



COMPREHENSIVE PLAN FRAMEWORK

How does this plan work?



VISION STATEMENT

The Vision Statement defines what the City wants to achieve or accomplish in the *long-term future*.



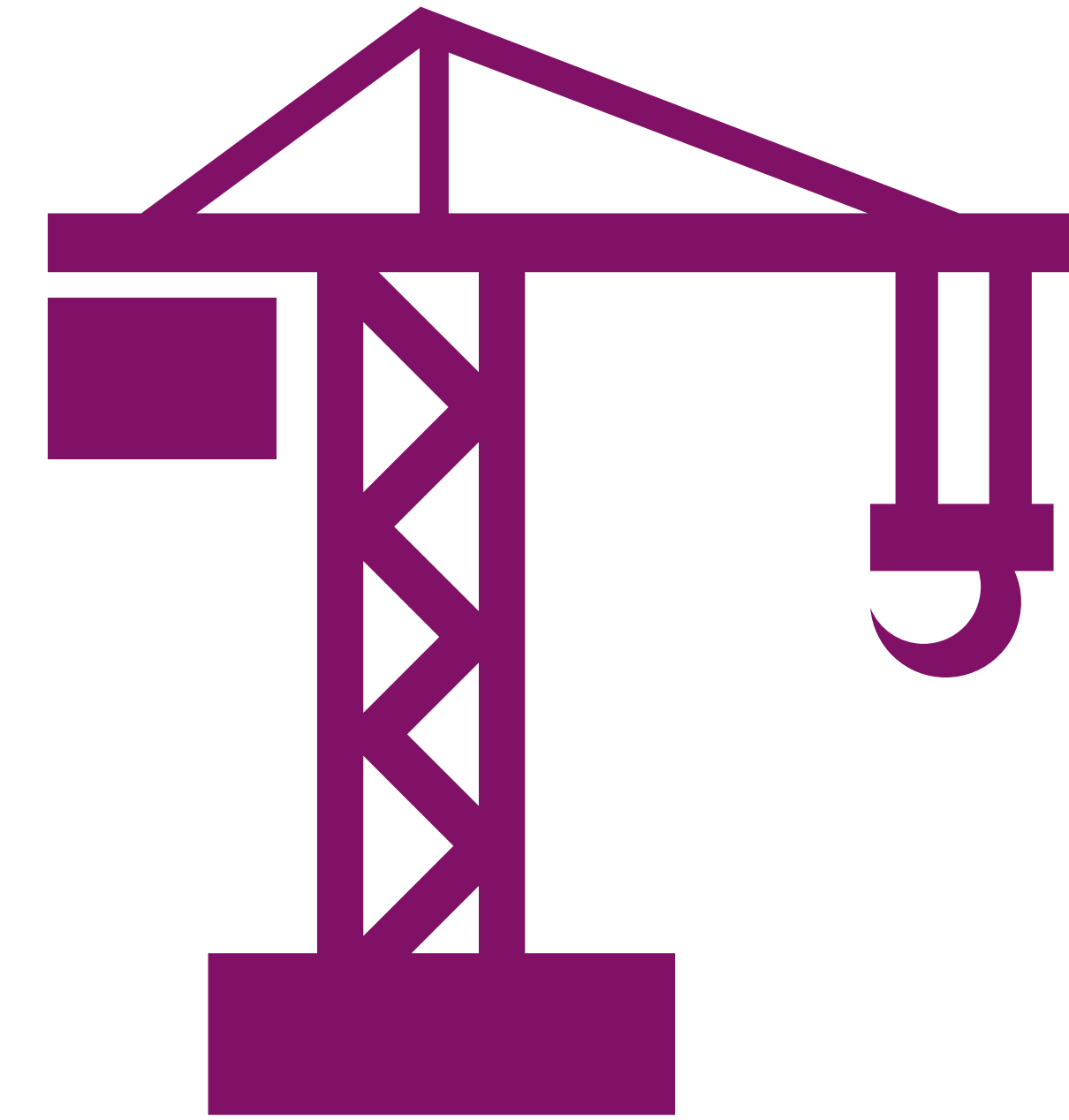
GOALS

The plan's goals are general, *aspirational statements* that define how the Vision Statement can be fulfilled.



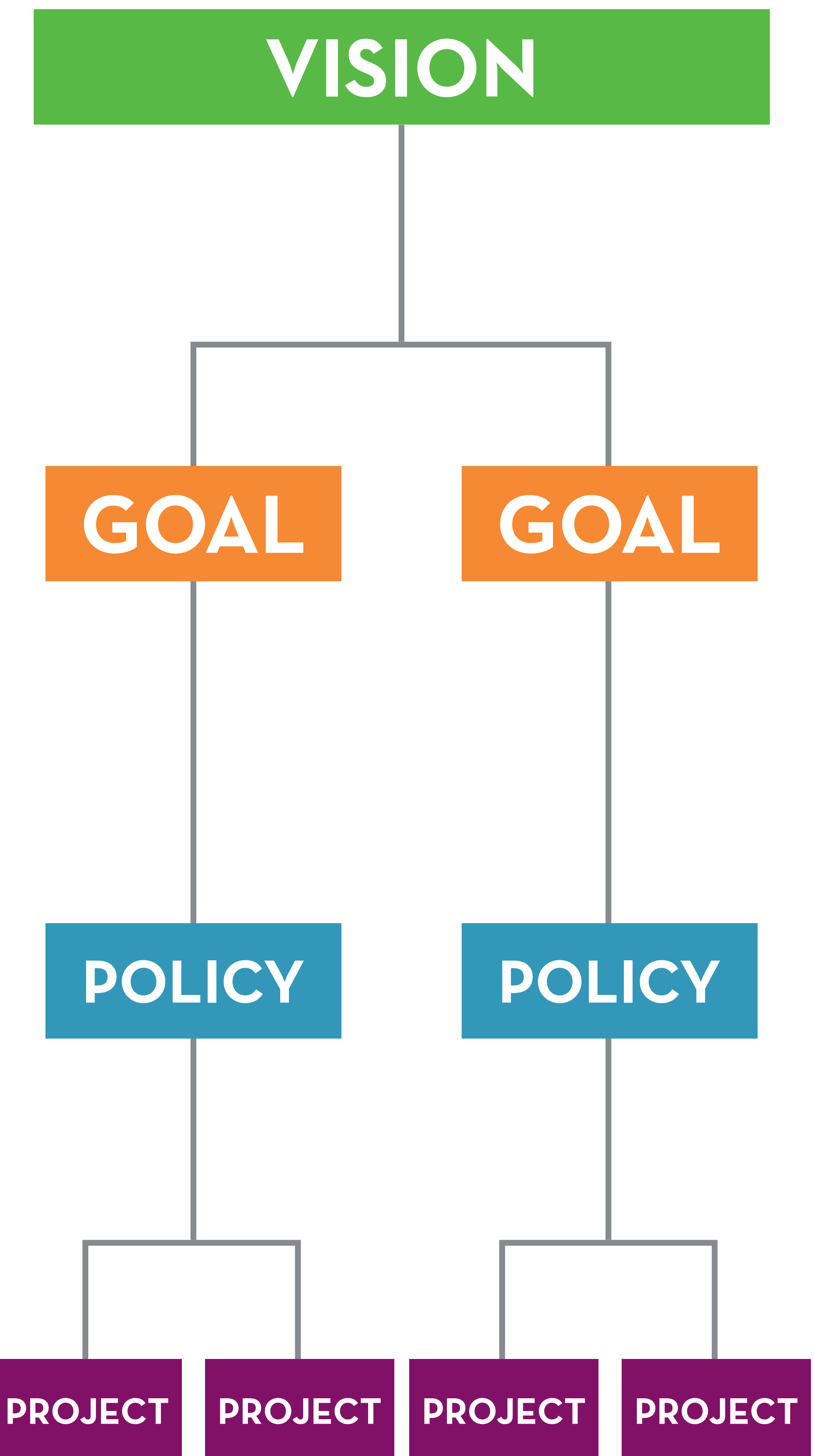
POLICIES

Policies are guidelines that *provide direction* for the implementation of the plan's Goals.



PROJECTS

Projects are *specific tasks* with a defined cost and time frame that implements policy. Completion and success are measurable.



B VISION STATEMENT & GOALS



“The City of Chamblee aspires to be a healthy, vibrant, affordable, and safe environment where residents live, work, play, and grow in a diverse community that values its neighbors and the historic qualities of the city.”



Goal 1

Create a greater sense of community identity.



Goal 2

Support a thriving business environment.



Goal 3

Promote a healthy and safe living environment.



Goal 4

Develop and maintain strong multi-modal connections.






























Goal 5

Provide quality government service through partnership and cooperation.
















LAND USE POLICIES

#	Policy	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
L.1	Promote the creation of interactive and accessible communities through traditional neighborhood design principles.					
L.2	Maximize the use of existing facilities, infrastructure, and services for the sake of efficiency and sustainability.					
L.3	Target new development to areas that are already served by public infrastructure.					
L.4	Invest in new and existing parks, recreation centers, and open space to spur private investment.					
L.5	Encourage higher density developments to be built in areas that are conducive to walking, biking, and transit use.					
L.6	Continue to enforce development and design standards and guidelines.					
L.7	Promote efficient land use patterns by encouraging mixed use, pedestrian-friendly developments that incorporate a mix of shopping, housing, and jobs, where appropriate.					
L.8	Encourage more pedestrian-oriented developments, and fewer auto-oriented developments, when appropriate.					
L.9	Continue to encourage the use of landscaping, lighting, signage, and underground utilities to add value to the community, where appropriate.					
L.10	Prioritize redevelopment and adaptive reuse of existing underutilized commercial and industrial areas over new development.					
L.11	Locate civic buildings and uses near public transportation to enhance accessibility.					
L.12	Consider innovative land planning and development concepts that have been successful in other places.					











TRANSPORTATION POLICIES

#	Policy	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
T.1	Encourage the creation of “complete streets” to support multiple modes of transportation along major corridors and increase mobility access for all.					
T.2	Maintain coordination efforts with adjacent local governments in order to exchange information and ideas.					
T.3	Maintain and enhance the multi-modal transportation network to support efficient land use patterns.					
T.4	Support access management measures that optimize operations and increase safety for all modes of transportation.					
T.5	Promote last-mile connectivity by providing connections between the road network and bicycle, pedestrian, and transit facilities to better encourage sustainable transportation choices.					











ECONOMIC DEVELOPMENT POLICIES

#	Policy	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
ED.1	Target reinvestment in underutilized areas to further encourage private sector redevelopment and accommodate future growth.					
ED.2	Support and establish programs for retention, expansion, and creation of businesses that enhance the community’s economic development and entrepreneurship.					
ED.3	Encourage the development of Downtown Chamblee as a vibrant center for arts, dining, shopping, living, and civic activities.					
ED.4	Support public art as a tool for economic development.					











HOUSING POLICIES

#	Policy	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
H.1	Keep housing prices attainable in Chamblee to promote home ownership opportunities for existing and prospective residents.					
H.2	Accommodate our diverse population and their needs by encouraging a mix of housing types, densities, and uses.					
H.3	Eliminate or renovate substandard or dilapidated housing.					
H.4	Encourage infill development that compliments the existing homes in the neighborhood.					
H.5	Create affordable housing opportunities to ensure that all who work in the community have a viable option for housing.					

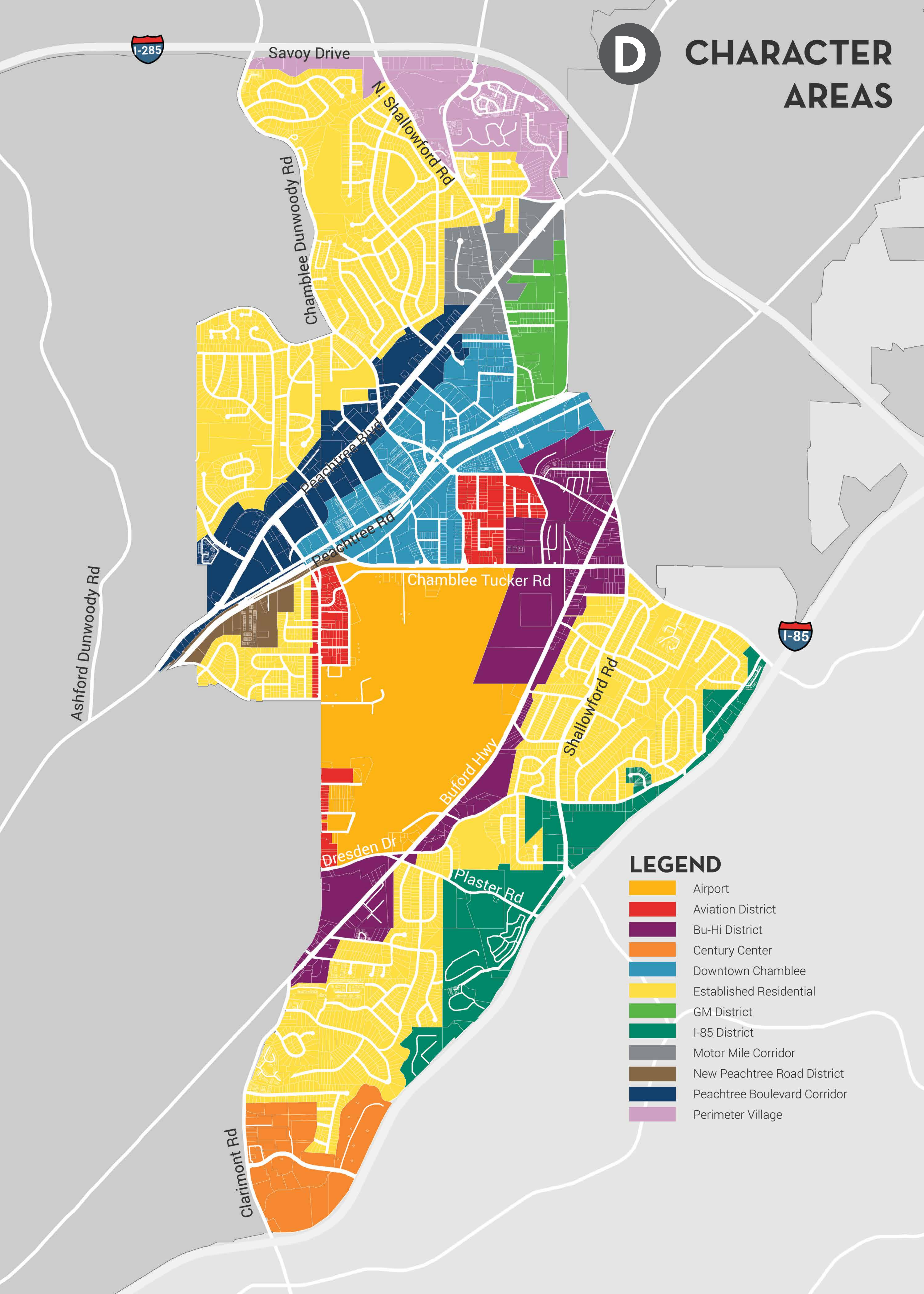


NATURAL RESOURCES POLICIES

#	Policy	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
NR.1	Promote development that is environmentally-sensitive, and protects valuable community, historic, archaeological, and cultural resources.					
NR.2	Ensure adequate and high-quality water through protection of ground and surface water sources.					
NR.3	Continue to support enhanced solid waste reduction and recycling initiatives.					
NR.4	Encourage sustainable and inclusive policies, practices, and programs to better protect the natural environment.					

D

CHARACTER AREAS



D CHARACTER AREA VISIONS & POLICIES

AIRPORT

VISION

Centered around one of the busiest airports in the state and operated by DeKalb County, the Airport character area is economic hub for regional business and County government services. A prominent feature in the heart of Chamblee, the airport will reflect an aesthetically pleasing, business-friendly environment.

POLICIES

- Centralize as many airport functions (primary or secondary) to the Airport character area as possible.
- Work with DeKalb-Peachtree Airport to implement their latest Master Plan.

AVIATION DISTRICT

VISION

The areas surrounding DeKalb-Peachtree Airport are envisioned as low-rise commercial, industrial, and employment centers oriented toward aviation-related businesses and neighborhood retail and service needs for the surrounding communities.

POLICIES

- Consider new development types appropriate for areas within this character area that lie within the Runway Protection Zone (RPZ).
- Construct improvements on the Chamblee Tucker Road corridor to better facilitate pedestrian and bicycle traffic between the MARTA station and the IRS/CDC complex on Buford Highway.
- Limit new residential development opportunities adjacent to DeKalb-Peachtree Airport, particularly along Clairmont Road.

BU-HI DISTRICT

VISION

The Bu-Hi District character area seeks to protect and enhance the existing character of development along this iconic street.

POLICIES

- Develop and enforce a set of urban design and architectural guidelines to regulate new development.
- Encourage pedestrian-oriented development in which the building faces the street, and parking is located in the rear of the building.
- Improve pedestrian and bicycle connectivity and safety through investments in sidewalks, paths, and bike facilities that connect residents to local recreational and shopping destinations.
- Continue to encourage the location of small, locally-owned businesses along the corridor.

CENTURY CENTER

VISION

A high-density and mixed-use node that serves as a regional attraction and strong employment center for both Chamblee and the greater Atlanta region.

POLICIES

- Continue to support the redevelopment of higher density office space and mixed-use development.
- Plan for and invest in pedestrian and bicycle linkages to the area from the surrounding neighborhood.
- Create a monument gateway at the Clairmont Road / I-85 intersection to welcome visitors to the city.

DOWNTOWN CHAMBLEE

VISION

Downtown Chamblee will be a vibrant and recognizable center that ties the greater Chamblee community together, and attracts visitors from around the Atlanta region. Centered around the Chamblee MARTA Station, this area will support transit-oriented lifestyles with associated housing, services, civic functions, and employment. The area will also contain a compatible blend of historic and modern buildings within a safe and walkable environment.

POLICIES

- Improve pedestrian connections to the MARTA station by investing in streetscape elements such as sidewalks, fountains, and parks/green space.
- Seek high quality development near to the MARTA station.
- Create a central Town Green that can serve as a gathering space for outdoor community activities.

ESTABLISHED RESIDENTIAL

VISION

Chamblee is rich with stable, more established neighborhoods; these areas will remain predominantly single-family residential areas of well-maintained housing supported by nearby commercial areas for goods and services, schools, and local parks for recreation.

POLICIES

- Maintain the single-family residential character of established neighborhoods.
- Improve pedestrian and bicycle connectivity and safety through investments in sidewalks, paths, and bike facilities connecting residents to local recreational and shopping destinations.
- Encourage infill development where appropriate.
- Maintain the existing tree canopy by preserving mature trees where possible.

D CHARACTER AREA VISIONS & POLICIES

GM DISTRICT

VISION

The GM District character area will support and complement the redevelopment of the adjacent former GM plant and the new Third Rail Studios in neighboring Doraville. The area will contain supportive industry and services with a complementary design and style.

POLICIES

- Promote the area for light manufacturing and clean industries, as well as industries that complement the film industry.
- Establish incubator for small business start-ups.
- Work closely with the City of Doraville to construct a new roadway connecting Peachtree Road to New Peachtree Road that will provide an additional crossing of the rail line.

I-85 DISTRICT

VISION

Accessible and highly visible from I-85, this area will serve as a medium-density activity center with commercial, institutional, office, and residential uses, as well as a regional employment hub.

POLICIES

- Preserve a transitional area buffering surrounding single-family neighborhoods from I-85.
- Pursue safe pedestrian and bicycle connections between the surrounding neighborhoods and Dresden Elementary School and St. Pius X Catholic High School.
- Promote the development of a regional activity center that can also effectively serve the needs of the surrounding neighborhoods.
- Work with the owners of older apartment complexes and commercial buildings to upgrade and renovate when possible.

MOTOR MILE CORRIDOR

VISION

The Motor Mile Corridor will continue to be a major regional shopping destination for auto sales and service. Though local commercial areas will be primarily auto-oriented in their marketing, local land uses will reflect a mixed use urban environment that is pedestrian and bicycle friendly, and visually appealing to visitors.

POLICIES

- Implement urban design standards that feature coordinated signage, inventory display, street furniture, lighting and landscaping that create a recognizable character for the corridor and improve walkability.
- Maintain appropriate buffers between residential areas to the north and the commercial uses along the corridor.
- Allow the continued use and adaptive reuse of older industrial buildings outside the viewshed of the corridor within the requirements of the IT zoning district.

NEW PEACHTREE ROAD DISTRICT

VISION

This portion of the New Peachtree Road corridor is envisioned to be a mixed-use employment center with easy access to the airport and the MARTA station. Through redevelopment of underutilized property, the primary uses will be gradually changed from light industrial and offices to a mixture of uses including medium-density, mixed use developments that are more compatible with nearby residential neighborhoods.

POLICIES

- Market the area for mixed-use redevelopment and economic investment.
- Encourage the location of incubators and adaptive reuse of buildings.
- Require appropriate buffers between this area and the residential areas adjacent to it.

PEACHTREE BOULEVARD CORRIDOR

VISION

The Peachtree Boulevard Corridor is envisioned as an active and visually appealing mixed use corridor with pedestrian-oriented, human scale development connected by a comprehensive transportation network that accommodates pedestrian, bicycle, and vehicular traffic. As one of the city’s primary gateways, it should have a welcoming and recognizable look and feel for residents, employees, and visitors.

POLICIES

- Encourage the redevelopment of existing strip commercial development into pedestrian scale, interconnected nodes.
- Support the redevelopment of Chamblee Plaza as a mixed-used development.
- Invest in street, trail, and sidewalk improvements.
- Continue coordination with the City of Brookhaven on land use issues along their shared border to help ensure consistent design and compatibility of uses.

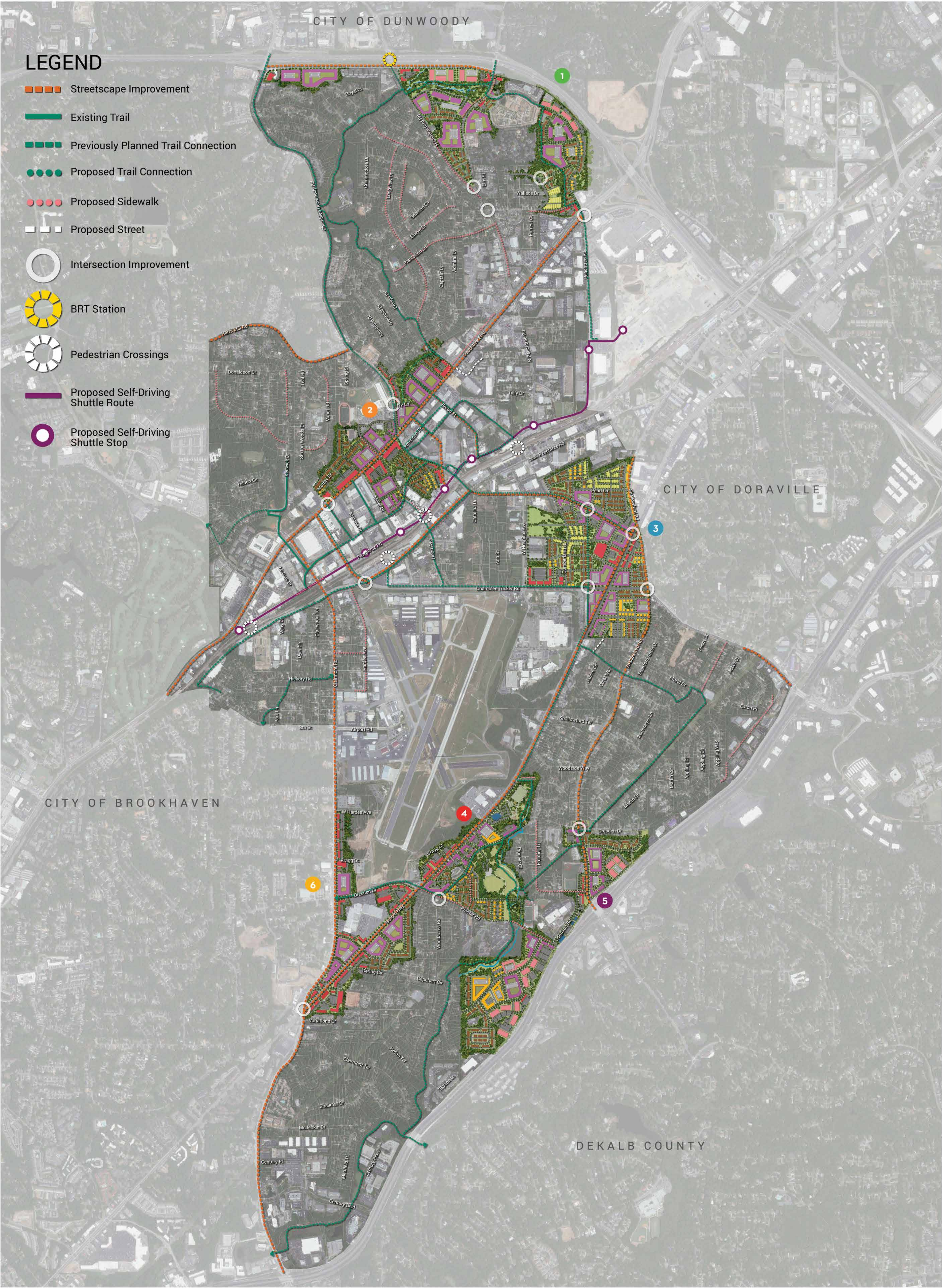
PERIMETER COMMERCIAL MIX

VISION

The Perimeter Village character area will be an active and dense employment center and welcoming gateway to Chamblee from I-285. The area will provide a mix of professional, commercial, and residential uses.

POLICIES

- Continue coordination efforts with City of Brookhaven and City of Dunwoody.
- Implement compatible physical design standards along the I-285 corridor.
- Continue to protect the environmental quality of Nancy Creek.
- Create gateway signage and implement streetscape improvements at key intersections.
- Redevelop sites with underutilized and incompatible land uses.





1" = 200'

Note: These site-specific concept plans are ideas for the future. They show the potential, but do not guarantee that development will occur, or that the site design will be exactly as shown.

LEGEND

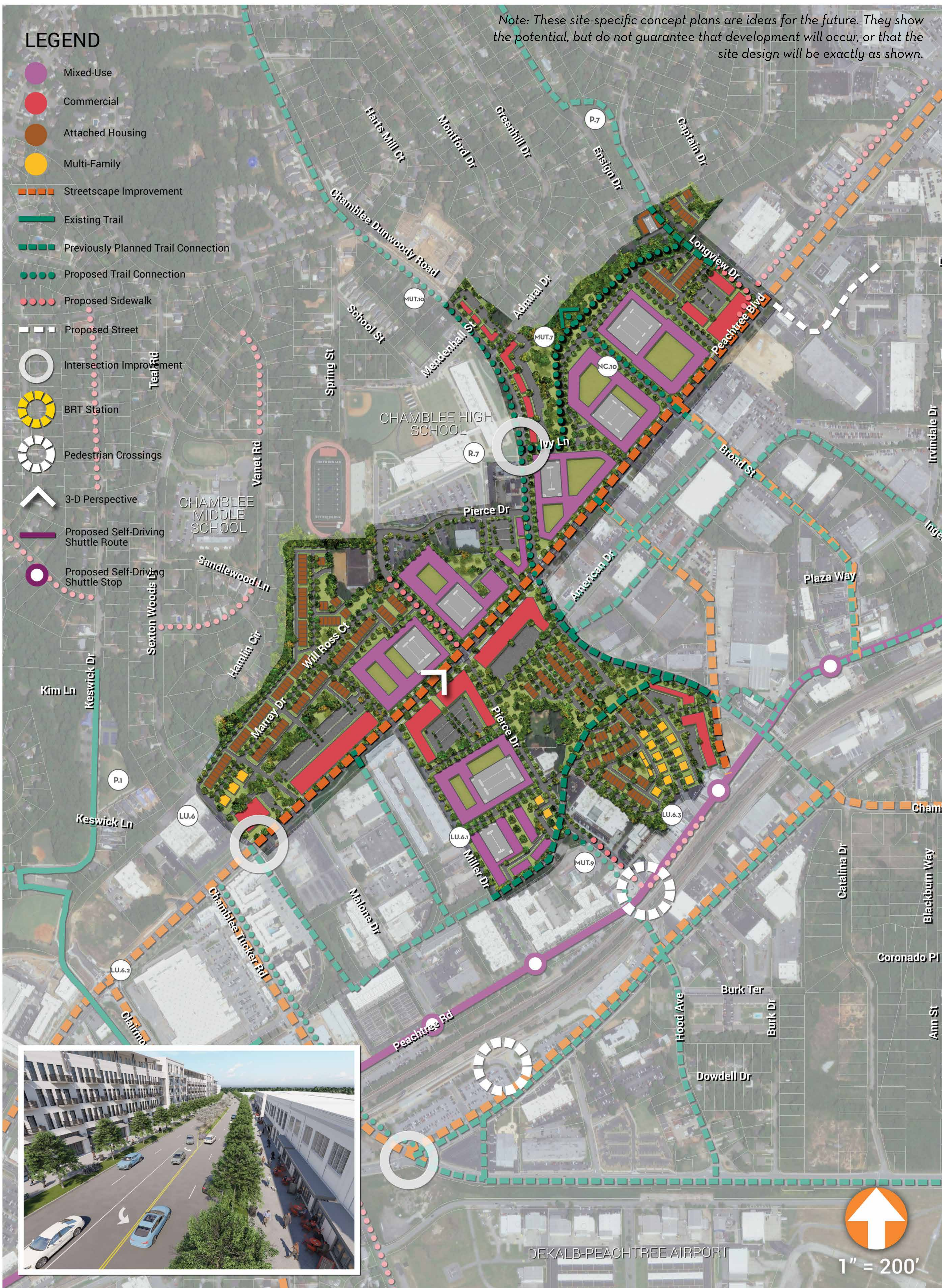
- Mixed-Use
- Commercial
- Office
- Attached Housing
- Multi-Family
- Streetscape Improvement
- Existing Trail
- Previously Planned Trail Connection
- Proposed Trail Connection
- Proposed Sidewalk
- Proposed Street
- Intersection Improvement
- BRT Station
- Pedestrian Crossings
- 3-D Perspective

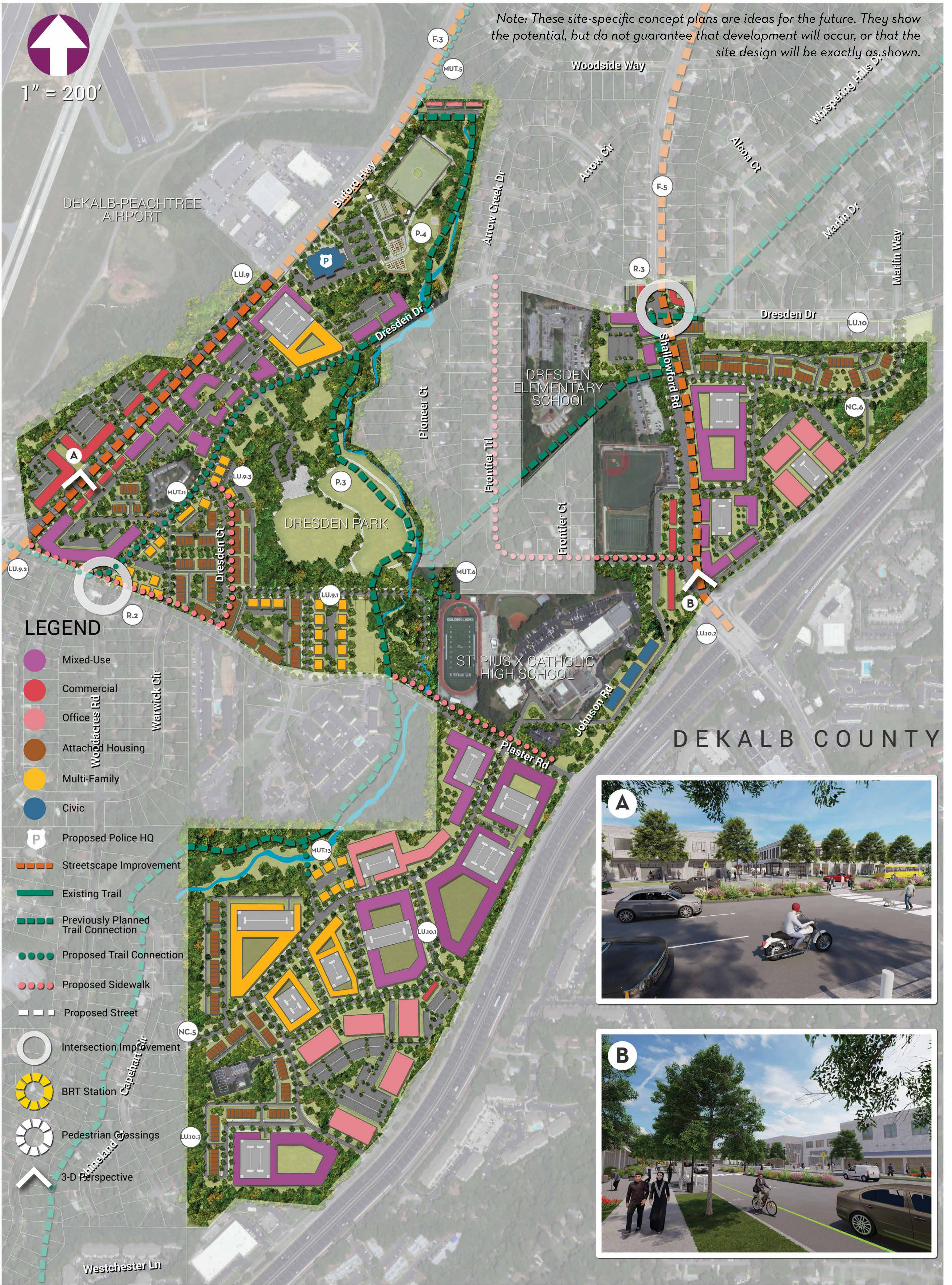


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- Mixed-Use
- Commercial
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- Proposed Trail Connection
- Proposed Sidewalk
- Proposed Street
- Intersection Improvement
- BRT Station
- Pedestrian Crossings
- 3-D Perspective
- Proposed Self-Driving Shuttle Route
- Proposed Self-Driving Shuttle Stop

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DEKALB-PEACHTREE AIRPORT



CITY OF BROOKHAVEN



CITY OF CHAMBLEE



1" = 200'

F SUSTAINABILITY: ARC GREEN COMMUNITIES

1. What is a Green Community? 2. What is Chamblee Today?

“The Green Communities Program is a voluntary certification program through the Atlanta Regional Commission (ARC) with goals that include: reducing the environmental impact of the government through its buildings, fleets and practices; encouraging their community to reduce its environmental impact; and providing public education & outreach on sustainability issues.” - Atlanta Regional Commission

TODAY: GOLD



FUTURE: PLATINUM



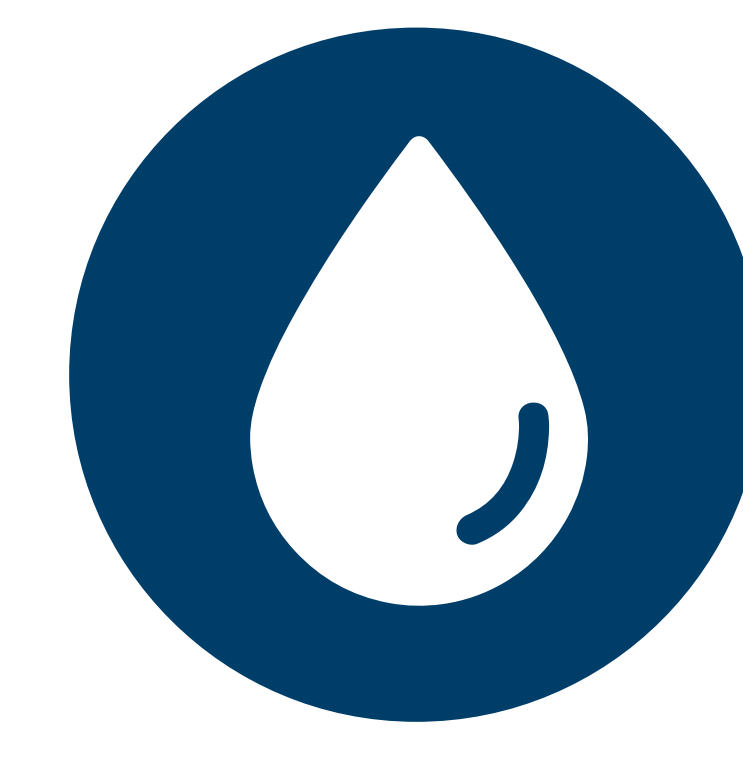
3. How do we achieve Platinum Status?



Initiative 1
Municipal Energy Audits



Initiative 2
Government Cool Roof



Initiative 3
Government Water Audits



Initiative 4
Government Green Infrastructure



Initiative 5
Walk Friendly Community



Initiative 6
Recycling Education Program

PRIORITY PROJECTS

*If you had money to spend on any project(s), what would **you** spend it on?*

What is a “Priority Project?”

Out of all the projects identified within this plan, we will recommend 2-3 projects for the City to fund / program within the first year of this plan’s adoption.

Directions
You will receive 10 Planning Dollars. Use the dollars to priortize the project(s) you would like to see completed first.

Rail Trail Expansion	Small Area Plan Implementation	Affordable Housing Study	MARTA Mobility Hub & Self-Driving Shuttle	Public Art Program