DEKALB COUNTY BOARD OF HEALTH

Master Active Living Plan

PANOLA ROAD/SALEM ROAD

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EXECUTIVE SUMMARY

Chronic diseases are among the most common and costly of all health problems in the United States, but they also are among the most preventable. Lack of physical activity and poor nutrition, two modifiable 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 intersection of Panola Road and Salem Road.

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 Panola Road/Salem Road study area fell in the top 20% of the county for diabetes 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 contains a mixture of land uses today, but by far the largest use is institutional, including Browns Mill Elementary School, Salem Middle School, the Excell Preparatory Center, and the Salem Panola Branch of the Public Library. Over 75 percent of the study area is currently zoned for residential use.

The study area is typical of an auto-oriented development pattern. The result of this 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.

There is a considerable population base surrounding the study area. The retail market area is home to an estimated 120,000 residents and the residential market area to 580,000. The large majority of residents of both market areas are African American.

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

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	middle 20% in DeKalb County	middle 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.

environment. Potential office space uses include professional services (legal, financial, medical, dental, etc.). Ultimately, the study area's success at capturing demand will depend on implementing a comprehensive development program with a variety of residential and commercial uses.

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

Community Health Recommendations

Cardiovascular Disease

- Build a Community Center for educational, physical and social activities (O-23)
- Develop a healthy community scorecard that DeKalb County can use to evaluate proposed development projects; provide incentives for "healthy" projects (O-10)
- 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-11)
- Hold more exercise/sports/activity programs at local churches/schools/community centers (O12)
- "Brand" study area as a "Healthy Community" (O-13)
- Organize a fresh food cooking club (O-14)
- Provide health education programs for all ages (O-15)
- Expand physical exercise programs at local schools (O-16)
- Provide low/no cost summer exercise programs for children (O-17)
- Build partnerships between DeKalb County Board of Health partnerships and local hospitals and medical centers to provide mobile health services to residents (O-18)
- Serve healthier meals to school children

Cancer

- Provide a Community Center for educational, physical and social activities (O-23)
- Host regular health education/(para) professional service providers at local church or community center (O-11)
- "Brand" the study area as a "Healthy Community" (O-13)
- Expand tobacco-free public sites (O-19)
- Provide health education programs for all ages (O-15)

Respiratory Disease

- Host health education/service providers at a local church or community center (O-11)
- Hold exercise/sports/activity programs at existing churches/schools (O-12)
- Provide health education programs for all ages (O-15)
- Locate schools, senior centers, day cares away from major highways
- Support the Family Smoking Prevention and Tobacco Control Act (2009)

Injury

- Test paint of houses built prior to 1978 for the presence of lead dust (O-20)

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

Pregnancy/Infant Mortality

- Host regular health education/(para) professional service providers at local church or community center (O-11)
- Promote WIC - Women, Infant and Children Special Supplemental Nutrition Program (O-21)
- Serve healthier meals to school children
- Support Medicaid Programs
- Build more social connections

Mental and Behavioral Health

- Host regular health education/(para) professional service providers at local church or community center (O-11)
- Hold more jobs fairs (O-22)
- Create a more enjoyable and stimulating environment
- Support Medicare Programs
- Create more social connections

Land Use Recommendations

- Strive to achieve the land use vision shown in the Framework Plan
- Provide appropriate transitions between new development and existing neighborhoods
- Increase housing options, including senior and affordable units
- Support the creation of a multi-purpose open spaces
- Comprehensive Plan updates (O-1)
- Zoning code amendments (O-2)
- Amend subdivision regulations to require inter-parcel connectivity (O-3)
- Panola Road/Salem Road Neighborhood Center redevelopment (O-4)
- Panola Road/Browns Mill Road development (O-5)

Urban Design Recommendations

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

Study Area Concept Plan

- 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-6)
- Farmer's market (O-24)
- Panola Road/Salem Road Public Green (O-7)
- Mid-block Linear Park (O-8)
- Panola Road Residential Development Guidelines (O-9)

Transportation Recommendations

- Ensure that the transportation system is balanced between vehicular and non-vehicular access and circulation opportunities
- For purposes of advancing healthy travel opportunities for nearby residents and area visitors, focus improvements that promote non-motorized access and circulation
- Incorporate complete streets principles that promote improvements that provide more pedestrian and bicycle friendly environments within the context of a balanced transportation system
- Incorporate access management
- As the area grows, new interconnected streets must be created to provide more routes for drivers, bicyclists, and pedestrians
- Develop pedestrian-scale blocks in new development
- Minimize dead-end streets
- Provide bicycle and pedestrian connections to existing dead end streets
- Provide landscaping along trails
- Support future transit service
- Require developments to install or upgrade adjacent sidewalks
- Salem Road Multi-Use Trail (T-1)
- Salem Middle School Multi-Use Trail (T-2)
- Browns Mill Road Multi-Use Trail (T-3)
- Panola Road Trail (T-4)
- Salem Middle School Pedestrian Signal (T-4)
- Salem Road/Browns Mill Road Pedestrian Signal (T-5)
- Panola Road Pedestrian Signal (T-6)
- Complete sidewalks on both sides of roads unless a trail is recommended (T-7-13)

Housing & Economic Development Recommendations

- Encourage a mix of housing types and price points
- Incorporate principles of Lifelong Communities in new development
- Encourage inclusive home design practices
- Strive to attract target businesses to the study area
- Promote a variety of fresh food options in the study area
- Encourage study area businesses to be partners in promoting health initiatives
- Develop a branding and marketing campaign for the study areas (O-13)

In a healthy community transportation systems include many ways to travel

Future Vision for study area

- Recognize local restaurants that offer healthy dining options (O-24)
- Assess school lunch options and vending machine offerings (O-25)

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

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PART I: INTRODUCTION

1.1 Overview

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

Master Plan Goals

The goal of the DeKalb County Board of Health Master Active Living Plan (MALP) 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 a deliberate focus on health, the health and quality-of-life of their residents can be improved.

With this in mind, this master plan is intended to be a proactive, community-based vision and blueprint for the Panola Road/Salem Road study area that will improve health by achieving the following:

- 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, interconnected streets, multi-modal accessibility, and increased public space.

These goals, along with community-specific aspirations that emerged from the public outreach process and an analysis of specific health needs, have been instrumental in guiding the plan for the Panola Road/Salem Road study area.

Study Area Overview

Located in south DeKalb County, the 350 acre study area consists of a small activity center that includes a shopping center, church, a new library, schools, and houses. Generally speaking, it centers on the intersection of Panola Road and Salem Road and extends north to the Big Miller Grove Baptist Church, south to Browns Mill Park, east to Salem Middle School, and west to Browns Mill Elementary School.

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

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

Selected Recommendations	Healthy Food Access	Nutrition & Cooking Info	Physical Activity	Healthcare Access & Info	Substance Abuse	Safety	Air Quality	Social Connections
	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

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PART II: EXISTING CONDITIONS

2.1 Community Health

DeKalb County Board of Health recently published the *2010 Status of Health in DeKalb Report: Opportunities for Prevention and Community Action* that highlighted important trends in the health status of residents of DeKalb County. Data featured in the report were derived from the Georgia Department of Community Health (DBOH), the DeKalb County Board of Health, the US Census Bureau and other reputable sources. A second source of data in this health assessment was derived from the 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 shown in Tables 2.1 and 2.2.

A map of the study area is shown on the following page in Figure 2.1. The study area includes several churches, an elementary school and a middle school, as well as a green space and two parks. There are several sources of healthy food nearby as well as dentists and other health care specialists. Some healthy design features missing from the area include bike lanes, trails, community gardens, complete sidewalk systems, and quality transit.

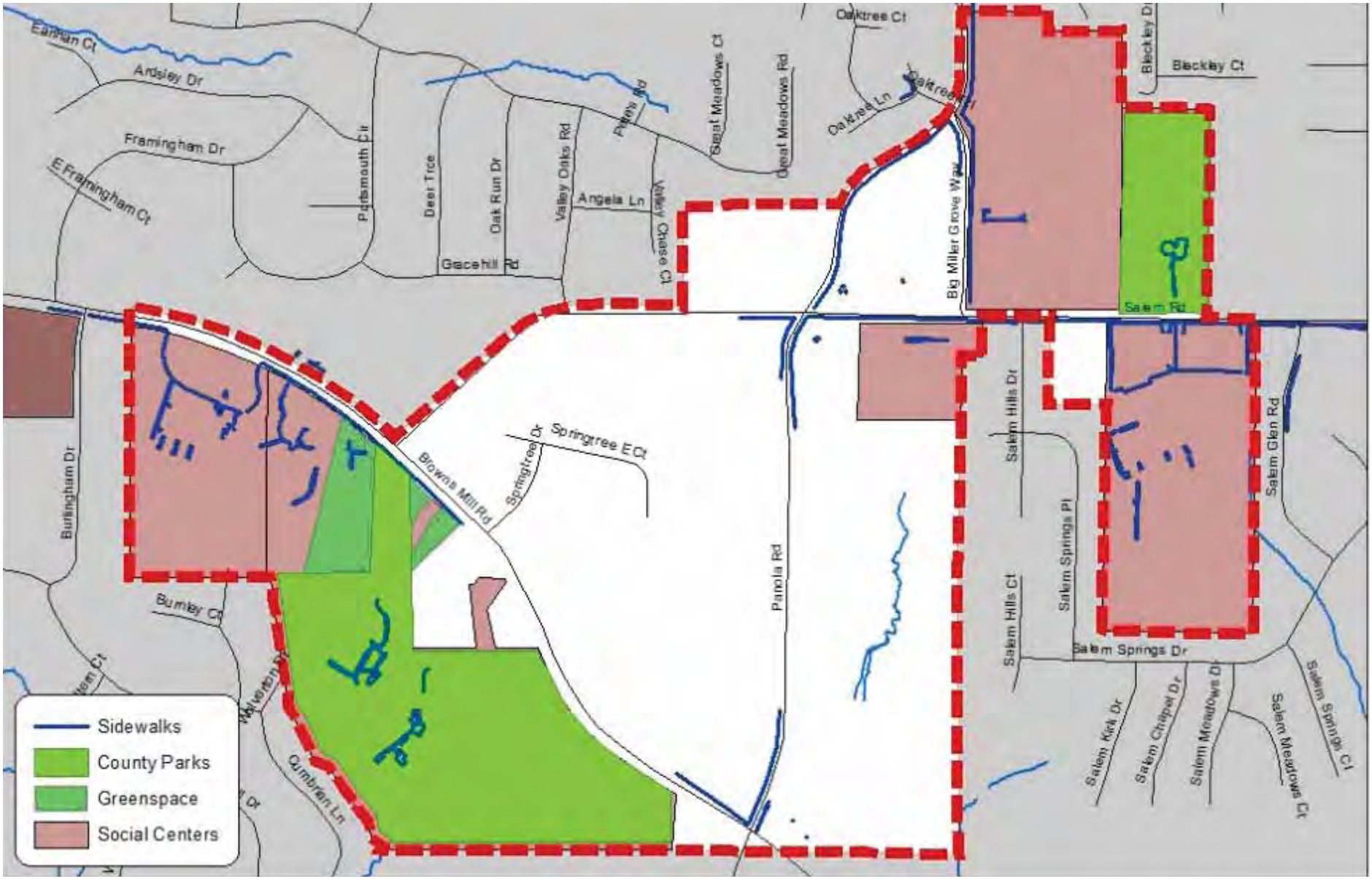
Table 2.1 Key Health Statistics

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	middle 20% in DeKalb County	middle 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	no	< 10
Environmental Statistics			
Polluted streams	Ozone non-attainment 8 hr	PM 2.5 non-attainment	Approx. respiratory risk
no	yes	yes	moderate

Figure 2.1 Facilities Impacting Health



2.2 Land Use and Zoning

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

Existing Land Use

The Panola Road and Salem Road study area contains a mixture of land uses today, but by far the largest use is institutional, owing to its role as a center for surrounding neighborhoods. Such includes three educational facilities (Browns Mill Elementary School, Salem Middle School and the Excell Preparatory Center), as well as the Salem Panola Branch of the Public Library.

The second-largest land use in the study area is park space, which makes of 21 percent of its area. This includes Browns Mill Recreation Center and Park located on Browns Mill Road, and Salem Park adjacent to Big Miller Grove Baptist Church on Salem Road. Home to the Browns Mill Aquatic Center, the newly renovated Browns Mill Recreation Center had its grand reopening on July 24, 2012. The 18,579 square foot center had renovations to the lobby entrance, concession, gymnasium, restrooms, multi-purpose room, flooring and picnic shelter. Total investment to the facility was estimated at $500,000, now attracting crowds of patrons daily. Together, these parks and facilities provide a large amount of recreational space, but still do not provide a central gathering space or focal point for the community, such as a traditional neighborhood square or green would.

A good deal of the study area (15.5 percent) is also currently undeveloped. This is an asset in planning for the future of the community, as it is often easier and faster to develop healthy communities on undeveloped land than it is to demolish and redevelop existing built-out sites.

Other uses in the study area include 35 acres of medium density residential, mostly north of Browns Mill Road, and 48 acres of low density residential, mostly along Panola Road.

Table 2.3 Existing Land Use

Land Use	Parcel Count	Acres	Percentage
Commercial	12	21.62	6.2%
Institutional	6	85.82	24.5%
Medium Density Residential	46	35.86	10.2%
Low Density Residential	31	47.59	13.6%
Undeveloped	11	54.20	15.5%
Parks	2	72.55	20.7%
Rights-of-Way	n/a	32.27	9.2%
Total	**108**	**349.91**	**100%**

Existing commercial uses at the intersection of Panola and Salem Roads

Browns Mill Recreation Center

Browns Mill Aquatic Center

Future Land Use

DeKalb County's Comprehensive Development Plan has designated the commercial use at Panola Road and Salem Road as a Neighborhood Center in its future land use. A Neighborhood Center, as defined by the plan, is intended to be a neighborhood focal point with a concentration of activities such as general retail, service commercial, professional office, higher-density housing, and appropriate public and open space.

The comprehensive plan also designates all existing residential parcels off Panola Road and part of the existing undeveloped land as Suburban. It defines Suburban as areas where typical types of suburban residential subdivision development have occurred and where pressures for the typical types of suburban residential subdivision development are greatest.

Lastly, the comprehensive plan designates the existing institutional use and park spaces accordingly, ensuring their long-term role to as community focal points.

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

Existing Zoning

Over 75 percent of the study area is zoned for residential (R100 and R200). Fourteen percent of the study area is zoned commercial (C1). An additional 32 acres are public rights-of-way. Current zones in the study area come from the DeKalb County Zoning Code and are listed below:

Table 2.4 Existing Zoning

Zoning District	Parcel Count	Acres	Percentage
C1	14	50.38	14.4%
R100	92	263.14	75.2%
R200	2	4.12	1.2%
Right-of-Ways (not zoned)	n/a	32.27	9.2%
Total	**108**	**349.91**	**100%**

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

Single-family Residential District (R200) - Provides detached single family dwellings with some agricultural uses as follows: keeping pigeons; livestock; riding stable. These are uses and structures designed to serve the housing, recreational, educational, religious, and social needs of the neighborhood. R200 specifies neighborhoods within the county where lots have a minimum area of one acre, and infill development for neighborhoods having one acre lots in a manner compatible with existing development.

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

The study area has many quality parks

As with the future land use plan, the zoning that it supports does provide a range of uses within the study area, but does not support any vertical mixed-use development. Additionally, current regulations support development patterns (e.g. large setbacks, use separation, lack of quality design) that encourage driving and discourage development patterns where physical activity is part of everyday life.

Figure 2.2 Existing Land Use Map

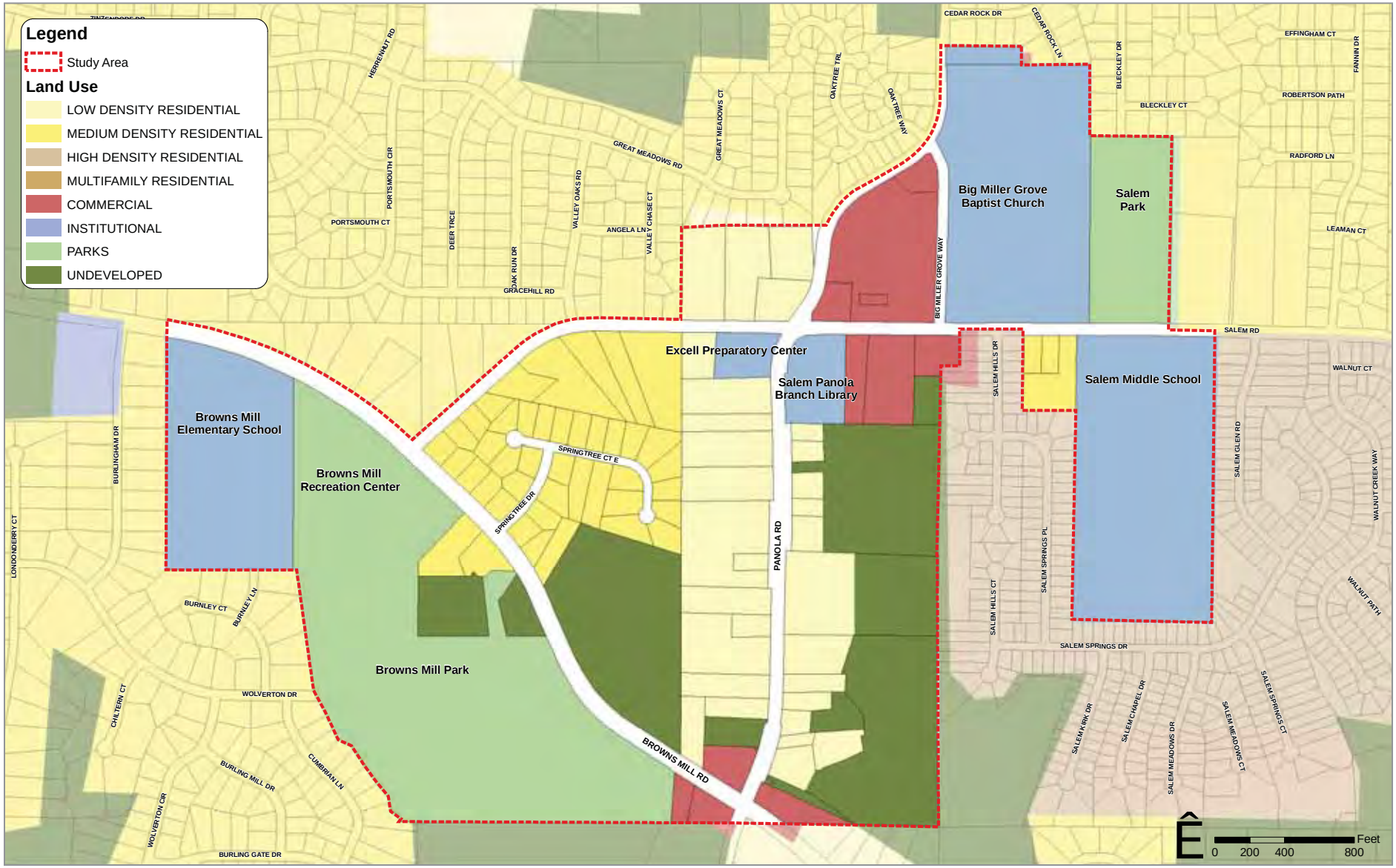


Figure 2.3 Future Land Use Map

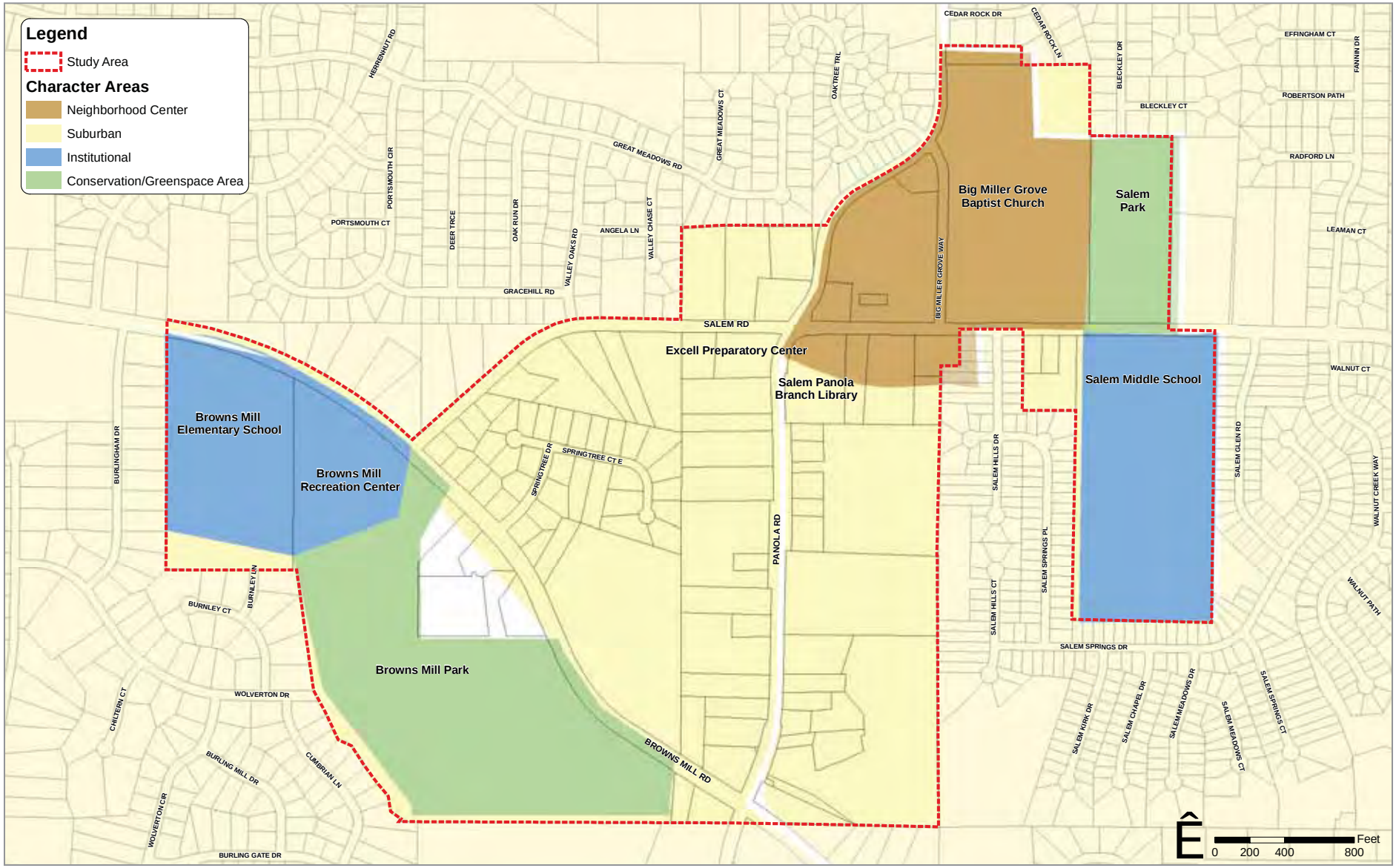
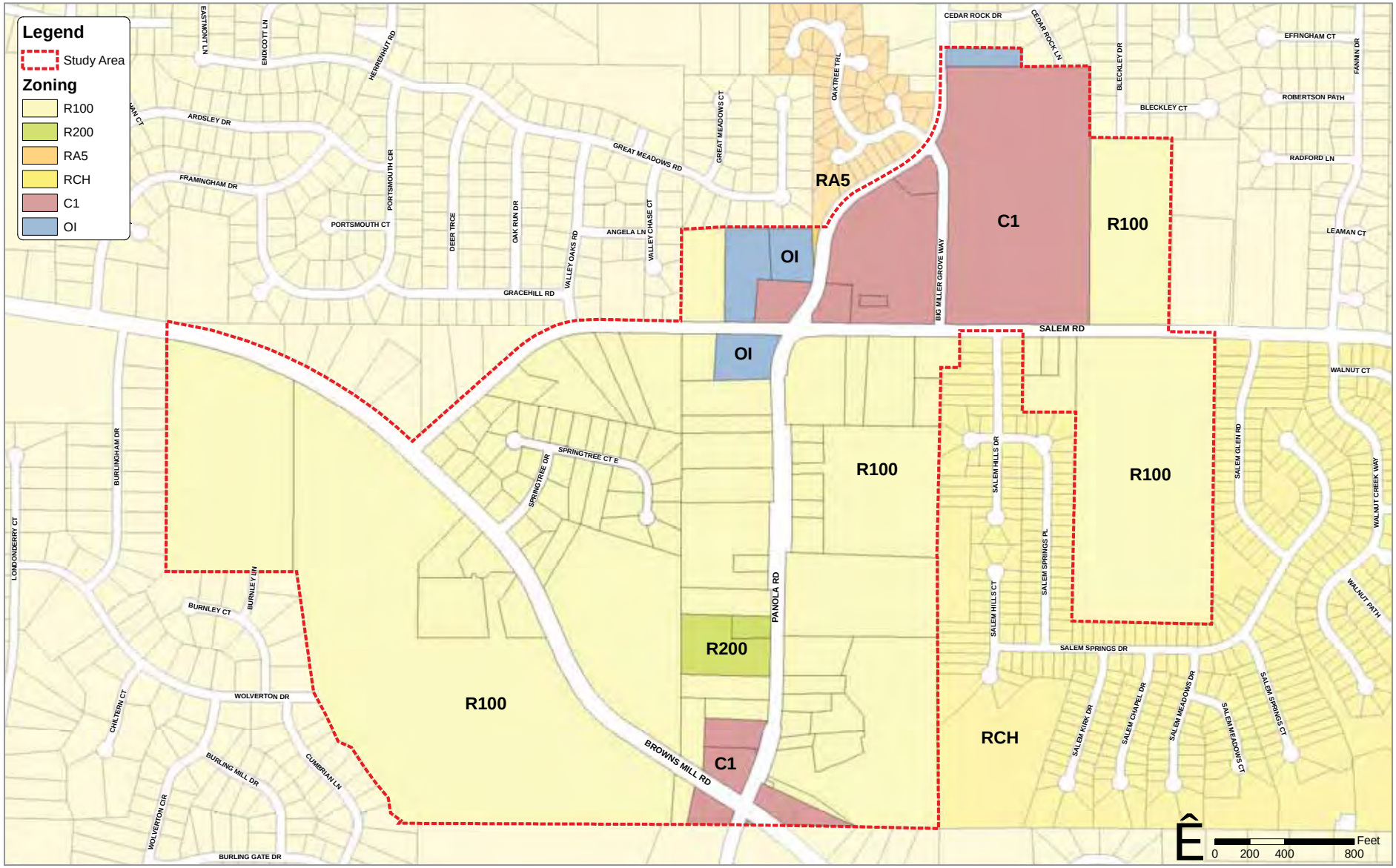


Figure 2.4 Existing Zoning Map



2.3 Urban Design

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

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

Block & Street Patterns

Panola Road and Salem Road intersect at a planned neighborhood center. The commercial and institutional use at this intersection is dependent on access to these roads. Panola Road and Salem Road also intersect with Browns Mill Road to the southwest. Along Salem Road and within this area are disconnected, *dendritic* or tree-like street patterns. Cul-de-sacs are prevalent with many one-way in and out access points. It is not easy to walk within the study area. Overall, the study area lacks a 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

Commercial and institutional parcels at the Panola Road and Salem Road intersection are medium in size and typical for suburban development. Residential parcels within the study area adjacent to Salem Middle School are medium density with narrow lots to access streets, where low density and slightly larger residential parcels dominate use adjoining Salem Road and Browns Mill Road.

Building Patterns

Most all buildings in the study area set back from the road. Commercial uses have surface lots and often fences between the buildings and roads. The buildings at the Panola Road and Salem Road intersection do not create a memorable sense of place. There is also a variety of architectural style in both commercial and residential building types throughout the study area. Single-family houses are set back from the street with garages in front. Institutional campuses are oriented inward toward themselves, not the streets or other uses around them.

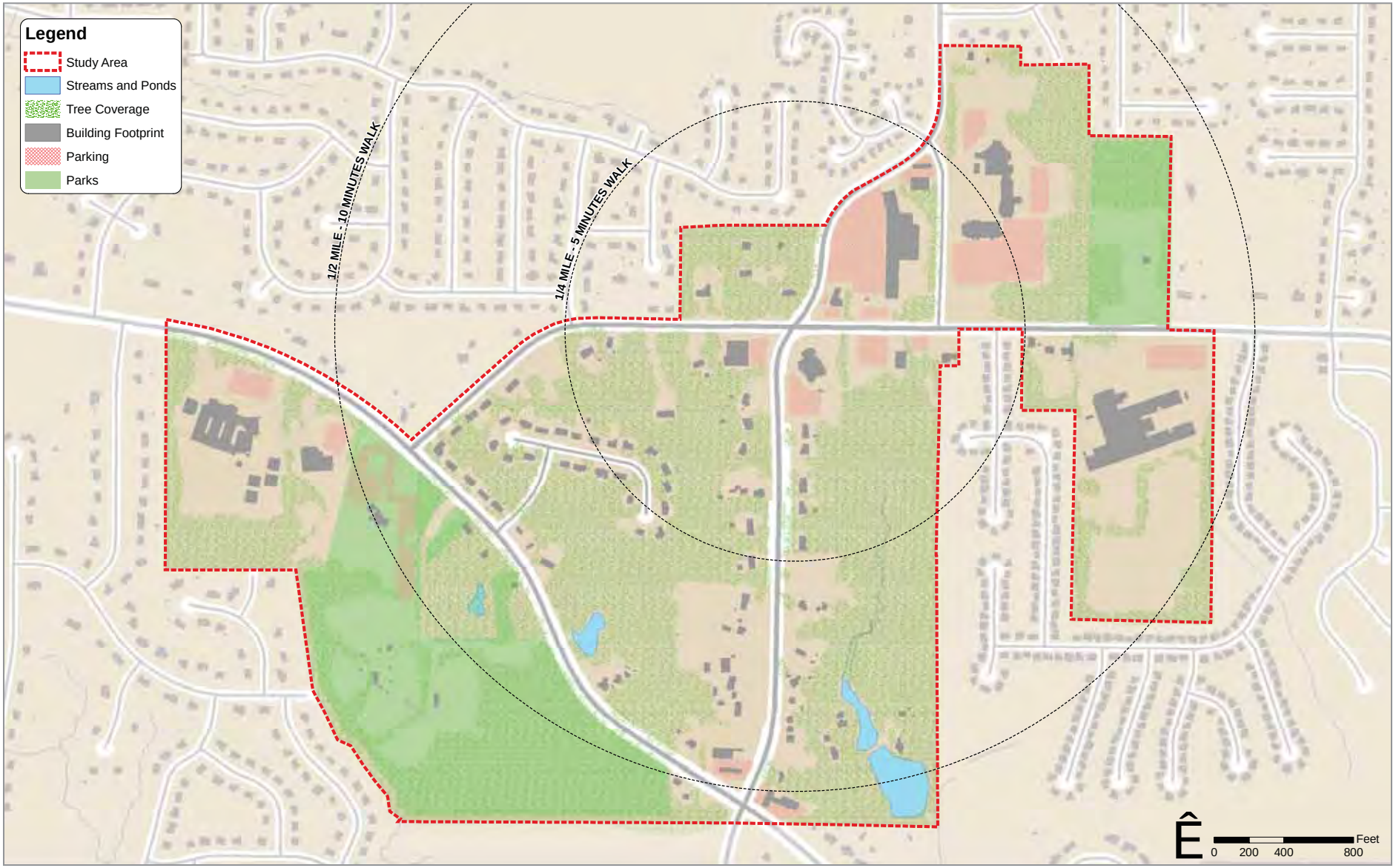
Overall, the study area is typical of an auto-oriented development pattern. The result of this is an environment that is hostile to any means of transportation other than driving, and the creation of a physical setting with little sense-of-place.

The study area has a large amount of vacant land

Fences and buildings set far from the street alienate pedestrians and create a place that isn't memorable

Institutions are inward focused

Figure 2.5 Urban Design Map



2.4 Transportation

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

Roadway Access and Circulation

The Panola Road and Salem Road study area is rural in nature. Roadway within it serve as: 1) 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 study area as well as serving circulation and connectivity functions. Study area roadways and notable intersecting roads are noted below.

Panola Road with intersecting roads from north to south:

- Big Miller Grove Way
- Salem Road

In a healthy community transportation systems include many ways to travel

- Browns Mill Road near the southern boundary of the study area

Salem Road with intersecting roadways from east to west:

- Salem Glen Road just to the east of the study area boundary
- Salem Hill Drive
- Big Miller Grove Way to the north side of Salem Road
- Panola Road
- Valley Oaks Road
- Browns Mill Road

Browns Mill Road traversing diagonally from northwest to southeast through the study area

- Browns Mill Elementary School Driveways
- Browns Mill Recreation Center Driveway
- Panola Road

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

Table 2.5 Roadway Characteristics

Primary Access Road	Approx. Roadway Width	Total Number of Lanes	Sidewalks (indicating side)
Browns Mill Road west of Salem Road (Elementary School Entrance)	28 ft	2	None
Salem Road west of Browns Mill Road	23 ft	2	None
Salem Road west of Panola Rd	20 ft	2	None
Salem Road east of Panola Road	20 ft	2	South Only
Salem Road east of Salem Hills Dr	20 ft	2	South Only
Salem Road east of Salem Glen Road	20 ft	2	South Only
Salem Hills Road south of Salem Road	24 ft	2	None
Big Miller Grove Way north of Salem Road	23 ft	2	East Only
Panola Road north of Browns Mill Road	27 ft	2	None
Panola Road south of Salem Road	21 ft	2	None
Panola Road north of Salem Road	24 ft	2	East Only
Panola Road south of Big Miller Grove Way	24 ft	2	East Only
Panola Road north of Browns Mill Rd	28 ft	2	East Only
Browns Mill Road	28 ft	2	None (1)

1. Sidewalk on south side between Browns Mill Elementary School and Brown Mill Recreation Center only

Figure 2.6 Existing Sidewalk Map

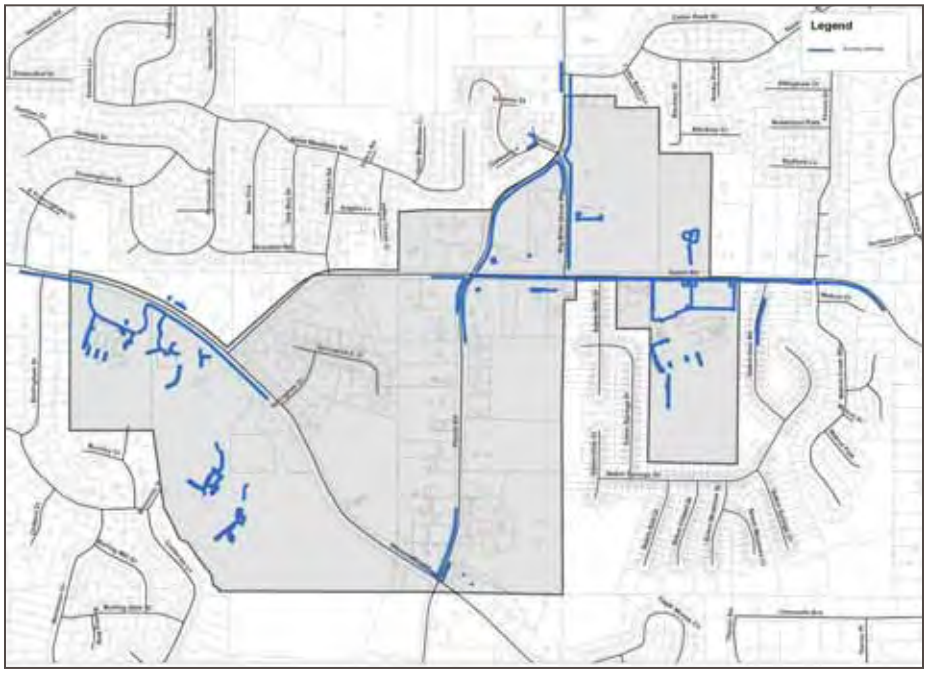


Figure 2.7 Average Annual Daily Traffic (AADT) Volumes

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 on the previous page.

Sidewalks

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

Average Annual Daily Traffic

Average annual daily traffic (AADT) volumes are presented below. These data are based on Geographic Information System (GIS) files provided by the Atlanta Regional Commission (ARC). They represent 2007 daily traffic volumes along the primary roadways within the study area. However, several smaller roadways indicate the same traffic volumes. This is because the character of the model that generated the traffic volumes is more regional in nature and cannot assign traffic accurately along smaller, local roads and should not be construed as accurate for purposes of this study. As shown, the representative average daily traffic volume along Panola Road, south of Salem Road, is approximately 6,170, while north of Salem Road is about 15,700. The traffic volume along Salem Road is approximately 5,740 west of Panola Road, and 5,080 east of Panola Road. Browns Mill Road north of Salem Road consists of about 13,910 AADT.

Roadway Level of Service

Roadway level of service for select roadways within the Panola Road and Salem Road study area are shown below. 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.

Figure 2.8 Existing Vehicular Level of Service

Figure 2.9 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 below. This information is important in identifying operational or geometric (roadway or intersection design, sight distances, etc.) issues, often at intersections of streets or driveways, so that solutions can be examined which could reduce the crashes. As shown, the highest crash location in the study area is located at the intersection of Browns Mill Road and Panola Road.

MARTA Transit

Currently, MARTA bus service is not provided through this study area. The nearest bus routes are Route 111 approximately 1.9 miles north of the study area along Snapfinger Woods Drive and Route 86 approximately 1.3 miles north of the study area along Minola Drive.

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.

Table 2.6 Sustainability/Livability Attributes

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

2.5 Demographics & Markets

The primary objective of the market analysis is to determine potential market depth for new residential, retail and office space in the Panola Road & Salem Road study area over the next ten years. The study area is a low-density suburban site about two miles south of the I-20 interchange on Panola Road. Community/civic uses make up a large share of the area, including Browns Mill Elementary School, Salem Middle School, two parks and a recreation center, a library and a large church. There is a small amount of single family housing in the study area, but no recent residential construction. The only commercial uses are a grocery-anchored shopping center and small office building at the intersection of Panola and Salem Roads and two gas stations.

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

Retail and residential market areas were delineated for the study area. These 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 10-mile radius from the study area; Most potential residents of new 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 120,000 residents and the residential market area to 580,000.
- Both market areas saw limited growth over the 2000 to 2012 time period, expanding their populations at roughly the same rate as DeKalb County (an average of 0.4 to 0.5 percent per year). These rates significantly lagged behind metro Atlanta's average annual rate of 2.2 percent.
- Over the next five years, growth in the market areas and DeKalb County is anticipated to pick up slightly (to an average of 0.6 to 0.7 percent per year), although remaining below the projected metro average of 1.1 percent.
- Median income is $47,700 in the retail market area and $44,000 in the residential market area. The DeKalb median falls between the two at $49,600 and all are below the metro median of $54,600.
- Age trends in the market areas are similar to those in the county and MSA. Like in the MSA, the share of DeKalb County's population over age 45 is expanding. This population segment grew from 28 percent of the MSA and the county in 2000 to 34 percent in 2010.
- The large majority of residents of both market areas are African American. White persons make up 4 percent of retail market area residents and 22 percent of residential market area residents.
- Retail spending by local employees typically supplements the retail demand generated by

Figure 2.10 Retail Market Area

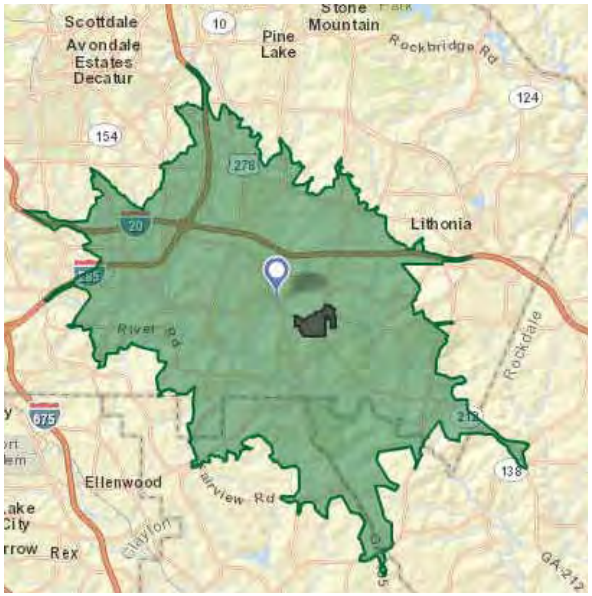


Figure 2.11 Residential Market Area

Table 2.7 Demographic Snapshot

Demographic Indicator	Retail Market Area	Residential Market Area	Dekalb County	Atlanta MSA
Population				
2012 (estimate)	119,719	580,181	703,085	5,365,250
2017 (forecast)	123,116	595,955	726,991	5,650,874
Avg. Ann. % Change ('00 to '12)	0.4%	0.4%	0.5%	2.2%
Avg. Ann. % Change ('12 to '17)	0.6%	0.5%	0.7%	1.1%
Households				
2012 (estimate)	43,951	214,914	273,761	1,970,820
2017 (forecast)	45,727	223,384	286,804	2,084,149
Avg. Ann. % Change ('00 to '12)	1.2%	1.0%	0.8%	2.2%
Avg. Ann. % Change ('12 to '17)	0.8%	0.8%	1.0%	1.2%
Average Household Size	2.7	2.7	2.5	2.7
Median Household Income	$47,685	$44,016	$49,628	$54,603
Median Age (Years)	35.8	34.6	34.4	35.0
Race				
Percent White Alone	4%	22%	35%	55%
Percent Black Alone	93%	70%	53%	33%
Percent Hispanic	2%	5%	10%	11%
Educational Attainment				
No High School Diploma	12%	14%	13%	14%
High School Diploma/Some College	55%	51%	43%	46%
Associate Degree	9%	7%	6%	6%
Four Year Degree or More	24%	28%	38%	34%

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

market area residents. The study area has a small employment base, with 730 persons working within a one mile radius of the Salem/ Panola intersection; however, an additional 4,700 work within two miles.

Residential Market Overview

- Nationally, housing values are stabilizing and beginning to show appreciation in some markets. Foreclosures are down in most areas, which will reduce the housing supply and act to boost prices. In 2012, home sales grew by 9 percent and inventory fell by 8.5 percent, to the lowest level nationally since May 2005. Presently the market is driven by resales, with the number of new home sales either flat or declining. Overall, 2013 should be a year in which gradually improving housing fundamentals accelerate and begin to drive economic growth.
- Market home sales in DeKalb County increased by almost 20 percent over the last three years, while real estate owned (REO) sales fell by one percent. Record low mortgage interest rates are encouraging homebuyers, but the tight mortgage market and restrictive mortgage underwriting standards are limiting sales, particularly outside I-285, which is still regarded as a "difficult" market by real estate salespeople.
- The tight lending environment and unresolved issues related to foreclosures are a source of continuing demand for rental apartments, locally and nationally. The dynamic that began in 2010 remains in place: the increase in prospective apartment residents continues to outpace the number of new apartments completed. In metro Atlanta, Databank, Inc. shows apartment occupancy rates hovering in the low 90s and average rental rates at about

$760 for a two-bedroom unit. Both are the highest in four years.

- The majority of housing units in and near the study area (within a one mile radius of the Panola/Salem intersection) are owner occupied (76 percent) and single-family detached (96 percent). The vacancy rate of 8 percent is below that of DeKalb County and the MSA (both 11 percent). The median age of housing is 24 years, compared to 34 in the county.

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 smaller spaces in neighborhood and suburban markets.
- The study area's retail offerings are limited to convenience goods and services – a Food Depot grocery store, Family Dollar, cleaners, hair salons, small restaurants and others. A small professional building is located on the same corner as the shopping plaza and houses legal, accounting and chiropractic offices.
- Near the I-20 and Panola Road interchange is a Publix-anchored convenience center, a WalMart, a Lowe's and several fast food and casual dining chain restaurants.
- The study area is approximately six miles from the Mall at Stonecrest, which includes over one million square feet of destination shopping and a variety of restaurants.

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.
- The only office space within the study area is approximately 4,000 square feet of legal, medical and financial service space in the Ware Professional Building. Additional office space north of the study area, near the I-20 and Panola Road interchange, includes medical facilities, other professional services (insurance, accounting, etc.) and flex space along Snapfinger Woods Drive and Panola Industrial Boulevard.

The residential market in South Dekalb is improving

There is no pedestrian-friendly retail in the study area

Small offices are an important part of a healthy community

Estimated Development Potential

Table 2.8 estimates the potential for new residential, retail and office space in the study area based on regional and local market characteristics, competitive supply and demographics and socioeconomic trends.

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: $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

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

Table 2.8 Estimated Future Development Potential

	10-Year Demand Potential	Opportunities	Constraints	Development Considerations
Residential	285 for-sale units and 480 rental units in the study areas	• Stable, attractive residential area with low vacancy rate • Growing senior population with potential interest in down-sizing • Growing interest in living in mixed-use, town center atmosphere • Vacant, undeveloped land in study area	• 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	• Target markets will include empty nesters, young professionals, small families and workforce housing
Retail	189,000 square feet of new retail space in the study areas	• Potential to recapture sales dollars residents are currently spending outside of the market area • Limited existing commercial development within study area	• Suburban site lacking any strong regional anchors or attractions • Slow population growth in DeKalb and retail market area • Limited daytime population (i.e. jobs) in the immediate area	• Focus on attracting a business mix that will enhance residents' ability to make healthy choices • Examples: fresh groceries, healthy restaurants, retailers in an attractive and walkable environment
Office	80,000 to 100,000 square feet of new office space in the study areas	• Focus on attracting a business mix that will enhance residents' ability to make healthy choices • Examples: fresh groceries, healthy restaurants, retailers in an attractive and walkable environment.	• Suburban site about two miles from highway access • Not well-established as an office space destination	• Potential office space uses include professional services (legal, financial, medical, dental, etc.)

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 to the design of streets, the layout of the street itself is also linked to physical activity. Connected street grids with more thru-routes are correlated with higher rates of walking and cycling

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

Panola Road/Salem Road Study Area

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)?

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

- 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.

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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. These included a series of public meetings, stakeholder interviews, design workshops, surveys and public presentations designed to gather input.

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

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

Stakeholder Interviews: February 2013

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

Public Kick-Off Meeting: February 26, 2013

A Public Kick-Off Meeting was hosted at Georgia Piedmont Technical College in Clarkston, Georgia on February 19, 2013 and at the DeKalb Community Achievement Center in Decatur, Georgia on February 26, 2013. The meetings were well attended with people eager to learn about the planning process. It began with an introduction of the project team and lead into a description of the specific study areas and the intent of the project. Lastly the attendees were divided into groups, for the break-out session period, and instructed to rotate to the various tables that were labeled as Land Use, Transportation, Marketing, and Health/Environment. Input and feedback was recorded by the respective table subject experts.

Workshop/Open House: February 27, 2013

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

Draft Plan Presentation: February 28, 2013

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

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
Dectur, GA 30030

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

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

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

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

Project Website

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

Posted Public Meeting Notifications

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

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

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

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

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

http://clairmontheights.org/node/3200

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

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

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

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

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

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 21 adult community residences completed a 50-point survey. A major finding of concern 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 although they report a moderate increase in physical activity.

Typical Respondents

The typical respondent is an adult African American who has lived in the community for over 15 years, owns their home, and has one to three people in residence. The primary health problems are high blood pressure, Diabetes and high cholesterol. The person engages in walking outside, working out in a fitness gym, and rides a bicycle. It is easy to get to public transportation, but prefers car travel. The person is ultra-concerned with safe streets and roadways in terms of design and construction as well as crime. It is noted that the lack of places for neighbors to socialize is a priority, as is a safe and well-light neighborhood park. The current park is unsatisfactory in many respects. In respects to foods, the family eats unsaturated fish dishes weekly and refrains from buying bulk processed prod-

ucts. A backyard garden would be a delight! Finally, this typical respondent indicates the need for funding to build projected projects, and access to supermarkets/fresh garden products as well as pharmacies and health facilities

Methods

Representative of the study communities, a convenience sample of 21 adults served voluntary subjects of this survey. The majority were recruited as attendees of a series of three public meetings sponsored by the DeKalb County Board of Heath aimed as soliciting stakeholder input on developmental plans for a built community. Content for the 50-point questionnaire was selected by experts in the field of health and urban planning. Highlights of results are presented in Tables 3.1 through 3.12. Please see the analysis of findings for the respective tables.

Table 3.1 Top Medical Conditions

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

Although high blood pressure (56%) was identified the main health problem, half of the respondent were unaware of the blood pressure reading. High cholesterol (39%) is likely to be much higher as some respondents believed that the conditions was void if statin medication was being taken—drug intervention. Obesity is often associated with type II Diabetes which is tied to genetics.

Table 3.2 Usual Form of Physical Activity

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

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

Table 3.3 Body Mass Index and Blood Pressure

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

Body Mass Index was calculated via National Heart Lung & Blood Institute formula. For each respondent, the height and weight was entered into the formula which produced a BMI where weight is divided by height squared. The BMI fell into one of four categories: underweight, normal, overweight and obese. Compared to the 2007 DeKalb County BMI statistics, this sample shows an overall weight gain of 12.5% during the past five years. Obesity increased by 19%; overweight decreased by 6.5%. One wonders if the overweight have moved into the obese category Thus, this convenience sample provides evidence that there is dire need for a built healthy community.

Table 3.4 Transportation Issues

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

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

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

Table 3.5 Safety of Streets and Roads

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

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

Table 3.6 Environmental Conditions

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

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

Table 3.7 Community Parks

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

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

Table 3.8 Eating Healthy Foods

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

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

Table 3.9 Purchasing Healthy Foods

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

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

Table 3.10 Motivation

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

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

Table 3.11 Top Three Problems

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

Respondents placed equal weight on these three priority issues. Attendees of the community meetings offered many suggestions to the urban planners of what they believe to be essential features of a newly built environment. Their eagerness to participate in whatever way possible—was loud and clear.

There are two specialty hospitals and one full-service hospital outside of Panola Road and Salem Road community—within a relatively short driving distance.

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

Conclusion

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

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PART IV: RECOMMENDATIONS

4.1 Overview of Recommendations

This section contains recommendations for the Panola Road/Salem Road area that will proactively shape its future character and provide short and long-range actions to achieve the community's vision for a neighborhood center. Two types of recommendations are provided: Policies and Projects. 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 existing conditions and community input, coupled with sound planning principles. They offer a visionary yet achievable blueprint for sustainable growth that will benefit the area for decades.

Future Vision

The DeKalb Board of Health Master Active Living Plan is an unprecedented opportunity for the Panola Road 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 multifamily that should be senior housing to accommodate the aging population. The proposed commercial areas are mainly redevelopment sites that should be designed to create a safe and walkable area for all generations. The plans main goal is to connect the existing school and parks to the community with proposed sidewalks and multi-use trails. The plan strives to ensure that future redevelopment benefits the area, surrounding communities, and the region.

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

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

Supporting Healthy Communities

Throughout the planning process, a deliberate effort was made to link the community vision and plan 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.

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 during the planning process.

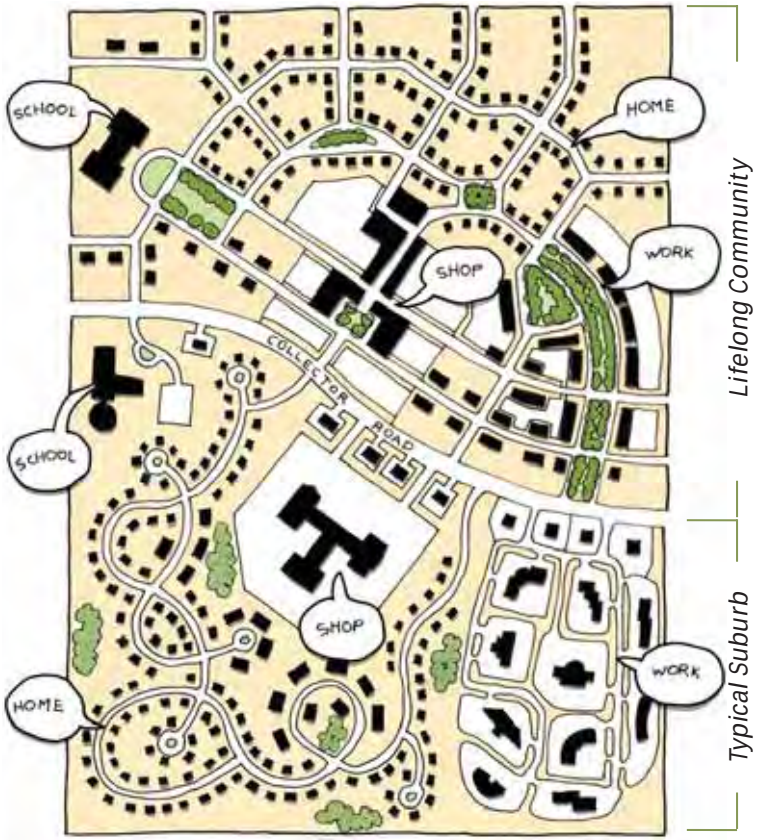


Table 4.1 The Relationship between Recommendations and Health

Rank	Community Health Issue	Contributing Factors	Healthy Design Recommendations (Projects are greens, programs are blue, and policies are yellow)
1	**Cardiovascular Disease**		
	Overweight/Obesity Hypertension Heart Attack Congestive Heart Failure Stroke Diabetes Renal Failure	Inaccurate perception of health Poor food choices Lack of access to fresh food Overuse of Processed Foods Physical Inactivity High Stress Levels Tobacco Use/Exposure Lack of health education Limited access to health care	Build high-quality parks (see Urban Design Recommendations)
			Improve access to existing parks (see Transportation Recommendations)
			Build bike paths/multi-use trails (see Transportation Recommendations)
			Build greenways (see Transportation Recommendations)
			Organize farmers markets (see Urban Design Recommendations)
			Build complete sidewalk systems (see Transportation Recommendations)
			Locate stores closer together to promote walking (see Land Use Recommendations)
			Improve access from residential to commercial areas (see Transportation Recommendations)
			Encourage higher density, pedestrian friendly development at activity nodes (see Land Use Recommendations)
			Build a Community Center for educational, physical and social activities (O-23)
			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-10)
			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-11)
			Hold more exercise/sports/activity programs at local churches/schools/community centers (O-12)
			“Brand” study area as a “Healthy Community” (O-13)
			Organize a fresh food cooking club (O-14)
			Provide health education programs for all ages (O-15)
			Expand physical exercise programs at local schools (O-16)
			Provide low/no cost summer exercise programs for children (O-17)
			Build partnerships between DeKalb County Board of Health partnerships and local hospitals and medical centers to provide mobile health services to residents (O-18)
			Serve healthier meals to school children

Table 4.1 The Relationship between Recommendations and Health (continued)

Rank	Community Health Issue	Contributing Factors	Healthy Design Recommendations (Projects are greens, programs are blue, and policies are yellow)
2	**Cancer**		
	Prostrate Breast Lung Colon Skin	Lack of Physical Exercise Poor Food Choices/Sources Education Genetics Tobacco Use/Exposure Lack of preventative testing/ care	Building more high-quality parks (see Urban Design Recommendations)
			Improve 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)
			Build a community garden (see Urban Design Recommendations)
			Provide a Community Center for educational, physical and social activities (O-23)
			Host regular health education/(para) professional service providers at local church or community center (O-11)
			“Brand” the study area as a “Healthy Community” (O-13)
			Expand tobacco-free public sites (O-19)
			Provide health education programs for all ages (O-15)
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 higher density, pedestrian friendly development at activity nodes (see Land Use Recommendations)
			Host health education/service providers at a local church or community center (O-11)
			Hold exercise/sports/activity programs at existing churches/schools (O-12)
			Provide health education programs for all ages (O-15)
			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 crosswalks (see Transportation Recommendations)
			Build complete sidewalks (see Transportation Recommendations)
			Build bike paths/multi-use trails (see Transportation Recommendations)
			Test paint of houses built prior to 1978 for the presence of lead dust (O-20)

Table 4.1 The Relationship between Recommendations and Health (continued)

Rank	Community Health Issue	Contributing Factors	Healthy Design Recommendations (Projects are greens, programs are blue, and policies are yellow)
5	Pregnancy/Infant Mortality		
	Childbirth Complications Low birth weight Premature Birth	Poverty Lack of prenatal care Sexually Transmitted Diseases Overweight/obesity Poor food choices Hypertension Teen pregnancy Alcohol and Substance Abuse Tobacco use/exposure Physical inactivity	Build community garden (see Urban Design Recommendations) Build high-quality parks (see Urban Design Recommendations) Host regular health education/(para) professional service providers at local church or community center (O-11) Promote WIC - Women, Infant and Children Special Supplemental Nutrition Program (O-21) Serve healthier meals to school children Support Medicaid Programs Build more social connections
6	Mental and Behavioral Health		
		Stress Factors Post-Traumatic Stress Disorder Alcohol and Substance Abuse Poverty/Unemployment/Debt Dislocation/Homelessness Poor Health Insurance Coverage Social Stigma Lack of social support system Poor work productivity/low self-esteem	Build high-quality parks (see Urban Design Recommendations) Improve access to existing parks (see Transportation Recommendations) Build bike paths/multi-use trails (see Transportation Recommendations) Build community gardens (see Urban Design Recommendations) Host regular health education/(para) professional service providers at local church or community center (O-11) Hold more jobs fairs (O-22) Create a more enjoyable and stimulating environment Support Medicare Programs Create more social connections

4.2 Land Use and Zoning Recommendations

The Panola Road/Salem Road study area offers an opportunity to proactively plan for a future in which healthy, active living is part of daily life. By creating development patterns that place different uses near one another, protect existing nearby neighborhoods, expand park spaces, and include daily needs, the are study area can become a focal point of healthy living that benefits existing and future residents.

Land Use and Zoning Policies

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

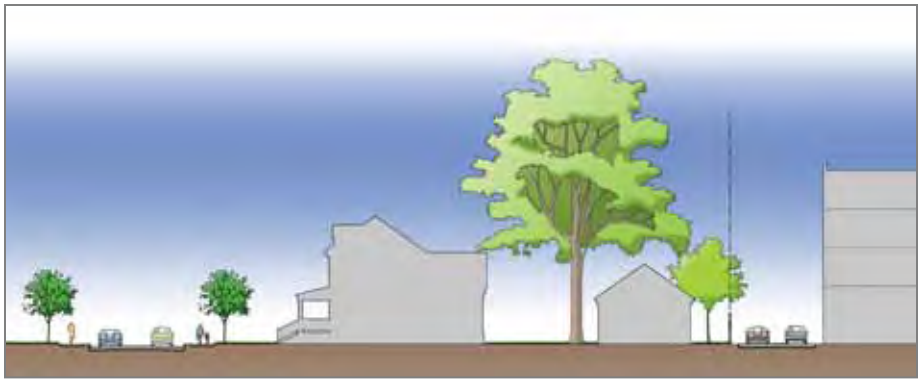
The Framework Plan in Figure 4.1 reflects aspirations for how the area should grow over the next 25 years to become a healthy community. Central to this is establishing two neighborhood centers: one at Salem Road and Panola Road, and the other at Browns Mill Road and Panola Road. Within these compact centers the plan calls for civic uses, retail, services, public spaces, and increased housing options. Between them, the plan calls for preserving and connecting to existing residential, institutional, and open spaces. The goal is that people of all incomes and ages will be able to live, work, and play in the study area, with all the necessary supporting services such as schools, parks, and places of worship within a short walk.

Provide appropriate transitions between new development and existing neighborhoods

Several techniques exist for providing transitions between new development and single-family houses. At right are options that should be explored individ-

Table 4.2 Description of Typical Framework Plan land Uses

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

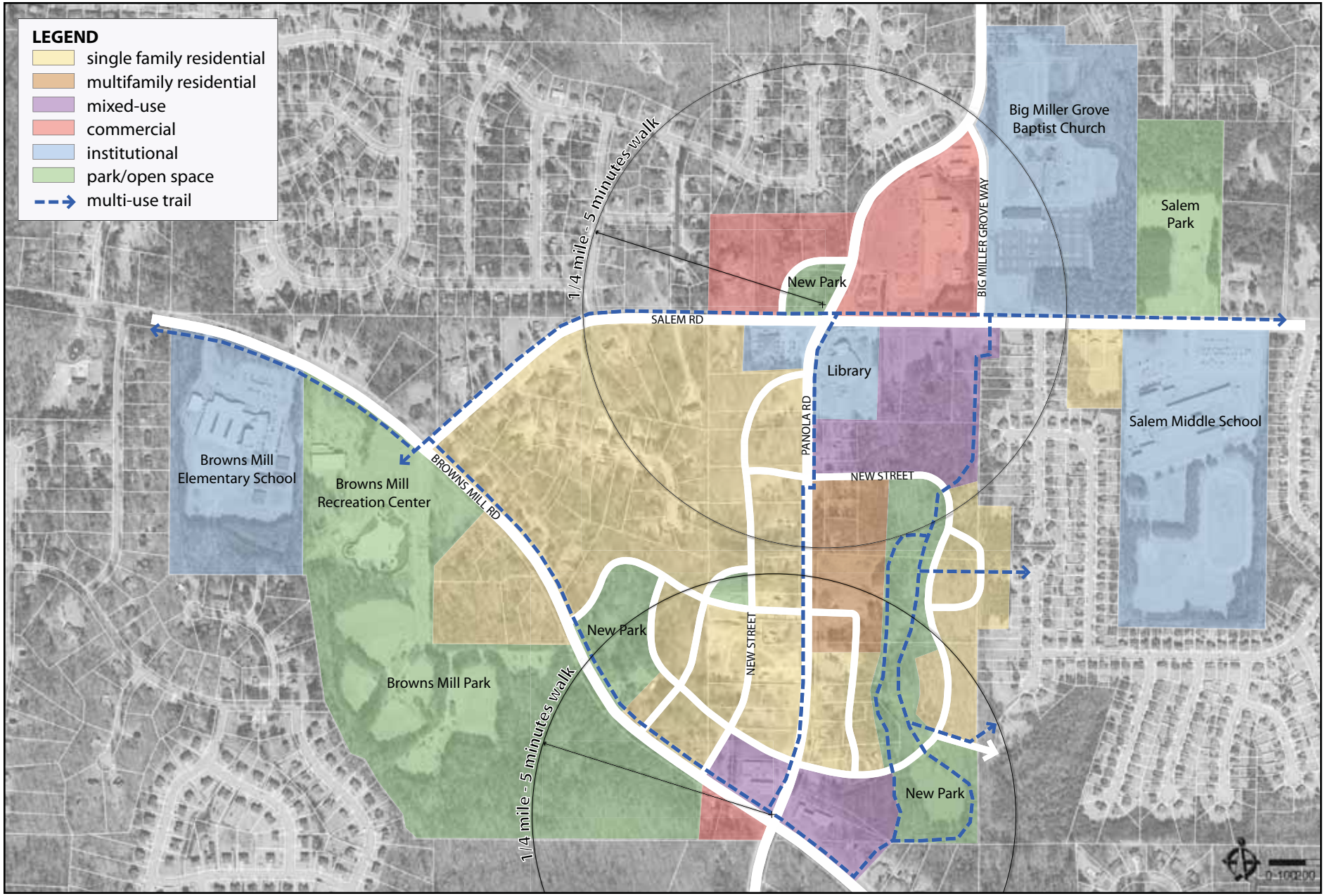


Alley

Height transitions

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

Figure 4.1 Panola Road/Salem Road Area Framework Plan



Visioning Concept

Undeveloped land along Panola Road is a key opportunity for creating healthy development patterns. The visioning concept plan for this area includes the land adjacent to Panola Road from the existing Food Depot to Browns Mill Road. The area is primarily low density residential, except for the existing commercial property and existing library.

The plan envisions a mixed-use node at the intersection of Salem Road and Panola Road. The node includes a green space that could have a performance space and a farmers market that serves as a gathering space for the community. The area surrounding the green should have restaurants, medical facilities, and exercise facilities that promote a healthy lifestyle. The Food Depot site is shown redeveloped with commercial buildings lining the streets to create a walkable environment.

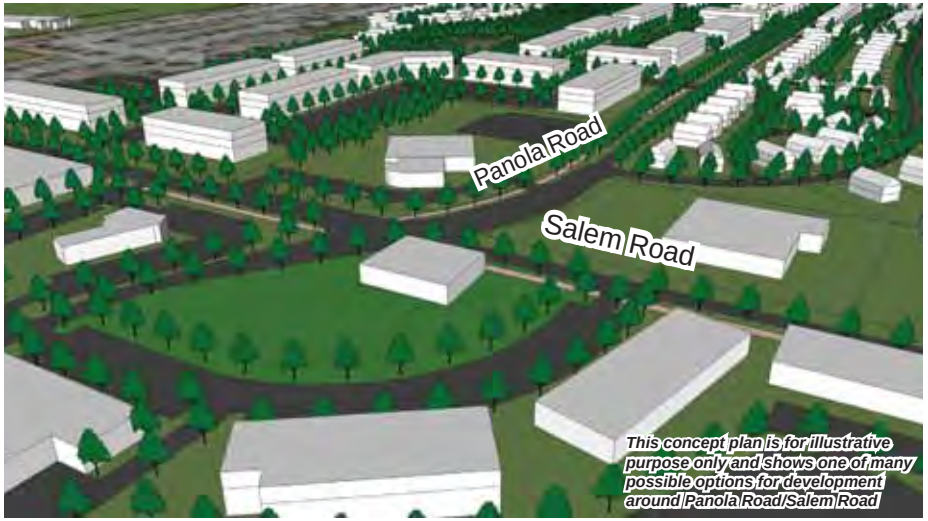
A variety of uses are proposed south of Salem Road such as multifamily, townhouses, single-family houses, and commercial. The multifamily is recommended as senior housing to meet the needs of the aging population. Next door, an existing lake is preserved as the focal point of a proposed 12 acre park. The park would have a multi-use trail, baseball field, and community garden providing fresh produce to the community. To its east, single-family houses in a mix of lot sizes and prices, is proposed. Sidewalks are proposed for all new streets to encourage walking. Smaller greens are located throughout the development giving people the opportunity to connect and be active within their community.

The Browns Mill Road and Panola Road intersection is envisioned as a small node with commercial buildings and townhouses. The horizontal mixed use is an appropriate transitional use to the adjacent single-family houses. Commercial uses here could be a mix of offices and service retail connected by sidewalks and trails. The trail system is designed to connect to existing neighborhoods, schools, parks, and other uses, which gives the community transportation and recreational alternatives.

In total, this concept plan includes 150,000 to 225,000 square feet of commercial space (including retail, offices, services, and restaurants), 200 to 225 multifamily units (senior housing and townhouses), and 200 to 225 single-family houses.

Aerial view of Panola Road/Salem Road from the Northwest

Existing Conditions



Future Vision

Aerial view of Panola Road/Browns Mill Road from the Southeast

Existing Conditions

Future Vision

ually or combined, especially as redevelopment occurs in or adjacent to existing neighborhoods.

Increase housing options, including senior and affordable units

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

Support the creation of a multi-purpose open spaces

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

Land Use and Zoning Projects

Comprehensive Plan updates (O-1)

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

Zoning code amendments (O-2)

Proactive, flexible zoning must be in place throughout the study area, but it should be crafted in such a way that recognizes the need for compact and well connected development that promotes health. The zoning change should include but not limited to the following:

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

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

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

Panola Road/Salem Road Neighborhood Center redevelopment (O-4)

The planned neighborhood center can promote a healthier and more active lifestyle for residents. This requires appropriate design and development standards.

Panola Road/Browns Mill Road development (O-5)

Planning for future commercial and residential land use will concentrate growth in this area and promote a healthier and more active lifestyle for residents. This also includes a new park.

Courtyard housing could be ideal for those wishing to downsize

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

4.3 Urban Design Recommendations

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

Urban Design Policies

Require good urban design standards that promote health

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

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

These should be incorporated into the proposed zoning revisions.

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

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

Incorporate Crime Prevention through Environmental Design (CPTED) Principles

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

Crime Prevention through Environmental Design

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

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

Natural Surveillance

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

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

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

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

Natural Access Control

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

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

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

Natural Territorial Reinforcement

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

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

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

Maintenance

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

Incorporate parks and open spaces into existing areas and new development

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

Encourage an appropriate relationship between parks and adjacent development

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

In the design of parks and open spaces provide facilities like paths, running tracks, playgrounds, exercise equipment, 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 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 shared stormwater facilities and those integrated into parks

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

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

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

Promote the creation of community facilities, including health services, that are pedestrian accessible

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

Plant shade trees along sidewalks and pedestrian walkways

Shade trees will improve walking experience and create good streetscape.

Encourage the relocation of overhead utilities to underground wherever feasible

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

Urban Design Projects

Zoning code amendments (O-2)

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

Please see Land Use Projects for more details.

Uniform sign program (O-6)

Develop consistent design for directional signs, GDOT signs, and County signs in the study area.

Farmer's market (O-24)

A Saturday farmer's market could provide locally grown food not currently available in the area. Ini-

Parks should be designed to be open and active

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

Building frontages will improve pedestrian experience

The Visioning Concept shown earlier includes a new park west of Salem Middle School

tially it could be in a parking lot or vacant area, but longer term a permanent space may be possible.

Panola Road/Salem Road Public Green (0-7)

The creation of a 1.5 acre public green at the northwest corner of the Panola Road and Salem Road intersection is a key community priority. To be most effective, the green should be surrounded by activity-generating uses that front on it. The location would also be ideal for the recommended farmers market.

Mid-block Linear Park (O-8)

An existing pond southwest of Salem Middle School could be a focal point for a 12-acre linear park as shown at left. Due to its proximity to proposed residential and residential uses, this park could become a centerpiece of the community.

Panola Road Residential Development Guidelines (O-9)

Urban design guidelines should be created specifically for the envisioned infill residential development along Panola Road between Salem Road and Browns Mill Road.

Healthcare facilities are a key part of the vision for the Panola Road/Salem Road study area

4.4 Transportation Recommendations

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

- In order to provide the most health-oriented environment within the Panola Road study area, several improvements are recommended. These recommendations are a result of an assessment of the study area existing conditions, presented earlier, public input, 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 the majority of Browns Mill Road on both sides between the western boundary of the study area to Panola Road (and beyond), along both sides Panola Road between Salem Road and Browns Mill Road, along the west side of Panola Road between Salem Road and the north study area boundary, and along the east side of Big Miller Grove Way between Salem Road and Panola Road.
- No sidewalks are present along the north side Salem Road between Browns Mill Road and the eastern boundary of the study area, near Salem Glen Road. Also, no sidewalks are installed along the south side of Salem Road between Browns Mill Road and just west of the Panola Road intersection.
- No provision for bicycle use is present along any of the study area roadways.
- Four activity areas have been identified within the study area including:
  - The Browns Mill Elementary School/ Browns Mill Recreation Center vicinity on the west side of the study area. This area is a significant anchor for recreation and education with little pedestrian or bicycle access.
  - The commercial area surrounding the intersection of Panola Road and Salem Road
  - The Salem Middle School/Salem Park vicinity on the east side of the study area
  - The commercial and park areas within the Panola Road/Browns Mill Road intersection vicinity
- Two full traffic signals exist in the study area, at the Panola Road/Salem Road intersection and the Panola Road/Browns Mill Road intersection.
- All Roadways in the study are two-lane roads (one lane in each direction). Driveway or intersection access should not present difficulties under normal conditions. However, due to the traffic demand at certain times associated with the Big Miller Grove Baptist Church, motorists may experience traffic delays along surrounding roads and intersections.

Transportation Policies

Ensure that the transportation system is balanced between vehicular and non-vehicular access and circulation opportunities

As the area grows, it should do so in a way that expands non-vehicular facilities and ensures that transportation is balanced with the land use vision.

For purposes of advancing healthy travel opportunities for nearby residents and area visitors, focus improvements that promote non-motorized access and circulation

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

This can be for commuting as well as recreational purposes.

Incorporate complete streets principles that promote improvements that provide more pedestrian and bicycle friendly environments within the context of a balanced transportation system

Elements include streetscaping (furniture and landscaping), lighting, curvilinear walkways when possible, surface treatments that are aesthetically pleasing but practical for its use, etc.

Incorporate access management

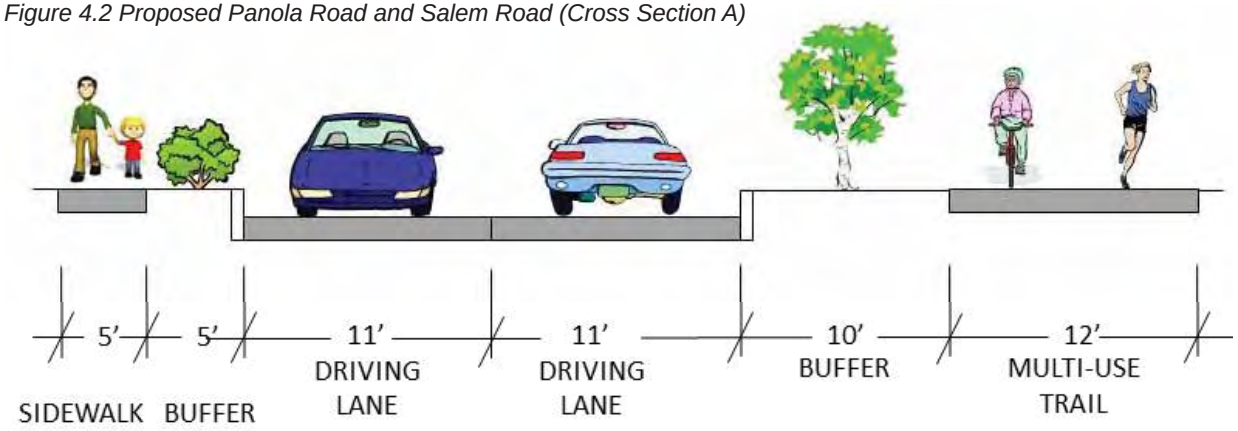
Limit the number of curb cuts by implementing common-sense access management wherever possible and prudent such as shared driveways, and use of alleys and internal streets for access to contiguous land uses.

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

In addition, where new streets are not feasible, connections between adjacent properties should be provided so people can drive, walk, or bicycle between them without going onto adjacent roads.

Minimizing dead-end streets provides pedestrian connectivity and supports multi modal travel.

Figure 4.2 Proposed Panola Road and Salem Road (Cross Section A)



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.

Minimize dead-end streets

Other than stub streets designed to one day connect to adjacent sites, cul-de-sacs and dead-end streets should be minimized to provide pedestrian connectivity and support multi modal travel.

Provide bicycle and pedestrian connections to existing dead end streets

Provide pedestrian and bicycle connections between cul-de-sacs and sidewalks or trails for more convenient access to these amenities. As the area grows, new interconnected streets must be created to provide more routes for drivers, bicyclists, and pedestrians.

Provide landscaping along trails

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.

Support future transit service

Currently there is no bus or rail service to the study area, although many would like to such a service. As the area grows, transit service could be provided. The proposed activity centers being logical locations for stops.

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

Transportation Projects

Salem Road Multi-Use Trail (T-1)

Provide a 12-foot multi-use trail along the north side of Salem Road extending from Browns Mill Road to the entrances to Salem Park and Salem Middle School directly to the south (approximately 0.83 mile). This will provide access between the Browns Mill Recreation Center area and the Salem Park vicinity.

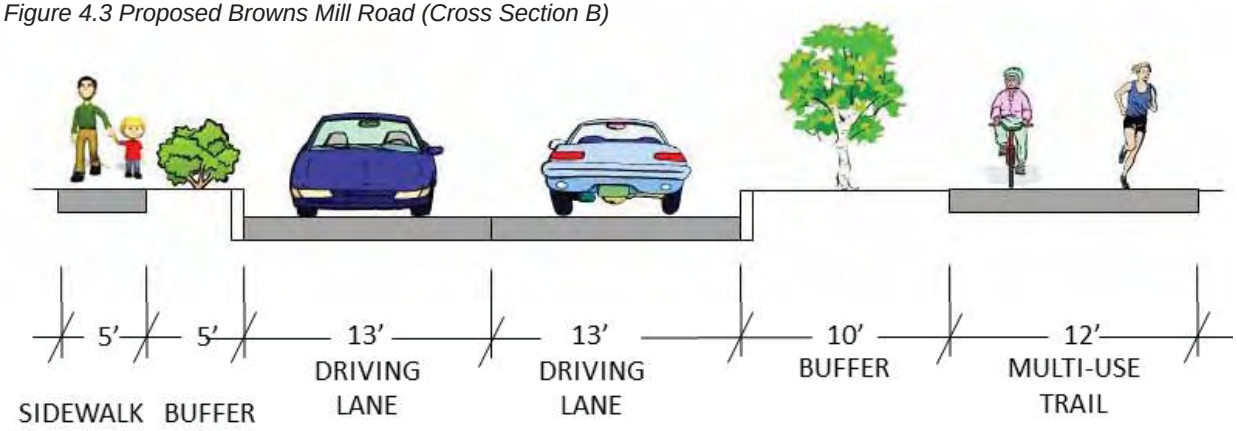
Salem Middle School Multi-Use Trail (T-2)

Provide a multi-use trail extension from the Salem Middle School entrance along the south side of Salem Road to the east for about 400 feet. A potential trail can be provided from that point to the south between the school and the backs of home along Salem Glenn Road and connecting Salem Springs Road. This would provide school, park and recreational access for local residents in this area (0.28 mile)

Browns Mill Road Multi-Use Trail (T-3)

Provide a 12-foot multi-use trail along the south side of Browns Mill Road from the western study area boundary and the entrance to the Browns Mill Recreation Center at the Salem Road intersection (0.28 mile). Continue the trail along the north side

Figure 4.3 Proposed Browns Mill Road (Cross Section B)



New sidewalks will provide access from neighborhoods to existing areas

of Browns Mill Road between Salem Road and Panola Road, providing access to the park facility on the north side of Browns Mill Road (0.5 mile). Continue the trail along the north side of Browns Mill Road to the east of Panola Road for a distance of approximately 0.09 mile or 500 feet. This will allow access into a potential future park located on the north side of Brown Mill Road.

Panola Road Trail (T-4)

Provide a 12 foot multi-use trail along the west side of Panola Road between Browns Mill Road and a point approximately 660 feet south of Salem Road (approximately 0.37 mile). The trail will then cross over to the east side of Panola road and continue to Salem Road. This crossover will provide access to the Salem Panola Branch Library but avoiding the many driveways that are located on the east side of Panola Road down to Browns Mill Road. It will also provide connections to potential future land uses on the west side of Panola Road.

Salem Middle School Pedestrian Signal (T-4)

Install a pedestrian signal at the Salem Middle School/Salem Park entrances on Salem Road. This will provide safer access for pedestrians and bicyclists traveling between these two amenities as well as to the trail along the north side Salem Road. Provide crosswalks across Salem Road and the park and school entrances.

Salem Road/Browns Mill Road Pedestrian Signal (T-5)

Install a pedestrian signal at the intersection of Salem Road and Browns Mill Road, aligning with the north side of Salem Road. This will help to provide safer access for pedestrians and bicyclists across Brown Mill Road accessing the Browns Mill Recreation Center and Browns Mill Elementary. Provide crosswalks for crossing Salem Road and Browns Mill Road. An Alternative to the pedestrian signal would be a full traffic signal that could provide safer pedestrian and bicycle access in all directions. However, because of the low traffic volumes in this area, a full traffic signal may not be warranted.

Panola Road Pedestrian Signal (T-6)

Install a pedestrian signal approximately 660 feet south of Salem Road along Panola Road. This will provide the safe crossing for multi-use trail users, described above.

Sidewalks

Complete sidewalks on both sides of roads unless a trail is recommended. In some cases, the current sidewalks may be widened to the preferred 12 feet width to create a portion of the multi-use trail. This is only recommended where right-of-way, building, or roadway constraints prohibit the development of an adjacent trail with a buffer.

Specific projects include:

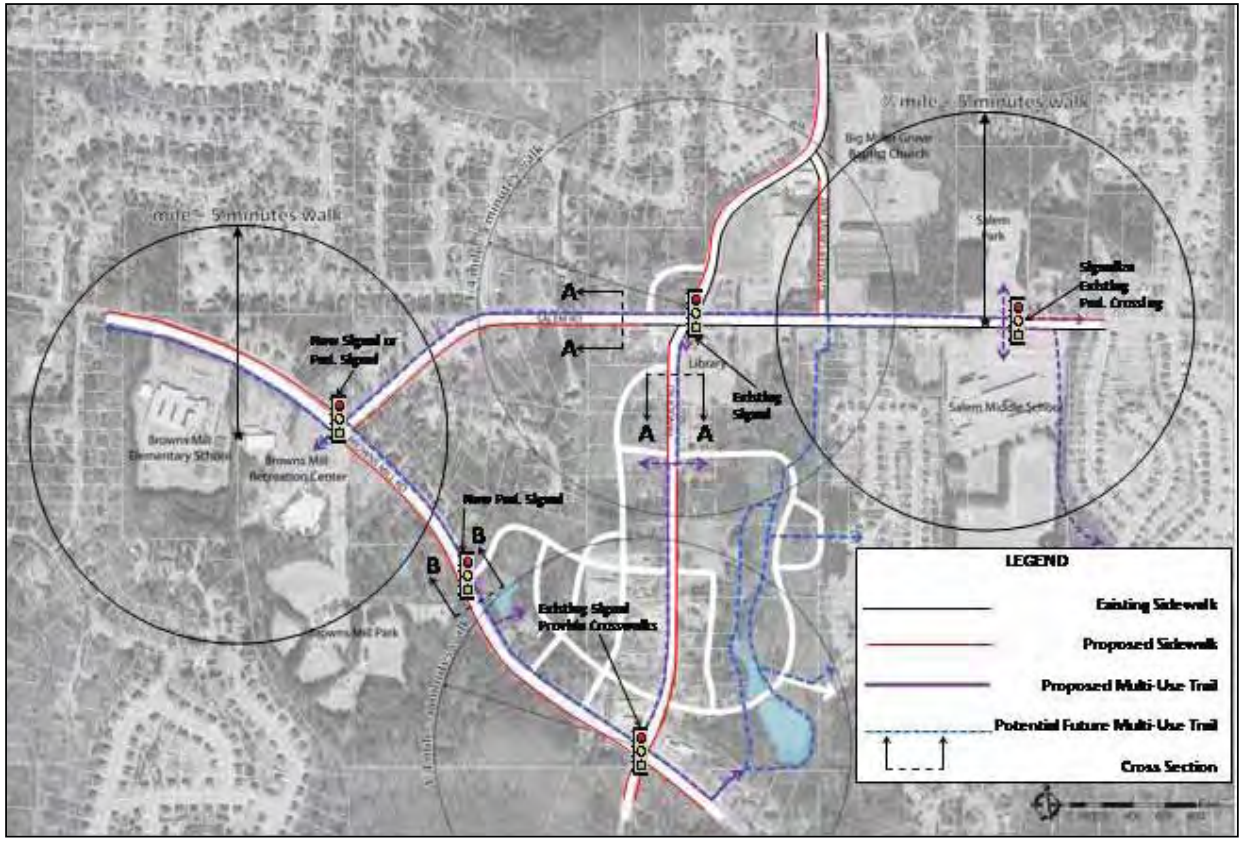
- Construct sidewalks along the north side of Browns Mill Road between the western study area boundary and Salem Road (0.3 miles). ***(T-7)***
- Construct sidewalks along the south side of Browns Mill Road between Salem Road and Panola Road (0.5 miles). ***(T-8)***
- Complete the sidewalks along the east side of Panola Road northward from Browns Mill Road (0.4 mile). ***(T-9)***
- Complete the sidewalks along the west side of Panola Road just north of the proposed multi-use trail and pedestrian signal (400 feet). ***(T-10)***

- Complete the sidewalks along the south side of Salem Road between Browns Mill Road and Panola Road (0.34 mile). ***(T-11)***
- Construct sidewalks along the west side of Panola Road between Salem Road and the northern boundary of the study area (0.34 mile). ***(T-12)***
- Complete the sidewalks along the west side of Big Miller Grove Road between Salem Road and Panola Road (0.14 mile). ***(T-13)***

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

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 4.4 Transportation Projects



4.5 Housing & Economic Development Recommendations

The market analysis identified potential levels of demand for new residential and commercial space in the Panola Road/Salem Road 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.

Housing & Economic Development Policies

Encourage a mix of housing types and price points

Though there is little housing in the study area, the large majority of homes in the immediate area are owner-occupied single-family detached units. As development progresses, a wider variety of housing types should be encouraged in order to accommodate different households' needs and tastes, and to create a more dense, walkable neighborhood center. While much of the new housing will target upwardly mobile households, affordably priced workforce housing should also be incorporated into the housing program. Policies to encourage mixed-income housing development include density bonuses and other inclusionary zoning regulations, and the encouragement of use of housing subsidies such as Low Income Housing Tax Credits.

Incorporate principles of Lifelong Communities in new development

The Atlanta Regional Commission 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, the following target business mix was identified for the study area.

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, school 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.

Housing & Economic Development Projects

Develop a branding and marketing campaign for the study areas (O-13)

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.

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

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.

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

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

Table 4.4 Target Business Mix

Food	Farmers market Community and school gardens Restaurants – healthy/natural food, casual/family dining, outdoor dining, deli, yogurt shop, locally-sourced
Merchandise	Apparel Home goods (décor, linens, kitchen items, etc.) Gardening center with classes Sports equipment, including resale and rental Children’s toys and games Cards, gifts, stationery Fitness center with classes and activities Consumer services (dry cleaning, alterations, etc.)
Services	Indoor recreation (skating, bowling, etc.) Recreation activities/sports fields/sports leagues Arts & cultural programs (plays, concerts, art exhibits, etc.)
Entertainment	Medical, legal, financial, insurance, dental and other professional services
Office/Services	

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:

- Panola Road/Salem Road Public Green ***(O-6)***
- Mid-Block Linear Park ***(T-7)***

These projects are complicated endeavors that will require extensive coordination between DeKalb and other parties. For example, the Panola Road/ Salem Road Public Green will likely required collaboration with developers to become a reality.

Health Focused Funding

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

Catholic Health Initiatives
www.catholichealthinit.org

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

Robert Wood Johnson Foundation
www.rwjf.org

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

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

MacArthur Foundation
www.macfound.org/site/c.lkLX-J8MQKrH/b.948589/k.D3BA/Domestic_Grantmaking_Program_Related_Investments.htm

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

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

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

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

Kaiser Permanente

The Action Plan will require continued support and engagement

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

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

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

CSX Corporation
www.beyondourrails.org/community/npc

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

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

Newell Rubbermaid
newellrubbermaidfoundation.org/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 bout eligibility and application procedures, visit Norfolk Southern Foundation.
www.nscorp.com/nscportal/nscorp/Community/NS%20Foundation/foundation.html
Deadline: July 15 – Sept. 30

Rose Community Foundation

www.rcfdenver.org/grantee_services_guidelines_health.htm

Sisters of St. Joseph Charitable Fund

www.ssjcharitablefund.org

State Farm

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

Surdna Foundation

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

Tenet Healthcare Foundation

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

United Health Foundation

www.unihealthfoundation.org/community_health.html

Healthcare Georgia

www.healthcaregeorgia.org/Guidelines.cfm

Georgia Baptist Healthcare

www.gbhcs.org

Steps Toward Implementation

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

Ongoing

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

Short Term

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

Long Term

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

- **The Vision**: Of all of the components of this plan, the vision should be its most lasting legacy. The ideas in 4.1: Future Vision are the result of an inclusive public process. It is unlikely that the vision resulting from it will change significantly, even though the steps to achieving them may.

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

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

By being mindful of these, Panola Road/Salem Road 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		Right-of-Way		Approx. Length of Project (ft)	Construction		Total Cost (1)	Responsi-ble Party	Funding Source	Local Source & Match Amount	
			Year	Cost	Year	Cost (1)		Year	Cost					
Vehicular														
T-1	New pedestrian traffic signal Flat Shoals Parkway at Salem Park/Salem Middle School entrances	Roadway/Operations and Safety	2014	$15,000	-	-	n/a	2014	$100,000	$115,000	DeKalb / GDOT	HOST / SPLOST	20%	$23,000
T-2	New pedestrian traffic signal at Salem Rd. and Browns Mill Rd.	Roadway/Operations and Safety	2014	$30,000	-	-	n/a	2014	$200,000	$230,000	DeKalb / GDOT	HOST / SPLOST	20%	$46,000
T-3	New pedestrian traffic signal Panola Rd. approx. 660 south of Salem Rd.	Roadway/Operations and Safety	2015	$30,000	-	-	n/a	2016	$200,000	$230,000	DeKalb County	HOST / SPLOST	20%	$46,000
Pedestrian and Bicycle														
T-4	Multi-use trail north side of Salem Rd. between Browns Mill to entrances to Salem Park and Salem Middle School east of Salems Hills Dr.	Last Mile Connectivity/ Sidepaths and Trails	2014	$85,800	-	-	4400	2015	$572,000	$657,800	DeKalb / GDOT	TE / Safety / SPLOST/ PATH	20%	$131,560
T-5	Multi-use trail south side of Salem Rd. from Salem Middle School entrance east for 400 ft., then south behind school to Salem Springs Rd.	Last Mile Connectivity/ Sidepaths and Trails	2014	$36,660	-	-	1880	2015	$244,400	$281,060	DeKalb	TE / Safety / SPLOST/ PATH	20%	$56,212
T-6	Multi-use trail south side of Browns Mill Rd. from western study area limit to Salem Rd.	Last Mile Connectivity/ Sidepaths and Trails	2014	$28,860	-	-	1480	2014	$192,400	$221,260	DeKalb	TE / Safety / SPLOST/ PATH	20%	$44,252
T-7	Multi-use trail north side of Browns Mill Rd. from Salem Rd. to Panola Rd.	Last Mile Connectivity/ Sidepaths and Trails	2014	$51,480	-	-	2640	2015	$343,200	$394,680	DeKalb	TE / Safety / SPLOST/ PATH	20%	$78,936
T-8	Multi-use trail north side of Browns Mill Rd. from Panola Rd. east for 500 ft.	Last Mile Connectivity/ Sidepaths and Trails	2014	$9,750	-	-	500	2015	$65,000	$74,750	DeKalb	TE / Safety / SPLOST/ PATH	20%	$14,950
T-9	Multi-use trail west side of Panola between Browns Mill and 660 ft. south of Salem Rd.	Last Mile Connectivity/ Sidepaths and Trails	2014	$38,025	-	-	1950	2015	$253,500	$291,525	DeKalb	TE / Safety / SPLOST/ PATH	20%	$58,305
T-10	Multi-use trail east side of Panola from Salem Rd. south for approx. 660 ft.	Last Mile Connectivity/ Sidepaths and Trails	2014	$12,870	-	-	660	2015	$85,800	$98,670	DeKalb	TE / Safety / SPLOST/ PATH	20%	$19,734

Table 5.1 Transportation Projects (continued)

ID	Description	Improvement Type (TIP Designation)	Engineering		Right-of-Way		Approx. Length of Project (ft)	Construction		Total Cost (1)	Responsi-ble Party	Funding Source	Local Source & Match Amount	
			Year	Cost	Year	Cost (1)		Year	Cost					
T-11	Sidewalks north side of Browns Mill between west study area limit and Salem Rd.	Last Mile Connec-tivity/ Pedestrian Facility	2014	$14,220	N/A	N/A	1580	2014	$94,800	$109,020	DeKalb	TE / Safety / SPLOST	20%	$21,804
T-12	Sidewalks south side of Browns Mill between Sa-lem Rd. and Panola Rd.	Last Mile Connec-tivity/ Pedestrian Facility	2014	$25,200	N/A	N/A	2800	2014	$168,000	$193,200	DeKalb	TE / Safety / SPLOST	20%	$38,640
T-13	Sidewalks east side of Panola Rd. north from Browns Mill Rd.	Last Mile Connec-tivity/ Pedestrian Facility	2014	$18,900	N/A	N/A	2100	2014	$126,000	$144,900	DeKalb	TE / Safety / SPLOST	20%	$28,980
T-14	Sidewalks west side of Panolan Rd.north form new pedestrian signal	Last Mile Connec-tivity/ Pedestrian Facility	2014	$3,600	N/A	N/A	400	2014	$24,000	$27,600	DeKalb	TE / Safety / SPLOST	20%	$5,520
T-15	Sidewalks south side fo Salem Road between Browns Mill and Panola Rd.	Last Mile Connec-tivity/ Pedestrian Facility	2014	$16,200	N/A	N/A	1800	2014	$108,000	$124,200	DeKalb	TE / Safety / SPLOST	20%	$24,840
T-16	Sidewalks west side of Pa-nola Rd. between Salem Rd. and northern study area limit	Last Mile Connec-tivity/ Pedestrian Facility	2014	$16,200	N/A	N/A	1800	2014	$108,000	$124,200	DeKalb	TE / Safety / SPLOST	20%	$24,840
T-17	Sidewalks west side of Big Miller Grove Rd. be-tween Salem and Panola Rds.	Last Mile Connec-tivity/ Pedestrian Facility	2014	$6,660	N/A	N/A	740	2014	$44,400	$51,060	DeKalb	TE / Safety / SPLOST	20%	$10,212
Totals:				**$439,425**					**$2,929,500**	**$3,368,925**				**$673,785**

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	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	Panola Road/Salem Road Neighborhood Center redevelopment	TBD	2014	Private	Private
O-5	Panola Road/Browns Mill Road development	TBD	2015	Private	Private
O-6	Uniform sign program	$5,000	2013	DeKalb County	DeKalb County, Private
O-7	Panola Road/Salem Road Public Green	$0.5 - $0.7 million	2015	DeKalb County	Private, DeKalb County
O-8	Mid-Block Linear Park	$1.5 - $1.7 million	2017	DeKalb County	Private, DeKalb County
O-9	Panola Road Residential Development Guidelines	Staff Time	2013	DeKalb County	ARC Community Choices
O-10	Healthy community scorecard	$5,000	Ongoing	DeKalb County	DeKalb County
O-11	Health education sessions	$10,000	Ongoing	DeKalb County	DeKalb County
O-12	Exercise/sports/activity programs	$10,000	Ongoing	DeKalb County	DeKalb County
O-13	Healthy Community branding	$15,000 - $40,000	Ongoing	DeKalb County, Private	DeKalb County
O-14	Fresh food cooking club	$10,000	Ongoing	DeKalb County, Private	DeKalb County, Private
O-15	Health education programs	$10,000	Ongoing	DeKalb County	DeKalb County
O-16	Expanded physical exercise programs at local schools	$20,000	Ongoing	DeKalb County	DeKalb County
O-17	Low/no cost summer exercise programs for children	$20,000	Ongoing	DeKalb County	DeKalb County
O-18	Partnerships to provide mobile health services to residents	$20,000	Ongoing	DeKalb County	DeKalb County
O-19	Expandd tobacco-free public sites	$5,000	Ongoing	DeKalb County	DeKalb County
O-20	Lead dust testing	$15,000	Ongoing	DeKalb County	DeKalb County
O-21	WIC promotion and outreach	$20,000	Ongoing	DeKalb County	DeKalb County
O-22	Jobs fairs	$10,000	Ongoing	DeKalb County	DeKalb County
O-23	Community center	$2.0 - $3.0 million	TBD	DeKalb County	DeKalb County
O-24	Saturday farmer's market	$3,000 - $6,000	Ongoing	DeKalb County	DeKalb County
O-25	Healthy Restaurant recognition program	Staff Time	Ongoing	DeKalb County	DeKalb County
O-26	School lunch assessment	Staff Time	Ongoing	DeKalb County	DeKalb County

**DeKalb County refers to various County departments, subject to internal coordination*