DEKALB COUNTY BOARD OF HEALTH

Master Active Living Plan

FLAT SHOALS PARKWAY

October 24, 2013 - DRAFT

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EXECUTIVE SUMMARY

Chronic diseases are among the most common and costly of all health problems in the United States, but they also are among the most preventable. Lack of physical activity and poor nutrition, two modifiable rishk factors for obesity, and tobacco use are responsible for much of the illness, suffering, and death related to chronic diseases. To help address these health issues, the U.S. Department of Health and Human Services (HHS) created Communities Putting Prevention to Work (CPPW), which is led by the Centers for Disease Control and Prevention (CDC).

Through these programs, DeKalb County, Georgia is tackling public health threats throughout its region by creating a Master Active Living Plan (MALP). The integration of physical activity and other healthy behaviors into the daily routines of DeKalb County residents is the focus of this study. By planning communities with a deliberate focus on health, the health and quality-of-life of their residents can be improved.

To achieve these goals, subareas within DeKalb County have been organized, with this portion of the study focusing on the area around the Flat Shoals Parkway and Wesley-Chapel/Flakes Mill Road area.

Existing Conditions

Health related data featured in the report was derived from the Georgia Department of Community Health (DBOH), the DeKalb County Board of Health, the US Census Bureau and other reputable sources. Cardiovascular mortality was found to be the number one cause of death in DeKalb County, and residents of the Covington Road study area fell in the top 20% of the county for homicide, diabetes, and asthma mortality. A summary table is provided below.

To plan for these health threats, among others, the study area's land use, urban design, transportation and demographic data were analyzed.

The study area comprises of 422 acres and has a mix of land uses with no simple majority. Twenty percent of existing land contains commercial parcels adjoining Flat Shoals Parkway at the intersection of Flakes Mill and Wesley Chapel Roads.

Just over one quarter of land is designated institutional, with the Community Achievement Center in the western portion of the study area, the Augustine Preparatory Academy of Atlanta and the Greater Travelers Rest Baptist Church anchoring the center portion, and Chapel Hill Middle School in the east portion of the study area.

Other uses in the study area include: multifamily residential in the center section; numerous medium density residential parcels throughout; Chapel Hill Park near the middle school; and a considerable amount of undeveloped parcels adjacent to existing multifamily and commercial uses.

DeKalb County's Comprehensive Development Plan has designated the commercial use at the Flat Shoals Parkway and Flakes Mill/Wesley Chapel Roads intersection as a Neighborhood Center. The Neighborhood Center defined by the comprehensive plan is intended to be a neighbor¬hood focal point with a concentration of activities such as general retail, service commercial, profes¬sional office, higher-density housing, and appropriate public and open space

Other future land use is designated to maintain the institutional space and park space, and characterizes the remaining residential land as Suburban

Key Health Statistics				
Cardiovascular Mortality	**Cancer Mortality (DeKalb County)**	**Mortality due to Respiratory Diseases (DeKalb County)**	**Injuries (motor vehicles, pedestrian, homicide) DeKalb County)**	**Injuries (motor vehicles, pedestrian, homicide) (DeKalb County)**
#1 Problem in DeKalb County	#2 Problem in DeKalb County	#3 Problem in DeKalb County	#4 Problem in DeKalb County	#5 Problem in DeKalb County
Diabetes Mortality compared to DeKalb County	**Homicide Mortality compared to DeKalb County**	**Asthma Mortality compared to DeKalb County**	**Higher infant mortality/lower birth weight compared to DeKalb County**	**Limited health/dental service area**
top 20% in DeKalb County	top 20% in DeKalb County	top 20% in DeKalb County	yes	no

1. Centers for Disease Control and Prevention. The Burden of Chronic Diseases and Their Risk Factors: National and State Perspectives 2004. Atlanta: U.S. Department of Health and Human Services; 2004.

Over the next five years, growth in the market areas and DeKalb County is anticipated to pick up slightly (to an average of 0.6-0.7 percent per year).

Market research shows that residential target markets will include empty nesters, young professionals, small families and workforce housing. Retail focus should be on attracting a business mix that will enhance residents' ability to make healthy choices such as fresh groceries, healthy restaurants, retailers in an attractive and a walkable environment. Potential office space uses include professional services (legal, financial, medical, dental, etc.). Ultimately, the study area's success at capturing demand will depend on implementing a comprehensive development program with a variety of residential and commercial uses.

The recommendations that follow have been developed to realize a vision that emerged from an open and inclusive planning process. Throughout the planning process, a deliberate effort was made to link the community vision and plan to the health goals of the Master Active Living Plan. To this end, the recommendations that follow meet community objectives while also addressing existing challenges to healthy living today. Some recommendations overlap because of their synergistic nature.

Community Health Recommendations

Cardiovascular Disease

- Build a Community Center for educational, physical and social activities (0-10)
- Develop a healthy community scorecard that DeKalb County can use to evaluate proposed development projects; provide incentives for "healthy" projects (O-11)
- Change local zoning to promote compact, mixed use development (O-2)
- Revise the zoning ordinance to permit more local gardens and farmers markets (O-2)
- Host regular health education/(para) professional service providers at local church or community center (O-12)
- Hold more exercise/sports/activity programs at local churches/schools/community centers (O13)
- "Brand" study area as a "Healthy Community" (O-14)
- Organize a fresh food cooking club (O-15)
- Provide health education programs for all ages (O-16)
- Expand physical exercise programs at local schools (O-17)
- Provide low/no cost summer exercise programs for children (O-18)
- Build partnerships between DeKalb County Board of Health partnerships and local hospitals and medical centers to provide mobile health services to residents (O-19)
- Serve healthier meals to school children

Cancer

- Provide a Community Center for educational, physical and social activities (O-10)
- Host regular health education/(para) professional service providers at local church or community center (O-12)
- "Brand" the study area as a "Healthy Community" (O-14)
- Expand tobacco-free public sites (O-20)
- Provide health education programs for all ages (O-16)

Respiratory Disease

- Host health education/service providers at a local church or community center (O-12)
- Hold exercise/sports/activity programs at existing churches/schools (O-13)
- Provide health education programs for all ages (O-16)
- Locate schools, senior centers, day cares away from major highways
- Support the Family Smoking Prevention and Tobacco Control Act (2009) (O-20)

Injury

- Test paint of houses built prior to 1978 for the presence of lead dust (O-21)

Pregnancy/Infant Mortality

- Host regular health education/(para) professional service providers at local church or community center (O-16)
- Promote WIC - Women, Infant and Children Special Supplemental Nutrition Program (O-22)
- Serve healthier meals to school children
- Support Medicaid Programs
- Build more social connections

Mental and Behavioral Health

- Host regular health education/(para) professional service providers at local church or community center (O-16)
- Hold more jobs fairs (O-23)
- Zoning change to allow more gardens/markets (O-2)
- Support Medicare Programs
- Create more social connections

Land Use Recommendations

- Strive to achieve the land use vision shown in the Framework Plan
- Provide appropriate transitions between new development and existing neighborhoods
- Increase housing options
- Support the creation of a multi-purpose open spaces
- Comprehensive Plan updates (O-1)
- Zoning code amendments (O-2)
- Amend subdivision regulations to require inter-parcel connectivity (O-3)
- Flat Shoals Parkway/Chapel Hill Road Neigh¬borhood Center redevelopment (O-4)
- Infill Development along Flat Shoals Parkway (O-5)
- Community Achievement Center park extension (O-6)

Urban Design Recommendations

- Require good urban design standards that promote health
- Support architectural standards that allow a variety of styles, but require good design
- Incorporate Crime Prevention through Environmental Design (CPTED) Principles
- Incorporate parks and open spaces into existing areas and new development.
- Encourage an appropriate relationship between parks and adjacent development
- In the design of parks and open spaces provide facilities like paths, running tracks, playgrounds, exercise equipment, sports courts, and drinking fountains

Study Area Concept Plan

- Provide a location for “Saturday morning” farmer’s market.
- Encourage the creation of shared stormwater facilities and those integrated into parks
- Encourage child care centers, adult day care centers and in-home nursing care providers
- Promote the creation of community facilities, including health services, that are pedestrian accessible
- Plant shade trees along sidewalks and pedestrian walkways
- Encourage the relocation of overhead utilities to underground wherever feasible
- Zoning code amendments (O-1)
- Uniform sign program (O-7)
- Flat Shoals Parkway/Wesley Chapel Road Public Square (0-8)
- Flat Shoals Parkway Infill Development Guide¬lines (O-9)

Transportation Recommendations

- Ensure that the transportation system is balanced between vehicular and non-vehicular access and circulation opportunities
- For purposes of advancing healthy travel opportunities for nearby residents and area visitors, focus improvements that promote non-motorized access and circulation
- Incorporate complete streets principles that promote improvements that provide more pedestrian and bicycle friendly environments within the context of a balanced transportation system
- Develop pedestrian-scale blocks in new development
- Incorporate access management

People are most likely to get the required physical activity when it is incorporated into their daily routine

- As the area grows, new interconnected streets must be created to provide more routes for drivers, bicyclists, and pedestrians
- Minimize dead-end streets
- Provide pedestrian and bicycle connections between cul-de-sacs and sidewalks or trails for more convenient access to these amenities
- Require developments to install or upgrade adjacent sidewalks
- Provide a 12-ft. wide multi-use trail along the south side of Flat Shoals Parkway (T-6)
- Construct a 12-ft. wide multi-use trail along the east side of Waldrop Road (T-7)
- Provide linkages to the multi-use trail system along the south side of Flat Shoals (T-6)
- Provide a new bike trail (T-8)
- Install a new pedestrian signal along Flat Shoals Parkway at Rad¬cliffe Road (T-1)
- Install a new traffic signal along Flat Shoals Parkway at the eastern entrance drive to the Kroger shopping area (T-2)
- Install a new traffic signal at the entrances to the Publix and Kroger shopping areas along Flakes Mill Road (T-3)
- Install a new traffic signal at the intersection of Flat Shoals Park¬way and Woodberry Parkway (T-4)
- Install a new pedestrian traffic signal along Flat Shoals Parkway at Cherry Ridge Drive (T-5)
- Complete all sidewalks on both sides of roads unless a multi-use trail is recommended

Housing & Economic Development Recommendations

- Encourage a mix of housing types and price points
- Incorporate principles of Lifelong Communities in new development
- Encourage inclusive home design practices
- Strive to attract target businesses to the study area
- Promote a variety of fresh food options in the study area
- Encourage study area businesses to be partners in promoting health initiatives
- Develop a branding and marketing campaign for the DeKalb County MALP Study Areas (O-13)
- Examine Lead Based Paint Risks (O-14)
- Recognize local restaurants that offer healthy dining options (O-24)
- Assess school lunch options and vending machine offerings (O-25)

This plan offers an aggressive but achievable future for the Covington Road study area. For its vision to become a reality there must be both short- and long-term commitments to its principles.

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PART I: INTRODUCTION

1.1 Overview

According to the DeKalb County Board of Health's Behavioral Risk Factor Surveillance System Report, 24 percent of DeKalb County residents are obese and 53 percent do not get the recommended level of physical activity. The Georgia Department of Community Health found that the State's obesity rate doubled between 1997 and 2006 from 15 to 30 percent. Therefore, the US Department of Health and Human Services awarded the DeKalb County Board of Health a grant which was funded through the Affordable Care Act of 2010 and is a part of the Communities Putting Prevention to Work program.

Master Plan Goals

The goal of the DeKalb County Board of Health Master Active Living Plan is to improve the integration of physical activity and other healthy behaviors into the daily routines of DeKalb County residents. Recent research in the Atlanta region and nationwide has shown that the ways communities are built can directly and indirectly impact the health of their residents by encouraging or discouraging certain healthy behaviors. By planning communities with this in mind, the physical health of their residents can be improved and their overall quality-of-life improved.

With this in mind, this master plan is intended to be a proactive, community-based vision and blueprint for the Flat Shoals Parkway/Wesley Chapel Road study area that will improve public health by achieving the following goals:

- Improving bike/pedestrian connections of activity centers to nearby neighborhoods, parks, schools, and other public facilities
- Encouraging development with an emphasis on mixed-use, compact development, interconnected streets, multi-modal accessibility, and increased public space

These goals, along with community-specific aspirations that emerged from the public outreach process, have been instrumental in guiding the plan for the study area.

Study Area Overview

Located in the southern part of DeKalb County, the Flat Shoals Parkway & Wesley-Chapel/Flakes Mill Road study area centers along Flat Shoals Parkway from approximately Waldrop Road and the Community Achievement Center on the west side to Dogwood Farm Road and Chapel Hill Middle School on the east side. The center focus of the study area is the commercial intersection of Flat Shoals Parkway and Wesley-Chapel/Flakes Mill Road. (Please see Figure 1.1.)

Active lifestyles benefit physical and mental health

Top Community Health Issues:
1. Cardiovascular Diseases
2. Cancer
3. Respiratory Diseases
4. Injuries
5. Pregnancy/Infant Mortality
6. Mental & Behavioral Health Issues

Selected Recommendations	Healthy Food Access	Nutrition & Cooking Info	Physical Activity	Healthcare Access & Info	Substance Abuse	Safety	Air Quality
	Health Contributing Factors						
Bike Paths and Multi-Use Trails	*		*	*		*	*
Sidewalk Improvements & Streetscapes	*		*	*		*	*
Park Space, Dog Park & Exercise Equipment			*		*	*	*
Mix of Uses & Higher Density Activity Nodes	*		*	*		*	*
Local Health Education/Service Providers		*	*	*	*	*	*
Community Gardening Programs	*	*	*				*
Farmers Market & Natural Food Stores	*	*					*

This table shows the top causes of mortality in the study area and how the plan incorporate features that reduce the factors that contribute to these. For example, poor food choices, physical inactivity, and limited access to healthcare can lead to obesity, diabetes, congestive heart failure, etc. - all forms of cardiovascular disease. The plan includes paths, sidewalks, gardens and social centers to promote healthy food access, physical activity, and health education opportunities that can reduce the incidence of this health problem as well as the other leading causes of death in the study area. Of note is that this table illustrates some but not all contributing factors and recommended healthy design solutions that are described in more detail in this report.

Figure 1.1 Study Area Map

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PART II: EXISTING CONDITIONS

2.1 Community Health

DeKalb County Board of Health recently published the 2010 Status of Health in DeKalb Report: Opportunities for Prevention and Community Action that highlighted important trends in the health status of residents of DeKalb County. Data featured in the report were derived from the Georgia Department of Community Health (DBOH), the DeKalb County Board of Health, the US Census Bureau and other reputable sources. A second source of data in this health assessment was derived from the U.S. Environmental Protection Agency's EJView. The internet-based mapping tool allows users to create maps and generate detailed reports based on the geographic areas and data sets they choose. EJView includes data from multiple factors that may affect public and environmental health within a community or region, including: demographic; health; environmental; and facility-level data. Geospatial data used in this assessment were largely derived from DBOH as well as from the GIS Department of DeKalb County Government, US EPA, and others.

A "high-level" health assessment was performed using these data sources to identify the most significant causes of mortality in the community. The results are shown in Table 2.1. Other key statistics are shown in Table. 2.2.

The study area includes several churches, an elementary school and a middle school, as well as a green space and two parks. There are several sources of healthy food nearby as well as dentists and other health care specialists. Some healthy design features missing from the area include bike lanes, trails, community gardens, complete sidewalk systems, and quality transit.

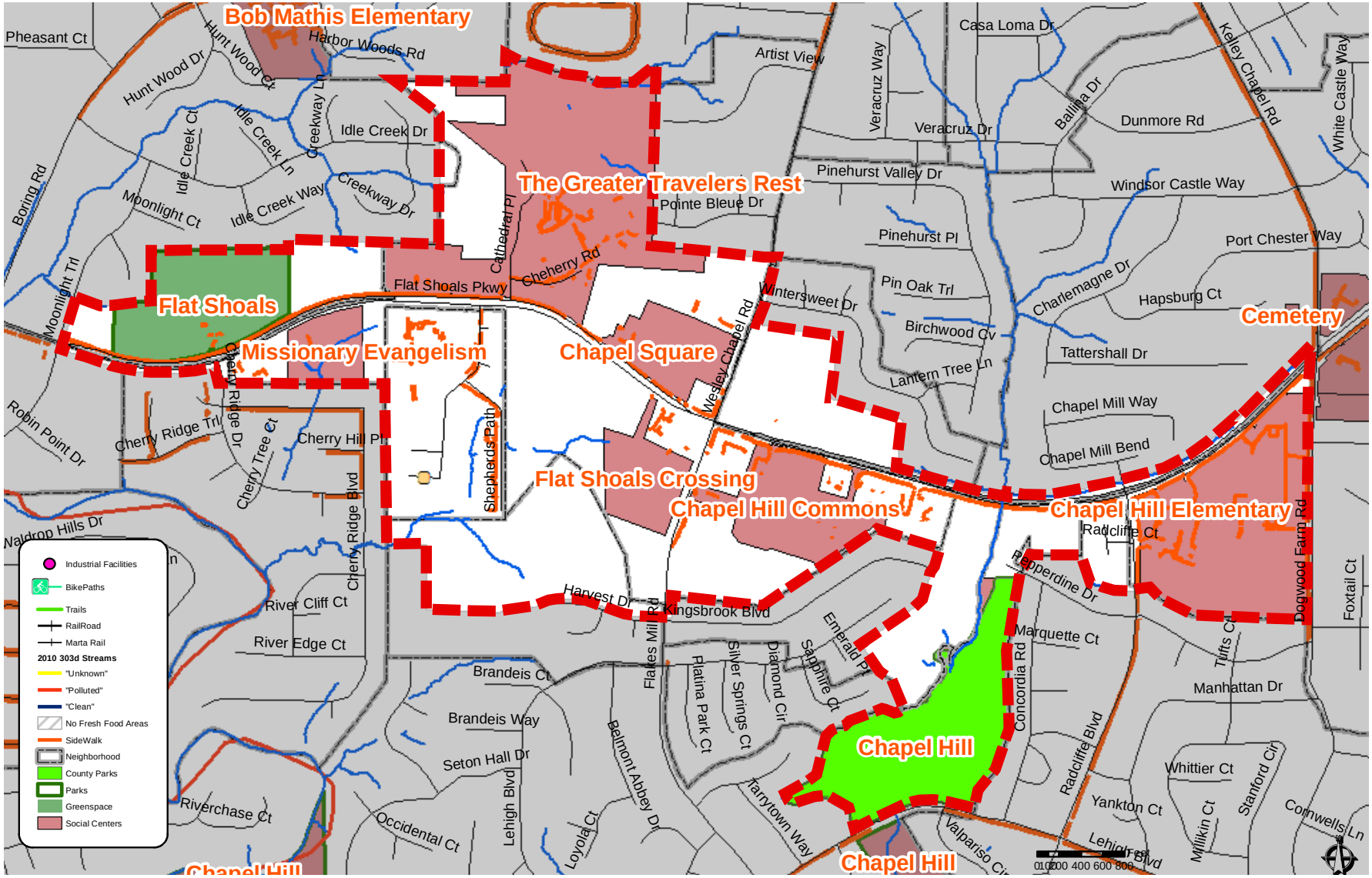
Table 2.2 Other Key Statistics

Demographic Statistics			
Significant population of minority/low-income (Environmental Justice Area)	**Approx. percent below poverty (2010 census)**	**> 30% rental units**	**Approx. percentage less than high school education (2010 census)**
no	0-10	no	< 10
Environmental Statistics			
Polluted streams	Ozone non-attainment 8 hr	PM 2.5 non-attainment	Approx. respiratory risk
no	yes	yes	moderate

Table 2.1 Key Health Statistics

Key Health Statistics				
Cardiovascular Mortality	**Cancer Mortality (DeKalb County)**	**Mortality due to Respiratory Diseases (DeKalb County)**	**Injuries (motor vehicles, pedestrian, homicide) (DeKalb County)**	**Injuries (motor vehicles, pedestrian, homicide) (DeKalb County)**
#1 Problem in DeKalb County	#2 Problem in DeKalb County	#3 Problem in DeKalb County	#4 Problem in DeKalb County	#5 Problem in DeKalb County
Diabetes Mortality compared to DeKalb County	**Homicide Mortality compared to DeKalb County**	**Asthma Mortality compared to DeKalb County**	**Higher infant mortality/lower birth weight compared to DeKalb County**	**Limited health/dental service area**
top 20% in DeKalb County	top 20% in DeKalb County	top 20% in DeKalb County	yes	no

Map showing facilities impacting health



2.2 Land Use and Zoning

Land uses and the relationship between them impact the quality-of-life and health in a community. The arrangement of land uses and their proximity can also support or discourage healthy activities within a community, particularly walking, bicycling, and socialization.

Existing Land Use

The study area comprises of 422 acres and has a mix of land uses with no simple majority. Twenty percent of existing land contains commercial parcels adjoining Flat Shoals Parkway at the intersection of Flakes Mill and Wesley Chapel Roads.

Just over one quarter of land is designated institutional, with the Community Achievement Center in the western portion of the study area, the Augustine Preparatory Academy of Atlanta and the Greater Travelers Rest Baptist Church anchoring the center portion, and Chapel Hill Middle School in the east portion of the study area.

Other uses in the study area include: multifamily residential in the center section; numerous medium density residential parcels throughout; Chapel Hill Park near the middle school; and a considerable amount of undeveloped parcels adjacent to existing multifamily and commercial uses.

Table 2.3 and Figure 2.1 provide more information about the existing land uses in the study area.

Table 2.3 Existing Land Use

LAND USE	PARCEL COUNT	ACRES	PERCENTAGE
COMMERCIAL	35	83.32	19.7%
INSTITUTIONAL	4	112.45	26.6%
MEDIUM DENSITY RESIDENTIAL	47	39.55	9.4%
HIGH DENSITY RESIDENTIAL	37	2.01	0.5%
MULTIFAMILY RESIDENTIAL	81	29.88	7.1%
PARKS	3	32.09	7.6%
UNDEVELOPED	125	83.36	19.7%
STREET ROW	n/a	39.64	9.4%
TOTAL	***332***	***422.30***	***100%***

Future Land Use

DeKalb County's Comprehensive Development Plan has designated the commercial use at the Flat Shoals Parkway and Flakes Mill/Wesley Chapel Roads intersection as a Neighborhood Center. The Neighborhood Center defined by the comprehensive plan is intended to be a neighborhood focal point with a concentration of activities such as general retail, service commercial, professional office, higher-density housing, and appropriate public and open space.

Other future land use is designated to maintain the institutional space and park space, and characterizes the remaining residential land as Suburban.

Commercial uses at Flat Shoals/Flakes Mill

Community Achievement Center

Chapel Hill Park

The comprehensive plan defines Suburban as areas where typical types of suburban residential subdivision development have occurred and where pressures for similar future development are greatest. (Please see Figure 2.2.)

It is notable that these land use designations support a range of uses throughout the study area, but do not support vertical mixed-use development. As a result, the land use patterns supported by these designations could result in distances between uses that are too great to walk, especially for the elderly or those with limited mobility.

Existing Zoning

A majority of the study area is zoned for residential (R100) which surround commercial (C1, NS) and institutional (OI) zoning at the Flat Shoals Parkway and Flakes Mill/Wesley Chapel Roads intersection. Current zones in the study area come from the DeKalb County Zoning Code and are listed below:

Single-family Residential District (R100) - Provides detached single-family dwellings with some agricultural uses as follows: keeping pigeons; livestock; riding stable. These are uses and structures designed to serve the housing, recreational, educational, religious, and social needs of the neighborhood. R100 specifies neighborhoods within the county where lots have a minimum area of 15,000 square feet, and infill development in neighborhoods having 15,000 square foot lots in a manner compatible with existing development.

Local Commercial District (C1) - Provides convenient local retail shopping and service areas within the county for all residents, designed to serve the convenience shopping and service needs of groups of neighborhoods.

General Commercial District (C2) - Provides convenient general business and commercial service areas within the county for all residents, designed to serve the general business and commercial service needs of the county.

Neighborhood Shopping District (NS) – Provides commercial use at the size and scale of neighborhood shopping centers and individual uses within said centers are compatible with the scale of adjoining neighborhoods.

Office Institution District (OI) – Provides provide convenient areas within the county for the location of office and institutional uses which are necessary for the residents and business and professional practitioners within the county, and provides provide locations for the development of cultural, recreational, educational and health service facilities for the county.

Pedestrian Community District (PC1) - Provides for the development of comprehensively planned, pedestrian-oriented, and human-scaled places. The PC District is to permit the flexible and compatible arrangement of residential, commercial, office, institutional, and civic uses, while preserving the significant and valuable features of the natural and artificial environment.

Multifamily Residential (RM) – Provides multifamily neighborhoods within the county at a density per acre designated in the comprehensive plan. Structures designed to serve the housing, recreational, educational, religious, and social needs of the neighborhood.

Single-family Residential (R-A5) – Provides for attached and detached single-family dwellings with lots an average of no less than 8,000 square feet, and no indiv lot under 6,000 square feet.

Table 2.4 and Figure 2.3 provide more information about the existing zoning in the study area.

Table 2.4 Existing Zoning

ZONING	PARCEL COUNT*	ACRES	PERCENTAGE
C1	25	56.73	13.4%
C2	1	1.50	0.4%
NS	12	47.37	11.2%
OI	7	24.41	5.8%
PC1	22	19.00	4.5%
R100	171	222.03	52.6%
RA5	44	5.02	1.2%
RM	52	6.50	1.5%
ROW (NOT ZONED)	n/a	39.74	9.4%
TOTAL	***334***	***422.3***	***100%***

**Some parcels are in multiple zoning districts.*

Figure 2.1 Existing Land Use Map

Figure 2.2 Existing Future Land Use Map

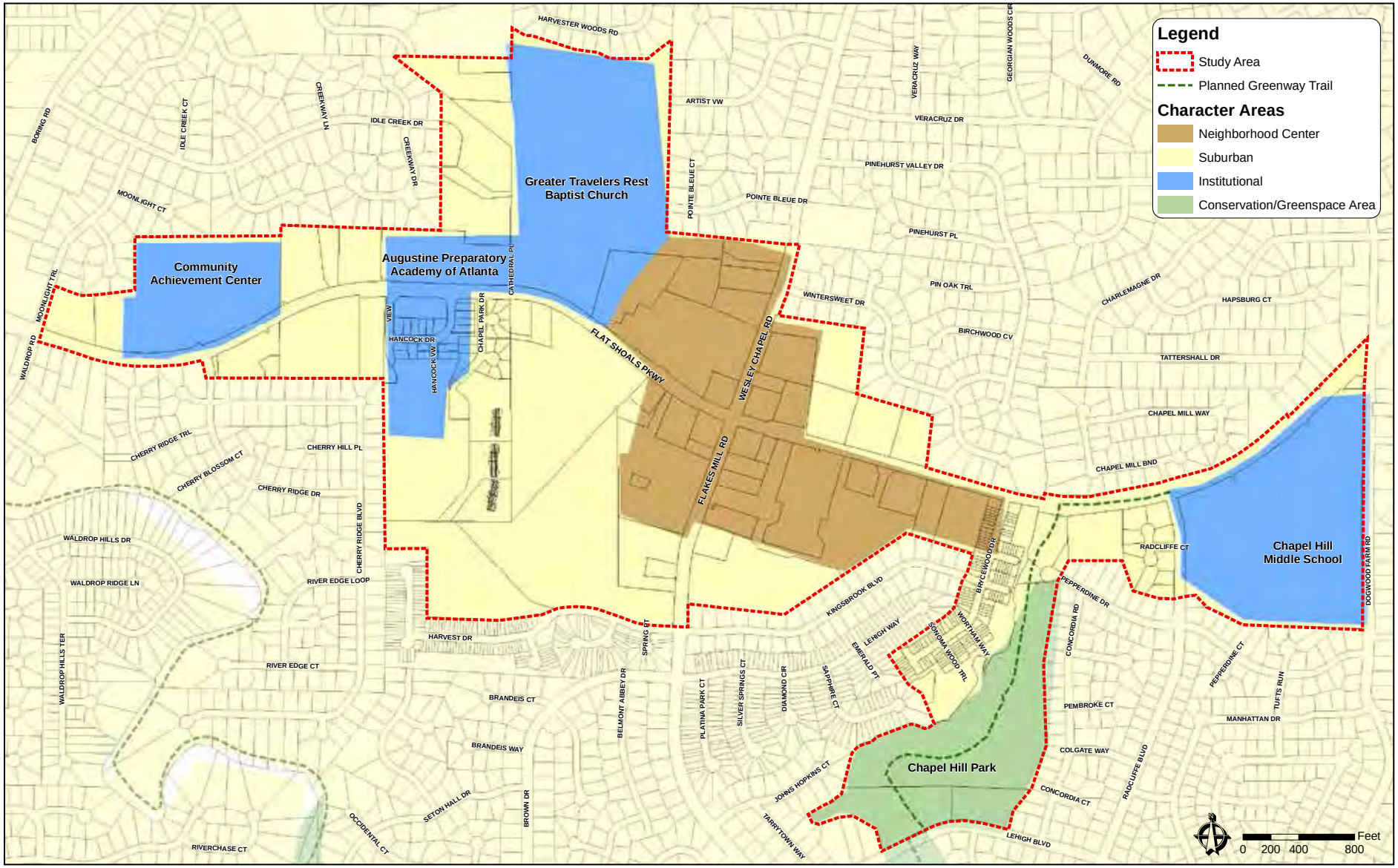
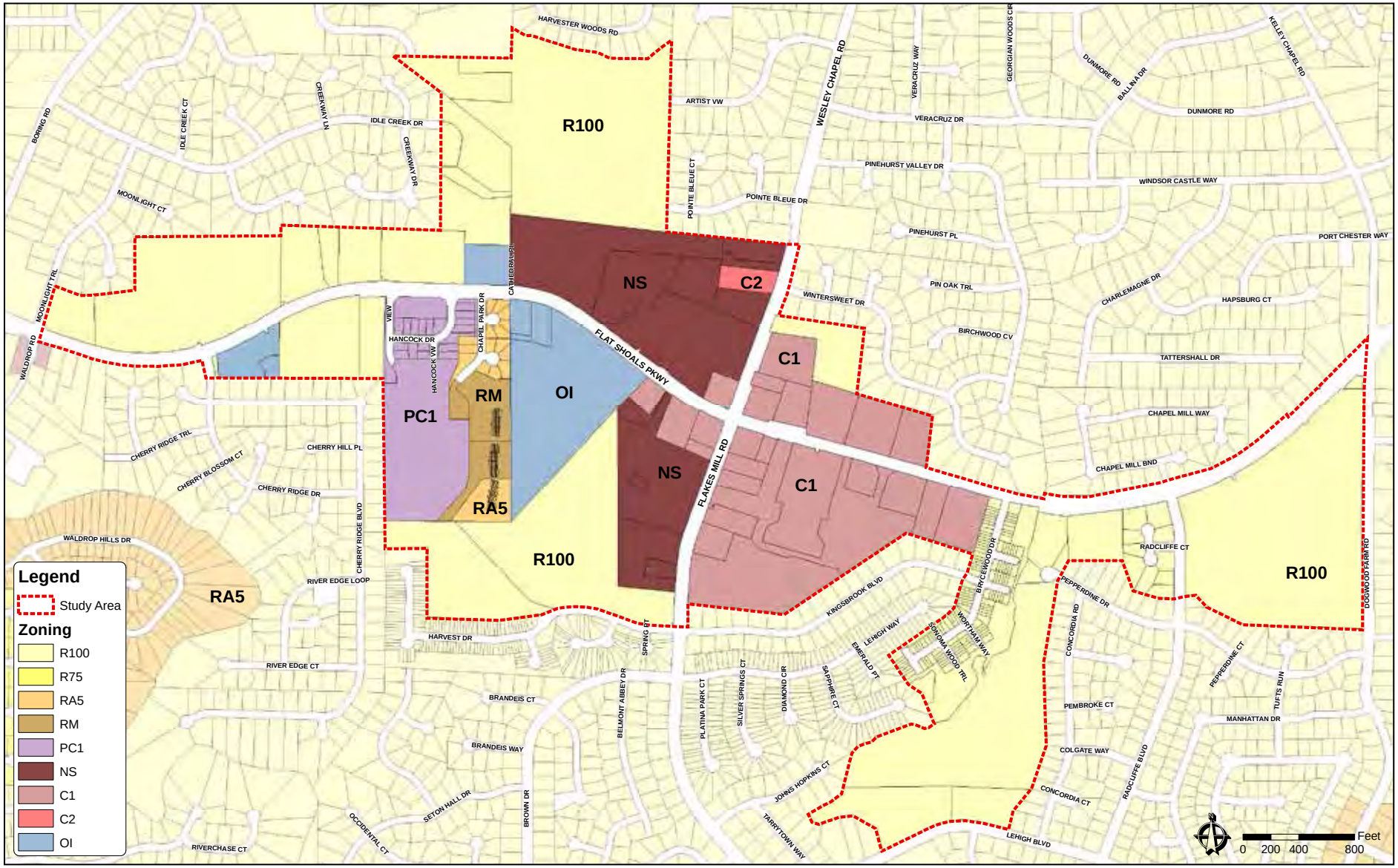


Figure 2.3 Existing Zoning Map



2.3 Urban Design

Urban design is a review of the collective patterns that define a community and the design opportunities that they represent. These patterns are formed by a variety of factors, largely based on the historic path that a community has taken and the imprints it has left along the way. Building styles, sidewalk layout, the relationship of buildings to the street, building placement, and street patterns are all important factors. In addition, the experience a place provides is defined by an interaction of these features with natural elements like trees, streams, and topography. These and other features work together to define "place" and establish physical character. This section examines several features of urban design and historic resources in the study area, including: Blocks & Street Patterns, Parcel Patterns, and Building Patterns.

Design impacts health in many ways. First, research suggests that people will walk more frequently and greater distances when the setting they are walking in is visually interesting. Additionally, community design and aesthetics can have a direct effect on mental health, as anyone who has ever visited a beautiful place can attest to.

Block & Street Patterns

The study area consists of the main intersection at Flat Shoals Parkway and Wesley Chapel/Flakes Mill Roads. There is no interconnected street network other than these two main roads, thus blocks in the traditional sense do not exist. Residential areas are auto-oriented with cul-de-sacs and connections via neighborhood streets to the main roads. Overall, the study area and its surroundings lack connectivity, which discourages pedestrian and bicycle activities and leads to an auto-oriented lifestyle, contributing to poor air and water quality.

Parcel Patterns

The study area consists of a variety of parcel sizes scattered throughout, including small single-family residential, medium sized commercial and multi-family, and larger office-institutional. The main portion of the medium size commercial parcels are at the intersection of Flat Shoals Parkway and Wesley Chapel/Flakes Mill Roads. Larger institutional parcels adjoin Flat Shoals Parkway moving away from this intersection. Small residential and medium multifamily parcels are accessed by neighborhood streets that feed to Flat Shoals Parkway.

Building Patterns

Buildings in the study area are generally set back from Flat Shoals Parkway and Wesley Chapel/Flakes Mill Roads to allow for parking. Generic commercial out parcels exist at this intersection in front of larger shopping centers. Institutional buildings are also set back with an abundance of parking, particularly those next to each other. Residential buildings are either multifamily with parking in front or set back single-family dwellings.

The result of these building patterns is an environment that is hostile to any means of transportation other than driving through, and the creation of a physical setting with very little sense-of-place.

Please see Figure 2.4 Urban Design Map.

"Anywhere USA" strip commercial outparcels

There is an abundance of institutional parking

Auto-oriented, garden style multifamily

Figure 2.4 Urban Design Map

2.4 Transportation

Many of the key health issues in and around the Panola Road/Salem Road study area are directly attributed to a sedentary lifestyle. Development patterns that discourage walking, bicycling, and other forms of physical activity as part of daily life are part of the blame for this. As a result, transportation facilities and their relationship to land use and community design, are important in creating a community that is sustainable and healthy.

Roadway Access and Circulation

The study area features several roadways that (1) serve internal circulation needs for existing land uses, (2) connect the study area to the region, and (3) offer local collector functions. Roadways help define the MALP study area as well as serving circulation and connectivity functions. The study area roadway boundaries and notable intersecting roads are noted below.

- Western Boundary – Waldrop/Moonlight Roads
- Northern Boundary – Pointe Bleue Drive
- Eastern Boundary – Kelley Chapel/Dogwood Farm Roads
- Southern Boundary – Lehigh Boulevard

The two primary study area roadways include:

- Flat Shoals Parkway traversing on east/west basis and includes primary intersecting roads including from west to east:
  - The alignment of Waldrop Road south of Flat Shoals Parkway and Moonlight Road north of Flat Shoals Parkway
  - Cherry Ridge Drive
  - Hancock Drive
  - Woodbury Parkway
  - The alignment of Wesley Chapel Road north of Flat Shoals Parkway and Flakes Mill Road south of Flat Shoals Parkway
  - Brycewood Drive
  - Radcliffe Boulevard
  - The alignment of Kelley Chapel Road north of Flat Shoals Parkway and Dogwood Farms Road south of Flat Shoals Parkway
- Wesley Chapel Road/Flakes Mill Road on a north/south alignment including intersecting roadways from north to south:
  - Pointe Bleue Drive
  - Wintersweet Drive
  - Flat Shoals Parkway
  - Publix and Kroger shopping area driveways south of Flat Shoals Drive
  - Woodbury Parkway
  - Brown Drive/Lehigh Boulevard

Flat Shoals Parkway consists of two lanes in each direction with either a two-way center turn lane in the commercial area near the intersection with Wesley Chapel/Flakes Mill Roads and a 16-foot wide landscaped raised median with turn pockets throughout the majority of the study area. Wesley Chapel Road consists of one southbound lane and two northbound lanes in the study area. It then narrow to one lane in each direction to the north of the study area. Flakes Mill Road essentially consists of one lane in each direction but widens at Flat Shoals Parkway to allow for additional through and turning movements.

All other roadways within the study area are two lanes (one lane in each direction)

Roadway Characteristics

General roadway characteristics along representative roadway segments within the study area including approximate roadway width, total number of lanes, and the presence of or lack of sidewalks are shown in Table 2.5.

In a healthy community transportation systems include many ways to travel

Table 2.5 Flat Shoals Pkwy./Wesley Chapel Rd./Flakes Mill Rd.Area Roadway *Characteristics*

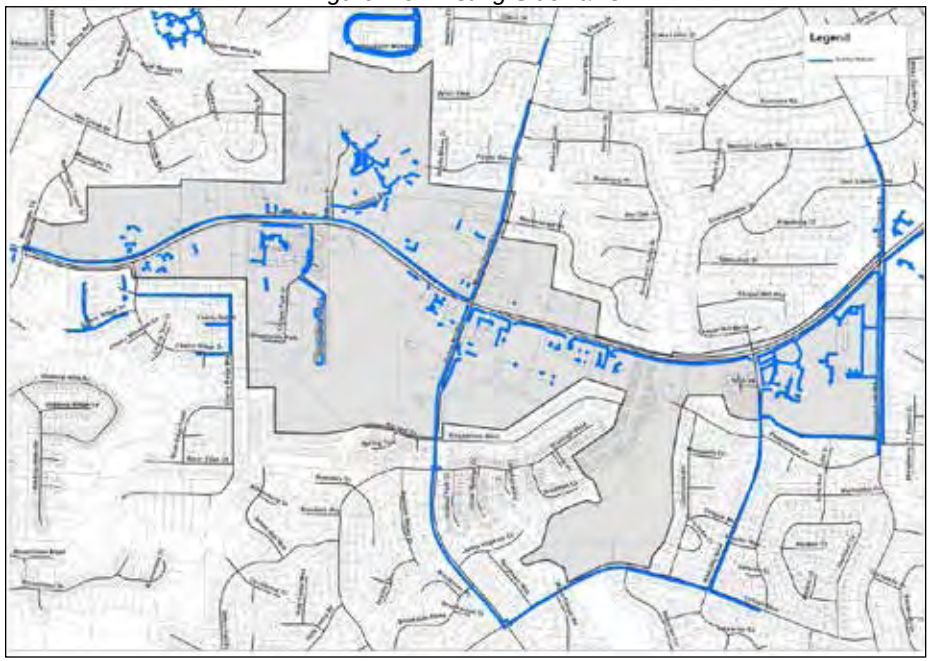
PRIMARY ACCESS ROADS	APPROX. ROADWAY WIDTH (FT.)	TOTAL NUMBER OF LANES	SIDEWALKS (INDICATING SIDE OF ROADWAY)
Flat Shoals Pkwy. at Cherry Ridge Dr.	78	5	B
Flat Shoals Pkwy. West of Woodberry Pkwy.	78	5	B (Int. S)
Flat Shoals Pkwy. West of Wesley Chapel/ Flakes Mill Rds.	60	5	B (Int. S)
Flat Shoals Pkwy. West of Brycewood Dr.	66	4 Div.	S Only
Flat Shoals Pkwy. West of Radcliffe Blvd.	66	4 Div.	S Only
Flat Shoals Pkwy. West of Kelly Chapel/Dog-wood Farm Rds.	66	4 Div.	B (Int. N)
Cherry Ridge Dr. Entrance South of Flat Shoals Pkwy.	40	2 Div.	None
Cherry Ridge Dr. 250 Ft. South of Flat Shoals Pkwy.	25	2	None
Woodberry Pkwy. At Flat Shoals Pkwy.	26	2	W Only
Wesley-Chapel Rd. north of Flat Shoals Pkwy.	20-23	2	W Only
Flakes Mill Rd. south of Flat Shoals Pkwy.	35	3	W Only
Brycewood Dr. south of Flat Shoals Pkwy.	23	2	W Only
Radcliffe Blvd. south of Flat Shoals Pkwy.	23	2	E Only
Dogwood Farms Rd. south of Flat Shoals Pkwy.	26	2	B
Kelly Chapel Rd. north of Flat Shoals Pkwy.	26	2	W

KEY:
B - indicates sidewalks on both sides
Int. - indicates intermittent or discontinuous sidewalks
S - Indicates south side of the road
N - Indicates north side of the road
E - Indicates east side of the road
W - indicates west side of the road

Sidewalks

A more detailed assessment of sidewalks was conducted in order to identify where sidewalks currently exist or do not exist as identified in Figure 2.5. The blue lines depict where sidewalks currently exist.

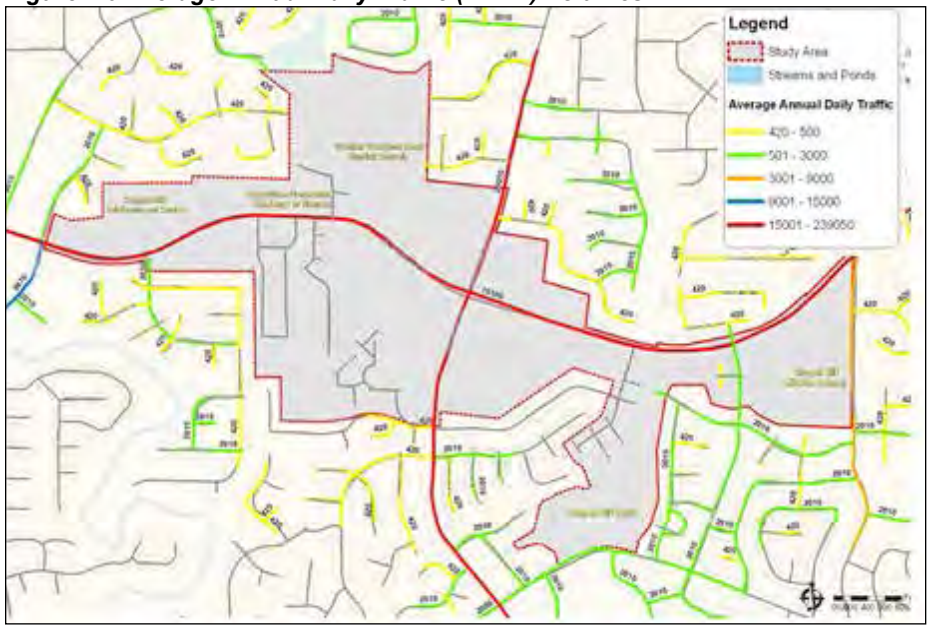
Figure 2.5 Existing Sidewalks



Average Annual Daily Traffic

Average annual daily traffic (AADT) volumes are presented in Figure 2.6. These data are based on Geographic Information System (GIS) files provided by the Atlanta Regional Commission (ARC). They represent 2007 daily traffic volumes along the primary roadways within the study area. However, several smaller roadways indicate the same traffic volumes. This is because the character of the model that generated the traffic volumes is more regional in nature and cannot assign traffic accurately along smaller, local roads and should not be construed as accurate for purposes of this study. As shown, the representative traffic volume along Flat Shoals Parkway is approximately 11,200. The traffic volume along Wesley Chapel Road, north of Flat Shoals Parkway is approximately 20,000 AADT. Waldrop Road on the west side of the study area, south of Flat Shoals Parkway, has about 9,870 daily vehicles, while Kelly Chapel Road on the east side of the study area displays a volume of about 3,000 per average day.

Figure 2.6 Average Annual Daily Traffic (AADT) Volumes



Roadway Level of Service

Roadway level of service (LOS) indicates the relative efficiency of the roadway system based on a ratio of the daily traffic volume along a roadway segment to the daily capacity of the roadway (the ability of the roadway to throughput a volume of traffic at a representative point along that segment). The capacity uses factors such as number of available lanes, roadway and lane width, roadway condition and other factors. LOS A indicates free-flowing conditions with virtually no delay, while a LOS F rating indicates extreme congestion and delays.

Roadway level of service for select roadways within the Flat Shoals/Wesley Chapel/Flakes Mill study area is shown in Figure 2.7. As shown, almost all roadways within the study area operate at acceptable levels of service, with few delays other than those that would normally occur at intersections. However, a portion of Flakes Mill Road, south of Flat Shoals Parkway, is operating at LOS E. This may be attributable to the large number of driveways accessing land uses along Flakes Mill Road as well as a general inability for traffic to access Flat Shoals Parkway, thus forcing more vehicles onto Flakes Mill Road than the two-lane roadway can accommodate.

Figure 2.7 Roadway Level of Service

Crash Locations

The number and location of 3-year (2009-2011) crashes in the study area, gleaned from the ARC GIS files, are shown in Figure 2.8. This information is important in identifying operational or geometric (roadway or intersection design, sight distances, etc.) issues, often at intersections of streets or driveways, so that solutions can be examined which could reduce the crashes. As shown, the highest crash location in the study area is located at the intersection of Flat Shoals Parkway at Wesley Chapel and Flakes Mill Roads. This intersection is signal controlled and has exclusive left-turn lanes at all four approaches but no exclusive right turn lanes.

Contributing factors for the large concentration of crashes may be the high number of vehicles accessing the intersection from all directions which means that green time for both the east/west movements must compete with green time for the north/south movements. After speaking with area residents, safety may be compromised because drivers are taking chances at turning left or going through the intersection during a late yellow light phase or even early red light phase. Also, because of the high traffic volumes during peak periods, traffic exiting businesses near the intersection are taking greater chances for left

turns out of driveways when appropriate gaps are not present. Some of these may be attributable to the lack of adjacent signals along each of the roadways that would normally allow for gaps for downstream vehicles to negotiate safer turning or through movements.

Figure 2.8 Study Area Crash Locations

MARTA Transit

Currently, MARTA bus service is not provided through this study area. The nearest bus route is Route 114 route which terminates in the vicinity of Flat Shoals Parkway and Clifton Springs Road. This terminus is approximately one mile to the west of the study area. The route extends from this location to the north via Columbia Drive. Route 186 extends from the west along Rainbow Drive to the Wesley Chapel Road/Snapfinger Road intersection vicinity, approximately 1.7 miles north of the study area.

Transportation Sustainability

Livability means being able to take your kids to school, go to work, see a doctor, drop by the gro¬cery or post office, go out to dinner and a movie, and play with your kids at the park—all without having to get in your car."

- Ray LaHood, U.S. DOT, Secretary of Transportation

Since World War II many communities have developed in a way that necessitates the use of an automobile for nearly every daily trip taken, leading to a sedentary lifestyle for both children and adults. Lack of sidewalks in suburban neighborhoods makes walking to schools, to sports activities and even visiting close-by neighbors dangerous. Removing the physical and financial barriers which limit recreational participation is paramount in helping residents to achieve healthy lifestyles and create meaningful community connections. The following describes common barriers to walking:

Common barriers to a sustainable and walkable community:

- Distance to daily destinations
- Lack of transportation choices
- Unsafe neighborhood conditions
- Unsafe traffic conditions
- Lack of time
- Poor health
- Lack of sidewalks
- Perceived lack of neighborhood physical activity opportunities
- Perceived lack of neighborhood safety

Using best practices in land use and transportation design promotes a healthy lifestyle. The physical attributes of streets have a significant impact on walking behavior. Sidewalk width, street width, street lighting, traffic volumes and speed, tree canopy, building height and weather all influence the walkability of a street. In addition to the design of streets, the layout of the street itself is also linked to physical activity. Connected street grids with more thru-routes are correlated with higher rates of walking and cycling

It is important to remember that every trip regardless of mode, begins and ends on foot. Studies have shown that transit use is associated with an increase in physical activity. Riders often weigh less and may even meet the 30 minute requirement per day of physical activity walking from home to a stop or station and from the stop or station to the workplace.

Looking through the lenses of transportation planning a sustainable transportation system should provide the following:

Economic

Efficient, fast and affordable mobility of people and goods

Social

Increased travel safety and public fitness opportunities; increased opportunities for quantity and quality interaction among community members

Environmental

Reduced air, noise and water pollution; more efficient use of land and resources; preservation of parks, natural habitats and farms.

AAt the present time, none of the areas reflect best practices for a sustainable community; however, the stakeholders who participated in this plan understand clearly what makes a sustainable, livable community and are eager to be part of the transformation that this plan recommends.

Measuring the Livability and Sustainability of the Transportation Network

Measuring the sustainability of a transportation network requires answers to the following questions.

- Are "complete streets" or other traffic calming measures (e.g. reorient street geometry, lower speed limits) included in the community transportation network?
- Is there safe and ample pedestrian and bicycle infrastructure?
- Are the sidewalks wide enough (5'-6' if buffer is provided; 8' – 10' without a buffer)?
- Do sidewalks include a curb ramp to the pedestrian crossing?
- Are there adequate buffers between the sidewalk and the street?
- Do the sidewalks meet the requirements of the American with Disabilities Act?
- Is access to bus stops and train stations pedestrian and bicycle friendly?
- Are bus stops sheltered?
- Is there appropriate seating at bus stops and train stations?
- Is there appropriate seating in parks?
- Do parks offer active living programs?
- Is transit oriented development available near train stations?
- Are land uses clustered and mixed to allow walking to different venues?
- What is the proximity of dwellings to transit, healthy food, parks and health care facilities?
- Do sidewalks connect parks to neighborhoods and employment centers?

Table 2.6 answers these questions for each of the study areas.

Accessibility to all users is critical to a sustainable transportation system (Courtesy Michael Ronkin)

Table 2.6Transportation Sustainability Attributes

Sustainability/Livability Attributes	Determination	Comments
Does the transportation network include “complete streets?”	No	All study areas have predominately four- lane facilities with center turn lane. All study areas reflect suburban, auto-oriented development.
Are traffic calming measures present?	No	In some areas, long blocks and low traffic contribute to speeding.
Are crosswalks present?	Some	While crosswalks are present at large intersections, they are badly needed in areas where blocks are long, particularly near residential areas and churches.
Are there adequate sidewalks in the study areas?	No; needed on both sides of the street and with proper buffering	Sidewalks do exist in all study areas but rarely on both sides of the street. Some are wide and in good condition and others are narrow and not well maintained. Sidewalks are present on both sides of the roadway leading up to the Indian Creek MARTA Station, but few sidewalks link neighborhoods to the station. In some areas along Covington Highway no sidewalks exist near bus stops, and dirt paths have been created by pedestrians.
Are there adequate buffers between the sidewalks and the roadway?	Some	In some areas along Covington Highway narrow, non-vegetated buffers exist, but generally adequate buffers are not present in any of the study areas.
Is there appropriate seating at bus stops and shelters?	At shelters but not at stops	Along Covington Highway transit patrons were observed sitting on big rocks near the bus stop or leaning on trash cans.
Is transit oriented development present MARTA Station?		The parking lot at the Indian Creek MARTA Station provides a good opportunity for mixed use, high density residential. The parking lot is expansive and seldom full.
Are bike lanes available?	No. Congested roadways make this challenging	Narrowing Covington Highway and adding a bike lane is one solution to this item.
Are multi-purpose trails located in the area?	Two trails are currently planned for this study area	Opportunities exist to connect the Covington Corridor sidewalk network but building a multi-purpose trail connecting corridor to the Indian Creek MARTA station and to a proposed trail north of Durham Road. A multi-purpose trails could be built connecting with planned trails south of Flat Shoals Pkwy across the Community Achievement Center and on the east end of the study area near Chapel Hill Middle School.
Does the area invite walking and biking?	Somewhat	Covington Highway is ripe for redevelopment with abandoned and poorly maintained buildings. Family friendly retail and event development could make this a walking and biking destination. The Panola Road and Flat Shoals Pkwy study areas have nodes of relatively good service retail that could attract walkers and bikers when the pedestrian environment is complete and well buffered.
Are quality grocery stores within walking distance?	No	This is a common concern in each study area. Flat Shoals Parkway and the Panola Road areas do have chain grocery stores but the corridors do not invite pedestrians.
Are community gardens located in the area?	No	Community gardens were mentioned by stakeholders in each study area as something they would like to have in their community.
Are parks and open space easily accessible?	By car	

2.5 Demographics and Markets

The primary objective of the market analysis is to determine potential market depth for new residential, retail and office space in the Flat Shoals Parkway & Wesley Chapel Road study area over the next ten years. The study area includes a large convenience retail node at the intersection with over 275,000 square feet of store space at the intersection of Flat Shoals and Wesley Chapel. Businesses in this area are a mix of grocery stores, restaurants/take out dining, personal and professional services, pharmacies, auto parts and other convenience retail. Community anchors make up the remaining non-residential portions of the study area. They include Chapel Hill Middle School, the Community Achievement Center, a large church and two parks. In terms of housing, the study area includes townhomes, condominiums and apartments. It is surrounded by residential uses, predominately single-family detached homes and townhomes.

The market analysis reveals an existing and growing level of potential market support for new residential and commercial space in the study area. A summary of each market segment and of local demographic trends are provided below.

Market Area Demographic Trends

The retail and residential market areas for the study area, which are the geographic areas from which the large majority of potential retail customers and residents of new housing will emanate, were delineated (Please see Table 2.7):

- Retail Market Area – a 10-minute drive from the study area; Residents will visit the study area for convenience-related goods and services as well as specialty shopping, dining and entertainment. (Please see Figure 2.11.)
- Residential Market Area – a 10-mile radius from the study area; Most potential residents of study area housing will move from within this area. (Please see Figure 2.12.)

Demographic and socioeconomic trends for the market areas reveal that:

- here is a considerable population base surrounding the study area. The retail market area is home to an estimated 120,000 residents and the residential market area to 580,000.
- Both market areas saw limited growth over the 2000 to 2012 time period, expanding their population at roughly the same rate as DeKalb County (an average of 0.4 to 0.5 percent per year). These rates significantly lagged behind metro Atlanta's average annual rate of 2.2 percent.
- Over the next five years, growth in the market areas and DeKalb County is anticipated to pick up slightly (to an average of 0.6 to 0.7 percent per year), although remaining below the projected metro average of 1.1 percent.
- Median income is $47,700 in the retail market area and $44,000 in the residential market area. The DeKalb median falls between the two at $49,600 and all are below the metro median of $54,600.
- Age trends in the market areas are similar to those in the county and MSA. Like in the MSA, the share of DeKalb County's population over age 45 is expanding. This population segment grew from 28 percent of the MSA and the county in 2000 to 34 percent in 2010.
- The large majority of residents of both market areas are African American. White persons

Figure 2.9 Covington Highway Corridor retail market area: 7-10-minute drive time

Figure 2.10 Covington Highway Corridor residential

Source: 2000 and 2010 U.S. Census; ESRI Business *Information Solution*

make up 4 percent of retail market area residents and 22 percent of residential market area residents.

- Retail spending by local employees typically supplements the retail demand generated by market area residents. The study area has a modest employment base, with 1,800 persons working within a one mile radius of the Flat Shoal/Wesley Chapel intersection and an additional 3,000 working within two miles.

Residential Market Overview

- Nationally, housing values are stabilizing and beginning to show appreciation in some markets. Foreclosures are down in most areas, which will reduce the housing supply and act to boost prices. In 2012, home sales grew by 9 percent and inventory fell by 8.5 percent, to the lowest level nationally since May 2005. Presently the market is driven by resales, with the number of new home sales either flat or declining. Overall, 2013 should be a year in which gradually improving housing fundamentals accelerate and begin to drive economic growth.
- Market home sales in DeKalb County increased by almost 20 percent over the last three years, while real estate owned (REO) sales fell by one percent. Record low mortgage interest rates are encouraging homebuyers, but the tight mortgage market and restrictive mortgage underwriting standards are limiting sales, particularly outside I-285, which is still regarded as a "difficult" market by real estate salespeople.
- The tight lending environment and unresolved issues related to foreclosures are a source of continuing demand for rental apartments, locally and nationally. The dynamic that began in 2010 remains in place: the increase in prospective apartment residents continues to outpace the number of new apartments completed. In metro Atlanta, Databank, Inc. shows apartment occupancy rates hovering in the low 90s and average rental rates at about $760 for a two-bedroom unit. Both are the highest in four years.
- The majority (71 percent) of housing units in and near the study area (within a one mile radius of its center) are owner occupied. The majority of homes are single-family detached (83 percent), but the stock also includes a mix of townhomes (6 percent) and multifamily apartments (9 percent). The vacancy rate is 7 percent, which is below that of DeKalb County (11 percent). The median age of housing is 29 years, compared to 1979 in the county.

Table 2.7 Demographic Snapshot: Market areas, DeKalb County and Atlanta MSA

Demographic Indicator	Retail Market Area	Residential Market Area	DeKalb County	Atlanta MSA
Population				
2012	119,719	580,181	703,085	5,365,250
2017 (forecast)	123,116	595,955	726,991	5,650,874
Avg. Ann. % Change ('00 -'12)	0.4%	0.4%	0.5%	2.2%
Avg. Ann. % Change ('12 -'17)	0.6%	0.5%	0.7%	1.1%
Households				
2012	43,951	214,914	273,761	1,970,820
2017 (forecast)	45,727	223,384	286,804	2,084,149
Avg. Ann. % Change ('00 -'12)	1.2%	1.0%	0.8%	2.2%
Avg. Ann. % Change ('12 -'17)	0.8%	0.8%	1.0%	1.2%
Average Household Size	2.71	2.65	2.52	2.68
Median Household Income	$47,685	$44,016	$49,628	$54,603
Median Age (Years)	35.8	34.6	34.4	35.0
Race				
Percent White Alone	4%	22%	35%	55%
Percent Black Alone	93%	70%	54%	33%
Percent Hispanic (any race)	2%	5%	10%	11%
Educational Attainment				
No High School Degree	12%	14%	13%	14%
High School Degree/ Some College	55%	51%	43%	46%
Associate Degree	9%	7%	6%	6%
Four Year Degree or More	24%	28%	38%	34%

***Source: 2000 and 2010 U.S. Census; ESRI Business** Information Solutions*

Retail Market Overview

- The national commercial real estate market is slowly recovering following declines in consumer spending and tightened lending markets. Nationwide, occupancy rates are increasing and positive absorption has continued, although market expansion is projected to continue at a slow pace as consumers remain cautious and spending makes incremental increases, according to the National Retail Federation. Recovery is strongest in top tier properties, while lower tier centers and unanchored commercial strips face the most difficult challenges.
- In metro Atlanta, the retail sector is improving as vacancy rates edge downward and absorption increases in response to lower lease rates. While the market has worked its way through an oversupply of mid-sized and larger boxes, there remains an abundance of small shop space in neighborhood and suburban markets.
- The study area contains three convenience shopping centers at the corners of Wesley Chapel and Flat Shoals, including a Publix and Kroger. There is also an Aldi and other freestanding retail, including several fast food restaurants. While the grocery-anchored centers are newer and have little vacancy, the third center – Chapel Square – is older and has a vacant anchor space.
- In terms of proximity to destination retail shopping center, the study area is closest to the Gallery at South DeKalb and the Mall at Stonecrest.

Office Market Overview

- The Atlanta office market had a strong performance in 2012 with the positive absorption of 3.2 million square feet, the strongest seen in five years, while vacancy rates continued to fall and rents stabilized and even rose in some cases.
- A considerable share of leasing activity has come from relocations rather than expansions as Midtown, Buckhead and the Central Perimeter have attracted tenants to Class A space from nearby Class B space and suburban markets.
- Momentum in the Central Perimeter submarket has been very strong in 2013, thus far absorbing 675,000 square feet of space. In the Northlake submarket, 300,000 square feet of office space are under construction.
- There is currently very little office space located within the study area, with the exception of small professional service office space located in retail buildings. Trinity Office Park is a mile west of the study area and includes 57,000 square feet of medical, legal and financial service providers.

Estimated Future Development Potential

Table 2.8 estimates the potential for new residential, retail and office space in the study area based on regional and local market characteristics, competitive supply and demographics and socioeconomic trends. Note that, due to their close proximity in South DeKalb, these figures reflect potential demand for new space in the DeKalb County MALP Flat Shoals Parkway & Wesley Chapel Road and Panola Road & Salem Road study areas combined. Land use recommendations for each study area were then prepared based on market study findings and other existing conditions, and according to the community's vision for each site.

Ultimately, the study area's success at capturing demand will depend on implementing a comprehensive development program with a variety of residential and commercial uses. In other words, a passive or segmented approach would result in the study area achieving only a fraction of its estimated potential.

Small offices are an important part of a healthy community

Table 2.8 Estimated Future Development Potential in Central DeKalb MALP Study Areas

	10-Year Demand Potential	Opportunities	Constraints	Development Considerations
Residential	285 for-sale units and 480 rental units in the study areas	• Stable, attractive residential area with low vacancy rate and a mix of housing types, including town-homes and apartments • Growing interest in living in mixed-use,town center atlmosphere • Growing senior population with potential interest in down-sizing	• Housing market is still in recovery mode with resale prices and new home sales yet to rebound • Slow population growth in DeKalb and residential market area	• Target markets will include young professionals, empty nesters, small families and workforce housing
Retail	189,000 square feet of new retail space in the study areas	• Strong existing residential base with present lack of high-quality dining options nearby • Potential to recapture sales dollars currently leaving the market area	• Suburban site lacking any strong regional anchors or attractions • Slow population growth in DeKalb and retail market area	• Focus on attracting a business mix that will enhance residents' ability to make healthy choices • Examples: fresh groceries, healthy restaurants, family activity center/playplace, recreation lessons, etc
Office	80,000 to 100,000 square feet of new office space in the study areas	• Strong residential base whose population will continue to require professional services • Growing interest in working in mixed-use, town center atmosphere	• Suburban site without easy highway access • Not well-established destination for private office users	• Potential office space uses include professional services (legal, financial, medical, dental, etc.)

PART III: PUBLIC PROCESS

3.1 Process Overview

As part of the planning and design process for the Board of Health Master Active Living Plan a variety of tools were used for the public participation portion. A series of public meetings, stakeholder interviews, design workshops, surveys and public presentations were conducted to gather input.

The various documents, organizations and media outlets used to notify the community of the public meetings and milestones for the project were the project website, press releases, community notices, project flyers, community associations, churches, community bulletin boards, home owner association newsletters, DeKalb County government website (One DeKalb), local newspapers, and MALP website.

The purpose of these meetings is to enhance the viability of DeKalb County by engaging healthy community design principles and concepts, best practices of sustainable development, urban design, active living, and lifelong community principles to connect residential areas to schools, parks, senior facilities and mixed-use activity centers.

Stakeholder Interviews: February 2013

A series of one-on-one stakeholder interviews were conducted to gain more specific input on key issues in the study areas. These interviews included DeKalb County Commissioners, DeKalb County Department Directors and Staff, Representatives from MARTA, Neighborhood Leaders, and property owners. The discussions were informal and were used to identify current situations, initiatives and trends in the corridor.

Public Kick-Off Meeting: February 26, 2013

A Public Kick-Off Meeting was hosted at the DeKalb Community Achievement Center in Decatur, Georgia on February 26, 2013. The meeting were well attended with people eager to learn about the planning process. It began with an introduction of the project team and lead into a description of the specific study areas and the intent of the project. Lastly the attendees were divided into groups, for the break-out session period, and instructed to rotate to the various tables that were labeled as Land Use, Transportation, Marketing, and Health/Environment. Input and feedback was recorded by the respective table subject experts.

Workshop/Open House: February 27, 2013

The Design Workshops and Open House was held on the second day of the three day series for each study area. Throughout the day stakeholders and citizens from the community joined the project team for an open house to refine ideas and review the draft concept plans.

Draft Plan Presentation: February 28, 2013

The evening of the third day concluded with a public overview presentation of the designs and planning ideas developed during the week. There were Question & Answer Periods, along with more opportunities to see the draft concepts while actually viewing the maps.

Public Meeting Summary

Stakeholder's Meeting
Tuesday, February 5, 2013
6:30 PM – 9 PM
DeKalb County Planning & Development
330 W. Ponce de Leon Ave, Suites 200
Decatur, GA 30030

Public Kick-Off Meeting
Tuesday, February 26, 2013
6:30 PM – 9 PM
DeKalb Community Achievement Center
4522 Flat Shoals Parkway
Decatur, GA 30034

Workshop/Open House
Wednesday, February 27, 2013
4 PM – 8 PM
DeKalb Community Achievement Center
4522 Flat Shoals Parkway
Decatur, GA 30034

Draft Plan Presentation
Thursday, February 28, 2013
6:30 PM – 8 PM
DeKalb Community Achievement Center
4522 Flat Shoals Parkway
Decatur, GA 30034

Final Meeting/Plan Presentation
Tuesday, March 12, 2013
6 PM - 9:30 PM
Maloof Auditorium
1300 Commerce Drive
Decatur, GA 30030

Project Website

A project website, www.DeKalbMALP.com, was developed at the onset of the project to provide information about the Master Active Living Plan, project deliverables, to support communication, be a repository of information about the management of the project, including meeting reports, presentations and maps. The website will be maintained throughout the project.

Posted Public Meeting Notifications

The following media and community websites were used to communicate information of the DeKalb Board of Health Master Active Living Plan:

http://archive.constantcontact.com/fs106/1101171362853/archive/1112505082531.html

http://www.atlantabike.org/node/2297

http://library.constantcontact.com/download/get/file/1103469146579-1366/MALP_Public+Meeting+Flyer2.pdf

http://www.co.dekalb.ga.us/

http://clairmontheights.org/node/3200

http://web.co.dekalb.ga.us/calendar/calendar.pl?style=Grid&calendar=OneDeKalb&view=Event&event_id=309

http://www.commissionerrader.com/event-details/events/dekalb-county-seeking-community-input-on-proposed-master-active-living-plan.html

http://www.crossroadsnews.com/view/full_story/21786853/article-Input-sought-for-Active-Living-Plan--?instance=news_special_coverage_right_column

In addition, the following meetings were attended to make meeting announcements and to pass out flyers to the community members:

- DeKalb Legislative Community Cabinet Meeting, Hosted by Commissioner Stan Watson, March 02, 2013, Meeting Flyers Provided.
- Let's Move DeKalb, Seniors: Picture DeKalb Health. Hosted by Commissioner Lee May and S. Elizabeth Ford, Health Director. Announcement and Flyers Provided.
- State of DeKalb Town Hall Meeting, Hosted by Commissioner Lee May, March 09, 2013. Announcement and Flyers Provided.
- Easter Egg Extravaganza, Hosted by Commissioner Lee May, March 09, 2013. Announcement and Flyers Provided.

Most respondents felt walking in the study are was unsafe, as this photo clearly suggests

Many places are using vegetable gardens to provide fresh foods and strengthen community bonds

Community Health Assessment Questionnaire

Overview

Purpose of this assessment was to identify the prominent medical conditions of the respondent, current basic health measurements, type of physical exercise, primary means of transportation, specifics regarding transportation practices and concerns, specifics regarding food choices and purchasing practices, levels of motivation regarding a healthy living style, three major problems to be solved, and finally some personal information about housing and longevity of residence in the community. A convenience sample of 20 adult community residences completed a 50-item survey. A major finding is that respondents appear to have a poor perception of "health" based on their inaccurate reporting of whether they were of normal weight, overweight or obese. Using BMI measurements, the citizens have gained weight over the last five years while they report a slight increase in physical activity.

Typical Respondent

The typical respondent is described as follows: An African American adult who has lived in the community for over 15 years, and is a homeowner with one to three people in residence. The primary health problems are high blood pressure (hypertension) and high cholesterol. A measurement score of blood pressure is not provided. The person's usual form of exercise is housecleaning and/or yard work, plus walking outside for at least one-half hour on most days. The car is the main mode of transportation. It is easy for the person to get to public transportation; however, (s)he prefers to use the car for travel. Although the family owns a bicycle, car travel supersedes bike travel.

The respondent highlights various features of the current community environment: poor light along the streets; pavement conditions unsafe for walking or bicycling. Car and truck speeds add to the unsafe conditions. Georgia sun, heat and humidity are not barriers to walking for exercise. In contrast, crime impedes physical activity. Bad air is fairly bothersome in terms of its effects on breathing while exercising outside. Sadly, crime, poor lighting and visibility, poor condition, and little to do in the park together characterize the few parks in existence. There are too few nice places to socialize with neighbors.

A healthy balanced diet is a priority for health. Food purchasing practices include reading labels when shopping regarding calories sources; sometimes buying processed food in bulk; and usually buying fresh fruits only in season because of the price. This person would buy more fresh food if available nearby. Food cooking habits include baking, broiling or grilling fish at least once a week; and snacking on vegetables or fruits rather than cookies or chips. (S)he acknowledges how to cook fresh vegetables, and believes there is a difference between fresh and canned vegetables in terms of nutrients.

Methods

Representative of the study communities, a convenience sample of 21 adults served as voluntary subjects of this survey. The majority were recruited as attendees of a series of three public meetings sponsored by the DeKalb County Board of Heath aimed as soliciting stakeholder input on developmental plans for a built community. A smaller number was solicited in the field at a local public library and at a small business in a Covington Highway mall plagued by numerous vacancies. Content for the 50-item questionnaire was selected by experts in the fields of health and urban planning. Basic descriptive statistics were applied to data. Highlights of results are presented in Tables 3.1 through 3.11. Please see the analysis of findings for the respective tables.

Table 3.1 Top Medical Conditions

67%	*High blood pressure*
43%	*Diabetes*
33%	*High cholesterol*

Although high blood pressure (56%) was identified the main health problem, half of the respondent were unaware of the blood pressure reading. High cholesterol (39%) is likely to be much higher as some respondents believed that the condition was absent if statin medication was being taken.

Table 3.2 Top Medical Conditions

62%	*Walking for half hours most days*
48%	*Working out at fitness gym*
38%	*Riding a bike for fun or work*

Multiple forms of exercise are idenified by this group of respondents. The comparison with the DeDalb County's 2005-2007 physical exercise statisitcs was limited to the highest category, half hour of outside walking activity. There is evidence that this sample of subject have increased their rate of exercise by 15% over the past five years - from 47% to 62%.

Table 3.3 Body Mass Index and Blood Pressure

43%	Obese
8.5%	Overweight
8.5%	Normal
1.5%	Obese/overweight combo
38%	Inaccurately identified weight class
24%	Unaware of current BP reading

Body Mass Index was calculated via National Heart Lung & Blood Institute formula. For each respondent, the height and weight was entered into the formula producing a BMI where weight is divided by height squared. Gender was not entered into the equation. Each BMI fell into one of four categories: underweight, normal, overweight and obese. Compared to the 2007 DeKalb County BMI statistics, this sample shows an overall weight gain of 12.5% during the past five years. Obesity increased by 19%; overweight increased by 6.5%. Thus, this convenience sample provides evidence that there is dire need for a built healthy community.

Table 3.4. Transportation Issues

100%	*Family owns car*
47%	*Easy to get to public transportation*
57%	*Family owns bicycle*
71%	*Preference of car over bicycle*

These respondents appear to be willing to use a combination of travel modes for work, school, and social functions. An improved 'built community' would realize less of a reliance on cars as opposed to other modes of travel, including walking to and from public transport.

Table 3.5 Safety of Streets and Roads

67%	Vehicle speeds make walking and biking unsafe.
57%	Street crime is not a barrier in my neighborhood.
50%	Poor lighting along streets.
57%	Street pavements poor condition – bike
47%	Sidewalk conditions poor - walking

This combination of high percentages shows the intensity of the citizens' concern about unsafe streets and roads, thus acting a major deteriorate in the physical exercise activities.

Table 3.6 Environmental Conditions

53%	Sun, heat, humidity - barriers to walking
50%	Bad air – barrier to walking for exercise

Respondents show a willingness to deal with Georgia's heat and humidity; however, shade trees in a built community would significantly enhance the personal comfort and pleasure.

Table 3.7 Community Parks

50%	Not enough parks in neighborhood
57%	Park unsafe; poor lighting/visibility
53%	Poor condition of park
47%	Few things to do In the park
57%	Poor place to socialize with neighbors

Community or neighborhood parks are essential feature of a built community where people can enjoy leisure time with family and friends. These measurements via questionnaire tell the story that there is need for significant improvement in this area.

Table 3.8 Eating Healthy Foods

76%	Eat baked/broiled/grilled fish weekly
88%	Buy processed food in bulk sometimes
100%	Canned & fresh vegetables are same
67%	Eat vegies/ fruits over sweets for snack
90%	Know how to cook fresh vegetables

This set of data is somewhat conflicting in that the majority eat unsaturated fats (fish) weekly; however, they also resort to buying processed food in bulk which are composed of high salt, high seasoning, and high saturated fats (exclusion grains). Canned vegetables are already cooked to a degree where nutrients are now lost in direct contrast to fresh vegetables.

Table 3.9 Purchasing Healthy Foods

71%	Take time to cook healthy meals
81%	Buy fresh fruits in season - price
100%	Would buy more fresh foods if nearby
81%	Individual/community gardens

These statistics, particular the latter, where residents are vulnerable to poor dietary habits based simply on their inaccessibility to supermarkets and farmer markets where leafy vegetables, oranges and apples are in abundance. Such neighborhoods place families at a health disadvantage. Respondents wish to follow examples set by other communities where large community gardens are tended by residences of all ages—everyone benefits!

Table 3.10 Motivation

56%	Need support from family & friends to engage in healthy living activities
44%	Do not need support from family & friend to engage in health living activities.

More than half of the respondents voice their need for a support system or sorts, whether it is a single person or a group. For example, smoking cessation programs based on psychological principles generally uses a combination of methods. Some people are more successful with one approach, others with a different approach. Geographic surveys of the areas show that neighbors are lacking in places to gather—to socialize and support one another in leisure activities or learning new skills.

Table 3.11 Top Three Problems

1	More funding to get projects built!
2	Easier access to supermarkets & fresh garden products
3	Easier access to pharmacies & health facilities.

Ranking by respondents of ten top problems to be solved produced “more funding to help project get built” as number one priority! Respondents were highly enthusiastic about plans for developing a ‘built community; however, most questioned access to public and/or private financial investments to actually make the dream come true. Great concern was expressed for two features of healthy living: socialization of neighbors and access to supermarkets and fresh foods. Of a list of ten options, these three stood out among the rest.

Conclusions

Unhealthy lifestyles lead to unhealthy conditions, many of which are costly in both quality of life and money. While limitations exist in this survey process, findings provide an obvious need for planning and funding of health delivery by hospitals, medical centers, and DeKalb County Health Department clinics to better serve these populations. Respondents identified other needs that healthier community design can address and hopefully result in better lifestyle choices and improved health. A major finding of the survey is that respondents have an inaccurate perception of “health.” Thus, health education is essential in order to change unhealthy behaviors. Health education surfaces as a basic element in future development of a healthy community.

PART IV: RECOMMENDATIONS

4.1 Overview of Recommendations

This section contains recommendations for the Flat Shoals Parkway area that will proactively shape the future character of the area and provide short and long-range actions to achieve the community's vision for a neighborhood center. Two types of recommendations are provided: Policies and Projects.

Policies are general guidelines that provide direction to the implementation of the plan's vision. They often support recommended projects and should serve as the basis for future actions on the part of decision-makers.

Recommendations are base on a synthesis of the existing conditions assessment and community input, coupled with sound planning principles. They offer a visionary yet achievable blueprint for sustainable growth that will benefit the area for decades.

Future Vision

The DeKalb Board of Health Master Active Living Plan is an unprecedented opportunity for the Flat Shoals Parkway study area and nearby neighborhoods to plan for the future as a healthy community and one supports the ability of people of all ages and abilities to live in dignity. Sometimes also called a Lifelong Community, these types of places provide most of the needs of daily life within a compact, walker-friendly setting.

The framework plan on the following pages identifies multifamily that should be senior housing to accommodate the aging population. The proposed commercial areas are mainly redevelopment sites that should be designed to create a safe and walkable area for all generations. The plans main goal is to connect the existing school and parks to the community with proposed sidewalks and multi-use trails. The plan strives to ensure that future redevelopment benefits the area, surrounding communities, and the region.

The recommendations that follow have been developed to realize a vision that emerged from an open and inclusive planning process. Central to this is the belief that poorly planned development practices must be shunned in favor of a thoughtful and integrated approach to land use, the environment, urban design, transportation, demographics, and most importantly, health. This builds on the strengths of the area to create a place for lasting economic, social, and environmental value.

Healthy communities are Lifelong Communities, and all people of all ages and abilities to live life to its fullest (Image Source: Atlanta Regional Commission)

Supporting Healthy Communities

Throughout the planning process, a deliberate effort was made to link the community vision and plan back to the public health goals of the DeKalb Board of Health Master Active Living Plan. The recommendations that follow seek to meet community objectives while also addressing existing challenges to healthy living today.

Table 4.1 presents the top six leading causes of death and related hospitalization in the community, factors that contribute to the priority health issues, and healthy design recommendations identified during the planning process.

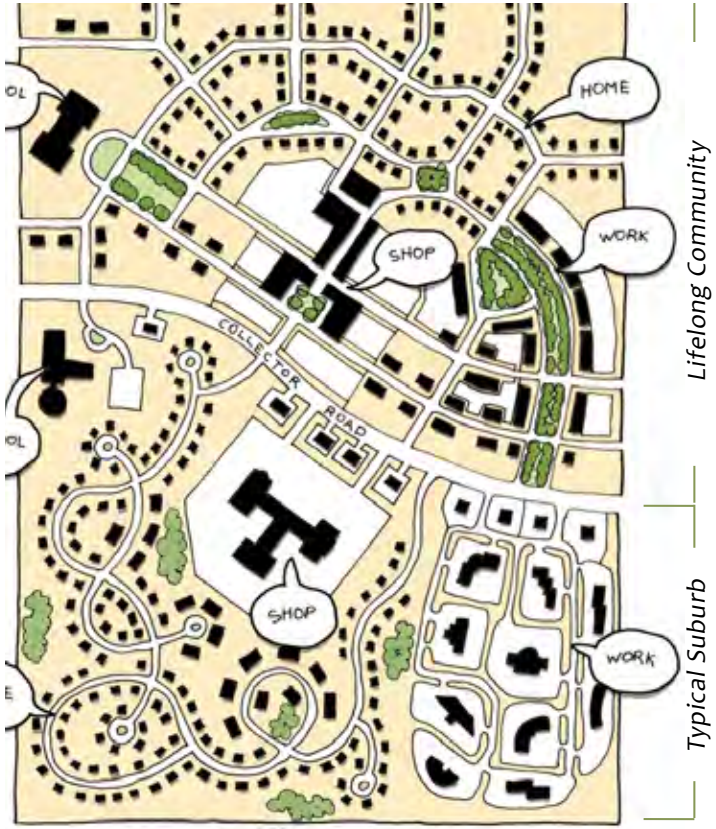


Table 4.1 The Relationship between Recommendations and Health

Rank	Community Health Issue	Contributing Factors	Healthy Design Recommendations (Projects are greens, programs are blue, and policies are yellow)
1	Cardiovascular Disease		
	Overweight/Obesity Hypertension Heart Attack Congestive Heart Failure Stroke Diabetes Renal Failure	Inaccurate perception of health Poor food choices Lack of access to fresh food Overuse of Processed Foods Physical Inactivity High Stress Levels Tobacco Use/Exposure Lack of health education Limited access to health care	Build more high-quality parks (see Urban Design Recommendations)
			Improve access to existing parks (see Transportation Recommendations)
			Build bike paths/multi-use trails (see Transportation Recommendations)
			Build greenways (see Transportation Recommendations)
			Organize farmers markets (see Urban Design Recommendations)
			Build complete sidewalk systems (see Transportation Recommendations)
			Locate stores closer together to promote walking (see Urban Design Recommendations)
			Improve access from residential to commercial areas (see Transportation Recommendations)
			Encourage higher density, pedestrian friendly development at activity nodes (see Urban Design Recommendations)
			Build a Community Center for educational, physical and social activities (O-10)
			Install more playground equipment, etc. at parks and along trails (see Urban Design Recommendations)
			Build a community garden (see Urban Design Recommendations)
			Encourage more natural food stores (e.g., Mini Whole Foods Store) (see Urban Design Recommendations)
			Need enjoyable and stimulating place to walk (see Urban Design Recommendations)
			Host health education/(para) professional service providers at local church or community center (O-12)
			Hold more educational/sports/activity programs at local churches/schools/community centers (O-13)
			"Brand" study area as a "Healthy Community" (O-14)
			Organize a fresh food cooking club (O-15)
			Provide health education programs for all ages (O-16)
			Serve healthier meals to school children
			Expand physical exercise programs at local schools (O-17)
			Provide low/no cost summer exercise programs for children (O-18)
			Build partnerships between DeKalb County Board of Health partnerships and local hospitals and medical centers to provide mobile health services to residents (O-19)
			Develop a healthy community scorecard that DeKalb County can use to evaluate proposed development projects; provide incentives for "healthy" projects (O-11)
			Change local zoning to promote compact, mixed use development (O-2)
			Revise the zoning ordinance to permit more local gardens and farmers markets (O-2)

Table 4.1 The Relationship between Recommendations and Health (continued)

Rank	Community Health Issue	Contributing Factors	Healthy Design Recommendations (Projects are greens, programs are blue, and policies are yellow)
2	Cancer		
	Prostrate Breast Lung Colon Skin	Lack of Physical Exercise Poor Food Choices/Sourc-es Education Genetics Tobacco Use/Exposure Lack of preventative test-ing/care	Build more high-quality parks (see Urban Design Recommendations)
			Improved access to existing parks (see Transportation Recommendations)
			Build bike paths/multi-use trails (see Transportation Recommendations)
			Build greenways (see Transportation Recommendations)
			Organize farmers market (see Urban Design Recommendations)
			Build complete sidewalk systems (see Transportation Recommendations)
			Build a community garden (see Urban Design Recommendations)
			Provide a Community Center for educational, physical and social activities (O-10)
			Host regular health education/(para) professional service providers at local church or community center (O-12)
			"Brand" the study area as a "Healthy Community" (O-14)
			Expand tobacco-free public sites (O-20)
			Provide health education programs for all ages (O-16)
3	Respiratory Disease		
	Asthma Bronchitis Chronic Ob-structive Pul-monary Disease (COPD) Flu/Pneumonia	Poor Air Quality High pollen Food allergies Tobacco Use/Exposure Poor sanitation	Plant more trees (see Urban Design Recommendations)
			Encourage higher density, pedestrian friendly development at activity nodes (see Urban Design Recom-mendations)
			Host health education/service providers at a local church or community center (O-12)
			Hold educational/sports/activity programs at existing churches/schools (O-13)
			Provide health education programs for all ages (O-16)
			Locate schools, senior centers, day cares away from major highways (see Urban Design Recommenda-tions)
			Support the Family Smoking Prevention and Tobacco Control Act (2009) (O-20)

Table 4.1 The Relationship between Recommendations and Health (continued)

Rank	Community Health Issue	Contributing Factors	Healthy Design Recommendations (Projects are greens, programs are blue, and policies are yellow)
4	Injury		
	Motor vehicles Pedestrian Homicide	Falls Violence Unsafe streets for cars, bikes and pedestrians Lead Poisoning Vehicle Accidents	Improve lighting (see Transportation Recommendations)
			Build more cross walks (see Transportation Recommendations)
			Build complete sidewalks (see Transportation Recommendations)
			Build bike paths/multi-use trails (see Transportation Recommendations)
			Reduce traffic speeds (see Transportation Recommendations)
			Test paint of houses built prior to 1978 for the presence of lead dust (O-21)
5	Pregnancy/Infant Mortality		
	Childbirth Complications Low birth weight Premature Birth	Poverty Lack of prenatal care Sexually Transmitted Diseases Overweight/obesity Poor food choices Hypertension Teen pregnancy Alcohol and Substance Abuse Tobacco Use/Exposure Physical inactivity	Build community garden (see Urban Design Recommendations)
			Build high-quality parks (see Urban Design Recommendations)
			Host regular health education/(para) professional service providers at local church or community center (O-16)
			Support Medicaid Programs
			Promote WIC - Women, Infant and Children Special Supplemental Nutrition Program (O-22)
			Build more social connections
			Local health education/(para) professional service providers (e.g., at church or community center) (O-16)
			Serve healthier meals to school children
6	Mental and Behavioral Health		
		Stress Factors Post-Traumatic Stress Disorder Alcohol and Substance Abuse Poverty/Unemployment/Debt Dislocation/Homelessness Poor Health Insurance Coverage Social Stigma Lack of social support system Poor work productivity/low self-esteem	Build more high-quality parks (see Urban Design Recommendations)
			Improve access to existing parks (see Transportation Recommendations)
			Build bike paths/multi-use trails (see Transportation Recommendations)
			Build community gardens (see Urban Design Recommendations)
			Create a more enjoyable and stimulating environment
			Host regular health education/(para) professional service providers at local church or community center (O-16)
			Hold more jobs fairs (O-23)
			Support Medicare Programs
			Create more social connections
			Zoning change to allow more gardens/markets (O-2))

4.2 Land Use and Zoning Recommendations

The Flat Shoals Parkway study area is an opportunity to proactively plan for change and future development. In planning for a healthy community, understanding land uses and the relationship between them impact the quality-of-life and overall health of an area. Changes to future land use and zoning must occur in a way that minimizes negative environmental impacts and improves the area's quality-of-life.

Land Use and Zoning Policies

Strive to achieve the land use vision shown in the Framework Plan

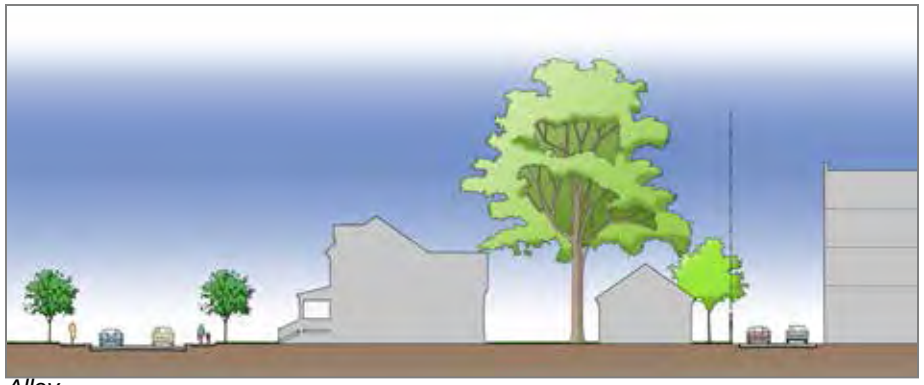
The Framework Plan in Figure 4.1 reflects aspirations for how the area should grow over the next 25 years to become a revitalized healthy community. Central to this vision is a well connected and integrated neighborhood center at Flat Shoals Parkway and Wesley Chapel Road that serves nearby residents. This allows future development to be concentrated along Flat Shoals Parkway. The plan's goal is that people of all incomes and ages will be able to live, work, and play in the area, with all the necessary supporting services such as schools, parks, and places of worship within a short walk or bicycle ride.

Provide appropriate transitions between new development and existing neighborhoods

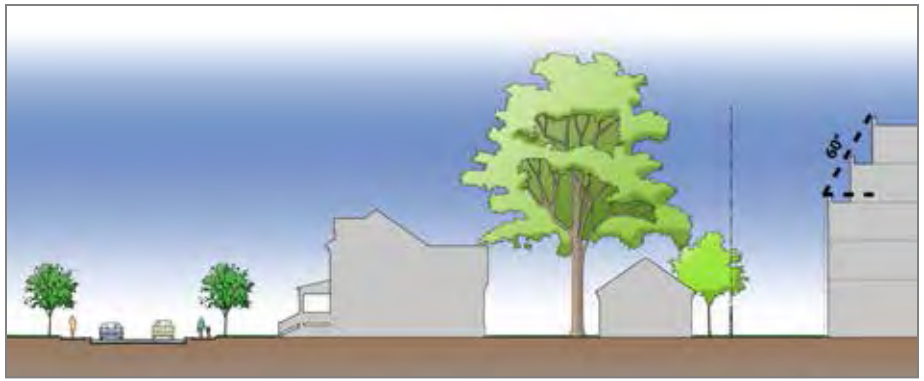
Several techniques exist for providing transitions between new development and single-family houses. The images shown at right are options that should be explored individually or combined, especially as redevelopment occurs in or adjacent to existing neighborhoods.

Table 4.2 Description of Typical Framework Plan land Uses

Land Use	Primary Use	Max. Bldg. Height
Single-family Residential	Single-family	3 floors
Multifamily Residential	Multifamily, townhouses	5 floors
Commercial	Retail, offices, hotels	1 to 2 floors
Mixed Use	Housing, offices, hotels, retail	5 floors
Park/Open Space	Public/private parks or open spaces	-



Alley



Height transitions

Transitional Use (often townhouses or small lot single-family houses)

Increase housing options

A variety of housing types should be provided for persons of different ages, incomes, and lifestyles. However, rather than single-use zones separated by unit type or price, this mix should be carefully integrated into well-designed communities.

Support the creation of a multi-purpose open spaces

This open space could include but not be limited to playgrounds, community gardens, walking trails, sport courts, and resting areas in existing and future open spaces.

Land Use and Zoning Projects

Comprehensive Plan updates (O-1)

Update the DeKalb County Comprehensive Development Plan to reflect the Master Active Living Plan vision.

Zoning code amendments (O-2)

Proactive, flexible zoning must be in place throughout the study area, but it should be crafted in such a way that recognizes the need for compact and well connected development that promotes health.

The zoning change should include but not limited to the following:

- Allow a mixture of different uses.
- Allow small lot single-family development.
- Provide design standards for new development.
- Require new development to include sidewalks.
- Reduce parking requirement around station area.
- Provide incentives for housing, especially senior housing.
- Establish sign standards.

Amend subdivision regulations to require inter-parcel connectivity (O-3)

Requiring that any new development plan for inter-parcel connectivity in the subdivision regulations ensures a better connected and healthier area.

Flat Shoals Parkway/Chapel Hill Road Neighborhood Center redevelopment (O-4)

The planned neighborhood center can promote a healthier and more active lifestyle for residents. Central to this center is a public square/green space. This requires appropriate design and infill development standards.

Infill Development along Flat Shoals Parkway (O-5)

Create land use so that infill development can occur along Flat Shoals Parkway in front of existing uses. Connect from planned Neighborhood Center to Community Achievement Center.

Community Achievement Center park extension (O-6)

Build off of the existing park to create an inviting environment which could include a dog park.

Courtyard housing could be ideal for those wishing to downsize

Zoning could be created to support neighborhood-scaled mixed-use development

Many residents expressed a desire for a dog park during the outreach process

Figure 4.1 Framework Plan

Flat Shoals/Wesley Chapel Area Visioning Concept

The concept plan provides a long term vision for the Flat Shoals Parkway/Wesley Chapel Road area through the redevelopment of some marginal commercial areas and the buildout of currently undeveloped areas. The overall goal is to establish this area as a well connected neighborhood center, providing a variety of uses to benefit current and future residents, including expanded housing and commercial options.

The concept plan shows the transformation of Chapel Square from an aging shopping center into a true community square ringed with a commercial village. The square will serve as a community focal point hosting a farmer's market and other public events. An existing big box retail building will be ren-

ovated and transformed into a new use, liner buildings are located close to adjacent streets with parking arranged internally. The current undeveloped area to the west is ideal for multifamily development. The Great Travelers Rest Baptist Church could potentially develop the front parking areas facing Flat Shoals Parkway into senior housing. Next to it on the west, the Augustine Preparatory of Atlanta could turn some of its parking into office or campus related uses. The wooded area between the campus area and the Community Achievement Center is envisioned as becoming a new park, which could include a dog park, and which would expand the current open space at the achievement center.

At the southwest quadrant, the concept plan shows mostly small lot single-family development mixed with townhouses in an interconnected street network. This concept vision includes the unfinished development area near Chapel Park Drive and some undeveloped areas along Woodberry Pkwy. A street-oriented gas station is shown at the intersection in this quadrant to illustrate ideas of good urban design.

The Concept plan also incorporates the two major undeveloped parcels south of the existing Publix and Kroger along Flakes Mill Road. The one next to the Publix is a commercial village with a central green. Across the street, independent living is shown with potential ground floor retail/services at the buildings facing Flakes Mill Road.

To the east nest to Chapel Hill Park. The partially completed townhouse community at Brycewood Drive is redesigned showing potential small lot single-family houses. Fingers of green space extend from the development into the adjacent Chapel Hill park to promote accessibility.

Sidewalks are proposed for all new streets to encourage walking. Multi-use trails are recommended along Flat Shoals Parkway to connect with the county planned greenway trails in Chapel Hill Park and to the Elementary and Middle Schools located to the west.

In total, this concept plan includes 250,000 to 500,000 square feet of commercial space (including retail, offices, services, and restaurants), 1,200 to 2,000 multifamily units (which could be condominiums, rental units, townhouses, or senior housing), and 80 to 100 single-family houses.

Commercial areas can be redeveloped with liner buildings along major streets and pedestrian friendly streetscapes

Small lot single-family houses are shown in the concept plan

Aerial view of the western half of the study area from south

Existing Conditions

Aerial view of study area from southwest

Existing Conditions

Future Vision

Future Vision

4.3 Urban Design Recommendations

As public and private investment occur in the study area, attention to design will be critical to creating a place with a strong identity and lasting value. Central to this will be building on the area's history, while recognizing that its future must incorporate timeless place-making principles from the best town and city centers across the region and nation.

Urban Design Policies

Require good urban design standards that promote health.

Basic elements of urbanism should be required for all new developments. These include:

- Buildings built close to the street.
- Buildings face the sidewalks with doors, windows, and active uses.
- Areas between the building and the street should be used for pedestrian purposes, such as outdoor dining, merchandise display, plazas, or landscaping.
- Inter-parcel connectivity with alleys, streets and paths should exist in a way that promotes walkability both for access and exercise.
- Parking to the side or rear of the building.
- Pedestrian scaled signs.
- Do not build gated communities surrounded by fencing, or private streets that do not connect to surrounding streets.

These should be incorporated into the proposed zoning revisions.

Support architectural standards that allow a variety of styles, but require good design.

Good design makes outdoor activities more desirable. People are more likely to choose an attractive walk along which they can appreciate good architecture and interesting street lives than driving. Overall, buildings should not be restricted to one particular architectural style. For all development, quality materials should be encouraged.

Incorporate Crime Prevention through Environmental Design (CPTED) Principles

Design can support or discourage crime. Techniques that minimize opportunities for crime and support policing should be incorporated into new projects. Please see the insert on the right and on the following page for details.

Crime Prevention through Environmental Design

The following summarizes elements of crime prevention through environmental design (CPTED) principles. It was compiled using information from wikipedia.com accessed on May 20, 2010.

CPTED is a multi-disciplinary approach to deterring criminal behavior through design. Its strategies rely upon the ability to influence offender decisions that precede criminal acts. Research into criminal behavior shows that the decision to offend or not to offend is more influenced by cues to the perceived risk of being caught than by cues to reward or ease of entry. Consistent with this research, CPTED strategies emphasize enhancing the perceived risk of detection and apprehension.

Natural Surveillance

Natural surveillance increases the threat of apprehension by taking steps to increase the perception that people can be seen. Natural surveillance occurs by designing the placement of physical features, activities and people in such a way as to maximize visibility and foster positive social interaction among legitimate users of private and public space. Potential offenders feel increased scrutiny and limitations on their escape routes.

- *Place windows overlooking sidewalks and parking lots.*
- *Leave window shades open.*
- *Use passing vehicular traffic as a surveillance asset.*
- *Create landscape designs that provide surveillance, especially in proximity to designated points of entry and opportunistic points of entry.*
- *Use the shortest, least sight-limiting fence appropriate for the situation.*
- *Use transparent weather vestibules at building entrances.*
- *When designing lighting, avoid poorly placed lights that create blindspots for potential observers and miss critical areas. Ensure potential problem areas are well-lit: pathways, stairs, entrances/exits, parking areas, ATMs, phone kiosks, mailboxes, bus stops, children's play areas, recreation areas, pools, laundry rooms, storage areas, dumpster and recycling areas, etc.*
- *Avoid too-bright security lighting that creates blinding glare and/or deep shadows, hindering the view for potential observers. Eyes adapt to night lighting and have trouble adjusting to severe lighting disparities. Using lower intensity lights often requires more fixtures.*

- *Use shielded or cut-off luminaires to control glare.*
- *Place lighting along pathways and other pedestrian-use areas at proper heights for lighting the faces of the people in the space (and to identify the faces of potential attackers).*

Natural surveillance measures can be complemented by mechanical and organizational measures. For example, closed-circuit cameras can be added where window surveillance is unavailable.

Natural Access Control

Natural access control limits the opportunity for crime by taking steps to clearly differentiate between public space and private space. By selectively placing entrances and exits, fencing, lighting and landscape to limit access or control flow, natural access control occurs.

- *Use a single, clearly identifiable, point of entry*
- *Use structures to divert persons to reception areas*
- *Incorporate maze entrances in public restrooms. This avoids the isolation that is produced by an anteroom or double door entry system*
- *Use low, thorny bushes beneath ground level windows.*
- *Eliminate design features that provide access to roofs or upper levels*
- *In the front yard, use waist-level, picket-type fencing along residential property lines to control access, encourage surveillance.*
- *Use a locking gate between front and backyards.*
- *Use shoulder-level, open-type fencing along lateral residential property lines between side yards and extending to between back yards. They should be sufficiently unencumbered with landscaping to promote social interaction between neighbors.*
- *Use substantial, high, closed fencing (for example, masonry) between backyards and alleys.*

Natural access control is used to complement mechanical and operational access control measures, such as target hardening.

Natural Territorial Reinforcement

Territorial reinforcement promotes social control through increased definition of space and improved proprietary concern. An environment designed to clearly delineate private space does two things. First, it creates a sense of ownership. Owners have a vested interest and are more likely to challenge intruders or report them to the police. Second, the sense of owned space creates an environment where "strangers" or "intruders" stand out and are more easily identified. By using buildings, fences, pavement, signs, lighting and landscape to express ownership and define public, semi-public and private space, natural territorial reinforcement occurs. Additionally, these objectives can be achieved by assignment of space to designated users in previously unassigned locations.

- *Maintained premises and landscaping such that it communicates an alert and active presence occupying the space.*
- *Provide trees in residential areas. Research results indicate that, contrary to traditional views within the law enforcement community, outdoor residential spaces with more trees are seen as significantly more attractive, safer, and more likely to be used than similar spaces without trees.*
- *Restrict private activities to defined private areas.*
- *Display security system signage at access points.*
- *Avoid cyclone fencing and razor-wire fence topping, as it communicates the absence of a physical presence and a reduced risk of being detected.*
- *Placing amenities such as seating or refreshments in common areas in a commercial or institutional setting helps to attract larger numbers of desired users.*
- *Scheduling activities in common areas increases proper use, attracts more people and increases the perception that these areas are controlled.*

Territorial reinforcement measures make the normal user feel safe and make the potential offender aware of a substantial risk of apprehension or scrutiny.

Maintenance

- *Maintenance is an expression of ownership of property. Deterioration indicates less control by the intended users of a site and indicates a greater tolerance of disorder. The Broken Windows Theory is a valuable tool in understanding the importance of maintenance in deterring crime. Broken Windows theory proponents support a zero tolerance approach to property maintenance, observing that the presence of a broken window will entice vandals to break more windows in the vicinity. The sooner broken windows are fixed, the less likely it is that such vandalism will occur in the future.*

Incorporate parks and open spaces into existing areas and new development.

Infill or development sites greater than ten acres can easily accommodate pocket parks or plazas. Typically, such only needs to be between five and ten percent of the site's area if designed well.

Encourage an appropriate relationship between parks and adjacent development.

New development adjacent to public spaces should front them with doors, windows, and walkways. Parking, loading zones, dumpsters, or similar uses should be minimized and hidden from view in these areas. New, publicly-accessible streets should be created to separate parks from new development where feasible.

In the design of parks and open spaces provide facilities like paths, running tracks, playgrounds, sports courts, and drinking fountains

People are more active in parks that include facilities like basketball and racquetball courts. Incorporating such active recreational areas is therefore essential. Provide drinking fountains to encourage consumption of tap water for dehydration. New playgrounds and facilities should also always be designed to reflect changing knowledge about injury prevention. Public spaces over one-quarter acre should be designed to accommodate public events.

Provide a location for "Saturday morning" farmer's market.

A weekly farmer's market could provide locally grown food not currently available in the area. Initially it could be in a parking lot or vacant area, but longer term a permanent space may be possible.

Encourage the creation of shared stormwater facilities and those integrated into parks.

Shared facilities can reduce the cost to individual developers and the amount of land dedicated to stormwater retention. In addition, they can often be designed as community assets and integrated into planned public spaces.

Encourage child care centers, adult day care centers and in-home nursing care providers.

A component of healthy communities is being able to serve people of different ages. Child care centers, adult day care centers, and in-home nursing care providers are essential to this.

Promote the creation of community facilities, including health services, that are pedestrian and/or transit accessible.

New community facilities should be located in areas where they are accessible to people without cars. Placing them in areas served by transit and quality pedestrian access will maximize their use.

Plant shade trees along sidewalks and pedestrian walkways

Shade trees will improve walking experience and create good streetscape.

Encourage the relocation of overhead utilities to underground wherever feasible

The County should work closely with utility companies to relocate utilities with streetscape improvements. Large scale developments should consider relocating existing and burying new utilities.

Parks should be designed to be open and active

Building frontages will improve pedestrian experience

Health services should be easily accessible

Urban Design Projects

Zoning code amendments (O-1)

The proposed zoning should incorporate design standards that ensure appropriate design and quality.

Please see Land Use Projects for more details.

Uniform sign program (O-7)

The program is to develop consistent design for directional signage, GDOT signs, and County signs within the study area. Signs could be sponsored by local businesses in the study area, while gateway features could include public art, landscaping, urban forests or other items that reinforce the area's identity.

Flat Shoals Parkway/Wesley Chapel Road Public Square (0-8)

The formation of a public green, community garden and/or a farmers market are all excellent ways to build community and encourage a healthy lifestyle.

Flat Shoals Parkway Infill Development Guidelines (O-9)

Urban design guidelines should be created specifically for the envisioned infill commercial development between the planned Neighborhood Center and the Community Achievement Center.

Community gardens in a public square can have many positive impacts

A Saturday farmer's market could be established within a new park, or even an existing parking lot

4.4 Transportation Recommendations

Observations

Upon review of the existing conditions elements of this study area and input through the public involvement process, several observations were made:

- In order to provide the most health-oriented environment within the Indian Creek MARTA Station area, several improvements are recommended. These recommendations are a result of an assessment of the study area existing conditions, presented earlier, public input, and opportunities for potential future land use redevelopment in activity or growth nodes that were identified in the corridor.
- Sidewalks are either absent or inconsistent along the primary roads within the study area. This includes a portion of the north side of Flat Shoals Parkway, east of Wesley Chapel Road, the majority of the south side of Flat Shoals Parkway west of Wesley Chapel Road, the west side of Wesley Chapel Road, north of Flat Shoals Parkway, and major portions of both sides of Flakes Mill Road, south of Flat Shoal Road.
- Sidewalks are not provided along the west side of Radcliffe Boulevard, south of Flat Shoals Parkway, as well as along both sides of Kelley Chapel Road along the eastern boundary of the study area.
- Residential streets do not have sidewalks with the exception of Pepperdine Drive, south of Flat Shoals Parkway between Radcliffe Boulevard and Kelley Chapel Road.
- No provision for bicycle use is present along any of the study area roadways.
- Three activity areas have been identified along the Flat Shoals Parkway corridor including from east to west:
  - Chapel Hill Elementary and Middle Schools area
  - The commercial area surrounding the intersection of Flat Shoals Parkway with Wesley Chapel Road/Flakes Mill Road
  - The vicinity surrounding the DeKalb Community Achievement Center on the west side of the study area
- Demand for crossings of Flat Shoals Parkway is evident in each of these areas, particularly for pedestrians. Current traffic signals are located along Flat Shoals Parkway at Kelley Chapel Road, Wesley Chapel Road/Flakes Mill Road, and at Waldrop Road/Moonlight Trail. Pedestrians and bicyclists must travel circuitously if needing to cross at mid-signal locations but can't.
- The Kroger shopping area on the southeast quadrant and the Public shopping area on the southwest quadrant of Flat Shoals Parkway and Wesley Chapel/Flakes Mill Roads generate a significant amount of traffic. A portion of this traffic desires access between the two shopping areas across Flakes Mill Road. Due to traffic congestion in this area along Flakes Mill Road to and from the north, exacerbated by several driveways along the Flakes Mill Road near the Flat Shoals intersection, it is difficult and often unsafe for vehicles to attempt the crossing between the two shopping centers.
- Traffic exiting the Publix shopping area onto eastbound or westbound Flat Shoals Parkway has difficulties negotiating the right or left turns. This is largely due to continuous traffic flows (heavy at peak times of the day) caused by a lack of gaps which disallows side street or driveway traffic to exit easily and safely.
- Crossing and left-turning traffic from the Kroger shopping area, noted above, to the north side of Flat Shoals Parkway or onto westbound Flat Shoals Parkway is difficult to negotiate during high traffic volume periods. This is partially due to lack of available gaps as well as the need to cross up to five lanes to access the north side commercial areas.

The following recommendations are either policies which should be applicable for current and future development and physical improvements.

Transportation Policies

- ***Ensure that the transportation system is balanced between vehicular and non-vehicular access and circulation opportunities.*** As the area grows, it should do so in a way that expands non-vehicular facilities and ensures that travel types are balanced with the land use vision.
- ***For purposes of advancing healthy travel opportunities for nearby residents and area visitors, focus improvements that promote non-motorized access and circulation.*** This can be for commuting as well as recreational purposes.
- ***Incorporate "complete" streets principles that promote improvements that provide more pedestrian and bicycle friendly envi-***

ronments within the context of a balanced transportation system. Elements include streetscaping (furniture and landscaping), lighting, curvilinear walkways when possible, surface treatments that are aesthetically pleasing but practical for its use, etc.

- ***Develop pedestrian-scale blocks in new development.*** A system of small blocks is essential to encourage walking and provide multiple routes. To ensure this, new developements should be divided into blocks having a maximum perimeter of 2,400 feet, unless environmental features make this unachievable.
- ***Limit the number of curb cuts by implementing common-sense access management*** wherever possible and prudent such as shared driveways, and use of alleys and internal streets for access to contiguous land uses.
- ***As the area grows, new interconnected streets must be created to provide more routes for drivers, bicyclists, and pedestrians.*** In addition, where new streets are not feasible, connections between adjacent properties should be provided so people can drive, walk, or bicycle between them without going onto adjacent roads.
- ***Minimize dead end streets.*** Other than stub streets designed to one day connect to adjacent sites, cul-de-sacs and dead-end streets should be minimized to provide pedestrian connectivity and support multi modal travel.
- ***Provide pedestrian and bicycle connections between cul-de-sacs and sidewalks or trails*** for more convenient access to these amenities.

As the area grows the needs of cars must be balanced with those of other users

As the area grows, new interconnected streets must be created to provide more routes for drivers, bicyclists, and pedestrians.

- ***Require developments to install or upgrade adjacent sidewalks.*** As development and redevelopment occurs, developers should be required to upgrade the adjacent sidewalks as follow:
  - State Routes: Minimum 5-foot landscape zone with breakaway trees; minimum 6 foot sidewalk
  - Other Routes: Minimum 5-foot landscape zone with canopy trees; minimum 6 foot sidewalk

Transportation Projects

- ***Provide a 12-ft. wide multi-use trail along the south side of Flat Shoals Parkway*** extending from Approximately 0.2 miles east of Radcliffe Boulvard to Waldrop Road/Moonlight Trail (approx. 1.8 miles). Access could occur at several locations to connect to land uses or other trails. ***(T-6)***
- ***Construct a 12-ft. wide multi-use trail along the east side of Waldrop Road*** for approximately 0.3 miles between Flat Shoals Parkway and the South River Trail proposed by DeKalb County. ***(T-7)***
- ***Provide linkages to the multi-use trail system along the south side of Flat Shoals*** Parkway at Chapel Hill Middle School, Chapel Hill Elemetary School, the Chapel Hill Park Trail proposed by DeKalb County, Brycewood Drive (the eastern terminus of a bicycle route described below), Kroger shopping area, Publix shopping area, Woodbury Parkway (the western terminus of a bicycle route described below), and Cherry Ridge Drive toward the western limit of the study area. ***(T-6)***
- To the extent possible, the multi-use trail should meander slightly as opposed to a straight alignment. This will help to provide a more trail atmosphere as well as landscaping within pockets or buffers adjacent to the road.
- ***Provide a new bike trail*** starting at the Flat Shoals Parkaway/Woodberry Parkway intersection, continuing southbound along Woodberry Parkway to Flakes Mill Road. Cross Flakes Mill Road and continue along Kings Brook Boulevard to Brycewood Drive where the bike trail would turn north, terminating at the Flat Shoals Parkway multi-use trail. Traffic volumes are very low and suggest no bike lanes - just bike path signs and “sharrows”. ***(T-8)***

- ***Install a new pedestrian signal along Flat Shoals Parkway at Radcliffe Road*** for multi-use trail access and safer pedestrian crossings for children accessing Chapel Hill Elementary and Chapel Hill Middle School. Provide crosswalks across Flat Shoals Parkway, Chapel Mill Bend, and Radcliffe Boulevard. ***(T-1)***
- ***Install a new traffic signal along Flat Shoals Parkway at the eastern entrance drive to the Kroger shopping area*** (approximately 0.2 miles east of Wesley Chapel Road. Reconfigure the intersection for full crosswalks and all traffic movements. This improvement will divert a significant amount of traffic away from Flakes Mill Road, particularly for traffic desiring to travel westbound along Flat Shoals Parkway. This will also provide an opportunity for eastbound Flat Shoals Traffic to access the Kroger area without having to continuing on to the signal at Wesley Chapel Road. Conversely, access will be significantly improved for westbound traffic desiring access into land uses on the north side of Flat Shoals Parkway. ***(T-2)***
- ***Install a new traffic signal at the entrances to the Publix and Kroger shopping areas along Flakes Mill Road***, approximately 560 feet south of Flat Shoals Parkway. Reconfigure the intersection for full crosswalks and all traffic movements. This improvement will help to moderate northbound traffic from this intersection to the Flat Shoals intersection by providing gaps for driveway users between the two signals. More significantly, it will provide a safer interconnection between Kroger and Publix shopping areas. It will also allow safer left-turn access onto Flakes Mill Road for motorists leaving the two shopping centers. ***(T-3)***
- ***Install a new traffic signal at the intersection of Flat Shoals Parkway and Woodberry Parkway***, approximately 1,300 feet west of Wesley Chapel Road. Reconfigure the intersection for full crosswalks and all traffic movements. This signal would provide improved access for Woodberry Parkway travelers (including pedestrians and bicyclists) as well as for Greater Travelers Rest Baptist Church users, particularly during high traffic periods to and from the church. ***(T-4)***
- ***Install a new pedestrian traffic signal along Flat Shoals Parkway at Cherry Ridge Drive*** in order to allow pedestrian/bicycle movement from the multi-use trail to the DeKalb Community Achievement Center and associated recreational amenities on the north side of Flat Shoals Parkway. Provide crosswalks on Flat Shoals Parkway and Cherry Ridge Drive. ***(T-5)***
- Complete all sidewalks on both sides of roads unless a multi-use trail is recommended. In some cases, the current sidewalks may be widened to the preferred 12-ft. width to create a portion of the multi-use trail. This is only recommended where right-of-way, building, or roadway constraints prohibit the development of an adjacent trail with a buffer.
  - ***Construct sidewalks along a portion of the north side of Flat Shoals Parkway*** from the Aldi shopping area to the east for a distance of approximately 0.55 miles plus a short distance west of the Kelley Chapel Road intersection (0.04 miles or about 200 feet). ***(T-9)***
  - ***Complete the sidewalks along the southern portion of Flat Shoals Parkway*** between Waldrop Road/Moonlight Trail and Wesley Chapel Road (approximately 0.3 miles). ***(T-10)***
  - ***Construct sidewalks along a portion of the north side of Flat Shoals Parkway*** from Moonlight Trail on the west to the proposed Kroger traffic signal about 0.2 miles east of Wesley Chapel Road (1.2 miles). ***(T-11)***
  - ***Complete the sidewalks along the east side of Flakes Mill Road*** between Flat Shoals Parkway and Lehigh Boulevard (approx. 0.4 miles). ***(T-12)***
  - ***Complete the sidewalks along the west side of Radcliffe Boulevard*** between Flat Shoals Parkway and Lehigh Boulevard (0.4 miles). ***(T-13)***
  - ***Construct sidewalks along the north side of Lehigh Boulevard*** between Flakes Mill Road and Radcliffe Boulevard (approx. 0.37 miles). ***(T-14)***
- Provide access opportunities where appropriate and allowed between residential cul-de-sacs and sidewalk or trail systems. ***(T-15)***

Transportation Projects Overview

Figure 4.2 illustrates many of the recommended transportation-related improvements noted above. These improvements address current and future needs. However, due to potential redevelopment opportunities in the study area, additional facilities such as sidewalks and trails may either not be depicted or are shown as a potential future facility.

Figure 4.3 depicts a representative roadway cross-section in order to better visualize what a street may look like with the addition of new sidewalks, multi-use trails, landscaped medians or buffers between the road and pedestrian/bicycle facilities and/or revised travel lanes, as applicable. The cross-section location and directional view is identified in Figure 4.2.

Figure 4.2 Pro

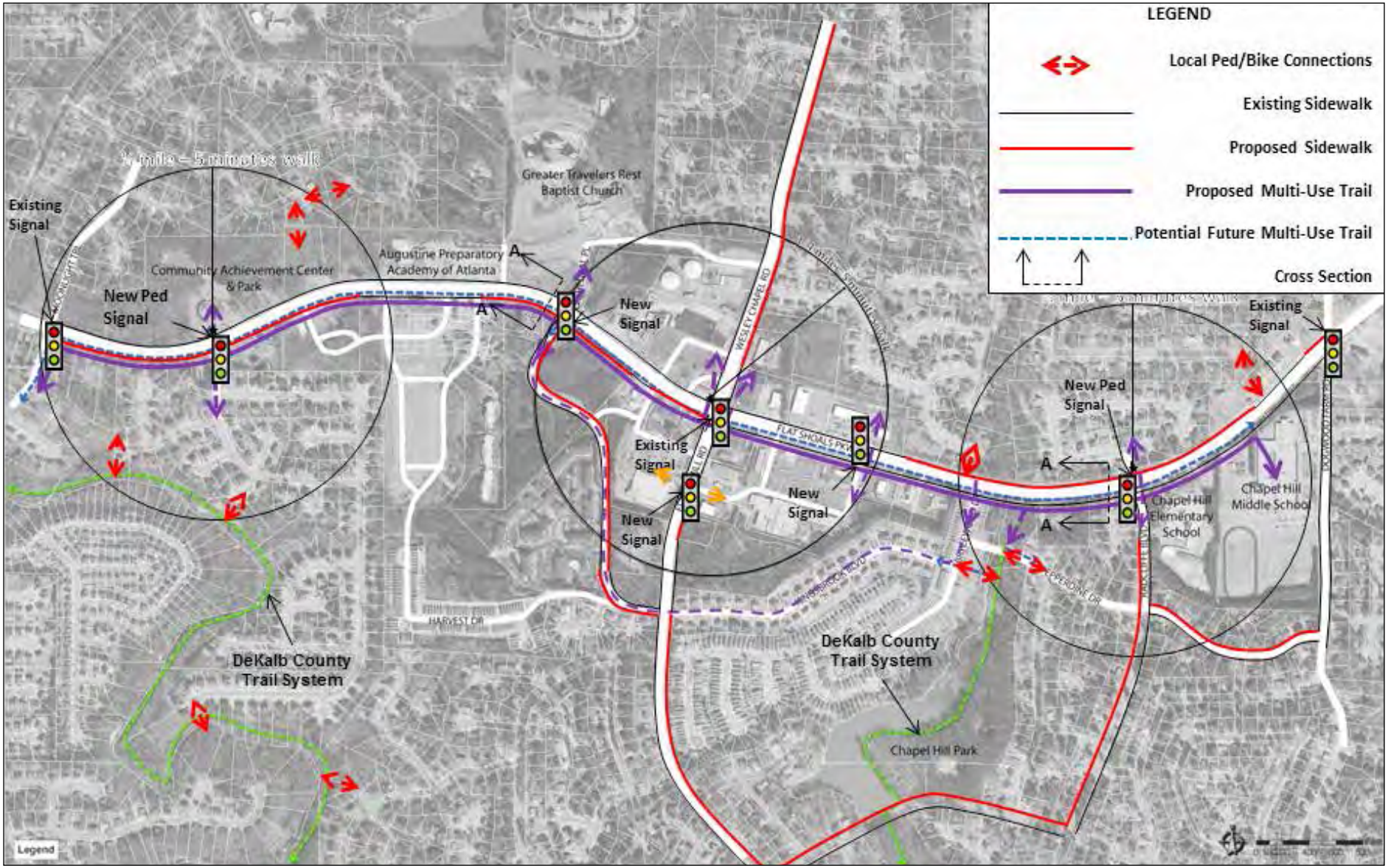
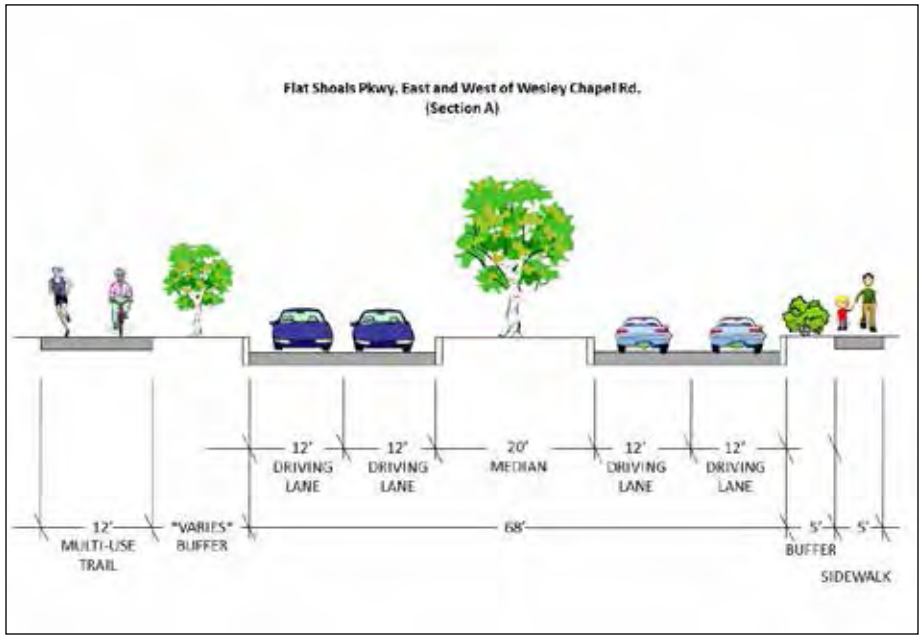


Figure 4.3 Roadway Cross-Section A



New sidewalks will provide access from neighborhoods to existing areas

4.5 Housing & Economic Development Recommendations

The market analysis identified potential levels of demand for new residential and commercial space in the Flat Shoals Parkway/Wesley Chapel Road area over the next ten years. The following recommendations suggest how new development can work to achieve the MALP goal of improving the integration of health and physical activity into the daily lives of residents. They reflect the comments and input received from local citizens and other stakeholders during the MALP community workshops.

Housing & Economic Development Policies

Encourage a mix of housing types and price points

At present the study area and its immediate vicinity include a mix of housing types, tenures and price points, which should be preserved as revitalization occurs. While much of the new housing developed in the study area will target upwardly mobile households, affordably priced workforce housing should also be incorporated into the housing program. Policies to encourage mixed-income housing development include density bonuses and other inclusionary zoning regulations, and the encouragement of use of housing development subsidies such as Low Income Housing Tax Credits.

Incorporate principles of Lifelong Communities in new development

The Atlanta Regional Commission (ARC)'s Lifelong Communities Project identified strategies for creating communities accessible to all residents, regardless of age or ability. Housing strategies include:

- Providing density bonuses for developments that include affordable units for seniors
- Integrating housing options for older adults in existing neighborhoods
- Exploring the feasibility of tax exemptions/deferrals for older adults
- Offering home repair and modification programs/services for older adults
- Maintaining a database of housing that is accessible to persons with a disability
- Educating older adults about reverse mortgages

Encourage inclusive home design practices

Promote new residential development that is designed to be "visitable" to aging and disabled populations. According to the American Association of Re-

tired Persons, a visitable home is one with: (1) a zero-step entrance at the front, back or side of the house; (2) doorways with at least 32 inches of clearance; and (3) at least a half bath on the main floor that can accommodate a wheelchair.

Strive to attract target businesses to the study area

Based on the market analysis findings and input from community members, Table 4.3 identifies the target business mix for the study area.

Table 4.3 Flat Shoals Parkway & Wesley Chapel Road Target Business Mix

Food	***Natural foods store*** ***Farmers market*** ***Restaurants – healthy/natural food, casual/family dining, outdoor dining, deli, yogurt shop, juice bar/smoothie shop, coffee shop***
Merchandise	***Apparel*** ***Home goods (décor, linens, kitchen items, etc.)*** ***Sports equipment resale and rental*** ***Garden supply store with classes*** ***Children's toys and games*** ***Cards, gifts, stationery***
Services	***Consumer services (dry cleaning, alterations, etc.)***
Entertainment	***Indoor recreation (skating, bowling, etc.)*** ***Recreation Center***
Office/Services	***Medical, legal, financial, insurance, dental and other services***

Promote a variety of fresh food options in the study area

While the study area is already home to two high-quality grocery stores, other options may provide additional sources of fresh produce for local residents. These include a farmers market, community and backyard gardens, and regular stops by a mobile produce stand. Residents note, for example, that one local farm makes regular trips to community to sell fresh fruits and vegetables. Grocery store alternatives could also offer free, simple, healthy recipes or cooking demonstrations for meals that could be prepared using items available for sale. Payment should be accepted via EBT and WIC.

Encourage study area businesses to be partners in promoting health initiatives

Stakeholder and community member input identified several ways new and existing businesses could support health and fitness. These include building design and signage that encourages the use of stairs versus elevators, employee walking programs and fitness center memberships. Study area businesses may also choose to sponsor local activities to promote wellness in the community.

Housing & Economic Development Projects

Develop a branding and marketing campaign for the DeKalb County MALP Study Areas (O-14)

Developing awareness of DeKalb County's efforts to improve health and fitness opportunities will be crucial in gaining support from residents, businesses, potential investors/businesses and other local stakeholders. A successful branding program should clearly and succinctly communicate what the MALP means and what it will offer the community. The brand should serve as the basis for all marketing and public relations activities connected with the MALP. As implementation gets underway, development of new trails, parks and recreation space should be publicized, along with the start of any health-related programs. Community members should be able to see the MALP as a sustained effort to improve community health in which they can be excited to participate.

Housing & Economic Development Programs

Recognize local restaurants that offer healthy dining options (O-24)

As commercial revitalization begins, let residents know which restaurants in the study area provide calorie information on menus and offer a selection of healthy meals low in calories, fat and sodium. One way to do this would be to develop a "Healthy DeKalb" logo that could be displayed in the restaurant's window. Another option would be to produce a short "healthy dining guide" that identifies restaurants whose menus meet pre-determined health standards.

Assess school lunch options and vending machine offerings (O-25)

The foods available in schools should reflect the health and nutrition information children receive through community gardens and other educational programs. Evaluate the healthfulness of offerings in study area schools and readjust lunch menu and snack options to reflect a healthy diet for students and faculty. Replace high calorie, high sugar vending machine items with healthier snacks and drinks.

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PART V: IMPLEMENTATION

5.1 Action Plan

This Action Plan outlines the next steps after this Master Active Living Plan is adopted by DeKalb County. The Action Matrices, provided on the following pages, list all proposed projects, along with timelines,responsible parties, and cost estimates. The matrices are intended to serve as a blueprint for achieving the community's vision for the future.

Most recommendations are provided within an aggressive five year timeline, although some may extend beyond this time period if funding is delayed or not available. Projects in the near future represent those addressing areas with the most critical need, or those where public investment can spur private investment and promote public health. Longer-term projects are less urgent, but equally key to the ultimate success of this plan.

Community Priorities

During the public outreach process it became evident that certain plan recommendations were of high priority to the community. These include:

- Multi-use trail south side of Flat Shoals Parkway between approximately 0.2 miles east of Radcliffe Boulevard on the east side of the study area and Waldrop Road on the west side of the study area (T-6)
- New traffic signal along Flat Shoals Parkway at east entrance to Kroger (approx. 1,140 west of Wesley Chapel Rd. (T-2)

These projects are complicated endeavors that will require extensive coordination between DeKalb County and other parties. The T-6 project should also be coordinated with the development of the DeKalb County trail system so that appropriate connections are provided.

Health Focused Funding

The health focus of this study means that many of the recommendations contained within it may be eligible for target health-focussed funding sources. The following list is a sample of funding sources that support health, agriculture, obesity and community development projects. Each funder has its own special application process and focus. All of these sources support projects in Georgia.

Catholic Health Initiatives
www.catholichealthinit.org

Johnson and Johnson
www.jnj.com/community/contributions/index.htm

Robert Wood Johnson Foundation
www.rwjf.org

WK Kellogg Foundation
www.wkkf.org/DesktopModules/WKF.00_DmaSupport/ViewDoc.aspx?fld=PDFFile&CID=6&ListID=28&ItemID=5000508&LanguageID=0

Kresge Foundation
www.kresge.org/content/displaycontent.aspx?CID=59
www.kresge.org/content/displaycontent.aspx?CID=88

MacArthur Foundation
www.macfound.org/site/c.lkLXJ8MQKrH/b.948589/k.D3BA/Domestic_Grantmaking_Program_Related_Investments.htm

Hewlett Packard Foundation
www.packard.org/categoryDetails.aspx?RootCatID=4&CategoryID=217

USDA
www.crees.usda.gov
www.nifa.usda.gov/funding/rfas/pdfs/13_afri_child_obes_prevent.pdf

Farm to School Grants
www.usda.gov/wps/portal/usda/usdahome?contentid=2013/02/0020.xml&contentidonly=true

Sustainable Agricultural Grants and Research Grants
Julia Gaskin, Georgia SARE Coordinator
jgaskin@engr.uga.eduwww.sare.org

Kaiser Permanente
Community Benefit and Community Relations, Nine Piedmont Center
3495 Piedmont Road, N.E., Atlanta, Georgia 30305, Phone 404-364-4852
kpgagives.org/process.html

Aetna Foundation *(Community Health Initiatives)*
www.aetna-foundation.org/foundation/apply-for-a-grant/grant-guidelines/index.html

AFLAC
www.aflac.com/us/en/docs/GrantInquiryForm.pdf

CSX Corporation
www.beyondourrails.org/community/npc

Health Care Georgia

www.healthcaregeorgia.org/Guidelines.cfm
xnet.kp.org/communitybenefit/gep/grants.html

McKesson Corporation

www.mckesson.com/en_us/McKesson.com/Corporate%2BCitizenship/McKesson%2BFoundation/Granting%2BGuidelines.html

Newell Rubbermaid

newellrubbermaidfoundation.org/foundationWhatWeFund.html

Norfolk Southern Corporation

Grants are awarded to eligible organizations located within Norfolk Southern Corporation territory. Applications for 2014 funding will be accepted July 15-Sept. 30, 2013. For information bout eligibility and application procedures, visit Norfolk Southern Foundation.
www.nscorp.com/nscportal/nscorp/Community/NS%20Foundation/foundation.html
Deadline: July 15 – Sept. 30

Rose Community Foundation

www.rcfdenver.org/grantee_services_guidelines_health.htm

Sisters of St. Joseph Charitable Fund

www.ssjcharitablefund.org

State Farm

www.statefarm.com/aboutus/community/grants/company/company.asp
Deadlines: March – June for next year funding
Sponsorships: http://www.statefarm.com/aboutus/community/sponsorships/sponsorships.asp

Surdna Foundation

www.surdna.org/what-we-fund/sustainable-environments/483.html

Tenet Healthcare Foundation

www.tenethealth.com/TenetHealth/TenetFoundation/Contribution+Guidelines.htm

United Health Foundation

www.unihealthfoundation.org/community_health.html

Healthcare Georgia

www.healthcaregeorgia.org/Guidelines.cfm

Georgia Baptist Healthcare

www.gbhcs.org

Steps Toward Implementation

This plan offers an aggressive but achievable future for the Panola Road/Salem Road study area. For its vision to become a reality there must be both short- and long-term commitments to its principles.

Ongoing

To ensure implementation, continued diligence will be required on the part of residents, businesses, DeKalb County, and others. These groups must monitor development and public improvements in the study area to ensure that they are consistent with the vision of the plan. A continuation of the open outreach process used during the planning process will be central to this effort. Additionally, County staff will be required to track projects and maintain milestone dates and deadlines to keep projects on schedule and moving toward completion.

Short Term

Short-term steps toward implementation include the zoning amendments and other administrative projects outlined in the action matrices.

Long Term

Realizing the plan's vision will also require a long-term commitment. The plan's vision cannot be achieved overnight, and if it is not consulted and reviewed regularly, it risks becoming obsolete. As DeKalb County moves forward with implementation, it is important to remember the following:

- **The Vision**: Of all of the components of this plan, the vision should be its most lasting legacy. The ideas in 4.1: Future Vision are the result of an inclusive public process. It is unlikely that the vision resulting from it will change significantly, even though the steps to achieving them may.
- **Flexibility**: While the vision is unlikely to change in the near future, it is critical that the community recognize that the ways in which the vision is achieved can and will change. The addition or subtraction of policies or projects should not be viewed as a compromise of the plan, but rather its natural evolution i n response to new conditions. Many of the assumptions used to guide this process, including the economic climate, costs, and development trends, are never fixed. DeKalb County must be prepared to respond to changes in order to ensure a relevant plan.
- **Development Guide**: One of the greatest long-term values of this document is that it lays out a detailed land use framework. Future development proposals should be reviewed for compatibility with the framework.

By being mindful of these, the Flat Shoals Pkwy./Wesley Chapel Rd./Flakes Mill Rd. Master Active Living Plan can guide positive change in and around the area for years to come.

Action Plan Projects

The implementation plan summarizes recommendations related to the future build-out of the study area and the public improvements necessary to support quality development in the Flat Shoals Pkwy./Wesley Mill Rd./Flakes Mill Rd. study area. Table 5.1 identifies the key transportation ("T") improvement projects for the study area. These are separated into two groups: vehiclu-ar-related projects such as roadway and/or intersection improvement projects and pedestrian/bicycle improvements that respond to the community's desire to create a healthier environment by providing improved walking and biking facilities. The tables provide information related to project phasing (by year) and order-of-magnitude costs assocated with each project. Table 5.2 identifies other ("O") proposed implementation program projects associated with land use, urban design, health and economic development elements of the plan.

Table 5.1 Transportation Projects

ID	Description	Improvement Type (TIP Designation)	Engineering Year	Engineering Costs	ROW Year	ROW Costs (1)	Approx. Length of Project (ft)	Cost per unit or Linear Foot	Construction Year	Construction Costs	Total Project Costs (1)	Responsible Party	Funding Source	Local Source & Match Amount	
VEHICULAR															
T-1	New pedestrian traffic signal Flat Shoals Parkway at Radcliffe Rd.	Roadway/ Operations and Safety	2014	$15,000.00	-	-	1	$100,000.00	2014	$100,000.00	$115,000.00	DeKalb / GDOT	HOST / SPLOST	20%	$23,000.00
T-2	New traffic signal Flat Shoals Parkway at east entrance to Kroger (approx. 1,140 west of Wesley Chapel Rd.	Roadway/ Operations and Safety	2015	$30,000.00	-	-	1	$200,000.00	2016	$200,000.00	$230,000.00	DeKalb / GDOT	HOST / SPLOST	20%	$46,000.00
T-3	New traffic signal Flakes Mill Rd. at Kroger/Publix entrances (approx. 580 south of Flat Shoals Pkwy.)	Roadway/ Operations and Safety	2015	$30,000.00	-	-	1	$200,000.00	2016	$200,000.00	$230,000.00	DeKalb County	HOST / SPLOST	20%	$46,000.00
T-4	New traffic signal Flat Shoals Parkway at Woodbury Pkwy.	Roadway/ Operations and Safety	2015	$30,000.00	-	-	1	$200,000.00	2016	$200,000.00	$230,000.00	DeKalb / GDOT	HOST / SPLOST	20%	$46,000.00
T-5	New pedestrian traffic signal Flat Shoals Parkway at Cherry Ridge Dr.	Roadway/ Operations and Safety	2014	$15,000.00	-	-	1	$100,000.00	2014	$100,000.00	$115,000.00	DeKalb / GDOT	HOST / SPLOST	20%	$23,000.00
PEDESTRIAN/BICYCLE															
T-6	Multi-use trail south side of Flat Shoals between 0.2 miles east of Radcliffe to Waldrop Rd.	Last Mile Connectivity/ Sidepaths and Trails	2014	$185,250.00	-	-	9500	$130.00	2015	$1,235,000.00	$1,420,250.00	DeKalb / GDOT	TE / Safety / SPLOST/ PATH	20%	$284,050.00

Table 5.1 Transportation Projects (continued)

ID	Description	Improvement Type (TIP Designation)	Engineering Year	Engineering Costs	ROW Year	ROW Costs (1)	Approx. Length of Project (ft)	Cost per unit or Linear Foot	Construction Year	Construction Costs	Total Project Costs (1)	Responsible Party	Funding Source	Local Source & Match Amount	
PEDESTRIAN/BICYCLE (continued)															
T-7	Multi-use trail connection east side of Waldrop Rd. between Flat Shoals and South River Trail	Last Mile Connectivity/ Sidepaths and Trails	2014	$30,810.00	-	-	1580	$130.00	2015	$205,400.00	$236,210.00	DeKalb / GDOT	TE / Safety / SPLOST/ PATH	20%	$47,242.00
T-8	Bike trail signage and markings Woodbury Pkwy./ Kingsbrook/Radcliffe	Last Mile Connectivity/ Bicycle Facility	2014	$874.50	N/A	N/A	5830	$1.00	2014	$5,830.00	$6,704.50	DeKalb	TE / Safety / SPLOST/ PATH	20%	$1,340.90
T-9	Sidewalks north side of Flat Shoals east of Wesley Chapel/ Flakes Mill	Last Mile Connectivity/ Pedestrian Facility	2014	$27,900.00	N/A	N/A	3100	$60.00	2014	$186,000.00	$213,900.00	DeKalb / GDOT	TE / Safety / SPLOST	20%	$42,780.00
T-10	Sidewalks south side of Flat Shoals west of Wesley Chapel/ Flakes Mill	Last Mile Connectivity/ Pedestrian Facility	2014	$14,220.00	N/A	N/A	1580	$60.00	2014	$94,800.00	$109,020.00	DeKalb / GDOT	TE / Safety / SPLOST	20%	$21,804.00
T-11	Sidewalks north side of Flat Shoals between Waldrop/Moonlight to 0.2 miles east of Wesley Chapel	Last Mile Connectivity/ Pedestrian Facility	2014	$57,060.00	N/A	N/A	6340	$60.00	2014	$380,400.00	$437,460.00	DeKalb / GDOT	TE / Safety / SPLOST	20%	$87,492.00
T-12	Sidewalks east side of Flakes Mill between Flat Shoals and Lehigh Blvd.	Last Mile Connectivity/ Pedestrian Facility	2014	$18,900.00	N/A	N/A	2100	$60.00	2014	$126,000.00	$144,900.00	DeKalb	TE / Safety / SPLOST	20%	$28,980.00
T-13	Sidewalks west side of Radcliffe Blvd. between Flat Shoals and Lehigh Blvd.	Last Mile Connectivity/ Pedestrian Facility	2014	$18,900.00	N/A	N/A	2100	$60.00	2014	$126,000.00	$144,900.00	DeKalb	TE / Safety / SPLOST	20%	$28,980.00

Table 5.1 Transportation Projects (continued)

ID	Description	Improvement Type (TIP Designation)	Engineering Year	Engineering Costs	ROW Year	ROW Costs (1)	Approx. Length of Project (ft)	Cost per unit or Linear Foot	Construction Year	Construction Costs	Total Project Costs (1)	Responsible Party	Funding Source	Local Source & Match Amount	
PEDESTRIAN/BICYCLE (continued)															
T-14	Sidewalks north side of Lehigh Blvd. between Flakes Mill and Radcliffe	Last Mile Connectivity/ Pedestrian Facility	2014	$17,550.00	N/A	N/A	1950	$60.00	2014	$117,000.00	$134,550.00	DeKalb	TE / Safety / SPLOST	20%	$26,910.00
T-15	Residential cul-de-sac access to multi-use trail systems (approx. 10 locations)	Last Mile Connectivity/ Pedestrian Facility	2014	$18,000.00	N/A	N/A	2000	$60.00	2014	$120,000.00	$138,000.00	DeKalb	TE / Safety / SPLOST	20%	$27,600.00
Totals for Projects T-1 to T-15 :				**$509,465**		**N/A**				**$3,396,430**	**$3,905,895**				**$781,179**

KEY:
All cost estimates are in 2013 dollars
GDOT: Georgia Department of Transportation
SPLOST: Special Purpose Local Option Sales Tax
TE: Federal Transportation Enhancement
PATH: Path Foundation
(1) Cost estimates are concept level; Right-of-way needs TBD

Table 5.2 Otherf Projects

ID	Description	Cost	Starting Year	Responsible Party	Funding Source
O-1	Comprehensive Plan updates	Staff Time	2013	DeKalb County	DeKalb County
O-2	Zoning code amendments	Staff Time	2013	DeKalb County	n/a
O-3	Amend subdivision regulations to require inter-parcel connectivity	Staff Time	2013	DeKalb County	n/a
O-4	Flat Shoals Parkway/Chapel Hill Road Neighborhood Center redevelopment	TBD	2014	Private	Private
O-5	Infill Development along Flat Shoals Parkway	TBD	2015	Private	Private
O-6	Community Achievement Center park extension	TBD	2014	Community Achievement Center, DeKalb County	n/a
O-7	Uniform sign program	5,000	2013	DeKalb County	DeKalb County, GA Historical Society, Private
O-8	Flat Shoals Parkway/Wesley Chapel Road Public Square	$3k - $6k	2014	DeKalb County	Private, DeKalb County
O-9	Flat Shoals Parkway Infill Development Guidelines	Staff Time	2013	DeKalb County	ARC Community Choices
O-10	Community Center	$2.0 - $3.0 million	Ongoing	DeKalb County	DeKalb County
O-11	Healthy community scorecard	$5,000	Ongoing	DeKalb County	DeKalb County
O-12	Health education sessions	$10,000	Ongoing	DeKalb County	DeKalb County
O-13	Exercise/sports/activity programs	$10,000	Ongoing	DeKalb County	DeKalb County
O-14	Healthy community branding	$15,000 - $40,000	Ongoing	DeKalb County/Private	DeKalb County
O-15	Fresh food cooking club	$10,000	Ongoing	DeKalb County/Private	DeKalb County/Private
O-16	Health education programs	$10,000	Ongoing	DeKalb County	DeKalb County
O-17	Expanded physical exercise programs at local schools	$20,000	Ongoing	DeKalb County	DeKalb County
O-18	Low/no cost summer exercise programs for children	$20,000	Ongoing	DeKalb County	DeKalb County
O-19	Partnerships to provide mobile health services to residents	$20,000	Ongoing	DeKalb County	DeKalb County
O-20	Expand tobacco-free public sites	$5,000	Ongoing	DeKalb County	DeKalb County
O-21	Lead dust testing	$15,000s	Ongoing	DeKalb County	DeKalb County
O-22	WIC promotion and outreach	$20,000	Ongoing	DeKalb County	DeKalb County
O-23	Job Fairs	$10,000	Ongoing	DeKalb County	DeKalb County
O-24	Healthy Restaurant recognition Program	Staff Time	Ongoing	DeKalb County	DeKalb County
O-25	School lunch assessment	Staff Time	Ongoing	DeKalb County	DeKalb County

APPENDIX: MARKET ANALYSIS