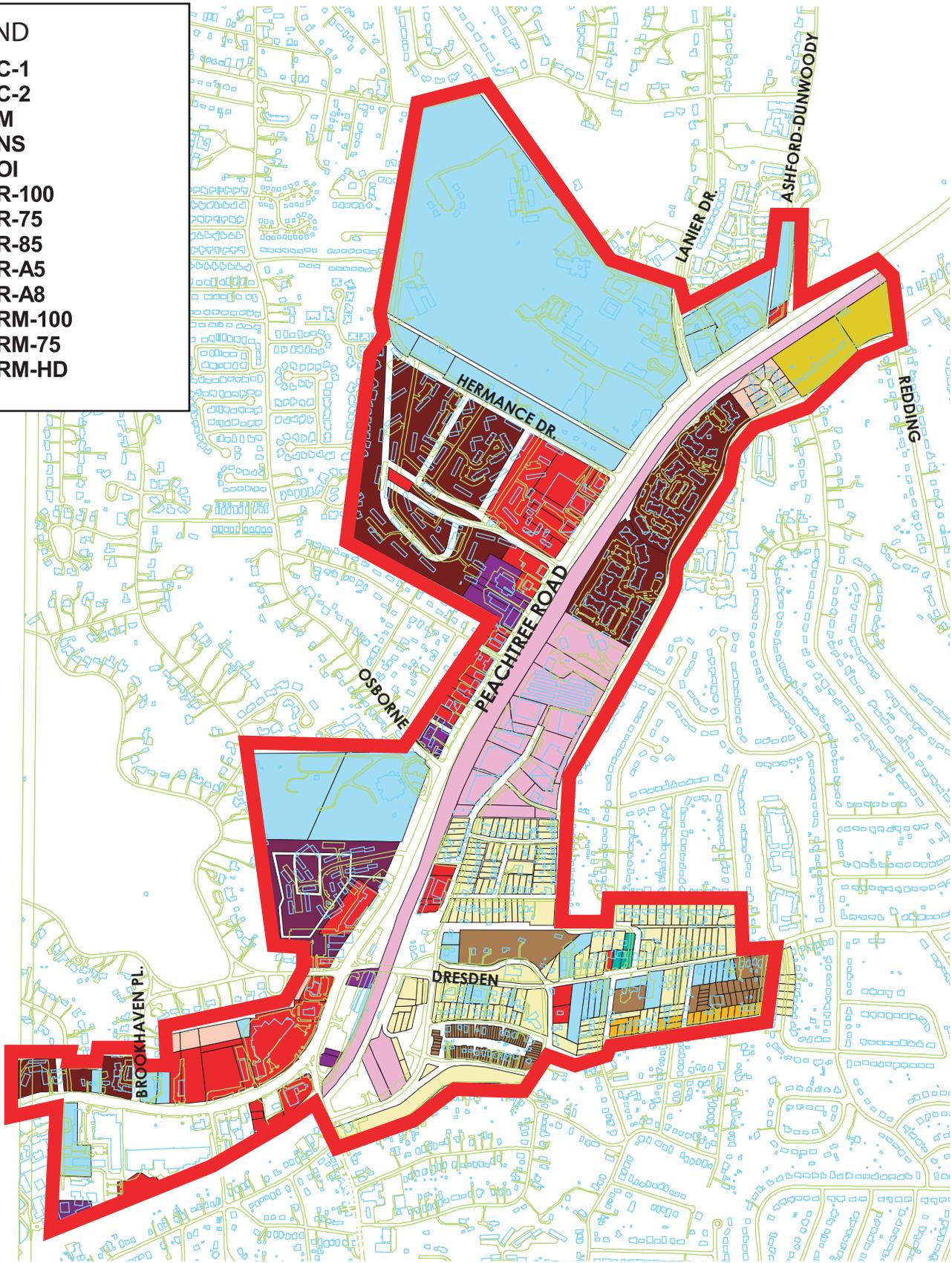
## **Existing Zoning**

Existing zoning within the Brookhaven-Peachtree Study Area follows conventional zoning patterns in place in this country since the 1920s with parcels of like zoning clustered together. This conventional zoning pattern tends to separate residential areas from commercial, institutional and industrial properties. While DeKalb County has recently adopted new zoning classifications to provide provisions for mixed-use development types, which have become more viable and popular in activity centers like Brookhaven, that classification (Pedestrian Community District, or PCD) has yet to be assigned to any property within the Brookhaven-Peachtree area.

Generally, the existing zoning pattern provides for residential homes throughout most of the Study Area with clusters of office & institutional, commercial and multi-family development along Peachtree Road and sizeable clusters of industrial and multi-family housing east of Peachtree Road between the rail lines and Caldwell Road. Along Dresden Drive are a collection of office/institutional properties, neighborhood shopping and multi-family and single family residential properties.

**LEGEND**

- C-1
- C-2
- M
- NS
- OI
- R-100
- R-75
- R-85
- R-A5
- R-A8
- RM-100
- RM-75
- RM-HD



**BROOKHAVEN - PEACHTREE LCI**

Prepared For: DeKalb County

Prepared By: Urban Collage, Inc.

**EXISTING ZONING**

July 2005



## **Character and Building Conditions**

While the Brookhaven-Peachtree area lacks an identifiable sense of character or identity, properties in the area are generally in good condition. Based upon a windshield survey conducted by the Planning Team, approximately 10% of properties in the Study Area are “troubled” properties defined as a property with a significant need for renovation and repair or an unoccupied structure in need of upkeep or repair. Troubled properties within the Study Area generally appear in clusters along Peachtree Road including several older retail structures and an underutilized, low-density multi-family complex west of Peachtree Road. Two clusters also appear along Dresden Drive and several troubled properties are located north of Dresden Drive between the rail lines and Caldwell Road.

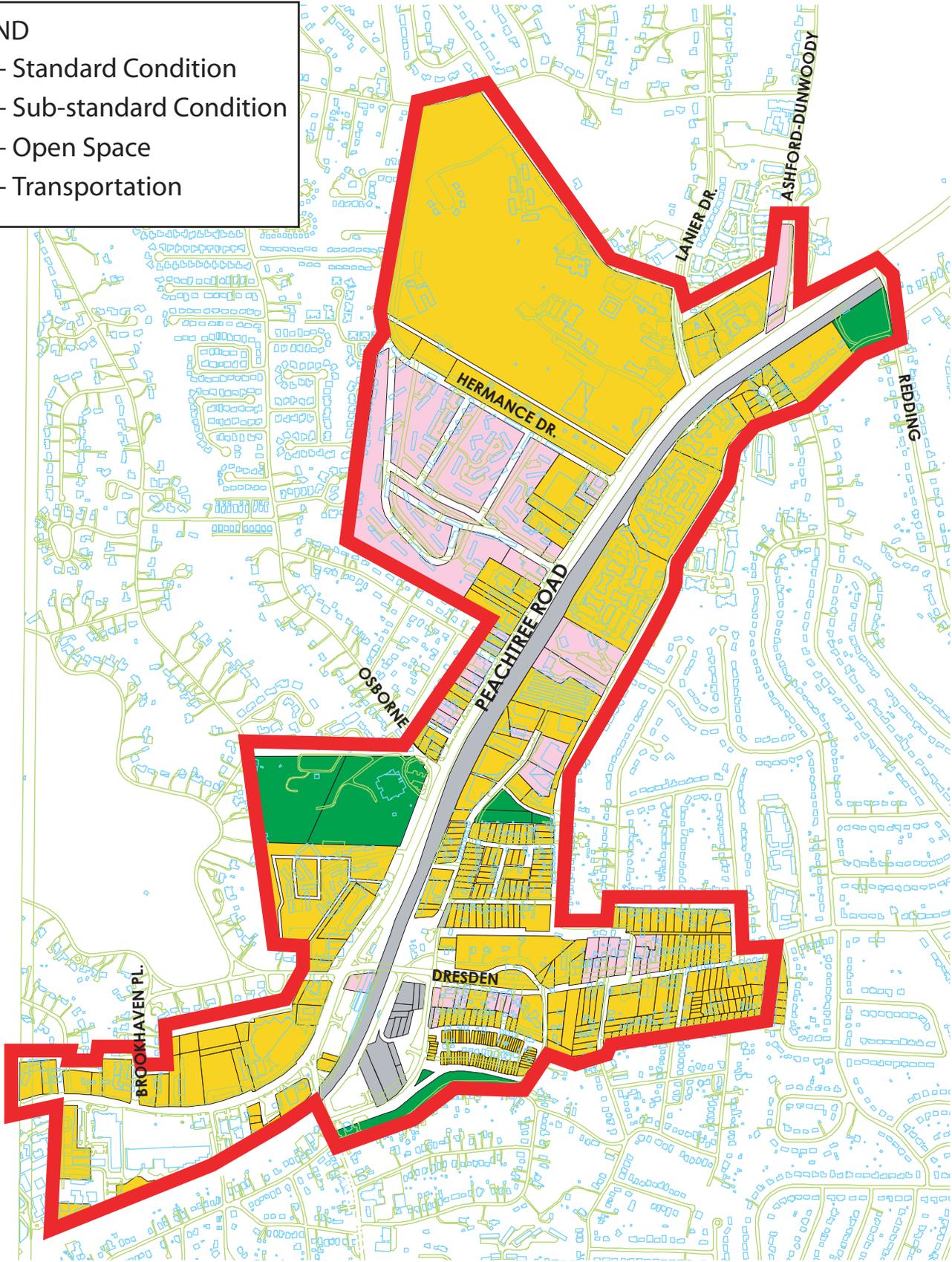
Typically the neighborhoods west of Peachtree Road tend to have higher property values and are generally in better condition than those to the east. The vast majority of the buildings in the Study Area are occupied, particularly within the single-family neighborhoods. While there are some unoccupied commercial and office properties along Peachtree Road, they are in the minority.

The building character of residences on either side of Peachtree Road is markedly different. “Brookhaven Club” is an enclave of large, elegant Tudor, Colonial, Georgian and English cottage homes in a lush landscape of broad, winding streets, densely wooded hollows and gently rolling hills surrounding Capital City Country Club on the west side of Peachtree Road. To the east of Peachtree Road is inner-suburban housing comprised of smaller, 1950's homes and clusters of newly constructed, contemporary residences. Commercial properties along Peachtree Road and Dresden Drive include a mix of building types and character, much of which was built in the last 25 years, with several suburban strip retail developments and a variety of stand-alone buildings in various states of disrepair, particularly along Peachtree Road between Osborne Road and Hermance Drive.



**LEGEND**

-  - Standard Condition
-  - Sub-standard Condition
-  - Open Space
-  - Transportation



**BROOKHAVEN - PEACHTREE LCI**

Prepared For: DeKalb County

Prepared By: Urban Collage, Inc.

**EXISTING BUILDING CONDITIONS**

July 2005



## **Existing Transportation and Circulation**

A unique and challenging characteristic of Brookhaven's transportation infrastructure is the number of barriers to connectivity; most necessitated by the segregation of transportation facilities, but some caused by land use and planning issues. These barriers inhibit travel by blocking direct access requiring circuitous routes for seemingly simple trips. While those who regularly drive in Brookhaven may adapt to these barriers, they are significant to those who do not drive.

The most significant barrier to local transportation connectivity in Brookhaven is the combined freight and transit rail corridor to the south of Peachtree Road which includes the MARTA rail line and an active freight rail. This corridor bisects the Study Area and can be crossed only at three points reducing opportunities for direct and efficient travel. This impact is felt most by active and potential pedestrians and transit users, who must walk extended distances to access transit, retail services and other desired destinations.

The lack of connectivity contributes to increased auto dependence by making the use of alternative modes of transportation less appealing and disproportionately impacts the elderly, children and transit dependent-populations. Another side effect of poor connectivity is inefficiency and increased congestion due to short local trips that could be completed on foot or on local streets.

### *Identified Traffic and Transportation Issues*

During the first phase of the Brookhaven LCI study public involvement process, members of the public were asked to identify transportation issues within the Study Area. The following issues were identified:

- Lack of sidewalks and the condition of existing sidewalks
- Poor aesthetics and streetscaping on roadways
- Pedestrian safety
- "Cut-through" traffic
- "Pass-through" traffic
- Bus access to the MARTA station
- Specific operational issues
- Excessive speeds

Members of the public also expressed a desire to see the following:

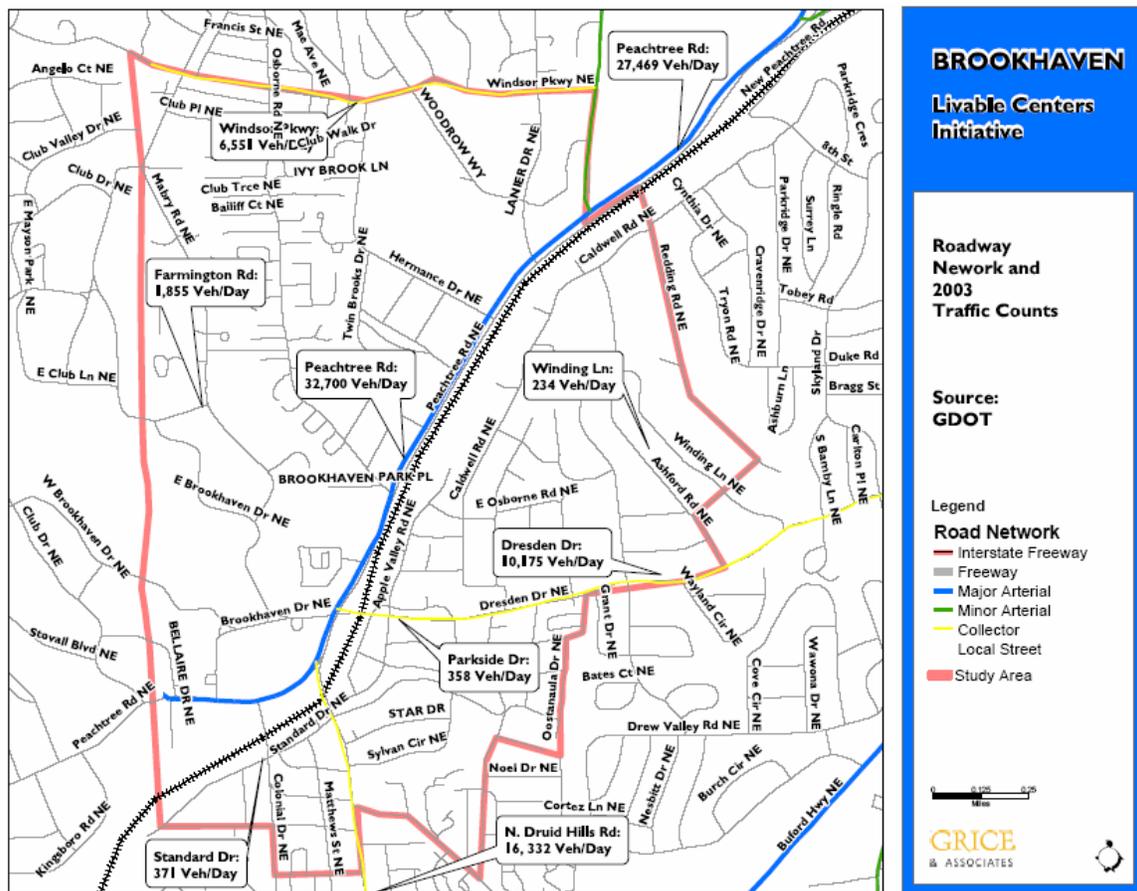
- Improved sidewalks and bike trails
- Transit oriented development
- Improved streetscaping

## BROOKHAVEN – PEACHTREE LCI

### Roadway Network

The existing transportation system within the Brookhaven LCI Study Area includes a network of state and local roadways serving residential, business and regional transportation needs. The roadway network is illustrated below.

The dominant roadway in the Study Area is Peachtree Road (State Route 141), a major arterial which bisects the Study Area from the southwest to the northeast. Peachtree Road is a six-lane roadway south of North Druid Hills Road with a two-way left turn lane and dedicated left turn lanes at intersections. North of Dresden Drive, the MARTA and freight rail corridor runs adjacent to the eastern edge of Peachtree Road, precluding the presence of any active land-uses, roadways, or driveways on that side of the road. Peachtree Road at this point has three (3) southbound lanes, two (2) northbound lanes, and one (1) continuous center turn lane which is used by northbound traffic only. Peachtree Road is a major regional arterial and a large portion of the traffic along the corridor is regional pass-through traffic.



### Existing Roadway Network and Traffic Volume Counts

Ashford Dunwoody Road, a minor arterial is within a small section of the northeast corner of the Study Area. Two collector roads in the area, North Druid Hills Road and Dresden Drive, carry significantly higher traffic volumes than is

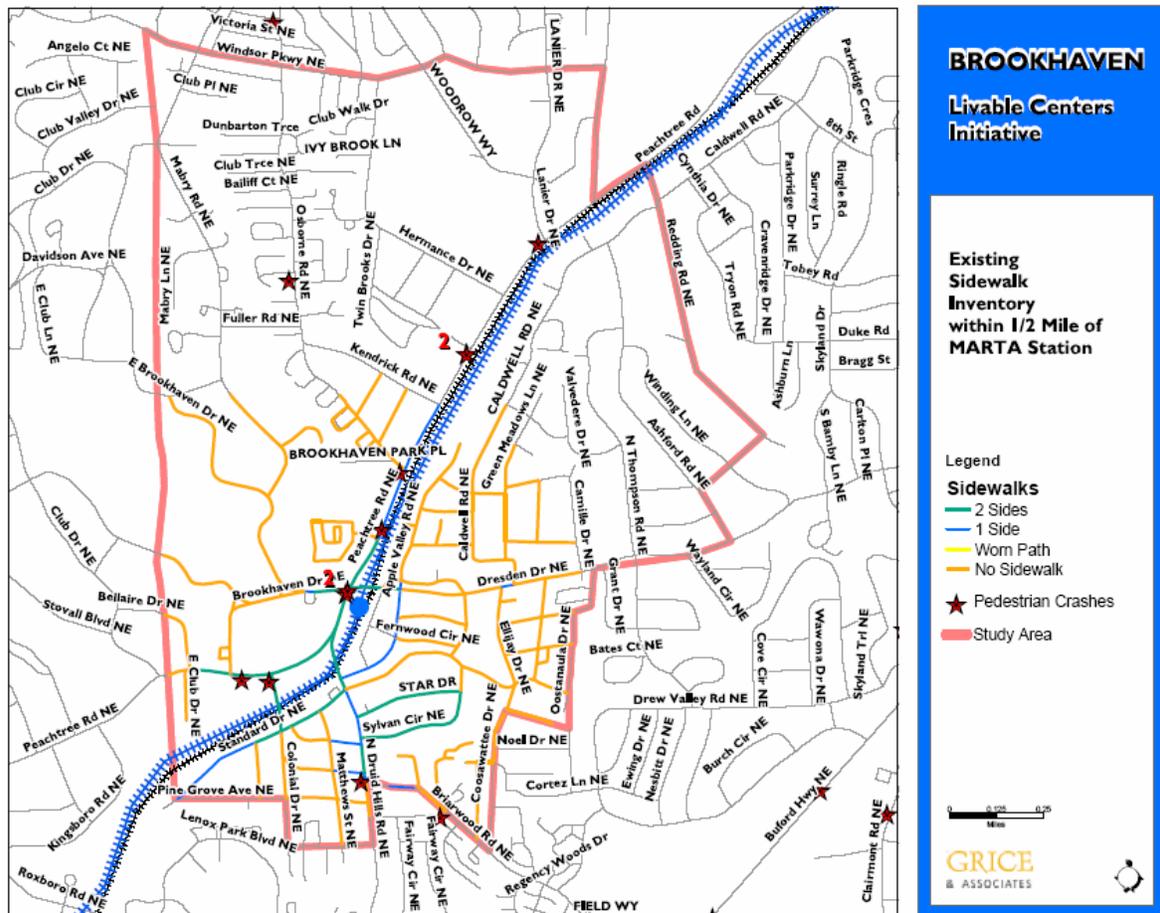
## BROOKHAVEN – PEACHTREE LCI

normal for roadways of that classification. Both of these roads have two travel lanes.

Many of the major intersections and roadways in the Study Area become congested during peak hours. Because the area is bisected by a rail corridor with only three crossings (North Druid Hills, Dresden and Redding), roadway users have limited options for alternate routes to avoid congestion. Thus, many residents complain of excessive traffic on local residential streets as a result of motorists trying to bypass congested linkages.

### Pedestrian Facilities

While the Peachtree Road corridor has continuous sidewalks on both sides of the street, most other roads throughout the Study Area lack sidewalks. The shoulders of many roadways without sidewalks in the Study Area have well worn footpaths which indicate heavy pedestrian usage despite the lack of sidewalks. During field visits, numerous pedestrians were seen walking within paved travel lanes on some roadways, particularly Dresden Drive.



### Existing Sidewalk Inventory and Pedestrian Crashes

Despite the presence of sidewalks along Peachtree Road, wide curb-to curb distances and heavy vehicular traffic create dangerous crossing conditions for

pedestrians. Between 2000 and 2003, Twelve (12) pedestrians were struck by vehicles in the Brookhaven Study Area according to Georgia Department of Transportation records. Of those twelve incidents, nine occurred on Peachtree Road, one involved a fatality. The unconventional geometry of the two intersections closest to the entrance of the MARTA station (Peachtree Road at Dresden Drive and North Druid Hills Road) creates challenging and potentially unsafe crossing conditions for pedestrians.

### *Transit*

Transit service in the Brookhaven Study Area is provided by the Metropolitan Atlanta Rapid Transit Authority (MARTA). A map of transit services in and near the Brookhaven Study Area can be found on the following page. The MARTA rail system currently has 36 stations with 46 route miles. MARTA's rail system operates from approximately 5 AM to 1 AM, Monday through Friday and from 5 AM to 12:30 AM weekends and holidays. The fare for a single ride is \$1.75.

The Brookhaven/Oglethorpe University MARTA station is approximately 8.6 miles north of the system's central point, the Five Points station, which is a ride of approximately seventeen (17) minutes. The station was opened on December 15, 1984 and has recently gone through a 3-month upgrade and rehabilitation process where structural, landscaping and cosmetic improvements were made. The station has 1,275 park-and-ride spaces, 21 kiss-and-ride spaces, 169 long-term parking spaces and 103 short term parking spaces.

MARTA serves the City of Atlanta, most of DeKalb and Fulton Counties and Hartsfield-Jackson Atlanta Airport with heavy rail transit, bus transit, and demand response transit. In 2002, MARTA carried an average of 500,000 passengers per day. MARTA's rail headways are summarized below.

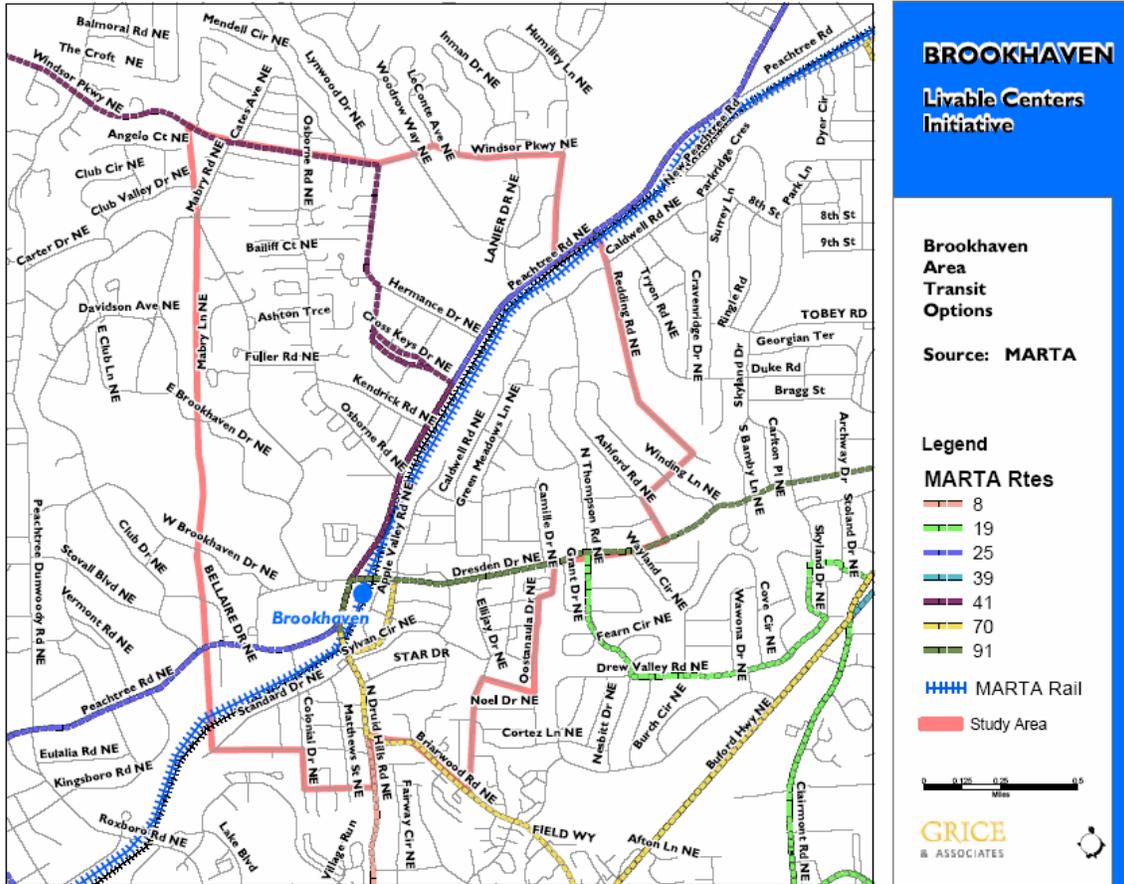
### **MARTA RAIL Headway**

<b>Time Period</b>	<b>Airport/Doraville Line Headway</b>
Weekday Rush:	10 minutes
Weekday Midday:	10 minutes
Weekday Evening:	15 minutes
Saturday	15 minutes
Sunday	15-20 minutes

Source: MARTA

The Brookhaven LCI Study Area is served by 7 MARTA bus routes. Their weekday schedules and operating statistics are shown on the following page. MARTA Bus Routes 8, 41 and 91 do not operate on weekends. All other routes operate with longer headways on weekends. A portion of MARTA passengers using the Brookhaven station arrive and depart from the station using taxis which queue on the Peachtree Road side of the station.

**BROOKHAVEN – PEACHTREE LCI**



**Brookhaven Area Transit Options**

**MARTA Bus Weekday Operating Statistics**

Route	Route Name	Rail Stations	Peak Buses		Service Hours		Frequency (Minutes)		
			AM	PM	From:	To:	Peak	Base	Night
8	North Druid Hills	NE8, E7	6	6	5:15AM	11:57PM	15-30	45	60
19	Clairmont	NE8, E6	7	7	5:54AM	11:53PM	25	25	45
25	Lenox/ Chamblee	NE7, NE8, NE9	3	3	5:31AM	11:54PM	30	30	30
39	Buford Hwy	NE10, N6	5	5	4:51AM	11:58PM	10	20	30
41	Windsor Parkway	N8, NE8	5	5	6:22AM	10:43PM	45	45	45
70	Chamblee	NE8, NE9	4	4	6:41AM	11:59PM	35	45	45-60
91	Henderson Mill	NE8, NE10	7	6	6:05AM	9:48PM	60	60	60

Source: MARTA

*Vehicular Crash Analysis*

Vehicular crashes in the Brookhaven LCI Study Area were researched using GDOT crash records from 2000 through 2002. 2003 and 2004 data was not available from the Department of Transportation in July 2005 when this analysis was conducted. Crash volumes were calculated for key intersections in the Study Area and crash rates were determined for road segments. The map on the following page depicts the results of the crash analysis.

From 2000 through 2002 there were 673 vehicular crashes recorded within the Brookhaven LCI Study Area. Of that total number 532 of the crashes occurred on Peachtree Road; 135 at one of the eleven intersections within the Study Area. The intersections in the Brookhaven Study Area with the highest number of crashes reported annually were:

- Peachtree Road at:
  - Brookhaven/Dresden (49, 50, 36)
  - N. Druid Hills Road (36, 40, 36)
  - Brookhaven Drive (25, 23, 24)
  - Colonial Drive (17, 15, 23)
  - Osborne Road (15, 10, 8)
  - Cross Keys Road (9, 8, 12)
- N. Druid Hills at Sylvan Road (18, 14, 20)
- Dresden Drive at Apple Valley (21, 17, 9)

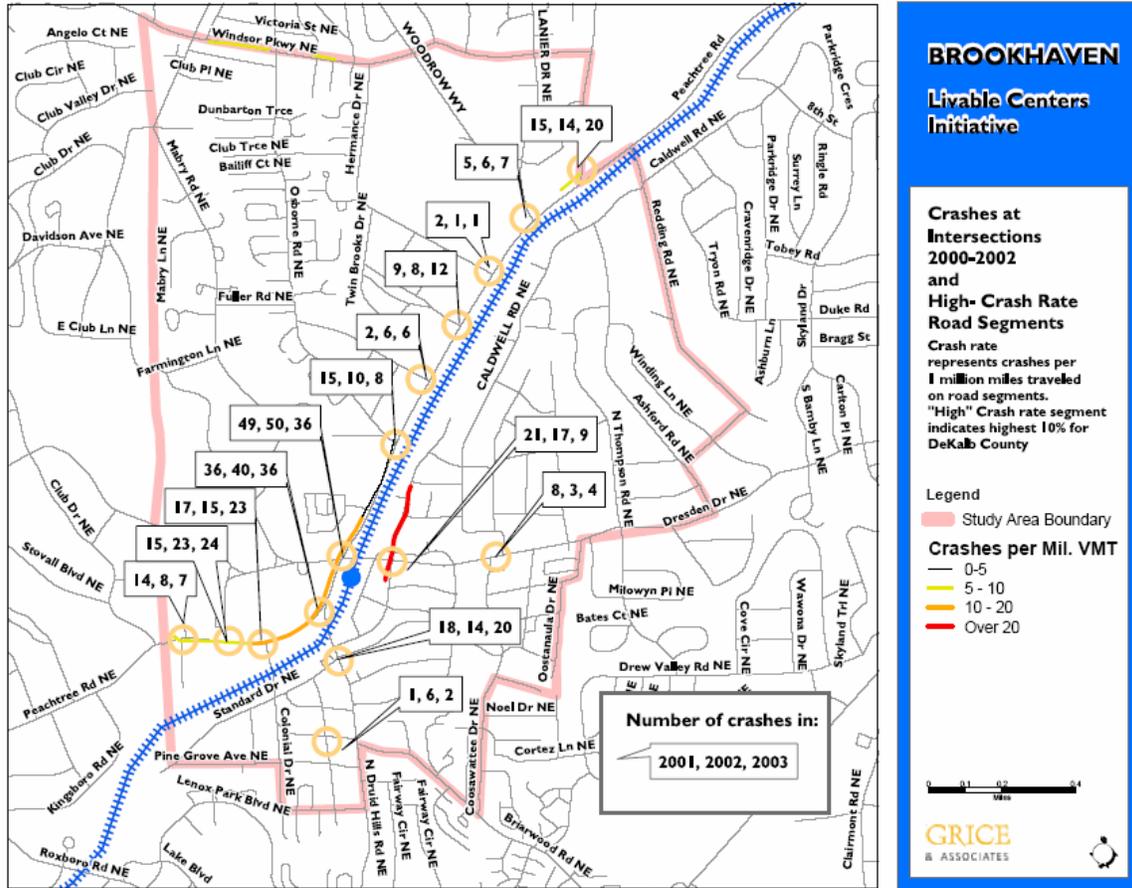
The total number of crashes along each road segment in the Study Area was correlated with the segment's average daily traffic volume to generate a crash rate which can be applied to determine the overall safety of specific road segments. The crash rate measures the number of crashes per 1 million vehicle miles traveled over a road segment. The following road segments in the Brookhaven Study Area had significantly high crash rates (above the 90<sup>th</sup> percentile) for DeKalb County:

- Peachtree Road from:
- Fulton Co. Line to Colonial Dr 9.56 Crash/Mil VMT
  - Colonial Drive to N Druid Hills Road 18.87 Crash/Mil VMT
  - N Druid Hills Road to Glen Way 16.129 Crash/Mil VMT

*Traffic Volumes*

Historic Average Annual Daily Traffic (AADT) data for the Study Area was obtained from the Georgia Department of Transportation (GDOT) database for 1997 - 2004. AADT values were obtained from several different count stations on all major roadways within the LCI Study Area. These volumes are summarized on the following page. Locations of AADT count stations were shown previously on page 13.

# BROOKHAVEN – PEACHTREE LCI



**Vehicular Crashes at Intersections and Crash Rates**

**Historical Average Daily Traffic Counts**

Roadway	Count #	Cross Street	1998	1999	2000	2001	2002	2003	2004
Peachtree Road	4039	Johnson Ferry				12,183	12,394	11,430	11,630
Ashford Dunwoody	3935	Nancy Creek	11,736	13,172	14,380	10,068	11,525	10,950	11,150
North Druid Hills Road	3656	Brookshire Lane	15,800	17,733	17,417	16,904	16,082	16,332	17,130
Standard Drive	8187	Colonial Drive						371	830
Parkside Dr	8189	Apple Valley Rd						358	500
Dresden Dr	3625	Wayland Circle	11,123	11,241	11,800	11,814	10,117	10,175	7,920
Winding Ln	8215							234	40
Peachtree Road	3167	Brookhaven Park Place	33,087	35,222	34,223	38,564	39,459	32,700	36,880
Farmington Road	8213	Mabry Road						1,855	70
Peachtree Road	3169		25,933	27,606	26,027	29,446	30,129	27,469	26,570
Winsor Parkway	4041	Twin Brooks Drive				6,450	5,259	6,551	6,670

*Existing and Future Roadway Capacity Analysis*

One major component that determines the level of congestion and delay experienced by roadway users is roadway capacity. Capacity refers to the quantity of traffic that a roadway is designed to handle before levels of congestion and delay become unacceptable. By comparing the actual volume of traffic on a roadway against the design capacity of the roadway, it is possible to gauge the level-of-service that roadway users are likely to experience. The ratio of Volume-to-Capacity (V/C ratio) corresponds with a letter grade to indicate the theoretical level of service along a roadway. If the V/C ratio is greater than 1.0, a roadway is considered to be unacceptably congested.

Level of service ratings provide an indication of which roadways are congested because they simply handle more traffic than they were designed to accommodate. This type of analysis does not account for additional delays that may be caused by operational problems at specific intersections along a roadway. The table below outlines the relationship between levels-of-service and V/C ratios.

**Level of Service Criteria for Roadway Segments**

<b>Level of Service</b>	<b>Interpretation</b>	<b>Nominal Range to Volume-to-Capacity Ratio</b>
A	Low volumes; primarily free-flow operations. Density is low, and vehicles can freely maneuver within the traffic stream. Drivers can maintain their desired speeds with little or no delay.	0.00 - 0.60
B	Stable flow with potential for some restriction of operating speeds due to traffic conditions. Maneuvering is only slightly restricted. The stopped delays are not bothersome, and drives are not subject to appreciable tension.	0.61 - 0.70
C	Stable operations; however, the ability to maneuver is more restricted by the increase in traffic volumes. Relatively satisfactory operating speeds prevail, but adverse signal coordination or longer queues cause delays.	0.71 - 0.80
D	Approaching unstable traffic flow, where small increases in volume could cause substantial delays. Most drivers are restricted in their ability to maneuver and in their selection of travel speeds. Comfort and convenience are low but tolerable.	0.81 - 0.90

E	Operations characterized by significant approach delays and average travel speeds of one-half to one-third the free-flow speed. Flow is unstable and potential for stoppages of brief duration. High signal density, extensive queuing, or progression/timing are the typical causes of the delays.	0.91 - 1.00
F	Forced-flow operations with high approach delays at critical signalized intersections. Speeds are reduced substantially, and stoppages may occur for short or long periods of time because of downstream congestion.	1.010+

(1) Source: *Highway Capacity Manual*, Transportation Research Board Number 212, January 1990.

*Existing Capacity Analysis*

The existing capacity analysis indicates that, with the exception of Osborne Road (with an LOS of A), most of the major roadways in the Brookhaven Study Area are currently operating at LOS E or below. Peachtree Road from North Druid Hills Road to Osborne Road, and all of North Druid Hills Road are operating at LOS F. The remaining portions of Peachtree Road, all of Dresden Drive, Ashford Dunwoody Road, and portions of Windsor Parkway are all operating at LOS E.

These results indicate that the primary roadway infrastructure in the Brookhaven LCI Study Area is currently handling as much traffic volume as it was designed to accommodate. Possible ways to mitigate congestion within the roadway network includes adding capacity to roadways (more lanes) or developing strategies to reduce the traffic volume or demand on the area's roadways (reduce demand and/or encourage use of other modes of transportation).

*Future Capacity Analysis*

Capacity analysis was performed for future year 2030 using the ARC Travel Demand Model. In the 2030 travel demand model, the LOS values are similar to the 2000 values although several roadways' LOS deteriorated from E to F including Dresden Drive, Ashford Dunwoody Road and portions of Windsor Parkway.

*Planned and Programmed Improvements*

DeKalb County has programmed several traffic signal upgrades in the Study Area which will include improvements to the signal hardware as well as the pedestrian crossing facilities. These programmed improvements are displayed on the following page.

**Programmed DeKalb County Signal Improvements in Study Area**

Peachtree Road (Sys-20)	Apple Valley Road @ Dresden Dr
Peachtree Road (Sys-20)	Apple Valley Road @ North Druid Hills Road
Peachtree Road (Sys-20)	Ashford Dunwoody Road @ Peachtree Road
Peachtree Road (Sys-20)	Colonial Drive @ Peachtree Road
Peachtree Road (Sys-20)	Cross Keys Drive @ Peachtree Road
Peachtree Road (Sys-20)	Dresden Drive @ Peachtree Road
Peachtree Road (Sys-20)	Lanier Drive @ Peachtree Road
Peachtree Road (Sys-20)	North Druid Hills Road @ Peachtree Road
Peachtree Road (Sys-20)	Osborne Road @ Peachtree Road

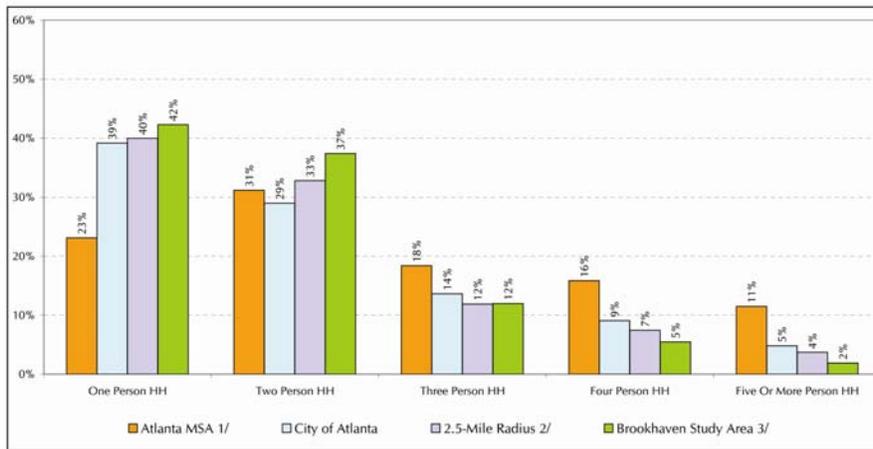
There is also a locally funded project for sidewalks on the north side of Dresden Drive from Apple Valley Road to Thompson Road. This pedestrian improvement is expected to be coordinated with future mixed-use development on the north side of Dresden Drive near Caldwell Road.

**Demographic/Socioeconomic Trends**

There is a macro demographic shift occurring throughout the US, driving demand for infill development in inner suburban areas like Brookhaven:

- Baby Boomers (the largest single demographic group in the U.S.) are maturing and many are becoming “empty nesters.” As they do, many seek to simplify their lives by “downsizing” to a condo, townhome, or small-lot single-family home. When looking at the area surrounding Brookhaven (the PMA<sup>1</sup>), empty nesters represent a large and affluent potential market audience.
- The Study Area<sup>2</sup> and the PMA have a very large concentration of one- and two-person households compared to the metro area overall. As illustrated in the graph below, nearly 80% of the households in the Study Area are comprised of one or two people, 73% in the PMA. Many of these smaller households also seek low-maintenance housing types.
- Census projections indicate that over the next ten-years, one and two-person households (childless couples, singles and non-family households) will be the fastest growing household types while the percentage of couples with children will decrease.
- People are typically working longer hours and thus place a greater premium on their leisure time, with many opting to reduce commutes and home maintenance responsibilities. Traffic congestion and associated commute times are causing people to rethink their priorities with an increasing amount opting for the convenience and lifestyle offered by in town areas such as Brookhaven.

**DISTRIBUTION OF PERSONS PER HOUSEHOLD  
ATLANTA MSA, CITY OF ATLANTA, 2.5 MILE RADIUS OF STUDY AREA AND BLOCK GROUPS CONTAINING THE LCI STUDY AREA  
2004**

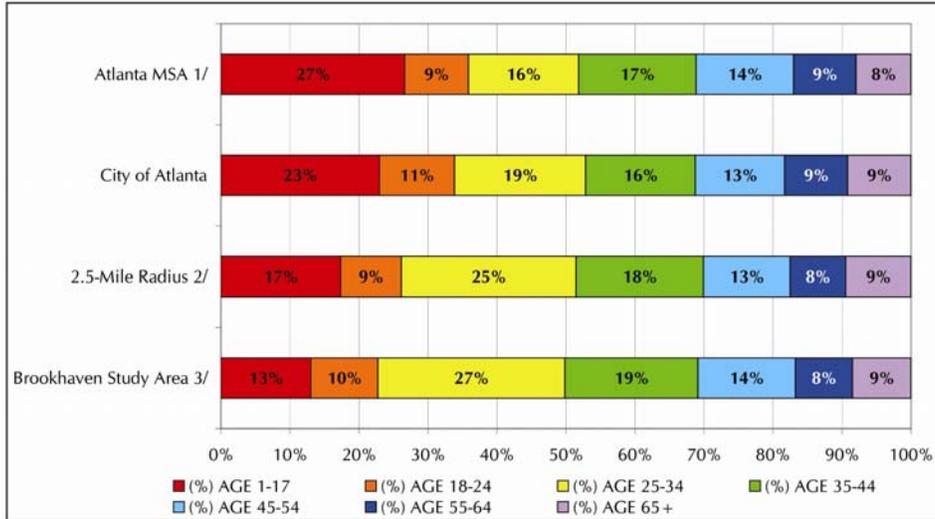


1/ 28-county Atlanta metropolitan statistical area as defined by the U.S. Census Bureau  
 2/ 2.5 mile radius extending from the center of the Brookhaven LCI study area, at the intersection of Peachtree Road and Dresden Drive  
 3/ Census-defined block groups encompassing the Brookhaven LCI study area  
 SOURCE: Robert Charles Lesser & Co., LLC, Claritas

<sup>1</sup> The Primary Market Area (PMA) is defined as a 2.5-mile radius from the MARTA station, which is roughly the area northwest of I-85, east of GA 400, and inside I-285.

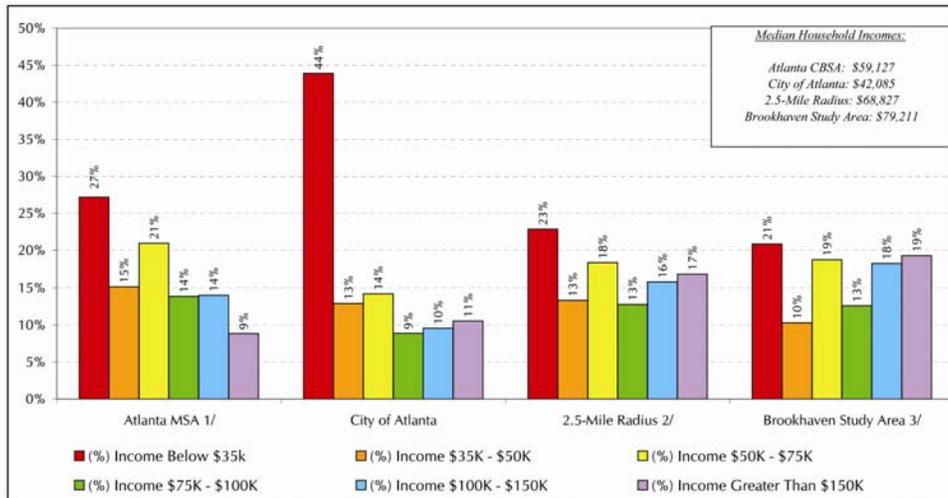
<sup>2</sup> The Study Area is approximated by 2000 Census Block Groups 211.001, 211.002, 214.033, 214.051, and 214.052.

**AGE DISTRIBUTIONS**  
 ATLANTA MSA, CITY OF ATLANTA, 2.5 MILE RADIUS OF STUDY AREA AND BLOCK GROUPS CONTAINING THE LCI STUDY AREA  
 2005



1/ 28-county Atlanta metropolitan statistical area as defined by the U.S. Census Bureau  
 2/ 2.5 mile radius extending from the center of the Brookhaven LCI study area, at the intersection of Peachtree Road and Dresden Drive  
 3/ Census-defined block groups encompassing the Brookhaven LCI study area  
 SOURCE: Robert Charles Lesser & Co., LLC; Claritas

**HOUSEHOLD INCOME DISTRIBUTIONS**  
 ATLANTA MSA, CITY OF ATLANTA, 2.5 MILE RADIUS OF STUDY AREA AND BLOCK GROUPS CONTAINING THE LCI STUDY AREA  
 2005



1/ 28-county Atlanta metropolitan statistical area as defined by the U.S. Census Bureau  
 2/ 2.5 mile radius extending from the center of the Brookhaven LCI study area, at the intersection of Peachtree Road and Dresden Drive  
 3/ Census-defined block groups encompassing the Brookhaven LCI study area  
 SOURCE: Robert Charles Lesser & Co., LLC; Claritas

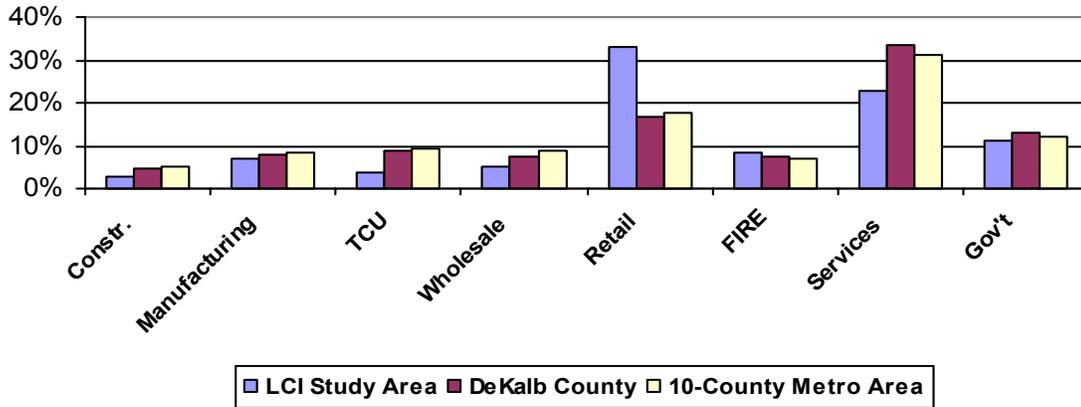
In addition to the demographic factors noted above, there are several additional socioeconomic trends that impact development opportunities within the Study Area:

- The Atlanta MSA remains one of the nation's strongest growth markets, adding more than 40,000 net new households annually in the 1990s, representing a compound annual growth rate of 3.2%.
- Household growth has remained strong thus far in the new millennium, averaging nearly 46,000 new households annually.
- The MSA is anticipated to add over 50,000 new jobs annually in the next two years. Longer term job growth is anticipated to remain robust in the Atlanta region.
- While the Study Area is largely built-out, the area was able to add approximately 150 households annually in the 1990s through infilling. Increasing home prices and land prices, increasingly complex deal structures and other factors could place a strain on the area's ability to continue to attract growth in the coming years, particularly from households with more moderate incomes.
- Incomes are high in the Brookhaven area, with the median income being close to \$80,000 and more than 37% of households earning over \$100,000 annually. While lower income households can be found in the area, many of these households appear to be elderly living in some of the high-rises along Peachtree Road.

Currently, the Brookhaven LCI Study Area is a relatively small employment area. The three block groups that approximate the Study Area (211, 214.03, and 214.05) are estimated to include fewer than 5,000 jobs, representing a mere 1.4% of all jobs in DeKalb County and a current jobs to housing balance of 1 job for every 4 residents. The greatest percentage of these jobs is in retail trade (33%) and services (29%). The concentration of retail jobs in the Brookhaven area is much higher than the county (17%) or the metro area (19%). The only two job segments where the LCI Study Area has more than its "fair share" (greater than 1.4%) of jobs is in retail trade and finance, insurance and real estate (F.I.R.E.).

As shown in the chart on the next page, in 2000 the LCI area had a slightly higher concentration of finance, insurance, and real estate (F.I.R.E.) jobs than the county or the metro area, indicative of slightly higher concentration of office-using jobs. And despite the presence of some small business/industrial areas, the Study Area has a lower concentration of manufacturing, TCU (transportation, communication and utilities) and wholesale trade jobs.

**Employment Data  
LCI Study Area, DeKalb County, Atlanta MSA  
2000**



Atlanta Regional Commission (ARC) 2000 to 2010 projections for these block groups show only modest employment gains are anticipated within the area. With projections for only 108 net new jobs, all job types are shown to be decreasing except F.I.R.E., services, and wholesale trade. Given current market conditions, these estimates are likely conservative. Between 2010 and 2030, ARC projects the area to add just fewer than 1,200 net new jobs, with 40% of these jobs in services.

## **Existing Market Conditions**

Brookhaven has emerged as one of Atlanta's more desirable areas over the past several years. With strong neighborhoods, a central location and a number of other amenities, the area is poised to continue to evolve into an even more attractive area in which to live, to work, to shop and to relax. The following summary provides a background as to the existing conditions and opportunities for the Brookhaven LCI from a market and economic perspective.

### *Study Area Strengths and Challenges*

Understanding the key strengths and challenges of the Brookhaven LCI Study Area is key to identifying potential building blocks from which to foster redevelopment and revitalization and those aspects or issues that must be addressed to realize the types of opportunities desired. Key strengths of the area include:

- It's proximity to Buckhead and the Central Perimeter area which, together, represent two of Atlanta's largest and most upscale office and retail submarkets;
- Excellent access to jobs, retail, services and amenities via Peachtree Road/ Peachtree Industrial, I-85, GA 400 and MARTA;
- Strong and well-established neighborhoods in and adjacent to the Study Area;
- Convenient neighborhood-serving retail; and
- In town conveniences without the tax burden of Fulton County and the City of Atlanta.

Against these supporting factors, there are several challenges Brookhaven faces in pursuing redevelopment (some of which can be addressed through the LCI process):

- While possessing some smaller nodes, there is no real true focal point in the Brookhaven area—no real center or gathering spot;
- Peachtree Road is large and relatively unattractive in a number of spots, flanked by aging commercial on one side and the MARTA rail line on the other;
- The MARTA rail line's adjacency to Peachtree impedes the ability to create a more urban character along the thoroughfare; and
- The lack of a true focal point or amenity location, combined with moderately high land prices, makes the feasibility of redevelopment somewhat more challenging.

Addressing these issues through strong land planning and an understanding of development feasibility will be an important goal of the Brookhaven LCI study.

When you place these positive locational attributes in the context of supporting macro trends and a rapidly growing metro area, the result is escalating prices for existing real estate and new development that is increasingly upscale. The greater affluence and household growth has supported additional retail and services, and due to overall growing market demand, underutilized properties are transitioning to higher and better uses. This includes new housing, retail, local-serving office and mixed-use developments. The growth and pricing trends are evidenced statistically (in the market and demographic analysis) as well as qualitatively (in site visits and interviews with residents, property owners, community groups, developers, business owners, and other stakeholders) as discussed by land use, below.

#### *For-sale Residential Market*

The majority of new residential activity in the Study Area is in infill development within existing neighborhoods targeting affluent families and couples. Through building on remaining undeveloped lots, increasing density on existing lots, and redeveloping older homes, new homes are being provided largely from \$400,000 to over \$750,000. In 2004 in zip code 30319, the majority of new-single-family home sales (65%) were for homes priced between \$650,000 and \$750,000.

There have also been some smaller planned developments, with townhomes and single-family homes ranging from \$500,000 to over \$1 million. One of the most remarkable projects recently developed in the Study Area is a condominium project, One Brookhaven, offering condos from \$1 million. Sales have reportedly been strong, exemplifying that there are few to no market limitations to new residential development in the Study Area.

On the flip side of this, housing affordability appears to be the more significant issue impacting Brookhaven's housing market. Land prices are primarily responsible for limiting housing opportunities. According to brokers active in the area, land prices are ranging from \$800,000 per acre for parcels with side-street frontage (but not on Peachtree) to over \$1 million per acre for parcels directly on Peachtree Road. Given these prices, significant increases in density along Peachtree will be necessary to accommodate new for-sale housing below \$300,000. These densities may include the need for mixed-use development for which the commercial portions of the property could help to offset housing costs. Potential incentives, such as density bonuses, may be needed to offset these costs.

Target Market Audience	Existing Level of Opportunity	Initial Future Level of Opportunity	Challenges/ Issues
------------------------	-------------------------------	-------------------------------------	--------------------

New Detached For-Sale Residential	Affluent couples and families	XX	XX	<ul style="list-style-type: none"> <li>• Opportunity is strong, but costs and limited site availability are significant constraints.</li> <li>• Compatibility of new, larger and more dense homes to existing neighborhoods.</li> </ul>
-----------------------------------	-------------------------------	----	----	---

Scale: 'X' represents a very limited market opportunity while 'XXXX' represents a very strong market opportunity.

*Rental Residential Market*

The Atlanta apartment market overall is in the process of recovering from the negative impacts of low interest rates on apartments. Fewer concessions are being offered, occupancies are higher, and with projected strong job growth and beneficial demographic shifts, the next five years are anticipated to be far stronger for apartments than the previous five years.

Apartments in the Brookhaven area are generally characterized as upscale garden apartments developed within the last ten to fifteen years, catering to professional singles and couples and Oglethorpe students. The exceptions are one large community located toward the northern end of the Study Area, Peachtree Garden Apartments, which serves those with more moderate incomes, one mid-rise apartment community, and seniors' residences just south of the Study Area on Peachtree Road.

Despite being in a “down” apartment market, rents and occupancies in Brookhaven communities are relatively strong. Communities are averaging 91% occupancies – which is slightly better than the market overall which is averaging 90% - and on a per square foot basis, rents are very strong, averaging \$1.25 to \$1.30 per square foot. These rents represent the highest in the North DeKalb submarket and are more in line, although still a discount, to the Buckhead and Perimeter areas. It is worth noting that these prices on a per square foot basis are supportive of mid-rise development and residential above retail construction.

Target Market Audience	Existing Level of Opportunity	Potential Future Level of Opportunity	Challenges/ Issues
------------------------	-------------------------------	---------------------------------------	--------------------

Rental Residential	Singles and couples, students	XX	XXXX	<ul style="list-style-type: none"> <li>• Apartments create opportunity to develop mixed-use projects in study area, particularly those with vertical integration of uses.</li> <li>• Land and construction costs always an issue relative to feasibility</li> <li>• Potential neighborhood sentiments toward additional apartment development.</li> </ul>
--------------------	-------------------------------	----	------	---

Scale: 'X' represents a very limited market opportunity while 'XXXX' represents a very strong market opportunity.

*Retail Market*

The retail market in Brookhaven is primarily community-serving. There are two regional uses (Lowe's and Hastings) that draw from a much larger trade area and a super Wal-Mart is being developed north of the Study Area in Chamblee that will also target a much larger trade area. However, leasing agents and retailers in the strip centers (which comprise the majority of retail in the area) estimate that anywhere from 50% to 70% of their sales come from the surrounding neighborhoods. Two grocery-anchored centers are at the heart of the Study Area, both serve the surrounding neighborhoods, but also pick up fairly significant traffic from drive-by commuters and MARTA riders.

Retailers report the impact of MARTA to be mixed. One of the Kroger managers estimates that approximately 20% of shoppers walk to the store due to MARTA and therefore MARTA is driving additional sales. On the other hand, some retailers expressed concern that MARTA was contributing to crime at their stores, particularly shoplifting, and that being next to a MARTA train station increases their security costs.

The retail market seems to be fairly strong, with occupancies averaging 87% and rents running on average \$20 to \$24 per square foot. These rents are consistent with the top of the Atlanta market overall but occupancies are lower than the larger market (averaging 93%). The Study Area lies at the edge of the Buckhead/Midtown/CBD submarket and the achieved rents in Brookhaven are more consistent with, if not slightly above, the submarket average. However, vacancy rates are still below average (94% in the Buckhead/ Midtown/ CBD).

The overall opportunity for retail in the Study Area is somewhat limited, both by its proximity to Buckhead and by its infrastructure. The Lenox area creates a sense of prestige for retail and may help drive traffic to and through the Brookhaven area. On the other hand, it limits the opportunities for many tenant types as most national chains are already represented in Lenox, Phipps or smaller surrounding centers and location restrictions preclude locating another store within such close proximity. Infrastructure is challenging in Brookhaven as well, with a lack of major "hard corners" resulting from major thoroughfares crossing Peachtree Road. Given this, local, or neighborhood-serving retail, appears more appropriate today and over time within the Study Area.

Target Market Audience	Existing Level of Opportunity	Potential Future Level of Opportunity	Challenges/ Issues
Retail	<ul style="list-style-type: none"> <li>• Area households XX (n'hood)</li> <li>• Employees X</li> <li>• Drive-by traffic (regional)</li> <li>• MARTA riders (regional)</li> <li>• Students</li> </ul>	<ul style="list-style-type: none"> <li>XXX (n'hood)</li> <li>X (regional)</li> </ul>	<ul style="list-style-type: none"> <li>• Creating sense of place and local/neighborhood destination.</li> <li>• Ability to relate/connect retail to surrounding neighborhoods</li> </ul>

Scale: 'X' represents a very limited market opportunity while 'XXXX' represents a very strong market opportunity.

*Office Market*

Similar to retail, the majority of office in the Study Area is local serving. Brokers and developers report strong demand for small-scale office from those who live in the Brookhaven area. Although there are some larger spaces, most of office spaces are in the 1,000 to 2,000 square foot range. Some estimate that approximately half of the area's office space is occupied by professionals who live nearby. They also indicate that MARTA is a very attractive amenity for these businesses, with several businesses who have purchased office condos pointing to access to MARTA as a key determining factor in their purchase decision.

Although this is a small, localized market, market conditions are very strong. Of the five surveyed office developments (totaling 115,000 square feet), only 2% of the total space is vacant. Rents range from \$16 to \$24 per square foot, averaging just under \$20. Rents are almost exactly equal to the Atlanta office market overall at \$19.72 per square foot, but occupancies far exceed the market overall. Currently, the Atlanta office market is estimated to be approximately 18.5% vacant. REIS reports that the Buckhead/ Lenox submarket is currently 15% vacant and North Central/ I-285 (Perimeter) office markets is 19.5% vacant.

Going forward, there will likely continue to be strong opportunities for smaller-scale office, particularly related to MARTA. Given future inventory in the more established and prestigious office cores, opportunities for any larger scale office development associated with MARTA would likely require a major anchor/ corporate relocation and price alternative to Buckhead and Perimeter.

Target Market Audience	Existing Level of Opportunity	Potential Future Level of Opportunity	Challenges/ Issues
Office	<ul style="list-style-type: none"> <li>• Local-serving firms seeking space closer to home/ executive housing</li> <li>• Potential for larger offices or HQ as part of TOD</li> </ul>	XXX (smaller-scale)  X (mid to high-rise)	XXXX (smaller-scale)  XX (mid to high-rise)  <ul style="list-style-type: none"> <li>• Creating sense of place or mixed-use project to provide "there" and anchor potential office uses.</li> <li>• Feasibility of office development along Peachtree Street--mixed-use likely a must.</li> </ul>

Scale: 'X' represents a very limited market opportunity while 'XXXX' represents a very strong market opportunity

*Creating a Mixed-Use Core*

As has been shown, significant opportunities exist for the continuing evolution of Brookhaven- residential development is only tempered by land costs while retail and office development opportunities exist to serve more of a local market. To realize these opportunities and continue to evolve, the form of development will likely need to change in Brookhaven, particularly along Peachtree Road.

Creation of a mixed-use core that both creates residential and commercial development potential while providing for the focal point or “there” that Brookhaven lacks is the opportunity at hand. Such a mixed-use project or corridor can provide the densities and intensities needed to allow for feasible development, including providing densities sufficient to provide more moderately-priced housing. That said, some public interaction, in the form of density bonuses, infrastructure construction, etc., may be necessary to allow redevelopment projects to be undertaken. In exchange, Brookhaven could benefit from small park spaces or hardscaped plazas that form a third place for residents (a place we enjoy lingering that is not home or the office).

Identification of the appropriate locations for such development, appropriate mixes of land uses, opportunities for moderately-priced (or workforce) housing and potential feasibility of such mixed-use projects, as well as the public sector's role in facilitating such development, is the focus of the Plan Concept section of this document.

**MARKET OPPORTUNITY MATRIX BY LAND USE TYPE  
FOR POTENTIAL LAND USES IN THE BROOKHAVEN LCI STUDY AREA  
2005**

	Current Situation	Study Area Strengths	Study Area Challenges	Target Market Audience	Existing Level of Opportunity	Initial Future Level of Opportunity	Challenges/Issues
New Detached For-Sale Residential	<ul style="list-style-type: none"> <li>• Pockets of infill detached for-sale surrounding the study area</li> <li>• Infill largely occurring within existing single-family neighborhoods</li> <li>• Communities are smaller-scale, small-lot with homes from \$600,000 to \$1M+</li> </ul>	<ul style="list-style-type: none"> <li>• Connections to well-established, high to ultra high-end neighborhoods</li> <li>• Excellent access to employment and retail (Lenox/ Buckhead)</li> <li>• Intown location and amenities but DeKalb County taxes</li> <li>• Sense of prestige—strong image in the market</li> </ul>	<ul style="list-style-type: none"> <li>• Availability of land for development</li> <li>• Land prices may be prohibitive of SFD</li> <li>• Affordability - most priced out of area</li> </ul>	Affluent couples and families	XX	XX	<ul style="list-style-type: none"> <li>• Opportunity is strong, but costs and limited site availability are significant constraints.</li> <li>• Compatibility of new, larger and more dense homes to existing neighborhoods.</li> </ul>
Attached For-Sale Residential	<ul style="list-style-type: none"> <li>• High-end townhomes in and adjacent to the study area, primarily from \$500,000's to \$1 million.</li> <li>• One actively-selling condo project in study area - from \$1 million.</li> <li>• Beyond study area, more affordable condos (and condo conversions) targeting first time homebuyers. Most begin in the \$130,000's.</li> </ul>	<ul style="list-style-type: none"> <li>• Access to employment and retail residences</li> <li>• Proximity to upscale single-family residences</li> <li>• MARTA access</li> <li>• Lower taxes for intown locations</li> <li>• Brookhaven address</li> </ul>	<ul style="list-style-type: none"> <li>• Lacks a core area for condo/townhome development</li> <li>• Lack of green space/ amenity orientation for townhomes</li> <li>• Increasing land costs and delivery of a broader array of prices</li> </ul>	Empty nesters/ moves-down buyers, affluent singles and couples (TH product).  Younger singles and couples, students (Condos)	XXXX	XXXX	<ul style="list-style-type: none"> <li>• Creating a focal point/ amenity location</li> <li>• Appropriate locations for density</li> <li>• Providing product across broader price bands</li> </ul>

MARKET OPPORTUNITY MATRIX BY LAND USE TYPE  
FOR POTENTIAL LAND USES IN THE BROOKHAVEN LCI STUDY AREA  
2005

	Current Situation	Study Area Strengths	Study Area Challenges	Target Market Audience	Existing Level of Opportunity	Potential Future Level of Opportunity	Challenges/Issues
Retail Residential	<ul style="list-style-type: none"> <li>Atlanta market recovering from impacts of low interest rates on apartments</li> <li>Primarily upscale (rents starting around \$700/month for a one bedroom)</li> <li>Most product currently offered is conventional, garden style</li> <li>Price alternative to Buckhead and Perimeter Center</li> <li>One high-rise property and seniors residences just south of study area</li> </ul>	<ul style="list-style-type: none"> <li>Proximity to employment, retail and services</li> <li>MARTA accessibility</li> <li>Good access to major arterials</li> <li>Proximity to Oglethorpe</li> <li>Excellent visibility along Peachtree</li> <li>Supportable rents appear sufficient to allow residential above retail</li> </ul>	<ul style="list-style-type: none"> <li>Limited land availability in strategic locations</li> <li>Potential conflicts with established single-family neighborhoods</li> <li>Increasing land costs resulting in need for higher-densities and more expensive construction</li> </ul>	<ul style="list-style-type: none"> <li>Singles and couples, students</li> </ul>	XX	XXXX	<ul style="list-style-type: none"> <li>Apartments create opportunity to develop mixed-use projects in study area, particularly those with vertical integration of uses.</li> <li>Land and construction costs always an issue relative to feasibility</li> <li>Potential neighborhood sentiments toward additional apartment development.</li> </ul>
Retail	<ul style="list-style-type: none"> <li>Just north of one of largest concentration of regional and entertainment retail concentrations (Lenox/ Phipps) in the MSA</li> <li>Study area primarily neighborhood-serving, strip centers</li> <li>Some existing regional uses - Lowe's, Hastings</li> <li>Local examples of mixed-use but no "town center" development</li> <li>Appear to be ample grocery stores</li> </ul>	<ul style="list-style-type: none"> <li>Excellent visibility and traffic counts</li> <li>High incomes in area suggest support for "boutique" retail concepts often appropriate in mixed-use</li> <li>Proximate to large office core</li> <li>Multiple market audiences = opportunities for day-time and night-time traffic</li> </ul>	<ul style="list-style-type: none"> <li>Lack of major hard corners</li> <li>Peachtree is "one-sided" in much of study area</li> <li>Width of Peachtree makes creating town center/ core difficult</li> <li>Pedestrian access/ environment currently difficult</li> <li>Perception that area is leaking more neighborhood retail demand to adjacent areas</li> </ul>	<ul style="list-style-type: none"> <li>Area households</li> <li>Employees</li> <li>Drives-by traffic</li> <li>MARTA riders</li> <li>Students</li> </ul>	XX (n'hood)	XXX (n'hood)  X (regional)	<ul style="list-style-type: none"> <li>Creating sense of place and local/neighborhood destination.</li> <li>Ability to relate/connect retail to surrounding neighborhoods</li> </ul>
Office	<ul style="list-style-type: none"> <li>Adjacent to large, upscale office core</li> <li>Office condos have been successful in area</li> <li>Majority of office has been local-serving</li> </ul>	<ul style="list-style-type: none"> <li>Proximity to Executive Housing</li> <li>Potential value office market relative to Buckhead and Perimeter</li> <li>Potential for transit-oriented development</li> <li>Good visibility in some locations</li> </ul>	<ul style="list-style-type: none"> <li>Not a major office market currently</li> <li>Requires stronger sense of location</li> <li>No real anchor or catalyst for office development</li> <li>Land prices may be restrictive for smaller uses</li> </ul>	<ul style="list-style-type: none"> <li>Local-serving firms seeking space closer to home/ executive housing</li> <li>Potential for larger offices or HQ as part of TOD</li> </ul>	XXX (smaller-scale)	XXX (smaller-scale)  XX (mid to high-rise)	<ul style="list-style-type: none"> <li>Creating sense of place or mixed-use project to provide "there" and anchor potential office uses.</li> <li>Feasibility of office development along Peachtree Street-mixed-use likely a must.</li> </ul>

Scale: 'X' represents a very limited market opportunity while 'XXXX' represents a very strong market opportunity.

ROBERT CHARLES LESSER & CO., LLC

Page 2 of 2

Land Use Mkt Opp Matrix  
02-105xx.00  
Printed: 7/13/2005

**Issues and Opportunities**

The following list of issues and opportunities facing the future of the Brookhaven-Peachtree area is based on the existing conditions analysis conducted by the Planning Team, a series of facilitated stakeholder interviews and conversations with County officials and community members before, during and after the first public workshop held on July 28, 2005. While not exhaustive, this listing seeks to highlight and summarize some of the most important questions and issues that must be addressed to plan for the future of the Brookhaven-Peachtree LCI Area.

- 1. What is the Community's and County's vision for the future of the Brookhaven-Peachtree LCI Area? What types and intensity of development and redevelopment are appropriate and what will the market support?**

The Brookhaven-Peachtree Area currently lacks a collective vision for the future. When new development projects are brought to the County there is no document (other than the very general Comprehensive Plan) that states the Community's and the County's aspirations for the Brookhaven-Peachtree Area and no existing set of guidelines beyond the zoning code, which is somewhat antiquated for a community of this location, intensity, and activity to provide a guide as to what comprises appropriate and inappropriate development.

Additionally, the vision discerned through the LCI planning process must be realistic and able to be implemented. To that extent a determination of what the market will support in terms of new housing, retail establishments and office space must be a factor in planning for the area's future and development of the resulting Action Plan for implementation.

- 2. If the Brookhaven/Oglethorpe University MARTA Station property is opened for redevelopment, what type of development is appropriate for the area; what type of development would be acceptable to the community; what type of development would be needed for the redevelopment to be feasible financially?**

According to past and recent discussions with MARTA, it is likely that at the completion of this LCI planning effort, MARTA will again consider offering property surrounding the Brookhaven/Oglethorpe University MARTA Station area for development. Potential redevelopment of the station will require a replacement of a significant number of parking spaces via a new parking structure. In some ways the community's vision for the station area may differ from the vision of county officials and/or MARTA. However, the intensity of development that will be needed to financially support redevelopment of the property must be understood by both for the property to be redevelopment and anything other than a surface parking lot.

**3. How can the County best encourage (and enforce) appropriate development in the Brookhaven-Peachtree Area?**

Because the area has lacked an agreed upon plan for the future and a guide for development, redevelopment and area improvement (particularly along Dresden Drive), portions of the community are displeased with the results of some new development projects. This disappointment appears to have led to a lack of confidence from members in the community regarding the County's ability to enforce development/redevelopment standards. Clear development and redevelopment goals and standards will be necessary for the Peachtree corridor and secondary corridors including Dresden Drive to ensure that new development enhances the Brookhaven-Peachtree Area.

**4. The Brookhaven-Peachtree Area is bifurcated by Peachtree Road, a significant regional transportation route, the MARTA rail line and a Norfolk Southern rail line. How can the two sides of Brookhaven be knit together and allow safe pedestrian crossing of Peachtree Road while maintaining capacity to move vehicles through the area?**

Overcoming the barrier of Peachtree Road and the rail lines to provide safe pedestrian crossing and promote a consistent sense of place and sense of character may be the most significant challenge to the future prosperity of the Brookhaven-Peachtree Area. At the same time, the plan must allow for vehicular safety and movement through and around Brookhaven.

**5. The Brookhaven-Peachtree Area, like many neighborhoods in the Atlanta region, suffers from a lack of green space and requires adequate pedestrian sidewalks and paths.**

Community members are extremely concerned with the lack of adequate sidewalks and open spaces in the Brookhaven-Peachtree Area. Some major roadways (portions of Dresden Drive for example) lack sidewalks, while the area's only major green space, Brookhaven Park, can only be accessed from a gate on Osborne Road and is surrounded by a chain link fence to provide security for clients of the County's DeKalb Services Center.

**6. One of Brookhaven's greatest assets is the collection of stable, single-family neighborhoods. How can new housing types appropriate for an activity center with a MARTA rail station be integrated with older, stable and, in some cases, redeveloping neighborhoods?**

While the local market has seen recent construction and success of numerous higher intensity residential developments in and around the Brookhaven area, preservation and enhancement of stable, older neighborhoods in the area is strongly desired by the community.

Provisions for maintaining opportunities for workforce housing in the Brookhaven-Peachtree area are also important to the community, despite rising property costs.

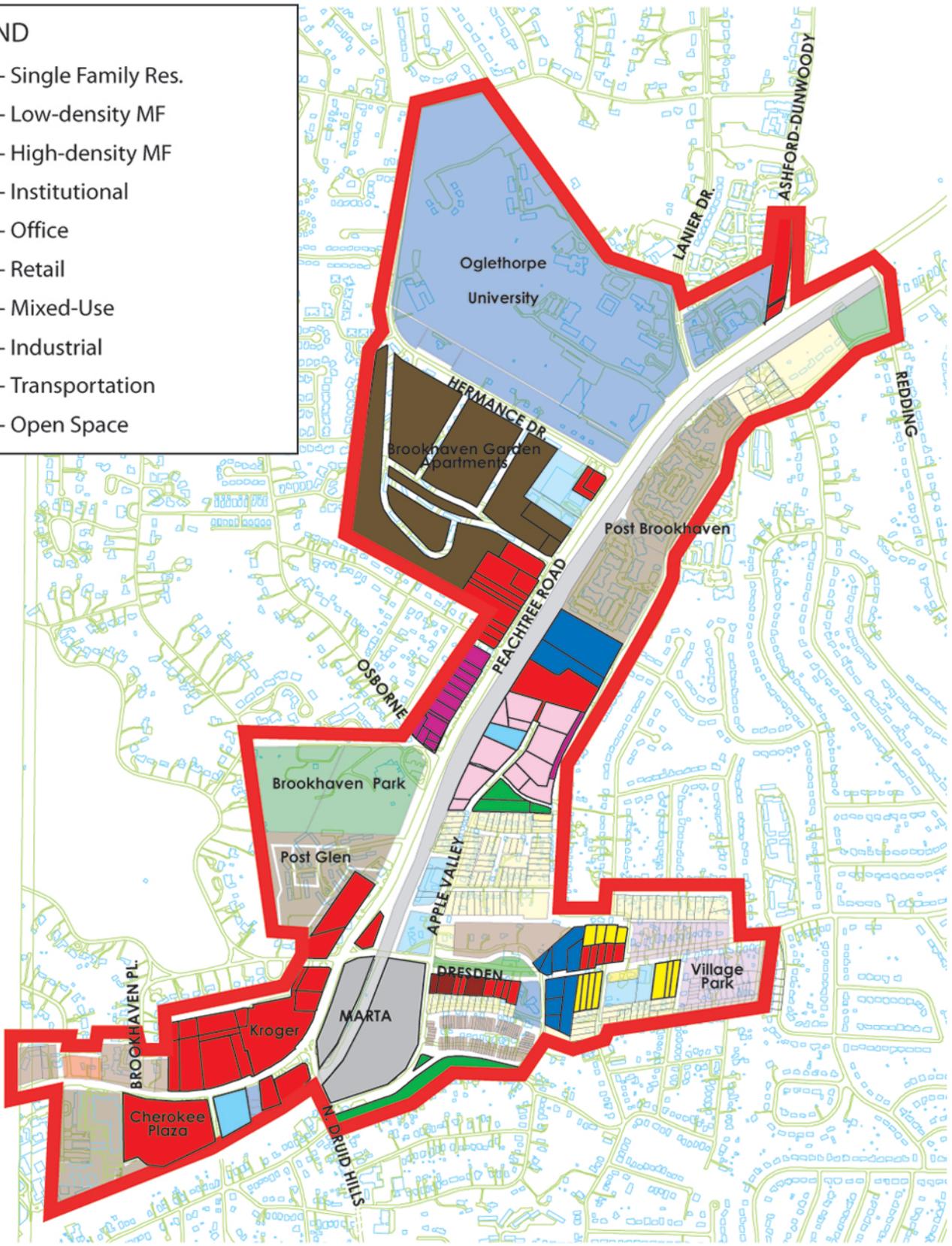
In addition to the above stated issues and opportunities, the Planning Team completed a Development Opportunities Map to display and discuss with community stakeholders where physical development or redevelopment is likely to occur over the next five to ten years. Development/redevelopment opportunity areas were identified by the Planning Team at the conclusion of the Inventory and Assessment Phase. Parcels were identified as opportunity areas if they were undeveloped, vacant, determined to be “troubled properties” due to physical condition or code compliance or significantly underutilized based upon current land values and the high level of redevelopment activity being experienced within the Brookhaven area. Identification as a development opportunity does not necessarily indicate that the property will redevelop over the next five to ten years. The exercise is a determination of what properties might be susceptible to change based upon the current economic market and surge in in-town development/redevelopment.

Generally development/redevelopment opportunities within the Brookhaven-Peachtree LCI Core Area include:

- The Brookhaven/Oglethorpe University MARTA Station property,
- A collection of retail/commercial properties along both sides of Peachtree Road between Colonial Drive and Brookhaven Drive,
- A number of properties along Dresden Drive between Apple Valley Road and Caldwell Road,
- The industrial area along Apple Valley Road east of Peachtree Road and the Norfolk Southern Railway, and
- Most properties on the west side of Peachtree Road between Osborne Road and Hermance Drive, including the Peachtree Garden Apartments site.

**LEGEND**

- Single Family Res.
- Low-density MF
- High-density MF
- Institutional
- Office
- Retail
- Mixed-Use
- Industrial
- Transportation
- Open Space



**BROOKHAVEN - PEACHTREE LCI**

Prepared For: DeKalb County  
 Prepared By: Urban Collage, Inc.

**DEVELOPMENT OPPORTUNITIES**

August 2005



## **Brookhaven-Peachtree Compass**

The Brookhaven-Peachtree Compass was developed as a community preference survey to assist in the identification of appropriate development types and intensities for the future of the Brookhaven-Peachtree area. The survey tool included a series of visual images that were rated by area stakeholders regarding their appropriateness if they were to be constructed in the Brookhaven Area in the future and a series of short-answer and multiple choice questions to assist in determining stakeholder preferences for various land uses, building characteristics, and public improvements.

The following pages include a summary of the Brookhaven-Peachtree Compass results. The results were tabulated from 89 surveys completed by area stakeholders at the July 28, 2005 public workshop and an additional 53 surveys received via e-mail, fax and mail over the following three weeks.

The Planning Team utilizes the results of the Compass survey as a guide for future development in the Brookhaven-Peachtree Area. While the Compass is not truly a scientific survey and the results can not be interpreted as a consensus opinion, the survey results tend to be a good measure of the development types preferred by those who completed the survey. The following bullets summarize the Compass Results:

1. There is clear recognition among community stakeholders regarding the appropriateness and desirability of mixed-use development in the area, particularly if the MARTA Station property is redeveloped.
2. There is strong community desire for a wider range of restaurants and retail shopping options- less so for office.
3. Community stakeholders envision North Druid Hills and Dresden as primarily residential corridors with some mixed-use options.
4. Green is good... the area is in need of additional parks and open space, particularly walking/biking trails and passive green space.
5. The area requires additional sidewalks, enhanced landscaping and additional lighting.
6. The community recognizes the challenge presented by Peachtree Road and the rail lines bisecting the area.

The following images represent those that were ranked most appropriate and least desirable for the future of the Brookhaven-Peachtree Area by area stakeholders.

*Highest Ranking Visual Images*



**BROOKHAVEN – PEACHTREE LCI**

*Lowest Ranking Visual Images*



The following represents a sampling of the open-ended questions and answers included in the Compass (“✓” = positive response, “-” = neither positive nor negative response, “✘” = negative response).

### *Open-Ended Questions and Responses*

1. In your opinion, if the Brookhaven/Oglethorpe University MARTA Station were to be redeveloped, what would be the best use of the property?
  - ✓ Mixed Use Development with retail & housing
  - ✓ Mixed Use Village with retail, office & housing
  - Apartments, Condominiums and/or Lofts only
  - Neighborhood Office Development only
  - Single Family Housing only
  - ✘ Leave it as it is
  - ✘ A Major Office Headquarters
  
2. What should be the future of the North Druid Hills Road Corridor?
  - ✓ Repair Existing Homes
  - More Mixed-Use Development
  - Replace with Higher Intensity Residential
  - Leave it as it is
  - ✘ More Commercial Development (office/retail)
  
3. What should be the future of the Dresden Drive Corridor?
  - ✓ More Mixed-Use Development
  - ✓ Repair Existing Homes
  - Replace with Higher Intensity Residential
  - More Commercial Development (office/retail)
  - ✘ Leave it as it is
  
4. What object or place evokes the strongest sense of place and identity in Brookhaven?
  1. The Brookhaven/Oglethorpe University MARTA Station
  2. Brookhaven Station (Jocks & Jills, Mellow Mushroom, Meehan's, etc.)
  3. Oglethorpe University
  4. Capital City Country Club
  5. Neighborhoods and Residential Areas
  6. What sense of place and identity?
  
5. What should be the highest priority in terms of improving the quality of life in the Brookhaven-Peachtree Area?
  1. Improve the Pedestrian Environment
  2. Create Open Spaces/Parks
  3. Encourage Mixed-Use Development
  4. Balance and Improve Land Uses/Buildings
  5. Enhance the Area's Identity

## **PLAN CONCEPTS**

Based upon the Inventory and Assessment of existing conditions in the Brookhaven-Peachtree Area and the vision outlined by area stakeholders, the Planning Team conducted a series of public workshops to enlist the community's help in developing a plan for future development and redevelopment in the Brookhaven-Peachtree Area. First, a Framework Plan for the entire Core Study Area was created with input from community stakeholders outlining future land uses, potential transportation improvements and desired open space improvements. Concepts were focused on improving the Peachtree Road and Dresden Drive corridors and anticipated redevelopment of the Brookhaven/Oglethorpe University MARTA train station.

Once the general Framework Plan was established, more detailed site development concepts were generated for priority areas including the Brookhaven MARTA Station Area and the Peachtree Garden Apartments site. Additionally, a set of Urban Design and Development Guidelines were developed. These guidelines will serve as the basis for a Brookhaven-Peachtree Overlay District to assist in bringing the Brookhaven-Peachtree vision to reality over the next ten years. Specifically, the Urban Design and Development Guidelines call for the integration of mixed-use development, not currently allowed under existing zoning classifications utilized in the Brookhaven Area, and a more urban village character.

### **Framework Plan**

The Framework Plan represents the future land uses envisioned in the Brookhaven-Peachtree Area and complementary transportation improvements to improve traffic operations, safety, and enhance connections for the pedestrian environment. Each individual development/redevelopment opportunity within the Framework Plan is detailed on the following pages.

Generally, the plan calls for a combination of commercial and residential development throughout the Core Study Area, including significant mixed-use development (multistory buildings with commercial space on the ground or first two floors and residential units on upper floors) surrounding the Brookhaven MARTA Station. Surrounding the Core Study Area, well-established Brookhaven neighborhoods including Ashford Park, Brookhaven Heights, Brookhaven Fields, Brookhaven Club and neighborhoods off of Osborne Road and Hermance Drive should be



*Brookhaven MARTA Station Redevelopment from Peachtree Road*

preserved and enhanced. These neighborhood areas provide a stable residential base that will support future retail development in the area and should benefit from the increasing desirability of the Brookhaven Area and the higher quality of life envisioned by this plan and its recommendations.

***The Framework Plan in addition to outlining future land uses and transportation improvements should be utilized as the basis for amending the future land use map for the Brookhaven area within the DeKalb County Comprehensive Plan.***

That update should include the following:

- Adoption and integration of a Brookhaven Overlay District that allows for transit-oriented, mixed-use development in areas within ¼ mile of the MARTA train station,
- Mixed-Use Development on all properties facing Peachtree Road between Brookhaven Drive (south of the existing Wachovia Bank) and Dresden Drive,
- Mixed-Use Development on the Brookhaven MARTA Station site,
- Mixed-Use Development on the north side of Dresden Drive between Parkside Drive and Caldwell Road,
- Medium Density Residential with potential for ground floor professional office along the south side of Dresden Drive between Apple Valley Road and Elijah Drive and along the east side of Apple Valley Road between Peachtree View and Sunland Drive,
- Medium-High Density Residential along Apple Valley Road north of Dresden Drive on properties currently zoned for industrial use/manufacturing, and
- Office/Professional along the west side of Apple Valley Road from Dresden Drive to the aforementioned industrial/manufacturing properties.

**A. Oglethorpe University Development Site**

- Coordinate with Oglethorpe University to ensure that the design of new development on site is in keeping with Oglethorpe design aesthetic
- Position new development at back of wide sidewalk
- Encourage improvement of open space for University/Community use

**B. Redevelop Peachtree Garden Apartments Site**

- Redevelop apartment site at higher density with TND style cluster housing, attached housing, and multi-family
- Develop mixed-use component along Peachtree Road at Cross Keys Drive with retail on ground floor and office/housing above
- Develop design standards to improve facades and build consistent character along Peachtree

**C. Peachtree Road Retail**

- Redevelop retail along west side of Peachtree Road
- Position new buildings at back of wide sidewalk
- Develop design standards to improve facades and build consistent character along Peachtree

**D. Brookhaven Park Enhancements**

- Replace chain-link fence along Peachtree Road with more open, attractive frontage
- Refurbish park for community access and use
- Consider relocating DeKalb Services Center to back of parcel (off of Peachtree Road) to provide better views into and use of park

**E. Redevelop Kroger Shopping Center for Mixed-Use Development**

- Create a pedestrian-oriented "Brookhaven Village" Development
- Ground floor retail with office/residential above
- Position new buildings at back of wide sidewalk along Peachtree Road
- Place parking in rear of site and connect to Peachtree Road and Brookhaven Drive
- Develop design standards to improve facades and build consistent character along Peachtree
- Maintain or improve upon Brookhaven Station Development

**F. Peachtree Multi-Family Housing**

- Maintain mid-rise to high-rise multi-family housing development on west end of Peachtree
- Position building at back of wide pedestrian sidewalk
- Potential for retail on ground floor

**G. Peachtree Retail/Office**

- Redevelop office facilities on either side of Solomon Goodwin House and Cemetery to protect historic structure/site
- Redevelop Cherokee Plaza site, but maintain retail use
- Position new buildings at back of sidewalk along Peachtree Road
- Potential for some housing at back of site or above retail
- Develop design standards to improve facades and build consistent character along Peachtree

**H. Multi-Family Housing**

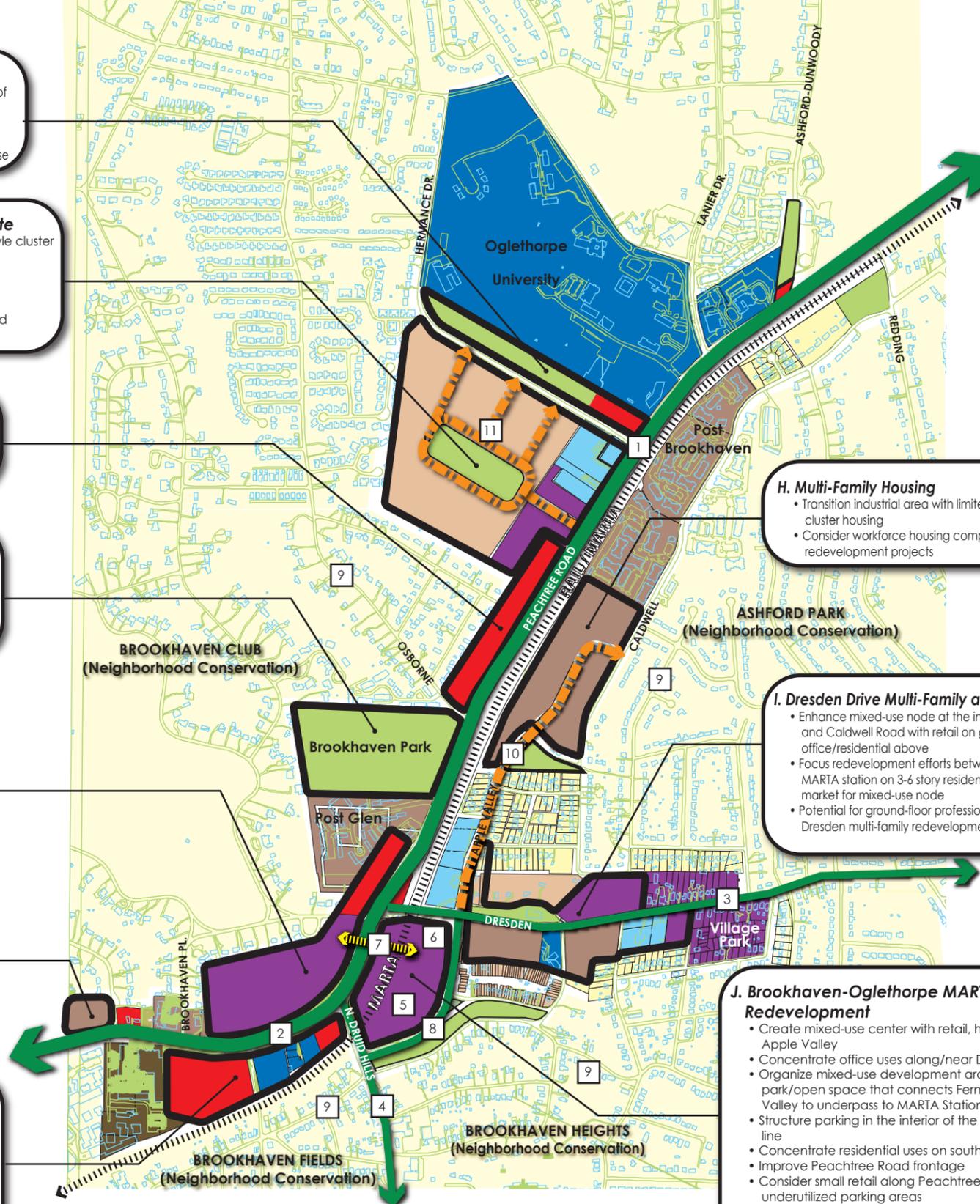
- Transition industrial area with limited access to multi-family or cluster housing
- Consider workforce housing component for multi-family redevelopment projects

**I. Dresden Drive Multi-Family and Mixed-Use**

- Enhance mixed-use node at the intersection of Dresden Drive and Caldwell Road with retail on ground floor and office/residential above
- Focus redevelopment efforts between mixed-use node and MARTA station on 3-6 story residential to build and maintain market for mixed-use node
- Potential for ground-floor professional office as part of Dresden multi-family redevelopment opportunities

**J. Brookhaven-Oglethorpe MARTA Station Property Redevelopment**

- Create mixed-use center with retail, housing & office along Apple Valley
- Concentrate office uses along/near Dresden
- Organize mixed-use development around a central park/open space that connects Fernwood Park and Apple Valley to underpass to MARTA Station
- Structure parking in the interior of the site adjacent to the rail line
- Concentrate residential uses on south side of site
- Improve Peachtree Road frontage
- Consider small retail along Peachtree in place of underutilized parking areas
- Develop design standards to improve facades and build consistent character along Peachtree



**TRANSPORTATION IMPROVEMENTS**

**1. Peachtree Road Roadway & Sidewalk Enhancements (Ashford Dunwoody to Dresden)**

- Widen sidewalks & improve pedestrian crossings
- Create planting strip between road and sidewalk, including pedestrian lighting, street trees, and new landscaping

**2. Peachtree Road Roadway & Sidewalk Enhancements (Dresden to Bellaire)**

- Widen sidewalks & improve pedestrian crossings
- Create planting strip between road and sidewalk, including pedestrian lighting, street trees, and new landscaping
- Create medians on Peachtree between MARTA property and Project B to provide pedestrian refuge points and calm auto traffic

**3. Dresden Drive Sidewalk & Bicycle Enhancements**

- Widen & improve sidewalks
- Add pedestrian lights & street trees where appropriate

**4. North Druid Hills Sidewalk & Bicycle Enhancements**

- Widen & improve sidewalks
- Add pedestrian lights & street trees where appropriate

**5. Brookhaven-Oglethorpe MARTA Station Parking Structure**

- Parking deck on interior of Project D

**6. MARTA Station Access/Public Improvements**

- Create central green space
- Build new roads for improved access to site

**7. Pedestrian Bridge & MARTA Station Improvements**

- Create pedestrian bridge/plaza between MARTA platform and Project B

**8. Apple Valley Roadway & Sidewalk Enhancements**

- Streetscape along Apple Valley from North Druid Hills to Dresden
- On-street parking
- Create planting strip between road and sidewalk, including pedestrian lighting, street trees, and new landscaping

**9. Neighborhood Sidewalk Improvements**

- Improve existing sidewalks & add new sidewalks where necessary in surrounding neighborhoods (Brookhaven Heights, Brookhaven Fields, Ashford Park, Osborne, Hermance, etc.)

**10. Apple Valley Extension**

- Extend Apple Valley through Project G to Caldwell Rd.

**11. Cross Keys Drive Extension**

- Extend Cross Keys Dr. through Project I to Hermance Dr.

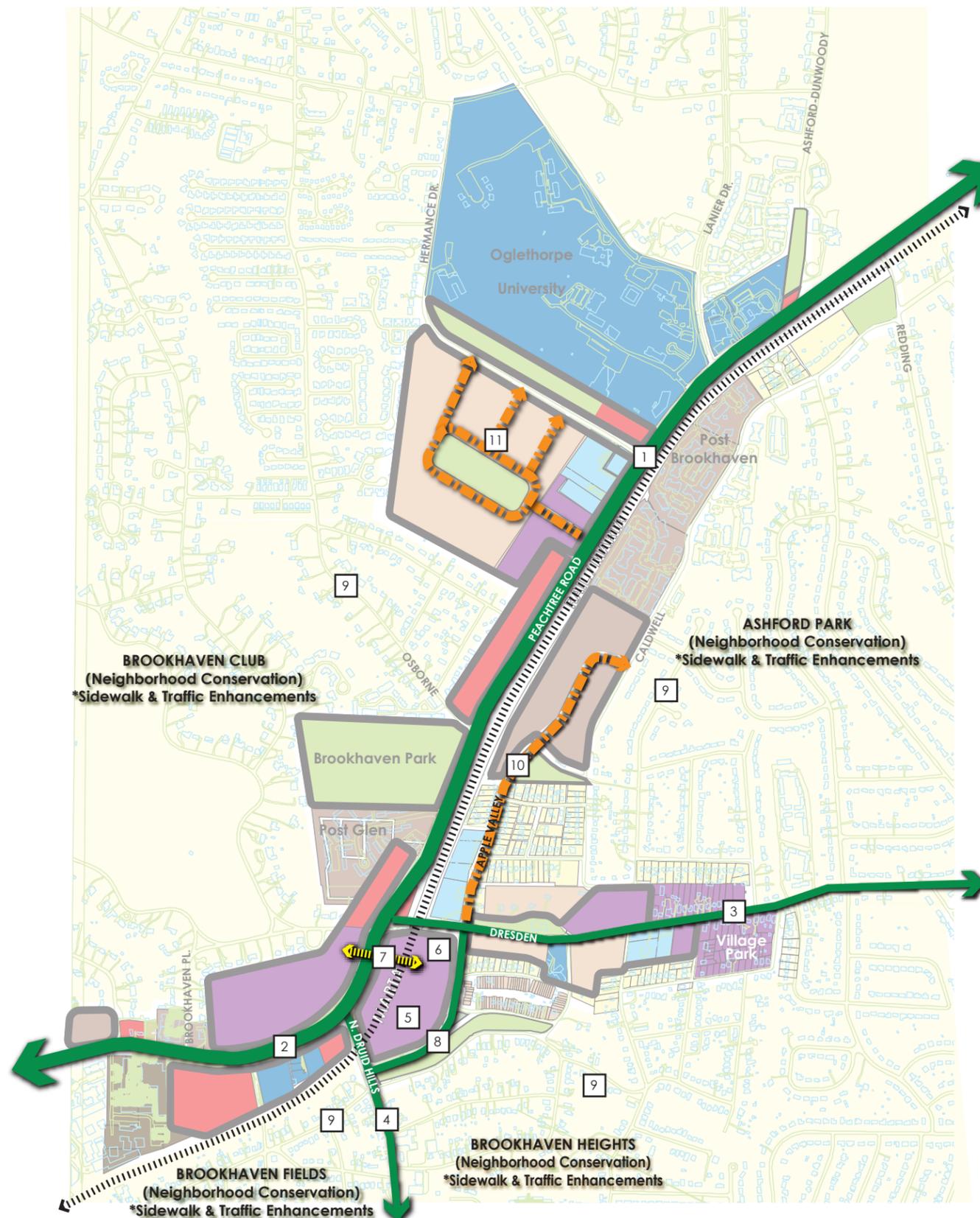
**LEGEND**

- Single Family Residential
- Low-density MF
- Medium-density MF
- Institutional
- Office
- Retail
- Mixed-Use
- Industrial
- Transportation & Parking
- Open Space
- Development Areas
- Primary Streetscape
- Secondary Streetscape
- Pedestrian Bridge
- New Road Extension



**LEGEND**

- Single Family Residential
- Low-density MF
- Medium-density MF
- Institutional
- Office
- Retail
- Mixed-Use
- Industrial
- Transportation & Parking
- Open Space
- Development Areas
- Primary Streetscape
- Secondary Streetscape
- Pedestrian Bridge
- New Road Extension



- TRANSPORTATION IMPROVEMENTS**
- 1. Peachtree Road Roadway & Sidewalk Enhancements (Ashford Dunwoody to Dresden)**
    - Widen sidewalks & improve pedestrian crossings
    - Create planting strip between road and sidewalk, including pedestrian lighting, street trees, and new landscaping
  - 2. Peachtree Road Roadway & Sidewalk Enhancements (Dresden to Bellaire)**
    - Widen sidewalks & improve pedestrian crossings
    - Create planting strip between road and sidewalk, including pedestrian lighting, street trees, and new landscaping
    - Create medians on Peachtree between MARTA property and Project B to provide pedestrian refuge points and calm auto traffic
  - 3. Dresden Drive Sidewalk & Bicycle Enhancements**
    - Widen & improve sidewalks
    - Add pedestrian lights & street trees where appropriate
  - 4. North Druid Hills Sidewalk & Bicycle Enhancements**
    - Widen & improve sidewalks
    - Add pedestrian lights & street trees where appropriate
  - 5. Brookhaven-Oglethorpe MARTA Station Parking Structure**
    - Parking deck on interior of Project D
  - 6. MARTA Station Access/Public Improvements**
    - Create central green space
    - Build new roads for improved access to site
  - 7. Pedestrian Bridge & MARTA Station Improvements**
    - Create pedestrian bridge/plaza between MARTA platform and Project B
  - 8. Apple Valley Roadway & Sidewalk Enhancements**
    - Streetscape along Apple Valley from North Druid Hills to Dresden
    - On-street parking
    - Create planting strip between road and sidewalk, including pedestrian lighting, street trees, and new landscaping
  - 9. Neighborhood Sidewalk Improvements**
    - Improve existing sidewalks & add new sidewalks where necessary in surrounding neighborhoods (Brookhaven Heights, Brookhaven Fields, Ashford Park, Osborne, Hermance, etc.)
  - 10. Apple Valley Extension**
    - Extend Apple Valley through Project G to Caldwell Rd.
  - 11. Cross Keys Drive Extension**
    - Extend Cross Keys Dr. through Project I to Hermance Dr.



**BROOKHAVEN - PEACHTREE LCI**



**Brookhaven/Oglethorpe University MARTA Station Area Plan**

The concept plan for redevelopment of the Brookhaven/Oglethorpe MARTA Station area was derived from:

- Market demand and feasibility based upon area demographics, development economics and property values,
- Urban design best practices regarding transit-oriented, mixed-use development in areas with excellent transit access, surrounded by stable residential neighborhoods,
- Stakeholder input regarding appropriate uses, intensity and building character,

***The plan envisions a high-quality, dynamic, mixed-use center that will become a village center and focal point for the Brookhaven community.*** It includes a mix of multi-tenant office, retail, and residential development organized around a central open space and positioned in a denser, pedestrian oriented pattern that will change the character and environment along Peachtree Road and Apple Valley Road near the station.

The Brookhaven MARTA Station represents the most significant and unique development opportunity in the LCI Study Area. The land surrounding the station area creates an opportunity for a high quality, mixed-use Transit Oriented Development (TOD). TODs can be complicated to execute. They require strong planning based on sound market fundamentals and often public-private partnership to be successful. The Brookhaven MARTA station is unique in that it is physically well positioned in a very strong real estate market, proximate to the most upscale office and retail centers in the region and within a submarket of strong residential demand at all price points.

In 2003, the Urban Land Institute (ULI) outlined 10 Principles for Development around Transit as follows:

1. Make It Better with a Vision
2. Apply the Power of Partnerships
3. Think Development When Thinking about Transit
4. Get the Parking Right
5. Build a Place, Not a Project
6. Make Retail Development Market Driven, Not Transit Driven
7. Mix Uses, but Not Necessarily in the Same Place
8. Make Buses a Great Idea
9. Encourage Every Price Point to Live around Transit
10. Engage Corporate Attention

Woven in to many of these principles is the importance of identifying appropriate and supportable land uses into the development of a successful TOD. Regardless of the transit orientation, potential land uses must be market-supportable; transit can enhance their attractiveness, but they must be able to

stand on their own merit. Development around TODs should be centered on those land uses that are transit-supportive and generate significant pedestrian activity and thereby transit ridership. Experts and case studies confirm that office, high density residential and educational uses tend to be the most transit-supportive. Office and residential are complementary for transit as they generate transit trips at different times of the day and can share parking. Finally, the amount and orientation of retail and personal services should be dictated by the market and be designed to support the other uses.

The following summarizes the local market/economic context for each land use at the Brookhaven MARTA station site:

#### *Office*

Brookhaven represents an emerging office market for smaller scale professional service firms. The large concentration of executive housing in and around Brookhaven has generated demand for these executives to locate their businesses near their homes as well as creation of businesses to serve the residential base. The successful development of office condominium projects as well as smaller-scale multi-tenant space in Brookhaven has demonstrated this trend. This observation bears out statistically. According to the 2003 Zip Code Business Patterns, the greater Brookhaven area accounts for 15% of the greater Buckhead area office-using jobs in firms with 10 or fewer employees.

Office likes to be near other office. Brookhaven is close enough to both the Buckhead and Perimeter submarkets that it has to “piggy back” on demand generated within these cores. At an average of approximately \$24 per square foot and new towers quoting rates north of \$30 per square foot, Buckhead represents the most expensive space in the region. Many of the buildings either cannot or will not accommodate smaller users due to the size of the building floor plates. These trends, among others, create an opportunity for Brookhaven to be an alternative to Buckhead in terms of both price and scale of development.

When we attempt to quantify these trends, we can assume:

- As Brookhaven currently accounts for 15% of small firms, when new space is built in the core area, it should be able to capture 15% to 20% of growth in demand for space from small firms; and
- As Buckhead and Perimeter continue to build out and become increasingly expensive and the Brookhaven MARTA site offers a strong, mixed-use environment around transit, the development can capture some firms moving out of these larger submarkets.

The result is estimated demand for 150,000 to 200,000 square feet of multi-tenant office space over the next five years (2005-2010). If the site is able to attract one or more larger users to occupy a floor of the building or other tenants who may not be accounted for in market forecasts (such as institutional or educational users) there may be upside potential to these figures.

### *Residential*

The residential market in and around Brookhaven is robust both for for-sale and rental product. Brookhaven's proximity to large job centers and amenities such as shopping, entertainment districts, and services all contribute to continued demand over the next ten years.

Given the complexities of developing a mixed-use project however, the residential component should likely be limited to one developer. Based on overall feasibility and market forecasts, we recommend 200 to 300 units be developed on the MARTA property. While support may exist for more units on, we believe such a scenario could come at the expense of other properties, resulting in their redevelopment beyond the desired 10-year time horizon. It should be noted that these estimates assume only development of market-rate housing. Should affordable or workforce housing be included in the development in the form of a density bonus, those units would likely be in addition to the ranges outlined here.

Market conditions at the time of development will likely dictate the ratio of units that are renter or owner occupied. Case studies suggest renters may be more accepting of a transit-oriented development. However, condominiums would also likely be successful if designed appropriately and are preferred by community stakeholders.

### *Retail*

Retail is a critical component to creating an activity center. It helps create a focal point and entertainment for a "town center" environment and creates the sense of ambience and potential positioning of the project in the market. As suggested above the amount and type of retail in any development, but particularly in a mixed-use TOD, needs to be directed by the market.

From a market perspective, retail in Brookhaven is somewhat challenging. Proximity to other regional retail centers, namely Lenox and Phipps, limits the tenant types that can be attracted to Brookhaven. Although retail demand in the Study Area is statistically strong, many of the developable sites are challenging either because they are mid-block and lack hard corners, have poor visibility or have challenging ingress and egress issues. The MARTA site is challenged by all three as most of the retail development opportunity is either interior to the development or fronts streets with lower traffic counts. As such, the team's market analysts recommend limiting retail development on the site to 20,000 square feet on the parcel fronting Peachtree and limiting the amount of retail that is interior to the project on the ground floor. Restaurants could likely be supported in sites with strong visibility as would convenience goods. Some of the interior spaces will likely be filled with niche users and service-oriented users such as dry cleaners, realty companies, barber/salon, deli, and others opposed to more "typical" retail tenants due to the challenges associated with visibility and ingress/egress.

**MARTA Station Redevelopment- Apple Valley Road Frontage**

Redevelopment of the east side (Apple Valley side) of the Brookhaven/Oglethorpe University MARTA Station should include:

- Approximately 150,000-200,000 square feet of multi-tenant, speculative office space,
- Up to 40,000 square feet of smaller scale retail on the ground floor in high visibility locations,
- Approximately 250-300 residential units (loft/condominium/apartment),
- A significant central open space that can be utilized as a community gathering place and “town green,”
- Parking structures to serve the proposed office, retail and residential development in addition to replacement parking for the Brookhaven MARTA Station (approximately 800 spaces).
- Preservation and enhancement of the tunnel providing access to the front side (Peachtree Road side) of the MARTA station and the station’s fare gates,
- Improvements to Apple Valley Road including wider sidewalks, new street and pedestrian lighting, a landscape strip, street trees, reduction of the roadway to two lanes and integration of on-street parking on the west side of the street,
- Integration of or connectivity to the Brookhaven branch of the DeKalb County Public Library which is scheduled for reconstruction.

**Case Study: Mockingbird Station- Dallas, Texas**

Ten-acre urban infill, transit-oriented development with loft style apartments, class A office and parking above retail around light rail station. The project’s 10 acres includes 138,000 Sq. Ft. of Office, 180,000 Sq. Ft. of Retail, 210 Apartments, and 1,600 above-grade and below-grade decked and surface parking spaces- parking requirements reduced by 400 spaces due to the mix of uses and transit.



Premiums achieved above market due to mixed-use environment:

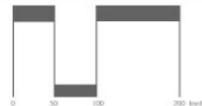
- 20 - 25% office lease premium
- 60%+ retail rent premium
- 15 – 20% residential rent premium



**BROOKHAVEN - PEACHTREE LCI**

Prepared For: DeKalb County

Prepared By: Urban Collage, Inc.  
in association with Grice & Associates and RCLCo.



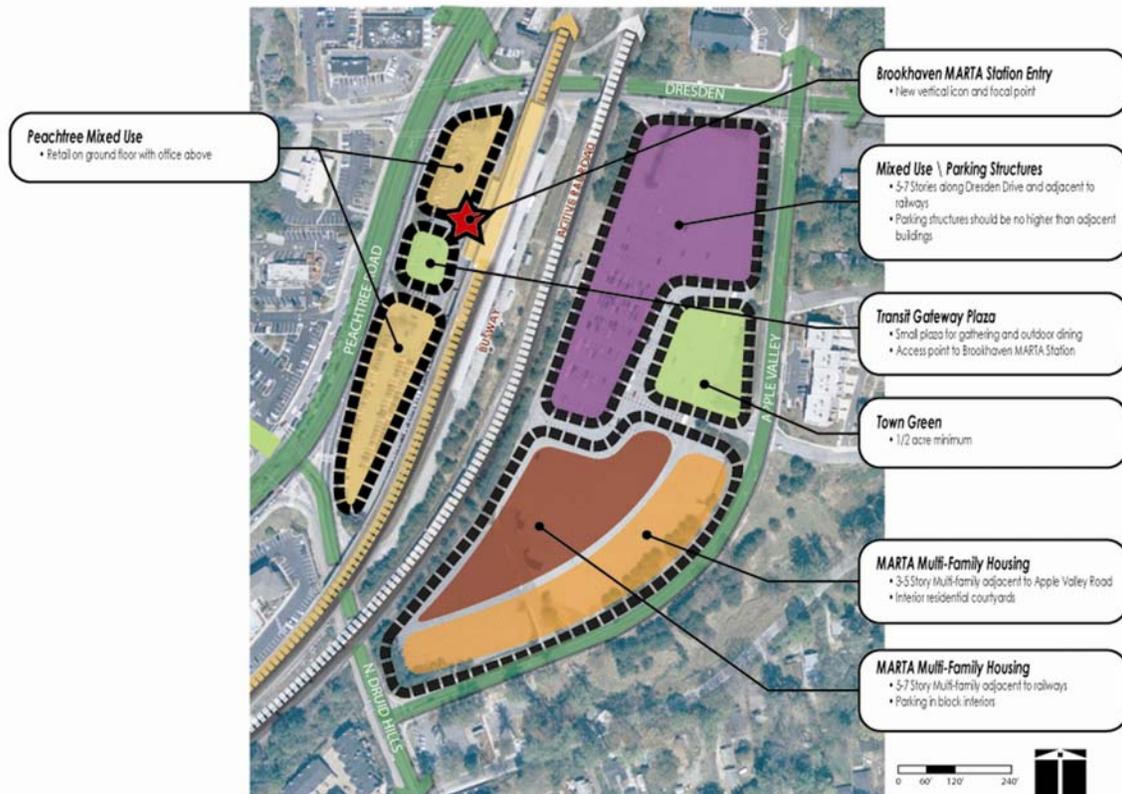
**ILLUSTRATIVE PLAN**  
FOCUS AREA: BROOKHAVEN MARTA STATION

Revised January 23, 2006



**MARTA Station development should take on a village character as it becomes a new focal point and “village center” for Brookhaven.** Generally, redevelopment on the Apple Valley side of the MARTA station should be no taller than 3-5 stories along Apple Valley and may be increased to 5-7 stories along Dresden Drive, at the corner of Dresden and Apple Valley and adjacent to the Norfolk-Southern railway (including an area behind 3-5 story structures that face Apple Valley Road- see Development Concept Diagram below).

**The “Town Green” is an integral part of the concept and must be included in any redevelopment of the site.** Ideally, the open space should be positioned providing clear visibility from Apple Valley Road to the MARTA station access tunnel and facing the Fernwood Park development on the east side of Apple Valley (between Peachtree View and Fernwood Circle). The “Town Green” should be unprogrammed, open to the Brookhaven community, and is envisioned to become a gathering place and focal point within the community enhancing the viability and sustainability of the proposed office, retail and residential development.



The proposed office component should be comprised of multi-tenant space. The likelihood of a major office headquarters coming to the Brookhaven site was explored as part of the study. While the site has excellent access to transit, regional roadway access to the site, including access from Metro Atlanta interstates, is limited. The ability of the local transportation network to support a high-rise office development on the site is also limited and community desires for development of a mid-rise, village center in Brookhaven are not supportive of a high-rise office development. Class A office space is also in high supply nearby

in the Buckhead District. Based on all of these factors, the Brookhaven-Peachtree LCI Plan advocates development of approximately 200,000 square feet of mid-rise (5-7 story), multi-tenant office space, ideally positioned adjacent to the Brookhaven MARTA Station along Dresden Drive and wrapping the corner at the intersection of Dresden Drive and Apple Valley Road. The first floor of such a development should include small-scale retail spaces opening onto the public sidewalk along Dresden Drive and Apple Valley Road.



*New “Town Green” and MARTA Station redevelopment view from Apple Valley Road*

Potential tenants for the office space would include local serving professional businesses including financial, real estate, medical, insurance, design firms, etc. Another potential user of the office space is the office of the Consulate General of Mexico (currently located just north of the MARTA site on Apple Valley Road). The Consulate General of Mexico welcomes approximately 400 clients daily from throughout the Southeastern United States and could be looking for new space in the Brookhaven area in 2008. Visitors to the Consulate General would benefit from a higher visibility location and easier access to the MARTA rail line and other transportation services including bus and taxi service.

Potential retail tenants for a redeveloped MARTA site might include small restaurants, clothing and accessory shops and gift shops. While retail market

demand in the Brookhaven area is robust, successful retail requires high-visibility locations. As reported in the Existing Market Conditions, the highest likelihood of success is for local, neighborhood-serving retail in locations with built in demand and the highest possible visibility and access. On the Apple Valley side of the MARTA Station, the highest potential for successful retail development will be along Dresden Drive, along Apple Valley Road from Dresden Drive to Fernwood Circle and adjacent to/fronting the proposed "Town Green." Potential ground floor retail may also be explored at the intersection of North Druid Hills and Apple Valley on the first floor of proposed residential development.

The residential component of the MARTA Station Redevelopment should be constructed on the southern half of the redevelopment site along Apple Valley Road. Residential development should include multi-family housing in the form of lofts, condominiums or potentially apartments. Future market conditions and the financial structure of the MARTA Station redevelopment project will heavily influence the mix of for-sale residential units versus rental units.



*Mixed-Use Village Example*

High land values, limited building heights and the Brookhaven-Peachtree design guidelines will dictate that the residential units, whether for-sale or rental, be of high quality, marketable to upscale professional singles and couples that live within the Brookhaven area. The residential component will complement the mixed-use environment envisioned on the site, helping to sustain ground floor retail development and bringing activity to the village center and central open space. Home ownership provides stability and enhances communities and there is strong community sentiment that home ownership be considered as part of any redevelopment in the Brookhaven Area. The census block group that includes the Brookhaven MARTA Station currently has 57% owner occupied housing and the Brookhaven Study Area as a whole exhibited a home ownership rate of 45% in 2005, compared to 66% in the Atlanta MSA. Residential development within the Brookhaven LCI area should assist in enhancing home ownership in the area to be more in line with the MSA average. To that end the community supports a goal of 80% home ownership as part of the proposed MARTA Station redevelopment. To enhance the potential for owner occupied housing as part of the redevelopment, DeKalb County should partner with MARTA to encourage MARTA to release for sale the proposed residential portion of the site along Apple Valley Road.

Any residential redevelopment project within the Brookhaven area should consider integrating workforce housing units to enhance the mix of available housing types and choices within DeKalb County. "Workforce housing" is generally defined as housing that is affordable to those earning 80% of median

income which translates to a salary of approximately \$55,000 annually. By market standards, and particularly compared to other new development in Brookhaven, this housing would be affordable but by no means low end. It would be designed to accommodate teachers, police officers, nurses and other professionals who make a decent income but are priced out of many housing options and geographic areas. Having a portion of the units in the Study Area allocated to these more affordable price points can help accomplish a number of community goals including reducing traffic by allowing people to live closer to their jobs, accommodating a variety of market audiences and encouraging MARTA ridership.



*Perspective of Brookhaven MARTA Station redevelopment from over Apple Valley Road*

Due to the need for a mix of housing types and the excellent access to the MARTA rail line up to 20% workforce housing should be considered as part of the residential component of any Brookhaven redevelopment project. Workforce housing units should be integrated within larger residential projects and should be owner occupied. Due to the need for new workforce units and the desirability of integrating these units with market rate units, a density bonus may be considered (in addition to the density and height limitations shown in the Development Concept Diagram) for the integration of 10-20% owner-occupied, workforce housing units as part of the MARTA station redevelopment and any residential development within the LCI Area.

In order to provide parking for the proposed office and retail development and to replace daily and overnight parking for the MARTA train station being eliminated by redevelopment of the site, approximately 1200 parking spaces in

one or two parking structures will be necessary. An additional 350-400 parking spaces will be necessary for the residential component. Parking structures should be located between new office, retail and residential buildings and the Norfolk Southern and MARTA railways. In this manner, the parking structures will be hidden from Dresden Drive and Apple Valley Road and act as sound buffers between the railways and occupied structures. Parking structures are subject to the height limitations included in the Development Concept Diagram and should be no taller than the adjacent buildings for which they supply parking.



*Apple Valley Road at Dresden Drive*

With redevelopment of the MARTA site, Apple Valley Road will become a new “Main Street” for Brookhaven. Enhancements will be needed along Apple Valley Road between Dresden Drive and North Druid Hills Road to complement the envisioned redevelopment, including:

- Reconfiguration of Apple Valley Road to a two-lane roadway with on-street parking,
- High visibility pedestrian crossing improvements at:
  - Apple Valley at Dresden
  - Apple Valley at Fernwood Circle
  - Apple Valley at North Druid Hills Road
- Signal & Signage Improvements,
- Streetscapes consisting of 8 to 12 foot sidewalks, landscaping, street trees, new street and pedestrian lighting and curb and gutter.

In order to enhance the mixed-use village and provide better connectivity to the site for pedestrians, bicycles and automobiles, Apple Valley Road should become a two-lane roadway with the current westernmost lane converted to on-street, parallel parking. On-street parking will provide better accessibility to ground level retail and act as a buffer between the pedestrian sidewalk and travel lanes. Adjacent to the curb a 3 to 5 foot landscape buffer should be provided with street trees and new street and pedestrian lighting. Additionally an 8 to 12 foot sidewalk should be provided to create a pedestrian promenade along the west side of Apple Valley Road, enhancing the pedestrian and shopping environment adjacent to the mixed-use center.

***To secure state or federal funds to assist in the improvement of Apple Valley Road, particularly on-street parking and signal improvements, the street's classification must be changed to a “collector” road consistent with the design intent of the proposed redevelopment.***



As part of the November 2005 bond referendum, DeKalb County voters approved funding for redevelopment of the Brookhaven branch of the DeKalb County Library, currently located at the southeast corner of Apple Valley Road and North Druid Hills Road. The current plan is for the Brookhaven Library to be redeveloped on the existing site. However, the new library could be integrated into the mixed-use village and the existing library property incorporated into the redevelopment project if the County and Library System partnered with MARTA and the future developer of the site. The integration of the library into the mixed-use center would be a welcomed addition, further enhancing the village center and the “Town Green.” The existing library site could be redeveloped as an extension of the mixed-use center, potentially multi-family residential with ground floor office or retail.

The open space behind the existing library facility is a drainage area owned by MARTA. The drainage system must be maintained to provide water retention for storm water. However, the open space should be further enhanced to provide both a visual and recreational amenity in the area. The redevelopment concept proposes that a mixed-use trail and additional landscaping be provided along the drainage area near Apple Valley Road to enhance connectivity between the proposed village center and North Druid Hills Road and serve as a recreational amenity.

**North Druid Hills Road**

The Brookhaven Library and the southern portion of the MARTA redevelopment site are the only portions of the Core Study Area that front onto North Druid Hills Road. North Druid Hills Road is an important north-south arterial with high traffic volumes and vehicular crash volumes. The road has significant operational and safety issues, particularly where the roadway crosses under the MARTA and freight rail lines. Despite the presence of several schools, the Boys & Girls Club, parks and a library North Druid Hills Road does not have adequate sidewalks and pedestrian crossing facilities. Sidewalk and pedestrian improvements along North Druid Hills Road from Peachtree Road to Colonial Drive should be considered as part of the MARTA station redevelopment or other County improvements. Proposed Improvements along North Druid Hills focus on pedestrian safety and connectivity including:

- High visibility pedestrian crossing improvements and operational improvements at Apple Valley at North Druid Hills Road,
- Sidewalks, grading, and curb & gutter,
- Signal & signage improvements.

Sidewalk enhancements should include the integration of a landscape buffer and the development of an 8 foot wide sidewalk area. Pedestrian enhancements will improve connectivity to the MARTA station area, support retail business and professional office facilities, improve the environment aesthetically, and enhance quality of life.

**MARTA Station Redevelopment- Peachtree Road Frontage**

Redevelopment of the west side of the Brookhaven/Oglethorpe University MARTA Station is more challenging due to limited site depth, underground utilities and its position between the rail line and Peachtree Road, which carries over 32,000 cars a day. While the challenges are great, the need to improve the Peachtree Road frontage at the MARTA station is dire. Redevelopment of the west side of the station should include:

- A series of multi-story, mixed-use buildings with both retail and office facilities,
- A transit plaza providing an open space and enhancing the appearance and visibility of the MARTA Station entrance,
- A vertical element that will serve as an icon and point of orientation within Brookhaven,
- Improvements to Peachtree Road including wider sidewalks, new street and pedestrian lighting, a landscape strip and street trees.

Due to limited site depths and high traffic volumes on the west side of the Brookhaven/Oglethorpe University MARTA station, the area is best positioned to support commercial development (retail and office). The limited site depth puts parking at a premium, but limited two to three story development appears to be realistic if parking is structured on a portion of the area or put underneath buildings (the grade drops steadily from Peachtree Road to the MARTA rail line raising the potential for parking underneath commercial space).

Buildings in this area should be positioned at the back of an improved Peachtree Road sidewalk enhancing the pedestrian environment and the character of Peachtree Road. Structures along Peachtree Road should include first floor retail or professional office opening onto the public sidewalk with parking behind or underneath. There are three reinforced concrete storm water sewer pipes that run underneath the existing parking area off of Peachtree Road at the MARTA Station between 15 inches and 24 inches in diameter. These pipes will need to be removed, relocated or avoided as part of future development on the existing parking area.



*Perspective of Brookhaven MARTA Station from over Peachtree Road*

The centerpiece of new development on the Peachtree Road side of the MARTA Station should be a vertical focal point and open space creating an icon and

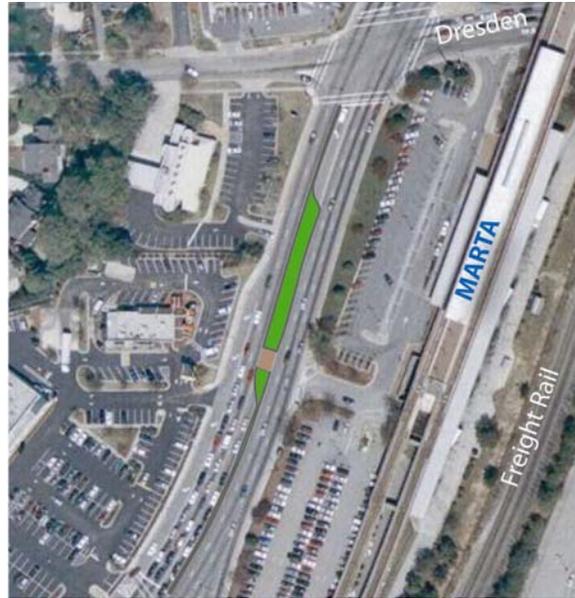
centerpiece for the Brookhaven community. The open space or “Gateway Plaza” should also mark and enhance the entrance to the MARTA station from Peachtree Road. The vertical focal point may be a tower, sculpture or piece of public art. It should be significantly taller (20 feet plus) than the surrounding buildings so that it is visible from Peachtree Road as cars approach North Druid Hills Road from the south and Osborne Road from the north. The intention of the tower is to mark and become an icon for Brookhaven Village while providing a point of orientation and entryway to the Brookhaven MARTA Station. The plaza, while allowing taxis and other vehicles to access the MARTA station entrance and commercial buildings on the west side of the station should become an open opportunity for pedestrians and patrons of the commercial buildings.



*Potential “Gateway Plaza” from over Peachtree Road*

As part of a redevelopment effort on the west side of the station, the existing mid-block curb cut should be eliminated. This curb cut is problematic from a traffic operations and safety standpoint. Automobile access should be limited to Dresden Drive and potentially North Druid Hills if a vehicular exit could be combined with the bus exit along that street. Pedestrians should be encouraged to walk through the transit plaza to the intersection of Peachtree Road and Dresden Drive to promote safe pedestrian crossing and eliminate mid-block crossings that are dangerous for pedestrians and automobiles alike.

Peachtree Road itself plays two conflicting roles in front of the Brookhaven MARTA station as a high-volume six-lane arterial and as the home to many of the area's retail businesses. Peachtree Road separates the Brookhaven MARTA Station and many of Brookhaven's residential areas from most of the area's retail activity. The segment of Peachtree Road adjacent to the MARTA station is characterized by extremely high traffic volumes and vehicular crash rates combined with challenging pedestrian crossings. The area's topography, and the presence of both the MARTA and freight rail corridor creates additional safety and operational issues while limiting improvement options.



In order to improve traffic operations, safety, and pedestrian connectivity a series of enhancements should be made on and along Peachtree Road. Proposed Improvements on Peachtree Road between North Druid Hills and Dresden Drive include:

**Traffic Operations Improvements:**

- Traffic signal upgrades,
- Signal timing improvements,
- Roadway grading and geometry enhancements,
- Installation of a median for access management and pedestrian refuge.

**Streetscape Improvements**

- Streetscapes consisting of 8 to 12 foot sidewalks, landscaping, street trees, new street and pedestrian lighting, and curb & gutter,
- High visibility (possible stamped concrete or other material) pedestrian crossings.

Description	Type of Improvement	Engineering Costs	ROW Costs	Construction Costs	Total Project Costs
Traffic Operations Improvements: Peachtree St. from N. Druid Hills Rd. to Dresden Dr.	Traffic Operations and Safety	\$400,000	\$ -	\$ 4,000,000	\$4,400,000
Traffic Operations Improvements: Peachtree St. Dresden Dr. to Ashford-Dunwoody Rd.	Traffic Operations and Safety	\$210,000	\$ -	\$ 2,100,000	\$2,310,000
Peachtree Road (SR 141) from Ashford-Dunwoody to Dresden Drive Streetscape Enhancements	Pedestrian	\$200,000	\$ 900,000	\$ 2,000,000	\$3,100,000
Peachtree Road (SR 141) from Dresden Drive to Bellaire Drive Streetscape Enhancements	Pedestrian	\$200,000	\$ 900,000	\$ 2,000,000	\$3,100,000
Peachtree Road NB MARTA Bus Stop Area Enhancements	Pedestrian	\$18,000	\$ -	\$ 180,000	\$198,000
Peachtree Rd. Pedestrian Crossing Improvements at NB MARTA Bus Stops	Pedestrian	\$18,000	\$ -	\$ 180,000	\$198,000

*Peachtree Road Transportation Improvement Projects*

**Peachtree Road Redevelopment- West side from Brookhaven Drive to Dresden**

Across the street from the MARTA station, the Kroger site represents an opportunity to develop a complementary mixed-use project. The challenge with the Kroger site is that although occupancies, sales and rents at existing retail establishments may not be as strong as the owner would like, it still represents a viable, income-producing property that will be costly to redevelop. In order for redevelopment of the property into a complementary, mixed-use center to be financially feasible an added level of density and intensity must be provided on the site. While redevelopment of the MARTA site is expected to result from a partnership between MARTA and DeKalb County and the development of a Request for Proposals (RFP) for developers, redevelopment of the west side of Peachtree Road will likely occur over the next five to ten years based upon private market opportunity.

When redeveloped, the west side of Peachtree Road should complement mixed-use redevelopment on the MARTA site and further expand commercial and residential opportunities within a “Brookhaven Village Center.” The greatest market opportunity for the site appears to be a combination of destination retail (restaurants, clothing stores, etc.), residential and perhaps for-sale office condos. The office would serve a different niche than the office development at the MARTA station and would be complementary to the overall node. Based on the economics of the site and weighing that against market demand, the following mix of uses is recommend:

- Approximately 75,000 square feet of retail,
- Approximately 250 – 300 multi-family housing units,
- Approximately 50,000 square feet or 20 units of office condos,
- Interparcel connectivity linking Brookhaven Drive to the entire redevelopment site,
- Improvements to Peachtree Road including wider sidewalks, new street and pedestrian lighting, a landscape strip and street trees,
- A buffer area between new development and existing residential neighborhoods to the west and north.

Similar to development on the MARTA site, new buildings should be positioned at the back of a wide sidewalk area along Peachtree Road to enhance the pedestrian environment and provide definition to the roadway. Ground floor retail and professional office spaces should open directly onto the pedestrian sidewalk.

Prospects for new office development within the Brookhaven area are somewhat limited. To that end, DeKalb County and the community should be careful to not develop an abundance of office space in this area along the west side of Peachtree Street that might deteriorate the potential success of office development on the MARTA site (an important financial piece to redevelopment of that property). Short term residential and retail development on the west side of Peachtree Road may also inhibit success of the MARTA station redevelopment so coordination and cooperation between development projects if they are

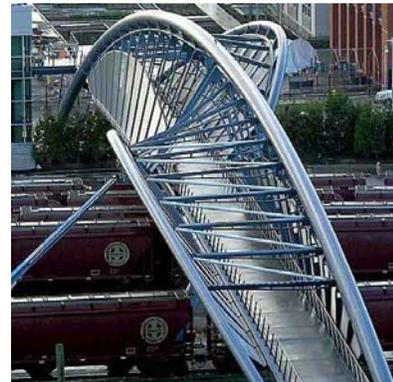
implemented at similar times will be vital to the enhancement and success of the Brookhaven area over the next 5 years.

The Illustrative Plan on page 50 displays one potential layout and potential phasing of potential redevelopment on the west side of Peachtree Road. The illustrative plan purposefully includes three phases to coincide with existing parcel lines: a mixed-use center where the Kroger shopping center currently exists, a residential component where several smaller retail businesses currently exist and a small office/mixed-use component at the location of the current McDonald's and Sun Trust Bank. Due to the limited site depth at the McDonald's and Sun Trust Bank, that parcel is the most difficult in terms of providing additional density and intensity and should be combined with redevelopment of the "Kroger retail strip center" to be financially feasible.



*Peachtree Road at North Druid Hills proposed*

A common desire among the community is the construction of a pedestrian overpass or underpass connecting the Brookhaven MARTA Station to commercial properties across Peachtree Road. Due to the high traffic volumes along Peachtree Street, North Druid Hills Road, and Dresden Drive and the complicated intersection geometry and topography, options for safe surface pedestrian crossing are limited. With a well designed and integrated redevelopment of the commercial properties west of Peachtree, coordinated with a reconfiguration of the MARTA station's rail platforms an effective and well-utilized above or below-ground pedestrian crossing could be feasible and provide a dynamic visual icon for the Brookhaven area. However, above or below grade crossings are costly. Improved pedestrian crossings at Dresden & Peachtree and North Druid Hills and Peachtree Road should be investigated before the expense of a bridge or tunnel is considered.



**Peachtree Gardens Concept Plan**

The second most significant redevelopment opportunity within the Brookhaven-Peachtree LCI Study Area is potential redevelopment of Peachtree Garden Apartments, located off of Peachtree Road at Cross Keys Drive. The site, approximately 40 to 45 contiguous acres, currently includes 523 apartment units in 66 one and two-story buildings. The apartments were constructed in the 1940s.

Redevelopment of the Peachtree Garden Apartments site should include:

- A mix of residential development including single family homes (detached and attached), townhouses, apartments/condominiums and some mixed-use development,
- Generally, density on the site should be highest near Peachtree Road (including mixed-use buildings along or facing Peachtree Road) and lower density/intensity uses (single family homes) near the west and south ends of the property adjacent to existing neighborhoods,
- Adequate landscape buffers between redevelopment and existing single family homes to the south and west of the Peachtree Garden Apartments site,
- A significant open space (1.5 acres minimum),
- Adequate roadway connections from Cross Keys Drive to Hermance Drive to provide for emergency access and transportation safety,
- Pedestrian/bicycle upgrades along Hermance Drive.

The approach on the Peachtree Garden Apartments site was to first understand the community vision for the redevelopment of the property then test that vision against market and financial feasibility. Based on a comparison of community feedback and market feasibility analysis we determined that the site could be redeveloped with a range of densities from small-lot single-family homes to condos above retail. Land prices continue to escalate in the Brookhaven area so the mix of these product types represents somewhat of a moving target. However, we believe that, provided the development includes commercial (retail and/or office) at the Peachtree Road frontage, residential above retail is allowed and single-family homes can be placed upon 50-foot lots, the residential development program on the following page is likely feasible. Please note that for aesthetic purposes, the following program assumes a “new urbanist” design and is generally conceived to be similar in scale and density to Glenwood Green in southwest Atlanta.

By including approximately 40,000 square feet of commercial development on the site, putting slightly greater density back on the site than is today, and offering high-end residential product, we believe that a modified version of the community vision for the property is feasible from market perspective. Affordable housing could be incorporated into the plan, particularly in the multi-family product, but would need to be accomplished through a density bonus in addition to the figures that follow.

Product Type	Lot Frontage	Acres	Units	Avg Price
Urban TH		12	180	\$525,000
Condominiums		6	240	\$400,000
Cottage homes	50	8	40	\$775,000
Manor homes	70	6	20	\$1,000,000
<b>Residential above commercial</b>		<b>8</b>	<b>190</b>	
<b>TOTAL</b>		<b>40</b>	<b>670</b>	<b>\$500,000</b>

The Brookhaven-Peachtree LCI Plan recommends redevelopment of the Peachtree Garden Apartments site and assumes from the level of market interest recently exhibited that redevelopment will in fact occur within the next 5 years. The current zoning for the site (RM-75) allows 18 units per acre of residential development and buildings up to four stories in height. The proposed mix of residential and mixed-use development does not necessarily dictate a change in zoning classification for a majority of the site, but the intent to provide higher density, mixed-use development along Peachtree Road and lower density development with applicable buffers on the south and west ends of the site adjacent to existing residential neighborhoods is more important than the applicable zoning classification. Any potential redevelopment project for the Peachtree Garden Apartments site desiring higher densities should consider including additional properties adjacent to Peachtree Road (see Development Concept Diagram).

The redevelopment concept calls for multi-story mixed-use development positioned along the back of sidewalk along Peachtree Road. Additionally, we would anticipate a cluster of multi-story, mixed-use or residential buildings positioned on the front one-fourth to one-half of the site. On the back half of the site, lower scale, single family attached and detached development in a cluster arrangement or a Pedestrian Community District (PCD) should be considered. Understanding that land values in this area are currently between \$1 million and \$2 million an acre, single-family homes would likely need to be in the \$1 million to \$2 million range on the back half of the site based upon this concept of reduced intensity adjacent to existing neighborhoods.

Regardless of the scale and density of future development, a significant open space should be included as part of any redevelopment of the Peachtree Garden Apartments site. The open space should ideally be centered within the site or located toward the front of the site where higher densities are appropriate. The open space could be the focal point of a Pedestrian Community District (or "TND-style" development). Additionally, appropriate landscape buffers should be preserved on the south and west ends of the site between new development and existing residential neighborhoods.

Finally, redevelopment of the Peachtree Garden Apartments site should include an extension of Cross Keys Drive to Hermance Drive to ensure that appropriate vehicular and emergency access is provided and upgrades to the

pedestrian/bicycle network along Hermance Drive. Hermance Drive improvements should include an eight foot sidewalk/multi-use path with enhanced landscaping and the integration of new street and pedestrian lighting.

As discussed on page 54, 20% workforce housing should be considered as part of the residential component of any Brookhaven redevelopment project. A density bonus may be considered (in addition to the density and height limitations shown in the Concept Diagram below) for the integration of 10-20% owner-occupied, workforce housing units as part of any residential development within the LCI Area.



Based upon these recommendations, the Brookhaven-Peachtree LCI Team developed two concept diagrams. The diagrams are “test-fits” based upon estimated land values and are not intended to serve as redevelopment proposals or suppositions of what may be proposed by current or future landowners. Rather, they are intended to test redevelopment principles and determine the site’s ability to accommodate the above stated goals and commensurate community concerns.

The first Concept Diagram assumed an average density of 12 units per acre, consistent with the intensity called for in the DeKalb County Comprehensive Plan. The diagram included a mix of approximately 40,000 square feet of commercial space, 180 apartment/condominium units, 120 townhomes, 100 condominiums, and 80 Traditional Neighborhood Development (TND) style single family homes.

This concept was appropriate based upon the Comprehensive Plan, community goals stated during LCI Workshops and average land values of \$1 million per acre along Peachtree Road and slightly less than that off of Peachtree Road. While the concept included approximately 480 units, it did not include or take advantage of potential density bonuses that may be considered for the inclusion of up to 20% workforce housing as part of any residential development in the Brookhaven-Peachtree LCI Area.

Based upon information gathered at the October Public Workshop, the Planning Team revisited the Concept Diagram. The second diagram assumed higher land costs and resulted in an average density of 16 units per acres. The second diagram displayed 40,000 square feet of commercial space, 180 apartment/loft/condominium units, 180 townhomes, 240 condominiums and 61 Traditional Neighborhood Development (TND) style single family homes. While providing for higher land values, the concept still supported the recommended buffers, open space, roadway linkages to Hermance Drive and mixed-use development along Peachtree Road, and appears to be in compliance with the existing zoning classification (RM-75) except along the Peachtree Road frontage where multistory, mixed-use buildings are proposed.

***Based on the recommendations of this plan and the two concept diagram test-fits explored by the Planning Team, DeKalb County should consider a change in zoning classification along Peachtree Road frontage at Peachtree Garden Apartments to allow for mixed-use development with commercial facilities on the ground floor and residential units above. Mixed-use buildings up to 7 stories in height along Peachtree Road may be consistent with the community vision voiced during the planning process and adjacent properties. The Comprehensive Plan land use map should also be amended to reflect the current zoning classification and the commensurate density level contained within the RM-75 zoning classification on the rest of the property.***

**Cherokee Plaza and Peachtree Road- East side from North Druid Hills to Colonial**

Cherokee Plaza Shopping Center is located on the southwest corner of the intersection of Peachtree Road and Colonial Drive, just a few blocks southwest of the Brookhaven/Oglethorpe University MARTA train station. The shopping center includes a Kroger Grocery Store, a US Post Office, several small retailers and two outparcels: Starbucks and Bruster's Ice Cream. With the exception of the Starbucks outparcel, the center has little presence on Peachtree Road as a very large surface parking lot is situated between Peachtree Road and the shopping strip. However, area stakeholders report that Cherokee Plaza is where much of their daily shopping activity occurs.

On its surface the Cherokee Plaza site is large and underutilized in terms of the intensity of development compared to the intensity of other existing and planned parcels. However, because of its proximity further from the MARTA train station and based upon stakeholder input regarding the importance of the retail center, it is a lower priority for redevelopment compared with the MARTA station site and properties directly across Peachtree Road from the Brookhaven MARTA station.

Despite its lower priority, Cherokee Plaza could benefit from some measure of redevelopment, most notably the construction of an additional row of mixed-use buildings within the existing parking lot (which is significantly larger than necessary to serve the existing retail businesses) along the edge of Peachtree Road. While over the long term the Brookhaven market area may be able to support additional mixed-use, residential and retail development that could be the impetus for a complete redevelopment of the Cherokee Plaza site, new two to three story mixed use buildings should be encouraged along the front edge of the property facing Peachtree Road.

Primary enhancements to Cherokee Plaza would include redevelopment of the existing retail outparcels and infill development in the under-utilized parking. Given the site characteristics and anticipated market demand, this is a strong location to infill additional retail and, if not developed across the street, for-sale office condos. The character of the retail development will likely be community-serving, building on the existing retail at the site and perhaps accommodating some of the retail that could be displaced from the redevelopment of the other Kroger site. Residential product could also be accommodated here but the residential development outlined at the other sites would likely account for nearly 10 years of demand so residential development at Cherokee Plaza would likely be longer term, if it occurs.

As with other development/redevelopment concepts in the LCI Study Area, buildings should be placed at the back of an improved Peachtree Road sidewalk with first floor retail businesses opening directly onto the pedestrian sidewalk. The first floor should be occupied by retail businesses or professional offices and the upper floors may be small scale commercial office space and/or residential loft units.

**BROOKHAVEN – PEACHTREE LCI**

Peachtree Road improvements should be considered if this type of redevelopment were to occur, including a landscaped or hardscape (paver) “beauty strip” between the roadway and pedestrian sidewalk, new landscaping including street trees, new street and pedestrian lighting and wider sidewalks (8 to 12 feet in width) to enhance the pedestrian and shopping environment. Sidewalk widths should be extended beyond 12 feet if outdoor dining or merchandising is provided, as shown in the second graphic below.

To the east of Cherokee Plaza (across Colonial Drive) is one of the only historic sites within the Brookhaven-Peachtree Core Study Area. The Solomon Goodwin House and Cemetery should be preserved along the east side of Peachtree Road. To further enhance the portion of Peachtree Road surrounding the Solomon Goodwin site, redeveloped mixed-use or commercial office space should be considered between Colonial Drive and the Solomon Goodwin House and Cemetery and to the east of the Solomon Goodwin House (currently a U-Haul rental business). New development should be similar to that proposed in front of Cherokee Plaza; 2-3 stories in height, situated at the back of the pedestrian sidewalk along Peachtree Street with parking in the rear.



*Cherokee Plaza today*

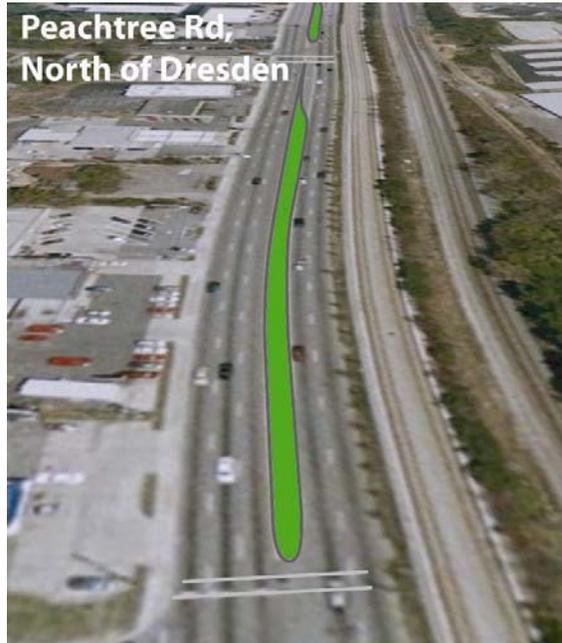


*Cherokee Plaza proposed*

**Peachtree Road Frontage- from Osborne Road to Ashford Dunwoody**

Between Osborne Road and Cross Keys Drive on the west side of Peachtree Road are a series of retail establishments including a rental car business, liquor store, hardware store, gas stations, small natural foods grocery, several small restaurant facilities (one recently vacated), a storage facility and a 2-story office building. While several of these businesses are active and viable, we would anticipate based on conversations with several property owners that a significant number of the properties may be open to redevelopment over the next five to fifteen years.

The challenges facing redevelopment and enhancement of this stretch of Peachtree Road include the limited depth of these parcels along Peachtree Road, the significant number of small parcels and the large number of unrelated property owners. For redevelopment of the area to occur in a meaningful manner, property assembly will be required.



Long term, the vision for Peachtree Road encourages redevelopment of these parcels into multi-story, mixed-use buildings fronting Peachtree Road with parking behind. In the short term, any redevelopment projects along this stretch of Peachtree Road should be encouraged to follow that vision by following the Brookhaven-Peachtree LCI Urban Design and Development Guidelines.

As discussed earlier, Peachtree Road itself plays conflicting roles as a high-volume six-lane arterial to move vehicles through the area and as the home to many of the area's retail businesses. In order to improve traffic operations, safety, and pedestrian connectivity, a series of enhancements should be made on and along Peachtree Road. Proposed Improvements on Peachtree Road between Dresden Drive and Ashford Dunwoody Road include:

- Traffic operations improvements- potentially including the following:
  - Consolidation of the separate northbound and southbound left turn lanes on Peachtree Road into a single lane clearly articulated by striping and raised medians,
  - Conversion of the northbound right lane of Peachtree Street at Dresden Drive into an exclusive right turn-only lane,
  - The provision for a free-flow turn lane and merge lane from westbound Dresden Drive onto northbound Peachtree Road,

## BROOKHAVEN – PEACHTREE LCI

- Streetscape improvements consisting of 8 to 12 foot sidewalks, landscaping, street trees, new street and pedestrian lighting and curb and gutter,
- High visibility (possible stamped concrete or other material) pedestrian crossings at MARTA Bus Stops and MARTA Bus Stop improvements on the east side of Peachtree Street (ADA ramps, concrete pads, and shelters where warranted).

To improve the pedestrian environment and safety, significant enhancements should be constructed along the west side of Peachtree Road from Ashford-Dunwoody to the Brookhaven/Oglethorpe University MARTA station area. Pedestrian improvements should include a landscape buffer of 3 to 5 feet between the curb and pedestrian sidewalk, new street and pedestrian lighting, new landscaping including street trees and a wide, continuous pedestrian sidewalk (8 to 12 feet wide). Due to the lack of existing right-of-way, property easements or cooperation from Peachtree property owners would be necessary for these improvements measuring 10 to 17 feet in width to be implemented.

On the east side of Peachtree Road, north of Dresden Drive, there is one existing business (Waffle House) and a continuous barrier wall that separates the roadway from the MARTA rail line. Due to the lack of depth and lack of activity, there does not appear to be a strong rationale for making significant public improvements along the entirety of the east side of Peachtree Street. However, several MARTA buses travel northbound of Peachtree Street dropping patrons on the east side of the street, most notably bus routes that serve Brookhaven Park, Peachtree Garden Apartments and Oglethorpe University. To improve safety and pedestrian crossings in those areas, concrete pads, ADA ramps, bus shelters and high visibility crosswalks should be installed at every traffic signal and at other key points (across from Hermance and the entrance to Oglethorpe University).



*Peachtree Road at Dresden Drive today*

**Dresden Drive**

Within the last several years, there has been significant development interest along Dresden Drive between Peachtree Road and Thompson Road. Within the last ten years a new office and townhome development was constructed on the south side of Dresden at Elijay Drive and in 2001 Village Park, a new residential development with a retail/commercial building was opened. Additionally Brookhaven Village, a new mixed-use development with approximately 32,000 square feet of office, 29,500 square feet of retail/restaurant space and 52 residential units, was approved by the County. The property, at the northeast corner of Dresden and Caldwell Drive, is currently being cleared for construction. As a product of these three developments, Dresden Drive between Camille Drive and Elijay Drive has become a mixed-use node drawing patrons from the surrounding neighborhoods and beyond. These developments have added character and value to an area that has and continues to experience a resurgence in desirability and investment.

It is reasonable to expect that redevelopment interest will continue along Dresden Drive over the foreseeable future. If guided appropriately, continued new investment can provide a significant benefit to nearby residents and complement other redevelopment projects surrounding the Brookhaven MARTA station. However, some caution should be exercised to ensure that the intensity and mix of development complements surrounding neighborhoods and does not deplete the potential for large scale redevelopment opportunities in the area.

To that end, the Brookhaven-Peachtree LCI Plan recommends two types of redevelopment along Dresden Drive, linking the proposed MARTA station area redevelopment to the mixed-use node at Dresden and Caldwell Drive:

- Additional mixed-use development including retail, office and residential units up to four stories in height, and
- Multi-story, multifamily residential development with potential for live-work or professional office facilities on the ground floor along the south side of Dresden Drive.

Mixed-use development with retail on the ground floor fronting Dresden Drive and office and/or residential units above and behind is most suitable along the north side of Dresden Drive between Parkside Drive and Caldwell Road. This area is currently occupied by several small, aging retail buildings and a branch office of the DeKalb County Tax Commissioner.

Mixed-use development along Dresden Drive should seek to complement the character of Village Park and Brookhaven Village by being three to four stories in height and using brick and/or stone materials on the exterior of buildings. Buildings should be placed at the back of the public sidewalk with first floor spaces opening directly onto the sidewalk. Pedestrian and bicycle

enhancements along Dresden Drive should also be constructed to improve the environment and potential success and sustainability of retail businesses.

While mixed-use development with retail on the ground floor is appropriate on the north side of Dresden Drive near Caldwell Road, there is a real market concern that attempting to replicate this development type successfully for the entire stretch of Dresden Drive between Apple Valley Road to Village Park will saturate the retail market and prove to be unsustainable over the long term. Due to the significant retail development potential along Peachtree Road and the lesser visibility of Dresden Drive, we are cautious concerning long term potential for retail to succeed along the full stretch of Dresden Drive.



*Dresden Drive Just West of Elijay Proposed*

Thus, the Brookhaven-Peachtree LCI Plan recommends that redevelopment on the south side of Dresden Drive from Apple Valley Road to Elijay Drive and along Apple Valley Road between Dresden Drive and Sunland Drive focus on multi-story, multifamily residential development with potential for professional office and/or live-work units on the ground floor. There is significant market opportunity for high-end, attached residential product and there is a high likelihood of success for this product along Dresden Drive (recommended at 4 stories in height along Dresden Drive and potentially 5 stories where density bonuses for workforce housing and/or open space are granted or along Apple Valley where additional building heights are appropriate closer to the MARTA Station),

bringing more residents and more retail demand to the area. To enhance the pedestrian environment and provide connectivity from the Brookhaven MARTA station to the Village Park area any redevelopment project along the south side of Dresden Drive should include sidewalk enhancements and consider the inclusion of professional office and/or live-work units on the ground floor opening onto the Dresden Drive sidewalk.

If retail demand and the likelihood of retail success were unlimited, mixed-use development would indeed be appropriate for the entire stretch of Dresden Drive. However, in light of the potential to saturate the retail market and the lack of high-visibility, high-success retail locations along Dresden Drive, the Planning Team strongly suggests that retail on Dresden Drive be limited to the node surrounding the intersection of Dresden Drive and Caldwell Road to cater to local consumers, while the remainder of Dresden Drive focus on residential products with small scale office opportunities and more significant retail opportunities be directed to the MARTA station redevelopment opportunity where connectivity to a larger consumer base can be provided.

Dresden Drive itself serves as an east-west connector linking Peachtree Road and the MARTA system to the Buford Highway corridor. The roadway handles significant vehicular and pedestrian traffic. Proposed transportation improvements on Dresden Drive focus on pedestrian safety and connectivity improvements. Pedestrian safety improvements include:

- High visibility pedestrian crossings at the intersection of Dresden and Apple Valley Road and Dresden Drive at Fernwood Circle,
- Signal & signage improvements,
- Lighting and security improvements under rail overpasses,
- Primary Streetscapes consisting of 8 to 12' sidewalks, landscaping, street trees, new street and pedestrian lighting and curb and gutter,
- Some sidewalk improvements on the north side of Dresden have county funding but are on hold to coordinate with new development.

Any Dresden Drive redevelopment project should include construction of sidewalk and bicycle enhancements providing connectivity from Peachtree Road to Thompson Road and beyond. Sidewalk enhancements should include the integration of a 3 to 5 foot landscape buffer with street trees and enhanced street and pedestrian lighting and the development of an 8 foot to 12 foot wide



sidewalk area. Bicycle enhancements may include development of dedicated bicycle lanes on Dresden Drive or share-the-road lanes. Pedestrian and bicycle enhancements will provide enhanced mobility and connectivity, support retail business and professional office facilities, improve the environment aesthetically and enhance quality of life in the Brookhaven area.

Developments along Dresden Drive should also consider the inclusion of on-street parking to provide a buffer between pedestrian areas and roadways, better support the area's retail environment and calm traffic. Additional roadway/transportation improvements should also be considered on a project by project basis to ensure proper storm water drainage and provide aligned intersections and driveways. Community members particularly were interested in improving the intersections of Dresden Drive at Eljay Drive and Caldwell Road. While the misaligned intersection does have the effect of calming traffic on the roadway traffic operations could be improved by aligning the intersection through County improvement or cooperation with future development projects.

**Brookhaven Park**

Brookhaven Park, at the intersection of Peachtree Road and Osborne Road is home to the DeKalb Services Center, a facility that trains and assists challenged residents of DeKalb County, and a public park that is somewhat hidden from view and difficult to access. Due to the safety needs of clients of the DeKalb Services Center a chain link fence surrounds the Brookhaven Park property. However, the fence and the site's topography hide the park and the facility from Peachtree Road and from Osborne Road. Throughout the planning process it became clear that many area residents are not aware that the park exists or if they are aware they did not know it was open to public use.

Over the long term, the DeKalb Community Service Board, the public agency that oversees the DeKalb Services Center, should consider reconstruction of the center on the back portion of the site to provide a more modern facility and improve the front portion of the site to enhance the park's visibility and usefulness to the community. Such a redevelopment would likely require state funding or partnership with DeKalb County.

In the short term, the park site should be enhanced and improved aesthetically. While the community recognizes and appreciates the importance of the DeKalb Services Center and the need for some barrier to protect the center's clientele, there is strong desirability to remove the chain link fence along Peachtree Road and improve the park's landscaping and appearance. The County and the DeKalb Community Service Board should consider replacing the existing chain link fence with a more decorative, ornamental fence that would still protect the Service Center's clients, yet enhance the front of the park and include a gate that could be opened at appropriate times to encourage community use of the park. Additional improvements should include widening the Peachtree Road sidewalk in front of the property, providing a landscape buffer both in front of and behind the sidewalk and providing additional street and pedestrian lighting.

### **Apple Valley Industrial Area**

Over the long term, the viability and appropriateness of the industrial area positioned at the north end of Apple Valley Road, amongst single family and multifamily residential areas, is questionable. The industrial/manufacturing area currently includes several small industries, warehouses and a mini-storage facility. Over the short term, several of these businesses may remain viable. However, if the area became open to redevelopment and any previous environmental impacts could be mitigated, the area would be better suited over the long term for multifamily residential redevelopment.

Redeveloped for multifamily residential units, the property would benefit from tremendous access to the Brookhaven/Oglethorpe University MARTA train station and would further enhance the customer base for proposed retail and professional office development. Any redevelopment project of magnitude in the industrial area should include an extension of Apple Valley Road to intersect with Caldwell Drive. This roadway extension would provide a second point of entry/exit into the development, enhance emergency access, and improve traffic operations and safety without significantly affecting established neighborhood areas.

Due to the need to provide a mix of housing types and excellent access to the MARTA rail line up to 20% workforce housing should be considered as part of any residential development within the LCI Area. Workforce housing units should be integrated within larger residential projects and should be owner occupied whenever possible. Due to the need for new workforce units and the desirability of integrating these units with market rate units, a density bonus may be considered for the integration of 10-20% owner-occupied, workforce housing units.

**Peachtree Streetcar**

The City of Atlanta is currently considering a plan to implement a streetcar system on Peachtree Road. The proposal, which is still in its early phases, currently considers Roxboro Road as the northern terminus of the system. This point is less than one mile south of the Brookhaven/Oglethorpe University MARTA Station, the centerpiece of the Brookhaven-Peachtree LCI plan. The Brookhaven-Peachtree LCI Planning Team supports the Peachtree Streetcar plan, which complements the goals of both the Brookhaven-Peachtree LCI Plan and the LCI Program in general.

The increased density and mixed-use nature of the proposed transit-oriented redevelopment of the Brookhaven station area, as outlined in this LCI plan, create a compelling case for extending the northern terminus of the Peachtree Streetcar line from Roxboro Road to the Brookhaven MARTA Station. The portion of Peachtree Road between these two points already has residential density high enough to support a street car and the planned redevelopment of the Brookhaven MARTA Station area would provide the streetcar with another vibrant transit-oriented destination and a seamless connection to the MARTA train and bus system.

The Brookhaven LCI plan recognizes that such an extension might be difficult, as the proposed streetcar extension would run beyond the City of Atlanta and Fulton County limits, which completely contain the streetcar system as currently proposed. However, it is clear that the arguments for extending the Peachtree streetcar to the Brookhaven MARTA station alignment are compelling in terms of transit operations, land use, economics and regional transportation policy.

## **Bicycle Connectivity**

Bicycle connectivity in the Brookhaven area is faced with several obstacles that will prove difficult to overcome. The area's primary arterials and connectors carry high levels of vehicular traffic on narrow rights-of-way with limited opportunities for expansion to include bicycle lanes. The secondary street network is fractured and divided by the rail and MARTA corridor, contributing to a significant lack of alternative routes for bicycles.

The Buckhead Community Improvement District (BCID) is spearheading a project called the Peachtree Corridor Project, which will add improved sidewalks, bicycle lanes and a landscaped median/pedestrian refuge to a two mile segment of Peachtree Road, terminating at Roxboro Road, just south of the limits of the Brookhaven-Peachtree LCI Study Area. The project plans to retain all existing vehicular traffic lanes on Peachtree Road, with the improvements allotted to a 30 to 60 foot addition to the roadway's right-of way, to be paid for by a combination of improvement district, City of Atlanta and federally allocated funds. A significant portion of the expanded right-of-way is expected to be donated by adjacent property owners.

Within the Brookhaven-Peachtree LCI Study area, the existing Peachtree Road right-of-way is significantly narrower and in the southern part of the Peachtree Road Corridor building setbacks are relatively close to the street. The portion of Peachtree Road in the northern portion of the LCI study area, between Dresden Drive and Ashford Dunwoody Road has been recommended for operational improvements in this LCI plan. Possible reconfiguration for this segment could include two bicycle lanes from right-of-way gained by consolidating the north and southbound turn lanes and removing the third southbound lane. While this reconfiguration would address bicycle accessibility at the northeastern end of the Study Area, it would not address the southwestern end of the Study Area or tie Brookhaven in with the proposed Buckhead CID bicycle improvements. Such a linkage would likely require either reconfiguration of Peachtree Road or a significant investment in right-of-way. Alternate paths through local neighborhoods might be possible through portions of the Study Area, but any major bicycle path will likely require access along Peachtree Road for some portion.

## Neighborhood Transportation Improvements

In addition to the transportation improvements along major corridors in the Brookhaven LCI Area, a number of neighborhood improvements would help enhance transportation operations, safety and the pedestrian/bicycle environment and provide additional connectivity between Brookhaven neighborhoods and the proposed mixed-use center. Neighborhood transportation improvements within Ashford Park, Brookhaven Heights, Brookhaven Fields, Brookhaven Club, Osborne Road and Hermance Drive should include traffic calming measures (road narrowing, the use of pavers and vertical elements are preferable to speed bumps or speed humps) and pedestrian sidewalks/multi-use paths leading back to major transportation corridors (Peachtree Road, Dresden Drive, North Druid Hills Road, Apple Valley Road, Osborne Road, and Hermance Drive).

Specific improvement projects identified during the Brookhaven LCI process that were estimated as part of the 5-Year Action Plan include traffic calming and sidewalks along:

- Caldwell Road
- Briarwood Road
- Colonial Drive
- Thornwell Drive
- Oglethorpe Drive
- Pine Grove Avenue

Traffic calming is a neighborhood-scale improvement that must be planned, designed, and implemented at the local level. It must be used carefully, particularly in neighborhoods with already limited connectivity. Traffic calming measures work by shifting through traffic from local streets to major collectors and arterial roadways. Undesirable side effects of traffic calming may include delayed emergency services and added inconvenience for local trips.

Common traffic calming measures include:

- Vertical deflections, such as speed humps and raised crosswalks
- Horizontal shifts, such as traffic circles and chicanes
- Closures, both full and partial, which impede direct routes through neighborhoods
- Roadway narrowing, such as neck-downs, bump-outs, chokers or medians
- Enforcement, automated speed detection and enforcement technologies, signage and law enforcement strategies

Assorted Traffic Calming Techniques



A. Speed Hump ([trafficcalming.org](http://trafficcalming.org))



D. Partial Closure ([trafficcalming.org](http://trafficcalming.org))



B. Traffic Circle ([trafficcalming.org](http://trafficcalming.org))



E. Speed Detection ([trafficcalming.org](http://trafficcalming.org))



C. Choker ([trafficcalming.org](http://trafficcalming.org))

Additionally, a connection from Oostanaula Drive to Drew Valley Road and realignment of Caldwell Drive at Dresden to meet Elijah Drive as part of future development should be considered to enhance connectivity and safety.

## **Urban Design and Development Guidelines**

To provide additional definition to proposed redevelopment, encourage consistency among new developments and enhance sense of character and sense of place in Brookhaven, a set of urban design and development guidelines have been established as part of the Brookhaven-Peachtree LCI Plan. DeKalb County should consider these guidelines as a basis for a Brookhaven-Peachtree Overlay District. While additional definition and legal language will be needed for these guidelines to serve as a legal, enforceable ordinance, the design development standards presented on the following pages will provide the framework for an overlay district that will:

- Support and enhance the look, feel and quality of development in Brookhaven,
- Encourage consistent, high quality development in keeping with the community's vision as presented in this plan, and
- Allow for mixed-use development surrounding the Brookhaven/Oglethorpe University MARTA train station and along Peachtree Road and Dresden Drive.



**Objective:**

To encourage development and redevelopment that is consistent with the Brookhaven-Peachtree LCI Vision for a mixed-use village. This includes the preservation of existing stable neighborhoods and the improvement of the pedestrian environment and public spaces to reinforce a sense of community.

**Strategies:**

**Site Orientation:** Buildings should be located toward the front of their respective parcels and should face the street. The entrance should be clearly visible, and inviting.

**Building Massing:** New construction should be considerate of the surrounding context. New structures should not tower over existing buildings.

**Building Orientation:** Buildings should connect to the sidewalk and ground-floor commercial buildings should open directly on to the sidewalk.

**Density:** Density is encouraged along major corridors and around the MARTA station. Density bonuses should be considered for developments that provide publicly-accessible open space as part of their plan. Density should decrease as development moves away from higher traffic areas towards established single-family neighborhoods. Mixed-use buildings with retail on the ground floor and commercial/residential program above are encouraged on the major streets (Peachtree, Dresden, N. Druid Hills, Apple Valley).

**Workforce Housing:** Density bonuses may be offered to larger developments that provide between 10% and 20% workforce housing units.

**Driveways/Parking:** Driveways should direct access to the rear of the site, or connect to an alley or private drive. All parking, including surface lots, garages and decks, should be located at the rear of, or internal to, the site and screened from view from the street.

**Sidewalks:** Sidewalks should be located on all streets and should be wide (8-12 ft. typ.) and well-maintained. Sidewalks should be separated from the adjacent street by planting strips or landscaped zones, the width of which is to be determined by traffic volume of the street (3-5 ft. typ.).

**Architectural Standards:**

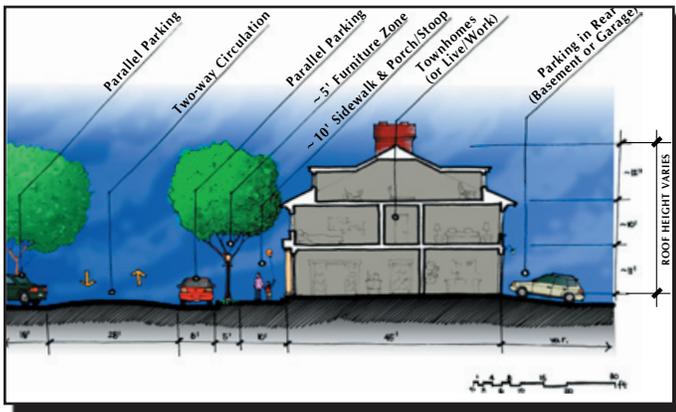
**Building Details:** On larger edifices, the cornice height and facade depth should be varied, to provide visual interest and prevent a massive, imposing appearance. The street facade should be generously fenestrated, and the openings should be well-articulated.

**Building Materials:** New construction should use sustainable materials of high quality, consistent with surrounding construction. These include brick, masonry, stone, stucco, wood and fiberboard siding, among others. Materials that are considered less desirable include, but are not restricted to, vinyl siding, exposed CMU, plastic or PVC, and synthetic stucco.





Lot Layout



Lot Section



Architectural Features

**Objective:**

To allow for new single-family attached housing that is compatible with both the existing fabric of the community and newer mixed-use products.

**Site Guidelines:**

**Location:** Townhomes and other single-family attached developments should be sited closer to the MARTA station and intermediate streets (Dresden or Apple Valley, but not Peachtree).

**Street Frontage:** Front facades should face the street and be as close to the sidewalk as practical. Facade depth could be varied between 5-10 ft. to avoid creating a 'wall' of townhomes, and to help delineate individual units.

**Driveways/Parking:** Townhome parking should be rear access only, preferably via alley or private drive. Parking should be located in the rear, and minimally visible from the street.

**Garages/Accessory Structures:** Should be located to the rear of the site, or underneath the respective units.

**Sidewalks:** Townhome units should front onto a sidewalk, and can be buffered by a planting area or patio of between 5-10 ft. in depth. These buffers may also include front stoops or porches.

**Live/Work:** These units, similar in design to townhomes, should adhere to the above guidelines, but should also include additional parking considerations and allowances for a secondary entrance.

**Architectural Standards:**

**Building Heights:** Relative to the street, townhomes should not exceed three stories. Cornice heights should be varied slightly to help differentiate among individual dwellings.

**Stoops/Porches:** Townhome units should have porches or stoops between the front facade and the sidewalk.

**Finished Floor Height:** The main entrance should be above grade, accessed from the sidewalk by steps or ramp.

**Acceptable Materials:** Wood, synthetic wood board (Hardy-board), stone, brick stucco

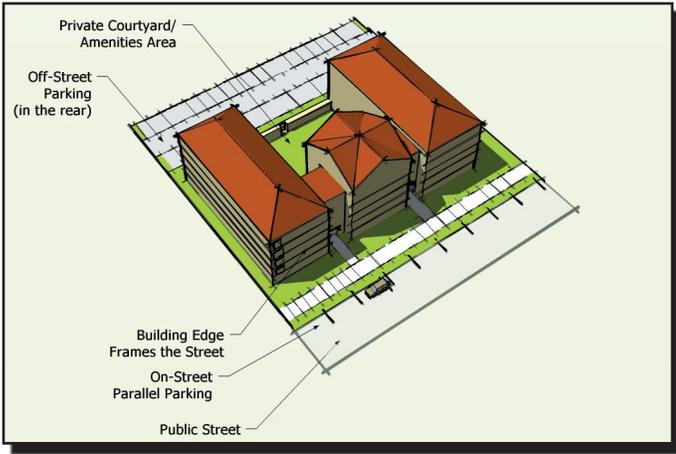
**Discouraged Materials:** Vinyl, concrete block, synthetic stucco, metal, plastic, plywood.

**1 TOWNHOUSE GUIDELINES**

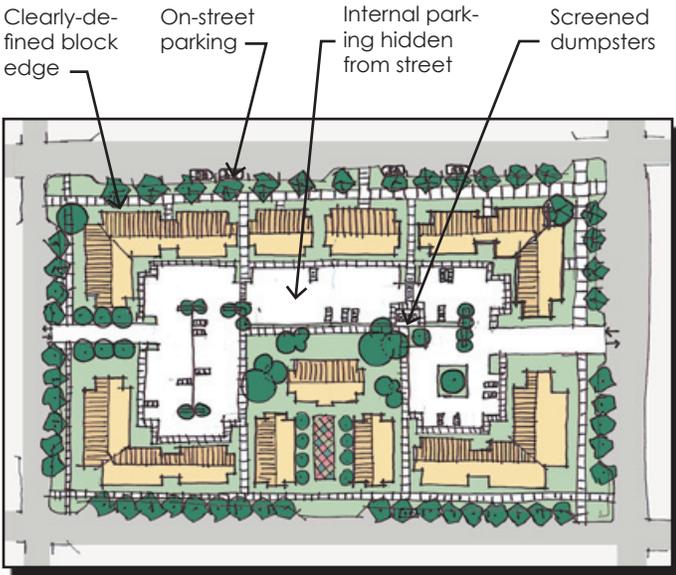
Prepared By: Urban Collage, Inc.  
Prepared For: Brookhaven - Peachtree LCI

December 2005





Lot Layout



Lot Features



Architectural Features

**Objective:**

To provide a framework for new multi-family housing that is compatible with the existing fabric of the community and newer mixed-use products.

**Site Guidelines:**

**Location:** Multi-family housing should be developed along heavier-traffic corridors (Peachtree, Dresden, N. Druid Hills, Apple Valley, Hermance) and around the MARTA station.

**Street Frontage:** The primary facades should face the main street, with clear access to the entrance. In high-traffic areas, ground floor retail is encouraged.

**Driveways/Parking:** All new multifamily development shall be required to share parking access through the use of a shared alley or drive. To the extent possible, alleys shall be accessed via the side of the block. Where not possible, alleys shall be accessed via the primary street but curb cuts shall be minimized.

**Parking Lots/Decks:** Allowed only along the rear of the buildings and shall only be accessed via a shared alley or drive. To the extent feasible, all lots and decks should be screened from the street by the buildings and/or landscaping.

**Sidewalks:** Each individual building should have a sidewalk connecting the entry way of each building or door to the public sidewalk. All new housing developments should include a sidewalk with front edge 3-5 feet from the curb/gutter of the roadway. The 3-5 foot area shall be planted with grass, small greenery or flowering plants or decorative paving materials, and have pedestrian lighting, trees and outdoor furniture.

**Architectural Standards:**

**Building Heights:** From the street, the height should be no more than four stories. An additional story may be allowed, based on open space provisions and workforce housing percentages.

**Stoops/Porches:** Depending on the ground-floor program, there should be stoops or porches between the sidewalk and facade.

**Finished Floor Height:** The primary entrance may be at, or slightly above grade.

**Details:** On buildings of five stories, the first one or two floors must be architecturally differentiated from the three above. All service areas must be screened from view, primarily from the street.

**Acceptable Materials:** Wood, synthetic wood board (Hardy-board), stone, brick stucco.

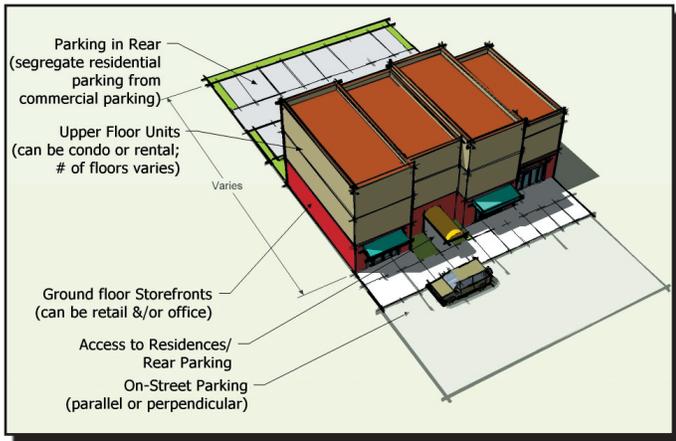
**Discouraged Materials:** Vinyl, concrete block, synthetic stucco, metal, plastic, plywood.

**2 MULTI-FAMILY GUIDELINES**

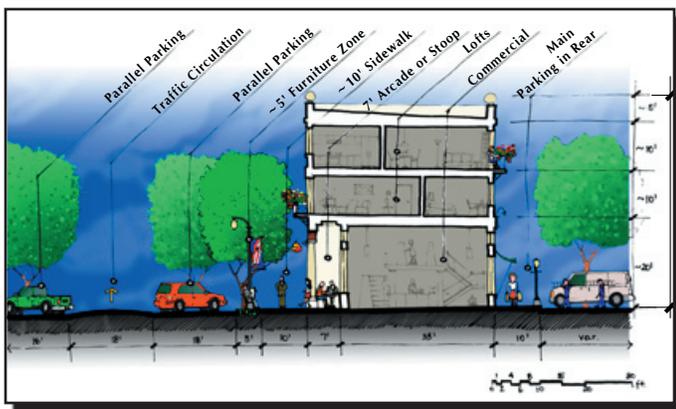
Prepared By: Urban Collage, Inc.  
Prepared For: Brookhaven - Peachtree LCI

December 2005





Lot Layout



Lot Section



Architectural Features

**Objective:**

To guide the development of mixed-use structures integrating multiple uses (retail, office and residential) within a single multi-story structure.

**Site Guidelines:**

**Location:** Mixed-use should be developed along heavier-traffic corridors (Peachtree, Dresden, Apple Valley) and around the MARTA station.

**Street Frontage:** Primary facades should face the main street, with retail/commercial uses opening on to the sidewalk, enhancing an active pedestrian environment.

**Driveways/Parking:** All new mixed-use development shall be required to share parking access through the use of a shared alley or drive. To the extent possible, alleys shall be accessed via the side of the block. Where not possible, alleys shall be accessed via the primary street but with minimal curb cuts. On-street parking is strongly encouraged, to help serve ground-floor retail.

**Parking Lots/Decks:** Allowed only along the rear of the buildings and shall only be accessed via a shared alley or drive. To the extent feasible, all lots and decks should be screened from the street by the buildings and/or landscaping.

**Sidewalks:** Given the higher pedestrian traffic at the ground floor, sidewalk width should be generous (min. 10' wide), with a comfortable (4-5') landscape buffer/furniture zone between sidewalk and street.

**Architectural Standards:**

**Building Heights:** From the street, the height should be no more than four stories. An additional story may be allowed, based on open space provisions and workforce housing percentages.

**Stoops/Porches:** On the ground floor, these can comprise either landscaped zones, or outdoor seating areas.

**Finished Floor Height:** Retail entrances should be at grade.

**Details:** On buildings of five stories, the first one or two must be architecturally differentiated from the floors above. All service areas must be screened from view, primarily from the street. Sidewalk facades should, on the ground floor, be comprised primarily of storefront, so that a majority of the surface is transparent.

**Acceptable Materials:** Wood, synthetic wood board (Hardy-board), stone, brick, stucco.

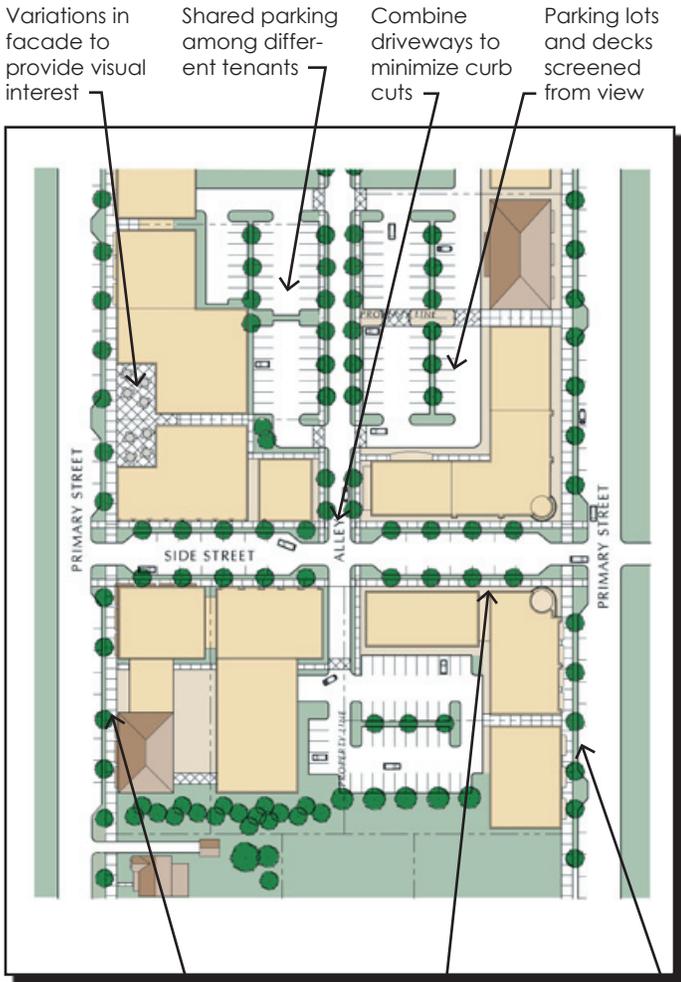
**Discouraged Materials:** Vinyl, concrete block, synthetic stucco, metal, plastic, plywood.

**3 MIXED-USE GUIDELINES**

Prepared By: Urban Collage, Inc.  
Prepared For: Brookhaven - Peachtree LCI

December 2005



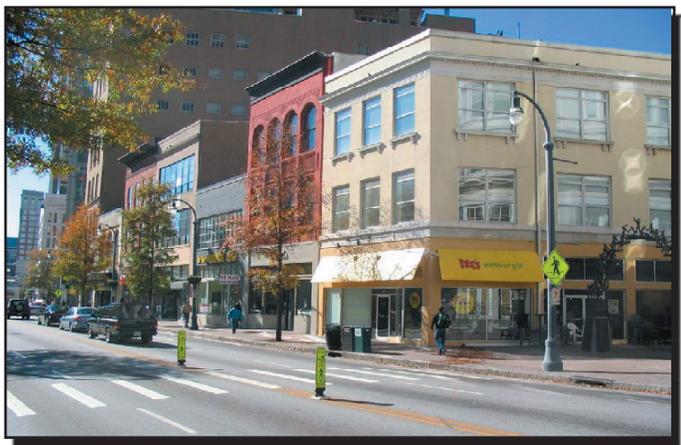


Align (roughly) new and existing to clearly define block edge

Minimal setbacks in areas of high pedestrian activity

Parallel parking where ever it is feasible

**Lot Layout**



**Architectural Features**

**Objective:**

To encourage new multi-story commercial and office buildings along major transportation routes.

**Site Guidelines:**

**Location:** Commercial/office uses should be developed along heavy-traffic corridors and around the MARTA station, primarily along Peachtree.

**Street Frontage:** The primary facades should face the main street, with retail/commercial uses enhancing an active pedestrian environment. Ground-floor retail fronting the sidewalk is encouraged. The sizes of the leasable space should be varied to provide for a range of commercial tenants.

**Driveways/Parking:** All new commercial development shall be required to share parking access through the use of a shared alley or drive. To the extent possible, alleys shall be accessed via the side of the block. Where not possible, alleys shall be accessed via the primary street but with minimal curb cuts. Care should be taken not to direct excess traffic on side streets and residential roads.

**Parking Lots/Decks:** Allowed only along the rear of the buildings and shall only be accessed via a shared alley or drive. To the extent feasible, all lots and decks should be screened from the street by the buildings and/or landscaping.

**Sidewalks:** Each individual building should have a sidewalk connecting the entry way of each building or door to the public sidewalk. All new office developments should include a sidewalk with front edge 4-5 feet from the curb/gutter of the roadway. This area shall be planted with grass, small greenery or flowering plants or decorative paving materials.

**Architectural Standards:**

**Building Heights:** New commercial development should be between 2-6 stories, with particular heed paid to adjacent context.

**Finished Floor Height:** Commercial entrances should be at grade.

**Details:** On buildings of five or six stories, the first one or two must be architecturally differentiated from those above. All service areas must be screened from view, primarily from the street. Sidewalk facades should, for retail uses, be comprised primarily of storefront, so that a majority of the surface is transparent. Signage and canopies should be consistent, and signage should not dominate the facade.

**Acceptable Materials:** Wood and composites, stone, brick, stucco, aluminum storefront.

**Discouraged Materials:** Vinyl, concrete block, synthetic stucco

**4 COMMERCIAL & OFFICE GUIDELINES**

Prepared By: Urban Collage, Inc.  
Prepared For: Brookhaven - Peachtree LCI

December 2005





Wide Sidewalk with Bench Seating



Hardscape Plaza



Open Space/Park



Bench



Accent Paving



Bicycle Rack

**Objective:**

To promote a consistent image and character within the Brookhaven Area, and create pleasant and usable open space amenities for those who live and work in the Brookhaven-Peachtree area.

**Strategies:**

- Create **landscape zones** (trees every 30 feet with a continuous landscape planter) between street and sidewalk (3-5 ft. in depth).
- Use brick and/or concrete **pavers** in lieu of landscape zone to accent areas where on-street parking is provided or pedestrian crossings are likely.
- **Sidewalks** should be clear and generous (between 8-12 ft. typically) and sized to meet anticipated pedestrian traffic.
- Use a consistent "village" **lighting standard** of 60 feet on center on main streets (Peachtree, Dresden, North Druid Hills and Apple Valley).
- On higher-traffic sidewalks, provide **benches, trash cans, bike racks** and similar amenities. Use a standard type throughout the district.
- Encourage a **transitional/storefront zone** (approx. 10') in retail/commercial areas if outside merchandising or dining is provided.
- Public spaces should be **accessible** from a main street and have direct access from public sidewalks. Ample bicycle parking should be made available.
- Commercial and retail entrance **canopies** should be mounted at consistent heights.
- Adequate **wayfinding signage** should be provided throughout the district.



Lighting



Trash Receptacle



## **ACTION PLAN**

The Action Plan includes a variety of tools to begin implementation of the Brookhaven-Peachtree LCI Plan. The 5-Year Action Plan outlines transportation, housing and other projects that should be undertaken to implement plan concepts and guide development and redevelopment efforts in the Brookhaven-Peachtree LCI Area. In addition to a project list, the 5-Year Action Plan details the estimated capital cost of improvements and actions to be taken and identifies the organization responsible for coordinating implementation of each item.

Twenty-five (25) year projections are included to compare existing population and employment data versus the anticipated conditions that would result from implementation of the LCI Plan and future market activity. The LCI Goals section outlines how the Brookhaven-Peachtree LCI Plan addresses key tenants of the Livable Centers Initiative Program. The implementation strategies section provides additional detail to guide DeKalb County and the local community regarding implementation efforts and provides additional information regarding plan elements and future updates.

**Brookhaven-Peachtree LCI**

**FIVE YEAR IMPLEMENTATION PLAN**

**Transportation Projects**

Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source Match & Amount
Brookhaven-Oglethorpe MARTA Station Access/Public Space Improvements	Traffic Operations & Pedestrian	2007	\$300,000	N/A	\$0	2008	\$3,000,000	\$3,300,000	DeKalb County / MARTA	LCI and Private Development	County and Private Development Funds \$660,000
Brookhaven-Oglethorpe MARTA Station Parking Structure	Parking	2007	\$1,440,000	N/A	\$0	2008	\$14,400,000	\$15,840,000	DeKalb County / MARTA	LCI and Private Development	County and Private Development Funds \$3,168,000
Peachtree Road (SR 141) from Dresden Drive to Bellaire Drive Roadway and Sidewalk Enhancements	Traffic Operations & Pedestrian	2007	\$600,000	2008	\$900,000	2009	\$6,000,000	\$7,500,000	DeKalb County	GDOT Safety and TIP	County and Private Development Funds \$1,500,000
Apple Valley from North Druid Hills Road to Dresden Drive Roadway and Sidewalk Enhancements	Traffic Operations, Pedestrian, & Bicycle	2008	\$160,000	N/A	\$0	2009	\$1,600,000	\$1,760,000	DeKalb County	LCI	County and Private Development Funds \$352,000
Dresden Drive from Peachtree Road to Thompson Road Sidewalk and Bicycle Enhancements	Pedestrian/ Bicycle	2008	\$260,000	2009	\$1,100,000	2010	\$2,600,000	\$3,960,000	DeKalb County	County/Private	County and Private Development Funds \$792,000
Peachtree Road (SR 141) from Ashford-Dunwoody to Dresden Drive Roadway and Sidewalk Enhancements	Traffic Operations & Pedestrian	2009	\$400,000	2010	\$900,000	2011	\$4,000,000	\$5,300,000	DeKalb County	GDOT Safety and TIP	County and Private Development Funds \$1,060,000
Peachtree Road Pedestrian Bridge and MARTA Station Improvements	Pedestrian/ Bicycle	2009	\$600,000	N/A	\$0	2012	\$6,000,000	\$6,600,000	DeKalb County / MARTA	GDOT Safety and Private Development	County and Private Development Funds \$1,320,000
North Druid Hills Road from Peachtree Road to Colonial Drive Sidewalk and Bicycle Enhancements	Pedestrian/ Bicycle	2010	\$120,000	2011	\$600,000	2012	\$1,200,000	\$1,920,000	DeKalb County	County/Private	County and Private Development Funds \$384,000
Neighborhood Traffic Calming/Sidewalk Improvements in Brookhaven Heights, Brookhaven Fiedls, Ashford Park, Osborne, Hermance (Caldwell, Ogelthorpe, Pine Grove, Colonial, Thornwell and Briarwood)	Traffic Operations & Pedestrian	2010	\$80,000	N/A	\$0	2012	\$800,000	\$880,000	DeKalb County	TE, CMAQ, County Funds	County Bond and General Funds \$176,000
Apple Valley Extension to Caldwell Road	Traffic Operations and Safety	TBD	\$65,000	TBD	\$0	TBD	\$650,000	\$715,000	DeKalb County	Development Funds/Impact Fees	NA NA
Cross Keys Drive Extension to Hermance Drive	Traffic Operations and Safety	TBD	\$65,000	TBD	\$0	TBD	\$650,000	\$715,000	DeKalb County	Development Funds/Impact Fees	NA NA
<b>Totals</b>			<b>\$4,090,000</b>		<b>\$3,500,000</b>		<b>\$40,900,000</b>	<b>\$48,490,000</b>			

Brookhaven-Peachtree LCI

**FIVE YEAR IMPLEMENTATION PLAN**

***Housing Projects/Initiatives***

Description/Action	Cost	Year	Responsible Party	Funding Source
Develop and adopt TOD zoning classification/Brookhaven overlay district to allow for mixed-use development	\$20,000	2006	DeKalb County	DeKalb County
Adopt density bonus provisions for projects that include workforce housing components	\$10,000	2007	DeKalb County	DeKalb County

***Other Local Initiatives***

Description/Action	Cost	Year	Responsible Party	Funding Source
Futher develop and adopt development guidelines for Brookhaven LCI Area	\$25,000	2006	DeKalb County	DeKalb County
Partner/Coordinate with MARTA for redevelopment RFQ for Brookhaven-Oglethorpe MARTA Station property.	N/A	2007	DeKalb County / MARTA	DeKalb County / MARTA
Rezone priority redevelopment parcels in accordance with plan as necessary	N/A	TBD	DeKalb County	DeKalb County

# Brookhaven LCI

---

## APPENDIX

### POPULATION AND EMPLOYMENT PROJECTIONS 1/ BROOKHAVEN STUDY AREA /2 2005 - 2030 /3

	2005	2010	2015	2020	2025	2030
<b>Brookhaven Study Area (2000 CT 211, 214.03, 214.05)</b>						
Population	18,123	20,609	22,484	24,360	24,877	25,395
Households	8,672	10,126	11,080	12,034	12,239	12,444
Avg HH Size	2.02	1.98	1.95	1.93	1.92	1.91
Employment /3	4,983	7,177	7,879	8,582	9,140	9,698
Job/HH Ratio	0.57	0.71	0.71	0.71	0.75	0.78

1/ Projections are modified from ARC based on the proposed redevelopment plans and generally assume an average household size of 1.8 to 2.5 (depending on the product type), 250 square feet per office worker, and 400 square feet per retail worker.

2/ The Brookhaven Study area is comprised within 2000 CT 211, 214.03, and 214.05.

3/ Projections for 2025 and 2030 assume infill of additional office development, that may include some retail, that is not detailed in the development program.

SOURCE: Robert Charles Lesser & Co., LLC; based upon data from ARC.

2030 Projections to UC-Projections

02-10542.00

Printed: 1/25/2006

## **LCI Goals**

The following section outlines how the Brookhaven-Peachtree LCI Plan addresses the ten study deliverables required by the Livable Centers Initiative Program.

**1. Efficiency/feasibility of land uses and mix appropriate for future growth including new and/or revised land use regulations needed to complete the development program.**

The Brookhaven-Peachtree LCI Plan calls for higher intensity, mixed-use development surrounding the Brookhaven/Oglethorpe University MARTA train station and along Peachtree Road and Dresden Drive. The clustering of higher intensity development including a mix of multi-tenant office, retail and residential uses around the MARTA station will lead to a higher efficiency of land uses and will result in a new, dynamic mixed-use activity center that will become the focal point of Brookhaven while providing enhanced connectivity and access to transit. In order for the vision to become a reality, an overlay district allowing mixed-use development and concentrated densities in appropriate locations within the Core Study Area will be necessary as outlined in the Urban Design and Development Guidelines.

**2. Transportation demand reduction measures.**

Clustering of higher intensity, mixed-use development around the MARTA station and along Peachtree Road and Dresden Drive combined with improved sidewalks and pedestrian/bicycle connectivity should reduce transportation demand, reduce the number of short distance automobile trips and encourage the use of alternate modes of transportation, particularly walking, within the Brookhaven-Peachtree community. Additionally, an increased supply of housing and the mix of proposed housing types within the area will increase the potential for more employees to live closer to work and utilize alternate modes of transportation for their daily commute.

**3. Internal mobility requirements (including safety and security of pedestrians) traffic calming, pedestrian circulation, transit circulation and bicycle circulation.**

The Brookhaven-Peachtree LCI recommends traffic calming, pedestrian improvements and bicycle improvements on all major corridors in the Study Area: Peachtree Road, Dresden Drive, North Druid Hills Road and Apple Valley Road. Plan concepts particularly focus on encouraging transit and pedestrian oriented development and improvement of the pedestrian environment. Any redevelopment project within the LCI Area should include new lighting, landscape buffers and wider pedestrian sidewalks to compliment public improvement projects. The placement of buildings at the back of sidewalk and other area enhancements including high-visibility

pedestrian crossings will change the character of Peachtree Road, Dresden, North Druid Hills and Apple Valley resulting in traffic calming. Additionally, the plan recommends traffic calming and pedestrian improvements within area neighborhoods including Ashford Park, Brookhaven Heights, Brookhaven Fields, Brookhaven Club and neighborhoods along Osborne Road and Hermance Drive.

#### **4. Mixed-income housing, job/housing match and social issues.**

Future residential development in the Brookhaven-Peachtree area is encouraged to expand the range of housing types offered in Brookhaven and density bonuses will be considered for significant redevelopment projects where up to 20% of the units represent workforce housing units. Expanding the range of housing types (lofts, condominiums, townhouses and cluster homes), the range of price points offered within the Brookhaven-Peachtree Area and the integration of workforce housing within redevelopment projects will add diversity to the area without clustering low-income development in one or two locations. Integration of mixed income communities will add to the diversity of Brookhaven and enhance access to jobs via the Brookhaven MARTA Station and an improved pedestrian environment.

#### **5. Continuity of local streets in study area and development of a network of minor roads.**

The most significant changes to the local roadway network include proposed interparcel connectivity along Peachtree Road, operational improvements along Peachtree Road and redesign of Apple Valley Road to become a local “Main Street” within Brookhaven rather than a cut-through street. While Peachtree Road intersections with North Druid Hills and Dresden Drive remain problematic, operational improvements will be made to ease congestion as possible.

#### **6. Need/identification of future transit circulation systems.**

The entire Brookhaven-Peachtree LCI Core Area is within walking distance to the Brookhaven MARTA station. However, pedestrian connectivity is currently poor along some roadways. Proposed development and transportation improvements will enhance both the number of patrons near the MARTA train station and access to the station, resulting in increased ridership. Additional transit circulation systems beyond clarification of bus routes that traverse the area is unnecessary.

#### **7. Connectivity of transportation system to other centers.**

Connectivity to other centers from Brookhaven is provided via the MARTA rail line and Peachtree Road, Dresden Drive and North Druid Hills Road. The Brookhaven-Peachtree LCI Plan seeks to enhance access to MARTA through

increased density and improved pedestrian connectivity while enhancing and improving Peachtree Road, Dresden Drive and North Druid Hills Road in term of safety, operations and pedestrian connectivity.

#### **8. Community organization, management, promotion and economic restructuring to ensure implementation.**

Market interest in the Brookhaven community is significant. Much of the redevelopment contemplated in the plan will happen over time through private investment. Members of the DeKalb County Board of Commissioners, the Office of Economic Development and the Planning Department have played leading roles in the development of the LCI Plan and will take leadership in ensuring that future development is commensurate with plan goals and concepts. Redevelopment of the MARTA station property will be undertaken through a partnership between MARTA and DeKalb County and is expected to begin in 2006 with the issuance of a RFP for developers. DeKalb County will also take the lead in identifying and applying for funding for public improvements, some in partnership with MARTA, to enhance safety and connectivity along Peachtree Road, Dresden Drive, North Druid Hills Road and Apple Valley Road. Development that is undertaken through private development will follow the County approval processes and should be reviewed by the County to ensure that development is consistent with the Urban Design and Development Guidelines and/or Brookhaven-Peachtree Overlay District. The Brookhaven Peachtree Community Alliance, a coalition of area neighborhoods has been very involved with the organization and development of the plan and intends to remain involved in providing input and seeking funding for area improvements as outlined in the plan as well.

#### **9. Stakeholder participation and support.**

Throughout the planning process a series of stakeholder input opportunities and methods were utilized, providing an opportunity for area stakeholders to provide significant input and direction into the plan and its development. These included:

- Stakeholder interviews
- The Brookhaven Compass Community Preference Survey,
- A series of 4 Core Team Meetings with an advisory committee of community members,
- 4 public workshops with over 250 total attendees,
- A project website with discussion forum.

As a result of the public participation opportunities and methods, the plan has been heavily influenced by community input. Community support is particularly strong for redevelopment of the MARTA station property, the inclusion of open spaces within significant redevelopment projects,

enhancement of the pedestrian environment and the development of a consistent character within Brookhaven.

**10. Public and private investment policy.**

Many of the improvements outlined in the Brookhaven-Peachtree LCI Plan will be implemented through private investment. Development interest and investment in the Brookhaven-Peachtree community is high. DeKalb County and MARTA will take leading roles in overseeing the redevelopment of the MARTA site and seeking public funds for roadway, parking and pedestrian/bicycle improvements, while DeKalb County will be responsible for ensuring that private investment meets the goals and standards established by the LCI Plan and encourage private investment to participate in providing sidewalk, lighting and landscaping improvements as part of new development projects to enhance connectivity, character and quality of life in Brookhaven.

## Implementation Strategies

***The two most significant tools necessary for implementation of the Brookhaven-Peachtree LCI Plan are the establishment of a Brookhaven-Peachtree Overlay District to allow for and encourage proposed development types and solidification of the partnership between MARTA and DeKalb County to oversee successful redevelopment of the Brookhaven/Oglethorpe University MARTA station.***

### **Brookhaven-Peachtree Overlay District**

To assist in the development of a Brookhaven-Peachtree Overlay District the LCI Plan includes a set of Urban Design and Development Guidelines. These guidelines are the framework for an overlay district that will encourage development consistent with the community's vision as outlined in the LCI Plan. Key elements within the guidelines include:

- Allowances for and encouragement of mixed-use development with retail on the ground floor and commercial and/or residential space above,
- Requirements for the use of high quality building materials including brick and stone to establish a "look" for Brookhaven consistent with existing quality developments and Oglethorpe University,
- "Build to" lines rather than setbacks to encourage the construction of new buildings along the back side of the sidewalk in a more urban manner consistent with the vision for a Brookhaven village aesthetic rather than suburban development types,
- Parking behind buildings and eliminating parking between roadways and buildings where possible,
- Development of a 3 to 5 foot landscape buffer with new lighting and street trees between the curb and pedestrian sidewalk on all major roadways and installation of an 8 to 12 foot clear sidewalk zone to enhance pedestrian connectivity and the pedestrian environment,
- Potential density bonuses for the inclusion of publicly accessible open spaces,
- Density bonuses for the inclusion of at least 10% and up to 20% owner-occupied, workforce housing units as part of any significant residential redevelopment project (single family developments of 20 units or more, multi-family developments of 80 units or more).

While the Urban Design and Development Guidelines provide the framework for a Brookhaven-Peachtree Overlay District, additional definition and legal clarification will be necessary for some aspects. The DeKalb County Planning Department and Law Department should review the guidelines and provide additional detail and legal language where necessary to establish the overlay district and ensure that the district is enacted in 2006.

**Priority Development Projects**

Development projects have been prioritized into “short-term” and “long-term” categories based upon their likelihood of occurring with the next five years or beyond five years. The following section outlines implementation actions that should be taken to implement redevelopment projects and concepts outlined in the Brookhaven-Peachtree LCI Plan.

**SHORT TERM**

**MARTA/DeKalb County Partnership for MARTA Station Redevelopment RFP**

DeKalb County should solidify its partnership with MARTA to release a Request for Proposals soliciting potential developers for the Brookhaven/Oglethorpe University MARTA station property in 2006. The DeKalb County Office of Economic Development and Planning Department will need to be involved in reviewing development responses and determining potential for public/private investment toward the development of the parking garages, infrastructure and roadway improvements.

The concept plan for the MARTA Station included in this plan is based upon market demand, community input and potential land costs. Without additional public or private funding for the parking garages and/or infrastructure improvements or reduction of land costs (lease rate or purchase price) additional density may be necessary. Thus, the partnership between MARTA and the County must carefully understand (or seek assistance in outlining and understanding) the financial considerations of the project.

The Office of Economic Development should take a role to assist in the procurement of retail and office tenants and should revisit the Consulate General of Mexico to determine the feasibility of the Consulate's office and other Mexican Government services relocating to the MARTA site. The DeKalb County Planning Department should work with potential developers to ensure that zoning on the site is amended to allow the development vision, appropriate design guidelines are followed and the community's vision for the site is appreciated and implemented.

**Comprehensive Plan Update**

As DeKalb County updates its Comprehensive Plan (due by October 2006) the Brookhaven-Peachtree LCI Plan and its recommendations should be incorporated including adoption of the Framework Plan as the future land use plan for the area.

**West side of Peachtree Road (Kroger Site)**

There is significant potential for properties on the west side of Peachtree Road, across from the Brookhaven MARTA Station to redevelop over the next five to ten years through private investment. This area is the second highest priority, behind the MARTA property, for creating a transit-oriented, mixed-use village in Brookhaven. DeKalb County and the Office of Economic Development should closely monitor redevelopment potential on the west side of Peachtree Road between Brookhaven Drive and Dresden Drive.

If redevelopment proposals are contemplated, potential developers should be encouraged to consider assembling parcels along Peachtree Road to implement a more significant portion of the Peachtree Road vision. New development on the west side of Peachtree Road, across from the MARTA station, should be mixed-use in character and adhere to the Urban Design and Development Guidelines and/or Brookhaven-Peachtree Overlay District.

Zoning on the west side of Peachtree Road from the existing Wachovia Bank to the existing Sun Trust Bank should be amended to allow mixed-use development consistent with the Urban Design and Development Guidelines and the community's vision through adoption of a Brookhaven-Peachtree Overlay District.

### **Peachtree Garden Apartments**

Similar to Peachtree Road, private investment will likely trigger redevelopment of the Peachtree Garden Apartments site within the next several years. Peachtree Gardens represents one of the most significant redevelopment opportunities in North DeKalb at 40-45 acres of contiguous property. DeKalb County should monitor potential redevelopment activity and encourage potential developers to consider acquiring additional properties along Peachtree Road to enhance redevelopment options and potential.

As redevelopment proposals are offered, the Planning Department should review proposals for adherence to the Peachtree Garden Redevelopment principles on page 63. Based upon the concept diagrams developed by the Planning Team, it may not be necessary to amend the existing zoning classification on the south and west portions of the site as lower intensity uses and landscape buffers should be placed near existing residential neighborhoods. However, areas adjacent to Peachtree Road, as identified on the Concept Diagram for Peachtree Gardens on page 65, should fall under the overlay district allowing for multistory, mixed-use development.

The County should also strongly encourage that redevelopment of the site include a central open space, roadway connections from Cross Keys Drive to Hermance Drive and pedestrian/sidewalk improvements on Hermance Drive. A workforce housing component should be considered and a density bonus on the front ½ of the site may be offered in exchange for at least 10% and up to 20% of the residential units being owner-occupied, workforce housing units.

### **Dresden Drive**

DeKalb County should monitor potential redevelopment activity along Dresden Drive and encourage mixed-use and multifamily residential development with first floor professional office as outlined in the plan. Private investment will likely continue on Dresden Drive and the adoption of a Brookhaven-Peachtree Overlay District will provide the necessary design criteria including the use of high quality materials, placing buildings at the back of sidewalks and placing parking in back of new developments. With any redevelopment project, private development should be encouraged to construct the adjacent

pedestrian/sidewalk improvements including the landscape buffer, street trees, new lighting and an 8 to 12 foot wide pedestrian sidewalk. On-street parking along Dresden Drive may be considered with appropriate traffic safety measures.

### **Brookhaven Park Improvements**

As stated in the Plan Concepts section, significant redevelopment of Brookhaven Park would require financing that may not be available in the short term (next 5 years). However, modest improvements can be made to the Peachtree Road frontage of the park in the short term to improve pedestrian connectivity, safety and the appearance of the park. The County should consider replacing the existing chain link fence along Peachtree Road and Osborne Road with a more decorative fence (potentially iron) that will continue to protect clients of the DeKalb Services Center but improve the appearance of and access to the park. A gate should be considered along Peachtree Road that could be opened at appropriate times. Additional landscaping should also be provided along the back of the sidewalk to improve the park's appearance.

### **LONG TERM**

Longer term projects include Peachtree Road retail and residential improvements at:

- Cherokee Plaza,
- West side of Peachtree Road between Osborne Road and Cross Keys Drive,
- Redevelopment of the industrial/manufacturing site.

These developments are also likely to be triggered by private investment. However, due to complications including existing tenant leases, the need for property assembly or environmental concerns, these areas are likely longer term propositions (beyond 5 years).

In the short term, the County should monitor redevelopment potential and implement the Brookhaven-Peachtree Overlay District so that future redevelopment of these areas is consistent with the community vision and Brookhaven-Peachtree LCI Plan. The County should consider amending the Future Land Use Plan to encourage mixed-use development in lieu of low intensity commercial along Peachtree Road and consider multi-family development in lieu of industrial along Apple Valley Road north of Dresden Drive.

If redevelopment activity is considered along the west side of Peachtree Road or in the industrial/manufacturing area along Apple Valley Road, potential developers should be encouraged to assemble additional properties enhancing the viability of redevelopment and adherence to the mixed-use and multifamily vision contained in this plan. An environmental study may be necessary in the industrial area to determine if any environmental concerns exist and if any environmental remediation may be necessary to allow future enhancements.

### **5-Year Plan Update**

The 5-Year Action Plan on pages 86 and 87 includes a list of public improvements and housing and other initiatives to be implemented by DeKalb County and its partners. It is anticipated that the first six projects on page 86 will take 5 years or more to fund and implement. The County's Office of Economic Development and Planning Department should revisit the action plan annually to review progress and update it based on changing conditions. By 2010, the County should consider a plan update including public input and the formation of a 5-Year Action Plan for 2010-2015.

### **Funding for Public Improvements**

There are several potential funding sources for the public improvements proposed in the plan including traffic operations and safety, parking, and pedestrian and bicycle improvements. The next opportunity for significant LCI construction funding will be for fiscal year 2008 (July 2007 to June 2008). Design funds may be available in 2007. However, if the County waits to acquire design funds in 2007, area improvements could not occur until 2009 at the earliest. **Thus, the County should consider funding preliminary engineering for priority projects so that they can compete successfully for FY2008 construction funds.** The highest priority projects for LCI funding are those that assist with the redevelopment of the Brookhaven MARTA station area. Potential projects for LCI funding assistance include:

- Funding for a portion of the parking structures that are necessary to replace MARTA surface parking lost through redevelopment,
- MARTA Station access improvements (interior infrastructure improvements that provide access and connectivity to the MARTA station from the surrounding area),
- Peachtree Road improvements between Colonial Drive and Dresden Drive, or
- Apple Valley Road improvements between North Druid Hills and Dresden Drive.

LCI funding for the parking garages can only be used for the portion of parking that directly serves the MARTA Station. Precedents for this type of LCI funding include parking structures in Morrow and at the Avondale MARTA station. The parking structure may be the most direct link between the redevelopment and the MARTA station, but the MARTA portion of the parking structure is likely to have a capital cost of \$9 to \$12 million, and the maximum funding level for LCI is currently \$3 million. If the developer of the MARTA parcel is responsible for constructing interior roadways, sidewalks and bike paths; Peachtree Road improvements; or Apple Valley Road improvements, LCI may provide up to \$3 million in funding for those projects with a 20% match from the local government or development partner.

Funding for Peachtree Road improvements may also be sought from the Georgia Department of Transportation (GDOT) or in the Transportation Improvement Program (TIP) based upon the importance of Peachtree Road to

the regional transportation system and the safety upgrades that are contemplated as part of this plan. DeKalb County should discuss potential GDOT safety funding for a portion of the Peachtree Road improvements to occur within the next 5 years, attempt to include all priority projects in the Regional Transportation Plan and apply for TIP funding.

Other funding for improvements may be provided from County Bond funds, private funding, or public/private partnerships. County Bond funds or general funds could be provided for sidewalk/bicycle improvements along Dresden Drive, North Druid Hills Road, Apple Valley and neighborhood streets. Typically these roadway/pedestrian projects cost between \$250 and \$500 a linear foot depending upon the width of improvements and the degree of street and pedestrian lighting to be implemented.

The County should require private development along any priority corridor within the LCI Area to construct the adjacent sidewalk improvements. This would apply to new development along:

- Peachtree Road,
- Dresden Drive,
- North Druid Hills Road,
- Apple Valley Road,
- Hermance Drive, and
- Osborne Road.

The County may consider a public/private partnership whereby local companies, contributors and/or developers pay for a portion of the public improvements and matching funds are provided by the County. The strategy could also be utilized if development impact fees are collected from development projects within the Brookhaven-Peachtree Study Area. The partnership funds would be most useful in providing capital for roadway enhancements and pedestrian/bicycle enhancements along the streets listed above.

Finally, roadway extension projects for Cross Keys Drive and Apple Valley Road should be required as part of redevelopment efforts at the Peachtree Garden Apartments site and the industrial/manufacturing site on the north end of Apple Valley Road as described in the plan.