



DEKALB COUNTY BOARD OF HEALTH
Master Active Living Plan

INDIAN CREEK MARTA STATION



October 2013 - DRAFT



***DeKalb County
Board of Commissioners***

Elaine Boyer

Jeff Rader

Larry Johnson

Sharon Sutton

Lee May

Kathie Gannon

Stan Watson

Management Team

Andrew A. Baker, AICP

DeKalb County Planning & Sustainability, Associate Director

Shawanna N. Qawiy, MPA, MSCM

DeKalb County Planning & Sustainability, Project Manager

Sidney E. Douse, III, AICP

DeKalb County Planning & Sustainability, Land Use Planner

Planning Team

Tunnell-Spangler-Walsh & Associates

Grice Consulting Group

Fox Environmental

Graham and Associates

Designing4Health

Marketek Inc

SL King Technologies, Inc



TABLE OF CONTENTS

EXECUTIVE SUMMARY..... 2

- Community Health Recommendations3
- Land Use Recommendations.....4
- Urban Design Recommendations4
- Transportation Recommendations5
- Housing & Economic Development Recommendations5

PART I: INTRODUCTION 7

- 1.1 Overview..... 8
 - Master Plan Goals8
 - Study Area Overview8

PART II: EXISTING CONDITIONS 11

- 2.1 Community Health..... 12
- 2.2 Land Use and Zoning 14
 - Existing Land Use14
 - Future Land Use14
 - Existing Zoning15
- 2.3 Urban Design..... 19
- 2.5 Transportation..... 21
 - Roadway Access and Circulation.....21
 - Roadway Characteristics22
 - Sidewalks22
 - Average Annual Daily Traffic.....22
 - Roadway Level of Service23
 - Crash Locations23
 - MARTA Transit24
 - Transportation Sustainability.....24
- 2.5 Demographics and Markets..... 27
 - Market Area Demographic Trends27
 - Residential Market Overview28
 - Retail Market Overview29
 - Office Market Overview.....29
 - Estimated Future Development Potential29

PART III: PUBLIC PROCESS..... 31

- 3.1 Process Overview..... 32
 - Health Questionnaire34

PART IV: RECOMMENDATIONS 37

- 4.1 Overview of Recommendations..... 38
 - Future Vision.....38
- 4.2 Land Use and Zoning Recommendations 42
 - Land Use and Zoning Policies42
 - Land Use and Zoning Projects.....42
- 4.3 Urban Design Recommendations 47
 - Urban Design Policies.....47
 - Urban Design Projects48
- 4.5 Transportation Recommendations..... 51
 - Transportation Policies.....51
 - Transportation Projects53
- 4.6 Housing & Economic Development Recommendations 56
 - Economic Development Policies.....56
 - Economic Development Projects57

PART V: IMPLEMENTATION..... 59

- 5.1 Action Plan..... 60
 - Community Priorities.....60
 - Health Focused Funding.....60
 - Steps Toward Implementation.....61
 - Transportation Action Matrix62
 - Other Project Action Matrix63

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 risk factors for obesity, and tobacco use are responsible for much of the illness, suffering, and death related to chronic diseases.¹ 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 Indian Creek MARTA Station.

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 Indian Creek MARTA Station study area fell in the top 20% of the county for diabetes mortality, homicide mortality, 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 includes a variety of land uses and zoning codes. The Indian Creek MARTA Station, which is categorized as Transportation, Communication and Utilities (TCU) land use, includes about

a quarter of the total study area's acreage. Overall, the mixed land use pattern appears to be healthy for this area. However, the poor connectivity between residential and other land uses does not promote activities that lead to a healthy lifestyle.

DeKalb County's Future Development Map has designated most of this area as a Town Center, which may include a variety of land uses of medium and high density. However, current development patterns discourage walking, bicycling, and other forms of physical activity as part of daily life.

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).

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,

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.

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 (O-12)
- Develop a healthy community scorecard that DeKalb County can use to evaluate proposed development projects; provide incentives for "healthy" projects (O-13)
- 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-14)
- Hold more educational/sports/activity programs at local churches/schools/community centers (O-15)
- "Brand" the study area as a "Healthy Community" (O-16)
- Organize a fresh food cooking club (O-17)

- Provide health education programs for all ages (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)
- Expand physical exercise programs at local schools (O-20)
- Provide low/no cost summer exercise programs for children (O-21)
- Serve healthier meals to school children

Cancer

- Provide a Community Center for educational, physical and social activities (O-12)
- Host regular health education/(para) professional service providers at local church or community center (O-14)
- "Brand" the study area as a "Healthy Community" (O-16)
- Provide health education programs for all ages (O-18)
- Expand tobacco-free public sites (O-22)

Respiratory Disease

- Host health education/service providers at a local church or community center (O-14)
- Hold more educational/sports/activity programs at local churches/schools/community centers (O-15)
- Provide health education programs for all ages (O-18)
- Locate schools, senior centers, day cares away from major highways
- Support the Family Smoking Prevention and Tobacco Control Act (2009)



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

Injury

- Test paint of houses built prior to 1978 for the presence of lead dust (O-23)

Pregnancy/Infant Mortality

- Host regular health education/(para) professional service providers at local church or community center (O-14)
- Promote WIC - Women, Infant and Children Special Supplemental Nutrition Program (O-24)
- Build more social connections
- Support Medicaid Programs
- Serve healthier meals to school children

Mental and Behavioral Health

- Zoning change to allow more gardens/markets (O-2)
- Host regular health education/(para) professional service providers at local church or community center (O-14)
- Hold more jobs fairs (O-25)
- Support Medicare Programs
- Create more social connections

- Create a more enjoyable and stimulating environment

Land Use Recommendations

- Strive to achieve the land use vision shown in the Framework Plan
- Support the creation of a multi-purpose public open space at the center of the TOD
- Promote mixed-income housing, especially senior housing development in the MARTA TOD area
- Ensure appropriate transitions from commercial or TOD mixed-use zones to residential neighborhoods
- Comprehensive Plan updates (O-1)
- Amend zoning to facilitate development/redevelopment according to the plan vision (O-2)
- Amend subdivision regulations to require inter-parcel connectivity (O-3)
- Develop transit village at the Indian Creek MARTA station area (O-4)
- Improve the Redan Road/S. Indian Creek Drive intersection area (O-5)
- New police precinct in transit village (O-6)

Urban Design Recommendations

- Require good urban design standards to 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.

Study Area Concept Plan



- In the design of parks and open spaces provide facilities like paths, running tracks, playgrounds, sports courts, and drinking fountains
- Encourage the creation of community gardens
- 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-2)
- Uniform sign program (O-7)
- Create a park at the center of the transit village (O-8)
- Preserve the Snapfinger Creek and Indian Creek corridor as greenways with multi-use trails (O-9)
- Farmer's market (O-16)

Transportation Recommendations

- Create a balanced transportation system that does not promote one form of travel at the expense of another
- Promote non-motorized access and circulation
- Utilize a "complete street" approach for new streets and streets under redesign
- Encourage access management along new collector and arterial roads
- Develop pedestrian-scale blocks in new development

- Create new streets and inter-parcel connections
- Require streets in new developments to connect to adjacent developments
- Minimize dead-end streets\
- Promote shared parking arrangements wherever possible to decrease the number of under used parking spaces
- Maximize on-street parking on local streets
- Require developments to install or upgrade adjacent sidewalks\
- Adjacent to commercial uses, wider sidewalks are encouraged for outdoor dining or retail displays
- Design new buildings to support walking with basic urban design elements
- Provide clear and direct pedestrian access to buildings from sidewalks and trails
- Provide accessible pedestrian facilities
- Encourage new development to incorporate bicycle facilities
- Encourage businesses and public buildings to make bicycle parking available
- Ensure that new development on MARTA site is phased so that parking can be provided as redevelopment occurs
- Durham Park Road Multi-use Trail (T-1)
- Redan Road Multi-use Trail (T-2)
- Complete sidewalks on both sides of roads unless a trail is recommended (T-3-7)

Housing & Economic Development Recommendations

- Encourage a mix of housing types and price points



Future vision for study area

- 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-10)
- Create a program to recognize local restaurants that offer healthy dining options (O-11)

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

This page is intentionally left blank



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 Indian Creek MARTA 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, and
- Encouraging development with an emphasis on mixed-use, compact development, inter-

connected 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 central part of DeKalb County, the study area is focused on an area that extends from the Indian Creek MARTA Station to the intersection of Indian Creek Drive and Redan Road. It has the potential for transit oriented development/ redevelopment due to the Indian Creek MARTA Station’s proximity to vacant land, high density residential and retail development between the station and the intersection.



An active lifestyle can benefit both a person’s physical and mental health

Top Community Health Issues:	Healthy Food Access	Nutrition & Cooking Info	Physical Activity	Healthcare Access & Info	Substance Abuse	Safety	Air Quality	Social Connections
1. Cardiovascular Diseases								
2. Cancer								
3. Respiratory Diseases								
4. Injuries								
5. Pregnancy/Infant Mortality								
6. Mental & Behavioral Health Issues								
Selected Recommendations	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	*	*					*	*
Social Center	*	*	*	*	*			*

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



This page is intentionally left blank



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 the 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 US 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 presented in Tables 2.1 and 2.2.

A map of the study area is shown on the following page in Figure 2.1. Healthy design features missing from the study area included parks, greenspaces, trails, community gardens, complete sidewalk systems, etc. The Indian Creek MARTA station serves as an informal gathering space, but there are no other “social” locations for the community's use within the study area.

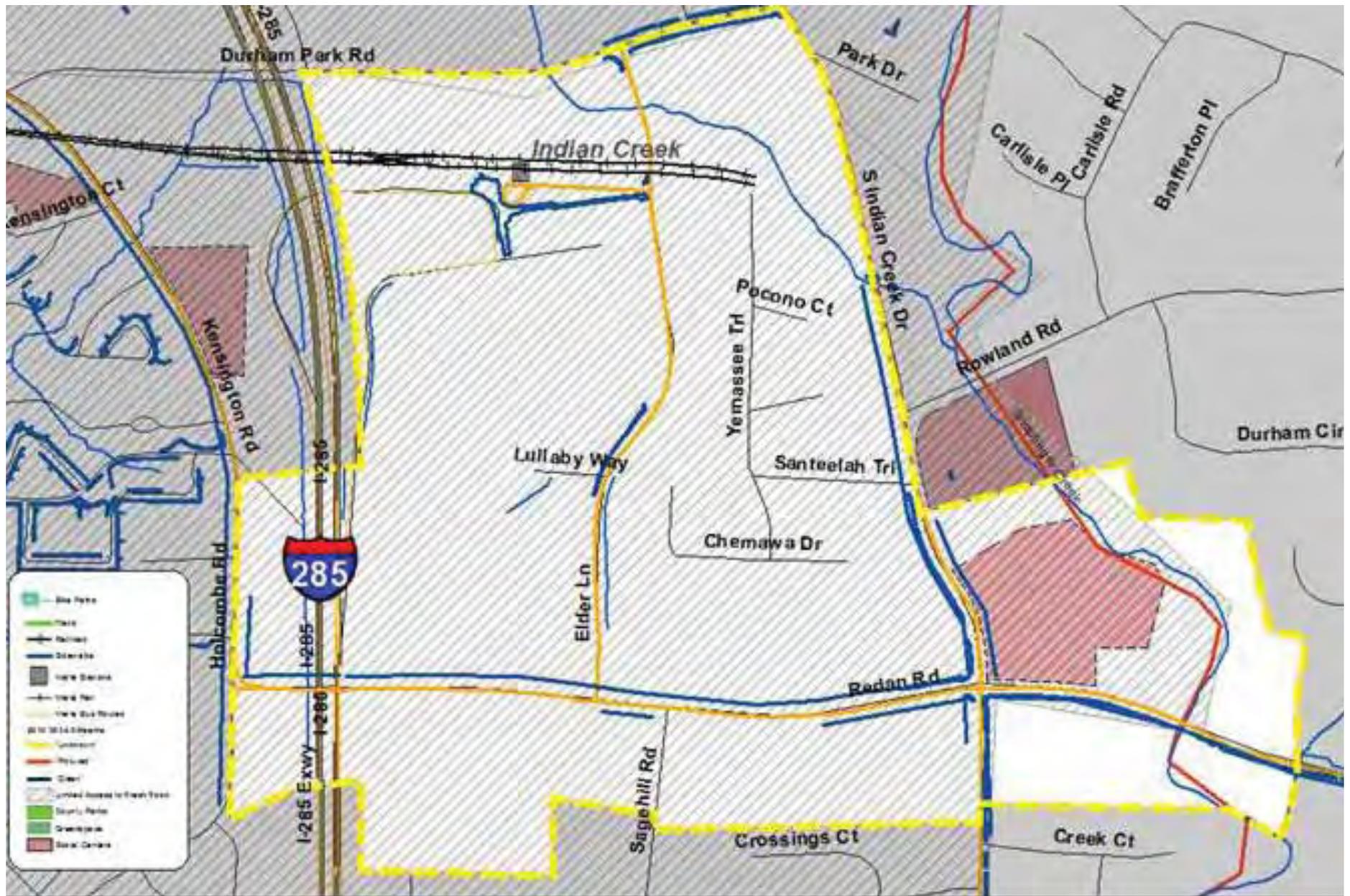
Table 2.1 Key Health Statistics

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

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	yes	20-30
Environmental Statistics			
Polluted streams	Ozone non-attainment 8 hr	PM 2.5 non-attainment	Approx. respiratory risk
Snapfinger Creek (fecal coliform, sediment)	yes	yes	moderate

Figure 2.1 Facilities Impacting Health



2.2 Land Use and Zoning

Existing Land Use

The study area includes a variety of land uses. The Indian Creek MARTA Station, which is categorized as Transportation, Communication and Utilities (TCU) land use, includes about a quarter of the total study area's acreage. Medium density residential is mainly single-family concentrated to the east of the MARTA station and extends out of the study area to the east and south. Pockets of townhouses, categorized as multifamily, exist along Redan Road. Commercial land uses are concentrated around the intersection of Indian Creek Road and Redan Road. This includes the Indian Creek Crossing shopping plaza anchored by Supersave Food and Family Dollar at the northeast corner, a CVS at the southeast corner, and two gas stations on the other two corners. There is significant amount of undeveloped land (17.8%) in the study area, most of which is a wooded area, except the abandoned development area east of the CVS. Table 2.3 and Figure 2.1 provide detailed information on the study area's land uses.

Table 2.3: Existing Land Use

Land Use	Number of Parcels	Acres	Percentage
Commercial	14	33.58	14.0%
Medium Density Residential	103	54.72	22.8%
Multifamily Residential	116	13.84	5.8%
TCU	6	60.11	25.1%
Undeveloped	56	42.66	17.8%
Street Right-of-way	n/a	34.94	14.6%
Total		177.5	100%

One important use that is not shown on the existing land use map is the Georgia State University Indian Creek recreation area across Indian Creek Road from Durham Park Road. It is not part of DeKalb County's park system, but should be considered significantly in this study due to its health impact.

Overall, the mixed land use pattern appears to be healthy for this area. However, the poor connectivity between residential and other land uses does not promote activities that lead to a healthy lifestyle. This area has a lot of potential for transit-oriented mixed-use development given the existence

of the MARTA station and developable land in its close proximity. The commercial area can also be repurposed or even redeveloped to improve health in the surrounding community.

Future Land Use

DeKalb County's Future Development Map has designated most of this area as a Town Center, which may include a variety of land uses of medium and high density. The area west of I-285 has been identified as a Highway Corridor. In this case, it can be part of the town center surrounding the MARTA station. The Town Center area is sur-



Commercial uses at the intersection of Indian Creek Road and Redan Road



A single-family house in the study area



Townhouses on Redan Road

rounded by suburban character area except the Kensington Town Center area to the northwest. Connectivity between these two town centers should be considered to achieve broader healthy impacts.

Existing Zoning

The Indian Creek MARTA station is zoned multi-family residential (RM100) and office/institutional (OI). The undeveloped area south of the station is zoned OI as well. Most of the residential areas are zoned R75 for medium density single families. The commercial area at the Indian Creek/Redan Roads intersection is zoned low density commercial (C1), so is the area west of I-285. Two office, commercial, residential (OCR) zones exist for half of the developed areas along Redan Road. Public right-of-way includes 35 acres of land in the study area. A zoning map of this area is displayed in Figure 2.3. Current zones in the study area come from the DeKalb County Zoning Code and are listed below:

Single-family Residential District (R75) - Provides detached single-family dwellings with some agricultural uses as follows: keeping of pigeons; livestock; riding stable. These are uses and structures designed to serve the housing, recreational, educational, religious, and social needs of the neighborhood. R75 specifies neighborhoods within the county where lots have a minimum area of 10,000 square feet, and infill development in neighborhoods having 10,000 square foot lots in a manner compatible with existing development.

Single-family Residential District (R100) - Provides detached single-family dwellings with some agricultural uses as follows: keeping of pigeons; livestock; riding stable. These are uses and structures designed to serve the housing, recreational, educational, religious, and social needs of the

Table 2.4: Existing Zoning

Zoning	Parcel Count*	Acres	Percentage
C1	18	28.60	11.9%
OCR	36	7.85	3.3%
OI	13	40.49	16.9%
R75	88	51.00	21.3%
R100	6	15.10	6.3%
RA5	34	8.00	3.3%
RM100	100	54.02	22.5%
ROW (NOT ZONED)	n/a	34.79	14.5%
Total	295	239.85	100%

* Some parcels have multiple zoning districts

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.

Single-family Residential (R-A5) – Provides for attached and detached single-family dwellings for neighborhoods within the county where lots have an average area of no less than 8,000 square feet; individual lots must have a minimum of 6,000 square feet.

Multifamily Residential (RM 100) – Provides multifamily neighborhoods within the county at a density of 12 units per acre per acre where so designated in the comprehensive plan. Structures designed to serve the housing, recreational, educational, religious, and social needs of the neighborhood.

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.

Office Commercial Residential District (OCR)

– Provides for economic development within the county through redevelopment of parcels of land which have been used in the past for commercial and light industrial uses but which have become obsolete and now offer an opportunity for establishing new mixed use developments of medium intensity which consist of a combination of office, commercial, and residential uses. It encourages the conversion of vacant commercial and industrial buildings into residential dwelling units

Office Institution District (OI)

– Provides 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 locations for the development of cultural, recreational, educational and health service facilities for the county.

Figure 2.1 Existing Land Use

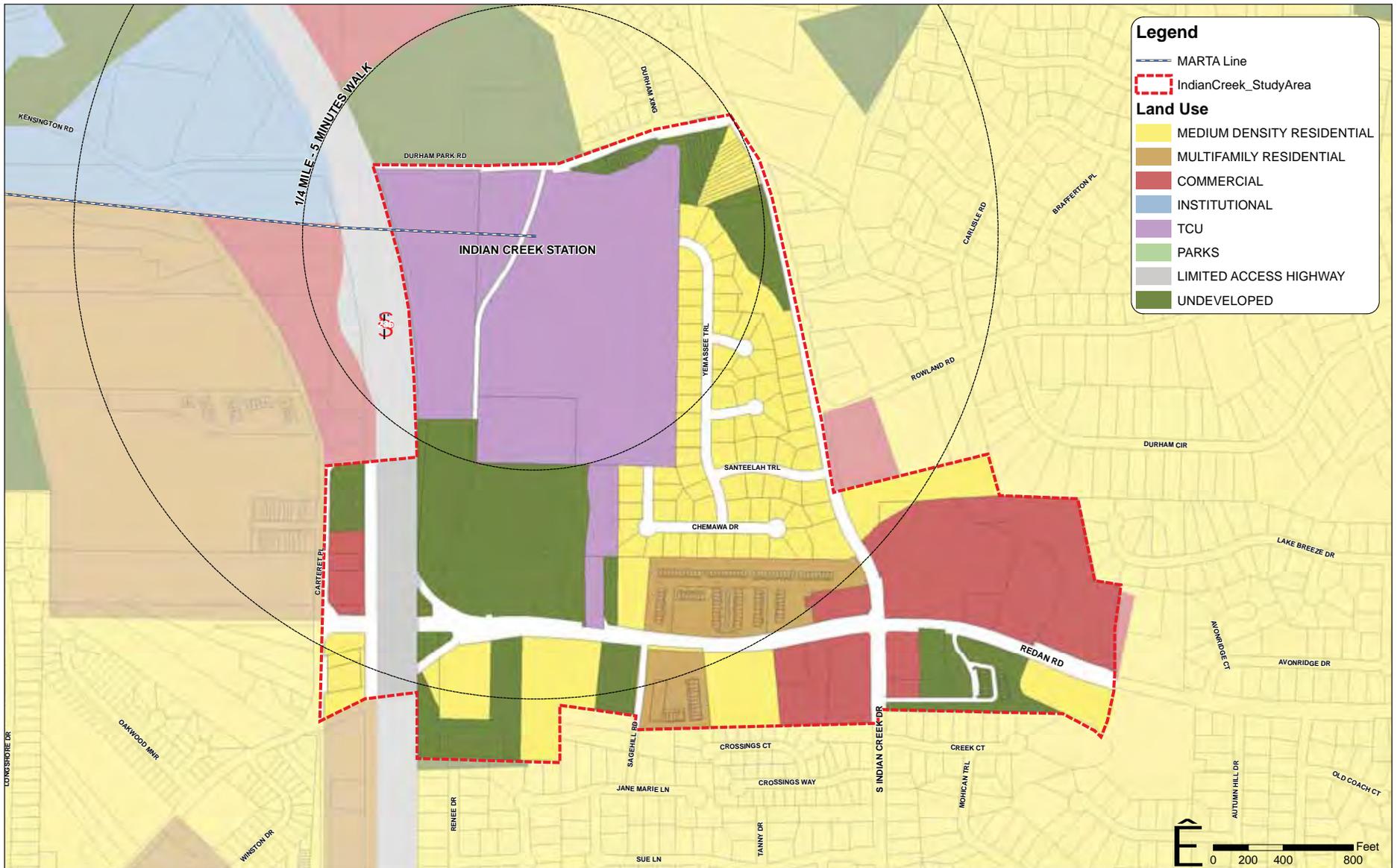
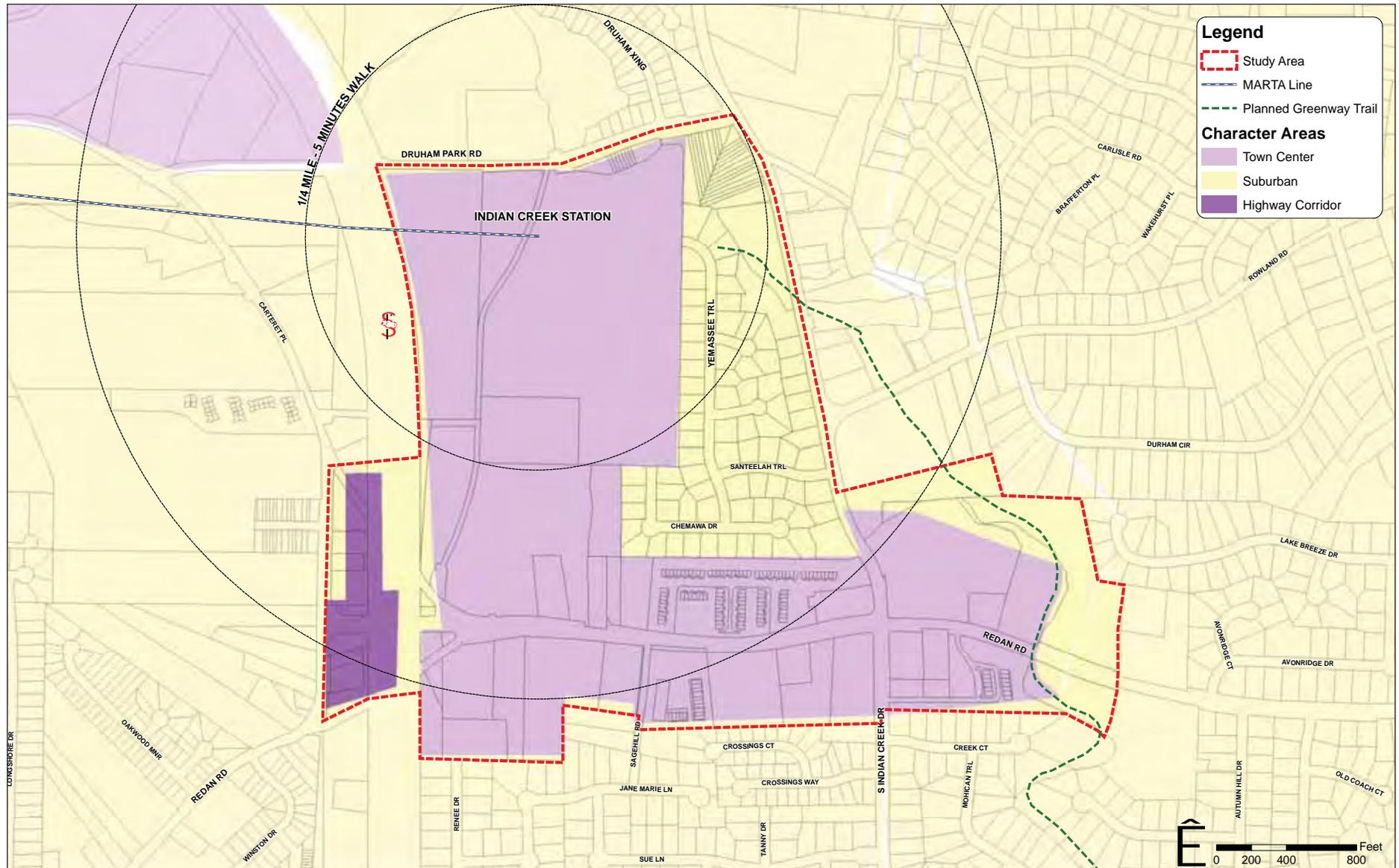


Figure 2.2 Existing Future Land Use/Character Areas



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 and their angle and direction, and the placement of railroads are all important factors. In addition, the experience a place provides is defined by an interaction of these historic 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 several ways. First, research suggests that people will walk more frequently and greater distances when the environment they are walking in is visually interesting. Additionally, the design of communities and their

aesthetics can have a direct effect on mental health, as anyone who has ever visited a beautiful place can attest to.

Block & Street Patterns

As an important component of a planned town center, the accessibility to Indian Creek MARTA station is largely dependent on the street network around it. Located on the largest super block in the study area, there is no easy access to the station except by car. At the intersection of Indian Creek Road and Redan Road, the commercial uses are dependent on access to the roads in and around the study area. The single-family residential neighborhood in the study area has only one access point and is not connected with the MARTA station despite its immediate adjacency. Overall, the study area lacks a local street network of connected blocks. This pattern makes walking and bicycling inconvenient by greatly increasing travel distances beyond what they would be in an interconnected network, thus resulting in less physical activity.

Parcel Patterns

Indian Creek MARTA station sits on the largest parcel in the study area, which has great potential

for a transit-oriented development. The commercial areas at the intersection of Indian Creek Road and Redan Road are small to medium in size and typical for suburban development. The single-family cluster west of Indian Creek Road has an average lot size of a one-third of an acre. The smallest parcels exist in the townhouse developments. There is undeveloped land with tree coverage not currently defined by any blocks.

Building Patterns

Most all buildings in the study area are set back from the streets. The buildings at the Indian Creek Road and Redan Road intersection are in typical auto-oriented form and do not form a sense of place. The MARTA station is predominantly a vast surface parking lot hidden by trees from the two roads that access it. Single-family houses are set back from the street with garages in the front. Townhouses sit relatively to street with front facing garages.

Overall, this study area is typical of an auto-oriented development pattern. The result is an environment that is hostile to any means of transportation other than driving, and the creation of a physical setting with little sense-of-place.



Buildings sit far back with large surface parking facing Redan Road at the crossroads shopping center area



Indian Creek MARTA station is surrounded by parking lot



Buildings sit far back with large surface parking facing Redan Road at the crossroads shopping center area

Figure 2.4 Urban Design Analysis



2.5 Transportation

Many of the key health issues in and around the Indian Creek MARTA Station 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 of extreme importance in creating a community that is sustainable and healthy. Other public roadways providing internal circulation for the study area include the following.

Roadway Access and Circulation

The existing Indian Creek MARTA Station 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 - I-285



In a healthy community transportation systems include many ways to travel

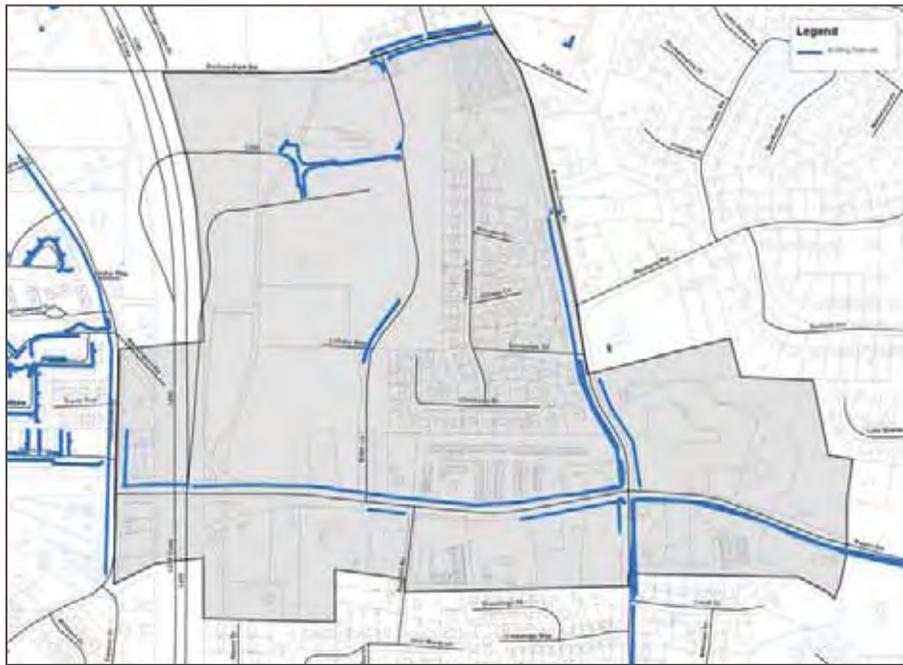
- Northern Boundary – Durham Park Road (extends west from Holcombe Road/Kensington Road on the west side of I-285)
 - Elder Lane provides access into the Indian Creek MARTA Station from Durham Park Road
- Eastern Boundary – Indian Creek Drive
 - Yemassee Trail provides subdivision access on the east side of the MARTA station
 - Carlinswood Way provides access into multifamily housing
- Southern Boundary - Redan Road (extends along the southern boundary of the MARTA station from Indian Creek Road to Holcombe Road on the west side of I-285. Redan Road then turn 90 degrees to the south and extends diagonally to meet Covington Highway further to the southeast.
 - Elder Lane provides access into the Indian Creek MARTA Station from Redan Road and extends to Durham Road to the north. Elder Lane provide primary north/south access within the station's parking areas.

Table 2.5 Roadway Characteristics

Primary Access Roads	Approximate Roadway Width	Total Number of Lanes	Sidewalks (Indicating side)
Redan Rd. Bridge west of I-285	26	2	Both sides (Int.)
Redan Rd. Bridge over I-285	26	2	North only
Redan Rd. west of Elder Lane (MARTA Access)	22	2	North only
Redan Rd. west of Indian Creek Dr.	62	5	Both sides
Redan Rd. Bridge over I-288	58	5	South & Int. north sides
Holcome Rd./Kensington Rd.	30	2	West only
Durham Park Rd. west of I-285	24	2	None
Durham Park Rd. under and east of I-285	22	2	None
Durham Park Rd. east of Elder Ln. (MARTA Access)	52	24	West only
Indian Creek Dr. north of Durham Park Rd.	25	2	West only
Indian Creek Dr. south of Durham Park Rd.	36-39	3	West only
Rowland Rd. east of Indian Creed Dr.	34	2	South only
Indian Creek Dr. south of Rowland Rd.	50	3	Both sides
Indian Creek Dr. north of Redan Rd.	50	4	Both sides
Indian Creek Dr. south of Redan Rd.	40	3	East only

Int. - indicates intermittent or discontinuous

Figure 2.5 Existing Sidewalk Map



Two I-285 ramps extend to and from the south, providing direct interstate access into and out of the Indian Creek MARTA Station. The inbound ramp extends from northbound I-285 and enters the MARTA station along an internal east/west access road. The outbound ramp extends from the east/west internal roadway to the north then turns westerly to go over I-285. This “flyover” ramp then turns southward to merge onto southbound I-285.

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

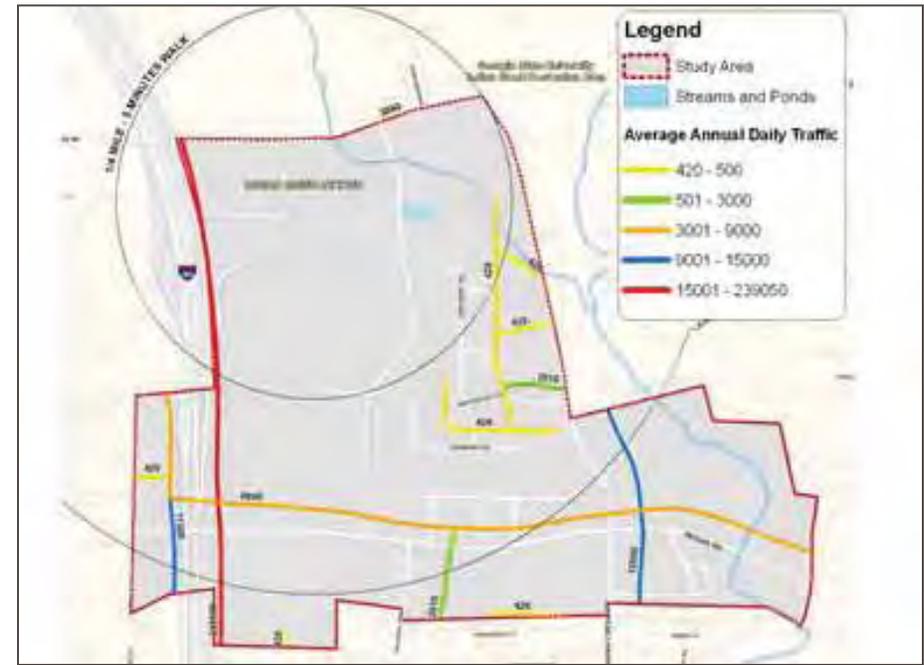
Roadway Characteristics

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 below.

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 2.6 above. The blue lines depict where sidewalks currently exist.

Figure 2.6 Average Annual Daily Traffic (AADT) Volumes



Average Annual Daily Traffic

Average annual daily traffic (AADT) volumes are presented in Figure 2.7. This data is 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 traffic volume along Redan Road along the southern limit of the station is approximately 6,700 increasing to about 11,300 in the segment after Redan Road turns 90 degrees to the south. The increase in traffic accounts for daily vehicles accessing Holcombe Road to and from the north of Redan Road.

Indian Creek Road has a daily traffic volume of about 12,800, east of the MARTA station and Durham Road has a volume of about 5,900. No traffic volumes were available for Elder Lane within the MARTA station.

Figure 2.7 Existing Vehicular Level of Service



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 Indian Creek MARTA Station study area are shown above. As shown, all roadways within the study area operate at acceptable levels of service, with few delays other than those that would normally occur at intersections. Note that I-285 in the vicinity of the study area is operating at LOS D (minimally acceptable).

Figure 2.8 Study Area Crash Locations



Crash Locations

The number and location of 3-year (2009-2011) crashes in the study area, gleaned from the ARC GIS files, are shown above. 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 Redan Road/Indian Bend intersection. This intersection is signal controlled and has exclusive left-turn lanes at all four approaches as well as an exclusive right turn lane from southbound Indian Creek Drive to westbound Redan Road.

Figure 2.9 Transit



MARTA Transit

Regional rail transit is available at the Kensington MARTA station, located approximately 1.5 miles to the west along the Blue Line, and at the Indian Creek MARTA station located within the study area. MARTA bus service is provided within or near the study area and includes the #119 bus (dark blue) that extend westward along Kensington Road, the #86 and #186 buses that extend to and from the Indian Creek MARTA Station accessing the south along I-285 and then along Covington Highway to the east of I-285. The #116 and #119 buses extends from the MARTA station to the east along Redan Road and to the west along Redan Road to Holcombe Road and then along Kensington Road, and the #107 bus extends from the station along Indian Creek Drive to the south.

Transportation Sustainability

Livability means being able to take your kids to school, go to work, see a doctor, drop by the grocery 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 are 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, 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.

Sustainability in DeKalb Master Active Living by Design Study Areas

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.

All four study areas were individually assessed based on a set of sustainable transportation benchmarks.

At 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 to 6 feet if buffer is provided; 8 to 10 feet if not)?
- 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?
- 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?

The table on the following page answers these questions for the study area.



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

Sustainability/Livability Attributes	Indian Creek MARTA Station	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; good sidewalks on both sides of the highway leading to the entrance to the MARTA Station	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; inadequate linkages from neighborhoods to Transit Station	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?	No	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, but could be added as part of the sidewalk network	Narrowing Covington Highway and adding a bike lane is one solution to this item.
Are multi-purpose trails located in the area?	No but opportunities exist	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?	No	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 Indian Creek MARTA Station study area over the next ten years. The study area currently includes the MARTA station, a small retail node and a mix of single-family detached houses and townhouses. At the intersection of Redan Road and South Indian Creek Drive, Indian Creek Crossing is home to a Super-Save grocery store, with a CVS across the street. There are single-family houses and small rental properties to the east of the MARTA station, with two townhouse developments off of Redan Road.

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

Marketek delineated 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:

- **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; and
- **Residential Market Area** – a 7-mile radius from the study area; Most potential residents of study area housing will move from within this area.

Demographic and socioeconomic trends for the market areas reveal that:

- There is a considerable population base surrounding the study area. The retail market area is home to an estimated 84,000 residents and the residential market area to 457,000.
- Both market areas lost population over the 2000 to 2012 time period, but are expected to add residents over the next five years. DeKalb saw a small population expansion since 2000, but lagged significantly behind metro Atlanta in terms of growth rate.
- Growth in the market areas and DeKalb County is projected to be slow through 2017, with an average annual population growth rate from 0.60 to 0.68 percent.
- Median income is \$39,300 in the retail market area and \$45,500 in the residential market area. Both are below the DeKalb median of \$49,600 and 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 majority of residents of both market areas are African American. Caucasians make up 18 percent of retail market area residents and 29 percent of residential market area residents.
- While employment within and immediately surrounding the study area is minimal – 970 people work within a mile radius of its center – an additional 10,200 work within 1.5 miles. This employment base will be another market for new retail and residential development.

Figure 2.10 Retail market area: 7-10 minutes drive time



Figure 2.11 Residential market area: 7-mile radius

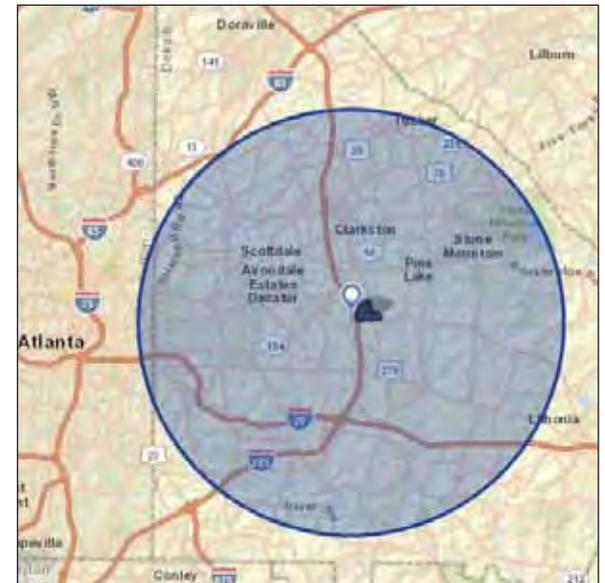


Table 2.6 Demographics

Demographic Indicator	Retail Market Area	Residential Market Area	DeKalb County	Atlanta MSA
Population				
2012	83,819	457,360	703,085	5,365,250
2017 (forecast)	86,330	472,257	726,991	5,650,874
Avg. Ann. % Change ('00 -'12)	-0.9%	-0.1%	0.5%	2.2%
Avg. Ann. % Change ('12 -'17)	0.6%	0.7%	0.7%	1.1%
Households				
2012	30,618	178,642	273,761	1,970,820
2017 (forecast)	31,916	186,950	286,804	2,084,149
Avg. Ann. % Change ('00 -'12)	-0.4%	0.3%	0.8%	2.2%
Avg. Ann. % Change ('12 -'17)	0.9%	0.9%	1.0%	1.2%
Average Household Size				
	2.61	2.50	2.52	2.68
Median Household Income				
	\$39,306	\$45,484	\$49,628	\$54,603
Median Age (Years)				
	35.3	35.1	34.4	35.0
Race				
Percent White Alone	18%	29%	35%	55%
Percent Black Alone	75%	63%	54%	33%
Percent Hispanic (any race)	3%	4%	10%	11%
Educational Attainment				
No High School Degree	17%	12%	13%	14%
High School Degree/Some College	55%	46%	43%	46%
Associate Degree	6%	7%	6%	6%
Four Year Degree or More	23%	35%	38%	34%

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

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.

- More than half (58 percent) of housing units in and near the study area (within a one mile radius of its center) are owner occupied. The majority of houses are single-family detached (68 percent) or in small multifamily buildings of 3 to 9 units (20 percent). Townhouses make up 5 percent of the local housing stock. The vacancy rate of 12 percent is slightly above that of the county (11 percent). Nearly two-thirds of housing (64 percent) was built before 1980, compared to 52 percent countywide.

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.
- Northlake Mall, North DeKalb Mall and the Gallery at South DeKalb provide 2.3 million square feet of destination retail space within approximately a fifteen minute drive of the study area.

- Convenience shopping in the study area includes a Super Save Grocery Warehouse and CVS. A Kroger-anchored shopping center is located less than two miles away at the Redan Road and Hairston Road intersection, and a Publix-anchored center is another two miles south on Hairston at Covington Highway.

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 no office space located within the study area, although it may be a component of any potential new mixed-use development around the MARTA station.

Estimated Future Development Potential

Table 2.7 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 Central DeKalb, these figures reflect potential demand for new space in the DeKalb



The study area has unfinished developments due to the housing market slowdown



There is no pedestrian-friendly retail in the study area



Office can be a component of new mixed-use development in the study area

County MALP Indian Creek MARTA Station and Covington Highway Corridor 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 Indian Creek MARTA Station 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.

Potential home prices and rents are shown below. While there may be some demand for higher-priced units, it is our opinion that as prices rise above these levels, demand will thin out:

Potential Sales Prices

- Condominiums: \$155,000 to \$190,000
- Townhouses: \$165,000 to \$220,000
- Single-family detached: \$180,000 to \$235,000

Potential Monthly Rental Rates

- One bedroom: \$650 to \$850
- Two bedroom: \$775 to \$1,000
- Three bedroom: \$950 to \$1,200

Table 2.7 Estimated Future Development Potential in Central DeKalb MALP Study Areas

	10-Year Demand Potential	Opportunities	Constraints	Development Considerations
Residential	350 for-sale units and 500 rental units in the study areas	<ul style="list-style-type: none"> • Prime access to transit via the MARTA station • Growing interest in living in mixed-use centers with access to jobs, shopping, entertainment and transit • Growing senior population with potential interest in down-sizing • Recent townhouse supply additions in the study area indicate support for higher-density residential space 	<ul style="list-style-type: none"> • Housing market is still in recovery mode with resale prices and new home sales yet to fully rebound • Slow population growth in DeKalb and residential market area 	<ul style="list-style-type: none"> • Target markets will include young professionals, empty nesters, small families and workforce housing
Retail	191,000 square feet of new retail space in the study areas	<ul style="list-style-type: none"> • Strong existing residential and employment base • Potential to recapture sales dollars currently leaving the market area • Limited commercial development currently in the study area 	<ul style="list-style-type: none"> • Slow population growth in DeKalb and retail market area • Suburban site lacking high visibility; no adjacent community or civic anchors 	<ul style="list-style-type: none"> • Focus on attracting a business mix that will enhance residents’ ability to make healthy choices • Examples: fresh groceries, healthy restaurants, personal services to serve local market
Office	50,000 to 60,000 square feet of new office space in the study areas	<ul style="list-style-type: none"> • Prime access to transit and TOD potential • Convenient I-285 on-ramps • Strengthening office markets in the Central Perimeter and Northlake areas may bolster demand for office space elsewhere in DeKalb County 	<ul style="list-style-type: none"> • Kensington MARTA Station LCI Plan envisioned 2.7 million square feet of office space at Memorial Dr & Kensington Rd, which constitutes a significant share of potential DeKalb County office demand over the next ten years • Not well-established office destination 	<ul style="list-style-type: none"> • 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 19, 2013

A Public Kick-Off Meeting was hosted at Georgia Piedmont Technical College in Clarkston, Georgia on February 19, 2013. The meeting was 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 20, 2013

The Design Workshops and Open House was held on the second day of the three day series. 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 21, 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.



Stakeholders hear draft recommendations for the study area

Public Meeting Summary

Stakeholder 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 19, 2013
6:30 PM - 9 PM

Georgia Piedmont Technical College
495 N. Indian Creek Drive
Clarkston, GA 30021

Workshop/Open House

Wednesday, February 20, 2013
4 PM - 8 PM

Georgia Piedmont Technical College
495 N. Indian Creek Drive
Clarkston, GA 30021

Draft Plan Presentation

Thursday, February 21, 2013
6:30 PM - 8 PM

Georgia Piedmont Technical College
495 N. Indian Creek Drive
Clarkston, GA 30021

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.

Health Questionnaire

In addition to the above, specific health-related outreach was also undertaken in the form of a community health questionnaire. The 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 residents 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 20 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 Health aimed at 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 3.12. See analysis of findings for the re-

spective tables.

Table 3.1 Top Medical Conditions

56%	High blood pressure
39%	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 Usual Form of Physical Exercise

78%	Housecleaning/yard work
50%	Walking outside for half hour on most days

In 2007 the World Health Organization (WHO) promoted physical exercise for optimal health as follows: at least 30 minutes of moderate physical activity five days per week. Due to the continued explosion of overweight and obesity in the U.S. the new rule of thumb is seven days per week. Regular exercise improves cholesterol, reduces blood pressure, reduces or controls weight, reshapes body contour, increases muscle tone (heart and other organs), and reduces stress. Note that only half of respondents are making an earnest attempt to engage in this essential requirement for healthy living.

Table 3.3 Body Mass Index & Blood Pressure

22%	Obese
50%	Overweight
27%	Normal
72%	Obese/overweight combo
72%	Inaccurately identified weight class
33%	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 13.2% during the past five years. Obesity increased by 26%; overweight increased by 12.8%. 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
78%	Ease if getting to public transportation
28%	Prefer public transportation over car
50%	Family owns bicycle
22%	Prefer biking over car

The automobile continues to be the primary mode of transportation over public transportation and bicycle. Half of the respondents say that the family has a bicycle. Several respondents verbally commented on their preference of combining car with public transportation (MARTA or bus) and walking in order to achieve their daily exercise goals.

Table 3.5 Safety of Streets and Roads

72%	Poor lighting along my streets
72%	Street pavement unsafe to bike ride
72%	Sidewalk pavement unsafe to walk
72%	Vehicle speeds unsafe to bike or walk
67%	Street crime is barrier to walking for exercise

Several indicators of an unsafe environment were identified as significant barriers to physical activity. Note that these responses ranged 67% to 72%. Respondents verbally emphasized the need for community improvements in streets and roads for

the goal of healthy living to be realized.

Table 3.6 Environmental Conditions

44%	Sun, heat, humidity - barriers to walking
44%	Bad air – barrier to walking for exercise

Lack of shade trees is counterproductive to goal of a healthy built community. Trees appropriately spaced allow some relief for the motivated walker or jogger, helping to regulate a safe body temperature during physical exercise. Air quality is a major public concern, as noted in HEALTHY PEOPLE 2010, 2020 and by nearly half of the community respondents. Breathing toxic particles floating about in the air further debilitate persons with asthma, chronic bronchitis, chronic obstructive lung disease (COPD), and lung cancer. Poor air quality is a barrier to healthy people, particularly growing children and senior citizens.

Table 3.7 Community Parks

56%	Not enough parks in neighborhood
44%	Park unsafe due to crime, poor lighting/visibility
44%	Poor condition of park
67%	Lack of things to do in park

Parks rank high among amenities essential for healthy living among community respondents, yet respondents identified their lacking in number, their poor condition and safety features, and activity potential. Parks function as a gathering place for residents of all ages to actively engage in physical exercise and socialization. Summer’s relief from the Georgia heat and humidity via green space and water sports is another significant feature of a built community.



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

Table 3.8 Eating Healthy Foods

100%	Want family to each healthy balanced diet
61%	Eat baked broiled or grilled fish once weekly
27%	No time/energy to cook healthy meals
27%	Canned vegetables as good for us as fresh
78%	Snack on veg/fruit rather than sweets/chips
22%	Do not know how to cook fresh vegetables

Poor eating habits of individuals and families promote overweight and obesity in children and adults. Chronic poor dietary intake causes malnutrition in infants and children, leading to multiple health problems. Inadequate knowledge of health products is evident in that a quarter of respondents acknowledge limited time/energy to cook health meals, particularly fresh vegetables. Faulty perception of nutritious foods is an underlying factor as evidenced by a quarter of respondents’ misunderstanding that canned is equal to fresh vegetables in terms of nutrition value. In contrast, over half of respondents reported eating non-fried fish once weekly.

Table 3.9 Purchasing Healthy Foods

72%	Read food labels for calories sources
61%	Buy fresh fruits only in season due to price
83%	Would buy more fresh food if available nearby
83%	Would like to have backyard garden

Healthy eating means choosing low fat, low cholesterol, low sodium, low sugar, and high fiber foods. While respondents leaned heavily toward the intent to “smart buying,” a relatively high proportion were either overweight or obese, and 56% identified high blood pressure as a health problem—an indicator of poor food choices. On a positive note, 83% of respondents want more fresh food via store or garden. A number of respondents were highly enthusiastic about a large community garden where persons of all ages could engage in growing and distributing its products.

Table 3.10 Motivation

50%	Need support from family & friends to engage in healthy living activities
50%	Do not need support from family & friend to engage in health living activities.

There was an equal split between respondents regarding their personal motivation to achieve goals of healthy living, such as daily physical exercise combined with buying and eating for good nutrition and weight management. Successful approaches to smoking cessation differ among people-- some attacking the addiction independently while others seeking a supportive environment.

Table 3.10 Top Three Problems

1	More funding to help project get built
2	Safe places for neighbors to socialize
3	Easier access to supermarkets and fresh foods

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.

Table 11. Residence Information

50%	Lived 15 years or more in community
72%	Own their homes
100%	1-3 persons live in home

Fifty percent of respondents lived in the Covington Highway and Indian Creek Marta Station study areas with the remaining living in areas nearby. The longevity of citizens living in their communities and owning their homes clearly shows commitment on their part to development and improvement of land use, medical services, shopping opportunities, and socialization in an attractive and safe environment.

Visual inspection of Atlanta hospitals and medical centers plus review of the list of DeKalb County Board of Health Centers indicate that there is an obvious void of immediate health services within these two communities.

Conclusion

While limitations exist in this survey process, findings provide an obvious conflict as to what is now available/accessible to community residents and what is possible in the future. Unhealthy lifestyles lead to unhealthy conditions, many of which are costly in both quality of life and money. A major finding is that respondents have an inaccurate perception of “health.” Thus, health education is essential in order to change unhealthy behaviors.



PART IV: RECOMMENDATIONS

4.1 Overview of Recommendations

This section contains recommendations for the Indian Creek MARTA Station 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 healthy transit-oriented town center. Two types of recommendations are provided: Policies and Projects. Projects are followed by a project number that corresponds to Section 5.1: Action Plan.

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 based 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 Kensington area for decades.

Future Vision

The DeKalb Board of Health Master Active Living Plan is an unprecedented opportunity for the Indian Creek MARTA station 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 places provide the needs of daily life within a compact, walker-friendly setting.

The framework plan identifies a mixed-use transit-oriented village center which includes a variety of housing options, especially senior housing to accommodate the aging population. The entire

village center and adjacent areas should be designed to create a safe and walkable area for all generations. The plan's main goal is to connect the future transit village 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.

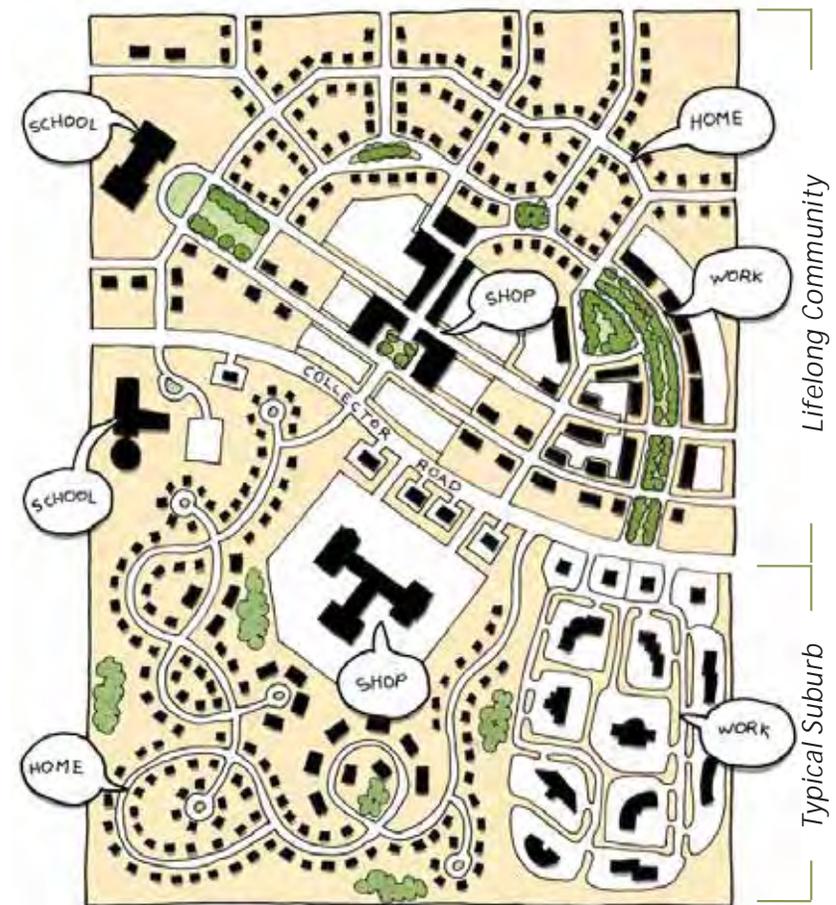
Supporting Healthy Communities

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

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

Board of Health Master Active Living Plan. To this end, the recommendations that follow aimed to meet community objectives while also addressing existing challenges to healthy living today.

The following tables present 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 by workshop participants.



Rank	Community Health Issue	Contributing Factors	Healthy Design Recommendations (Projects are green, 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	Build high-quality parks (see Urban Design Recommendations)
		Poor food choices	Improve access to existing parks (see Transportation Recommendations)
		Lack of access to fresh food	Build bike paths/multi-use trails (see Transportation Recommendations)
		Overuse of Processed Foods	Build greenways (see Transportation Recommendations)
		Physical Inactivity	Organize farmers markets (see Urban Design Recommendations)
		High Stress Levels	Build complete sidewalk systems (see Transportation Recommendations)
		Tobacco Use/Exposure	Locate stores closer together to promote walking (see Land Use Recommendations)
		Lack of health education	Improve access from residential to commercial areas (see Transportation Recommendations)
		Limited access to health care	Build a Community Center for educational, physical and social activities (O-12)
			Encourage transit oriented development around existing marta station (see Land Use Recommendations)
			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 Land Use Recommendations)
			Need enjoyable and stimulating place to walk (see Urban Design Recommendations)
			Develop a healthy community scorecard that DeKalb County can use to evaluate proposed development projects; provide incentives for "healthy" projects (O-13)
			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-14)
			Hold more educational/sports/activity programs at local churches/schools/community centers (O-15)
			"Brand" study area as a "Healthy Community" (see Housing and Economic Development Recommendations)
			Organize a fresh food cooking club (O-17)
	Provide health education programs for all ages (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)		
	Expand physical exercise programs at local schools (O-20)		
	Provide low/no cost summer exercise programs for children (O-21)		
	Serve healthier meals to school children		

Rank	Community Health Issue	Contributing Factors	Healthy Design Recommendations (Projects are green, programs are blue, and policies are yellow)
2	Cancer		
	Prostrate Breast Lung Colon Skin	Lack of Physical Exercise Poor Food Choices/Sources Education Genetics Tobacco Use/Exposure Lack of preventative testing/care	Build more high-quality parks (see Urban Design Recommendations)
			Improved access to existing parks (see Transportation Recommendations)
			Bike paths/multi-use trails (see Transportation Recommendations)
			Greenways (see Transportation Recommendations)
			Farmers market (see Urban Design Recommendations)
			Build complete sidewalk systems (see Transportation Recommendations)
			Encourage transit oriented development around existing marta station (see Land Use Recommendations)
			Build a community garden (see Urban Design Recommendations)
			Provide a Community Center for educational, physical and social activities (O-12)
			Host regular health education/(para) professional service providers at local church or community center (O-14)
			“Brand” the study area as a “Healthy Community” (O-16)
			Provide health education programs for all ages (O-18)
			Expand tobacco-free public sites (O-22)
3	Respiratory Disease		
	Asthma Bronchitis Chronic Obstructive Pulmonary Disease (COPD) Flu/Pneumonia	Poor Air Quality High pollen Food allergies Tobacco Use/Exposure Poor sanitation	Plant more trees (see Urban Design Recommendations)
			Encourage transit oriented development around existing marta station (see Land Use Recommendations)
			Host health education/service providers at a local church or community center (O-14)
			Hold more educational/sports/activity programs at local churches/schools/community centers (O-15)
			Provide health education programs for all ages (O-18)
			Locate schools, senior centers, day cares away from major highways
			Support the Family Smoking Prevention and Tobacco Control Act (2009)
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)
			Encourage transit oriented development around existing marta station (see Transportation Recommendations)
			Test paint of houses built prior to 1978 for the presence of lead dust (O-23)

Rank	Community Health Issue	Contributing Factors	Healthy Design Recommendations (Projects are green, programs are blue, and policies are yellow)
5	Pregnancy/Infant Mortality		
	Childbirth Complications Low birth weight Premature Birth	Poverty	Build community garden (see Urban Design Recommendations)
		Lack of prenatal care	Build high-quality parks (see Urban Design Recommendations)
		Sexually Transmitted Diseases	Host regular health education/(para) professional service providers at local church or community center (O-14)
		Overweight/obesity	Promote WIC - Women, Infant and Children Special Supplemental Nutrition Program (O-24)
		Poor food choices	Build more social connections
		Hypertension	Support Medicaid Programs
		Teen pregnancy	Serve healthier meals to school children
		Alcohol and Substance Abuse	
		Tobacco Use/Exposure	
		Physical inactivity	
6	Mental and Behavioral Health		
		Stress Factors	Build high-quality parks (see Urban Design Recommendations)
		Post-Traumatic Stress Disorder	Improve access to existing parks (see Transportation Recommendations)
		Alcohol and Substance Abuse	Build bike paths/multi-use trails (see Transportation Recommendations)
		Poverty/Unemployment/Debt	Build community gardens (see Urban Design Recommendations)
		Dislocation/Homelessness	Zoning change to allow more gardens/markets (O-2)
		Poor Health Insurance Coverage	Host regular health education/(para) professional service providers at local church or community center (O-14)
		Social Stigma	Hold more jobs fairs (O-25)
		Lack of social support system	Support Medicare Programs
		Poor work productivity/low self-esteem	Create more social connections
			Create a more enjoyable and stimulating environment

4.2 Land Use and Zoning Recommendations

Land Use and Zoning Policies

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

The Framework Plan shown in Figure 4.1 reflects the general aspirations for how the study area should transform over the next 25 years. The plan’s goal is that existing and future residents in and around the study area will live actively and healthy in a live-work-play town center, with all the necessary supporting services within a short walk, bike ride, or transit trip from their homes.

Central to this vision is a transit-oriented development (TOD) that includes higher density around the Indian Creek MARTA station with a interconnected street pattern. Such development patterns can maximize not only social contact, but also physical activity. Compact, mixed land uses maximize the use of transit, make it possible for people to access civic and retail resources in their neighborhood, and facilitate usable public open spaces. These along with interconnected street patterns make walking and bicycling desirable choices.

Other components of this vision include an improved crossroads shopping area and quality building at unfinished development areas. All of these will be linked together through an improved transportation system consisted of not only roadways, but also complete sidewalks and a multi-use trail system.

Support the creation of a multi-purpose public open space at the center of the TOD.

This open space could include but not be limited to:

- Playground
- Community garden
- Walking trails
- Sport Fields
- Rest areas

Table 4.1 Description of Typical Framework Plan land Uses

Land Use	Primary Use	Max. Bldg. Height
Single-family Residential	Single-family	3 floors/35 ft
Multifamily Residential	Multifamily, townhouses	6 floors/80 ft
Commercial	Retail, offices	2 floors/ 30 ft
Mixed Use	Housing, offices, hotels, retail	8 floors/ 100 ft
Park/Open Space	Public/private parks or open spaces	-

Promote mixed-income housing, especially senior housing development in the MARTA TOD area.

Inclusive housing options around transit will improve access to it and the likelihood of residents to walk more. It will also allow people of different incomes and ages to have better access to healthy food, health services, jobs, and educational opportunities. Seniors and other people who do not drive greatly benefit from living in a TOD area.

Ensure appropriate transitions from commercial or TOD mixed-use zones to residential neighborhoods.

Several techniques exist for providing transitions between new development and single-family houses. Figure 4.2 shows options that should be explored individually or combined, especially as redevelopment occurs in adjacent to existing neighborhoods.

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.

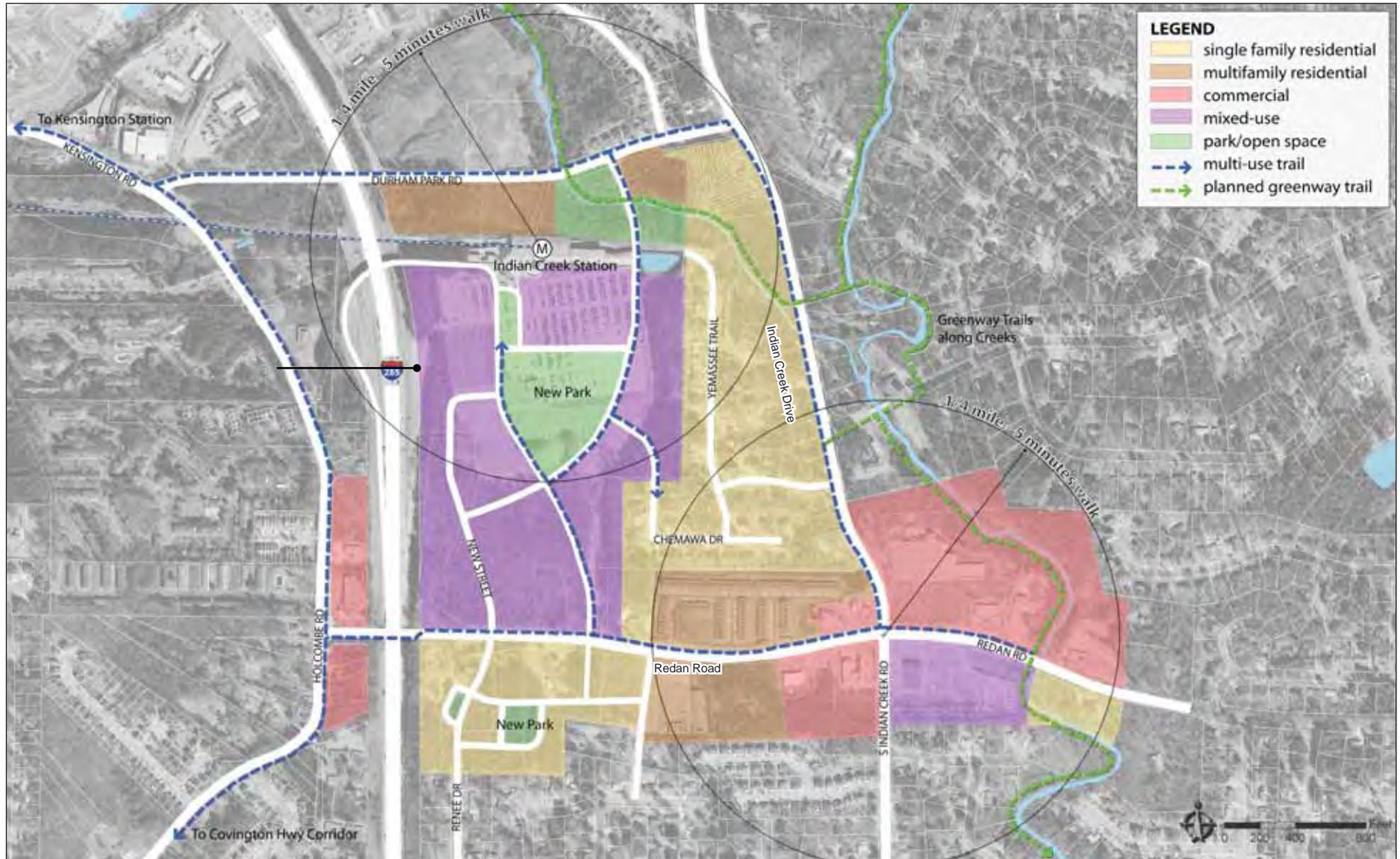
Amend zoning to facilitate development/redevelopment according to the plan vision (O-2)

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



Transit oriented development with active public open space in San Francisco

Figure 4.1 Indian Creek MARTA Station Area Framework Plan



Recommendations

connected developments 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 in TOD.
- 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.

Develop transit village at the Indian Creek MARTA station area (O-4)

Please see Indian Creek MARTA station area visioning concept plan on page 39.

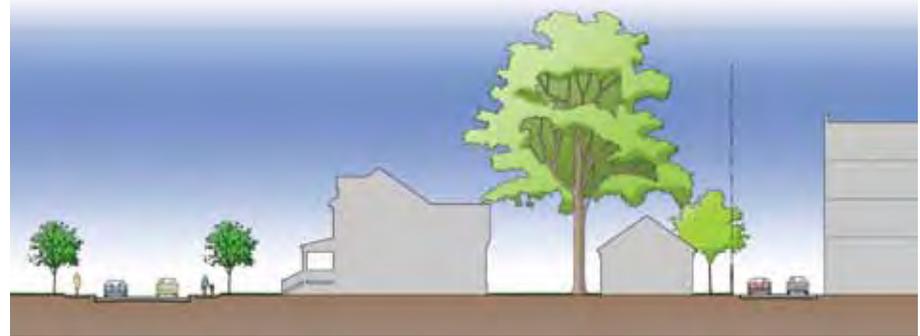
Improve the Redan Road/S. Indian Creek Drive intersection area (O-5)

As shown below, the unfinished development next to CVS should be developed with buildings set closer to street and parking behind them. If any of the four corners at the intersection are ever redeveloped, buildings should be brought closer to street to create pedestrian-friendly environment. Liner building at the northeast corner and a redeveloped ga station at the northwest corner are also shown.

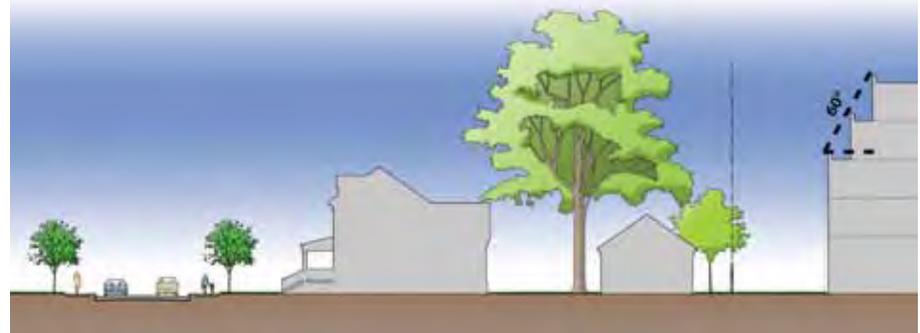
New police precinct in transit village (O-6)

Figure 4.2 Development Transition Options

Alley



Height Transitions



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



Indian Creek Road/Redan Road Intersection Area Concept



Small lot single families are recommended for the area south of Redan Road

Visioning Concept

The concept plan creates a long term vision for the Indian Creek MARTA station area from Durham Park Drive to Redan Road between I-285 and the existing single-family/townhouse area to the east.

The plan shows a transit-oriented, mixed-use development around the Indian Creek MARTA station. The center of the concept plan is a multi-functional town center park with a police precinct, community garden, and a sports field as shown in the following illustrations. It is connected to the entrance of the MARTA station via a smaller rectangle green and a pedestrian plaza. A signature office/residential mixed-use building anchors the center of the development. Condominiums, apartments, and senior housing with active street level commercial uses enclose the park on all sides. Townhouses are sited along I-285 with existing trees serving as a buffer. The signature office building near the MARTA entrance will be seven to eight stories in height. All the other buildings are proposed to be three to five stories. The mix of uses and transit access should decrease the amount of car trips necessary, therefore improving air quality.

The plan north of the station shows a multifamily development with deck parking, a small group of townhouses, and the preserved Indian Creek natural greenway area.

South of Redan Road, the plan illustrates a small lot single-family development with a gridded street network connecting to existing streets. Neighborhood parks are proposed to promote healthy activities.

Sidewalks are proposed for all new streets to encourage walking. Multi-use trails are recommended to connect streets to the TOD area including the transit station. The trail system connects existing and proposed neighborhoods to the transit station and other uses to increase physical activity.

Parking for the developments close to the MARTA station is accommodated by decks as shown in the concept plan, which will also provide parking for MARTA patrons.

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.

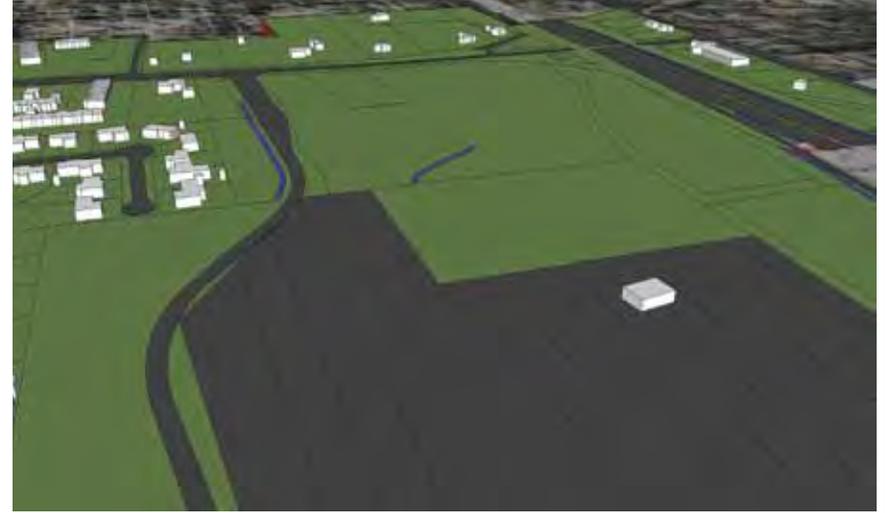


Aerial view of MARTA Station area from west



Before

Aerial view of MARTA Station area from north



Before



This concept plan is for illustrative purpose only and shows one of many possible options for development around the Indian Creek Station.

After TOD development



This concept plan is for illustrative purpose only and shows one of many possible options for development around the Indian Creek Station.

After TOD development

4.3 Urban Design Recommendations

The simple healthy living ideal is to live in a place where walking is easy and the air is clean. It is clear that people’s choice of neighborhood can help determine the risk for heart disease, asthma and a host of other conditions. However, more sophisticated urban design weighs optimum environmental health effects of neighborhood location and layout. As public and private investment occur in the study area, attention to design will be critical to creating neighborhoods, streets, and outdoor spaces that encourage walking, bicycling, and active transportation and recreation.

Urban Design Policies

Require good urban design standards to promote health.

Basic elements of urbanism should be required in new developments to facilitate pedestrian activity. 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 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 changes.

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 insert on page xx for details.

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 pro-



Buildings should face the sidewalks with doors, windows, and active uses



Pedestrian scaled signs are important elements of good urban design



New development should incorporate parks with active facilities

vide 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.

Encourage the creation of community gardens

Community garden can be part of a park or on a separate parcel in a community. It can keep many residents active both socially and physically. It's a great source for local fresh food and can also provide educational programs to youth.

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



Community garden can provide fresh local foods and educational programs

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



Farmer's market provide great opportunity for people to access locally produced fresh food and get more active

relocating existing and burying new utilities.

Urban Design Projects

Zoning code to amendment (O-2)

To ensure that the proper regulatory framework is in place to support the redevelopment envisioned by this plan, zoning changes need to be made to promote good urban design. See land use and zoning projects for detail.

Uniform sign program (O-7)

The program is to develop consistent design for directional signage, GDOT signs, and county signs within the study area.

Create a park at the center of the transit village (O-8)

This park will serve the Indian Creek TOD area and the broader communities by providing a public gathering place for people of all ages. It will also stimulate development in the surrounding area. See MARTA station area visioning concept plan on page 39 for reference.

Preserve the Snapfinger Creek and Indian Creek corridor as greenways with multi-use trails (O-9)



Easy access to healthcare facilities is important to community health

The county should acquire properties or easements along the two creeks south of Redan Road to Durham Park Road to create a greenway with multi-use trails. Future development or redevelopment should strictly follow setback requirements along the creeks.

Farmer's market (O-16)

A Saturday 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 permanent space may be possible.



The park at the center of the transit village includes sports field and community

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 blind-spots 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 luminaries 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.

4.5 Transportation Recommendations

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, as well as opportunities for potential future land use redevelopment in activity or growth nodes that were identified in the study area.
- Sidewalks are either absent or inconsistent along the primary roads within the study area. This includes a portion of the east side of Holcombe Road, both sides of Durham Park Road between Kensington Road and Elder Lane (MARTA entrance), the majority of the south side of Redan Road between Holcombe Road and Indian Creek Drive, the north side between Indian Creek and the eastern limit of the study area, and the east side of Indian Creek Drive between Rowland Road and Durham Park Road. No sidewalk is provided along the west side of Indian Creek Drive between Redan Road and the southern limit of the study area.
- Only a very short section of Elder Lane provides a sidewalk. Otherwise, no pedestrian or bicycle access is provided.
- No provision for bicycle use is present along any of the study area roadways.
- The presence of the proposed Snapfinger Creek multi-use trail would provide a valuable

health-related, non-motorized facility within a short distance of the study area. Connection to this facility would provide ample recreational opportunities for area residents as well as a means to access MARTA and other area commercial opportunities.

- The parking area associated with the Indian Creek MARTA Station is very large. Proposals to redevelop this area, while creating multi-level parking for the MARTA station, would allow new access and circulation opportunities for pedestrians and bicyclists desiring access to MARTA and commercial businesses within the site. Interconnectivity between the Indian Creek MARTA Station study area and Covington Highway Corridor's potential redevelopment areas is desirable.

Transportation Policies

Create a balanced transportation system that does not promote one form of travel at the expense of another.

Ensure that the transportation system is balanced between vehicular and non-vehicular access and circulation opportunities. As the area grows, it



A balanced transportation system incorporate pedestrians and bicycles

should do so in a way that expands non-vehicular facilities and ensures that travel types are balanced with the land use vision.

Promote non-motorized access and circulation.

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.

Utilize a “complete street” approach for new streets and streets under redesign.

A “complete street” is designed to consider the array of potential travel modes and how each mode would use the street, with a balance between motorized and non-motorized modes. Elements include streetscaping (furniture and landscaping), lighting, curvilinear walkways when possible, surface treatments that are aesthetically pleasing but practical for its use, etc.

Encourage access management along new collector and arterial roads

Limit the number of curb cuts by implementing common-sense access management wherever



An example of a complete street

possible and prudent such as shared driveways, and use of alleys and internal streets for access to contiguous land uses.

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 developments should be divided into blocks having a maximum face of 600 feet and maximum perimeter of 2,400 feet, unless environmental features make this unachievable.

Create new streets and inter-parcel connections.

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.

Require streets in new developments to connect to adjacent developments.

Where developments abut land likely to develop or redevelop in the next ten years, street stubs

should be built to the property line so that those streets can one day be extended onto the adjoining property. When possible, the adjoining property owner should be made aware of the desired future inter-parcel connection. Where a new development adjoins an existing street stub, it should connect to it.

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 greater connectivity and support multi modal travel.

Promote shared parking arrangements wherever possible to decrease the number of under used parking spaces.

Different land uses have parking needs at different times of the day and week. Allowing shared parking can make more efficient use of land and keep parking lots from sitting empty.

Maximize on-street parking on local streets.

On-street parking can buffer pedestrians from moving cars, calm traffic, and support adjacent land uses, especially retail.

Require developments to install or upgrade adjacent sidewalks.

As development and redevelopment occurs, developers should be required to upgrade the adjacent sidewalks as follows:

- 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

Adjacent to commercial uses, wider sidewalks are encouraged for outdoor dining or retail displays.

The provision of sidewalks alone is not enough to create a place where people want to walk. Use of areas adjacent to the sidewalk for merchandise displays or outdoor dining can activate the sidewalk and make walking more enjoyable and safe.

Design new buildings to support walking with basic urban design elements.

In addition to outdoor displays and dining, the design of buildings can greatly impact the walkability of an area. Where walking is desired, build-



An example of pedestrian-scaled blocks and grid street network



Shared parking can minimize the amount of land dedicated to surface parking lots



On-street parking separates pedestrians from vehicular traffic so as to improve safety

ings should front the street with doors, windows, stoops, interesting architecture, and active uses.

Provide clear and direct pedestrian access to buildings from sidewalks and trails.

People choosing to walk should have safe, convenient, and direct routes to building doors from sidewalks and trails.

Provide accessible pedestrian facilities.

All new facilities must be designed to comply with the Americans with Disabilities Act (ADA).

Encourage new development to incorporate bicycle facilities.

Large new developments should include trails or bike lanes connecting to nearby existing or proposed bicycle facilities.

Encourage businesses and public buildings to make bicycle parking available.

Bicycle racks, lockers, or covered parking areas can encourage cycling.

Ensure that new development on MARTA site is phased so that parking can be provided as redevelopment occurs.

Transportation Projects

Durham Park Road Multi-use Trail (T-1)

Provide a 12-foot wide multi-use trail along the south side of Durham Park Road extending from Kensington Road to Elder Lane. The trail would then connect with the proposed Snapfinger Creek Trail via a the creek that runs diagonally beneath Elder Lane near the current MARTA station north entrance. Due to extreme elevation changes, this connection would have to be assess further to determine a constructible and usable trail.

Redan Road Multi-use Trail (T-2)

Provide a 12-foot wide multi-use trail along the north side of Redan Road between Holcombe Road and the proposed Snapfinger Creek Trail, within the eastern portion of the study area. Access into the MARTA station area could be provided along this route.

Note that the multi-use trails recommended above could connect to a larger multi-use trail system along Covington Highway, Memorial Drive, Kensington Road, Holcombe Road and the completing the ring or loop via a trail along Redan Road to Covington Highway. Thus, the smaller trail loop

recommended in this study area along Redan Road to Snapfinger Creek and then along Durham Park Road could be part of a continuous loop trail system, offering significant access and recreational opportunities for pedestrians and bicyclists using these systems. The larger trail system, recommended in the DeKalb County Master Active Living Plan - Covington Highway Corridor study area, would be approximately 3.0 miles long. The trail system in this study would be comprised of about 1.3 miles of trail along Redan Road and Durham Park, and about 0.75 miles along the Snapfinger Creek trail.

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.

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-foot width to create a portion of the multi-use trail. This is only recommended where right-of-way, building, or roadway con-



This shows the potential character of sidewalks for new commercial/mixed-use streets in the area



Bike facilities should be included in development to promote alternative for driving



Potential look of multi-use trail in the study area

constraints prohibit the development of an adjacent trail with a buffer.

- Construct sidewalks on the north side of Durham Park Road between Kensington Road and Elder Lane (0.45 mile) **(T-3)**
- Construct sidewalks along the majority of the south side of Redan Road between Holcombe Road and Indian Creek Drive (0.35 mile) **(T-4)**
- Construct sidewalks along the north side of Redan Road between Indian Creek Drive and the eastern limit of the study area unless developed with a multi-use trail (0.17 mile) **(T-5)**
- Construct sidewalks along the east side of Indian Creek Drive between Rowland Road and Durham Park Road (0.35 mile) **(T-6)**
- Construct a sidewalk along the west side of Indian Creek Drive between Redan Road and the southern limit of the study area (0.05 miles) **(T-7)**

The following figure illustrates many of the recommended transportation 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.

In addition to the improvements, representative roadway cross-sections have been prepared 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 figure, noted above, identifies where the cross-section is located and in which direction.

Figure 4.3 Section A - Durham Proposed Park Road Section

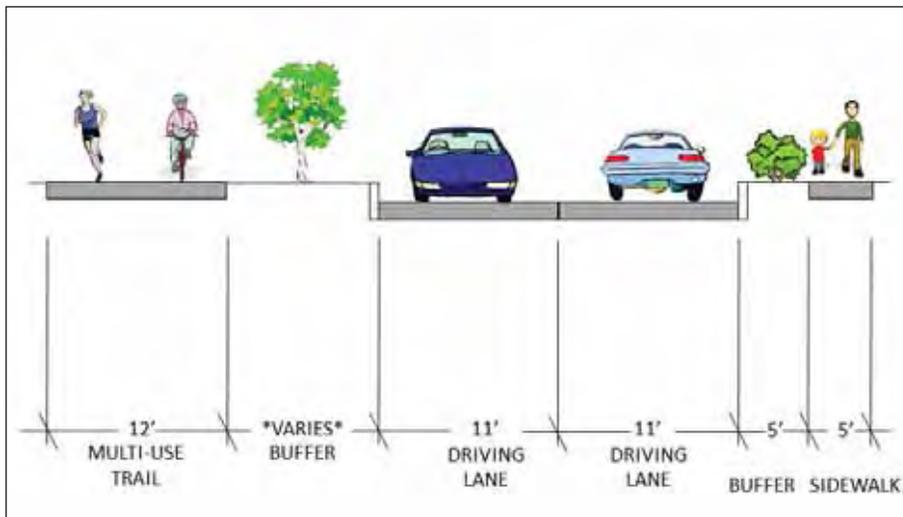


Figure 4.4 Section B - Redan Road Section

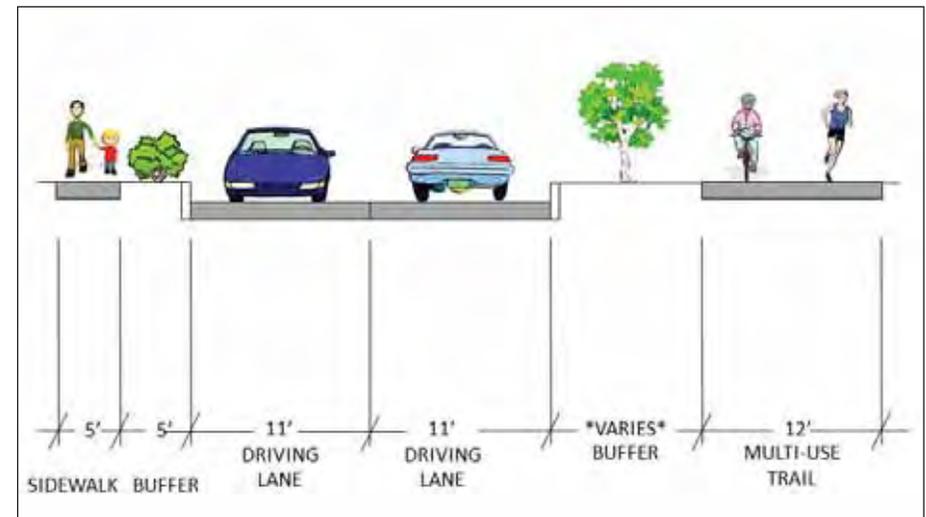
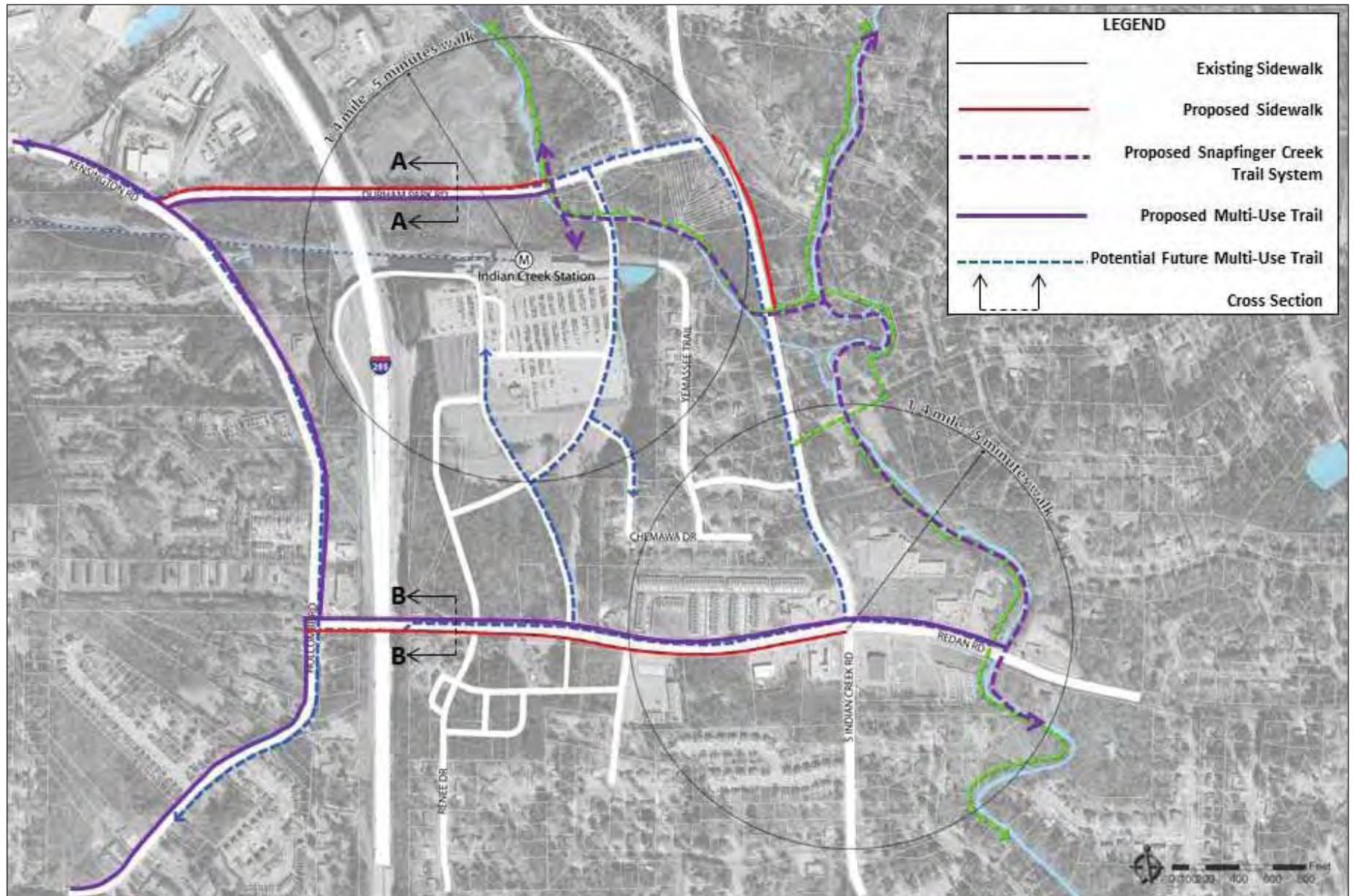


Figure 4.5 Transportation Improvements



4.6 Housing & Economic Development Recommendations

The market analysis identified potential levels of demand for new residential and commercial space in the Indian Creek MARTA Station study 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..

Economic Development Policies

Encourage a mix of housing types and price points

At present, much of the housing in the study area is single-family or small multifamily units. As redevelopment occurs, a wider variety of housing types should be encouraged, with higher density multifamily units closest to the MARTA station. While much of the new housing will target upwardly mobile households, affordably priced workforce



An example of mixed housing types in a healthy community

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 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 Retired 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, target business mix

Table 4.2: Indian Creek MARTA Station Study Area Target Business Mix

Food	Small grocery store with fresh produce and meats Restaurants – healthy/natural food, casual/family dining, outdoor dining, deli, yogurt shop, locally-sourced Community gardens
Merchandise	Apparel Home goods (décor, linens, kitchen items, etc.) Sports equipment, including resale and rental Children’s toys and games Cards, gifts, stationery
Services	Fitness center with classes and activities Consumer services (dry cleaning, alterations, etc.)
Entertainment	Recreation activities/sports fields/sports leagues
Office/Services	Family medical center/urgent care facility Legal, financial, insurance, dental and other medical services

identified for the study area is shown in Table 4.2.

Promote a variety of fresh food options in the study area

While the study area currently contains a grocery store, additional options for enhancing access to fresh food should be considered. These include a farmers market, community and backyard gardens, and/or regular stops by a mobile produce stand. For example, Riverview Farms operates a Farm Mobile that makes weekly stops to several locations in metro Atlanta to sell local produce, meats and breads. Grocery store alternatives could also offer free, simple, healthy recipes that could be prepared using items available for sale. Payments should be accepted via EBT and WIC. Along with providing access to fresh food, strong sales at such alternatives would also demonstrate demand for a permanent natural foods store or small neighborhood grocer with locally-sourced produce and meats.

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.

Economic Development Projects

Develop a branding and marketing campaign for the DeKalb County MALP Study Areas (O-10)

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.

Create a program to recognize local restaurants that offer healthy dining options (O-11)

As commercial revitalization begins, let residents know which study area restaurants 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 or offer a certain number of locally-sourced menu items. This program can be led by DeKalb County Board of Health through a partnership with Emory or Georgia State's public health programs.



An inclusive one story house with zero-step entrance at front



The study area needs access to fresh food (courtesy USDA.gov)



The future development of Indian Creek MARTA station area should include health care facilities

This page is intentionally left blank



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 on 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:

- Transit Village Police Precinct (O-6)
- Multi-use trail north side of Redan Road between Holcombe Road and Snapfinger Creek (T-1)

These projects are complicated endeavors that will require extensive coordination between DeKalb and other parties. The T-1 project needs to be extended outside the study area to Covington Highway via Redan road. This area is currently without pedestrian/bicycle facilities, but through observation this area is highly used by pedestrians/bicyclist in an unsafe and inconvenient manner.

Health Focused Funding

The health focus of this study means that many of the recommendations contained within it may be eligible for target health-focused 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 funding sources support projects in Georgia and they should be considered for the MALP areas.

Catholic Health Initiatives

www.catholichealthinit.org

Johnson and Johnson

<http://www.jnj.com/community/contributions/index.htm>

Robert Wood Johnson Foundation

<http://www.rwjf.org>

WK Kellogg Foundation

http://www.wkkf.org/DesktopModules/WKF.00_DmaSupport/ViewDoc.aspx?fld=PDF-File&CID=6&ListID=28&ItemID=5000508&LanguageID=0

Kresge Foundation

<http://www.kresge.org/content/displaycontent.aspx?CID=59>

<http://www.kresge.org/content/displaycontent.aspx?CID=88>

MacArthur Foundation

http://www.macfound.org/site/c.1kLX-J8MQKrH/b.948589/k.D3BA/Domestic_Grant-making_Program_Related_Investments.htm

Hewlett Packard Foundation

<http://www.packard.org/categoryDetails.aspx?RootCatID=4&CategoryID=217>

USDA

www.crees.usda.gov

http://www.nifa.usda.gov/funding/rfas/pdfs/13_afri_child_obes_prevent.pdf

Farm to School Grants

<http://www.usda.gov/wps/portal/usda/usda-home?contentid=2013/02/0020.xml&contentidonly=true>

Sustainable Agricultural Grants and Research Grants

Julia Gaskin, Georgia SARE Coordinator

jgaskin@enr.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

<http://kpggives.org/process.html>

Aetna Foundation (Community Health Initiatives)

<http://www.aetna-foundation.org/foundation/apply-for-a-grant/grant-guidelines/index.html>

AFLAC

<http://www.aflac.com/us/en/docs/GrantInquiry-Form.pdf>

CSX Corporation

<http://www.beyondourrails.org/community/npcc>

Health Care Georgia

<http://www.healthcaregeorgia.org/Guidelines.cfm>

<http://xnet.kp.org/communitybenefit/gep/grants.html>

McKesson Corporation

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

Newell Rubbermaid

<http://newellrubbermaidfoundation.org/foundation/WhatWeFund.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 about eligibility and application procedures, visit Norfolk Southern Foundation.

<http://www.nscorp.com/nscportal/nscorp/Community/NS%20Foundation/foundation.html>

Deadline: July 15 – Sept. 30

Rose Community Foundation

http://www.rcfdenver.org/grantee_services_guidelines_health.htm

Sisters of St. Joseph Charitable Fund

<http://www.ssjcharitablefund.org>

State Farm

<http://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

<http://www.surdna.org/what-we-fund/sustainable-environments/483.html>

Tenet Healthcare Foundation

<http://www.tenethealth.com/TenetHealth/Tenet-Foundation/Contribution+Guidelines.htm>

United Health Foundation

http://www.unihealthfoundation.org/community_health.html

Georgia Baptist Healthcare

www.gbhcs.org/Identify

Steps Toward Implementation

This plan offers an aggressive but achievable future for the Indian Creek MARTA Station 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



Implementation will not be achieved overnight, but incremental efforts will ensure the vision is met

of the plan, but rather its natural evolution in 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, Indian Creek MARTA Station Master Active Living Plan can guide positive change in and around the area for years to come.

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)	Construction Year	Construction Costs	Total Project Costs (1)	Responsible Party	Funding Source	Local Source & Match Amount
Pedestrian and Bicycle													
T-1	Multi-use trail north side of Redan Rd. between Holcombe Rd. and Snapfinger Creek	Last Mile Connectivity/ Sidepaths and Trails	2015	\$89,700.00	-	-	4600	2016	\$598,000	\$687,700	DeKalb	TE / Safety / SPLOST / PATH	20% \$137,540
T-2	Multi-use trail south side of Durham Park between Kensington and Snapfinger Creek near Elder Lane	Last Mile Connectivity/ Sidepaths and Trails	2014	\$52,065.00	-	-	2670	2015	\$347,100	\$399,165	DeKalb	TE / Safety / SPLOST / PATH	20% \$79,833
T-3	Multi-use trail along Snapfinger Creek	Last Mile Connectivity/ Sidepaths and Trails	2014	\$59,400.00 t	N/A	N/A	3960	2014	\$396,000	\$455,400	DeKalb	TE / Safety / SPLOST	20% \$91,080
T-4	Sidewalks north side of Durham Park between Kensington and Elder Lane (Tulip)	Last Mile Connectivity/ Pedestrian Facility	2014	\$24,030.00	N/A	N/A	2670	2014	\$160,200	\$184,230	DeKalb	TE / Safety / SPLOST	20% \$36,846
T-5	Sidewalks south side of Redan Rd. between Holcombe and Indian Creek	Last Mile Connectivity/ Pedestrian Facility	2014	\$16,650.00	N/A	N/A	1850	2014	\$111,000	\$127,650	DeKalb	TE / Safety / SPLOST	20% \$25,530
T-6	Sidewalks north side of Redan Rd. between Indian Creek and study limit	Last Mile Connectivity/ Pedestrian Facility	2014	\$8,100.00	N/A	N/A	900	2014	\$54,000	\$62,100	DeKalb	TE / Safety / SPLOST	20% \$12,420
T-7	Sidewalks east side of Indian Creek between Rowland and Durham Park	Last Mile Connectivity/ Pedestrian Facility	2014	\$16,650.00	N/A	N/A	1850	2014	\$111,000	\$127,650	DeKalb	TE / Safety / SPLOST	20% \$25,530
T-8	Sidewalks west side of Indian Creek between Redan and south study limit	Last Mile Connectivity/ Pedestrian Facility	2014	\$2,340.00	N/A	N/A	260	2014	\$15,600	t \$17,940	DeKalb	TE / Safety / SPLOST	20% \$3,588
			Totals:	\$268,935		N/A			\$1,792,900	\$2,061,835			\$412,367

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 Other 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	Indian Creek station transit village development	TBD	2014	Private	Private
O-5	Indian Creek Road/Redan Road area development	TBD	2015	Private	Private
O-6	New police precinct in transit village	TBD	2015	DeKalb County	DeKalb County
O-7	Uniform sign program	\$5,000	2013	DeKalb County	DeKalb County, Private
O-8	Create a park at the center of the transit village	\$20k - \$40k	2014	DeKalb County	DeKalb County, Private
O-9	Snapfinger Creek and Indian Creek corridor greenways	TBD	2013	DeKalb County	DeKalb County
O-10	Healthy Community branding	\$14k - \$40k	Ongoing	DeKalb County	DeKalb County
O-11	Recognize local restaurants that offer healthy dining options	Staff Time	Ongoing	DeKalb County	DeKalb County
O-12	Build a Community Center	\$2.0 - \$3.0 million	TBD	DeKalb County	DeKalb County
O-13	Healthy community scorecard	\$5,000	Ongoing	DeKalb County	DeKalb County
O-14	Health education sessions	\$10,000	Ongoing	DeKalb County	DeKalb County
O-15	Exercise/sports/activity programs	\$10,000	Ongoing	DeKalb County	DeKalb County
O-16	Saturday farmer's market	\$3,000 - \$6,000	Ongoing	DeKalb County	DeKalb County
O-17	Fresh food cooking club	\$10,000	Ongoing	DeKalb County, Private	DeKalb County, Private
O-18	Health education programs	\$10,000	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 physical exercise programs at local schools	\$20,000	Ongoing	DeKalb County	DeKalb County
O-21	Low/no cost summer exercise programs for children	\$20,000	Ongoing	DeKalb County	DeKalb County
O-22	Expand tobacco-free public sites	\$5,000	Ongoing	DeKalb County	DeKalb County
O-23	Lead dust testing	\$15,000	Ongoing	DeKalb County	DeKalb County
O-24	WIC promotion and outreach	\$20,000	Ongoing	DeKalb County	DeKalb County
O-25	Job fairs	\$10,000	Ongoing	DeKalb County	DeKalb County

This page is intentionally left blank