the city of Doraville

DIVERSITY | VITALITY | COMMUNITY

MEMO **FEBRUARY 26, 2010**

TO: HONORABLE MAYOR & COUNCIL

CC: STAFF

FROM: LUKE HOWE, ASSISTANT TO THE MAYOR

RE: QUALITY GROWTH IMPLEMENTATION ASSISTANCE

In considering potential assistance projects, a Town Center Overlay, as outlined in Section 7.0 of the 2006 LCI, stands out. A second and more unorthodox alternative is also outlined.

I. TOWN CENTER OVERLAY

DESCRIPTION:

The overlay, which will be implemented by ordinance, will create the design guidelines that shape the character of future interior development. The overlay will make sure that new development contributes to the public realm, creates an enjoyable place to be and ensures compatibility with the City's vision for the adjacent General Motors plant redevelopment.

TASKS:

The Town Center Overlay project will address:

- Boundaries of the overlay (area between New Peachtree/ Shallowford corridors and Buford Highway)
- Pedestrian-oriented building guidelines
- Permitted uses – which for the town center will predominately be residential over ground floor retail
- Permitted building materials
- Permitted building styles
- Required pedestrian infrastructure (i.e. sidewalk and streetscape requirements)
- Required usable open space provision
- Incentives for affordable housing
- Density level

- Commercial space set aside for small business
- Location of utility wires
- Location and amount of required parking
- Connectivity and integration strategies with future GM plant redevelopment

II. CITY-WIDE INFORMATION MODERNIZATION

DESCRIPTION:

In two years, the elected leadership and a small administrative staff have made considerable strides in implementing quality growth principles. However, there is much work to be done. Speed and efficiency in implementing progress has and will be hampered by an obsolete information technology infrastructure.

As of now, collecting accurate data to produce quality and precise reporting takes days if not weeks. Once that data has been compiled, analyzed and processed the information is already outdated.

With that said, an argument could be made that assistance in streamlining our technology in a way that enables the seamless, real-time collection of data would engender even more speed and efficiency in implementing more quality growth projects.

TASKS:

A list of tasks would be compiled from a staff meeting with assistance from current IT service provider.

In sum, a third alternative would be any suggestion from leadership or staff that is consistent with the list of projects implemented in other jurisdictions.

Sincerely,

Luke Howe
Assistant to the Mayor