



**APPENDIX B: EXISTING CONDITIONS**

# B.1 HOW OUR LAND IS USED: LAND USE INVENTORY

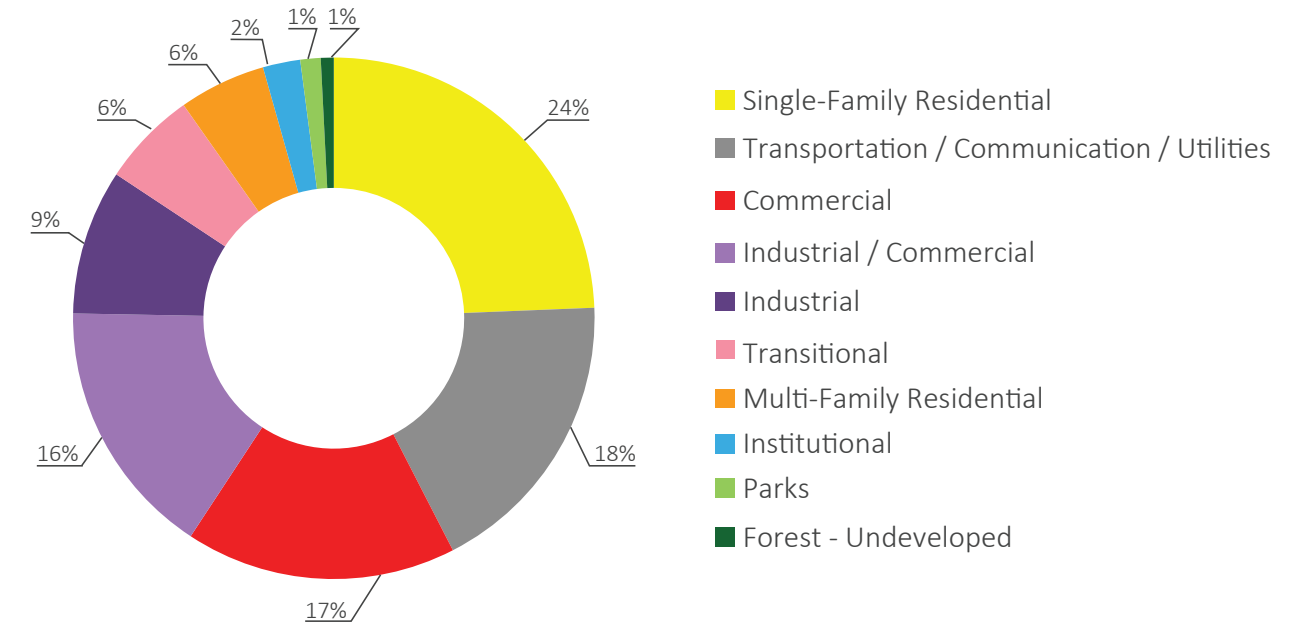
## INTRODUCTION

The City of Doraville is comprised of various land uses, including commercial, industrial, residential, and institutional. The relationships of these land uses and the connections among them are what drive the other topic areas addressed by the Comprehensive Plan. The land use inventory is an integral step in the comprehensive plan update, providing an overarching assessment of current land uses and development patterns, community activity centers, likely areas of change, and current land use policy, including the City's current vision for future growth as well as zoning regulations. This assessment provides a foundation upon which the community can identify potential adjustments to its Future Development Map, land use policy, and related initiatives the City may choose to pursue.

## EXISTING LAND USE




















The City of Doraville currently encompasses approximately 3,150 acres (4.92 square miles). Existing land use data was derived from the Atlanta Regional Commission's (ARC's) LandPro2010 dataset and was verified by a wind-shield survey and adjusted by Jacobs in December 2015 based on the pre-existing land use categories. Summary existing land use data is shown in **Figures B-1** and **B-2**. While the broad ARC categories do not provide a detailed delineation of the various commercial, industrial, and other land use types, they are a helpful starting point for understanding the City's current land use and development pattern. **Figure B-3** (page B-5) identifies the land use categories and the zoning designations found within those categories as of December 2015.

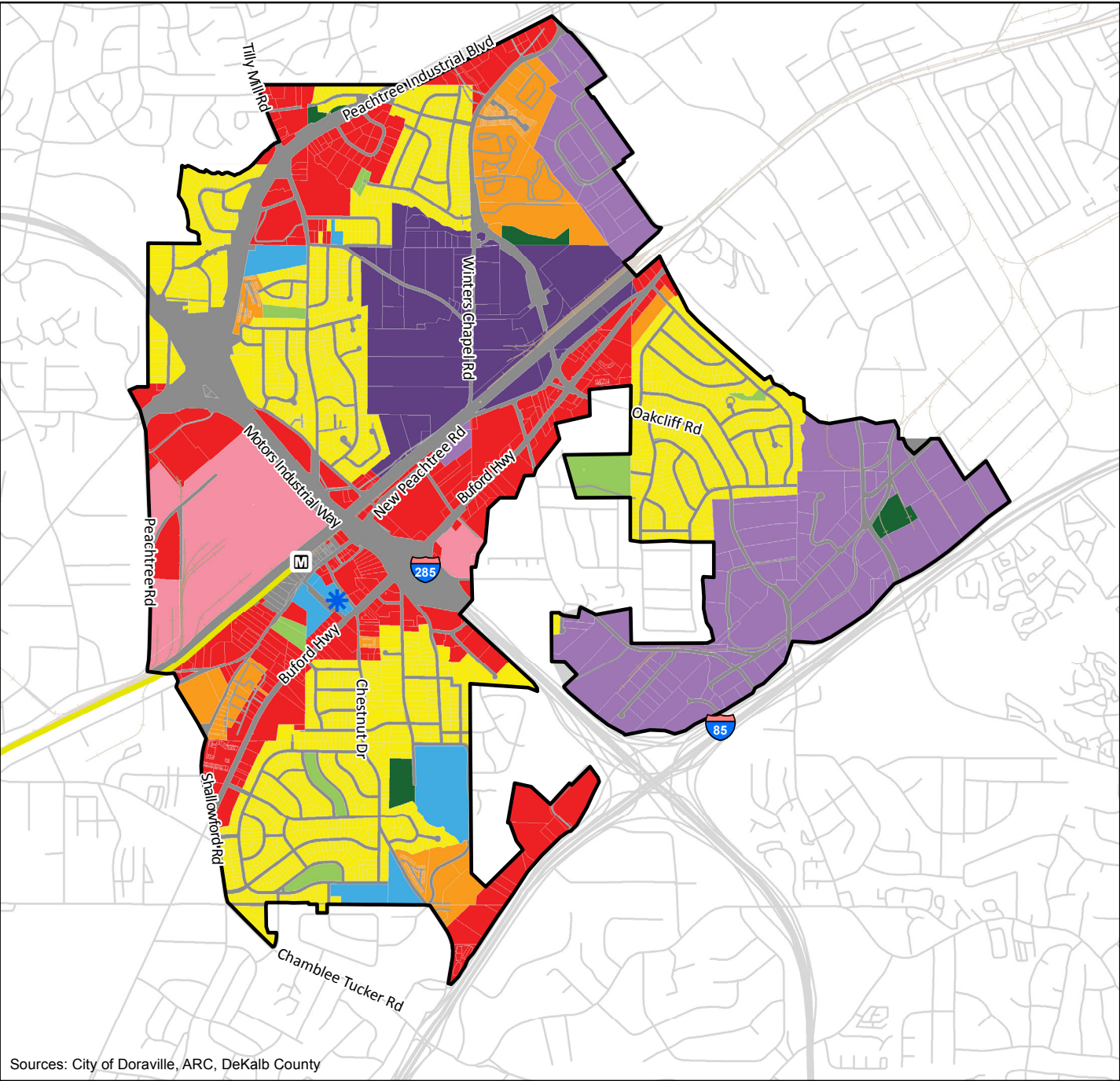
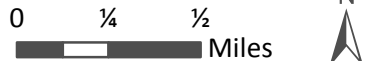
**FIGURE B-1: CITY OF DORAVILLE EXISTING LAND USE**



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

**FIGURE B-2: EXISTING LAND USE**

-  City Hall
  -  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



Sources: City of Doraville, ARC, DeKalb County

## KEY OBSERVATIONS

- There are four predominant categories of land uses within the city:
  - Residential
  - TCU (transportation, communications, utilities),
  - Commercial, and
  - Industrial/commercial.
- Commercial land uses are generally strip-commercial and found along three major corridors: Buford Highway, New Peachtree Road and Peachtree Industrial Boulevard (PIB).
- Single-family residential neighborhoods are organized in three areas of the Doraville: Tilly Mill/Winters Chapel, Oakcliff, and Northwoods. These older neighborhoods are bounded by major infrastructure investments, including major highways, railroad, fuel pipelines, and in some cases, non-complementary uses, such as heavy manufacturing. Some multifamily residential uses are also present in these neighborhoods.
- A large amount of Doraville's land (18 percent) consists of transportation infrastructure; this comes as no surprise given the city's location straddling I-285, major rail lines, PIB, and Buford Highway.
- Should Assembly and Nexus (see page 2-5), move forward as planned, the land would transition from industrial and commercial strip uses into a mix of uses including multi-family residential, retail/commercial, office, and new parks and open space.
- The City's 2014 annexation along I-85 and PIB brought in large areas of industrial and commercial land uses conferring the City of Doraville zoning and development control over properties abutting residential land uses while also increasing the City's tax base.
- The tank farms, an industrial land use, occupy approximately 11 percent of the overall city.

**FIGURE B-3: CITY OF DORAVILLE EXISTING LAND USE CATEGORIES**

| Use Category  | Description   | 2015 Zoning Categories   |
|---|---|--|
| <b>Single-Family Residential</b>                      | <ul style="list-style-type: none"> <li>Well-established neighborhoods comprising the largest land use in Doraville</li> <li>Majority of homes occupy 0.2- to 2.0-acre lots.</li> <li>Well-connected internally with supporting schools and parks within easy walking distance</li> <li>Surrounded by commercial and industrial uses</li> </ul>  | R-1 (Single-Family Residential)<br>R-2 (General Residential - duplex)<br>R-CH (Single-Family Cluster Residential)  |
| <b>Multi-Family Residential</b>                       | <ul style="list-style-type: none"> <li>Predominantly apartment, condominium, and townhouse complexes</li> <li>Net density generally exceeds eight units per acre</li> <li>Found along Aztec Road, Shallowford Road, Winters Chapel Road, and Flowers Road</li> <li>Majority of buildings are older, garden-style, three- to four-story dwellings</li> </ul>   | R-3 (Multi-Family Residential - apartments)<br>R-4 (Multi-Family Residential-condos & townhomes)<br>RSFA (Single-Family Attached Residential)<br>T-5 (Urban Center)                    |
| <b>Commercial</b>                                     | <ul style="list-style-type: none"> <li>One of the most common land use categories within the city</li> <li>Commercial strip development, shopping centers, and automotive uses</li> <li>Suburban building form with large parking lots and limited landscaping</li> <li>Buildings are set back far from the street accompanied by numerous driveway curb cuts</li> <li>May include some non-commercial uses too small to be separated out</li> <li>Churches, schools, and some residential units sometimes included</li> <li>The majority of commercial uses in Doraville are located along Buford Highway and PIB</li> </ul> | C-1 (Neighborhood Commercial)<br>C-2 (General Business)<br>T-5 (Urban Center)<br>T-6 (Urban Core)<br>O-I (Office-Institutional)<br>O-W (Office-Warehouse)<br>M-1 (Light Manufacturing) |
| <b>Transitional</b>                                   | <ul style="list-style-type: none"> <li>Two major redevelopment projects underway</li> <li>Assembly (former General Motors Plant)</li> <li>Nexus (former Kmart shopping center site)</li> <li>Proposed redevelopment into higher density, walkable, mixed-use districts</li> </ul>   | SD-1 (Special District 1)<br>T-6 (Urban Core)  |
| <b>Industrial/Commercial</b>                          | <ul style="list-style-type: none"> <li>Third most prominent land use within the city</li> <li>Warehousing, wholesaling, and occasionally retailing</li> <li>Organized into industrial parks</li> <li>All found within the recently annexed portions of the city</li> </ul>  | M-1 (Light Manufacturing)<br>O-I (Office-Institutional)<br>O-W (Office-Warehouse)<br>C-2 (General Business)  |
| <b>Industrial</b>                                     | <ul style="list-style-type: none"> <li>Light or heavy manufacturing</li> <li>The tank farms area is the only portion of the city under this land use</li> </ul>   | M-2 (Heavy Manufacturing)<br>M-1 (Light Manufacturing)   |
| <b>Institutional</b>                                  | <ul style="list-style-type: none"> <li>The city has several small pockets of institutional uses.</li> <li>School uses: Cary Reynolds Elementary School, Sequoyah Middle School, Hightower Elementary School, Atlanta Jewish Academy, and Tapestry School</li> <li>Municipal uses: Doraville City Hall, Public Library, Police Station, and Courthouse.</li> <li>Religious uses</li> </ul>   | R-1 (Single-Family Residential)<br>T-5 (Urban Center)  |
| <b>Parks</b>  | <ul style="list-style-type: none"> <li>Majority are located within the residential neighborhoods</li> <li>Serve as both passive and active recreation areas for residents</li> <li>Autumn Park, Brook Park, Flowers Park, Chicopee Park, Halpern Park, &amp; English Oak Park are passive parks with some recreational amenities including playgrounds</li> <li>Honeysuckle Park is an active park, with more recreation-based activities including ball fields</li> <li>As the largest city park, Honeysuckle at times hosts events of national attention</li> </ul>   | R-1 (Single-Family Residential)<br>T-5 (Urban Center)  |
| <b>Forest/Undeveloped</b>                             | <ul style="list-style-type: none"> <li>Typically are undeveloped areas with coniferous and/or deciduous tree cover.</li> <li>Likely to remain forested due to topography or stream buffers</li> </ul>   | R-1 (Single-Family Residential)<br>R-4 (Multi-Family Residential)<br>O-I (Office-Institutional)<br>T-5 (Urban Center)<br>M-1 (Light Manufacturing)                                     |
| <b>Transportation, Communication, Utilities (TCU)</b> | <ul style="list-style-type: none"> <li>Includes all right-of-way</li> <li>Second largest land use in the city, reflecting Doraville's role as a transportation hub</li> </ul>   | N/A  |

REPRESENTATIVE LAND USES



Industrial



Multi-family housing



Single-family housing



Institutional



Commercial

## ACTIVITY CENTERS & CORRIDORS

ARC generally defines activity centers as traditional municipal downtowns and significant regional centers. The majority of activity centers are well-served by vehicular connections. Activity centers within Doraville represent a broad range of uses and conditions. For example, the recently annexed areas of the city that are currently designated as Industrial/Commercial are regional centers relying heavily on regional vehicular traffic. Parks and schools within the neighborhood are more local, neighborhood-serving activity centers.

Also important to Doraville is the Buford Highway corridor, which serves as a major area of commerce, and as such, attracts high traffic volume. The corridor is developed with a combination of single free-standing buildings and strip shopping centers with large surface parking lots, numerous driveway curb cuts, and limited pedestrian access. The corridor also lacks sufficient pedestrian crossings to access both sides of the corridor.

### KEY OBSERVATIONS:

- The Doraville MARTA Station and the City's government facilities that form part of downtown along New Peachtree Road and Park Avenue are key activity centers. Expanding and improving pedestrian connections throughout downtown and from the MARTA station, government buildings and the Buford Highway corridor towards adjacent neighborhoods should become a priority.
- Buford Highway Farmers Market is a local and regional activity center well-served by vehicular connections.
- Assembly and Nexus will be two new mixed-use activity centers. Assembly has the ability to pull in new workers and visitors from across the metro area in addition to the local community while Nexus will likely draw more locally by nature of the development.
- Schools, local community centers, and parks are neighborhood-servicing activity centers that include:
  - Cary Reynolds Elementary School
  - Hightower Elementary School
  - Sequoyah Middle School
  - Atlanta Jewish Academy
  - Tapestry School
  - Northwoods Montessori School
  - Honeysuckle Park
- In addition to Buford Highway, there are other key pedestrian/bicycle corridors with potential to improve connectivity between activity centers and neighborhoods; these include:
  - New Peachtree Road
  - Park Avenue / Chestnut Drive
  - Longmire Way
  - McElroy Road
  - Oakcliff Road
  - Winters Chapel Road
  - Flowers Road

## EXISTING ZONING

The City’s zoning regulations, design guidelines, and development requirements play a dominant role in shaping the city’s natural and built environment and defining the city’s formal land use policy. The City currently has two zoning ordinances: the conventional zoning ordinance, in place for several decades, and a recently adopted (2014) form-based ordinance, titled the Livable Community Code (LCC). The conventional zoning ordinance reflects Euclidean-style development that separates traditionally incompatible land uses, with urban design playing a secondary role behind function. The LCC allows for a mixture of land uses, with function playing a secondary role behind building form and urban design. **Figure B-4** summarizes the prominence of each of these districts within the city.

### KEY OBSERVATIONS:

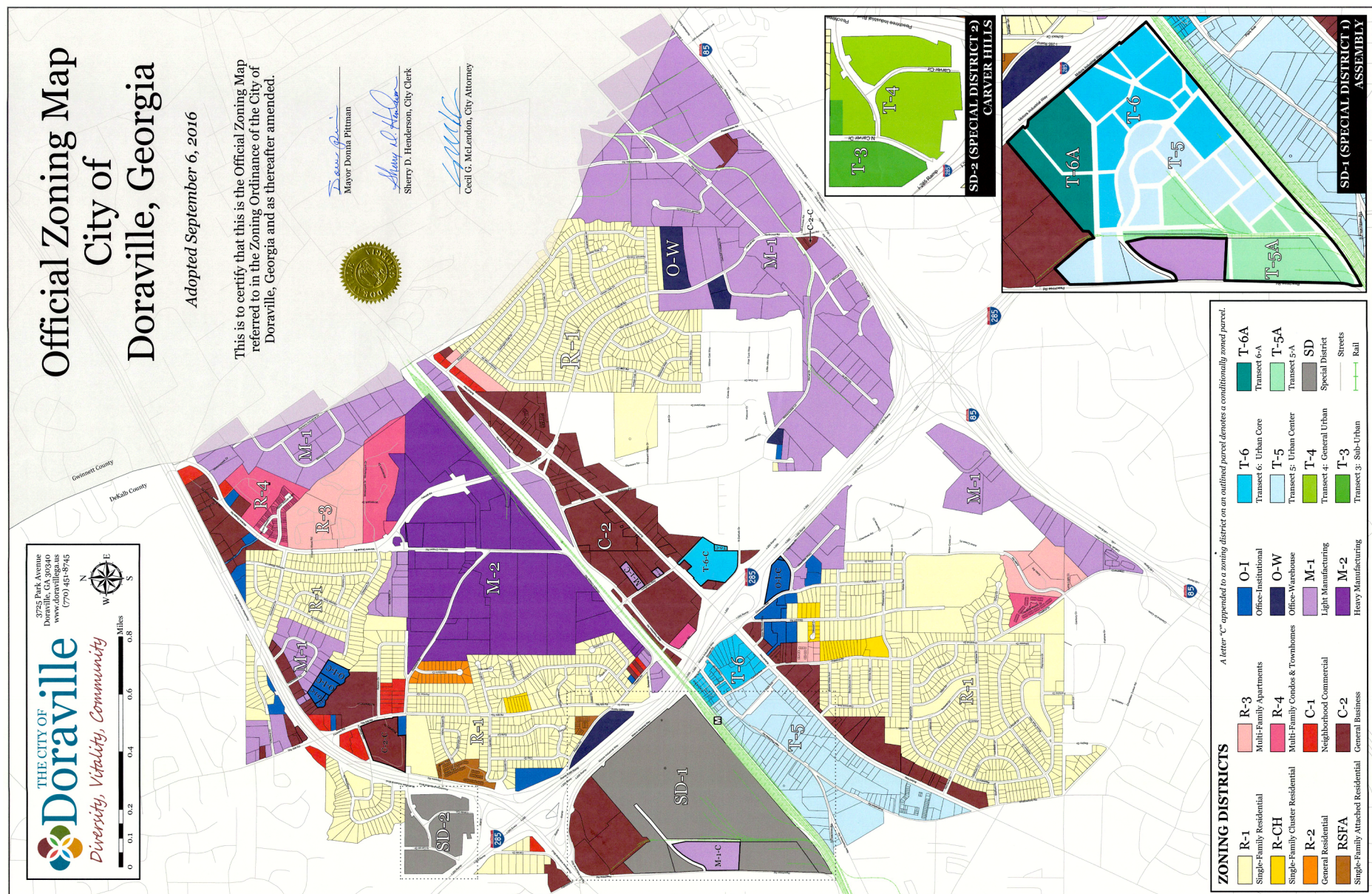
- R-1 single family residential is the dominant zoning district in the city, comprising nearly one third of the city’s properties.
- M-1 is the second dominant zoning district in the city at 24 percent; the City’s code provides a long list of conditional uses within this district. These conditional uses should be revisited to determine which are appropriate to be allowed by right, ensuring there are adequate distance and buffer requirements in place from single-family residential uses.
- The City’s zoning code could be simplified and reorganized to combine like information in similar tables to ease use of code for both City staff and ease of use by community members.
- While the introduction of the LCC has provided new opportunities for developing in Doraville, it has also added a new area of code that is completely different than the city’s conventional zoning code. There are opportunities to further align these two parts of the zoning code moving forward.

**FIGURE B-4: ZONING ACREAGE**

| Zoning District                           | Acres | Percent |
|---|-------|---------|
| R-1 (Single-Family Residential)           | 833   | 32.1%   |
| M-1 (Light Manufacturing)                 | 646   | 24.9%   |
| C-2 (General Business)                    | 287   | 11.0%   |
| M-2 (Heavy Manufacturing)                 | 254   | 9.8%    |
| SD Special District                       | 166   | 6.4%    |
| R-3 (Multi-Family Residential)            | 136   | 5.2%    |
| T-5 (Urban Center)                        | 122   | 4.7%    |
| O-W (Office-Warehouse)                    | 33    | 1.3%    |
| T-6 (Urban Core)                          | 33    | 1.3%    |
| O-I (Office-Institutional)                | 31    | 1.2%    |
| C-1 (Neighborhood Commercial)             | 23    | 0.9%    |
| R-CH (Single-Family Cluster Residential)  | 17    | 0.7%    |
| RSFA (Single-Family Attached Residential) | 10    | 0.4%    |
| R-2 (General Residential)                 | 8     | 0.3%    |

Source: City of Doraville

**FIGURE B-5: CITY OF DORAVILLE ZONING\***



\*This zoning map was adopted September 6, 2016 and was the effective zoning map as of the adoption of this Comprehensive Plan. For the most recent version, see the City of Doraville Community Development Department website.

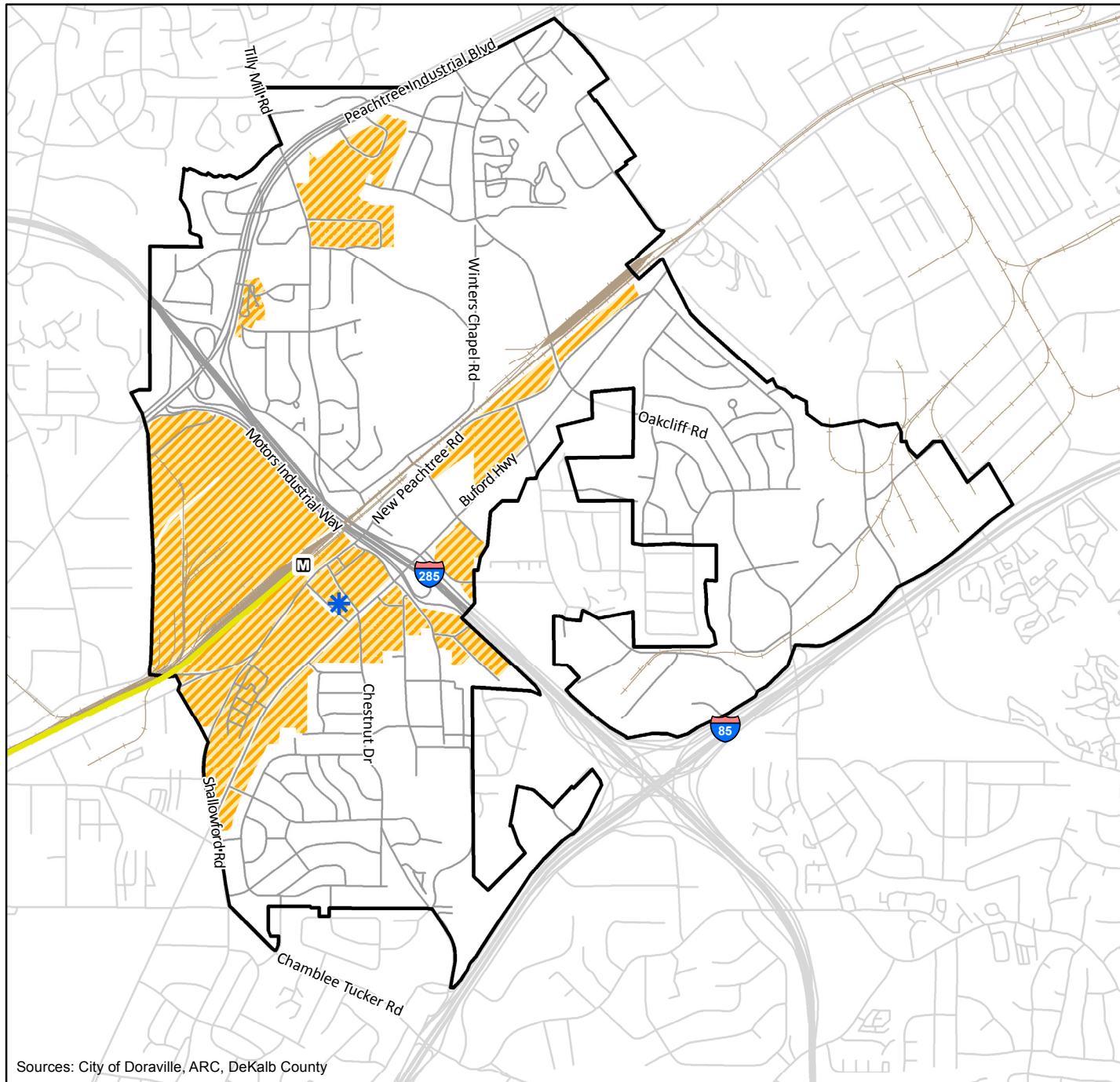
## AREAS OF CHANGE

The Areas of Change Map (**Figure B-6**) represents areas within the City of Doraville that have the short and long-term potential to redevelop and contribute to the community's vision. Areas least susceptible to change include the single-family neighborhoods, the tank farms, and active commercial/light industrial areas and are therefore not considered. Areas of change include the following:









- The areas within the Livable Centers Initiate (LCI) study boundary, also known as the new downtown
- Planned mixed-use developments, including Assembly and Nexus
- Large commercial parcels along Buford Highway
- Tank farms south of the railroad tracks, adjacent to New Peachtree Road and Buford Highway residences and businesses
- Currently zoned industrial and office properties along Clearview Ave, the properties closest to the I-285/I-85 entrance ramp, having logistic and visibility advantages
- Older multi-family developments and the area designated as mixed-use on the city's existing 2006 Future Development Map, north of the Tilly Mill neighborhood

### KEY OBSERVATIONS:

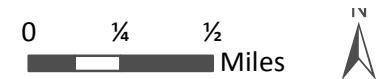
- There are three major areas susceptible to change identified in initial analysis of the community. It is anticipated that the planning process will further define these areas as a part of the Future Development Map refinement.
  - Around the existing MARTA station, which includes Assembly and downtown
  - East of Tilly Mill Road near PIB
  - Along New Peachtree Road outside of I-285 near Oakcliff Road
- Areas of change have the ability over the long-term to contribute to the overall mobility (vehicular, bicycle and pedestrian) of the area and provide transition from established neighborhood areas to commercial and/or industrial uses.
- Parcels over 4 acres and parcels that have deep block depth (approximately 200'+) have a greater potential to redevelop with new buildings engaging the street and provide connectivity to the surrounding neighborhoods.
- These areas should be included in the updates to the City's Future Development Map to implement the community's vision.



**FIGURE B-6: AREAS OF CHANGE**

-  City of Doraville
-  City Hall
-  MARTA Station
-  MARTA Gold Line
-  Street
-  Expressway
-  Railroad
-  Areas of Change

Sources: City of Doraville, ARC, DeKalb County



## 2006 COMPREHENSIVE PLAN FUTURE DEVELOPMENT MAP ANALYSIS

Doraville's 2006 Future Development Map (**Figure B-7**) breaks the city down into eight distinct areas each with an associated vision, recommended land uses, and implementation measures. The character areas of the 2006 Future Development Map are summarized below. These statements reflect the adopted vision in the current 2006 Comprehensive Plan and were validated or altered throughout the Design Doraville planning process.

### **Neighborhood Preservation District**

These areas include the existing single family residential neighborhoods of Northwoods, Oakcliff, and Tilly Mill. These neighborhoods are marked by well-maintained housing stock and access to neighborhood parks. The newer multi-family neighborhoods off of Winters Chapel should be added to this designation. Screening and buffering surrounding commercial/industrial continues to be an important issue.

### **Doraville Town Center**

This area includes all of the government/institutional buildings for the City of Doraville. The 2006 future development plan calls for the creation of a town center with infill development, consolidation of government facilities, TOD, public greenspace, mixed-use development, and leveraging the connection to the MARTA station. This area has some significant topography and will likely require creative grading to achieve desired walkability and access.

### **Multimodal Transit Gateway**

The plan recommends development of a public plaza and transit gateway around the Doraville MARTA Station. The area is a major strength for Doraville but proper design of open space and mixed-use properties is key to its success.

### **Mixed-Use Redevelopment Opportunity**

These areas include Assembly, Nexus, areas surrounding the town center and multimodal transit gateway, and a mixed-use development hub at Tilly Mill and PIB. The plan calls for the highest density at Assembly. Walkable mixed-use areas are critical to improving quality of life.

### **Highway Commercial Corridor**

Buford Hwy and PIB are the two primary commercial corridors in Doraville. The plan calls for these areas to be vibrant retail districts unified through urban design standards with improved safety for motorists, pedestrians, and cyclists. The plan also encourages redevelopment reorienting buildings closer to the street with parking in the rear, as well as streetscape improvements and buffering between commercial and residential neighborhoods. The Future Development Map must be updated to include recently annexed areas along Buford Highway and Winters Chapel Road. It is important for Doraville to prioritize streetscape and safety improvements to spur private redevelopment that may not occur otherwise. Improvements to the gateway entrances to the city at both ends of Buford Highway should also be considered.

### **Professional Employment Center**

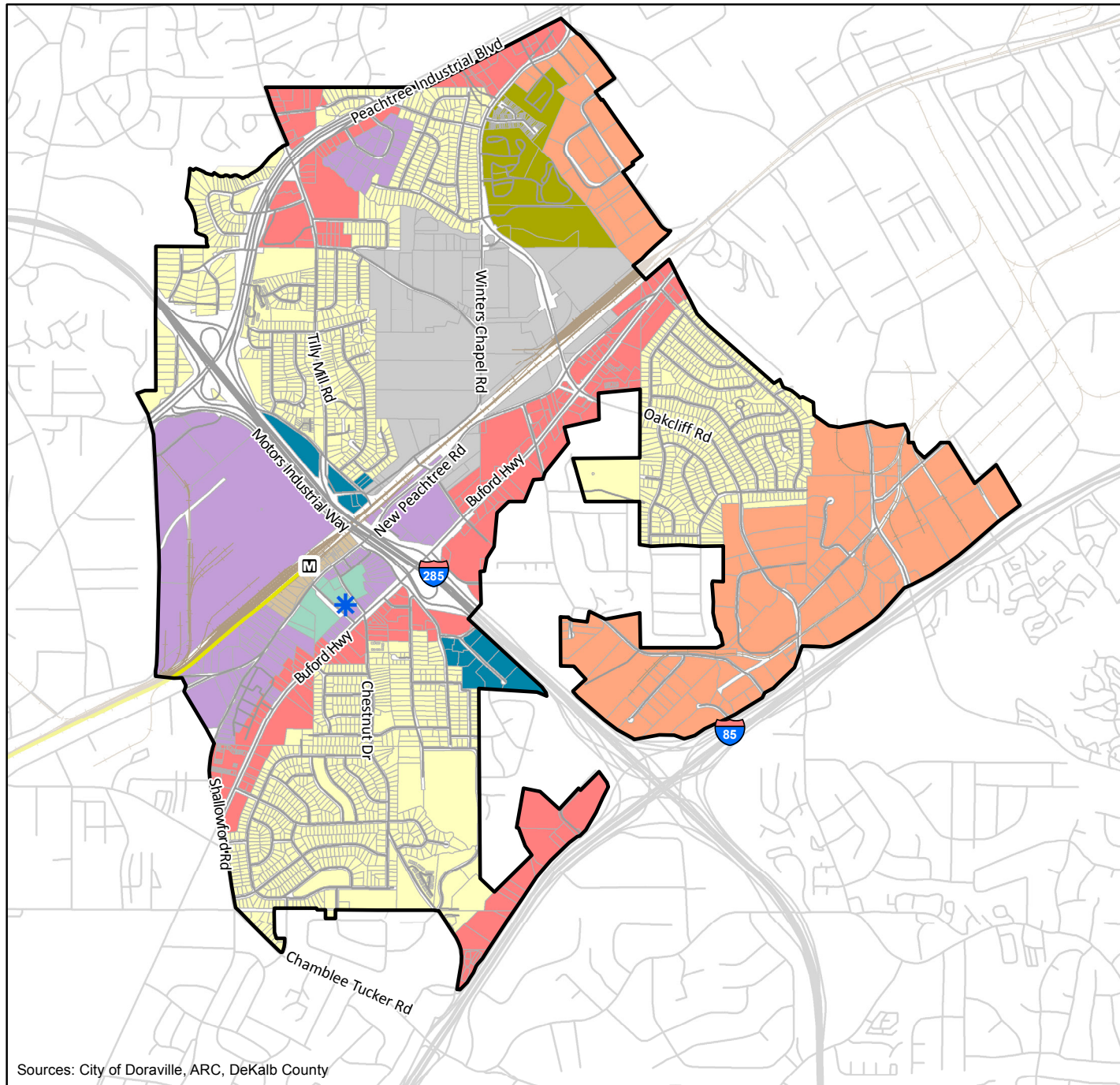
Existing office uses on Clearview Parkway and Flowers Road leverage access to transportation with close proximity to I-285 and MARTA. Mixed-use classifications for work/live buildings may need to be considered in these areas. The recently annexed light industrial properties along I-85 need to join this classification.

### **Tank Farm Industries**

The tank farm industry covers a large area north of Buford Hwy outside I-285 with a focus on fuel storage and distribution. The area requires truck re-routing and screening from adjacent neighborhoods. The City should consider reclassifying the tank farms south of the railroad to Highway Commercial Corridor.

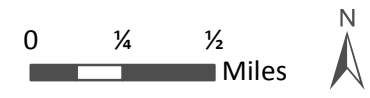
### **Potential Annexation Area**

Most of the Potential Annexation areas on the Future Development Map have since been annexed into the city. It is logical to square-off the city, designating the remainder of unincorporated land between Chamblee-Tucker Road and the Gwinnett Border north of I-85 as Potential Annexation Area.



**FIGURE B-7: FUTURE DEVELOPMENT AREAS (2006 COMPREHENSIVE PLAN)**

- City of Doraville
  - City Hall
  - MARTA Station
  - MARTA Gold Line
  - Expressway
  - Street
  - Railroad
- Future Development Areas**
- Neighborhood Preservation District
  - Multi-Family Residential
  - Doraville Town Center
  - Multimodal Transit Gateway
  - Mixed Use Redevelopment Opportunity
  - Highway Commercial Corridor
  - Professional Employment Center
  - Tank Farm Industries
  - Light Industrial / Commercial



Sources: City of Doraville, ARC, DeKalb County

## NATURAL RESOURCES

### KEY OBSERVATIONS:

- Combine the Doraville Town Center and the Multimodal Transit Gateway character areas into one character area to align with the LCI Framework Plan and create a stronger brand for downtown.
- Create a new character area that encourages compatible land uses adjacent to existing neighborhoods to include townhomes, neighborhood-scaled commercial, and integrated mixed-use at a scale that supports the neighborhood but recognize areas like the tank farms.
- The recently annexed areas along I-85 and PIB provide opportunity to combine flex office, commercial, and warehousing uses. There is opportunity to structure this area to also allow for residential units as accessory to the office and commercial uses in a manner similar to those found along Marietta Boulevard and Huff Road in the City of Atlanta, potentially in only targeted areas to provide a more compatible transition between industrial uses and single-family residential areas.
- Mixed-Use Redevelopment Opportunity should be renamed, as parts of this area are set to be developed within the next few years.

Doraville’s natural features (**Figure B-8**) are typical to those of other small inner suburbs in metro Atlanta primarily characterized by a mature tree canopy, stream network, and sloping topography. There are limited wetlands in the city, as depicted in **Figure B-9**. Several city parks provide a reprieve from the built environment in commercial and industrial areas adjacent to the community’s major roads.

- The city’s single-family residential neighborhoods are characterized by a robust tree canopy and series of streams that wind their way through properties.
- Two streams meander through the city’s leafy single-family residential areas as depicted in **Figure B-8**:
  - Nancy Creek crosses through the city’s northern most portion, at PIB.
  - The North Fork Peachtree Creek system extends into the Oakcliff and Northwoods neighborhoods.
- The city’s highest points are along New Peachtree Road near Central Avenue and along PIB (see **Figure B-10**).
- The city’s 100-year floodplain areas are limited along the city’s stream network. Every City park is located within a floodplain except the largest park, Honeysuckle.

### REGIONAL WATER PLANS & ENVIRONMENTAL CRITERIA

Protecting the city’s natural environment plays an important role in furthering the quality of life of Doraville residents and contributing to a healthy regional ecosystem that is sustainable for generations to come. The City of Doraville’s ordinances and development regulations help achieve these important needs by including a series of provisions that maintain consistency with the Metropolitan North Georgia Water Planning District plans and the Part 5 Environmental Planning Criteria of the Georgia Planning Act that are administered by the Environmental Protection Division (EPD) of the Georgia Department of Natural Resources (DNR). Consistency with these plans and criteria is described below.

#### Regional Water Plans

The City of Doraville is part of the Metropolitan North Georgia Water Planning District (MNGWPD), which was created in 2001 to oversee regional water management for over 100 jurisdictions within metropolitan Atlanta, including DeKalb County and the City of Doraville. The MNGWPD oversees implementation of three plans that help protect water quality, supply, and recreational areas: the *Water Supply and Conservation Management Plan*, *Watershed Management Plan*, and *Wastewater Management Plan*. The water supply and wastewater plans are implemented through water and wastewater service providers. For the City of Doraville, the DeKalb County Department of Watershed Management oversees implementation of these items.

## ISSUES AND OPPORTUNITIES

The *Watershed Management Plan* includes local management measures that are to be undertaken by all MNGWPD jurisdictions. These measures include five model ordinances to be adopted by all local jurisdictions within the MNGWPD. The ordinances are for Post-development Stormwater Management, Floodplain Management and Flood Damage Prevention, Stream Buffer Protection, Illicit Discharges and Illegal Connections, and Litter Control. The City of Doraville has adopted all of these regulations as a part of its Code of Ordinances:

- Chapter 6.5 Article II. Stormwater Quality Management (includes regulations for Illicit Discharges and Illegal Connections)
- Chapter 8 Floodplain Management/Flood Damage Control
- Chapter 15 Article V Litter Control
- Chapter 23 Article XIX Stream Buffer Protection

### DNR Environmental Planning Criteria

DeKalb County and its member municipalities have adopted Part V of the Georgia Planning Act, the environmental planning criteria developed by the Department of Natural Resources (DNR). These standards include requirements governing development in water supply watersheds, groundwater recharge areas, and river corridors (DNR Rules for Environmental Planning Criteria).

### Water Supply Watersheds

The City of Doraville is not considered part of a water supply watershed due to its drainage attributes and distant location from water supply intake points. As a result, water supply watershed regulations do not apply to Doraville.

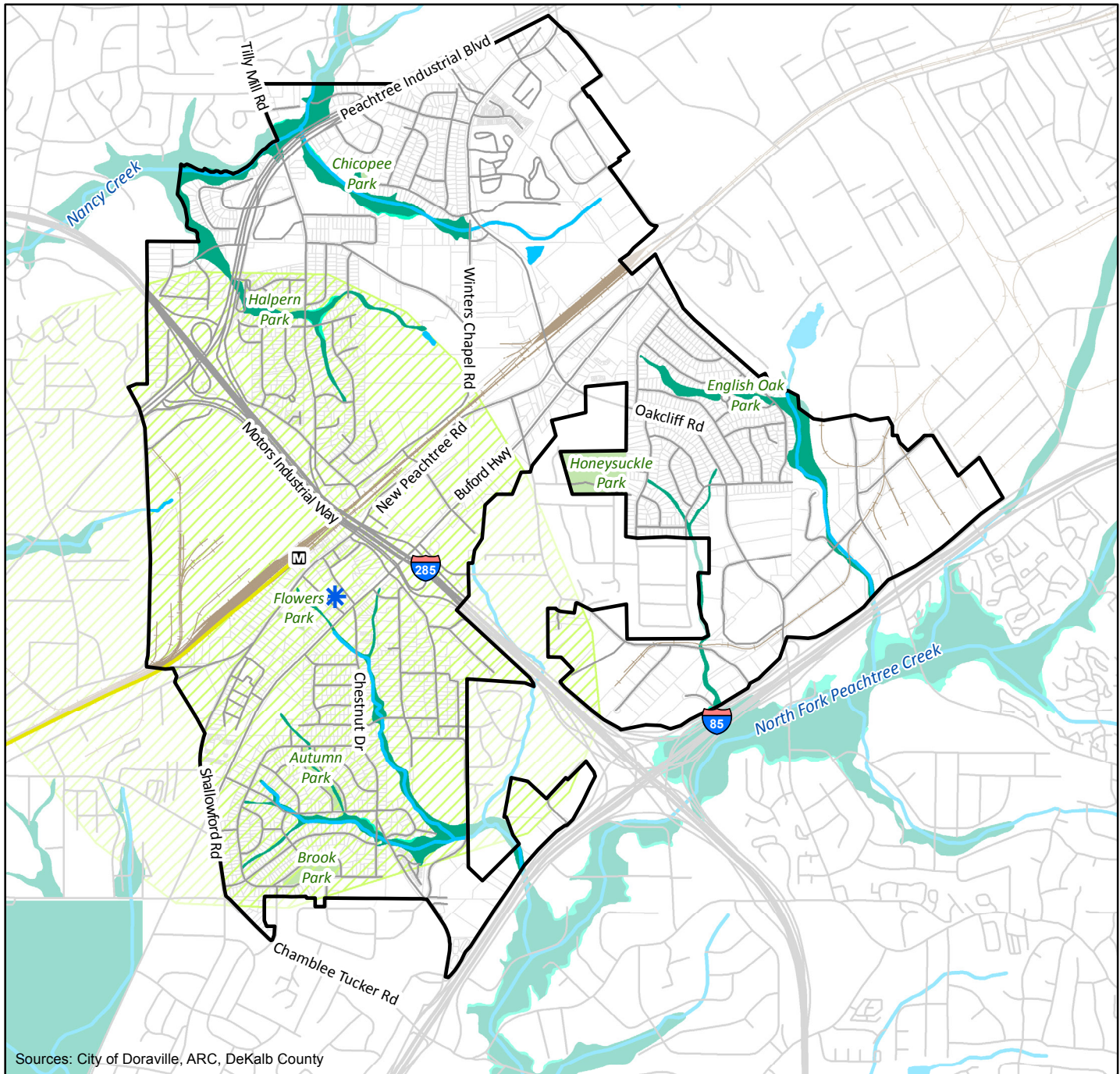
### Groundwater Recharge Areas

Groundwater recharge areas play an important role in the region's water supply by serving as locations where water infiltrates the ground, thereby replenishing groundwater supplies. The Doraville contains a significant groundwater recharge area, as illustrated in **Figure B-8**, which requires special protection. The City of Doraville has adopted a Groundwater Recharge Area Protection Ordinance (Chapter 6.5 Article V Groundwater Recharge Area Protection) to protect these important areas. The City's ordinance meets the DNR environmental planning criteria for such areas by limiting development densities, the design of stormwater infiltration basins, and the handling of hazardous materials within the recharge area.

### Wetlands

The City of Doraville has limited wetlands almost exclusively located in the city's northwest quadrant, as indicated on **Figure B-9**. These wetland areas are primarily freshwater ponds, although there is very limited presence of freshwater emergent wetlands (Source: Nation Wetlands Inventory, available online at [www.fws.gov/wetlands/](http://www.fws.gov/wetlands/)) According to DNR rules, local governments must consider wetlands in their planning decisions, mapping and identifying them in land use plans. DNR outlines a number of considerations that must be addressed and the minimum types of wetlands that the City must identify, and under federal policy, development should not alter or degrade wetlands without showing that there will be no adverse impacts or net loss of wetlands. These items have been addressed by the City's zoning and development ordinances.

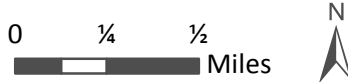
- Doraville's neighborhood parks and extensive tree canopy provide a peaceful residential environment. The City should ensure that there are sufficient provisions in place to protect the residential character of these areas as redevelopment pressures extend further outward in the Atlanta metro region to communities such as Doraville.
- The city has a notable amount of industrial/commercial uses as well as heavy industrial uses within the tank farms area. It is important that city ordinances continue to ensure sufficient buffers are provided adjacent to residential neighborhoods for both safety and quality of life purposes.
- Redevelopment and infill development provide major opportunities, particularly along Buford Highway, near PIB, at Assembly, and downtown. The Comprehensive Plan update can help ensure that as redevelopment opportunities are pursued, the City has the right policies and tools in place to implement the city's vision with new investments in public projects and private developments.
- There is a large amount of impervious surface within and around Doraville due to large surface parking lots and wide highways. These areas contribute to stormwater runoff, erosion, the heat island effect, and air quality. The City has the opportunity to encourage use of greenroofs and other green infrastructure policies and initiatives to mitigate the impacts of impervious services.



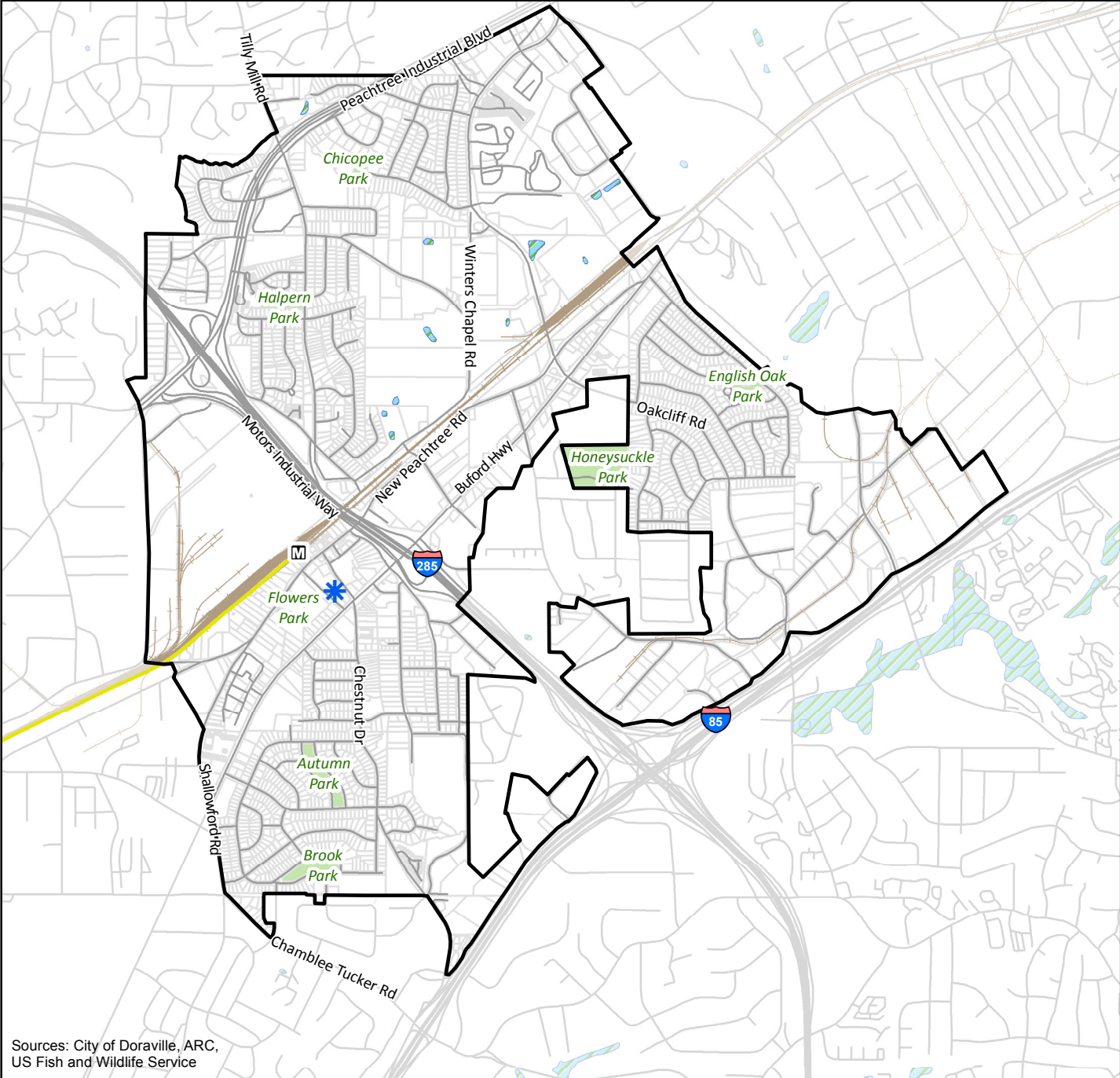
**FIGURE B-8: NATURAL FEATURES**





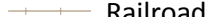
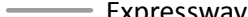




- City of Doraville
  - ✳ City Hall
  - MARTA Station
  - MARTA Gold Line
  - Railroad
  - Expressway
  - Street
  - Parks
  - Water
  - Groundwater Recharge Areas
- Floodplains**
- 100 Year Floodplain
  - 500 Year

Sources: City of Doraville, ARC, DeKalb County

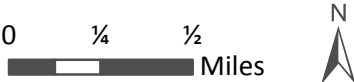


**FIGURE B-9: WETLANDS**

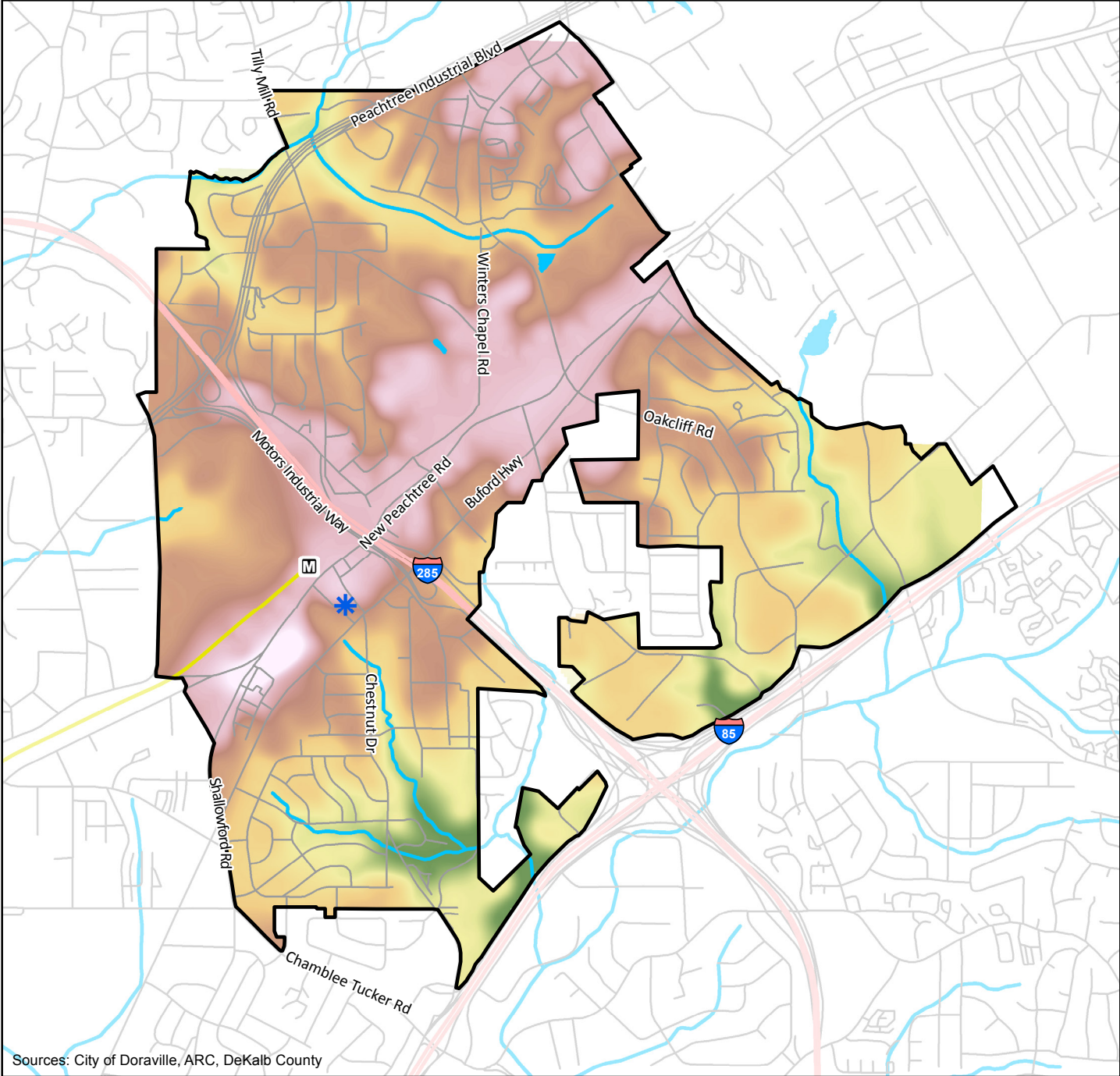


-  City of Doraville
-  City Hall
-  MARTA Station
-  MARTA Gold Line
-  Railroad
-  Expressway
-  Street
-  Water
-  Wetlands
-  Parks

Sources: City of Doraville, ARC, US Fish and Wildlife Service



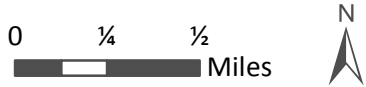
**FIGURE B-10: TOPOGRAPHY\***



- City of Doraville
  - Parcel
  - City Hall
  - MARTA Station
  - MARTA Gold Line
  - Street
  - Expressway
  - Water
- Elevation**
- High : 330
  - Low : 280

\*Measured in meters above sea level

Sources: City of Doraville, ARC, DeKalb County



## B.2 WHERE WE LIVE: HOUSING

### INTRODUCTION

The variety and mix of housing available in Doraville has a major impact on the way community members interact and on the demands for supportive infrastructure and services. Doraville's housing is primarily low-density in nature, and as an older inner suburb in the Atlanta metro area, much of it is aging and requires regular maintenance to remain in good condition. Within Doraville, there has been limited new residential construction, although developments such as Assembly and Nexus are anticipated to bring new multi-family housing products to the city within pedestrian-oriented mixed-use developments.



*Single-family homes are a predominant feature of Doraville's neighborhoods*

## NEIGHBORHOODS

The majority of Doraville’s housing stock is single-family units organized in residential neighborhoods. Aside from the Northwoods Historic District, one of the first planned neighborhood developments in the state of Georgia, many other older Doraville homes represent the well-established neighborhoods of Oakcliff and Tilly Mill. Multi-family and attached single-family residential developments are scattered throughout these neighborhoods along Winters Chapel Road, Flowers Road, New Peachtree Road, Shallowford Road, Chestnut Drive, Aztec Road, and English Oak Drive. Some signs of infill housing development and teardowns are evident – a trend that is more pronounced in the neighboring cities of Chamblee and Brookhaven.



*New single-family homes*



*Aging multi-family housing*



*New house in Tilly Mill neighborhood*



*Housing in the Oakcliff neighborhood*

## HOUSING TYPES

Doraville possesses a variety of housing types generally consistent with those of DeKalb County on the low-density end. Over half of the housing stock (53 percent) is single-family detached housing. Multi-family developments having between 3 and 19 units comprise 35 percent of the City’s housing stock, while only three (3) percent of the multi-family developments have more than 20 dwelling units. In comparison, multi-family developments with more than 20 dwelling units comprise 22 percent of the city of Chamblee’s housing stock, significantly more than in Doraville. The recent high-density housing development in Chamblee is a product of increased demand for transit-oriented development (TOD), a design practice that is likely to impact Doraville in the future, particularly should the city continue to support urban design and land use policies that encourage walkability. As a transportation hub at the node of major interstates, highways, rail lines, and regional bus service, Doraville is in a unique position to leverage this asset to attract new multi-family and mixed-use developments.

**FIGURE B-11: HOUSING TYPES**

|                     | Doraville |     | DeKalb  |     | Georgia   |     | Chamblee |     |
|---------------------|-----------|-----|---------|-----|-----------|-----|----------|-----|
| Total housing units | 3,587     |     | 305,608 |     | 4,114,496 |     | 7,099    |     |
| 1-unit, detached    | 1,911     | 53% | 172,452 | 56% | 2,733,507 | 66% | 2,621    | 37% |
| 1-unit, attached    | 226       | 6%  | 20,252  | 7%  | 152,236   | 4%  | 242      | 3%  |
| 2 units             | 79        | 2%  | 3,843   | 1%  | 92,891    | 2%  | 285      | 4%  |
| 3 or 4 units        | 275       | 8%  | 12,939  | 4%  | 124,198   | 3%  | 490      | 7%  |
| 5 to 9 units        | 314       | 9%  | 27,701  | 9%  | 209,811   | 5%  | 1,023    | 14% |
| 10 to 19 units      | 656       | 18% | 31,564  | 10% | 192,336   | 5%  | 866      | 12% |
| 20 or more units    | 111       | 3%  | 34,991  | 11% | 225,071   | 5%  | 1,536    | 22% |
| Mobile home         | 15        | 0%  | 1,738   | 1%  | 381,978   | 9%  | 36       | 1%  |
| Boat, RV, van, etc. | 0         | 0%  | 128     | 0%  | 2,468     | 0%  | 0        | 0%  |

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



Single-family home in the Northwoods neighborhood

## AGE OF HOUSING

There have been a limited number of new housing developments in Doraville since the year 1990. The majority of the city's housing stock (70 percent) was built between 1950 and 1979. The cities of Chamblee and Norcross saw significant new investment in housing (over 1000 units, representing over 20 percent of their current housing stock) in the 2000s, yet Doraville received less than 20 percent of that growth (only 176 new units, 5 percent of the city's current housing stock) developed at that time.

**FIGURE B-12: AGE OF HOUSING**

|                       | Doraville |     | DeKalb  |     | Georgia   |     | Chamblee |     |
|-----------------------|-----------|-----|---------|-----|-----------|-----|----------|-----|
| Total housing units   | 3,587     |     | 305,608 |     | 4,114,496 |     | 7,099    |     |
| Built 2010 or later   | 7         | 0%  | 1,873   | 1%  | 41,630    | 1%  | 0        | 0%  |
| Built 2000 to 2009    | 176       | 5%  | 56,425  | 18% | 956,786   | 23% | 1,817    | 26% |
| Built 1990 to 1999    | 214       | 6%  | 44,489  | 15% | 874,095   | 21% | 542      | 8%  |
| Built 1980 to 1989    | 524       | 15% | 50,603  | 17% | 712,138   | 17% | 782      | 11% |
| Built 1970 to 1979    | 920       | 26% | 55,294  | 18% | 585,123   | 14% | 1,162    | 16% |
| Built 1960 to 1969    | 832       | 23% | 45,617  | 15% | 375,684   | 9%  | 1,513    | 21% |
| Built 1950 to 1959    | 747       | 21% | 30,281  | 10% | 260,130   | 6%  | 1,107    | 16% |
| Built 1940 to 1949    | 105       | 3%  | 10,228  | 3%  | 122,557   | 3%  | 144      | 2%  |
| Built 1939 or earlier | 62        | 2%  | 10,798  | 4%  | 186,353   | 5%  | 32       | 0%  |

Source: 2010-2014 American Community Survey 5-Year Estimates



*Multi-family homes*



*Split-level single-family home*

## OCCUPANCY

Doraville has maintained a relatively low vacancy rate in comparison to DeKalb County, the state of Georgia, and the cities of Chamblee and Norcross. In 2010, the vacancy rate in Doraville was 8 percent with a 2014 estimate of 11 percent (U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates). Some vacancy in the housing stock allows for healthy movement in the residential real estate market; however, the 3 percent increase in vacancy between 2010 and 2014 suggests that other cities may provide more desirable housing products than Doraville, especially considering Doraville has had little housing construction in recent years.

## TENURE

Just over 50 percent of Doraville’s occupied housing units are occupied by owners, slightly lower than the owner occupancy rates of the City of Norcross and DeKalb County, yet notably higher than neighboring City of Chamblee’s 33 percent owner-occupied housing units. Opportunity exists to increase home ownership within the community to better align with DeKalb County and the state of Georgia. Home ownership can contribute to stability in a community by helping sustain long-term residents, the school system, and community social networks.

## HOUSEHOLD SIZE

Doraville has a relatively large average household size, averaging more than three people per household in comparison to area jurisdictions. Chamblee and Norcross have smaller average household sizes, just under three members per household, but Doraville’s larger household size may be attributed in part to lower median household incomes that result in the need for individuals to live together and share housing expenses as well as its diverse population comprised of various international cultures that live within the city.

**FIGURE B-13: HOUSING OCCUPANCY**

|                        | Doraville |     | DeKalb  |     | Georgia   |     | Chamblee |     |
|------------------------|-----------|-----|---------|-----|-----------|-----|----------|-----|
| Total housing units    | 2,811     |     | 304,968 |     | 4,088,801 |     | 3,745    |     |
| Occupied housing units | 2,588     | 92% | 271,809 | 89% | 3,585,584 | 88% | 3,326    | 89% |
| Vacant housing units   | 223       | 8%  | 33,159  | 11% | 503,217   | 12% | 419      | 11% |

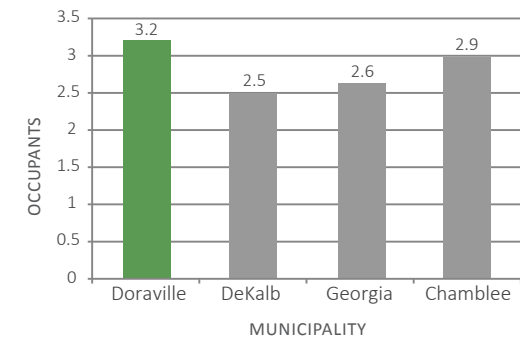
Source: U.S. Census Bureau, 2010 Census, SF1

**FIGURE B-14: HOUSING TENURE**

|                        | Doraville |      | DeKalb  |      | Georgia   |      | Chamblee |      |
|------------------------|-----------|------|---------|------|-----------|------|----------|------|
| Occupied housing units | 2,588     | 100% | 271,809 | 100% | 3,585,584 | 100% | 3,326    | 100% |
| Owner-occupied         | 1,384     | 53%  | 154,647 | 57%  | 2,354,402 | 66%  | 1,107    | 33%  |
| Renter-occupied        | 1,204     | 47%  | 117,162 | 43%  | 1,231,182 | 34%  | 2,219    | 67%  |

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

**FIGURE B-15: AVERAGE HOUSEHOLD SIZE**



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

## SPECIAL HOUSING NEEDS

### COST-BURDENED HOUSEHOLDS

Cost-burdened households are those that spend more than 30 percent of income on housing.

**Figure B-16** assesses that 55 percent of owner-occupied households in Doraville are cost-burdened, a significantly higher number than nearby jurisdictions and even the state of Georgia as a whole. Nearly half of the renting population is cost-burdened (48 percent), and while this rate is also high, the statistic is relatively similar in nearby communities as displayed in **Figure B-17**.

### HUD PROGRAMS

DeKalb County government oversees evaluation of special housing needs throughout DeKalb County and coordinates U.S. Department of Housing and Urban Development (HUD) funding for housing and community development needs and issues identified within the County's 2014-2018 Consolidated Plan. All municipalities in the county participate in the Consolidated Plan, which addresses allocation of Community Development Block Grants (CDBG), HOME, HOPWA, ESG, and single-family program funding from HUD. Key goals of the DeKalb plan include providing decent housing, a suitable living environment, and economic opportunity.

**FIGURE B-16: MONTHLY OWNER COST AS A PERCENTAGE OF HOUSEHOLD INCOME (SMOCAPI)**

|                                  | Doraville | DeKalb  | Georgia   | Chamblee |
|----------------------------------|-----------|---------|-----------|----------|
| Housing units with a mortgage*   | 1,114     | 113,572 | 1,556,563 | 1,737    |
| Less than 20.0 percent of income | 22%       | 36%     | 39%       | 39%      |
| 20.0 to 24.9 percent of income   | 14%       | 16%     | 16%       | 15%      |
| 25.0 to 29.9 percent of income   | 9%        | 11%     | 11%       | 8%       |
| 30.0 to 34.9 percent of income   | 14%       | 8%      | 8%        | 8%       |
| 35.0 percent or more of income   | 41%       | 29%     | 26%       | 30%      |

Source: 2010-2014 American Community Survey 5-Year Estimates\* Excluding units where SMOCAPI cannot be computed

**FIGURE B-17: GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME (GRAPI)**

|                                  | Doraville | DeKalb  | Georgia   | Chamblee |
|----------------------------------|-----------|---------|-----------|----------|
| Occupied units paying rent*      | 1,621     | 110,226 | 1,149,368 | 3,372    |
| Less than 15.0 percent of income | 13%       | 10%     | 11%       | 10%      |
| 15.0 to 19.9 percent of income   | 12%       | 11%     | 12%       | 14%      |
| 20.0 to 24.9 percent of income   | 15%       | 12%     | 12%       | 18%      |
| 25.0 to 29.9 percent of income   | 12%       | 12%     | 11%       | 15%      |
| 30.0 to 34.9 percent of income   | 8%        | 9%      | 9%        | 6%       |
| 35.0 percent or more of income   | 40%       | 46%     | 44%       | 36%      |

Source: 2010-2014 American Community Survey 5-Year Estimates\* Excluding units where GRAPI cannot be computed

## ISSUES AND OPPORTUNITIES

Doraville is targeted for the following goals/needs:

- DeKalb Sustainable Neighborhoods Initiative (DSNI) intends to improve the quality of life in DeKalb County neighborhoods through the development of Quality of Life plans, specifically in the Buford Highway corridor.
- The City will revitalize Flowers Park in support goal #2, “suitable living environment,” gaining \$330,000 in CDBG funds for improvements including park expansion, new sidewalks, landscaping, and renovations to the aquatic center.
- Half a million dollars of CDBG funds were awarded to remediate the former General Motors Plant brownfield in order to facilitate safe redevelopment into Assembly.

The Buford Highway corridor within the cities of Doraville and Chamblee is identified multiple times in DeKalb’s Consolidated Plan as a geographic area targeted for a variety of initiatives, specifically for both revitalization of commercial corridors and furthering of a suitable living environment. Although several of the Consolidated Plan’s initiatives apply countywide such as direct financial assistance to homebuyers, home rehabilitation assistance, and homelessness prevention, they will additionally benefit Doraville’s residents.

### OVERCROWDING

Overcrowded housing is defined as having 1.01 or more people per room and severely overcrowded housing is defined as 1.51 or more people per room. Doraville’s amount of overcrowded housing increased from 2.5 percent to 6 percent between 2010 and 2014, however, the amount of severely overcrowded housing decreased from 4.7 percent to 2 percent; despite a general increase in overcrowding, the severity of the overcrowding has decreased.

- No notable new housing development has occurred in Doraville in recent years.
- The housing vacancy rate has increased suggesting that the city may not be meeting housing demands.
- Overcrowded housing continues to be an issue, however it has improved.
- Doraville is likely to see increased interest in infill housing in upcoming years.
- There are a limited number of multi-family housing options in the city. The close proximity of MARTA presents an opportunity to encourage new higher density housing that can facilitate a more walkable community.
- Doraville has a limited assortment of multi-family housing products, with almost no mixture of owner and renter options and sizes of dwellings (e.g. studio, one-bedroom, two-bedroom, three-bedroom, four-bedroom, etc.). Envisioning and identifying areas of the city appropriate for different types of multi-family dwellings can help establish a strong foundation for appealing to a variety of community members.
- Gentrification will likely be an issue confronting Doraville in the next several years, as redevelopment increases property values and associated taxes, particularly since the city already has a high number of cost-burdened owner-occupied and renter-occupied housing units.

**FIGURE B-18: OCCUPANTS PER ROOM, OCCUPIED HOUSING UNITS**

|                        | Doraville |     | DeKalb  |     | Georgia   |     | Chamblee |     |
|------------------------|-----------|-----|---------|-----|-----------|-----|----------|-----|
| Occupied housing units | 3,200     |     | 264,120 |     | 3,540,690 |     | 5,890    |     |
| 1.00 or less           | 2,933     | 92% | 256,983 | 97% | 3,454,941 | 98% | 5,415    | 92% |
| 1.01 to 1.50           | 191       | 6%  | 5,338   | 2%  | 64,843    | 2%  | 369      | 7%  |
| 1.51 or more           | 76        | 2%  | 1,799   | 1%  | 20,906    | 1%  | 106      | 1%  |

Source: 2010-2014 American Community Survey 5-Year Estimates

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# B.3 WHO WE ARE: DEMOGRAPHICS

## INTRODUCTION

The characteristics of the Doraville population have a defining impact on the unique needs of its people and provide valuable insight on the services, initiatives, and policies that the City may further pursue. Over time, Doraville has seen significant changes in its population, beginning as an agricultural community in the late 19th and early 20th century, growing to a blue collar community catalyzed by the General Motors Plant and new housing development in the mid-20th century, and transforming to today's highly diverse community with a significant immigrant population comprised largely of Asians and Hispanics.

Doraville includes a mix of long-time residents and newcomers seeking the unique environment that the city offers today. As new development like Assembly and Nexus occurs, the diversity of backgrounds and viewpoints of the population will continue to evolve.

Demographic studies highlight overall population characteristics, including population trends, racial makeup, age distribution, and income/poverty status. Data sources include the City of Doraville 2005-2025 Comprehensive Plan, the U.S. Census Bureau's 2000 and 2010 Census, Annual Population Estimates, and 2010-2014 American Community Survey 5-Year Estimates.



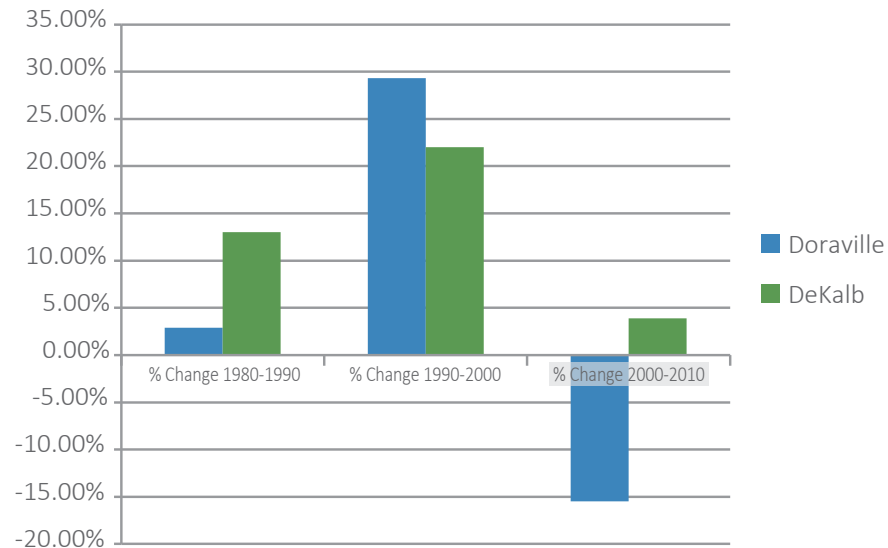
## POPULATION SIZE AND GROWTH

The City of Doraville has maintained a relatively stable population over the last several years. The U.S. Census initially showed a drop in the population between 2000 and 2010; however, adjustments made by the U.S. Census Bureau Annual Estimates Program found the population to have actually increased from 9,862 to 10,337 people between the 2000 Census and 2010 population estimates. This change equates to a 5 percent increase in the population between 2000 and 2010. During that same time period, the nearby cities of Chamblee and Norcross saw a 63 percent and 81 percent population increase, respectively. The up-tick in population in those communities resulted primarily from annexation of residential areas.

Recent population estimates show that the Doraville population has grown at a steady rate (4 percent), comparable to DeKalb County and adjacent Chamblee. Norcross has experienced higher growth, likely also due to annexations, and some new housing development in the city.

**In 2014, the U.S. Census Bureau estimated Doraville’s population at 10,714.**

**FIGURE B-19: POPULATION CHANGE**



Source: U.S. Census Bureau Annual Estimates



*Kids playing at Honeysuckle Park*



*A local event brings the Doraville community together*

## POPULATION PROJECTIONS

A future increase in the population of Doraville could be a result of multiple factors. The redevelopment of existing property that either increases residential density or allows for mixed-use with a significant residential component will likely have the largest impact. Assembly and Nexus are anticipated to add a significant number of housing units to Doraville. At full buildout, Assembly is projected to add approximately 4,300 dwelling units, while Nexus proposes to add approximately 500 dwelling units. Both developments will offer a wide range of dwelling sizes and number of bedrooms per dwelling. An expanded employment sector in Doraville and the metro region coupled with new residential developments will increase the city's population and thus the city's tax base.

**FIGURE B-20: RECENT POPULATION GROWTH ESTIMATES**

|                  | 2010    | 2011    | 2012    | 2013    | 2014    | % Change 2010-2014 |
|------------------|---------|---------|---------|---------|---------|--------------------|
| <b>Doraville</b> | 10,337  | 10,411  | 10,548  | 10,627  | 10,714  | 4%                 |
| <b>Chamblee</b>  | 15,530  | 15,642  | 15,846  | 15,984  | 16,112  | 4%                 |
| <b>DeKalb</b>    | 692,574 | 697,953 | 708,304 | 714,935 | 722,161 | 4%                 |

Source: U.S. Census Bureau, Population Division, Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2014

## RACE

As of the 2010 Census, the Doraville population was 44 percent white with a wide range of diversity rounding out the remainder of the population, including 18 percent Asian, 10 percent black or African American, and 24 percent other races. The percentage of Doraville’s population that is black or African American is notably less than DeKalb County, the state of Georgia, and Norcross. Alternatively, the city has a significant Asian population when compared to nearby communities and the U.S. as a whole (which was 5.5 percent Asian in 2010 compared to Doraville’s nearly 18 percent). Chinese is the largest cultural group represented within the Doraville’s Asian population.

**FIGURE B-21: RACIAL MAKEUP**

|                                   | Doraville    |             | DeKalb         |             | Georgia          |             | Chamblee     |             |
|-----------------------------------|--------------|-------------|----------------|-------------|------------------|-------------|--------------|-------------|
| <b>Total population</b>           | <b>8,330</b> | <b>100%</b> | <b>691,893</b> | <b>100%</b> | <b>9,687,653</b> | <b>100%</b> | <b>9,892</b> | <b>100%</b> |
| One Race                          | 8,046        | 96.6%       | 675,381        | 97.6%       | 9,480,164        | 97.9%       | 9,482        | 95.9%       |
| White                             | 3,664        | 44%         | 230,156        | 33.3%       | 5,787,440        | 59.7%       | 4,465        | 45.1%       |
| Black or African American         | 797          | 9.6%        | 375,725        | 54.3%       | 2,950,435        | 30.5%       | 697          | 7%          |
| American Indian and Alaska Native | 96           | 1.2%        | 2,479          | 0.4%        | 32,151           | 0.3%        | 206          | 2.1%        |
| Asian                             | 1,472        | 17.7%       | 35,426         | 5.1%        | 314,467          | 3.2%        | 795          | 8.0%        |
| Asian Indian                      | 195          | 2.3%        | 10,531         | 1.5%        | 96,116           | 1%          | 159          | 1.6%        |
| Chinese                           | 541          | 6.5%        | 6,051          | 0.9%        | 45,849           | 0.5%        | 141          | 1.4%        |
| Korean                            | 104          | 1.2%        | 3,559          | 0.5%        | 52,431           | 0.5%        | 81           | 0.8%        |
| Vietnamese                        | 301          | 3.6%        | 4,831          | 0.7%        | 45,263           | 0.5%        | 179          | 1.8%        |
| Other Asian [1]                   | 307          | 3.7%        | 8,744          | 1.3%        | 49,227           | 0.5%        | 196          | 2%          |
| Some Other Race                   | 2,003        | 24%         | 31,253         | 4.5%        | 388,872          | 4%          | 3,316        | 33.5%       |
| Two or More Races                 | 284          | 3.4%        | 16,512         | 2.4%        | 207,489          | 2.1%        | 410          | 4.1%        |

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

## FOREIGN-BORN POPULATION

Nearly half of Doraville’s population is estimated to be foreign-born. Neighboring Chamblee and nearby Norcross also have notable foreign-born populations, but less than Doraville. The majority of foreign-born members of the Doraville population are from Latin America; this group makes up an estimated 37 percent of the overall foreign-born population while the next largest group (9 percent) is from Asia. Doraville’s makeup is the most diverse of all compared jurisdictions.

**FIGURE B-22: FOREIGN-BORN POPULATION BY CONTINENT OF ORIGIN**

|                         | Doraville     |     | DeKalb         |     | Georgia          |     | Chamblee      |     |
|-------------------------|---------------|-----|----------------|-----|------------------|-----|---------------|-----|
| <b>Total Population</b> | <b>10,513</b> |     | <b>707,185</b> |     | <b>9,907,756</b> |     | <b>15,385</b> |     |
| Total Foreign Born      | 5,127         | 49% | 115,404        | 16% | 962,736          | 10% | 6,036         | 39% |
| Europe                  | 45            | 0%  | 7,753          | 1%  | 89,614           | 1%  | 215           | 1%  |
| Africa                  | 198           | 2%  | 20,301         | 3%  | 79,119           | 1%  | 182           | 1%  |
| Asia                    | 991           | 9%  | 33,087         | 5%  | 266,235          | 3%  | 1,125         | 7%  |
| Latin America           | 3,882         | 37% | 52,659         | 7%  | 507,510          | 5%  | 4,479         | 29% |
| North America           | 8             | 0%  | 1,395          | 0%  | 17,448           | 0%  | 19            | 0%  |
| Oceania                 | 3             | 0%  | 209            | 0%  | 2,810            | 0%  | 16            | 0%  |

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

## ETHNICITY

Nearly 50 percent of the Doraville population is Hispanic, with nearly 60 percent of this group of Mexican descent. By comparison, less than 10 percent of both DeKalb County's and the state of Georgia's population is Hispanic. Doraville's large Hispanic population resides predominately along the I-85 and Buford Highway corridors. The nearby cities of Brookhaven, Chamblee, and Norcross also have significant Hispanic populations also along these corridors.

**FIGURE B-23: ETHNIC MAKEUP**

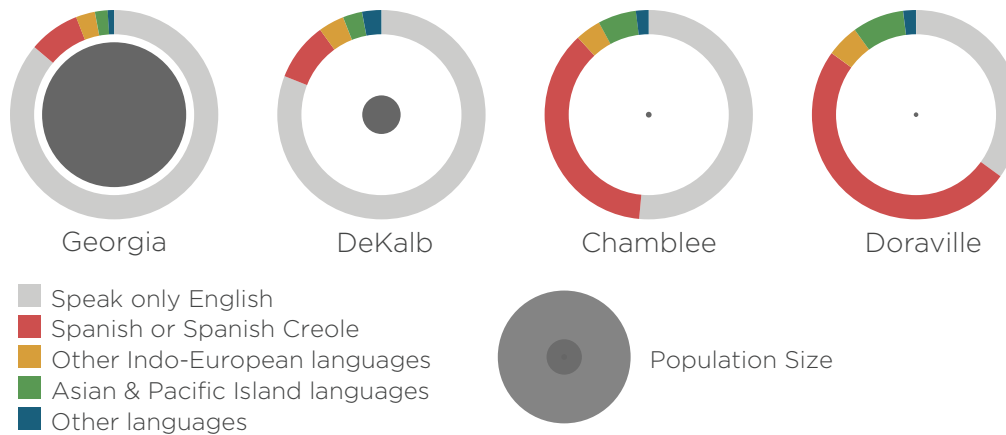
|                                  | Doraville | DeKalb | Georgia | Chamblee |
|----------------------------------|-----------|--------|---------|----------|
| Total population                 | 100%      | 100%   | 100%    | 100%     |
| Hispanic or Latino (of any race) | 49.4%     | 9.8%   | 8.8%    | 58.5%    |
| Mexican                          | 28.2%     | 5.4%   | 5.4%    | 17.6%    |
| Puerto Rican                     | 0.8%      | 0.6%   | 0.7%    | 0.5%     |
| Cuban                            | 0.6%      | 0.3%   | 0.3%    | 0.3%     |
| Other Hispanic or Latino [5]     | 19.9%     | 3.5%   | 2.4%    | 40.1%    |
| Not Hispanic or Latino           | 50.6%     | 90.2%  | 91.2%   | 41.5%    |

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

## LANGUAGE SPOKEN AT HOME

Another important characteristic of the Doraville community is the percentage of population who speaks a language other than English at home. An estimated 65 percent speaks another language at home, and of that group, an estimated 50 percent speak Spanish or Spanish Creole and another 8 percent speak an Asian or Pacific Island language.

**FIGURE B-24: LANGUAGES SPOKEN AT HOME**

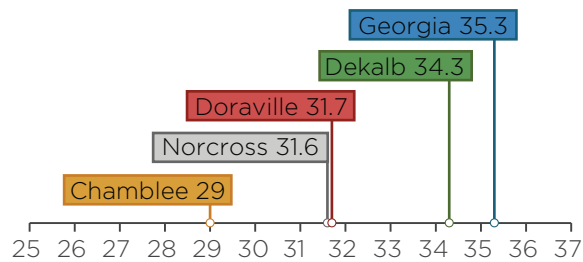


Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

## AGE

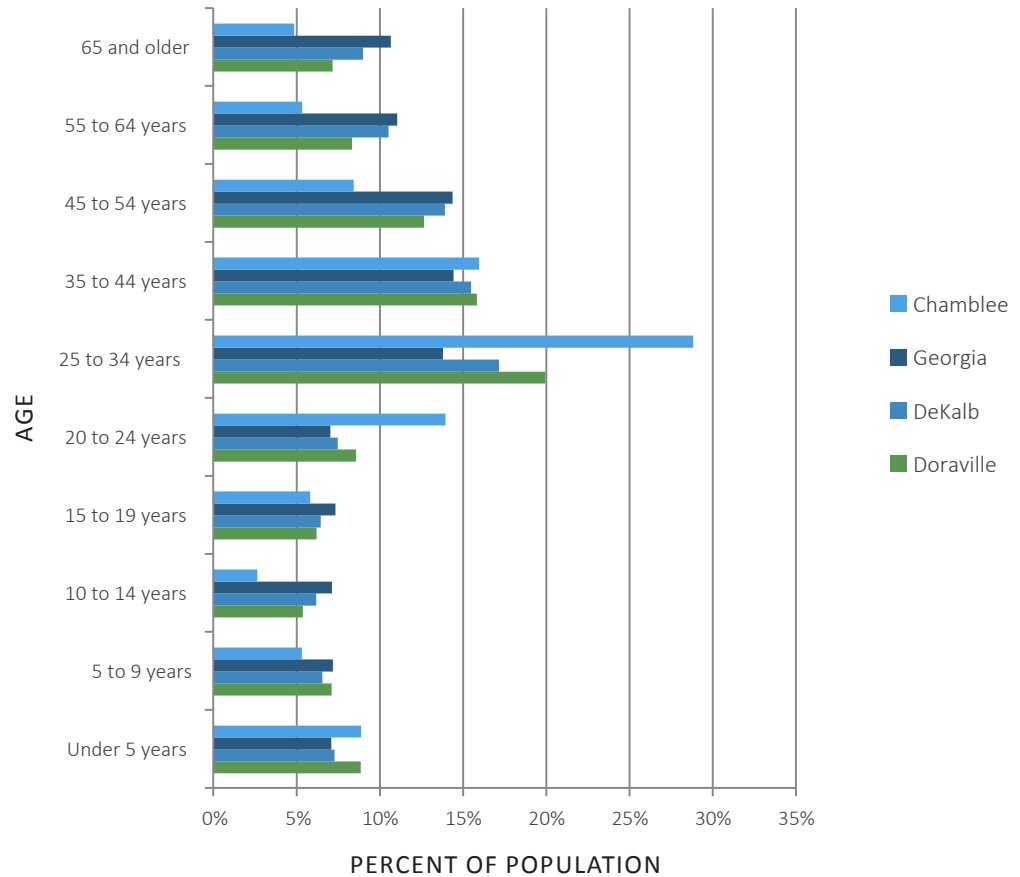
The median age of Doraville residents is 31.7 years old, an age younger than the median age of both DeKalb County residents and the state of Georgia. Doraville and Norcross have a similar median age while the average Chamblee resident is almost three years younger. The overall distribution of ages in the city varies (see **Figure B-26**). Roughly 58 percent of the population falls into prime working ages between 25 and 64 years old. Within that group, 25- to 34-year-olds make up the largest group (20 percent). Of the compared jurisdictions, only Chamblee has a higher percentage of residents within this age group (29 percent). Young children (under 5 years old) and young adults (20-24 year olds) also comprise a notable percentage of the population, at 9 percent each.

**FIGURE B-25: MEDIAN AGE**



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

**FIGURE B-26: AGE DISTRIBUTION**



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

## INCOME & POVERTY STATUS

The median household income in Doraville is \$42,407 according to 2010-2014 American Community Survey estimates, which is notably lower than Chamblee, DeKalb County, and the state of Georgia, all having a median income of approximately \$50,000. The U.S. median household income in 2014 was \$53,657, higher than all compared jurisdictions (see **Figure B-27**). Doraville’s poverty rate is 25 percent for both families and individuals, a statistic much lower in Chamblee, DeKalb County overall, and the whole state of Georgia.

**FIGURE B-27: MEDIAN HOUSEHOLD INCOME**

| Doraville | DeKalb | Georgia | Chamblee |
|-----------|--------|---------|----------|
| 42,407    | 50,799 | 49,342  | 50,209   |

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

**FIGURE B-28: POVERTY STATUS**

|                 | Doraville | DeKalb | Georgia | Chamblee |
|-----------------|-----------|--------|---------|----------|
| <b>Persons</b>  | 25%       | 20%    | 19%     | 24%      |
| <b>Families</b> | 25%       | 15%    | 14%     | 20%      |

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

## ISSUES AND OPPORTUNITIES

- Leverage the diversity of the foreign-born population to host unique events and offer programs that build upon native cultures of the city’s residents.
- A high percentage of the population speaks another language at home, posing the need for English as a Second Language (ESL) programs at local schools and other ESL training for adults.
- There exists a need for increasing space in schools due to the high percentage of young children.
- Consider ways to connect residents to educational training and/or pursue higher paying jobs within the city to provide opportunities to increase pay.
- The city has a relatively high poverty rate at 25 percent – an issue that should be considered in governmental priorities.
- The city’s diverse demographic groups have differing needs and priorities that should be considered in conjunction with one another.
- Because Doraville has a strong immigrant presence, it is likely that the population figures provided by the U.S. Census Bureau are not wholly reflective of all of those living in the community.
- As new multi-family and mixed-use developments are constructed, increasing property values will potentially cause gentrification.

## B.4 HOW WE ARE CONNECTED: TRANSPORTATION

### INTRODUCTION

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



*Buford Highway*

### ROADWAY NETWORK

Doraville's two primary arterial roadways, Buford Highway (US-23) and PIB (SR-141), enhance the city's regional access, providing connections to I-285, I-85, and alternative north-south routes within the heart of the Atlanta region. Buford Highway maintains six lanes of traffic plus a center turn lane at a speed limit of 35 miles per hour. PIB has six lanes of traffic in addition to a center median inside I-285, expanding to an elevated, eight-lane highway outside I-285. Speed limits on PIB are 45 miles per hour south of I-285 and 55 miles per hour north of I-285.

In addition to the arterials, multiple local collector roadways serve the city. Oakcliff Road, Winters Chapel Road, Tilly Mill Road, and Flowers Road all provide north-south connectivity outside I-285, while Chestnut Drive and Shallowford Road provide north-south connectivity inside I-285. New Peachtree Road serves as the primary east-west collector, providing access to the Doraville government campus and MARTA transit station and bus depot. The road carries four lanes of traffic plus a center turn lane today, but will begin construction to convert to two lanes to on-street parking, wider sidewalks, street trees, and bicycle lanes in 2017. Motors Industrial Way provides collector access between high-capacity PIB and Buford Highway, eventually serving as an entrance to Assembly.



*The Doraville MARTA station is an important transportation hub in the city*

## TRANSIT NETWORK

Doraville’s transportation system is bolstered by access to MARTA’s heavy rail Gold Line. The Doraville MARTA Station is located on New Peachtree Road inside I-285, accessible from Shallowford Road and from Buford Highway via Park Avenue or Central Avenue. Access to the station from the northwest is more difficult because MARTA rail is located alongside active Norfolk Southern rail. Rail crossings are located at Motors Industrial Way to the north of the station and Chamblee Dunwoody Road to the south, in the city of Chamblee. Assembly intends to extend Park Avenue underneath the rail lines to provide direct access to the MARTA station.

In addition to heavy rail, Doraville is served by multiple regional bus lines provided by MARTA, Gwinnett County Transit (GCT), Georgia Regional Transportation Authority (GRTA), and private Royal Bus Lines. Doraville is well-served by bus transit, with MARTA stops spaced frequently along the area’s arterial and collector roadways. All MARTA bus routes connect to MARTA’s heavy rail Gold Line at Doraville Station, which further extends the regional connectivity all the way to Hartsfield-Jackson Atlanta International Airport. GCT and GRTA also provide connecting bus routes to Doraville Station, allowing commuters from Gwinnett County and other suburbs to access MARTA rail. Royal Bus Lines operates private minibuses along Buford Highway from Lindbergh Station in Atlanta to Doraville Station, utilizing existing MARTA bus stops, offering cheaper fares, more frequent service, and bilingual drivers. **Figure B-29** lists Doraville routes by operator and **Figure B-32** displays all existing MARTA routes in and near Doraville. **Figure B-33** shows regional transit routes from GCT and GRTA.

**FIGURE B-29: BUS ROUTES BY OPERATOR**

| Operator | Bus Route Number | Bus Route Name   | Frequency   |
|----------|------------------|--|---|
| GRTA     | 408              | Doraville to Johns Creek Parkway   | M-F AM: 2 SB trips & 4 NB trips. PM: 4 SB trips & 2 NB trips. |
| GRTA     | 428              | Panola Road to Perimeter Center  | M-F AM: 4 WB trips. PM: 4 EB trips.                           |
| GCT      | 10a/b            | Sugarloaf Mills to Gwinnett Place to Doraville Station via Satellite Boulevard, Buford Hwy, and Beaver Ruin Road | M-F & Sat; all day bidirectional service                      |
| GCT      | 20               | Norcross to Indian Trail-Lilburn Road/ Singleton Road/Graves Road Corridors to Doraville Station                 | M-F & Sat; all day bidirectional service                      |
| GCT      | 35               | Peachtree Corners to Norcross to Doraville Station   | M-F & Sat; all day bidirectional service                      |
| MARTA    | 103              | Peeler Rd/N Shallowford Rd   | Mon-Sun; all day bidirectional service                        |
| MARTA    | 104              | Winters Chapel Road  | Mon-Sun; all day bidirectional service                        |
| MARTA    | 124              | Pleasantdale Rd  | Mon-Sun; all day bidirectional service                        |
| MARTA    | 126              | Northlake/Chamblee   | Mon-Sun; all day bidirectional service                        |
| MARTA    | 25               | Peachtree Industrial Blvd./Johnson Ferry   | Mon-Sun; all day bidirectional service                        |
| MARTA    | 39               | Buford Highway   | Mon-Sun; all day bidirectional service                        |
| MARTA    | 47               | I-85 Access Rd/Briarwood Rd  | Mon-Sun; all day bidirectional service                        |

\* Royal Bus Lines provides additional bus service utilizing MARTA stops along Buford Highway from Lindbergh Station to Doraville Station

Source: GRTA, GCT, MARTA, Wikipedia

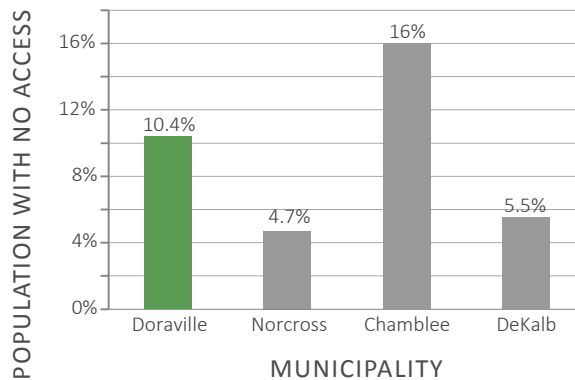
Pedestrian access to and from Doraville Station is hindered by the auto-centric character of surrounding roadways. New Peachtree Road is equipped with sidewalks; however, pedestrian traffic towards Doraville Station from two-thirds of Doraville’s neighborhoods must cross Buford Highway and utilize local connectors such as Chestnut Drive that have inconsistent sidewalk facilities. While pedestrian facilities along major corridors such as Buford Highway have expanded in recent years, concerns over pedestrian safety and access remain due to the high travel speeds, large block sizes, and lack of pedestrian crosswalks along the corridor. Given the imminent arrival of multiple large-scale mixed-use developments in Doraville, further pedestrian improvements on these facilities must remain a priority.

The area’s regional transit options benefit Doraville’s significant auto-free community greatly. This segment of the population, mostly comprised of immigrants, will continue to grow as these services expand. Doraville has twice the percentage of workers with no access to a vehicle than DeKalb County. Pedestrian safety and connectivity needs, as well as those of bicyclists, will remain critical to Doraville’s success as it continues to develop.

## NON-TRADITIONAL TRANSIT

The diverse immigrant population of Doraville and the multi-cultural nature of the Buford Highway corridor create an environment that fosters alternative transportation options not available in other parts of the Atlanta region. In addition to public transportation services, Buford Highway is also served by private shuttle and jitney services. These services make use of minibuses which pick up riders at any MARTA stop or other major locations, such as the Buford Highway Farmers Market, and transport them anywhere along the Buford Highway corridor. These services are often cheaper than MARTA, have more flexible schedules than MARTA, and are operated by drivers who speak Spanish and other languages helpful to the local immigrant community. Further study of these services is necessary to integrate them more directly into the community; however, their operation is extremely beneficial to local residents and should be supported as new multi-family and mixed-use development are constructed in Doraville.

**FIGURE B-30: WORKERS WITHOUT VEHICLE ACCESS**

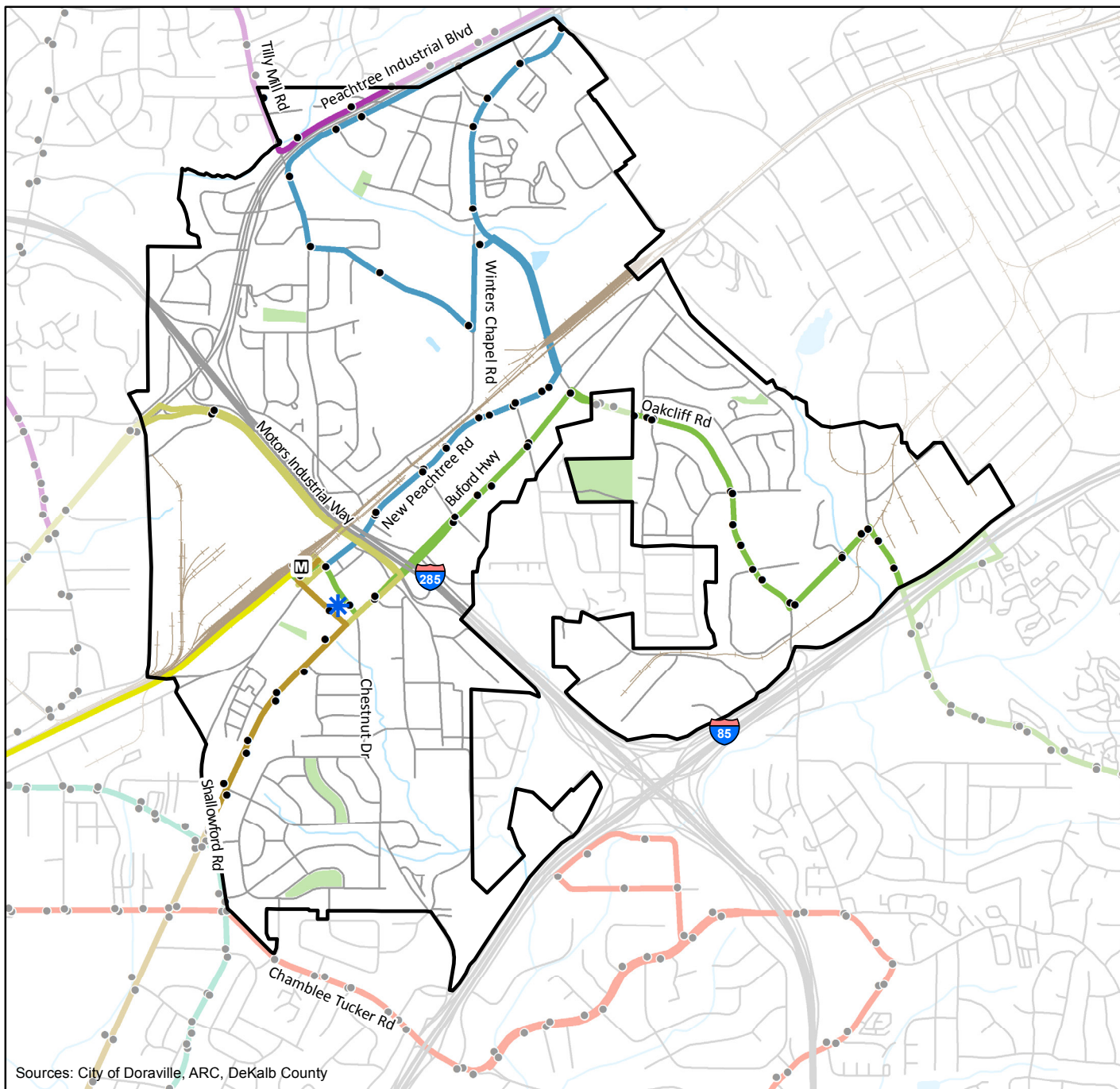


Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

**FIGURE B-31: ACCESS TO VEHICLES FOR WORKER**

|  | Doraville | Chamblee | DeKalb  |
|--|-----------|----------|---------|
| Workers over 16                              | 5,265     | 9,091    | 327,763 |
| No vehicle available                         | 548       | 1455     | 18,027  |
| Percent of workers with no vehicle available | 10.4%     | 16.0%    | 5.5%    |

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



**FIGURE B-32: EXISTING MARTA BUS ROUTES**

- City Hall
- Street
- Railroad
- Water
- Parks
- MARTA Station
- MARTA Gold Line
- Bus Stop












**MARTA Bus Routes**

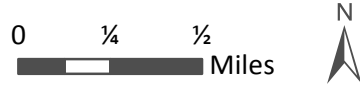
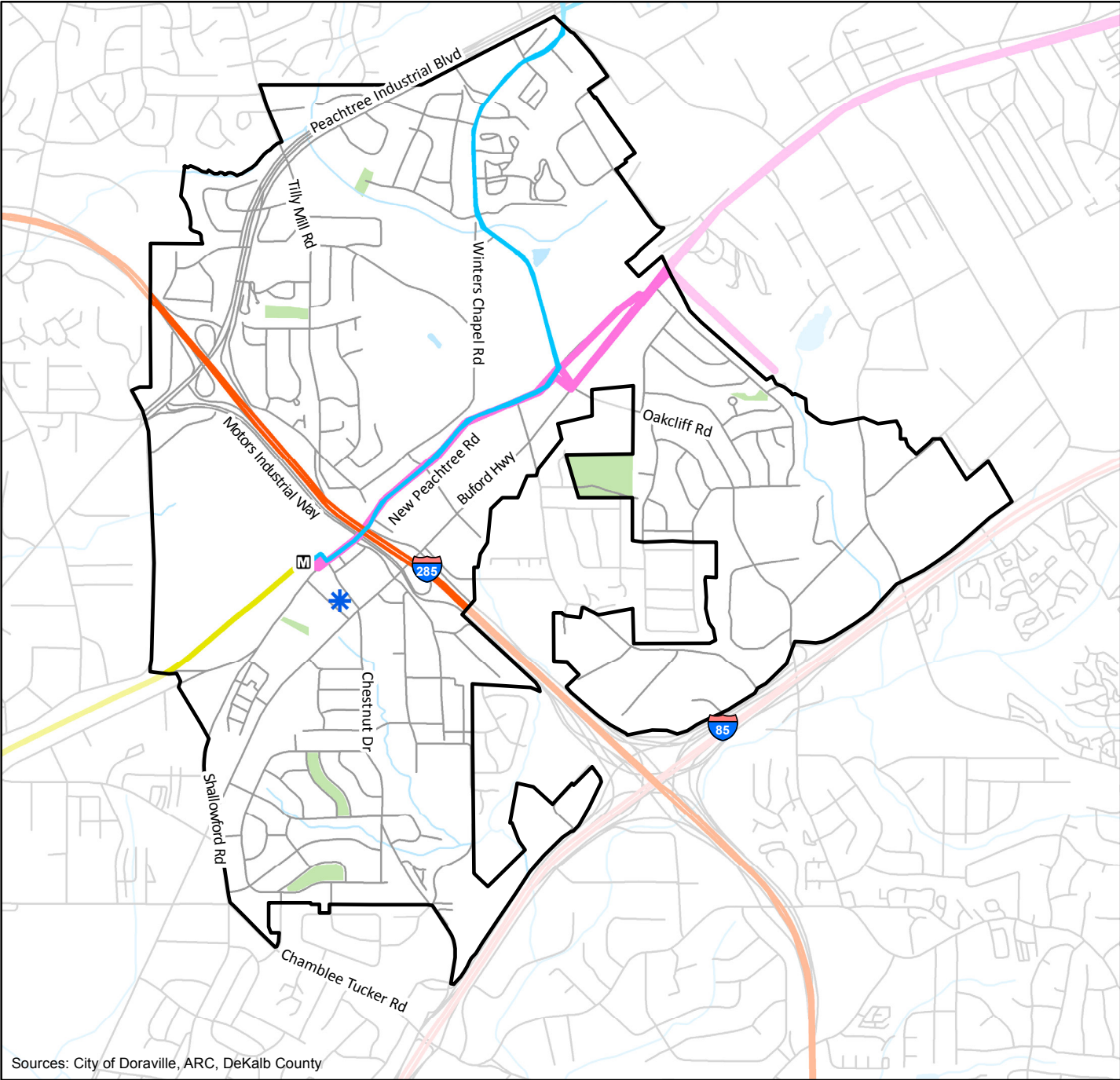
- 103
- 104
- 124
- 126
- 25
- 39
- 47



Sources: City of Doraville, ARC, DeKalb County

**FIGURE B-33: EXISTING REGIONAL BUS TRANSIT BEYOND MARTA**

-  City of Doraville
-  City Hall
-  Street
-  Expressway
-  Water
-  Parks
-  MARTA Station
-  MARTA Gold Line
- GRTA and GCT Routes**
-  GRTA Xpress, 408
-  GRTA Xpress, 428
-  GCT, 10a, 10b, 20, 35



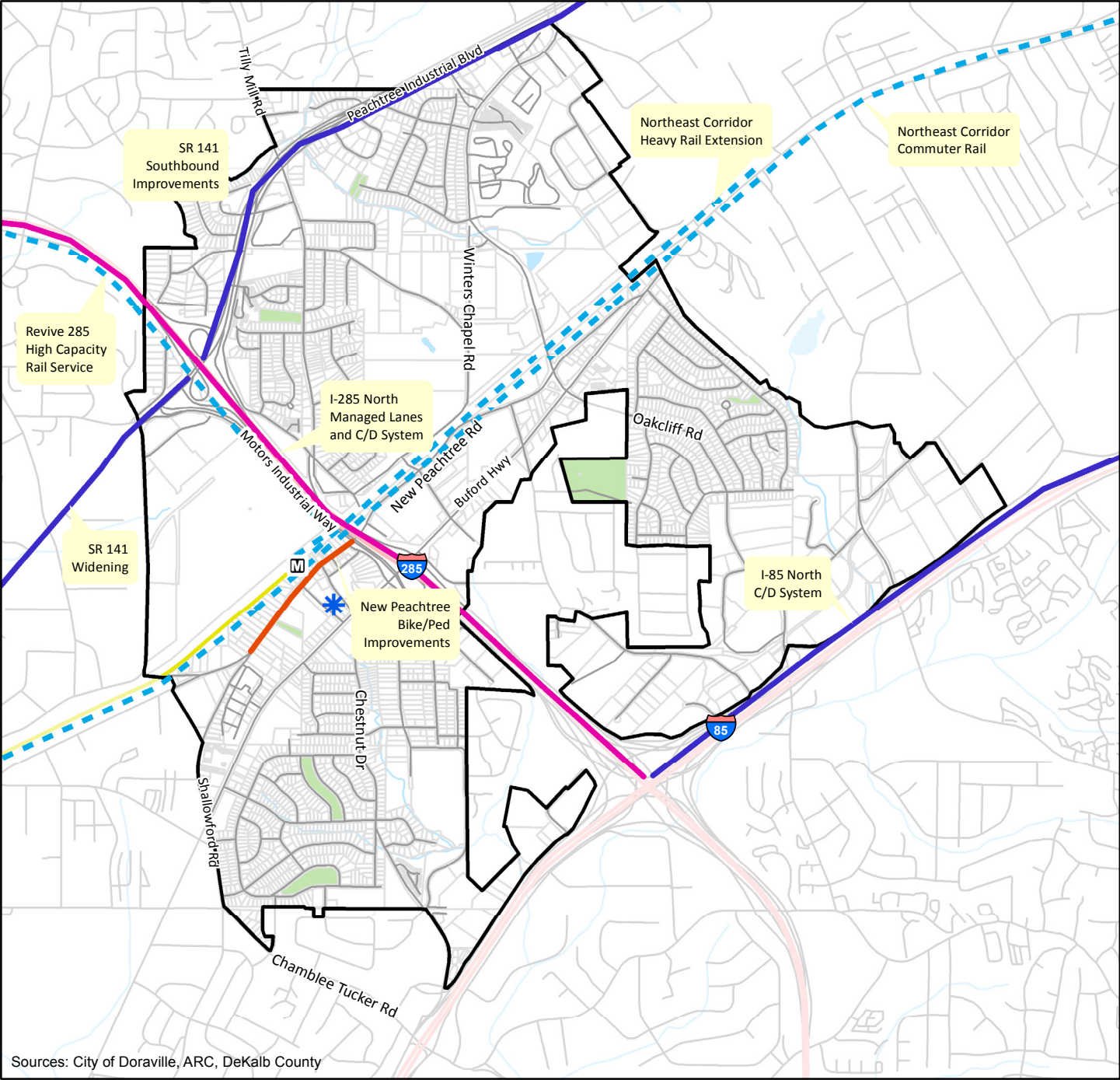
Sources: City of Doraville, ARC, DeKalb County

## PREVIOUSLY PLANNED REGIONAL & COUNTY PROJECTS

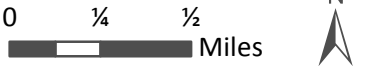
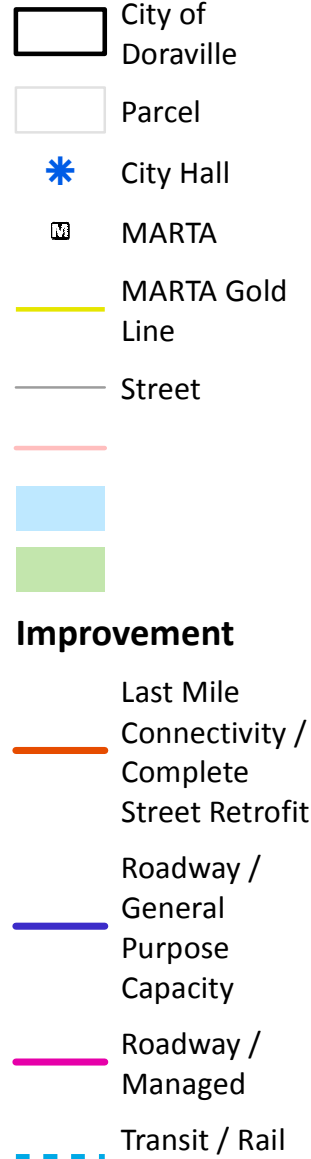
Doraville’s projected population and employment growth will generate increased transportation activity. The resulting increase in congestion will be mitigated by multiple regional and county projects that are already integrated into the Atlanta Regional Commission’s (ARC’s) *Regional Transportation Plan (RTP)* and the DeKalb County *Comprehensive Transportation Plan (CTP)*. The RTP is the primary planning document for regional transportation improvements in the Atlanta metropolitan area. Given the regional importance of several of Doraville’s transportation assets, the RTP includes several significant transportation upgrades for the Doraville roadway network. **Figures B-34** and **B-35** displays all transportation projects within and near Doraville currently scheduled in the RTP.

**FIGURE B-34: ARC REGIONAL TRANSPORTATION PLAN (RTP) PROJECTS**

| Project  | Description   |
|--|---|
| SR 141 Southbound Improvements                             | Sponsored by the City of Peachtree Corners, this project is programmed for a network year of 2020. It will add a southbound travel lane between Jimmy Carter Boulevard and I-285. This project will increase capacity on Peachtree Industrial Boulevard, making it an even more significant automobile corridor. While this will add traffic to Doraville, it may draw vehicles away from the more vibrant commercial corridors of Buford Highway and New Peachtree Road.   |
| New Peachtree Road Bicycle and Pedestrian Improvements     | This Doraville-sponsored project will reduce New Peachtree Road, near the town center, from five to three lanes. The new design will include a center turn lane, bidirectional bike lanes, ADA improvements, and other streetscaping amenities. This is part of a larger push to turn New Peachtree Road into a multimodal, streetscaped corridor that can serve as the heart of Doraville. This project serves as the beginning of this long-term push towards increased walkability and multimodal access and should be prioritized by the City. It is programmed for a network year of 2020. |
| I-285 North Managed Lanes and Collector/Distributor System | This project is sponsored by GDOT and classified as Long Range, with a network year of 2030. It is part of the broader Revive 285 initiative which includes significant multimodal improvements to the I-285 area. This project will implement a managed lane system similar to that seen on I-85 along the I-285 North corridor. It will also establish collector/distributor roadways, similar to existing collectors such as Motors Industrial Way, along the length of the corridor, allowing users to travel the I-285 corridor without directly entering the Interstate system.           |
| SR 141 Widening  | This project will widen Peachtree Industrial Boulevard from four to six lanes between Johnson Ferry Road and I-285. As Peachtree Industrial Boulevard is the most congested arterial corridor in the Doraville area, the City stands to benefit significantly from this project. Adding capacity here will allow Buford Highway and New Peachtree Road to shift to more multi-modal designs while automobile traffic increases on Peachtree Industrial Boulevard. The project is currently listed as aspirational, and is not programmed.   |
| Revive 285 High Capacity Rail Service                      | This project, also part of the Revive 285 initiative, proposes a rail transit service which extends from Dunwoody Station to Doraville Station, or from Dunwoody Station to downtown Norcross, traveling along the I-285 corridor. If a high speed rail connection between Doraville and Dunwoody was created it would significantly enhance Doraville’s already strong transit options, facilitating further density and mixed use development. This project is not funded and is considered aspirational.   |
| Northeast Corridor Heavy Rail Extension                    | This project, listed as aspirational, would extend MARTA’s Gold Line to downtown Norcross. This would further enhance Doraville’s transit options and provide more residents of the region access to Doraville’s mixed use and commercial centers.  |
| Northeast Corridor Commuter Rail                           | This project is part of a broader regional commuter rail initiative. This segment of the commuter rail extends from the proposed downtown Atlanta multimodal transportation center to Sugar Hill, Georgia. Stop locations are not determined, but a stop at Doraville is a possibility. This proposed service would provide excellent access for Doraville residents to downtown Atlanta, offering high speed rail service with limited stops on the way to downtown. This project is not funded and is considered aspirational.  |
| I-85 North Managed Lanes Collector/Distributor System      | Similar to the I-285 project, this project will expand the existing managed lanes and extend and connect the collector/distributor roadways (frontage roads) that exist along much of I-85 inside the perimeter. It is not funded and is considered aspirational.   |



**FIGURE B-35: PLANNED AND PROGRAMMED ARC RTP IMPROVEMENTS**



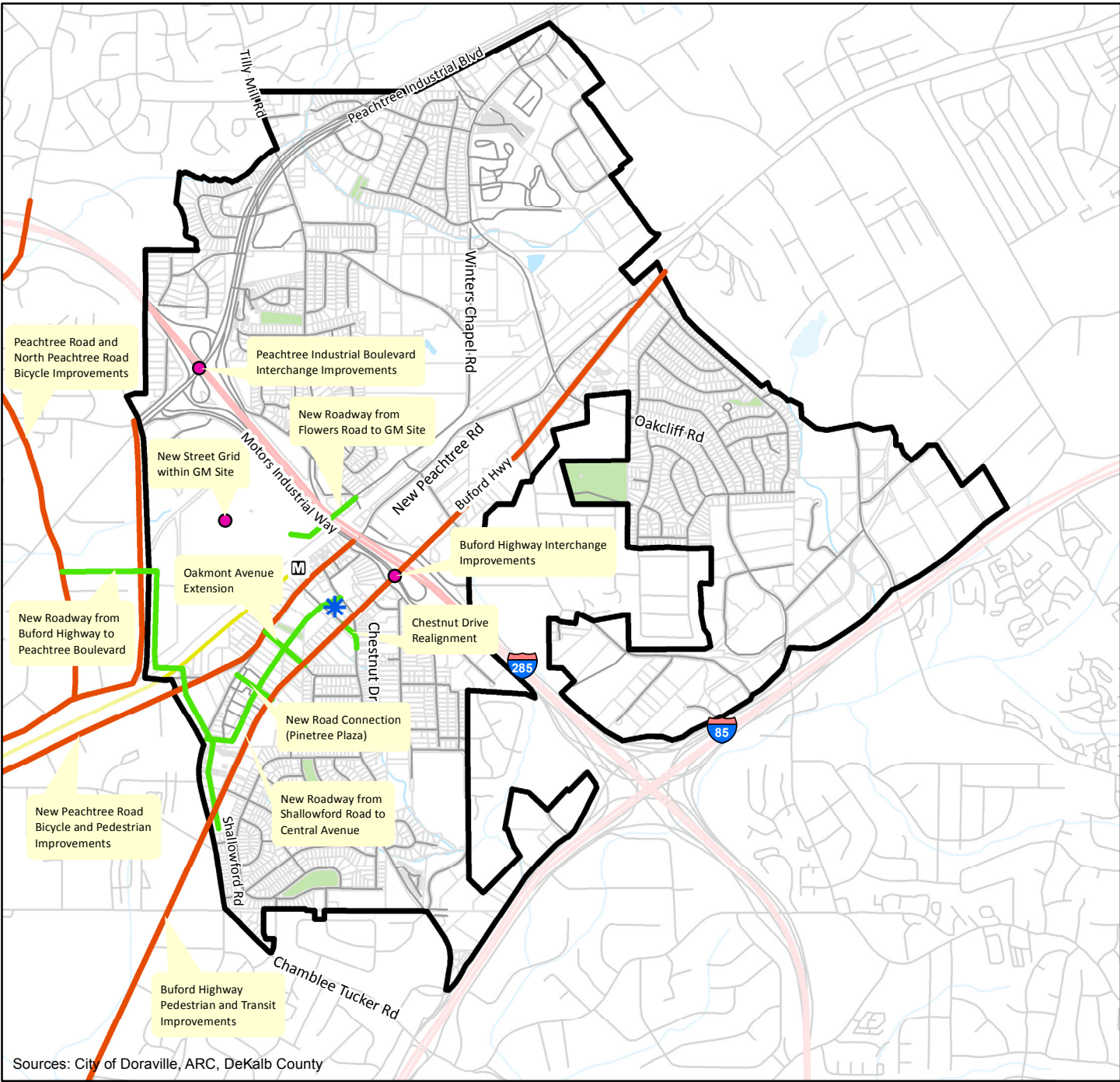
Sources: City of Doraville, ARC, DeKalb County

The DeKalb County *CTP*, completed in 2014, sets the direction for transportation decision making in DeKalb County. The *CTP* identifies a list of regionally significant projects that 1) should be considered for incorporation in ARC's Regional Transportation Plan and 2) supports future funding requests for projects that may be submitted to ARC and the Georgia Department of Community Affairs. The *CTP* also includes major projects identified by each of the County's municipalities via either a previous plan or City staff. Figures B-36 and B-37 identify *CTP* projects located either wholly or partly within Doraville.

**FIGURE B-36: DORAVILLE PROJECTS IDENTIFIED IN THE DEKALB COUNTY CTP**

| Project  | Description  |
|--|--|
| Peachtree Industrial Boulevard at I-285 Interchange Improvements             | Improve interchange left-turns onto I-285 from Parsons Rd./ North Peachtree Rd; requires further study to evaluate the engineering feasibility of the project.   |
| New Roadway Connection between Flowers Road and the GM Plant Site over I-285 | Provide a new roadway connection over I-285, which will include bike and pedestrian improvements.  |
| New Roadway Connection between Shallowford Road and Central Avenue           | Provide a new roadway connection, which will include bike and pedestrian improvements.   |
| New Roadway Connection between Buford Highway and Peachtree Boulevard        | New alignment from Buford Hwy to Peachtree Blvd.   |
| Oakmont Avenue Multimodal Corridor Extension                                 | Extend Oakmont Ave. as part of the Doraville GM plant redevelopment.   |
| Pinetree Plaza Roadway Realignment   | Realign Pinetree Plaza [create new road connection] as part of the Doraville GM Plant redevelopment.   |
| Chestnut Drive at Park Avenue Intersection Realignment                       | Realign Chestnut Drive with Park Ave to create a centralized route from Northwoods to MARTA, including pedestrian and bicycle accommodations. This improvement would warrant reclassifying Park Ave. as an "urban collector."              |
| Buford Highway / Motor Industrial Way @ I-285 Interchange Improvements       | Add a free flow right-turn lane on northbound Buford Hwy to eastbound I-285 and an eastbound through lane on Motor Ind. Way onto I-285 eastbound ramp to eliminate storage congestion during peak hours.                                   |
| Buford Highway Pedestrian Improvements                                       | Install additional pedestrian crossings.   |
| Buford Highway Multimodal Corridor Improvements                              | Subtract two lanes to add bus-only facilities/transit priority facilities for BRT. This road diet project includes pedestrian sidewalk and crossing improvements in key locations, as well as access management along the entire corridor. |
| GM Plant Redevelopment Street Grid   | Design and coordinate construction with the redevelopment of the GM plant site for this new street grid, which will most likely occur through partnerships with private developers.  |

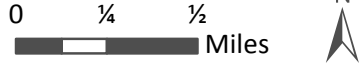
**FIGURE B-37: PROJECTS IDENTIFIED IN THE DEKALB COUNTY CTP**



- City of Doraville
- Parcel
- \* City Hall
- MARTA Station
- MARTA Gold Line
- Street
- Expressway
- Water
- Parks

**Improvement Type**

- Complete Streets / Bicycle and Pedestrian
- New Roadway / Realignment
- Interchange / New Street Grid



Sources: City of Doraville, ARC, DeKalb County

## ROADWAY SAFETY, OPERATIONS, & CONGESTION

Multiple arterial roadways serve Doraville, bringing large amounts of automobile traffic through the city. The I-285 North corridor is one of the most congested interstate segments in the state and both PIB and Buford Highway serve large numbers of vehicles daily, however the morning commute along Buford Highway is minimal as the vast majority of land uses along the route are commercial businesses and restaurants that do not open until 11 a.m. or later. Doraville is also home to a significant number of freight-generating industries which add to safety and congestion concerns.

Buford Highway serves upwards of 33,000 vehicles every day according to GDOT traffic counts while PIB serves 40,000 vehicles. Both roadways experience congestion during peak periods particularly near the I-285 interchanges. Google traffic data indicates the following areas experience the greatest congestion during morning (AM) and evening (PM) peaks:

- PIB Southbound AM and Northbound PM adjacent to the I-285 interchange experience **heavy** congestion.
- Buford Highway Southbound AM, and Northbound PM adjacent to the I-285 interchange experience **moderate** congestion.
- I-285 Westbound experiences severe congestion during the AM peak, and I-285 Eastbound experiences **severe** congestion during the PM peak.

Congestion needs are largely addressed by regional projects already included in the *RTP*. The Revive 285 improvements and widening of PIB will help to alleviate Doraville’s most congested roadways. Buford Highway’s increasingly mixed-use development will mitigate traffic through transit and other modes of transportation.

The majority of Doraville’s automobile accidents take place along its major arterial corridors.








**Figure B-38** displays crash density throughout Doraville based on crash data from January 2011 to September 2014. Two intersections provide significant problems.

- **Buford Highway at Chestnut Drive:** Chestnut Drive approaches the intersection with Buford Highway between Park Avenue and Central Avenue. Traffic wishing to cross from Chestnut Drive to Central Avenue or vice versa must cross six full traffic lanes and a center turn lane at a location having heavy queuing during PM peak hours. Realignment of Chestnut Drive with signalized Park Avenue or Central Avenue would increase safety for all modes.
- **Buford Highway at Longmire Way:** Although this intersection is signalized, its southern leg is not properly striped and lacks turning lanes. This intersection is adjacent to Nexus and will likely require striping, additional turn lanes, and other enhancements to ensure safe and efficient operations.






In general, street intersections along Buford Highway experience the most accidents due to too many driveway curb cuts, the large number of lanes of traffic, and pedestrian presence despite the lack of crosswalks along the corridor.

Doraville’s truck traffic is largely served by the City’s major arterial roadways and highways. However, reports of trucks cutting through residential neighborhoods, despite signage not to do so, indicate that these trucks also impact local roads. Oakcliff Road south of Buford Highway, in particular, may need roadway improvements to reduce the amount of through truck movement in the neighborhoods.

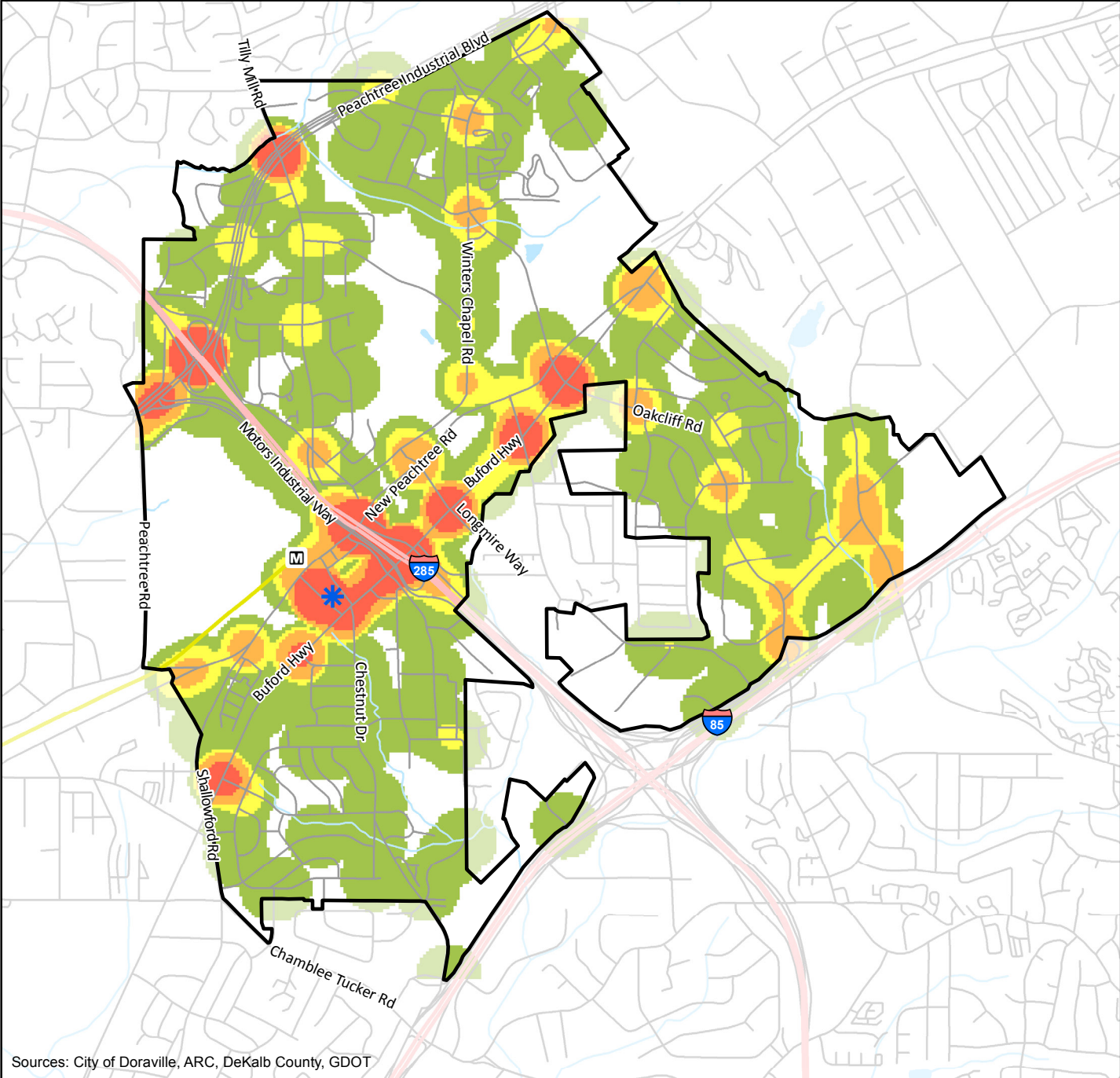
**FIGURE B-38: CRASH ANALYSIS**

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


**Crash Volumes**

-  None
-  Low
-  Medium
-  High
-  Very High

January 2011 - September 2014



0 ¼ ½ Miles

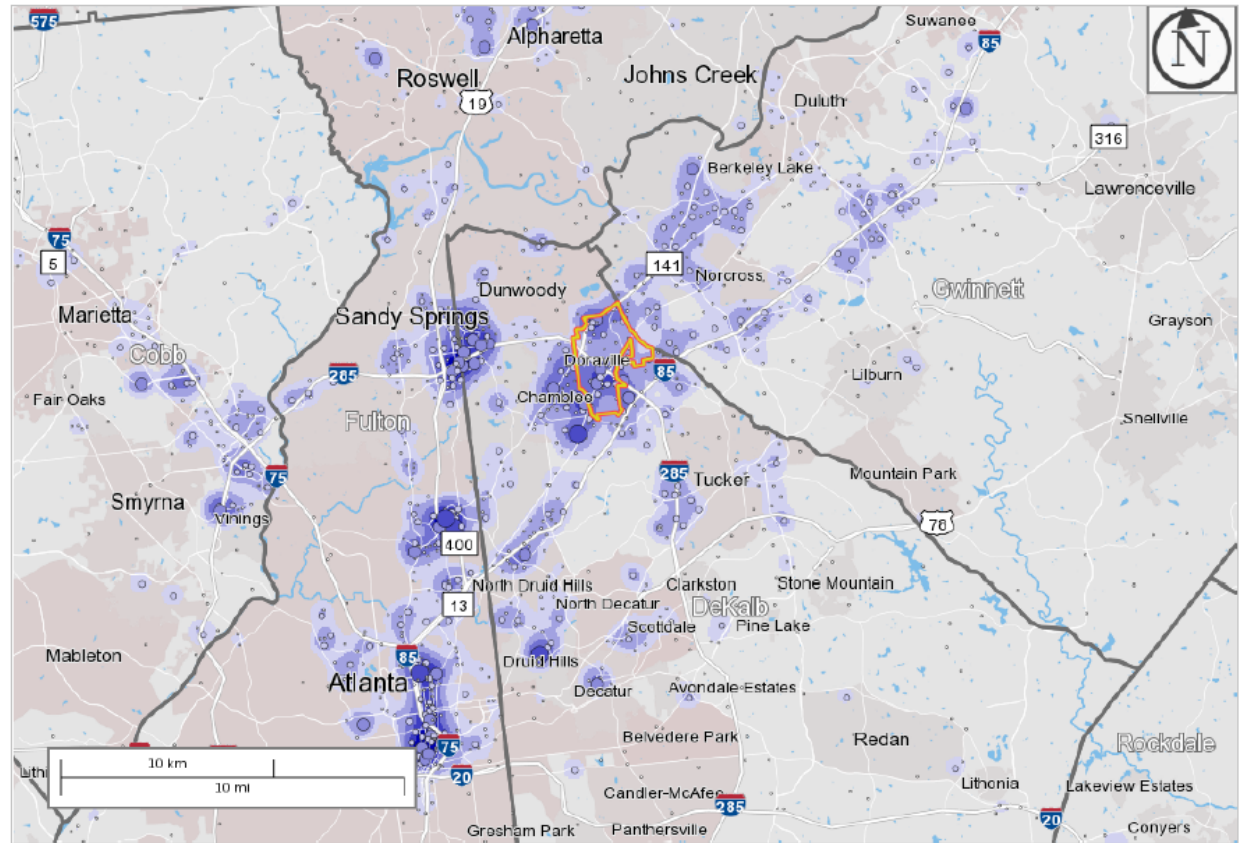


Sources: City of Doraville, ARC, DeKalb County, GDOT

## COMMUTING ANALYSIS

Doraville's position as an inner ring suburb of Atlanta allows for commuting opportunities to a large number of regional employment centers. **Figure B-39** displays commuting destinations for Doraville's residents based on 2013 American Community Survey (ACS) data. Most of Doraville's commuters work in Downtown Atlanta, Midtown Atlanta, Buckhead, Sandy Springs, and the local Doraville and Chamblee area. Secondary commuting destinations include Emory University/ Centers for Disease Control and Prevention (CDC), Norcross, Peachtree Corners, Alpharetta, and Cobb County. Doraville's commuters represent a typical Atlanta regional commuting population as these destinations are all major employment centers for the Atlanta region.

**FIGURE B-39: DORAVILLE RESIDENT COMMUTING DESTINATIONS**



### Map Legend

#### Job Density [Jobs/Sq. Mile]

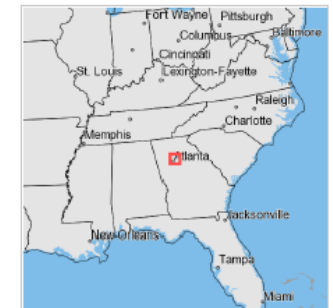
- 5 - 10
- 11 - 25
- 26 - 50
- 51 - 85
- 86 - 131

#### Job Count [Jobs/Census Block]

- 1 - 2
- 3 - 7
- 8 - 15
- 16 - 26

#### Selection Areas

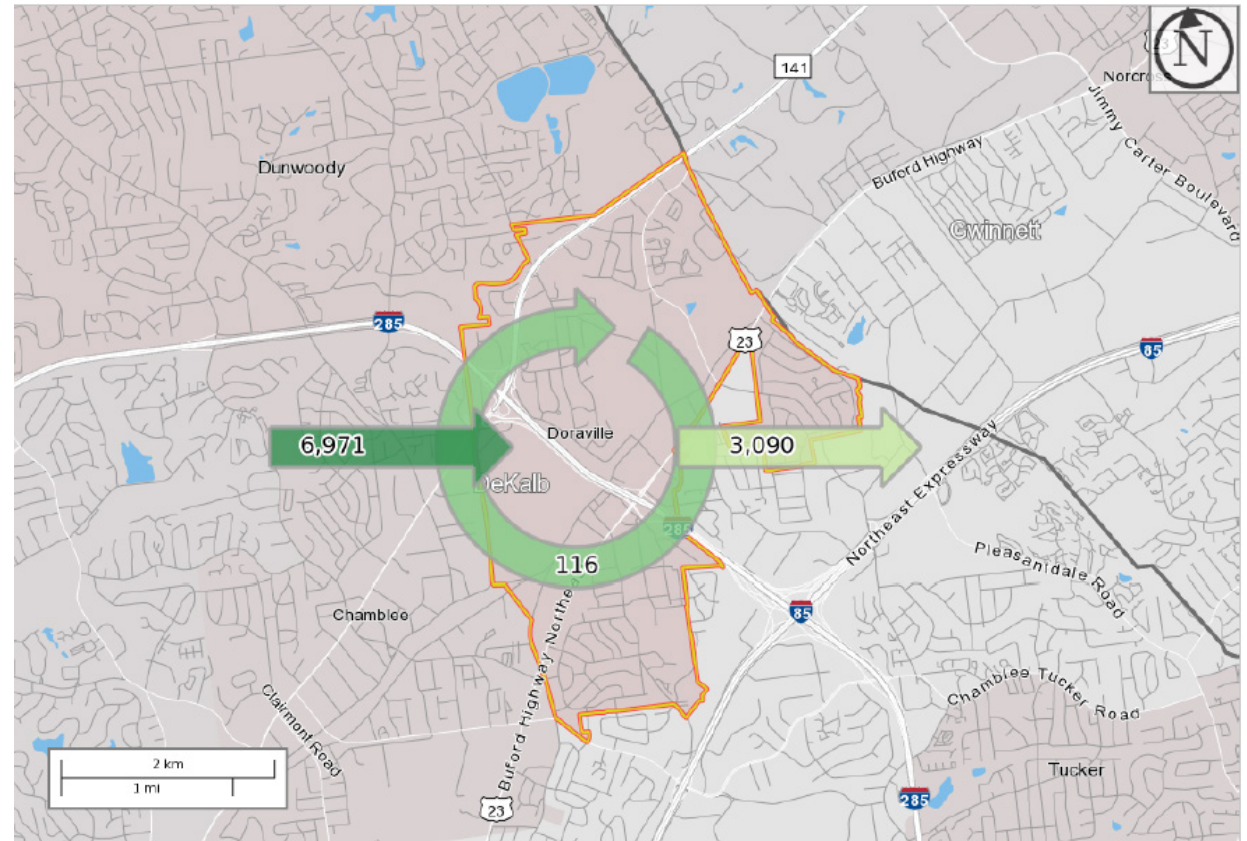
- Analysis Selection



Source: 2013 American Community Survey

**Figure B-40** displays inflow and outflow data for Doraville’s commuters based on the same ACS 2013 data as **Figure B-39**. Interestingly, this data indicates that over twice as many individuals enter Doraville for work as leave it to commute elsewhere. Given the large immigrant population in Doraville, this data may not fully represent commuting patterns in the area, as immigrants are less likely to report on the ACS and other surveys. However, the data indicates that there is a significant employment draw to the Doraville area from elsewhere in the region. It should also be noted that since this is 2013 data, it does not include Doraville’s 2014 annexation of both Buford Highway commercial parcels and I-85 corridor industrial parcels.

**FIGURE B-40: DORAVILLE COMMUTER INFLOW AND OUTFLOW**



**Map Legend**

**Selection Areas**

★ Analysis Selection

**Inflow/Outflow**

- ◆ Employed and Live in Selection Area
  - ◆ Employed in Selection Area, Live Outside
  - ◆ Live in Selection Area, Employed Outside
  - ◆ Outside
- Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.



Source: 2013 American Community Survey

## PEDESTRIAN AND BICYCLE FACILITIES

Doraville is home to a diverse group of people, many of whom are immigrants who rely on non-automobile modes as primary transportation. Given the presence of this demographic and the proposed mixed-use and multi-family developments, the City must prioritize enhancements to its pedestrian and bicycle infrastructure with an emphasis on safety.

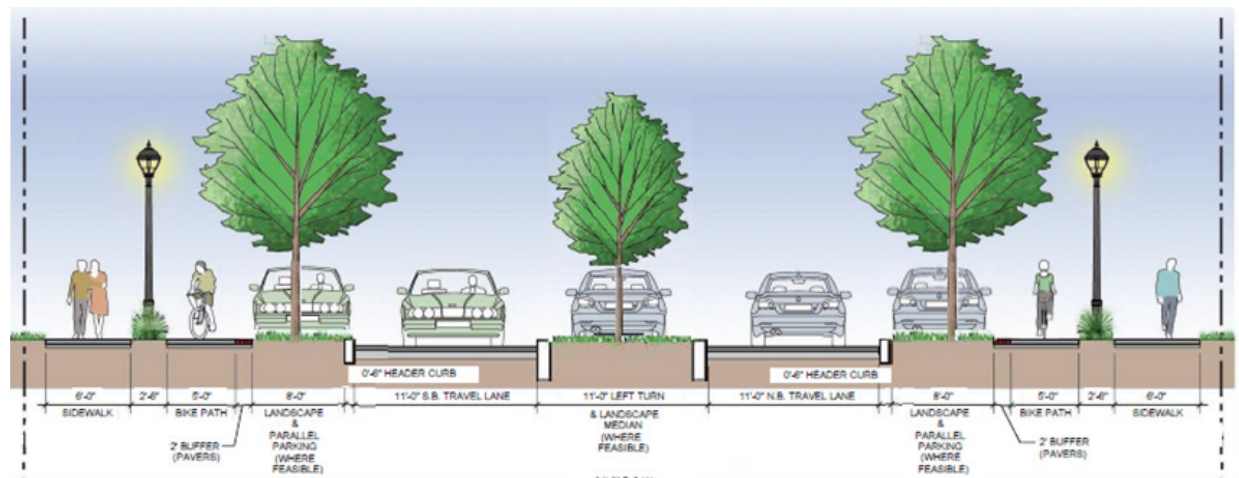
With such a priority in mind, the City conducted a sidewalk analysis in late 2015 to inventory existing sidewalks and their physical condition and propose an expanded network of sidewalks that will increase connectivity throughout the city. **Figure B-41** displays the proposed sidewalk projects developed by the *2015 Sidewalk Implementation Plan*. The highest priority sidewalks are located on New Peachtree Road, Oakcliff Road, Shallowford Road, and Tilly Mill Road. Improvements are focused on completing existing sidewalk connections and creating connections between local residential communities and major commercial centers along New Peachtree Road and Buford Highway.

While the *2015 Sidewalk Implementation Plan* provides a comprehensive vision for Doraville's sidewalk network, pedestrian safety remains a concern. **Figure B-42** displays locations of pedestrians injured or killed at vehicular crashes in Doraville between January 2011 and September 2014. These crashes are concentrated around three corridors: Buford Highway, long known as one of the most dangerous pedestrian

corridors in the state; PIB, a high capacity roadway with commercial uses not designed for easy access by foot; and New Peachtree Road. Today, all three of these roadways have a car-centric design with minimal regard for the pedestrian. The Buford Highway Livable Centers Initiative (LCI) process begins in 2016 with a goal of a more walkable, bikeable, and overall safer Buford Highway. Doraville City Council approved a road diet with significant pedestrian and bicycle improvements on New Peachtree Road in 2016, with construction set to begin in 2017. PIB does not currently have schematic designs for pedestrian or bicycle improvements, but should prioritize such a project.

While Buford Highway is now served by sidewalks for the entire length of the street through Doraville, pedestrians are faced with high speed traffic, long crossing distances with wide vehicular

travel lanes spanning seven (7) travel lanes, few pedestrian crosswalks along the corridor, and an abundance of curb cuts with limited interparcel connections to eliminate curb cuts. Designated crosswalks are spaced too far apart along the corridor resulting in an inconvenient and unsafe crossing environment for pedestrians. The existing roadway conditions encourage pedestrians to illegally cross the corridor where no crosswalks are provided, creating significant safety hazards. Recent installations of HAWK beacons (High-Intensity Activated Crosswalk beacons) with pedestrian-activated flashing yellow crossing lights at key pedestrian crossings have significantly improved safety, but there are only two along the entire 2.5-mile corridor as part of a total of 12 crosswalks, averaging one crosswalk per 1,100 feet. The issue of crosswalk spacing remains.



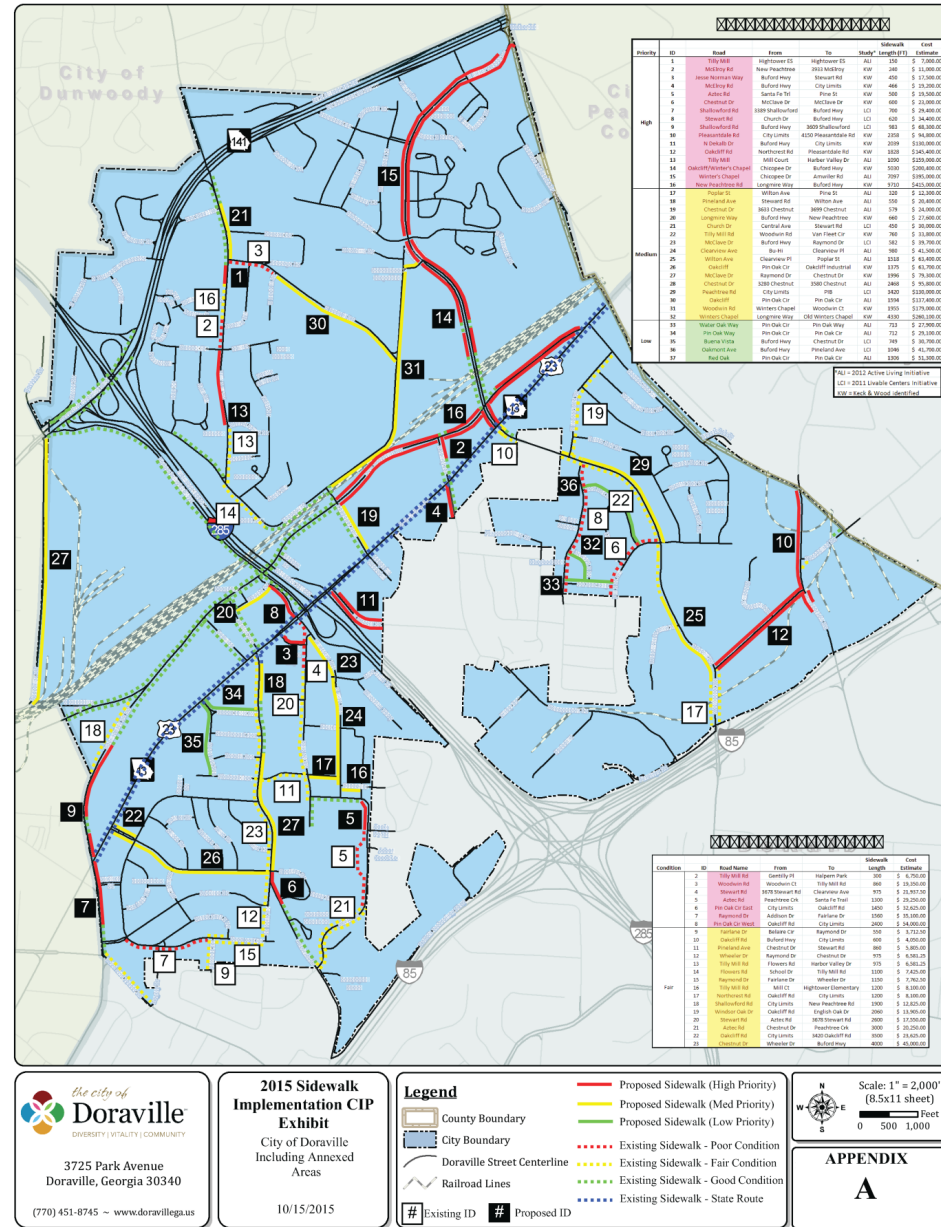
New Peachtree Road streetscape

**FIGURE B-41: PROPOSED SIDEWALKS**

Two pedestrian fatalities occurred in Doraville during the study period, both at the interchange of PIB and I-285. This interchange is not designed to accommodate pedestrian traffic and is highly dangerous to navigate by foot. Unfortunately, the corridor contains uses that attract pedestrian visitors regardless of safety, in addition to the increased pedestrian traffic Assembly will attract.

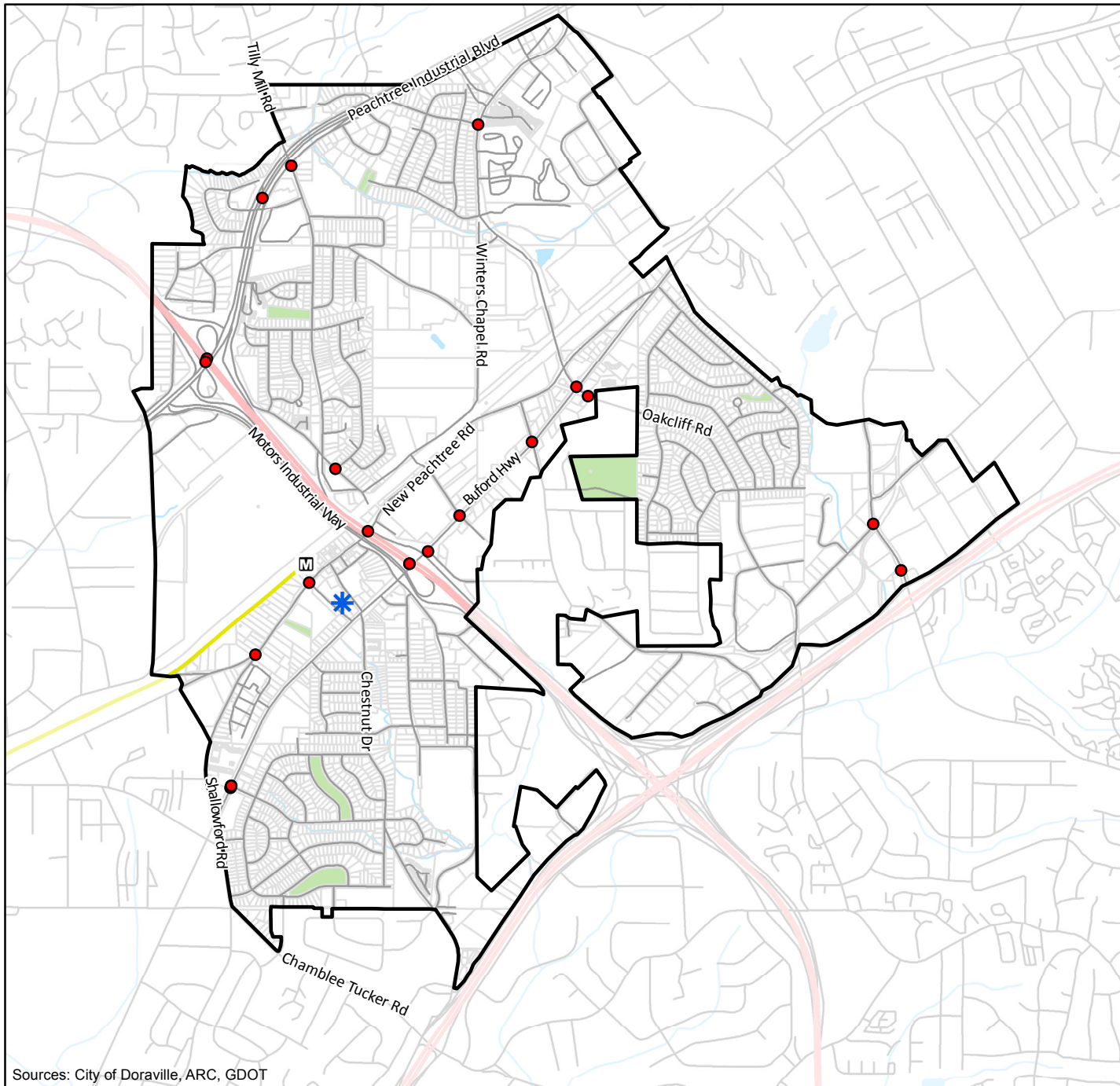
The city currently lacks on-street bicycle infrastructure; however, bicycle lanes are currently planned for New Peachtree Road near the Doraville MARTA station with the eventual extension up to Oakcliff Road. Additional bicycle facilities are also proposed for Winters Chapel Road, Oakcliff Road, and Chestnut Drive as part of the traffic and stormwater mitigation project. The City should pursue creating a bicycle network to connect residential neighborhoods with City parks, primary commercial corridors, MARTA, and downtown.








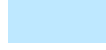
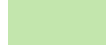

The *Sidewalk Implementation Plan* is periodically amended by the Doraville City Council as new sidewalk projects are added. For the most recent version, see the City of Doraville Community Development Department website.



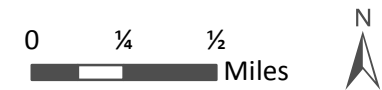
Source: City of Doraville 2015 Sidewalk Implementation Plan

**FIGURE B-42: PEDESTRIAN CRASHES**



-  City of Doraville
-  Parcel
-  City Hall
-  MARTA Station
-  MARTA Gold Line
-  Street
-  Expressway
-  Water
-  Parks
-  Pedestrian Crashes

Sources: City of Doraville, ARC, GDOT



## PRELIMINARY ISSUES AND OPPORTUNITIES

- Pedestrian and bicycle infrastructure and safety is an ongoing issue in Doraville.
- As properties redevelop into higher density uses, the city will experience increased traffic congestion.
- Truck traffic contributes to congestion and may adversely impact local roadways.
- Transit expansion northward and along I-285 would greatly benefit the Doraville community. The City can help advocate for these projects.
- Bike infrastructure is lacking, but moving forward, could provide an important mobility option in the city.
- A significant portion (10.4 percent) of Doraville’s workers lack access to a personal vehicle.
- Ensuring multimodal access at major new developments can help promote mobility within the Doraville community and to other parts of the region.
- Roadway conditions on local roads may be a safety and maintenance issue.
- As properties redevelop, requirements for wider sidewalks and limitations on the number of driveway curb cuts permitted will begin to transform major corridors.



*Decked parking at the Doraville MARTA station from New Peachtree Road*



*Installation of mid-block crosswalks and HAWK signals (High-Intensity Activated Crosswalk Beacons) along Buford Highway have increased pedestrian safety where installed. Additional transportation and pedestrian safety improvements on Buford Highway will be developed during the Buford Highway Livable Centers Initiative (LCI) Study.*

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## B.5 OUR ECONOMY: ECONOMIC DEVELOPMENT

### OVERVIEW

Doraville is a mature suburb of Atlanta that is characterized by its access to major transportation networks including Interstate highways (285 and 85), regional connectors (Buford Highway and PIB), public transportation (MARTA bus and heavy rail along with other regional bus service), and freight rail. The regional and national infrastructure that connects to and through Doraville has driven the city's local economy for decades, making it an ideal location for GM's Doraville Assembly Plant in 1947, and continues to support a tax base that is weighted toward commercial and industrial property. Doraville is also a center of ethnic restaurants and food stores that draws visitors from throughout the region. A thriving Buford Highway dining scene helps to maintain low retail vacancy rates while supporting entrepreneurs from around the world.

In this context, Doraville's Economic Development Department functions to expand and diversify the city's business sector, create new jobs, and increase the tax base. The department helps to ensure that businesses in the community are positioned for success while meeting the goods and services needs of residents. This includes helping prospective businesses navigate through the zoning and permitting processes, administering local incentive programs like the Opportunity Zone and identifying state and national incentives that may be available to businesses or developers in the city.

Economic Development also works closely with regional and statewide organizations such as the DeKalb Chamber of Commerce, the Metro Atlanta Chamber of Commerce, and Georgia Power. Doraville's relationships with these larger economic development organizations help to ensure that the city can effectively market available development sites to attract companies seeking relocation in Georgia.

Finally, the Economic Development Department serves as the liaison to the Doraville Downtown Development Authority (DDDA), which can apply for and receive grants and loans, acquire and improve property, enter into contracts, and provide bond financing. DDDA is actively engaged in Downtown Doraville's revitalization.

Economic conditions in Doraville reflect the strengthening economy across the Atlanta Metropolitan Statistical Area (MSA) since its emergence from the Great Recession. After losing more than 184,000 jobs from 2008 to 2010, the region has bounced back thanks to growth in a number of key sectors including professional and business services, trade, transportation and utilities, leisure and hospitality, and education and health services. The combination of regional economic drivers including Hartsfield-Jackson Atlanta International Airport, universities such as Georgia Tech, Georgia State, the Atlanta University Center, and Emory, and a regulatory environment that is regarded as business-friendly and pro-growth, Atlanta is once again attracting investment capital, corporate relocations, and

new households. Metro Atlanta unemployment peaked at more than 10 percent during the downturn but fell to just 5.4 percent in October 2015, with the region adding 88,100 jobs year-over-year.

Doraville currently serves a number of functions in the regional economy.

- Doraville is a bedroom community, with residents that commute to work at regional office centers including Perimeter Center, Buckhead, and Midtown.
- Doraville is a hub for wholesale trade, transportation, and warehousing due to its strong interstate and rail access.
- Finally, the city is known regionally for its international restaurants and food stores, which are concentrated along Buford Highway in Doraville and neighboring Chamblee. Doraville's retail footprint far exceeds the demand from its 8,541 residents; therefore, outside visitors are critical to supporting the Buford Highway corridor.

The regionally significant Assembly development along with concurrent implementation of the Historic Downtown Doraville Redevelopment Masterplan could bring more than 14,000 permanent new jobs to Doraville. Compared to just 5,691 people employed within the city limits today, the potential impact of Assembly on Doraville's economic trajectory cannot be overstated.

## TOOLS, INCENTIVES, AND INITIATIVES

New and existing businesses in Doraville may be eligible for a broad range of incentive programs and initiatives. Based on the business profile in Doraville, the most popular programs are the locally facilitated programs that are summarized below. The proposed tax allocation district, while not fully authorized, is critical in order to provide infrastructure allowing for the redevelopment of the former General Motors Plant. Additional programs are available from the state and federal government.

### **Bond Financing**

The DDDA has the ability to issue bonds in order to promote trade, commerce, industry, and employment opportunities. The DDDA may provide property tax savings through bond-financed sale-leaseback structures, which are evaluated on a case-by-case basis.

### **Tax Allocation District (TAD)**

The city and county recently authorized the creation of a tax allocation district which will generate cash flow through higher tax revenue (increment). The TAD can be used to secure bonds for the development of infrastructure inside the district. This tool has been used successfully throughout the state, including notable projects such as Atlantic Station and the Atlanta BeltLine. In order to be formalized, the DeKalb County Board of Education must also approve the TAD.

### **Opportunity Zone**

In December 2012, the Georgia Department of Community Affairs (DCA) created Doraville's Opportunity Zone that provides the state's highest job tax credit of \$3,500 per job to any legal business that creates at least two jobs on or after January 1, 2013. The Georgia Redevelopment

Act of 1955 authorizes local jurisdictions to remedy "blighted" areas by forming an Urban Redevelopment Area (URA). Once a parcel is in the URA, it may achieve Opportunity Zone status. The boundaries of the Opportunity Zone have since expanded and the city has designated the following properties:

- The former General Motors site
- The former Seaboard Oil properties at 5810 and 5796 New Peachtree Road
- The Peachtree Pavilion at 6035 Peachtree Road
- The former United Auto Workers (UAW) Union Hall at 5407 Buford Highway

### **Community Improvement District (CID)**

The City of Doraville recently authorized the creation of a Community Improvement District to levy taxes, fees and assessments within the CID to secure bonds and other funding to implement infrastructure improvements inside the district. This tool has been used successfully throughout the Atlanta region, including the Perimeter Center, Cumberland, Buckhead, Midtown, and Downtown Atlanta.

## CONSOLIDATED PLAN INITIATIVES

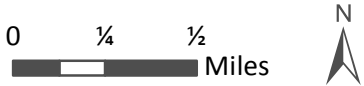
DeKalb County identifies two projects in its *Consolidated Plan* that would strengthen Buford Highway as a key driver of economic activity and community identity.

1. A small business incubator in the City of Chamblee would include \$125,000 in Community Development Block Grant (CDBG) funds to assist in promoting the arts in Chamblee as well as other local small business ventures and entrepreneurship. To date, Chamblee has not identified how it intends to implement this grant, so there is an opportunity to explore jointly with them in the possible use of the grant in promoting economic development along the Buford Highway corridor.
2. DeKalb County's Economic Development Brownfield Loan Funds has \$500,000 in CDBG money that will be used to assist with remediation at the GM Doraville plant.

**FIGURE B-43:  
ENTITLEMENTS**

-  City of Doraville
-  Parcel
-  City Hall
-  MARTA Station
-  MARTA Gold Line
-  Street
-  Expressway
-  Water
-  Parks
-  Doraville
-  Existing Opportunity Zone
-  Proposed Opportunity Zone Expansion\*

*\*Doraville would like to pursue additional entitlements for 5999 New Peachtree Road. Opportunity Zones require State of Georgia approval.*



Sources: City of Doraville, ARC, DeKalb County

## BUSINESS AND LABOR FORCE

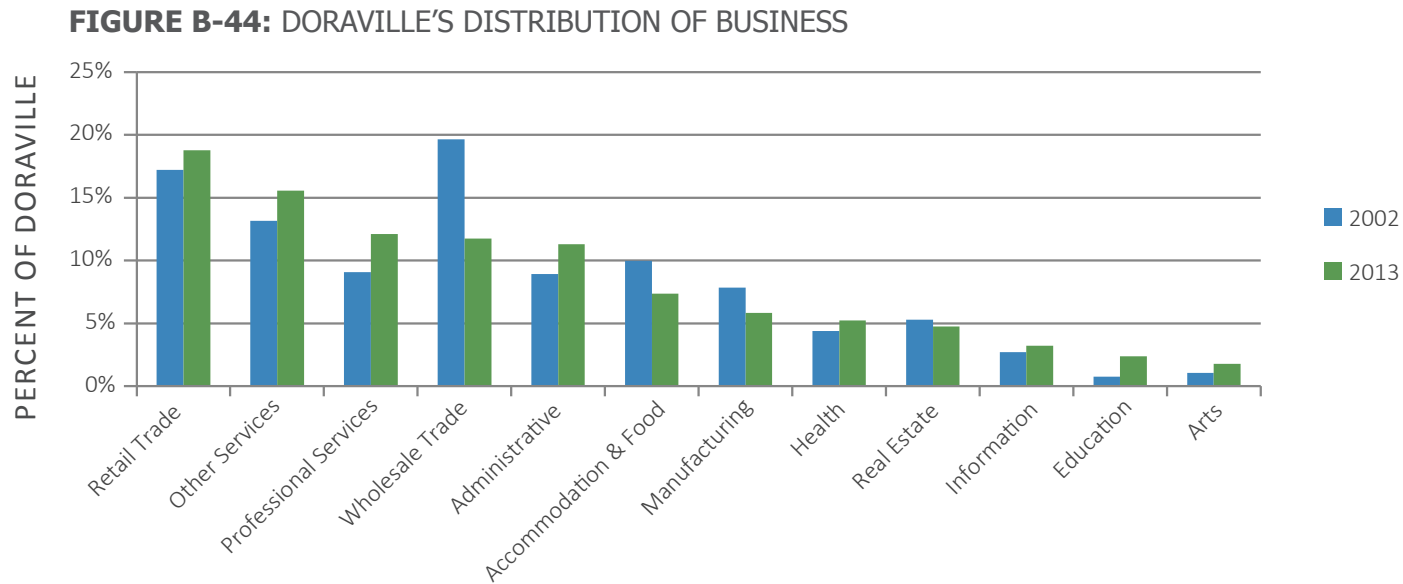
### BUSINESS SUMMARY

As of 2013 (pre-annexation of 2014), there were 1,011 business establishments in Doraville and the largest share (16 percent) were retail businesses. Within the retail category, the largest number of establishments were motor vehicle and parts dealers, clothing and clothing accessories stores, and food and beverage stores. There were also 59 food service and drinking establishments in the city comprising 6 percent of all establishments. Retail businesses in the city employed 905 people, while food and beverage establishments employed an additional 275 people. Doraville hosted a larger share of retail businesses (16 percent) than did Chamblee,

Norcross, or DeKalb County. Conversely, only 10 percent of businesses in Doraville fell in the professional, scientific, and technical services category, less than in Chamblee, Norcross, or DeKalb.

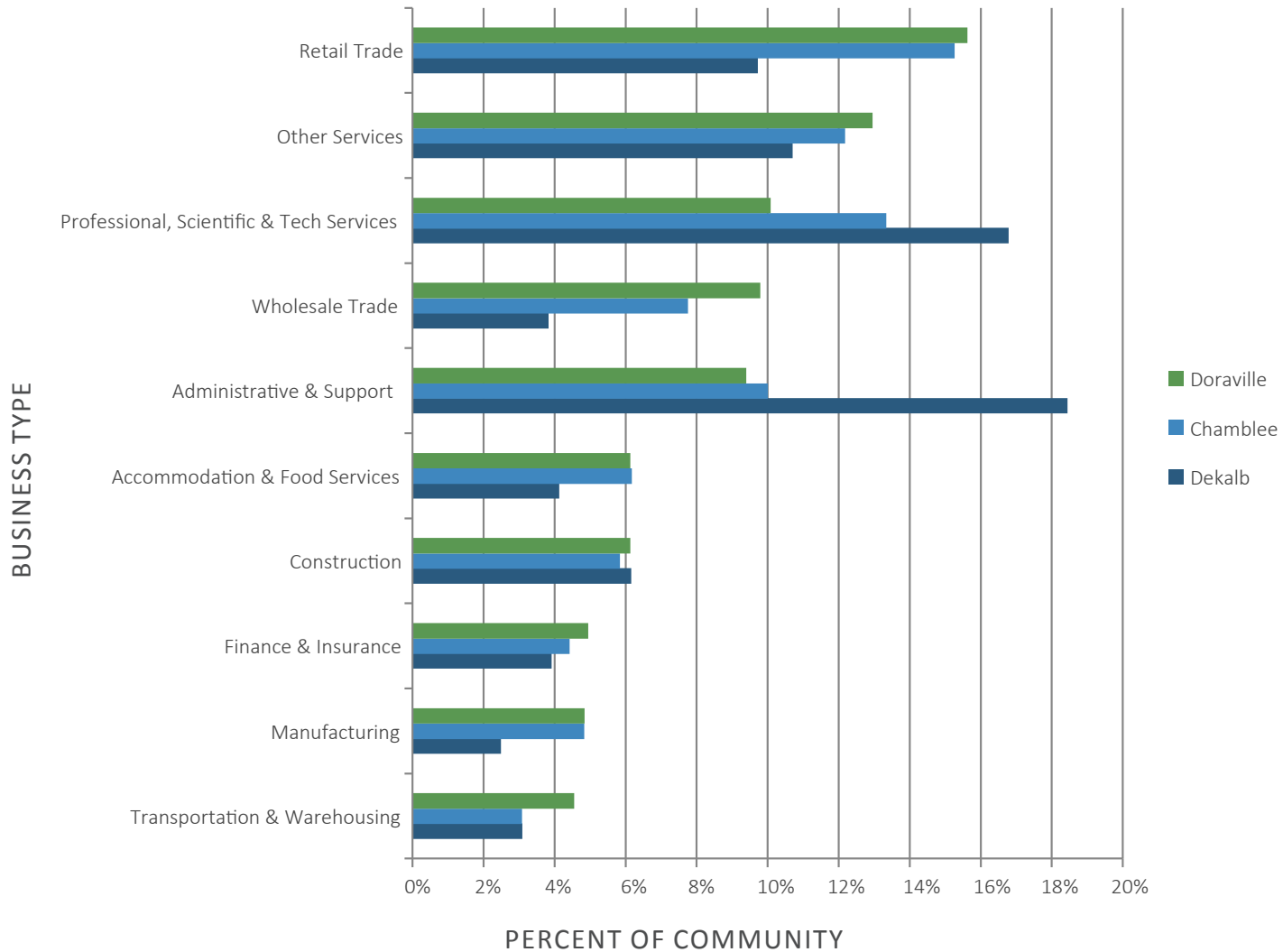
Characterized by the businesses on Buford Highway, the number of eating & drinking establishments per 1,000 residents was 6.9 establishments in Doraville compared to just 2.8 establishments in broader DeKalb County.

The business mix in Doraville has evolved since the adoption of the 2006-2026 Comprehensive Plan. Some of the change can be attributed to annexation, but the evolution of the local economy has also played a role, including the closure of the GM Plant. The number of wholesale trade establishments has decreased from 20 to 12 percent of all businesses, and manufacturing has also decreased from 8 to 6 percent. Meanwhile, retail has grown from 17 to 19 percent and professional services has grown from 9 to 12 percent.



Sources: Doraville Comprehensive Plan 2006-2025 (2002 data) & ESRI Business Analyst (2013 data)

**FIGURE B-45: BUSINESS TYPES BY COMMUNITY**



Source: ESRI Business Analyst

## LABOR FORCE

There are 4,906 Doraville residents currently in the labor force, workers who live in Doraville but may work elsewhere in the region. The largest percentage of workers is employed in the accommodation & food services industry, at 676 employees (15 percent of the workforce). Other well-represented industries include construction (13 percent), retail trade (12 percent), and administrative & support (10 percent).

Relative to DeKalb County, Doraville’s workforce is over-represented in the construction, administrative, support, accommodation, and food services sectors. Doraville is under-represented in professional services, education services, and healthcare. Specifically with respect to professional services, Doraville lags behind not just DeKalb County but also the nearby city of Chamblee. Similarly, Doraville has a higher percentage of workers in the accommodation and food services sector than the compared jurisdictions. The composition of the current labor force points to a community that is likely to skew toward lower incomes and lower home ownership rates.

**FIGURE B-46: LABOR FORCE**

|                            | Doraville |            | DeKalb     | Chamblee   |
|----------------------------|-----------|------------|------------|------------|
|                            | Employees | % of Total | % of Total | % of Total |
| Accom/Food Services        | 676       | 15%        | 8%         | 9%         |
| Construction               | 570       | 13%        | 5%         | 20%        |
| Retail Trade               | 523       | 12%        | 10%        | 9%         |
| Admin/Waste                | 449       | 10%        | 6%         | 10%        |
| Other Services             | 399       | 9%         | 6%         | 6%         |
| Manufacturing              | 301       | 7%         | 6%         | 7%         |
| Health Care                | 269       | 6%         | 12%        | 7%         |
| Professional/Tech Services | 224       | 5%         | 11%        | 11%        |
| Information                | 183       | 4%         | 3%         | 2%         |
| Finance/Insurance          | 167       | 4%         | 5%         | 4%         |
| Educational Services       | 179       | 4%         | 10%        | 4%         |
| Wholesale Trade            | 148       | 3%         | 2%         | 3%         |
| Transportation             | 99        | 2%         | 5%         | 3%         |
| Arts/Entertainment         | 98        | 2%         | 2%         | 1%         |
| Public Administration      | 90        | 2%         | 6%         | 2%         |
| Agriculture                | 64        | 1%         | 0%         | 0%         |
| Utilities                  | 25        | 1%         | 1%         | 0%         |
| Real Estate                | 27        | 1%         | 2%         | 2%         |
| Mining                     | 0         | 0%         | 0%         | 0%         |
| Management                 | 0         | 0%         | 0%         | 0%         |

Source: ESRI Business Analyst

## COMMERCIAL REAL ESTATE

The ability to attract and retain businesses depends to a large extent on the availability of suitable real estate, including land and buildings. As a mature suburb within the I-285 Perimeter of Atlanta, there is little vacant undeveloped land available in Doraville, except the substantial redevelopment opportunity at Assembly. As such, redevelopment of existing properties is the typical approach for businesses that require new, modern facilities. A clear, context-based zoning ordinance and efficient permitting processes will help ensure a healthy commercial real estate market.

### OFFICE

The Doraville office market is relatively modest but poised for substantial growth with the Assembly’s redevelopment plan. Existing conditions reflect the relatively low number of professional services and other office businesses in the city. Most of Doraville’s existing office space is best characterized as older, Class B or C product consisting of small, single-story, or low-rise buildings. A review of current listings for office space in Doraville shows rents in the range of \$11-\$19 per square foot. Across metro Atlanta, Class B rents average \$17.09 and Class C rents average \$13.97, placing Doraville among the more affordable office markets inside I-285.



One of Doraville’s office parks

By contrast, the Central Perimeter submarket, located roughly five miles northwest of Doraville, is the metro area’s largest office core with 29.6 million square feet of office space. With this and other regional office submarkets accessible via the interstates, Doraville’s office space has to date served a more local function with medical, dental, and professional establishments. Assembly could feature up to 3 million square feet of new Class A commercial office space with buildings as high as 30 stories. This new development would dramatically change Doraville’s standing in the regional commercial office market.

### RETAIL

Doraville has an eclectic retail market primarily focused along Buford Highway. This corridor, which also runs through neighboring Chamblee and Brookhaven, is known throughout the region for its array of ethnic restaurants and food stores.

The retail building supply consists mainly of older strip mall developments; however, the diversity of the tenant mix is a great advantage for Doraville and a differentiator from more formulaic shopping experiences elsewhere in the region. Doraville should leverage this asset as the market moves toward food and beverage-anchored, experiential retail and to attract younger generations desiring authenticity.

However, among the greatest hindrances to retail success in Doraville is the lack of walkability. Crossing Buford Highway as a pedestrian is dangerous, intimidating, and uninviting. Additionally, neighboring parcels can be difficult to access from one to another due to the lack of interparcel connections.

The City’s efforts to advance a town center plan, along with Assembly, Nexus, and streetscape improvements along Buford Highway should help ensure the long-term viability of Doraville’s retail market. Because of Doraville’s small population base, most of the retail in the city serves a much broader trade area. In any market that relies heavily on outside demand, the visitor experience must be convenient and enjoyable. This includes strong wayfinding signage for branding and safe pedestrian and auto access. Assembly could bring nearly one million square feet of new retail to Doraville while Nexus could bring nearly 44,600 square feet of new retail and approximately 600 multi-family units plus a hotel. Greater residential density in the city will also help to support a broader range of retail and restaurants types beyond the diverse set of restaurants on Buford Highway and create jobs for residents in need of a shorter commute.



Buford Farmers Market on Buford Highway

## INDUSTRIAL

Doraville has a large industrial sector driving its local economy. Colliers International, a global commercial real estate company recognized for providing reputable market data, places Doraville in the Northeast Atlanta submarket, which is the largest and among the healthiest industrial markets in the region. The submarket includes the I-85 corridor from I-285 to Gainesville. With 176.8 million square feet of industrial space, the submarket is 92.7 percent occupied as of Q3 2015. Year to date the submarket has absorbed over 2 million-square-feet with more than 4 million-square-feet under construction, most of it warehouse. Average rent in the submarket is \$4.20 per square foot, 8.2% above the metro average of \$3.88.

Doraville’s industrial footprint has two major components:

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



*Oil tanks*



*Light industrial uses are attracted to Doraville due to its access to interstates and central location in the Atlanta region*

## EDUCATION

Quality schools tend to attract businesses that require a well-educated workforce and retailers that cater to higher income communities. Because of Atlanta’s reliance on professional services expansion and relocations, quality schools are a crucial differentiator for economic development.

Doraville offers access to a number of academic institutions including Georgia Tech, Emory, Atlanta University Center, Georgia State University, Georgia State Perimeter College, Oglethorpe University and Mercer University, all of which are located within 10-15 miles of the city and easily accessed through MARTA heavy rail via Doraville’s MARTA Station.

A review of educational attainment data for the population above age 25 (**Figure B-47**) shows that Doraville lags behind area communities in educational extent. This tends to correlate with lower incomes which will in turn impact the type of retailers and businesses that are attracted to the community.

Students in Doraville attend DeKalb County Public Schools, which have endured a number of challenges in the last several years including a probationary period that ended in early 2014. DeKalb is the third largest school district in Georgia with over 100,000 students enrolled for the 2015-2016 school year. Notwithstanding the broader challenges in the district, the schools serving Doraville perform reasonably well, particularly at the elementary level. However, school quality is an issue in Doraville that impacts real estate values and business recruitment.

**Elementary Schools:** Elementary school students are zoned for Hightower, Cary Reynolds, Huntley Hills, or Chestnut Elementary. Doraville students may also be eligible to attend Oakcliff Elementary, a DeKalb County “Traditional Theme School.”

**Middle Schools:** Doraville students may attend Peachtree, Chamblee, or Sequoyah Middle School.

**High Schools:** Students in Doraville may attend Chamblee Charter, Cross Keys, or Dunwoody High School. Chamblee Charter is one of the highest performing high schools in the state, and both Chamblee and Dunwoody exceed state and national averages on most areas of the SAT; however, Cross Keys suffers from a 47 percent graduation rate and SAT scores that lag behind DeKalb County in all areas but mathematics (see **Figures B-48** and **B-49**).

**Figure B-50** shows the average number of students in Doraville schools that meet or exceed state standards on the state-administered Criterion-referenced Competency Tests (CRCT). The CRCT was designed to measure how well students acquire the skills and knowledge described in the state mandated content standards in reading, English/language arts, reading, mathematics, science and social studies.

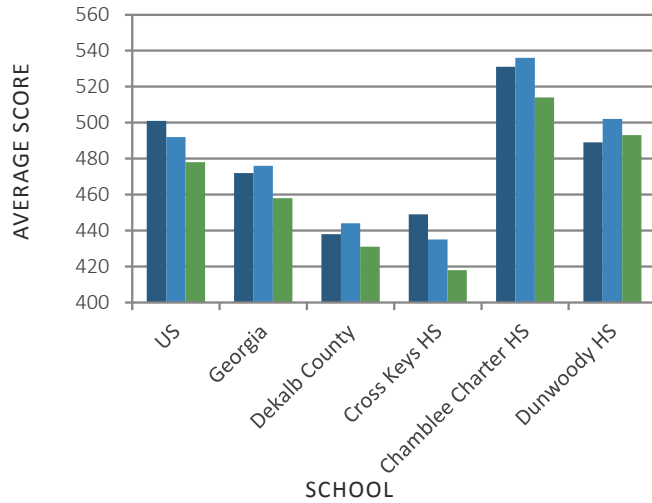
Doraville-area students perform particularly well in reading as 95 percent of elementary students and 96 percent of middle school students meeting or exceeding state standards. Note that CRCT was recently retired in Georgia, and was replaced by the Georgia Milestones Assessment for the 2014-2015 school year.

**FIGURE B-47: 2013 POPULATION TABLE 25+ BY EDUCATIONAL ATTAINMENT**

|                              | Doraville | DeKalb | Chamblee |
|------------------------------|-----------|--------|----------|
| Less than 9th Grade          | 24.2%     | 5.2%   | 27.0%    |
| 9th – 12th Grade, No Diploma | 10.4%     | 6.5%   | 11.4%    |
| High School Graduate         | 26.4%     | 21.7%  | 18.8%    |
| Some College, No Degree      | 15.2%     | 20.3%  | 9.9%     |
| Associate Degree             | 4.0%      | 6.5%   | 3.6%     |
| Bachelor’s Degree            | 13.6%     | 24.1%  | 19.8%    |
| Graduate/Professional Degree | 6.2%      | 15.8%  | 9.5%     |
| Associate Degree +           | 23.8%     | 46.4%  | 32.9%    |

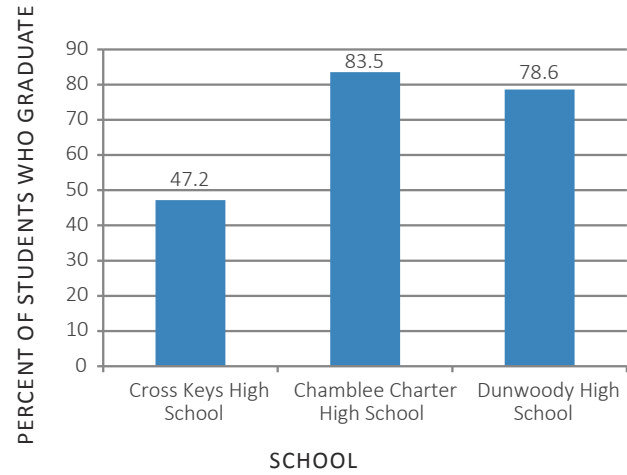
Source: ESRI Business Analyst

**FIGURE B-48: AVERAGE SAT SCORES**



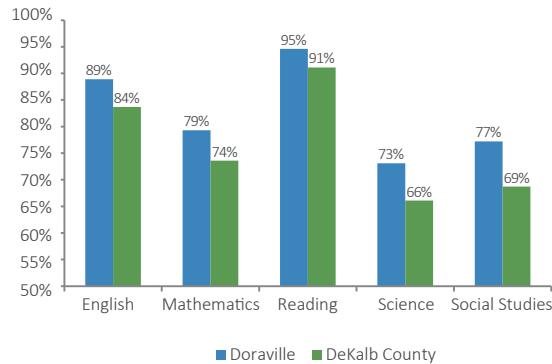
Source: Georgia Department of Education (2014)

**FIGURE B-49: HIGH SCHOOL GRADUATION RATE**



Source: Georgia Department of Education (2014)

**FIGURE B-50: ELEMENTARY STUDENTS WHO MEET OR EXCEED CRCT STANDARDS BY SUBJECT**



Source: Georgia Department of Education (2013-2014)

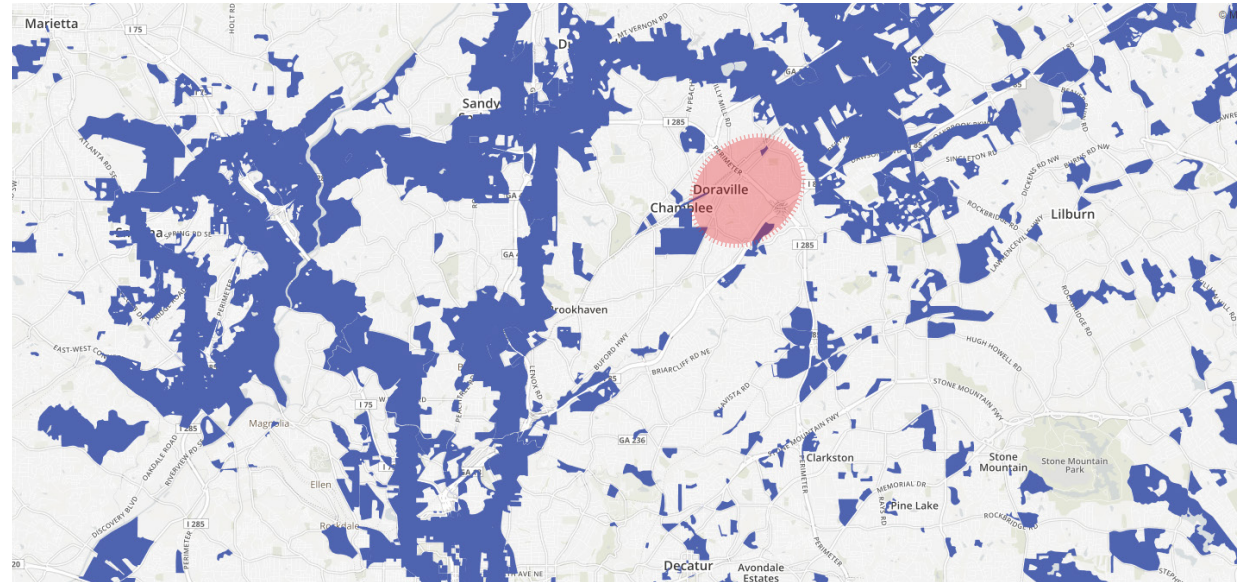
## CELLULAR AND BROADBAND ACCESS

Business and consumer access to high-speed internet and mobile technology is critical in the age of virtual commerce and online collaboration, and Doraville is well-served in this regard. According to the Federal Communications Commission’s (FCC’s) National Broadband Map, 100 percent of the population of Doraville has access to wireline broadband speeds of 10Mbps per second or more. Almost all (97 percent) of the community has access to speeds of 100Mbps or more, compared to just 65 percent nationally. Broadband technology is available to the community through DSL (99.9 percent of the city) or Cable (96.9 percent of the city).

The availability of cellular telephone coverage in the city does not appear to be an issue. AT&T, Verizon, T-Mobile, Sprint, and MetroPCS all show strong signals within Doraville on their respective coverage maps.

Residents and businesses have multiple providers from which to select internet service. In **Figure B-51**, shaded areas represent locations with maximum advertised download speeds of one (1) gigabit or more. Pockets of metro Atlanta are currently rolling out this advanced fiber technology from various providers including AT&T, Comcast, and Google, a technology to which less than 8 percent of the country has access. Although Doraville is not presently served by gigabit internet, Integral Group recently announced that Hotwire Communications would provide gigabit internet service to Assembly. In light of the ongoing investment in gigabit technology across the north side of Atlanta, Doraville is expected to maintain pace with the region with respect to high speed internet access.

**FIGURE B-51: AREAS WITH ADVERTISED DOWNLOAD SPEEDS OF 1G+**



Source: Federal Communications Commission

City of Doraville (approximated boundary)

## ISSUES AND OPPORTUNITIES

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

- Doraville's retail/restaurant market is largely driven by visitors. Buford Highway is a regional draw that should be leveraged to create even more interest in Doraville. The nonprofit-driven "We Love BuHi" initiative is an exciting opportunity to show off what makes Doraville unique.
- The City would benefit to enhance visitors' experience, particularly along Buford Highway. This includes improved accommodations for pedestrians, cyclists, transit, and vehicles. Connections from downtown to Assembly are critical to leveraging the redevelopment.
- Doraville's immigrant population is a tremendous resource, and the City should nurture its diversity and entrepreneurial spirit.
- A strong, local chamber of commerce or business association would help to align interests and facilitate more interaction between the City and the business community.
- New growth, jobs, and tax revenue will result from new mixed-use developments, including Assembly, Nexus, and the City's *Historic Downtown Doraville Redevelopment Masterplan*, helping increase property values and potentially catalyze other private and public investment in the city.
- DeKalb County schools continue to experience challenges. The health of the County's school system will have an important impact on the desire to reside within Doraville.
- Growth due to Assembly, Nexus, and other redevelopment projects will increase pressure to maintain government's levels of service.
- Adjustments to zoning and other City ordinances could help Doraville attract more of the development that the community wants while protecting the commercial tax base upon which the City relies.
- Opportunities exist for working with Chamblee in planning improvements along Buford Highway.