



Baseline Conditions Analysis

May 23, 2014



Planning Process Timeline + Tasks

March 2014

October 2014

1: Project Initiation

MAR - APR

2: Baseline Conditions Analysis

APR - MAY

3: Community Goal Setting

MAY

4: Needs, Opportunities, Strategies Development

JUN

5: Community Work Program Development

JUN - AUG

6: Regional Transmittal + Adoption

AUG - OCT

Baseline Conditions Analysis

- Inventory + assessment of existing conditions
- Review of existing plans and policies

ELEMENTS

demographics

economic
development

housing

land use

community
facilities + services

EXISTING PLANS + POLICIES

- Atlanta Regional Commission (ARC) Plan 2040
- Comprehensive Plans of adjacent municipalities
- DeKalb Active Living Plans
- Brookhaven Zoning Ordinance + Map
- Brookhaven Peachtree LCI
- DeKalb County Comprehensive Plan
- *DeKalb County Path Plan*
- *DeKalb County Facility Capacity + Plans**

**Review not yet completed.*

ARC Plan 2040

- Plan 2040 established by the Atlanta Regional Commission to promote regional sustainability and compliance with regional plan.
- Balance environment, economic growth and social needs.
- Five objectives:
 - 1) Mobility options; 2) Healthy, educated, well trained and safe population; 3) Easy access to jobs and services; 4) Improve energy efficiency; 5) Economic prosperity.
- Two standards: Minimum and Excellence.
 - Regional Steward Incentives Package offered to Communities who achieve “Excellence” in their plans.
 - Failure to meet minimum requirements = loss of Qualified Government Status.

ARC Plan 2040 + Brookhaven

PLAN 2040 Objectives



Increase mobility options for people and goods.



Foster a healthy, educated, well trained, safe, and secure population.



Promote places to live with easy access to jobs and services.

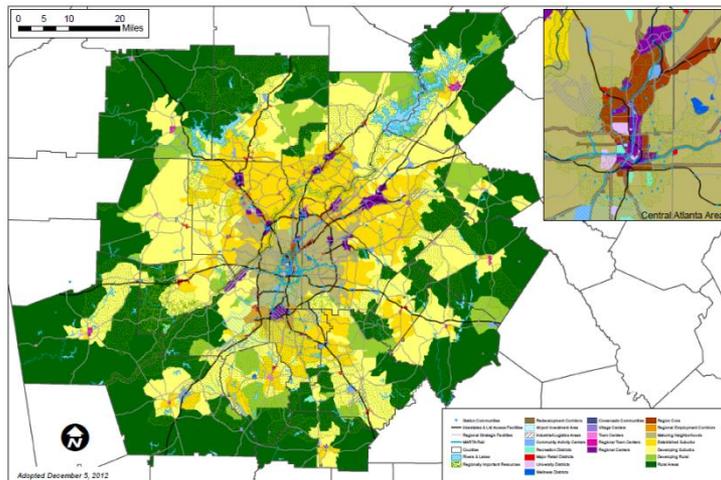


Improve energy efficiency while preserving the region's environment.



Identify innovative approaches to economic recovery and long-term prosperity.

- Regional Resource Plan identifies regionally important resources including:
 - Historic Brookhaven
 - Wetlands in Brookhaven
- Regional Development Guide
 - Comprised of areas and places
 - Brookhaven contains
 - University Districts (Oglethorpe)
 - Redevelopment Corridors (Buford Hwy, Peachtree Rd)
 - Major Retail District (I-85, Town Brookhaven)
 - Regional Center (I-285)



Planning in Adjacent Communities

Atlanta:

- **North Buckhead neighborhood** - maintain existing neighborhood character while providing housing diversity and street connectivity.
- **Buckhead Commercial District** - high-density Regional Activity Center; provides financial and commercial services in a urban form.
- **Peachtree Blvd Corridor** - thoroughfare with high volumes traffic striving to provide more dense pedestrian-oriented developments at major intersections.

Sandy Springs:

- **Protected neighborhoods along Peachtree Dunwoody Rd** - single family neighborhoods of primarily detached homes are intended to be kept between 1 to 3 du/a.
- **Medical Center** - continue to develop as a regional transit oriented activity center with mid-to high-rise office/institutional uses with supporting mixed-use.

Planning in Adjacent Communities

City of Dunwoody:

- **Perimeter Center** - continue growth as a high-density regional center but move towards a more pedestrian and bicycle-oriented environment.
- **Georgetown-Shallowford Road Character Area** - developing as a medium-density village with potential for 5 to 8 story high buildings at its core and 12 to 18 du/a; intends to become a lifelong community.

City of Chamblee:

- **Residential neighborhoods along Chamblee Dunwoody Rd** - retain existing sound housing stock and improve conventional residential development pattern with emphasis on livability.
- **Peachtree Industrial Boulevard Corridor** - undergoing transformation from manufacturing/industrial activity center to inviting commercial/mixed-use district.
- **Newly annexed portion of Chamblee** - currently being incorporated into City's comprehensive plan.

DeKalb Active Living Plan

- **Buford Highway:**
 - Build a new multi-use trail corridor along Peachtree Creek.
 - Improve pedestrian crossings along Buford Highway.
 - Position commercial areas for eventual redevelopment by adjusting existing driveways and parking lots to provide pedestrian connections between the buildings and the corridor.

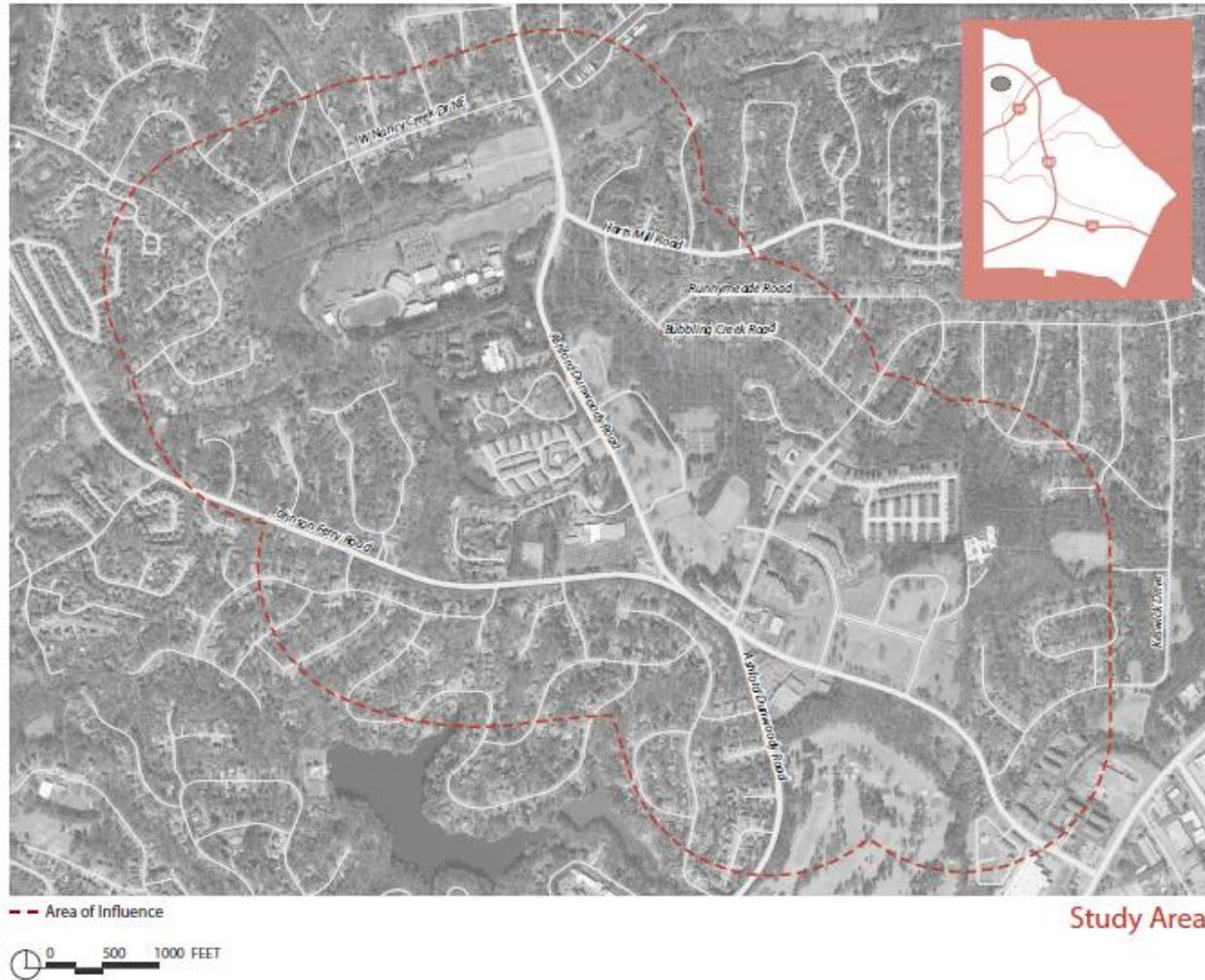


0 500 1000 2000 FEET — Area of Influence

Study Area

DeKalb Active Living Plan

- **Ashford Dunwoody:**
 - Create safe, strong pedestrian crossings on Ashford Dunwoody Road.
 - Develop outparcels on a portion of the Cambridge Square Shopping Center.
 - Rebuild the double intersection of Ashford Dunwoody Road and Johnson Ferry Road as roundabouts.



Research Considerations

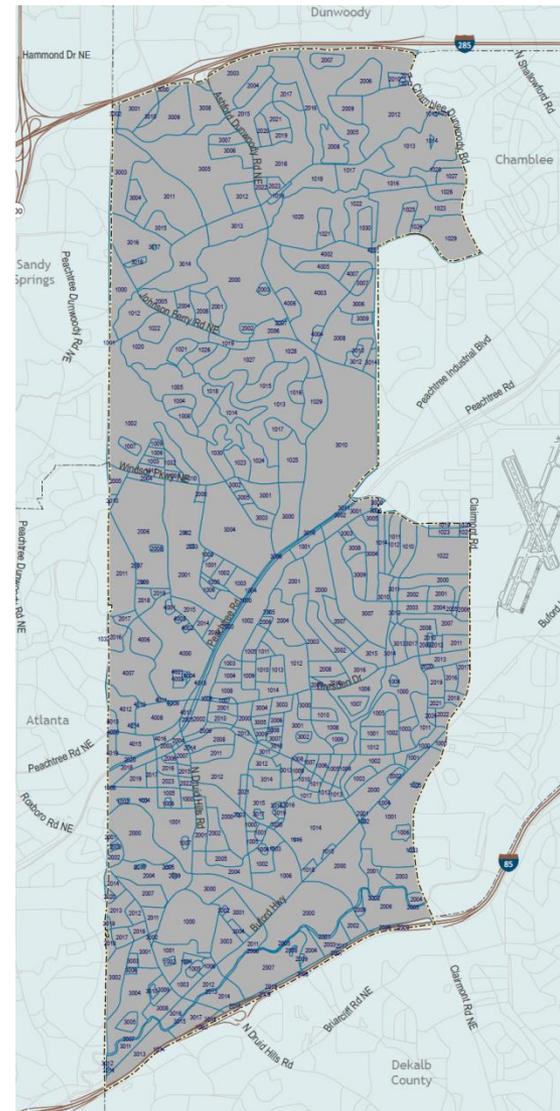
- Geography
 - Source
 - Time periods
- Defining the City boundaries
 - Leveraging local, state, federal, and proprietary information
 - Reconciling with existing information and concurrent planning
 - Data will inform current and future strategies and initiatives

Key Demographic Indicators

- Age dynamics
- Racial/ethnic composition
- Educational attainment
- Household income
- Commuting patterns

2010 Counts

- The Decennial Census provides counts for geographies as small as Census blocks.
- The 2010 population for Brookhaven was 49,222.
- Racial and ethnic data indicates that 53% of Brookhaven’s residents are White, 30.2% are Hispanic, 9.9% are Black, and 5.2% are Asian.



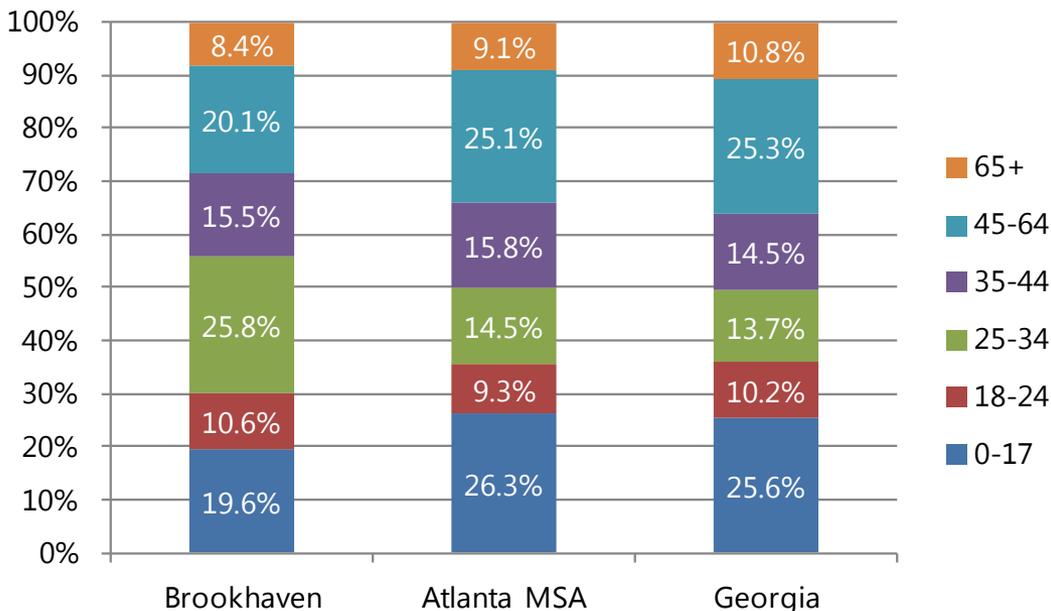
Population + Age Dynamics

HOUSEHOLD DYNAMICS, 2008-2012

| | Average Household Size | % of Households with Children |
|-------------|------------------------|-------------------------------|
| Brookhaven | 2.30 | 23.1% |
| Atlanta MSA | 2.74 | 33.9% |
| Georgia | 2.70 | 32.0% |

Source: U.S. Census Bureau, 2008-2012 American Community Survey

AGE DISTRIBUTION, 2008-2012

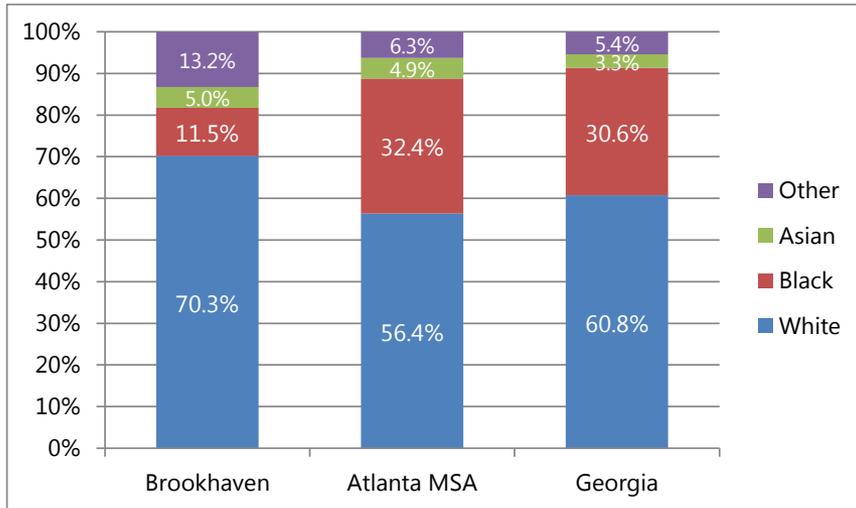


Source: U.S. Census Bureau, 2008-2012 American Community Survey

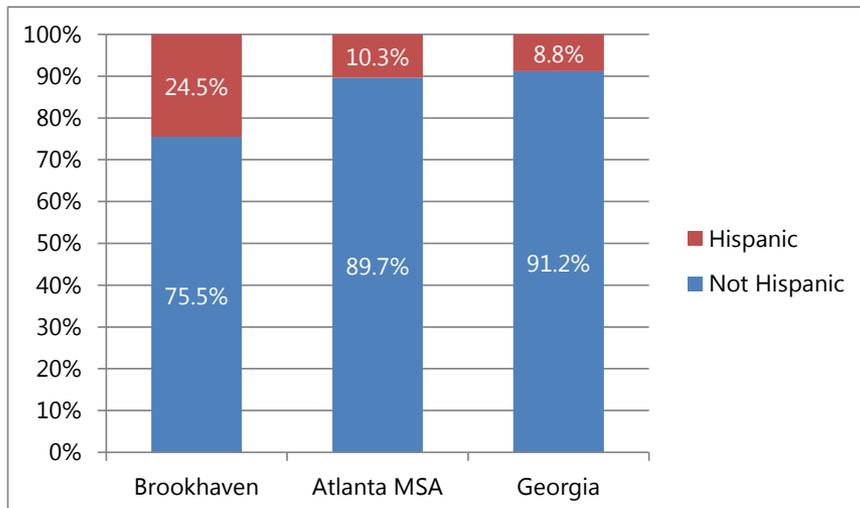
- Brookhaven’s population decreased slightly from 2000 to 2012 (by 0.4%).
- Brookhaven is losing population between 18 and 24, 25 and 34, and 35 and 44.
- Compared to the metro and state, Brookhaven has a competitive supply of young professionals.
- Brookhaven benefits from having enough workers to replace near retirees, but must keep an eye on trends.

Racial and ethnic dynamics

RACE



ETHNICITY

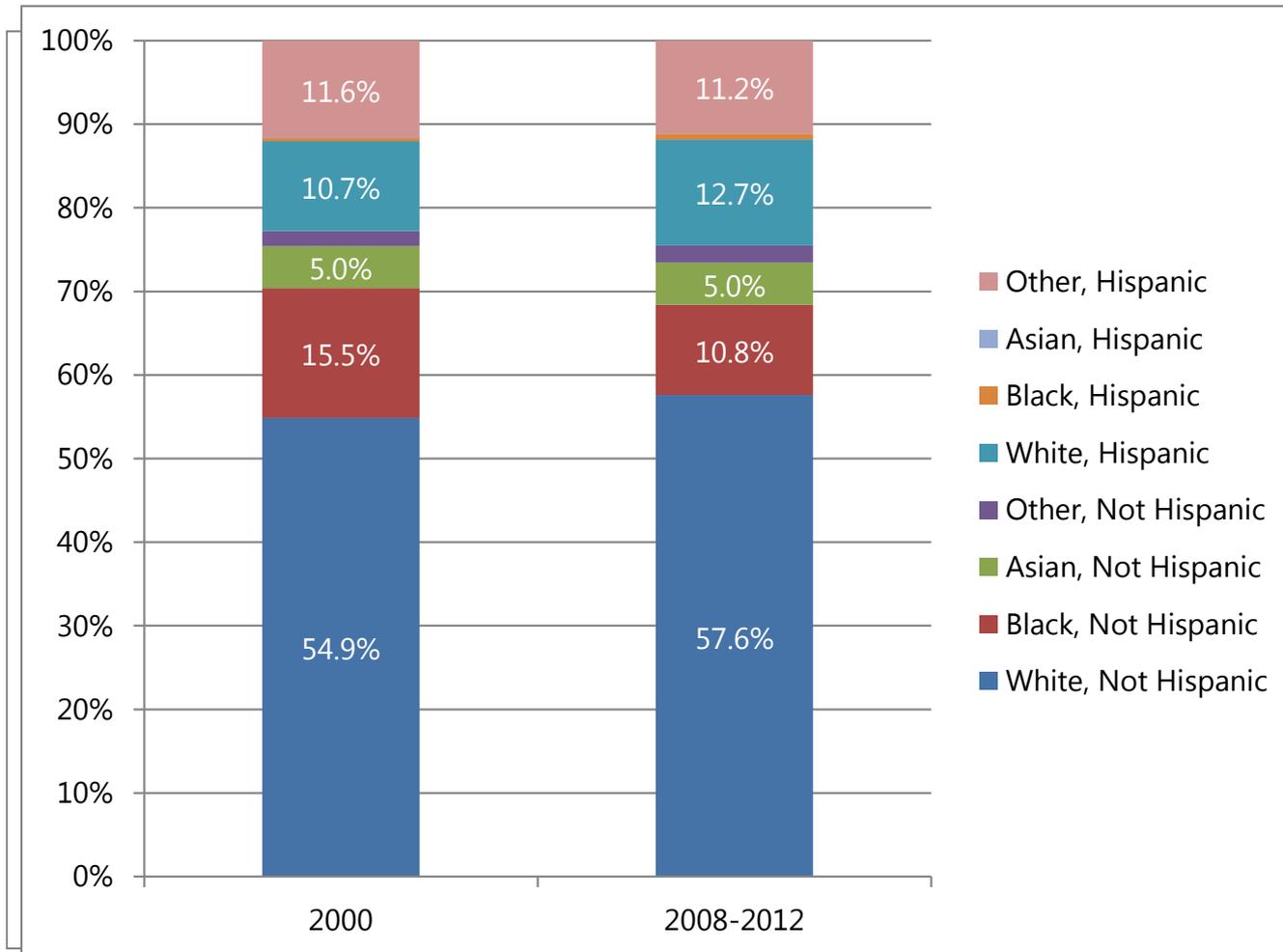


- Brookhaven has a comparatively large proportion of residents who are White (across both ethnic groups).
- While the city has a larger percentage of residents who fall into “Other”¹, Brookhaven has a much smaller percentage of Black residents.
- Brookhaven also has a significantly larger proportion of its residents who are Hispanic.

¹Other = American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander

Racial and ethnic dynamics

Change in RACE BY ETHNICITY, 2008-2012

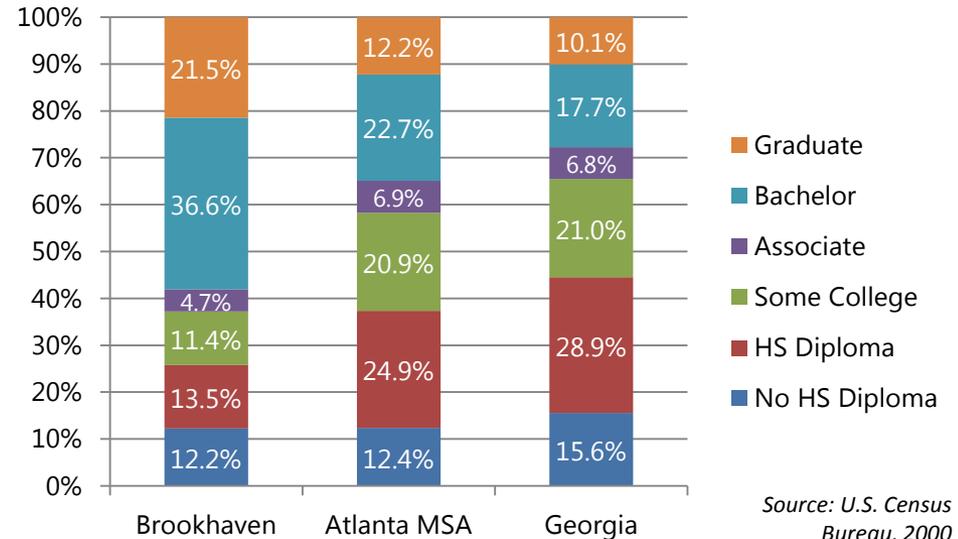


Source: U.S. Census Bureau, 2000 Decennial Census; 2008-2012 American Community Survey

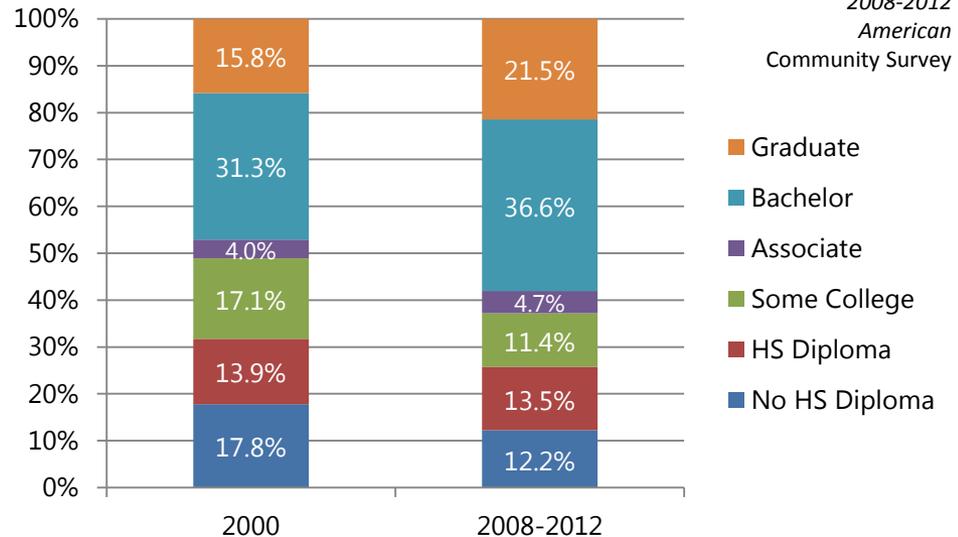
- Brookhaven is less diverse than the metro and state and is not diversifying—against national trends.
- A significant number of non-Hispanic Blacks left the city during the time period examined.

Educational Attainment

- Brookhaven enjoys a highly educated population.
- Since 2000, Brookhaven has added residents with a post-secondary degree.
- The typical new resident moving to Brookhaven has a college or graduate degree.

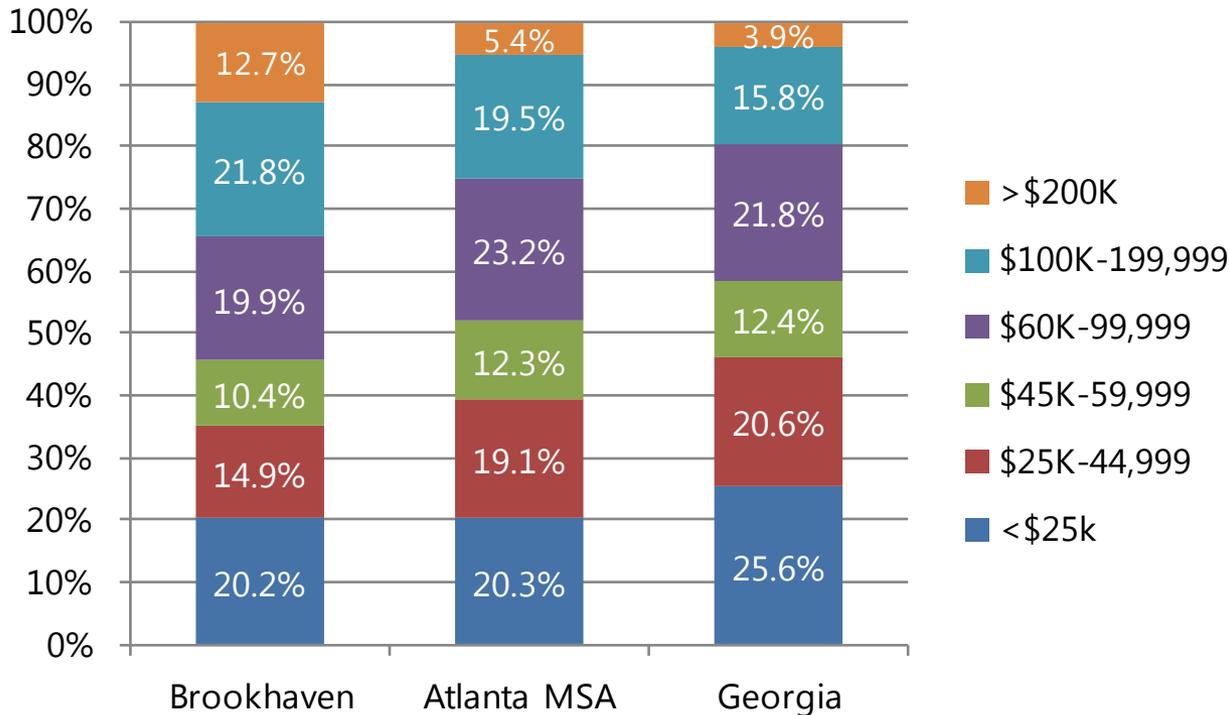


Source: U.S. Census Bureau, 2000 Decennial Census; 2008-2012 American Community Survey



Household Income

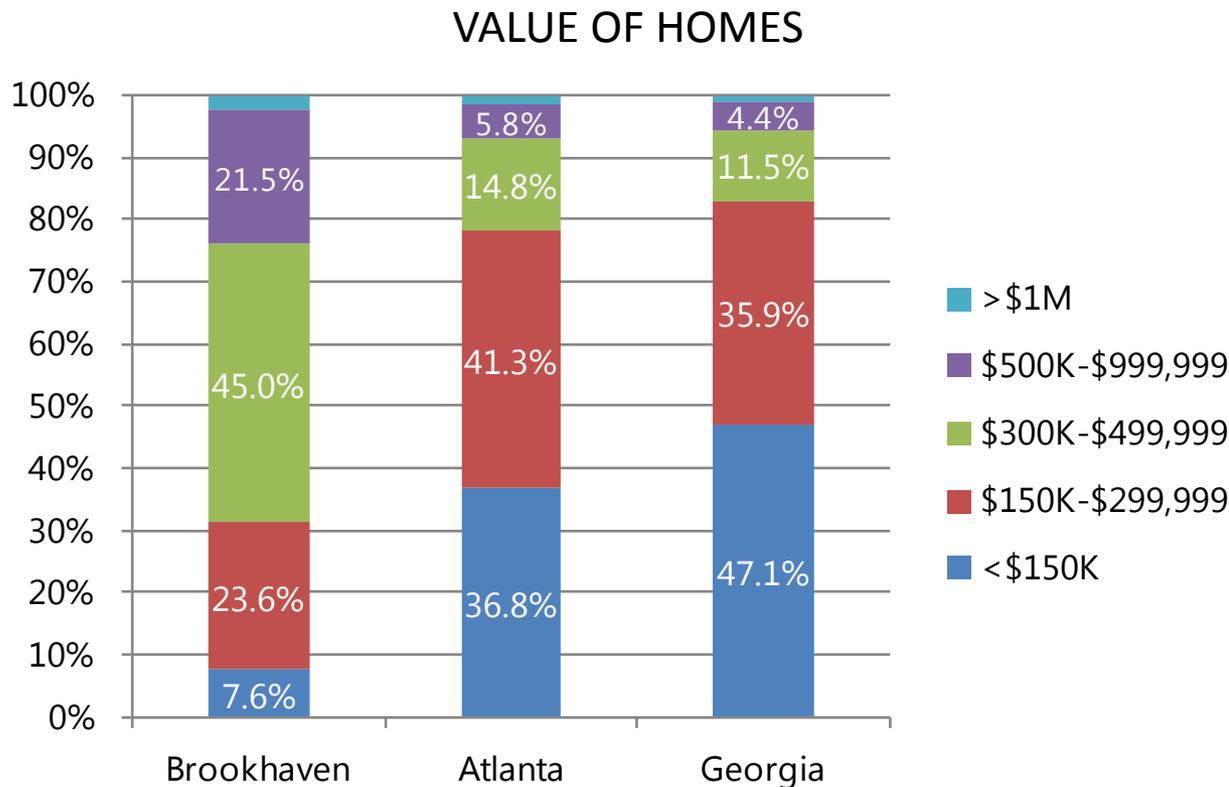
HOUSEHOLD INCOME DISTRIBUTION



Source: U.S. Census Bureau, 2000 Decennial Census; 2008-2012 American Community Survey

- Brookhaven’s middle class is disappearing.
- The city is gaining residents on the extreme ends of the spectrum, while losing residents with incomes between \$25,000 to \$99,999.
- Both total poverty and youth poverty have increased over time and exceed metro averages.

Owner-occupied Housing



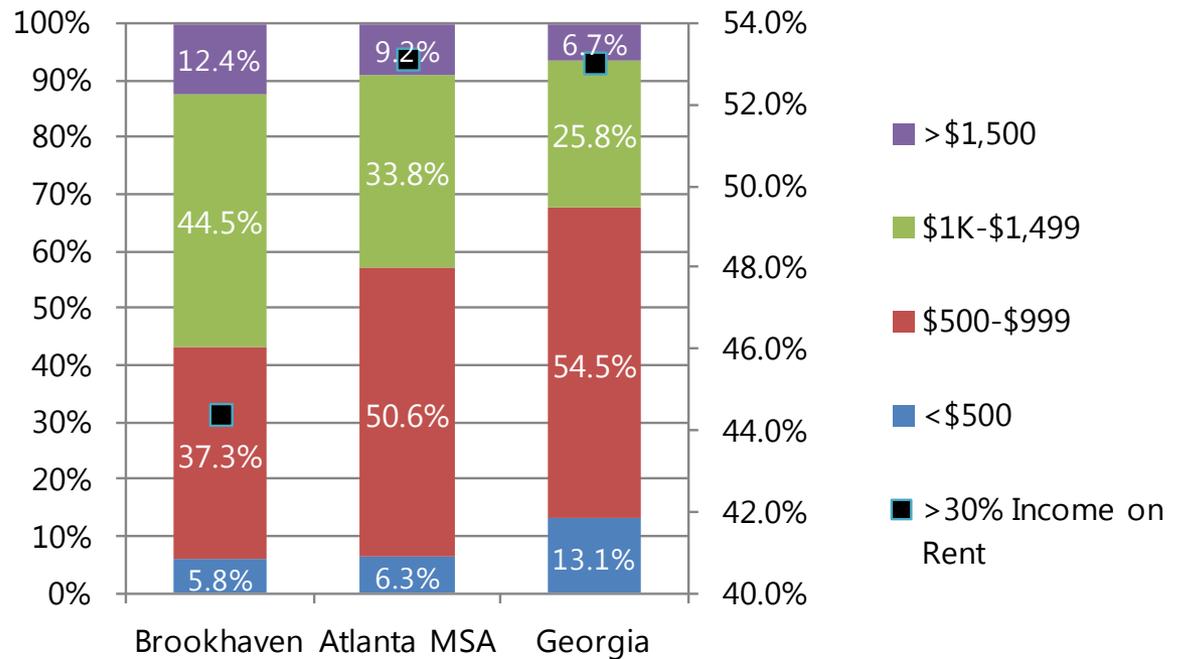
Source: U.S. Census Bureau, 2008-2012 American Community Survey

- Brookhaven has fewer residents purchasing homes.
- However, while the number of households with homes valued less than \$300,000 decreased, and the number of those valued at greater than this amount skyrocketed.

Rent Statistics

- Residents pay higher rent in Brookhaven.
- However, the higher rent apartments are affordable for Brookhaven's residents.

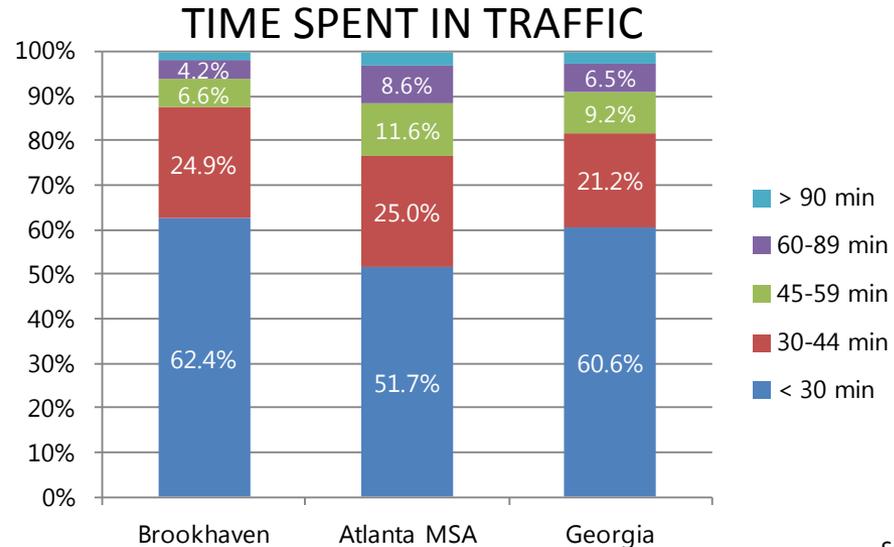
GROSS RENT AND RENTAL AFFORDABILITY



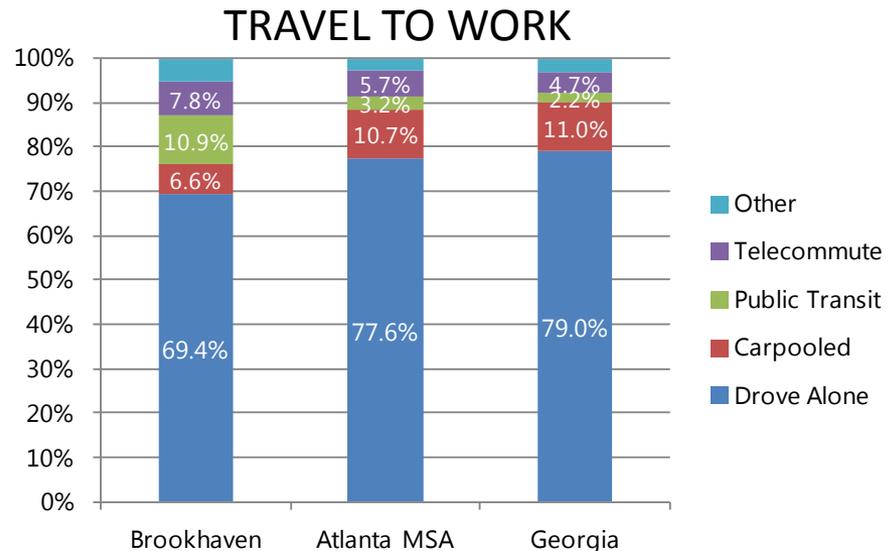
Source: U.S. Census Bureau

Commute profile

- Brookhaven residents spend less time in traffic than the average metro and Georgia residents.
- A higher percentage of Brookhaven residents utilize alternative options to travel to work than metro and Georgia residents.



Source: U.S. Census Bureau



Economic development

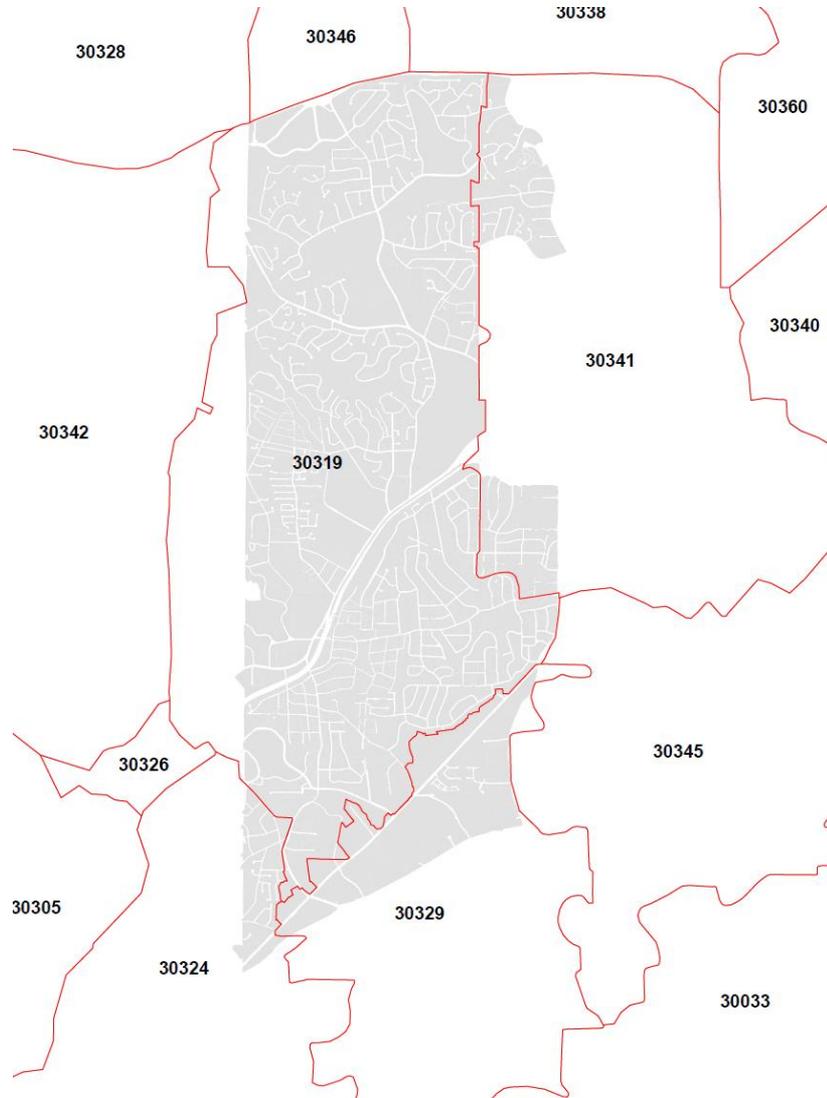
MARKET ST

- Market Street's approach to economic development
- Key Brookhaven demographic indicators
- Key Brookhaven economic indicators
- Brookhaven's economic development partners, agencies, and tools
- Questions for consideration

Our Approach to Economic Development

- People, place, and prosperity
- Building wealth for all residents
- Diversity of choice
- Holistic economic development is about more than a single event or an individual prospect
- Economic development is more than retail, more than recruitment, more than simple jobs and investment numbers
- Given that the entire community is your product...
 - What kind of community does Brookhaven want to be?
 - How will Brookhaven manage growth and opportunities?

EMSI Geography



Key Economic Indicators

- Economic base inventory
- Local labor force
- Occupational profile



Photo credit: www.buyandsellatl.com

Economic Base

MOST CONCENTRATED BUSINESS SECTORS IN GREATER BROOKHAVEN, 2014

| NAICS Code | Description | Employment | Location Quotient | 5-Year Change | 10-Year Change | Average Annual Wage | Percent of National Wage |
|--------------|--|---------------|-------------------|---------------|----------------|---------------------|--------------------------|
| Total | | 76,079 | | 2.4% | -2.6% | \$51,591 | 107.7% |
| 51 | Information | 6,393 | 4.54 | 7.6% | -10.5% | \$91,319 | 110.5% |
| 61 | Educational Services | 3,687 | 1.86 | 0.4% | 13.4% | \$57,229 | 156.0% |
| 55 | Management of Companies and Enterprises | 1,882 | 1.78 | 13.1% | 7.7% | \$109,679 | 99.7% |
| 53 | Real Estate and Rental and Leasing | 2,094 | 1.67 | -5.8% | -23.2% | \$46,544 | 100.6% |
| 54 | Professional, Scientific, and Technical Services | 6,402 | 1.34 | -1.0% | 8.8% | \$69,633 | 87.8% |
| 52 | Finance and Insurance | 3,896 | 1.26 | 12.3% | -8.2% | \$77,611 | 86.1% |
| 56 | Admin/Support & Waste Mgmt/Remediation Svcs | 5,596 | 1.17 | -13.0% | -3.7% | \$36,128 | 107.5% |
| 71 | Arts, Entertainment, and Recreation | 1,389 | 1.10 | 21.8% | 35.9% | \$25,738 | 82.5% |

Source: EMSI

Economic Base

FASTEST GROWING AND FASTEST DECLINING SECTORS, 2014

| NAICS Code | Description | Employment | Location Quotient | 5-Year Change | 10-Year Change | Average Annual Wage | Percent of National Wage |
|--------------|--|---------------|-------------------|---------------|----------------|---------------------|--------------------------|
| Total | | 76,079 | | 2.4% | -2.6% | \$51,591 | 107.7% |
| 71 | Arts, Entertainment, and Recreation | 1,389 | 1.10 | 21.8% | 35.9% | \$25,738 | 82.5% |
| 72 | Accommodation and Food Services | 6,350 | 1.00 | 13.8% | 18.4% | \$19,538 | 106.3% |
| 48 | Transportation and Warehousing | 871 | 0.35 | 25.0% | 17.9% | \$44,421 | 90.9% |
| 61 | Educational Services | 3,687 | 1.86 | 0.4% | 13.4% | \$57,229 | 156.0% |
| 54 | Professional, Scientific, and Technical Services | 6,402 | 1.34 | -1.0% | 8.8% | \$69,633 | 87.8% |
| 51 | Information | 6,393 | 4.54 | 7.6% | -10.5% | \$91,319 | 110.5% |
| 53 | Real Estate and Rental and Leasing | 2,094 | 1.67 | -5.8% | -23.2% | \$46,544 | 100.6% |
| 31 | Manufacturing | 2,575 | 0.42 | 19.8% | -27.4% | \$55,484 | 90.3% |
| 42 | Wholesale Trade | 2,141 | 0.72 | -9.9% | -30.7% | \$71,043 | 103.4% |
| 22 | Utilities | 99 | 0.36 | -40.0% | -60.2% | \$73,713 | 77.7% |

Source: EMSI

Local Labor Pool

TOP BUSINESS SECTORS FOR GREATER BROOKHAVEN RESIDENT EMPLOYMENT, 2014

| | 2008-2012 Resident Employment | Percent of Total | Change, 2000 to 2008-2012 |
|--|-------------------------------------|---------------------|------------------------------|
| Total | 28,374 | 100.0% | -5.2% |
| Professional, scientific, and technical services | 4,413 | 15.6% | 15.2% |
| Accommodation and food services | 3,148 | 11.1% | 13.1% |
| Health care and social assistance | 2,297 | 8.1% | 29.2% |
| Educational services | 2,264 | 8.0% | 35.1% |
| Retail trade | 2,184 | 7.7% | -29.0% |
| Finance and insurance | 2,103 | 7.4% | -1.9% |
| Manufacturing | 2,074 | 7.3% | -18.3% |
| Construction | 1,966 | 6.9% | -29.1% |
| Administrative & support and waste mgmt svcs | 1,436 | 5.1% | -0.8% |
| Real estate and rental and leasing | 1,208 | 4.3% | 29.6% |
| Information | 1,170 | 4.1% | -43.7% |
| Other services (except public administration) | 1,130 | 4.0% | -22.0% |

Source: U.S. Census Bureau

Occupational Profile

MOST CONCENTRATED OCCUPATIONS OF WORKERS IN GREATER BROOKHAVEN, 2014

| SOC Code | Description | Employment | Location Quotient | 5-Year Change | 10-Year Change | Average Annual Wage | Percent of National Wage |
|--------------|--|---------------|-------------------|---------------|----------------|---------------------|--------------------------|
| Total | | 76,079 | | 2.4% | -2.6% | \$46,883 | 105.4% |
| 39 | Personal Care and Service Occupations | 2,678 | 1.86 | 9.1% | 20.2% | \$22,838 | 99.6% |
| 53 | Transportation and Material Moving Occupations | 3,309 | 1.74 | 7.9% | -7.5% | \$33,093 | 99.1% |
| 35 | Food Preparation and Serving Related Occupations | 6,225 | 1.65 | 15.6% | 19.9% | \$20,821 | 97.4% |
| 41 | Sales and Related Occupations | 8,692 | 1.58 | 3.6% | -7.9% | \$40,061 | 104.9% |
| 37 | Building & Grounds Cleaning & Maintenance Occupations | 3,216 | 1.43 | -3.5% | -11.2% | \$24,586 | 99.9% |
| 23 | Legal Occupations | 1,118 | 1.34 | -1.8% | -0.8% | \$102,045 | 108.0% |
| 43 | Office and Administrative Support Occupations | 12,652 | 1.28 | -1.7% | -9.5% | \$34,986 | 101.8% |
| 49 | Installation, Maintenance, and Repair Occupations | 3,854 | 1.20 | 2.4% | -11.8% | \$43,680 | 102.5% |
| 27 | Arts, Design, Entertainment, Sports, & Media Occupations | 1,886 | 1.09 | 1.9% | -0.2% | \$45,490 | 92.4% |
| 47 | Construction and Extraction Occupations | 2,256 | 1.08 | 0.6% | -7.8% | \$36,566 | 88.4% |
| 31 | Healthcare Support Occupations | 1,782 | 1.08 | 13.6% | 13.4% | \$25,418 | 91.9% |

Source: EMSI

Occupational Profile

OCCUPATIONS OF WORKERS IN GREATER BROOKHAVEN WITH HIGHEST COMPENSATION, 2014

| SOC Code | Description | Employment | Location Quotient | 5-Year Change | 10-Year Change | Average Annual Wage | Percent of National Wage |
|--------------|--|---------------|-------------------|---------------|----------------|---------------------|--------------------------|
| Total | | 76,079 | | 2.4% | -2.6% | \$46,883 | 105.4% |
| 11 | Management Occupations | 5,109 | 0.87 | 1.0% | -1.3% | \$105,165 | 109.5% |
| 23 | Legal Occupations | 1,118 | 1.34 | -1.8% | -0.8% | \$102,045 | 108.0% |
| 15 | Computer and Mathematical Occupations | 3,292 | 0.50 | 9.7% | 7.0% | \$75,962 | 96.3% |
| 17 | Architecture and Engineering Occupations | 1,190 | 0.67 | -7.8% | -14.8% | \$72,176 | 92.2% |
| 13 | Business and Financial Operations Occupations | 5,777 | 0.94 | 1.0% | -3.0% | \$69,867 | 101.9% |
| 29 | Healthcare Practitioners and Technical Occupations | 2,678 | 0.82 | 16.0% | -6.4% | \$69,514 | 93.5% |
| 19 | Life, Physical, and Social Science Occupations | 535 | 0.55 | -5.1% | 6.8% | \$62,795 | 92.0% |
| 25 | Education, Training, and Library Occupations | 2,197 | 0.91 | 2.6% | 19.7% | \$54,787 | 109.1% |

Local Labor Pool

TOP OCCUPATIONS FOR GREATER BROOKHAVEN RESIDENT EMPLOYMENT, 2014

| | 2008-2012 Resident Employment | Percent of Total | Change, 2000 to 2008-2012 |
|---|----------------------------------|------------------|------------------------------|
| Total | 28,374 | 100.0% | -5.2% |
| Management occupations | 3,872 | 13.6% | -1.6% |
| Sales and related occupations | 3,262 | 11.5% | -22.0% |
| Business and financial operations occupations | 3,085 | 10.9% | 29.0% |
| Office and administrative support occupations | 2,837 | 10.0% | -18.1% |
| Food preparation & serving related occupations | 2,358 | 8.3% | 32.5% |
| Construction and extraction occupations | 1,625 | 5.7% | -33.4% |
| Education, training, and library occupations | 1,460 | 5.1% | 17.6% |
| Healthcare practitioners & technical occupations: | 1,454 | 5.1% | 42.0% |
| Computer and mathematical occupations | 1,100 | 3.9% | -29.9% |
| Building and grounds cleaning and maintenance | 1,073 | 3.8% | 3.1% |
| Arts, design, entertainment, sports, and media oc | 1,026 | 3.6% | 2.7% |

Source: U.S. Census Bureau

Key Takeaways

- Brookhaven, like most communities, was hit hard by the Great Recession. The city lost 9.8 percent of its jobs between 2007 and 2010. Since then, the city has regained approximately half of those lost jobs.
- Most companies in Brookhaven have ample talent to choose from within the city—the only sector with a current deficit is Information.
- The business sectors in Brookhaven that have lost jobs over the past ten years are generally high-paying sectors.
- However, Brookhaven’s most concentrated sectors provide higher than average wages. These sectors are knowledge-driven and depend on jobs requiring college degrees, a good match with city residents.

Partners, Agencies, and Tools

- Local resources
 - City of Brookhaven
 - Development Authority
 - Community Development
 - Office of Tourism
 - Brookhaven Chamber of Commerce
 - Friends of Brookhaven Foundation
 - Public schools, private schools, and Cross Keys Foundation
 - Latin American Association, Atlanta Outreach Center
 - Oglethorpe University
 - Georgia Piedmont Technical College
 - Perimeter Community Improvement District(s)

Partners, Agencies, and Tools

- County, Region, and State Resources
 - DeKalb County Development Authority
 - DeKalb Chamber of Commerce
 - DeKalb Workforce Development
 - Atlanta Regional Commission
 - MARTA
 - Georgia Department of Economic Development
 - Technology Association of Georgia
 - Georgia Economic Development Association
 - Southern Economic Development Council

Questions for Consideration

- What are the fundamental components of a local economic development program?
- What collaborations and connections will help Brookhaven move forward?
- What are the strategic implications from the research?
- Are there best practices, models, and lessons learned to be applied?
- How will we measure success?

Needs and Opportunities

- Information
 - Develop database of the City's available and developable real estate portfolio
 - Online portal for economic development in the City of Brookhaven including community and economic development profile for the City
- Align economic development goals and metrics with the Brookhaven Development Authority and the Brookhaven Chamber of Commerce
- Use the Buford Highway Economic Development Strategic Plan to drive development of incentive policy
- Integrate best practices and peer city benchmarking into City data analysis

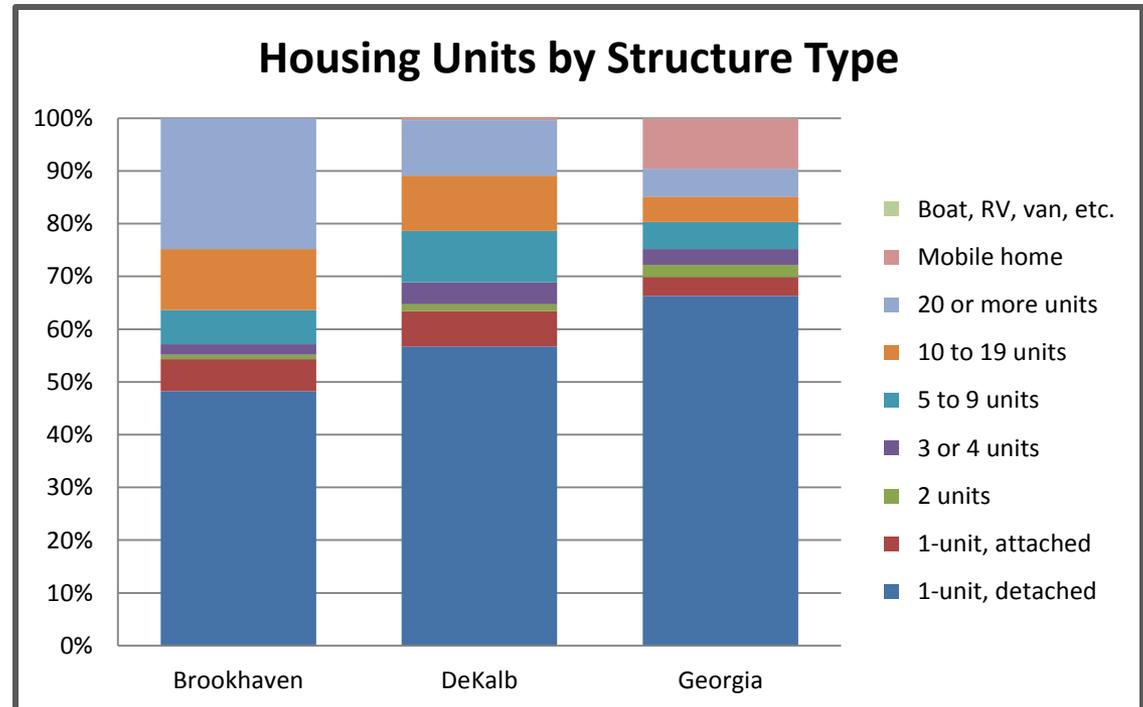
Overall Housing Characteristics



- Residential uses play dominant role in community character.
- Mix of single family residential and multi-family.
- Suburban style residential development.
- Most housing built mid-late 20th Century.
- 22,154 housing units (2010 Census).

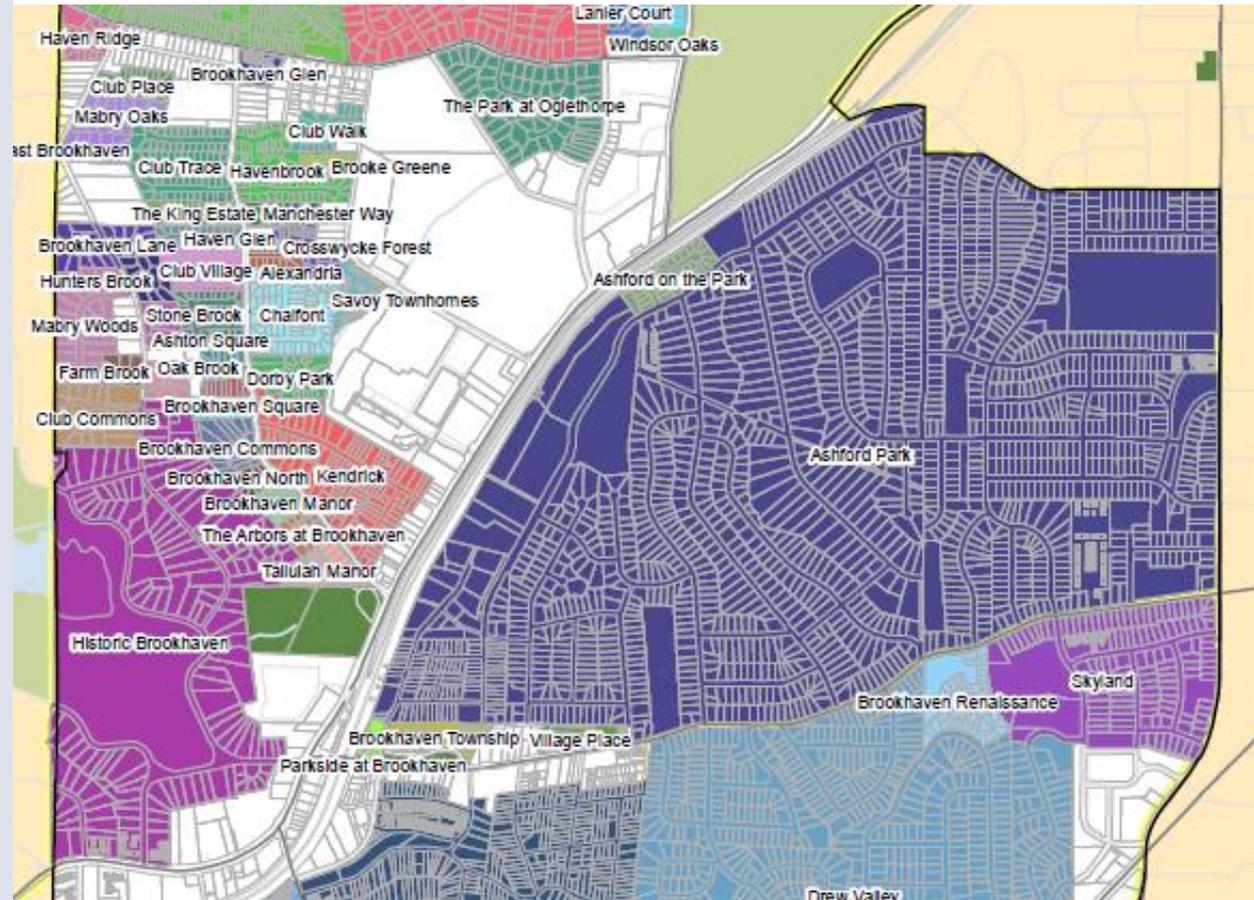
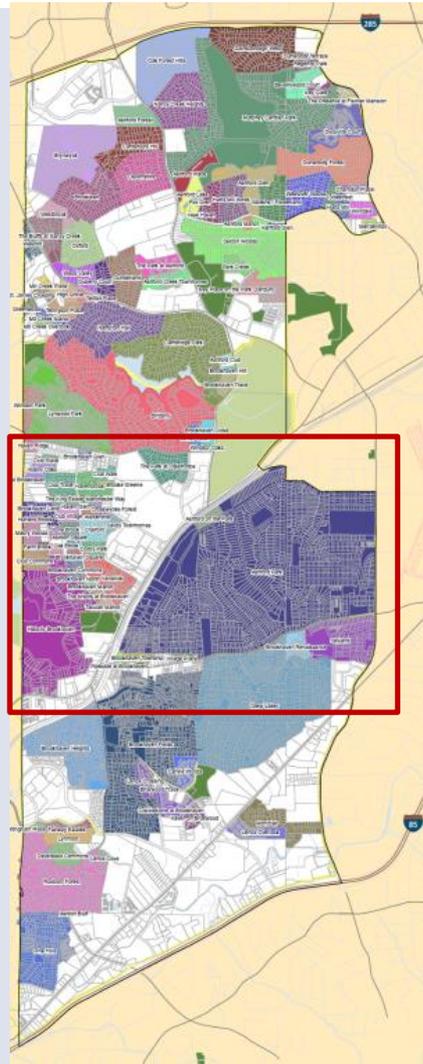
Housing Types & Mix

- 126 residential neighborhoods
- Single family dominates community character
- Multi-family predominate along Buford Hwy, Peachtree Road, Dresden, and Johnson Ferry Rd
- 66 apartment complexes



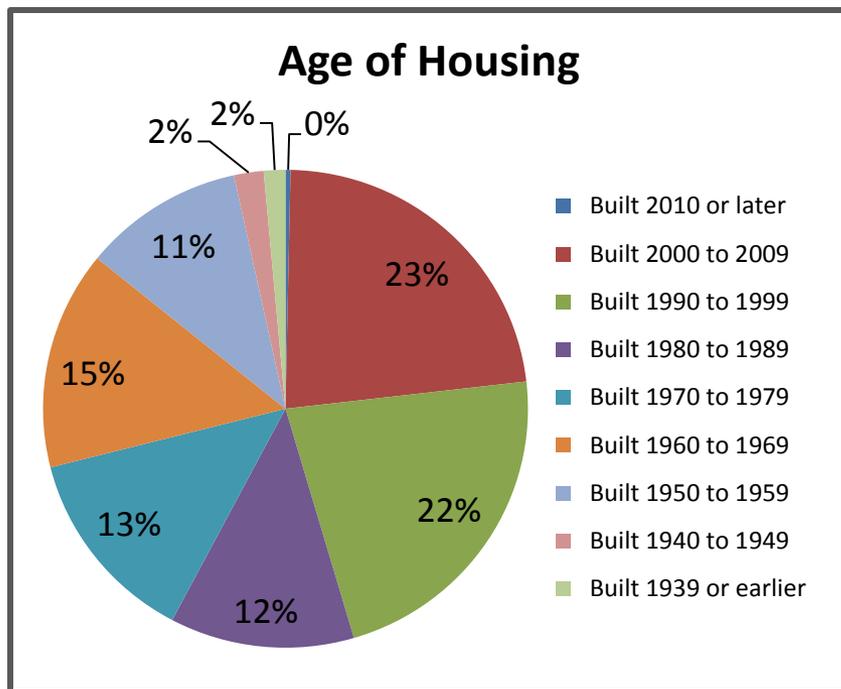
Source: 2008-2012 American Community Survey 5-Year Estimates (Brookhaven Census Tracts)

Brookhaven Neighborhoods



Age of Housing

– Most housing in Brookhaven was built in the 1960s or later

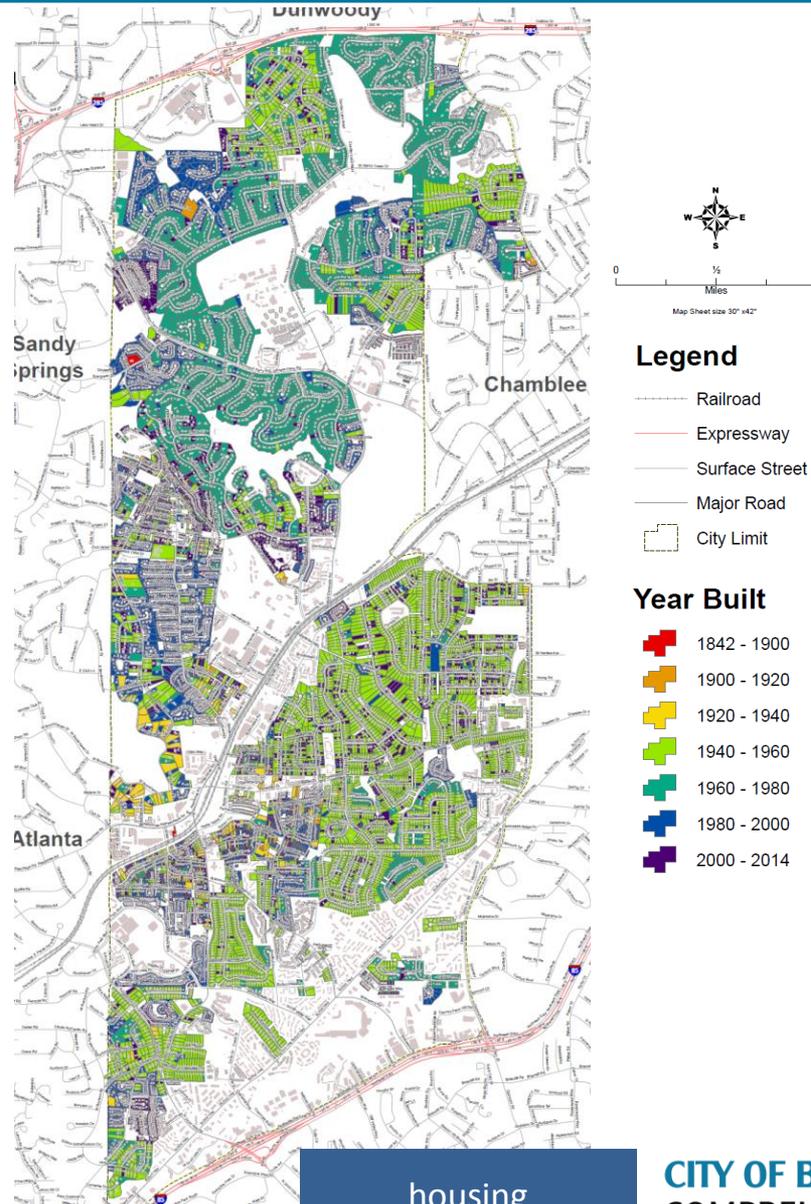


Source: 2008-2012 American Community Survey 5-Year Estimates (Brookhaven Census Tracts)

- Historic Brookhaven and areas abutting Peachtree Rd at North Druid Hills Rd and Dresden have a notable stock of housing built 1921-1940
- Housing south of Peachtree Rd largely built 1941-1960
- Housing north of Windsor Pkwy largely built from 1961-1980
- Housing along Osborne Rd largely built 1981-2000

Infill Housing

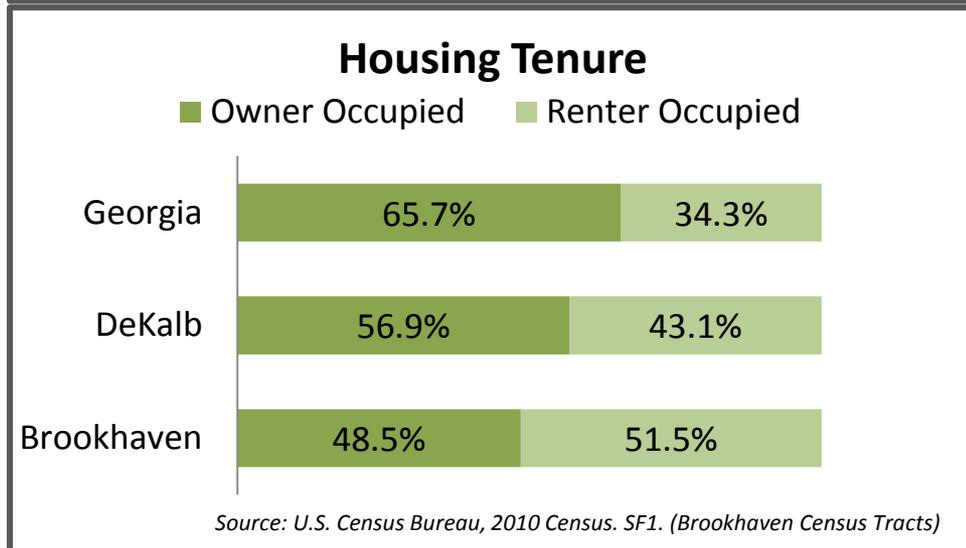
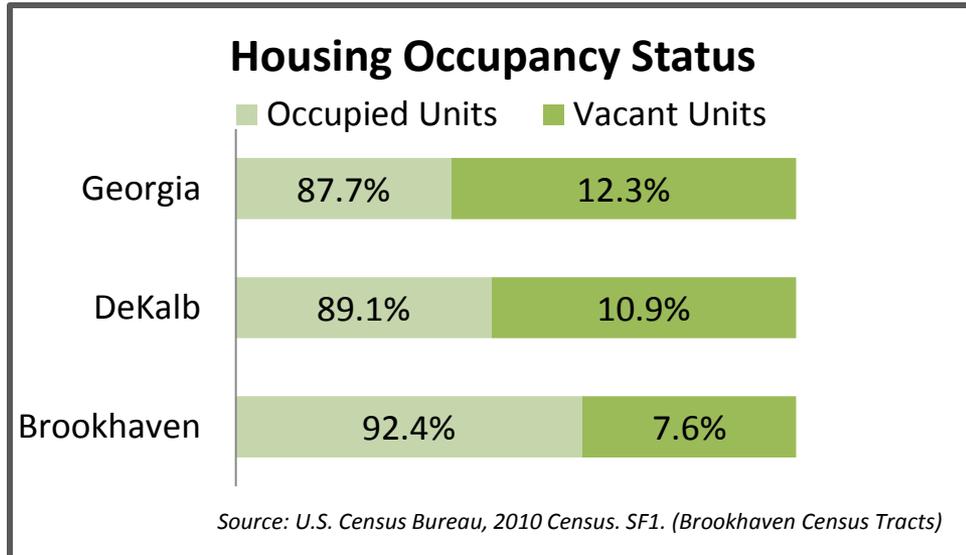
- Infill housing development occurring all over, with a predominance in Ashford Park, Brookhaven Fields, and Brookhaven Heights



housing

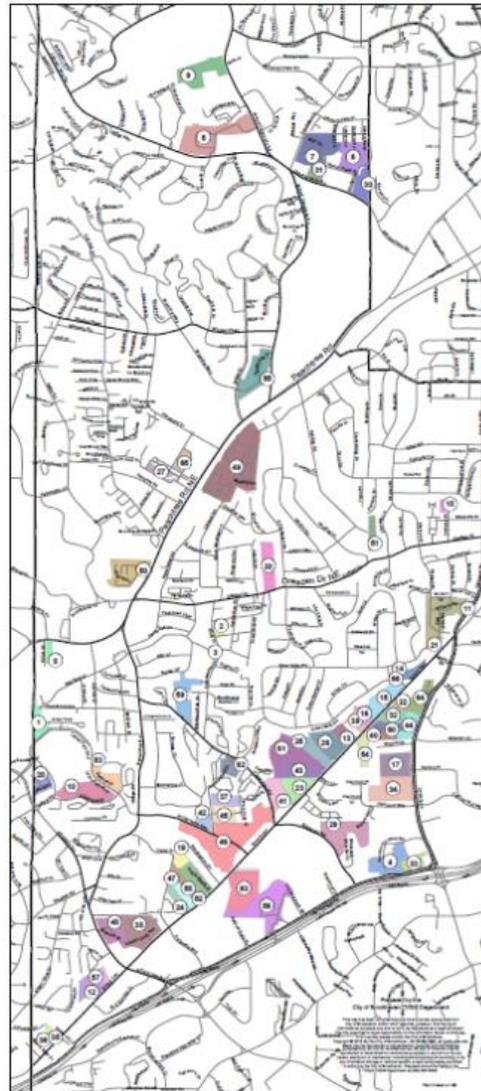
Occupancy

- Low vacancy rate compared to County + State
- High renter occupancy compared to County + State



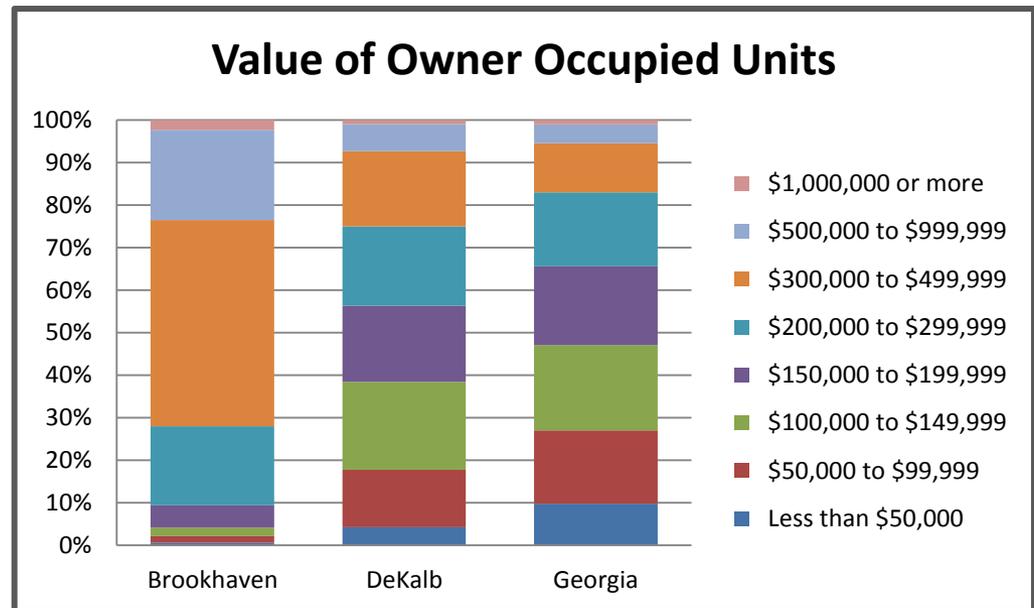
Apartment Analysis

- City in process of inspecting all apartment complexes for compatibility with the Life Safety Code
 - Initiative began Aug. 2013 (completion anticipated end of 2014)
 - 66% of units inspected to date; ½ of those were compliant



Cost of Housing

- Over 70% of owner occupied units in Brookhaven valued at \$300,000 or more
- 71% of rents in Brookhaven greater than \$999 per month
 - At \$1000 per month, household would need to make minimum of \$40K per year to access this housing affordably
- 45% of rents in DeKalb greater than \$999



Source: 2008-2012 American Community Survey 5-Year Estimates (Brookhaven Census Tracts)

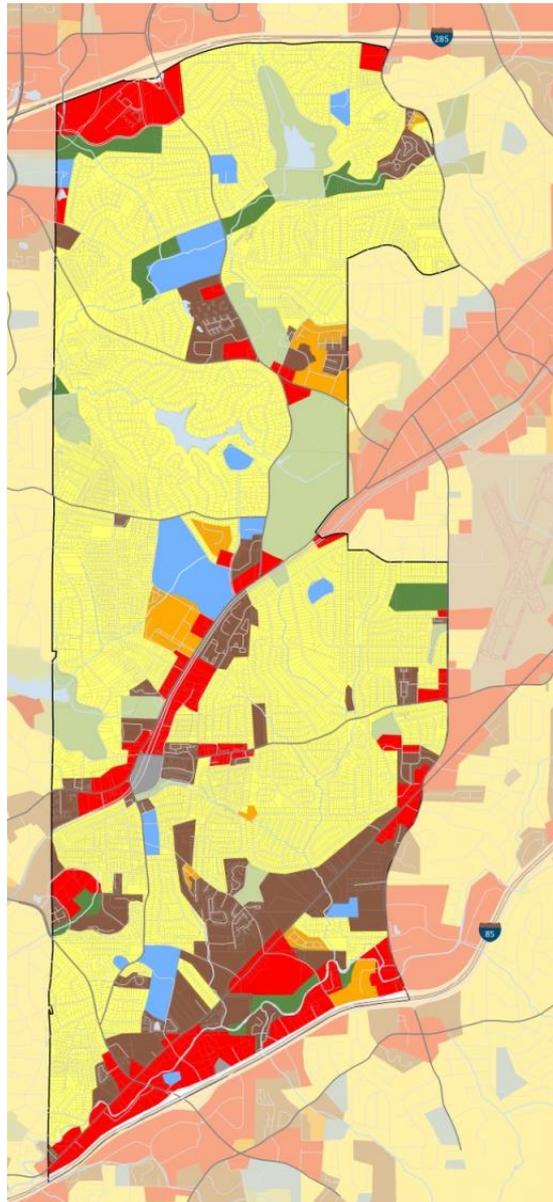
Special Housing Needs

- DeKalb Consolidated Plan
 - Led by DeKalb County Human and Community Development Department
 - Addresses housing needs of special populations
 - Updated 2014 (Action Plan 2014-2018)
 - Administers CDBG, HOME, and ESG for entire county (resources for implementation)
- Cost burdened households - An estimated 40% of renters in Brookhaven paying more than 30% of household income on housing
- Elderly
- Disabled
- Other special needs groups identified in Consolidated Plan

Key Housing Considerations

- Infill single family housing and compatibility with surrounding homes
- Unsafe apartment environments
- Protection of historic neighborhoods/housing stock
- Mixed-use housing development - *where and what's the right mix/density?*
- Impact of new housing on schools and community facilities
- Ongoing challenge of single family housing along major corridors (Ashford Dunwoody Rd, Johnson Ferry Rd, North Druid Hills)
- Safe and walkable residential environments

Existing Land Use Composition



Existing Land Use

-  City of Brookhaven
-  Parcel Boundaries
-  Forest-Undeveloped
-  Park-Recreation-Conservation
-  Public-Institutional
-  Single-Family Residential
-  Multi-Family Residential
-  Commercial
-  Under-Construction
-  Transportation-Communication-Utilities
-  Waterbody
-  Waterline
-  Major Roads
-  Street
-  Railroad

| Type | Acres | % |
|---|----------|-------|
| Single-Family Residential | 4,306.67 | 59.3% |
| Multi-Family Residential | 914.34 | 12.6% |
| Commercial/Office | 717.96 | 9.9% |
| Park-Recreation-Conservation | 566.37 | 7.8% |
| Public-Institutional | 306.17 | 4.2% |
| Forest-Undeveloped | 194.13 | 2.7% |
| Under-Construction | 175.85 | 2.4% |
| Transportation-Communication- Utilities | 84.32 | 1.2% |

Vacant or Under-Developed Land



- Only 2.7% of City is Classified as Undeveloped
 - Floodplain along Nancy Creek and Peachtree Creek
 - Airport Compatible Use Overlay District
 - Perimeter Summit Parkway
- Significant Redevelopment Potential:
 - Buford Highway Corridor
 - Peachtree Corridor
 - Blackburn Park Commercial Center

In-Fill Housing Redevelopment



- Found in Older Neighborhoods Throughout the City
 - Ashford Park
 - Lynwood Park
 - Brookhaven Fields
 - Brookhaven Heights
 - Drew Valley
 - Brittany
- Can Present Numerous Issues
 - Neighborhood Cohesiveness
 - Historic Character
 - Privacy
 - Light
 - Construction Impacts
 - Increased Density

Mixed-Use Development



- Town Brookhaven
- Brookhaven Village - Dresden Corridor
- Potential New Mixed-Use at:
 - Blackburn Park Commercial Center
 - Peachtree Corridor
 - Buford Hwy Corridor
 - Perimeter Summit

Office Development

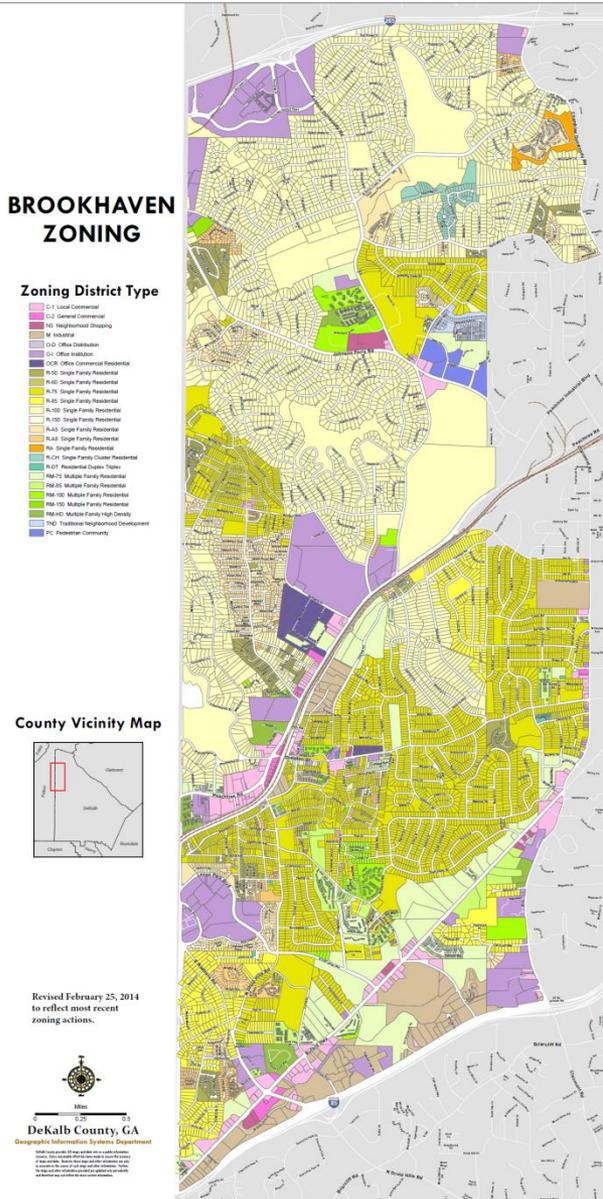


- Corporate Square
- Lenox Park
- Perimeter Summit
- Potential Improvement Strategies:

- Finer-Grain of Land Uses
- Redevelopment of Surface Parking
- Mixed-Use Development
- Increased Connectivity

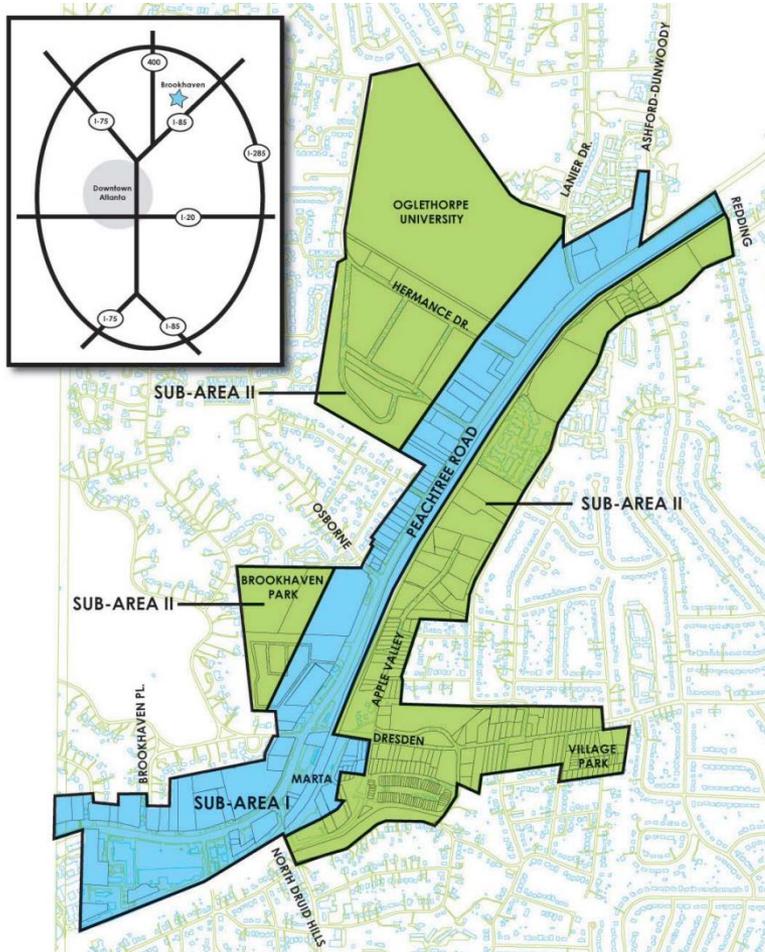


Adopted Zoning Districts



| Description | Acres | Percentage |
|---|---------|------------|
| Single-Family Residential (R-50, R-60, R-75, R-85, R-100, R-150, R-A5, R-A8, RA) | 4,453.6 | 71.7% |
| Multi-Family Residential (RM-75, RM-85, RM-100, RM-150, RM-HD) | 683.7 | 11.0% |
| Office-Institution (O-I) | 494.38 | 7.96% |
| Industrial (M) | 566.37 | 4.18% |
| Local Commercial (C-1) | 141.04 | 2.27% |
| Office-Commercial-Residential (OCR) | 46.6 | 0.75% |
| Single-Family Cluster Residential (R-CH) | 34.86 | 0.56% |
| Pedestrian Community (PC) | 29.77 | 0.48% |
| Traditional Neighborhood (TND) | 22.07 | 0.36% |
| Neighborhood Shopping (NS) | 21.02 | 0.34% |
| General Commercial (C-2) | 18.1 | 0.29% |
| Residential Neighborhood Conservation (R-NCD) | 6.31 | 0.10% |
| Office-Distribution (O-D) | 2.5 | 0.04% |
| Residential Duplex Triplex (R-DT) | 1.01 | 0.02% |

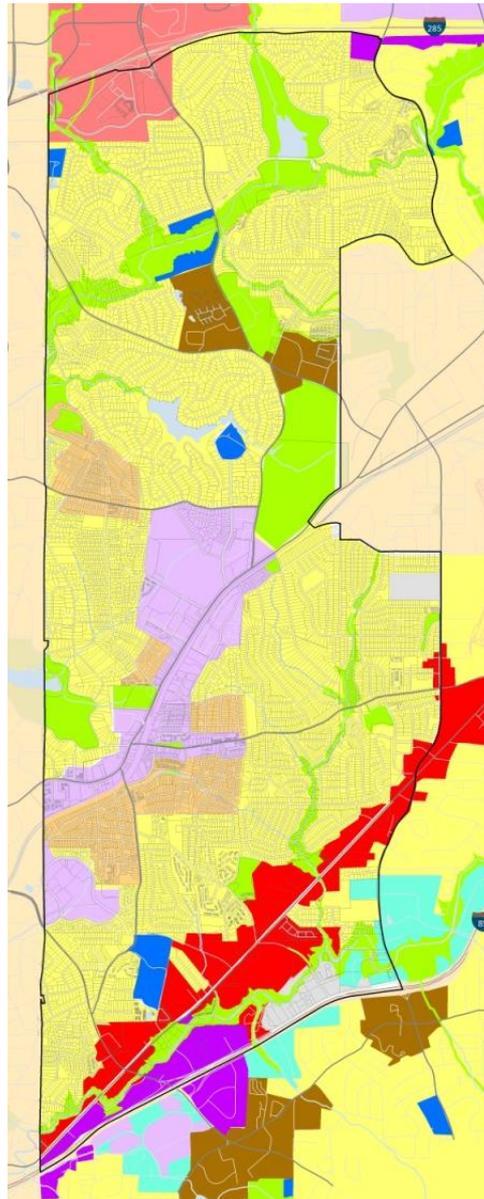
Brookhaven-Peachtree Overlay District



Source: Brookhaven-Peachtree LCI

- Resulting from LCI Study conducted in 2005-2006
- Purpose is to promote a dynamic, mixed-use district surrounding Brookhaven MARTA Station
- Regulates architectural design, street/sidewalk design, parking and site design
- Two tiers regulating the maximum height of buildings
- Permitted Uses Include:
 - Mixed-Use (Residential/Office/Retail)
 - Neighborhood Commercial
 - Multi-Family Residential
 - Townhomes
 - Office
 - Hotel
 - Educational Institutions
 - Civic Uses
 - Open Space

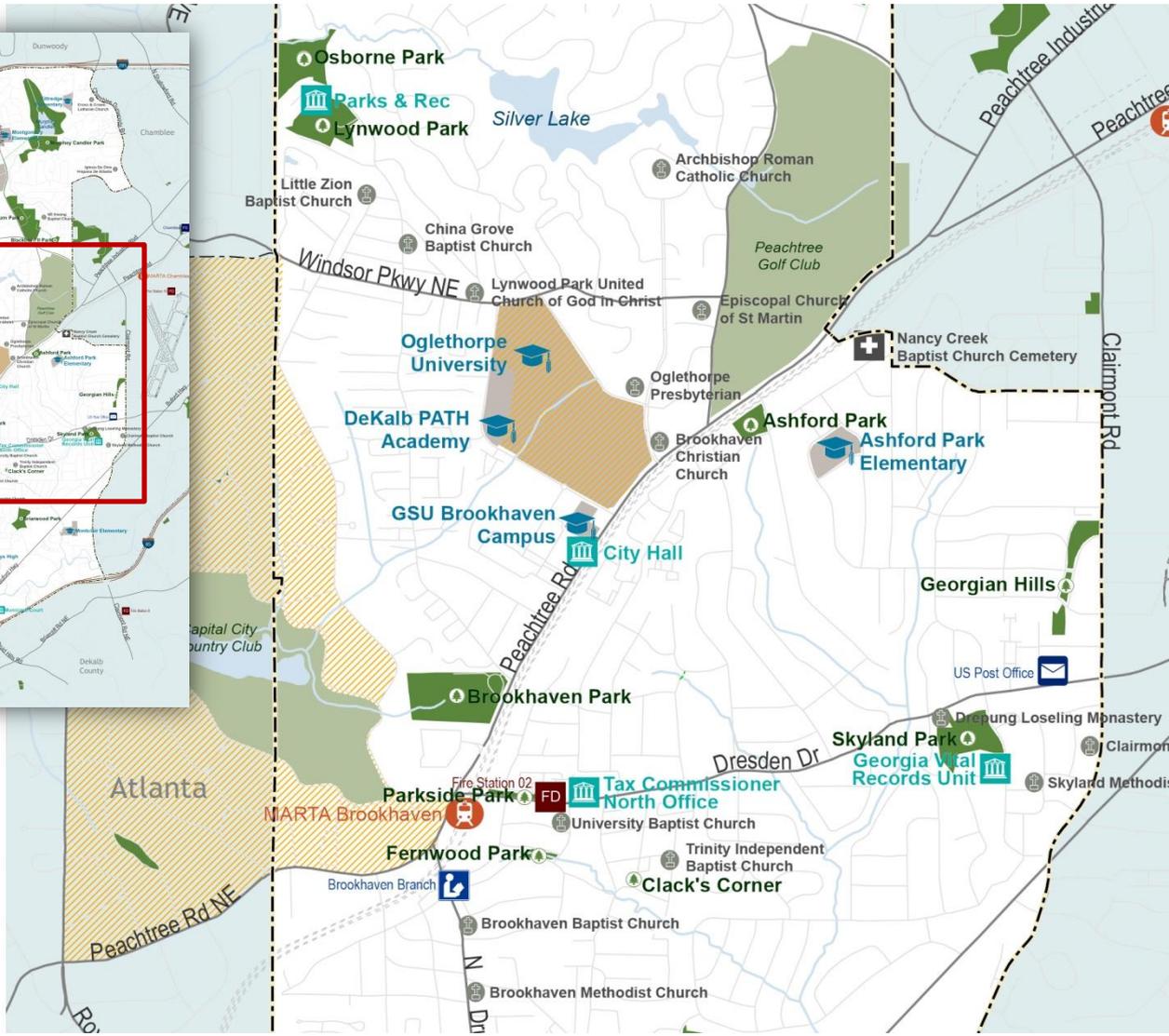
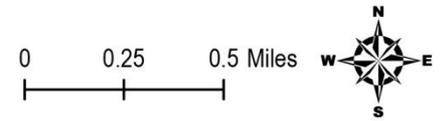
DeKalb County Comprehensive Plan



Future Development Map Designations:

- Commercial Redevelopment Corridor
- Highway Corridor
- Town Center
- Village Center
- Regional Center
- Traditional Neighborhood
- Suburban Residential
- Light Industrial
- Office Park
- Institutional
- Conservation-Greenspace

Community Facilities and Resources



- City of Brookhaven
- Hospital
- Library
- Government Facility
- Cemetery
- MARTA Rail Station
- Fire Station
- Police Station
- Post Office
- Place of Worship
- School
- School Parcel
- Park
- Trail
- Park Parcel
- Golf Course
- Waterbody
- Historic Districts
- Waterline
- Expressway
- Major Road
- Street
- Railroad

community facilities + services

City Services



- City Management
- Office of the Clerk
- Communications
- Community Development
- Finance
- Human Resources
- Information Technology
- Courts
- Tourism
- Parks and Recreation
- Police
- Public Works
- Stormwater

Photo Credit: www.thechampionnewspaper.com

Brookhaven Police Department



- Community-based policing philosophy
- Three divisions:
 - Uniform Patrol
 - Supporting Services
 - Criminal Investigations
- 60 officers
- Goal of 3-minute response times

Photo Credit: www.wsbradio.com

Parks and Recreation



- 14 City Parks
- Manages
 - Maintenance
 - Upgrades
 - Activities
- Parks and Recreation Master Plan



County Services



- Fire & Rescue
 - Station 2
- Public Schools
- Library
- Utilities
 - Water
 - Wastewater
 - Waste Disposal

Cultural Resources



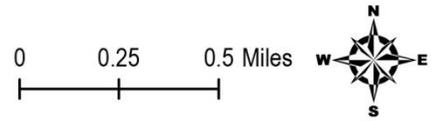
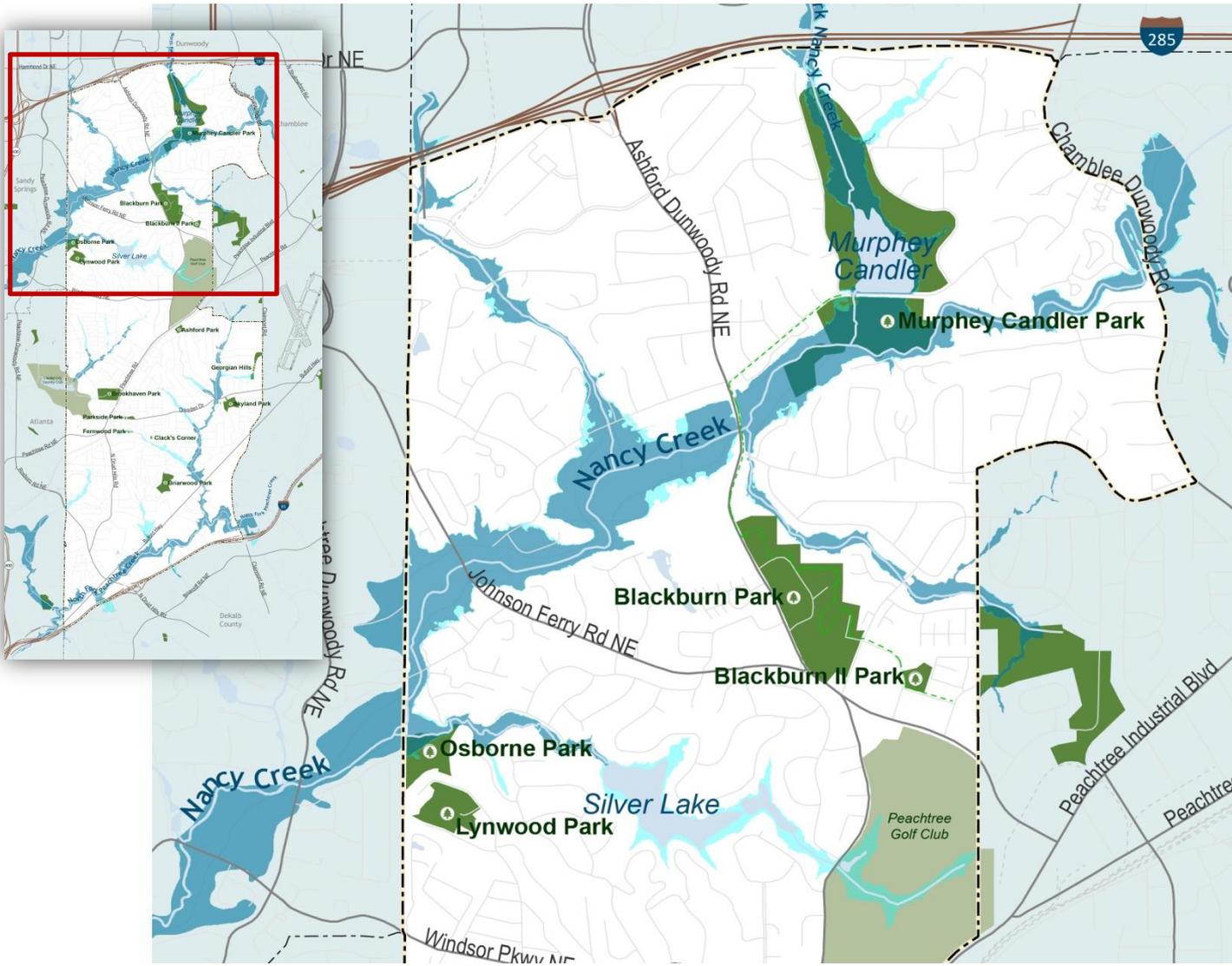
- Oglethorpe University
 - 100-Acre Gothic Campus, 1100 students
 - Founded in 1835 and re-chartered in 1913; moved to present location in Brookhaven in 1915
- Historic Brookhaven
 - Homes built from 1910 to 1941
 - Colonial and Georgian Revival styles
 - Built around Georgia's oldest planned golf course and country club
- Goodwin House on Peachtree Rd
 - Oldest house in Brookhaven; dates back to mid 1800s as travelers rest home
- Multiple annual events

Natural Resources



- Within Metropolitan North Georgia Water Planning District
- Subject to Georgia DNR Environmental Planning Criteria
- Located within Upper Chattahoochee Watershed
 - Stream Buffer Protection Ordinance
 - 50-foot vegetative buffer
 - Additional 25-foot impervious surface setback
- Wetlands and Floodplains
 - Nancy Creek
 - Peachtree Creek
 - Utilizing for parks and recreation
 - Murphey Chandler Park
 - Fernwood Park
 - Marist School Soccer Fields
- Urban forest (city's dense tree cover)

Natural Resources



- City of Brookhaven
- 100-Yr Floodplain
- 500-Yr Floodplain
- Park
- Park Parcel
- Golf Course
- Waterbody
- Trail
- Waterline
- Expressway
- Major Road
- Street
- Railroad

Community Facilities + Resources Key Findings



- Still a Young City
 - 14 City Parks
 - New City Hall location
- Relies on multiple DeKalb County services and utilities
- Major natural resources include:
 - Nancy Creek
 - Peachtree Creek
 - Dense tree cover



Top Assets & Considerations



- Regionally Significant Location
 - Brookhaven recognized for existing regional center, major commercial nodes, and redevelopment potential
- Economic development partners:
 - PCID, Brookhaven Development Authority and the Brookhaven Chamber of Commerce
- Youthful + diverse population
- Preservation of single family housing and diversity of housing types
- Ensuring safe and accessible housing
- Creating safe and walkable pedestrian environments

Top Assets & Opportunities

- Significant redevelopment of old commercial along key corridors
- Infill housing
- Potential new mixed-use opportunities
- Opportunities for more tailored zoning districts
- Protecting and better leveraging of natural and cultural resources
- Coordination with County on service provisions
- Leveraging and incorporating parallel planning efforts

