



CITY OF DORAVILLE | COMPREHENSIVE PLAN 2022-2042



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CITY OF DORAVILLE **COMPREHENSIVE PLAN 2022-2042**

ADOPTED BY DORAVILLE CITY COUNCIL - OCTOBER 20, 2021

ACKNOWLEDGEMENTS

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EXECUTIVE SUMMARY

OUR NEXT CHAPTER

It's an exciting time for the City of Doraville. Centrally located northeast of the City of Atlanta with access to I-285, I-85, Buford Highway, and MARTA, the city remains an attractive location for residents and businesses. Planned new public and private investments in Doraville's core and other key nodes, offer the potential for a renaissance in the city. Reinvestment in communities along the northeast MARTA rail line and I-85 corridor continues to fuel growth and change in the area. Doraville is positioned to capitalize on these dynamics and solidify its foundation for the future.

THE NEXT 20 YEARS

This update to our Comprehensive Plan builds on the previous plan developed with the assistance of a consultant team in 2016. It represents a five-year check-in required by Georgia's local planning rules that is centered around reevaluating key elements rather than overhauling the plan.

The 2021 update process largely reaffirms but in some cases adjusts the tone and direction documented in the 2016 plan. The City's next chapter furthers its unique cultural diversity, found within its large foreign-born population and ethnic restaurants; envisions a new mixed-use dynamic within its core; plans streets for all users; maintains and enhances its single-family neighborhoods; rehabilitates and manages natural resources; and develops the City's arts and culture ecosystem. Past annexation of industrial land, combined with planned redevelopment in the city's core and at other key nodes, will promote a balanced tax base while creating a more livable and vibrant community. Community members are eager to see this unfold.

OUR VISION

The goals and vision laid out in our Comprehensive Plan reflect a collaborative public involvement process that is rooted in the results of the 2016 planning process while providing a fresh look at key plan elements. The global COVID-19 pandemic presented significant obstacles to traditional face-to-face public engagement throughout the planning process, requiring reliance on online and virtual methods to solicit feedback from community members.

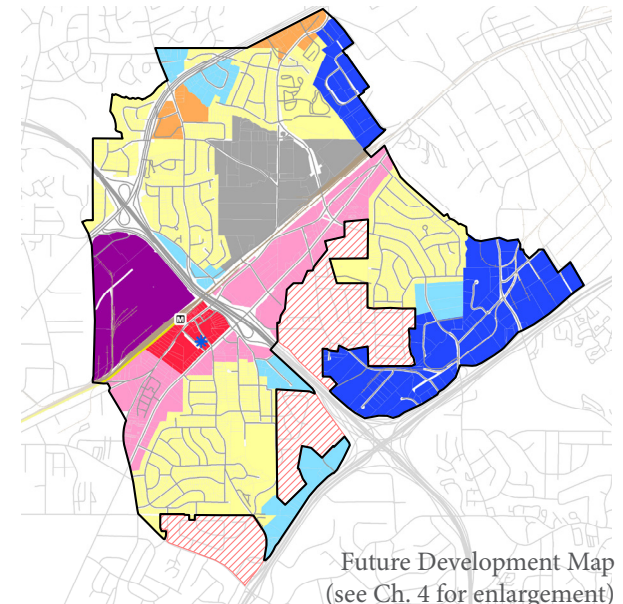
Community input and guidance were collected via a Steering Committee, City Council interviews, a virtual public meeting, and two online community surveys, which collectively formed the foundation of the vision and the priorities and actions that will actualize it. Key inputs feeding into the vision and goals included challenges facing the City that need to be addressed, assets the City should strive to strengthen, and how our investments and policies can work to do both.

VISION STATEMENT

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

FUTURE DEVELOPMENT MAP

The Future Development Map demonstrates, spatially, how we as a city want to evolve over time as new investments and land uses take shape. Each of the nine character areas includes a description of how the community envisions the area changing and key actions needed to achieve that desired outcome. Notable change and redevelopment is envisioned in four character areas: BuHi Cultural Corridor, Downtown Doraville, Assembly District, and PIB Marketplace. These areas are flanked by additional opportunities in other character areas to preserve the character of mature neighborhoods, create refreshed commercial nodes, and attract more investment. A full review of character areas is available in **Chapter 4: Implementing Our Vision**, along with other important implementation strategies.



PRIORITIES & ACTIONS

Priorities for Doraville's future - those which require immediate and focused attention - are structured around key elements of the plan. Top priorities include:

- Advancing the redevelopment of the downtown Doraville area.
- Increasing community activities and events.
- Creating a better business environment.
- Continuing to update the City's codes and ordinances.
- Facilitating new, private developments in line with our vision.
- Putting in place actions that leverage and embrace our diversity.
- Promoting and celebrating arts and culture, including public art and local artists.
- Improving and restoring natural resources.

Related to these priorities is a five year list of actions for 2022-2026 - the Community Work Program - that will keep plan implementation moving ahead. Many of the initiatives identified in the 2016 work program - and even others not fully contemplated at the time - are complete or underway and have contributed to our progress:

- The next step has been taken in the redevelopment of downtown Doraville with the completion of a Technical Assistance Panel (TAP) led by the Urban Land Institute (ULI).
- Revival of the former General Motors site has begun, with the development of a major corporate office project and a film studio. A new mixed-use plan has emerged for the remainder of the site and includes additional studio facilities, residential, retail, an e-gaming center, and a park.
- Doraville completed the Citywide Mobility Plan in 2020. The City continues to advance transportation plans and projects for all modes and all users, with this new plan as the primary guide.

- A detailed Livable Centers Initiative study was completed along Buford Highway, which identified a more tailored strategy for a corridor that is hospitable for all travel modes.
- The City has continued to support and amend as necessary the Livable Communities Code, a form-based section of the zoning code consisting of four transect zones and urban design/site requirements intended to foster a more pedestrian-oriented built environment via redevelopment over time.

A full list of priorities and actions is provided in **Chapter 5: Our Focus**. The Doraville community is excited about what the next 20 years will hold. While this plan seeks to facilitate new opportunities, it also recognizes that the neighborhoods, parks, and sense of community within Doraville must be maintained and strengthened. Join us, as we realize our vision!



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1. DESIGN DORAVILLE

1.1 WHAT IS DESIGN DORAVILLE?

Design Doraville is the multi-month planning process resulting in an update to the City of Doraville’s long-term vision for growth and development. The 2021 plan update represents the City’s overarching policy document defining what we, the Doraville community, aim to be in long-term. This definition includes how we want to develop, what we want that development to look like, and what types of housing we hope to offer. It also describes how we envision our business and industrial sectors, transportation network, and quality of life evolving with growth and change. Design Doraville is our commitment to this envisioned future.

Our plan looks out 20 years while focusing on the priorities and actions for the next five years (2022-2026). An important overarching theme coming out of the Design Doraville process is that we are moving together under a joint vision for our future: **Forward Together 2042.**

HOW WE WILL USE THIS PLAN

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

OUR COMMUNITY

We are a multicultural community located near the center of the Atlanta region, with many opportunities at our doorstep. As per our motto, we celebrate and embody diversity, vitality, and community.

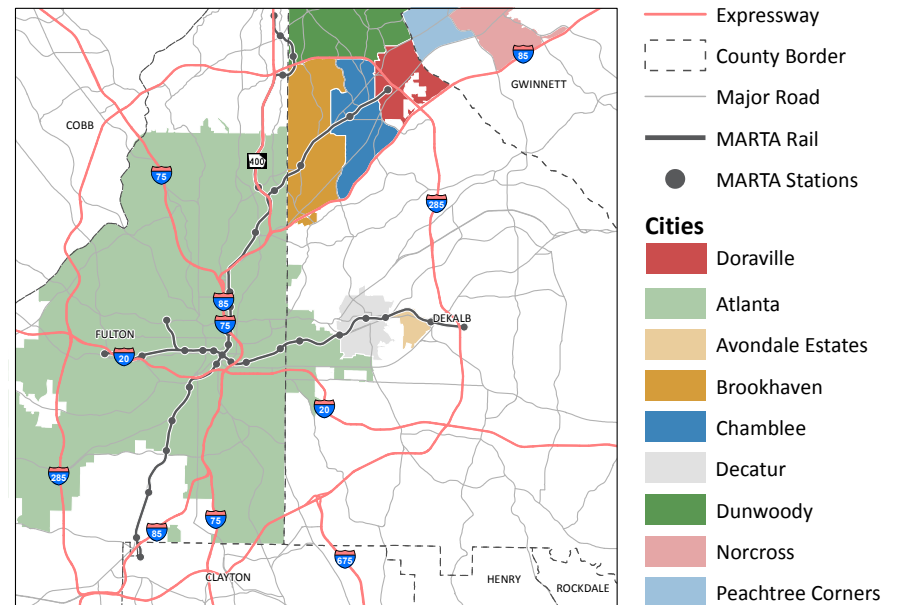
OUR COMMITMENT

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

ABOUT OUR CITY

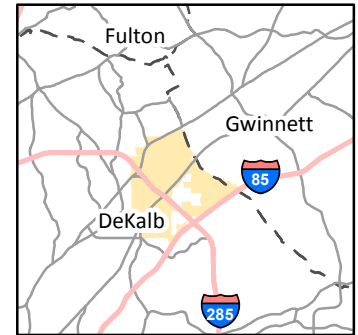
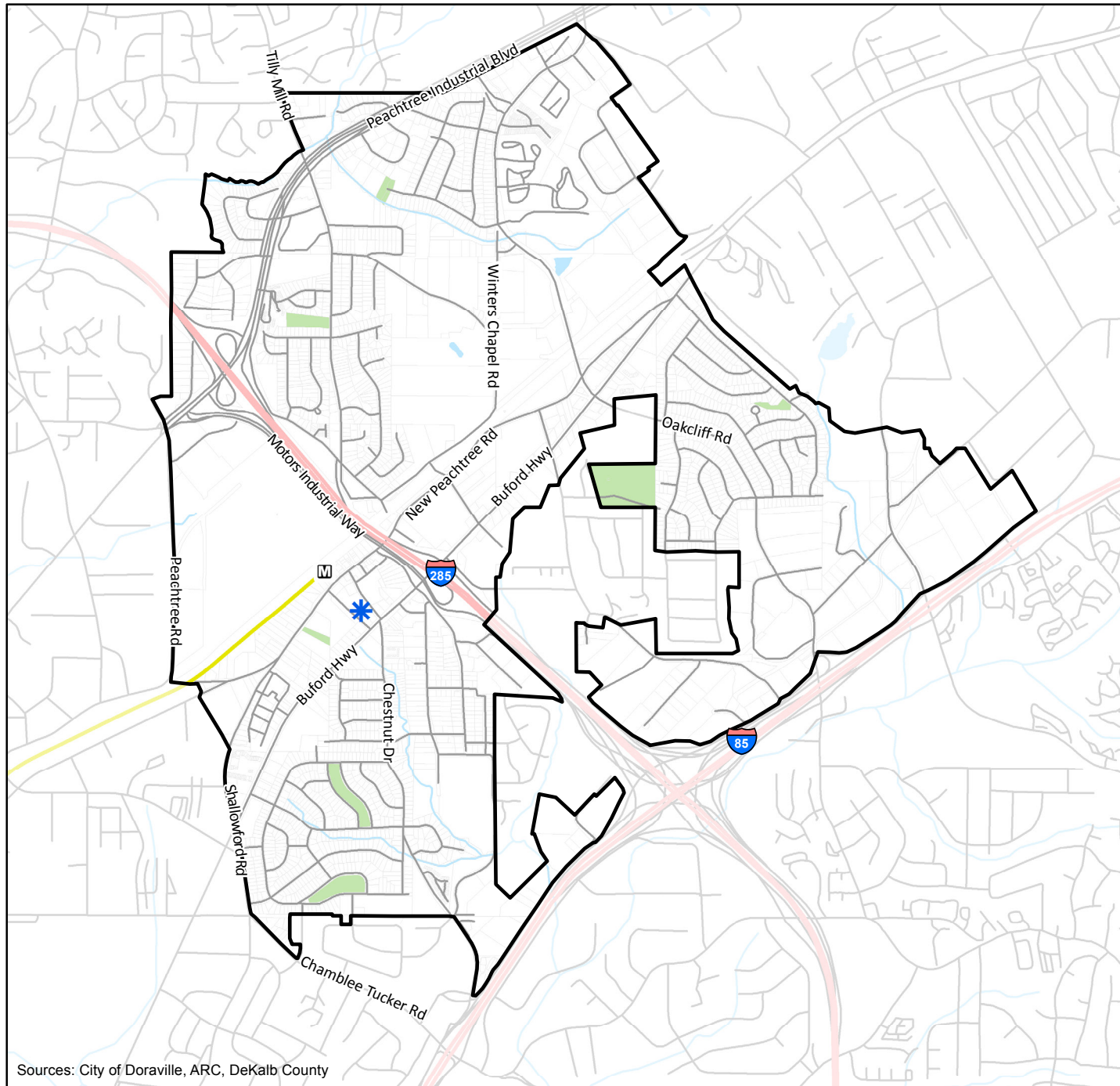
The City of Doraville is centrally located in the Atlanta metro area, roughly eight miles northeast of the City of Atlanta (see **Figures 1-1 and 1-2**). It is adjacent to Interstate 85 and Interstate 285 and the final stop on the MARTA Gold line. Although almost entirely built out, as an inner ring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










FIGURE 1-1: DORAVILLE IN THE ATLANTA REGION



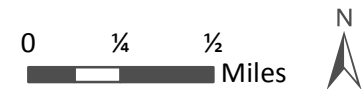
FORWARD TOGETHER 2042

FIGURE 1-2: CITY OF DORAVILLE BASE MAP



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

Sources: City of Doraville, ARC, DeKalb County



1.2 THE PROCESS

The City of Doraville worked with community members over several months to update the Comprehensive Plan. The process began in the fall of 2020 and is targeted for completion in October 2021 (**Figure 1-3**). Five distinct tasks guided the process and were led by the Planning Team, consisting of City staff in the the Community Development Department with assistance from the Atlanta Regional Commission. Process initiation, plan review and existing conditions analysis helped set the project on the right track, creating a baseline understanding of where we are today and what we might face in the future.

The heart of the process included visioning as well as prioritization and implementation planning. These tasks were focused on gathering input via our Steering Committee comprised of residents from different areas of Doraville; a virtual public open house for community members at large; informal/small format City Council member conversations; and two online surveys for the general public - one broad/comprehensive and one focused more narrowly on land use. An example snapshot of survey respondent demographics is shown in **Figure 1-4**. Plan finalization and adoption allows for an extended review and input period by multiple partners to help ensure the plan is compatible with the vision.

FIGURE 1-3: PLANNING PROCESS & SCHEDULE

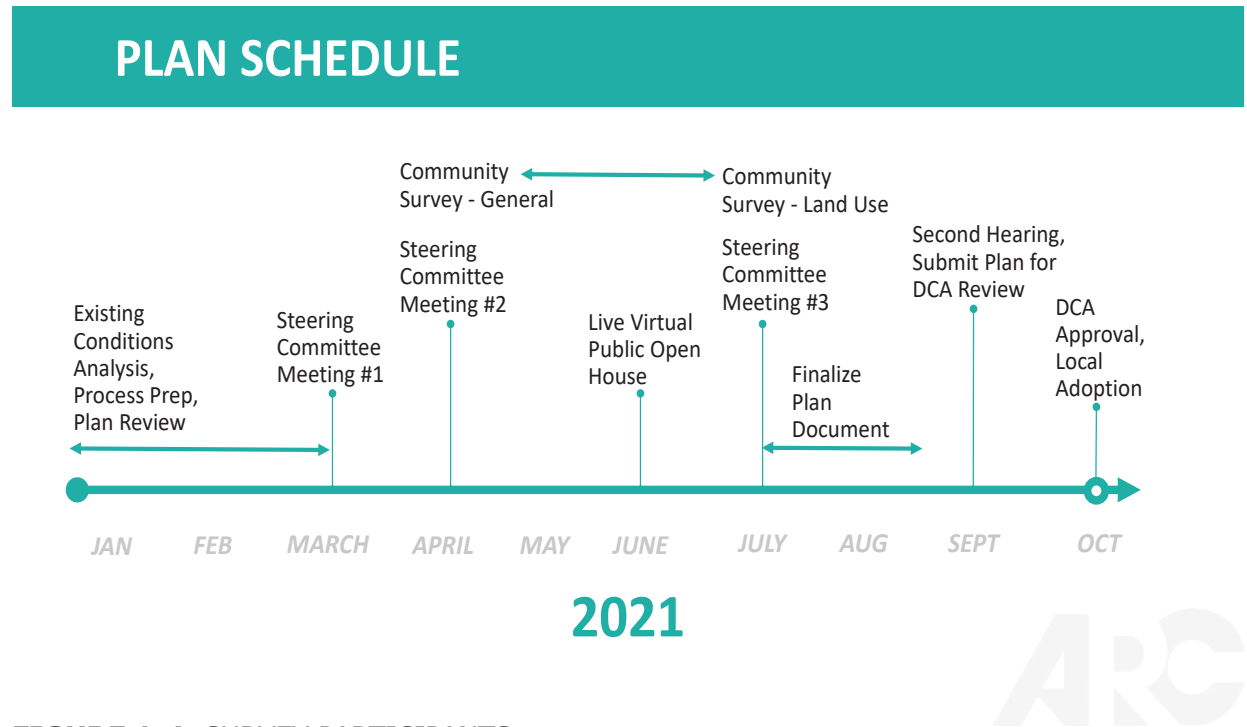
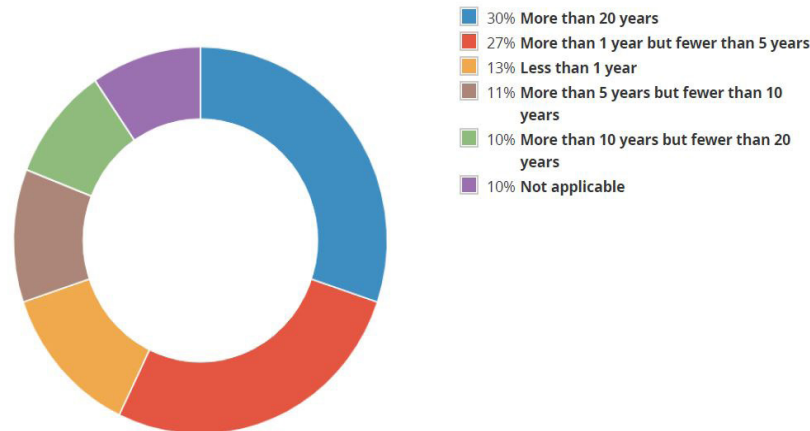


FIGURE 1-4: SURVEY PARTICIPANTS

If you are a resident of Doraville, how long have you lived in the city?



1.3 PLAN ORGANIZATION

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

Chapters 1 and 2 provide an overview, explain why the plan matters, touch on the City’s history, summarize major redevelopment plans, and offer a snapshot of who we are as a community today. This snapshot of existing conditions is organized by the key policy areas of land use, housing, people, economy, and transportation. In highlighting these areas, the plan calls attention to critical Issues and Opportunities, which represent challenges to address as well as assets to maintain and strengthen.

Chapter 3 identifies our vision and goals, reflecting input from community members, staff, and elected officials.

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

Chapter 5 identifies how we will focus our efforts by identifying top priority needs and opportunities, relating those back to our vision and goals and then laying out our plan of action. This section includes the 2022-2026 Community Work Program and the Report of Accomplishments related to the previous (2017-2021) Community Work Program.

Appendices offer additional documentation of public involvement activities that informed the plan update (**Appendix A**) as well as existing conditions analysis (**Appendix B**).

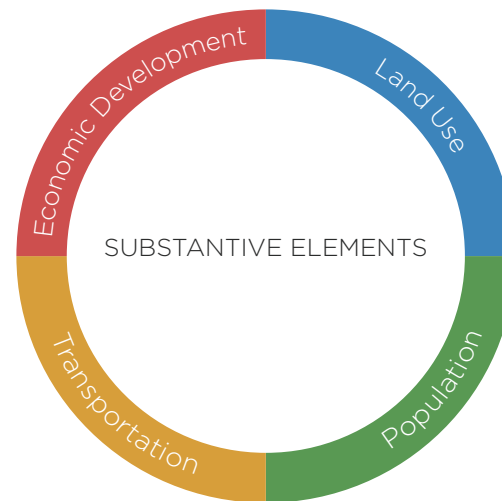
1.4 KEY ELEMENTS

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

FIGURE 1-5: PLAN FRAMEWORK



FIGURE 1-6: PLAN ELEMENTS



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2. THE STORY OF DORAVILLE

2.1 OUR HISTORY

OUR BACKGROUND

Doraville today is a residential community flanked by a unique concentrations of small, local restaurants featuring international cuisine, foreign-born residents, industrial businesses, small commercial and development nodes, and major transportation infrastructure. This chapter provides a broad snapshot of existing conditions in Doraville, through the lenses of the substantive elements of the planning effort: population, land use, housing, economic development, and transportation. Existing conditions highlighted in this section reflect information collected at

the beginning of the planning process, including key observations related to possible issues and opportunities the City should consider exploring in the future. **A more detailed review of existing conditions for each substantive element is provided in Appendix B.**

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

OUR TIMELINE

Doraville’s history (**Figure 2-1**) provides an important backdrop to understanding how and why Doraville has developed as it is today, how that influences form and function today, and how we think about our future and the issues and opportunities that will shape our long-term trajectory. While the City incorporated in 1871, much of the Doraville’s history took shape in the mid-20th century, after World War II. A critical point in that era was the 1947 opening of the General Motors (GM) Assembly Plant. The plant was a major new employer for the region and a driving force behind the development of neighborhoods that define the character of Doraville today.

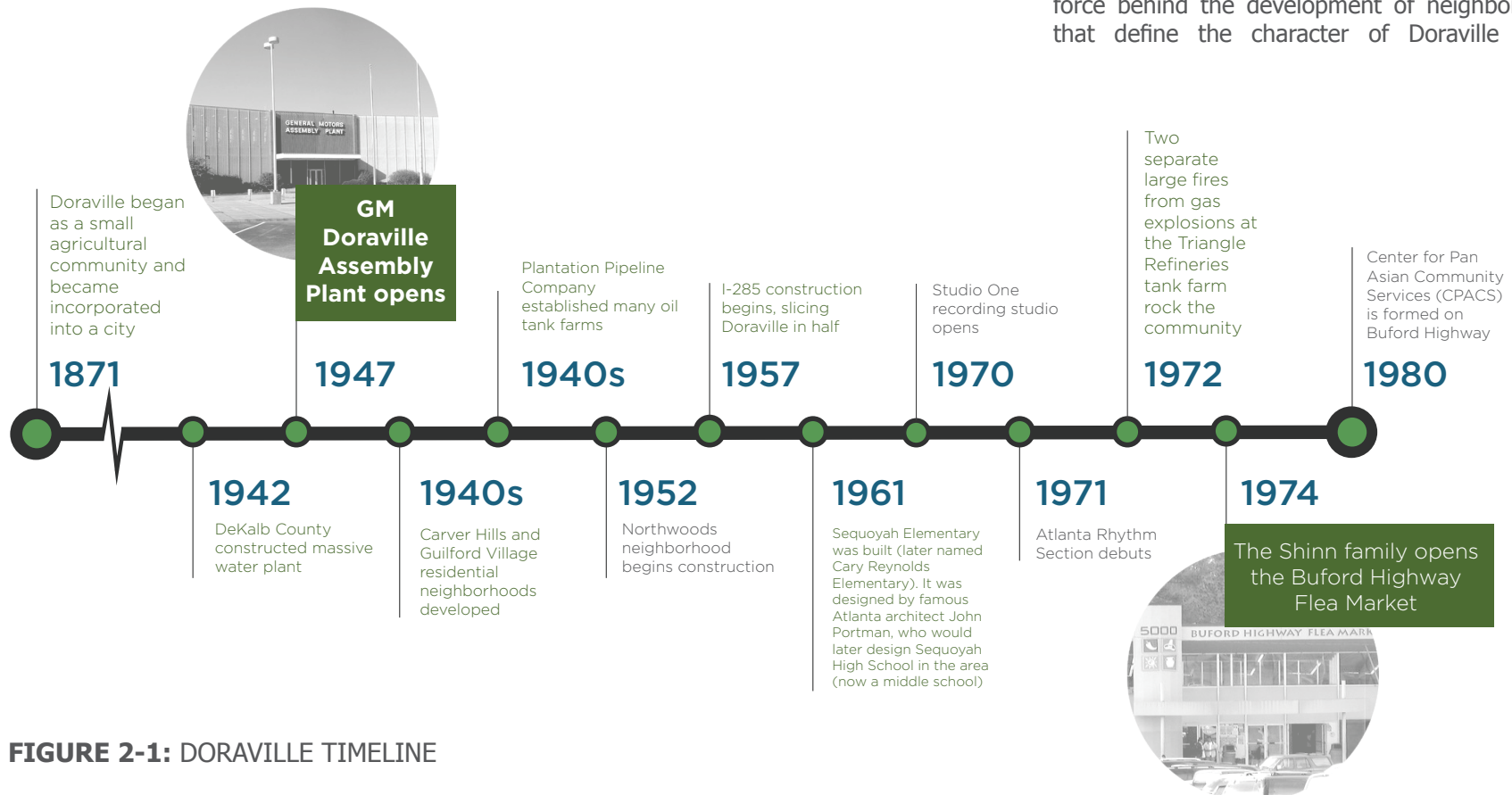


FIGURE 2-1: DORAVILLE TIMELINE

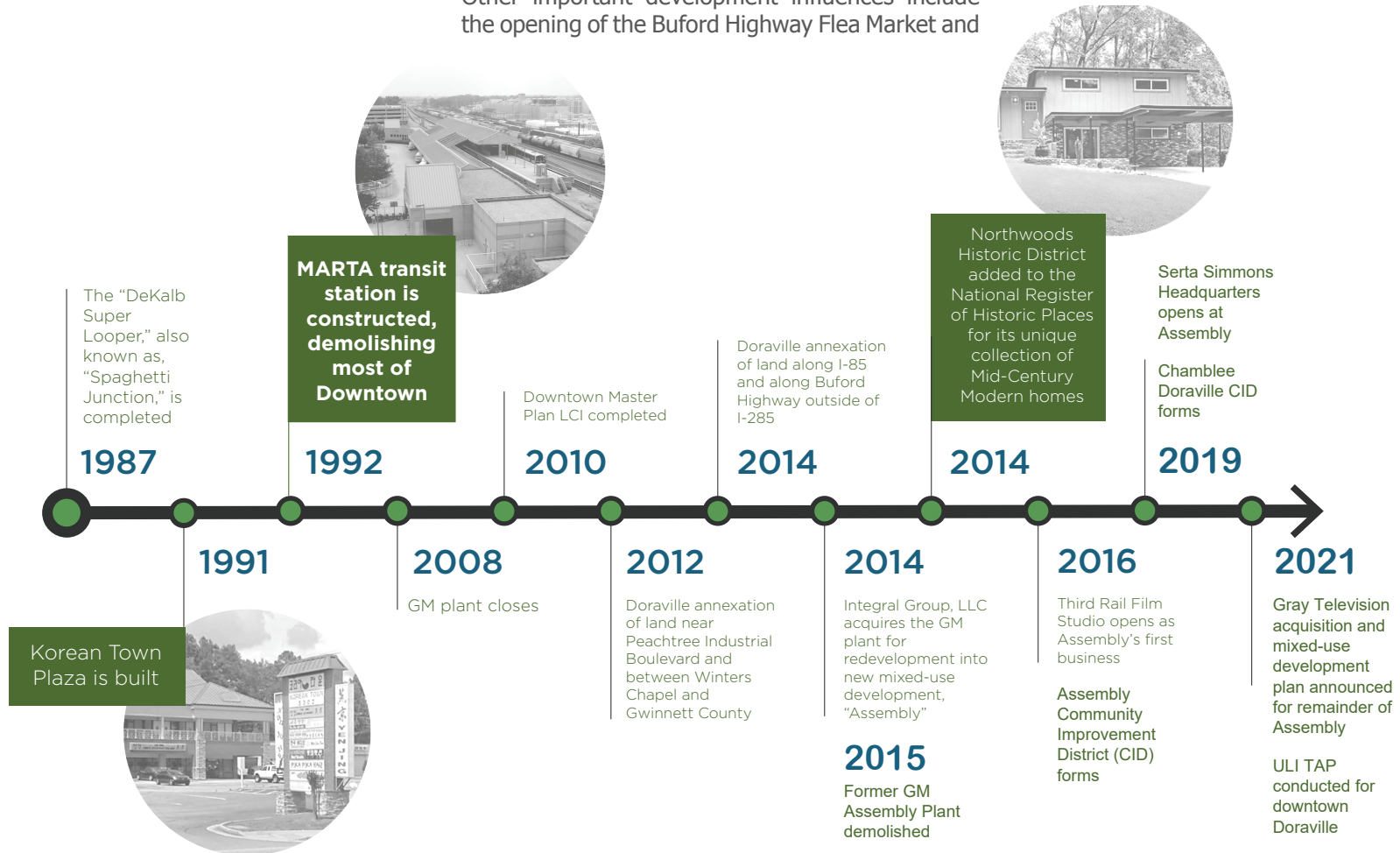
Doraville enjoyed a strong blue collar economy for roughly 60 years until 2008 when the GM Assembly Plant closed, leaving a void in the community's economy, municipal budget, and land use - but also opening up a new era of opportunity for the future development of the city. The City's history has always been shaped by major infrastructure investments; these investments will continue to influence Doraville well into the future.

Major Infrastructure Investments

- Development of oil tank farms, largely concentrated along Winters Chapel Road
- 1987: Completion of "Spaghetti Junction" interchange at I-285 and I-85
- 1992: Construction of the Doraville MARTA station

Buford Highway Farmers Market in the 1970s-80s, and the formation of the Center for Pan Asian Community Services (CPACS) on Buford Highway. These developments spoke to the increasing number of immigrants locating near Buford Highway. This movement and growth have proceeded over the subsequent 40+ years and continue to attract a large number of foreign-born residents and diverse businesses still present in Doraville today.

Other important development influences include the opening of the Buford Highway Flea Market and



2.2 CURRENT CATALYSTS

DOWNTOWN DORAVILLE

Doraville’s historic downtown features local government facilities, many of which require repair or are being used beyond their intended service capacity. Large surface parking lots surround many downtown buildings and disconnect them from streets, and a lack of sidewalks inhibits safe and convenient pedestrian circulation.

As such, downtown Doraville has been the focus of multiple visioning and planning efforts over the years, including Livable Centers Initiative (LCI) studies in 2005 and 2010 and a Historic Downtown Redevelopment Masterplan. Most recently completed, in June 2021, is a [Technical Assistance Panel \(TAP\) process and report](#) facilitated by the Urban Land Institute (ULI). The TAP report offers recommendations and a vision to help the City transform downtown Doraville into a Village where a mosaic of diverse cultures, food, and people come together in multiple ways to engage and experience everything the community has to offer.

The plan’s recommendations are described in greater detail in the TAP Report, with specific suggestions for implementation. General recommendations include:

Planning

1. Create a shared vision, goals and public purpose
2. Conduct a needs assessment to determine what the City of Doraville requires in terms of space, facilities and parking
3. Conduct the necessary supportive studies to ensure vision and goals are feasible
4. Create a master plan to guide the downtown redevelopment

Process

1. Hire a full-time executive to run the Doraville Development Authority
2. Position the Doraville Development Authority to lead the redevelopment plans for the City
3. Choose a business model that will guide the redevelopment
4. Evaluate housing needs/options and incorporate in the City’s master plan
5. Evaluate financing options

Vision

1. Maximize the 15-minute trade area
2. Topography in this matters and needs to be accommodated
3. Green space, recreation and culture can serve the existing community and set the stage for success
4. Establish Central and Park Avenues as authentic retail streets, but aggregate the actual shopping experience around the town green—with services at the street level east and west of the town green’s
5. The key to having a vibrant urban core is a successful and profitable commercial venture with curated experiences including retail and restaurants

Downtown Doraville - Basic Development Concept



Downtown Doraville - Detailed Development Concept



ASSEMBLY

Assembly is a game-changing opportunity for the redevelopment of the former Doraville General Motors Plant. The site is the largest developable property inside the Perimeter, flanked by Doraville’s MARTA Station and downtown, I-285, Peachtree Industrial Boulevard, and Peachtree Road.

The Doraville City Council adopted a master plan for the site that establishes new streets and green space to provide the framework for a mixed-use development comprised of new multi-family residential, office, retail, restaurants and other commercial uses to create a vibrant neighborhood. The site was then rezoned to a special district - with heavy influence from the City’s form-based Livable Community Code - establishing requirements specific to the development. Access to the MARTA station and downtown has been envisioned via a covered street running beneath the rail lines, although this concept remains aspirational given its expense and complexity.

While market forces and other factors prevented Assembly from being developed as a single project, high-quality mixed-use development is occurring incrementally. Assembly’s first business, opened in 2016, is Third Rail Studios, adding a new offering to the maturing base of film and TV production facilities in metro Atlanta. The next major milestone for Assembly was the development of the Serta Simmons Bedding North American headquarters, opened in 2019. The office facility combined multiple US offices into one 210,000-sq. ft. development on five acres.

Most recently, Gray Television, Inc. purchased almost 130 acres of Assembly and is refining its plans to develop a mixed-use project including studio space, apartments, townhomes, hotel, office, restaurants, and retail. Aiding site development is a Special Area Plan approved in June 2021, a Development Booklet, and financing mechanisms in place such as a Tax Allocation District (TAD) and the Assembly Community Improvement District (CID).

LOTUS GROVE

Lotus Grove is planned for the former site of the K-Mart shopping center northeast of the interchange of Buford Highway and I-285. The redevelopment plan calls for apartments, a hotel, and a mix of offices, retail, and restaurants on 13 acres. This site has long been a prime redevelopment opportunity for the City to accommodate walkable, mixed-use development. The site provides good regional access given its location adjacent to Buford Highway and I-285 and its proximity to I-85 and the Doraville MARTA Station.



Lotus Grove Rendering/Concept

Third Rail Studios at Assembly Yards



2.3 LAND USE AND DEVELOPMENT

KEY OBSERVATIONS

The City of Doraville encompasses just over 3,100 acres. There are four predominant categories of land use within the city: residential, TCU (transportation, communication, utilities), commercial, and industrial/commercial.

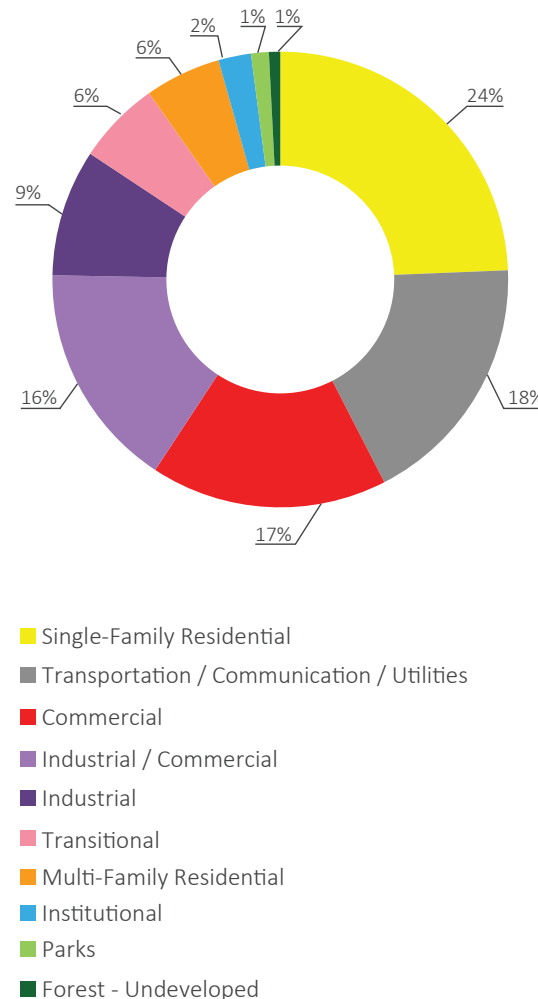
Commercial land uses in Doraville are generally strip-commercial and found along Buford Highway, New Peachtree Road, and Peachtree Industrial Boulevard (PIB).

There are three predominant pockets of single-family residential uses: Tilly Mill/Winters Chapel, Oakcliff, and Northwoods. These older neighborhoods are bounded by significant infrastructure facilities, including highways, rail lines, and fuel pipelines, and in some cases, non-complementary uses such as heavy manufacturing. A large percentage of Doraville’s land consists of infrastructure. See **Figure 2-2** (as documented in the 2016 Plan) and **Figure 2-3** (updated to 2021).

The catalytic redevelopment areas discussed in Chapter 2.2 are planned to be in transition in the near- to mid-term. These include downtown Doraville, Assembly, and Lotus Grove. Redevelopment in these areas would result in a mix of land uses such as multifamily residential, commercial, office, and parks.

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

FIGURE 2-2: EXISTING LAND USE MAKEUP



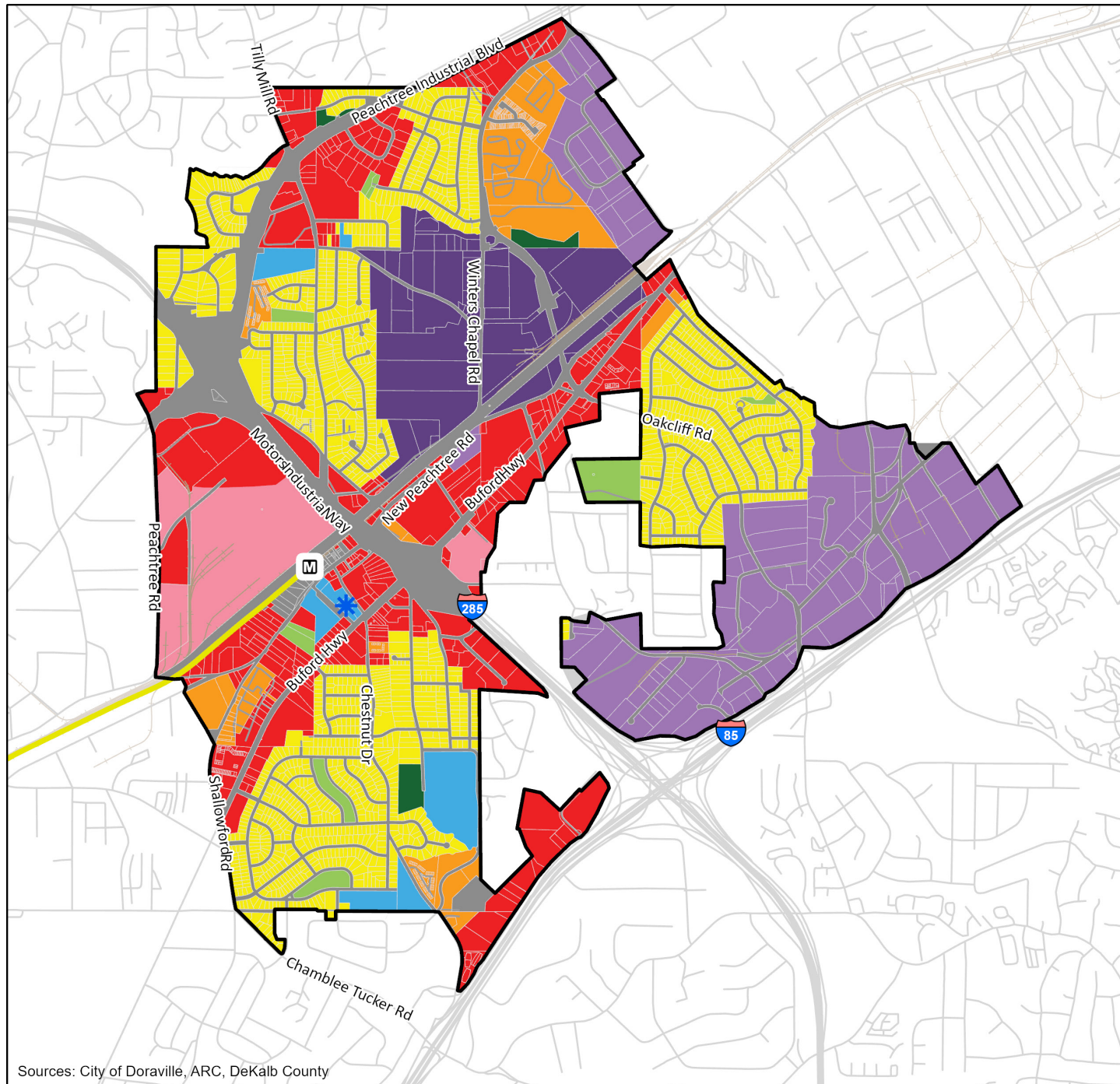
Sources: City of Doraville, ARC, DeKalb County, Jacobs

ISSUES AND OPPORTUNITIES

The following land use and development issues and opportunities were identified through public engagement and existing conditions analysis. See **Appendices A-B** for more information.

- **Redevelopment and infill** remain major opportunities, particularly on Buford Highway, in downtown Doraville, near the MARTA station, along PIB, and at Assembly. Some underperforming sites outside key nodes and corridors could also accommodate infill and redevelopment.
- The city has a notable amount of **industrial/commercial** uses as well as heavy industrial in the tank farm area. It will be important that the City’s codes continue to buffer residential areas from these uses for safety and quality of life.
- Single-family is the dominant type of existing residential. To better serve a multi-generational and mixed-income community, there is a need to attract a **greater variety of housing products** to Doraville.
- Long-term protections are needed to maintain the character of **traditional single family residential** areas, including their tree canopy, as redevelopment pressures extend outward in the region.
- While the adoption of the Livable Community Code (LCC) has provided new form-based development opportunities in Doraville, there remains a need to better **align the LCC and the City’s base zoning** to achieve greater continuity.
- There is a large amount of **impervious surface** in Doraville. Green infrastructure policies and practices are needed to mitigate the impacts of impervious surface on stormwater and natural resources.

FIGURE 2-3: EXISTING LAND USE MAP



□ Doraville Boundary

Ⓜ MARTA Station

— MARTA Gold Line

□ Parcel

— Expressway

— Street

— Railroad

■ Parks

Land Use

■ Single-Family Residential

■ Multi-Family Residential

■ Commercial

■ Transitional

■ Industrial / Commercial

■ Industrial

■ Institutional

■ Parks

■ Forest - Undeveloped

■ TCU

0 ¼ ½ Miles



Sources: City of Doraville, ARC, DeKalb County

2.4 THE STATE OF HOUSING

OVERVIEW

The variety and mix of housing available in Doraville has a major impact both on the way community members interact and on the demands for supporting infrastructure and services. Doraville’s housing is primarily low-density in nature, and as an inner suburb in the Atlanta metro area, much of it is aging and requires regular maintenance to remain in good condition.

In Doraville, recent years have seen limited housing redevelopment, although developments such as downtown Doraville and Assembly are anticipated to bring a new multi-family housing product to the city. There are also smaller scale, relatively compact single-family detached and townhome developments completed, under construction and planned, including in the area north of the I-285/Peachtree Industrial Boulevard interchange. Carver Hills is one example of this development type that is fully complete. This general trajectory follows recent trends in nearby Chamblee, Brookhaven, Dunwoody, Tucker, and areas of unincorporated north DeKalb County including Northlake, North Decatur, and North Druid Hills.



Single family homes are a defining feature of Doraville

ISSUES AND OPPORTUNITIES

The following housing issues and opportunities were identified through public engagement and existing conditions analysis, including City-specific data from the [Metro Atlanta Housing Strategy](#). See **Appendices A-B** for more information.

- **Slow Development:** Recent years have seen minimal growth in new housing development as compared to nearby communities. Given continued population growth and densification inside I-285, Doraville is likely to see more interest in housing in the form of infill, redevelopment and repurposing.
- **Equity and Affordability:** Affordability is key strength of the community identified in engagement. As development pressures increase, so too will property values and taxes, meaning gentrification will be an issue, especially since Doraville already has a high number of cost-burdened owner- and renter-occupied units. It will be critical to preserve existing affordability and promote equitable new development.



Multi-family residential in the form of townhomes

- **Housing Diversity:** Multifamily housing options, especially walkable and transit-oriented, are limited. With MARTA at Doraville’s center, there is an opportunity for higher density housing in a walkable, transit-accessible setting. The diversity of multi-family product is also limited, in terms of own vs. rent and size/type. Identifying areas appropriate for different types of multifamily can help appeal to a range of community members as well as the development sector. Single-family is the dominant type of existing residential land use. To better serve a multi-generational and mixed-income community, there is a need to attract a greater variety of housing.

FIGURE 2-4: HOUSING SNAPSHOT

CITY SNAPSHOT	
Median Home Sale Price (2018)	\$200,000
Change in Median Home Sale Price (2013-18)	+86.00%
Home Sale Price Per Sq Ft (2018)	\$152.39 sq ft
Percent Change in Home Sale Price Per Sq Ft (2013-18)	+100.00%
Median Building Area of Home Sales (2018)	1,323 sq ft
Data source: ARC analysis of Zillow’s ZTRAX home sale transactions, 2013 & 2018. Explore this data further in the DATA EXPLORER	

2.5 WHO LIVES HERE

OVERVIEW

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

ISSUES AND OPPORTUNITIES

The following population issues and opportunities were identified through public engagement and existing conditions analysis. See **Appendices A-B** for more information.

- Diversity:** There is a need to better support and leverage the diversity of the population. This can manifest in events and programs that build on the native cultures and heritage of our residents, as well as targeted supports to help Doraville’s foreign-born population thrive. Related to this issue is the need to “meet community members where they are” with more nuanced outreach and communications. The city’s demographic groups have different needs and priorities and ways

of interacting with the community. Since Doraville has a strong immigrant presence, Census data may not be fully reflective of all of those living in the community.

- Language:** A high percentage of the population speaks another language at home, creating the need for translation services and English as a Second Language (ESL) programs for youth and adults alike.
- Education:** The need for more space in schools due to a high percentage of young children is a continued issue heard in engagement. Moreover, public input suggests that inequities in bussing and attendance zones have created difficult and unfair travel needs and segregated schools for some children.
- Training:** Doraville needs to connect its community members to more localized educational and job training to promote entrepreneurship and higher wages within the city, thereby providing opportunities for economic security and stability. At the time of the 2016 Plan, the city had a relatively high poverty rate of 25 percent, and as higher density mixed-use developments come online, increasing property values will potentially cause gentrification.

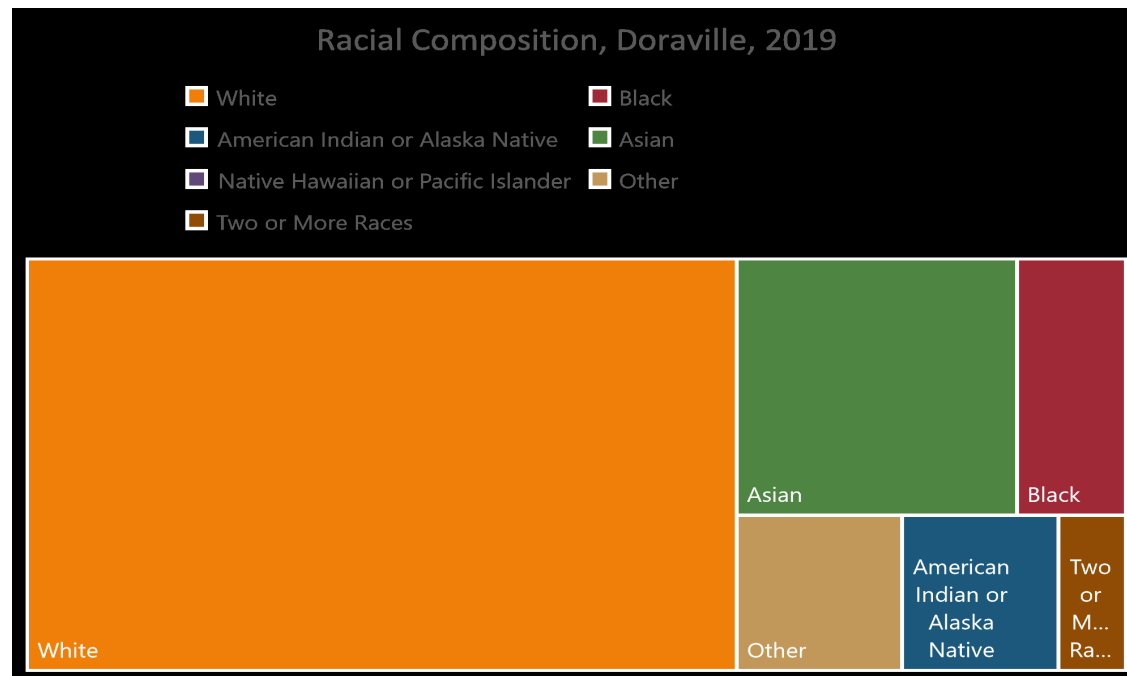


FIGURE 2-5: RACIAL COMPOSITION

2.6 OUR ECONOMY

OVERVIEW

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

- Doraville is a bedroom community, with residents who commute to work at regional employment centers including Perimeter, Buckhead, and Midtown.
- Many people pass through Doraville on a daily basis, accessing the MARTA station and our several interstates and highways, providing a high visibility on which Doraville can capitalize.
- Due to strong interstate and rail access, Doraville is a hub for wholesale trade, transportation and warehousing.
- The city is known regionally for its restaurants and food stores, which are concentrated along Buford Highway in Doraville and neighboring Chamblee. Doraville's retail footprint far exceeds demand from its residents alone. It is a regional draw depending on outside visitors for support.

The Assembly developments at the former GM site and the City's downtown redevelopment plan could bring thousands of new permanent jobs and residents to Doraville, creating a regional impact.

Doraville has a large industrial sector driving its local economy. The city's industrial footprint has two major components:

- The large gas and oil depot (locally referred to as the tank farms) is primarily zoned

M-2 (heavy industrial), located northeast of I-285 and the MARTA tracks. A sizable share of the region's oil and gas products are stored in or pass through this area.

- Light industrial areas, primarily zoned M-1 (light industrial), are located both along the I-85 corridor and the DeKalb/Gwinnett county line. They predominantly include light manufacturing, warehousing, and flex space. Adjacency to the regional highway network renders Doraville well-suited for warehouse space.

Doraville's workplace profile is shown in **Figure 2-6**. This illustrates the types of job opportunities available in the city, as well where the city's residents work - both inside and outside Doraville.

ISSUES AND OPPORTUNITIES

Doraville is at an exciting point in its evolution. From a manufacturing town characterized by its access to infrastructure, to a regional dining destination poised for one of the largest brownfield redevelopments in the country, Doraville has the opportunity to lead the Atlanta region in transit-oriented development while creating Georgia's next great downtown. In the process, a number of opportunities and challenges are emerging. The following economic development issues and opportunities were identified through public engagement and existing conditions analysis. See **Appendices A-B** for more information.

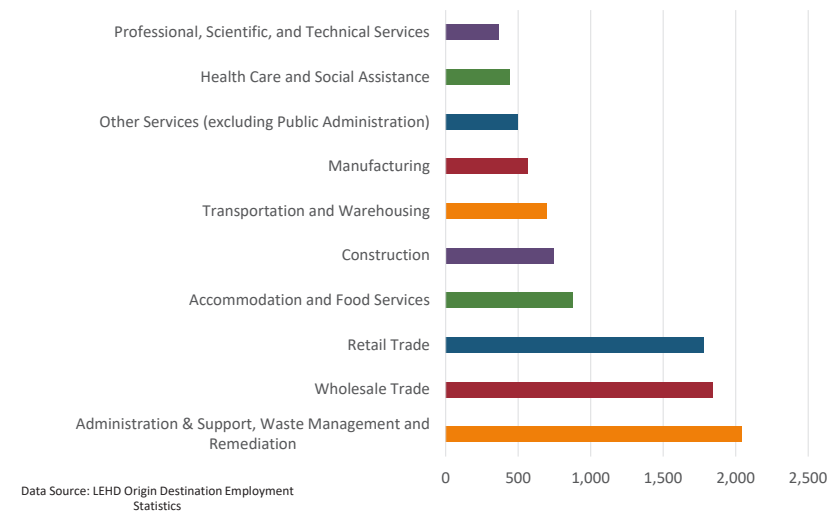
- Engagement input suggests a need for stronger **branding and marketing**. The City must communicate an identity as a unique destination rather than a place with excellent access to other places.

- Doraville's **retail/restaurant market** is largely driven by visitors. Buford Highway is a regional draw that should be leveraged to create even more interest in Doraville. The nonprofit-driven "We Love BuHi" initiative is an exciting opportunity to show off what makes us unique.
- The City needs to **enhance visitors' experience**, particularly along Buford Highway. This includes improved accommodations for pedestrians, cyclists, transit, and vehicles. Opportunities exist for working with Chamblee in planning improvements along Buford Highway.
- Doraville's **immigrant population** is a tremendous resource, and the City has an opportunity to nurture its diversity and entrepreneurial spirit.
- A strong, **local chamber of commerce or business association** would help align interests and facilitate more and better interaction with the City and the community at large.
- New growth, jobs, and tax revenue will result from planned new **mixed-use developments**, helping increase property values and potentially catalyze other private and public investment in the city. Levels of City service will need to keep pace.
- DeKalb County **schools continue to experience challenges**. The health of the County's school system will have an important impact on the desire to reside in Doraville.

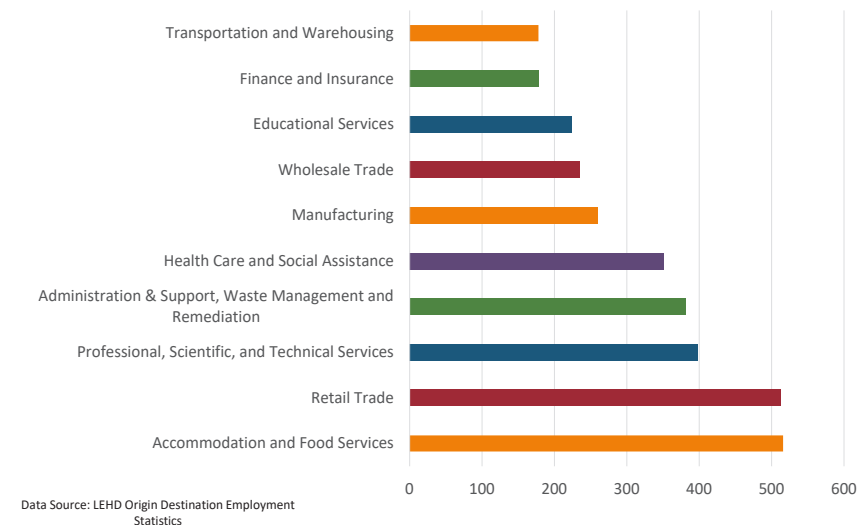
FIGURE 2-6: JOB TYPES IN DORAVILLE VS. WHERE DORAVILLE RESIDENTS WORK

- Continued **adjustments to zoning and other ordinances** could help Doraville attract more of the development the community wants while protecting the commercial tax base on which the City relies.
- Working proactively to harness and develop Doraville’s **arts and culture ecosystem** is an opportunity to diversify and grow the community economy.
- Public feedback indicates a strong need for more **events and programming**, which can help build interest in Doraville from existing and prospective new community members. Opportunities exist to tie this concept into many of the items above.
- Broadband** is critical to economic development and is a high priority for the state. An analysis of **broadband access** shows the City is well served by high speed internet. However, unserved pockets do exist, specifically: the commercial area at the north edge of the City near Winters Chapel at Peachtree Industrial; the office park between I-285 and Flowers Rd., as well as some of the residential area immediately north along Tilly Mill; some strip commercial on the south side of Buford Hwy. north of I-285; the light industrial quadrant between I-285 and I-85; some strip commercial on the north side of Buford Hwy. south of Downtown; and the Tank Farms area. Doraville should prioritize addressing unserved areas and exploring Broadband Ready Certification with the state. See **Appendix B, page 16** for more information.

WORKPLACE AREA CHARACTERISTICS: JOB TYPES PRESENT IN DORAVILLE



RESIDENT AREA CHARACTERISTICS: WHERE DORAVILLE RESIDENTS WORK



2.7 TRANSPORTATION: HOW WE ARE CONNECTED

OVERVIEW

The City of Doraville is a diverse community with a variety of transportation options, including access to MARTA rail and bus transit, interstate highways and major arterials, and a growing sidewalk system. Doraville is positioned to benefit greatly from its transportation assets as development continues and further local and regional transportation improvements are made. The DeKalb County [Comprehensive Transportation Plan \(CTP\)](#) and ARC's [Regional Transportation Plan \(RTP\)](#) are important mechanisms for improving Doraville's transportation network, particularly as they relate to state and county roads as well as projects of regional significance.

The [most recent DeKalb County CTP](#) was completed in 2014, and its Recommendations Report includes Doraville-specific projects on pp.114-115. The CTP is currently being updated, with the 2019 [DeKalb County Transit Master Plan](#) serving as Phase I of the update. One of the most salient recommendations is planned future Bus Rapid Transit (BRT) service on Buford Highway from Lindbergh MARTA Station to Doraville MARTA Station.



Doraville MARTA station

ISSUES AND OPPORTUNITIES

The following transportation issues and opportunities were identified through public engagement and existing conditions analysis. See **Appendices A-B** for more information.

- The 2020 [Citywide Mobility Plan](#) is a key asset that should inform and guide the City's transportation goals, policies and project prioritization.
- Pedestrian and bicycle infrastructure and safety remain ongoing issues in Doraville. An expanded and well maintained **pedestrian and bicycle network, including trails**, can increase safety, decrease vehicular congestion and dependency, and spur economic and development interest.
- Potential **future transit expansion** northward and along I-285 is an opportunity that can benefit Doraville. The City should help advocate for these projects.
- Ensuring **multimodal access at major new developments** can help promote mobility within the Doraville community and to other parts of the region.
- A strongly identified public concern is **infrastructure maintenance on local roads**, which impacts safety and operations for multiple travel modes.
- The 2017 [Buford Highway Livable Centers Initiative \(LCI\) Plan](#) recommendations charts a newer course for this corridor and lays the foundation for future funding opportunities for implementation assistance and should be pursued.
- Public rights of way are a starting point for overall **community beautification**,

which was a need expressed throughout the public input process

- Significant **truck traffic** contributes to congestion and adversely impacts local roadways. Further monitoring and improvements are needed to combat negative effects while accommodating heavy vehicles for the City's industrial sector.
- As properties in and around Doraville redevelop at higher densities, **traffic congestion** is likely to increase. The City should continue making multimodal improvements to decrease reliance on single occupancy vehicles. Enhanced monitoring of, and improvements to, chokepoints will be needed.
- Coordination with its two **Community Improvement Districts (CIDs)** is a high priority to aid the City in transportation project planning, prioritization and implementation. The [Chamblee Doraville CID](#) is advancing its own mobility plan that is expected to be linked to the Citywide Mobility Plan in the near future.



Existing pedestrian facilities along Buford Highway



3. OUR PATH FORWARD

3.1 THE PUBLIC PROCESS

The Design Doraville update took place beginning in late 2020 and extending through fall 2021. The public engagement process focused on gathering input in key areas as required by the state’s planning rules for five-year updates. Those areas included Issues and Opportunities, Vision and Goals, and Future Land Use.

The lingering COVID-19 pandemic continued to disrupt traditional in-person engagement, forcing the Planning Team and Steering Committee to use a virtual approach to engagement, communication and plan development.

The Team leaned heavily on an online project portal through PublicInput.com, which included information about the planning process, access to virtual meetings, meeting summaries and follow-up, and surveys. **More details and documentation on Public Engagement are provided in Appendix A.**

ELEMENT	DETAILS
Online project portal	https://publicinput.com/DoravillePlanUpdate2021
City Council	3 small group virtual meetings
Steering Committee*	3 virtual meetings; participation from all Council districts and public/private interests
Public Meeting*	1 virtual open house
Online Survey - General*	82 unique respondents 1,296 responses 132 comments
Online Survey - Land Use*	47 unique respondents 216 responses 66 comments
Public Hearings	3: Kickoff, Pre-Transmittal, Adoption

*Detailed meeting minutes/summaries and other information available in Appendix A.

Issues identified:

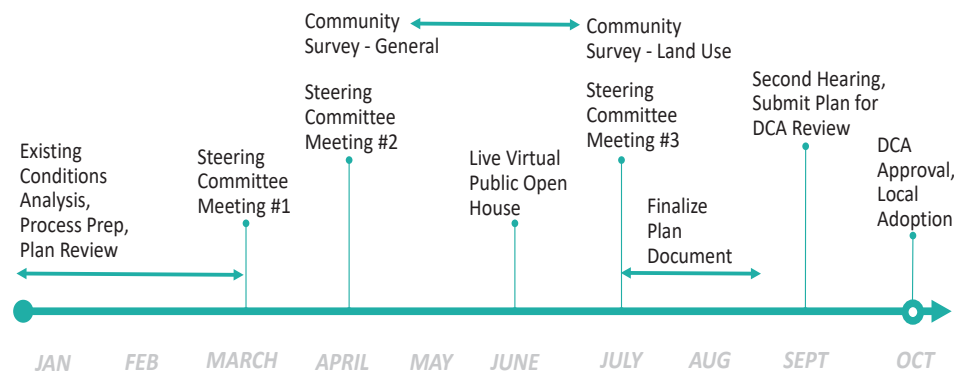
- Lack of downtown activity center
- Slow movement on redevelopment
- Minimal new housing in recent years
- Limited walkable, transit-oriented multi-family options
- Equitable development, affordability
- Traffic safety/control
- Not enough bike/ped facilities and trails
- Infrastructure maintenance
- Community beautification
- School quality, perception, inequitable attendance zones and bussing
- Lack of local retail options
- Weak branding and marketing
- Need identity as a destination
- Lack of events and community-building
- Arts and culture support and programming
- Better aligned business interests
- Impervious surfaces, impaired natural resources

Opportunities identified (and in many cases reaffirmed from the existing Plan):

- Access/location – MARTA, PIB, Buford Highway, I-85, I-285, GA 400
- Potential of key redevelopment sites
- Suitable land for infill and redevelopment outside of key sites
- Diversity/culture – support, leverage, strengthen community
- Historic identity
- BuHi international food scene and businesses
- Relative affordability, strong middle class - need to preserve
- Strong, caring neighborhoods
- Ties with neighboring communities
- Growth of neighboring communities

Many of the above Issues and Opportunities were largely reaffirmed from the existing Plan developed in 2016. Items in blue were new or strengthened from the previous Plan.

PLAN SCHEDULE



2021



3.2 VISION STATEMENT AND GOALS

The below statement captures the community’s long-term vision and top goals for the 20-year planning horizon. These statements were developed over the iterative process of developing the plan, using the previous 2016 Plan as their foundation.

VISION STATEMENT

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

GOALS

BUILD A NEW BRAND

Create an identity as a unique destination rather than a pass-through or a location with access to other places. To achieve this, support local entrepreneurs, invest in infrastructure, encourage neighborhood preservation and improvement, prioritize community activities, and further strategic redevelopment and investment.

FURTHER OUR TRADITION OF CULTURAL DIVERSITY

Balance the desires of millennials, families, empty-nesters, recent immigrants, visitors, and businesses by protecting and enhancing our diversity and working collaboratively with our nonprofit community partners. Improve City communications and outreach to connect with all of our diverse communities.

PRESERVE AND ENHANCE OUR NEIGHBORHOODS

Preserve the heritage of our strong, caring neighborhoods and enhance what makes them great – including affordability, ease of walking and biking, internal parks and schools - while providing for new residential opportunities for a wide range of incomes and stages of life.

LINK DORAVILLE

Continue initiatives that build on Doraville’s role as a regional transportation hub, while ensuring that transportation networks internal to Doraville offer safe, convenient mobility and access for all travel modes and all community members.

REBUILD DORAVILLE’S CORE

Continue to advance the vision found in Town Center planning efforts. This will reposition the City’s administrative core to encourage reinvestment, walkability, livability, sense of place, greenspace, and community gathering.

ALIGN IMPLEMENTATION TOOLS WITH OUR VISION

Continue to refresh our zoning ordinance, economic development tools, and community programs to attract new residents, businesses, employment, and visitors.

CREATE A STRONG, CONNECTED BUSINESS COMMUNITY

Champion our businesses that are here, attract a diverse mix of new employers, and create a network of businesses to work collaboratively with the City and community on important issues.

IMPROVE OUR EDUCATION SYSTEM

Continue to lobby the DeKalb County Board of Education for improvements as a critical need to achieve our long-term vision; work to address inequities in school attendance zones and bussing; and develop local job training and language skills programs for youth and adults.

BUILD AN ARTS & CULTURE ECOSYSTEM

Actively grow Arts and Culture in Doraville through public art, programming and events, and supporting and partnering with local artists.

RESTORE OUR NATURAL RESOURCES

Become a regional leader in the stewardship of our natural resources by protecting and enhancing greenspace and tree canopy, reducing impervious surfaces, and restoring natural systems.

3.3 HOW WE MOVE FORWARD

FUTURE DEVELOPMENT

The Future Development Map (**Figure 4-2** in the following chapter) captures the community's vision for future growth and development in the City of Doraville. The development map is comprised of nine unique character areas including properties that the community identified would be appropriate for incorporation by the city should the opportunity to annex arise in the future. The character areas reflect a combined vision for redeveloping targeted areas of the city while preserving the city's tree canopy, single-family neighborhoods, and light industrial areas.

The city's vision for future development calls for a major change in character in four character areas:

- Doraville Town Center (downtown);
- Assembly District;
- BuHi Cultural Corridor; and
- PIB Marketplace.

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

WHAT IT DOES

The following are summary distinctions in each character area's envisioned future:

- Neighborhood Preservation District: Protect existing residential character
- PIB Marketplace: Mixed-use neighborhood activity nodes
- BuHi Cultural Corridor: Mixed-use corridor preserving the diversity of businesses
- Doraville Town Center (downtown): The city's central hub, established with a unique sense of place
- Assembly District: High-density mixed-use district
- Office Hub: Integrated centers of office uses and business incubators
- Light Industrial District: Commercial uses that leverage connections to regional transportation
- Tank Farms District: Heavy industrial district with an emphasis on safety

CHARTING A NEW COURSE

The vision builds largely upon the vision contained in both the 2006 and 2016 Comprehensive Plans. Important changes documented in the 2016 Plan included:

- Expansion of downtown Doraville to include properties on the opposite side of New Peachtree Road, incorporating parcels currently used for MARTA rail and parking.
- Consolidation of the Tank Farms District to the north side of the railroad tracks should an opportunity arise to revisit the tank infrastructure in this area. In doing so, additional opportunities would arise within the Buford Highway Cultural Corridor for redevelopment.
- Distinguishing a set of Office Hubs that would create a more flexible regulatory context for introduction of office and creative industrial uses.
- Incorporation of multi-family residential as sub-areas within the Neighborhood Preservation District rather than as a stand-alone character area.

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4. IMPLEMENTING OUR VISION

4.1 THE STRATEGY

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

TARGET OUR EFFORTS

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

Downtown, at Assembly, and along Buford Highway. **Figure 4-1** highlights priority public and private investment areas identified as important catalysts in the years ahead. The image also depicts neighborhood investment areas surrounding the city's neighborhood parks. Through the previous 2016 visioning process, community members identified these areas as important catalysts for the city's future success.

The redevelopment of the former General Motors site will advance the City in a variety of ways; it will create a new source of professional jobs, instill additional community pride and access to more recreational resources, and generate a major new source of revenue for the City. The City and other government authorities should prioritize community development and economic development efforts to ensure that Assembly advances along with other private redevelopment opportunities such as Lotus Grove (former Kmart site) and Lumen (former Friday's Plaza) in the Carver investment area.

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

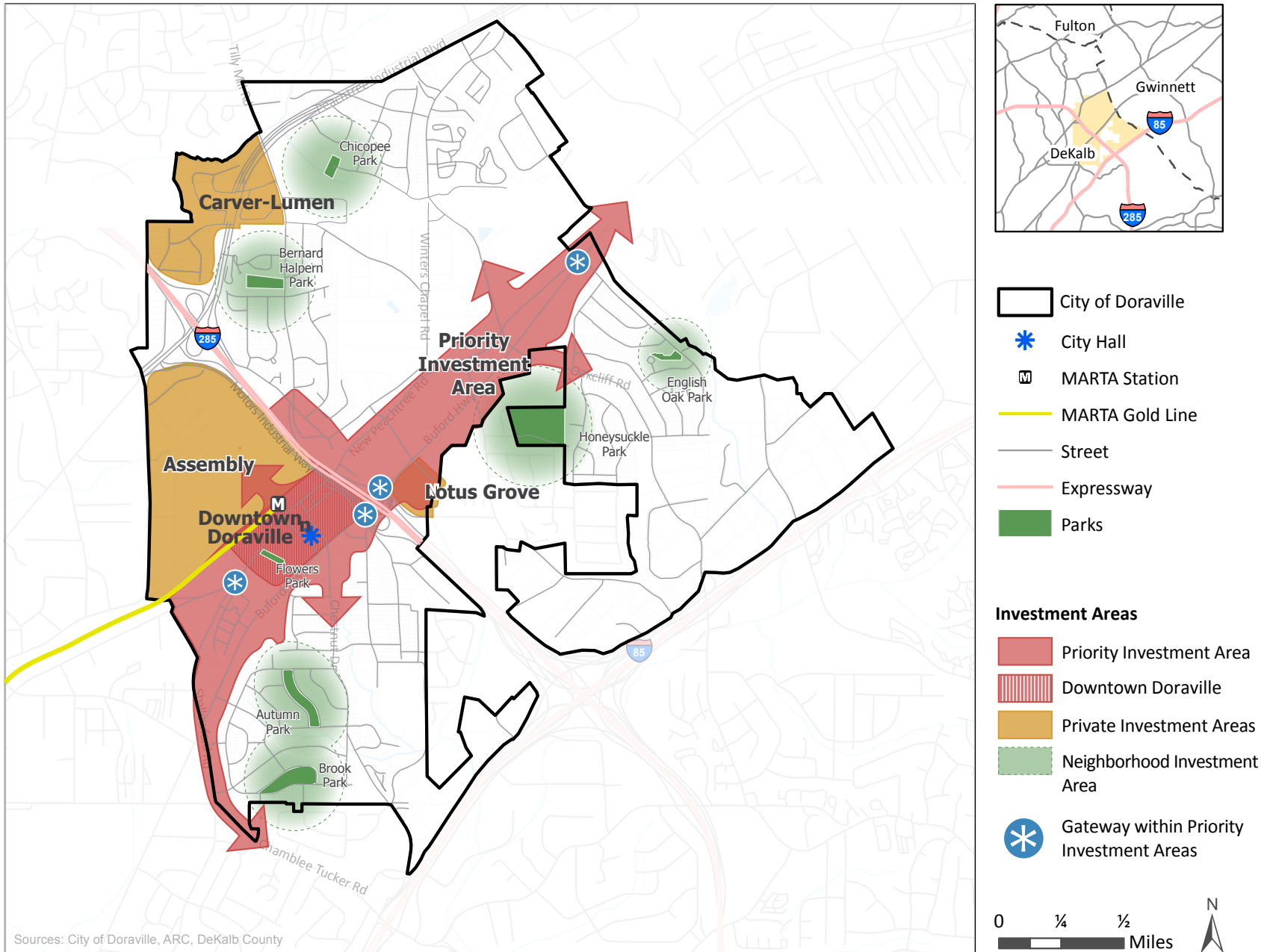
ENCOURAGE TOD & MIXED-USE

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



Buford Highway Farmers Market

FIGURE 4-1: PRIORITY INVESTMENT AREAS MAP



ADHERE TO THE VISION

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

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

ALIGN ZONING WITH VISION

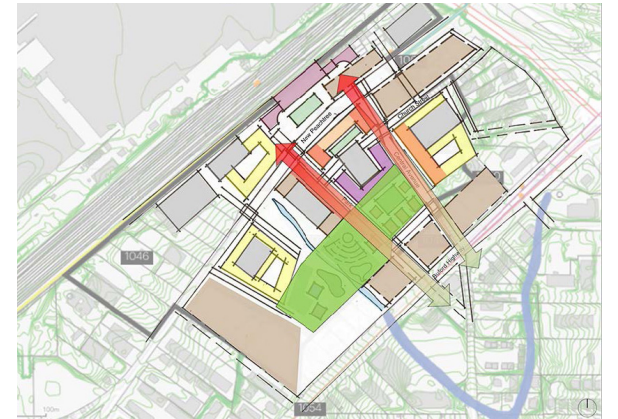
In order to be successful in implementing the Future Development Map vision and policies, the City must have in place the appropriate zoning to make the plan a reality. During the 2016 plan update, City leaders and staff identified barriers in the existing code inhibiting progress toward achieving the vision for the each area. Doraville made substantial progress on lowering and removing barriers in the last five years. Chapter 5 includes guidance for continuing this progress.



Planned gateway signage



Proposed Assembly development

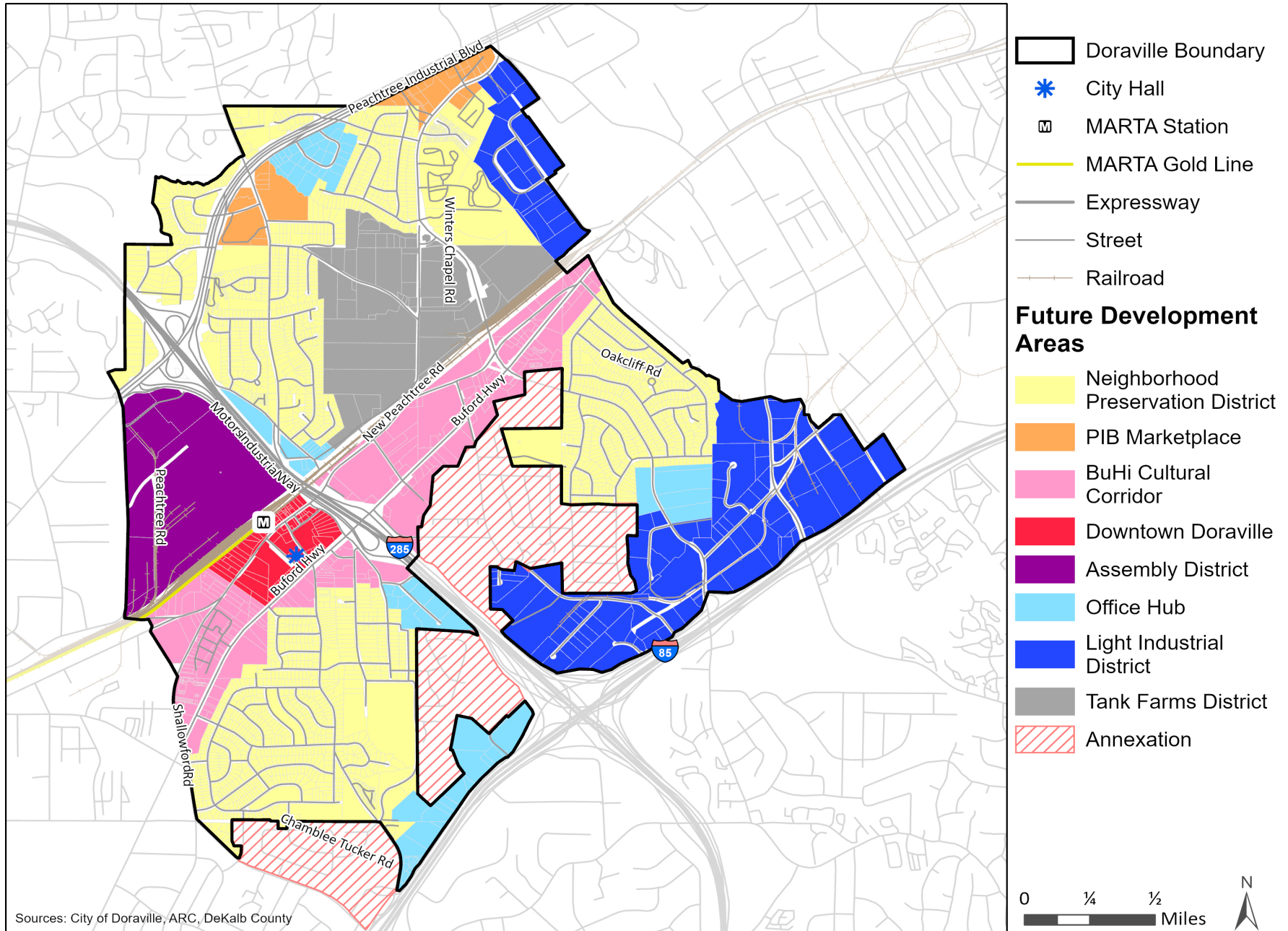


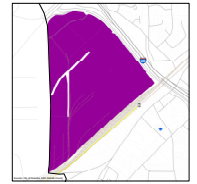
ULI Technical Assistance Panel (TAP) Concept for Downtown Doraville



Proposed Lotus Grove development

FIGURE 4-2: FUTURE DEVELOPMENT MAP





ASSEMBLY DISTRICT

EXISTING CHARACTER

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

VISION FOR THE FUTURE

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

POTENTIAL USES

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

BUILDING SCALE

- 6-30 stories

ZONING DISTRICTS

- T-5 & T-5A
- T-6 & T-6A

STRATEGIES

1. Facilitate continued mixed-use redevelopment of the district.
2. Make Peachtree Industrial Boulevard and Flowers Road to New Peachtree Road bicycle- and pedestrian-friendly to allow for safe and efficient access to Assembly and the Doraville MARTA station.
3. Ensure higher density development adjacent to the MARTA Station and I-285 corridor.
4. Maintain the Assembly Tax Allocation District (TAD) and Community Improvement District (CID).
5. Continue to exercise other economic development strategies to attract job-creating businesses.
6. As a long-term aspiration, create a new multi-modal street connection under the existing MARTA and Norfolk Southern corridor.

CHARACTER IMAGES



Buckhead
Atlanta



Atlantic Station
Atlanta



Buckhead
Atlanta



Proposed Assembly rendering
Doraville



■ DOWNTOWN DORAVILLE

EXISTING CHARACTER

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

VISION FOR THE FUTURE

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

STRATEGIES

1. Implement the recommendations of the ULI Technical Assistance Panel and other town center plans, including a public town green or park area.
2. Extend the complete streets design beyond New Peachtree Road.
3. Improve and expand bicycle and sidewalk connections to the neighborhoods.
4. Establish Downtown Doraville as an urban, walkable town center.
5. Reconcile vision and goals for portions of Downtown covered by Assembly CID versus portions covered by Chamblee Doraville CID.
6. Continue to exercise other economic development strategies to attract job-creating businesses.

POTENTIAL USES

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

BUILDING SCALE

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

ZONING DISTRICTS

- T-5
- T-6

CHARACTER IMAGES



ULI Technical Assistance Panel (TAP)
Concept for Downtown Doraville



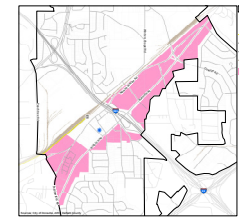
Town Brookhaven



Midtown Atlanta



Suwanee Town Center



BUHI CULTURAL CORRIDOR

EXISTING CHARACTER

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

VISION FOR THE FUTURE

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

STRATEGIES

1. Implement Buford Highway Livable Centers Initiative (LCI) recommendations to build on the vision for the corridor
2. Build on the "We Love BuHi" initiative.
3. Preserve the cultural diversity of the corridor by working with businesses and business organizations.
4. Improve Buford Highway to enable multi-modal transportation access along the corridor.
5. Enhance existing cross streets for bicycle and pedestrian connections.
6. Encourage inter-parcel connections to reduce the abundant driveway curb cuts to improve safety for all travel modes.

POTENTIAL USES

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

BUILDING SCALE

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

ZONING DISTRICTS

- C-1 & C-2
- T-3, T-4 & T-5
- R-3 & R-4

CHARACTER IMAGES



Proposed Lotus Grove Development
Doraville



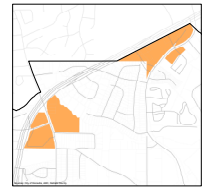
Plaza Fiesta
Chamblee



LaVista Walk
Atlanta



Buford Highway Farmers Market
Doraville



PIB MARKETPLACE

EXISTING CHARACTER

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

VISION FOR THE FUTURE

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

POTENTIAL USES

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

BUILDING SCALE

- 2-6 stories

ZONING DISTRICTS

- T-4 & T-5
- C-1 & C-2

CHARACTER IMAGES



Post Riverside
Atlanta



Town Brookhaven



Decatur



Cheshire Bridge
Atlanta

STRATEGIES

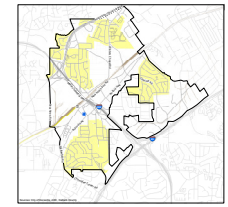
1. Structure redevelopment of parcels to improve overall walkability and connectivity.
2. Allow for a range of neighborhood commercial uses with multi-family housing.
3. Encourage new multi-use path from Chicopee Park to the Marketplaces.
4. Create community gathering spaces.

SUB-AREAS

Two sub areas comprise the PIB Marketplace:

- Tilly Mill Marketplace
- Winters Chapel Marketplace

The same policies apply to both sub-areas with the exception that within the Winters Chapel Marketplace, building height will step down to three stories when abutting low-density residential uses.



NEIGHBORHOOD PRESERVATION DISTRICT

EXISTING CHARACTER

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

VISION FOR THE FUTURE

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

POTENTIAL USES

- Single-family residential
- Townhomes
- Limited multi-family residential

BUILDING SCALE

- Up to 3 stories

ZONING DISTRICTS

- R-1, R-2, R-3, R-4, R-CH, RSFA
- T-3 & T-4

STRATEGIES

1. Implement relevant recommendations of the 2020 Citywide Mobility Plan.
2. Continue to build upon programming of special events at community parks.
3. Continue to enforce existing City code ordinances to ensure property upkeep.
4. Improve overall connectivity between neighborhoods, and between neighborhoods and activity centers with paths and bicycle connections.

SUB-AREAS

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

CHARACTER IMAGES



Historic Single-Family
Doraville



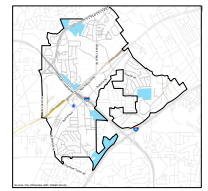
Chestnut Place
Doraville



New single-family
Doraville



Inman Park
Atlanta



OFFICE HUBS

EXISTING CHARACTER

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

VISION FOR THE FUTURE

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

STRATEGIES

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

POTENTIAL USES

- Office
- Public/institutional
- Work/live

BUILDING SCALE

- Up to 3 stories

ZONING DISTRICTS

- O-I
- O-W

CHARACTER IMAGES



*The Lumberyard Office Lofts
West Midtown, Atlanta*



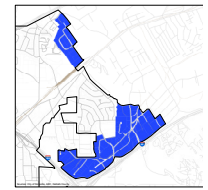
*Northyards
Downtown Atlanta*



*Big Green Egg
Doraville*



*The Blue Horse
Inman Park, Atlanta*



LIGHT INDUSTRIAL DISTRICT

EXISTING CHARACTER

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

VISION FOR THE FUTURE

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

STRATEGIES

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

POTENTIAL USES

- Distribution
- Light industrial
- Manufacturing
- Warehousing

BUILDING SCALE

- Up to 3 stories

ZONING DISTRICTS

- M-1
- O-W

CHARACTER IMAGES



Film studio
Doraville



Sweetwater Brewery
Atlanta



Armour Ottley
Atlanta



Lindbergh
Atlanta



TANK FARMS DISTRICT

EXISTING CHARACTER

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

VISION FOR THE FUTURE

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

STRATEGIES

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



Proposed safety area around tank farm structures

POTENTIAL USES

- Heavy industrial
- Light industrial
- Distribution
- Warehousing

BUILDING SCALE

- 3-5 stories

ZONING DISTRICTS

- M-2

CHARACTER IMAGES



Tank farm
Doraville



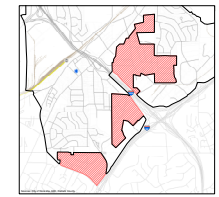
Clean energy station
Doraville



Boulevard
Atlanta



The BeltLine
Atlanta



ANNEXATION

EXISTING CHARACTER

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

VISION FOR THE FUTURE

Annexation will provide Doraville with the ability to optimize service delivery in residential areas that are most accessible to the Doraville community and informally considered a part of Doraville neighborhoods. Should these areas be annexed, it is anticipated they would largely be incorporated into the Neighborhood Preservation District. Multi-family housing would be appropriate where multi-family housing already exists as well as on properties fronting Chamblee-Tucker Rd.

STRATEGIES

1. Annex adjacent neighborhood areas to provide continuity in land uses with adjacent surrounding land within Doraville.
2. Encourage redevelopment of existing single-family properties along major corridors into new structures of multi-family, office, and/or limited commercial uses.

POTENTIAL USES

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

BUILDING SCALE

- Up to 3 stories

ZONING DISTRICTS

- R-1, R-2, R-3, R-4, R-CH, RSFA
- O-I
- C-1
- T-3, T-4, & T-5

CHARACTER IMAGES



Cambridge Square Townhouses
Unincorporated DeKalb County



Chamblee-Tucker
Unincorporated DeKalb County



Ashlyn Pointe
Unincorporated DeKalb County



Oakcliff School
Unincorporated DeKalb County



5. OUR FOCUS

5.1 ACTION PLAN FRAMEWORK

OVERVIEW

This section of our plan takes the important step of moving from needs, opportunities, vision, and goals to strategy and implementation. It defines **how** Doraville can best advance its vision in the next five years, building off the content identified in previous sections.

This chapter begins with a restatement of the overarching **Vision and Goals** documented in Chapter 3. It then lays out **Priority Action Areas** for the City to pursue, which are strongly informed by the **Issues and Opportunities** identified in Chapter 2. This section organizes and frames these areas of priority action using the substantive plan elements discussed in Chapter 1.

Last is the **Community Work Program**, which distills action areas into specific activities, projects and programs for the next five years. The Community Work Program identifies a planned time frame, responsible party or parties, funding source(s), and a cost estimate for each item.

VISION

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

GOALS

BUILD A NEW BRAND

FURTHER OUR TRADITION OF CULTURAL DIVERSITY

PRESERVE AND ENHANCE OUR NEIGHBORHOODS

LINK DORAVILLE

REBUILD DORAVILLE'S CORE

ALIGN IMPLEMENTATION TOOLS WITH OUR VISION

CREATE A STRONG, CONNECTED BUSINESS COMMUNITY

IMPROVE OUR EDUCATION SYSTEM

BUILD AN ARTS & CULTURE ECOSYSTEM

RESTORE OUR NATURAL RESOURCES

5.2 PRIORITY ACTION AREAS

QUALITY OF LIFE

1. Enhance our relationship with the DeKalb County School Board to improve schools for which our residents are districted.
2. Increase the number of community events and programs offered by the City.
3. Establish more formalized methods to engage our community's diverse cultural groups in City decision-making.
4. Provide more places for public gathering and social activities.
5. Inventory local arts and culture assets, evaluate strengths, and develop a strategy to connect them to community projects, events and programming.

TRANSPORTATION

1. Use the Citywide Mobility Plan as the guide for all decisions on transportation planning and project prioritization.
2. Implement the Buford Highway Corridor Livable Centers Initiative (LCI) study.



Creative bicycle and pedestrian safety and storage

Photo credit: City of Austin

3. Improve pedestrian safety, mobility, and connectivity within the city.
4. Build a complete bicycle network within the city that also connects to adjacent cities.
5. Further traffic calming improvements in residential neighborhoods.
6. Adjust parking policy to align with land use policy.
7. Continue to partner with Assembly CID and Chamblee Doraville CID on transportation project planning and implementation.

ECONOMIC DEVELOPMENT

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

LAND USE

1. Carry out the recommendations of the ULI Technical Assistance Panel report for Downtown Doraville.
2. Advance the continued redevelopment of the former General Motors site into Assembly.

3. Facilitate transit-oriented development (TOD) and mixed-use development near the MARTA station and along major corridors.
4. Facilitate smaller-scale mixed-use development in other strategic nodes in the city as appropriate.
5. Continue to update the City's zoning ordinance, including the Livable Communities Code, to align with updated Comprehensive Plan.
6. Inventory local natural resources, evaluate health/conditions, and develop a strategy for prioritized remediation.

HOUSING

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



New housing products are an element of Doraville's future

Photo credit: Smith Dalia Architects

5.3 COMMUNITY WORK PROGRAM

The **2022-2026 Community Work Program** lays out a five-year action plan for advancing our vision, goals, and priorities in the near-term. The work program serves not only as a tool to guide implementation but also as a measuring stick for evaluating our progress on implementation.

While the plan's success involves joint coordination among the public, private, and non-profit sectors, it is the commitment of Doraville's leadership, staff and community members to the plan that will inspire others to believe in it, support it, and help advance it. These partners include businesses, real estate developers, other government entities, and community groups.

The 2022-2026 Community Work Program is shown as **Figure 5-1** and is organized by substantive plan element and then by priority area. For each action item listed, the work program identifies the time frame for pursuing the action, the responsible party or parties moving it forward, any anticipated costs, and potential funding sources.

The new Community Work Program carries over projects from the City's last five-year work program that are underway, as well as those that are postponed or delayed but remain priorities for the community.

The **Report of Accomplishments** for the previous (2016-2021) Community Work Program is shown as **Figure 5.2**. It details a status for each project or activity.

FIGURE 5-1: 2022-2026 COMMUNITY WORK PROGRAM

No.	Project Summary	Project Description	Responsible Party	Timeframe					Estimated Cost	Funding Source
				2022	2023	2024	2025	2026		
QUALITY OF LIFE										
1.1a	School Resources	Establish and formalize more school resources in Doraville that support safe and equitable access to schools.	City Council, City Manager, DeKalb Co.	X	X	X	X	X	Staff time	City
1.2a	Events	Create an events committee that prioritizes local events that promote international appreciation.	City Council, City Manager, Economic Development	X	X	X	X	X	Staff time	City, Nonprofits, Corporate Sponsorship
1.2b	Doraville Ambassador	Establish Doraville ambassador program using trainees from the Doraville 101 program to recruit and engage others in Doraville.	Economic Development	X	X				Staff time	City
1.3a	City Government Guide	Develop a guide to City government structure.	Community Development	X					Staff time	City
1.3b	Diversity Plan	Develop a diversity plan utilizing the City of Decatur’s Diversity Plan as a precedent.	Economic Development	X	X				Staff time	City
1.3c	Doraville 101	Establish Doraville 101 (a program to train residents and business owners about the workings of local government).	Economic Development	X	X				Staff time	City
1.4a	Parks & Rec Master Plan	Implement <i>Parks & Recreation Master Plan (PRMP)</i> : Renovate existing parks (Chicopee, English Oak, Autumn, Brook, Flowers, Halpern, & Honeysuckle).	Parks & Rec	X	X	X	X	X	\$2,510,000	City, DNR
1.4b	PRMP Design Standards	Create and adopt <i>PRMP</i> sign standards & design standards.	Parks & Rec	X					\$100,000	City, DNR
1.4d	New Park	Establish a new park on the west side of the City near the Doraville MARTA Station per <i>PRMP</i> .	Parks & Rec, Community Development	X	X				NA	Private
TRANSPORTATION										

FIGURE 5-1: 2022-2026 COMMUNITY WORK PROGRAM (CONTINUED)

No.	Project Summary	Project Description	Responsible Party	Timeframe					Estimated Cost	Funding Source
				2022	2023	2024	2025	2026		
2.1a	Complete Streets Ordinance	Create and adopt a complete streets ordinance with standards to be applied to appropriate roads.	Community Development	X					\$10,000	City
2.1b	BuHi LCI	Carry out and implement Buford Highway Livable Centers Initiative Study.	Community Development	X	X	X	X	X	TBD	City, CDBG, LCI
2.1c	New Peachtree Complete Streets Pt 1	Implement New Peachtree Road complete streets improvements, inside the Perimeter.	Community Development, Public Works	X	X				\$3,300,000	City, CDBG, LCI
2.1d	New Peachtree Complete Streets Pt 2	Implement New Peachtree Road multiuse path improvements, outside the Perimeter.	Community Development, Public Works			X	X	X	\$2,220,000	City, CDBG, LCI
2.1e	Flowers Road Path	Create a safe, continuous route for pedestrians and cyclists accessing Assembly along Peachtree Industrial Boulevard from Flowers Road to North Peachtree Road by adding sidewalks with signalized crosswalks.	Community Development, GDOT	X	X	X	X	X	TBD	City, CDBG, LCI, FHWA, GDOT
2.1g	High Priority Sidewalks	Implement high priority sidewalk projects as are outlined in the Doraville Citywide Mobility Plan.	Public Works	X	X				\$1,323,000	City
2.1h	Shallowford Corridor	Improve Shallowford Road corridor with a cycle track, sidewalks, and signalized crosswalks, with a focus on the intersection at New Peachtree Road.	Community Development	X	X	X	X	X	\$3,480,000	City, LCI, CDBG
2.1i	Better Bus Stops	Coordinate with MARTA to establish plan for and implement bus stop enhancements.	Community Development		X	X	X	X	TBD	City, MARTA, TBD

FIGURE 5-1: 2022-2026 COMMUNITY WORK PROGRAM (CONTINUED)

No.	Project Summary	Project Description	Responsible Party	Timeframe					Estimated Cost	Funding Source
				2022	2023	2024	2025	2026		
2.2a	Chicopee Trail	Study feasibility of and implement a connector trail from Chicopee Park to Halpern Park per PRMP.	Parks & Rec, Community Development	X	X				\$1,795,000	City
2.2b	Flowers Road Path	Implement multi-use trail along Flowers Road, connecting Tilly Mill and Carver Circle neighborhoods to the Doraville MARTA Station via New Peachtree Road.	Community Development, GDOT			X	X	X	TBD	City, DNR, CDBG
2.2c	Western Greenway	Study feasibility of and implement a western greenway loop from the Doraville MARTA Station to DeKalb Technology Parkway via Clearview Parkway and Chestnut Drive per PRMP.	Parks & Rec, Community Development	X	X	X	X	X	\$1,925,000	City, PATH, Private, CDBG
2.2d	Eastern Greenway	Study feasibility of an eastern greenway loop connecting Nexus and Buford Highway to the Oakcliff neighborhood per PRMP.	Parks & Rec, Community Development	X	X	X	X	X	\$33,000	City, PATH, Private, CDBG
2.2f	City Bike Racks	Install bicycle racks at City-owned locations to encourage bicycle use.	Public Works, Parks & Rec	X	X				Staff time	City
2.3b	Traffic & Stormwater Mitigation Phase 1	Implement Phase 1 (Oakcliff, Chestnut, Winters Chapel, Tilly Mill) of traffic & stormwater mitigation project.	Public Works	X	X	X			\$1,903,000	City, LMIG, ARP
2.3c	Traffic & Stormwater Mitigation Phase 2	Establish a current traffic and stormwater priority list, study the feasibility, and implement the identified projects.	Public Works			X	X	X	\$2,180,000	City, LMIG, ARP
2.4b	Parking Maximums	Add maximum vehicular parking thresholds to zoning ordinance.	Community Development	X					Staff time	City

FIGURE 5-1: 2022-2026 COMMUNITY WORK PROGRAM (CONTINUED)

No.	Project Summary	Project Description	Responsible Party	Timeframe					Estimated Cost	Funding Source
				2022	2023	2024	2025	2026		
2.5a	Realign Chestnut Drive	Realign Chestnut Drive with Park Avenue at Buford Highway to decrease vehicular accidents at Central Avenue.	Public Works, Community Development, GDOT	X	X	X	X	X	TBD	City, ARC, CDBG
2.5c	Pedestrian / Bike Bridge to Assembly	Construct a new vehicular, pedestrian, and cycletrack bridge connecting Buford Highway to Peachtree Industrial Boulevard and Assembly over the existing rail corridor via Shallowford Road and Peachtree Road.	Community Development, GDOT	X	X	X	X	X	\$50,000,000	City, ARC, Federal Grants
ECONOMIC DEVELOPMENT										
3.1b	Business Forum	Host a regular business forum (quarterly or other interval as determined appropriate) as part of a Doraville Business Association or Chamber of Commerce.	Economic Development	X	X	X			\$4,000	City
3.1c	Developer Day	Establish an annual or bi-annual developer day to market Doraville.	Economic Development		X	X	X	X	Staff time	City, Private Sponsorships
3.2c	Doraville Business Academy	Establish a Doraville Business Academy (educational program to help guide businesses through process of getting established in the city).	Economic Development		X	X			TBD	City, Private Sponsorships
3.3a	Update Use Tables	Update all district uses of the zoning code.	Community Development	X					Staff time	City
3.4a	Marketing Package for Visitors	Create a map-based marketing package with a business directory for visitors.	Economic Development	X					Staff time	City, Private
3.4c	City Wayfinding Plan	Implement wayfinding to direct residents to parks, businesses, schools, and government buildings.	Community Development, Public Works	X	X	X	X	X	Staff time	City, ARP

FIGURE 5-1: 2022-2026 COMMUNITY WORK PROGRAM (CONTINUED)

No.	Project Summary	Project Description	Responsible Party	Timeframe					Estimated Cost	Funding Source
				2022	2023	2024	2025	2026		
3.4d	Online Incentives Information	Grow the online incentives & tax credits toolbox outlining available local, state, & federal tax credits, financial assistance, and business start-up / support organizations.	Economic Development	X					Staff time	City, ARP
3.5b	Consulates + Sister Cities	Resolutions to support national holidays for the nations with a consulate or trade representative in the Atlanta area and pursue the Sister City program to help market Doraville to the world.	Economic Development	X	X	X	X	X	Staff time	City, Private
3.6a	Addressing Blight	Utilize EPA and CDBG revolving loan funds to remediate, address blight, and create jobs.	Economic Development	X	X	X	X	X	Staff time	City
LAND USE										
4.2a	Downtown Doraville RFPs	Administer two RFPs: 1) Civic campus and 2) Mixed-use redevelopment.	Community Development, City Manager	X	X				Staff time	City, ARC
HOUSING										
5.2b	Code Enforcement Brochure	Create a visuals-based brochure detailing City Code Enforcement violations and how to avoid them.	Community Development	X					Staff time	City
5.3a	Workforce Housing	Establish a policy for new housing developments to provide a certain percentage of units at affordable workforce housing rates.	Community Development	X	X	X			\$100,000	

FIGURE 5-2: REPORT OF ACCOMPLISHMENTS 2017-2021

No.	Project Summary	Project Description	Responsible Party	Timeframe	Status	Notes
QUALITY OF LIFE						
1.1a	School Resources	Continue to develop a plan to establish and formalize more school resources in Doraville.	City Council, City Manager, DeKalb Co.	2017-	In Progress	
1.2a	Events	Develop a strategic plan to incorporate international appreciation to public festivals and other events, such as “Doraville Days” and road races to catalyze Doraville's vibrant culture and attract consulate corps & schools of international studies.	City Council, City Manager, Economic Development	2017-	In Progress	
1.2b	Doraville Ambassador	Establish Doraville ambassador program to support the Doraville 101 initiative.	Economic Development	2017-2018	Not Started	Staff turnover and lack of public relations staff.
1.3a	City Government Guide	Develop a simple guide to City government structure.	Community Development	2017	In Progress	Draft welcome packet finished for new residents.
1.3b	Diversity Plan	Develop a diversity plan utilizing the City of Decatur’s Diversity Plan as a precedent.	Economic Development	2017-2018	Not Started	City Council is skeptical of new planning initiatives and is focused on implementation of existing plans.
1.3c	Doraville 101	Establish Doraville 101 – open to all residents.	Economic Development	2017-2018	Not Started	Staff turnover and lack of public relations staff.
1.4a	Parks & Rec Master Plan	Implement <i>Parks & Recreation Master Plan (PRMP)</i> : Renovate existing parks (Chicopee, English Oak, Autumn, Brook, Flowers, Halpern, & Honeysuckle).	Parks & Rec	2017-	In Progress	Park improvements ongoing at Honeysuckle, Autumn and Chicopee.
1.4b	PRMP Design Standards	Meet <i>PRMP</i> sign standards & design standards.	Parks & Rec	2017	In Progress	Design standards have not been formally adopted.
1.4c	Parkland Feasibility Study	Complete <i>PRMP</i> parkland feasibility study.	Parks & Rec	2018	No Longer Priority	There is no study incorporated in the <i>PRMP</i> to implement.
1.4d	New Park	Establish a new park on the west side of the City near Doraville MARTA Station per <i>PRMP</i> .	Parks & Rec, Community Development	2021	In Progress	New park will be created as part of Assembly development. Breaking ground Fall 2021.

FIGURE 5-2: REPORT OF ACCOMPLISHMENTS 2017-2021 (CONTINUED)

No.	Project Summary	Project Description	Responsible Party	Timeframe	Status	Notes
1.4e	Bubbling Creek	Work with Assembly Developers to restore the banks of Bubbling Creek (eroded & overgrown with invasive species) for future creation of a linear park or walking path.	Parks & Rec, Community Development	2017-	No Longer Priority	Assembly Development has not progressed as anticipated, since this plan was adopted. New owners purchased Assembly in 2020. No plans for daylighting the creek are in place.
TRANSPORTATION						
2.1a	Complete Streets Ordinance	Adopt a complete streets ordinance with standards to be applied to appropriate roads.	Community Development	2017	Not Started	A mobility study was completed in 2020, but funds were not available for a complete streets design manual.
2.1b	BuHi LCI	Carry out and implement Buford Highway Livable Centers Initiative Study.	Community Development	2017-2021	In Progress	Buford Highway was rezoned per the LCI November 2020; text amendment to support small businesses adopted in early 2021; partnering with DArt to implement BuHi Walk
2.1c	New Peachtree Complete Streets Pt 1	Implement Phase 1 New Peachtree Road complete streets improvements, inside the Perimeter.	Community Development, Public Works	2017-2018	In Progress	Construction started July 2021.
2.1d	New Peachtree Complete Streets Pt 2	Implement Phase 2 New Peachtree Road complete streets improvements, outside the Perimeter.	Community Development, Public Works	2018-2020	In Progress	Applying for LCI grant in 2021 cycle.
2.1e	Flowers Road Path	Create a safe, continuous route for pedestrians and cyclists accessing Assembly along Peachtree Industrial Boulevard from Flowers Road to North Peachtree Road by adding sidewalks with signalized crosswalks.	Community Development, GDOT	2017-	Not Started	Feasibility needs to be explored.
2.1f	Tilly Mill Sidewalks	Complete sidewalk project from Flowers Road to Hightower Elementary along Tilly Mill Road.	Public Works	2018-2019	Complete	

FIGURE 5-2: REPORT OF ACCOMPLISHMENTS 2017-2021 (CONTINUED)

No.	Project Summary	Project Description	Responsible Party	Timeframe	Status	Notes
2.1g	High Priority Sidewalks	Implement Phase 1 of high priority sidewalk projects	Public Works	2017-2018	In Progress	Current bidding sidewalks for one project, in design phase for 2-3 more.
2.1h	Shallowford Corridor	Improve Shallowford Road corridor with a cycle track, sidewalks, and signalized crosswalks, with a focus on the intersection at New Peachtree Road.	Community Development	2017-	In Progress	Grant acquired for scoping study. Contract awarded to Stantec in August 2021.
2.1i	Better Bus Stops	Coordinate with MARTA to establish plan for and implement bus stop enhancements.	Community Development	2017-2018	Not Started	Staff will look into this for a future grant through ARC.
2.2a	Chicopee Trail	Study feasibility of and implement a connector trail from Chicopee Park to Halpern Park per PRMP.	Parks & Rec, Community Development	2018-2019	In Progress	In process of getting alignment and construction documents to bid for portion of this trail from Chicopee to Tilly Mill Road.
2.2b	Flowers Road Path	Implement multi-use trail along Flowers Road, connecting Tilly Mill and Carver Circle neighborhoods to the Doraville MARTA Station via New Peachtree Road.	Community Development, GDOT	2019-	In Progress	Lumen development implementing part of path. Rest of route on hold due to GDOT.
2.2c	Western Greenway	Study feasibility of and implement a western greenway loop from the Doraville MARTA Station to DeKalb Technology Parkway via Clearview Parkway and Chestnut Drive per PRMP.	Parks & Rec, Community Development	2018-2019	In Progress	Master agreement with PATH and agreement for feasibility study of PCG signed in July 2021.
2.2d	Eastern Greenway	Study feasibility of an eastern greenway loop connecting Nexus and Buford Highway to the Oakcliff neighborhood per PRMP.	Parks & Rec, Community Development	2019	In Progress	Master agreement with PATH for future studies signed in July 2021.
2.2e	Bubbling Creek Path	Work with Chamblee and Assembly developers to provide pedestrian and bicycle link along Bubbling Creek from Assembly to encourage access from Chamblee's neighborhoods & downtown to Assembly businesses.	Community Development, Parks & Rec, Chamblee	2017-	No Longer Priority	Assembly Development has not progressed as anticipated, since this plan was adopted. New owners purchased Assembly in 2020. A link to Chamblee via the Rail Trail is planned.

FIGURE 5-2: REPORT OF ACCOMPLISHMENTS 2017-2021 (CONTINUED)

No.	Project Summary	Project Description	Responsible Party	Timeframe	Status	Notes
2.2f	City Bike Racks	Install bicycle racks at City-owned locations to encourage bicycle use.	Public Works, Parks & Rec	2017	In Progress	Racks located at the Police Department. Currently, acquiring more racks.
2.3a	Speed Tables	Install raised pedestrian crossings as speed tables.	Public Works	2017-	No Longer Priority	Council would like another approach to traffic calming.
2.3b	Traffic & Stormwater Mitigation Phase 1	Implement Phase 1 (Oakcliff, Chestnut, Winters Chapel, Tilly Mill) of traffic & stormwater mitigation project.	Public Works	2017-2019	In Progress	Oakcliff traffic calming was completed, but is being redone. Winters Chapel set to begin soon.
2.3c	Traffic & Stormwater Mitigation Phase 2	Study feasibility of and implement Phase 2 of traffic & stormwater mitigation project.	Public Works	2019-2021	Not Started	It is not clear what is included in Phase 2 in the Comprehensive Plan.
2.4a	Parking Minimums	Amend minimum bicycle and vehicular parking requirements in the zoning ordinance.	Community Development	2017	Complete	Adopted in 2018.
2.4b	Parking Maximums	Add maximum vehicular parking thresholds to zoning ordinance.	Community Development	2017	Not Started	Staff will look into in the near future.
2.4c	Other Parking	Introduce innovative parking policies that allow for reverse angled parking, Zipcar (or similar business) locations, and shared parking arrangements.	Community Development	2017	Complete	Added to code in 2016.
2.5a	Realign Chestnut Drive	Realign Chestnut Drive with Park Avenue at Buford Highway to decrease vehicular accidents at Central Avenue.	Public Works, Community Development, GDOT	2017-	Not Started	Continues to be supported in 2020 Mobility Study.
2.5b	Park Avenue Extention	Create a new multi-modal covered street under the existing MARTA and Norfolk Southern rail lines to connect Assembly to the Doraville MARTA Station.	Community Development, GDOT	2017-	No Longer Priority	Feasibility is questionable.
2.5c	Pedestrian / Bike Bridge to Assembly	Construct a new vehicular, pedestrian, and cycletrack bridge connecting Buford Highway to Peachtree Industrial Boulevard and Assembly over the existing rail corridor via Shallowford Road and Peachtree Road.	Community Development, GDOT	2017-	Not Started	Funding and feasibility need to be addressed.
2.5d	BuHi Congestion	Increase capacity on the Buford Highway to I-285 East entrance ramp to relieve congestion.	Public Works, GDOT	2019-	No Longer Priority	Not interested in capacity projects.

ECONOMIC DEVELOPMENT

FIGURE 5-2: REPORT OF ACCOMPLISHMENTS 2017-2021 (CONTINUED)

No.	Project Summary	Project Description	Responsible Party	Timeframe	Status	Notes
3.1a	BuHi CID	Initiate a Buford Highway Community Improvement District (CID) with adjacent jurisdictions.	Economic Development	2018	Complete	CDCID created in 2020.
3.1b	Business Forum	Host a regular business forum (quarterly or other interval as determined appropriate) as part of a Doraville Business Association or Chamber of Commerce.	Economic Development	2017-2018	In Progress	Have begun hosting business forums in 2021. Doraville residents/business owners are working to create a Chamber of Commerce.
3.1c	Developer Day	Establish an annual or bi-annual developer day.	Economic Development	2018-	Not Started	Prior Economic Developer staff were not interested.
3.2a	Update Forms	Update permit application forms bi-annually.	Admin	2017-	Complete	Most OTC forms updated in 2020. Zoning applications updated in 2021.
3.2b	Staff Training	Train City Staff (quarterly and upon hiring) to better facilitate formal enrollment of businesses in the City of Doraville.	Admin	2017-	Complete	Staff trained in use of BS&A.
3.2c	Doraville Business Academy	Establish a Doraville Business Academy (educational program to help guide businesses through process of getting established in the city).	Economic Development	2019-2020	Not Started	Resources.
3.3a	Update Use Tables	Update all district uses of the zoning code.	Community Development	2017-2018	In Progress	Some districts have been updated (C-1, C-2, LCC districts, O-W, etc.). Working on a combined use table for all districts.
3.3b	Reduce CUPs	Reduce the number of conditional use permits needed by improving allowed uses lists and minimum buffer requirements.	Community Development	2017-2018	Complete	With City-initiated rezonings, many uses now permitted by right. CUPs were reviewed with district updates.
3.3c	Flexibility in Office Hubs	Allow for flexibility of uses within Office Hubs (demonstration kitchen, beer served on special events, etc.).	Community Development	2017-2018	Complete	O-I & O-W uses updated in 2018 and 2021.

FIGURE 5-2: REPORT OF ACCOMPLISHMENTS 2017-2021 (CONTINUED)

No.	Project Summary	Project Description	Responsible Party	Timeframe	Status	Notes
3.4a	Marketing Package for Visitors	Create a map-based marketing package with a business directory for visitors.	Economic Development	2017	In Progress	Draft welcome packet finished for new residents; dining map was created.
3.4b	Phase 2 Gateway Signage	As Phase 2 to the gateway signage installed in 2016 along the edges of the city, install signs or public art at major intersections within the city and at the Doraville MARTA Station.	Public Works	2017	Complete	
3.4c	City Wayfinding Plan	Implement City's wayfinding plan.	Community Development, Public Works	2017-	In Progress	
3.4d	Online Incentives Information	Grow the online incentives & tax credits toolbox outlining available local, state, & federal tax credits, financial assistance, and business start-up / support organizations.	Economic Development	2017	In Progress	Resources available on website.
3.5a	Marketing Brochures	Create a (set of) brochure(s) to market and build a brand for the city.	Economic Development	2017-	No Longer Priority	Mayor and Council no longer interested in physical marketing materials.
3.5b	Consulates + Sister Cities	Resume recognition of national holidays for the nations with a consulate or trade representative in the Atlanta area and pursue the Sister City program to help market Doraville to the world.	Economic Development	2017-	In Progress	Council presents resolutions regularly recognizing nonmajority cultural holidays.
3.6a	Addressing Blight	Utilize EPA and CDBG revolving loan funds to remediate, address blight, and create jobs.	Economic Development	2017-	In Progress	Applied for CDBG grants in 2021.
3.6b	Bond Financing Outside DDA	Collaborate with Chamblee on a Joint Development Authority or expand Doraville's Downtown Development Authority (DDA) to city-wide to provide bond-financing to areas outside of the current DDA boundary.	Economic Development	2017-2018	No Longer Priority	Have alternatives such as the CD CID, DDA, and We Love Buhi.
3.6c	Economic Development Plan	Conduct a city-wide comprehensive economic development plan.	Economic Development	2017-2018	No Longer Priority	Integrated within the Comprehensive Plan.
LAND USE						
4.1a	Design Doraville Updates	Address the list of detailed zoning ordinance update recommendations in Chapter 5 (page 5-7) of Design Doraville.	Community Development	2017-2018	Complete	Addressing with ongoing City-initiated rezonings.

FIGURE 5-2: REPORT OF ACCOMPLISHMENTS 2017-2021 (CONTINUED)

No.	Project Summary	Project Description	Responsible Party	Timeframe	Status	Notes
4.1b	Public Amenity Standards	Design uniform standards for signage & public amenities to frame the quality of future development.	Community Development	2017	Complete	Adopted in 2018.
4.2a	Downtown Doraville RFPs	Administer two RFPs: 1) Civic campus and 2) Mixed-use redevelopment.	Community Development, City Manager	2017-	In Progress	ULI Technical Assistance Panel (TAP) wrapped up in June 2021. Currently mulling an RFP for a Facility Needs Assessment.
4.3a	BuHi LCC	Expand form-based Livable Community Code to the Buford Highway corridor to improve urban design standards and allow mixed-use residential uses.	Community Development	2017	Complete	Approved November 2020 by City Council.
4.4a	Transit Oriented Development	Update zoning ordinance to ensure transit-oriented development is supported.	Community Development, MARTA	2017-2018	Complete	
HOUSING						
5.1a	Residential Unit Variety	Ensure the zoning ordinance allows for unit variety among the residential zoning districts.	Community Development	2017-2018	Complete	Provide an array of districts offering a variety of densities and unit types.
5.2a	Online Code Enforcement Reporting	Modernize Code Enforcement program by establishing an online form to report and monitor code violations.	Community Development	2017-	Complete	Online portal for reporting violations.
5.2b	Code Enforcement Brochure	Create a visuals-based brochure detailing City Code Enforcement violations and how to avoid them.	Community Development	2017	In Progress	Incorporated in the welcome packet.
5.3a	Workforce Housing	Establish a policy for new housing developments to provide a certain percentage of units at affordable workforce housing rates.	Community Development	2017	Not Started	Implementation is controversial.

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